

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING ) RESOLUTION NO. 99-2832  
A FY 99-00 RESIDENTIAL WASTE )  
REDUCTION CAMPAIGN WORK PLAN,) )  
AUTHORIZING RELEASE OF A )  
REQUEST FOR PROPOSALS, AND )  
AUTHORIZING THE EXECUTIVE ) Introduced by Mike Burton,  
OFFICER TO ENTER INTO A ) Executive Officer  
CONTRACT )

WHEREAS, Metro is the regional body responsible for meeting the required regional recovery rate goal of 52 percent by the year 2000 (Regional Solid Waste Management Plan); and

WHEREAS, the regional recovery rate has stalled at 42 percent in recent years, and the Metro region will not achieve its goals without an increased effort; and

WHEREAS, outreach and education continue to be one of the primary mechanisms for Metro to improve recycling and waste reduction efforts throughout the region; and

WHEREAS, local governments are changing their curbside sorting systems to improve collection efficiencies and these changes will be introduced in the fall; and

WHEREAS, an advertising campaign would provide an excellent opportunity to focus residents on ways to increase their recycling and assist local governments with their message to curbside customers; and

WHEREAS, a residential ad campaign is funded in the 1999-2000 Budget and requires Council approval of a work plan and is designated "significant impact" requiring Council action; and

WHEREAS, the resolution was submitted to the Executive Officer for consideration and was forwarded to the Council for approval; now therefore,


BE IT RESOLVED,

1. That the Metro Council approves the FY 99-00 Residential Waste Reduction Campaign Work Plan attached hereto as Exhibit 'A.'

2. That the Metro Council authorizes issuance of RFP #99R-30-REM, attached hereto as Exhibit 'B.'

3. That the Metro Council, pursuant to Section 2.04.026(b) of the Metro Code, authorizes the Executive Officer to enter into a contract with the most qualified proposer in accordance with the requirements of the Metro Code.

ADOPTED by the Metro Council this 16<sup>th</sup> day of September 1999.

  
Rod Monroe, Presiding Officer

ATTEST:

Approved as to Form:

\_\_\_\_\_  
Recording Secretary

  
Daniel B. Cooper, General Counsel

## **FY 99-00 Residential Waste Reduction Promotion Work Plan**

### **What**

- A region-wide campaign to encourage residents of the region to recycle more items and to put out more materials at curbside.
- This campaign will also assist local governments with their educational efforts as they introduce new sorting systems (“commingling”) at the curb.

### **Why**

- Metro’s regional recovery rate goal is 52% by 2000. However, Metro’s current rate has stalled at 42%, and we will not be able to achieve our goals without increased effort.
- This fall, local governments will introduce changes to their sorting systems to improve collection efficiencies. While residents hopefully will view these changes as easier, the changes will modify long-standing sorting instructions and other messages that governments have advertised in the past.
- This ad campaign will assist local governments with getting their message to curbside customers, and also provides an excellent opportunity to focus residents on ways to increase their recycling.

### **Campaign Objectives**

- Build awareness that recycling just got easier, can be improved upon, and that more can be recycled.
- Give residents the basic information that they need in order to be able to increase their recycling, such as how to prepare and sort materials to set out at the curb.
- Thank residents for the good job that they are doing, and remind them recycling is still an important and easy way that they can do something good for the environment.

### **Campaign Message**

- Recent research done for Metro indicates that 54% of residents believe that they are recycling all that they can; however, 44% feel that they could do more, and 2% weren’t sure whether they could do more. When those who said that they could do more were asked what would help them to recycle more, much of their comments suggested that they would do more if it were easier, simpler, or more convenient. Results from local government focus groups also support this theme. Since the new curbside sorting instructions will reduce the number of “sorts” from more than a dozen to only 3 or 4, recycling will become easier.

