

**East Texas Council of Governments  
FY 2011 REGIONAL SOLID WASTE GRANTS PROGRAM**

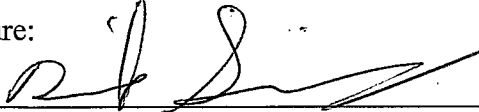
**FORM 1. APPLICATION INFORMATION AND SIGNATURE PAGE**

Applicant: City of Longview Sanitation Division	Funding Amount Proposed: \$ 5,000
Address: 933 Mobil Drive  Longview, TX 75606	Phone/Fax/Email: Ph: 903 237-1331 Fx: 903 291-5333 Email : dsimmons@longviewtexas.gov
Contact Person: David Simmons	Date Submitted: 10-31-2011

**Project Category**

<input type="checkbox"/> Local Enforcement <input type="checkbox"/> Litter and Illegal Dumping Cleanup and Community Collection Events <input checked="" type="checkbox"/> Source Reduction and Recycling <input type="checkbox"/> Local Solid Waste Management Plans <input type="checkbox"/> Citizens' Collection Stations and "Small" Registered Transfer Stations <input type="checkbox"/> Household Hazardous Waste (HHW) Management <input type="checkbox"/> Technical Studies <input checked="" type="checkbox"/> Educational and Training Projects <input type="checkbox"/> Other
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**Signature**

<p>By the following signature, the Applicant certifies that it has reviewed the certifications, assurances, and deliverables included in this application, that all certifications are true and correct, that assurances have been reviewed and understood, and that all required deliverables are included with this application.</p>	
Signature: 	Title: Recycle Coordinator
Typed/Printed Name: David Simmons	Date Signed: 10-31-2011

**FOR USE BY ETCOG**

Date application was received: <u>10/31/2011</u>
Does the application meet all of the required screening criteria: <u>X</u> Yes _____ No
Is the application administratively complete: _____ Yes <u>X</u> _____ No


Project Application  
Form 1

*\* Resolution will be approved at next Council meeting.*

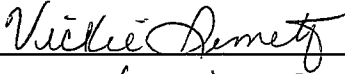
## FORM 2. Authorized Representatives

The Applicant hereby designates the individual(s) named below as the person or persons authorized to receive direction from the COG, to manage the work being performed, and to act on behalf of the Applicant for the purposes shown:

- 1. Authorized Project Representative.** The following person is authorized to receive direction, manage work performed, sign required reports, and otherwise act on behalf of the Applicant.

Signature: 
Typed/Printed Name: David Simmons
Title: Recycle Coordinator
Date: 10-31-2011

- 2. Authorized Financial Representative.** In addition to the authorized project representative, the following person is authorized to act on behalf of the Applicant in all financial and fiscal matters, including signing financial reports and requests for reimbursement.

Signature: 
Typed/Printed Name: VICKIE SEMETY
Title: FINANCE MANAGER
Date: 10-31-11

**FORM 5: Explanation Regarding Private Industry Notification**

Applicable to Applicants under the following grant categories:

- a. Source Reduction and Recycling
- b. Citizens' Collection Stations and "Small" Registered Transfer Stations
- c. A demonstration project under the Educational and Training Projects category
- d. Other

**Form 5a. List of Private Service Providers Notified**

Private Service Providers Contacted	Name and Position	Telephone Number	Date Notified
Mediaquest	Joe Fuentes, Owner	903 753-6555	10-06-11

**Form 5b. Summaries of Discussions with Private Industry**

*(Refer to instructions concerning information to include on this form. Attach any written comments or input provided)*

The City of Longview Sanitation Division has been in contact with a local marketing company by the name of Mediaquest.

On October 6, 2011 Sanitation and Fleet Division Manager Dwayne Archer and Recycle Coordinator David Simmons met with Mediaquest Owner and Manager Joe Fuentes and Concept Artist Cale Smith to discuss and develop a marketing campaign to boost recycling awareness in Longview. Items discussed were as follows: LOGO, Campaign idea, Television and Radio advertisements, development of brochures, posters and other printed materials.

