

## GRANT APPLICATION SUMMARY SHEET

**Grant Name:** Consumer Recycling Education and Outreach (REO) 23-26 App  
**Department:** WATER & SEWER  
**Grantor:** ENVIRONMENTAL PROTECTION AGENCY  
**Pass-Through Grantor (If applicable):**  
**Total Applied For** \$285,530.00  
**Metro In-kind Match:** \$172,225.00 (In-kind)  
**Department Contact:** Sharon Smith  
 862-8715  
**Status:** NEW

**Program Description:**

New funding opportunity from the US EPA established by the 2021 Bipartisan infrastructure Law to implement the National Recycling Strategy. If awarded, these funds will be used to provide educational resources in our immigrant and underserved communities and develop a series of multilingual recycling education resources. The grant requires no match.

**Plan for continuation of services upon grant expiration:**

The use of the resources developed will be utilized following the grant period to educate Nashvillians about how to recycle right. This includes continued use in workshops, presentations, social media, and video distribution.

**APPROVED AS TO AVAILABILITY OF FUNDS:**

**APPROVED AS TO FORM AND LEGALITY:**

DocuSigned by:  
*Kelly Flannery/mjw* 2/10/2023  
 Director of Finance Date

DocuSigned by:  
*Tara Ladd* 2/10/2023  
 Metropolitan Attorney Date

**APPROVED AS TO RISK AND INSURANCE:**

DocuSigned by:  
*Balaguer Cobb* 2/10/2023  
 Director of Risk Management Services Date

DocuSigned by:  
*John Cooper* 2/10/2023  
 Metropolitan Mayor Date  
 (This application is contingent upon approval of the application by the Metropolitan Council.)

### Grants Tracking Form

Part One

Pre-Application <input type="radio"/>		Application <input checked="" type="radio"/>		Award Acceptance <input type="radio"/>		Contract Amendment <input type="radio"/>	
Department	Dept. No.	Contact				Phone	Fax
WATER & SEWER	065	Sharon Smith				862-8715	
<b>Grant Name:</b>		Consumer Recycling Education and Outreach (REO) 23-26 App					
<b>Grantor:</b>		ENVIRONMENTAL PROTECTION AGENCY				<b>Other:</b>	
<b>Grant Period From:</b>	10/01/23	(applications only) Anticipated Application Date:		02/14/23			
<b>Grant Period To:</b>	09/30/26	(applications only) Application Deadline:		02/16/23			
<b>Funding Type:</b>	FED DIRECT	<b>Multi-Department Grant</b>		<input type="checkbox"/> <b>If yes, list below.</b>			
<b>Pass-Thru:</b>	Select Pass-Thru --- >	<b>Outside Consultant Project:</b>		<input type="checkbox"/>			
<b>Award Type:</b>	COMPETITIVE	<b>Total Award:</b>		\$285,530.00			
<b>Status:</b>	NEW	<b>Metro Cash Match:</b>		\$0.00			
<b>Metro Category:</b>	New Initiative	<b>Metro In-Kind Match:</b>		\$172,225.00			
<b>CFDA #</b>	66.921	<b>Is Council approval required?</b>		<input checked="" type="checkbox"/>			
<b>Project Description:</b>		<b>Applic. Submitted Electronically?</b>		<input checked="" type="checkbox"/>			
<p>New funding opportunity from the US EPA established by the 2021 Bipartisan infrastructure Law to implement the National Recycling Strategy. If awarded, these funds will be used to provide educational resources in our immigrant and underserved communities and develop a series of multilingual recycling education resources. The grant requires no match.</p>							
<b>Plan for continuation of service after expiration of grant/Budgetary Impact:</b>							
<p>The use of the resources developed will be utilized following the grant period to educate Nashvillians about how to recycle right. This includes continued use in workshops, presentations, social media, and video distribution.</p>							
<b>How is Match Determined?</b>							
<b>Fixed Amount of \$</b>		\$0.00	<b>or</b>		<b>% of Grant</b>	<b>Other:</b> <input type="checkbox"/>	
<b>Explanation for "Other" means of determining match:</b>							
n/a							
<b>For this Metro FY, how much of the required local Metro cash match:</b>							
<b>Is already in department budget?</b>		n/a		<b>Fund</b>	30502	<b>Business Unit</b>	
<b>Is not budgeted?</b>				<b>Proposed Source of Match:</b>			
<b>(Indicate Match Amount &amp; Source for Remaining Grant Years in Budget Below)</b>							
<b>Other:</b>							
<b>Number of FTEs the grant will fund:</b>		0.00		<b>Actual number of positions added:</b>		0.00	
<b>Departmental Indirect Cost Rate</b>		12.06%		<b>Indirect Cost of Grant to Metro:</b>		\$30,900.00	
<b>*Indirect Costs allowed?</b>		<input checked="" type="radio"/> Yes <input type="radio"/> No		<b>% Allow.</b>		12.06%	
				<b>Ind. Cost Requested from Grantor:</b>		\$30,900.00	
<b>*(If "No", please attach documentation from the grantor that indirect costs are not allowable. See Instructions)</b>							
<b>Draw down allowable?</b>		<input type="checkbox"/>					
<b>Metro or Community-based Partners:</b>							
Mayor's Office of Neighborhoods and Community Engagement, NECAT, Metro Beautification and Environment Commission							

Part Two

Grant Budget

Budget Year	Metro Fiscal Year	Federal Grantor	State Grantor	Other Grantor	Local Match Cash	Match Source (Fund, BU)	Local Match In-Kind	Total Grant Each Year	Indirect Cost to Metro	Ind. Cost Neg. from Grantor	
Yr 1	FY24	\$29,000.00					\$57,408.33	\$86,408.33	\$3,200.00	\$3,200.00	
Yr 2	FY25	\$111,730.00					\$57,408.33	\$169,138.33	\$12,100.00	\$12,100.00	
Yr 3	FY26	\$144,800.00					\$57,408.34	\$202,208.34	\$15,600.00	\$15,600.00	
Yr 4	FY__							\$0.00			
Yr 5	FY__							\$0.00			
<b>Total</b>		<b>\$285,530.00</b>	\$0.00	\$0.00	\$0.00		\$172,225.00	\$457,755.00	\$30,900.00	\$30,900.00	
<b>Date Awarded:</b>						<b>Tot. Awarded:</b>					
(or) <b>Date Denied:</b>						<b>Reason:</b>					
(or) <b>Date Withdrawn:</b>						<b>Reason:</b>					

Contact: [juanita.paulsen@nashville.gov](mailto:juanita.paulsen@nashville.gov)  
[vaughn.wilson@nashville.gov](mailto:vaughn.wilson@nashville.gov)

vw



# WORKSPACE FORM

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## OPPORTUNITY & PACKAGE DETAILS:

Opportunity Number:	EPA-I-OLEM-ORCR-23-02
Opportunity Title:	Consumer Recycling Education and Outreach (REO) Grant Program
Opportunity Package ID:	PKG00278411
CFDA Number:	66.921
CFDA Description:	Reduce, Reuse, Recycling Education and Outreach Grants
Competition ID:	
Competition Title:	
Opening Date:	11/14/2022
Closing Date:	02/15/2023
Agency:	Environmental Protection Agency
Contact Information:	Jessica Oursler U.S. EPA, Office of Resource Conservation and Recovery (MC 5306P) 1200 Pennsylvania Avenue, NW, Washington, DC; e-mail: RecyclingEd@epa.gov

## APPLICANT & WORKSPACE DETAILS:

Workspace ID:	WS01004022
Application Filing Name:	Nashville Multilingual Recycling Outreach
UEI:	LG2LHP62HM55
Organization:	NASHVILLE & DAVIDSON COUNTY, METROPOLITAN GOVERNMENT OF
Form Name:	Application for Federal Assistance (SF-424)
Form Version:	4.0
Requirement:	Mandatory
Download Date/Time:	Feb 01, 2023 02:33:08 PM EST
Form State:	

## FORM ACTIONS:

Application for Federal Assistance SF-424		
* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify): <input type="text"/>
* 3. Date Received: <input type="text"/> Completed by Grants.gov upon submission.	4. Applicant Identifier: <input type="text"/>	
5a. Federal Entity Identifier: <input type="text"/>	5b. Federal Award Identifier: <input type="text"/>	
<b>State Use Only:</b>		
6. Date Received by State: <input type="text"/>	7. State Application Identifier: <input type="text"/>	
<b>8. APPLICANT INFORMATION:</b>		
* a. Legal Name: <input type="text"/> Metropolitan Government of Nashville/Davidson Co.		
* b. Employer/Taxpayer Identification Number (EIN/TIN): <input type="text"/> 620694743	* c. UEI: <input type="text"/> LGZLHP6ZHM55	
<b>d. Address:</b>		
* Street1: <input type="text"/> 1915 Cement Plant Rd	<input type="text"/>	
Street2: <input type="text"/>	<input type="text"/>	
* City: <input type="text"/> Nashville	<input type="text"/>	
County/Parish: <input type="text"/> Davidson	<input type="text"/>	
* State: <input type="text"/> TN: Tennessee	<input type="text"/>	
Province: <input type="text"/>	<input type="text"/>	
* Country: <input type="text"/> USA: UNITED STATES	<input type="text"/>	
* Zip / Postal Code: <input type="text"/> 37208-1733	<input type="text"/>	
<b>e. Organizational Unit:</b>		
Department Name: <input type="text"/>	Division Name: <input type="text"/>	
<b>f. Name and contact information of person to be contacted on matters involving this application:</b>		
Prefix: <input type="text"/>	* First Name: <input type="text"/> Jenn	
Middle Name: <input type="text"/>	<input type="text"/>	
* Last Name: <input type="text"/> Harrman	<input type="text"/>	
Suffix: <input type="text"/>	<input type="text"/>	
Title: <input type="text"/> Zero Waste Program Manager		
Organizational Affiliation: <input type="text"/>		
* Telephone Number: <input type="text"/> (615) 880-2419	Fax Number: <input type="text"/>	
* Email: <input type="text"/> jenn.harrman@nashville.gov		

**Application for Federal Assistance SF-424**

**\* 9. Type of Applicant 1: Select Applicant Type:**

C: City or Township Government

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

\* Other (specify):

**\* 10. Name of Federal Agency:**

Environmental Protection Agency

**11. Catalog of Federal Domestic Assistance Number:**

66.921

CFDA Title:

Reduce, Reuse, Recycling Education and Outreach Grants

**\* 12. Funding Opportunity Number:**

EPA-I-OLEM-ORCR-23-02

\* Title:

Consumer Recycling Education and Outreach (REO) Grant Program

**13. Competition Identification Number:**

Title:

**14. Areas Affected by Project (Cities, Counties, States, etc.):**

Add Attachment

Delete Attachment

View Attachment

**\* 15. Descriptive Title of Applicant's Project:**

Nashville Multilingual Recycling Outreach Campaign

Attach supporting documents as specified in agency instructions.

