

CITY OF MINNEAPOLIS

Citywide Organics Recycling Roll-Out: Education, Outreach and its Impacts



Kellie Kish

Recycling Coordinator

Laura Horner

Recycling Program Aide II



Current Program Statistics

10/5/2016 Opt-in rate: 39.93%

- 42,648 dwelling units of 106,803

As of 10/3/2016:

- 33,281 stops received small organics cart
- 995 stops received a medium organics cart
- Over 1,400 residents switched to small garbage carts since organics program roll-out began

Communications Messaging



- What are organics?
- How do I participate?
- When can I start?
- Why should I participate?
- How is compost beneficial?



Communication Methods '15



- Direct mail
- City website
- Social media
- Billboards (still and digital)
- City TV channels, YouTube
 - Videos (English, Spanish, Hmong, Somali)
- Newsbites (Council Member newsletters)
- On-hold messages
- Neighborhood & Community events, newsletters, websites
- Internal call center





Direct Mail: April 2015

Give back to nature with **organics recycling**



It's easy to make a difference
More than one-third of our trash is organic material that can be composted. Recycling organics, such as food scraps and non-recyclable paper, is an easy way to reduce your trash and make a difference!

Sign up today
To sign up, email SWRcustomer@minneapolismn.gov or call 612-673-2917.
There is no additional cost to participate.
For more information, visit www.minneapolismn.gov/organics



- Phase I and Phase II:
 - It's easy as 1,2,3 Brochure
 - Personalized Letter: "When do you start"
 - "Sign Up Now" Postage Paid Reply Card (to those who have not signed up yet)

(fold and tear along perforation)

Yes, I want to participate in the organics recycling program

Name: _____

Address: _____

Daytime Phone: _____

Stay updated! Sign up for the organics email list to receive updates on the program roll-out, reminders of what can and cannot go in your organics cart, and helpful tips on how to divert more materials for organics recycling. Sign up now at www.minneapolismn.gov/organics.





Direct Mail: August 2015

- Postcard mailed to those who had not yet signed up to participate.
- Mailed to 74,774 households
- Directs to call or email to sign-up
- Not as effective as we hoped

A graphic representing a direct mail postcard. The left side has a green background with the text "It's easy to make a difference" and "Compost these items and more!". Below this text are various food and waste items including a pizza box, a slice of pizza, a plastic container, a fork and spoon, a piece of meat, a piece of salmon, a piece of watermelon, a carton of eggs, a plate with food, a bunch of tomatoes, a bunch of flowers, and chopsticks. The right side has a white background with text explaining the benefits of recycling organics, including "Reduce waste", "Compost more", and "Save money". At the bottom right are the logos for Hennepin and Minneapolis City of Lakes.

It's easy to make a difference
Compost these items and more!

Recycling organics, including food scraps and non-recyclable paper, is an easy way to put your trash to better use and make a difference!

Why participate?

Reduce waste: More than one-third of our trash is organic material that can be composted. Most families can divert up to 10 pounds of materials to organics recycling each week!

