



Legislation Text

File #: 060270, Version: 1

060270

Substitute 1

060164

The CHAIR

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.

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. 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. The campaign will be multi-faceted, multi-lingual, and customized to reach all segments of the community. 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 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 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, be it

Further Resolved, That said Request for Proposal be prepared by the Department of Public Works according to City guidelines; and, be it

Further Resolved, That said Request for Proposal stipulate a maximum budget amount of \$150,000, all of which is to be funded by the State of Wisconsin Recycling Efficiency Incentive Grant and Waste Management Recycle America, the City's recycling contractor; and, be it

Further Resolved, That the Department of Public Works obtain Common Council approval prior to awarding a contract as a result of this Request for Proposal.

Department of Public Works

Recycling Manager, Rick Meyers

RJM

6/26/06