## **Campaign Methods**

- Metro will be hiring an advertising firm to develop an advertising strategy and to recommend the tools and media to best reach our audience. The strategy may include a mix of radio, television, print, and direct-mail. There may also be a public relations element, such as an event or partnership with local sponsors.
- The advertisements, regardless of medium, will list Metro's Recycling Information phone number as the source to call for more information. Callers to the Recycling Information Center will be able to receive a brochure with tips on what can be recycled, how to prepare materials, etc. Callers will also be mailed a brochure explaining sorting requirements specific to their city or county of residence.
- This campaign will also be coordinated with the Agency's overall theme of creating livable communities and protecting the nature of the region.

## **Campaign Timeline**

- Local governments anticipate that they will introduce their curbside collection changes in October. Metro's campaign will follow this rollout, lengthening the duration of the local jurisdictions' messages. It will help clarify for residents any confusion that the changes might bring, and will reinforce the message that residents can recycle materials more easily.

## **Campaign Evaluation**

- Calls to Metro Recycling Information will be tracked.
- The number of brochures mailed to callers will be tracked.
- The percentage of households reached through various media will be measured.
- A telephone survey following the campaign will help measure campaign effectiveness.
- Local governments will measure increased participation/tonnage.

## **Campaign Budget and Reach**

- Total budget for campaign development and advertising is \$140,000 (within current fiscal year budget appropriation).
- Reach has yet to be determined, depending on the strategy to be developed with advertising firm, but will be region-wide in scope.

**Request for Proposals**  
**Advertising Services**  
**Residential Recycling Campaign**

**I. Introduction**

Metro is requesting proposals to develop an advertising campaign to promote curbside recycling to the region's residents. Written proposals must be received in Metro's Regional Environmental Management Department by 3 p.m. September 30, 1999. Address all responses to Vicki Kolberg, Metro REM, 600 NE Grand Ave., Portland, OR 97232.

Details concerning the project and proposal are contained in this document.

**II. Background**

As the regional government responsible for coordinating recycling in the urban areas of Clackamas, Multnomah, and Washington Counties, Metro works with local governments to promote recycling. Curbside recycling has become an institution in the region, receiving strong support and participation by the residents of the region. More than 80% of single-family residences participate in recycling and 42% of the region's waste is recycled, one of the highest rates in the nation.

Although we have made great progress, Metro's goal is 52% recovery by the year 2000. Over the last few years, the recycling rate has stalled, and it is unlikely that we will achieve our goals without increased efforts in the commercial and residential sectors. This RFP addresses the residential sector only.

Metro has been planning an advertising campaign to increase residential recycling for the fall or winter of Fiscal Year 99-00. Simultaneously, local governments have been planning a significant change in the way that residential recyclables are collected at the curb. When it was learned that the timing of their change was close to our campaign schedule, we realized that it was an opportunity to achieve two goals at once and to reinforce one another's messages. Therefore, the goals of this campaign are to encourage people to recycle more and to help local governments provide their residents with the specifics of how to do it.

In a recent survey and in focus groups conducted for Metro by Moore Information, 54% of residents said that they were recycling all that they could, with 44 % saying that they could do more and 2% not sure whether they could do more. When those who said that they could do more were asked what would help them to do more recycling, the leading responses included providing a more convenient way of separating items, simplify the process, make it more convenient and easy. Additional Metro and local government surveys and calls from the public to Metro's Recycling Information Center have shown that while residents have a clear understanding of some of the materials they can recycle at the curb, they do not know all of the materials they can recycle, or are unsure about some items, such as scrap paper, magazines, motor oil, and plastic bottles not generated in the kitchen. Focus group work has also shown that people recycle the items that they perceive as being easy to recycle, such as newspaper, and they

do not recycle things that they perceive to be difficult to recycle, such as steel cans, because the ends must be cut out and the paper labels removed.

The change in the way that curbside material will be collected beginning this fall has to do with the way that people sort the recyclable items that they leave in their bins. The program has been re-designed to improve efficiencies for both residents and collectors of recyclables, thereby saving costs and hopefully, increasing participation. Governments have taken particular care to design the new sorts in a manner that does not affect the recyclability of the materials.