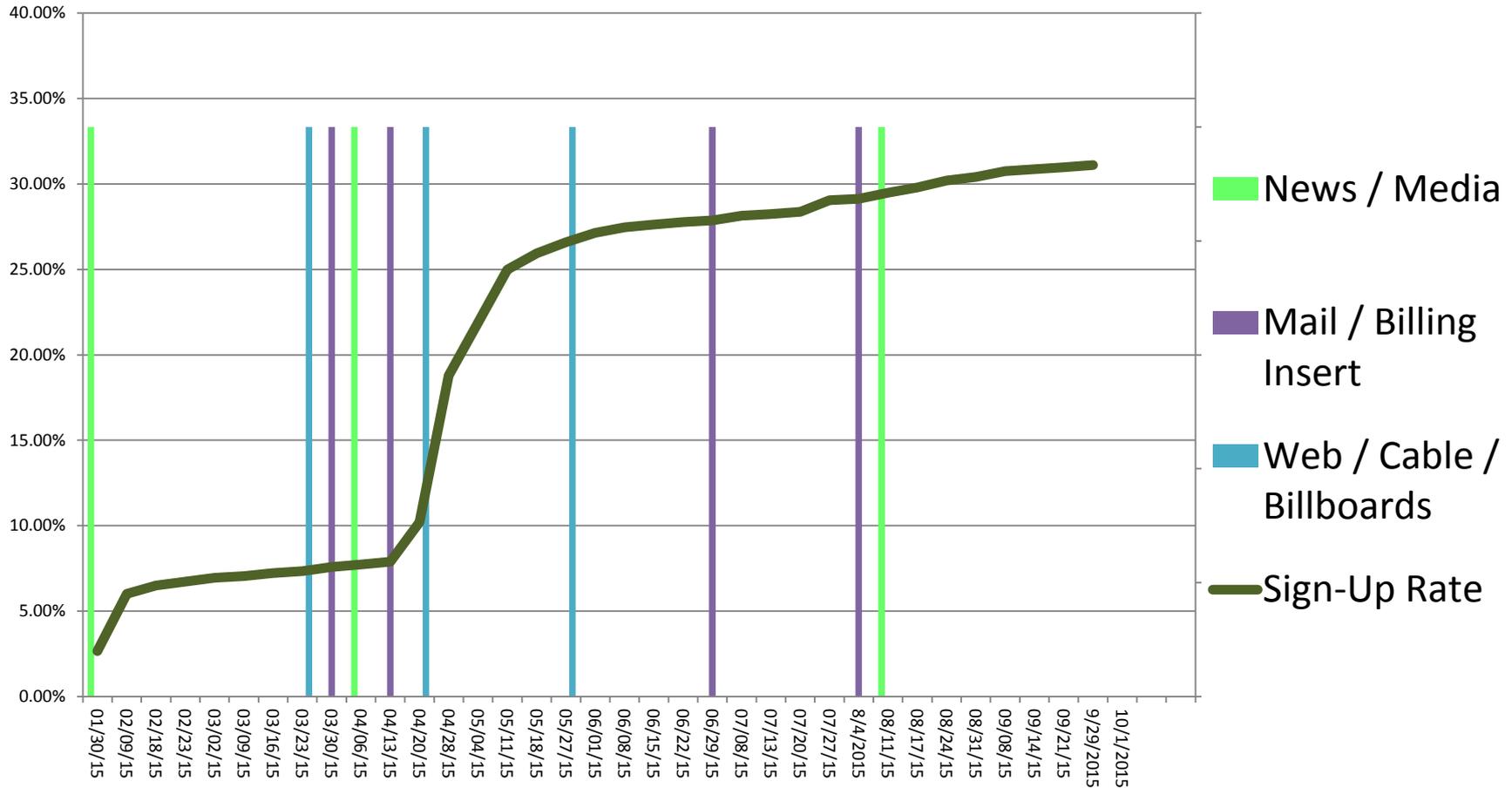
Compost more: You can compost more materials with curbside organics recycling even if you already compost in your backyard. Materials you can put in your curbside organics cart that cannot go in your backyard compost bin include meat, bones, dairy products and compostable plastics.

Save money: By participating in the recycling and organics recycling programs, you may be able to switch to a smaller garbage cart and save \$3/month on your bill!

Sign up now!
Sign up now by calling 612-673-2917 or emailing SWRcustomer@minneapolismn.gov

Hennepin **Minneapolis**
City of Lakes

Communication Impact on Sign-ups



Welcome Kit



Resident Letter

City of Minneapolis
Division of Solid Waste & Recycling
City of Lakes Building
309 2nd Ave S, Room 210
Minneapolis, MN 55403
612-673-2917
www.minneapolis.gov/organics

Dear organics recycling participant,
Welcome to the organics recycling program! Your organics recycling cart is scheduled to arrive next week. You may start participating in the program by placing bagged organics into your cart as soon as you receive it. Organics will be picked up weekly on the same day as your garbage. Make sure to have your organics cart at the alley or curb by 6 a.m. on those days.

This welcome kit includes a few items to help you get started:

1. Tips for setting up organics recycling in your home
2. Quick reference magnet for what you can and cannot put in organics recycling for your refrigerator
3. Starter pack of 10 kitchen-pail-sized compostable plastic bags
4. Coupons to purchase compostable bags, kitchen pails, and other compostable products

Remember that organics must be bagged in certified compostable plastic bags or paper bags. Compostable plastic bags must be labeled with the BPI logo. Bags labeled as degradable, biodegradable, oxo-degradable, earth friendly, etc. have not been tested for compostability and therefore are not accepted in the program.

Please do not place yard waste, pet waste, diapers, sanitary products, garbage, non-compostable items, or recyclable items, including milk cartons, into your organics recycling cart. For more information regarding the organics recycling program visit www.minneapolis.gov/organics or call our customer service line Monday through Friday from 8 a.m. to 4:30 p.m. at 612-673-2917.

Thank you for participating and diverting organics from our waste stream.

David A. Herbenick, Director
Division of Solid Waste & Recycling

DISCLAIMER: The information on this Welcome Kit is provided to residents for convenience only. The City does not endorse any manufacturer, retail store, or product. The information is provided for informational purposes only. The City makes no representation or warranty as to the accuracy, completeness, or timeliness of the information. The City is not responsible for any errors or omissions. The City is not responsible for any products referenced by inclusion of a coupon for a particular use including the recycling of any product.

Coupons

Get started with **organics recycling**
Use these retailer coupons to get compostable bags and other compostable products that you can use in the organics recycling program.

KOWALSKI'S MARKETS EXCLUSIVE SAVINGS
Any 2 Ultra Green or Compo Compostable Tree-Free Paper Items \$1 OFF

LU 1310
15% OFF COMPOSTABLES (PLATES, CUPS, FORKS)

moss envy
eco home & life
3056 Excelsior Blvd. MN
www.mossenvy.com

Natur-Bag \$1.00 Off

ACE
15% Off 13 gallon bags

ACE
10% Off

Tips for setting up organics recycling in your home

Organics are a resource, not a waste! By participating in the organics recycling program, your food scraps and non-recyclable paper products will be recycled into compost - a valuable resource used in landscaping and road construction projects.

