



City of Roseville Year-End Recycling Report 2010

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Overview

Since 2006, Eureka Recycling and the City of Roseville have partnered to bring a strong recycling program to residents that focuses on making sure recyclable materials get recycled to their best use, ensures that residents are educated about what can and cannot be recycled, and recognizes the environmental and economic benefits of recycling. While recycling remains a strong platform to help save energy and resources, there are exciting and better ways to help reduce the amount of new materials that are produced. Eureka Recycling is a zero-waste organization and by partnering with us, Roseville residents have access to many zero-waste programs that go well beyond just curbside recycling.

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.

Zero Waste on a Path toward Sustainability

What is zero waste?

Zero waste means designing and managing materials and resources in ways that conserve and recover them—not destroying, burying, burning, or transforming our resources by viewing them as merely waste. Zero waste includes recycling, but goes beyond recycling by looking at the whole flow of resources through our society. It means eliminating discharges to land, water, or air that do not contribute productively to natural systems or the economy. It means preserving the resilience and long-term health of the natural systems that supply the resources and materials upon which our economic prosperity and well-being depend.

In a zero-waste community, healthy and sustainable human systems are like natural cycles, where the outputs are used as an input for another process. Zero waste saves energy, conserves resources, and provides other environmental benefits including keeping our water and air healthy. Working toward zero waste also offers a chance to build community. Recycling holds all these opportunities and benefits, but there are other often better ways than recycling to get the maximum benefit. These include rethinking and redesigning first, then reducing, reusing, and composting.

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Roseville is already working toward zero waste. Not only does a successful recycling program help get to zero waste, but composting and reuse programs as well as promoting reduction education can be among the most important parts of a city's sustainability plan.

Reuse



Through funding from Ramsey County, Roseville residents participate in the Twin Cities Free Market, a reuse program of Eureka Recycling. The Twin Cities Free Market is a local website where residents can list items to give away or search for free items available in the community. It is an easy, fast, and free way to give and get reusable items to benefit the environment, save money and make someone's day. With over 100,000 items saved from the trash to be appreciated in new homes, in many cases residents are able to find new homes for their items on Twin Cities Free Market faster than they find a disposal-oriented option.

In the Twin Cities metro area, 1 in 6 households use the Free Market as a tool to keep usable goods out of the waste stream. When items are reused, the need to manufacture new products is reduced, and they are prevented from being wasted—saving energy, protecting air and water quality, preserving the environment, and protecting our health.

Composting

Roseville introduced another step toward zero waste to its residents this year by hosting a backyard composting workshop. Along with a city sale of backyard compost bins, the city has encouraged residents to take their discards into their own hands and make dirt, not waste!

When food scraps go to a landfill, they create methane, which is a greenhouse gas with much more powerful warming capabilities than carbon dioxide. Even landfills that attempt to capture this gas only capture a small fraction of the methane released by the slowly anaerobically decomposing food scraps. There are also harmful effects when food scraps and paper products are burned in incinerators, which is a common practice in the metro area. Even the most technologically advanced incinerators release toxic and carcinogenic substances into the atmosphere that end up in our air and water supplies. Incinerators are the least efficient way to create energy—less efficient than natural gas, coal, or oil-burning power plants.

The biggest loss, though, is the lost opportunity to make much needed nutrient-rich soil made by the natural decomposition of food scraps and nonrecyclable paper. Wasting food scraps and nonrecyclable paper by sending them to landfills or incinerators—not recognizing them as the resource they are—is not a sustainable or zero-waste strategy.

A better option for saving this compostable material is to collect it and bring it to a commercial composting facility where it can be turned into soil. However, much of this material does not need to be taken away from home to be composted. Rather than trucking compostable materials to a facility, backyard composting is the most beneficial way to handle food scraps and some nonrecyclable paper at home—short of preventing their existence. This not only saves all of the fuel energy and expense of creating the infrastructure to move and process this material, it also keeps the benefits right in one's yard. Landscaping and gardens reap the benefits of all this new nutrient-rich soil.

With the use of the Zero-Waste Hotline, Eureka Recycling staff are able to convey this message to residents about the benefits and ease of composting right in their own backyard. Eureka Recycling hotline staff had over 220 conversations this year with metro area residents about backyard composting!

