



## City of Roseville Year-End Recycling Report 2011

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### Overview

In 2006, the City of Roseville, recognizing the community's desire for a recycling program that is part of demonstrating that waste is completely preventable, partnered with Eureka Recycling to design a zero-waste recycling program for its residents.

Recycling is an important part of zero waste that complements other strategies such as *composting*, *redesigning* the products we need, and *reducing* the amount of stuff we produce and use in the first place. After all, zero waste is not about deprivation and never buying another product again! It's about having safe, non-toxic, healthy, and durable products that bring happiness into our lives without polluting or damaging our bodies and planet. Recycling alone will not accomplish this, but a zero-waste approach to recycling benefits our environment, our health, and our communities and is effective at reducing waste as well as reducing our use of natural resources.

**Zero-waste recycling is an approach to recycling that is first and foremost about the natural resource we use for the products we need,** not collection or profit margins on hauling. It considers the highest and best use for the material at each step in the process. It is about respecting, preserving, and creating the rapidly depleting resources that our lives depend on. It requires that we make efforts to reduce what manufacturers produce and what we buy. We begin with prevention first, not as afterthought. Then, we recycle as close to the source as possible, making sure that recycled materials are used for making new products instead of virgin materials. And our education and outreach doesn't stop with recycling; we ensure that residents are engaged and educated more broadly about source reduction, producer responsibility, and the ways they can help reduce the amount of new materials that are produced.

**The end result of zero-waste recycling is that our recycling efforts have the highest benefit for the environment and the community.** We do this by a providing a constant and full analysis of recycling that takes into account not only the costs, but the environmental benefits and impacts, and the impact on and convenience for our community.

Our mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable, not inevitable.

An affirmative action, equal opportunity employer.

♻️ Printed on 100% postconsumer recycled paper that was processed without the use of chlorine.

**Eureka Recycling, like the City of Roseville, also believes that a zero-waste recycling is responsive to and benefits the community.** Successful recycling is only possible with informed community engagement that results from providing people access to real, not just more information. This includes education about challenges as well as the environmental, social, and economic benefits of recycling. This is how recycling is started, supported and embraced by communities for the long term. Education needs to be responsive to the unique needs of each community, and created and delivered in partnership with existing community networks, so that the tools and resources introduced will be seen as a relevant part of people's daily lives and will remain as part of the community's knowledge long after it is introduced.

### **About Roseville's Successful Zero-Waste Recycling Program**

The City of Roseville's recycling program is exceptional because it uses this zero-waste approach. Here are some examples of the benefits that the City of Roseville has ensured on behalf of its residents.

#### **In Roseville, more residents recycle more materials.**

These are examples of materials that have been collected in the City of Roseville's program that other cities either do not include or include but cannot ensure are actually recycled:

- Cloths & Linens
- Milk Cartons & Juice Boxes
- Pop & Beer Boxes
- New in 2011: Pizza Boxes

Eureka Recycling is constantly looking for ways to add additional materials to the zero-waste recycling programs. We complete a full analysis and work with end markets to explore the specific sorting and preparation methods that ensure the materials can be made into new products when they reach the manufacturer. In 2012, several waste haulers are following suit and adding some of these materials to their programs, or changing the way they prepare and sell these material to ensure they really get recycled. They are also adding new plastic items to curbside recycling programs in other cities. Eureka Recycling will complete a full analysis of additional plastics and, as always, will work with the City of Roseville to add new material in an authentic and transparent way that gives residents the ability to find out where their recycling goes and how it is recycled to the highest use possible, balancing the environmental, social, and financial benefits, and honoring the values that Eureka Recycling and the city share.

#### **In Roseville, the basic recycling education is far from basic. It is robust.**

Roseville residents receive "How To" instructions each year in the mail. But recycling education in Roseville goes far beyond simple recycling to give residents the broader zero-waste perspective.

Every day Eureka Recycling drivers cater education to specific recyclers by leaving informative tags—designed to be friendly, helpful, and informative, not punitive—to help residents who are trying to recycle the right way do even better. Residents can also contact a live hotline if they want to speak to a zero-waste specialist about their recycling or other waste reduction questions and challenges. Throughout the year residents can learn about the challenges as well as the environmental, social, and economic benefits of recycling, or the next steps they can take to

eliminate all waste—not just recycle—via Eureka Recycling’s website, Guide to Recycling, or articles in the City of Roseville’s newsletter.

This education not only helps residents know how to participate, it also gives them ongoing support to understand what can be included in their program and why. It helps to keep the quality of material high and ensures that residents have an authentic understanding of what products can be recycled into new products and what materials currently cannot.

**Roseville residents are great recyclers and want to do more.**

A zero-waste perspective helps communities transition from a solid waste management philosophy, in which waste is assumed to be inevitable, to a zero-waste system, where waste is completely preventable.

Using nature as the model, we create items to be durable not disposable, reusable, and recyclable, and ultimately remade into new products that start the process over again, which decreases or eliminates the need for new raw materials to replace what was lost to trash. This process would have little or no negative impact on the health of the community, economy, or the environment.

Here are some examples:

- Eureka Recycling’s annual recycling guide motivates and inspires people with information about what their neighbors are doing to reduce waste and lead more sustainable lives. It also provides residents with information on the economic and social benefits of recycling and zero waste. It is even used as an invitation for people to engage in deeper conversations with us about producer responsibility, plastics recycling, composting, and other important zero-waste issues.
- Eureka Recycling’s Zero-Waste Hotline is not simply a customer service line to call with complaints. Our hotline is staffed by trained zero-waste educators who help thousands of residents each year with questions and concerns about all aspects of zero waste. In 2011, our zero-waste education staff had conversations with 411 Roseville residents who had questions about:
  - Backyard composting
  - Reuse options for durable items
  - Influencing producers to make more sustainable packaging
  - Where to take bulky, hard to recycle items
  - How to get involved with other community groups working on environmental projects
  - And many more waste reduction and sustainability issues
- Eureka Recycling also has been a strong partner supporting the city in its efforts to make as many city events as possible zero-waste. By helping to provide education, equipment, staff, and transportation of compostable materials to processors, we have seen the City of Roseville become a leader in authentic zero-waste events that other communities hold up as a mentor for their own efforts.

- In 2011, we worked with the city and end markets that we partner with to create newsletter profiles of local and regional companies that turn material recycled in Roseville into new products, creating local jobs and benefiting the community.
- The high level of engagement and authentic waste reduction efforts undertaken by the city and Eureka Recycling has also inspired many residents to reduce the amount of trash they generate at their homes and create nutrient-rich soil by composting food scraps in their backyard. The City of Roseville and Eureka Recycling have offered backyard composting workshops to residents to help them not only gain technical knowledge about how to compost but to also understand the important role composting plays in zero waste.

### **2011 Review & Highlights: Benefits of Roseville’s Zero-Waste Recycling Program**

Because of the City of Roseville’s decision to create a zero-waste recycling program, it enjoys the environmental, social, and financial benefits. These results are not typical of recycling programs that focus on solely on collection and not on true recycling or additional zero-waste efforts.