In the new collection system, residents will be asked to sort recyclables into three to four clusters of materials (all plastic bottles and steel cans together, all paper products together, all glass containers together, etc.), rather than keeping each recyclable material separate in paper bags and placing the bags in their set-out bin as they currently do. The sorts will be similar throughout the region, but there will be some variation from city to city. Therefore, the message needs to be broad enough to allow for these differences. While residents will hopefully view the change to this new "commingled" system as easier, it also will be a change in long-standing sorting instructions and other messages that governments have advertised in the past.

### **III. Project description**

Metro is seeking an advertising firm to develop and implement a region-wide advertising campaign to promote recycling. A public relations component may be included. The campaign objectives are as follows:

#### Primary

- Build awareness that recycling is easy, can be improved upon, and that more can be recycled.

#### Secondary

- Give residents the basic information that they need in order to be able to increase their recycling, such as what is recyclable at curbside, and how to prepare and sort materials to set out at the curb. Residents also need to be informed that it is still important to clean and properly prepare recyclables.

#### Other objectives

- Thank residents for the good job that they are doing.
- Provide some level of assurance to citizens that their materials are still going to be recycled.
- Local government commingling programs will have been in place for three months when this campaign is launched. Metro would like this campaign to be able to respond to any problems that have been identified over the course of this three-month period (i.e., too much contaminated material, incorrect sorting taking place, etc.).

The campaign, which will be introduced in January 2000, should span at least three weeks, and may use a broad range of media appropriate for the messages and the budget.

Services required include creative development, final production of all campaign materials, media planning and purchase and public relations assistance.

Metro intends to conduct a telephone survey following the campaign to evaluate the effectiveness of the campaign. This survey is not part of the services requested in this RFP, but is for proposers' information.

#### **IV. Scope of work**

The agency selected will provide the following services according to the approximate schedule outlined below:

1. Meet with campaign team of representatives from Metro and local governments to discuss campaign objectives, background information/research, timelines, budget and other start-up issues (mid-October).
2. Review existing educational materials on curbside recycling, surveys (early/mid-October).
3. Develop a creative and media proposal and present it to the campaign team for comment and approval, along with overall budget estimates (early November).
4. Develop copy and produce campaign materials for team approval, along with finalized budget (November).
5. Negotiate media-buy, pursue media sponsorships and public service and value-added opportunities whenever possible (November/December).
6. Work with Metro/local government public relations team to develop and implement a complementary public and media relations plan (November).
7. Distribute all materials to media outlets and confirm completed media schedule (December).
8. Wrap up meeting, if needed.

#### **V. Budget**

The budget to complete this project will be \$140,000. All campaign expenses, including campaign development, ad production, media planning and purchase will be covered by this budget.

#### **VI. Proposal contents**

The proposal should fully describe the ability of the proposer to perform the scope of work and should be in the following format:

##### Cover Letter

Provide a brief introduction of your qualifications to perform the tasks outlined. Include a statement that the proposal is valid for 90 days, and include the name, title, address, and telephone number of the individual authorized to execute a contract with Metro.

##### Approach

Based on the contents of the RFP, briefly discuss how you might approach this campaign, including the general creative direction, media strategy, and public relations elements that you might recommend, given the objectives and budget. What makes your approach unique and effective?

### Agency Team

Identify the team that would work on this campaign, including account executive, creative director, art director, copywriter, media buyer, and production manager. Briefly describe their experience, and why they would be an asset to this project.

### Past Work

Describe two or three recent public service campaigns completed by the creative team proposed for this project. How are these past projects relevant to the recycling campaign? What made them effective, and how did you extend the budget? Please describe the results achieved and include samples, a contact name, and a telephone number for each project.

### Budget

Provide an approximate breakdown of how you would allocate the budget based on the information available in the RFP. Include your realistic estimates for the value of media sponsorships and any in-kind goods, services, or time.

### Exceptions and Comments

To facilitate evaluations of proposals, all proposers must follow the format outline above. However, if you wish to take exception to, or comment on, any aspect of this RFP, please do so in this section of your proposal.

## **VII. Schedule**

The following is an approximate contract award and completion schedule.

- Proposals due September 30, 1999.
- Proposal review and finalist selection (early October).
- Finalist interviews, if needed (early October).
- Start-up meeting with agency (mid-October).
- Campaign development (mid-October through December).
- Campaign implementation (early January).

