PROPOSAL INFORMATION

Project Title: Outdoor Challenge Course Signage

PRINCIPAL STUDENT INVESTIGATOR (PROPOSER) INFORMATION

Name: Matt Kasten
Email: kasten@uga.edu
Phone: 706-542-5060 or 704-301-1934
Degree Program / Graduation Date: Sport Management and Policy M.S., 2016

FACULTY / STAFF SPONSOR INFORMATION

Name: Susan Powell
Email: powells@uga.edu
Phone: 706-542-9077
Title / Department: Coordinator for Outdoor Recreation, Department of Recreational Sports

ADDITIONAL PROPOSAL INFORMATION

The proposal includes the following fields (check all that apply):

- [X] Education
- [ ] Research
- [ ] Service
- [X] Campus Operations
- [ ] Sustainability + Arts submission

Summary of Budget:

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Personnel Funding</td>
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<tr>
<td>Equipment</td>
<td>$2000.00</td>
</tr>
<tr>
<td>Supplies / General Expenses</td>
<td>$470.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2670.00</td>
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Proposal Overview

Description

The proposal seeks application for the UGA Campus Sustainability Grant in order to purchase and install educational interpretive signage as part of the ongoing renovation of the Department of Recreational Sports outdoor challenge course and outdoor education facilities. Renovation objectives include the installation of a high ropes challenge course, refurbished low course elements and a pavilion purposed for the education and training of client groups. Interpretative signage will feature educational information regarding the sustainable efforts and elements implemented as part of the challenge course renovations. In addition, the interpretative signage will itself feature sustainable building materials that are environmentally conscious, durable and aesthetic.

Our previous application sought funding for composting toilets; however, following consultation with the partnering architects and developers, it was deemed impractical to pursue that interest at this time as the department is currently seeking funds to finish the pavilion and restroom portion of the project. There is still a great need to educate (through interpretive signage) the Oconee Forest Park users and challenge course participants on the sustainable components of our new challenge course and equipment shed, and with funds from a Sustainability Grant, that need could be met.

Project Goals

The purchase and installation of sustainable-element interpretive signage aligns with numerous elements of the UGA 2020 Strategic Plan. Most distinctively, the initiative verbatim identifies with Strategic Priority VII.E and the benchmark to “identify, develop, fund, and install interpretive signs for key campus sustainability efforts.” (UGA 2020 Strategic Plan, pp. 29). In addition, the initiative aligns with Strategic Priorities I.G, IV.A and VII.D.

Interpretive signs can be, and are, composed of many various materials. The signs we seek are provided by EnviroSigns, a company committed to signs built from sustainable elements. Of their products, our
grant application seeks funding for several DuraReader signs, which are composed entirely of post-consumer recycled paper and plastic. In addition, the protective laminate for the DuraReader signs is a chemically inert material recommended by the US National Park Service and Canadian Conservation Institute. Such materials are not only sustainable, but also offer durability and resistance to wear-and-tear that is unique even among conventional interpretive sign materials.

We will be purchasing two signs to educate the public that views the course. The first sign will explain the “BarkClad” siding on the shed, how it is sustainable, and why sustainability is important. The second sign will explain the challenge course, its importance, and why teamwork and leadership are important qualities.

BarkClad Natural Bark siding is hand-peeled and hand-cut on-site. It is 100% grown in the USA Tulip Poplar bark. BarkClad is a FSC-Certified company and dedicated member of the Western North Carolina Green Building Council. They never cut down trees for siding; instead, they work with loggers to use every part of the tree. The bark is repurposed from trees that are already being cut for use in furniture and plywood industries. This way, minimal impacts are made to the environment, while a beautiful wood siding product is created.

Challenge courses are programs and elements used to encourage teamwork and leadership skills. During July 2014-October 2014, the UGA Challenge Course had 2,028 participants in 68 different groups, which is currently on track to surpass the last two years. In 2013-2014, there were 3,410 participants in 111 different groups. In 2012-2013 there were 2,701 participants in 92 different groups. Challenge courses are a fun and valuable way to enhance social skills and learn new abilities. Listed below are typical outcomes from participating in a challenge course program:

- Learning to trust yourself and others
- Improving your problem-solving skills
- Expanding your “comfort zone” - taking risks and overcoming fears
- Strengthening the bonds of friendship and support
- Communicating more effectively and more clearly
- Exploring the unique contribution you can make to a group
- Increasing personal interpersonal confidence and self-esteem
- Becoming an engaging and supportive team member
- Receiving a “peak experience” and the thrill that creates
- Laughing and having fun with each other
- Learning new skills and insights

**Intended Outcomes**

Projected Outcomes for the installation of sustainable interpretive signage is the enrichment of Outdoor Recreation’s educational experience at the outdoor challenge course. Through attractive signage, client groups will be better informed about the sustainable principles and practices that went into the
construction of the outdoor challenge courses. Considering that many client groups are university-affiliated, we feel that this education is imperative to promoting sustainable practices across campus, and not only within the Department of Recreational Sports.

