

**Environment and Natural Resources Trust Fund  
2018 Request for Proposals (RFP)**

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**Project Title:**

**ENRTF ID: 108-C**

Preserve Resources by Expanding the State's Reuse Sectors

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**Category:** C. Environmental Education

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**Total Project Budget:** \$ 363,910

**Proposed Project Time Period for the Funding Requested:** 2 years, July 2018 to June 2020

**Summary:**

This project will focus on creating a much more robust reuse economy throughout the State resulting in reduced solid waste, less pollution, more jobs, and small business development.

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**Sponsoring Organization:** ReUSE Minnesota

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**Location**

**Region:** Statewide

**County Name:** Statewide

**City / Township:**

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**Alternate Text for Visual:**

The infographic highlights the environmental and economic benefits of a robust reuse economy in Minnesota.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	_____ %

## I. PROJECT STATEMENT

This project will improve the State's air, water, and land by expanding the reuse, rental, and repair sectors throughout Minnesota. The current practices of throwing away items and producing new goods consumes natural resources and pollutes the State's environment. Reuse, rental, and repair eliminates the consumption of virgin-materials, reduces solid waste, and decreases pollutants generated in the production or recycling of products and materials.

A 2015 MPCA report highlighted the urgent need for a more robust approach to solid waste management in Minnesota. Existing practices focus "too narrowly on recycling, rather than on the full range of waste management activities." The practice of rental, reuse, and repair significantly reduces solid waste and pollution. Currently, the reuse sector employs an estimated 45,500 Minnesotans and generates an estimated \$10.26 billion in total gross economic activity. But this sector is underdeveloped and has the potential to grow substantially in more communities statewide. This project will focus on creating a much more robust reuse economy throughout the State resulting in reduced solid waste, less pollution, more jobs, and small business development.

The goals for this project are:

1. Promote the value and impact of reuse, repair, and rental throughout the State
2. Assist businesses and communities with creating or expanding reuse enterprises
3. Develop reliable ways to measure the economic and environmental impact of the reuse economy

The project's key activities include:

1. Design and implement educational and business development events across the state
2. Further develop a reuse network of businesses, policymakers, educators, and consumers
3. Build and test methods for measuring the environmental and economic impact of reuse

## II. PROJECT ACTIVITIES AND OUTCOMES

### **Activity 1: Design and Implement Education and Business Development Events Across the State** Budget: \$ 141,590

Technical assistance and business development sessions for existing and potential purveyors of reuse services; education on the benefits of reuse, repair, and rental; outreach to policymakers; build a mobile reuse education exhibit; enhance website to disseminate educational and business development information.

Outcome	Completion Date
1. A part-time Education and Outreach Coordinator and Events and Communications Coordinator are hired	Nov 1, 2018
2. A regional Reuse Conference is held in 2019. A national Reuse conference is sponsored in 2020	June 30, 2020
3. An enhanced ReUSE MN website offers access to education and business advice materials	June 30, 2020
4. 30 business development sessions and educational workshops are presented statewide	June 30, 2020
5. Reuse practices in 5 counties and 10 municipalities are developed and implemented	June 30, 2020
6. 4 webinars focused on promoting reuse and reuse business development are conducted	June 30, 2020

### **Activity 2: Further Develop a Reuse Network of Businesses, Policymakers, Educators, and Consumers** Budget: \$ 139,280

Recruit a wide-range of practitioners, consumers, policymakers, and educators to expand reuse network statewide; develop and deliver network support services, such as monthly newsletter and a forum for sharing creative reuse ideas/opportunities.

Outcome	Completion Date
1. Participation in ReUSE Minnesota increases from 31 (current) to 125 members	June 30, 2020
2. Redesign the ReUSE Minnesota website to serve as a portal for membership networking, enrollment, and renewal	Dec 31, 2018
4. Social media campaigns via Facebook, Instagram, and Twitter (at least 3 postings each week) increases membership and fosters a strong vibrant reuse network statewide	June 30, 2020
6. A "Minnesota Reuse, Repair, and Rental Business Locator" is created and maintained on the ReUSE Minnesota website	June 30, 2020

### **Activity 3: Build and Test Methods for Measuring the Environmental and Economic Impact of Reuse**

**Budget: \$ 83,040**

Develop methods and tools for measuring the environmental and economic impact for reuse/rental/repair activities statewide; routinely share impact data with policymakers, businesses, and consumers

