



# GREEN FUND

## Project Application

**Green Fund Mission Statement:** “The NAU Green Fund promotes student participation in and provides funding for projects that reduce NAU’s negative impact on the environment and create a culture of sustainability on-campus.”

### REQUIREMENTS FOR FUNDING:

- The project must be implemented on the Flagstaff Mountain Campus.
- The person submitting the project must be a NAU student, faculty, or staff member.
- Projects must provide all necessary documents, letters of support, and authorizations prior to submission.
- The Green Fund distributes funding on a **reimbursement basis**. Project teams should partner with an administrative office to provide upfront funding for the project. Once the project has been successfully completed, the Green Fund will reimburse the administrative partner.
- All project applications should be submitted to [greenfund@nau.edu](mailto:greenfund@nau.edu) for review.

**DISCLAIMERS:** All applications will go through a comprehensive vetting process, and you may be asked to provide more detailed information. **The Green Fund is not responsible for acquiring the necessary permits, permissions, or approvals for a project, although we are happy to assist with this process if needed.** Additionally, the Green Fund does not provide any ongoing maintenance costs unless otherwise specified by the committee. A sponsoring department must take responsibility for operations and management. The Green Fund Committee only meets during the academic year. All projects submitted outside of the regular academic year will be reviewed at the start of the next academic session.

**REVIEW PROCESS:** Upon project application submission, the Green Fund will begin to review your project within two-three weeks. At this time, the Green Fund will provide comments on the project. **This process can extend for long periods of time depending on the scope of the project.** Incomplete applications will not be reviewed until all components are submitted.

**We highly recommend meeting with a Green Fund Committee member prior to submitting the application. The Green Fund Committee member will assist you with the proposal writing process, if needed.**

## CONTACT INFORMATION

### Contact Information

Project Leader Name: Danielle Linthicum

Phone: 928-523-0517

NAU Email: danielle.linthicum@nau.edu

Expected Graduation Date (if applicable):  
N/A

Project Name: Green Transportation  
Week Raffle Prizes

### Project Advisor Information

Project Advisor Name:

Phone:

NAU Email:

NAU Department/Unit for Funding  
Reimbursements:

## PROJECT OVERVIEW

Please answer the following questions to the best of your ability, for questions that are not applicable, please list N/A.

### Executive Summary

Green Transportation Week will be an event from April 21 – April 25, 2025, that celebrates sustainable transportation and educates NAU students, staff, and faculty about the sustainability impacts of commuting. The goal is to encourage members of the NAU community to use an alternative mode of transportation to work during the week of Earth Day. This might include walking, biking, taking the bus, carpooling, using an electric scooter, or any other mode of transportation besides a single person in a car. Throughout the week, we will also have informational tables and events with various partners. The week will culminate in a celebration event with food, music, community partners, and raffle prizes.

This proposal is seeking money for raffle prizes for the event. In order to incentivize participation, anyone who participates will be entered into a prize raffle. We will offer a variety of prizes, from large grand prizes like bicycles to smaller prizes like bike locks and walking shoes. These prizes are all chosen to facilitate sustainable commuting activities.

This event will help cultivate a culture of sustainability at NAU by educating people about the sustainability impacts of commuting to work and encouraging the use of alternative modes of transportation.

## Project Components

1. Does your project require space or construction on campus? If so, where? Please review the "Space Committee Document" located on our webpage and follow the steps to begin requesting a location.

*Yes, we are already working with Campus Events to book locations for our daily tabling, partner programs, and final event. The raffle prizes themselves will be stored in the penthouse of the Student and Academic Services building until the event, which we already have permission to use.*

2. Have you obtained all necessary approvals for this project? The Green Fund is not responsible for acquiring the necessary permits, permissions, or approvals for a project, although we are happy to assist with this process if needed. Please attach all letters of support to this application. Letters of support should include confirmation from the sponsoring department that the sponsoring department will cover all upfront expenses and work with the Green Fund Business Manager to acquire reimbursement after project completion.

*We have approval from Erik Nielsen, Chief Sustainability Officer with the Office of Sustainability, to conduct this event. He has approved funds for other aspects of this event, such as printed materials and catering.*

3. Does the project include any continued maintenance costs? The Green Fund does not provide any ongoing maintenance costs unless specified within the budget and approved by the committee. A sponsoring department must take responsibility for operations and management.

*No*

4. Will this project provide funding for student wages? Coordination of wages must be done through the sponsoring department and must be included within the project budget.

*No*

5. Please list all additional sources of funding you have pursued, including department, grants, ASNAU graduate, student government, etc.

*We will also be getting funding from the Office of Sustainability budget and the Green Revolving Fund.*

## Project Specifics

1. Is there a public outreach plan? How do you plan on communicating your project with the NAU community? Do you require assistance from the Green Fund in your outreach plan?