Additionally, an outcome of the installation of sustainable interpretive signage is a continuation of the Department of Recreational Sports’ use of sustainable elements in building new facilities. More importantly, it will further justify and support the use and implementation of sustainable practices in future endeavors taken by the department. Although signage may seem insignificant at such a scale, we feel that any effort taken by the department to promote sustainability is important for the future of those practices within the department.

Contribution to Existing Efforts

The Department of Recreational Sports has implemented sustainable practices previously, and with great success. The Club Sport Complex, an 180,000 square foot multi-purpose recreational complex, features two Continuous-Design compost units and four individual toilets. The units were installed as part of the construction of the Club Sport Complex in 2009.

In addition to furthering the Department of Recreational Sports’ sustainable initiatives, we hope to educate the students, faculty, and professional groups that the Outdoor Recreation program services. Effective and appropriate signage is a common tool used by outdoor programs to communicate with its patrons regarding the various features and facilities they support. Our group believes that installation of interpretive signage both extends sustainability efforts at UGA and encourages conversation regarding the need for such sustainable initiatives at our university.

Partnering Departments

The Department of Recreational Sports will be partnering with several different university departments to implement the interpretive signage. The Warnell School of Forestry and Natural Resources has been a part of this project from the beginning assisting with site survey, selection, and consideration of vendors. Additionally, one Warnell undergraduate student and two challenge course staff members are aiding Matt Kasten in this grant application, research, and selection of interpretive sign options. Those students and staff members are Natasha Peat, Elizabeth Landers, and Jake Rodgers. Warnell will continue be a resource and partner in this project.

The University Architects’ office has also been (and will continue to be) a key partner in this project. They have helped design the pavilion and will continue to guide us on interpretive sign installation. Lastly, the University’s Facility and Maintenance Division would assist in the actual installation of signage. If this proposal receives funding, the UGA Office of Sustainability would likewise be considered a partner in the initiative.
Campus Sustainability Grant Application – Compliance Form

Please answer all of the following questions, and explain in full where required.

Will this project require compliance review in any of the following areas?
Please place an “X” on the appropriate line to indicate “Yes” or “No” for all three compliance areas.

1. Animal Use

   ____ Yes
   ___X__ No

   If “Yes,” please reference the section and page number in the proposal describing animal use:

   For more information contact:
   706-542-5933

2. Biohazardous Materials

   ____ Yes
   ___X__ No

   If “Yes,” please reference the section and page number in the proposal describing biohazardous material use:

   For more information contact:
   706-542-9876

3. Human Subjects

   ____ Yes
   ___X__ No

   If “Yes,” please reference the section and page number in the proposal describing human subject use:

   For more information contact:
   706-542-5318

Name: Matt Kasten
Title: Facilities, Reservations, and Outdoor Complexes Graduate Assistant, UGA Recreational Sports
Date: November 10, 2014

___X___ By placing an “X” on this line, I certify I will fulfill all requirements pertaining to compliance if this grant is approved.

Campus Sustainability Grant Application Form, REV 09.15.14
Campus Sustainability Grant Application – Budget Sheet

Complete all sections.

I. Personnel **

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<tr>
<th>Number</th>
<th>Amount/Person</th>
<th>Total Amount</th>
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<tbody>
<tr>
<td>Contractors</td>
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<td>UGA Staff 2</td>
<td>$100 Per installation</td>
<td>$200.00</td>
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<td>UGA Student</td>
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<td>Other</td>
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Total Amount: $200.00

II. Equipment**

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<th>Cost</th>
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<tr>
<td>1. 24”x36” Dura Reader signs</td>
<td>x 2 signs</td>
<td>$700.00</td>
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<tr>
<td>2. 24”x36” Sign Frames</td>
<td>x 2 frames</td>
<td>$1300.00</td>
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Total Cost: $2000.00

III. Supplies/General Expenses**

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<th>Comment</th>
<th>Cost</th>
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<tr>
<td>1. Interpretive Design</td>
<td>EnviroSigns will design professional layout</td>
<td>$85.00</td>
</tr>
<tr>
<td>2. Wrapping and Crating</td>
<td>Signs are large and need special care</td>
<td>$150.00</td>
</tr>
<tr>
<td>3. Shipping</td>
<td></td>
<td>$223.00</td>
</tr>
<tr>
<td>4. 40-pound bag of Quikrete</td>
<td>x 4 posts (2 posts per sign)</td>
<td>$12.00</td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td>$</td>
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</table>

Total Cost: $470.00

*Acceptable personnel funding include: 1) hiring outside consultants or contractors to perform required project tasks, 2) UGA Facilities Management Division staff labor charges for project implementation, 3) UGA student workers managed by participating UGA department to perform required project tasks.

**If more space is needed, please attach a separate document listing specific items and their costs.

Note: All Campus Sustainability Grant funds must be expended before June 30th.
Implementation Plan

The proposed project is to construct two interpretive signs: one that discusses the sustainable, environmentally friendly siding on the equipment shed, and one that explains the importance and benefits of having a challenge course. The signs are intended to be educational to the public about the importance of sustainable building practices, as well as team building and leadership exercises.