This guide includes useful tips and answers to frequently asked questions to help you make the most of the organics recycling program.

Minneapolis
City of Lakes

Home Setup Tips

Organics Recycling Guide

All food

- Fruits and vegetables
- Meat, fish and bones
- Dairy products
- Eggs and egg shells
- Pasta, beans and rice
- Bread and cereal
- Nuts and shells

Food-soiled paper

- Pizza boxes from delivery
- Napkins and paper towels
- Paper egg cartons
- Parchment paper

Certified compostable products

- Compostable paper and plastic cups, plates, bowls, straws and containers
- Look for the BPI or Cedar Grove logos
- Compostable or certified products

Other compostable household items

- Coffee grounds and filters
- Hair and nail clippings
- Cotton balls and swabs with paper stems
- Houseplants and flowers
- Tea bags
- Wooden items such as chopsticks, produce sticks and toothpicks

Not acceptable

- Yard waste - stumps and limbs
- Animal products - litter or bedding, animal manure, pet waste
- Dryer sheets
- Dryer lint
- Paper, plastic, metal, glass, or other non-compostable items
- Paper plates, microwave popcorn bags, or fast food wrappers (unless labeled "biodegradable")

Minneapolis
City of Lakes

Magnet

Get started with organics recycling



Enclosed are 10 certified compostable plastic bags to get you started collecting organics in your home.

Organics must be in compostable bags for collection. Acceptable bags include:

- Certified compostable bags
- Paper bags

Compostable plastic bags must have the BPI logo to be accepted in the organics recycling program.

Certified compostable plastic bags are sold at most grocery, hardware and large retail stores. Look for the BPI logo on the box.

For more information visit www.minneapolis.gov/organics or contact Minneapolis Solid Waste & Recycling at 612-673-2917 or SWRCustomer@minneapolismn.gov

Minneapolis
City of Lakes

Compostable Bag Starter Kit

Home Setup Tips Guide





Field Driven Education

- Collection Crews
 - Educational tag left on cart when issues with set-out
 - Wrong bags / Unbagged – 182 (<1% of customers)
 - Contamination – 342 (<1% Customers)
 - Follow-up notification mailed to resident
- Field Staff
 - One-on-one resident education



Public Education



- Outreach at Neighborhood and Community Events
- Targeted outreach to low sign-up neighborhoods
 - Received 1,000 kitchen pails from compostable bag vendor
 - Give to residents who have not signed up as additional incentive to participate
- Outreach to Neighborhood & Community Groups



Recycling Block Leader Program

- Participation
 - 128 residents have signed up since April 9, 2016
- Block Leaders Responsibilities
 - Share City recycling updates with neighbors
 - Organize low-waste National Night Out event
- Resources available
 - Regular email updates
 - Brochures, lawn signs, stickers
 - Access to recycling staff
 - Guide for planning low-waste events



Communication Methods '16



- All methods from 2015
- Paid Advertising Campaign that included*:
 - Truck signage
 - Bus and Bus shelter
 - Print
 - Digital
 - Social Media (Facebook ads)
 - Radio
 - Direct Mail
 - Events



* Funding for ad campaign from SCORE funds dedicated to organics programs

Truck Signage



Truck Signage



Reduce waste and **save money**

Switch to a smaller garbage cart by adding organics recycling



Sign up today:
minneapolismn.gov/organics
or call ^{Minneapolis} **311**



Recycle food scraps with **organics recycling**

It's as easy as 1, 2, 3



Collect organics.



Put bagged organics in your cart.