- 1. Despite the downturn in the national economy participation in Roseville’s recycling program—as well as the amount of material recycle—remains steady at a very high level.**
- 2. Revenue share is at its highest level since the recycling program began, giving the city the ability to go even deeper and engage residents further on zero waste.**
- 3. The environmental benefits of Roseville’s zero-waste recycling program are significant.**
- 4. Next steps in 2012.**

**1. Despite the downturn in the national economy, participation in Roseville’s recycling program—as well as the amount of material recycle—remains steady at a very high level.**

It also means that despite the current fluctuations in the financial social and environmental realities of our current economy, Roseville’s recycling program remains stable at a very high level. Despite increases in home vacancy rates participation in the recycling program remains stable at a comparatively high rate. Despite economic uncertainty and high unemployment, the quantity of material recycled in Roseville remains stable and the quality of material remains extremely high. Despite the fluctuating markets for all commodities, the revenue share earned by the sale of Roseville’s material is increased over 2010.

## Tonnage

Route	2006 Total Tons	2007 Total Tons	2008 Total Tons	2009 Total Tons	2010 Total Tons	2011 Total Tons
Monday	852	893	832	740	758	743
Tuesday	464	500	467	420	436	436
Wednesday	454	457	461	420	435	421
Thursday	706	736	719	669	673	656
Friday	482	507	465	426	440	422
<b>Curbside Total</b>	<b>2,958</b>	<b>3,094</b>	<b>2,994</b>	<b>2,675</b>	<b>2,742</b>	<b>2,678</b>
Multifamily Total	483	587	612	606	580	566
<b>Roseville Total</b>	<b>3,441</b>	<b>3,681</b>	<b>3,556</b>	<b>3,281</b>	<b>3,322</b>	<b>3,244</b>

## Annual Composition Study

Type of Material	2006 % of Total Tonnage	2007 % of Total Tonnage	2008 % of Total Tonnage	2009 % of Total Tonnage	2010 % of Total Tonnage	2011 % of Total Tonnage
<b>Total Annual Tons</b>	3,441	3,681	3,556	3,281	3,322	3,244
<b>Papers</b>						
News Mix	63.98%	56.46%	66.00%	61.65%	59.68%	51.53%
Cardboard	6.71%	13.23%	4.50%	5.48%	7.34%	10.33%
Boxboard	2.37%	7.60%	2.60%	5.48%	3.79%	7.04%
Wet Strength	0.36%	0.10%	0.50%	0.00%	1.77%	0.46%
Phone Books	1.33%	0.11%	0.10%	0.02%	0.12%	0.14%
Milk Cartons & Juice Boxes	Not collected	Negligible	Negligible	Negligible	0.02%	0.03%
Textiles	0.40%	Negligible	Negligible	0.02%	0.02%	Negligible
Residual	0.24%	0.11%	.5%	0.06%	0.07%	0.27%
<b>TOTAL</b>	<b>75.40%</b>	<b>76.60%</b>	<b>74.20%</b>	<b>72.72%</b>	<b>72.81%</b>	<b>69.79%</b>
<b>Containers</b>						
Total Glass	14.89%	15.15%	16.70%	17.54%	17.31%	18.08%
Steel Cans	2.64%	2.00%	2.40%	2.43%	2.65%	2.49%
Aluminum	1.48%	1.10%	1.40%	1.40%	1.43%	2.10%
Total Plastics	4.70%	4.01%	4.60%	5.75%	5.67%	6.94%
Residual	0.89%	0.15%	0.70%	0.17%	0.12%	0.60%
<b>TOTAL</b>	<b>24.60%</b>	<b>22.40%</b>	<b>25.80%</b>	<b>27.28%</b>	<b>27.19%</b>	<b>30.21%</b>
Total Residual	1.13%	0.26%	1.2%	0.23%	0.19%	0.91%

For more information on the methodology of the composition analysis done by Eureka Recycling, please see Appendix B.

### **Roseville's Very Low Residual Rate**

In 2011, the City of Roseville had a remarkable 0.91% of residual rate, meaning only 0.91 of one percent of all the total materials collected in Roseville is not recycled. The fact that Roseville's residual rate remains one of the lowest residual rates in the state of Minnesota is truly astounding and something to be very proud of!

Engaging with residents through education, including the Guide to Recycling, educational tags, and postcards, continues to lead to a low residual rate. Creating this system for authentic recycling sets a precedent for people to respect and support their zero-waste recycling program.

### **Impact of Decreasing Newsprint on Roseville's Tonnage**

The amount of newsprint as a specific component of the paper stream continues to decline. With fewer people subscribing to printed newspapers and the size of those papers decreasing, this trend is expected to continue. All other material types in the recycling program are either trending up as a part of the recycling program or are holding steady.

In 2008, there were 3,556 total tons of materials recycled in Roseville. In 2011, the total was 3,244 tons, a decrease of 312 tons. If you look at just newspaper, there were 2,347 tons recycled in 2008 and 1,665 tons in 2011. That means that the city's recycling program has lost approximately 685 tons of newspaper.

**The nearly 9% decrease in the tons recycled in Roseville is directly and solely related to the decrease in the size and number of newspapers and newsprint produced in this marketplace, and without the changes happening to the newspaper industry, Roseville's recycling tonnage would be increasing even in these difficult economic times.**

We have all seen in recent years that the size of the newspaper is smaller. The number of ads and inserts has dramatically decreased and the number of people who subscribe to a physical newspaper service is down dramatically with more and more people getting their news online.

However, while we recognize that there is not as much newsprint at the curb, the newsprint that is being marketed is very valuable, so promoting all materials to be recycled remains crucial.

End market manufacturers continue to demand recycled content, recognizing the enormous energy- and cost-saving benefits from using recycled materials over cutting down more trees for paper or making more glass from silica and other raw materials.

### **New Materials Recycling Continues to Improve**

For the second year in a row, the amount of Tetra-Pak (milk cartons and juice boxes) collected in Roseville's program was consistently measurable. This is exciting because it means that the education about this relatively new material has been absorbed and residents are increasingly aware of the option to recycle this type of material. This achievement is the result of sustained educational efforts by Eureka Recycling and the city working in partnership.

### **Annual Participation and Set-Out Rate Studies**

Roseville is one of the few cities in the metropolitan area in which the actual participation information is city-specific. Each year, Eureka Recycling counts set-out rates on each collection

day for four straight weeks. This study yields information on how many residents set out material in any given week as well as on the total percentage of residents that take part in the program.

This information gives city and Eureka Recycling staff the ability to target efforts and messages to the areas that need it the most. This not only saves in the cost of sending unnecessary mailings, it provides the opportunity to examine the specific areas that need improvement and find ways to reduce the barriers to participation on a more personal level.

	2006	2007	2008	2009	2010	2011
<b>Set Out Rate</b>	60%	50%	58%	53%	50%	53%
<b>Participation Rate</b>	74%	75%	82%	78%	76%	75%

Eureka Recycling conducted the annual participation and set-out rate study from October 5 to November 4, 2009, and from October 4 to October 29, 2010. (See Appendix C for the definitions and methodologies of the participation and set-out rate studies.)