What's Left? Rethinking and Redesigning



When all of the recyclable materials that are still in our trash are recycled (over half of what the state of Minnesota still sends to landfills or incinerators is recyclable within current recycling markets) and the compostable materials are composted (about another quarter of what we are wasting), about 22% of our trash still remains, which must be redesigned so it can be eliminated, reused, recycled, or composted.

We need Extended Producer Responsibility (EPR) to get all the way to zero. EPR is an approach that shifts responsibility for the recycling, composting, or safe disposal of products and packaging from consumers and governments to those who design, market, and profit from them: the producers. This shift makes it possible to completely empty our trash can of the “toughest” trash.

The most efficient place to reduce waste and encourage reuse, reduction, recycling, and composting is at the product development stage. This is the most economical place to minimize the environmental impact of the product—truly sustainable in all regards.

City, county, and state governments can work with manufacturers, businesses, and consumers to redesign products that fit a zero-waste system. In addition, policies can be created to promote the creation of products that consumers want while not creating waste and toxins that consumers and governments don't want.

What is recycling's role in zero waste?

Recycling is a crucial part of getting to zero waste; it is often the first introduction to the idea that there does not have to be waste. Roseville's recycling tonnage of over 3,300 tons saves as much energy as it would take to power 472 households and saves the equivalent carbon emissions of taking over 1,500 cars off the road for a year! This is an immense energy and carbon savings.

Recycling that is done with a goal of zero waste in mind is a process that focuses on making sure materials are recycled to their highest and best use—like recycling glass bottles back into glass bottles, and making high quality paper out of high quality paper. Recycling helps save energy, conserves many resources, improves air and water quality, and builds community.

Eureka Recycling’s Zero-Waste Hotline provides an opportunity to convey these benefits. In 2010, Eureka Recycling staff had 484 conversations with Roseville residents to communicate these benefits of recycling, but also to take them to the next level. We know from experience that what would save the most energy and resources is not having that single-serve plastic bottle or that cereal box in the first place. Recycling provides the gateway for people to experience zero waste.

The sustainability of zero waste

Recycling and composting are good waste management strategies, but they are much more than that. Capturing resources to be made back into new products is sustainable and a zero-waste strategy. Recognizing that not even mining the resources in the first place is the most sustainable, both economically and environmentally. Keeping these ways to conserve resources and save energy—even when they are not always measureable—is the most sustainable option, but must be looked at in the bigger picture—often found in a sustainability plan or through a city’s goals.

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

In 2010, Roseville recycled over 3,300 tons of material that were made into new products that likely have even been recycled before and will be again! This amount of material has a great quantity of energy and a host of natural resources already put into its production. Thus recapturing and recycling this material and energy is a great demonstration of zero waste.

The Environmental Benefits of Roseville’s Recycling Program in 2010

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 August 2010, recognizes 40 material types.

Roseville	Total Recycling	Carbon Equivalent Reduction	Carbon Dioxide Equivalent Reduction
2006	3,441 tons	2,328 metric tons (MTCE★)	8,537 metric tons (MTCO2E)
2007	3,682 tons	2,460 metric tons (MTCE★)	9,018 metric tons (MTCO2E)
2008	3,556 tons	2,383 metric tons (MTCE★)	8,736 metric tons (MTCO2E)
2009	3,281 tons	2,206 metric tons (MTCE★)	8,090 metric tons (MTCO2E)
2010	3,322 tons	2,303 metric tons (MTCE★)	8,443 metric tons (MTCO2E)

*MTCE (Metric tons of carbon equivalent), MTCO2E (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/wycd/waste/measureghg.html#click>.

These numbers, however, don’t make much sense 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 a total of 1,546 cars from the road for one year to have had the same environmental impact in 2010 as they did recycling. To achieve this, approximately 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 2010 could power 472 homes for one year.

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, as you will see, the impacts are quite significant.

(http://epa.gov/climatechange/wycd/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 expounds upon it to gather information on not just carbon and CO₂, 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.

Roseville	2006	2007	2008	2009	2010
Total Recycling	3,441 tons	3,682 tons	3,556 tons	3,281 tons	3,322 tons
Carbon Dioxide Equivalent Reduction (MTCO ₂ 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
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
Human Health – Acidification (SO ₂) Reduction	26.9 tons	27.0 tons	27.3 tons	25.3 tons	25.5 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
Human Health – Carcinogens Reduction	1.9 metric tons	1.9 metric tons	1.9 metric tons	1.9 metric tons	1.9 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>

Revenue Share

Not only does recycling result in huge environmental benefits that help conserve resources, save energy, and protect air and water, but recyclable materials are valuable products that continue to have a demand in the marketplace. A recycling program that includes revenue share recognizes the financial sustainability of the program—both environmentally and economically. Revenue share reflects the markets for materials and can show the current conditions of the markets. A program that has revenue share recognizes the value of these materials and how that value can be used to support recycling and waste reduction initiatives.

