

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AMENDING)	ORDINANCE NO. 86-200
ORDINANCE 86-199 BY ADOPTING)	
A PUBLIC EDUCATION PLAN FOR)	
THE SOLID WASTE REDUCTION)	
PROGRAM)	

WHEREAS, the Metropolitan Service District (Metro) is required to develop a waste reduction program and to adopt a time frame for its implementation and to submit it to the Department of Environmental Quality (DEQ) for its review under ORS 459, as amended by Oregon Laws, ch. 679, 1985, Section 8 (SB 662); and

WHEREAS, the Council adopted Ordinance No. 86-199 which contains the Waste Reduction Program to be submitted to the DEQ; and

WHEREAS, the Final Report section of the Waste Reduction Program refers to "a detailed multi-year campaign which will be developed with assistance from an advertising agency," a plan for which is presented as Attachment 1 of the Staff Report attached hereto; and

WHEREAS, the DEQ has requested that such a detailed plan and a financial commitment to support it be submitted to the DEQ along with the other documents of the Solid Waste Reduction Program; now, therefore,

THE COUNCIL OF THE METROPOLITAN SERVICE DISTRICT HEREBY ORDAINS:

Section 1. Ordinance 86-199 is amended by amending Exhibit C (Solid Waste Reduction Program Work Plan) page 6, paragraph 1 under Program Strategy to include this additional final sentence: The public education plan is attached as Appendix 1 of this work plan.

Section 2. The costs estimates presented in the public education plan are subject to the annual budget process. Activities scheduled to commence in the current fiscal year will be funded as provided for in the approved FY 1985-86 budget.

ADOPTED by the Council of the Metropolitan Service District this
1st day of May, 1986.

A handwritten signature in dark ink, appearing to read "Richard Waker", is written over a horizontal line.

Richard Waker, Presiding Officer

ATTEST:

A handwritten signature in blue ink, appearing to read "A. Marie Nelson", is written over a horizontal line.

Clerk of the Council

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AMENDING)	ORDINANCE NO. 86-200
ORDINANCE 86-199 BY ADOPTING)	
A PUBLIC EDUCATION PLAN FOR)	
THE SOLID WASTE REDUCTION)	
PROGRAM)	

WHEREAS, the Metropolitan Service District (Metro) is required to develop a waste reduction program and adopt a time frame for its implementation and the Department of Environmental Quality (DEQ) is required to approve the program and time frame under ORS 459, as amended by Oregon Laws, ch. 679, 1985, Section 8 (SB 662); and

WHEREAS, the Council adopted Ordinance No. 86-199 which contains the Waste Reduction Program to be submitted to the DEQ; and

WHEREAS, the Final Report section of the Waste Reduction Program refers to "a detailed multi-year campaign which will be developed with assistance from an advertising agency," a plan for which is presented as Attachment 1 of the Staff Report attached hereto; and

WHEREAS, the DEQ has requested that such a detailed plan and a financial commitment to support it be submitted to the DEQ along with the other documents of the Solid Waste Reduction Program; now, therefore,

THE COUNCIL OF THE METROPOLITAN SERVICE DISTRICT HEREBY ORDAINS:

Section 1. Ordinance 86-199 is amended by amending Exhibit C (Solid Waste Reduction Program Work Plan) page 6, paragraph 1 under

Program Strategy to include this additional final sentence: The public education plan is attached as Attachment 1 of this work plan.

Section 2. The costs estimates presented in the public education plan are subject to the annual budget process. Activities scheduled to commence in the current fiscal year will be funded as provided for in the approved FY 1985-86 budget.

ADOPTED by the Council of the Metropolitan Service District this 1st day of May, 1986.

A handwritten signature in dark ink, appearing to read "Richard Waker", written over a horizontal line.

Richard Waker, Presiding Officer

ATTEST:

A handwritten signature in blue ink, appearing to read "R. Marie Nelson", written over a horizontal line.

Clerk of the Council



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

Memorandum

Date: April 25, 1986

To: Metro Councilors

From: Janet Schaeffer
Public Affairs Department

Regarding: Waste Reduction Public Education Program

Councilors raised several questions during discussion at the April 22 Council meeting about the plan prepared by Coates Advertising. We offer the following comments and information in response to these questions.

1. Doesn't the Coates program fail to use the resources of the hauling community to get the word out through messages on bills, garbage can stickers and the like? (Van Bergen)

Staff response: Notifying garbage hauling customers about their recycling pick-up is in the main the responsibility of haulers and local governments, as stated in SB 405. As part of the community-level promotions by Metro staff listed in the Coates plan, Metro staff will coordinate with local governments and haulers to assure that information we distribute is accurate and that it supports rather than duplicates their own efforts. We will offer to design their flyers, garbage can stickers, and other items to incorporate Coates/Metro themes and graphics. We will explore opportunities to include our messages in their materials, including bill notices.

2. Does the Coates plan ignore the motivational issue of space/lack of space in the home as a factor in encouraging recycling? (Frewing)

Staff response: Changing the common perception that recycling takes too much time and space in the home will be a main focus of the Coates curbside recycling campaign.

3. Will the Council have a degree of oversight in reviewing the creative products of the Coates plan before they are released to the public? (Kelley, Waker, Hansen)

Staff response: A process will be established for Councilors to preview the materials produced by Coates before they are made public.

4. Shouldn't the Coates plan target older citizens, renters, and lower income citizens as well as homeowners with above-average incomes? (Kafoury, Hansen)

Staff response: The Coates plan will reach 90 percent of the region's population with messages about waste reduction. The content of the messages and styles of presentation will be designed to be persuasive to as many people as possible. The target population mentioned in the plan is a broad group of young family/homeowners, from no particular location or ethnic group, with incomes above the regional mean of about \$20,000 per year. This group was selected as the primary target because:

- o They produce the most garbage.
- o They have space to store recyclables.
- o They have potential to reduce garbage bills by recycling (to go from two cans to one can, or three cans to two cans).
- o They are especially concerned about environmental issues due to concern for the future of their children.
- o Their children between 7 and 12 years of age are available to do recycling chores and to pass on recycling information from school to parents.

5. Shouldn't the Coates plan place advertising in community newspapers in addition to the Oregonian? (Kirkpatrick, Van Bergen)

Staff response: Compared to advertising in the Oregonian, advertising in local papers would reach half as many households at three times the cost per household, according to an analysis by Coates Advertising (see attached). For this reason, the Coates plan proposes to use the Oregonian for the regional media campaigns. Advertising in community papers is appropriate for the community-level promotions produced by Metro. The Waste Reduction Program budget for next fiscal year includes \$5,039 for advertising in community newspapers (see attached advertising plan).

Attachment 1

COMPARISON OF OREGONIAN ADVERTISING PURCHASE RECOMMENDED BY
COATES WITH PURCHASE OF ADVERTISING IN COMMUNITY PAPERS

1. Oregonian

Coates plans to run 18 advertisements, each 5 columns by 16 inches, in the Main News and Living sections of the Sunday Oregonian.

The ad rate is \$39.68 per column inch, based on a 1430 inch rate. Total cost of the 18 ads is \$57,138.