While 2011 saw a slight drop in participation, Roseville has maintained a high participation rate, which can be attributed to the consistent and high quality education and information that the city provides to its residents. This information both informs them of new materials like milk cartons, juice boxes, and wet strength packaging, but also inspires them with information about the economic and environmental benefits of recycling. This information gives the residents the tools they need to participate and the motivation to take steps in their own households to help reduce waste. This participation rate is still one of the highest participation rates in Minnesota.

### **Multifamily Building Recycling**

The City of Roseville plays a leading role in the metropolitan area in establishing successful recycling programs for all of its residents. This is demonstrated by the 100% participation rate of its multifamily recycling program.

Roseville’s multifamily recycling program also acknowledges the need to inspire residents about the impact they make by recycling. Eureka Recycling shares each building’s amount of recycling for the previous year to acknowledge their commitment to the recycling program and works to continue to improve recycling at multifamily buildings. Sharing this information with the property managers, who share it with their communities, is an important element of a zero-waste recycling program.

### **2. Revenue share is at its highest level since the recycling program began, giving the city the ability to go even deeper and engage residents further on zero waste.**

The monetary value created by the set-out, collection, processing, and sale of recyclable material in Roseville is shared back with the residents who protected that material from being trashed. A zero-waste recycling program that includes revenue share recognizes the value of these materials and how that value can be used to support other recycling and waste reduction initiatives.

**Since 2006, the City of Roseville has received more than \$643,000 in revenue from recycling** to continue to invest in the city’s recycling program or other environmental programs.

This revenue gives the city the resources to continue to do zero-waste events, support the citywide clean-up events, continue to support composting in the city, and offer other additional engagement and education opportunities none of which would have been possible if the recycling collector kept all of the value to themselves.

In 2011, the City of Roseville enjoyed its highest revenue share since the program began in 2006, with an increase of 65% over 2010 revenues. This gives the city an opportunity to invest in recycling and additional zero-waste initiatives to draw closer to zero waste. The financial benefits from Roseville’s recycling program can be used to benefit the community even more.

	2006 Rev	2007 Rev	2008 Rev	2009 Rev	2010 Rev	2011 Rev
<b>1st Quarter</b>	\$21,165.32	\$22,749.81	\$33,159.16	\$859.83	\$21,111.03	\$38,554.41
<b>2nd Quarter</b>	\$23,403.59	\$27,992.48	\$39,090.85	\$4,810.17	\$28,141.61	\$50,099.29
<b>3rd Quarter</b>	\$19,483.86	\$30,002.00	\$47,928.25	\$8,587.23	\$23,044.87	\$47,235.78
<b>4th Quarter</b>	\$22,661.14	\$34,551.08	\$14,170.61	\$15,946.38	\$32,448.84	\$36,455.29
<b>Total</b>	<b>\$86,713.91</b>	<b>\$115,295.37</b>	<b>\$134,348.87</b>	<b>\$30,203.61</b>	<b>\$104,746.35</b>	<b>\$172,344.77</b>

Eureka Recycling shares the city’s belief that the revenue received from the sale of the material collected in Roseville should be shared back with the city. This will provide revenue to use locally to maintain the low cost of the program for residents and to support other waste reduction efforts of the city and its residents. More than \$11.00 per household was shared back with the city in 2011. Please see the “Next Steps in 2012” section of the report for Eureka Recycling’s recommendations on ways to engage residents even more.

The two-sort system consistently results in higher quality materials that are in high demand in the markets, and thus have a higher value. Keeping paper and cardboard separate from bottles and cans helps keep the glass and plastic from getting into the paper, which increases the quality of the paper. This ensures that what residents put out to recycle is actually getting recycled to its highest value, resulting in less resources and energy used to make products out of virgin materials. Recycling the high quality paper that comes from Roseville residents back into high quality paper allows that paper to be recycled more times than if it was recycled into lower quality paper. Making newspaper back into newspaper is much better for the environment, and leads to higher revenue back to the city.

The materials that Roseville residents set out each week are valuable. It required tons of natural resources, a great deal of energy, and hours of labor to produce, and much of that value still remains in the items after they are used. Recycling captures that value and renews it. This material is highly sought after by manufacturers who want to make new products out of it. That market for material generates billions of dollars each year in the United States alone.

### **3. The environmental benefits of Roseville’s zero-waste recycling program are significant.**

Steady recycling in Roseville equals continued environmental benefits. Another important component of Roseville’s zero-waste recycling program is that these environmental benefits are

quantified so that all residents have a chance to see how their efforts and the impact of those efforts can be measured.

There are many ways to calculate the benefits of recycling. To better explain these benefits in commonly understood terms, government agencies, research scientists, and economists have created several “calculators” to translate the amounts of recycled materials collected and processed into equivalent positive societal and environmental benefits.

Most recently, it has become imperative to measure waste reduction (and all of our activities) in terms of its impact on climate change. This allows us to speak in a common language, understand the impact of our choices, and help us prioritize the personal and policy actions that we take. Many cities around the country work with the International Council for Local Environmental Initiatives (ICLEI) to quantify and now register the climate change impacts of their city. It is also important to calculate the carbon impact of waste reduction as the global effort continues to enact a carbon "cap and trade" system.

In addition to climate change mitigation, there are other environmental benefits to recycling, including saving energy and protecting air quality, water quality, natural resources, natural beauty, habitat, and human health. Some of these human health benefits are quantified in the Jeffrey Morris Calculator below.

### **The Environmental Protection Agency (EPA) WARM Calculator**

The equations used in environmental calculations try to take into account the “full life cycle” of each material—everything from off-setting the demand for more virgin materials (tree harvesting, mining, etc.) to preventing the pollution that would have occurred if that material were disposed of (burned or buried). Different calculators may include some or all of the many factors that contribute to the “full life cycle,” so results from calculator to calculator will vary.

While there are many models emerging to calculate greenhouse gas reductions, the most recognized and standard model is the U.S. Environmental Protection Agency’s Waste Reduction Model (WARM). WARM was designed to help solid waste planners and organizations track and voluntarily report greenhouse gas emissions reductions from several different waste management practices. WARM, last updated in February 2012, recognizes 46 material types.

	Total Recycling	Carbon Equivalent Reduction	Carbon Dioxide Equivalent Reduction
2006	3,441 tons	2,328 metric tons (MTCE★)	8,537 metric tons (MTCO <sub>2</sub> E)
2007	3,682 tons	2,460 metric tons (MTCE★)	9,018 metric tons (MTCO <sub>2</sub> E)
2008	3,556 tons	2,383 metric tons (MTCE★)	8,736 metric tons (MTCO <sub>2</sub> E)
2009	3,281 tons	2,206 metric tons (MTCE★)	8,090 metric tons (MTCO <sub>2</sub> E)
2010	3,322 tons	2,303 metric tons (MTCE★)	8,443 metric tons (MTCO <sub>2</sub> E)
2011	3,244 tons	2,190 metric tons (MTCE★)	8,030 metric tons (MTCO <sub>2</sub> E)

\*MTCE (Metric tons of carbon equivalent) and MTCO<sub>2</sub>E (Metric tons of carbon dioxide emissions) are figures commonly used when discussing greenhouse gas emissions.

