

LRB RESEARCH & ANALYSIS

JULY 18, 2007 AGENDA

ITEM 10, FILE 070545

PUBLIC WORKS COMMITTEE

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on authorizing the Department of Public Works to issue a Request for Proposal and award a contract to the firm selected to provide outreach, educational, and promotional services to increase participation in the City of Milwaukee's recycling program.

BACKGROUND

1. The City of Milwaukee began providing curbside recycling to City residents in 1989. The tons of materials collected by the City for recycling increased each year until it peaked in 1997 at 33,112 tons. In the following eight years, the recycling tonnage steadily declined each year, decreasing over that time period by 23% to its 2006 total of 25,300 tons.
2. The State of Wisconsin's Recycling Efficiency Incentive Grant rewards Responsible Units that have made efforts to improve the efficiency of their recycling programs. For 2007, the total amount of funding available for the Recycling Efficiency Incentive Grant Program was \$1.9 million. The \$1.9 million was divided among the Responsible Units of Government that successfully submitted applications. After the number of successful applicants was determined, each qualified applicant received a distribution based on a flat per capita rate (approximately \$0.74). For 2007, DPW received \$441,904.70 for this grant (File #060164).
3. In previous years, DPW has used the funding from the Recycling Efficiency Incentive Grant for education mailers, recycling brochures, waste reduction education services through the Wisconsin Be SMART Coalition, processing discarded electronics (computers, etc.) collected at the two Self-Help Centers, and in 2006 the one-time purchase of 5,000 recycling carts.
4. For 2006, DPW received \$418,081.72 for this grant (File #060054). Through an amendment to the 2007 Budget, approximately \$130,000 in funding from this grant was used to restore the three recycling routes that were cut in the creation of the 2006 Curbside Recycling Cart Set-out Pilot Program.
5. The Department of Public Works' contract for processing and marketing its recyclables stipulates \$50,000 per year from the contractor to be spent specifically and exclusively on recycling promotion. In 2005, the funding was used for a promotional campaign on the Milwaukee County Transit system buses. Since the resolution (File # 060625) to award a contract for recycling promotion was placed on file in 2006, the \$50,000 was not spent.

Discussion

1. This resolution authorizes the issuance of a Request for Proposal and awarding a contract for the creation, production, and delivery of a recycling educational and promotional campaign to increase awareness and drive greater participation in the City's curbside recycling program.
2. The maximum budget for the campaign will be \$150,000, and all of the funding will come from the City's recycling contractor (\$50,000) and the state's Recycling Efficiency Incentive (\$100,000) grant.
3. DPW expects this project to utilize research and social marketing tools to ensure that activities conducted are likely to impact behavior and actually increase recycling participation. The City also expects this project to develop new broadcast and print materials to replace old ones that have run their course and possibly a new or revised recycling logo, animated characters, and a slogan that encourages people to recycle.
4. Responders to the RFP will also be encouraged to develop and carry out creative and non-traditional approaches to communicate the recycling message to residents in the central city. Although recycling is mandated by state law and City ordinance, participation in the City's recycling program in the central city is not as prevalent as it is in other areas of the City. For example, DPW indicates that the average pounds recycled per household in central city area was 51 pounds in 2006, while the average for the rest of the city was 305 pounds per household. Although the central city tends to be a more highly transient area and average incomes tend to be lower than the rest of the city and residents may generate fewer recyclables or may take their aluminum to scrap yards, the DPW believes there still exists an opportunity to increase recyclables collected from these areas.

FISCAL IMPACT

The resolution authorizes DPW to issue a Request for Proposal and award a contract to the firm selected to provide outreach, educational, and promotional services to increase participation in the City of Milwaukee's recycling program. According to DPW, the total cost of the outreach program will be \$150,000 with \$100,000 coming from the Recycling Efficiency Incentive grant and \$50,000 coming from the City's recycling contract.