

# 2015 Citywide Community Clean Up Events Report



## Background

Community clean up events have been organized annually for over 20 years. These events have been a collaborative effort between the City of Saint Paul and District Councils (DC's) to offer convenient and economical options for large item refuse disposal as well as increased recycling and reuse opportunities. 2015 was the second year 6 events were organized, scheduled during May/June and September/October.

Logistical responsibilities are divided between the District Council Lead Organizers and city staff. The responsibilities for DC's generally include: assisting with promotional efforts, recruiting volunteers, supporting and supervising volunteers during the event and assisting with small vendor recruitment. The main responsibilities for city staff include: developing promotional materials, securing dates and locations, contracting service providers, coordinating site logistics (permits, fees, equipment needs); supervising operations during the event and record keeping.

These events are considered a positive, community building opportunities that support local, neighborhood businesses. The services provided at these events are done for reasonable fees while offering options for disposing of large refuse items as well as the opportunity for reuse and recycling of materials.

## 6 Event Restructure

The main goals of the restructure effort were to capitalize on city staff and DC capacity for completing tasks more efficiently and economically as well as increase participation. The objectives initiated to achieve the above mentioned goals include:

- Reducing the number of events
- Reducing the number of locations
- Improving and standardizing signage

Additional goals include:

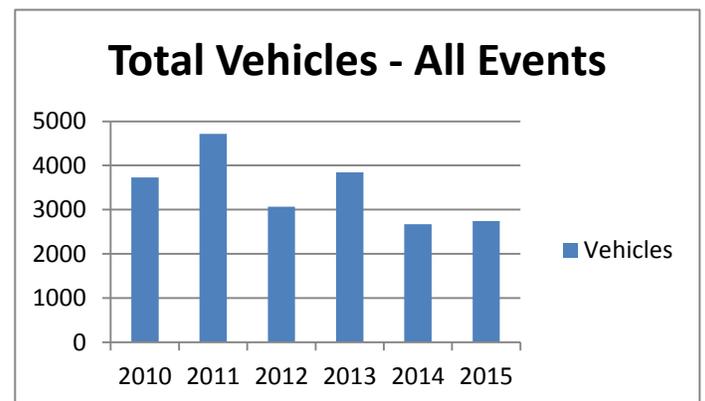
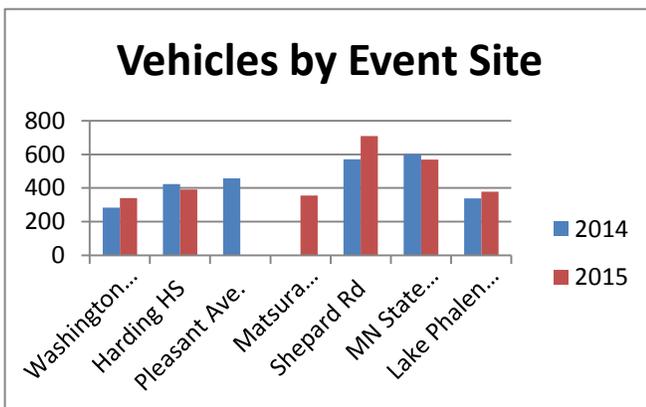
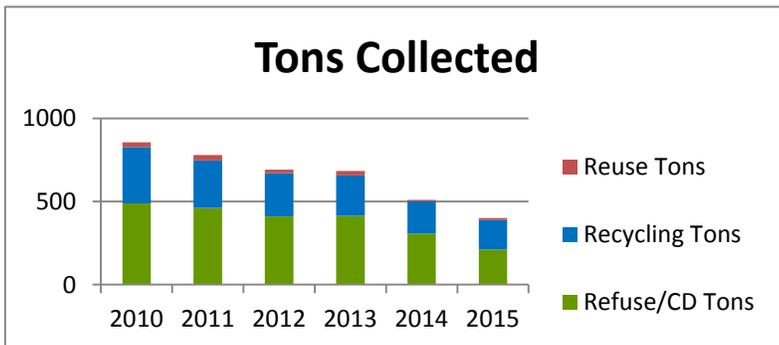
- Increase outreach to communities of color and non-participants
- Improve consistency of accepted materials and pricing structure
- Reduce costs

District Council Lead Organizer	Location		Date
District 6 Planning Council	Washington Tech High School	Central	May 30, 2015
District 1 Community Council	Harding High School	East	June 6, 2015
West Side Community Organization	Matsuura Manufacturing (new)	Central	June 20, 2015
Highland District Council	Shepard Rd. (Davern St. to Alton St.)	West	September 19, 2015
District 10 Como Community Council	MN State Fair Grounds	West	September 26, 2015
Payne Phalen D5 Planning Council	Phalen Lake Beach House	East	October 10, 2015

## 2015 General Information

- 2,744 visitors.
  - up from 2,672 in 2014
  - average number of visitors per event was 457
- Random sampling verified residents from neighborhoods throughout the city attended the event.
  - In addition, volunteers assisted at events not in their immediate neighborhood.
- Four of six events provided Senior Pick up services
- Average General Load/gate fee per vehicle \$17
  - Down from \$18 in 2014
- Growing difficulty acquiring adequate numbers of volunteers.
- Refuse, construction waste , recyclables and reuse tons continue to decrease

