



## Legislation Text

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**File #: 060625, Version: 1**

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060625

Substitute 1

060270

ALD. WITKOWSKI

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.

This resolution authorizes the Department of Public Works to award a contract based on the Request for Proposal that was issued by Council approval in July. Per the Request for Proposal, the contract will be 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. The maximum budget for the initial one-year contract 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. The contract will have an option to extend for two additional one-year periods. The contractor will utilize social marketing as the driving strategy for the campaign, going beyond raising awareness by using tools and messages to affect behavior change.

Whereas, the City of Milwaukee has experienced a downward trend in the tonnage of recyclables collected since its peak in 1997; and

Whereas, materials diverted from the waste stream into recycling result in net savings to the City through revenues received from sale of recyclables and through avoided landfill fees; and

Whereas, expanding global markets for recyclable materials have created unprecedented demand, resulting in a steady and sustained rise in prices for recyclable commodities, increasing revenues from recycling for communities; and

Whereas, recycling conserves natural resources and landfill space; and manufacturing with recycled materials conserves energy versus manufacturing with virgin materials, thus reducing our dependence on high cost, polluting forms of energy; and

Whereas, the City has not invested in a large scale educational and promotional campaign to encourage recycling since the early 1990's; and

Whereas, Resolution File Number 060270 adopted on July 12, 2006 authorized 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; and

Whereas, Resolution File Number 060164 adopted on June 20, 2006 authorized the Commissioner of Public Works to apply for, accept and expend, a 2007 State of Wisconsin Recycling Efficiency Incentive Grant of \$226,850 for recycling programs; and

Whereas, 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; now therefore, be it

Resolved, by the Common Council of the City of Milwaukee that it hereby and herewith authorizes and declares its purpose for the Department of Public Works to grant a contract for the provision of outreach, educational, and promotional services to increase participation in the City of Milwaukee's recycling program; and, be it

Further Resolved, that said contract be prepared by the Department of Public Works according to City guidelines.

Department of Public Works  
Recycling Manager, Rick Meyers  
RJM  
9/08/06