While the information on the signs is meant to explain sustainability, the signs themselves are also sustainable. The company EnviroSigns creates “green” signs called DuraReaders. The DuraReader is a DHPL (Digital High Pressure Laminate) phenolic panel. The final product is a permanent fusion of image and HPL that can never delaminate, separate, crack or peel. Some other specifications for the signs are:

- UV Resistant
- Graffiti Resistance
- Abrasion Resistant
- Burn Resistant
- Recyclable
- 100% Post-Consumer Recycled Core
- Shatterproof
- 12 Color Printing
- Will Not Delaminate
- 10 Year Limited Warranty
- True solid double sided panels

The DHPL is composed of 13% plastic resins and 87% paper. The majority of the paper content that composes the core of the panel is sourced from suppliers who are third-party to the Sustainable Forestry Initiative Standard. DHPL is a chemically inert material that does not emit harmful gasses. Furthermore, DHPL is an un-catalyzed product that “breathes” small amounts of moisture, reducing drying and yellowing.

The straight-forward nature of this project leads to very simple implementation. The project entails merely the installation of two interpretive signs. Figure 1 shows the design for the set-up and installation of the signs. Typically the holes are dug 18” deep and 6-8” wide. The sign is then planted, leveled off, and braced. A bag of quick-set concrete (about 40 pounds) is added to each hole. The signs will be sized 24” x 36”. Figure 2 shows the correct size panel and how it appears at the end of installation. Figure 3 shows a larger final product with happy customers.

The signs would most likely be purchased near the end of the Fall semester with installation occurring in December 2014 or beginning of 2015. The UGA Outdoor Recreation program would like to have the station installed for the beginning of the Spring 2015 semester so the grand opening of the new challenge course can have signs explaining the new elements to customers and pedestrians.
Figure 1. Sign diagram for set-up and installation.
Figure 2. 24” x 36” interpretive sign after being set in the ground.

Figure 3. Final product of mounted interpretive sign.
Communications Plan

As we work to promote the new challenge course, we will highlight the presence of the interpretive signs as educational resources. Efforts to promote the challenge course include the following:

- The UGA Challenge Course will host a grand opening event when the new course is completed, exposing attending participants to the interpretive signs and their messages of sustainability.

- UGA Outdoor Recreation will distribute fliers and posters to publicize the presence of the new course and its interpretive signs.

- UGA Recreational Sports will utilize social media, including Facebook and Instagram, to spread news and images about the new course and to highlight specific aspects of the course. The signs will be highlighted in the social media pushes.

- UGA Recreational Sports will generate press releases to the Red & Black to publicize the sustainable challenge course renovations.

Anticipated Grant Project Metrics

The Department of Recreational Sports’ Outdoor Recreation Program served a total of 6,111 participants from 203 client groups between the 2012-2013 and 2013-2014 fiscal years through educational programs at the outdoor challenge course. Client groups are composed of students, faculty, university staff, and outside groups (non-profit and corporate) who employ the Outdoor Recreation Program and its outdoor challenge course to engage in educational activities, team-building efforts, and personal empowerment projects. Considering the above metrics, interpretive signage at the renovated challenge course would be featured to, at minimum, an average of 30 students, staff, or extra-university individuals on a regular basis.

In addition to the exposure that the interpretive signage would receive, the funding would be an excellent opportunity to support the use of sustainable building elements and the companies that employ them. As mentioned previously, the DuraReader signs we seek are composed entirely of post-consumer recycled paper and plastic. In terms of metrics, the DuraReader signs register under pertinent LEED Rating System sections as: Recycled Content (MR Credit 4), Local/Regional Materials (MR Credit 5), Certified Wood (MR Credit 7), and Low-Emitting Materials (EQ Credit 4.1 and 4.4). Furthermore, the aluminum frames upon which the DuraReader signs are mounted are 100% recyclable and composed of 7% post-industrial recycled material. Therefore, installation of any number of DuraReader interpretive signs results in a net zero carbon footprint as all materials are either composed from recycled materials or able to be recycled following use.
November 10, 2014

Susan Powell
Coordinator for Outdoor Recreation
201 Ramsey Student Center
330 River Road
Athens, GA 30602

UGA Office of Sustainability
1180 E. Broad Street
Athens, GA 30602

Dear Sustainability Grant Coordinator (s):

It is with great pleasure that I submit this letter as my official endorsement in full support of Matt Kasten, Elizabeth Landers, Jake Rodgers, and Natasha Peat’s grant application for sustainable interpretive signs for the new UGA Teams Challenge Course located in the Oconee Forest Park.

As Coordinator for Outdoor Recreation at UGA, and the manager of the UGA Challenge Course, I can say that the addition of interpretive signs to the new teams challenge course, equipment shed, and future pavilion and restrooms, will greatly enhance what we offer at Oconee Forest Park. Part of what we do at the challenge course is educate and inspire, and I believe these interpretive signs will educate the public about the great programs we offer, as well as how the Department of Recreational Sports keeps sustainability as a central focus of our new projects. Hopefully we will inspire other departments to think sustainably for their future projects.

If you need any further explanation or justification, please let me know.

Thanks so much!

Susan Powell
Coordinator for Outdoor Recreation