



City of Roseville 2015 Year-End Recycling Report

This year-end report contains information on several areas that Eureka Recycling tracks to monitor the success of Roseville's zero waste recycling program over the course of each year. As a non-profit social enterprise organization we believe tracking and reporting this data is an essential way to ensure program transparency. It also gives Eureka Recycling and city staff the tools needed to successfully manage the program.

(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.

This report covers the following categories of information:

- Tonnage collected – page 2
- Resident participation in the program – page 3
- Composition of the materials being recycled – page 4
- Revenue earned from the sale of recycled material and shared with the city – page 6
- Environmental benefits from the material recycled by residents – page 10
- Tonnage recycled by each multifamily building and city building – Appendix A
- Recycling Composition Study Methodology – Appendix B
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- Education and Outreach Activities – Appendix D
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Introduction

Residents in Roseville have had two years to become familiar with the new single sort cart recycling program and with the amount of recycling they generate, and 2015 saw a definite decline in the number of calls from residents.

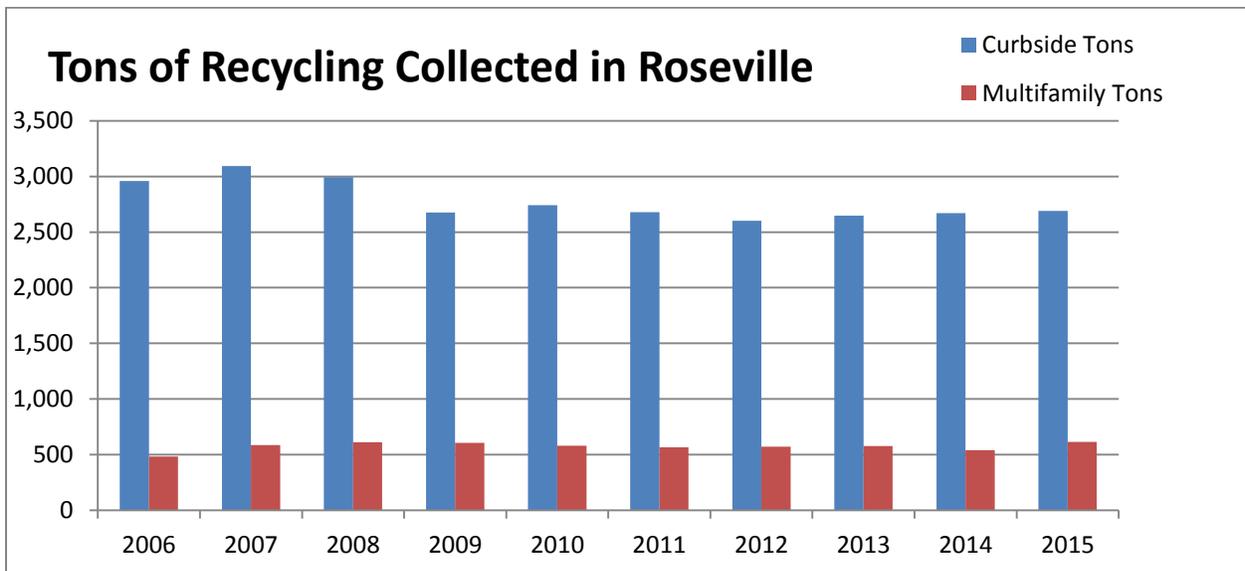
The high level of engagement residents have with their recycling program can be seen in the right sizing of containers and the continued high participation levels. Since 2014 over 2500 households have called to adjust the size of their cart to better meet the needs and space limitations of their home. (That represents more than a quarter of all households in the city.) This year Roseville continued to have a 93% participation rate.

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TONS OF MATERIAL RECYCLED

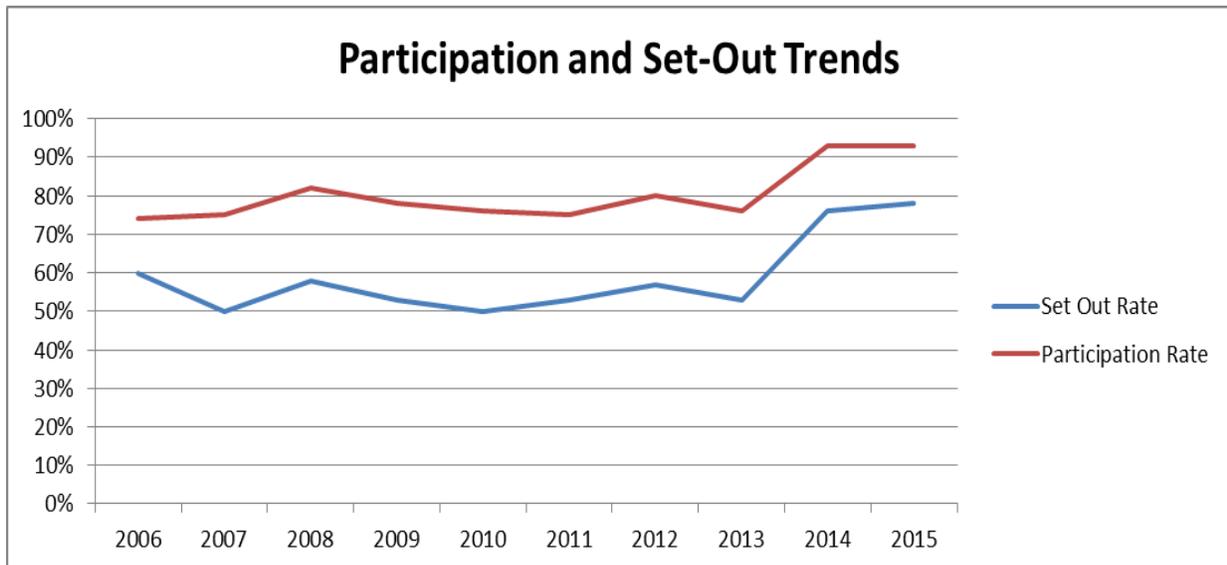
Total tonnage collected in Roseville in 2015 was 3,305 tons. This represents a small (3%) increase over the previous year. This is something to be proud of considering the continuing trend towards the lightening of individual products and packaging that make up recycled materials. Recycling rates are measured by weight industry wide, but that metric doesn't tell the complete story. Manufacturers are continuing to find lighter and lighter weigh packaging options. Products once bottled in glass are now bottled in plastic or aluminum. Aluminum and plastic bottles are getting thinner and lighter. Also, fewer and fewer households subscribe to physical newspapers and magazines, opting instead to get their news and entertainment on computers, tablets, and phones. Roseville's 3% increase very likely represents a bigger percentage increase in terms of actual recycling efforts by residents, because it takes more containers to create a ton now than it has.



PARTICIPATION

Roseville is one of the few cities in the metropolitan area in which the actual city-specific participation trend information is gathered and made available. Each year in the same areas of the city Eureka Recycling counts set-out rates on each collection day for four straight collection weeks. Because Roseville currently has every other week collection the study period is 8 weeks long. This study yields information on how many residents set out material in any given week, as well as the total percentage of residents that take part in the program.

