

O-554-20

Louisville Metro Council City Agency Request

- **Neighborhood Development Fund (NDF)**
- Capital Infrastructure Fund (CIF)**
- Municipal Aid Program (MAP)**
- Paving Fund (PAV)**

NDF120220BS21

Primary Sponsor: Councilwoman Nicole George


Amount: \$8,912.50 **Date:** 11-16-2020

Description of program/project including public purpose, additional funding sources, location of project/program and any external grantee(s):
 Funding is for the Brightside Education Program for District 21 and includes outreach to students, businesses, and community volunteers as part of a public facing project to reduce litter at district hotspots.

Project Budget enclosed in the attached documentation. Total: \$8,912.50.

City Agency: Brightside
Contact Person: Lorri Roberts
Agency Phone: (502) 574-4167

I have reviewed this request for an expenditure of city tax dollars, and have determined the funds will be used for a public purpose and have the attached documentation from the receiving department concerning the project/expenditure.

21		\$8,912.50	11-16-2020
District #	Council Member Signature	Amount	Date

Approved by: _____
 Appropriations Committee Chairman Date

Clerk's Office & OMB Use Only:

Request Amount: _____ Amended Amount: _____

Reference #: O-554-20 To OMB: _____

Budget Revision #: _____

Account #: _____

To Project Manager: _____ Completion Date: _____

Actual Cost: _____ Funds Returned: _____

NDF, CIF, MAP OR PAV INTERAGENCY CHECKLIST

Interagency Name: Brightside

Program/Project Name: Brightside Education Program for District 21

	Yes/No/NA
Request Form: Is the Request Signed by all Council Member(s) Appropriating Funding?	Yes <input type="checkbox"/>
Request Form: If matching funds are to be used, are they disclosed with account numbers in the request form description?	NA <input type="checkbox"/>
Request Form: If matching funds are to be used, does the amount of the request exclude the matching fund amount?	NA <input type="checkbox"/>
Request Form: If other funds are to be used for this project, are they disclosed with account numbers in the request form description?	NA <input type="checkbox"/>
Funding Source: If CIF is being requested, does Metro Louisville own/will own the real estate, building or equipment? If not, the funding source is probably NDF.	NA <input type="checkbox"/>
Funding Source: If CIF is being requested, does the project have a useful life of more than one year? If not, the funding source is probably NDF.	NA <input type="checkbox"/>
Ordinance Required: Is the NDF request to a Metro Agency greater than \$5,000? If so, an ordinance is required.	Yes <input type="checkbox"/>
Ordinance Required: Is the request a transfer from NDF to cost center? If so, is the amount given for the fiscal year \$25,000 or less?	No <input type="checkbox"/>
Supporting Documentation: Does the attachment include a valid estimate and description of cost?	Yes <input type="checkbox"/>

Submitted by: Rachel Roarx, District 21 Legislative Aide

Date: 11-16-2020

Roarx, Rachel G.

From: Roberts, Lorri A.
Sent: Thursday, November 12, 2020 4:30 PM
To: Roarx, Rachel G.; George, Nicole A.
Cc: Bell, Dave C.
Subject: Brightside Education Proposal Presentations
Attachments: Brightside Education Proposal District 21.pdf; Brightside Education Proposal District 21-Budget Included.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Nicole and Rachel,

It was wonderful speaking with you both today! We are very excited for the work to come on this project.

I've attached two versions of the presentation as requested one with the budget and one without.

I am sure we will have much more follow up as we begin to develop the materials and surveys and we will be sure to keep you looped in throughout the process.