When Roseville entered into a recycling service contract with Eureka Recycling in 2006, the city began receiving revenue share from the sale of the materials collected in their recycling program. Since 2006, Roseville has received \$471,308.13 in revenue from recycling to continue to invest in the city’s recycling program or other environmental programs.

	2006 Rev	2007 Rev	2008 Rev	2009 Rev	2010 Rev
1st Quarter	\$21,165.32	\$22,749.81	\$33,159.16	\$859.83	\$21,111.03
2nd Quarter	\$23,403.59	\$27,992.48	\$39,090.85	\$4,810.17	\$28,141.61
3rd Quarter	\$19,483.86	\$30,002.00	\$47,928.25	\$8,587.23	\$23,044.87
4th Quarter	\$22,661.14	\$34,551.08	\$14,170.61	\$15,946.38	\$32,448.84
Total	\$86,713.91	\$115,295.37	\$134,348.87	\$30,203.61	\$104,746.40

Eureka Recycling continues to share 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 be used locally to maintain the low cost of the program to residents and to support other waste reduction efforts of the city and its residents. This resulted in about almost \$7.00 per household shared back with the city to invest in the recycling program or other waste reduction initiatives.

The two-sort system consistently results in quality materials that are in high demand in the markets. 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, and results in a higher value for the materials. 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, but also leads to higher revenue back to the city.

Annual Composition Study

Eureka Recycling and Roseville both share a value that there should be a composition analysis done each year for only the material collected in the City of Roseville and not a larger facility average for all the materials processed in an entire MRF. This information on the specific composition of the material being collected in the City of Roseville is an essential element that helps the city better manage the recycling program. In the recycling collection and processing contract Roseville and Eureka Recycling agree that the composition analysis should be specific to the city’s material.

Many cities receive composition information from their recycling provider that is an amalgam of all of the tons being processed in their facility from all sources, residential, commercial, and industrial. Each city is different, and if a change in the composition of materials occurs because of a specific education initiative undertaken by the city, or because of changes in the purchasing and

recycling habits of the residents, this information would not be seen in a composition report that is not city-specific in its scope.

In this year’s composition analysis, conducted in March 2010, Eureka Recycling collected 98,610 pounds of material from routes in each day of collection in the city. This material was run through Eureka Recycling’s sorting facility separate from all other materials to breakdown Roseville’s recycling into different types (see chart below).

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

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

In 2010, the City of Roseville had an impressive 0.19% of residual rate, meaning only 0.19 of a percent of all the total materials collected in Roseville is not recycled. This is the lowest residual rate since Eureka Recycling has been working with the city. The fact that Roseville’s residual rate has decreased and remains one of the lowest residual rates in the state of Minnesota is truly astounding and something to be very proud of!

While the percentage of paper products as compared to containers remained relatively stable, the amount of newsprint as a specific component of the paper stream continued to decline for the second year in a row. With fewer people subscribing to printed newspapers and the size of those

papers decreasing, this trend is expected to continue. 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 having to cut down more trees or make more glass from silica and other raw materials.

For the first year since it has been collected, the amount of Tetra-Pak (milk cartons and juice boxes) collected in the Roseville’s program showed a measurable increase. 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 actual participation information is gathered that is city-specific. Each year Eureka Recycling counts set-out rates in 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 the 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
Set Out Rate	60%	50%	58%	53%	50%
Participation Rate	74%	75%	82%	78%	76%

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 2010 saw another 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 the steps in their own households to help reduce waste. This participation rate is still one of the highest participation rates in Minnesota.

Multi-Family Building Recycling

The Roseville Multifamily recycling program continues to maintain a 100% participation rate. Roseville continues to play a role in the metropolitan area as a leader in establishing successful recycling programs for its residents.

Conclusion

The residents of Roseville are a thriving city full of residents who embrace waste reduction as a path to sustainability and who participate enthusiastically in their recycling program. This can lead to excellent community involvement when promoting and offering other zero-waste initiatives like zero-waste events, the Free Market, and backyard composting. The opportunity to engage these informed recyclers is very exciting and it can lead the way to expanding outreach around even more areas of waste reduction.