Each one of these ads will cost \$3,174 and will reach 270,000 households in the Tri County area. Cost per household is 1.2¢.

2. 10 Community Newspapers

For comparative purposes, Coates considered running the same size ads in 10 community newspapers across the region.

Ad rates vary. Total cost of the ads would be \$66,600.

Each 10-newspaper set of the ads would cost \$3,700 and would reach 120,000 households. Cost per household would be 3.1¢.

Advertising in the set of 10 community papers would cost 2.5 times as much as advertising in the Oregonian and would reach less than half as many households.

Documentation available on request from Coates Advertising.

Attachment 2

PRINT ADVERTISING PLAN FOR METRO COMMUNITY PROMOTIONS

Assumptions - general public audience

1. Three flights in FY 86-87 aimed at general public:

Fall yard debris recycling/Recycling Week
Christmas tree recycling
Spring yard debris recycling

2. Each ad is 15 column inches and is placed twice in each paper during each flight.

Paper	Circulation	Ad Rate	No. Ads	Total Cost
Beaverton/ Tigard/ Forest Gr Times	59,705	\$15.00	18	\$ 1,350
Enterprise Courier	6,594	5.40	6	486
Gresham Outlook	12,325	7.25	6	653
Hillsboro Argus	14,309	4.65	6	419
LO Review/ W Linn Tidings	12,771	9.63	12	866
Skanner	8,958	9.50	6	855
Wilsonville Spokesman	5,300	4.55	6	410
				<u>\$ 5,039</u>

Assumptions - business audience

1. One flight in FY 86-87 during period of Office Products Show.
2. Each ad is 15 column inches.
3. Advertising budget of \$1,500 to be divided between Business Journal and Oregonian business section.

STAFF REPORT

Agenda Item No. 9.1

Meeting Date May 1, 1986

CONSIDERATION OF ORDINANCE NO. 86-200, FOR THE
PURPOSE OF AMENDING ORDINANCE 86-199 BY ADOPTING
A PUBLIC EDUCATION PLAN FOR THE SOLID WASTE
REDUCTION PROGRAM

Date: April 15, 1986

Presented by: Janet Schaeffer, Public
Affairs Department

FACTUAL BACKGROUND AND ANALYSIS

In its comments on the Solid Waste Reduction Program submitted by Metro Council in January, the Department of Environmental Quality (DEQ) requested Metro to prepare a comprehensive promotion and education program, including a detailed work plan, with a commitment by Metro Council to support the program financially. DEQ also requested that one or more elements of the promotion and education plan should encourage consumers to reduce waste by changing consumption habits and by reusing products. Finally, DEQ requested Metro to develop a strategy for developing and introducing a waste reduction curriculum in the region's public schools.

The amended Waste Reduction Program, as set forth in Ordinance No. 86-199, asserts that the public education program will reflect these DEQ requests.

In March Metro Council approved a contract with Coates Advertising for a three-year waste reduction public education program. The first phase of this contract was to develop the detailed work plan for the public education program. This work plan has been completed and includes a detailed advertising schedule and budget for the period of June 1986 through May 1987. A budget projection has been made for the remaining two years of the three-year program.

The public education plan developed by Coates Advertising is attached as Attachment 1 of this staff report. This is the public education plan to be adopted by Ordinance No. 86-200.

Following is a summary of the public education plan for year one. The first year's work relies on the efforts of three separate entities, each with particular objectives:

Coates Advertising will design and manage a mass media program consisting of two campaigns. The first, "General Waste Reduction," will be launched in June 1986 with television, radio and newspaper (The Oregonian) paid and public service materials. The second campaign, "Curbside Recycling," will cover the four-

month period from July 1986 through October 1986 through the use of newspaper (The Oregonian), radio and outdoor boards. The "General Waste Reduction" campaign will be brought back for a second emphasis period in February 1987.

Metro staff will coordinate eight promotions at the community level from June 1986 through May 1987. These promotions will expand on themes and creative material developed by Coates for the mass media program. Metro's successful yard debris and Christmas tree recycling campaigns will be continued. New promotions will include exhibits at shopping centers, the Office Products Show, and the Street of Affordable Homes.

Local governments will take the lead in providing specific information to their citizens on preparation for and scheduling of curbside recycling collection.

Details of the public education plan are included in Attachment 1.

Because the time for preparing the public education plan was short, the plan could not be incorporated in the Solid Waste Reduction Program to be adopted by Ordinance No. 86-199. Therefore Metro Council is asked to adopt Ordinance No. 86-200, which amends Ordinance No. 86-199 to include the detailed plan for a waste reduction public education program.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Ordinance No. 86-200.

JS/js

Coates Advertising, Inc.
New Market South
115 Southwest Ash, Suite 323
Portland, Oregon 97204
503/241-1124

Metro
Solid Waste Management
Public Education Plan

Media Recommendation
Tactical Plan

Target Audience

As outlined in the Public Education Plan, we have considered several aspects of the target audience in order to select specific media types. For buying purposes, the target audience is defined as:

- Adults 25-49
- Heavily skewed towards women
- Households with children present
- Homeowners
- College educated
- Above average income

General Waste Reduction

The "General Waste Reduction" Campaign will have two flights in June 1986, and February 1987, with a sustaining PSA program on television and radio between paid flights.

Television

To insure that all stations in the Portland area air the spot as a PSA, all five stations in the tri-county area will receive a paid schedule.

There will be two paid television flights in June 1986, and February 1987. Each flight will run for three consecutive weeks. Between flights, the spot will air as a PSA. In addition, we will purchase one program (such as CBS Evening News at 6:00-6:30p) where the spot will run consistently between flights in order to maintain some airing control of the spot.

Following is the Gross Rating Point distribution we will consider when purchasing television:

<u>Daypart</u>	<u>Times</u>	Adults 25-49 <u>Total GRPs</u>
Early Morning	7:00a-9:00a	45
Daytime	9:00a-5:00p	30
Early News	5:00p-6:30p	55
Early Fringe	6:30p-8:00p	70
		<u>200 GRPs</u>

Reach: 68.1%
Frequency: 3.0X

Through the negotiation process several alternative schedules will be considered. Following is a sample television schedule to air June 9 through June 27, 1986.

	<u>Program</u>	<u>Day</u>	<u>Time</u>	<u>A25-49 Rating</u>	<u>Total</u>	
					<u># of Spots</u>	<u>Ratings</u>
CH 2	Good Morning America	M-F	7:00a-9:00a	3	15	45
CH 2	AM Northwest	M-F	9:00a-10:00a	3	9	27
CH 6	CBS Evening News	M-F	6:00p-6:30p	9	6	54
CH 8	Entertainment Tonight	M-F	7:00p-7:30p	6	5	30
CH12	Barney Miller	M-F	7:30p-8:00p	10	5	50
CH49	Too Close for Comfort	M-F	7:00p-7:30p	5	5	25

In addition to the paid schedule, we will encourage all stations to schedule the spot as a PSA to air between flights. The reach and frequency gained from the PSA exposure cannot be calculated in this document. We will monitor the stations and provide a post-buy analysis on a quarterly basis.

