

Ramsey & Washington Counties' East Metro Organics and Recycling

October 31, 2013



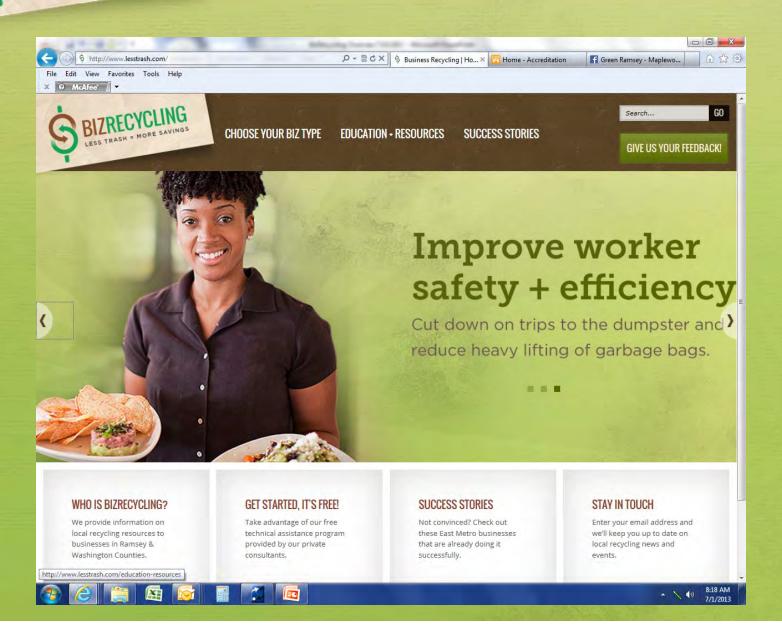
EMOR's Goal:

Promote job growth and protect the environment by helping schools, healthcare facilities and local businesses and institutions to recycle more.



- Create a website to serve as an anchor for resources
- Provide no-cost consulting and technical assistance services tailored to generators types
- 3. Market the website and services
- 4. Implement ways to assist the industry and businesses with financial barriers







New Website: BizRecycling

Online resources at LessTrash.com

- Raise awareness
- Tools for self-help
- Access to free consultation
- Business-to-business assistance



- Marketing plan developed with Risdall
 - Identifying audiences, targeting messages using a strategic approach
- Electronic ads
- Social media
- Billboards
- Skyway poster ads



- Continuous improvement of the site, more success stories, more service providers
- Increased content related to recycling
- Redesigned site to fit mobile applications
- Promotional efforts resulted in
 - 2,836 unique visitors with 3,973 visits
 - Success of electronic ad campaign
 - 71% of site users were new





MN Waste Wise:

- Focused on for-profit businesses
- Priority target is large volume organics generators, but will serve any business

-2013:

 347 initial contacts; assistance to 57 businesses, plus 17 previously engaged; onsite evaluation for 49 businesses





- Waste Wise worked with the Saint Paul Hotel to improve on its longstanding commitment to environmental sustainability.
- The result:
 - The hotel is now diverting about 85 percent of its waste.
 - In the first two months, it diverted more than 56 tons of food waste.
 - Additional improvements to the hotel's recycling program are diverting an additional 3,600 pounds (1.8 tons) per month over the previous program.
 - If those rates continue, the hotel will divert more than 700,000 pounds of food waste, compostable materials, and single stream recyclables, saving \$25,000 on an annual basis.







Consulting Services

JL Taitt and Associates:

- Assisted living and elderly housing
 - Presbyterian Homes, Serenity Care Centers,
 Good Samaritan Society
- Colleges, universities, large institutions
 - Hamline University
 - -Concordia College
- K-12 Public and private schools
 - -5 Private schools and SPPS



Consulting Services

MnTAP

- –Working with three businesses and two events
 - Boston Scientific
 - Andersen Corporation
 - •Kemps'
 - Washington County Fair
 - Marketfest (White Bear Lake)



Recycling and Organic Waste Grants for Businesses



Action Requested

- Approve the concept of the financial interventions programs;
- Authorize the JSC to design, implement administrative procedures and agreements;
- Authorize the Lead Staff Person to execute grant agreements



Why?

- 1. Assist businesses to bridge barriers to starting or improving recycling and organics management
- 2. To assist the industry and increase the collection efficiency for organic waste from non-residential generators, leading to an economically sustainable collection system.

Originated in discussions with industry in 2011



- Use the market to achieve environmental goals
- Create financial incentive programs targeted directly at waste generators



- Two types of Targeted Grants
 - Starter Grants
 - Container Grants
- Eligibility
- Grant amounts
- Administration
- Relationship to Technical Assistance
- Reporting and evaluation



- Rewards program for organic waste collection
 - New customers: three months free service
 - Existing customers: two months free service
- Will involve collectors/recyclers with generators
- Linked to technical assistance
- Neutral as to technology
- Training/education component