City of Roseville

Outreach and Education Summary 2010

In 2010, Eureka Recycling and the City of Roseville expanded outreach to many more events to bring a zero-waste message to residents of Roseville. In addition, we expanded waste reduction education this year to include a backyard composting workshop—the next step toward zero waste!

Together we continued to support the efforts of the city of Roseville to make city events zero-waste. This was the first year we distributed recycling bins and educational material at Night to Unite parties. The Home Improvement Fair, Earth Day, Run for the Roses, and the Wild Rice Festival were all successful zero-waste events diverting over 930 pounds of discards from the waste stream. That means that over 97% 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 recycling program at rates that are among the highest in the state. In 2010, we continued to educate residents about the curbside recycling program and the benefits of reducing waste; recognizing that there is more to waste reduction than just recycling.

Zero-Waste Hotline

In 2010, Eureka Recycling’s hotline staff had 410 conversations with Roseville residents about their curbside recycling program.

Hotline staff also answered 74 calls from apartment and townhouse building contacts and residents participating in the multi-family recycling program that were calling with questions unique to their recycling 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.

	2006	2007	2008	2009	2010
Hotline Calls					
Curbside Calls	1,000	425	540	480	410
Multi-family Calls	60	49	78	35	74
Total Calls	1,060	474	618	515	484
Requests for Printed Materials					
Curbside	290	41	74	21	43

It is normal for calls to decrease as the program continues because residents more readily understand the program or know where to find answers. In many of our cities the calls increased greatly in July 2010 because of confusion around how the Independence Day holiday would impact the collection schedule. Since the holiday was on a Sunday, many residents expected that we would have delayed collection because many places (banks, offices, etc.) were closed on July 5.

To reduce confusion about how collection is affected when a holiday falls on a Sunday, we worked with city staff to make the decision to change our collection schedule for Christmas Day 2011 and New Year's Day 2012.

Requests for Printed Education Materials

Throughout the year, Eureka Recycling mailed specific curbside recycling schedules, sorting information, and clothes and linens stickers to 43 Roseville residents in response to their questions and calls.

Curbside Recycling Program

Guide to Recycling

All Roseville residents in the curbside recycling program received the 2010 Guide to Recycling through direct mail. In addition to the basic instructions for how recycling should be set out and the materials collected, the 2010 Guide to Recycling reflected the community and the impact of individual efforts on waste reduction. We focused our message on three areas: recycling, composting, and producer responsibility—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 nonrecyclable 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 2010, drivers left approximately 13,010 educational tags in recyclers' bins.

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

Our experience has shown that the absolute best place to educate residents about their 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 (see examples on next page) 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.

Drivers and hotline staff worked together to send out 559 educational postcards in 2010. 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. We are glad to see a decrease in the number of postcards sent to residents because it means two good things: more residents have recycling bins and/or residents understand the program better.

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 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 2010, Eureka Recycling sent 10 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 2010, the service was extended to 88 Roseville residents. At the beginning of 2011, a newsletter article was posted in the Roseville City News notifying people about the special pickup service. This outreach resulted in an additional 16 Special Pickup Addresses in January 2011.

Multifamily Recycling Program

The City of Roseville has a very organized multifamily recycling program. This year the city program lost one multifamily building as a result of a Ramsey County reconstruction project. We now have a total of 172 multifamily complexes, 162 residential buildings, and 10 city buildings, for a total of 5,781 units being serviced in Roseville's multifamily program.



In February 2010, Eureka Recycling mailed reports to all of Roseville's multifamily building managers providing them with the data on the tonnage recycled for their buildings and the environmental benefits of that effort. 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 163 pieces of recycling education (instructional posters and brochures) to the building management and residents of the newly established and existing multifamily accounts in 2010.

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.

Special Education and Outreach

Outreach at Roseville Events

In 2010, 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 four events this year. Eureka Recycling staff attended and helped monitor the zero-waste stations, and educated residents about recycling and zero-waste issues at two of these events. The City of Roseville handled the other two events themselves to grow capacity to participate in this important aspect of helping get to zero waste.

This year also sparked a great discussion about backyard composting in Roseville. If residents attended the three summer events (Earth Day, a compost workshop, and Run for the Roses), they were eligible to receive a free backyard composting bin. We had many great conversations with people because of this offer!

