



Request for City Council Committee Action From the Department of Public Works

Date: October 9, 2012

To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee

Subject: **Communications Plan for One-Sort Recycling**

Recommendation:

Receive and File Communications Plan for One-Sort Recycling Project presentation.

Previous Directives:

- May 25, 2012 - Approval to implement a single sort recycling collection program for the residents of the City of Minneapolis.
- December 9, 2011 - Direct Public Works Staff to return to the Transportation and Public Works Committee with a recommendation on a new recycling program that best balances the values of cost effectiveness, convenience for customers, and reducing total environmental impact.

Prepared by: David Herberholz, Director, Solid Waste and Recycling Services 673-2433

Approved by:

Steven A. Kotke, P.E., City Engineer, Director of Public Works

Presenter: David Herberholz, Director, Solid Waste and Recycling Services 673-2433

Reviews Not Applicable

Financial Impact

None

Community Impact

Neighborhood Notification: Not Applicable

City Goals: Maintain the physical infrastructure to ensure a healthy, vital and safe city.

Comprehensive Plan: Not applicable

Zoning Code: Not Applicable

Background/Supporting Information

The implementation of a one sort recycling collection program for the residents of the City of Minneapolis is a significant change from the current multi sort approach, and program success will depend on a well-defined, and executed, communications plan.

One-Sort Communications will be a cooperative effort with the following partners:

- City of Minneapolis Public Works
- City of Minneapolis Communications
- City of Minneapolis Neighborhood and Community Relations

- Hennepin County Environmental Services
- Minneapolis Refuse Incorporated (MRI)
- Waste Management Incorporated (WM)

Communication tactics will consist of the following:

- Direct mail
- Dedicated one sort webpage
- Educational package with new cart delivery
- Recycling truck signage
- News release
- Roll-out events
- Social media – facebook and twitter
- Public presentations - Neighborhood Association meetings
- Newsbites
- Cable – Video
- On-hold message
- Information for 311

This communications campaign will begin in October, 2012 with the anticipated introduction of one sort recycling collection to approximately 30,000 residents in November, 2012 and continue through the final roll-out of one sort to the remaining 80,000 residents in Spring/Summer 2013.

The attached PowerPoint includes examples of some communications materials.

Attachment: Communications Plan PowerPoint