

LRB RESEARCH & ANALYSIS

JUNE 28, 2006 AGENDA

ITEM 23, FILE 060270

PUBLIC WORKS COMMITTEE

JAMES CARROLL

File #060270 is a substitute resolution authorizing the Department of Public Works to issue a Request for Proposal for the provision of 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 2005 total of 25,483 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 2006, the total amount of funding available for the Recycling Efficiency Incentive Grant Program will be \$1.9 million. The \$1.9 million will be divided among the Responsible Units of Governments that successfully submit applications. After the number of successful applicants is determined, each qualified applicant receives a distribution based on a flat per capita rate (approximately \$0.38).
3. There is no City share or position authority associated with the Recycling Efficiency Incentive grant program.
4. In previous years, DPW has used the funding from the Recycling Efficiency Incentive Grant for education mailers, 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.
5. For 2007, DPW anticipates receiving \$226,850 for this grant (File #060164).
6. 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. Last year, the funding was used for a promotional campaign on the Milwaukee County Transit system buses.

Discussion

1. This resolution authorizes the issuance of a Request for Proposal 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 and the state's Recycling Efficiency Incentive grant.
3. DPW 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 41 pounds in 2005, 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

Since the resolution requires DPW to obtain Common Council approval prior to awarding a contract for this project, this resolution has no fiscal impact.

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