On April 18, 2010, 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 many young people attending the event around how they can help their families begin backyard composting their kitchen food scraps and yard waste, and we encouraged people to sign up for one of the upcoming compost workshops in Roseville.

At Run for the Roses, city staff and Eureka Recycling offered a clothing and shoe recycling opportunity to event attendees. Eureka Recycling staff had a great time talking to residents about how in addition to being able to recycle their used clothing at the event, they could also recycle clothes and linens every week at the curb with their other recycling.

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 Home Improvement Fair (**100%**)
- The Earth Day Celebration at Harriet Alexander Nature Center (**89%**)
- The Run for the Roses (**99%**)
- The Wild Rice Festival (**97%**)

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 90-100% 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.

Backyard Composting Workshop

The City of Roseville and Eureka Recycling recognize that recycling alone will not empty the garbage can. Backyard composting is an easy way to help reduce waste at home by turning food scraps, leaves and grass, and some nonrecyclable paper into dirt right at home. Because it does not rely on the development of a transportation infrastructure to move the material around for

processing, composting material in one's backyard is the most environmentally beneficial way to turn it into dirt. Teaching residents how to reduce their waste and impact on the environment by getting some of the materials that create methane in a landfill or create toxins and greenhouse gases when burned in an incinerator helps build community around reducing waste and conserving our resources!

On May 18, 2010, over 20 excited residents attended a backyard composting workshop at City Hall to learn how easy it is to begin composting right at home. They asked many questions and some experienced residents provided excellent tips on how to get to that next step toward zero waste. We also continue to support the City of Roseville with their compost bin sales by providing resources that new or experienced composters can use to get their questions answered.

The Make Dirt Not Waste website (www.makedirtnotwaste.org) has resources for composting at home as well as other ways to participate in the composting movement. In addition, the educators at Eureka Recycling's zero-waste hotline can help troubleshoot any issues that residents stumble upon when taking that next step to reduce their waste at home. In 2010, hotline staff answered 221 calls from residents all over the metro area about backyard and worm composting.

Night to Unite

This year we joined the City of Roseville in their Night to Unite celebration for the first time. 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 two full trucks of recycling bins, Roseville city staff and Eureka Recycling staff headed out to over 25 neighborhood gatherings and distributed over 250 recycling bins. Residents were very excited to get recycling information and more recycling bins!

We enjoyed talking to residents about everything from the complications of recycling plastic to the ease of the next step to zero waste at home: composting. We distributed 2010 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 also offered the opportunity to any neighborhood party that wanted a backyard compost bin to get one for free. A couple of parties raffled them 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.

(This document is also included as Appendix D.)

Twin Cities Free Market Promotion

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). As mentioned in the 2010 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! 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. 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.

Appendix A

Roseville Multi-Family Tonnage by Property - 2010

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.
1144 Dionne Street	Dionne Street, 1144	23	7,150	8,457	5,961	5,167	6,906
1363 County Road B	County Road B, 1363	11	1,892	1,910	2,744	2,629	2,255
161 McCarrons Street	McCarrons Street, 161	11	439	198	-	-	-
161 Minnesota Avenue	Minnesota Avenue, 161	6	148	678	423	646	1,076
1610 County Road B	County Road B, 1610	11	2,266	2,324	1,967	2,396	2,079
1614 Eldridge Avenue	Eldridge Avenue, 1614	11	1,424	1,280	2,651	4,237	3,583
1615 Eldridge Avenue	Eldridge Avenue, 1615	11	1,809	1,091	1,721	2,076	1,922
1624 Eldridge Avenue	Eldridge Avenue, 1624	11	2,541	2,029	1,996	2,629	2,249
1629-1635 Skillman Avenue	Skillman Avenue, 1629-1635	14	2,505	3,002	2,951	2,686	2,151
1635 Eldridge Avenue	Eldridge Avenue, 1635	11	3,284	1,702	1,650	2,333	2,380
1705 Marion Street	Marion Street, 1705	3	1,437	1,578	224	291	1,370
1750 Marion Street	Marion Street, 1750	24	3,511	3,576	4,317	3,906	3,386
2125 Pascal	Pascal Street, 2125-2133	22	2,514	3,184	5,239	4,717	4,829
2180 Haddington Road	Haddington Road, 2180	5	964	1,285	737	1,690	1,484
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
2610 Snelling Curve	Snelling Curve, 2610	17	2,929	2,696	3,164	3,113	3,284
2900 Highcrest Road	Highcrest Road, 2900	11	4,581	4,436	2,715	2,534	3,597
2950 Highcrest Road	Highcrest Road, 2950	12	2,980	2,295	2,486	2,685	2,496
Applewood Pointe	Applewood Court, 1480	94	47,799	58,215	46,499	39,220	36,217
Aquarius Apartments	County Road C2, 2425	99	-	-	15,391	17,449	12,570
Bonaventure	Lexington Avenue North, 3090	30	7,490	8,105	7,033	5,367	5,497
Centennial Gardens East & West	Centennial Drive, 1400-1420	190	26,759	21,852	22,677	23,021	21,122
Coventry Seniors Apartments	Snelling Avenue, 2820	149	19,939	19,110	22,729	24,917	22,952
Dale Terrace Apartments	County Road B, 720	42	9,360	7,793	12,033	13,323	12,343
Dellwood Condominiums	Dellwood Street, 1725	12	1,226	1,923	2,650	2,630	2,721
Eagle Crest	Lincoln Drive, 2925	216	13,892	60,799	56,057	57,249	64,086