Add Attachments

Delete Attachments

View Attachments

**Application for Federal Assistance SF-424**

**16. Congressional Districts Of:**

\* a. Applicant

\* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

**17. Proposed Project:**

\* a. Start Date:

\* b. End Date:

**18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="285,530.00"/>
* b. Applicant	<input type="text" value="0.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="0.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="285,530.00"/>

**\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

- a. This application was made available to the State under the Executive Order 12372 Process for review on
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

**\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**

Yes  No

If "Yes", provide explanation and attach

**21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)**

**\*\* I AGREE**

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix:  \* First Name:   
 Middle Name:   
 \* Last Name:   
 Suffix:

\* Title:

\* Telephone Number:  Fax Number:

\* Email:

\* Signature of Authorized Representative:  \* Date Signed:

**Additional Program/Project Congressional Districts**

**TN-006**

**TN-005**



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Contact Information:	Jessica Oursler U.S. EPA, Office of Resource Conservation and Recovery (MC 5306P) 1200 Pennsylvania Avenue, NW, Washington, DC; e-mail: RecyclingEd@epa.gov

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Application Filing Name:	Nashville Multilingual Recycling Outreach
UEI:	LGZLHP6ZHM55
Organization:	NASHVILLE & DAVIDSON COUNTY, METROPOLITAN GOVERNMENT OF
Form Name:	Budget Information for Non-Construction Programs (SF-424A)
Form Version:	1.0
Requirement:	Mandatory
Download Date/Time:	Feb 01, 2023 02:18:23 PM EST
Form State:	No Errors

## FORM ACTIONS:



**BUDGET INFORMATION - Non-Construction Programs**

OMB Number: 4040-0006  
Expiration Date: 02/28/2025

**SECTION A - BUDGET SUMMARY**

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Consumer Recycling Education and Outreach (REO) Grant Program	66.921	\$	\$	\$ 285,530.00	\$ 0.00	\$ 285,530.00
2.						
3.						
4.						
<b>5. Totals</b>		\$	\$	\$ 285,530.00	\$ 0.00	\$ 285,530.00

**SECTION B - BUDGET CATEGORIES**

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1)	(2)	(3)	(4)	
	Consumer Recycling Education and Outreach (REO) Grant Program				
<b>a. Personnel</b>	\$ 0.00	\$	\$	\$	\$ 0.00
<b>b. Fringe Benefits</b>	0.00				0.00
<b>c. Travel</b>	0.00				0.00
<b>d. Equipment</b>	0.00				0.00
<b>e. Supplies</b>	0.00				0.00
<b>f. Contractual</b>	254,630.00				254,630.00
<b>g. Construction</b>	0.00				0.00
<b>h. Other</b>	0.00				0.00
<b>i. Total Direct Charges (sum of 6a-6h)</b>	254,630.00				\$ 254,630.00
<b>j. Indirect Charges</b>	30,900.00				\$ 30,900.00
<b>k. TOTALS (sum of 6i and 6j)</b>	\$ 285,530.00	\$	\$	\$	\$ 285,530.00
<b>7. Program Income</b>	\$ 0.00	\$	\$	\$	\$ 0.00

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Prescribed by OMB (Circular A -102) Page 1A

SECTION C - NON-FEDERAL RESOURCES				
(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8. Consumer Recycling Education and Outreach (REO) Grant Program	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
9.				
10.				
11.				
<b>12. TOTAL (sum of lines 8-11)</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>

SECTION D - FORECASTED CASH NEEDS					
	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$ 29,000.00	\$ 10,215.00	\$ 10,215.00	\$ 8,570.00	
14. Non-Federal	\$ 0.00	0.00	0.00	0.00	0.00
<b>15. TOTAL (sum of lines 13 and 14)</b>	<b>\$ 29,000.00</b>	<b>\$ 10,215.00</b>	<b>\$ 10,215.00</b>	<b>\$ 8,570.00</b>	<b>\$ 0.00</b>

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT				
(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16. Consumer Recycling Education and Outreach (REO) Grant Program	\$ 29,000.00	\$ 111,730.00	\$ 144,800.00	
17.				
18.				
19.				
<b>20. TOTAL (sum of lines 16 - 19)</b>	<b>\$ 29,000.00</b>	<b>\$ 111,730.00</b>	<b>\$ 144,800.00</b>	

SECTION F - OTHER BUDGET INFORMATION	
21. Direct Charges:	22. Indirect Charges: Final rate 12.06% to base \$254,630 = \$30,900
23. Remarks:	



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Contact Information:	Jessica Oursler U.S. EPA, Office of Resource Conservation and Recovery (MC 5306P) 1200 Pennsylvania Avenue, NW, Washington, DC; e-mail: RecyclingEd@epa.gov

## APPLICANT & WORKSPACE DETAILS:

Workspace ID:	WS01004022
Application Filing Name:	Nashville Multilingual Recycling Outreach
UEI:	LGZLHP6ZHM55
Organization:	NASHVILLE & DAVIDSON COUNTY, METROPOLITAN GOVERNMENT OF
Form Name:	EPA Form 4700-4
Form Version:	5.0
Requirement:	Mandatory
Download Date/Time:	Feb 08, 2023 09:06:12 AM EST
Form State:	<b>No Errors</b>

## FORM ACTIONS:



## Preaward Compliance Review Report for All Applicants and Recipients Requesting EPA Financial Assistance

Note: Read Instructions before completing form.

### I. A. Applicant/Recipient (Name, Address, City, State, Zip Code)

Name:

Address:

City:

State:  Zip Code:

B. Unique Entity Identifier (UEI):

### C. Applicant/Recipient Point of Contact

Name:

Phone:

Email:

Title:

II. Is the applicant currently receiving EPA Assistance?  Yes  No

III. List all pending civil rights lawsuits and administrative complaints filed under federal law against the applicant/recipient that allege discrimination based on race, color, national origin, sex, age, or disability. (Do not include employment complaints not covered by 40 C.F.R. Parts 5 and 7.)

S.C. v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:17-cv-1098  
 This case was consolidated with Jane Doe and Sally Doe, listed below, for trial court proceedings. Jane Doe and Sally Doe's claims were dismissed at summary judgment. The Sixth Circuit vacated that decision, and S.C. was successful in part at a subsequent trial. Post-trial, both sides appealed to the Sixth Circuit Court of Appeals. Metro Nashville also filed an initial en banc petition. That petition and the underlying appeal are pending.

Jane Doe v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:17-cv-1159  
 The case is currently remanded back to the trial court, post-appeal, for further proceedings consistent with the Sixth Circuit Court of Appeals' opinion, including renewed summary judgment motions.

Sally Doe v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:17-cv-1209  
 The case is currently remanded back to the trial court, post-appeal, for further proceedings consistent with the Sixth Circuit Court of Appeals' opinion, including trial.

Tommy Doe v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:17-cv-1427  
 The case is currently stayed pending resolution of related criminal proceedings against the teacher and other proceedings.

D.P. v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:22-cv-00126  
 Answer has been filed and discovery is beginning.

H.M.T. v. Metropolitan Nashville Public Schools  
 U.S. District Court, M.D. Tenn., Case No. 3:22-cv-00402  
 Metro Nashville filed a motion to dismiss, which is pending.

IV. List all civil rights lawsuits and administrative complaints decided against the applicant/recipient within the last year that alleged discrimination based on race, color, national origin, sex, age, or disability and enclose a copy of all decisions. Please describe all corrective actions taken. (Do not include employment complaints not covered by 40 C.F.R. Parts 5 and 7.)

James Doe v. Metropolitan Government of Nashville & Davidson County  
 U.S. District Court, M.D. Tenn., Case No. 3:20-cv-00004  
 The case is administratively closed, pending a decision in the S.C., Jane Doe, and Sally Doe consolidated cases

listed above.

E. Doe v. Metropolitan Government of Nashville & Davidson County  
U.S. District Court, M.D. Tenn., Case No. 3:20-cv-00636

The case is administratively closed, pending a decision in the S.C., Jane Doe, and Sally Doe consolidated cases listed above.

V. List all civil rights compliance reviews of the applicant/recipient conducted under federal nondiscrimination laws by any federal agency within the last two years and enclose a copy of the review and any decisions, orders, or agreements based on the review. Please describe any corrective action taken. (40 C.F.R. § 7.80(c)(3))

No.

VI. Is the applicant requesting EPA assistance for new construction? If no, proceed to VII; if yes, answer (a) and/or (b) below.

Yes  No

a. If the grant is for new construction, will all new facilities or alterations to existing facilities be designed and constructed to be readily accessible to and usable by persons with disabilities? If yes, proceed to VII; if no, proceed to VI(b).

Yes  No

b. If the grant is for new construction and the new facilities or alterations to existing facilities will not be readily accessible to and usable by persons with disabilities, explain how a regulatory exception (40 C.F.R. 7.70) applies.

[Empty text box for regulatory exception explanation]

VII. Does the applicant/recipient provide initial and continuing notice that it does not discriminate on the basis of race, color, national origin, sex, age, or disability in its program or activities? (40 C.F.R 5.140 and 7.95)

Yes  No

a. Do the methods of notice accommodate those with impaired vision or hearing?

Yes  No

b. Is the notice posted in a prominent place in the applicant's/recipient's website, in the offices or facilities or, for education programs and activities, in appropriate periodicals and other written communications?

Yes  No

c. Does the notice identify a designated civil rights coordinator?

Yes  No

VIII. Does the applicant/recipient maintain demographic data on the race, color, national origin, sex, age, or disability status of the population it serves? (40 C.F.R. 7.85(a))

Yes  No

IX. Does the applicant/recipient have a policy/procedure for providing meaningful access to services for persons with limited English proficiency? (Title VI, 40 C.F.R. Part 7, *Lau v Nichols* 414 U.S. (1974))

Yes  No

X. If the applicant is an education program or activity, or has 15 or more employees, has it designated an employee to coordinate its compliance with 40 C.F.R. Parts 5 and 7? Provide the name, title, position, mailing address, e-mail address, fax number, and telephone number of the designated coordinator.

Juanita Davis, Human Resources Admin, Metro Water Services, 1600 2nd Ave N., Nashville, TN 37208, juanita.davis@nashville.gov, 615-862-4530, fax: 615-862-4532

XI. If the applicant is an education program or activity, or has 15 or more employees, has it adopted grievance procedures that assure the prompt and fair resolution of complaints that allege a violation of 40 C.F.R. Parts 5 and 7? Provide a legal citation or applicant's/recipient's website address for, or a copy of, the procedures.

<https://www.nashville.gov/departments/human-relations/title-vi-metro-government>

**For the Applicant/Recipient**

I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law. I assure that I will fully comply with all applicable civil rights statutes and EPA regulations.

A. Signature of Authorized Official

Completed by Grants.gov upon submission.

B. Title of Authorized Official

Director, Water and Sewerage Service

C. Date

Completed by Grants.gov upon submission.

**For the U.S. Environmental Protection Agency**

I have reviewed the information provided by the applicant/recipient and hereby certify that the applicant/recipient has submitted all preaward compliance information required by 40 C.F.R. Parts 5 and 7; that based on the information submitted, this application satisfies the preaward provisions of 40 C.F.R. Parts 5 and 7; and that the applicant has given assurance that it will fully comply with all applicable civil rights statutes and EPA regulations.

A. \*Signature of Authorized EPA Official

B. Title of Authorized Official

C. Date

## Instructions for EPA FORM 4700-4 (Rev. 04/2021)

General. Recipients of Federal financial assistance from the U.S. Environmental Protection Agency must comply with the following statutes and regulations.

Title VI of the Civil Rights Acts of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. The Act goes on to explain that the statute shall not be construed to authorize action with respect to any employment practice of any employer, employment agency, or labor organization (except where the primary objective of the Federal financial assistance is to provide employment). Section 13 of the 1972 Amendments to the Federal Water Pollution Control Act provides that no person in the United States shall on the ground of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under the Federal Water Pollution Control Act, as amended. Employment discrimination on the basis of sex is prohibited in all such programs or activities. Section 504 of the Rehabilitation Act of 1973 provides that no otherwise qualified individual with a disability in the United States shall solely by reason of disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Employment discrimination on the basis of disability is prohibited in all such programs or activities. The Age Discrimination Act of 1975 provides that no person on the basis of age shall be excluded from participation under any program or activity receiving Federal financial assistance. Employment discrimination is not covered. Age discrimination in employment is prohibited by the Age Discrimination in Employment Act administered by the Equal Employment Opportunity Commission. Title IX of the Education Amendments of 1972 provides that no person in the United States on the basis of sex shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance. Employment discrimination on the basis of sex is prohibited in all such education programs or activities. Note: an education program or activity is not limited to only those conducted by a formal institution. 40 C.F.R. Part 5 implements Title IX of the Education Amendments of 1972. 40 C.F.R. Part 7 implements Title VI of the Civil Rights Act of 1964, Section 13 of the 1972 Amendments to the Federal Water Pollution Control Act, and Section 504 of The Rehabilitation Act of 1973.

