

## **Keep Fort Worth Beautiful and Fort Worth Zoo Application for the 2013 KAB/Waste Management Think Green Grant**

### **Project Overview**

Keep Fort Worth Beautiful is partnering with the Fort Worth Zoo, a nationally ranked zoo housing nearly 7,000 native and exotic animals, for the 2013 KAB/WM Think Green Grant. The Fort Worth Zoo is a leading institution in promoting conservation and environmental awareness within Texas, the nation, and worldwide. Zoo leadership recognizes the importance recycling plays in waste reduction and sustainable use of natural resources. With more than 1 million visitors annually, the Zoo is uniquely positioned to foster positive environmental actions on a large scale, particularly by promoting sustainable practices such as recycling.

The Fort Worth Zoo has a history of recycling items including paper, cell phones, inkjet and laser cartridges, electronics, batteries, metals, aluminum, herbivore manure and landscape trimmings. Using the Zoo's website and special events, the Zoo promotes community recycling ([www.fortworthzoo.org/conservation/fort-worth-zoo-recycling-program/](http://www.fortworthzoo.org/conservation/fort-worth-zoo-recycling-program/)) and uses funds raised through this program to benefit conservation. In an effort to increase sustainability, the Zoo recently added recycling bins near select trash cans within the park for plastic bottle and aluminum can recycling. For the recycling program to be more effective, additional recycling bins are greatly needed so that the majority of trash cans within the Zoo have accompanying recycling bins. Keep Fort Worth Beautiful is working to promote "Recycling on the Go," what the EPA calls ROGO, by increasing infrastructure for Fort Worth residents to recycle while out in the community. These Think Green Grant dollars are greatly needed to help the Fort Worth zoo provide adequate recycling infrastructure on their grounds. Keep Fort Worth Beautiful will help promote the Zoo recycling program through the water bill newsletter to Fort Worth's 225,000 homes, through the use of social media and by using Green Team volunteers to distribute promotional items to the first 2,500 visitors during the program kick off corresponding with America Recycles Day in November.

### **Project Goals**

Funds from the KAB/WM Think Green Grant will enable the Zoo to purchase much needed public-use recycling bins that will be placed strategically throughout the Zoo. The grant would enable the Zoo and Keep Fort Worth Beautiful to accomplish three sustainable goals:

- 1)** To offer zoo visitors additional and convenient access to recycling bins for plastic bottles and aluminum cans, which helps Fort Worth residents and visitors become more accustomed to "Recycling on the Go" in Fort Worth (residents currently can "Recycle on the Go" downtown, at Fort Worth's largest public sports complex and dog park, the Fort Worth Convention Center and during several large public events).
- 2)** To promote sustainable waste management by reducing the amount of recyclables entering the waste stream, and subsequently, the landfills. The ability to collect more recyclables and remove them from the Zoo's waste stream could potentially reduce the number of waste hauls necessary and may result in reduced waste costs for the Zoo. Cost savings would enable the Zoo to channel more resources toward community environmental education and wildlife conservation efforts.
- 3)** To allow the Fort Worth Zoo to participate in increasing the City of Fort Worth's sustainable practices for residents and visitors.

## **Community Impact**

Keep Fort Worth Beautiful has worked for five years to increase “Recycling on the Go” infrastructure for residents and visitors. More than 100 recycling containers were placed at Fort Worth’s largest sports complex and dog park, recycling bins are available at numerous Fort Worth public events, and 66 recycling containers will be placed in downtown Fort Worth this month. This Think Green Grant will enable the Fort Worth Zoo to play an active and needed role in helping residents and visitors become accustomed to “Recycling on the Go.” With more than 1 million visitors annually, the Zoo is in a unique position to help promote sustainability efforts in Fort Worth and beyond.

## **Project Budget**

The \$10,000 awarded through the KAB/WM Think Green Grant will be used to purchase recycling bins (approximately 50-100) for use by Zoo visitors. Research shows signs with words and pictures increases recycling so customized recycling signage will be utilized to help minimize contamination and maximize recycling participation. During the kick off in November 2013, Keep Fort Worth Beautiful Green Team volunteers will pass out promotional items to the first 2,500 visitors to the Zoo to promote the recycling program. The promotional item will be purchased with Keep Fort Worth Beautiful funds, not the Think Green Grant.

## **Timeline**

- \*Aug. 2013 – Grant Awarded
- \*Sept. 2013 – Bids for bins and signs
- \*Oct. 2013 – Receive Bins and Signs
- \*Nov. 2013 – Kick off expanded Zoo Recycling Program on America Recycles Day. Green team to pass out promotional item to first 2,500 visitors (promo item purchased with KFWB funds)
- \*Dec. 2013 – June 2014 and beyond – Continue to promote recycling through Zoo website, announcements, City of Fort Worth water bill inserts and social media.

## **Media Outreach**

The Fort Worth Zoo will promote the recycling program using the Zoo’s website, member publications, and employee newsletters. Keep Fort Worth Beautiful will promote the Zoo’s recycling program using its website and social media channels. The City of Fort Worth will promote the program using water bill inserts to offer a community outreach program about expanded recycling opportunities at the zoo.

## **Project Maintenance/Sustainability**

The Zoo’s commitment to the environment and community awareness/involvement is evidenced by a history of recycling materials, including items received from the public (i.e., paper, cell phones, inkjet and laser cartridges, and more recently, plastic bottles and aluminum cans). The Zoo has and will continue to invest in staff time, training and equipment necessary to support recycling efforts, promote environmental awareness, and inspire the community to take part in green actions. Keep Fort Worth Beautiful commits to recruiting Green Team volunteers for continued promotion of the recycling program as needed.