



Organics Collection Pilot Program

DPW-Sanitation Communications File

November 30, 2016

File No. 161013





Project Goals

Pilot Study to provide info for evaluation:

- Demand for service
 - Subscription rate, setout rate
 - Customer satisfaction
- Program operations
 - Container size, materials accepted, schedule
 - Problems, successes, opportunities
 - Processing capacity in the region
- Messaging and education tactics
- Resource recovery potential
- Economics



40% DIVERSION OF SOLID WASTE BY 2020

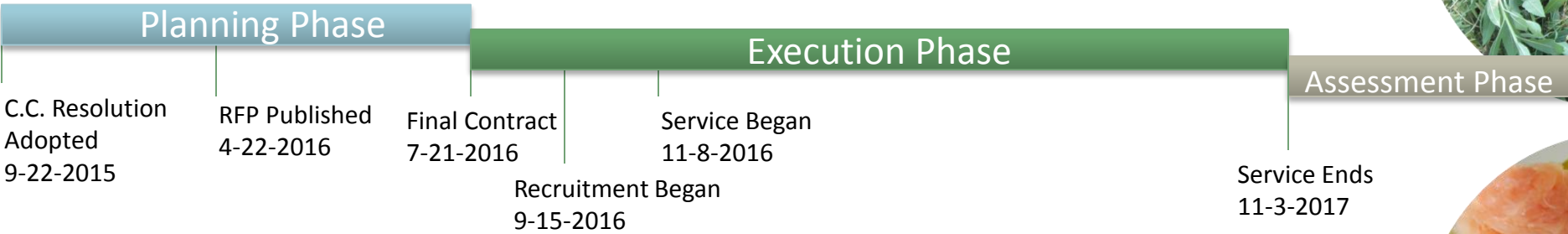


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Project Timeline



Key Aspects of Program Development

- Research; RFP development; proposals review and evaluation
- Contract development, negotiations, and execution
- Communication Plan
 - Program branding and educational support (logo, website, etc.)
 - Customer recruitment process & materials
- Customer management system
 - Invoicing, service requests, phone system
- Data management & reporting templates
- Carts procurement & starter kit development
- Contractor support (route & map creation)





RFP and Contract Phase

- 2 responses received
- Contract awarded to Compost Crusader
 - Materials delivered to Blue Ribbon Organics for processing





Program Overview

- Optional program for residents in pilot zone
- Provides a 3rd cart for the collection of organic items including food waste and yard debris
- Every-Other-Week winter collection
Weekly collection spring, summer, and fall
- Service costs paid by residents
\$12.75 per month (after \$1 credit)



How can you tell if a plastic bag is compostable?
Look for the BPI logo.



COMPOSTABLE
BPI | US 1000000000000000

Only plastic bags with this logo are accepted.

Yes! These items belong in the bin.

Food waste must be bagged in a biodegradable bag (i.e. paper or compostable plastic.)
Remove all stickers, wrappings, twist ties, and other non-biodegradable items.

Fruit and Vegetable Scraps

- Cooked and raw
- Scraps or whole fruit
- Seeds and stems are OK



Bread and Grains

- Bread, including spoiled
- Rolls
- Cakes and sweet breads
- Pasta, cooked or raw
- Rice
- Grains

Eggs, Protein, and Dairy

- Eggs—cooked and raw
- Egg shells
- Cooked meat—NOT RAW
- Cooked seafood—NOT RAW
- Bones
- Cheese
- Nuts and Seeds



Other Food Materials

- Leftovers
- Spoiled Food
- Sauces are OK

Beverages

- Coffee grounds and filters
- Tea leaves and bags



Yard Waste

- Grass clippings
- Garden trimmings
- Weeds
- Diseased plants



No! These items do NOT belong in the bin.

Dangerous Waste

- Diapers
- Animal carcasses
- Animal waste
- Cat litter
- Medical Waste
- Hazardous Waste

Packaging

- Plastic bags
- Twist ties
- Fruit stickers
- Aluminum foil
- Plastic wrap

Non-Biodegradable Items

- Recyclables
- Ceramics
- Clothing
- Plastic bags
- Plastic containers
- Rocks

Other Food Waste

- Raw Meat
- Fats, Oil, and Grease
- Liquids

Questions?