Thank you,

Lorri Roberts

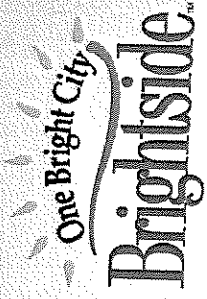
Events & Volunteer Supervisor - Brightside

Louisville Forward
444 S Fifth Street; Suite 200
Louisville, KY 40202
Office: (502) 574-4167
Cell: (502) 528-0084
Lorri.roberts@louisvilleky.gov

STAY CONNECTED TO BRIGHTSIDE



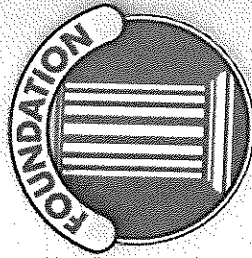
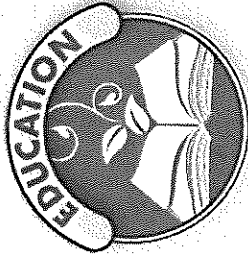
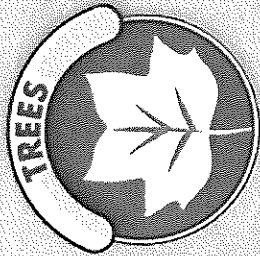
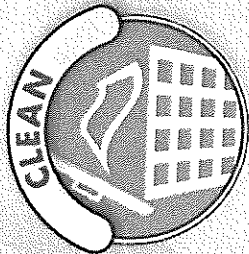
Proposed Project Budget



Educational Component Expenses	Item	Description	Estimated Budget
	Classroom Material Production	Printing Classroom Packet Materials including but not limited to project and lesson guides, classroom worksheets, pre- and post- presentation surveys, etc.	\$ 750.00
	Project Materials	Necessary supplies to complete the first classroom project in conjunction with the Brightside led presentation	\$ 750.00
	Classroom incentive	Incentive item to be determined (\$50 per classroom)	\$ 1,250.00
	Outreach Material Production	Printing materials including but not limited to window clings, recruitment brochures, program guide, pre- and check-in surveys.	
	Translation Services	Translate all program materials into 2 additional languages	\$ 1,500.00
	Business Incentive	Incentive item to be determined (\$100 per business)	\$ 500.00
	Sign Production & Posts	10 Signs printed by Sign-o-rama and installed at or near each hot spot location by Brightside	\$ 2,000.00
Administration and Oversight		Material development and implementation	\$ 1,000.00
		Total Project Budget	\$ 1,162.50
			\$ 8,912.50

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Brightside™



Brightside Educational Proposal

District 21

November 12, 2020

Recap of District 21 Struggles & Proposed Solutions

One Bright City

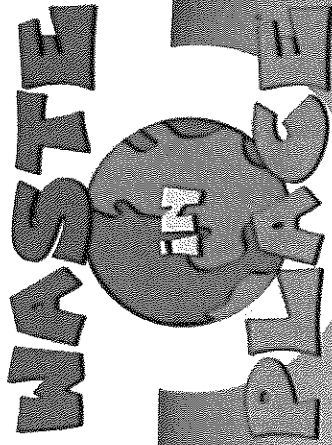
Brightside

- **Lack of education surrounding litter and litter abatement**
 - Create school curriculum targeted for students at Olmsted North & South and Iroquois High School
 - Create business outreach program for businesses surrounding the 10 District 21 hotspots.
- **Feeling of anonymity surrounding littering**
 - Increased awareness about the Litterators work
 - Increased awareness about the Report-A-Litterer Program
- **Need for a measuring tool to gauge attitudes around litter before and after initiatives created**
 - Create pre- and post initiative survey to measure attitudes about littering and litter in the community for each program developed

Educational Curriculum



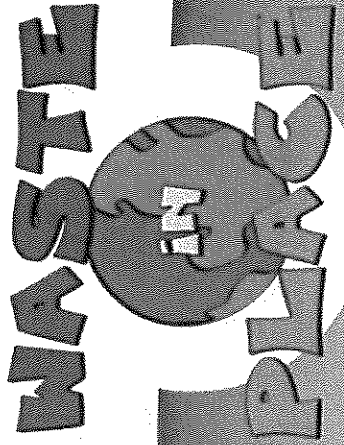
- **Targeted to Middle and High School Students**
 - Launch in Olmsted North & South and Iroquois High School
 - Initial goal of 25 presentations in 2021.
- **Utilize existing Keep America Beautiful Resources available to Brightside as a KAB Affiliate**
 - *Waste in Place*
 - Offers student and leader project-based learning guides to help middle and high school students plan, lead, and execute community service projects.
 - The curriculum combines online resources and Brightside led presentations teaching students to become and create Litter Free Places, Trash-less Tree Trails, and complete a Waste Audit. It also includes how to form a Youth Advisory Council.



