



Solid Waste Division

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FY19 Education/Outreach Grant Application

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3. Greenville County implemented a Food Scrap Recycling program in February 2017 at the Enoree Residential Waste and Recycling Center, 1311 Anderson Ridge Rd, Greer 29651. Atlas Organics provides four 64-gallon organic rollout carts for the collection of organic materials/food scraps from citizens utilizing the center. The carts are collected from the site three times per week by Atlas Organics and contents are transported to the Twin Chimneys Landfill for composting. To date, 11,571 pounds of food scraps/organics have been collected for composting. We would like to implement an identical Food Scrap Recycling program location at the Simpsonville Residential Waste and Recycling Center, 517 Hipps Road, Simpsonville 29680. Grant funds are requested for an outreach and educational campaign to promote the existing food scrap recycling program at Enoree Residential Waste and Recycling Center and the new food scrap recycling program at Simpsonville Residential Waste and Recycling Center. Campaign and outreach includes; social media, radio, television, billboards, direct mail, post cards and brochures. In addition to collecting at our Greenville County location, Atlas Organics collects food scraps from grocery, hospitality, healthcare, corporate and educational markets six days per week in the Upstate, Columbia area of South Carolina and Tennessee. Box trucks are used to transport the food scraps to the Atlas Organics composting facility located at Twin Chimneys Landfill.

Grant Funds are requested to install vehicle wraps on three of Atlas Organic's box trucks to promote and educate citizens about the Greenville County food scrap recycling and composting program, Atlas Organics Composting program while including the Don't Waste Food SC program.

4. Grant funds are requested for an outreach and educational campaign to promote the existing food scrap recycling program at Enoree Residential Waste and Recycling Center and the new food scrap recycling program at Simpsonville Residential Waste and Recycling Center. Campaign and outreach includes; social media, radio, television, billboards, direct mail, post cards, brochures and three box truck vehicle wraps.
5. All food scraps/organics are included in this project.
6. The targeted source for the material will be citizens utilizing the Enoree and Simpsonville Residential Waste and Recycling Center. Over 70,000 citizens utilize each center on a monthly basis. Also, the box truck vehicle wraps targeted source includes the Upstate area, Columbia area of South Carolina and Tennessee.
7. Grant funds are requested for outreach and educational campaign which includes; social media, billboards, direct mail, post cards, brochures and three box truck vehicle wraps.
8. Community partners for the promotion activities of the grant will include Greenville County Solid Waste Division's Twin Chimneys Landfill, Enoree and Simpsonville Residential Waste and Recycling Centers and Atlas Organics
9. From February 2017-March 2018 the Enoree Residential Waste and Recycling Center collected and recycled 11,571 pounds of food scraps. Currently there is no food scrap recycling option at the Simpsonville Residential Waste and Recycling Center. We anticipate an increase of food scraps collected at the Enoree Residential Waste and Recycling Center due to ongoing education and outreach. We also anticipate an increase of food scraps collected at the Simpsonville Residential Waste and Recycling Center since there is not a food scrap recycling option at the Simpsonville Residential Waste and Recycling Center. We anticipate an overall increase of food scraps collected due to educational outreach in the Upstate area and Columbia area of South Carolina.
10. Currently, food scraps are dropped off at the Enoree Residential Waste and Recycling Center only. The material is then transported by Atlas Organics to Twin Chimneys landfill where it is consolidated with other food

scraps/organics and composted. Atlas Organics markets the finished compost. We would like to implement the same program at the Simpsonville Residential Waste and Recycling Center where currently there is no food scrap recycling option. The education and outreach program will improve the existing food scrap recycling program and promote the new program at the Simpsonville Residential Waste and Recycling Center. The three box truck vehicle wraps will improve and promote existing and new food scrap composting programs including Greenville County, Atlas Organics and Don't Waste Food SC.

11. N/A

12. N/A

13. Grant funds are requested to promote and educate citizens about food scrap recycling/ composting programs which includes; social media, billboards, direct mail, post cards, brochures and three box truck vehicle wraps.

• Box truck wraps	\$17,000
• Brochures	\$ 1,500
• Postcards	\$ 1,500
• Billboards	\$ 3,000
• Direct Mail	\$ 1,500
• Social Media	\$ 500

Total funds requested \$25,000.00.

14. Greenville County will continue to pay any additional expenses incurred that exceed grant funding.