

Proposal to Commissioner Ted Terry, District 6

Quarter 2, 2025

Submitted by Roots Down

Budget: \$13,300 (\$12,500 paid upon contract execution)

Overview

This proposal outlines Roots Down's continued support for advancing the regenerative earth care movement in DeKalb County through two flagship initiatives: the Meadow Project and the Library Transition Plan.

In this quarter, we will focus on expanding sites, deepening community awareness, and finalizing pilot landscape installations. This work strengthens climate resilience, promotes biodiversity, and models sustainable urban land use across District 6.

Deliverables from Last Contract: Improved Meadow Campaign

The Meadow Campaign is the central deliverable from our previous agreement, and in Quarter 2 we are refining and enhancing it for even greater public impact.

Roots Down will drive seasonally aligned educational messaging during the spring and summer — the peak of the growing season — focused on:

- Policy education
- Native species awareness
- Climate benefits of regenerative meadows

We will deliver a weekly “Meadow Campaign” content package, including:

- Once-a-week posts aligned with seasonal changes in meadow life cycles
- Collateral assets such as:
 - Short videos
 - Still images
 - Infographics and graphics

Roots Down will:

- Provide all materials to Team D6 for discretionary use and platform posting
- Ensure campaign messaging aligns with broader District 6 environmental goals

Additional Campaign Exploration: Expanded Communication Methods

As part of the enhanced Meadow Campaign, Roots Down will also explore feasible communication strategies in partnership with Commissioner Terry's Office to reach broader audiences.

This includes evaluating options such as:

- Direct mailers targeting specific neighborhoods or districts
- Text message outreach for event invitations or educational alerts
- Other emerging communication tools that can increase visibility and engagement

Roots Down will present preliminary recommendations to Team D6 during the quarter, identifying low-cost, high-impact options for consideration.

- Host a community engagement event (targeting May) in partnership with Heck House — a "Meadow Meeting" focused on education and hands-on activities like seed bomb creation

Meadow Project: Expansion, Policy, and Partnerships

Highway Meadow Project (GDOT Partnership)

Roots Down will support expansion of highway meadow installations by:

- Identifying potential sites across District 6, with a focus on the Memorial Drive exit (east side)
- Commissioner Terry currently has an MOU with GDOT under which \$10,000 has been allocated. He asked me to review the existing agreement and identify possible ways to expand the project.

This initiative follows Commissioner Terry's direct request to gather data on:

- Research other Projects that GDOT are doing across the county
- Research GDOT contracts and do a report
- Advancing a strategy to use annual meadows as interim phases, building toward perennial meadow systems that are lower maintenance and more ecologically beneficial

Public Right-of-Way Meadow Project (SPLOST Funded)

Roots Down will:

- Develop a strategic expansion document that includes:

- Suggested right-of-way meadow locations
- Site analyses for feasibility and climate impact
- Draft an early-stage maintenance policy/ SOP that can be adopted by any vendor or department to support sustainable management practices
- Oversee assessments and provide coordination support for any new installations this quarter

Strategic Partnership Building

- Facilitate a meeting between Commissioner Terry’s office and RAY Executive Director Ali, with the goal of formalizing a strategic partnership
- Develop an Easement Meadow Protocol & Proposal — a prescriptive guide to building regenerative meadows under power line corridors, with the long-term goal of initiating projects in collaboration with Georgia Power

Library Transition Plan: Completion, Promotion, and Community Events

Roots Down will continue its support for the Clarkston and Chamblee pilot libraries and begin preparation for expansion into additional districts.

Implementation Support

- Schedule an onsite walkthrough with Rodney (Facilities Management) and the selected vendor to identify final needs and ensure project wrap-up
- Complete any outstanding installation work at Chamblee Library
- Develop “Library Baseball Cards” — one-pagers identifying 1–2 ideal libraries per commissioner in Districts 1, 2, 3, 4, 5, and 7 for the next phase of the transition plan

- Make Edits as necessary based on Commissioners input

Storytelling & Community Engagement

- Create a before-and-after video asset featuring footage, photos, and narration that communicates the value of the Transition Plan
- Deliver short-form social media graphics and videos for flexible posting by Team D6
- Host one community event per library (Clarkston and Chamblee), celebrating the seasonal abundance of fruiting plants like peaches and blueberries

Reporting and Timeline

Roots Down will submit brief monthly reports at the end of May, June, and July, detailing:

- Activities completed
- Deliverables submitted

- Any emerging opportunities or recommendations
- Bi-Weekly Blurb about initiatives make these public facing

Total Budget and Payment Terms

- \$12,500, payable upon contract execution
- \$ for event/programming supplies not to exceed \$800
- No further invoicing will occur for this scope of work