

# MINNEAPOLIS ONE SORT COMMUNICATIONS PLAN



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Solid Waste and Recycling Division  
Minneapolis Department of Public Works



# COMMUNICATIONS TEAM



- City of Minneapolis Public Works / Solid Waste and Recycling
- City of Minneapolis Communications
- City of Minneapolis Neighborhood and Community Relations
- Hennepin County Environmental Services
- IPL Inc.– Carts Manufacturing and Distribution
- Materials Processor – Waste Management
- MRI – Minneapolis Refuse Inc.



# IN MOLDED LABEL



Goal - Give Recycling Customers Clear Instructions about One Sort Recycling

## Minneapolis Recycles!



612-673-2917

[www.minneapolismn.gov/onesort](http://www.minneapolismn.gov/onesort)



*Rinse containers. Flatten boxes.*  
**Paper:** mail, magazines, newspaper, boxes and cardboard

**Cartons:** milk cartons, juice boxes and soup cartons

**Plastic:** bottles, jugs, cups, containers and lids

**Glass:** bottles and jars

**Metal:** cans

**No trash.**

**No yard waste.**



# NEW RECYCLING CART



- IML – In Molded Label on Lid with Photos and QR Code
- 95/98 Gallon – 64/65 Gallon (limited)
- USA Sourced Resin
- Up to 20% recycled material in cart plastic
- Lid and Cart are Blue
- Hot Stamp on lid – “Stealing Recyclables Is Illegal” City Code of Ordinances, Section 255.670
- Hot Stamp on Side – Property of City of Minneapolis – Recycling Logo



**Minneapolis Recycles!**

**One-Sort**

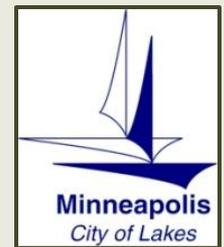
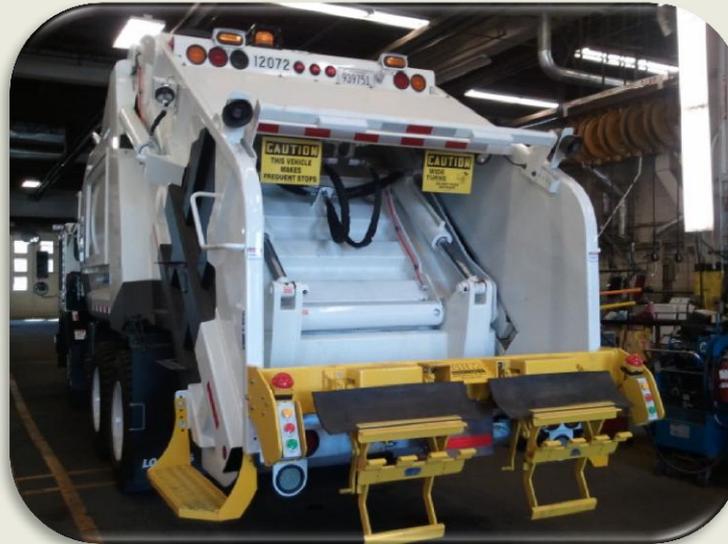
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## CART EXAMPLE



## NEW TRUCK - LIFT



# ALLEY PROFILE – BEFORE AND AFTER



# Recycling Guide



## Paper

- Mail, office and school papers
- Magazines and catalogs
- Newspapers and inserts
- Phone books
- Shredded paper in closed paper bags

### Boxes:

- Cardboard
- Cereal and cracker boxes
- Shoe boxes, gift boxes and electronics boxes
- Toothpaste, medication and other toiletry boxes



## Cartons

- Milk cartons
- Juice boxes
- Soup, broth and wine cartons



## Glass

- Food and beverage bottles and jars



## Plastic

### Bottles & jugs:

- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing liquid bottles and detergent jugs
- Shampoo, soap and lotion bottles

### Cups and containers:

- Yogurt, pudding and fruit cups
- Disposable cups and bowls
- Margarine, cottage cheese, and other containers
- Produce, deli and take out containers

### Packaging:

- Clear packaging from toys and electronics

## Metal

- Food and beverage cans



**Don't recycle:** Styrofoam™, plastic wrap, microwavable food trays, paper soiled with food, paper plates and towels, drinking glasses, dishes, mirrors and containers that held hazardous products.



