



# All In Program 2017 Annual Report

March 9, 2018

## Background

All In Program activities are focused around increasing participation and awareness of a wide variety of environmental programs that will help the city achieve the waste diversion goals set by the City Council in Resolution 14-519. In an effort to reinvigorate participation, educate the community about all opportunities to reduce waste, recycle more, and divert organic materials from the waste stream, the City established overall residential waste diversion goals of:

- 35% by 2016
- 50% by 2020
- 65% by 2025, and
- 80% by 2030

Included in the waste diversion goals resolution is a list of programs and initiatives identified to help reach the established goals. This All In Program report summarizes the current activities related to these targeted approaches.

Based on waste generation estimates from Ramsey County Public Health, Saint Paul’s 2017 waste diversion remained at approximately 24%

### ENSURE ALL RESIDENTS HAVE CONVENIENT ACCESS TO RECYCLE A BROAD RANGE OF MATERIALS.

The City of Saint Paul provides recycling collection opportunities to all residents in single family households, multi-unit dwellings and apartments. In addition, residents and small businesses have access to a recycling drop off center and residents can recycle large items such as scrap metal, appliances, electronics and mattresses at citywide drop off events.

The previous contract with Eureka Recycling for collection and processing of residential recyclable materials expired Dec. 31, 2016. The city chose not to extend their contract and went through a Request for Proposals process beginning in 2015 to select a new service provider for a five year period beginning in 2017. Five proposals were reviewed for collection and processing services. Following this process, the City chose to enter into a new five year contract with Eureka Recycling for both collection and processing.

The City advanced significant program changes in 2017. Major program shifts included:

- Collection from wheeled, lidded carts for residents in single family to 11 unit buildings.
- Collection location change to the alley for 65% of the community.
- Collection day change for the majority of the community.
- New materials were added to the acceptable items list.
- The City is now responsible for all recycling education and outreach.



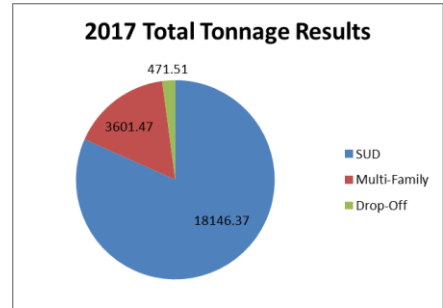
The City purchased new carts for all single family through 11 unit buildings. Attention was given to

replace outdated carts or update usable carts with new lids within the large apartment building program.

The All In program received significant financial support (\$1,879,501) from Ramsey County toward the purchase of the new carts. In addition, the All In Program received a grant from The Recycling Partnership (\$550,000) towards education, outreach, and cart purchase (single family – 4 units).

