



OFFICE OF THE MAYOR

To: The Honorable Andrew J. Ginther, President, City Council
The Honorable A. Troy Miller, President Pro Tem, City Council
The Honorable Hearcel F. Craig, City Councilmember
The Honorable Zach M. Klein, City Councilmember
The Honorable Michelle M. Mills, City Councilmember
The Honorable Eileen Y. Paley, City Councilmember
The Honorable Priscilla R. Tyson, City Councilmember

cc: The Honorable Hugh J. Dorrian, City Auditor
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From: Mark Kelsey, Director, Department of Public Service
Erin Miller, Environmental Steward, Mayor's Office

Subject: Annual Progress Report for RecyColumbus,
Columbus' Comprehensive Residential Recycling Program.

Date: February 13, 2013

Overview

This serves as an annual report to Columbus City Council regarding the status and progress of RecyColumbus, the City's new residential recycling program for calendar year 2012. This annual report was promised to City Council during the planning phase of the recycling program in November 2011.

The residential recycling program was first formally proposed in Mayor Michael B. Coleman's 2010 State of City address with program implementation scheduled to begin in 2012. Recycling program planning and public outreach was conducted through 2010 and 2011, culminating with a formal proposal to City Council that was outlined at a November 30, 2011, City Council public hearing on the program.

With the support of City Council, the program entered the first of its five implementation phases in April 2012 with the deployment of blue 64-gallon recycling carts. Under the recycling program, recycling is collected bi-weekly with yard waste collected on the alternate weeks. The collection days for neighborhoods in each of the five phases were selected based on the previously established yard waste collection day schedule; this schedule makes it easier for residents to remember their recycling collection day each week. For example:

- Neighborhoods that fall within the Phase 1 area already were scheduled for yard waste collection on Mondays, therefore their recycling was scheduled for every other Monday.
- Neighborhoods that fall within the Phase 2 area already were scheduled for yard waste collection on Tuesdays, therefore their recycling was scheduled for every other Tuesday.

Subsequent to the deployment of recycling carts in each phase of the program, bi-weekly recycling collection service was launched in each of the five phases on the following dates (please see attached map):

- Phase 1: June 4, 2012 (Franklinton, the Hilltop, Westland, other far west neighborhoods and parts of the northwest side)
- Phase 2: July 31, 2012 (The south and southeast sides, near east side south of East Broad Street and far east side)
- Phase 3: September 26, 2012 (The far north and far northwest sides north of S.R. 161)
- Phase 4: December 6, 2012 (Clintonville, Italian Village, Milo-Grogan west of I-71, Harrison West, Northwest Side between West 3rd Avenue and Bethel Road, Old North Columbus Short North, University area, Victorian Village and Weinland Park)
- Phase 5: February 1, 2013 (The near east side south of East Broad Street and the near northeast and far northeast sides Milo-Grogan east of I-71, Near East side north of East Broad street between I-71 and Columbus-Bexley border, North Linden, Northeast side, Northland area south of S.R. 161 and east of I-71 and South Linden)

Recycling Cart Adoption Rate

Households who qualified to participate in RecyColumbus enthusiastically welcomed delivery of the blue 64-gallon carts. In phases one through four:

- A total of 146,525 households adopted the recycling carts that were delivered to their homes between April and November
- The cart adoption rate in the first four phases of the program was more than 98 percent

Phase five cart deployment began December 10, 2012 and was completed January 16, 2013.

Diversification Rates In Percentages And Tonnage

In 2012, the RecyColumbus program served 146,525 households, which diverted 10,020 tons of recyclable material from the landfill. As the residential recycling program was phased in during 2012, we have included other previously existing recycling programs in the total residential recycling tonnage:

- The subscription-based program that is being transitioned out as the new residential recycling program is being phased in. The subscription program generated 3,069 tons (a 29% decrease from 2011), and
- The SWACO Drop Box program generated 13,172 tons (an 11% decrease from 2011)

The decrease from these two programs is due to the introduction of the convenient household RecyColumbus program. The total tonnage diverted from the landfill was 26,261 tons, a 38%

increase from 2011. The diversion rate for 2012, was 11%, up from 8% diversion rate in 2011. The 2012 minimum goal was 11%.

