

LRB RESEARCH & ANALYSIS

SEPTEMBER 13, 2006 AGENDA

ITEM 43, FILE 060625

PUBLIC WORKS COMMITTEE

JAMES CARROLL

File #060625 is a substitute resolution authorizing the Department of Public Works to 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, per the Request for Proposal issued by the Department on July 20th.

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). For 2007, DPW anticipates receiving \$226,850 for this grant (File #060164).
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. 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 DPW to award a contact for the creation, production, and delivery of a recycling educational and promotional campaign

to increase awareness and drive greater participation in the City's recycling program.

2. DPW intends to award the contract to Staples Marketing Communications, Inc. According to its web site, Staples Marketing Communications Inc. is a Pewaukee, Wisconsin based full-service advertising, marketing, and public relations firm with significant experience in working with federal, state and local agencies in the areas of real estate marketing, energy efficiency, social marketing and outreach.
3. 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.
4. Under the contract, Staples Marketing Communications, Inc. will 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.
5. Staples Marketing Communication will also 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.
6. Staples Marketing's proposal calls for a minimum of \$27,000 subcontracted to EBE firms, reaching the 18% EBE participation goal for the project. They have named Shekinah Printing and Design as an EBE they plan to work with for printing brochures and are currently in the process of reviewing EBE firms for website work. Staples was unable to find an EBE firm capable of performing the research component of the project, but they do plan to work with a certified State of Wisconsin Disadvantaged Business Enterprise (DBE) for this, Chamberlain Research Consultants, Inc. The research component of the project is for \$46,000, so the total EBE and DBE participation (\$73,000) together will account for nearly 50% of the budget. Staples has also indicated to DPW that they may bring other EBE firms in if opportunities are identified.

FISCAL IMPACT

The resolution authorizes the expenditure of \$150,000 for the creation, production, and delivery of a recycling educational and promotional campaign

to increase awareness and drive greater participation in the City's recycling program. The funding will be provided by the Recycling Efficiency Incentive grant (\$100,000) and the City's contract (\$50,000) for processing and marketing its recyclables.

Cc: Marianne Walsh
Wanda Booker
Rick Meyers

Prepared by: Jim Carroll, X8679
LRB Research & Analysis
September 12, 2006