### What do all these numbers mean?

The numbers above help municipalities calculate and track their environmental footprint. For more information about the process of measuring the environmental benefits of waste reduction, visit <http://epa.gov/climatechange/wyacd/waste/measureghg.html#click>.

These numbers, however, don't have much meaning to the average person. To help recyclers understand the significance of their actions, the EPA has also developed tools to translate these numbers into equivalent examples that people can more easily understand.

- For example, using the figures above, the EPA estimates that Roseville would have had to remove 1,574 cars from the road for one year to have had the same environmental impact in 2011 as they did recycling. To achieve this, over 10% of Roseville's households would have had to give up one car for a year.
- Another example of how these efforts can be translated into energy savings can be found in the EPA calculator. It shows that the energy savings gained by the recycling efforts of Roseville's residents in 2011 could power 418 homes for one year (over 2.5% of households).

Although WARM is the most widely peer-reviewed and accepted model, it is considered to have several flaws. Many believe the use of this calculator is conservative and understates the real impact of waste reduction efforts. However, despite these flaws, WARM is a well recognized, published calculator. Until a better calculator is peer-reviewed and accepted, WARM gives us a conservative starting place to measure these impacts and work towards our goals. Even with WARM, the impacts are quite significant.

([http://epa.gov/climatechange/wyacd/waste/calculators/Warm\\_Form.html](http://epa.gov/climatechange/wyacd/waste/calculators/Warm_Form.html))

### Jeffrey Morris Calculator

Jeffrey Morris, Ph.D., Economist at Sound Resource Management in Seattle, has developed a calculator that begins with the EPA’s calculator and expands upon it to gather information on not just carbon and CO<sub>2</sub>, but also several other important environmental and human health indicators. Although new and not yet widely used, this calculator shows the significant benefits that WARM does not consider.

	2006	2007	2008	2009	2010	2011
<b>Total Recycling</b>	3,441 tons	3,682 tons	3,556 tons	3,281 tons	3,322 tons	3,243 tons
Carbon Dioxide Equivalent Reduction (MTCO <sub>2</sub> E)	9,437.3 metric tons	9,619.0 metric tons	9,683.5 metric tons	8,814.0 metric tons	8,739.3 metric tons	8,425.1 metric tons
Human Health—Non-Carcinogen Toxins Reduction	4,609.7 tons	5,253.0 tons	4,665.7 tons	4,452.0 tons	4,518.0 tons	4,699.6 tons
Human Health—Acidification (SO <sub>2</sub> ) Reduction	26.9 tons	27.0 tons	27.3 tons	25.3 tons	25.5 tons	27.1 tons
Human Health—Particulates Reduction	4.4 metric tons	6.6 metric tons	4.2 metric tons	4.4 metric tons	4.8 metric tons	5.9 metric tons
Human Health—Carcinogens Reduction	1.9 metric tons	2.0 metric tons				

For more information about the process of measuring the environmental benefits of waste reduction, visit <http://epa.gov/climatechange/wycd/waste/measureghg.html#click>

#### 4. Next steps in 2012.

The residents of Roseville not only participate enthusiastically in their recycling program but also embrace waste reduction as a path to sustainability. This is evidenced by excellent community involvement when we have promoted and offered other zero-waste initiatives like zero-waste events, the Twin Cities Free Market, and backyard composting. The opportunity to engage Roseville’s informed recyclers even more is very exciting and it can lead the way to expanding outreach around even more areas of waste reduction.

The opportunity to go even deeper and invest the added revenue Roseville residents earned in 2011 into more zero-waste initiatives means there are choices and strategies to be made. We look forward to sitting down with residents and city staff to have a conversation about the ways Roseville can get even closer to zero waste.

In the meantime, here are a few important updates about Eureka Recycling.

- In 2011, Eureka Recycling celebrated our 10-year anniversary. As Minnesota’s only zero-waste organization, our mission as always been to demonstrate that waste is completely preventable. In 2012, we will complete our next strategic plan. The planning process has reaffirmed our deep commitment to ensuring zero-waste services in the Twin Cities and

in deep community engagement. This year we will want to meet with residents and staff in Roseville to report the specifics of our plans going forward and how they open new areas for Eureka Recycling and the city to work together to reach zero waste.

- In 2012, Eureka Recycling will also complete an updated analysis of plastics recycling opportunities and options. We are preparing for conversations with Roseville city officials about the environmental and cost impacts of plastics recycling. We are also preparing for conversations with Roseville residents about this issue, which will include:
  - The 2012 Guide to Recycling, which focuses on the complications of plastic recycling.
  - An online questionnaire getting feedback from residents about their thoughts and values around plastics and plastics recycling.
  - Updated plastics information on our website.
  - Outreach through city events and our Zero-Waste Hotline.
- For 10 years, Eureka Recycling has been working on building and implementing a citywide zero-waste composting program for your neighbors in the City of Saint Paul. A program of this scale has not been done in this marketplace before. Once complete, having a thriving composting model will have the effect of making composting that is designed to reduce waste and create dirt more achievable in small- and mid-sized suburbs like Roseville.

This is a **zero-waste** composting program, which means it starts with prevention, not collection, and contains programmatic elements to help residents prevent wasted food and backyard and worm compost. These are things that Roseville residents can do right now (and many do!). Although we are not focusing on a collection program for Roseville in 2012, there may be ways for residents to benefit from Eureka Recycling's leadership in preventing wasted food and commitment to backyard and worm composting.

We look forward to talking with you about Roseville's zero-waste and waste reduction goals and exploring ways we can help work with your highly engaged and informed residents to build a sustainable, zero-waste city.

### **About Eureka Recycling**

Eureka Recycling is the only organization in Minnesota that specializes in zero waste. The organization's services, programs, and policy work present solutions to the social, environmental, and health problems caused by wasting. A 501(c)(3) nonprofit organization, based in the Twin Cities of Saint Paul and Minneapolis, Eureka Recycling's mission is to demonstrate that waste is preventable, not inevitable. Because this mission is realized by any person or group that chooses to prevent waste, Eureka Recycling provides opportunities for everyone to experience firsthand that waste can be prevented.

Perhaps most well known for its \$9 million annual recycling operations, Eureka Recycling has provided curbside and apartment recycling services, education, and advocacy since 2001. Eureka Recycling has a wide range of initiatives designed to prevent the needless wasting of our discards through reuse, recycling, composting, waste reduction, producer responsibility and more. These

initiatives provide over 100 jobs for individuals who demonstrate their mission every day in the work that they do.

Examples of Eureka Recycling's work include:

- The Twin Cities Free Market, an internet program that lengthens the life of durable goods by connecting community members who have and can use them.
- The Recycled Paper Co-op, which offers residents and businesses quality recycled paper at competitive costs.
- Zero-waste event services from small meetings and block parties to large events like the Minnesota State Fair.
- Composting and zero-waste services for restaurants, farmers markets, grocery stores, and many others.
- The most environmentally sustainable method of managing food waste: backyard and worm composting workshops that reach hundreds of people each year.

Eureka Recycling also examines how waste can be prevented before we turn to recycling and composting and calls for accountability from the producers of packaging and products to better design their goods.

By its efforts in programs, services and advocacy, Eureka Recycling aspires to help individuals, organizations, and communities understand the significance of zero waste and to achieve their own zero-waste goals.