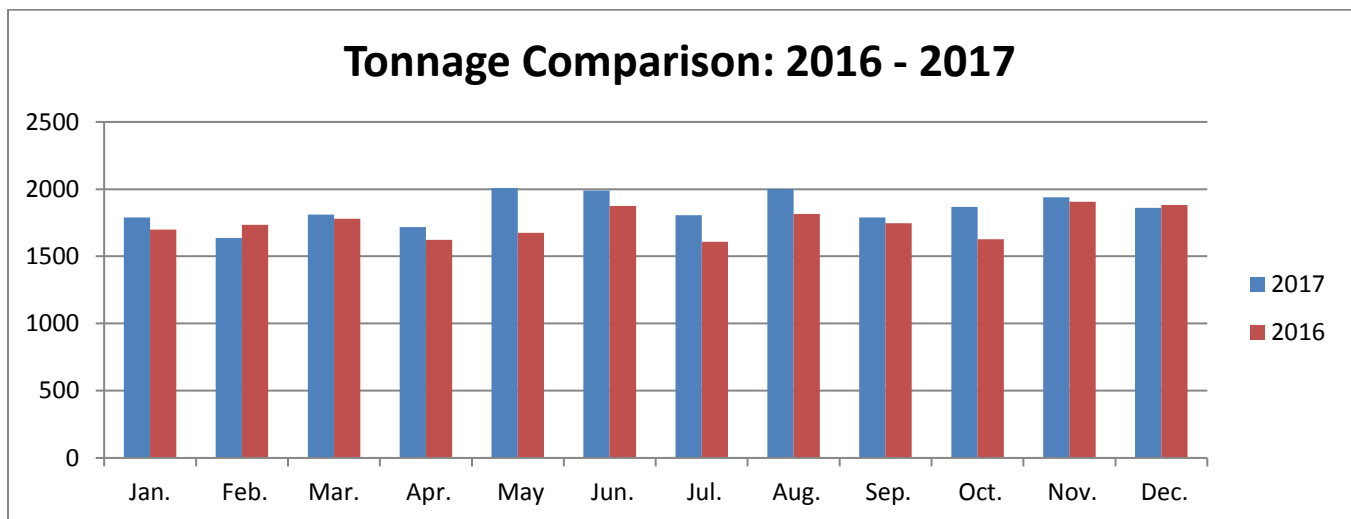
**Tons of Material Collected**

This year saw an increase in the tons of material collected and recycled in the city. There was an 13.3% increase of tons collected over the pre-transition 2016 numbers. Tons collected (curbside, multi-unit, drop-off) totaled 22,219, up 1,246 tons from 2016. An additional 207 tons of materials were recycled from our drop-off events. The contract’s new revenue share agreement with Eureka proved beneficial with revenue from the sale of recyclable materials totaling \$479,908, averaging \$37,000 per month.



While the increase in tons collected was positive, the total tons collected falls short of our anticipated increase of 35% over 2016. There are a number of factors that attribute to the lower than anticipated tonnage number. These include, but are not limited to: the lighter weight of many materials including aluminum and plastic; less glass generated; a significant reduction in newspaper in the recycling stream; and increased efforts by residents to reduce overall waste generated. While there was a big spike in the amount of corrugated cardboard collected due to the increase in E-commerce, this material is very light.

In addition, the residual rate (materials remaining after the sorting process that are not marketable as recyclable) also increased with the roll out of carts. Moving to collection in larger, covered carts provides opportunity for more non-recyclable materials to be placed out for collection. With more automation, there is less opportunity for the driver to observe contamination at the time of collection which reduces the immediate opportunity to educate residents about the error. In addition, Eureka Recycling invested in better sorting and screening equipment that improved the capture of non recyclable materials. This improved the quality of materials able to be marketed but also increased the capture rate of contaminants entering the Materials Recovery Facility (MRF).



While the overall tonnage numbers were lower than expected, there is a very positive story to tell related to participation and tons collected from our historically lower performing neighborhoods. Comparing tonnage numbers by collection day, it is clear that the tonnage increases were the highest in areas of the city that, in the past, had less participation in the recycling program. This indicates that the changes to the

program (wheeled, lidded carts and increased education and outreach) did bring new recyclers into the program.

**Participation Trend Study of Historically Low Participation Neighborhoods**

In 2017 a participation trend study was conducted in districts 2, 3, 4, 6 and 7. The participation trend study was conducted over a six week period in the fall. Each week in a targeted study area of approximately 200 households for each district the number of carts set out for recycling collections were counted. The set-out rate is the average number of households that set out their cart each week. The participation rate is the percentage of households in the study areas that set out recycling even once during the six week period of the study. The participation number is larger because not every household sets out recycling in a given week, especially in a weekly program like Saint Paul’s.