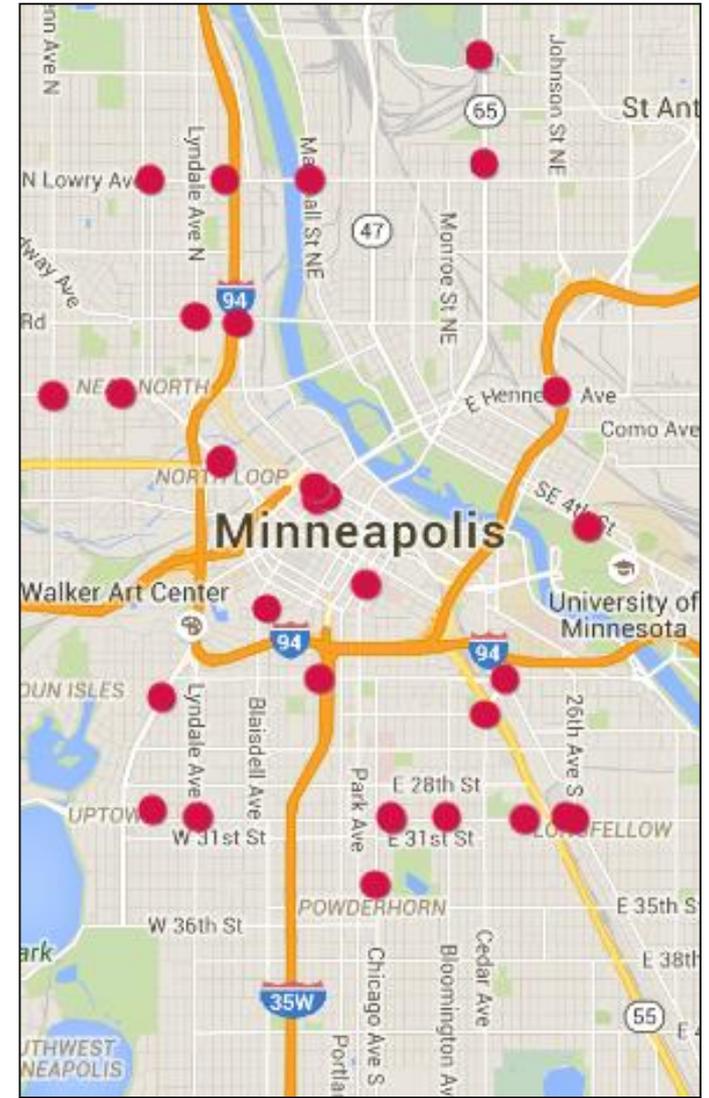
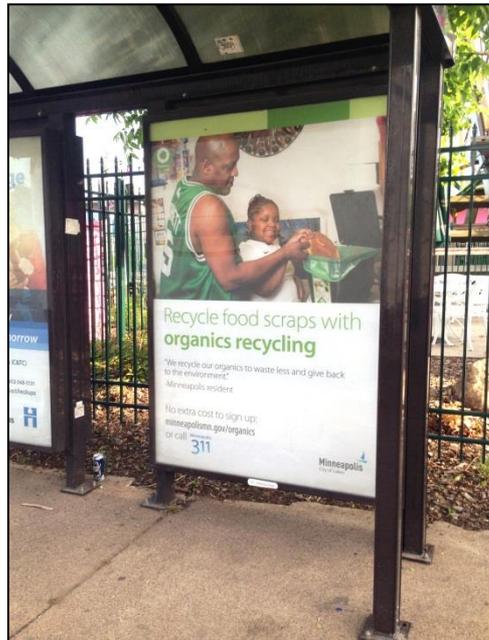
Place your cart out for collection.

Sign up today: minneapolismn.gov/organics or call ^{Minneapolis} **311**



Bus Shelters

- 28 placements by specific location
- 10 placements by zip code
- 150,835 impressions per panel per month*
- Over 9.3 million impressions total
- Ad style: family photos



* Impressions from Adults 18+

Bus Interior

- 220 interior car cards
- Placement by Garage
- Garage used determines service area
- Over 1.5 million impressions*
- Ad style: Program branding (carts)



Bus Exterior

- 36 exterior bus tail ads
- Placement by Garage
- Garage used determines service area
- Over 4.4 million impressions*
- Ad style: Program branding (carts)



* Impressions from Adults 18+

Print Advertising

- 10 News Publications
 - Cultural
 - Neighborhood
- Digital ad on all neighborhood news websites
- More print ads dedicated in areas with lower organics sign-up rates
- Over 500,000 copies



Print Advertising (cont.)



Recycle food scraps with **organics recycling**

"We recycle our organics to protect the environment. The food scraps and non-recyclable paper can be put to a better use through composting."

-Minneapolis resident

"Waxaan dib-u-isticmaalid ku samaynaa qaar kamida haraaga qashinka si loo illaliyo bay'ada, ama deegaanka. Haraaga cuntada iyo waraaqaha aan dib-u-isticmaalid lagu samaynkariin waxaa loo isticmaali karaa bacrimin ahaan."

- Muwaadiniinta Minneapolis

No extra cost to sign up:
minneapolismn.gov/organics

or call Minneapolis
311



Recycle food scraps with **organics recycling**

"We participate in organics recycling to reduce greenhouse gas emissions that contribute to global warming."

-Minneapolis resident

"Participamos en reciclaje de orgánicos para ayudar a reducir gases nocivos que contribuyen al calentamiento global."

-Residente de Minneapolis

Sign up today:
minneapolismn.gov/organics

or call Minneapolis
311



Digital Advertising

- 16 News Websites, plus extended reach
 - Mainstream TV
 - Star Tribune
 - Neighborhood
 - Cultural
 - Extended Reach Advertising
- Geo-targeted
- Combination of still, video, and pre-roll ads
- Mobile and Desktop
- Over 6 million impressions



Social Media (paid)



January 2016: Two paid Facebook ads to encourage sign-ups before February 1 deadline

January 11 – 23 (\$200)

- 95,873 total reach
- 51,000 views; 333 shares
- 689 likes; 58 comments

January 24 – 31, 2016 (\$100)

- 43,153 total reach
- 17,000 views; 119 shares
- 166 likes; 15 comments

May – July 2016

- \$500 in additional Facebook ads

City of Minneapolis Government
January 25 · 🌐

Last chance for Solid Waste & Recycling customers to get a green organics recycling cart this spring. Sign up by Feb. 1 at www.minneapolismn.gov/solid-wa.../Organics_Recycling_Sign_Up. Not sure if you've already signed up? Call us to find out at 612-673-2917.