This year the increases in set-outs and in overall participation seen in 2014 have been maintained. In any given week 78% of households participate in the program, which is referred to as the “set-out rate”. This is a slight (2%) increase over the previous year. Overall participation remained very high at 93%. This is the highest rate of any city Eureka Recycling works with and remains one of the highest rates in the country.



Eureka Recycling conducted the annual participation and set-out rate trend study in the fall of each year. (See Appendix C for the definitions, and methodologies of the participation, and set-out rate studies.)

COMPOSITION OF MATERIALS

In the spring of each year Eureka Recycling conducts a composition of the material collected in Roseville.

While this is certainly not an industry standard, Eureka Recycling believes that this information is important for cities to have as they plan their budgets, make decisions on their education and outreach work plans and communicate with residents about what to recycle and the success of their program overall.

Type of Material	2006*	2007*	2008*	2009*	2010*	2011*	2012*	2013*	2014	2015
	% of Total Tonnage									
Total Annual Tons	3,441	3,681	3,556	3,281	3,322	3,244	3,173	3,225	3,212	3,305
Papers										
News Mix	63.98%	56.46%	66.00%	61.65%	59.68%	51.53%	56.86%	54.40%	56.27%	54.08%
Cardboard	6.71%	13.23%	4.50%	5.48%	7.34%	10.33%	9.09%	8.78%	8.59%	7.35%
Boxboard	2.37%	7.60%	2.60%	5.48%	3.79%	7.04%	5.81%	2.54%	4.48%	4.38%
Wet Strength	0.36%	0.10%	0.50%	0.00%	1.77%	0.46%	0.50%	0.58%	0.84%	0.74%
Phone Books	1.33%	0.11%	0.10%	0.02%	0.12%	0.14%	0.28%	0.37%	0.00%	0.00%
Milk Cartons & Juice Boxes	Not collected	Negligible	Negligible	Negligible	0.02%	0.03%	0.47%	0.07%	0.31%	0.19%
Textiles	0.40%	Negligible	Negligible	0.02%	0.02%	0	0.20%	0.09%	0.11%	0.16%
Residual	0.24%	0.11%	0.50%	0.06%	0.07%	0.27%	0.19%	0.07%	N/A	N/A
TOTAL	75.40%	76.60%	74.20%	72.72%	72.81%	69.79%	73.40%	66.90%	70.60%	66.90%
Containers										
Total Glass	14.89%	15.15%	16.70%	17.54%	17.31%	18.08%	16.94%	18.78%	17.58%	21.36%
Steel Cans	2.64%	2.00%	2.40%	2.43%	2.65%	2.49%	2.38%	3.30%	2.09%	2.12%
Aluminum	1.48%	1.10%	1.40%	1.40%	1.43%	2.10%	1.37%	1.99%	1.13%	0.98%
Total Plastics	4.70%	4.01%	4.60%	5.75%	5.67%	6.94%	5.63%	7.29%	6.13%	6.09%
Residual	0.89%	0.15%	0.70%	0.17%	0.12%	0.60%	0.28%	1.74%	N/A	N/A
TOTAL	24.60%	22.40%	25.80%	27.28%	27.19%	30.21%	26.60%	33.10%	26.93%	30.55%
Total Residual	1.13%	0.26%	1.20%	0.23%	0.19%	0.91%	0.47%	1.81%	2.47%	2.55%

* Recycling collected using Two Sort System

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

Residual Rates in Single-Sort Recycling Programs

“Residual” refers to the amount of material collected from residents that is not actually recycled. Roseville’s program continues to have a very low residual rate. At 2.55% this program continues

to have a rate that would be considered good for any two sort program. For a single sort program it is one of the lowest in the country.

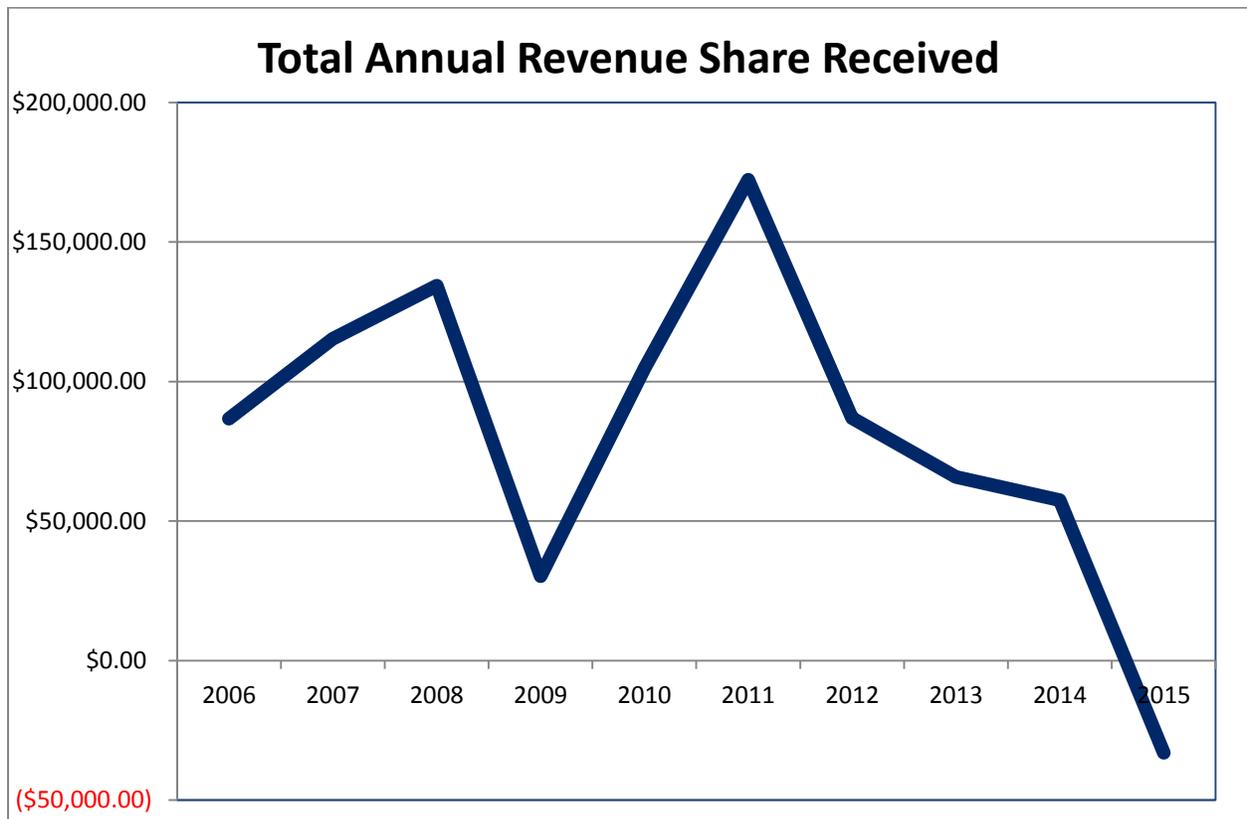
Engaging with residents through education (including the Guide to Recycling) in-mold labels on all recycling carts, our zero waste hotline, and outreach at many city sponsored events all lead to a lower residual rate. This outreach and education also creates buy-in, inspiring people to support and participate in their zero-waste recycling program. Regular communications makes it easy for Roseville residents to stay informed, and be clear about what is and is not recyclable in their city.