<i>Participation Trend Study of Historically Low Participation Neighborhoods</i>		
<b>District</b>	<b>Average Set Ou</b>	<b>Participation</b>
D3	63%	91%
D2	52%	89%
D4	54%	84%
D7	58%	89%
D6	59%	87%

**INCREASE PUBLIC SPACE RECYCLING OPPORTUNITIES**

The Department of Public Works continues to service 120 recycling containers on the city’s Right of Way. Improvements were made at municipal athletic complexes which are managed by the Department of Parks and Recreation. Currently there are more than 200 recycling containers in our parks system; including those at regional parks, recreation centers, municipal athletic complexes, golf courses and aquatic centers. Recycling and waste management plans were developed and supported for numerous community events including Highland Fest, Rondo Days, WaterFest, Irish Fest, Saint Paul Bike Classic, Grand Old Days and the Dragon Boat Festival. These plans support the policy goal adopted by the City Council for licensed community events to provide recycling opportunities to participants.



Public Works also offers a free container lending program for residents and small groups for use at smaller events. Most District Council offices also maintain a small number of recycling and organics collection containers and supplies for use at small and large gatherings. In 2017, the All In Program added a web form to streamline the reservation process and make this program more accessible to the community. Over the year, we provided 269 recycling containers and 209 organics recycling containers - as well as bags and signage - for 67 separate events. This is a 123% increase in

reservations from 2016. Program staff also provided containers to numerous City events, including many departmental open houses and Safe Summer Nights events.

**SIGNIFICANTLY INCREASE OPPORTUNITIES TO DIVERT ORGANIC MATERIALS FROM THE WASTE STREAM.**

The City collaborates with Ramsey County Environmental Health to promote source separated organics (SSO) drop off opportunities for food scraps, meat, dairy, bones, and non-recyclable paper. Ramsey County operates four Yard Waste Sites within Saint Paul that accept SSO materials. The County provides free compostable bags and master gardeners frequent all locations during peak usage times to offer composting advice. The four Yard Waste



Sites collected 231 of SSO in 2017.



Two additional drop off locations are also available to Saint Paul residents. With support from Ramsey County, the Macalester Groveland Community Council continues to manage an organics drop off location on Grand Ave. and the Como District 10 Community Council oversees a new location on Beulah Ave. on the west end of McMurray play field. These sites captured an additional 59 tons in 2017.

In 2017, program staff complete recycling and waste diversion assessments in 37 municipal facilities to update signage and containers, and to identify strategies to increase capture of recyclable materials.

### **Expanded Pilot collection program in City buildings**

Staff also expanded an organics recycling pilot program in municipal buildings. Over half of the City Hall Annex is now participating, as well as Parks Central Services, Forestry, and Central Library. In all, the pilot program diverted over 2,000 lbs of organics material for composting in 2017.

## **EDUCATION AND OUTREACH**

As part of the All In Program marketing campaign, new communications tools and efforts were used to improve knowledge of recycling program changes, encourage recycling of all acceptable materials and increase participation. Activities included:

- Direct Mail sent to all residents
  - Annual Recycling Guides
  - New Recycling Program guidelines (cart placement, winter set out, new collection days)
  - Citywide Drop off Event brochure
  - Ramsey County Going Green Guide with four pages of City Saint Paul specific information mailed to all households.
- Materials developed and readily available in 4 different languages.
- New labels on containers, presentation posters and reusable bags provided at apartment buildings.
- Presentations at Elementary and High School classrooms as well as at District Council Boards and Committees.
- Personal contact and tabling at more than 100 events including Safe Summer Nights, WaterFest; and the Public Works Open House
- Staff had approximately 2,500 individualized conversation with residents at events and collected 214 surveys, through our Pop Up meeting activity, about recycling, giving us a better idea of what information needs to be targeted in educational campaigns