Enclosed is the proposal submitted by Mediaquest.

## FORM 6: Project Summary

Please provide a complete project summary. Reference the goals, objectives, and/or recommendations from the regional solid waste management plan that apply to the project, and how the project will assist in implementing the plan. Refer to the application instructions when completing these forms. If necessary, attach additional pages for each form.

### **Form 6a. Project Description** *(add additional pages as necessary)*

The City of Longview has steadily increase its' community and curbside recycling. In 2001 Longview recycled 293,042 pounds of would-be waste. This number has steadily increased. In 2010 the number was 3,039,370 pounds. In last ten years the City of Longview has diverted 20,373,832 pounds of waste from the landfill and into the economy through our curb side recycling program.

In October 2011 the City of Longview hired a new Recycle Coordinator to focus specifically on boosting recycle numbers and consequently divert even more waste from the landfill. Education is a key factor in increasing residential curbside recycling, as well as commercial recycling.

This marketing campaign is designed to bring awareness to our community about the importance of recycling. The said company will begin by designing a LOGO and tag line that we will use to flood the community with the idea of recycling as an important action. Mediaquest will design a television and radio commercial that will be aired as a Public Service Announcement (PSA). Brochures, posters, signs and billboards will be designed to saturate our city.

In order to use the items designed by Mediaquest to their full potential, supplies will be needed for this project. Supplies needed will be the printed materials themselves, as well as a promotional booth and promotional items that can be taken to various community events to promote recycling. The City would also like to advertise our recycling campaign on our garbage trucks.

The grant funds will be used for the contract with Mediaquest, printed materials, display booth and promotional items, and Sanitation truck advertisement.

**Form 6b. Project Cost Evaluation** (*add additional pages as necessary*)

Provide an evaluation of the costs associated with the proposed project. Explain how the total related costs of the proposed project were adequately considered; compare project costs to established averages or to normal costs for similar projects. Present the costs in unit terms, such as cost per ton, cost per customer, or cost per capita, as applicable. Describe any measurable costs savings, or reasonably justified costs of the project.

Printing of brochures, billboards and posters etc. would cost \$1,000 est.

Display Booth would cost \$1400.

Promotional signs for Garbage trucks would cost \$1600 est.

Promotional Items would cost \$1,000 est.

Grand Total: \$5,000

**Form 6c. Level of Commitment of the Applicant** *(add additional pages as necessary)*

Provide information related to the Applicant's level of commitment to preferred solid waste management practices. If the proposed project is an ongoing service, demonstrate the ability to sustain the program beyond the term of the grant. Explain the extent to which the appropriate governing bodies support the proposed project.

The City of Longview Sanitation Division has been actively engaged Source Reduction and Recycling and Educational and Training Projects for the many years and plans to continue this commitment to our environment, and economy. Our long term goal is to have zero waste going to our landfill. This marketing campaign is one great step in this direction. We will continue to promote recycling and landfill reduction.

List any previously demonstrated commitment to preferred solid waste management practice, such as implementing other solid waste management projects, involvement in a local or subregional solid waste management plan or study, or membership in the TCEQ's Clean Texas Program.

The City practices Source Reduction and Recycling through four activities:

Firstly, City residents have the opportunity, at no additional cost, to have limbs, brush and other woody material removed from their property by the Sanitation Division through its' Bulky Item Pick Up Program. The material gathered using this program is diverted to the City Compost Site.

The second activity in this waste management practice is the use of the City's compost site at no additional charge by residents of Longview. On an annual basis, the material is ground into mulch with a portion of the mulch given to citizens for their use with the remainder of the mulch being used on City facilities.

The third activity in the waste management practice is the City's Recycling Program. Curbside collection of recyclable material is provided at no additional cost to residential customers. Collection is done once per week. This program continues to increase each year and is expected to grow even more with commencement of the proposed Recycling Campaign.