Outcome	Completion Date
1. A reliable method for gathering and analyzing reuse impact data is tested and used routinely	June 30, 2019
2. A report that summarizes the environmental and economic impact of reuse activities throughout the State is produced and widely distributed	June 30, 2020
3. Impact data is used to help frame reuse practices in 5 counties and 10 municipalities	June 30, 2020

## **III. PROJECT STRATEGY**

### **A. Project Team/Partners**

This project is sponsored by ReUSE Minnesota, a member-based, non-profit network promoting Minnesota's reuse, rental and repair sectors. ReUSE also works to measure the benefits of reuse for Minnesota's people and environment. Steve Thomas, a board member of ReUSE Minnesota and founder of Better Futures Minnesota, will serve initially as the project manager. The plan is for the newly hired Outreach Coordinator of this project to eventually assume the role of Project Manager. Board members also include Todd Tanner, President of ReUSE and the director of the University of Minnesota ReUse program, and Madalyn Cioci (MPCA), Vice President of ReUSE and Chair of the Education and Communications committee. ReUSE Minnesota intends to partner with a fiscal agent to ensure fiscal accountability, manage billing, produce monthly financial statements, and oversee an annual audit.

### **B. Project Impact and Long-Term Strategy**

A robust reuse economy statewide will reduce the amount of waste buried in landfills, reduce emissions, and begin to change the mindset of throwing away materials. A culture of reuse will reduce the amount of virgin materials produced and consumed, and increase the lifetime of current materials. Strong networks of consumers and business owners across the State will establish a sustainable marketplace for reuse activities.

### **C. Timeline Requirements**

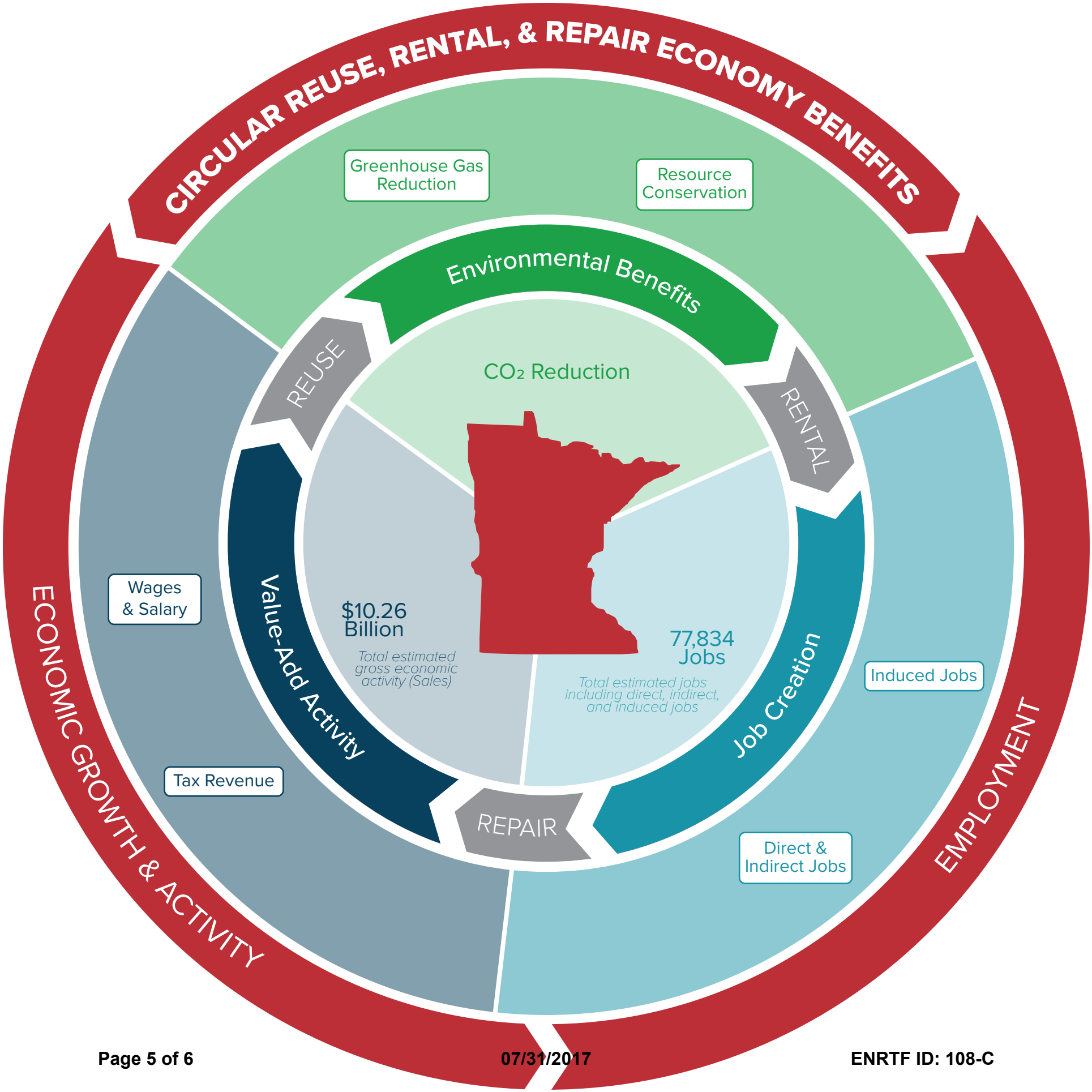
This is a two-year project. Year 1 will focus on hiring coordinators, retaining consultants, developing materials and vehicles for delivering technical assistance, and hosting education sessions statewide. During Year 2, the education and technical assistance sessions will continue and a report documenting the environmental and economic impact of the reuse economy will be produced.