## **VIII. Proposal Instructions**

The proposal should be submitted on recyclable, double-sided recycled-content paper (at least 30% post-consumer content). No waxed, plastic, or non-recyclable page dividers or other materials should be included in the proposal.

### Proposal Submission

Seven copies of the proposal should be furnished to Metro, addressed to:

Vicki Kolberg  
Metro REM  
600 NE Grand Ave.  
Portland, OR 97232-2736



Deadline

Proposals will not be considered if received after 3 p.m., September 30, 1999.

RFP as Basis for Proposals

This Request for Proposals represents the most definitive statement Metro will make concerning the information upon which proposals are to be based. Any verbal information not addressed in this RFP will not be considered in evaluating proposals. All questions relating to this RFP should be addressed to Vicki Kolberg at 797-1514. Any questions, which, in the opinion of Metro, warrant a written reply or RFP amendments, will be furnished to all parties receiving this RFP.

Information Release

All proposers are hereby advised that Metro may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal, all proposers agree to such activity and release Metro from all claims arising from such activity.

**IX. Proposal Evaluation**

Proposals that are responsive to this Request for Proposals will be evaluated according to the following criteria:

Approach	25%
Past Work	20%
Agency Team	20%
Budget	15%
Balance of development cost to media purchase	20%

If required, finalist interviews will be scheduled. Proposers will be notified of results by October 13, 1999. Proposers not selected will be notified by mail. Samples will be returned, if requested.

**X. General Proposal/Contract Conditions**

- A. Limitation and Award: This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this request, negotiate with all qualified sources, or to cancel all or part of this RFP.
  
- B. Billing Procedures: Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of the work done during the billing period, and will not be submitted more frequently than once a month. Metro shall pay Contractor within 30 days of receipt of an approved invoice.

- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address, and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.
- D. Conflict of Interest: A Proposer filing a proposal thereby certifies that no officer, agent, or employee of Metro or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of Metro; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely in its own behalf, without connection with, or obligation to, any undisclosed person or firm.

**XI. NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT**

The attached Personal Services Agreement is a standard agreement approved for use by the Metro Office of General Counsel. This is the contract the successful proposer will enter into with Metro; it is included for your review prior to submitting a proposal.

Contract No. \_\_\_\_\_

## PERSONAL SERVICES AGREEMENT

THIS AGREEMENT is between Metro, a metropolitan service district organized under the laws of the State of Oregon and the 1992 Metro Charter, located at 600 NE Grand Avenue, Portland, OR 97232-2736, and \_\_\_\_\_, referred to herein as "Contractor," located at \_\_\_\_\_, \_\_\_\_\_, OR.

In exchange for the promises and other consideration set forth below, the parties agree as follows:

1. Duration. This personal services agreement shall be effective \_\_\_\_\_, 1998, and shall remain in effect until and including \_\_\_\_\_, 1999, unless terminated or extended as provided in this Agreement.
2. Scope of Work. Contractor shall provide all services and materials specified in the attached "Exhibit A — Scope of Work," which is incorporated into this Agreement by reference. All services and materials shall be provided by Contractor in accordance with the Scope of Work, in a competent and professional manner. To the extent that the Scope of Work contains additional contract provisions or waives any provision in the body of this Agreement, the Scope of Work shall control.
3. Payment. Metro shall pay Contractor for services performed and materials delivered in the amount(s), manner and at the time(s) specified in the Scope of Work for a maximum sum not to exceed \_\_\_\_\_ AND \_\_\_/100THS DOLLARS (\$\_\_\_\_\_.00).
4. Insurance.
  - a. Contractor shall purchase and maintain at the Contractor's expense, the following types of insurance, covering the Contractor, its employees, and agents:
    - (1) Broad form comprehensive general liability insurance covering bodily injury and property damage, with automatic coverage for premises, operations, and product liability. The policy must be endorsed with contractual liability coverage; and
    - (2) Automobile bodily injury and property damage liability insurance.
  - b. Insurance coverage shall be a minimum of \$500,000 per occurrence. If coverage is written with an annual aggregate limit, the aggregate limit shall not be less than \$1,000,000.
  - c. Metro, its elected officials, departments, employees, and agents shall be named as ADDITIONAL INSUREDs. Notice of any material change or policy cancellation shall be provided to Metro 30 days prior to the change or cancellation.