A residual rate of 2.55% shows that those efforts are successful, but more can be done to help residents. By continuing to educate them about non-recyclable items and the problems they pose for processing facilities and end market manufacturers we can continue to build awareness and reduce the amount of non-recyclable items they purchase and/or put in their carts. Additionally, we can continue to work with, and if necessary put pressure on, manufacturers to make sure all of the packaging they make is recyclable or compostable.

REVENUE

Since 2006, the City of Roseville has received more than \$853,000 in revenue from the sale of its recyclables. The materials that Roseville residents set out are valuable. They required tons of natural resources, a great deal of energy, and hours of labor to produce. Much of that value still remains in the items after they are used. Recycling this material captures that value and reinvests it into the next generation of products reducing costs and creating significant environmental benefit. The market for recycled material generates billions of dollars each year in the United States alone. This material is highly sought after by manufacturers who want to make new products out of it.

In 2015 Roseville received \$984.54 in revenue from the sale of recyclable materials. As commodity prices decreased in February – December of 2015, the revenue received was not sufficient to cover the costs of processing the material to sort it into the different commodity types for sale. Roseville currently has a zero floor clause in the recycling contract that states that if processing costs exceed the revenue earned the city's cost/revenue from the sale of materials shall be \$0.00. The gap between revenues received and processing costs incurred means that just over \$33,000 worth of processing costs were absorbed by Eureka Recycling.



The Real Benefits of Recycling and Who They Are For

With the prices paid for the different commodities with the recycling streams continuing to be low in 2015 there has been a great deal of media attention paid to stories that question the validity of recycling. All of the articles and television and radio pieces that criticize recycling base their conclusions on a bottom line approach that says when prices are this low, it is not worth recycling some or all of the material, and that landfilling or incineration are better options. If all you cared about was maximizing financial profit, we could see why this is a conclusion that could be reached. However, the benefits of recycling go far beyond the balance sheet of large multinational waste companies. Furthermore, the true and often hidden costs of wasting are also not captured on these balance sheets.

The benefits of recycling are in good, local jobs., ten of which are created in recycling for every one job created at an incinerator. The benefits of recycling are also in local economic development, especially when materials are sold to local markets..

To be sure, there are invisible costs associated with wasting as well such as increased rates of illness like asthma and cancer caused by air pollution generated by waste incinerators. These costs are not paid by the waste companies, so their profit margins around waste remain strong. These costs are paid by us and by the health departments of local and state governments.

Eureka Recycling is a nonprofit organization in Minnesota that believes waste is preventable not inevitable. Together with progressive organizations across the globe, we've demonstrated that zero waste is possible. From profitable businesses such as Toyota, to stadiums, events, and cities – zero waste is a viable and effective strategy towards the goals the majority of the world shares: safe water to drink, clean air to breath, a just and thriving economy, and long, healthy, happy lives reasonably expected for our children and theirs.

There are benefits to recycling that far exceed those of just money and profit, and these benefits are booming.

Global, Regional, and Local Market Conditions Affecting Prices

Recycled materials are commodities just like other products such as, corn, cotton, and oil. In our modern, global economy things that happen near and far can impact the prices paid for material on the open market. The following are the major factors influencing the prices paid for recycled materials. Some are very local issues affecting glass prices. Others are more global in nature and involve the economies of other countries like China.

Summary of Current Market Conditions

In 2015, the overall prices paid by end markets for the material recycled in the city's program continued to remain low and or continue to fall. Overall prices paid by end markets for material experienced a significant decline in the fall of 2014 due a loss of 200% of the value of glass, which made up 21.36% of Roseville's material in 2015. This significant drop was the result of the Twin Cities losing half of it glass recycling capacity from the shutdown of one of the two glass

processors in the state. The value received for glass was negative in 2015 as there still is only one market outlet for the material. Although, the price has remained steady although lower and has stopped the decline.

Fiber prices remained low but did not show much movement throughout the year up or down. Prices for plastics and metals saw a continual decline as oil market prices continued to be low and China's economy continued to not show significant growth. Aluminum (which represents about 1% of the tonnage from Roseville but around 20% of the material value) saw a 35% decrease for the start of 2015 to the end of 2015. PET plastic saw a close to 50% drop in value over the year and other plastics saw more around 15% to 20% drop in value. Plastics make up around a quarter of the value of Roseville's recyclables.

Even with the decrease in the revenue received from the sale of recycled material to markets there is still a net financial benefit for our community. Recycling the over 3,300 tons of material collected in Roseville in 2015 meant that this material did not end up going to an incinerator. **Not burning these resources means that, as a community, we did not spend over \$820,000 on the healthcare costs and environmental remediation's that would have been necessary were this material to have been incinerated.** (see description of the MEBCalc™ model on page 12 of this report)

DETAILED ANALYSIS OF SPECIFIC ISSUES AFFECTING REVENUE

Slowdown in China's Economic Growth – China is the world's largest consumer of recycled paper. They use it to create the packaging for all of the goods that they manufacture and then ship back to consumers all over the world. As a result, if China stops buying recycled paper the supply quickly jumps up and the prices fall. The stagnation and decline in revenue share in the second half of the year is due in large part to the slow-down in China's economic growth, thus demand from China for all that recycled paper and plastic has plummeted. Although Eureka sends nearly 100% of its fiber material to a local market in Saint Paul, the price is connected to global commodity pricing trends. In addition, China's slowdown in construction impacted the price for metals as there was increased supply in the global market and in the US.

Value of the Dollar

The value of the dollar continues to be higher than other currencies, which has impacted the ability of US commodities to compete with other commodities on the global market thus impacting supply levels in the US and putting downward pressure on commodity prices.

Plastics and the Price of Oil – There has been, and continues to be a great deal of volatility in the plastics markets. Unlike paper, and metal recycling, which has been around for decades, plastic is in many ways still an evolving market. Many new companies continue to enter the market. While one company will seek a certain composition of different types of plastics; others will want a different blend. Eureka Recycling continues to work with existing and new markets to ensure that any plastics we send to market are made into new products and the chain of custody can be followed and verified.

The price of oil and natural gas markets affects all plastic manufacturers. Recycled plastics compete for a share of the market with plastics made from virgin oil and natural gas. Manufacturers can either choose to make their products out of post-consumer recycled plastics or from virgin material. If the price of oil or natural gas is high then manufacturers will move to more recycled content. But as the price of oil and natural gas continued to be low in 2015 more and more manufacturers are using virgin oil and there was an oversupply of plastics for recycling on the market. This in turn causes the price that manufacturers are willing to pay for recycled plastic to drop as well.

Why does it matter?

Without immediate planning and action, some of Minnesota's recycled glass will end up in landfills or dropped from programs all together, and without a long-term solution that requires responsibility and some investment from producers, like bottle deposit legislation, glass may cease to be recycled at all. Glass collected for recycling that needlessly ends up in a landfill will end up costing the cities and their residents more money while reducing their recycling programs' environmental benefits.