Radio

The radio spot will air as a PSA on all stations serving the tri-county area. Because it is unpredictable at this time to determine the reach and frequency gained for the PSA exposure, its audience delivery has not been included in this document.

Newspaper

The Oregonian has been selected because it provides high local market penetration and identification, with loyalty among readers.

The Sunday edition is recommended because:

- It provides the largest circulation.
- Readers may spend more time with the newspaper, therefore, the likelihood of exposure to the ad is greater.

We will schedule a 5 column x 16" ad on three Sundays within each flight in June and February to coincide with the broadcast schedule.

The three Sunday ads will provide 83.9% reach in the Portland PMSA area against adults 25-49 years old with a 2.6X frequency.

We recommend using the Main News and Living sections of the newspaper due to their high readership against the target audience. Following is a breakdown of readership by section read regularly:

<u>Section</u>	<u>18-34 yrs. old</u>	<u>35-54 yrs. old</u>	<u>55+ yrs. old</u>
Front Page	70%	72%	82%
Food Day	34	43	57
Living	49	42	55
Metro NW	29	41	59
TV Click	37	30	52
Weather	30	26	47
Editorials	17	31	50
Letters	11	22	50
Page 2 Inside	21	20	34
Forum	17	21	40
Arts & Leisure	34	35	30
Science	21	22	23
Page 2 Feature	20	21	22
Sports	40	33	34
Business	21	35	32
Religion	3	5	20

As a total program, the paid media will provide the following audience delivery for each flight in June and February:

<u>Media</u>	<u>GRPs</u>	<u>Reach</u>	<u>Frequency</u>
Television	200	68.1%	3.0X
TV PSAs	N/A	N/A	N/A
Radio PSAs	N/A	N/A	N/A
Newspapers	218	83.9	2.6
	418	90.0%	4.6X

Curbside Recycling

The "Curbside Recycling" Campaign will run consecutively for four months beginning in July 1986, through October 1986.

Newspaper

The Sunday edition of the Oregonian will be used for reasons outlined above. We will schedule a 5 column x 16" ad on three Sundays per month for four months to coincide with the radio and outdoor schedule.

The three Sunday ads will provide 83.9% reach in the Portland PMSA area against adults 25-49 years old with a 2.6X frequency.

The Oregonian provides the following circulation by county:

<u>County</u>	<u>Occupied Households</u>		<u>Sunday Circulation</u>	<u>% Coverage</u>
	<u>1980 Census</u>	<u>12/83 Estimates</u>		
Clackamas	84,698	89,100	53,256	62.9%
Multnomah	233,135	234,000	145,176	62.3
Washington	90,930	101,800	69,197	76.1

We recommend using the Main News and Living sections of the newspaper due to their high readership against the target audience. Special editorial opportunities will be considered as they arise.

Radio

Radio spots will be scheduled for two or three weeks (pending negotiations) within a month for three consecutive months. There will be a two-week hiatus between each flight to extend the life of the program.

Spots will be concentrated Monday through Friday, 6:00a through 7:00p, with heavy emphasis on morning and evening drivetime when listening is high.

Following is a rank of the Portland stations and their adults 25-49 listenership during the specified time periods.

		6a-7p	Drivetime	
	Station	Rating	Rating	(Rank)
* 1.	KGW-AM	2.9%	3.2%	1
* 2.	KINK-FM	2.1	2.0	2
* 3.	KKCW-FM	1.7	1.6	3
4.	KKRZ-FM	1.6	1.6	5
* 5.	KEX-AM	1.6	1.6	4
6.	KUPL-FM	1.3	1.2	6
* 7.	KKLI-FM	1.3	1.1	7
8.	KXL-FM	1.2	1.0	11
9.	KGON-FM	1.1	1.1	8
10.	KMJK-FM	1.1	1.1	9
11.	KXL-AM	0.9	1.1	10
12.	KCNR-FM	0.9	0.9	12
13.	KWJJ-FM	0.7	0.7	13
14.	KWJJ-AM	0.7	0.7	14
15.	KSGO-AM	0.7	0.7	15
16.	KYTE-FM	0.6	0.5	17
17.	KPDQ-FM	0.5	0.5	16
18.	KYTE-AM	0.5	0.4	18
19.	KCYX-AM	0.4	0.4	19
20.	KKSN-AM	0.3	0.4	20
21.	KPDQ-AM	0.2	0.2	21
22.	KKEY-AM	0.1	0.2	22
23.	KSKD-FM	0.1	0.1	23
24.	KUPL-AM	0.1	0.1	24
25.	KMJK-AM	0.1	0.1	25

* Stations recommended for consideration.

Exact station list and scheduling will not be known until negotiating begins. Following is a sample station schedule:

Station	Rating	Total # of	GRPs	Reach	Frequency
		Spots			
KGW	2.9	16	46.4	18.2%	2.5X
KINK	2.1	16	33.6	10.9	3.0
KKCW	1.7	16	27.2	9.5	2.9
KEX	1.6	16	25.6	9.5	2.7
KKLI	1.3	16	20.8	8.4	2.4
TOTAL		80	153.6	45.2%	3.4X

Outdoor Boards

Outdoor boards will be scheduled as PSAs with a \$75 posting charge per board. Outdoor will be scheduled for three months to coincide with the newspaper and radio schedule.

We will schedule a #25 showing (34 boards) each month for three months. For a given month, the outdoor will reach approximately 85% of the adults 25-49 with a frequency of 12X.

As a total program, the paid media will provide the following audience delivery for each month of the promotion.

Media	GRPs	Reach	Frequency
Newspaper	218	83.9%	2.6X
Radio	154	45.2	3.4
Outdoor	1020	85.0	12.0
	1392	90.0%	15.4X

1986 ADVERTISING SCHEDULE

COATES ADVERTISING

CLIENT: Metro

DATE: Apr 11 22, 1986

[illegible]

Coates Advertising, Inc.
New Market South
115 Southwest Ash, Suite 323
Portland, Oregon 97204
503/241-1124

Metro
Solid Waste Management
Public Education Plan

Phase I Report

Prepared by
Coates Advertising, Inc.
April 15, 1986

Attachment 1
To be adopted by
Ordinance No. 86-200

April 15, 1986
Metro
Public Education Campaign
Phase I Report
Page 1

INTRODUCTION

In March 1986, after an intensive review of eleven advertising public relations agencies, Metro contracted with Coates Advertising, Inc., of Portland, to undertake Phase I of a solid waste management public education program as outlined in the request for proposal. Phase I consists of three segments:

1. Market Analysis
2. Logo/Positioning Statement
3. Promotional Plan

This report summarizes Coates' findings and recommendations.

OVERVIEW

The details of this report may be summarized as follows:

MARKET ANALYSIS

The market analysis was prepared according to the information provided in the Columbia Research survey and various work sessions conducted at Metro involving DEQ representatives, city government representatives, local haulers, recyclers and Metro staff.

The conclusion of the market analysis identifies our target audience as those people in the tri-county area who create the most waste. This audience is represented by married homeowners, 25 to 44 years of age, with two or more children. Although the children will most likely help with recycling as a "household chore", and although the husband will most likely carry garbage and recyclables to the curb for pick up, the wife will make the ultimate decision to recycle. Her primary motivation to recycle will be based on her concern for the future environment her children will face. As a homeowner, she has the necessary space for storing recyclables.