The final activity in which the City practices Source Reduction and Recycling is through our annual E-cycle service. Each November the city of Longview hires a recycling company to come to the City Courthouse. Residents are invited and encouraged to bring any outdated, unused or broken electronics to recycle at no cost. The free E-cycle event has grown over the past few years and will continue to grow as residents become more aware of the benefits of recycling.

The City also participates in Educational and Training Projects which are designed to inform residents of local opportunities to participate in Recycling and Waste Reduction through the bulky Item Pick Up Program, use of the Compost Site, and the City's curbside recycling program. This is done through presentations given to civic clubs, school groups and mall audiences. Another avenue through which the education message is distributed is public service ads which air on Longview Cable Channel 5.

If the proposed project has received previous grant funding under this program, explain to what extent the proposal involves expansion of current services or operations; present quantifiable documentation of the success of the project in order to warrant further funding. Demonstrate a good record of past grant contractual performance.

**Form 6d. Scope of Work** *(See application instructions. Add additional pages as necessary)*

Provide a work program with a schedule of deliverables for the proposed project or program. The work program with the schedule of deliverables will be considered the Scope of Work to be performed under the contract agreement, if funded. Once the details of the work program have been negotiated with the Applicant and approved by the COG, the work program will be entered into the grant contract.

As concisely as possible, for each task of the proposed project, describe the major steps or activities involved, identify the responsible entities and establish a specific timeframe to accomplish each task. The scope of work for the project or program must include:

- Detailed purpose and goal of the project (should be consistent with implementing the goals, objectives, and recommendations from the regional solid waste management plan, as stated in the project description on Form 6a).
- Specific task statements with responsible entity identified
- List of deliverables/products/activities under each task
- Schedule of deliverables

The purpose for contracting a marketing company, maintaining a marketing campaign and purchasing supplies such as printed materials and display booths is threefold:

Firstly, the campaign would increase the general awareness of the public as to the importance of recycling for our community both environmentally and economically.

Second, the commercials, printed materials and booths would give allow us the opportunity to educate the people of the city of Longview on what items can be recycled, where they can be taken (if not curbside) and how to recycle effectively.

The third goal of this proposed campaign is to increase our recycling rate by 10%. That would divert 10% more waste from our landfill and get 10% more recycled material into the economy.

Assuming the City is successful in its grant application; the Sanitation Division will develop equipment specifications consistent with the grant application and submit these specifications to the City's Purchasing Department. The specifications will then be used to enter into contract with said company Mediaquest as well as the purchase of printed materials, display booth and promotional items.

The process of writing specifications, purchasing supplies and developing the marketing campaign should take approximately ninety (90) days from the date the grant is awarded.

## FORM 7. GRANT BUDGET SUMMARY

Please provide the following breakdown of the total amount of grant funding being requested:

Budget Category	Funding Amount
1. Personnel/Salaries	\$
2. Fringe Benefits	\$
3. Travel	\$
4. Supplies	\$ 2,400
5. Equipment	\$
6. Construction	\$
7. Contractual	\$
8. Other	\$ 2,600
9. <b>Total Direct Charges</b> ( <i>sum of 1-8</i> )	\$
10. Indirect Charges *	\$
11. <b>Total</b> ( <i>sum of 9 - 10</i> )	<b>\$ 5,000</b>

12. Fringe Benefit Rate:	%	
13. Indirect Cost Rate:	%	

Identify, in detail, each budget category to which your indirect cost rate applies and explain any special conditions under which the rate will be applied:

\*In accordance with the UGMS, indirect charges may be authorized if the Applicant has a negotiated indirect cost rate agreement signed within the past 24 months by a federal cognizant agency or state single audit coordinating agency. Alternatively, the Applicant may be authorized to recover up to 10% of direct salary and wage costs (excluding overtime, shift premiums, and fringe benefits) as indirect costs, subject to adequate documentation. If you have an approved cost allocation plan, please enclose documentation of your approved indirect rate.