*We plan to promote the program through various outlets, including: Office of Sustainability Green Flash and social media page, NAU Event Calendar, NAU Review, Staff Advisory Council newsletter, and Campus Living email lists. We will also print and hang flyers around campus. Additionally, our partners will advertise the event through their communication channels.*

2. Are you working with other groups on or off campus? If so, describe your partnership.

*Yes, we are working with a number of partners both on and offsite, including:*

- *NAU Yellow Bike Program*
- *NAU Transit Services*
- *NAU Outdoor Adventures*
- *Mountain Line*
- *Flagstaff Bike Organization*
- *Sodexo*

*The Office of Sustainability is overseeing the event and coordinating with all of the partners. The Office of Sustainability will plan the Clean Commute Challenge, which is the central initiative encouraging people to use sustainable transportation. Each partner is planning their own programs during the event week and will also participate in tabling each day and the final event on Friday. These partner events include a bike repair workshop, NAU Shuttle Trivia, and Mountain Line bus demos.*

## Project Parameters

1. What are the environmental costs and benefits associated with your project?

*Environmental costs:*

- *Paper materials – flyers, educational handouts*
- *Waste generated by packaging for shipping the prizes*
- *Carbon footprint from shipping prizes*

*Environmental benefits:*

- *This project will educate the university community about the connection between climate change and transportation and encourage them to use more sustainable transportation options. This will help build a culture of sustainability on campus.*
- *We will provide raffle winners with prizes that facilitate their use of sustainable*

*transportation options. Often times, people don't engage in desirable sustainability behaviors because they face barriers to the behavior. Providing materials like bikes and walking shoes can reduce the barriers of cost and materials.*

2. Is this a one-time expense or will you require future funding for your project?

*One-time expense.*

3. How will you measure and monitor the impact of your project after its implementation?

*Everyone who participates in the event will be asked to fill out a brief survey indicating which method they used to commute to work and an approximate distance traveled. With this data, we can track how many people participate and which sustainable transportation methods were used. We will be working with the Office of Sustainability's Data Analyst, Dayna McKay, to track the carbon savings from the event based on the data collected from these surveys. This information will be used to gauge Scope 3 Emissions reductions as part of our NAU Climate Action Plan.*

*Additionally, we will ask participants to take a survey about their general sustainable transportation habits. This survey will ask about their attitudes and beliefs about sustainable transportation; how often they use sustainable transportation methods; and barriers they face in using sustainable transportation methods to commute to work. The goal of this survey is to gather information that can help with future behavior change and education outreach efforts around sustainable transportation at NAU.*

## Project Budget

Please include a thorough breakdown of all project costs as well as **justification for each line item**, as well as a 5% line item for contingency. Based on the parameters of the project, the committee may increase or decrease this contingency. **Make sure to include all potential taxes or costs associated with each item.**

*Our prizes were selected to facilitate the utilization of sustainable transportation methods. Research on behavior change shows that lacking the proper equipment (either due to lack of money, time, or research) can be a barrier to engaging in a behavior. Therefore, by providing prizes that make it easier for people to choose walking, biking, or taking the bus, we can decrease barriers to engaging in sustainable transportation behaviors for members of the NAU community.*

Item	Quantity	Price	Justification
Bike shop gift certificates	14	\$5,000	<p>We chose gift certificates rather than bikes so that:</p> <ul style="list-style-type: none"> <li>a) people can choose a bike that meets their needs,</li> <li>b) people who already have a bike can buy supplies or repairs, and</li> <li>c) we can offer gift cards for different amounts. We will offer the following numbers of gift cards:</li> </ul> <ul style="list-style-type: none"> <li>• (6) \$500</li> <li>• (4) \$350</li> <li>• (4) \$150</li> </ul> <p>We will purchase these gift certificates from a local bike shop, most likely Single Track Bikes.</p>
<a href="#">Electra electric bike</a>	3 (\$1,200 each)	\$3,600	<p>An electric bike can be a good option for somebody who wants to bicycle but needs to travel a further distance. We chose this bike because it is one size fits all, affordable, and comes in multiple fun colors. It is also available at the Flagstaff REI so can be purchased locally.</p>
<a href="#">Helmets</a>	17 (\$70 each)	\$1,190	<p>These helmets will be included with the electric bikes (3) and bicycle gift certificate (14) winners.</p>
<a href="#">Kryptonite Bike U-Lock</a>	5 (\$150 each)	\$750	<p>These are extremely secure bike locks, and are consistently rated as one of the best brands.</p>

<a href="#">Hoka shoes gift cards</a>	10 (\$150 each)	\$1,500	Hoka shoes are popular for walking and running because they are designed for stability, support, and foot health. We price the gift cards at \$150 so that people can afford a Clifton model, which is one of the models recommended for walking.
<a href="#">Sunday Afternoon Ultra Adventure Hat</a>	20 (\$50 each)	\$1,000	Sun hats can make it more comfortable and safer to commute to campus on foot. We will purchase 10 hats each in 2 different sizes (S/M and L/XL).
<a href="#">Mountain Line annual student pass</a>	20 (\$119)	\$2,380	Students can get discounted annual passes to ride the city bus.
<a href="#">Mountain Line FlagPass 30-Day Pass</a>	20 (\$34)	\$680	There is not an annual pass option for non-students, but they can get 30-day passes.

<b>Subtotal</b>	\$16,100.00
<b>5% Contingency (5% of total project cost)</b>	\$805.00
<b>Total Project Cost</b>	\$16,905.00

## Project Timeline

Please provide a timeline for the significant dates of your project. Please add all relevant information and consider any holidays/breaks and time required to obtain necessary approvals. **Please be as specific as possible.**

Timeline	
Action & Parties Involved	Month/Year
Purchase raffle prizes	April 4, 2025
Green Transportation Week Event	April 21 – 25, 2025
Prize Raffle	April 25, 2025

<b>Anticipated Date of Completion</b>	April 25, 2025
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## Project Completion Checklist

Please complete all of the following items before submitting an application

- Contact Information
- Project Overview
- Project Budget
- Project Timeline
- Obtain **ALL** necessary letters of support for reimbursement, ongoing maintenance, student wages, etc. Attach the letters of support to the completed application.
- Submit the completed application to [GreenFund@nau.edu](mailto:GreenFund@nau.edu)

*Thank you for your submission. We deeply appreciate your commitment to sustainability at NAU, and we look forward to working with you.*