LOGO/POSITIONING STATEMENT

Having reviewed the findings of the market analysis, a creative team at Coates Advertising (consisting of creative director, writer and art director) has begun development of a positioning statement. In order to be effective, criteria for the statement requires meeting both specific communications objectives for the solid waste management public education campaign and creative objectives proven successful by other campaigns.

Communications Objectives

1. Address the general issue of reducing the amount of solid waste going into landfills (don't just address recycling).
2. Let our audience know that we as individuals make the difference.

Creative Objectives

1. Communicate quickly, clearly.
2. Be memorable.

At this juncture, a number of ideas have been developed. However, no recommendation has yet been made as to which one should be adopted. The final recommendation will be made after focus group testing is conducted as part of Phase II.

No actual "logo" or "symbol" is recommended for two reasons:

1. A logo would conflict visually with the Metro logo.
2. A strong positioning statement presented in a straight-forward, hard-hitting, typographic treatment will make the most impact.

PROMOTIONAL PLAN

A detailed plan has been developed for the June 1986 through May 1987 period with a budget projection for the remaining two years of the three-year contract. The promotional plan for year one relies on the efforts of three separate entities, each with their specific objectives:

Coates Advertising will be responsible for the mass media push to the tri-county area which will be conducted by way of two advertising campaigns. The first, "General Waste Reduction", will be launched in June 1986, with television, radio and newspaper (The Oregonian). The second campaign, "Curbside Recycling", will cover the four-month period from July 1986 through October 1986, through the use of newspaper (The Oregonian), radio and outdoor boards. The "General Waste Reduction" campaign will be brought back for a second emphasis period in February 1987.

The Metro Staff will be involved with campaigns at the community level with eight campaigns scheduled from June 1986 through May 1987. Such campaigns are planned to include "The Street of Affordable Homes" participation and "Christmas Tree Recycling" efforts.

Local Government will play an important role (particularly during the curbside recycling implementation), with responsibility for the direct distribution of specific information on how to prepare recyclables and on pick up schedules of individual haulers.

MARKET ANALYSIS

The market analysis was developed out of information provided in the Columbia Research survey and in work sessions conducted at Metro.

In September 1985, Columbia Research Corporation completed a market research study under the direction of Metro. Both summary results and the detailed information were made available to Coates Advertising. We took the conclusions made by Columbia and added those of our own after looking for "hot buttons" in various market segments defined in the survey.

The marriage of these conclusions formed an information base for review sessions with Metro staff and work sessions with DEQ representatives; representatives from the cities of Forest Grove, West Linn and Portland; local haulers and recyclers. The conclusions were further sharpened in a subsequent meeting with a representative of Columbia Research.

GEOGRAPHICS

Although a solid waste management program is desirable throughout the State of Oregon, the proposed three-year campaign is limited specifically to the tri-county area (Multnomah, Clackamas, and Washington Counties), Metro's area of responsibility for waste disposal.

DEMOGRAPHICS

In order to be effective with our resources, we will aim our educational efforts at the market segments which will be most responsive to our messages. Within the tri-county area, we will be talking to consumers, businesses, and garbage haulers. Of these three, our target audience is the consumer group, as it will have the real impact on reducing solid waste by recycling, reusing and recovering their normal, everyday waste.

Within the consumer market, we have identified segments which will be primary (most responsive), secondary (not as responsive), and tertiary (least responsive) audiences. Education efforts will be aimed at the primary audience. Spill-over into the secondary and tertiary groups will be a side benefit of the reach of our media.

The primary audience is defined as:

1. Families.
2. Mother and father, 25 to 44 years of age.
3. Two or more children, most under 12 years of age.
4. Homeowners.
5. Range educationally from college to post-graduate degrees.
6. Above average household income.
7. Blue collar and white collar mix, but predominately white collar.

The secondary audience is described as:

1. Households where the head is 25 to 44 years old.
2. A mixture of families, married couples with no children, and single adults.
3. Renters of apartments, condos and (a few) homes.
4. Mostly high school degrees, but there are some college-educated, and some without high school degrees.
5. Average household incomes.
6. A mixture of blue collar and white collar, with blue collar being more than 50%. White collar workers are predominately middle management.

The tertiary audience is defined as:

1. Two diverse age groups, 18 to 24 and 45+ years of age.
2. Some household families with children, but they are high school age or in college.
3. Predominantly renters of apartments, but there are many homeowners.
4. Education is a mixture of no high school degrees to post-graduate degrees. No clear "average".
5. Incomes are likewise diverse.
6. The younger group tends to be blue collar. The 45 to 64 year olds are a mixture of blue and white collar. The over-65 year olds are mostly retired.

Also receiving our educational messages (by the mere fact they are exposed to consumer media) will be tri-county area businesses and garbage haulers. Of course, these people are part of the consumer group as well. However, in their business or garbage hauler environment, they will be seeing our messages from a different viewpoint which must be kept in mind.

The business groups which can help make an impact on reducing solid waste by recycling, reusing, and especially materials recovery are:

1. Heavy industry.
2. Light industry.
3. Office/retail environments, especially multi-tenant office buildings.
4. Service industries which rely heavily on "paper-pushing".

The garbage haulers in the tri-county are critical to our success, especially in promoting curbside recycling. However, they should be reached directly on a personal basis; a mass media effort would be wasted. Of course, if there is a way to give some garbage haulers a "pat on the back" in our campaigns, we will do it.

PSYCOGRAPHICS

In any promotional campaign it is important to appeal to the audience on a level that moves them emotionally. Therefore, understanding what ideas motivate and stimulate the audience is critically important.

The two major factors in motivating our primary audience (homeowners, 25 to 44, married with children, female recycling decision maker) are identified as follows:

1. Concern for the environment.
Parents are concerned with the future environment their children will have to face. Acting now can help assure a clean environment for future generations.
2. Space to store recyclables.
Although having room to store recyclables between pick ups may not actually be a motivating factor, it is a major deterrent when no space is available.

Other motivating or "positive" factors to consider in addressing all our audiences are provided in the following list.

Positive Factors

1. People still have pride in Oregon environment.
2. Mandated curbside recycling--It's the law.
3. Bottle Bill passed and in effect for years--sets a precedent.
4. People claim to have recycled something in the last six months; recycling is not foreign. They are also familiar with the term "solid waste."
5. Forty percent name "landfill shortages" as the most important issue and two out of three know St. Johns will expire.
6. There are a number of people uninformed as to what to do after St. Johns site is full.
7. Fuel processor is most popular waste management alternative.
8. People are already convinced to recycle.
9. People are evenly divided over air/water/land pollution.
10. Seventy-five percent say recycling is important in their households.
11. People don't appear to be extremely price sensitive to garbage charges.
12. People feel they are well informed about "factors influencing the environment."
13. "No problem" to recycle newspaper and yard debris.
14. Newspaper is already a regularly recycled item.
15. Popular recycling points are drop box or center, home pick up or charity.
16. One out of three use yard debris as compost.
17. Twenty-five percent use recycling service for glass or cans.
18. Consumers want to know:
 - how to recycle
 - location of drop boxes
 - place to store recyclables
 - why to recycle
19. People want help recycling (information).
20. Fifty percent recycle for dollars.
Seventy percent recycle for money to charity.
21. Seventy-five percent would rather sort than pay increased garbage collection fees.
22. Sixty percent support legislation to require returnables (deposits).
23. "Solid waste" equates to "garbage" by fifty percent of people.
24. Large portion feel landfill is NO LONGER a simple alternative for solid waste disposal.
25. People receptive to waste incinerator or fuel processor.

