



# County of Marin Community Service Fund Program Application Form

**Application Date** September 30, 2021

**Fiscal Year** July 1, 2021 - June 30, 2022

## Organization Information

**Full Legal Name:** West Marin Climate Action (Commonweal)

**Organization URL:** [www.westmarinclimateaction.org](http://www.westmarinclimateaction.org)

## Mission

**Mission/purpose of your organization:**

West Marin Climate Action informs and mobilizes our community to adapt to and help mitigate climate impacts, increasing our local resilience and equity while contributing to the global solutions needed now. WMCA shares information, brings people together, and facilitates engagement in climate actions that help sustain our community and the Earth for future generations. To do so, we host informative community-building events to generate discussion, formulate ideas, and advance actions; initiate and share information about climate resilience and mitigation projects undertaken by community members and local organizations; and build a network of community stakeholders to identify problems and advocate for solutions to ensure climate-resilient communities in West Marin.

## Grant Request Information

**Program/Project Name:** Eco-Sorting Stations: Helping the consumer understand where to dispose of single use to go ware; Sort, Dispose and Reduce; Mindful Consumer Solutions

**Summary description of your project:**

WMCA will increase consumer awareness and reduce contamination of compost by helping the consumer visualize their single use items and learn how to effectively dispose of waste items at eco-sorting stations installed at Marin County farmers markets.

**Amount Requested Dollar:** \$10,000.00

**Total Project Cost:** \$15,000.00

**Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.**

Consumption of single-use disposable materials has increased since the start of the COVID 19 pandemic due to initial fears of contracting the disease through handling reusable containers and the widespread use of PPE. Bio-plastics and single-use product companies have saturated the market with eco-products and misinformation that claims bio-plastics are compostable, and petroleum plastics can be recycled. However, messaging broadcasted by these companies conflicts with local waste hauling contracts and contributes to mass confusion. Many waste haulers are frustrated because confused consumers commingle bio-plastics and petroleum plastics, which contaminates both compost and recycling systems. In addition, the vast number of waste hauling companies differ in their sort requirements. An eco-sorting station will improve a consumer's ability to sort single use items into compost, recycle and landfill receptacles and educate the consumer on the growing issues related to single use to-go-ware. WMCA will build on the success of the first eco-sorting station utilized at AIM's Point Reyes Farmers Market. We will build and assemble 10 eco-sorting stations with collaborative partners to be installed at other AIM Markets in Marin. These help the public visualize sorting, according to color coded receptacles: compost, recycle and landfill, and engage with the public to raise awareness. Additionally, the consumer will see interpretive sculptures on the sorting station, made from the specific single use items from each market to reinforce where items go. The station has a sturdy frame with color coded wire clips hanging over color-coded bins. Each clip holds a single use item from that market. A toolkit will help collaborative partners know how to maintain their eco-sorting station. WMCA will coordinate with partners and help plan for on-site, in-person stewards to educate users about their consumption and how to align their disposal with the local waste hauling contract area.

**List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:**

WMCA works to educate the community by providing a platform for outreach through online social media, video conferencing, film, powerpoint and spotlights on local s/heros to an audience of concerned community members,

mostly from West Marin who seek climate action information. The hands-on, direct engagement by the eco-sorting station engages a wider audience in waste education, and moves the consumer to ask questions about the items they are using. Farmers Market attendees, vendors and visitors from Marin County and the Bay Area pause to reflect on their purchase and discern which items goes where and why. This project supports the county's reusable foodware ordinance and CAP. WMCA will engage community partners on this project including Agricultural Institute of Marin (AIM), West Marin Community Services-Youth Services Program (build, and paint the interpretive frames). A local Makers Program, hosted by Gallery Route One will oversee the youth assemble the eco-stations and attach single use materials to the frame. Lastly WMCA will coordinate with community groups to help manage the eco-sorting station and provide volunteers to engage users on-site. Recology Sonoma-Marin and Zero Waste Marin have provided guidance on the single use materials and the proper sorting regime; other waste haulers will be requested to do the same, to ensure that the array of items mounted over the color coded receptacles are aligned. Each waste hauler will benefit from a better informed community and less contaminated resource recovery streams. This project benefits everyone in the community as confidence increases and better understanding helps clarify how resource recovery works, how our current reliance on single use items is problematic, and will generate more energy and action towards reusing and reducing single use items including bioplastics and petroleum plastics.

**This organization has never received Community Service funds.**

**No County funding was received for this project or others.**

**Project/program can be completed if amount received is less than requested amount of Community Service funds.**

**Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.**

<b>Project Funding Sources</b>	<b>Funding Agency</b>	<b>Funding Requested</b>	<b>Received</b>	<b>Notes</b>
County CSF		\$10,000		
Federal Grant				
State Grant				
Individual Contributions		\$0	\$0	
Other Local Agencies				
In kind services		\$5,000		<i>volunteers, maker space, tools, supplies</i>
Other			\$0	
<b>Total Sources</b>		\$15,000	\$0	
<b>Project Expenses</b>		<b>Budgeted</b>	<b>Spent to Date</b>	<b>Notes</b>
Personnel Costs		\$6,500		<i>Stipend for GRO, WMCS, WMCA</i>
Services and Supplies		\$2,600	\$0	<i>Wood, Falconboard, paint, clips, wire, hardware</i>
Capital		\$0	\$0	
Other		\$900		<i>(fiscal agent fee)</i>
<b>Total Expenses</b>		\$10,000	\$0	