18K Views

Like Comment Share

You and 165 others

119 shares

Radio

- 11 Stations
 - Cultural
 - Mainstream
 - News
- Over 1,000 on-air spots with 4 or more on-air interviews
- Nearly 300 on-air bonus spots provided, with several more to be included closer to campaign airing
- Over 5 hours of collective air time
- Nearly 6 million impressions



Direct Mail



Recycle your **organics**

Reciclaje organico

Nroog Minneapolis nyoj khoom tsis siv

Dib-U warshadaynta Qashinka dabiicigaa



Sign up now! There is no additional cost to participate.

¡Inscríbete ahora! No hay costo adicional para participar.

Tso npe koom kiag! Tsis kom them ntiv dab tsi yog xav koom.

Hadda is qor! Kharash dheeraada malaha ka qaybqaadashadu.



- Pre-translated into 4 major languages
- “Sign Up Now” Postage Paid Reply Card

___ Yes, I want to participate in the organics recycling program

- Si, quiero participar en el programme de reciclaje de materia orgánica.
- Yog, kuv xav mus koom nyob rau hauv lub organics ub kev pab cuam.
- Haa, waxaan doonayaa in aan ka qayb qaato barnaamijka dib u war shadaynta organics ah.

Name: _____
(nombre, lub bpe, magaca)

Address: _____
(direccion, chaw nyob, cinwaanka)

Phone: _____
(telefono, xov tooj, lambarka taleefanka)

Preferred language: English Spanish Hmong Somali
(idioma preferido,
hom lus, af doorbidayso)





"Organics recycling helps us keep our neighborhood clean and healthy." – *Minneapolis resident*

"Nyoj khoom thamaxaj pab ua rau pej lub zej zog huv thiab muaj kev noj qab nyob zoo."
– Lub Nroog Minneapolis cov Pej Xeem



"After composting and recycling, our family of four has just a small bag of trash per week. It's so easy and it feels good knowing we're contributing to waste reduction and healthier soils."

– *Minneapolis resident*



"We recycle our organics to protect the environment. The food scraps and non-recyclable paper can be put to a better use through composting."

– *Minneapolis resident*

"Waxaan dib-u-isticmaalid ku samaynaa qaar kamida haraaga qashinka si loo ilaliyo bay'ada, ama deegaanka. Haraaga cuntada iyo waraaqaaha aan dib-u-isticmaalid lagu samaynkariin waxaa loo isticmaali karaa bacrimin ahaan."

– *Muwaadiniinta Minneapolis*



¿Cómo funciona el reciclaje de materiales orgánicos?

Tan fácil como 1, 2, 3



1. Reúna la materia orgánica en bolsas compostables en toda la casa, incluidos la cocina, el baño y los dormitorios.



2. Coloque sus materias orgánicas en bolsas en su contenedor de reciclaje de materia orgánica.



3. Coloque el contenedor de materia orgánica en su callejón o andén al lado de sus botes de basura y de reciclaje en su día regular de recolección de basura.



¡Inscríbese ahora!

No hay costo adicional para participar. El reciclaje de materiales orgánicos está incluido ahora con su servicio de recolección de basura y reciclaje. Cualquier residente con servicio de reciclaje y recolección de basura de Minneapolis, incluso inquilinos, pueden inscribirse.

Para registrarse complete y envíe esta tarjeta por correo.

Comience el reciclaje de materia orgánica una vez que reciba su contenedor verde. Los materiales orgánicos se recogerán semanalmente en su día de recolección de basura.

¿Sabía usted que al cambiar a un recipiente pequeño de basura, puede ahorrar \$3 al mes?

Guía de reciclaje de materiales orgánicos



Toda tipo de comida

- Frutas y verduras
- Carne, pescado y huesos
- Productos lácteos
- Huevos y cáscaras de huevo
- Pasta, arroz y frijoles
- Pan y cereales
- Nueces y cáscaras



Otros artículos para el hogar que son compostables

- Residuos y filtros de café
- Cabello y uñas
- Bolas de algodón y copitos con palo de papel
- Plantas y flores
- Bolsas de té
- Artículos de madera tales como palillos, palitos de helado y palillos de dientes



Papel manchado de alimentos

- Cajas de pizza de entrega a domicilio
- Servilletas y toallas de papel
- Cajas de huevos



Productos compostables certificados

- Vasos de papel y plástico, platos, tazones, utensilios y recipientes compostables



Busque los logotipos de BPI o Cedar Grove o el término "compostable" en los productos certificados.