Items "Applicant" means any entity that files an application or unsolicited proposal or otherwise requests EPA assistance. 40 C.F.R. §§ 5.105, 7.25. "Recipient" means any State or its political subdivision, any instrumentality of a State or its political subdivision, any public or private agency, institution, organizations, or other entity, or any person to which Federal financial assistance is extended directly or through another recipient, including any successor, assignee, or transferee of a recipient, but excluding the ultimate beneficiary of the assistance. 40 C.F.R. §§ 5.105, 7.25. "Civil rights lawsuits and administrative complaints" means any lawsuit or administrative complaint alleging discrimination on the basis of race, color, national origin, sex, age, or disability pending or decided against the applicant and/or entity which actually benefits from the grant, but excluding employment complaints not covered by 40 C.F.R. Parts 5 and 7. For example, if a city is the named applicant but the grant will actually benefit the Department of Sewage, civil rights lawsuits involving both the city and the Department of Sewage should be listed. "Civil rights compliance review" means: any federal agency-initiated investigation of a particular aspect of the applicant's and/or recipient's programs or activities to determine compliance with the federal non-discrimination laws. Submit this form with the original and required copies of applications, requests for extensions, requests for increase of funds, etc. Updates of information are all that are required after the initial application submission. If any item is not relevant to the project for which assistance is requested, write "NA" for "Not Applicable." In the event applicant is uncertain about how to answer any questions, EPA program officials should be contacted for clarification.



# WORKSPACE FORM

1-800-518-4726  
SUPPORT@GRANTS.GOV

This Workspace form is one of the forms you need to complete prior to submitting your Application Package. This form can be completed in its entirety offline using Adobe Reader. You can save your form by clicking the "Save" button and see any errors by clicking the "Check For Errors" button. In-progress and completed forms can be uploaded at any time to Grants.gov using the Workspace feature.

When you open a form, required fields are highlighted in yellow with a red border. Optional fields and completed fields are displayed in white. If you enter invalid or incomplete information in a field, you will receive an error message. Additional instructions and FAQs about the Application Package can be found in the Grants.gov Applicants tab.

## OPPORTUNITY & PACKAGE DETAILS:

Opportunity Number:	EPA-I-OLEM-ORCR-23-02
Opportunity Title:	Consumer Recycling Education and Outreach (REO) Grant Program
Opportunity Package ID:	PKG00278411
CFDA Number:	66.921
CFDA Description:	Reduce, Reuse, Recycling Education and Outreach Grants
Competition ID:	
Competition Title:	
Opening Date:	11/14/2022
Closing Date:	02/15/2023
Agency:	Environmental Protection Agency
Contact Information:	Jessica Cursler U.S. EPA, Office of Resource Conservation and Recovery (MC 5306P) 1200 Pennsylvania Avenue, NW, Washington, DC; e-mail: RecyclingEd@epa.gov

## APPLICANT & WORKSPACE DETAILS:

Workspace ID:	WS01004022
Application Filing Name:	Nashville Multilingual Recycling Outreach
UEI:	LGZLHP6ZHM55
Organization:	NASHVILLE & DAVIDSON COUNTY, METROPOLITAN GOVERNMENT OF
Form Name:	EPA KEY CONTACTS FORM
Form Version:	2.0
Requirement:	Mandatory
Download Date/Time:	Feb 01, 2023 10:41:50 AM EST
Form State:	<b>No Errors</b>

## FORM ACTIONS:





## EPA KEY CONTACTS FORM

OMB Number: 2030-0020  
Expiration Date: 06/30/2024

**Authorized Representative:** *Original awards and amendments will be sent to this individual for review and acceptance, unless otherwise indicated.*

**Name:** Prefix:  **First Name:**  **Middle Name:**   
**Last Name:**  **Suffix:**   
**Title:**   
**Complete Address:**  
**Street1:**   
**Street2:**   
**City:**  **State:**   
**Zip / Postal Code:**  **Country:**   
**Phone Number:**  **Fax Number:**   
**E-mail Address:**

**Payee:** *Individual authorized to accept payments.*

**Name:** Prefix:  **First Name:**  **Middle Name:**   
**Last Name:**  **Suffix:**   
**Title:**   
**Complete Address:**  
**Street1:**   
**Street2:**   
**City:**  **State:**   
**Zip / Postal Code:**  **Country:**   
**Phone Number:**  **Fax Number:**   
**E-mail Address:**

**Administrative Contact:** *Individual from Sponsored Programs Office to contact concerning administrative matters (i.e., indirect cost rate computation, rebudgeting requests etc).*

**Name:** Prefix:  **First Name:**  **Middle Name:**   
**Last Name:**  **Suffix:**   
**Title:**   
**Complete Address:**  
**Street1:**   
**Street2:**   
**City:**  **State:**   
**Zip / Postal Code:**  **Country:**   
**Phone Number:**  **Fax Number:**   
**E-mail Address:**

# EPA KEY CONTACTS FORM

**Project Manager:** *Individual responsible for the technical completion of the proposed work.*

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<b>Name:</b>	<b>Prefix:</b> <input type="text"/>	<b>First Name:</b> <input type="text" value="Jenn"/>	<b>Middle Name:</b> <input type="text"/>
	<b>Last Name:</b> <input type="text" value="Harrman"/>	<b>Suffix:</b> <input type="text"/>	
<b>Title:</b>	<input type="text" value="Zero Waste Program Manager"/>		

**Complete Address:**

<b>Street1:</b>	<input type="text" value="1915 Cement Plant Rd"/>		
<b>Street2:</b>	<input type="text"/>		
<b>City:</b>	<input type="text" value="Nashville"/>	<b>State:</b>	<input type="text" value="TN: Tennessee"/>
<b>Zip / Postal Code:</b>	<input type="text" value="37208"/>	<b>Country:</b>	<input type="text" value="USA: UNITED STATES"/>
<b>Phone Number:</b>	<input type="text" value="615-880-2419"/>	<b>Fax Number:</b>	<input type="text"/>
<b>E-mail Address:</b>	<input type="text" value="jenn.harrman@nashville.gov"/>		

**ENVIRONMENTAL PROTECTION AGENCY (EPA)  
Recycling Education and Outreach Cooperative Agreement 2022  
EPA-I-OLEM-ORCR-23-0202**

**Project Title:** Nashville Multilingual Recycling Outreach Campaign

**Applicant Name:** Metropolitan Government of Nashville and Davidson County

**Eligible Entity Type:** City Government

**Qualification for Program Track:** Track 1 – This program will target 3-5 communities that meet the EPA’s definition of a disadvantaged community. One community is North Nashville that contains the Bordeaux Landfill. According to the CEJST, this community experiences expected building loss rate, asthma, diabetes, low life expectancy, heart disease, and proximity to risk management plan facilities.

**Qualification for Statutory Set-Aside:** Does not meet qualifications.

**UEI Number:** LGZLHP6ZHM55

**Project Summary:** This project is to develop an outreach campaign around contamination in recycling targeting communities with high contamination rates that are not currently served by Metro’s educational resources. This includes engaging communities to determine barriers, benefits, and motivators to guide development of a community leader training program and a multi-lingual education and outreach campaign.

**Contact Information:** *Primary:* Jennifer Harrman, Zero Waste Program Manager, 1915 Cement Plant Road, Nashville, TN 37208, [jenn.harrman@nashville.gov](mailto:jenn.harrman@nashville.gov), 615-880-2419  
*Administrative:* Sharon Smith, Special Projects Manager, 1915 Cement Plant Road, Nashville, TN 37208, [sharon.smith@nashville.gov](mailto:sharon.smith@nashville.gov), 615-862-8715

**Project Location:** Nashville, Tennessee

**Total Project Cost:** \$457,755.00

**EPA Funding Requested:** \$285,530.00

**Project period:** October 2023 – September 2026

**Program Objective Elements:** Increase collection rates and decrease contamination in residential and community recycling programs and inform the public about residential or community recycling programs.

**Strategic Plan Elements:** Objective 1.1, Objective 2.1, Objective 6.2

**Cooperative Partners:** Kathy Floyd-Buggs (Mayor’s Office of Neighborhoods) 615- 862-6014; Chris Singleton (Metro Nashville Network) 615-880-1414; Cameron McCasland (NECAT) 615-354-1273; JD Lane (Metro Beautification and Environment Commission) 615-880-3319

## **NARRATIVE PROPOSAL**

### **Criterion 1: Project Summary and Approach**

***Project Description and Addressing Sections I.G, I.H, and I.I:*** The Metropolitan Government of Nashville and Davidson County (Metro) is a combined county and city government centered in Nashville, Tennessee and includes the majority of Davidson County, Tennessee. According to the U.S. Census Bureau, Metro Nashville has an estimated population of 689,447 people (Figures 1.1 and 1.2). Metro Waste Services (MWS) offers curbside trash and recycling collection to over 140,000 households in the city's Urban Services Tax District (USD). MWS provides 10 recycling drop-off locations for recyclables and has four convenience centers for drop-off recycling, drop-off composting, bulky waste, household hazardous waste, e-waste, mattresses, tires, and scrap metal. The recycling drop-off locations and the convenience centers are open to all Metro residents to provide access to recycling for residents in the General Services Tax District that do not receive Metro's curbside services (Figure 2). In 2021, Metro adopted a Zero Waste Master Plan (ZWMP) to reduce waste to landfill by 90% by 2050. One of the top priorities in this plan is to increase recycling across Metro and better educate residents about MWS recycling program. Additionally, MWS increased recycling collection from once a month to every other week January 30, 2023. While this is an important step towards building a circular economy, it is crucial that MWS engage all Nashvillians toward effective program participation to create a truly resilient and cost-effective program.

To that end, MWS is seeking funding to develop multilingual social marketing and behavior change outreach tools to focus on reducing recycling contamination, increase recycling participation, and improve engagement with currently underserved communities including, but not limited to, nonnative English speakers, new Americans, communities of color, and low-income communities. The proposed multilingual outreach campaign will be managed by Zero Waste Nashville (ZWN) staff—the education and administrative team within MWS tasked with carrying out the strategies outlined in Nashville's ZWMP. This multilingual outreach will be accomplished through several avenues, including a newly established Recycle Right Community Leaders program (RRCL), developing multilingual TV and radio PSAs and targeted multilingual mailings, and translating existing recycle right educational resources into top spoken languages.

The RRCL program will expand the city's existing Zero Waste Leadership training program and create a new training opportunity that focuses solely on creating behavior change around recycling right and reducing contamination. The goal of the RRCL program is to develop a network of community leaders that can educate their communities about recycling as well as identify opportunities for staff to provide better educational resources to the community. Training will include two required training sessions (either in-person or virtual as is appropriate for each group) and a tour of the recycling sorting facility. The first training session will cover why recycling is important, what can and cannot be recycled in Nashville, how the recycling process works, and what programs are available for residents to recycle and how to use them. The second session will focus on understanding the barriers, benefits, and motivators for recycling in the community and how community leaders can create behavior change within the community to increase recycling and reduce contamination. It will also train leaders on logistics and best practices to

conduct recycling outreach, including how to organize volunteers to hang door hangers or distribute recycling cart decals and how to organize neighborhood speaking opportunities. In the first 18 months of grant funding, ZWN will fully train two RRCL groups.

Following completion of the RRCL training, participants will be provided a toolkit of resources to guide engagement within their communities that includes:

- Multilingual guides on how to organize education and volunteer opportunities
- Multilingual Recycling Cart decals for distribution
- Multilingual Door Hangers for distribution
- Multilingual Flyer or Brochure for use in community centers
- Multilingual Presentation Slides with guided script
- Multilingual Social Media toolkit targeting top areas of concern for each community

ZWM will also work with each leader one-on-one to schedule learning opportunities in each targeted community about recycling. This will include group presentations, volunteer events to hang door hangers, identifying speaking opportunities, and organizing social media campaigns.

Through this training program, ZWN will also use the identified barriers, benefits, and motivators to develop a series of multilingual mailers and educational PSAs that target behavior change across all communities, and particularly those that are underserved. At a minimum, two multilingual postcards will be developed and mailed to all residents in the USD that focus top contamination issues. Postcards will be translated to a minimum of six non-English languages. Following the completion of the first two RRCL training sessions, staff will have the existing on-demand ZWN Recycle Right webinar translated into at least six non-English languages popularly spoken in Nashville.