It is important to identify "negative" factors as well. We need to be aware and ready to address concerns when they arise.

Negative Factors

1. Apathy to act.
2. Extra effort and/or cash is involved on the individual's part to recycle/reuse.
3. Garbage haulers will view recycling as more work resulting in higher rates that will bring customer complaints.
4. Lack of recycling information.
5. Transfer storage a space a problem, especially for renters.
6. Transfer centers viewed as bad.
7. Few people are concerned about higher costs of materials if they are not recycled.
8. "No room" for anything, especially newspapers and cans.
9. Fifty percent have not recycled glass/can/yard debris in last six months.
10. Recycling of newspaper maxed out.
11. One-half said unlikely to support bulk purchases.
12. Sixty percent couldn't recall news about solid waste management (also opportunity).
13. Only twenty percent identify Metro with solid waste.
14. Sixty-six percent are unfamiliar with solid waste issues.

The topics indicated thus far deal with attitudes on an individual level. The Columbia Research survey also pointed out attitude differences by county. In each case there appears to be two counties that agree and one that disagrees, presenting an interesting challenge when determining a unilateral approach.

ATTITUDE DIFFERENCES BY COUNTY

TOPIC	WA.	CLACK.	MULT.
1. Recycling awareness-- what they <u>know</u> .	<u>less</u>	more	more
2. Want to know where to find drop box.	more	<u>less</u>	more
3. Impact of education effort.	<u>more</u>	less	less
4. Impact of facility, home storage.	<u>more</u>	less	less
5. Impact of education savings.	<u>more</u>	less	less
6. Impact of theme: Oregon environment concern.	more	more	<u>less</u>
7. Impact of theme: Recycling is easy.	more	<u>less</u>	more
8. Convenient storage would increase recycling.	less	<u>more</u>	less
9. Better understanding would increase recycling.	<u>less</u>	more	more
10. Impact of theme: Benefit to environment and quality.	<u>less</u>	more	more
11. Informed on options after St. Johns.	more	<u>less</u>	more
12. Public support perceived best for landfill.	<u>more</u>	less	less
13. Public support for fuel processing.	<u>less</u>	more	more

LOGO/POSITIONING STATEMENT

The positioning statement will be introduced in the first campaign and carried through as a signature for all campaigns over the three-year period. Two major communications objectives for the solid waste management public education program have been identified.

1. Address the general issue of reducing the amount of solid waste going into landfills. Over the course of three years, approximately seven individual campaigns will be developed, each addressing a different topic. One, for instance, deals specifically with curbside recycling while another possible campaign would address alternative technology as a subject. The selected positioning statement needs to be general enough to serve as a themeline or tag for each of these campaigns, tying them together for maximum impact. Developing a separate positioning statement for each campaign would make them disjointed thus diluting our efforts.
2. Let our audience know that we as individuals make the difference. It is extremely important to let our audience know that this is not a problem that will take care of itself. Nor is it a problem that "the other guy" will take care of. It is a problem that is solved by each and every one of us playing our part so that we, as a group of individuals, succeed.

Additionally, in the development of a positioning statement for any client, Coates Advertising adheres closely to two creative objectives which have been proven effective by past successful campaigns.

1. Communicate quickly, clearly. Remember, your audience will not take the time to analyze your message. What they understand the first time they hear the message, is what they will interpret the message to mean. It is imperative to choose words that are easy to understand, phrased in a style consistent with typical speech patterns. One such positioning statement which clearly proves this point is "When it absolutely, positively has to be there overnight." This statement scores as one of the highest-testing lines of all time and has played a significant role in Federal Express's climb to the top in both awareness and sales. It communicates

quickly and clearly, and yet, subject to analysis, it could be interpreted as both juvenile and redundant.

2. Be memorable. Make your positioning statement have a hook. There are many ways to accomplish this. For instance, rhyming words are the hook that will never let any of us forget "Winston tastes good like a cigarette should," and "See the U.S.A. in your Chevrolet." A more recent approach to a hook has been the selection of words with double meanings. Two currently running examples of such lines are "We're your type" (IBM, Typewriter Division), and "Nothing runs like a Deere" (John Deere Tractors).

Coates Advertising has developed a group of approximately twenty-five possible positioning statements for the Metro solid waste management public education program. These have been presented for open discussion at Metro staff meetings in an effort to fine tune through feedback. As part of Phase II, when the actual creative development of the campaigns begins, the proposed positioning statements will be reviewed for their effectiveness within the context of the campaigns. Finally, they will undergo focus group testing before one is officially adopted for the three-year program.

We recommend the selected line be treated typographically for the most straight-forward, communicative impact. Development of the line into a graphic or the development of an adjoining "symbol" or "logo" was discussed but is not recommended. Our objective is to communicate clearly; the addition of graphics is unnecessary clutter.

PROMOTIONAL PLAN

The promotional plan for year one (June 1986 through May 1987) is based on the coordinated efforts of three separate entities, each playing a specific role in the overall success of the campaign. Coates Advertising, the Metro staff, as well as local governmental bodies, will all provide solid waste management information to the public. With the Metro staff acting as liason, the objective will be to present campaigns which dovetail rather than duplicate. With a properly coordinated effort, the overall effect of this joint program should bring us the greatest results.

COATES-ADVERTISING PRODUCED CAMPAIGNS

Our major responsibility will be a mass media emphasis in the tri-county area. To achieve maximum impact, we have selected development of two major campaigns during the first year rather than a series of minor ones. In this manner, each campaign will be heard loud and clear due to its multi-media nature, the large-space print ads, and the reach and frequency of the media. Additionally, as these campaigns may qualify for PSA status, we will gain extra mileage from our media dollar due to the discounts available.

General Waste Reduction. To introduce the tri-county area residents to the problem of waste, we are kicking off the campaign year with the "General Waste Reduction" campaign. This campaign will introduce the positioning statement which will be a part of all future ad campaigns and generally alert people to a serious problem which we as individuals can do something about.

Television has been selected as the primary vehicle for this message due to its strong emotional appeal and the opportunity to convey our message both visually and audibly. Although the thrust of our message will qualify for PSA status, PSAs are uncontrollable as to when or if they even run. For this reason alone, we cannot rely entirely on a PSA schedule to launch our foundation campaign. Thus we have selected to negotiate predictable PSA schedules with all five local television stations by way of a partially-paid schedule. Our intent is to offer the stations one paid

spot for every spot they match as a PSA in the same time slot. For example, if we buy a spot in prime time, our PSA spot will be run in prime time as well. This will assure that our target audience is seeing our message when and where we want it.

