

Minneapolis Organics Recycling Program



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minneapolismn.gov/organics

Division Overview

Services Provided (1-4 unit buildings):

- Garbage (weekly)
- Recycling (every other week)
- Organics Collection (weekly)
- Large Item Collection (weekly)
- Yard Waste (Apr. – Nov.)
- Clean City Services:
 - CleanSweeps
 - Litter Clean-Up Supplies
 - Adopt-A-programs
 - Graffiti Abatement
- Voucher Program
- Event Recycling Services



Organics program history

- Pilot program 2008
- Consultant study 2012 - 2013
- Drop-offs 2014 - 2022
- Citywide roll-out 2015 - 2016



Year	Sign-up rate	Annual tons
2015	31.82%	825
2016	40.54%	3,385
2017	43.66%	4,763
2018	46.18%	4,844
2019	48.24%	5,301
2020	49.94%	6,087
2021	51.22%	5,838



Citywide collection methods studied (2012-2013)



Collection Method:

1. No SSO Collection (SSO to WTE facility)
2. Collect SSO Alone
3. SSO Commingled with Yard Waste
4. SSO Co-collected with Yard Waste (Blue Bag)
5. SSO Co-collected with Garbage (Blue Bag)



Definitions:

Commingled: SSO and yard waste placed together in one cart.

Co-collected: SSO in 'Blue Bag' placed in same cart as yard waste or garbage with the intention of separating the two materials.

Current program

- No extra cost to participate, but must sign up to receive a cart
- 52.65% of customers have signed up (over 56,700 hh)
- Organics are composted SET's commercial facility that uses aerated static piles

When in doubt, throw it out.



The image is a guide for organics recycling, titled "Organics recycling" at the top. It features a green header with a logo on the left. Below the header are four rounded rectangular boxes, each containing images of items that can be recycled. The first box, "All food", shows various food items like apple cores, vegetables, and meat. The second box, "Food-soiled paper", shows a pizza box, napkins, and an egg carton. The third box, "Certified compostable products", shows a yogurt cup, a plastic fork, and a compostable container, with a BPI logo and the text "Look for the BPI logo on certified products." The fourth box, "Other compostable items", shows a watermelon rind, flowers, and chopsticks. At the bottom, there are two columns of items that are not accepted, marked with a red 'x'.

Organics recycling

All food

Food-soiled paper

Certified compostable products

Other compostable items

– Look for the BPI logo on certified products.