- d. Contractor, its subcontractors, if any, and all employers working under this Agreement that are subject employers under the Oregon Workers' Compensation Law shall comply with ORS 656.017, which requires them to provide Workers' Compensation coverage for all their subject workers. Contractor shall provide Metro with certification of Workers' Compensation insurance including employer's liability. If Contractor has no employees and will perform the work without the assistance of others, a certificate to that effect may be attached, as Exhibit B, in lieu of the certificate showing current Workers' Compensation.
- e. If required by the Scope of Work, Contractor shall maintain for the duration of this Agreement professional liability insurance covering personal injury and property damage arising from errors, omissions, or malpractice. Coverage shall be in the minimum amount of \$500,000. Contractor shall provide to Metro a certificate of this insurance, and 30 days' advance notice of material change or cancellation.
- f. Contractor shall provide Metro with a certificate of insurance complying with this article and naming Metro as an additional insured within fifteen (15) days of execution of this Contract or twenty-four (24) hours before services under this Contract commence, whichever date is earlier.
5. Indemnification. Contractor shall indemnify and hold Metro, its agents, employees and elected officials harmless from any and all claims, demands, damages, actions, losses and expenses, including attorney's fees, arising out of or in any way connected with its performance of this Agreement, or with any patent infringement or copyright claims arising out of the use of Contractor's designs or other materials by Metro and for any claims or disputes involving subcontractors.
6. Maintenance of Records. Contractor shall maintain all of its records relating to the Scope of Work on a generally recognized accounting basis and allow Metro the opportunity to inspect and/or copy such records at a convenient place during normal business hours. All required records shall be maintained by Contractor for three years after Metro makes final payment and all other pending matters are closed.
7. Ownership of Documents. All documents of any nature including, but not limited to, reports, drawings, works of art and photographs, produced by Contractor pursuant to this Agreement are the property of Metro, and it is agreed by the parties that such documents are works made for hire. Contractor hereby conveys, transfers, and grants to Metro all rights of reproduction and the copyright to all such documents.
8. Project Information. Contractor shall share all project information and fully cooperate with Metro, informing Metro of all aspects of the project including actual or potential problems or defects. Contractor shall abstain from releasing any information or project news without the prior and specific written approval of Metro.
9. Independent Contractor Status. Contractor shall be an independent contractor for all purposes and shall be entitled only to the compensation provided for in this Agreement. Under no circumstances shall Contractor be considered an employee of Metro. Contractor shall provide all tools or equipment necessary to carry out this Agreement, and shall exercise complete control in achieving the results specified in the Scope of Work.

Contractor is solely responsible for its performance under this Agreement and the quality of its work; for obtaining and maintaining all licenses and certifications necessary to carry out this Agreement; for payment of any fees, taxes, royalties, or other expenses necessary to complete the work except as otherwise specified in the Scope of Work; and for meeting all other requirements of law in carrying out this Agreement. Contractor shall identify and certify tax status and identification number through execution of IRS form W-9 prior to submitting any request for payment to Metro.

10. Right to Withhold Payments. Metro shall have the right to withhold from payments due to Contractor such sums as necessary, in Metro's sole opinion, to protect Metro against any loss, damage, or claim which may result from Contractor's performance or failure to perform under this Agreement or the failure of Contractor to make proper payment to any suppliers or subcontractors.

11. State and Federal Law Constraints. Both parties shall comply with the public contracting provisions of ORS chapter 279, and the recycling provisions of ORS 279.545 - 279.650, to the extent those provisions apply to this Agreement. All such provisions required to be included in this Agreement are incorporated herein by reference. Contractor shall comply with all applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations including those of the Americans with Disabilities Act.