***Please complete any of the following detailed budget forms that are applicable.***

**FORM 7a: Detailed Matching Funds/In-Kind Services**

This budget form should be completed if the Applicant is providing any level of matching funds or in-kind services directly related to the proposed project.

Matching Funds: \$5,000

In the space below, please explain in detail the application of any matching funds to be provided by the Applicant, as directly related to the proposed project:

Matching funds will be used to pay for the marketing campaign development by a third party and be obtained from the Sanitation Division's O& M budget for Fiscal year 2011-2012.

In-Kind Services: \$\_\_\_\_\_ (monetary equivalent)

In the space below, please explain in detail the application of any in-kind services to be provided by the Applicant, as directly related to the proposed project:

What is the TOTAL COST of the proposed project, considering the total grant funding requested, any matching funds being provided by the Applicant, and the monetary equivalent of any in-kind services being provided by the Applicant:

\$ 10,000

### FORM 7d: Detailed Supply Expenses

This budget form provides a more detailed breakdown of the total expenses for supplies indicated on Line 4 of the Overall Budget Summary.

Please list the general types of supplies you expect to purchase with grant funding.

General Types of Supplies	Estimated Cost
General office/desk supplies	\$
Other supplies ( <i>explain below</i> ):  Display booth Promotional Items	\$1,400 \$1,000
<b>TOTAL</b> ( <i>Must equal Line 4 of the Overall Budget Summary</i> )	<b>\$ 2,400</b>

### FORM 7h: Detailed Other Expenses

This budget form provides a more detailed breakdown of the total other expenses indicated on Line 8 of the Overall Budget Summary. *Please note that the final totals are at the bottom of the next page.*

#### Basic Other Expenses

Please identify the basic "Other" category expenses you expect to incur appropriate to the project.

Basic Other Expenses	Estimated Cost
Books and reference materials	\$
Postage, telephone, FAX, utilities	\$
Printing/reproduction Brochures and Posters	\$ 1,000
Advertising/public notices Sanitation Truck Recycle Advertisement	\$ 1,600
Registration fees for training (if approved)	\$
Repair and maintenance	\$
Basic office furnishings	\$
Space and equipment rentals	\$
Signage	\$



**City of Longview Recycling  
David Simmons  
Proposal 10.25.11**

**Project Objective:** *as per a request for proposal received on 10/10/2011.*

To develop a marketing campaign that will energize the citizens to participate in recycling on a regular basis. The emphasis in this project would be in developing an icon and a "catch phrase" that will be remembered and shared easily.

**PHASE 1 – Scope of work: CORPORATE IDENTITY** Development of logo design for approval. This is also the "Collection Phase" where we gather all needed information that will go into the marketing elements.

- 1. LOGO – Tag Line
- 2. Campaign idea – direction of marketing

**PHASE 2 – Scope of work: Development of 1 TV AD and 1 Radio AD.** Layout of overall commercial design.

- 1. Script writing
- 2. Shooting of footage
- 3. Editing of Commercial

**PHASE 3 – Scope of work: PRINTED MATERIELS** Design of 1 brochure, 1 poster, and 1 miscellaneous marketing material.

- 1. Layout of all elements.
- 2. Send proofs for approval
- 3. Send for printing (Cost to be determined at printing and not included in the overall price.)

**Projected Cost: \$5,000**

**Approval Process of Design Work:**

Upon approval, we will require a signature to "document" acceptance. This will be signed on a printed version of all layouts and projects. Only one signature per design is required by an authorized person.

**Terms of Agreement:**

Project requires a 50% down payment due upon signing. The balance will be due upon completion. If you choose to accept this proposal, we will send an invoice for the first half. After project is complete, we will send an invoice for the second part. This estimate is valid for 30 days. Please sign and fax to 903-757-7955.

Signature – City Recycling

Media Quest Inc.

\_\_\_\_\_  
Date: \_\_\_\_\_

\_\_\_\_\_  
Date: \_\_\_\_\_

