

**Statewide E-scrap Education Outreach Program  
Proposed Scope of Work / Funding Options  
Draft - September 28, 2006**

Category	° Sustainability	Materials/Tools	Strategies	Target Audience	Issues	Funding Source/Cost
Basic Model	High	<b>Website</b> Brochures Flyers Posters Articles (newsletters) Press releases, PSAs Presentations Exhibit Materials Retailer displays Clipart (logos, photos)	<ul style="list-style-type: none"> <li>• Initial production, posting materials on website, &amp; distribution</li> <li>• Statewide kick-off w/ dignitaries, etc.</li> <li>• Tap into existing network of environ grps, SWMDs, agencies, Stream Teams, etc. to promote website</li> <li>• Speakers bureau</li> <li>• Media outreach (PSAs, press releases)</li> <li>• Retailer outreach               <ul style="list-style-type: none"> <li>• In-store displays</li> <li>• Bill inserts &amp; notices</li> <li>• Employee training (ongoing)</li> </ul> </li> </ul>	Primary owners of electronics: <ul style="list-style-type: none"> <li>• Baby Boomers</li> <li>• Teen</li> <li>• Young adult</li> </ul> Broad audience: <ul style="list-style-type: none"> <li>• Residents</li> <li>• Businesses</li> <li>• Statewide</li> </ul>	Website host & ongoing updates: <ul style="list-style-type: none"> <li>• U-MO</li> <li>• MORA</li> <li>• <i>E-cycle St. Louis</i></li> <li>• Consortium</li> </ul> Set-up partnerships: <ul style="list-style-type: none"> <li>• Rural co-ops</li> <li>• Retailers</li> <li>• Districts</li> <li>• Internet providers</li> </ul>	<ul style="list-style-type: none"> <li>• Grant application for initial production and program kick-off</li> <li>• Partnership support for ongoing promotion (leverage existing resources)</li> <li>• Modest Host Site annual registration fee/dues to participate in statewide awareness program</li> <li>• Dedicated funding source – ARF (legislation?)</li> </ul>
Extended Basic	Moderate	Hotline	Same as above. Greater focus on TV recovery	All audiences	<ul style="list-style-type: none"> <li>• Need host</li> <li>• Local contacts for more info</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated funding source- ARF (legislation?)</li> <li>• Telephone Monthly Expense for hotline</li> </ul>
Upgrade	Low	Bill Boards Paid Advertising (Radio, TV, print)	<ul style="list-style-type: none"> <li>• Initial program launch &amp; periodic promotions when funding is available</li> </ul>	All audiences	<ul style="list-style-type: none"> <li>• Larger initial investment</li> <li>• Need on-going funding source</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated funding source- ARF (legislation?)</li> <li>• Pursue pro bono</li> </ul>

Proposal scope of work to include estimated FTEs to implement and manage program on an on-going basis.