There are significant, undisputable environmental and economic benefits achieved from recycling glass. These include energy savings, reduction of air and water pollution, and a reduced need to mine new resources. Furthermore, State, municipal and environmental advocates agree that environmental benefits reduce dramatically the further we stray from the highest and best use of recycled glass, so – —glass bottles recycled into glass bottles should be the primary goal and then the next best markets for the smaller glass and fines need to be developed. These environmental impacts are the reason Eureka Recycling has been committed to finding a solution to keep bottle-to-bottle recycling viable despite changes in collection methods.

- Glass bottles and jars are 100% recyclable and can be recycled endlessly without any loss in purity or quality.
- Over a ton of natural resources are saved for every ton of glass recycled.
- Energy costs drop about 2-3% for every 10% cullet used in the manufacturing process.
- One ton of carbon dioxide is reduced for every six tons of recycled container glass used in the manufacturing process.

ENVIRONMENTAL BENEFITS

The environmental benefits of Roseville's zero-waste recycling program are quantified transparently using widely-accepted environmental models. This ensures that all residents have a chance to see how their efforts can be measured and quantified.

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.

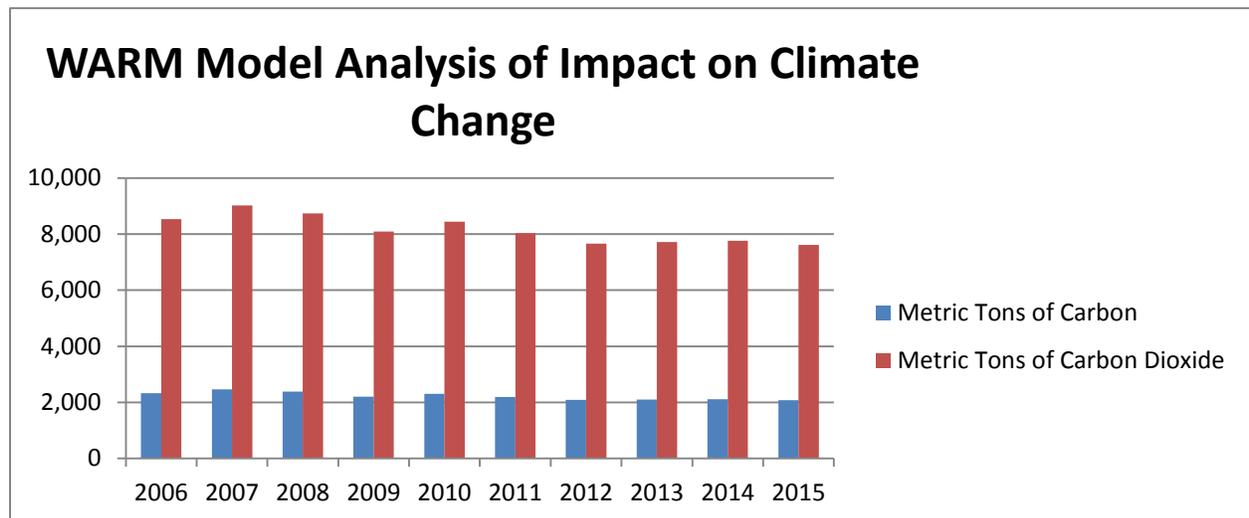
Because of the increasing societal focus on causes of, and solutions to, climate change, it has become imperative to measure waste reduction (and all of our activities) in terms of its impact on the environment. This allows us to speak in a common language, understand the impact of our choices, and help 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.

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 will vary from calculator to calculator.

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 June 2014, recognizes 46 material types.



MTCE (Metric tons of carbon equivalent), and MTCO₂E (Metric tons of carbon dioxide emissions) are figures commonly used when discussing greenhouse gas emissions. For more information about the process of measuring the environmental benefits of waste reduction, visit <http://epa.gov/climatechange/wycd/waste/measureghg.html#click>

What do all these numbers mean?

In addition to preventing pollution, an important impact of recycling is that it conserves a huge amount of energy. Making products and packaging from raw materials harvested from nature uses a much larger amount of energy than using recycled materials.

Every manufactured item has the energy used to make it “embedded” into it. Recycling takes advantage of that energy, as it is easier and more energy efficient to make a glass bottle from another glass bottle than from raw materials.

The WARM model and other calculators measure the difference between recycling all these tons of materials and using them to make new products versus sending them to an incinerator and making replacement products from raw materials. This difference is expressed as the amount of CO₂ that was not produced because we did not have to make and use all the energy that would have been needed if we used raw materials.

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 1,603 cars from the road for one year to have had the same environmental impact in 2013 as they did by recycling.** To achieve this, approximately 10.5% of Roseville's households would have had to give up one car for a 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, but it offers a conservative starting place to measure our impacts, and work towards our goals. Even with these conservative calculations, the impacts of Roseville's recycling program prove to be quite significant.

Measuring Environmental Benefits Calculator (MEBCalc™)

Jeffrey Morris, Ph.D., Economist at Sound Resource Management in Seattle, has developed a calculator that begins with the EPA's WARM calculator, and expands upon it to gather information on not just carbon, and CO₂, but also several other important environmental, and human health indicators. Although not yet widely used, this calculator shows the significant benefits that WARM does not consider.

The MEBCalc™ model expands, and shows the benefits other than just energy savings, and carbon savings. Recycling materials with zero waste in mind recognizes not just the value in the resource itself, but the contribution to the health of the community when materials are kept out of landfills, and incinerators, avoiding the toxic, and carcinogenic emissions.

Roseville	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Total Recycling Tons	3441	3682	3556	3281	3322	3243	3173	3225	3212	3305
Carbon Dioxide Equivalent Reduction Metric Tons (eCO ₂)	9,437.3	9,619.0	9,683.5	8,814.0	8,739.3	8,425.1	8,106.2	8,478.7	8,386.3	8,159.5
Human Health—Carcinogens Reduction Metric Tons (eBenzene)	1.9	1.9	1.9	1.9	1.9	2	1.8	1.9	1.7	1.7
Human Health—Non-Carcinogen Toxins Reduction Metric Tons (eToluene)	4,609.7	5,253.0	4,665.7	4,452.0	4,518.0	4,699.6	4,375.0	4,280.1	3,953.0	3,810.2
Human Health—Particulates Reduction Metric Tons (ePM _{2.5})	4.4	6.6	4.2	4.4	4.8	5.9	5.1	4.2	3.6	3.3
Acidification Reduction Metric Tons (eSO ₂)	26.9	27	27.3	25.3	25.5	27.1	24.3	25.7	22.7	20.6