× No pet waste
× No diapers
× No yard waste

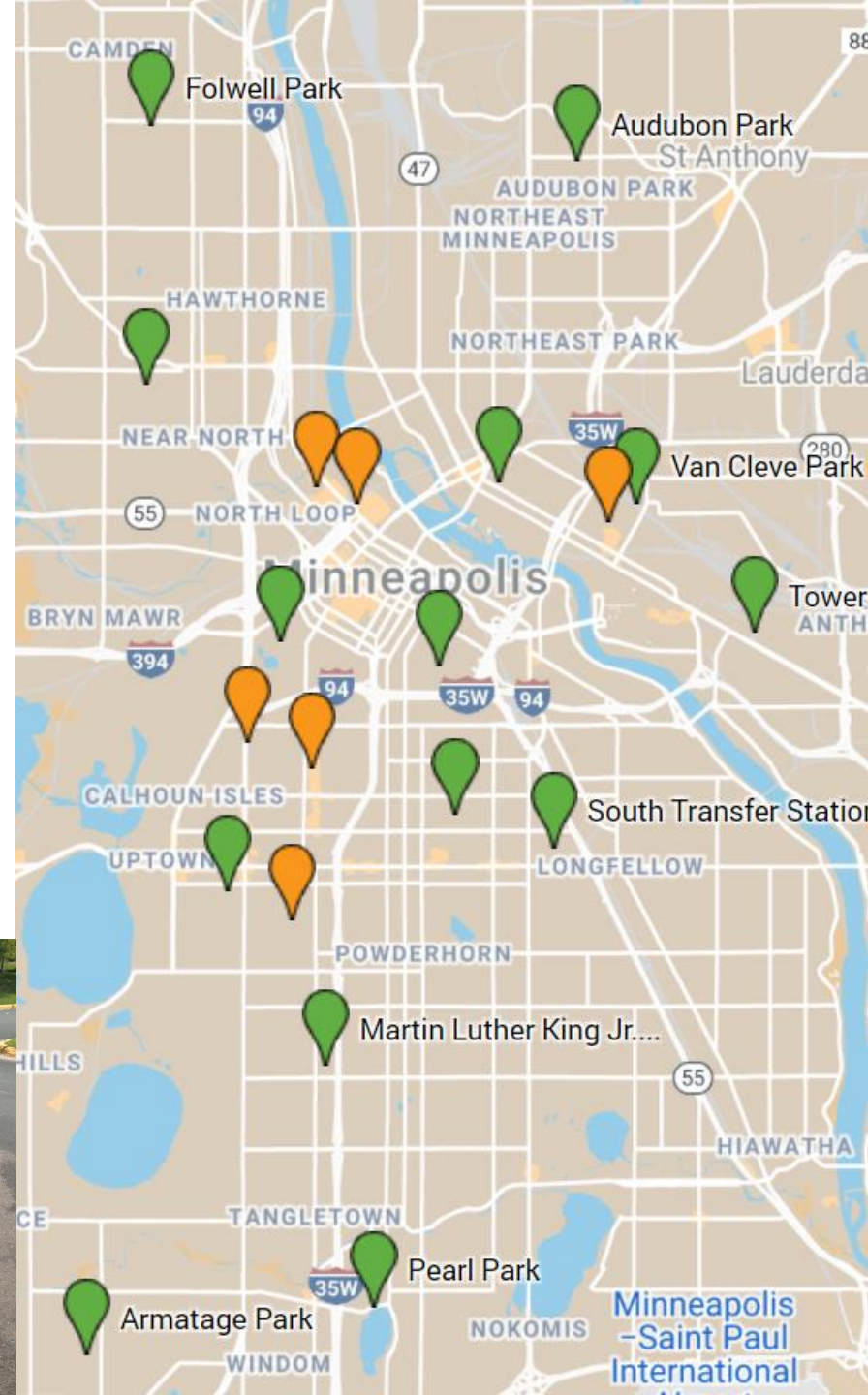
× No cartons
× No frozen food boxes
× No plastic-lined paper (unless BPI certified)

Drop-off sites

- Began opening while waiting to roll-out curb/alley program
- Sign up required (no cost)
 - 20 drop-off sites
 - Over 3,100 signed up
- Carts locked in summer months to prevent contamination

● City run

● Community sponsored



Curb / alley project planning

- Allow 12-18 months for planning and preparation
 - Buy trucks
 - Order carts and parts
 - Hire staff
 - Contract for processing
 - Education and roll-out plan
- Identify risks, and plan contingencies
- Use a phased roll-out of services, if possible
- Identify how to collect and store data

Educational methods

- Direct mail, utility bill inserts
- Website, social media, on-hold messages
- City TV channels, YouTube
 - Videos (English, Spanish, Hmong, Somali)
- Council Member newsletters
- Internal call center (7 FTEs)
- **Advertising campaigns (2016, 2018)**
- **Neighborhood & community education**
 - Events, recycling block leaders, intern work, tours
- **Field staff education**



Organics Recycling campaigns

2016: It's good for the environment, it's easy, save money

2018: My way to participate;
My reason for participating

Recycle food scraps with
organics recycling

Learn how to participate




No extra cost!




"My way
is in a
coffee can."

Everyone has their way to take part in the
Minneapolis Organics Recycling Program.

What's
your way? [Click to sign up.](#)



Setting up
organics recycling
at home

Organics are a resource, not a waste! By participating in the organics recycling program, your food scraps and non-recyclable paper products are put to better use by being recycled into compost—a valuable resource used in landscaping and road construction projects.

Figuring out how to get started with collecting organics recycling at home can be a challenge. This guide includes useful tips to help you make the most of the organics recycling program.




