

Minneapolis Solid Waste & Recycling



Outreach, education and
minimizing contamination

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minneapolismn.gov/organics

Division Overview

Services Provided (1-4 unit buildings):

- Garbage (weekly)
- Recycling (every other week)
 - Household battery collection
- Organics Collection (weekly)
- Large Item Collection (weekly)
- Yard Waste (Apr. – Nov.)
- Clean City Services:
 - CleanSweeps
 - Litter Clean-Up Supplies
 - Adopt-A-programs
 - Graffiti Abatement
- Voucher Program
- Event Recycling Services



Organics program history

- Pilot program 2008
- Consultant study 2012 - 2013
- Drop-offs 2014 - 2015
- Citywide roll-out 2015 - 2016
 - Sign Up Rates
 - Jun. 2015 27.13 %
 - Dec. 2015 31.82 %
 - Jun. 2016 35.15 %
 - Dec. 2016 40.54 %
 - Jun. 2017 42.17 %
 - Dec. 2017 43.66 %
 - Jan 22, 2018 43.82 %



Organics program overview

- Residents must sign up to receive a cart
 - No extra cost to sign up
 - Can sign up online, by email, phone, or mail
- Collected weekly
 - Must be bagged (compostable plastic or paper grocery bag)
 - Yard waste collected separately
- Composted (forced aeration) 30 miles from MPLS
 - Composter: Specialized Environmental Technologies

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

Certified compostable products

- Compostable paper and plastic cups, plates, bowls, utensils and containers

Look for the BPI or Cedar Grove logos or the term "compostable" on 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, popsicle sticks and toothpicks

Not accepted: Yard waste • diapers and sanitary products • animal and pet waste, litter or bedding • cleaning or baby wipes • grease or oil • Styrofoam™ • dryer lint and dryer sheets • recyclable items (cartons, glass, metal, paper, plastic) • frozen food boxes • microwave popcorn bags • gum • fast food wrappers • products labeled "biodegradable"