12. Situs. The situs of this Agreement is Portland, Oregon. Any litigation over this agreement shall be governed by the laws of the State of Oregon and shall be conducted in the Circuit Court of the state of Oregon for Multnomah County, or, if jurisdiction is proper, in the U.S. District Court for the District of Oregon.

13. Assignment. This Agreement is binding on each party, its successors, assigns, and legal representatives and may not, under any circumstance, be assigned or transferred by either party.

14. Termination. This Agreement may be terminated by mutual consent of the parties. In addition, Metro may terminate this Agreement by giving Contractor seven days prior written notice of intent to terminate, without waiving any claims or remedies it may have against Contractor. Termination shall not excuse payment for expenses properly incurred prior to notice of termination, but neither party shall be liable for indirect or consequential damages arising from termination under this section.

15. No Waiver of Claims. The failure to enforce any provision of this Agreement shall not constitute a waiver by Metro of that or any other provision.

16. Modification. Notwithstanding and succeeding any and all prior agreement(s) or practice(s), this Agreement constitutes the entire Agreement between the parties, and may only be expressly modified in writing(s), signed by both parties.

\_\_\_\_\_  
By \_\_\_\_\_  
Title \_\_\_\_\_  
Date \_\_\_\_\_

METRO  
By \_\_\_\_\_  
Title \_\_\_\_\_  
Date \_\_\_\_\_

Exhibit A

Scope of Work

1. Statement of Work.
2. Exceptions to boilerplate contract (if any)
3. Payment, Billing and Term.

Contractor shall provide the above services for a maximum price not to exceed \_\_\_\_\_ AND NO/100 DOLLARS (\$\_\_\_\_\_.00), based upon Contractor's quotation dated \_\_\_\_\_ (see attached).

The maximum price includes all fees, costs and expenses of whatever nature. Each of Metro's payments to Contractor shall equal the percentage of the work Contractor accomplished during the billing period. Contractor's billing statement will include an itemized statement of unit prices for labor, materials and equipment, will include an itemized statement of work done and expenses incurred during the billing period, will not be submitted more frequently than once a month, and will be sent to Metro, Attention Regional Environmental Management Department. Metro will pay Contractor within 30 days of receipt of an approved statement.

In the event Metro wishes for Contractor to provide services or materials after the maximum contract price has been reached, Contractor shall provide such services or materials pursuant to amendment at the same unit prices that Contractor utilized as of the date of this Agreement, and which Contractor utilized to submit requests for payment pursuant to this Scope of Work. Metro may, in its sole discretion and upon written notice to Contractor, extend the term of this contract for a period not to exceed 12 months. During such extended term all terms and conditions of this contract shall continue in full force and effect.

NOTICE TO ALL PROPOSERS -- STANDARD AGREEMENT

The attached Personal Services Agreement is a standard agreement approved for use by the Metro Office of General Counsel. This is the contract the successful proposer will enter into with Metro; it is included for your review prior to submitting a proposal.

**EXECUTIVE SUMMARY  
RESOLUTION 99-2832  
1999 RESIDENTIAL RECYCLING CAMPAIGN**

**PROPOSED ACTION**

- The adopted Metro FY 1999-2000 Budget includes a “budget note” that requires Council review and approval of a work plan prior to expenditures on a residential waste reduction outreach campaign.
- Council also designated the contract for this campaign as “significant impact.”
- Approval of Resolution No. 99-2832 would authorize the release of promotion and public relations funds to hire an advertising firm to develop and implement a residential promotional campaign.
- The resolution would also authorize the release of an RFP to ad agencies and would authorize the Executive Officer to enter into a contract with the selected firm.

**WHY NECESSARY**

- The residential recycling outreach campaign is a critical part of Regional Environmental Management’s efforts to partner with local governments in order to achieve regional recycling goals.
- Staff determined that a significant residential outreach campaign would be an effective method of improving both participation and recovery rates in the region.
- The campaign would also assist local governments with educating residents about changes in the way that recyclable materials are sorted for curbside collection in the region.