Appendix A

Roseville Multi-Family Tonnage by Property - 2015

Residential Buildings

Property Name	Primary Address	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.	2012 Total lbs.	2013 Total lbs.	2014 Total lbs.	2015 Total lbs.
1144 Dionne Street	Dionne Street, 1144	7,150	8,457	5,961	5,167	6,906	5,892	5,539	5,557	5,957	6,979
1363 County Road B	County Road B, 1363	1,892	1,910	2,744	2,629	2,255	2,090	2,426	2,296	2,487	2,668
161 McCarrons Street	McCarrons Street, 161	439	198	-	-	-	-	-	-	-	-
161 Minnesota Avenue	Minnesota Avenue, 161	148	678	423	646	1,076	1,264	1,258	1,226	1,582	1,695
1614 Eldridge Avenue	Eldridge Avenue, 1614	1,424	1,280	2,651	4,237	3,583	3,858	3,230	1,457	1,983	1,479
1624 Eldridge Avenue	Eldridge Avenue, 1624	2,541	2,029	1,996	2,629	2,249	1,842	4,753	3,897	3,596	3,242
Skillman Villas	Skillman Avenue, 1629	2,505	3,002	2,951	2,686	2,151	1,981	2,897	1,929	1,674	1,903
1635 Eldridge Avenue	Eldridge Avenue, 1635	3,284	1,702	1,650	2,333	2,380	2,026	1,881	1,912	2,210	2,081
1705 Marion Street	Marion Street, 1705	1,437	1,578	224	291	1,370	840	587	523	844	623
1750 Marion Street	Marion Street, 1750	3,511	3,576	4,317	3,906	3,386	2,741	1,617	2,080	-	851
2125-2133 Pascal Street	Pascal Street, 2125	2,514	3,184	5,239	4,717	4,829	5,007	5,093	5,538	5,517	5,326
2180 Haddington Road	Haddington Road, 2180	964	1,285	737	1,690	1,484	1,214	1,749	1,784	1,560	1,703
2275 Rice Street	Rice Street, 2275	1,924	2,830	2,852	2,973	869	-	-	-	-	-
2447 County Road B	County Road B, 2447	2,584	2,867	3,143	2,519	2,567	2,572	2,642	2,098	2,522	2,661
2610 Snelling Curve	Snelling Curve, 2610	2,929	2,696	3,164	3,113	3,284	3,323	3,678	3,055	2,890	3,612
2900 Highcrest Road	Highcrest Road, 2900	4,581	4,436	2,715	2,534	3,597	3,512	3,720	3,444	2,049	2,594
2950 Highcrest Road	Highcrest Road, 2950	2,980	2,295	2,486	2,685	2,496	1,742	1,817	1,209	1,331	1,187
Applewood Pointe	Applewood Court, 1480	47,799	58,215	46,499	39,220	36,217	30,640	25,912	23,956	23,819	23,533
Applewood Pointe at Langton Lake	Langton Lake Drive, 1996	-	-	-	-	-	7,419	16,144	24,786	27,487	25,722
Aquarius Apartments	County Road C2, 2425	-	-	15,391	17,449	12,570	11,702	13,094	15,157	14,376	13,796
Bonaventure	Lexington Avenue North, 3090	7,490	8,105	7,033	5,367	5,497	5,281	5,033	4,465	6,023	5,190
Centennial Gardens East & West	Centennial Drive, 1420	26,759	21,852	22,677	23,021	21,122	20,025	20,137	20,888	20,374	20,206
Cherrywood Pointe	Cleveland Avenue North, 2996	-	-	-	-	-	-	3,962	8,407	10,995	10,724
Coventry Seniors Apartments	Snelling Avenue, 2820	19,939	19,110	22,729	24,917	22,952	21,268	21,247	21,275	20,041	21,277
Dale Terrace Apartments	County Road B, 720	9,360	7,793	12,033	13,323	12,343	11,572	10,371	9,892	9,997	10,998
Dellwood Condominiums	Dellwood Street, 1725	1,226	1,923	2,650	2,630	2,721	3,298	2,891	2,439	2,887	3,603
Eagle Crest	Lincoln Drive, 2925	13,892	60,799	56,057	57,249	64,086	67,291	70,827	68,040	70,991	59,310
Executive Manor Condos	Old Highway 8, 3153-3155	12,385	14,530	17,674	17,185	15,918	16,897	19,637	18,055	16,322	16,073
Garley Apartments	County Road B, 1634	2,153	1,161	1,415	1,547	1,420	1,793	1,897	1,487	1,524	1,726
Greenhouse Village	Larpenteur Avenue, 1021	19,032	37,098	28,751	24,581	30,384	25,402	22,453	25,797	23,539	22,201
Hamline House Condos	Hamline Avenue, 2800	34,102	33,973	32,182	29,441	24,522	22,481	20,586	21,206	21,171	20,589
Hamline Terrace	Terrace Drive, 1360-1410	12,817	12,230	17,366	19,233	23,416	23,105	20,080	20,639	19,132	19,436
Heritage Place	County Road B West, 563	21,892	23,110	17,258	16,066	19,781	18,879	16,649	18,963	18,189	17,787
Hillsborough Manor	Woodbridge Street, 2335	16,298	17,755	28,418	35,852	29,398	21,312	19,284	24,054	25,407	47,638
Karie Dale Apartments	Dale Street North, 2355	6,691	7,455	9,794	8,483	7,508	7,910	6,931	7,151	8,711	10,741
Lake Josephine Condominiums	Lexington Avenue North, 3076	9,411	8,313	7,040	6,632	6,179	6,603	6,389	5,817	5,175	6,765
Lar Dale Apartments	Larpenteur Avenue West, 655	2,068	2,189	2,348	1,546	2,472	2,865	3,326	3,224	3,431	3,541
Lexington Court	Lexington Avenue, 2192-2206	3,390	2,970	4,293	5,076	4,092	4,808	5,924	7,020	6,743	9,509
Lexington Twin Apartments	Lexington Avenue, 1890	5,674	5,519	5,456	5,689	5,014	5,371	5,791	5,549	5,971	6,239
Lexlawn/Roselawn Apartments	Lexington Avenue, 1943	3,142	2,888	3,774	4,033	3,788	4,074	3,788	3,369	2,711	3,233
Marion Street/ Brittany Apartments	Larpenteur Avenue, 175	11,980	16,150	17,191	17,485	18,645	11,838	11,263	8,711	2,627	2,581
McCarrons Apartments	McCarrons Boulevard North, 204	5,092	4,919	5,543	5,039	4,939	4,172	3,743	3,884	5,867	7,316
McCarrons Lake Condos	McCarrons Boulevard N, 185	-	-	-	-	-	5,076	7,757	9,407	9,584	10,195
Midland Grove Condos	Midland Grove Road, 2200	48,162	60,937	50,758	45,718	48,159	50,575	54,288	49,123	43,548	39,886