Savings In Tipping Fees As A Result Of The Program

In 2012, the RecyColumbus program saved \$555,686.20 in landfill tipping fees. Overall residential recycling saved \$1.46 million in tipping fees.

Overall Program Expenditures For The RecyColumbus Program

Description	Calendar Year 2012	Notes
Personnel Cost	\$227,442.23	
Materials & Supplies Cost	\$2,449.86	
Services Cost (Rumpke, other)	\$1,805,202.30	All but \$600 of this is Rumpke charges for residential recycling collection.
New Vehicle Cost	\$22,855.79	
Total Operational Funds Expenditures	\$2,057,950.18	
Purchase & Delivery of Containers	\$7,833,970.90	Toter 64 gallon containers.
Consulting services for curbside recycling	\$336,265.64	Murphy Epson contract
Total Capital Funds Expenditures	\$8,170,236.54	
Total CY12 Operating & Capital Expenditure	\$10,228,186.72	

New Technologies That May Improve Diversion Rates And/Or Significantly Reduce Program Costs

City staff has regular conversations with Rumpke to find ways to increase the types of materials that are recyclable in the residential program. Examples include plastics- numbers one through seven, paper plates, paper coffee cups and other paper food packaging.

In addition, SWACO has partnered with Team Gemini, LLC to develop a landfill material recovery facility and waste to energy facilities to take organic waste and generate natural gas and electricity. While curbside recycling programs are taking the best of the material for reuse by local manufacturers, SWACO is taking the rest for generation of energy. The facility, scheduled to be operational in three years, is expected to increase diversion of materials away from the landfill by 25 percent.

Public Education, Outreach and Engagement

Public outreach and education about RecyColumbus was conducted with the assistance of MurphyEpson under a \$330,000 contract approved by City Council on December 12, 2011, through Ordinance 1766-2011 and in-kind support by Curbside Value Partnership (CVP). The Mayor’s Office and Department of Public Service worked with both MurphyEpson and CVP to develop an extensive Outreach Plan that contained many components to:

- a. Educate the general public and media about RecyColumbus, and
- b. How residents could successfully participate in the new recycling program

The Outreach Plan included the promotional slogan “RecyColumbus: We were meant for each other.” Components of the Outreach Plan included:

1. Kick-off of RecyColumbus: A media event on March 5, 2012, at Rumpke’s Fields Avenue facility with Mayor Coleman, City Council President Andrew Ginther and Councilmembers Eileen Paley and Zach Klein in attendance

2. Speaking Ambassadors: In 2012, 111 RecyColumbus Speaking Ambassadors, Department of Public Service employees and other volunteers made 275 presentations about the recycling program to area commissions, civic associations, block watches, businesses, church groups and other community organizations about the new residential recycling program. Presentations were made prior to the start of recycling collections in each of the five phases:
 - 55 presentations in Phase 1 areas
 - 67 presentations in Phase 2 areas
 - 47 presentations in Phase 3 areas
 - 55 presentations in Phase 4 areas
 - 51 presentations in Phase 5 areas

3. Recycling program informational cards: Volunteers also distributed RecyColumbus information cards at festivals, neighborhood events, fairs and other events including but not limited to:
 - A+ Children’s Academy Community Festival
 - Clintonville Farmer’s Market
 - Crest Fest
 - Franklin County Fair
 - Gallery Hop
 - Heritage Concert Series
 - Hot Times Arts & Music Festival
 - Hyatt Regency Columbus Health and Wellness Fair
 - Kidzapalooza
 - March of Dimes Night Moves 5K Run
 - Northland International Festival
 - Ohio State Student Housing Fair
 - Senior Living Festival

4. The Recycle Segway: A 64-gallon blue recycling cart was built onto a Segway that rode through more than half a dozen events, including Earth Day, the Community Festival, the Columbus Arts Festival and the Jazz and Rib Fest and distributed recycling program information.

5. The Recycle Band: Comprised of Fort Hayes Metropolitan Education Center music students and aimed primarily at young people, the Recycling Band transformed paint buckets, aluminum cans, pizza boxes and other recyclables into musical instruments. The Recycle Band performed at Mayor Coleman’s Neighborhood Pride Block Party, the End of Summer Family Fun Days, the Arts Festival Independents’ Day and other events.