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.
Executive Manor Condos	Old Highway 8, 3153-3155	72	12,385	14,530	17,674	17,185	15,918
Garley Apartments	County Road B, 1634	11	2,153	1,161	1,415	1,547	1,420
Greenhouse Village	Larpenteur Avenue, 1021	102	19,032	37,098	28,751	24,581	30,384
Hamline House Condos	Hamline Avenue, 2800	150	34,102	33,973	32,182	29,441	24,522
Hamline Terrace	Terrace Drive, 1360-1410	102	12,817	12,230	17,366	19,233	23,416
Heritage Place	County Road B West, 563	50	21,892	23,110	17,258	16,066	19,781
Hillsborough Manor	Woodbridge Street, 2335-2345	120	16,298	17,755	28,418	35,852	29,398
Karie Dale Apartments	Dale Street North, 2355-2393	44	6,691	7,455	9,794	8,483	7,508
Lake Josephine Condominiums	Lexington Avenue North, 3076	23	9,411	8,313	7,040	6,632	6,179
Lar Dale Apartments	Larpenteur Avenue West, 655	17	2,068	2,189	2,348	1,546	2,472
Lexington Court	Lexington Avenue, 2192-2206	52	3,390	2,970	4,293	5,076	4,092
Lexington Twin Apartments	Lexington Avenue, 1890	22	5,674	5,519	5,456	5,689	5,014
Lexlawn/Roselawn Apartments	Lexington Avenue, 1943	34	3,142	2,888	3,774	4,033	3,788
Marion Street/ Brittany Apartments	Larpenteur Avenue, 175	277	11,980	16,150	17,191	17,485	18,645
McCarrons Apartments	McCarrons Boulevard North, 166-204	67	5,092	4,919	5,543	5,039	4,939
Midland Grove Condos	Midland Grove Road, 2200-2250	174	48,162	60,937	50,758	45,718	48,159
MSOCS - Group Home	Huron Street North, 1898	0	-	-	-	615	4,326
Northwestern College Apartments	Lydia Avenue, 1610	40	6,061	7,839	4,941	4,379	4,055
Northwestern College/Snelling Terrace	Snelling Drive East, 2906	48	7,386	16,027	12,542	12,253	12,443
Palisades	Sandhurst Drive West, 535-570	330	40,078	41,635	55,306	51,667	45,972
Parkview Estate	Oxford Street, 2670-2680	204	28,447	29,206	30,816	29,683	24,738
Parkview Manor	Dale Street North, 2202-2210	34	4,931	4,553	5,085	5,612	4,698
Parkview Terrace	Oxford Street, 2690-2700	105	3,960	33,244	28,285	23,919	21,702
Ramsey Square Condos	Dale Street North, 2700-2730	192	-	35,796	34,991	35,127	41,288
Riviera Apartments	Highway 36 West, 925 & 965	64	12,473	13,597	19,108	17,369	15,204
Rose Hill Estates	County Road B, 591	51	4,341	4,904	5,880	5,345	3,775
Rose Mall Apartments	Albert Street, 2201-2221	54	37,328	41,412	43,984	47,376	41,250
Rose Park Apartments	Fry Street, 2128-2136	22	4,757	5,426	6,065	6,466	4,253
Rose Vista Apartments	Rose Vista Court, 1222-1263	175	19,697	18,366	24,634	26,822	23,830
Rosedale Estates North	Rice Street, 2835 & 2855	180	21,885	24,253	33,475	34,083	26,954
Rosedale Estates South	Rice Street, 2735	180	20,750	23,864	26,581	27,377	23,770
Roselawn Village	Roselawn Avenue, 1074	32	5,576	5,950	5,616	5,417	4,730