City of Minneapolis  
[www.minneapolismn.gov/onesort](http://www.minneapolismn.gov/onesort)  
612-673-2917



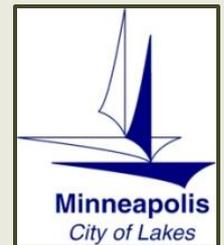
# REFRIGERATOR MAGNETS



## ONE SORT WEB PAGE



- New web site just for one sort
- [www.minneapolismn.gov/onesort](http://www.minneapolismn.gov/onesort)
- Provides frequent updates on project
- Downloadable information for consumers
- Multi language brochures
- Links to other pages on how to dispose of non-recyclables





## OLD BINS

- Processor will accept old bins and recycle them.
- Customer's are encouraged to keep them for garage storage.



# HOME MAILING BROCHURE – NOT FINAL VERSION



## Minneapolis needs you to recycle



### Benefits to you

- Feel good about helping your community and putting trash to good use.

### Benefits to the economy

- Recycling collection and recycled products manufacturing in Minnesota provide 53,000 jobs and \$6.4 billion gross economic activity annually.

### Benefits to the environment

- Recycling is one of the easiest ways to protect the environment.
- Recycling saves energy and reduces greenhouse gas emissions.
- Recycling conserves vital natural resources such as trees and water.

## How to recycle

Recycling is collected every other week on your garbage day. *Have your recycling cart to the curb by 6 a.m.*

### Recycling Calendar – Tuesdays

2012				2013		
Nov	1	15	29	Jan	10	14
Dec	13	27		Feb	7	21
				Mar	6	20
				Apr	3	17
				May	1	15 30*
				Jun	12	26
				Jul	10	24

\*Changed to a Wed, due to holiday

Separate these items from your trash and place them in your new blue recycling cart. No sorting or paper bags required. Follow these guidelines:

## Paper

### Recycle

- Mail, office and school papers
- Magazines and catalogs
- Newspaper and inserts
- Phone books
- Shredded paper in closed paper bags

### Boxes:

- Cardboard
- Cereal and cracker boxes
- Refrigerated food boxes
- Shoe boxes, gift boxes, and electronics boxes
- Toothpaste, medication and other toiletries boxes



## Cartons

### Recycle

- Rinse.
- Milk cartons
- Juice boxes
- Soup, broth and wine cartons.



## Plastics

### Recycle

Rinse.

All plastic bottles, jugs and containers numbered 1 through 7.

### Bottles and jugs:

- Water, soda and juice bottles
- Milk and juice jugs
- Ketchup and salad dressing bottles
- Dishwashing liquid bottles and detergent jugs
- Shampoo, soap and lotion bottles

### Cups and containers:

- Yogurt, pudding and fruit cups
- Disposable cups and bowls
- Margarine, cottage cheese, and other containers

### Packaging:

- Clear packaging from toys and electronics
- NO:** Plastic bags, Styrofoam™, motor oil bottles or other bottles that held hazardous substances



## Metal

### Recycle

- Food and beverage cans
- Aluminum foil and trays

**NO:** Paint cans, aerosol cans, containers that held hazardous products, such as paint thinner and automotive fluids

## Glass

### Recycle

Rinse. Remove and throw away caps and lids.

- Bottles and jars

**NO:** Broken glass, window glass

## Batteries

### Recycle

Tape the positive (+) terminal of lithium ion batteries to prevent fires. Place in clear plastic bag and place on top of your recycling cart

**NO:** Automotive batteries



# HOME MAILING BROCHURE – NOT FINAL VERSION



## Minneapolis needs you to recycle

If you haven't been participating in recycling, now is the time to start. Recycling has never been easier. No more sorting your recycling. Just put all your recyclables into the large blue cart.



### Questions?

Call the City of Minneapolis Solid Waste and Recycling Office at 612-673-2917, or visit [www.minneapolis.mn.gov/onesort](http://www.minneapolis.mn.gov/onesort)

Deaf and hard-of-hearing persons may use a relay service to call 311 agents at 612-673-3000. TTY users may call 612-673-2157.