Property Name	Primary Address	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.	2012 Total lbs.	2013 Total lbs.	2014 Total lbs.	2015 Total lbs.
Msos	Huron Street North, 1898	-	-	-	615	4,326	3,717	2,452	2,369	3,185	2,072
Northwestern College Apartments	Lydia Avenue, 1610	6,061	7,839	4,941	4,379	4,055	4,111	3,418	3,653	3,775	3,299
Northwestern College/Snelling Terrace	Snelling Drive East, 2906	7,386	16,027	12,542	12,253	12,443	10,702	11,261	11,308	6,879	11,302
Palisades	Sandhurst Drive West, 560	40,078	41,635	55,306	51,667	45,972	47,910	40,893	45,973	49,821	53,587
Parkview Estate Condominiums	Oxford Street, 2670	28,447	29,206	30,816	29,683	24,738	24,793	23,440	25,588	26,361	24,372
Parkview Manor	Dale Street North, 2202-2210	4,931	4,553	5,085	5,612	4,698	4,518	4,242	4,799	4,586	5,259
Parkview Terrace Condos	Oxford Street, 2690	3,960	33,244	28,285	23,919	21,702	19,169	17,420	16,521	16,706	17,184
Ramsey Square Condos	Dale Street North, 2710	-	35,796	34,991	35,127	41,288	38,930	37,992	40,702	44,247	46,485
Riviera Apartments	Highway 36 West, 925 & 965	12,473	13,597	19,108	17,369	15,204	15,900	14,110	15,255	14,406	15,547
Rose Hill Estates	County Road B, 591	4,341	4,904	5,880	5,345	3,775	5,514	5,281	7,552	7,743	10,449
Rose Mall Apartments	Albert Street, 2201-2221	37,328	41,412	43,984	47,376	41,250	42,786	39,486	37,841	35,987	38,473
Rose Park Apartments (1615)	Eldridge Avenue, 1615	1,809	1,091	1,721	2,076	1,922	1,678	1,479	1,336	1,574	1,200
Rose Park Estates	Fry Street, 2136	4,757	5,426	6,065	6,466	4,253	4,591	5,084	4,510	4,540	4,500
Rose Park Commons	County Road B, 1610	2,266	2,324	1,967	2,396	2,079	1,858	1,827	1,808	1,865	1,764
Rose Vista Apartments	Rose Vista Court, 1222-1263	19,697	18,366	24,634	26,822	23,830	23,146	20,789	20,499	24,767	25,817
Rosedale Estates North	Rice Street, 2835	21,885	24,253	33,475	34,083	26,954	22,234	19,283	20,899	21,290	24,688
Rosedale Estates South	Rice Street, 2735	20,750	23,864	26,581	27,377	23,770	21,632	19,071	20,251	21,867	23,092
Roselawn Village	Roselawn Avenue, 1074	5,576	5,950	5,616	5,417	4,730	5,563	5,633	4,792	4,880	4,889
Rosepointe	Hamline Avenue North, 2545	32,645	29,485	33,312	31,688	31,195	29,229	27,706	28,977	29,948	37,623
Roseringe Estates	Samuel Street, 2086-2090	2,653	3,099	3,829	4,537	3,744	5,739	6,519	5,255	6,084	5,435
Rosetree Apartments	Highway 36, 655	12,251	12,394	12,654	11,831	10,236	8,515	8,026	7,421	7,075	8,258
Roseville Apartments, LLC	Eldridge Avenue, 1625	2,037	2,546	1,833	2,106	1,730	2,172	2,538	3,764	3,745	2,857
Roseville Arms Condos	Elmer Street, 160	789	1,565	3,269	3,068	2,074	2,780	3,049	3,148	3,459	5,970
Roseville Commons	County Road C2 West, 2496	8,332	7,515	8,281	9,065	6,415	6,470	5,999	6,841	8,233	6,001
Roseville Estates	Lexington Avenue, 2599	5,593	9,842	12,312	10,028	7,472	6,588	9,453	8,345	6,433	6,862
Roseville Seniors	Larpenteur Avenue West, 1045	25,581	33,600	30,521	27,577	23,698	24,268	20,647	24,456	24,314	24,340
Roseville Terrace	Dunlap Street, 1759	5,363	4,785	5,032	5,469	4,658	4,167	3,876	3,671	3,965	3,567
Roseville Townhomes	Old Highway 8, 3085	-	13,423	20,619	24,021	23,733	22,322	29,349	23,836	23,976	19,905
Rosewood Village	Highway 36 West, 1630	44,374	41,062	34,271	43,368	38,264	36,605	39,188	41,640	37,574	37,059
Sienna Green Apartments*	Snelling Avenue, 2275	9,199	9,683	9,659	11,486	7,813	13,325	15,008	19,042	21,103	20,064
South Oaks Apartments	County Road D West, 1080	4,067	5,951	6,751	5,930	5,969	4,886	4,344	4,101	3,942	4,472
Sun Place Apartments	Marion Street, 1721	5,169	4,093	4,926	6,107	6,451	5,942	4,896	5,678	5,318	5,058
Sunrise Assisted Living	Snelling Avenue North, 2555	17,031	16,647	15,869	16,693	13,118	11,330	12,300	14,856	17,900	17,641
Talia Place	Old Highway 8, 3020	2,790	1,683	1,761	2,569	2,620	1,892	1,891	1,868	1,701	2,698
Terrace Park	Terrace Drive, 1420	12,784	13,045	9,853	8,911	10,533	11,067	9,371	8,640	8,494	8,908
The Lexington (Roseville)	Lexington Avenue North, 2775	37,081	30,796	35,417	35,409	38,816	39,023	42,959	40,501	41,026	41,416
The Riviera 2	Highway 36 West, 885	6,562	6,602	8,968	8,053	6,740	5,431	6,168	6,773	8,576	8,284
Valley 8 Apartments	Old Highway 8, 3050	11,085	9,910	12,626	13,491	11,637	12,593	12,702	10,655	10,204	11,453
Victoria Place	Victoria Street North, 2250	-	14,911	16,130	14,015	14,647	15,396	16,260	15,389	14,975	15,354
Villa Park Community Condominiums	County Road B, 500	15,890	14,276	18,589	16,924	17,962	15,178	11,537	13,001	13,006	13,321
Villas at Midland Hills	Fulham Street, 1940	2,873	11,653	12,600	11,506	11,375	11,722	12,318	13,667	13,647	14,078
	Total Pounds for Residential Buildings	869,454	1,081,050	1,137,662	1,133,370	1,075,514	1,046,950	1,041,556	1,067,947	1,072,021	1,113,019
Non-Profits											
Property Name	Primary Address	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.	2012 Total lbs.	2013 Total lbs.	2014 Total lbs.	2015 Total lbs.
Keystone Foodshelf	Hamline Avenue North, 2833	-	-	-	-	-	14,258	27,119	29,787	27,282	25,528
Keystone Communities	Victoria Street, 2750	20,205	22,122	23,413	21,614	20,340	18,408	17,719	16,316	15,000	15,193
	Total Pounds for Non-Profit Buildings	20,205	22,122	23,413	21,614	20,340	32,666	44,838	46,103	42,282	40,721