I recycle organics. **Do you?**



Learn more at
minneapolismn.gov/organics




Recycle food scraps with
organics recycling

Reduce waste and **save money**
Switch to a smaller garbage cart by adding organics recycling



Sign up today:
minneapolismn.gov/organics
or call **311**



Welcome kit



Compostable Bag Starter Kit

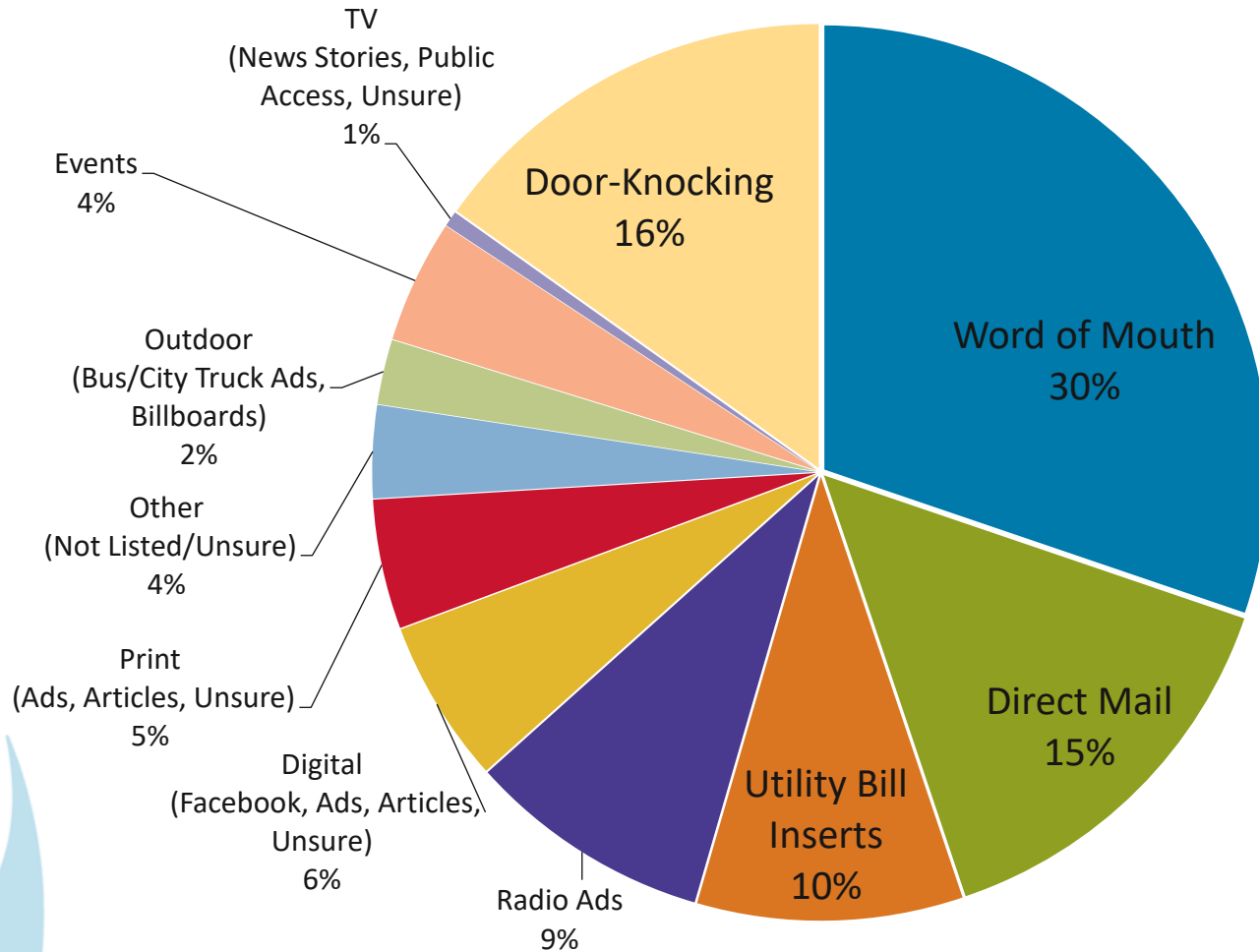
Coupons no longer included

In person education

- Staff attend 70-100 neighborhood and community events each year
- Door-knocking in areas with lower signup rates
- Recycling Block Leader program
- Annual bus tour to compost site



Ad campaign summary (2016)



Ad campaign stats:


- Over 26.5 million impressions
- 5 hours of radio time
- Over 1,740 new sign-ups for program during measurement period

Ad Campaign Measurement Period: 5/23/16 - 7/17/16

Targeted campaign (2022)

- Target: 13 neighborhoods (under 30% sign up rates)
 - Direct mailer (pre-translated)
- Utility bill insert (pre-translated)
- Social media (inc. translated)

How does organics recycling work?
¿Cómo funciona el reciclaje de materiales orgánicos?
Kev Sau Khoom Lwj rov mus Ua Siv Dua mus li cas?
Sidee u shaqeyaa Dib-u-isticmaalka Orgaanikada?