## Visitors- Volunteers - Tons



Clean up Materials		2015	2015	Disposal Tons		Recycling Tons							Reuse Tons			
Date	Event Site	Vehicles/loads	Volunteers	General Refuse	Const./Demo	Concrete	Mattresses	Electronics	Appliances	Tires	Scrap Metal	OCC	Quantity	Small Engines	Bikes	HH Goods
													Fl. Bulbs			
May 30	Washington T HS	340	45	16.14	14.87	10	0.48	6.09	4.33	0.46	2.68		366	1.33	0.07	0.4
June 6	Harding HS	392	58	22.29	13.5	9.92	1.5	9.97	6.39	0.46	4.84		864	0.75	0.36	0.8
June 20	Matsuura Mach.	356	30	8.06	11.62	5	0.53	3.28	3.22	0.1	1.96		227	0.5	0.25	0.15
Sept. 19	Shepard Rd.	708	80	20.59	28.8	10	1	9.75	12.53	0.31	3.82		659	1.89	0.6	0.25
Sept. 26	MN State Fair	569	40	17.95	22.26	20	1.13	6.95	8.84	0.25	3.75		601	1.36	0.6	0.6
Oct. 10	Lake Phalen BH	379	32	14.68	21.28	10	0.49	5.43	7.3	0.43	4.5		158	0.87	0.19	0.22
<b>Totals</b>		<b>2744</b>	<b>285</b>	<b>99.71</b>	<b>112.33</b>	<b>64.92</b>	<b>5.13</b>	<b>41.47</b>	<b>42.61</b>	<b>2.01</b>	<b>21.55</b>	<b>0</b>	<b>2875</b>	<b>6.7</b>	<b>2.07</b>	<b>2.42</b>
2015				212					177					12		
2014		2672		307					195					8		
2013		3848		414					243					27		

## 2015 Cost Information

Expenses by category and year	2015	2014	2013
General Refuse	\$26,415.23	\$25,909.00	\$105,980.00
C/D	\$19,485.00	\$22,000.00	
Concrete	\$1,560.00	\$1,480.00	\$37,383.00
Mattresses	\$8,745.00	\$8,655.00	
Electronics	\$14,932.62	\$17,863.00	
Appliances	\$4,700.00	\$4,480.00	
Tires	\$2,025.00	\$1,515.00	
Scrap Metal	-\$308.70	(\$2,099.00)	
OCC (cardboard)	\$145.00	\$185.00	
Clean Wood	\$227.80	0	
Fluorescent Bulbs	\$0.00	\$0.00	
Promotion	\$43,202.74	\$23,523.00	
Other Direct Exp.	\$3,458.50	\$7,420.00	\$34,178.00
District Council Exp.	\$11,045.00	\$8,693.00	
City Expenses	\$3,967.00	\$2,795.00	
Sub total	\$139,600.19	\$122,419.00	\$214,591.00
Gate Revenue	-\$47,226.00	(\$49,296.00)	(\$70,542.00)
Total Expense	\$92,374.19	\$73,123.00	\$144,049.00

## Education and Outreach Activities

Citywide access to all events was promoted by the City and District Councils throughout the year as well as included in the Ramsey County Going Green Guide annual mailing reaching every household in the city in March. A Citywide Community Clean Up brochure was also mailed to all households nearest/adjacent to each event. For example, residents within Districts 10, 11, 12, and 13 received the brochure September 20<sup>th</sup> event held at the MN State Fair Grounds.

- City of Saint Paul
  - Website
  - Provided information at community events
  - Brochure designed with general information and included maps of all 6 locations.
    - Mailed 3-5 weeks prior to select neighborhoods in coordination with upcoming event dates
- District 6 Planning Council
  - Website

- District 1 Community Council
  - Website
  - Article in D1 mailed newsletter
  - Announcement in East Side Review newspaper
  - Post cards mailed to seniors re: Senior Pick up service
- West Side Community Organization
  - Website
  - Ad in The Voice newspaper
- Highland District Council/Macalester Groveland Community Council
  - Website
  - Ad in Villager newspaper
  - Article in e-newsletter (MGCC )
  - E-news announcement (HDC and MGCC)
  - Article in mailed newsletter (MGCC)
- District 10 Como Community Council
  - Website
- Payne Phalen District 5 Planning Council
  - Website

## General Observations

### District Councils

- District Councils appreciative of the shift in responsibilities.
- In order to streamline the preparation and distribution process, it may be best for City to take on the full coordination of the mailed brochure.
- Volunteers- mainly from host districts but we did get citywide volunteers as well.
- Volunteers low at 2 events. Getting more difficult to find younger people and those able to lift heavy items.
  - Utilized HS JROTC groups, environmental clubs, University of St. Thomas and U of M engineering fraternity
- Limited use/hiring of STS or RS Eden crews

### City Staff

- Additional financial support given to Lead Organizers per 2015 District Council/City of Saint Paul Education/Outreach and Community Clean Up Agreement.
- Attendance-majority from host or adjacent districts as well as citywide participation at all events.
- Working through new finance system and cash handling requirements a chore.
- Cash handling, bank deposit protocol will receive review and modification prior to 2016 events
  - A few changes were made during last event of 2015.
- Five site locations work very well with large space for stations and good traffic flow
  - Phalen Lake Beach House parking lot adequate
    - Park user, traffic considerations needed at this location