No se acepta:

- Desechos de jardín
- Pañales y productos sanitarios
- Desperdicios, arena de desperdicios ni ropa de cama de animales y de mascotas
- Toallitas de bebé o de limpieza
- Grasa o aceite
- Styrofoam™
- Pelusa de la secadora y hojas para la secadora
- Hojas para la secadora
- Artículos reciclables (cartones, vidrio, metal, papel, plástico)
- Cajas de alimentos congelados
- Bolsas de palomitas de maíz de microondas
- Chiclé
- Envolturas de comida rápida
- Productos etiquetados como "biodegradable"

Para obtener más información, llame a Solid Waste & Recycling al 612-673-2917 o vaya a www.minneapolismn.gov/organics

Outreach through Interns

- Door-to-door in areas with lower than average sign-ups
- Survey & educate residents
- Promote sign-ups
 - **Average of 18 new sign-ups each week (20 hours door knocking per week)**
- Answer questions
- Provide resources
 - Yes/No lists
 - Stickers
- Results will be used to identify barriers to participation



Online Sign up Form



Sign up to recycle food scraps with **organics recycling**

It's as easy as 1, 2, 3



Collect organics.



Put bagged organics in your cart.



Place your cart out for collection.

No extra cost to sign up

To take part, residents must sign up by fully completing the form below, or by contacting Solid Waste and Recycling at 612-673-2917 Monday-Friday 8 a.m.-4:30 p.m. Organics recycling is picked up weekly, on the same day as garbage.

Sign Up Now

Name *

E-mail Address *

Phone Number *

 - Type -

Address *

City

State Zip Code

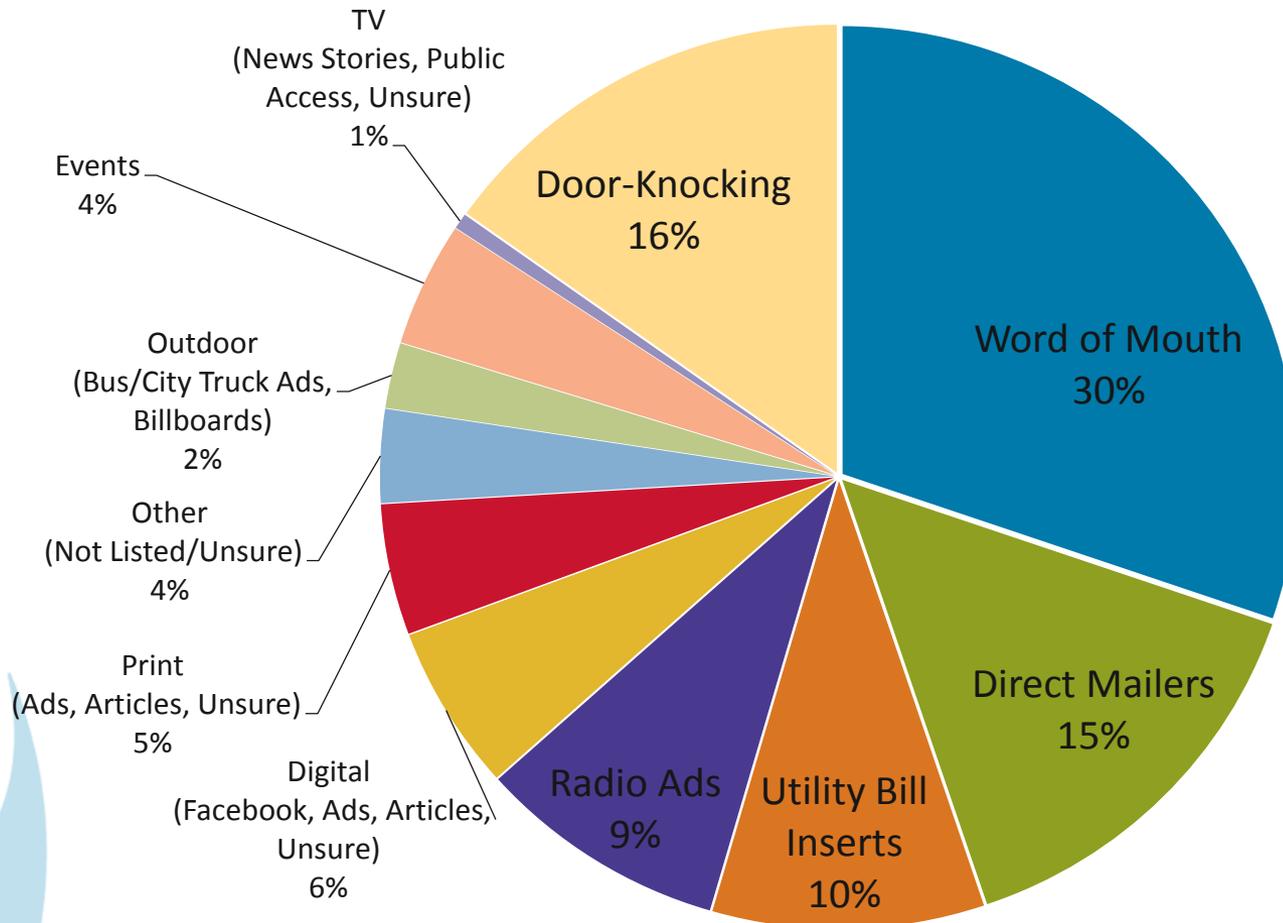
How Did You Hear About Organics Recycling?