Overall, this program and campaign will inform the public about residential and community recycling programs, provide information about accepted recyclables, and increase collection rates while decreasing contamination through multilingual outreach and the RRCL program.

In conjunction with the EPA's FY 2022-2026 Strategic Plan, this grant seeks to meet:

- Objective 1.1 by increasing recycling tonnages collected which will reduce waste, and therefore transportation of materials, to landfill as well and get more material into the circular economy which prevents emissions required for virgin material.
- Objective 2.1 by focusing outreach efforts on historically underserved areas, particularly immigrant communities, communities of color, and low-income communities.
- Objective 6.2 by increasing recycling participation and decreasing contamination to increase recycling volume collected and reduce waste going to landfill.

In support of EPA's National Recycling Strategy (NRS), the multilingual recycling outreach campaign will be meeting the objective of reducing contamination in the recycled materials stream. Every other week recycling collection began January 30, 2023. As this increases recycling collection volumes, recycling contamination may also increase as participation rate and amount of material at the curb increases. This campaign will specifically help ZWN staff educate within communities who are best reached through multilingual outreach (beyond English and

Spanish) and break down barriers to strengthening Nashville’s recycling system. The RRCL program within the multilingual outreach campaign meets the NRS objective of standardizing measure and increasing data collection. Elaborated upon further in Criterion 8, ZWN will work in partnership with MWS collection drivers to record consistent and standardized violations on recycling routes, including bagged recyclables or trash being placed in recycling carts, to improve data collection.

***Project Milestones and Timeline:*** Over the first seven months of the grant, **October 2023 to May 2024**, ZWN will continue to develop community networks and develop the multilingual training materials for the program and multilingual toolkit resources to be passed on to participants after each training. Community-based social marketing (CBSM) consulting services, to be determined, will be utilized to assist ZWN staff with developing the multilingual toolkit materials. These services are expected to run from **October 2023 to May 2024**. ZWN will confirm program participants for two RRCL communities between **May and October 2024**. ZWN will hold two trainings for each RRCL cohort with the training sessions scheduled to be completed in **November 2024 and March 2025** respectively. Following each cohort training, ZWN will work with each community to identify and schedule at least one community education activity within the first three months of being trained (by **February 2025 and June 2025** for first and second training sessions respectively). After the initial training sessions, semiannual training sessions will continue with new leaders throughout the grant period. ZWN will have on-demand Recycle Right webinar content translated into six languages (at minimum, Spanish, Kurdish, and Arabic) between **April and July 2025** to be publicized on the MWS YouTube channel and MWS/ZWN webpage on Nashville.gov. ZWN staff will seek additional CBSM consulting services, to be determined, expected to run from **January to December 2025** and again **May to June 2026**. These services would assist in developing PSA and postcard mailer content. PSAs will be developed from **April to October 2025** and aired starting **November 2025** to incorporate as many lessons learned from community leaders trained in RRCL. PSAs are expected to air past the end of the grant period. Multilingual postcard mailings will be developed based on barriers, benefits, and motivators and will be sent to USD residents in **August 2025 and August 2026**. The timing of these mailings corresponds with the completion of two RRCL groups, allowing for adequate findings for the ZWN to incorporate into direct messaging for the full-service area. Targeted postcards will include a link to the multilingual on-demand Recycle Right webinar. A second set of targeted postcard mailings will be developed and sent throughout the grant period as needed to individual households identified by collection drivers and the city’s 311 reporting system noted to have recycling contamination. The full project timeline and milestones can be viewed in the attached documents.

## **Criterion 2: Environmental Justice**

***Benefiting Communities That Have Experienced a Lack of Resources:*** North Nashville and South Nashville census tracts are both shown on EPA’s Climate and Economic Justice Screening Tool (CEJST) as disadvantaged and are underserved by our programs and education (Figure 3). North Nashville (zip codes 37218 and 37207) is a historically Black community that hosts two landfills, the Metro-owned and operated Bordeaux Landfill that closed in 1996 and private Southern Services C&D (Class III/IV) Landfill. Living in proximity to landfills has adverse

effects on human health including a higher probability of experiencing medical conditions such as asthma, headaches, and nausea. This area has a documented history of industrial development including a Metro-owned Wastewater Treatment Plant that has led to a feeling of residents being “dumped on” with minimal development of residential resources or amenities. According to the CEJST, North Nashville experiences expected building loss rate, asthma, diabetes, low life expectancy, heart disease, low income, and proximity to risk management plan facilities. Since this area has seen firsthand the harms of landfills, waste, and industrial development, it is essential to include them in Nashville’s ZWMP. This area also has one of Nashville’s highest recycling contamination rates. Collection drivers consistently report recycling carts that have been used solely for trash (Figures 4.1 and 4.2), which are then removed to stop contamination. While this reduces contamination in the recycling stream, it removes access to participating in recycling without giving residents the opportunity to make the behavior change. To address this, the first RRCL cohort will target the North Nashville area to equip the community with the tools and education to recycle right and increase participation.

While English is the dominate language, Metro Nashville Public Schools and U.S. Census data show the predominance of Spanish, Kurdish, and Arabic languages within the Nashville community, specifically in South Nashville (zip codes 37211 and 37013). An estimated 15.7% of Nashvillians speak a language other than English at home, with 7.1% speaking only Spanish (Figure 5). According to a 2021 American Community Survey, an estimated 3,095 Nashvillians speak Arabic, with 1,265 of that population living in a limited English-speaking household. Across the state of Tennessee, Arabic represents the third-most spoken language behind English and Spanish. According to the American Muslim Advisory Council, there are an estimated 20,000 Kurds living in Nashville as of 2022, the largest Kurdish community found in North America. As seen in Figures 6.1, 6.2, and 6.3, these zip codes within Davidson County that have especially high concentrations of less-than-well English speakers, non-English speakers at home, and limited English speakers. Also shown in Figures 4.1 and 4.2, these zip codes are areas with the greatest recycling contamination recorded by MWS collection drivers. Currently, all staff members on the ZWN team only speak English. Because of this, staff have primarily produced educational content in English only and do not have the capacity to develop non-English content in-house. ZWN produces some signage and print material in Spanish with the assistance of other departments, but the extent of ZWN’s education is solely in English. Recycling cart stickers and drop off recycling signs are the only educational materials made in the top four languages spoken in Nashville: English, Spanish, Arabic, and Kurdish. Without robust multilingual educational resources, these communities are underserved and underprepared to effectively participate in the MWS recycling program. In order to better serve these communities, existing educational materials will be translated into non-English languages and new multilingual resources will be created based on direct community outreach through the RRCL aspect of this grant funding. The major focus of this project is to produce multilingual educational resources in the top non-English languages spoken in Nashville.

***Engaging Local Residents:*** The RRCL portion of this multilingual education and outreach campaign will begin by working with the Mayor’s Office of Neighborhoods and local nonprofits to identify community leaders. Community leaders serving on the Mayor’s New Americans Advisory Council represent organizations that are based in two primary zip codes in South/Southeast Nashville. These zip codes possess high concentrations of limited English-speaking households (Figures 6.1, 6.2, and 6.3) and are within the top seven Nashville zip codes with reports of trash

being placed in recycling carts in 2018 and 2021 (Figures 4.1 and 4.2). The zip code with the highest overall contamination in 2021 was 37208 (North Nashville) which is an identified target community to be a RRCL cohort within this proposed education and outreach program. RRCL will engage community leaders within these target audiences to establish trust within the community. Leaders will help ZWN understand the barriers their communities face in terms of waste and recycling. This helps ensure that this program will address, instead of assume, the problems these communities experience. Engagement with underserved community members in the RRCL program will provide direct feedback to the multilingual outreach that will be distributed to the entire MWS service area.

### **Criterion 3: Performance Measure: Anticipated Outcomes and Outputs**

This outreach campaign is targeting two primary outcomes: lowering recycling contamination and increasing recycling program participation. In pursuit of these outcomes, ZWN will translate new and existing recycling educational resources to allow ZWN to better reach underserved and multilingual communities and improve cost-effectiveness and resilience of MWS' recycling collection. This includes translating ZWN's Recycle Right on-demand webinar into six non-English languages, including Spanish, Kurdish, and Arabic, to be aired on Metro Nashville Network (MNN) and Nashville Public Library's NECAT public TV network as well as posted online via the MWS website, YouTube, and social media. Through NECAT, ZWN has the potential to reach over 161,000 households. Through YouTube, ZWN has a demonstrated reach of over 4,000 views of recycling education content. Through social media, ZWN can tap into multiple platforms and networks for a potential reach of over 35,000 followers.

A multilingual video PSA will be developed and aired on two public TV broadcasting platforms, distributed to all local TV stations, and shared on MWS website, YouTube, and social media. Through local TV stations, ZWN has the potential to reach over 1.1 million households and almost 3 million people across middle Tennessee, including Nashville. The PSA will be developed in four versions (10-seconds, 15-seconds, 30-seconds, and 60-seconds) to increase its versatility for use on these local networks. ZWN will also develop a radio PSA to be aired in multiple languages on nine radio stations with an estimated 18 to 27 spots per week per station for an estimate of 2,430 plays. According to Nielsen, 90% of Americans on average listen to the radio at least once a week—a potential reach of 644,322 Nashvillians.

The RRCL program will produce multiple outputs, including five groups of three to five community leaders trained and equipped to provide recycling education in multilingual and underserved communities. At the end of the grant, roughly 15 to 25 Recycle Right Community Leaders will be trained and approximately 50% of leaders trained will have conducted a community education event each with at least 10 participants. This will educate approximately 70-200 community residents over the course of the grant period and will grow past the grant period. Social media campaign materials provided to RRCL will also expand our reach to tens of thousands of followers in the Nashville area. ZWN will measure contamination and participation rates in targeted communities before and after all trainings and community education events to measure effectiveness particularly fewer instances of bagged recycling and fewer carts being used for trash. The current recycling contamination rate (FY2022) is 21.6%, which is anticipated to reduce over the course of the grant period. During annual check-ins with RRCLs, ZWN will conduct qualitative surveys for the leaders to relay the success or lack thereof within their community to inform how we can improve the program and reach more residents. The postcard mailings developed from the RRCL



trainings will also be mailed out to over 143,000 addresses and used to target education to individuals that have reported contamination issues. The Outputs & Outcomes Logic Model can be viewed in the Attachment document.

#### **Criterion 4: Programmatic Capability and Past Performance**

##### ***Federally/Non-Federally Funded Assistance Agreements performed by ZWN***

- State of Tennessee Department of Transportation (TDOT) Litter Grant – 2020 & 2021
- State of Tennessee Department of Environment and Conservation (TDEC) Every Other Week Recycling Grant - 2021
- Recycling Partnership Curbside Recycling Education and Promotion Grant – 2022-2023

***Past Performance in Managing the Assistance Agreements:*** ZWN team member, Sharon Smith, has 27 years of grant writing and management experience including both non-profit and government grants and managing federal, state, and non-profit grant awards. This includes awards and management for two USDA Rural Development Grants, several TDOT Litter grants, and Several Keep America Beautiful (KAB) and Recycling Partnership grants which range between \$50,000 - \$2.35M. The largest grant was for every other week recycling trucks completed in March 2021 where the project totaled at \$4.7M and the state awarded a 50% match for \$2.35M. All awarded grants were completed and fully funded. ZWN also has experience completing and successfully submitting federal grants through the Grants.gov system with the most recent application from the ZWN team in FY 2021 for the USDA Community Compost and Food Waste Reduction Pilot Projects grant opportunity. Metro also houses under their Finance Department the Division of Grants and Accountability whose staff is specifically charged with coordinating grant processing and assisting grant management.

***History of Meeting Reporting Requirements:*** All grant awards managed by ZWN staff were managed successfully including both monthly and quarterly reporting structures with reports submitted on time and adequately. ZWN has worked closely with staff of all grantors to ensure reports are provided to the standard required. An example includes MWS' work with the State of Tennessee who in 2020 had some policy changes that affected one of the grant awards and report. ZWN was able to work with staff in the grantor's office to update the report to their new requirements, which resulted in the successful completion of the grant award project.

