

City of Minneapolis

Request for Committee Action

To: Transportation & Public Works
Date: 5/3/2016
Referral: N/A
From: Public Works Department
Lead Staff: David A. Herberholz, Director, Solid Waste and Recycling
Presented by: Angela Brenny, Kellie Kish & Laura Horner
File Type: Receive & File
Subcategory: Presentation

Subject:

Organics Recycling Ad Campaign and Program Rollout Status

Description:

Receiving and filing the Organics Recycling Ad Campaign and Program Rollout Status

Previous Actions:

August 25, 2015: Recycling Refund Policy with Hennepin County for SCORE (Select Committee on Recycling and the Environment) funds was amended to extend the contract expiration date to December 31, 2016 and incorporate state requirements to provide additional SCORE funds for organics recycling.

March 3, 2015: Communications Plan for the citywide Organics Recycling Rollout to Transportation & Public Works Committee.

December 10, 2014: Direction to provide opt-in Organics Recycling collection service citywide through Council Adopted Budget.

Ward/Address:

All wards.

Background/Analysis:

Solid Waste & Recycling rolled out organics recycling carts to residents who signed up to participate to approximately 30% of eligible households in fall 2015. Roll-out of organics recycling carts resumed March 28, 2016 and is scheduled to continue through June 17, 2016.

Solid Waste & Recycling received SCORE (Select Committee on Recycling and the Environment) funds for organics recycling in November 2015 in the amount of \$315,000 for spending in 2016, approximately \$200,000 more than originally anticipated. The Division will use the funds for education and outreach to share the program details with customers and encourage more households to opt into the organics recycling program. The use of the funds for education will have a higher impact than other options. Organics recycling is a new concept to many of our residents and understanding what the program is, how to participate, and why they should participate is key to increasing participation in the program.

A comprehensive advertising campaign will be supplemented with additional door-to-door outreach and education from staff and summer interns as well as sponsored cultural events. The ad campaign will run from May through mid-July 2016, with door-to-door outreach taking place May through August.

Communications methods used in the advertising campaign include:

- Radio advertising
- Bus and bus shelter advertising
- Direct Mail
- Print
- Events
- Web and Social Media
- Truck Signage

Summer college-level interns have been hired to conduct door to door outreach in areas with lower participation rates. Interns will answer resident questions, encourage participation in the organics recycling program, and gather information on the barriers to participation.

Solid Waste & Recycling has set aside funds for each of the cultural communities in the City and are working with Neighborhood and Community Relations (NCR) Access & Outreach staff to coordinate or sponsor culturally specific events, and to provide input on the best communication methods to reach the respective cultural community.

SCORE funding has also been used to purchase reusable ChicoBags[®], a waste reduction promotional item. Solid Waste & Recycling will distribute the ChicoBags to promote the Organics Recycling program, the One-Sort Recycling program and general waste reduction.

The attached presentation details the multiple communication methods and expected impact of the advertising campaign, cultural events, as well as the duties and hopeful outcomes of door-to-door outreach.

Financial Review:

No financial impact.

Attachments:

1. Organics Recycling Ad Campaign and Program Rollout Status PowerPoint Presentation.