### **Minnesota GreenCorps**

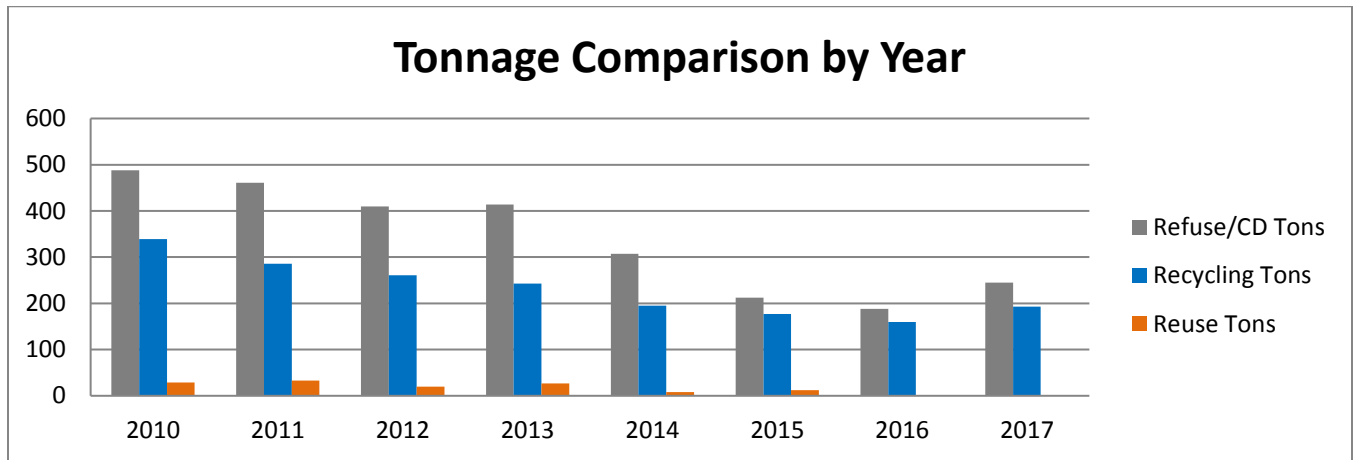
Public Works hosted a MN Green Corps member through August of 2017 and a second member began her service year in September. Our Green Corps member serving with us Sept. 2016- Aug. 2017 focused work on assisting with the cart transition, outreach and municipal building equipment assessments. Our current Green corps member is focusing work on our small (MUDB 5-11 units) and large (MUDB 12+ units)

multi-unit building programs. A few key projects include: data base research and updating, additional outreach, a pilot program to collect Film plastics (plastic bags, shrink wrap, etc.), supporting the container lending program and assisting event organizers meet recycling requirements.

**IMPROVE OPPORTUNITIES TO REUSE AND RECYCLE BULKY ITEMS**

**Citywide Drop off Events**

In 2017, the City of Saint Paul hosted four Citywide Drop-off Events for recycling and proper disposal of bulky items. Events were held in partnership with District 1 Community Council at Harding High School; District 6 Planning Council at Washington Technology High School; Highland District Council on Shepard Road; and District 10 Como Community Council at the MN State Fairgrounds. Participation increased by 8% and overall tons collected were up 25% over 2016.



\*A separate 2017 Drop-off Events Summary can be found at [stpaul.gov/recycle](http://stpaul.gov/recycle)

**ComeClean!**



The ComeClean! program works to create cleaner, safer and more livable neighborhoods throughout the City of Saint Paul. ComeClean! encompasses all efforts to address litter, abandoned wastes, and problem material disposal. The program also strives to engage community support for these efforts. Staff continues to expand the program by working with local businesses, District Council staff, and residents as well as supporting the Parks Department Annual Spring Citywide Clean Up event. In 2017, participating in one-time clean up events increased by 60% while ongoing participation in the Adopt-a-Block and Adopt-a-Container programs

increased by 40%.

**ENSURE RECYCLING REQUIREMENTS ARE BEING MET AT EVENTS, PARADES, RACES AND PUBLIC ASSEMBLIES**

By City Ordinance, city permitted event organizers must submit a Waste Management Plan (WMP) prior to the event date. Public Works staff is responsible for WMP review and approval. Both Public works and Parks & Recreation support waste management activities with a variety of technical assistance and equipment when appropriate. PW staff reviewed approximately 66% of the potential number of WMP's required related for permitted events, races, parades and assemblies in 2017. In order to increase compliance for 2018 and beyond, Public Works staff recommends revising the permit application documents, establishing greater oversight within the permit review process, and potential representation or participation from a Public Works staff member within the permit review process.