***Organizational Experience and Plan for Success:*** ZWN has a demonstrated history of successfully executing grant-funded projects and completing and successfully submitting grant reporting documentation. The organization is fully equipped to carry out the RRCL program and will do so in partnership with mayoral offices and Metro agencies. While these offices are separate entities from ZWN, each body within Metro shares the same overall vision for serving and supporting all Nashvillians. By utilizing the pre-existing Metro programs and commissions as channels for program outreach (more in Criterion 7), ZWN staff have sufficient outreach channels for recruiting cohorts of RRCL participants.

***Staff Experience:*** ZWN staff for this program include Sharon Smith, Jenn Harrman, Allie Omens, and Simone Chhut. Sharon Smith has over 20 years of recycling and solid waste experience with Metro government. Jenn Harrman, the Zero Waste Program Manager, has 6.5 years of experience with Metro government. She possesses Solid Waste Association of North America (SWANA) certifications in Managing Compost Programs, Zero Waste Principles and Practices,

and Construction and Demolition Debris Management. Jenn developed Nashville's Recycle Right education program in 2019, including planning and executing the development of online and print presentations, flyers, and cart-stickers that outline what materials can and cannot be recycled in Nashville. She designs resources focused on behavior change to prevent contamination in the recycling stream. Jenn manages Nashville's Waste and Recycling App—an educational tool for residents to understand what can be recycled—as part of TDOT Litter Grant funding. Through the deployment of this app in March 2021 and other educational resources, recycling contamination has lowered from 46% in 2020, to 28.4% in 2021 and 21.6% in 2022. Allie Omens, ZWN Project Coordinator, has 2.5 years of experience with Metro. She possesses SWANA certifications in Construction and Demolition Debris Management and Zero Waste Principles and Practices and a B.A. in Public Policy and Environmental Studies. Simone Chhut, ZWN Associate, possesses a B.S. in Communications (Public Relations concentration), and a M.S. in Sustainability (Waste Diversion concentration).

**Criterion 5: Budget and Expenditure located in Budget Table and Description on Page 13**

**Criterion 6: Project Sustainability and Replicability**

The RRCL program is designed to be a long-term training opportunity for community leaders beyond the grant period. For the training program component, funding will be used to develop the resources necessary to conduct community training. Once resources are developed, ZWN will utilize them for training sessions beyond the grant funding period and dedicate staff time to continue the program with other communities throughout Metro Nashville. Other expenses for the long-term implementation of the program, such as reprinting of materials and use of translators if needed during the training sessions, can be accommodated by and will be built into the ZWN's annual education budget. The goal is to continue training sessions semiannually, but the overall success of the program will ultimately inform the cadence of continued training considering trainings up to four times a year.

Beyond the training program, the completed PSAs will provide content for the ZWN team to educate the community well into the future. Through both MNN and NECAT, the PSAs will be able to run intermittently for the foreseeable future. These videos will also be posted online to provide a long-term resource to educate residents about the basics of recycling right and will be utilized by the ZWN team as part of all other education programming including use at community meetings, public webinars and workshops, in student education programs, and on social media. All messaging will be designed for longevity.

The ZWN team works with several regional partners, including the Greater Nashville Regional Council (GRNC), the Nashville Chamber of Commerce, TDEC, Tennessee Women in Green (TWIG), and the KAB Big Cities network. Each of these partners provides opportunities to meet with and present to regional solid waste and recycling counterparts. Meetings the ZWN team has spoken previously include but not limited to the Nashville Chamber of Commerce Trash Talk series, the TWIG monthly education series, KAB Big Cities monthly virtual calls, regional solid waste directors' meetings with the GRNC, and various events and webinars held by the TDEC. ZWN will seek out opportunities to share lessons learned and best practices developed from the RRCL program as well as make ZWN's multilingual resources available in a partially editable format for use by Metro's neighboring communities and across the state. ZWN will continue their history of seeking out regional and national speaking opportunities to share resources developed and lessons learned for the replicability of the program in other communities. In the past

few years alone, members of the ZWN team have had the opportunity to share programs, lessons learned, and research with the following audiences: SWANA webinar series, Southeast Recycling Development Council, WASTECON, SWANA SOAR, and Environmental Show of the South.

### **Criterion 7: Effective Partnerships**

***Mayor's Office of Neighborhoods and Community Engagement:*** One key partnership for multilingual education and outreach will be with the Mayor's Office of Neighborhoods and Community Engagement. This mayoral office houses the Neighborhood Academy program, which equips participants with a deeper understanding of the purpose of each city department and the services each of them offers. ZWN will work with this office to incorporate recycle right and waste reduction lessons into this curriculum starting in March 2023. In conjunction with awarded grant funding, the ZWN team will promote newly developed multilingual presentation materials and promote RRCL training opportunities within the Neighborhood Academy program starting in March 2024 and continuing past the grant timeline. As a mayoral office, this partner provides services to all Nashvillians, including the communities aimed to benefit from the multilingual education and outreach programs.

***Mayor's Office of New Americans:*** Another key partnership will be with the Mayor's Office of New Americans, which engages Nashville's immigrant population in order to support their civic and community engagement. A key program of this office is the New Americans Advisory Council, which is comprised of community leaders within Nashville's immigrant and refugee communities. This council fosters the connection between Metro and Nashville's New American communities. The current council is comprised of 11 community leaders affiliated with the Burmese, Ethiopian, Indian, Islamic, Latino, and Asian American and Pacific Islander communities as well as immigrant rights organizations. This office hosts the MyCity Academy program that is akin to the above-mentioned Neighborhood Academy program. This program is the first of its kind in the nation and includes a seven-month program where New Americans meet with leaders from Metro departments and tour Metro facilities. The MyCity and New American council programs are direct channels that ZWN can publicize multilingual education and outreach opportunities through, including RRCL trainings. As a mayoral office, this partner provides services to all Nashvillians, including the communities aimed to benefit from the multilingual education and outreach programs.

***Metro Nashville Beautification and Environment Commission:*** An additional partnership will be with Metro's Beautification and Environment Commission, a KAB affiliate that coordinates beautification projects and environmental training and education with representatives from each of Metro Nashville's 35 council districts. These 35 Beautification Commissioners are uniquely situated to work with the ZWN team to identify participants for the RRCL program that can speak to barriers, benefits, and motivators to effective participation in Metro Nashville's recycling program. Being a program that is co-managed by MWS and the Nashville Department of Transportation, ZWN will share about the RRCL program at monthly commission meetings and through the commission's newsletter. As a commission comprised of representatives from all

Metropolitan council districts, commissioners are well equipped and experienced working in the communities of interest for the RRCL program.

***Nashville Education, Community, and Arts Television (NECAT):*** NECAT is a broadcasting program run by the Nashville Public Library that aims to share arts and education programming with audiences in Middle Tennessee. NECAT has agreed to share the Recycle Right multilingual PSAs developed by this grant funding and multilingual on-demand Recycle Right webinars. Due to its affiliation with NPL, a Metro agency, this is at no cost to ZWN. As a government-run program, NECAT provides services to all Nashvillians, including the communities aimed to benefit from multilingual education and outreach programs.

***Metro Nashville Network (MNN):*** MNN provides live-streaming, recording, and broadcasting services for Metro, including airing public service announcements and posting of recorded Metro meetings and events to YouTube. MNN will air the Recycle Right multilingual PSAs developed by this grant funding at no cost to MWS. MNN staff will also work with the ZWN team and a hired translation contractor to attach the multilingual translations to recorded educational content, such as the Recycle Right on-demand webinar, to ensure that closed captions align with the content being shared throughout the video. As a government-run program, MNN provides services to all Nashvillians, including the communities aimed to benefit from these proposed programs.

### **Criterion 8: Incorporation of Evidence-Based Outreach and Messaging**

The RRCL program is structured to work directly with community leaders in multilingual, diverse Nashville communities to understand barriers, benefits, and motivators to these communities effectively participating in Metro’s recycling program. While there are key contaminants MWS collection staff are observing anecdotally – e.g., bagged recyclables and trash in recycling carts – the ZWN team has incorporated time into the RRCL program for active dialogue within these target audiences in the community to understand the unique barriers faced by each of these groups. By engaging key community leaders for multilingual and diverse Nashville communities, ZWN will build trust with the target audience for the program’s recycle right messaging and develop educational resources to motivate behavior change ZWN is seeking. Through working with the Mayor’s Office on the Neighborhood Academy program and New Americans Advisory Council, ZWN will reduce audience barriers to outreach and identify key channels for publicizing newly developed multilingual educational resources to meet audiences where they consume information.

MWS collection drivers and operations staff are the front-line access to trends in contamination on Metro recycling routes. These standardized reporting trends, however, are largely dependent on the collection drivers. As part of the RRCL program, ZWN will work with collection drivers to record consistent observations on recycling routes to better inform the specific behavior change targeted by multilingual educational resources within each community. For example, the neighborhood of Antioch has had consistent reports from collection staff of glass being placed in curbside carts. As glass is not currently included in Nashville’s curbside recycling collection service, this represents contamination in the program. As represented in CEJST, Antioch is comprised of between 82 and 96% limited English-speakers. To achieve the desired outcome of reducing contamination in the curbside recycling stream, RRCL will identify one to two

community leaders within the Antioch community to conduct trainings about the basics of Nashville's recycling program, including touring the recycling facility to witness first-hand why glass is not currently accepted in the program. Before equipping RRCL leaders with the print and presentation materials to train their community, ZWN will provide driver-collected data from their community's recycling routes to provide the basis for behavior change.

According to Metro Nashville Public Schools data, the top non-English languages spoken by its students are Spanish, Kurdish, Arabic, Somali, and Burmese. Following this data, multilingual resources developed as part of the RRCL program could include these top languages, and in addition other top languages such as Farsi and French.

### **Criterion 9: Leveraging**

All personnel time required to manage all grant activities including training sessions, resource development, and reporting will be leveraged to support the grant project. Across the team of five staff members, the anticipated personnel time required to be the equivalent of one full-time staff member or approximately \$165,000 over the course of the grant period. MWS will also leverage the cost for staff travel at \$0.66 per mile to RRCL training sessions, community education events, and for route inspections of recycling carts costing approximately \$225.

In addition to staff time, MWS will leverage costs for supplies and equipment to support the RRCL training program. This includes funding from the ZWN budget to cover the cost of food and beverages for all RRCL training sessions to reduce barriers to participation as some sessions may be during mealtimes. This also includes the cost to purchase items such as a portable projector and screen for use to provide RRCL trainings and for RRCLs to use in providing educational presentations in their communities. Together these costs are estimated at approximately \$2,000 for the duration of the grant period with ZWN able to leverage up to \$5,000 for any other equipment and supplies needed. Overall, the leveraged cost for this program and campaign is \$172,225.

Additionally, MWS will leverage the use of Metro Nashville's robust community engagement programs to identify community leaders and RRCL participants including The Neighborhood Academy, MyCity Academy, and Metro Beautification and Environment Commission (see Criterion 7). In the upcoming Academy sessions, the ZWN team will work with these offices to incorporate recycle right and waste reduction lessons and take the participants on a tour of Nashville's recycling facility. While waste and recycling education has not recently been part of these programs, ZWN staff is working with the Offices of Neighborhoods and New Americans to add recycling education into the permanent curriculum moving forward. ZWN staff plans on participating in leading sessions for both academies starting in March 2023 and will continue to do so during and after the grant funding period.

Through prior funding, some multilingual educational materials have been developed including over 5,000 multilingual recycling cart decals that can be used by the community leaders to educate their community members directly at the cart. In addition to the cart decals, all design collateral and branding will be leveraged for use in the development of new materials and educational resources. The cost for printing any new decals needed is already included in the ZWN budget and will be leveraged. One aspect of RRCL is to equip leaders with tools and resources, such as these decals, on how to organize volunteers to hang door hangers or distribute recycling cart decals and how to organize neighborhood speaking opportunities.

