

Metrics Report – TEAM Challenge Course Interpretative Signage

The following report will summarize the pertinent metrics surrounding the implementation of two (2) DuraReader interpretive signs at the recently opened UGA Challenge Course.

Cost & Expenses

Figure I. Personnel, Equipment & General Expenses Associated w/ Implementation

Personnel			
	Number	Amount (\$) / Person	Total Cost (\$)
Contractors			
UGA Staff (i.e. FMD)		\$100/ installation	200.00
UGA Students			
Total (Personnel)			\$200.00
Equipment			
	Quantity		Total Cost (\$)
24" x 36" DuraReader signs	2		602.10
24" x 36" DuraReader frames	2		1056.98
Total (Equipment)			\$1,659.08
General Expenses			
	Expense Justification		Total Cost (\$)
Interpretive Design	Cost of design of professional sign layout charged by manufacturer		425.00
Wrapping & Crafting	Protective elements for signage		85.00
Rush Shipping			318.48
Total (Expenses)			\$828.48
Total Cost (\$)			\$2,687.56
Amount Over Original Award (paid from challenge course account)			\$17.56

All cost and expenses were fully subsidized by the Sustainability Grant provided by the UGA Office of Sustainability. Costs did not exceed our originally proposed budget reflected in the initial grant proposal.

Reach & Impact of Signage

Strategic Priority VII.E of the UGA 2020 Strategic Plan calls for the implementation of interpretive signs across campus to enhance the “coordination, support, and awareness of the University’s sustainable efforts”. (UGA 2020 Strategic Plan, Strategic Directive VII). The Department of Recreational Sports’ intent and purpose behind installing interpretive signs at the Outdoor Challenge Course was to inform and educate our patron groups of the sustainable building methods taken by the

Department in the course's construction. Figure II below describes the exposure the interpretive signs have received since their March installation and Figure III provides a brief projection of that exposure going into the 2015-2016 academic year.

Figure II. Exposure and Impact of DuraReader Interpretive Signage*

Month	Number of Groups	Group Categories	Patron Total
March	3	Community – 1 Faculty/Staff – 1 Student – 1	153
April	7	Student – 7	186
May	9	Faculty/Staff – 2 Non-Profit – 3 Student – 4	205
June	7	Faculty/Staff – 1 Non-Profit – 4 Student – 2	196
Total:			740

* Totals reflect total number of group reservations between 20th March 2015 and 31st June 2015.

Figure III. Anticipated Exposure and Impact of DuraReader Interpretive Signage*

Month	Number of Groups	Group Categories	Patron Total
July	8	Community – 1 Faculty/Staff – 1 Non-Profit – 3 Student – 3	124
August	16	Faculty/Staff – 4 Non-Profit – 3 Student – 9	383
Total:			507

*Projection based on group reservations from 1st July 2015 to 31st August 2015.

Since the implementation of DuraReader interpretive signs at the UGA Outdoor Challenge Course, we have been able to educate over 700 patrons from 26 groups on the sustainable practices employed by the Department of Recreational Sports. The above projection into July and August functions to show that such exposure for the signs will only increase, thereby better educating the UGA community of the sustainable efforts undertaken by the University and supported the Office of Sustainability.