



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 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

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 is an event from September 2-5, 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/school or around campus. 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. This proposal is seeking money for raffle prizes, stickers, brochures, and space reservations for the event. Green Transportation Week 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. At our first Green Transportation Week in Spring 2025, we had over 650 people log their participation and enter the prize raffle!

Last year, the Green Fund was a partner in funding the raffle prizes, food, and materials for this event. We hope to continue our relationship with the Green Fund and hold this event annually. Last year we held the event in spring, but during our post-event consultation with our partners, we decided to move the event to the fall semester instead. This will allow us to educate new students about sustainable transportation options as they arrive on campus

and establish sustainable commuting habits for the coming year.

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 have already booked locations for the event through the NAU Unions and Activities Office.

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.

We also went through the Comptroller’s Office to request an exemption for purchase of the larger incentives, the electric bike and electric scooter. Per NAU’s policy [CMP 401-03: Prohibited Transactions](#), these items qualify as “items which promote greater participation by employees, faculty or students in University sponsored events.” However, such items over \$25 must receive approval from the Comptroller’s Office. We submitted our items for approval on 7/8/25 and are still awaiting approval. The items, however, cannot be purchased with state funds and instead must be purchased “non-state, non-sponsored funds.” Per an email with Nikki Knoth on 3/18/25: “They can not be purchased on 4500045F15 (the Office of Sustainability’s account), so either Green Fund could purchase directly on their funding either by their p-card or adding to your p-card if approved. Or another local fund such as Environmental Caucus could be used and reimbursed.”

The smaller raffle prize items we are requesting were intentionally kept under \$25 so they are not subject to these regulations and can be freely purchased and offered as incentives.

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. This money will fund food, drinks, promotional materials, and any additional event costs that arise.

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, Union walkway event banner, 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 Transit Services*
- *NAU Yellow Bike Program*
- *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.

Project Parameters

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

Environmental costs:

- Paper materials – flyers, educational handouts, stickers
- 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.
- The event will educate the campus community about sustainable transportation options available to them at NAU and around Flagstaff.

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.

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
Electric bike	1	\$1675.00	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 a class 2 electric bike, can go on trails and roads, and is available at the Flagstaff REI so can be purchased locally.
Electric scooter	1	\$500.00	We wanted to offer an electric scooter because it is more accessible than a bike for people who have mobility challenges. This scooter has a seat, further increasing accessibility, and a basket to put a backpack in.
Sun hats	5	\$105.00	We want to offer sun hats as raffle prizes. Hats are a functional prize because they protect the wearer from the sun during non-car commutes. We will purchase several varieties of the \$21 hats, which are below \$25 and so do not require Comptroller approval. We chose Keep Nature Wild because it is an Arizona company.
Winter hats	5	\$105.00	We want to offer winter hats as raffle prizes. Hats are a functional prize because they protect the wearer from the cold during non-car commutes. We will purchase several varieties of the \$21 hats, which are below \$25 and so do not require Comptroller approval. We chose Keep Nature Wild because it is an Arizona company.
Quick-dry towels	5	\$95	Another under-\$25 raffle prize. These quick-dry towels can be used by walkers, bikers, or public transit riders who want a compact towel that can wipe the sweat away after their commute. We would purchase 5 of different colors in the large size.
Stickers	1,500	\$989.70	We want to print and distribute stickers to people who take alternative modes of transportation. This is a behavior change strategy that helps communicate and build support for social norms on campus, and also reinforces the identity and behavior of the person displaying the sticker. We

			will print 500 each for biking, walking, and taking the bus, and will have these available for free at our event table. These will be printed through NAU Printing Services.
Brochures	250	\$288.91	These brochures will offer information about sustainable transportation options in Flagstaff all in one spot. It will include info about walking, biking, the FUTS, NAU shuttle, Mountain Line, Greyhound, Amtrak, Flix, and Groome. It will also discuss the sustainability impacts of choosing non-car modes of transportation. We will print through NAU Printing Services and distribute during the event.
Event locations reservations and tables	N/A	\$1652.00	We have already reserved spaces on campus for tabling every day, providing breakfast/coffee during the Tuesday morning commute, and doing a final event on Friday.

Subtotal	\$5,410.61
5% Contingency (5% of total project cost)	\$270.53
Total Project Cost	\$5,681.14

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
Print stickers and brochures	August 15, 2025

Purchase raffle prizes	August 22, 2025
Green Transportation Week Event	September 2-5, 2025
Prize Raffle	September 5, 2025

Anticipated Date of Completion	September 5, 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

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