



Organics Collection Pilot Program

DPW-Sanitation Communications File

March 8, 2017

File No. 161627





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





Project Timeline



Key Aspects of Execution

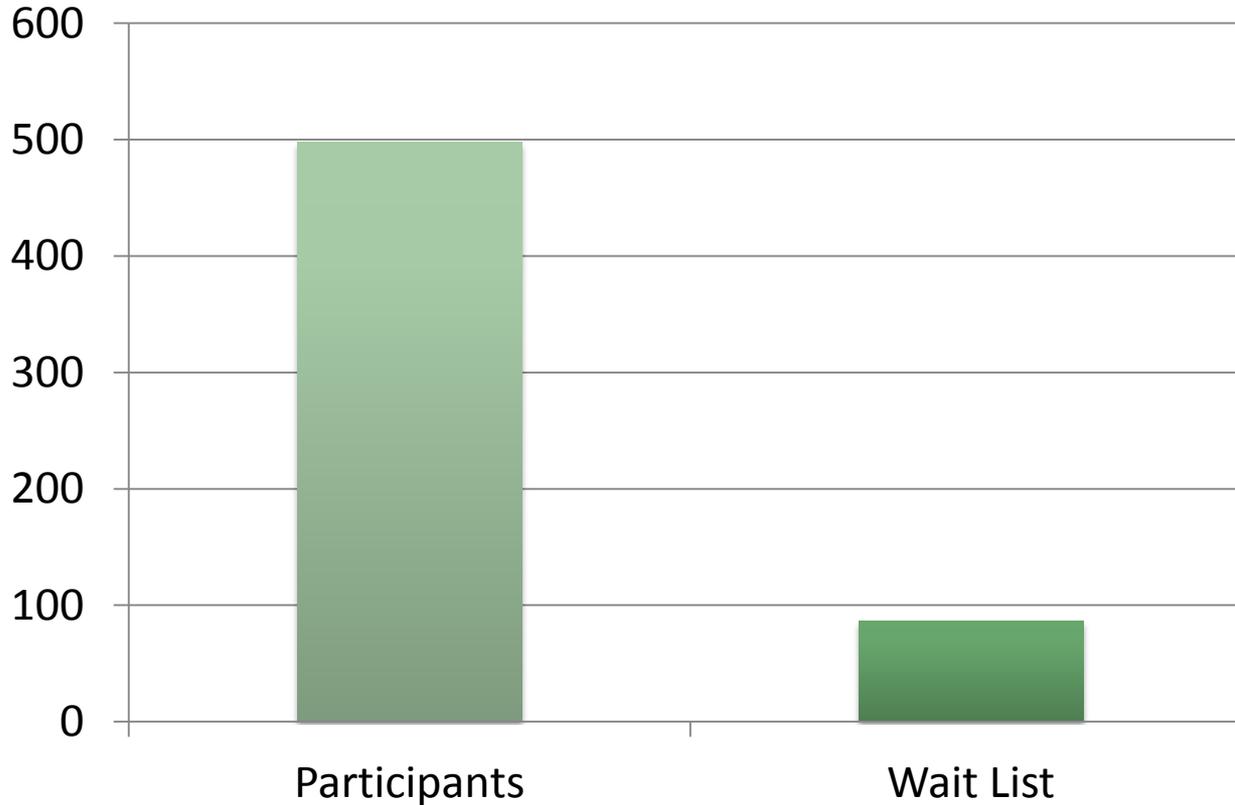
- Billing
- Ongoing Education
 - E-mail updates
 - Facebook Private Group
- Operational Details
 - Material collected/processed
 - Cart inventory management





Participation

As of 2-28-2017



5 customers have discontinued service thus far.



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Status/Results to Date



Total Subscribers	497
Average Set Out Rate	73%
Total Weight Collected	64,400 Pounds
Pounds Per Household - Cumulative	128.80 Pounds
Average Pounds Per Pick up	20.39 Pounds

Information as of 2-28-2017



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Service Issues



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.



	Current Quarter	Cumulative
Service Requests	2	2
Unaccepted Set Outs	1	1
Educational Oops Tags - Contamination	0	1
Educational Oops Tags - Set Out Instructions	0	17



Sponsorship



Joining Your Commitment to Sustainability

Hills Bros. Coffee is contributing one month's service fee for each participating resident.



See inside for \$2.00 in additional savings



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Media Coverage



- **Fox 6 Contact 6**
story on 1/8/2017
- **Waste Dive**
National publication
story on 1/9/2017
- **Waste 360**
National publication
story on 1/10/2017
- **WUWM**
story on 2/27/2017





Periodic Survey Results

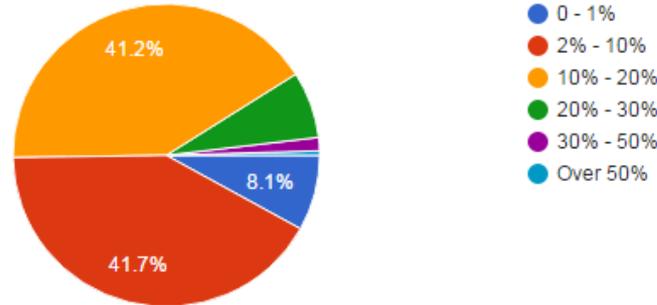


Throughout the pilot program we will be collecting data from participants utilizing online surveys.

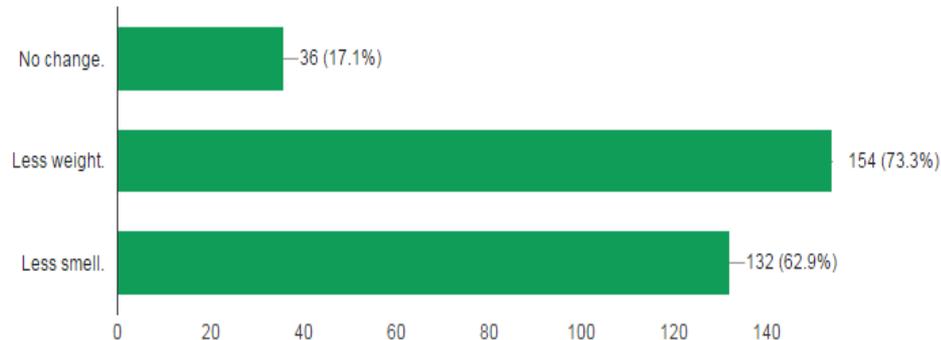
The first survey was distributed in January and 42% of participants responded.

Approximately what percent of the food that you buy ends up being thrown away or composted?

(211 responses)



Have you noticed a change in your garbage? Check all that apply. (210 responses)





Feedback

"So happy and proud to be part of this program. Way to go Milwaukee!"

"It's easier than I thought it would be!"

"Thank you **so** much for sharing the metrics...You guys have really done a terrific job of thinking this through."

"The program is a great idea. Pick up has been prompt."

"So far I'm very happy with the program. I am surprised at how much of our household waste is compostable and it feels good to be doing the right thing."



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