# City of Roseville

## Outreach and Education Summary 2011

Community engagement and education are important elements of a zero-waste recycling program. In 2011, Eureka Recycling and the City of Roseville expanded outreach to many events to bring a zero-waste message to residents of Roseville. Together, we continued to support the efforts of the city of Roseville to make city events zero-waste. This was the second year we distributed recycling bins and educational material at Night to Unite parties. The Living Smarter Fair, Wild Rice Festival, and Earth Day celebration were also successful events in bringing attention to zero-waste issues to the residents of Roseville while diverting over 450 pounds of discards from the waste stream. That means that over 96% of the material discarded at these events was either recycled into new products or composted and turned into soil. This effort and success continues to show the City of Roseville's leadership in its commitment to zero waste and sustainability.

Roseville residents continue to participate in their zero-waste recycling program at rates that are among the highest in the state. In 2011, we continued to educate residents about the curbside zero-waste recycling program and the benefits of reducing waste; recognizing that there is more to waste reduction than just recycling.

### Zero-Waste Hotline

In 2011, Eureka Recycling's hotline staff had 330 conversations with Roseville residents who live in single-family homes (or duplexes) about their zero-waste recycling program.

Hotline staff also answered 81 calls from apartment and townhouse building contacts and residents participating in the zero-waste recycling program and had questions unique to their program. Eureka Recycling worked with these residents and building staff to help them manage their multi-family recycling set-ups, add carts or collection days, provide them with education materials for their residents, and help improve their service in many other ways.

	2007	2008	2009	2010	2011
<b>Hotline Calls</b>					
Curbside Calls	425	540	480	410	330
Multi-family Calls	49	78	35	74	81
Total Calls	474	618	515	484	411
<b>Requests for Printed Materials</b>					
Curbside	41	74	21	43	47

### Requests for Printed Education Materials

Throughout the year, Eureka Recycling mailed specific curbside recycling schedules, sorting information, and clothes and linens stickers to 47 Roseville residents in response to their questions and calls.

## Curbside Program Guide to Recycling

All Roseville residents in the zero-waste recycling program received the 2011 Guide to Recycling through direct mail. In addition to the basic instructions for how recycling should be set out and the materials collected, we focused the 2011 Guide to Recycling on members of the community and the impact of individual efforts on waste reduction with actions that bring us closer to zero waste.



## Direct Education

Eureka Recycling and the City of Roseville share a value that all the material that can be recycled should be and that material that cannot be recycled should not be collected. Taking non-recyclable items on a ride in a recycling truck and through a processing facility not only wastes the fuel and energy to transport and process the material, it also leaves the residents with the mistaken impression that the material can be recycled when in fact it cannot.

Eureka Recycling drivers educate residents at the curb using educational tags for specific problems. In 2011, drivers left approximately 50,061 educational tags in recyclers' bins.

	2006	2007	2008	2009	2010	2011
Driver Tags	9,540	10,156	7,367	13,565	13,010	50,061
Postcards	650	822	451	742	559	1,136
Personalized Letters	30	51	0	3	10	41

Our experience has shown that the absolute best place to educate residents about their zero-waste recycling program is right at the curb. We work with our drivers to ensure they take advantage of every opportunity to provide additional education. This is efficient because drivers can educate the residents that are confused and it also begins a conversation with the residents. All of Eureka Recycling's tags encourage residents to call our hotline where zero-waste educators are waiting to clear up confusion about why certain items are not recyclable or to explain how residents' efforts at the curb can have such an important impact on the value of the material and the environmental benefits of recycling.



Sample Tags

## **Postcards and Letters**

When there are no bins available in which to leave a tag, drivers report any issues on a separate form, and in order to communicate with these recyclers directly, we send educational postcards. These are similar to the tags and encourage residents to give us a call with questions.

It was a great year for our education team; drivers were diligent in their educational tagging and Eureka Recycling staff made sure residents received all the extra education they needed to successfully participate in the program. Drivers and hotline staff worked together to send out 1,136 educational postcards in 2011, which was a sharp increase in the amount of postcards sent when compared to previous years. This increase can be attributed to a driver-led project aimed at increasing resident awareness of non-recyclable items being placed in recycling bins, and how to properly sort their recycling materials. This direct approach is aimed at ensuring more efficient routes with trucks spending less time on roads, and residents that are more informed and engaged about their zero-waste recycling program.

As in previous years, the most common issues for residents that required direct education were confusion about plastics (what types of plastic are recyclable) and proper sorting.

Personalized letters are another form of communication about programs and services Eureka Recycling provides. There are three types of personalized letters sent to residents:

1. Chronic problem letters provide detailed information and instructions about setting out recycling. These letters are used when the usual tags and postcards have not been successful in correcting repeated problems. Drivers keep a daily record of the addresses that have received tags but still need further education. Addresses that have received tags or postcards for three consecutive weeks with no change in how they are recycling receive a personalized letter that encourages the resident to contact us so we can have a more in-depth conversation.
2. Letters to update service information for Special Pickup Instruction (SPI) customers. These letters are sent when SPI residents have changed the location of their recycling, or if it appears the resident has moved out of the home and no longer needs the service.
3. Letters to address service issues that are filed by residents or issues that are reported by drivers. These letters help residents better understand the program and are a more personal way to have detailed conversations with them about issues that may be confusing.

In 2011, Eureka Recycling sent 48 personalized letters to residents.

## **Special Pickup Addresses**

To ensure that every resident has the opportunity to recycle, Eureka Recycling offers to collect recycling from locations other than the curb for residents who request special pickup service due to short- or long-term physical limitations. This service is provided free of charge to ensure that anyone who would like to recycle has the opportunity and to help remove any physical barriers residents may have. At the end of 2011, the service was extended to 102 Roseville residents. Of those 102 Roseville residents that requested special pickup service, 28 of those were added in 2011!

## **Multifamily Zero-Waste Recycling Program**

The City of Roseville has a very organized multifamily zero-waste recycling program. In 2011 Eureka Recycling added recycling services for three buildings: Applewood at Langton Lake and McCarrons Lake Condos and only cardboard services for the Keystone Food shelf. We now have a total of 175 multifamily complexes, 163 residential buildings, and 11 city buildings/parks, 1 business and 1 nonprofit for a total of 5,999 units being serviced in Roseville's multifamily program.



In February 2011, Eureka Recycling mailed reports to all of Roseville's multifamily building managers providing them with the data on the tonnage recycled for their building(s), a comparison of the amount of tonnage recycled for the whole city's multifamily program, and the environmental benefits of the entire city's effort in recycling. This communication provides the building managers with a concrete tool to work with their residents to get them inspired and motivated to increase their recycling rate. Eureka Recycling's staff also updated building managers' contact information whenever possible. This has a significant impact on staying connected with buildings and the residents. If it were not for the diligent work of Eureka Recycling staff to ensure correct and updated data, effective and timely communication, like the tonnage summaries for buildings, would not be possible.