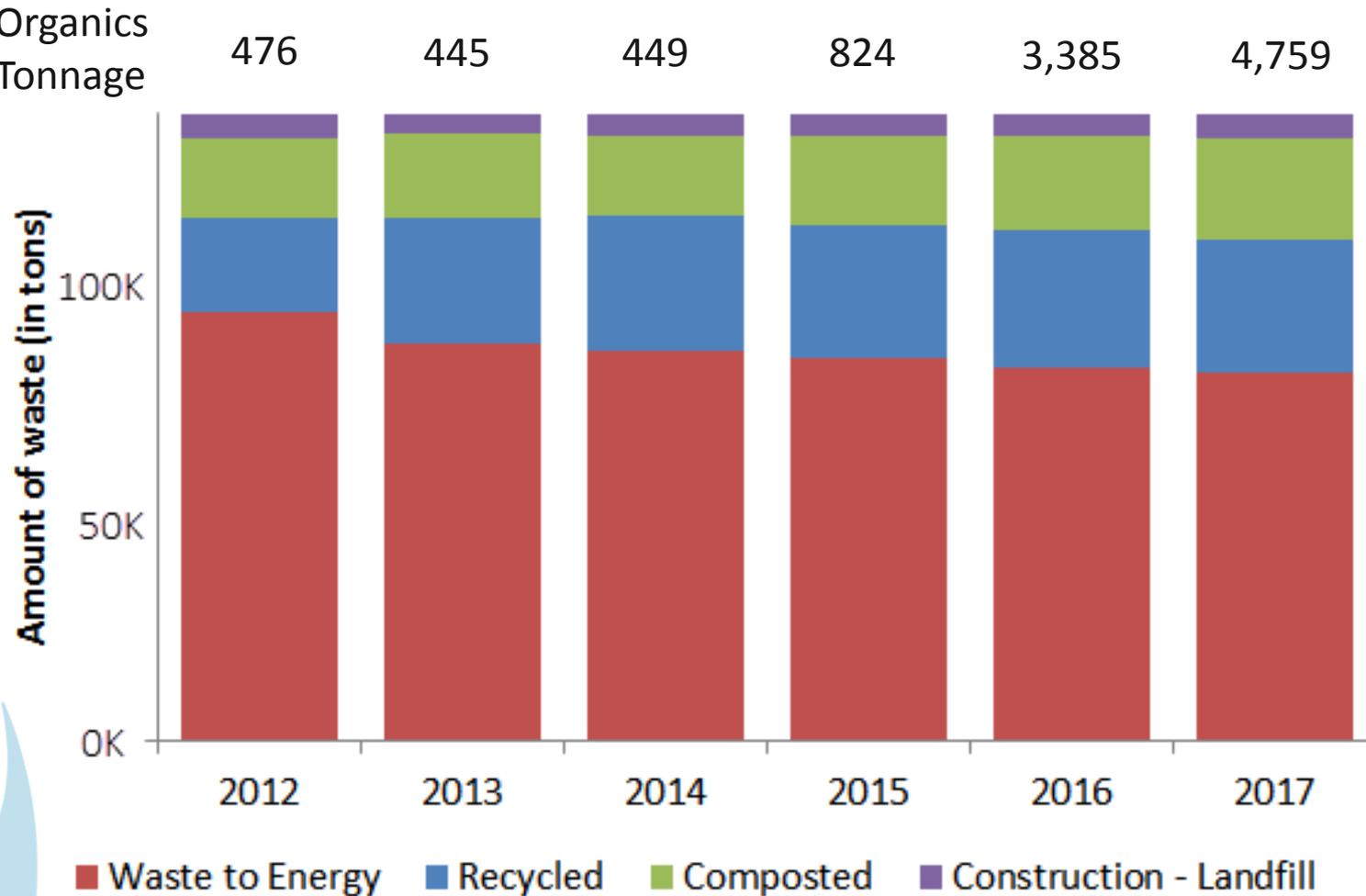
 

Find a detailed yes/no list and additional home set up tips at minneapolismn.gov/organics

Tonnage overview

Organics
Tonnage



Annual statistics available at: minneapolismn.gov/solid-waste/about/stats

Educational methods

- Direct mail
- City and Solid Waste & Recycling's website
- City Social media
- City TV channels, YouTube
 - Videos (English, Spanish, Hmong, Somali)
- Council Member newsletters
- City On-hold messages
- Internal call center (7 FTEs)
- **Neighborhood & community education**
 - Events, recycling block leaders, intern work, tours
- **Field staff education**



Educational methods (cont.)

- 2016 Advertising campaign:
 - Truck signage
 - Bus and bus shelter ads
 - Print ads
 - Digital still ads and pre-roll videos
 - Social media (low cost and large reach)
 - Radio ads (expensive and reach not known)
 - Direct mail
 - Events
 - Door-to-door through interns
- 2018 – PSAs starting in April



Messaging

- Good for the environment
- It's easy
- Save money

Recycle your organics

Learn how to participate

No extra cost!

Minneapolis
City of Lakes



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 **311**

Minneapolis
City of Lakes

Recycle food scraps with organics recycling

Learn how to participate

No extra cost!

Organics Recycling

Minneapolis
City of Lakes

Recycle food scraps with organics recycling

It's as easy as 1, 2, 3

1. Collect organics.
2. Put bagged organics in your cart.
3. Place your cart out for collection.

Sign up today: minneapolismn.gov/organics or call **311**

Minneapolis
City of Lakes

Reduce waste and save money

Switch to a smaller garbage cart by adding organics recycling

Sign up today:
minneapolismn.gov/organics
or call **311**

Minneapolis
City of Lakes

Direct mail



"Organics recycling helps us keep our neighborhood clean and healthy!" - Minneapolis resident

"Nyq khoom hamaqa pab us rau peq lub zej zog hux thib muaj kev noj qab nyob zsoo"
- Lub Nroog Minneapolis cov Pej Xeem



"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-isticmaailo ku samaynaa qaan kamida haraaga qashinka si loo ilaayo bay'ada, ama dagaalka. Haraaga cuntada iyo waraabaha aan dib-u-isticmaailo lagu samayn Karin waxaa loo isticmaali karaa bacimim ahaan"
- Muwaadininta Minneapolis



"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

¿Cómo funciona el reciclaje de materiales orgánicos?

Tan fácil como 1, 2, 3

- Recicle la materia orgánica en bolsas compostables en toda la casa, incluidos la cocina, el baño y los dormitorios.
- Coloque sus materiales orgánicos en bolsas en su contenedor de reciclaje de materia orgánica.
- Coloque el contenedor de materia orgánica en la calle para ser recogido al lado de sus botines 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 recolectan semanalmente en su día de recolección de basura.