**List of Attachments:**

- Budget Table & Description (below)
- Figures
- Milestones
- Timeline
- Outcomes & Outputs Logic Model
- Track 1 Documentation
- References
- Letter of Support

**BUDGET TABLE AND DESCRIPTION****Budget Table**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Personnel</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Fringe Benefits</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Travel</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Equipment</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Supplies</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Contractual</b>	\$25,800.00	\$99,630.00	\$129,200.00	<b>\$254,630.00</b>
<b>Other</b>	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>TOTAL DIRECT</b>	\$25,800.00	\$99,630.00	\$129,200.00	<b>\$254,630.00</b>
<b>INDIRECT 12.06%</b>	\$3,200.00	\$12,100.00	\$15,600.00	<b>\$30,900.00</b>
<b>TOTAL</b>	<b>\$29,00.00</b>	<b>\$111,730.00</b>	<b>\$144,800.00</b>	<b>\$285,530.00</b>

**Budget Description**

**TOTAL PROJECT COST: \$457,755.00**

**TOTAL EPA FUNDING REQUESTED: \$285,530.00**

**I. Personnel:**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	<b>\$0</b>

Personnel costs will be leveraged.

TOTAL PERSONEL: \$0.00

**II. Fringe Benefits:**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	<b>\$0</b>

Due to not having personnel costs, no fringe benefits will be charged through the grant.

TOTAL FRINGE BENEFITS: \$0.00

**III: Travel**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	<b>\$0</b>

Travel costs will be leveraged.

TOTAL TRAVEL: \$0.00

**IV: Equipment**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	<b>\$0</b>

Equipment costs will be leveraged.

TOTAL EQUIPMENT: \$0.00

**V: Supplies**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	<b>\$0</b>

Supplies cost will be leveraged.

TOTAL SUPPLIES: \$0.00

**VI: Contractual**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Multilingual Resources</b>	\$24,400	\$10,500	\$23,500	<b>\$58,400</b>
<b>Consulting</b>	\$1,400	\$1,400	\$1,400	<b>\$4,200</b>
<b>Mailings</b>	\$0	\$67,7300	\$67,550	<b>\$135,280</b>
<b>PSAs</b>	\$0	\$20,000	\$36,750	<b>\$56,750</b>
<b>Total</b>	<b>\$25,800</b>	<b>\$99,630</b>	<b>\$129,200</b>	<b>\$254,630</b>

All contractual costs were estimated based on previous contract work from multiple departments of similar scope and are reasonable because the consulting contract(s) will be awarded competitively under the procurement guidelines and process outlined for Metro Government and consulting fees will comply with 2 CFR 1500.10. We also understand that all consultant rates must comply with the restrictions on consultant fees described in 2 CFR 1500.10.

**Multilingual Resources:** \$58,400 is requested for contractual work for multilingual resources. MWS will hire a consultant(s) to provide the design, translation, and printing services for RRCL



training materials, toolkit materials, and associated educational resources. Brochures and door hangers will be designed, translated, and printed. Design support was estimated at \$175 per hour. In Year 1, the brochure will cost an estimated \$1,750 with approximately 10 hours of design work and a door hanger will cost \$1,400 at an estimated 8 hours of design work. Printing services for 2,000 door hangers and 2,000 brochures will cost approximately \$1,500. Translation for these designs is estimated at \$0.20 per word and \$40 per working hour and include the Recycle Right On-Demand Webinar, the Recycle Right Online Quiz, the brochure, and the door hanger at an estimated \$6,650 for approximately 4,030 words. The RRCL training materials will need to be translated into six languages at an estimated \$9,800 for approximately 7,800 words. An estimated \$8,500 is needed for onsite translation services for the RRCL cohort and community meetings. This accounts for an estimated \$67.42 hourly fee with two-hour minimum and an anticipated increase of 6% each year for inflation. In addition, onsite translation for Spanish is estimated at \$0.17 per word. For three meetings per year, Spanish onsite translation will cost approximately \$3,000 in Year 2 and \$3,500 in Year 3. Because the other targeted languages have not been decided, an average of \$0.32 per word was estimated based on common non-English languages in Nashville. Year 2 will hold three meetings for an estimated \$5,500 in onsite translation services. Year 3 will hold nine meetings for an estimated \$18,500 in onsite translation services. The social media campaign materials will be developed at an estimated rate of \$134 per hour for total of \$6,500. Year 1 will use \$3,000 for educational content targeting top areas of concern for targeted communities. In Year 2, \$2,000 will be used to create additional content addressing contamination issues and publicize recycle right community meetings throughout the RRCL communities. Year 3 will continue to address contamination and publicize community meetings at an estimated \$1,500.

**Consulting:** \$4,200 is requested for consulting services. Each grant year, \$1,400 will be used for technical assistance for community based social marketing (CBSM) services to assist ZWN in developing messaging targeted at behavior change. Through looking at previous quotes, CBSM services were estimated at \$134 per hour. Each year will charge roughly 10.5 hours, totaling approximately \$4,200 throughout the grant period.

**Mailings:** \$135,280 is requested for design, printing and mailing educational postcards. Design for mailings will cost an estimated \$1,400 and translation cost for six different languages is approximately \$780. Postcards cost \$0.44 per print and have a \$20 job setup with a \$22 artwork conversion fee. Full-service area postcard mailings to the 145,500-customer base will take place twice, once during Year 2 and Year 3. Each year plans for a 1% customer base increase and will cost \$65,000 in Year 2 and \$67,000 in Year 3. These mailings will cover the top recycling contamination issues throughout the entire service district. In addition to the full-service area mailings, individual contamination postcards will be sent out during Year 2 and Year 3 at an estimated 20 mailings per week. Also in that year, contamination postcards will cost approximately \$550.

**PSAs:** \$56,750 is requested for developing and airing TV and radio PSAs. In Year 2, video PSAs will be written, translated, filmed, and edited for an estimated \$20,000. There will be four PSAs (10-seconds, 15-seconds, 30-seconds, and 60-seconds) translated into six languages to be aired

on a regular basis on MNN and NECAT at no cost and distributed to all local TV stations at no cost. During Year 3, radio PSAs will be developed for \$36,750. Both the 15-second and 30-second ads are anticipated to be flighted for 12 weeks, Monday through Sunday from 6am to 12am. These will play in 18 to 27 spots per week per station across nine local stations for an estimate of 2,430 plays. The stations range in genres from urban adult contemporary, jazz, public broadcasting, adult alternative, classical, and Spanish variety.

TOTAL CONTRACTUAL: \$254,630.00

**VII: Other**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
<b>Total</b>	\$0	\$0	\$0	\$0

No other costs will be used for this grant.

TOTAL OTHER: \$0.00

**VII: Indirect Costs**

	<b>Total Direct Costs</b>	<b>Total Indirect Costs</b>	<b>Total</b>
<b>Year 1</b>	\$25,800	\$3,200	<b>\$29,00</b>
<b>Year 2</b>	\$99,630	\$12,100	<b>\$111,730</b>
<b>Year 3</b>	\$129,200	\$15,600	<b>\$144,800</b>
<b>Total</b>	<b>\$254,630</b>	<b>\$30,900</b>	<b>\$285,530</b>

\$30,900 is requested for indirect costs. Metro Waste Services currently has an indirect cost rate of 12.06% applied to the Modified Total Direct Costs. This was prepared by Metro Water Services' finance division as Metro is not required to have a negotiated indirect cost rate from a federal cognizant agency. These costs are reasonable because they are a direct relationship to the direct costs for the requested funds to cover general management funds.

TOTAL INDIRECT COSTS: \$30,900.00

## **MILESTONES & TIMELINE**

#	Milestone	Completion Date	Criterion/Deliverable
1	Multilingual toolkit and training materials are developed in 6 languages	May 2024 (Month 8)	<ul style="list-style-type: none"> <li>• Compile existing ZWN educational resources</li> <li>• Create any needed educational resources (ex. door hangers) in English</li> <li>• Translate resources into 6 languages</li> </ul>
2	First RRCL cohort is fully trained	October 2024 (Month 13)	<ul style="list-style-type: none"> <li>• Identify 3-5 community leaders</li> <li>• Create schedule for trainings (in-person and virtual) and tour including identifying training locations</li> <li>• First training session is held (Recycling Right)</li> <li>• Training is analyzed for improvements</li> <li>• Tour of recycling facility is scheduled</li> <li>• Metro van is rented</li> <li>• Tour is held</li> <li>• Second training session is held (Barriers, Benefits, and Motivators)</li> <li>• Training is analyzed for improvements</li> <li>• Toolkit is provided to RRCL cohort for use in their community</li> </ul>
3	RRCL cohorts distribute toolkit resources in their communities	October 2024 (Month 13) and on	<ul style="list-style-type: none"> <li>• Complete Milestone 1</li> <li>• Distribute toolkit to RRCL cohort via email and in person</li> <li>• Hold community meeting with RRCL leaders</li> <li>• Annual RRCL grads check-in to schedule new community education opportunities</li> </ul>
4	Develop multilingual Recycle Right PSA package & radio ads	April 2025 (Month 15)	<ul style="list-style-type: none"> <li>• PSA script is developed based on identified barriers, benefits, and motivators to recycling right</li> <li>• PSA script is translated into 6 languages</li> <li>• PSA is produced in partnership with MNN and NECAT (see Criterion 7)</li> </ul>
5	Second RRCL cohort is fully trained	March 2025 (Month 18)	<ul style="list-style-type: none"> <li>• Identify 3-5 community leaders</li> <li>• Create schedule for trainings (in-person and virtual) and tour including identifying training locations</li> <li>• First training session is held (Recycling Right)</li> </ul>

			<ul style="list-style-type: none"> <li>• Training is analyzed for improvements</li> <li>• Tour of recycling facility is scheduled</li> <li>• Metro van is rented</li> <li>• Tour is held</li> <li>• Second training session is held (Barriers, Benefits, and Motivators)</li> <li>• Training is analyzed for improvements</li> <li>• Toolkit is provided to RRCL cohort for use in their community</li> </ul>
6	Multilingual postcards on top contamination issues are distributed	August 2025 (Month 23) and August 2026 (Month 35)	<ul style="list-style-type: none"> <li>• Work with RRCL cohorts to determine top contamination issues for postcard mailing</li> <li>• Design postcard with English</li> <li>• Translate postcard into 6 different versions for 6 different non-English languages</li> <li>• Postcards sent via Metro mail to all residents</li> </ul>
7	At least 2 community meetings held in partnership with RRCL leaders from first and second cohorts	November 2025 (Month 26)	<ul style="list-style-type: none"> <li>• Identify barriers, benefits, and motivators for target communities with RRCLs</li> <li>• Create schedule for community meetings with RRCLs</li> <li>• Practice program script with RRCLs</li> <li>• Identify community meeting locations</li> <li>• Publicize recycle right community meeting through community center listservs, social media, Council Member newsletters, and Metro Beautification commissioners</li> </ul>
8	Video PSAs air	November 2025 (Month 26) and on	<ul style="list-style-type: none"> <li>• Multilingual PSAs developed</li> <li>• PSAs aired on MNN</li> <li>• PSAs aired on NECAT</li> </ul>
9	Radio PSAs	February 2026 (Month 29) to April 2026 (Month 31)	<ul style="list-style-type: none"> <li>• Procure consulting (complying with 2 CFR 1500.10) for radio ad buys</li> <li>• 15-sec and 30-sec PSAs run on 9 stations for 12 weeks</li> </ul>

