



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

Date: March 3, 2015

To: Honorable Kevin Reich, Chair Transportation & Public Works Committee

Subject: Communications Plan for Organics Recycling Roll Out

Recommendation:

Receive and File Communications Plan for Organics Recycling Roll Out.

Previous Directives:

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

Department Information:

Prepared by: David Herberholz, Director, Solid Waste and Recycling Division

Approved by: _____
Steven A. Kotke, P.E., Director of Public Works

Presenters in Committee: David Herberholz, Director, Solid Waste and Recycling Division

Reviews

- Permanent Review Committee (PRC): Approval ___ Date _____
- Civil Rights Approval Approval ___ Date _____
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- No financial impact
- Action is within the Business Plan

Community Impact

City Goals: Great Places - Natural and built spaces work together and our environment is protected.

Background/Supporting Information

The implementation of an organics recycling collection program for the residents of the City of Minneapolis is a significant change to how our customers discard these types of materials. Program success will depend on a well-defined and executed communications and education plan.

Organics Recycling 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

Communication tactics will consist of the following:

- Direct Educational and Sign-Up mailing
- Organics Recycling web pages
- Welcome package
- News release
- Earth Day and Other Community Events
- Social media
- Public presentations at Neighborhood Association Meetings
- Newsbites
- Cable – Video
- On-hold message

A hard-launch will begin in April 2015 with a soft-launch already in process, beginning in January 2015. It is anticipated that the organics recycling collection will be available to approximately 30,000 residents in August 2015 and the remaining 70,000 residents in Spring/Summer of 2016.

Attachment: Communications Plan PowerPoint