(414) 286-3500

City.milwaukee.gov/Milwaukee-Recycles/organics



Pilot Zone

Northern Zone



- East Side and Riverwest
- Capitol Dr and Edgewood Ave is northern boundary

Southern Zone



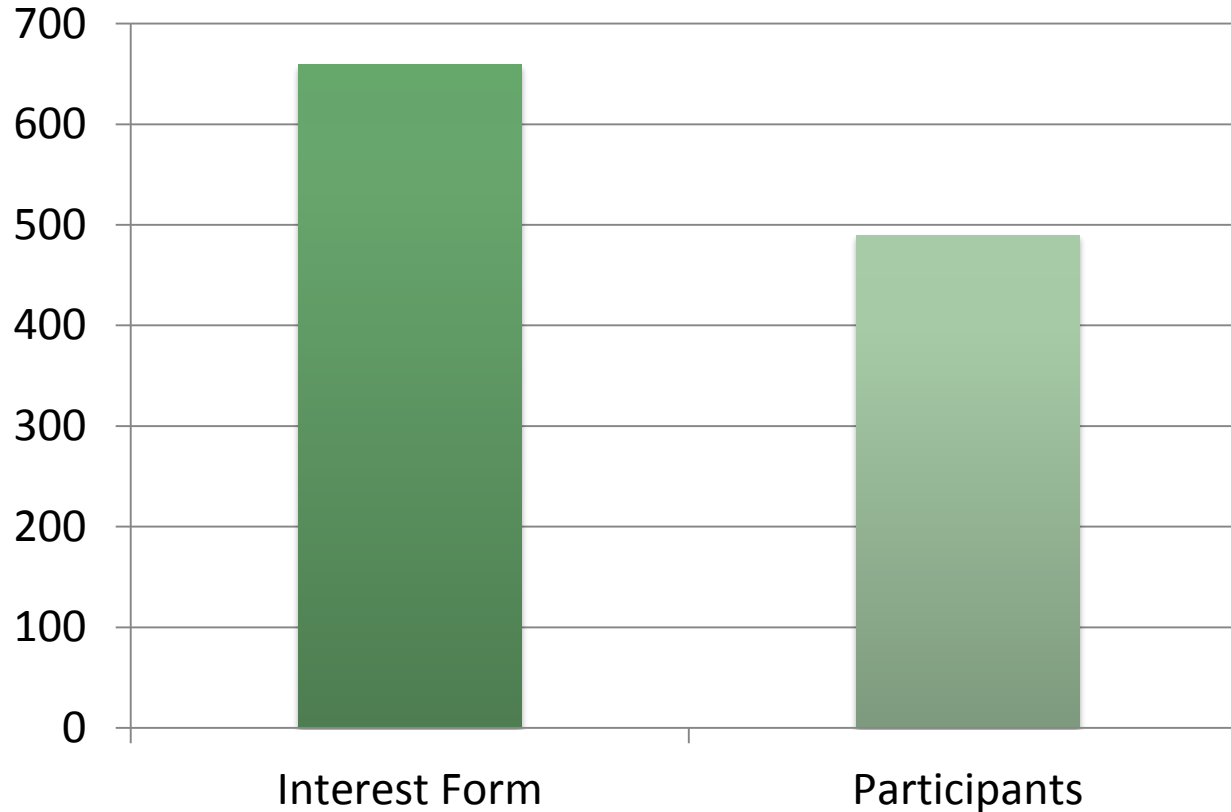
- Bay View
- Howard Ave or City limit is southern boundary





Recruitment Phase

As of 11-20-2016



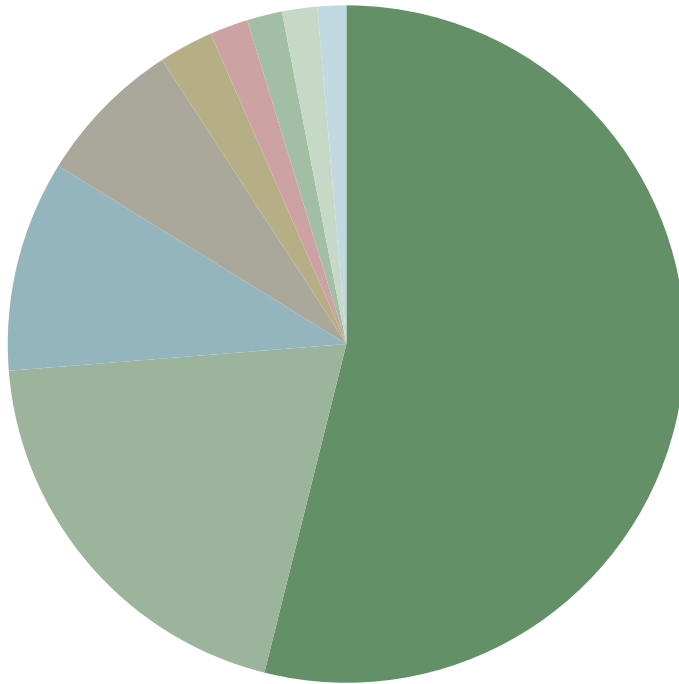
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Recruitment Phase

How individuals learned about the program



- Postcard Mailing - 353
- Social Media or Website - 130
- Alderperson - 66
- Word of mouth - 46
- Contracted service provider - 17
- Traditional Media - 12
- E-newsletter - 11
- Neighborhood Association - 11
- Poster and Event - 9