## **Multifamily Educational Materials and Customer Service**

Eureka Recycling continues to monitor the performance at each account on an ongoing basis in order to improve participation. Our drivers track issues and Eureka Recycling staff are able to follow up immediately to offer suggestions that address the specific needs of the building and to provide educational materials for residents. Eureka Recycling provided 905 pieces of recycling education (instructional posters, brochures, schedules, etc.) to the building management and residents of the newly established and existing multifamily accounts in 2011.

Eureka Recycling continues to monitor the performance and service issues at each account in order to adjust service levels on an ongoing basis. Capacity for storage is an issue that is addressed through our attentive drivers and involved on-site contacts so that more carts get added as residents recycle more.

This year we tracked outgoing Multifamily calls to property managers to work with them to coordinate issues such as trash or blocked carts, on call pickups, and outreach such as updating contact information and coordinating outreach efforts. This year (beginning in March) we contacted managers and caretakers at 77 multifamily properties to work more closely with them to engage and educate their residents.

## **Special Education and Outreach**

### **Outreach at Roseville Events**

In 2011, Eureka Recycling and the City of Roseville partnered once again to bring recycling education to residents of Roseville as well as experiencing that waste is preventable through Eureka Recycling's Zero-Waste services through three events this year. Eureka Recycling staff

attended and helped monitor the zero-waste stations and educated residents about recycling and zero-waste issues at these events.

At the Roseville Living Smarter Fair on February 19, 2011, we were able to have several conversations about backyard and worm composting. Living Smarter participants had many great questions regarding what types of materials can be placed in backyard compost bins. Our display compost bin also drew a lot of people in who were interested in getting started with backyard composting, giving us an excellent opportunity to show Roseville residents how easy it is! People were also interested in the Twin Cities Free Market and were glad to hear they have this option available when they need to get rid of their usable items.

On April 23, 2011, at the Roseville Earth Day event, Eureka Recycling and the city had a table of information about recycling, backyard composting, and Eureka Recycling's other zero-waste programs. We engaged with many people attending the event around how they can help their families begin backyard composting their kitchen food scraps and yard waste, and gave them information on how to get their own compost bin.

### **Roseville Residents Experience Zero Waste For Themselves!**

This year Eureka Recycling's continued sponsorship of zero-waste events in Roseville provided residents with the opportunity to have a personal experience seeing zero waste in action. Eureka Recycling supported making all of the following events zero-waste:

- The Living Smarter Fair (95%)
- The Earth Day Celebration at Harriet Alexander Nature Center (96%)
- The Wild Rice Festival (98%)

The percentage listed after each event above represents the total percentage of items discarded by event attendees that was either recycled into new products or composted into nutrient-rich soil. Public events tend to be huge waste generators. Roseville's efforts to address this problem, and the 95-98% diversion of waste from these public events, continues to show the city's incredible leadership. Other cities are constantly asking Eureka Recycling work with them to help develop the knowledge and build the commitment to waste reduction that would make them as successful as Roseville.

### **Night to Unite**

In 2011, we again joined the City of Roseville in their Night to Unite celebration. Together, we recognized it as an opportunity to connect with Roseville residents on a night where the community gathers. The city and Eureka Recycling thought it best to bring resources to residents as well as take the time to build community and answer questions. The mission was to talk with residents at area block parties, answer questions they had about recycling, talk to them about the environmental and economic benefits of recycling, and distribute recycling bins to anyone that didn't have one or who needed an extra to help recycle more. With a full truck of recycling bins, Roseville city staff and Eureka Recycling staff headed out to at least 10 neighborhood gatherings and distributed approximately 130 recycling bins. Residents were very excited not only to get recycling information and more recycling bins but also to have conversations about composting, ways to influence producers to make more sustainable products and packaging and other zero-waste topics as well!

We also distributed 2011 Guides to Recycling and brochures with information about the Twin Cities Free Market to anyone interested. There were many people interested to hear about the opportunity to give and get free stuff through the Free Market!

We even worked with the city to encourage block party organizers to register their parties with the city by offering the opportunity to any registered neighborhood party that wanted a backyard compost bin to get one for free. A total of twelve compost bins were given to leaders of Roseville block parties. Registering parties helps the city to retain the information about who the energized and engaged residents are and develop stronger relationships with those residents to get community feedback and to help disseminate information on important community initiatives to neighbors through these highly engaged residents. A couple of parties raffled the bins off to party attendees; while others used them to compost the food scraps from the party. We also offered a fact sheet about making neighborhood events zero-waste. This fact sheet is available on our composting website at [http://www.makedirtnotwaste.org/pdf/Your\\_zero\\_waste\\_neighborhood\\_event.pdf](http://www.makedirtnotwaste.org/pdf/Your_zero_waste_neighborhood_event.pdf).

### **Twin Cities Free Market**

Through Ramsey County funding, residents of the City of Roseville have the opportunity to exchange reusable materials via the Twin Cities Free Market ([www.twincitiesfreemarket.org](http://www.twincitiesfreemarket.org)). As mentioned in the 2011 year-end report, the Twin Cities Free Market is a great way for residents to give and get free, reusable items while keeping them out of the landfill or incinerator. Nearly five tons (9,716 pounds) of usable items, mostly furniture, electronics, and appliances, were spared from the landfill or incinerator by Roseville residents in 2011 because they had the Twin Cities Free Market as an alternative to disposing of these items!

While 1 in 6 metro area households have used the Twin Cities Free Market, there are still many that do not know about it or have forgotten about it as an option to get rid of their reusable items. To help promote the benefits of the program, Eureka Recycling and ParkTV (St. Louis Park) created a public service announcement about the Twin Cities Free Market and its ease of use. This public service announcement was very popular and aired on CTV to Roseville residents through early 2011.