A radio spot will be produced and offered to approximately five local stations with the same stipulation as the paid/PSA television schedule. The paid spots, however, will be purchased for the "Curbside Recycling" campaign, with only the matched PSAs running during the "General Waste Reduction" campaign. We also will provide the remaining twenty stations not selected for the paid spots with "General Waste Reduction" tapes available to run as PSAs. In this manner, all twenty-five stations will be running PSAs for the "General Waste Reduction" campaign, and we will avoid any conflict which could arise if some stations were receiving payment.

In addition to the two broadcast schedules, we will be running a large-space Oregonian newspaper ad which will assure that we have deeply penetrated the area with the "General Waste Reduction" campaign. Although the actual section of the paper is not yet determined, we will be running on Sundays due to the large circulation.

The "General Waste Reduction" campaign is designed to create general awareness for the solid waste problem and will be an important message over the entire three-year program. Therefore, the broadcast is planned to have an ongoing presence with two campaign emphasis periods--June 1986, for the initial introduction, and February 1987, to carry us through an otherwise dark period in the media. The newspaper schedule will be restricted to the June and February emphasis periods only, as there are no PSA rates available.

Curbside Recycling. The "Curbside Recycling" campaign will run over a four-month period while curbside pick up is actually being implemented in the neighborhoods. Coming on the heels of the first flight of the "General Waste Reduction" campaign, our message should be very effective due to the heightened awareness for the solid waste problem.

A primary vehicle for this campaign will be newspaper--again for its broad market penetration plus the space to deliver an informational message. We not only will tell about the new law, how it can impact all of us, and how we

April 15, 1986
Metro
Public Education Campaign
Phase I Report
Page 14

as individuals can participate; but we also will offer information on how to easily set up a recycling storage system at home.

As outlined earlier, radio will be another primary vehicle for this campaign. The paid schedule will allow us to target our audience carefully. Plus, the immediate nature of radio is quite different from that of newspaper which allows the reader to linger over an ad. The two mediums will work together to make certain we have delivered the message in multiple ways and therefore stimulated and motivated a maximum number of people.

The radio and newspaper will be supported by outdoor boards rotating throughout the tri-county area over the campaign period. Outdoor boards are an excellent reminder vehicle and can be strategically placed in areas where we know curbside pick up is about to come on line. Our message will qualify for PSA status and, therefore, is subject only to a minimal posting charge; there is no additional media charge for the space. This is also an excellent opportunity to use four-color for only the added production cost. (In the case of paid newspaper and magazine schedules, four-color incurs a much higher media charge than black and white or two-color.)

The specifics for the media buy are now being negotiated. Detailed scheduling information such as possible station selection, dayparts, and reach and frequency projections will be presented at the April 22, 1986, council meeting.

Topics for campaigns in years two and three have been discussed, but we will not make firm recommendations until that time draws closer. Possible subjects for future campaigns include office recycling, alternative technology and consumer purchasing recommendations.

METRO-PRODUCED CAMPAIGNS

In contrast to the mass media approach from Coates Advertising, Metro will primarily be responsible for local community efforts. Eight potential promotions have been identified by Metro to run over the first plan year. The proposed plan is intended to be flexible, and topics and schedules for the first year may change to take advantage of new opportunities. Topics for subsequent years will be identified closer to their actual implementation. In addition to the specific campaigns, Metro plans many ongoing activities and a task force for curriculum development.

FIRST YEAR PROMOTIONS

June 86 - Shopping Center Exhibits

A traveling exhibit explaining general waste reduction issues will be developed and placed at major regional shopping centers timed to reinforce the first mass media campaign.

September, October 86 - Recycling Week

The annual Recycling Week in Clackamas County will be expanded regionwide. A recycler of the year award will be granted. A flyer/brochure will be distributed to students through public school distribution channels. Information will cover all aspects of waste reduction, including how to recycle and consumer tips on reducing and reusing waste.

October 86 - Fall Yard Debris Recycling

Press releases and PSAs will describe ways to recycle autumn leaves.

November 86 - Telephone Book Recycling

Collection opportunities for old telephone books will be expanded by working with volunteer groups such as Scouts.

December 86, January 87 - Christmas Tree Recycling

Demonstrations and seedling giveaways such as those in past years will be continued and expanded.

February 87 - Office Products Show

Metro will staff a booth and offer information on office recycling systems and available recycled office products.

March, April 87 - Spring Yard Debris Recycling

Activities of spring yard debris campaigns of recent years will be continued and expanded through participation in the Garden and Landscape Show, neighborhood workshops and cleanups, and shopping center exhibits.

May 87 - Street of Affordable Homes

Arrangements will be made for incorporating recycling container systems in kitchens of homes in this exhibit. Information will cover how to recycle and consumer tips on reducing and reusing waste.

Following is a list compiling other meetings, conventions and shows scheduled during the first promotional year which we may also wish to consider.

<u>Year</u>	<u>Date</u>	<u>Event</u>
1986	June 21	Truck Rodeo
	July 12-13	Antiques & Collectibles Sale
	July 16	National Association of Legal Secretaries
	July 22-27	Multnomah County Fair
	August 2-24	Street of Dreams
	August 22	Far West Nursery Show
	September 8	Beer Can Collectors of America
	October 4	Children's Fair
	October 25-26	Antiques and Collectibles Sale
	October 29-	
	November 2	Home Remodeling Show
	October 31	World of Wheels
	November 14	American Water Works Association Water Quality Conference
	November 19-22	Trailer Life Show
	November 21	Harvest Festival
	December 4	Festival of Trees
1987	January 10	Gift Show
	January 15	Copeland Lumber Yards
	January 27	Auto Show
	January 30	Pacific NW Hardware & Implement Assn.
	February 6	Women's Faire
	February 19	Now Your Cooking Show
	February 26	Distributive Education Clubs
	March 4	Forest Industries Clinic & Machinery Show
	March 5	NW Christmas Tree Association

SECOND AND THIRD YEAR PROMOTIONS

These schedules will be similar to the first year's. A preliminary plan for the coming fiscal year will be developed during the prior January of each year as part of budget planning. Topics will be selected to coordinate with progress in Metro's waste reduction program and local government promotion/education activities. Themes to be continued each year include general waste reduction, how to recycle, consumer tips on reducing and reusing waste, yard debris and Christmas tree recycling, and availability of consumer products made from recycled materials.

April 15, 1986
Metro
Public Education Campaign
Phase I Report
Page 17

ONGOING ACTIVITIES

Metro will continue the Recycling Information Center as the main point of public contact for inquiries on recycling and waste reduction. The RIC will be supported by two full time staff beginning July 1986.

A temporary waste reduction exhibit will be placed at the zoo with plans developed for a permanent exhibit.

Metro will sponsor workshops and seminars for professionals (such as teachers, landscapers, office managers).

Plans include presenting sessions, serving on panels, and providing exhibits at relevant conventions (such as Northwest Christmas Tree Association and Oregon Home Economics Association).

A speakers bureau will be created.

Metro will conduct periodic evaluations using surveys and other techniques to determine the effectiveness of promotions.