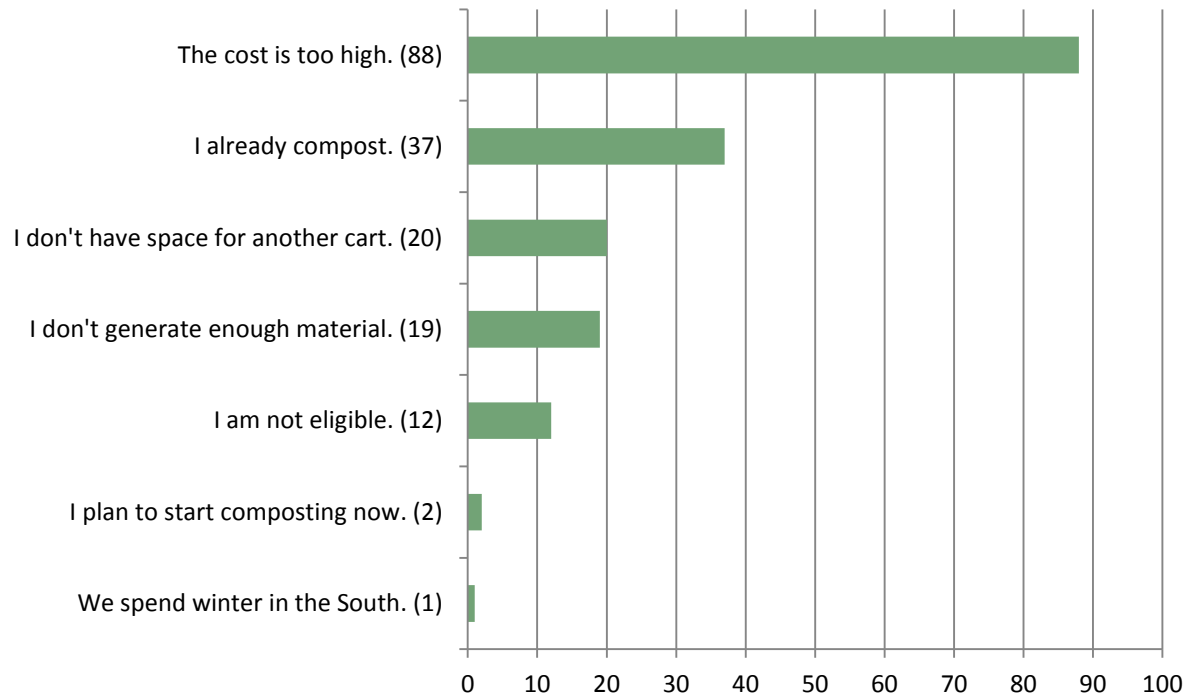




Non-Interested Residents

Non-Interested Resident Survey

128 Respondents





Service Start-up

- Phased Start up
- First phase cart delivery began 10-27-2016
- Second phase cart delivery began 11-21-2016
- Cart & starter kit
 - Kitchen caddy
 - Bio bag starter kit
 - Welcome letter
 - Schedule and set out instructions
 - Acceptable material list
 - Coupon book & window cling





Status/Results to Date

- 4 Routes Total
 - 2 Routes began service week of 11-7-2016
 - 2 Routes begin service week of 11-28-2016

Total Subscribers	490
Average Set Out Rate	87%
Total Weight Collected	7,820 Pounds
Pounds Per Household - Cumulative	33.42 Pounds
Average Pounds Per Pick up	18.71 Pounds

Information as of 11-18-2016





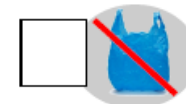
Service Issues to Date



- Service Requests – 0
- Unaccepted Set Outs – 0
- Educational Oops Tags for contamination – 1
- Educational Oops Tags for set out instructions – 17



We appreciate the effort you take to make composting happen. Please correct the marked items below for future collections.



Only certified compostable plastic or paper bags.



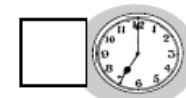
No unaccepted materials. (See reverse side for acceptable list.)



Bag food waste. (Loose yard waste is OK.)



Snow not shoveled or cart frozen to the ground



Carts must be at the collection point by 7 AM



We recommend rinsing your cart with soap and water.

On ___/___/___ your organics cart

was emptied today for composting.

was referred for garbage collection.

Questions? Visit MilwaukeeRecycles.com or call (414) 286-3500.





Initial Feedback

"Please pass along my thank you to everyone involved.

It is innovative things like this that make me proud to live in Milwaukee."

"Thanks... Everything arrived on schedule.

We are the envy of our Shorewood friends! 😊"

"So excited to be part of this. I hope it's super successful."

"I am so excited about this program!"

"I have two garbage carts and now, with the organics cart, I want to return one of my garbage carts.

How can I arrange that?"



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