Appendix A

**Roseville Multi-Family Tonnage by Property - 2011**

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
1144 Dionne Street	Dionne Street, 1144	23	7,150	8,457	5,961	5,167	6,906	5,892
1363 County Road B	County Road B, 1363	11	1,892	1,910	2,744	2,629	2,255	2,090
161 McCarrons Street	McCarrons Street, 161	11	439	198	-	-	-	-
161 Minnesota Avenue	Minnesota Avenue, 161	6	148	678	423	646	1,076	1,264
1610 County Road B	County Road B, 1610	11	2,266	2,324	1,967	2,396	2,079	1,858
1614 Eldridge Avenue	Eldridge Avenue, 1614	11	1,424	1,280	2,651	4,237	3,583	3,858
1615 Eldridge Avenue	Eldridge Avenue, 1615	11	1,809	1,091	1,721	2,076	1,922	1,678
1624 Eldridge Avenue	Eldridge Avenue, 1624	11	2,541	2,029	1,996	2,629	2,249	1,842
1629-1635 Skillman Avenue	Skillman Avenue, 1629-1635	14	2,505	3,002	2,951	2,686	2,151	1,981
1635 Eldridge Avenue	Eldridge Avenue, 1635	11	3,284	1,702	1,650	2,333	2,380	2,026
1705 Marion Street	Marion Street, 1705	0	1,437	1,578	224	291	1,370	840
1750 Marion Street~	Marion Street, 1750	24	3,511	3,576	4,317	3,906	3,386	2,741
2125 Pascal	Pascal Street, 2125-2133	22	2,514	3,184	5,239	4,717	4,829	5,007
2180 Haddington Road	Haddington Road, 2180	5	964	1,285	737	1,690	1,484	1,214
2275 Rice Street ^	Rice Street, 2275	8	1,924	2,830	2,852	2,973	869	-
2447 County Road B	County Road B, 2447	17	2,584	2,867	3,143	2,519	2,567	2,572
2610 Snelling Curve	Snelling Curve, 2610	17	2,929	2,696	3,164	3,113	3,284	3,323
2900 Highcrest Road	Highcrest Road, 2900	11	4,581	4,436	2,715	2,534	3,597	3,512
2950 Highcrest Road	Highcrest Road, 2950	12	2,980	2,295	2,486	2,685	2,496	1,742
Applewood Pointe	Applewood Court, 1480	94	47,799	58,215	46,499	39,220	36,217	30,640
Applewood Pointe at Langton Lake	Langton Lake Drive, 1996	48	-	-	-	-	-	7,419
Aquarius Apartments	County Road C2, 2425	99	-	-	15,391	17,449	12,570	11,702
Bonaventure	Lexington Avenue North, 3090	30	7,490	8,105	7,033	5,367	5,497	5,281
Centennial Gardens East & West	Centennial Drive, 1400-1420	190	26,759	21,852	22,677	23,021	21,122	20,025
Coventry Seniors Apartments	Snelling Avenue, 2820	196	19,939	19,110	22,729	24,917	22,952	21,268
Dale Terrace Apartments	County Road B, 720	42	9,360	7,793	12,033	13,323	12,343	11,572
Dellwood Condominiums	Dellwood Street, 1725	12	1,226	1,923	2,650	2,630	2,721	3,298

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
Eagle Crest	Lincoln Drive, 2925	216	13,892	60,799	56,057	57,249	64,086	67,291
Executive Manor Condos	Old Highway 8, 3153-3155	72	12,385	14,530	17,674	17,185	15,918	16,897
Garley Apartments	County Road B, 1634	11	2,153	1,161	1,415	1,547	1,420	1,793
Greenhouse Village	Larpenteur Avenue, 1021	102	19,032	37,098	28,751	24,581	30,384	25,402
Hamline House Condos	Hamline Avenue, 2800	150	34,102	33,973	32,182	29,441	24,522	22,481
Hamline Terrace	Terrace Drive, 1360-1410	102	12,817	12,230	17,366	19,233	23,416	23,105
Heritage Place	County Road B West, 563	50	21,892	23,110	17,258	16,066	19,781	18,879
Hillsborough Manor	Woodbridge Street, 2335-2345	206	16,298	17,755	28,418	35,852	29,398	21,312
Karie Dale Apartments	Dale Street North, 2355-2393	44	6,691	7,455	9,794	8,483	7,508	7,910
Lake Josephine Condominiums	Lexington Avenue North, 3076	23	9,411	8,313	7,040	6,632	6,179	6,603
Lar Dale Apartments	Larpenteur Avenue West, 655	17	2,068	2,189	2,348	1,546	2,472	2,865
Lexington Court	Lexington Avenue, 2192-2206	52	3,390	2,970	4,293	5,076	4,092	4,808
Lexington Twin Apartments	Lexington Avenue, 1890	22	5,674	5,519	5,456	5,689	5,014	5,371
Lexlawn/Roselawn Apartments	Lexington Avenue, 1943	34	3,142	2,888	3,774	4,033	3,788	4,074
Marion Street/ Brittany Apartments	Larpenteur Avenue, 175	277	11,980	16,150	17,191	17,485	18,645	11,838
McCarrons Apartments	McCarrons Boulevard North, 166-204	67	5,092	4,919	5,543	5,039	4,939	4,172
McCarrons Lake Condos	McCarons Boulevard N., 185	42	-	-	-	-	-	5,076
Midland Grove Condos	Midland Grove Road, 2200-2250	174	48,162	60,937	50,758	45,718	48,159	50,575
MSOCS - Group Home	Huron Street North, 1898	0	-	-	-	615	4,326	3,717
Northwestern College Apartments	Lydia Avenue, 1610	40	6,061	7,839	4,941	4,379	4,055	4,111
Northwestern College/Snelling Terrace	Snelling Drive East, 2906	48	7,386	16,027	12,542	12,253	12,443	10,702
Palisades	Sandhurst Drive West, 535-570	330	40,078	41,635	55,306	51,667	45,972	47,910
Parkview Estate Condominiums	Oxford Street, 2670-2680	204	28,447	29,206	30,816	29,683	24,738	24,793

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
Parkview Manor	Dale Street North, 2202-2210	34	4,931	4,553	5,085	5,612	4,698	4,518
Parkview Terrace Condos	Oxford Street, 2690-2700	105	3,960	33,244	28,285	23,919	21,702	19,169
Ramsey Square Condos	Dale Street North, 2700-2730	192	-	35,796	34,991	35,127	41,288	38,930
Riviera Apartments	Highway 36 West, 925 & 965	64	12,473	13,597	19,108	17,369	15,204	15,900
Rose Hill Estates	County Road B, 591	51	4,341	4,904	5,880	5,345	3,775	5,514
Rose Mall Apartments	Albert Street, 2201-2221	54	37,328	41,412	43,984	47,376	41,250	42,786
Rose Park Apartments	Fry Street, 2128-2136	22	4,757	5,426	6,065	6,466	4,253	4,591
Rose Vista Apartments	Rose Vista Court, 1222-1263	175	19,697	18,366	24,634	26,822	23,830	23,146
Rosedale Estates North	Rice Street, 2835 & 2855	180	21,885	24,253	33,475	34,083	26,954	22,234
Rosedale Estates South	Rice Street, 2735	180	20,750	23,864	26,581	27,377	23,770	21,632
Roselawn Village	Roselawn Avenue, 1074	32	5,576	5,950	5,616	5,417	4,730	5,563
Rosepointe	Hamline Avenue North, 2545 & 2555	190	32,645	29,485	33,312	31,688	31,195	29,229
Roseridge Estates	Samuel Street, 2086-2090	18	2,653	3,099	3,829	4,537	3,744	5,739
Rosetree Apartments	Highway 36, 655	48	12,251	12,394	12,654	11,831	10,236	8,515
Roseville Apartments, LLC	Eldridge Avenue, 1625	11	2,037	2,546	1,833	2,106	1,730	2,172
Roseville Arms Condos	Elmer Street, 160-170	34	789	1,565	3,269	3,068	2,074	2,780
Roseville Commons	County Road C2 West, 2496	30	8,332	7,515	8,281	9,065	6,415	6,470
Roseville Estates	Lexington Avenue, 2599	107	5,593	9,842	12,312	10,028	7,472	6,588
Roseville Seniors	Larpenteur Avenue, 1045	127	25,581	33,600	30,521	27,577	23,698	24,268
Roseville Terrace	Dunlap Street, 1759	36	5,363	4,785	5,032	5,469	4,658	4,167
Roseville Townhomes	Old Highway 8, 3085	40	-	13,423	20,619	24,021	23,733	22,322
Rosewood Estates (Roseville)	Victoria Street, 2750	106	20,205	22,122	23,413	21,614	20,340	18,408
Rosewood Village	Highway 36 West, 1630	201	44,374	41,062	34,271	43,368	38,264	36,605
Sienna Green Apartments*	Snelling Avenue, 2225	120	9,199	9,683	9,659	11,486	7,813	13,325
South Oaks Apartments	County Road D West, 1080	25	4,067	5,951	6,751	5,930	5,969	4,886
Sun Place Apartments	Marion Street, 1721	30	5,169	4,093	4,926	6,107	6,451	5,942
Sunrise Assisted Living	Snelling Avenue North, 2555	77	17,031	16,647	15,869	16,693	13,118	11,330
Talia Place	Old Highway 8, 3020	11	2,790	1,683	1,761	2,569	2,620	1,892
Terrace Park	Terrace Drive, 1420	36	12,784	13,045	9,853	8,911	10,533	11,067