Other possible vehicles and themes for ongoing programs are identified as follows:

Vehicles

- Teacher inservice
- PTA meetings
- SOLV
- City Club speeches
- Recycling containers demonstration
- Traveling Recycling Information Center
- Zoo concerts
- Memorial Coliseum kiosk
- Airport kiosk
- Welcome Wagon
- Real estate agents
- OSU Extension
- Forestry Center
- OMSI
- College sporting events
- Civic stadium events
- Children's Museum
- Tie-ins with industry
- Recycle co-ops ads
- Retailer (excess packaging) co-op ads

Themes

Office paper recycling
Glass recycling
Wine industry glass recycling
"Buy recycled"
Recycled store packaging
Baby boomer recycling
Reduce from 2 cans to 1
Where your garbage dollar goes

CURRICULUM DEVELOPMENT

Metro will establish a regional task force with educators and waste reduction public education specialists to define a strategy for developing and introducing a waste reduction curriculum in the region's public schools. The task force will be established by July 1986, with findings reported by December 1986.

LOCAL GOVERNMENT CAMPAIGNS/EFFORTS

We will look to the local jurisdictions to take the lead in providing educational information with specifics about recycling pick up schedules and requirements. Metro will work vigorously to establish regular contacts with local governments and other local entities to share information about promotion/education activities. Metro's activities will use primarily regional outlets and will cover topics and themes of interest across the region.

Metro's activities to support and coordinate with local governments will include:

1. Monthly calendar of promotion/education activities around the region.
2. Upon request from local governments, developing ready-to-print informational materials.
3. Providing general information and assistance in working with media.
4. Visiting offices of local promotion/education staff to share information.
5. Coordinating periodic meetings of promotion/education staff from the region if requested.
6. Coordinate with local governments developing waste reduction exhibits at county fairs.

April 15, 1986

[illegible]

MONTHS	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	TOTAL
Media Newspaper-Oregonian Sunday Edition 1430" contract rate		3x 5 col x 16" \$ 9,523	3x 5 col x 16" \$ 9,523	3x 5 col x 16" \$ 9,523	3x 5 col x 16" \$ 9,523								\$ 38,092
Radio-paid schedules		100 spots \$ 7,085	100 spots \$ 7,085	100 spots \$ 7,080									\$ 21,250
Outdoor Boards- PSA posting charges #25 showing per month (34 boards per month)		25 showing \$ 2,550	25 showing \$ 2,550	25 showing \$ 2,550									\$ 7,650
Metro Campaign Consultation	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 320	\$ 3,840
Account Service/ Media Direction	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 390	\$ 4,680
Coates Advertising Monthly Totals	\$79,554	\$19,868	\$19,868	\$19,863	\$10,233	\$ 710	\$ 710	\$ 710	\$32,354	\$ 710	\$ 710	\$ 710	\$186,000

METRO CAMPAIGNS	Shopping Center Exhibits			Recycling Week	Recycling Week Fall Yard Debris Recycling	Telephone Book Recycling	Christmas Tree Recycling	Christmas Tree Recycling	Office Products Show	Spring Yard Debris Recycling	Spring Yard Debris Recycling		
--------------------	--------------------------------	--	--	-------------------	---	--------------------------------	--------------------------------	--------------------------------	----------------------------	------------------------------------	------------------------------------	--	--

POSSIBLE LOCAL GOVERNMENT CAMPAIGNS/EFFORTS		How to Prepare Information Distribution	How to Prepare Information Distribution	How to Prepare Information Distribution	How to Prepare Information Distribution								
---	--	--	--	--	--	--	--	--	--	--	--	--	--

*Rates for the Oregonian include an additional 10% for anticipated rate increases.

PHASE II

Coates Advertising-Produced Campaigns
Budget Recap

	<u>Production</u>	<u>Media</u>	
Topic No. 1 - General Waste Reduction			
Television	\$22,500	\$44,242	
Radio	3,500	-0-	
Newspaper	5,000	19,046	
	<u>31,000</u>	<u>63,288</u>	\$ 94,288
Topic No. 2 - Curbside Recycling			
Newspaper	5,000	38,092	
Radio	3,500	21,250	
Outdoor	7,700	7,650	
	<u>16,200</u>	<u>66,992</u>	83,192
Metro Campaign Consultation (48 hours)			3,840
Account Service/Media Direction (90 hours)			<u>4,680</u>
Total Year One Budget			\$186,000
Years Two and Three			
General Waste Reduction (ongoing from year one)			
Topic No. 3 - TBD			
Topic No. 4 - TBD			
Topic No. 5 - TBD			
Topic No. 6 - TBD			
Topic No. 7 - TBD			
			<u>354,960</u>
Metro Campaign Consultation (96 hours)			7,680
Account Service/Media Direction (180 hours)			<u>9,360</u>
Total Years Two and Three Budget			\$372,000
TOTAL PHASE II BUDGET			\$558,000

process of Metro regional wastesheds, whichever is later, and remain in effect until the next round of rate incen- tives begins."

Sixth Motion to Amend: Councilor Gardner moved to adopt the amendments proposed by DEQ as noted in items 1, 2, 3, 5 and 6 above. Councilor Kelley seconded the motion.

Vote on the Sixth Motion to Amend: The vote resulted in:

Ayes: Councilors Cooper, Frewing, Gardner, Hansen, Kirkpatrick, Kafoury, Kelley, Myers, Oleson, Van Bergen and Waker

Absent: Councilor DeJardin

The motion carried.

After discussion, it was determined the Council could not vote on the motion to adopt the Ordinance as amended until after consideration of Agenda Item No. 8.4. Ordinance No. 86-199 contained some provisions relating to alternative technology which would be resolved during the discussion of Ordinance No. 86-201. (NOTE: See the end of agenda item No. 8.4 for final discussion and adoption of the Ordinance.)

The Presiding Officer called a recess at 8:10 p.m. The Council reconvened at 8:30 p.m.

8.3 Consideration of Ordinance No. 86-200, for the Purpose of Amending Ordinance No. 86-199 by Adopting a Public Education Plan for the Solid Waste Reduction Program (First Reading and Public Hearing)

The Clerk read the Ordinance a first time by title only.

Motion: Councilor Frewing moved the Ordinance be adopted and Councilor Gardner seconded the motion.

Janet Schaeffer, Publications Specialist, explained that by adopting Ordinance No. 86-200, the Council would be amending Ordinance No. 86-199 to include a specific Public Education Plan in the Waste Reduction Program. She then introduced Jeannie and Michael Coates, consultants hired to develop and Public Education Plan, who she said would be presenting specific elements of the proposed Plan to the Council.

Michael Coates reviewed basic elements of the Plan which were outlined in a document entitled "Metro Solid Waste Management Public

Education Plan, Phase I Report," prepared by Coates Advertising, Inc. and dated April 15, 1986. The creative objectives of the overall effort would be to communicate the message quickly and clearly and to have that message be memorable. He explained Phase I of the work plan consisted of the following segments: 1) market analysis; 2) logo/positioning statement; and 3) promotional plan. He further explained the market analysis had determined the Education Plan should focus on those generating the most waste: families with parents between the ages of 25 and 44. He said those individuals were more likely to recycle because they were usually homeowners with more space to recycle, had school aged children who learned about recycling in school and they were concerned about the environment. Mr. Coates said the communications objectives would be to get people to reduce the amount of waste landfilled and to get people to understand that individual efforts would make a difference in reducing waste landfilled.