**ATTENTION.** If you want help translating this information, call 311

**ATENCIÓN.** Si desea recibir asistencia gratuita para traducir esta información, llama 612-673-2700

**OGOW.** Haddii aad dooneyso in lagaa kaalmeyyo tarjamaadda macluumaadkani oo laceag la'aan wac 612-673-3500

**CEEB TOOM.** Yog koj xav tau kev pab txhais cov xov no rau koj daub, hu 612-673-2800

Solid Waste & Recycling Services  
309 Second Ave. S. – Room 210  
Minneapolis, MN 55401-2281




You are in the  
**One-Sort Recycling Program**  
Route Here  
34-707-02-12

## No sorting!

Recycling has never been easier



One-Sort Recycling Program



## TRUCK SIGNAGE



# Minneapolis Recycles



# CITY OF MINNEAPOLIS COMMUNICATIONS



- Media Advisory
- Articles for Council Newsletters
- Rollout Event(s)
- News Release
- News on City Web Site
- Facebook and Twitter
- Informational Video – YouTube and City Web Sites
- Article in Minneapolis Matters
- On Hold Voice Mail Message
- 311 Scripting



## CITY OF MINNEAPOLIS COMMUNICATIONS VIDEOS



- Four “Did You Know” Videos – English, Spanish, Somali and Hmong – goal is for November Roll Out
- One PSA creative spot for Spring to run on Comcast, You Tube, Channel 79 etc.



# NEIGHBORHOOD AND COMMUNITY RELATIONS



- Targeted Outreach and Education to neighborhood organizations and to Non-English speakers – November 2012 through end of July 2013
- Translation of materials into Somali, Hmong and Spanish
- Work with Communications to translate videos.

**Guía del reciclaje doméstico** 

**Papel**

- Correspondencia, papeles de oficina y de la escuela
- Revistas y catálogos
- Periódicos y suplementos
- Guías telefónicas
- Papel triturado en bolsas de papel cerradas

**Cajas:**

- cartón
- cajas de cereales y galletas
- cajas de zapatos, de regalos y de aparatos electrónicos
- cajas de pasta dental, de medicamentos y de otros productos de tocador

**Cajas**

- cajas de leche
- cajas de jugo
- cajas de sopa, caldo y vino

**Metal**

- Latas de alimentos y bebidas

**Plástico**

**Botellas y jarras:**

- botellas de agua, refrescos y jugo
- jarras de leche y de jugo
- botellas de ketchup y aderezos
- botellas y jarras de detergente
- botellas de champú, jabón y cremas

**Envase y recipientes:**

- envase de yogurt, cremas y frutas
- envase y bols desechables
- recipientes de margarina, queso cottage y otros
- recipientes de productos agrícolas y comidas para llevar

**Material de embalaje:**

- Envolturas transparentes de juguetes y aparatos electrónicos

**Vidrio**

- Frascos y jarras de alimentos y bebidas

**No recicle:** Artículos de poliestireno, envoltorios de plástico, bendejas de alimento de microonda, papel sucio de comida, platos y toallas de papel, vasos (utilizados para beber), platos, espejos y recipientes en los que se hayan puesto productos peligrosos.

 Hennepin County Environmental Services  
612-348-3777  
[www.hennepin.us/recycling](http://www.hennepin.us/recycling)



# PROJECT SCHEDULE



Core message: You start one sort when you get your blue cart.

<b>Phase I – Fall 2012</b>	<b>10/29/12</b>	<b>12/7/12</b>	<b>Nov 5-9 (City)</b>	<b>Nov 12-16 (City)</b>	<b>Nov 19-21 (MRI)</b>			
			15K	15K	10K			

Subject to change pending weather, manufacturing delay, equipment needs etc.

<b>Phase II- Spring 2013</b>	<b>4/1/13</b>	<b>7/19/13</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>July</b>	<b>Approx 5K per week</b>	
			Tent	20K	25K	25K		

Subject to change pending weather, manufacturing delay, equipment needs etc.





# THANK YOU

For Questions about the Minneapolis One Sort  
Project - Please contact  
Michelle Chavez, Project Coordinator  
[Michelle.chavez@minneapolismn.gov](mailto:Michelle.chavez@minneapolismn.gov)  
612-673-3564