- 
 - Collect organics in compostable bags throughout your home.
 - Reúna la materia orgánica en bolsas compostables en toda la casa.
 - Sau khoom lwj tau rau koj cov hnaab lwj taus nyob thoob koj lub tsev.
 - Ku uruuri waxyaabaha orgaanikada baakado lagu qoosho gebiahaan gurigaada dhexdiisa.
- 
 - Place your bagged organics in your organics recycling cart.
 - Coloque sus materias orgánicas en bolsas en su contenedor de reciclaje de materia orgánica.
 - Muab koj cov khoom lwj taus uas ntim tas tso rau hauv koj lub thoob ntim khoom lwj taus rov mus ua siv dua.
 - Ku meelee baakadaha orgaanikadaada gaari-gacanka dib-u-isticmaalka.
- 
 - Place your organics cart at your alley or curb next to your garbage and recycling carts on your regularly scheduled garbage day.
 - Coloque el contenedor de materia orgánica en su callejón o andén al lado de sus botes de basura y de reciclaje en su día regular de recolección de basura.
 - Txawb koj lub thoob ntim khoom lwj rov mus ua siv dua rau ntawm kev me qab tse los sis ntug kev loj thiab sau koj tej thoob ntim khoom lwj taus nyob rau hnuab uas teem sau koj khib nyiab.
 - Ku meelee gaari-gacanka orgaanikadaada surinka ama waddada kuu dhow dhinaceeda qashinka dib-loo isticmaalayo maalinta caadiyan lagu muuddeeyay.

For more information - Para más información
Xav paub ntau dua - Faahfaahin dheeraad ah
minneapolismn.gov/organics - 612-673-2917

Recycle your organics
Reciclaje orgánico
Nroog Minneapolis nyoj khoom tsis siv
Dib-U warshadaynta Qashinka dabiicigaa



Sign up now
There is no additional cost to participate. Any resident with Minneapolis recycling and trash service, including renters, can sign up.

What is accepted?
Food, non-recyclable paper and other compostable items.

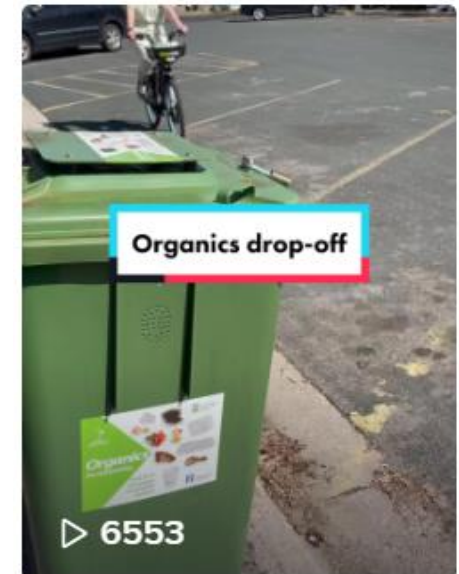
Inscríbese ahora
No hay costo adicional para participar. Cualquier residente con servicio de reciclaje y recolección de basura de Minneapolis, incluso inquilinos, pueden inscribirse.

¿Qué es aceptado?
Comida, papel no reciclable y otros artículos compostables.

For more information • Para más información
Xav paub ntau dua • Faahfaahin dheeraad ah
minneapolismn.gov/organics • 612-673-2917



Let's make some Pico de...



There are 20 organics dr...

Targeted campaign (2022)



 **cityminneapolis** ✓
City of Minneapolis · 6-28

Follow

Confused about organics recycling? These are all organics! Link in bio for more info.

🎵 FEEL THE GROOVE - Queens Road, Fabian Graetz

18.2K

574



Education through field staff

- Tags left on carts for contamination or other issues
 - Follow-up notification mailed to resident
- Seasonal reminder cart hangers (educational only - left on all carts)
 - Yard waste not accepted in organics carts
 - Not all paper products are accepted



Minneapolis City of Lakes **Reminder: Not all paper products belong in organics recycling**

This citywide reminder has been placed on all organics recycling carts; it does not mean that we found a problem with the contents of your cart.