Property Name	Primary Address	# Units	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.
Rosepointe	Hamline Avenue North, 2545 & 2555	190	32,645	29,485	33,312	31,688	31,195
Roseridge Estates	Samuel Street, 2086-2090	12	2,653	3,099	3,829	4,537	3,744
Rosetree Apartments	Highway 36, 655	48	12,251	12,394	12,654	11,831	10,236
Roseville Apartments, LLC	Eldridge Avenue, 1625	11	2,037	2,546	1,833	2,106	1,730
Roseville Arms Condos	Elmer Street, 160-170	34	789	1,565	3,269	3,068	2,074
Roseville Commons	County Road C2 West, 2496	30	8,332	7,515	8,281	9,065	6,415
Roseville Estates	Lexington Avenue, 2599	107	5,593	9,842	12,312	10,028	7,472
Roseville Seniors	Larpenteur Avenue, 1045	127	25,581	33,600	30,521	27,577	23,698
Roseville Terrace	Dunlap Street, 1759	36	5,363	4,785	5,032	5,469	4,658
Roseville Townhomes	Old Highway 8, 3085	40	-	13,423	20,619	24,021	23,733
Rosewood Estates (Roseville)	Victoria Street, 2750	106	20,205	22,122	23,413	21,614	20,340
Rosewood Village	Highway 36 West, 1630	201	44,374	41,062	34,271	43,368	38,264
Sienna Green Apartments*	Snelling Avenue, 2225	120	9,199	9,683	9,659	11,486	7,813
South Oaks Apartments	County Road D West, 1080	25	4,067	5,951	6,751	5,930	5,969
Sun Place Apartments	Marion Street, 1721	30	5,169	4,093	4,926	6,107	6,451
Sunrise Assisted Living	Snelling Avenue North, 2555	77	17,031	16,647	15,869	16,693	13,118
Talia Place	Old Highway 8, 3020	11	2,790	1,683	1,761	2,569	2,620
Terrace Park	Terrace Drive, 1420	36	12,784	13,045	9,853	8,911	10,533
The Lexington (Roseville)	Lexington Avenue North, 2755	150	37,081	30,796	35,417	35,409	38,816
The Riviera 2	Highway 36 West, 885	32	6,562	6,602	8,968	8,053	6,740
Valley 8 Apartments	Old Highway 8, 3050	85	11,085	9,910	12,626	13,491	11,637
Victoria Place	Victoria Street North, 2250	58	-	14,911	16,130	14,015	14,647
Villa Park Community Condominiums	County Road B, 500	95	15,890	14,276	18,589	16,924	17,962
Villas at Midland Hills	Fulham Street, 2001	32	2,873	11,653	12,600	11,506	11,375
Total Pounds - Residential		5,781	889,659	1,103,172	1,161,075	1,154,984	1,095,854

Municipal Buildings

Property Name	Primary Address	Sites	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.
City Hall (Roseville)	Civic Center Drive, 2660	1	28,244	28,474	24,682	20,562	21,228
Evergreen Park Ballfield	County Road B West, 1810	1	497	515	456	818	305
Fire Station 1 Roseville	Lexington Avenue, 2701	1	3,226	3,630	2,134	2,058	2,063
Fire Station 3 Roseville	Dale Street North, 2335	1	1,564	2,786	3,604	2,960	3,968
Golf Course (Roseville)	Hamline Avenue, 2395	1	2,729	2,654	2,080	2,149	2,689
License Center	Lexington Avenue, 2737	1	79	178	10	38	31
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
Skating Center	Civic Center Drive, 2661	2	4,877	5,038	5,244	3,938	5,057
State Farm Insurance	Lexington Avenue North, 2201	1	-	-	705	1,758	718
Wildlife Rehabilitation Center	Dale Street North, 2530	1	14,607	13,948	12,726	12,513	11,840
Total Pounds - Municipal		14	64,283	69,348	65,957	60,720	65,057

MultiFamily & Non-Residential Totals		953,942	1,172,520	1,227,032	1,215,704	1,160,911
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Total Units in 2010	5,781
Total Units in 2009	5,781
Total Units in 2008	5,781
Total Units in 2007	5,662
Total Units in 2006	5,367

^2275 Rice Street canceled September 2010

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



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.

