

**Department New Request Form
Fiscal Year 2020**

Major Department: **Redevelopment Housing**
 Division/Sub-Department: **Housing & Community Development**
 Request Category: **New**
 Request Rating: **New Program**

Rank: **5**

Title of New Request: **Zero Waste CBO Request**

Funded?

1. Request Rationale:

Energy Conservation and Climate Action is requesting a \$35,000 Community Based Organization allocation for Home Resources to assist in the implementation of the Zero Waste Plan. This investment is necessary to ensure full and efficient implementation of the goals outlined in the plan.

2. Service Delivery Impact:

If awarded, this request will allow the City of Missoula to partner with Home Resource on the implementation of the goals outlined in the plan - ensuring accountability to the community. Home Resources has outlined specific areas in infrastructure development, public outreach, and education in the plan that these funds will be dedicated to. If awarded, a timeline for implementation will be developed and a reporting system for accountability will be established.

3. Personnel Requirements (# FTE's required):

N/A

4. Cost Impact of New Program:

Account #	Item	Qty	Unit Cost	Requested One-Time	Requested Ongoing	FY 2020 Unfunded	FY 2020 Funded	Proposed FY 2021 Ongoing
1000.255.411231.700	CBO Allocation	1	35000		35,000	-	35,000	
Expense Sub-Total				-	35,000	-	35,000	-

Revenue Offset:

Account #	T	Revenue Description	Proposed Onetime Revenue	Proposed Ongoing Revenue
1000.000.3110000.00	T	General Property Taxes	-	35,000
Revenue Sub-Total			-	35,000

Net Cost of Impact for New Program **-**

Home ReSource proposed Zero Waste services to City of Missoula

Re: Zero Waste Services fy 2019-2020

Home ReSource is a Missoula non-profit organization that helps reduce waste and build a more vibrant and sustainable local economy.

Home ReSource is requesting \$35,000 to provide capacity to play a significant role in ensuring efficient and effective progress to achieving the ZERO by FIFTY goal and targets. Collectively, our community needs to move on the Policy, Education and Infrastructure pathways simultaneously in order to succeed in transforming our relationship with waste in an equitable and sustainable way that ensures access for all. Part of the strength of the partnership is the capacity to work broadly in the community with each entity providing access to resources, people and institutions that they can uniquely access.

Generate, facilitate, and support an infrastructure task force. (Infrastructure Path)

We imagine the task force meeting monthly, with core group of City/County officials, non-profits and committed business and institutional representatives. The purpose of the group is to gather information, scan the horizon, prioritize, and propose/help ensure public and private infrastructure projects - ideally capitalizing on existing projects - and understand funding mechanisms and opportunities to achieve them. Without infrastructure, we as a community can not achieve Zero Waste.

Participate in, inform, and play a critical role in implementing a marketing/education campaign. (Education Path)

Help develop a marketing plan with experts to be determined by the team (in-house at the city or consultant or?) and participate in implementation that including: ensuring full branding of ZERO by FIFTY; clear, consistent signage on infrastructure, website maintenance, consistent messages, ensuring supporting media and marketing campaigns to support ZERO by FIFTY actions, and educating the community on the frameworks, how-tos, and opportunities to do Zero Waste. If people don't know about it, they also can not do it. Zero by Fifty needs a marketing plan and campaign, and we can't create the campaign but we can help steward the process, be involved, integrate it into all our existing education and outreach work. I see HR focusing on working with people with outreach and education, and the consultant/city

developing materials, and the team ensuring it is all integrated, appropriate and meets best practices.

**Steward development of a comprehensive Zero Waste policy or staged/phased set of policies.
(Policy Path)**

The policy/policies would include incentives and requirements based on best practices and community needs to ensure that the City moves forward equitably and is able to achieve it's ZERO by FIFTY goals with a minimum of unintended consequences.

Why now?

We believe that the City and Home Resource can/must work together to play a strong leadership role in supporting the citizens of Missoula and to achieve ZERO by FIFTY goals. Missoula currently has significant momentum from interested citizens in taking action to increase their own and our community's sustainability. ZERO by FIFTY outlines the key paths and actions to take, in a stepped fashion, to achieve the larger goals. We currently lack the capacity to move these issues forward in a significant and coordinated way, so if/when ideas are pop up that are not fully vetted or strategically aligned, we may end up reacting instead of leading. In this scenario, citizens with the time and resources to take action personally move far ahead of those who don't, and there is potential to lose some of the justice and equity components that are a grounding principle of Zero by Fifty.

If we start now, in three years we should have a drafted and hopefully passed policy, a clear set of infrastructure priorities and sense of funding; a consistent, effective education campaign underlain by solid marketing is guiding Missoulians to understand why and how to do Zero Waste; citizens of our fair city should generally know where to go for what information and ideally, we have a few small but very visible accomplishments under our belts to help drive further political support for the effort.

Home Resource proposes to be the back-end (and sometimes front-line) driver of these efforts. We can not and do not want to do all the work that is required, but we can convene and act as taskmaster, be a strategic thought partner, help get the right people to the table, and do pieces of required research, push timelines, and help get the resources we need to accomplish our goals. The City has a huge role to play in all of this and also needs capacity to do tasks. This effort will require close coordination and clear lines of accountability.

Home ReSource is actively seeking funding from other sources to accomplish this work. I believe that with committed resources from the City and collectively kicking off these actions, we will be in the best position to get outside funding and community and business support to tackle specific projects.