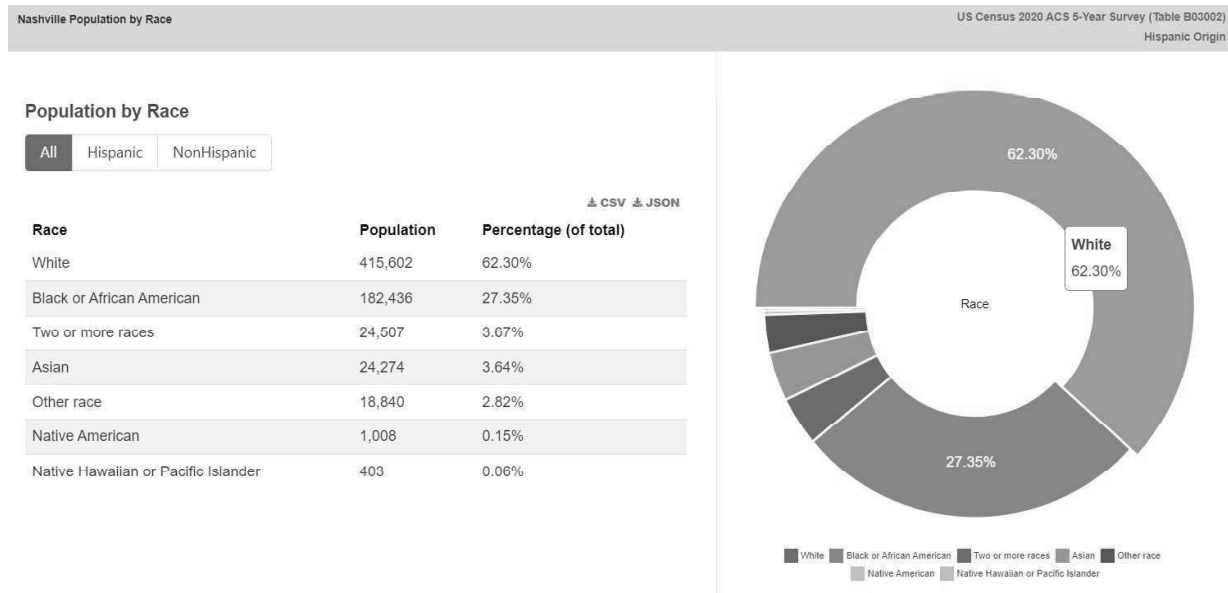


**OUTCOMES & OUTPUTS LOGIC MODEL**

<b>Inputs</b>	<b>Outputs</b>	<b>Outcomes</b>
<ul style="list-style-type: none"> <li>• Translation services</li> <li>• Community leader participation</li> <li>• CBSM services</li> <li>• Social media marketing</li> </ul>	<ul style="list-style-type: none"> <li>• 5 RRCL cohorts of 3-5 leaders trained during grant funding period</li> <li>• 5 community education sessions with RRCLs in disadvantaged communities</li> <li>• Multilingual training materials for RRCL including brochures and door hangers</li> <li>• Multilingual on-demand Recycle Right videos in 6 languages and played on MNN, NECAT, MWS website, YouTube, and social media for a potential reach of 200,000 Nashvillians</li> <li>• 4 PSAs (10s, 15s, 30s, 60s) in 6 languages, 24 PSAs total</li> <li>• PSAs aired on 9 stations, 18-27 times per week for 12 weeks, for an estimate of 2,430 plays</li> <li>• PSAs played on MNN, NECAT, MWS website, YouTube, and social media for a potential reach of 200,000 Nashvillians</li> <li>• 2 full-service area mailings (145,500 customers) on top contamination issues</li> </ul>	<ul style="list-style-type: none"> <li>• Higher recycling participation</li> <li>• Lower contamination rate</li> <li>• Reduced landfill rate</li> <li>• Better understanding of recycling in Nashville</li> </ul>

## FIGURES

**Figure 1.1: Nashville Population by Race**



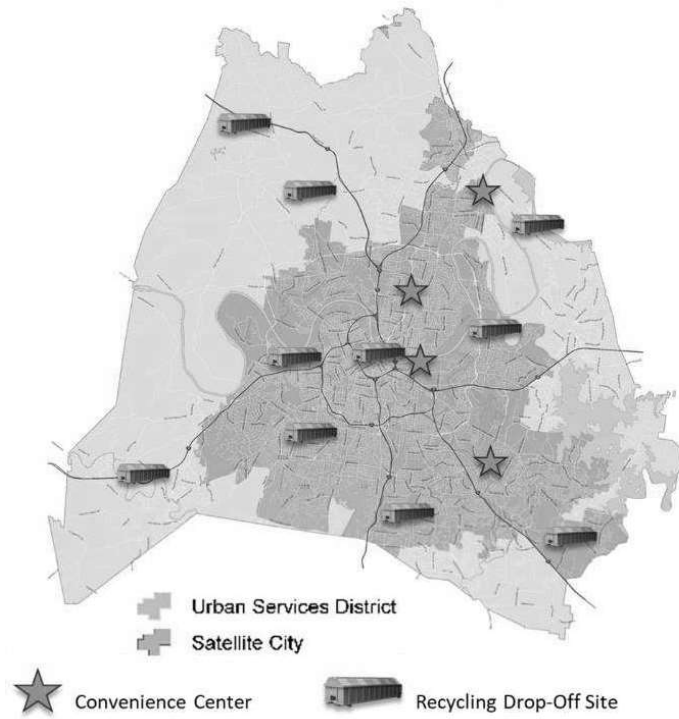
Source: *World Population Review*

**Figure 1.2: Nashville Population by Age**



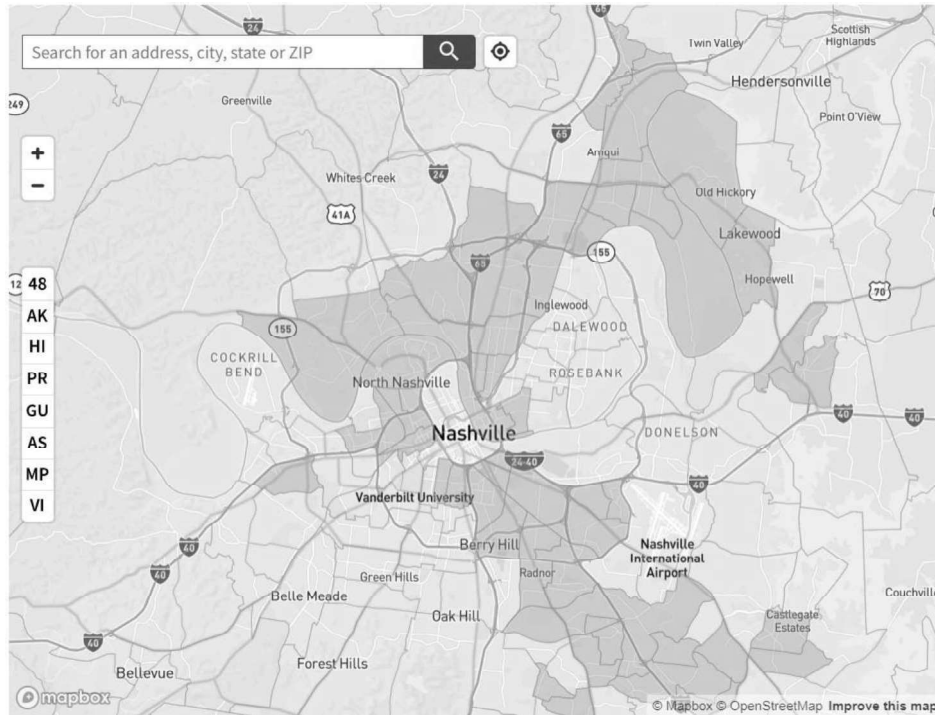
Source: *World Population Review*

**Figure 2: Map of Davidson County and Tax Districts**



Source: *Metro Nashville*

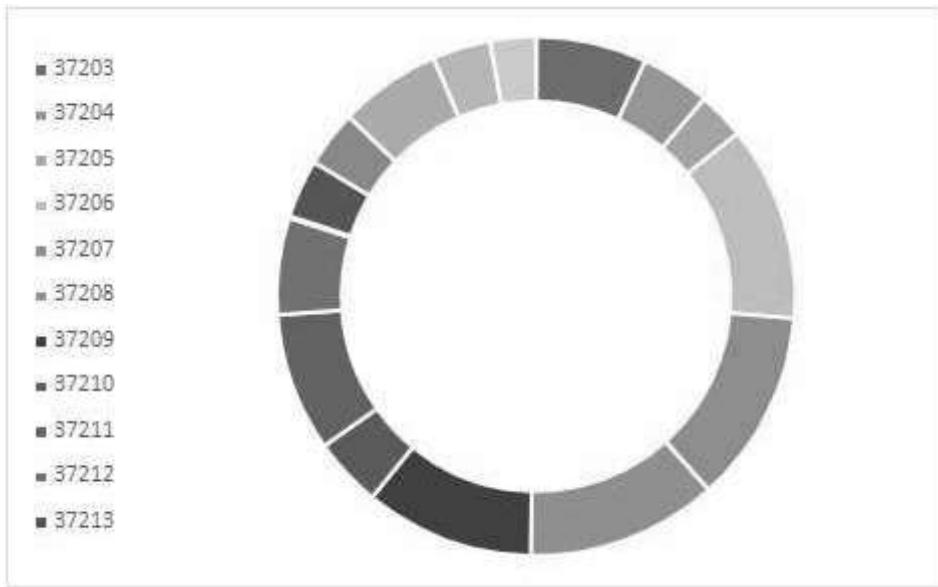
**Figure 3: Nashville's Disadvantaged Communities, CEJST**



Source: *Council on Environmental Quality*

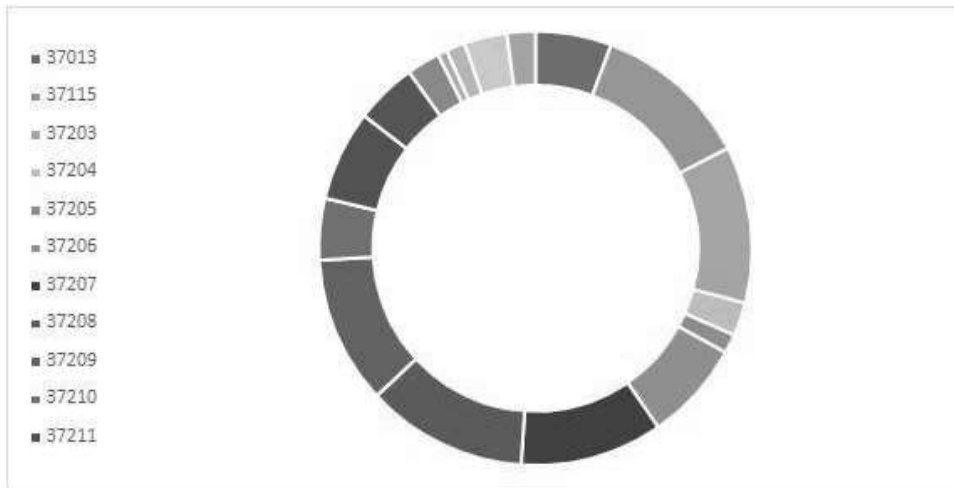


**Figure 4.1: Trash in Recycling Cart, June 2018 – September 2021**



Source: Metro Nashville

**Figure 4.2: Trash in Recycling Carts, September 2021 – January 2023**



Source: Metro Nashville

**Figure 5: Language Percentages in Nashville**

Language

**15.7%** ±1.7%

(164,870 ±17,872.2)

Persons with language other than English spoken at home

about three-quarters of the rate in United States:  
21.6% 67,754,440 (±0.1% / ±171,150.5)