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
The Lexington (Roseville)	Lexington Avenue North, 2755	150	37,081	30,796	35,417	35,409	38,816	39,023
The Riviera 2	Highway 36 West, 885	32	6,562	6,602	8,968	8,053	6,740	5,431
Valley 8 Apartments	Old Highway 8, 3050	85	11,085	9,910	12,626	13,491	11,637	12,593
Victoria Place	Victoria Street North, 2250	58	-	14,911	16,130	14,015	14,647	15,396
Villa Park Community Condominiums	County Road B, 500	95	15,890	14,276	18,589	16,924	17,962	15,178
Villas at Midland Hills	Fulham Street, 2001	32	2,873	11,653	12,600	11,506	11,375	11,722
<b>Total Pounds - Residential</b>		<b>5,999</b>	<b>889,659</b>	<b>1,103,172</b>	<b>1,161,075</b>	<b>1,154,984</b>	<b>1,095,854</b>	<b>1,065,358</b>

### Municipal Buildings

Property Name	Primary Address	Sites	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
Acorn Park	County Road C, 286	1	-	-	-	-	-	184
Central Park Victoria West	Victoria Street North, 2495	1	-	-	-	-	-	46
City Hall (Roseville)	Civic Center Drive, 2660	1	28,244	28,474	24,682	20,562	21,228	21,590
Evergreen Park Ballfield	County Road B West, 1810	1	497	515	456	818	305	336
Fire Station 1 Roseville^	Lexington Avenue, 2701	1	3,226	3,630	2,134	2,058	2,063	1,890
Fire Station 3 Roseville	Dale Street North, 2335	1	1,564	2,786	3,604	2,960	3,968	3,437
Golf Course (Roseville)	Hamline Avenue, 2395	1	2,729	2,654	2,080	2,149	2,689	2,048
License Center	Lexington Avenue, 2737	1	79	178	10	38	31	26
Owasso Ballfields	Victoria Avenue, 2659	1	120	36	400	361	295	-
Public Works Garage (Roseville)	Woodhill Drive, 1140	3	8,341	12,089	13,916	13,566	16,863	16,644
Skating Center	Civic Center Drive, 2661	2	4,877	5,038	5,244	3,938	5,057	7,514
State Farm Insurance	Lexington Avenue North, 2201	1	-	-	705	1,758	718	759
Wildlife Rehabilitation Center	Dale Street North, 2530	1	14,607	13,948	12,726	12,513	11,840	10,509
<b>Total Pounds - Municipal</b>		<b>16</b>	<b>64,283</b>	<b>69,348</b>	<b>65,957</b>	<b>60,720</b>	<b>65,057</b>	<b>64,983</b>

**Nonprofits**

Property Name	Primary Address	Sites	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
Keystone Foodshelf (Roseville)	Hamline Ave North, 2833	1	-	-	-	-	-	14,258
<b>Total Pounds - Nonprofits</b>		<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>14,258</b>

	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.
<b>MultiFamily &amp; Non-Residential Totals</b>	<b>953,942</b>	<b>1,172,520</b>	<b>1,227,032</b>	<b>1,215,704</b>	<b>1,160,911</b>	<b>1,144,598</b>

<b>Total Units in 2011</b>	<b>5,999</b>
<b>Total Units in 2010</b>	<b>5,781</b>
<b>Total Units in 2009</b>	<b>5,781</b>
<b>Total Units in 2008</b>	<b>5,781</b>
<b>Total Units in 2007</b>	<b>5,662</b>
<b>Total Units in 2006</b>	<b>5,367</b>

^2275 Rice Street canceled September 2010. Building is demolished

\*Har Mar Apartments changed name to Sienna Green Apartments as of November 2010

~1705 Marion is a building with no units, this was corrected in 2011. In 2010 it was reported with 3 units.

^Fire Station 1 was demolished and is being rebuilt. Will reopen in 2013



## Eureka Recycling Composition Analysis Methodology

Eureka Recycling collects materials in two streams: a “papers” stream consisting of various grades of paper (including cardboard), and a “containers” stream consisting of food and beverage containers (including glass, plastic bottles, and metal cans). As outlined in our contract, Eureka Recycling conducts an annual composition study of the two streams to create a basis on which the percent of each commodity collected in the two-stream commingled program can be estimated based upon total weight collected in the truck.

### Composition by Stream

During the composition study, Eureka Recycling weighs each truck before and after tipping the papers to determine the weight of the papers and containers streams. Each truck has a stored tare weight that is updated regularly for accuracy. This weighing process allows us to determine what percentage of the total recycling collected makes up the papers stream, and what percentage makes up the containers stream.

### Composition by Commodity of Each Recycling Stream



The composition study starts with Eureka Recycling storing all of the materials collected in the city in the containers stream during a one-week period in a separate bunker from all other materials at the facility. Eureka Recycling sorts these containers by material separately from all other containers at the facility using the sort line.

The sorted materials are then baled or put into a hopper and transported with a forklift to the truck scale to be weighed. Finally, Eureka Recycling weighs the total amount of each sorted material grade (including residual) to establish a percentage of composition each grade represents within the containers stream.

The entire process is then repeated with the papers stream to establish a composition percentage of each grade of paper within the stream.

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## Eureka Recycling Participation Analysis Methodology

Eureka Recycling conducts an annual participation study in which both set-out and participation rates are analyzed and documented.

The **set-out rate** is the average number of households that set materials out for recycling collection on a given day. For example, every Monday for one month, collection drivers count the number of households that set out recycling on that day. Then the four numbers are averaged to determine the average number of households who set out recycling on a given Monday.

The **participation rate** is the number of households who set materials out for recycling collection at least once over a period of one month. The participation rate is a better indication of overall recycling participation because it includes households that recycle at least once a month, recognizing that some households may not set out recycling every week. It more accurately indicates how many households are participating in the recycling program *overall*, as opposed to the number of participants on a specific day.

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### Summary of Process

The study spans one month of collections. Eureka Recycling selects random sections to study for each daily recycling route, each section being comprised of about 200 households per day, for a total study of over 1,000 households. These same sections will be studied every year for consistency. Over a four-week period, Eureka Recycling tallies the exact number of households that set out recycling for collection in the morning of their collection day, before the driver services the section. The four-week study tracks recycling set-outs over the five days of collections during the week, totaling 20 days of set-out tracking.

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