Municipal Buildings											
Property Name	Primary Address	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.	2012 Total lbs.	2013 Total lbs.	2014 Total lbs.	2015 Total Lbs.
Acorn Park	County Road C, 286	-	-	-	-	-	184	761	487	493	677
Central Park Lexington	Lexington Ave North, 2540	-	-	-	-	-	-	-	33	-	-
Central Park Victoria West	Victoria Street North, 2495	-	-	-	-	-	46	741	628	-	-
City Hall	Civic Center Drive, 2660	28,244	28,474	24,682	20,562	21,228	21,590	18,786	16,775	15,317	10,539
Evergreen Park Ballfield	County Road B West, 1810	497	515	456	818	305	336	404	190	789	70
Fire Station 1 Roseville**	Lexington Avenue, 2701	3,226	3,630	2,134	2,058	2,063	1,890	**	214	555	1,566
Fire Station 3 Roseville***	Dale Street North, 2335	1,564	2,786	3,604	2,960	3,968	3,437	2,911	2,568	-	-
Golf Course	Hamline Avenue North, 2323	2,729	2,654	2,080	2,149	2,689	2,048	2,093	1,671	1,532	1,635
Harriet Alexander Nature Center	Dale Street North, 2520										1,918
License Center (Active but not on routes)	Lexington Avenue, 2737	79	178	10	38	31	26	-	-	-	-
Owasso Ballfields	Victoria Avenue, 2659	120	36	400	361	295	-	171	134	149	16
Public Works Garage	Woodhill Drive, 1140	8,341	12,089	13,916	13,566	16,863	16,644	17,608	17,680	16,398	18,063
Skating Center	Civic Center Drive, 2661	4,877	5,038	5,244	3,938	5,057	7,514	6,692	8,806	11,046	11,944
State Farm Insurance	Lexington Avenue North, 2201	-	-	705	1,758	718	759	241	480	746	926
Wildlife Rehabilitation Center	Dale Street North, 2530	14,607	13,948	12,726	12,513	11,840	10,509	9,158	9,649	8,536	9,108
Total Pounds for Municipal Buildings		64,283	69,348	65,957	60,720	65,057	64,983	59,566	59,315	55,561	56,463

	2006 Total lbs.	2007 Total lbs.	2008 Total lbs.	2009 Total lbs.	2010 Total lbs.	2011 Total lbs.	2012 Total lbs.	2013 Total lbs.	2014 Total lbs.	2015 Total Lbs.
Total Pounds for Roseville per year	953,942.01	1,172,519.83	1,227,032.00	1,215,703.72	1,160,910.89	1,144,598.32	1,145,960.00	1,173,365.00	1,169,864.77	1,210,202

Total Units in 2015	6,158
Total Units in 2014	6,112
Total Units in 2013	6,049
Total Units in 2012	6,049
Total Units in 2011	5,999
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

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

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

***Fire Station 3 was closed in the fall of 2013 when Fire Station 1 was reopened

In 2013, two property names were updated in our records. 1610 County B is now Rose Park Commons and 1615 Eldridge is now Rose Park Apartments

^2275 Rice Street canceled September 2010. Building is demolished

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

~161 McCarrons: Restarted at the end of 2015. Units included in total.

Harriet Alexander Nature Center has not been included on this list until 2015. They used to share carts with WRC and received their own account with carts this year.

Keystone Communities was listed as Rosewood Estates (Roseville) until 2015.



Eureka Recycling Composition Analysis Methodology

Eureka Recycling collects materials in a single sort collection system with all paper, cardboard, metal and plastic, steel, aluminum and glass containers combined by residents into one cart. Each year we conduct an annual composition study of the single sort material to determine the percentage each material represents in the overall composition.

(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.



Composition by Commodity of Each Recycling Stream

During the composition study we weigh each truck before and after to determine the weight of the material. Each truck has a stored weight that is updated regularly for accuracy. This process allows us to determine the initial weight of the material set out by residents during the period being analyzed.

The composition study starts with Eureka Recycling storing all of the materials collected in the city during a one-week period. These materials are stored in a separate bunker from all other materials at the facility. We sort the material separately from all other recycling at the facility.



The sorted materials are then baled or put into a hopper and transported with a forklift to the truck scale to be weighed. Finally, we weigh the total amount of each sorted material grade including the non-recyclable material (residual) to establish the percentage of the total tonnage that each material type represents in the overall composition.

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Participation Trend Analysis Methodology

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

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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 four straight collection days, Eureka Recycling staff counts 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 any given Monday.

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The **participation rate** is the number of households who set materials out for recycling collection at least once over a period of four collection days. The participation rate is a better indication of overall recycling participation because it includes households that recycle at least once over the course of four opportunities, 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.

Summary of Process

The study spans four collection weeks, 4 weeks for every week collection and 8 weeks for every other week collection. 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 collection day 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 collection 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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City of Roseville

Outreach and Education Summary 2015

Roseville’s recycling program continues to be a leader in the country. Outreach and education elements of the program are an important part to ensuring good participation and helping residents understand the benefits of recycling. In 2015, Eureka Recycling continued to support the efforts of the city of Roseville to make city events zero-waste. This was the fourth 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—bringing Roseville residents’ attention to zero-waste issues while diverting nearly 98% of event materials from the waste stream. These successes continue to show the City of Roseville’s leadership and its commitment to zero waste and sustainability. In addition Eureka Recycling worked with city staff and with the Roseville Rotary to make the Taste of Rosefest a successful zero waste event as well. This, the first year that zero waste services were available to the Taste of Rosefest saw a diversion rate of over 91% with 613 pounds of material being recycled or composted and only 61.5 pounds of trash generated. (See Appendix E for more details on the Taste of Rosefest’s zero waste success)

Second Year of Roseville’s Transition to Single Sort Recycling

Zero-Waste Hotline

There was a large spike in calls to our hotline in the first year of single stream in 2014. Now that people are settling into the new system the number of calls, while still higher than the pre-single-sort levels, have come down a good deal. There were 23% fewer calls to the hotline from single family households and over 70% less requests for additional printed materials education materials

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Hotline Calls									
Curbside Calls	425	540	480	410	330	415	885	2476	1910
Multi-family Calls	49	78	35	74	81	72	94	85	72
Total Calls	474	618	515	484	411	487	979	2561	1982
Requests for Printed Materials									
Curbside	41	74	21	43	47	33	41	556	163

Curbside Program Guide to Recycling

The 2015 guide to recycling provided all of the information needed for each household to participate in the single sort program. Many residents appreciated this additional information and chose to call the Zero-Waste Hotline to learn more.



Direct Education

Our experience has shown that the absolute best place to educate residents about their zero-waste recycling program is right at the curb. Eureka Recycling and the City of Roseville share a value that all the material that can be recycled should be and 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, but also leaves the residents with the mistaken impression that the material can be recycled.

Eureka Recycling drivers educate residents at the curb using educational tags for specific problems. In 2015, drivers left approximately 995 educational tags in recyclers' bins. This number continues to be much lower than it was when the program was two-sort. Non-recyclable plastics, not sorting material correctly, or using an oversized container were the most common reasons residents received a tag in the past. By simplifying the program to a single sort process, using carts provided to the household, and by adding additional plastics we eliminated many of the issues that generated tags in the past.

The most common reason residents received a tag in 2015 were:

1. Repeatedly having excess recycling placed next to cart while having a small or medium sized cart. The tag recommended that the resident call the hotline to request a larger, or even a second cart.
2. Cardboard not been broken down to a size that will fit in the cart. To collect extra cardboard the driver tips the cart and then puts the extra cardboard into the cart and tips it again. Cardboard too big for the cart is difficult for the driver to collect.
3. Placing cart too far from the curb or backwards with the handle facing the street. This makes it hard for the material to fall in the truck and causes litter.