Materials



- **Student and Teacher classroom presentation packet**
 - Service project worksheets & materials
 - Pre and post presentation & project survey
 - Developed to gather demographic information as well as measurable metrics surrounding litter and littering in our community.
 - Will be made available as a PDF and digital survey
- **Access to virtual lesson library**
 - Videos to be used both during presentations and for follow up projects
- **Incentives**
 - Development of a classroom incentive program to entice students to set a class goal that they can then report on to Brightside and Council for a determined reward. (Classroom celebration fund, etc.)



Example Lesson Activity



Cache & Trash - High Tech Cleanup

Concept: Changing the littered environment can change the behavior of people in that environment.

Objective: Students will understand the difference between a behavior and a habit as it relates to littering. Students will use the technologies of Global Positioning System (GPS) and social media (Geocaching.com) to change littering behavior.

Procedure: Students choose a high-litter area, set a litter assessment rubric and conduct the first cleanup and hide their geo-cache. The area is then monitored by the class for follow up litter activities using the Cache In, Trash Out activity guide.

**WASTE
IN
PLACE**

Business Outreach Program



- **Targeted to businesses near and around the ten D21 hot spot locations**
- **Brightside Business Partner Pledge**
 - Businesses that sign up for this free program are provided with a list of choices that they can initiate both inside and outside of their building(s) that help make them better environmental stewards and supporters of a beautiful business image. Examples include but are not limited to the following:
 - Cleaning the areas surrounding their business of litter, cigarette butts, trash, etc.
 - Providing adequate trash and recycle receptacles for employees that are emptied daily.
 - Ensuring that the business recycles whenever possible; paints; maintains fences, etc.
 - Planting welcoming landscapes that draw people into the business.

Business Outreach Program



- **Materials for recruitment:**
 - Program brochure with litter education materials to be used as an in-person or on-site recruitment tool
 - Potentially translated into multiple languages if desired.
 - **Each business that takes the pledge would receive the following:**
 - Window cling “Brightside Business Partner”
 - Program Guide with instructions, information on periodic spot check, and pre-signup survey
 - Incentive/ reward for positive spot checks (to be developed.)
 - Check-in survey every 6 months or period to be determined by council
- **Initial Goal – 20 businesses**
 - Recruit 2 businesses near each hot spot as a pilot

Hot Spot Awareness



ADOPT-A-MILE

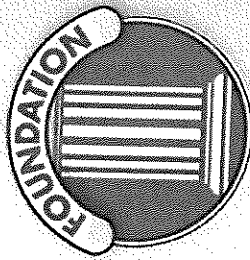
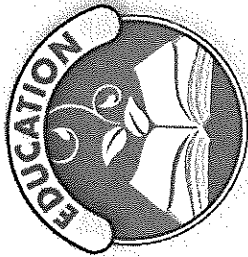
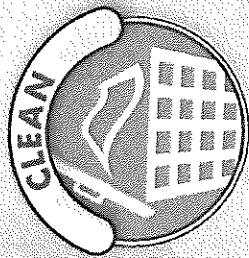
**Company or
Group Name**

REPORT A LITTERER
METROCALL 311 or 574-5000

- Addition of a Brightside Adopt-a-Mile sign at each of the ten hot spot locations
- Sponsor plaque would name the "Litterators"
- Second plaque to include Report a Litterer call information

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Thank you!