The following paper items are lined with plastic or wax and belong in the garbage. They are not recyclable or compostable.

Coffee cups and cold cups	Decorative paper plates
Paper ice cream tubs, Chinese take out boxes	Wax paper, butcher wrap, butter wrappers

How do I tell if a paper product belongs in the organics recycling cart?

Any paper food-service item that has a shiny lining, like coffee cups and to-go containers, must have the BPI or Cedar Grove logo on it for it to be placed in the green organics recycling cart.

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Non-recyclable paper items without a shiny lining (ex. non-shiny paper plates napkins, paper towels, pizza boxes from delivery, paper egg cartons) are compostable and can be placed in the green organics cart.

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For more information call Solid Waste and Recycling at 612-673-2917 or visit www.minneapolismn.gov/organics

Organics sorts

- Sort truck-loads of organics each year
 - 2018 & 2019 = 0.68% contamination
 - 2021 = **1% contamination**
- Contaminants:
 - Plastic lined paper products
 - Recyclables
 - Non-compostable plastic bags
- Edible food:
 - 3.72% - 7.23% (avg. 5.6 % / 241 lbs) of edible food per truck
 - Most common: potatoes, oranges (inc. clementines), onions, carrots, limes, lemons, and apples

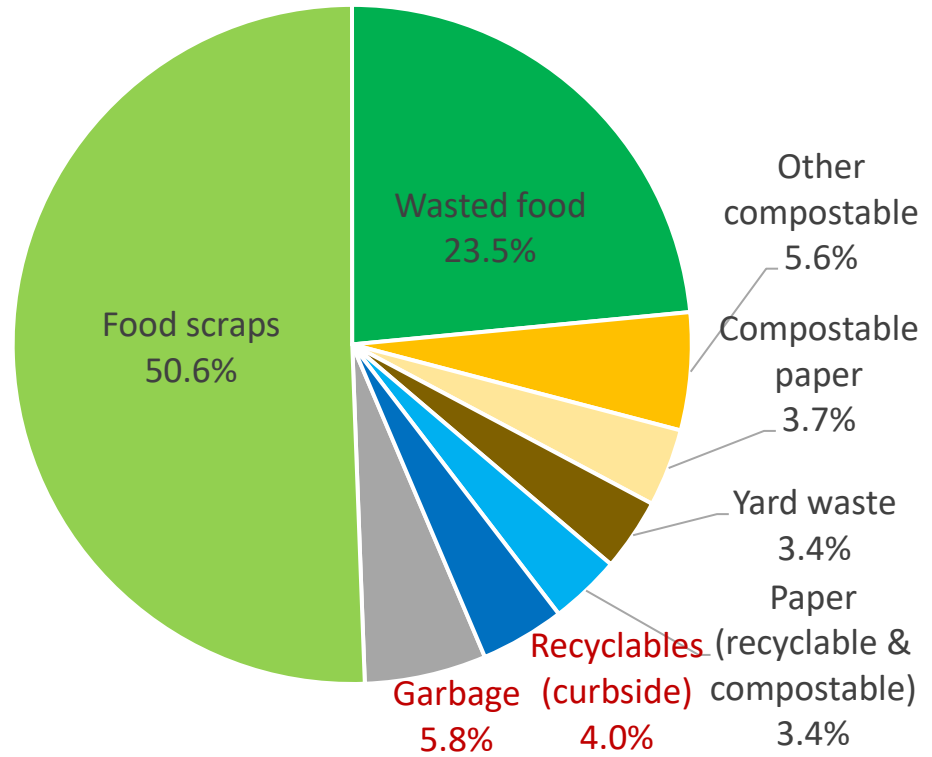




2022 Capture Rate Study: Organics cart details

- 55% of organics cart set out
 - 17.8% (34 households) didn't have a garbage cart set out for sorting*
- 9.8% contamination found in sort
 - Hand sort findings
 - 2021 1%
 - 2019 0.68%
 - 2018 0.68%
 - Collection crew leaving educational tags is effective at reducing contamination

Organics cart composition



* Data for homes with organics cart out is not finalized

Successful program needs

- Opt-in program = commitment to do it right
- Good education / outreach
- Verification of how program is going & feedback loops
 - Composter and collection crew
 - Residents
- Clean organics diverted to make a quality product
- Markets for finished compost

Minneapolis Solid Waste & Recycling

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