



Franklin Soil and Water Conservation District

Creating Conservation Solutions for Over 70 Years

Attachment C

2018 Outreach and Messaging to Contractors.

Scope of Services

The purpose of these services are to provide public outreach and education to City of Columbus contractors including single lot redevelopment, residential remodeling and repair, painting and landscaping.

Franklin SWCD will provide the following services for the City of Columbus Department of Public Utilities:

1. Develop messaging, graphics, and video to promote proper waste management and disposal.
 - a. We will work with City of Columbus Staff, Builders Exchange, Ohio Nursery and Landscape Association and our garden center partners for assistance in developing and promoting messaging.
 - b. We will work with Columbus staff to develop bilingual education.
2. Specific actions for messaging will be developed in consultation with City staff and is not limited to but will include:
 - a. Proper disposal of paint, and other building supplies.
 - b. Proper disposal of yard waste.
3. Work with City of Columbus, Builders Exchange, Ohio Nursery and Landscape Association, and Chamber of Commerce to develop a contractors list.
4. Develop incentives and a pledge form.
5. Compile a direct mailer to contractors with education information and a pledge form.
6. Develop information and graphics for City of Columbus website.

7. Hold one good housekeeping workshop for contractors with a free lunch and certification.
8. Reach out to builders, home remodelers, and repair businesses through Builders Exchange publications and trainings.
9. Reach out to landscapers through January 2019 MPIX Trade Show and local wholesalers.
10. Identify additional opportunities to promote messaging and pursue these opportunities or make recommendations for programming in 2019.

Funding

The City of Columbus shall compensate the SWCD in the amount of \$25,000

<i>Contractor Education and Outreach Program Estimated Expenditures</i>	
Funding Request = \$25,000	
FSWCD Contribution = \$7,500 Total Project Cost = \$32,500	
Material and Supplies	Budget 2018
Development of Messaging and Branding	\$10,000
Promotional stickers, magnets or key chains for events for incentives to participate in program	\$2,000
"Proper Disposal" cards for contractors and additional partners (Design and Printing)	\$3,000
Develop website information	\$1,400
"Development of promotional video"	\$2,000
Pull-up display; other display materials for at least one tradeshow and workshop.	\$1,500
Total Materials Development	\$19,900

Program Outreach	Budget 2018
Develop a pledge program that provides incentives for participation. This may include paid advertising in industry publications or with Columbus Chamber of Commerce.	\$5,000
Conduct one direct mailing.	\$3,000
Early registration deposit for MPIX show in 2019	\$600
Develop contractors list	\$2,000
Develop and hold one Good Housekeeping workshop for contractors.	\$2,000
Total Program Outreach	\$12,600

Total Estimated Expenditures	\$32,500
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