



**Solid Waste Division**

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## **FY15 RecycleMoreSC Grant Application**

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3. a. Greenville County will adapt the 40by2020 goal into the current promotional and educational medium to reach new demographics within Greenville County.
- b. The County of Greenville collects electronic waste, cardboard, cooking oil and yard waste at all six of our Residential Waste and Recycling Centers. Each program is suffering from lower than expected participation. Residents are still leaving e-waste curbside, cooking oil recycling collection has decreased from 11 tons per year to 9 tons per year and it is necessary to collect yard waste comingled with construction debris to improve hauling efficiencies, in lieu of collecting yard waste single stream. Cooking oil and e-waste recycling would benefit from increased awareness of existing programs. Yard waste needs to be diverted from Class II as a separate commodity. We are negotiating with a third party to supply ground green waste for their food waste composting program. In the upcoming year, residential yard waste recycling will have to have a campaign to increase citizen awareness of yard waste recycling locations. The targeted source of the material will be citizens utilizing all six of Greenville County's Residential Waste and Recycling Centers and the Twin Chimneys Landfill.
- c. The program will be offered countywide in Greenville County.
- d. In conjunction with the RecycleMoreSC Campaign, grant funding would be used to promote used cooking oil, yard waste, cardboard and

electronic waste recycling via t-shirts on Residential Waste and Recycling Center and Twin Chimney employees printed with program information, year round digital billboards and radio advertising, online media, portable signage to be placed in public and private lobbies, Home Owner Association newsletter advertising, brochures and banners.

e. Currently, the County of Greenville promotes used cooking oil via small yard sign, seasonal digital billboard, brochures, Greenville County website, placed at the Twin Chimneys Landfill and all Residential Waste and Recycling Centers, Twin Chimney Landfill tours/presentations and classroom presentations. Electronic waste and yard waste recycling (compost) are currently promoted via brochures, Greenville County website, banners placed at the Twin Chimneys Landfill and all Residential Waste and Recycling Centers, Twin Chimney Landfill tours/presentations and classroom presentations.

f. New promotional outreach for all items would include t-shirts on Residential Waste and Recycling Center and Twin Chimney employees printed with program information, portable signage to be placed in public and private lobbies, Home Owner Association newsletter advertising, online media, year round digital billboard advertising, banners, radio advertising and enhance and expand current outreach. This outreach and advertising program will target information related to the environmental importance of recycling cardboard, used cooking oil, yard waste, electronic waste and all locations available for recycling.

g. Grant funding would be required for t-shirts, digital billboard and radio advertising, online media, brochures, portable signage and banners.

4. The RecycleMoreSC Campaign will redirect these items from disposal/illegal dumping to beneficial use.
5. We will establish FY14 recycling totals as a benchmark for program efforts.
6. For all campaigns, we expect a 5% increase in collection. This will be measured monthly via vendor reporting.
7. N/A
8. Greenville County currently has infrastructure in place to collect all the commodities mentioned. Programs will be enhanced by expanding and enhancing current outreach and advertising.
9. Greenville County estimates \$20,000 to be spent towards the program.
  - T-shirts \$1,000.00
  - Portable signage (100 @ \$100 each) \$1,000.00

- Home Owner Association newsletter \$ 500.00
- Online media \$ 1,500.00
- Digital billboard advertising \$13,900.00
- Banners \$ 600.00
- Radio advertising \$ 1,500.00

10. Greenville County is requesting \$20,000.00 to promote the program.

- T-shirts \$1,000.00
- Portable signage (100 @ \$100 each) \$1,000.00
- Home Owner Association newsletter \$ 500.00
- Online media \$ 1,500.00
- Digital billboard advertising \$13,900.00
- Banners \$ 600.00
- Radio advertising \$ 1,500.00

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

11. No funding shortfalls are projected or expected. Greenville County will pay any additional expenses incurred that exceed grant funding.