Language at home, children 5-17



- English only
- Spanish
- Indo-European
- Asian/Islander
- Other

Show data / Embed

Language at home, adults 18+



- English only
- Spanish
- Indo-European
- Asian/Islander
- Other

Hide data / Embed

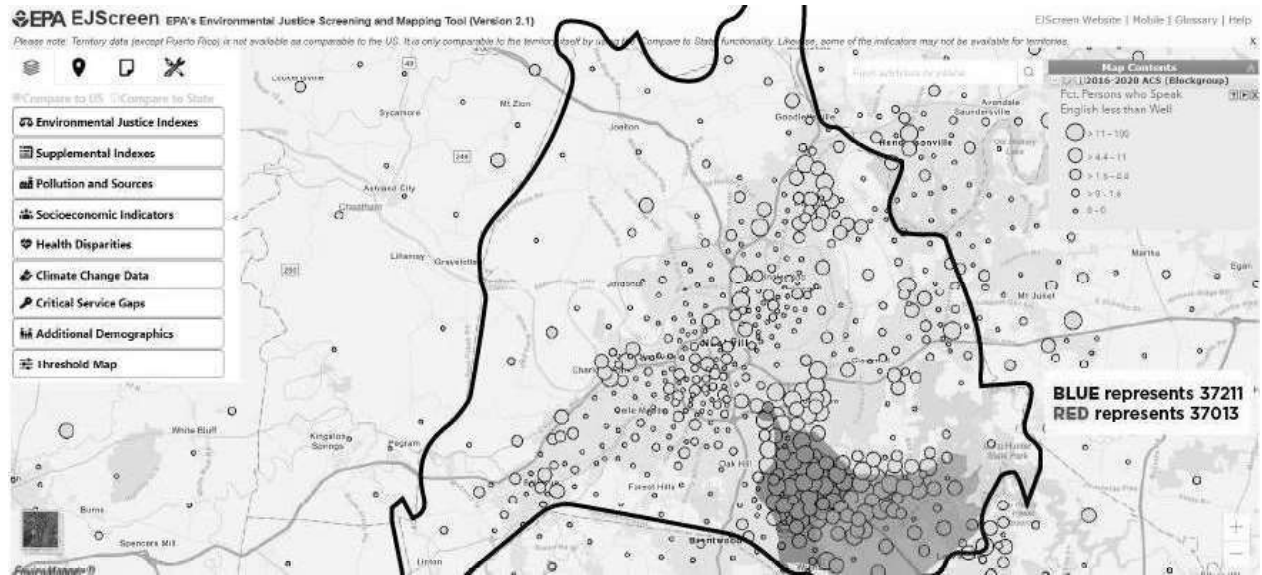
Language at home, adults 18+ (Table B16007) [View table](#)

Column	Nashville-Davidson, TN		United States			
English only	85.6%	±0.9%	744,368	±11,033.7	78.3%	±0.1%
Spanish	7.1%	±0.4%	61,674	±3,489.7	12.8%	±0%
Indo-European	2.6%	±0.5%	22,413	±4,554	3.9%	±0%
Asian/Islander	2.5%	±0.4%	21,357	±3,886.4	3.7%	±0%
Other	2.3%	±0.6%	19,612	±4,748.1	1.2%	±0%
					202,355,308	±144,991.6
					33,136,131	±91,241.9
					10,140,516	±74,685.4
					9,671,724	±54,463.1
					3,114,788	±48,256.8

Hide data

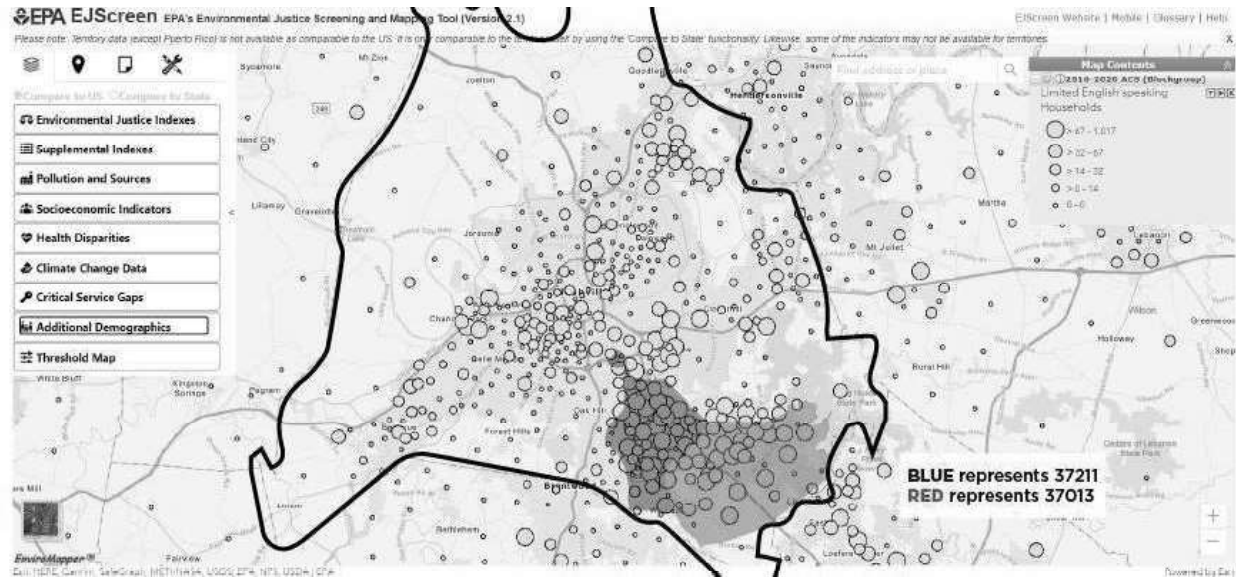
Source: *Census Reporter*

**Figure 6.1: EJ Screen, Less than Well English**



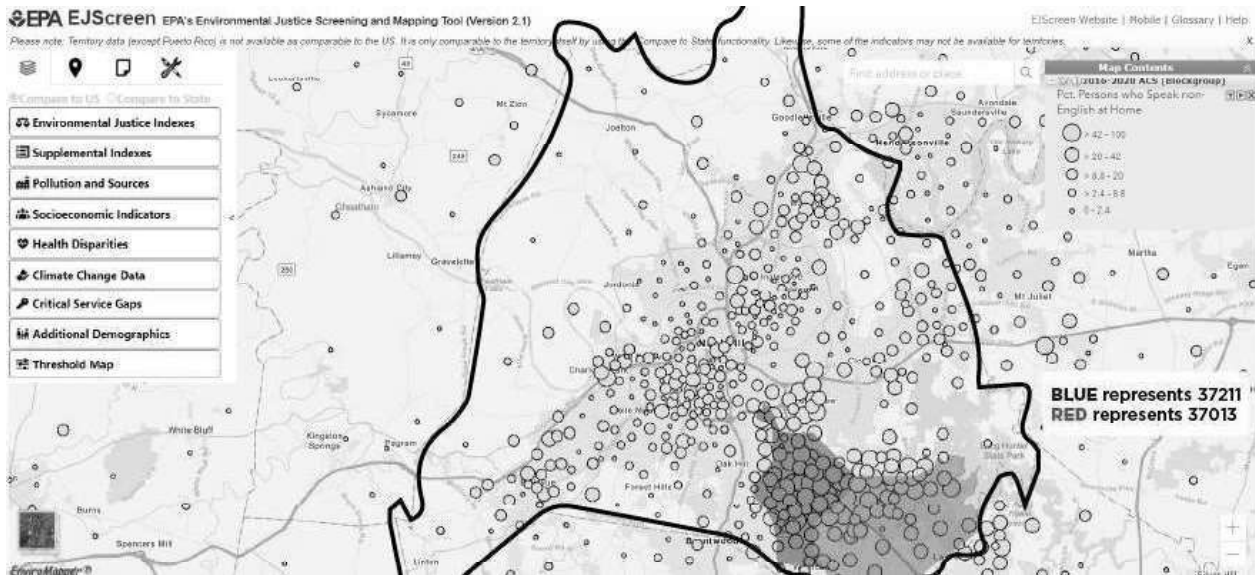
Source: *Metro Nashville & Environmental Protection Agency*

Figure 6.2: EJ Screen, Limited English



Source: Metro Nashville & Environmental Protection Agency

Figure 6.3: EJ Screen, Non-English at Home



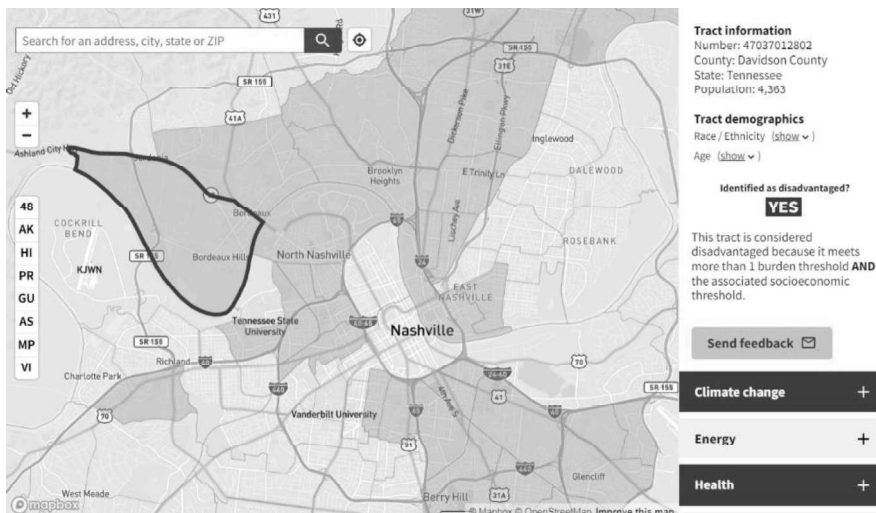
Source: Metro Nashville & Environmental Protection Agency

## TRACK 1 DOCUMENTATION



Source: *Council on Environmental Quality*

South Nashville has the highest concentration of less-than-well English speakers (Figure 6.1), limited English speakers (Figure 6.2), and non-English speakers at home (Figure 6.3). According to the CEJST, this community experiences expected building loss rate, low income, difficulties with housing costs, linguistic isolation, low high school diploma rate, and high traffic proximity and volume.



Source: *Council on Environmental Quality*

North Nashville and Bordeaux are historically Black communities that host two landfills, the Metro-owned and operated Bordeaux Landfill that closed in 1996 and private Southern Services C&D (Class III/IV) Landfill as well as a Metro-owned Wastewater Treatment Facility. According to the CEJST, these communities experience low median income, expected building loss rate, asthma, diabetes, low life expectancy, heart disease, low high school diploma rate, historic underinvestment, and proximity to risk management plan facilities.

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February 3, 2023

Dear EPA Grant Review Committee/To Whom it may concern:

We are NECAT Network, Powered by Nashville Public Library. I am writing to support Metro Nashville Waste Services' application for the EPA Consumer Recycling Education and Outreach grant opportunity. Specifically, our support for this work that will lead to multilingual PSAs and videos that will enhance the content shared through the Nashville Education, Community, and Arts Television network (NECAT).

NECAT is part of Nashville Public Library organization with a mission that is twofold:

1. Expose Middle Tennessee viewers to arts and education programming created both locally and around the world, and
2. Teach individual and organizations who wish to make TV shows how to do so, let them use our equipment and resources, then broadcast those shows for them.

Our local stations bring the talent and knowledge of its residents to over 161,000 households in Davidson County as well as streams online. Sustainability and the recycling programs provided by Metro Nashville Waste Services are topics that directly impact our viewership and the type of content that fits our mission. If awarded this grant funding, the Zero Waste Nashville team will be able to create multilingual video content that educates our viewers across Davidson County about these vital services to expand the offerings we are able to provide on our channels.

We feel strongly that knowledge is power and that this kind of content will give NECAT viewers information that will help educate and create a better future for all that put that knowledge to good use. We are committed to making this content available through the medium of television and are excited to help share this important message.

The Zero Waste Nashville team has demonstrated their commitment to providing quality, informative, and educational video content to the Nashville community that educates Nashvillians about waste and sustainability issues. This includes specifically their work on the [Sustainable in the City](#) livestream educational series that interviews sustainability experts in the Nashville area in partnership with local non-profit Urban Green Lab as well as their work to develop on-demand webinars about recycling right and composting at home. In addition to the creation of new multilingual PSAs, this grant funding would help to bring some of this content, specifically the recycle right program, to our audience in additional languages expanding the offerings and meeting the needs for our viewers from immigrant communities.

We cannot be more excited to work with the Zero Waste Nashville team on this project to bring valuable content to our viewers and expand understanding of Nashville's recycling programs. We strongly support their selection for this grant funding opportunity from the EPA.

Sincerely,

Cameron McCasland

**APPLICATION FOR EPA RECYCLING EDUCATION GRANTS PROGRAM  
METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY**

DocuSigned by:

*Scott Potter*

2/8/2023

\_\_\_\_\_  
Scott Potter, Director  
Department of Water and Sewerage Services

\_\_\_\_\_  
Date