**ISSUES/CONCERNS**

- The recycling level in the region has stalled at 42%, and Metro and local governments will not be able to reach Metro’s recovery goal without increased effort to boost recovery.
- Local governments are changing their sorting systems to improve collection efficiencies. While this will hopefully be viewed as easier by residents, it may initially be confusing, and will require additional education.
- Recent surveys indicate strong public support for recycling, but also indicate that 44% of surveyed residents feel that they could be recycling more.

**BUDGET/FINANCIAL IMPACTS**

- The adopted FY 1999-2000 Regional Environmental Management Budget includes \$140,000 needed for the campaign.



## STAFF REPORT

### CONSIDERATION OF RESOLUTION No. 99-2832, FOR THE PURPOSE OF APPROVING A FY 99-00 RESIDENTIAL WASTE REDUCTION CAMPAIGN WORK PLAN, AUTHORIZING RELEASE OF A REQUEST FOR PROPOSALS, AND AUTHORIZING THE EXECUTIVE OFFICER TO ENTER INTO A CONTRACT.

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Date: August 18, 1999

Presented by: Doug Anderson,  
Vicki Kolberg

#### PROPOSED ACTION

Approval of Resolution No. 99-2382 would approve a work plan for a FY 99-00 Residential Waste Reduction Outreach Campaign. It would also authorize the following:

- Release of an RFP to ad agencies.
- Release of promotion and public relations funds to hire an advertising firm to develop and implement a residential promotional campaign.
- The Executive Officer to enter into a contract with the selected firm.

#### BACKGROUND

The adopted Metro FY 1999-2000 Budget includes a “budget note” that requires Council review and approval of a work plan prior to expenditures on a residential waste reduction outreach campaign. Council designated the contract for this campaign as “significant impact.” The purpose of this staff report is to explain the goals, objectives, and timelines of the work plan, pursuant to the budget note requirement. The work plan is attached to the resolution as Exhibit ‘A.’ A copy of the Request for Proposals is attached to the resolution as Exhibit ‘B.’

The residential waste reduction outreach campaign is a critical part of Regional Environmental Management’s efforts to partner with local governments in order to achieve the region’s waste recovery goals. Although the Metro region has achieved a recovery rate of 42%, progress has stalled in recent years. Reaching the regional recovery rate goal of 52% by 2000 looks unlikely without increased efforts. Metro-area households strongly support residential curbside recycling with over 80% of households participating. Our surveys show that citizens want to increase the amount of materials they recycle. The proposed campaign will assist them in doing so.

Last fall, staff determined that a significant residential outreach campaign would be an effective method of improving participation and recycling rates. The campaign was included in the Budget, with the exact message and outreach methods to be determined later. The general message was to be a practical “news you can use” approach that would help residents to increase their recycling by describing what can be recycled and how to prepare materials. At the time that the Budget was being developed, staff was aware that local governments were improving their residential recycling programs—including adopting commingling technologies. Now that local governments have converged on a

standard for residential curbside sorting and collection, the task of developing an effective regional campaign has been made much easier.

### SUMMARY OF THE WORK PLAN

The attached work plan describes the objectives, message, methods and timeline to be employed in the residential outreach campaign. These specific campaign objectives follow from the general "practical advice" approach envisioned at the conception of the campaign. Residents would be provided with information they need to prepare and sort materials consistent with the new simpler and convenient requirements of local collection programs. The message would promote how the new sorting method can increase recycling levels by making preparation and sorting easier.

The contract will be a critical component of the work plan. It will procure the necessary creative services to develop an advertising strategy and appropriate mix of media methods (radio, television, print etc.) to best accomplish the campaign objectives. This campaign would begin in January, following the rollout of the local government programs this fall, thereby lengthening and deepening the impact of their communication with their residents. Several evaluation components are included in the work plan to measure the impact and effectiveness of the campaign.

### BUDGET IMPACT

The Adopted FY 1999-2000 Regional Environmental Management Budget includes \$140,000 in funds needed for the campaign.

### EXECUTIVE OFFICER RECOMMENDATION

The Executive Officer recommends adoption of Resolution 99-2832, approving the work plan for the FY 99-00 residential waste reduction outreach campaign, authorizing release of RFP #99-R-30-REM, and authorizing the Executive Officer to enter into a contract with the selected firm.