Question/Comment

Choose One

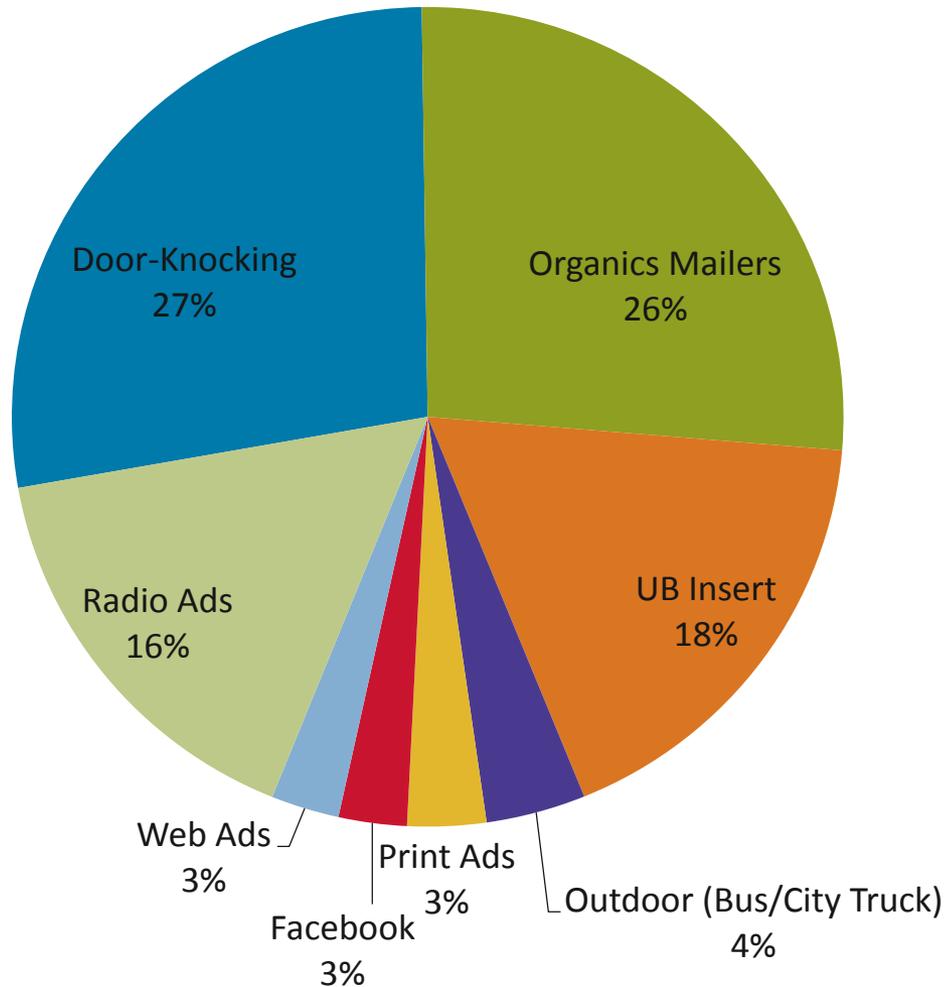
- Radio
 - 93X
 - Cities 97
 - KALY
 - KDWB
 - KFAI
 - KMOJ
 - KOOL 108
 - MRP News
 - The Current
 - WCCO
 - Not Sure / Not Listed Radio
- Print
 - Direct Mail
 - Newspaper or Newsletter Ad
 - Newspaper or Newsletter Article
 - Utility Bill Insert
 - Not Sure / Not Listed Print
- Bus or Truck
- Choose One