## 2018 Detailed Project Budget

**Project Title: Preserve Resources by Expanding the State's Reuse Sectors**

### IV. TOTAL ENRTF REQUEST BUDGET: 2 years

<b><u>BUDGET ITEM</u></b>	<b><u>AMOUNT</u></b>	
<b>Personnel:</b> 1) Education and Outreach Coordinator; \$115,200 (80% Salary and 20% benefits), .6 FTE for 2 years. 2) Event and Communications Coordinator: \$86,400 (80% salary, 20% benefits), .6 FTE for 2 years.	\$201,600	
<b>Professional/Technical/Service Contracts:</b> 1. Fiscal Agent: \$40,000 (TBD): financial accountability and management services. \$20,000 a year for two years. 2. Website Redesign and Enhancement Consultant: \$50,000 (TBD): \$25,000 a year for two years. 3) Consultant to develop impact measurement tools: \$60,000 (TBD): \$30,000 a year for two years.	\$150,000	
<b>Equipment/Tools/Supplies:</b> Laptop and projector: \$3,000. Printing of education and promotional materials: \$1,000.	\$4,000	
<b>Acquisition (Fee Title or Permanent Easements):</b>	N/A	
<b>Travel:</b> Car travel for 30 educational/business development sessions: 6,500 miles x .54 cents per mile = \$3,510 (500 miles in Twin Cities Metro and 6,000 miles in Greater Minnesota). Food and lodging: \$4,000 (20 overnight trips in Greater Minnesota).	\$7,510	
<b>Additional Budget Items:</b> Webinar hosting: 4 sessions at \$200 per session.	\$800	
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	\$363,910	
<b><u>SOURCE OF FUNDS</u></b>	<b><u>AMOUNT</u></b>	<b><u>Status</u></b>
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b> Funds to be raised by ReUSE Minnesota	\$50,000	Pending
<b>Other State \$ To Be Applied To Project During Project Period:</b>	\$0	
<b>In-kind Services To Be Applied To Project During Project Period:</b>	\$0	
<b>Past and Current ENRTF Appropriation:</b>	\$0	
<b>Other Funding History:</b>	\$0	



### **Project Manager and Organization Qualifications/Description**

Steve Thomas is an entrepreneur with four decades of experience in designing, launching and operating innovative social purpose ventures. His knowledge and skills were nurtured while serving as a Mayoral appointee in New York City government and as the leader of several not for profit agencies. In these roles, Thomas focused on creating cost effective approaches for addressing some of society's most challenging issues including, criminal justice reform, homelessness, affordable housing shortages, climate change, health disparities, and chronic unemployment. His record of success includes raising millions of dollars in funding to fuel the growth of social enterprises that generate earned income and achieve much better results than current practices. He currently serves as the Program Manager for a 2015 LCCMR grant awarded to Better Futures Minnesota. Thomas will initially serve as the Program Manager and then transition these duties to the project's Education and Outreach Coordinator.

ReUSE Minnesota is a member-based network. Its diverse membership consists of reuse, repair and rental businesses large and small, and the people and organizations who support them. ReUSE MN is the only organization promoting Minnesota's reuse, rental and repair sector with a commitment to documenting the environmental impact of reuse. Currently, the agency builds the reuse community and grows businesses through networking, public education, events, advocacy, and a web-based reuse directory. ReUSE MN is a 501(c)(6) non-profit organization. A volunteer Board of Directors currently staffs all activities. Several committees— Education; Outreach, Membership, and Fundraising & Sponsorships are channels for advancing the agency's mission and strategies.