(651) 222-SORT (7678)
www.eurekarecycling.org

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.

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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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Make your neighborhood event zero waste!

Whether you are having a barbecue with a few neighbors, or you are hosting a family reunion or neighborhood block party – every bit of waste reduction and recycling at your event will make an impact. With some planning and communication with your guests ahead of time, these simple tips can help you reduce waste at your event– or in your home, every day!

Reduce

- **Avoid individually wrapped single serving items.** You can serve bite-size or finger foods that require no utensils or choose entrées that can be served in large containers like pasta in a large bowl or a platter of sub sandwiches.
- **Plan ahead to avoid wasting food.** Accurately estimate attendance when preparing food or placing orders for catering. Consider hosting a potluck and encouraging your guests to bring the leftovers home with them in reusable containers. If you're keeping the leftovers, be sure to store them properly so you can eat them later.

Reuse

- **Provide reusable items,** or encourage participants to bring their own. Silverware, glasses or mugs, and plates can be washed and reused. Cloth napkins and tablecloths can be used instead of paper. Serve beverages in glasses rather than single-serving, one-use bottles or cans.
- **Use materials with recycled content.** If using reusable items is not possible, paper items are more likely to be made out of recycled content than plastic materials.

Recycle

- **Use easily recyclable items.** Aluminum cans and glass bottles are valuable and can be made into cans and bottles over and over again. Avoid plastics, especially plastics that are not recyclable. Only plastic bottles (marked with #1 and #2) can be recycled through most curbside recycling programs. Non-recyclable plastics include plastic tubs, plastic wraps, plastic cups, and plastic spoons, knives, and forks. Some of these plastics may be recyclable through special drop-off programs, but must be collected separately. If you live in a city where Eureka Recycling provides curbside recycling, you can recycle your milk cartons and juice boxes, too!

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Make Dirt, Not Waste! Compost at your event.

- **Compost your food waste.** If you have a backyard compost bin, this is an easy way to reduce waste. You can compost food waste like fruit and vegetable peelings, stale bread and pasta and even some non-recyclable paper products like napkins or paper towels. Meat, dairy and greasy foods should not be put in a backyard bin.
- **If you don't compost, consider starting now,** or talk to a neighbor who may be able to collect the food waste and compost in their bin. Contact Eureka Recycling for backyard composting resources or visit our composting website at www.makedirtnotwaste.org for details to get you started today!
- **Compostable bio-based cups, plates, and serviceware are now available** to replace disposable plastic products made from petroleum. However, the environmental benefits of these products are not completely realized if they are burned in an incinerator or buried in a landfill instead of being composted. Certified compostable products will completely biodegrade when properly composted in a commercial-scale composting facility. *These products are not designed to break down in a backyard compost bin.* Commercial-scale composting facilities are very limited and most Twin Cities residents do not have access to this type of composting at this time. Reusable plates, cups, and serviceware are always a better environmental choice.



Communicate with your guests at the event and monitor your efforts

- **Provide containers for recycling and compost and trash, if needed.** Limit the number of trash containers and make sure that no trash container stands alone. Be sure they are next to clearly labeled recycling and composting containers so that it is easy for people to make the choice to recycle and compost.
- **Clearly label containers at all locations.** Pictures, lists, and symbols in combination are most effective. You really can't say it enough! Instead of just the word "Cans," a container labeled "Cans" with a picture of a can and the "chasing arrows" recycling symbol is more likely to be used. And, kids that can't read will know what to do, too!
- **Place containers in obvious places where they will be visible and accessible.** Containers near eating areas and exits often do the trick!
- **Announce your waste reduction efforts to your guests.** Recycling, composting, and waste reduction practices vary from city to city and sometimes from house to house, so briefly explain what your guests can compost and recycle at your event.
- **Monitor your recycling and trash containers.** Some guests will inevitably misuse the containers by placing trash in recycling containers or recycling in trash containers. Keep an eye on your containers to make sure items are going in the right place. Ask kids at the event to help with this—they are great at getting others to recycle and compost!