Ad Campaign All Methods Summary



Ad Campaign Measurement Period: 5/23/16 - 7/17/16

Ad Campaign Paid Methods Summary



Outdoor Responses

On Bus: 11
Not Sure: 7
City Truck: 1
In Bus: 0
Bus Shelter: 0

Web Responses

Star Tribune Ad: 6
N'hood Site Ad: 3
TV News Site Ad: 4

Radio Responses

Not Sure: 26
News Stations (2): 16
Music Stations (8): 37

Ad Campaign Measurement Period: 5/23/16 - 7/17/16

Cost per sign-up



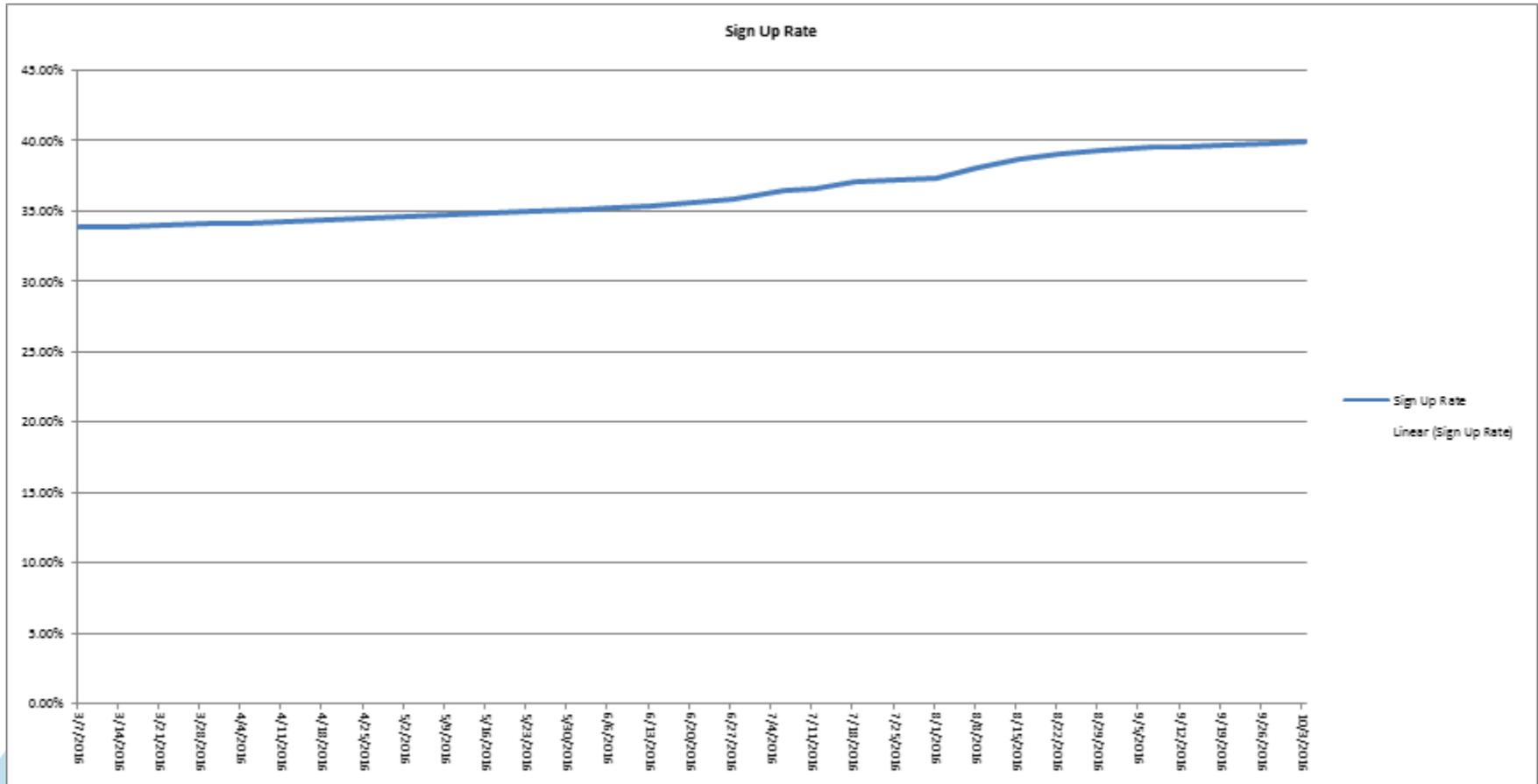
Paid Advertising Method	Extrapolated Sign Ups*	Total Cost	Estimated Cost Per Sign Up
Utility Bill Insert (Jun 2016)	168	\$1,400	\$8.32
Radio Ads	176	\$84,522	\$479.95
Door-Knocking (2 Interns)**	135 (Actual)	\$5,107	\$37.83 (Actual Cost)
Print Ads	33	\$19,557	\$584.88
Outdoor (Bus/City Truck)	42	\$47,713	\$1,126.52
Facebook	29	\$578	\$19.95
Web Ads	29	\$54,258	\$1,872.31
Direct Mailers***	259	\$82,138	\$316.70

*Extrapolated sign ups include 720 residents who completed "how did you hear about organics recycling" form and extrapolated responses from additional 850 residents who signed up during ad campaign but did not complete "how did you hear about organics recycling" form.

**Door-Knocking Sign ups are actual numbers of residents who signed up directly with interns while door-knocking.

***No direct organics mailers were sent during the ad campaign measurement period.

Sign ups March – October '16



Recommendations



- Know your target audience and best methods to reach them
- Reach customers often
- Keep message simple
- Use multiple promotional methods
- Measure success of approach and adjust when needed

Next Steps

- Equity evaluation
- Use data from ad campaign and interns to evaluate effective tools
- Continue work with cultural communities in new ways

CITY OF MINNEAPOLIS

Questions?



Kellie Kish

kellie.kish@minneapolismn.gov

Laura Horner

laura.horner@minneapolismn.gov