6. Coloring/Activity Sheet: CVP created a coloring/activity sheet for use by elementary school students. The sheets were used at events and were distributed to area schools with information about how to recycle on the back of the sheet.

7. First Cart Contest: Used in all five phases of the recycling program, residents eligible for the recycling program entered used social media to enter the contest on www.RecycleColumbus.org. The winning household served as host of a media event at

which Mayor Coleman presented a blue 64-gallon recycling cart to the contest winner, except for Phase 5, in which Councilmember Paley made the presentation.

8. Poster and Card Distribution: The Department of Public Service and MurphyEpson worked with area businesses, recreation centers and libraries to distribute posters and information cards about RecyColumbus.
 - A total of 539 recycling informational/educational posters were hung throughout the city and thousands of information cards were distributed citywide
 - The information cards were translated into Spanish and Somali for use with those non-English speaking populations
9. Pop-up Displays: Four pop-up displays and two larger displays promoting RecyColumbus were placed at aquatic centers, recreation centers, libraries, churches, Lowe's and park information centers around the City as each phase launched recycling.
10. Automated Calls: Households in each phase for which a telephone number could be found received two automated calls: the first made in the days prior to the delivery of the blue 64-gallon recycling cart; and the second in the days just prior to the start of recycling collections reminding the household where to place the cart for collection.
11. Door hangers/Inserts: Volunteers distributed informational door-to-door prior to the delivery of the 64-gallon recycling carts. If volunteers were not available, the informational door hangers were put in the bag of information inserted in the Sunday Columbus Dispatch.
12. E- Newsletter: A monthly e-newsletter that educates the community about RecyColumbus is sent to approximately 2,000 people who have signed up to receive it, plus thousands of others who receive the e-newsletter via City Council mailing lists, MORPC and police department Block Watch efforts.
13. Free Advertising: Free advertising provided by local organizations included, but was not limited to, the following:
 - Two large screens at Columbus Commons that remind residents to recycle
 - Franklin Park Conservatory from September 2012 to April 2013. RecyColumbus is being featured with the work of artist Aurora Robson, who specializes in making sculptures out of recyclable materials. RecyColumbus has an informational display that includes a blue 64-gallon recycling cart at the exhibit.
14. Free Media Coverage: Free media coverage included:
 - Many TV news stories about the First Cart Contest and recycling collection
 - Articles on recycling in ThisWeek Community Newspapers and the Columbus Dispatch
 - An interview with Mayor Coleman about RecyColumbus on Channel 4's Daytime Columbus with Gail Hogan
 - Posts on block watch and commission websites and social media sites and features in the Columbus Messenger Newspapers.

15. RecyColumbus Dispatch Special Section: MurphyEpson worked in partnership with the Columbus Dispatch to create a special insert section on recycling that appeared in the November 15, 2012, issue of the Columbus Dispatch.
16. Promotional videos: The Mayor's Office and Department of Public Service worked with MurphyEpson to create two recycling program promotional videos that for the recycling program appear on CTV-3, YouTube and the city of Columbus web site.
17. Paid Media: MurphyEpson purchased TV air-time for the airing of 15 and 30 second paid public service announcements promoting the recycling program
 - The promotional PSA aired on Channels 4, 6, 10 and 28, and on the following cable networks on Time Warner Cable and WOW Cable:

▪ A&E	▪ Hallmark	▪ Oxygen
▪ Animal Planet	▪ HGTV	▪ TBS
▪ Bravo	▪ The Learning Channel	▪ TNT
▪ CNN	▪ Lifetime	▪ Travel Channel
▪ Food Network	▪ MSNBC	▪ USA
▪ Fox News		
 - The PSA aired on all the local channels and cable networks a combined 997 times, reaching 143,000 households between late May 2012 and August 2012. Cost of the paid media buy was nearly \$85,000
 - In addition to the paid media buy, TV outlets provided more than \$10,000 in free air-time
 - Time and Newsweek magazines also ran the recycling ad at no cost.