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Driver Tags	9,540	10,156	7,367	13,565	13,010	50,061	9,736	20,341	1,833	995
Postcards	650	822	451	742	559	1,136	951	7,576	0	0
Personalized Letters	30	51	0	3	10	41	179	20	151	80

We work with our drivers to ensure they take every opportunity to provide additional education to residents. The value of this approach is that begins a conversation with residents and eliminates confusion. All of Eureka Recycling's tags encourage residents to call our hotline where zero-waste educators are available to clear up confusion about why certain items are not recyclable or to explain how residents' efforts at the curb have an important impact on the value of the material and the environmental benefits of recycling.



Sample Tags

Postcards

In the previous two-sort system of collection, if a resident did not have a blue bin to leave a tag in the driver would write up the address and our customer service staff would send a postcard with the same images and messaging to the home to inform them about the issue. In the new single-sort system every house now has a cart so the driver always has a place to leave a tag, which eliminates the need for postcards.

Letters

Personalized letters are another form of communication about programs and services. There are two types of personalized letters we send to residents:

1. Chronic problem letters provide detailed information and instructions about setting out recycling. These letters are used when previous letters 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 collection 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.

In 2015 Eureka Recycling sent 80 personalized letters to residents. This is a decrease from the previous year but is still a bit higher than was seen in most pre-single sort years. When residents experience confusion around how to best set out their recycling a letter can help them understand the issue, while inviting them to call the hotline with additional questions or concerns. The most common issues that generated letters were cardboard not broken down, repeatedly having extra material outside the carts while using a smaller cart, and not having the cart out by 7 a.m.

Special Pickup Addresses

To ensure 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 to do so by helping remove any physical barriers. Eleven residents added this service in 2015 for a total of 178 total residents.

Multifamily Zero-Waste Recycling Program

Eureka Recycling currently services a total of 6,158 units in Roseville's multifamily program.

In February 2015 Eureka Recycling mailed reports to all of Roseville's multifamily building managers, providing them with 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 the tools to work with their residents to inspire and motivate them to increase their recycling rate.



One of the challenges with recycling in multifamily properties is turnover. Residents move in and out all the time and even property managers and caretakers turn over constantly. Not having a reliable contact at each property makes it difficult to manage problems that may arise or to communicate the successes to residents. This challenge is one of the reasons most cities do not include apartment and condo buildings in their residential recycling programs. Eureka Recycling's staff also updated building managers' contact information whenever possible. If it were not for the time Eureka Recycling staff takes each year to ensure correct and updated data, effective and timely communication would not be possible and the quality of the program would be in jeopardy.

Multifamily Educational Materials and Customer Service

Eureka Recycling constantly monitors the performance of each account to improve participation. Our drivers track issues so our staff can immediately follow up with suggestions to address any identified building needs and to provide educational materials for residents. Eureka Recycling provided 540 pieces of recycling education (instructional posters, brochures, schedules, etc.) to building management and residents of existing and newly established multifamily accounts in 2015.

We continue to monitor the performance and service issues with each account to adjust service levels on an ongoing basis. We ensure that we are providing appropriate service levels to all buildings by working with our drivers and involved on-site contacts to add more carts as residents recycle more.

Special Education and Outreach

Outreach at Roseville Events

In 2015 Eureka Recycling and the City of Roseville partnered during three events to give residents an opportunity to learn about recycling, while also experiencing that waste is preventable. Eureka Recycling provided Zero-Waste Event Services, which included staff helping to monitor zero-waste stations and educate residents about recycling and zero-waste issues.

At the Roseville Living Smarter Fair on February 21, 2015, Eureka Recycling had a table where we had many conversations with people about how they can incorporate zero waste practices such as, backyard composting, using the Twin Cities Free Market, and preventing wasted food to reduce the amount of trash they produce at home. These are simple things that can have a positive environmental impact and save residents money on their trash service. Additionally, we provided information on the recycling program and answered questions related to materials added to the program, challenging materials and the problems they cause.

On April 18, 2015 at the Roseville Earth Day event Eureka Recycling and the City had a table where our staff shared information about the recycling program. We also had one of the recycling trucks on hand so kids could see the how recycling is collected up close.

Night to Unite

We again joined the City of Roseville at Night to Unite celebrations all over the city. Together, we recognized it as an opportunity to connect with Roseville residents on a night where the community gathers. The City and Eureka Recycling see this event as a great opportunity to bring resources to residents, while taking the time to build community and answer questions. At 14 neighborhood gatherings Roseville city staff and Eureka Recycling staff distributed educational materials to help individuals learn how to recycle more. Staff spent time answering recycling questions and talking to residents about the environmental and economic benefits of recycling. Residents were responsive to not only the recycling information, but also additional recycling bins and to have conversations around zero-waste.

Leading up to this event, Eureka Recycling once again supported the city's effort to encourage block party organizers to register their parties with the City by offering a free backyard composting bin to any registered neighborhood party that wanted one. A total of 13 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. This makes it easier to develop stronger relationships with those residents and allows them to help get community feedback and to help disseminate information on important community initiatives to their neighbors. We also provided fact sheets about making neighborhood events zero-waste. This fact sheet is available on our composting website: <http://bit.ly/1EBgK6n>

Twin Cities Free Market

Residents of the City of Roseville have the opportunity to exchange reusable materials via the Twin Cities Free Market (www.twincitiesfreemarket.org). 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. In 2015, over 90 Free Market users from Roseville listed over three and a half tons (7,186 pounds) of usable items that were made up of mostly furniture, electronics, and appliances that were spared from the landfill or incinerator.



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eureka recycling.org

Our mission is to demonstrate that waste is preventable, not inevitable.

Taste of Rosefest 2015 Zero-Waste Events Summary

Eureka Recycling has had a zero waste partnership with the City of Roseville since 2006. This strong relationship gives us the opportunity to work with the city and with community organizations like the Rotary to do initiatives that help reduce waste and create cleaner, healthier and happier communities. It was a great joy to work together towards zero waste at the annual food, wine, and beer extravaganza known as “Taste of Rosefest”.

With help and cooperation from many Rotary members, volunteers, vendors, and attendees we recycled 243 pounds and composted 370 pounds. Most impressively, we only generated 5 bags of trash, weighing 61.55 pounds. Overall, by weight 91% of all discards were either composted or recycled.

The chart below shows how much was discarded by volume. Only two carts were needed for trash while it took 18 carts to collect all the recycling and compost generated at Taste of Rosefest.

Composition of Discarded Material
(by volume)



This success was due to the hard work and advance planning by the Rotary volunteers and Roseville City Staff who helped communicate with vendors how to serve their food in easily compostable packaging and purchased compostable plates, sporks, and cups for those food vendors who weren't able to find the right products. Additionally, the wonderful volunteers who showed attendees how to recycle and compost were vital to making this a successful event.

With one year under our belt, we're excited to get even lower next year by working with the same vendors and giving them the support they need to purchase the right products.

So congratulations, and thank you to all who supported and promoted zero waste at the Taste of Rosefest. This event was a success not only because of our progress toward zero waste, but also because so many people realized that with a little planning and a lot of cooperation, together we can reach a waste-free tomorrow.

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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's mission is to demonstrate that waste is preventable, not inevitable.