**ENVIRONMENTAL BENEFITS ASSOCIATED WITH SOLID WASTE MANAGEMENT PROGRAMS.**

Data from the US Environmental Protection Agency- WARM Model provides an estimate of environmental benefits of waste diversion efforts as compared to disposal. Residential waste reduction, recycling and organics diversion activities accomplished the following in 2017. City of Saint Paul efforts contributed to small increases in all areas listed.

<b>Environmental Equivalents of Recycling in Saint Paul: 2016-17</b>		
<i>Recycling benefits were equivalent to:</i>	<b>2016</b>	<b>2017</b>
<b>Greenhouse gas emissions saved from this many passenger vehicles:</b>	9,266 vehicles	9,930 vehicles
<b>Annual emissions from the energy consumption of this many households:</b>	2,289 households	2,453 households
<b>Acres of standing forest (based on CO2 sequestration per tree):</b>	343 acres	368 acres
<b>Reduction of Carbon Emissions:</b>	12,330 metric tons	13,194 metric tons
<b>Reduction of Carbon Dioxide Emissions:</b>	45,873 metric tons	47,664 metric tons
<b>Overall Energy Saved (by million BTU's):</b>	30,8025 million BTU's	35,1810 million BTU's

**Outlooks for the coming year related to markets or other industry indicators**

Eureka Recycling has provided a recycling market outlook for 2018 based on discussions with end markets and industry professionals. Some of their key projections are highlighted below. Please note that, as with all projections, these could change since recycling markets are now a global commodity that is impacted by many diverse forces including, politics, global economics, pricing around oil, mining, shipping, weather, consumer behavior, and more.

**China's National Sword Policy:** In the Spring/Summer of 2017, China informed the World Trade Organization that it was going to implement a new policy called National Sword aimed at reducing the

amount of contaminated material shipped to their country and improving their own internal recycling infrastructure. Eureka Recycling continues to market the vast majority of the city's material regionally (80-85% in MN), but are still impacted by the price-swings that this new policy is causing industry-wide. The high quality of our materials and the way the City has only added materials with robust markets to our program has helped mitigate these market conditions.

**Long Haul Trucking:** Another impact to the recycling market has been a shortage of long haul truckers. Several factors have led to a shortage of available trucks to haul materials. Limited compensation and difficult working conditions for truck drivers; tighter safety regulations that require electronic monitoring on all trucks to reduce time on the road; and the hurricanes in the fall that increased demand for trucking have all impacted end markets as trucking costs have increased significantly. This will depress markets that require trucking long distances such as those for aluminum and tin. Fortunately, there is a strong regional demand for PET and HDPE (plastics) so that part of the sector has been hit less by these increased costs, but still may see impacts.

### PROGRAM ACTIVITIES AND PRIORITIES FOR 2018

- Improve and increase service and outreach to multi-unit apartment buildings.
- Increase All In education and outreach to low participation areas, and to residents with limited English proficiency.
- Conduct a pilot project at MUD B apartment buildings to collect plastic film (bags, shrink wrap, etc.).
- Increase outreach at MUD A buildings to assist with transition to carts.
- Develop focused education targeting non-recyclable plastics (bags) and other top contaminants (scrap metal) to reduce residual levels.
- Improve public event/race ordinance compliance by 25%.
- Increase participation at Citywide Community Clean Up events by 15%.
- Expand Public Space recycling opportunities by 20%.
  - 25 containers added in downtown and priority areas
- Conduct a Citywide Participation Study.
- Conduct an annual Composition Study.
- Continue to support the expansion of organics drop-off opportunities.
- Support organics diversion initiatives at municipal buildings/facilities.
- Support internal and city sponsored Green Gathering efforts.
- Support Municipal Building/In House recycling program operations.
- Assist Eureka Recycling with a Textile collection Pilot Project.

Kris Hageman March, 2018