Awards and Recognitions

RecyColumbus "We were meant for each other" promotional effort:

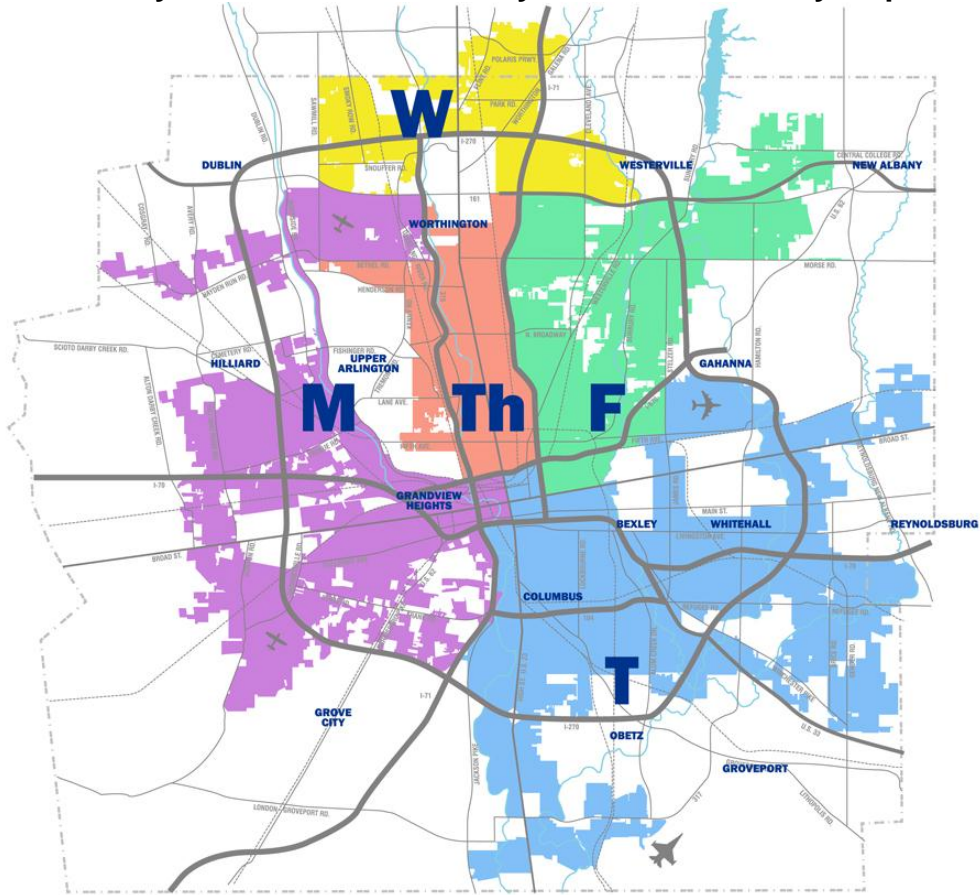
- Is a finalist for the Community Relations Campaign of the Year by PR Week magazine; the winner will be selected in March 2013.
 - The Columbus recycling program was featured in PR Week in December 2012.
- Will be featured at the National Residential Recycling Conference because of its strong cart adoption rate
- The program has also been submitted for a Green City award to Waste and Recycling News.

Regional approach to recycling

Discussions continue to promote regional collaboration and shared services for recycling and yard waste collection. For example:

- The City of New Albany has recently converted collection of recyclables to 64 gallon carts from the previous 18 gallon bins
- The other jurisdictions within Franklin County are also looking at semi-automated or automated collection with carts
- City staff gave presentations to jurisdictions at MORPC meetings showcasing the cooperative purchasing language should a jurisdiction choose to purchase recycling carts, they can do so at Columbus pricing

RecyColumbus Cart Delivery and Collection Day Map



RecyColumbus Cart Delivery and Collection Schedule

Phase	Collection Day	Cart Delivery Start Date	Start Date for Recycling Collection
Phase 1	Monday	April 16, 2012	June 4, 2012
Phase 2	Tuesday	June 11, 2012	July 31, 2012
Phase 3	Wednesday	August 6, 2012	September 26, 2012
Phase 4	Thursday	October 15, 2012	December 6, 2012
Phase 5	Friday	December 10, 2012	February 1, 2013