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 fideos
- Pan y cereales
- Nueces y cáscaras

Otros artículos para el hogar que son compostables

- Residuos y filtros de café
- Cabello y uñas
- Botas de algodón y zapatos con parte de papel
- Plantas y flores
- Bolsas de té
- Artículos de madera tales como palillos, platos de helado y palillos de dientes

Papel machado de alimentos

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

Productos compostables certificados

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

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

No se acepta:

- Residuos de jardín
- Herrajes y productos sanitarios
- Objetos de plástico, aluminio, papel de cama de animales y de mascotas
- Tallas de textil (vestimenta)
- Grasa o aceite
- Infrascriptos
- Muebles de la vivienda y piezas para la reparación
- Hojas para la vivienda
- Artículos reciclables (tornillos, vidrios, metales, cables)
- Cajas de aluminio compactas
- Bolsas de plásticos de mano de mercado
- Chicle
- Envases de comida rápida
- Productos reciclados como "bioplastico"

Para obtener más información, llame a Solid Waste & Recycling al 612-673-2917 o vaya a www.ciweb.org/organic

Sign up / Español / Hindi / Somali

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.

¡Inscríbese ahora! No hay costo adicional para participar.

Tso npe koom kiagi! Tsis kom them ntxiv dab tsi yog xav koom.

Hadda is qori! Kharash dheeraada malaha ka qaybqaadashadu.

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 aha.

Name: _____
(nombre, lub bpe, magaca)

Address: _____
(direccion, chaw nyob, cinwaarika)

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

Preferred language: English Spanish Hmong Somali

- “Sign Up Now” Postage Paid Reply Card
 - 7.5% sign up to 25% sign up within 1 month of first mailing (no translations)
 - 2% increase in sign-ups 1 month after second (translated) mailing (37.2% - 39.2%)

Welcome kit



Compostable Bag Starter Kit

Educational pieces

- Detailed yes/no lists
- Home Setup Tips
 - Indoor
 - Outdoor
 - Tips for bags
- Container stickers



Education at events

- Staff attend 100 neighborhood and community events each year



Education at the door

- Door-to-door in areas with lower than average sign-up rates
- Answer questions and provide resources
 - Yes/No lists
 - Stickers

2017 door-knocking results:

- 36% average sign-up rate of residents spoken to through door-knocking

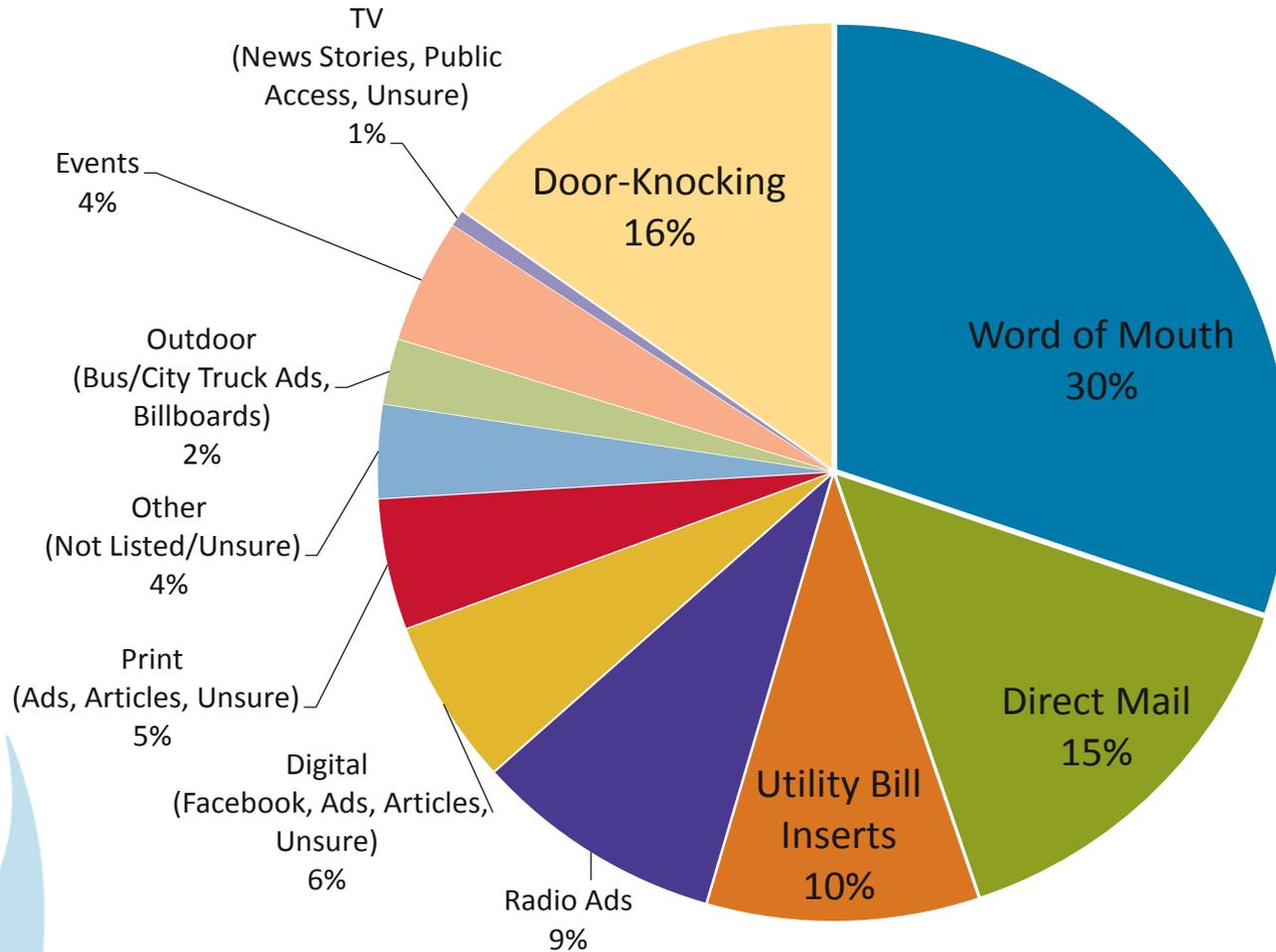


Community based education

- Recycling Block Leader Program
 - Receive regular email updates, access to training and tours
 - Provided brochures, stickers, etc. to share with neighbors
 - Share City recycling updates with neighbors



Ad campaign summary (2016)



Ad campaign stats:

- Over 26.5 million impressions
- 5 hours of radio time
- Over 1,740 new sign-ups for program during measurement period

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

Education through field staff

- Tags left on carts for contamination or other issues
 - Follow-up notification mailed to resident
- Seasonal reminder cart hangers (educational only - left on all carts)
 - Yard waste not accepted in organics carts
 - Not all paper products are accepted



Organics tag (front)


ORGANICS RECYCLING

Your organics recycling was not collected today. Please correct the items marked below and we will continue service on the next scheduled pickup day. If you have questions, please call Solid Waste & Recycling at 612-673-2917.

- The organics cart must be placed at the alley line or curb line by 6 a.m.
- Organics were not contained. Organics must be bagged in compostable (paper grocery or certified compostable plastic) bags or wrapped in newspaper.
- Organics were not in an accepted compostable bag. Compostable plastic bags must have this logo to be accepted.



Paper grocery or lawn and leaf bags are also accepted.
- Yard waste is not accepted in your green organics recycling cart. Yard waste is collected separately. See www.minneapolismn.gov/solid-waste/yardwaste for more information.
- Contaminants in cart. These include items such as plastic bags, milk cartons or paper ice cream tubs, plastic-lined paper products, frozen food boxes, diapers and sanitary products, animal waste, litter or bedding, cleaning or baby wipes, grease or cooking oil, Styrofoam™, dryer lint and dryer sheets, and recyclable items (cartons, glass, metal, paper, plastic).
- Snow and/or ice must be removed from your organics collection point. (City Ordinance 225.680)
- Other _____

Questions? Call 612-673-2917 or visit our website at www.minneapolismn.gov/organics

Division of Solid Waste and Recycling 7/2016 - ORG

Route # _____ Date _____

Address _____

Organics Recycling collected?	YES	NO	
1	2	3	4
5	6	7	DCP

Comments: _____
Division of Solid Waste and Recycling 7/2016 - ORG

Organics tag (back)

YES! Please include:

Food Scraps:

- Fruits and vegetables
- Meat, fish and bones
- Bread, pasta and baked goods
- Eggs and egg shells
- Dairy products

Food-Soiled Paper:

- Napkins, paper towels and tissues
- Unlined paper plates, cups and bowls
- Pizza boxes from delivery
- Paper egg cartons
- Boxes that are not lined with plastic

Other Compostable Items:

- Coffee grounds and filters
- Hair and nail clippings
- Compostable bags
- Compostable cups, plates and bowls & containers
- Compostable utensils and straws
- Cotton balls and paper swabs (paper stem only)
- Tea bags
- Wood chopsticks, popsicle sticks, stir sticks, and toothpicks
- Indoor houseplant trimmings



NO! Do not include:

- Yard waste (grass clippings, leaves, brush)
- Dirt, soil and rocks
- Plastic bags
- Plastic lined paper products: Milk cartons, juice boxes, paper ice cream tubs, Chinese food containers, frozen food boxes
- Styrofoam™
- Animal waste, litter or bedding
- Diapers and sanitary products
- Cleaning or baby wipes
- Grease or cooking oil
- Dryer lint or dryer sheets
- Vacuum cleaner bags or contents
- Parchment or wax paper
- Recyclable items (cartons, glass, metal, paper, plastic)

Alternative Formats:

Hearing impaired can use a relay service to call 311 at 612-673-3000.

TTY users call 612-673-2157 or 612-673-2626
 Para asistencia 612-673-2700
 Rau kev pab 612-673-2800
 Hadii aad Caawimaad u baahantahay 612-673-3500

QUESTIONS? Call 612-673-2917 or visit www.minneapolismn.gov/organics

Division of Solid Waste & Recycling 7/2016 - ORG

Organics topic specific cart hangers


Organics Recycling Collection

Reminder: Yard waste is not accepted in the green Organics Recycling cart







Yard waste items not accepted include:

- Grass clippings
- Twigs and tree trimmings
- Leaves
- Garden plants
- Soil, dirt and rocks are not accepted by any Solid Waste & Recycling collection.

For more information on yard waste collection, call Solid Waste and Recycling at 612-673-2917, email us at SWRcustomer@minneapolismn.gov, or visit www.minneapolismn.gov/solid-waste/yardwaste

What is accepted in the green Organics Recycling cart?

Food, non-recyclable paper and other compostable items




For more information on organics recycling call Solid Waste and Recycling at 612-673-2917, email us at SWRcustomer@minneapolismn.gov, or visit www.minneapolismn.gov/organics

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07-2016


Reminder: Not all paper products belong in organics recycling

This citywide reminder has been placed on all organics recycling carts; it does not mean that we found a problem with the contents of your cart.

The following paper items are lined with plastic or wax and belong in the garbage. They are not recyclable or compostable.

Coffee cups and cold cups Decorative paper plates




Paper ice cream tubs, Chinese take out boxes Wax paper, butcher wrap, butter wrappers




How do I tell if a paper product belongs in the organics recycling cart?

Any paper food-service item that has a shiny lining, like coffee cups and to-go containers, must have the BPI or Cedar Grove logo on it for it to be placed in the green organics recycling cart.






Non-recyclable paper items without a shiny lining (ex. non-shiny paper plates napkins, paper towels, pizza boxes from delivery, paper egg cartons) are compostable and can be placed in the green organics cart.



For more information call Solid Waste and Recycling at 612-673-2917 or visit www.minneapolismn.gov/organics

Organics audits 2017

- Sorted a load presumed to be clean and a load presumed to likely have more contamination
 - Presumed clean load: **0.57% contamination**
 - Contamination after cart hanger distribution: **0.47%**
 - Presumed not as clean: **1.45% contamination**
 - Contamination after cart hanger distribution: **0.79%**
- Contaminants:
 - Plastic lined paper products (plates, cups, soup and to-go containers, freezer boxes) – $\frac{3}{4}$ of weight
 - Non-compostable plastic bags (produce bags)



Summary



- **Get people talking!!!**
 - increases awareness, support and participation
 - helps reduce contamination
- Use multiple outreach methods
 - direct mailings are necessary, but they're not enough
- Continuously monitor programs and use feedback from staff, processors and customers to improve program and educational materials
- No need to re-invent the wheel, ask for information and assistance from other communities
 - collaborate with neighboring communities to have a consistent message

Minneapolis Solid Waste & Recycling

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minneapolismn.gov/organics

Studies and Reports available at:

minneapolismn.gov/solid-waste/about/studies-and-reports

