



Franklin Soil and Water Conservation District

Creating Conservation Solutions for Over 60 Years

Attachment B

2018 Community Backyards Program Scope of Services

A. Franklin Soil and Water and the City of Columbus' intergovernmental working agreement will continue to have the following goals for the 2018 Program:

1. Increase awareness among City of Columbus residents on behaviors and practices that influence the local environment including residential flooding, and water quality. Information and resources will be provided through a website, written materials, and workshops.
2. Engage as many City of Columbus households in implementing backyard conservation practices as resources allow. Rebates are provided for approved rain barrels, native plants, and trees. Additional assistance will be made available through emails, phone calls and site visits.
3. The 2018 program will coordinate with the following partner initiatives and programs: City of Columbus' *GreenSpot*, *Branch Out*, and *Blueprint*; Franklin Soil and Water's *Gardening for Clean Water* and *Get Grassy*; and programming at the Grange Insurance Audubon Center. Outreach and education are additionally extended via two watershed groups, Friends of the Lower Olentangy Watershed (FLOW) and Friends of Alum Creek and Tributaries (FACT).

B. Franklin Soil and Water will provide the following services to the City of Columbus:

1. Evaluate and update program materials.
 - a. Consult with partners and evaluate any changes that need to be made to the program, handouts, website or presentation.

- b. Provide information, graphics and program link to include program on City of Columbus's website.
- c. Create a video to advertise, promote program and/or messaging.

2. Implement the Community Backyards Rebate Program.

- a. Interested residents within City of Columbus service area must complete an educational course to receive a rebate in one of two ways: attendance at a free in-person workshop facilitated by Franklin Soil and Water and partnering organizations, or completion of the online backyard conservation course and quiz through www.communitybackyards.org.
- b. The educational courses, in-person and online, will place the primary focus on stormwater, stormwater pollution and stormwater pollution abatement. Instructors and online content will provide information on rain barrels, rain gardens, lawn care, and native plants.
- c. All participants will be prompted to register as a GreenSpot Member at the time of completing the course. A list of Columbus *Backyards* participants will be sent to the GreenSpot Program Coordinator on a monthly basis.
- d. Vouchers will be personalized for participants after their eligibility information is confirmed through our GIS or the Franklin County Auditor website. The vouchers will include available rebate items, rebate amount, and purchasing details.
- e. Vouchers are valid for 60 days with limited extensions upon request. Vouchers and rebates will not be accepted after December 31, 2018.
- f. In-person workshop attendees will receive their voucher at the end of the workshop. Their information and eligibility will be verified prior to the workshop. Attendees who did not register for the workshop will need to provide their information on a sign-in sheet. Their eligibility will be verified the next business day and their vouchers will be emailed or mailed out to qualifying participants.
- g. Online course and quiz participants will receive a voucher through email or mail after passing the quiz (70% or better) within a week of participation.

3. Manage and track program participation, vouchers and rebates.
 - a. Original receipt or copy, voucher, and photo of items must be submitted to Franklin Soil and Water in exchange for a reimbursement rebate check for no more than \$50 for rain barrels, trees, or native plants. Refunds will be limited to **one reimbursement per household per year**.
 - b. Reimbursements will be available on a first come, first serve basis. Once reimbursement dollars are expended for each item, reimbursements will not be available for the remainder of 2018. Available vouchers and their corresponding expiration date will be tracked to ensure that the largest number of potential rebates is available at any given time.
 - c. In the interest of convenience, program growth, and support of local retailers that carry appropriate items, Franklin Soil and Water has agreements with select local retailers (Rain Brothers LLC, City Folks Farm Shop, Scioto Gardens, and Kurtz Brothers) for immediate discounts at point-of-sale. Vendors may invoice Franklin Soil and Water monthly or more frequently for the amount of vouchers claimed. To be paid, vendors must be able to verify voucher numbers and products sold. Because only approved items are purchased and verified by the retailer, it will not be necessary to send in receipts, photos, and voucher/certificates to Franklin Soil and Water for pre-approval.
 - d. "Approved" items are enclosed rain barrels with diverters to avoid overflow and prevent mosquitos; and perennials, shrubs, or trees. No vegetables, herbs, annuals, or invasive plants (as per Ohio Invasive Plants Council, ODNR, and Midwest Invasive Plant Network) are permitted. Though native plant use is highly encouraged, non-native perennials are eligible for reimbursement as long as they are not listed on the invasive list provided on the website and through confirmation emails.
4. Support Gardening for Clean Water Program to promote rain gardens and community backyards conservation practices at local nurseries. Currently Oakland Nurseries, Straders, Dills Garden Center, Kurtz Brothers, Darby Creek Nurseries, and Scioto Gardens Landscape Nursery are participating. This includes workshops to garden center staff on installing rain gardens, labeling rain garden plants in the nursery and providing an educational kiosk at participating locations.
5. Work with Neighborhood Pride coordinators and the Department of Neighborhoods to offer information to homeowners on the Low Income Water and Sewer program offered through the Department of Public Utilities. Qualified residents who

complete the Backyards course may receive a free rain barrel. Fourteen low-income rain barrels are currently available.

6. Provide rain garden assistance and education.

- a. Guidance from Franklin Soil and Water and onsite evaluations will be available to help ensure proper planning and placement of rain gardens. Efforts will be made to avoid placement over lateral lines in SSO and CSO area.
- b. City of Columbus will be recognized as a *Gardening for Clean Water* program supporter. The program provides backyard conservation and rain garden information to garden center staff and their customers.

Overview of Grant Revenue

Grant Revenue Detail	Cost	Item(s)	Budget
Columbus Grant -- Sewer and Drains			\$45,000
Columbus Grant -- Water			\$24,000
FSWCD Funding Match			\$26,800
Unused rebates from 2017 roll over for 2018 season			
Rain barrel overage	50	-100	-\$5,000
Compost bin overage	50	-30	-\$1,500
Remaining Plants	50	30	\$1,500
Remaining Trees	100	60	\$6,000
Total Grant Revenue			\$96,800

Estimated Expenditures

Conservation Education Detail	Cost	Item(s)	Budget
Workshops and Classes: 5 classes throughout year			
Partner Organization: full class	400	5	\$2,000
Grange Insurance Audubon Center (facilities cost)	200	1	\$200
Total Conservation Education			\$2,200

Rebate Dollars Detail	Cost	Item(s)	Budget
Rain Barrels	50	300	\$15,000
Plants and Trees	50	250	\$12,500
Total Rebate Dollars			\$27,500

Additional Expenses Detail	Cost	Item(s)	Budget
"Train the Trainer" workshop			\$500
Paid Advertising (Magazines, Newspapers, Prints)			1,500

Create a Video for Program			\$2,000
Print Logo for Program			\$800
Public Relations/Outreach and Advertisements/ (PR Staff)			\$4,000
Gardening for Clean Water Outreach and Support			\$2,000
Video/power point/ quiz/ website updates, educational material development, printing			\$3,500
Registration, Ordering, Pick-up, Customer Service (Admin Staff)			\$49,800
10 Site Visits for Rain Gardens (x 150/ea)			\$1,500
GIS Mapping Assistance			\$1,500
Total Additional Expense			\$67,100
Total Estimated Expenditures			\$96,800