Jeannie Coates explained Phase II of the promotional plan which would commence in about one year. Mass media efforts would include airing 30-second television spot announcements, 60-second radio spot announcements and five-column, and running 16-inch newspaper advertisements in local editions of The Oregonian. Ms. Coates said some of the television public service announcements (PSA's) would paid ads to make sure the message was heard by the public at prime time. Staff hoped to reach 90 percent of tri-county residents between the ages of 25 and 49. In addition, a similar media effort would take place to promote the curbside recycling campaign.

A discussion followed about specifics of the proposed plan. Councilor Gardner suggested using local haulers to distribute information about the curbside recycling campaign.

Due to the importance of the program and the visibility it would give Metro, Councilor Kelley suggested that a committee of the Council review all advertisements to make sure the messages were consistent with Metro goals and that a broad public was being reached. Ms. Schaeffer assured the Council they would not be shut out of the process.

Councilor Kafoury proposed older people be included as an advertising target because of their willingness to recycle. Mr. Coates said older people would certainly be included in the advertising as "second recipients" of the message. He said older people would be an impact on motivating younger people to recycle.

Councilor Kirkpatrick asked if, in order to improve intergovernmental relations, newspaper ads could be placed in suburban newspapers. Ms. Coates responded that option had been considered but

because the budget was limited, it was more economically efficient to place the ads in The Oregonian. She said it would cost about \$3,100 to reach 270,000 Oregonian readers and approximately \$3,700 to reach 120,000 readers of suburban newspapers. Ms. Schaeffer explained some aspects of the Public Education Plan would be advertised in community newspapers and that advertising would be consistent with larger ads. Councilor Kirkpatrick asked to see those ads before they were published.

Councilor Hansen expressed the concern of several other Councilors by saying it was important that television and radio advertising not identify Metro too closely with stereotypes. He said that in addition to young homeowners, renters needed to relate to Metro's recycling programs.

Presiding Officer Waker opened the public hearing on the Ordinance.

Fern Alexander, testified she agreed that older people and renters should be a necessary target of advertising.

Cathy Cancilla, representing the recycling industry, asked if funds set aside to produce media advertising were included in the contract fee paid to Coates Advertising. Presiding Officer Waker said they were included. Regarding the curbside recycling program, she cautioned staff to be careful about the message presented because of the many different programs that would be offered. She also questioned why an advertising campaign would be conducted from June through August - a time most people would be on vacation. Ms. Coates explained the campaign had to be conducted during the summer because curbside recycling would start July 1. Ms. Cancilla said staff and consultants had done a good job and she liked the positive, general scope of the Education Plan.

Chuck Stoudt, 1934 S.W. Highland Road, Portland, stated yuppies had been targeted for the campaign and as such, advertisements should be placed in the Willamette Week. He thought if the size of the ads were reduced, enough money could be saved for ads to be placed in community newspapers. He suggested publishing ads in business newspapers in order to reach commercial waste generators. Mr. Stoudt also questioned why the general campaign could not be combined with the curbside recycling advertising campaign. Finally, he asked how the Education Plan would tie into the public school curriculum.

Relating to Agenda Item No. 8.2, the Waste Reduction Plan and Ordinance No. 82-199, Mr. Stoudt testified he supported changing any reference to St. Johns Landfill to read "the regional landfill" which would accommodate the eventuality of a new landfill.

In response to Mr. Stoudt's earlier statements, Mr. Coates said the size of newspapers ads could be reduced but staff were concerned the ads be large enough to have a strong impact on readers. Also, businesses would be targeted during year two of the campaign. During year one, curbside recycling would be targeted, he said.

There being no further testimony, Presiding Officer Waker closed the public hearing. He said the Ordinance would continue to a second reading and public hearing on May 1, 1986.

9.1 Consideration of a Contact with Tri-Lett Industries to Construct the Lilah Callen Holden Elephant Museum

Motion: Councilor Van Bergen moved the contract be approved and Councilor Kelley seconded the motion.

Bob Porter, Zoo Construction Manager, reviewed the project's history and the process for selecting the contractor. Tri-Lett was the lowest of three bidders, he explained, at an amount of \$250,000. Gene Leo added that \$355,000 had been pledged for the project. About \$20,000 of those pledges had not been collected and the money could not be secured, landscaping and artistic installations could be deleted from the project. He emphasized no Zoo funds were involved in building the Elephant Museum.

Responding to Councilor Kafoury's question, Mr. Porter said 13 percent of the total contract work would be performed by Disadvantaged Business Enterprises.

Gerald Krahn, 2533 North Winchell, Portland, testified the contract award should be withheld due to claims filed with the Bureau of Labor against Tri-Lett on two previously contracted Zoo projects. It has been claimed Tri-Lett was in violation of the Little Davis Bacon Act, he said. He asked the Council not make a decision on the contract pending the Bureau of Labor's decision.

Ed Stuhr, Contract Manager, reported Mr. Krahn had filed a complaint with the Bureau of Labor against Tri-Lett. He explained there was some question about whether payrolls submitted by Tri-Lett had been properly certified by Metro. Mr. Stuhr said he had learned from the Bureau they had received the complaint. The Bureau would investigate the claim to determine whether there had been a violation of wage laws. He explained that according to the Bureau, any violation on a past project was a separate issue from awarding a new contract to the same contractor and the Bureau could not interfere in new awards.

In response to Presiding Officer Waker's question about Tri-Lett's alleged violation of the Little Davis Bacon Act, Mr. Stuhr explained

3. Future construction contracts should be amended to provide for such indemnification.

Motion: Councilor Kirkpatrick moved to approve the contract with Tri-Lett for construction of the Elephant Museum to include the above conditions recommended by Mr. Jordan. Councilor Cooper seconded the motion.

Vote: A vote on the motion resulted in:

Ayes: Councilors Cooper, DeJardin, Frewing, Gardner, Kelley, Kirkpatrick, Myers, Oleson, Van Bergen and Waker

Nay: Councilor Hansen

Absent: Councilor Kafoury

The motion carried and the contract was approved.

9.1 Consideration of Ordinance No. 86-200, for the Purpose of Amending Ordinance No. 86-199 by Adopting a Public Education Plan for the Solid Waste Reduction Program (Second Reading and Continued Public Hearing)

The Clerk read the Ordinance by title only a second time.

Motion: The motion to adopt the Ordinance was made by Councilors Frewing and Gardner on April 22, 1986.

There was no public testimony on the Ordinance.

Referring to her memo to Metro Councilors dated April 25, 1986, Janet Schaeffer, Publications Specialist, reviewed questions raised by Councilors at the April 22 Council meeting and staff's responses to those questions. There were no additional questions about the Public Education Plan. Presiding Officer Waker reminded the Council that staff would bring back a final Plan for future consideration.

Councilor Frewing said he wanted to record to show he was interested in staff coordinating with DEQ and the various cities involved in SB 405 programs to set up a cooperative promotional and education program. The Councilor said he understood staff was establishing such a process with DEQ.

Vote: A vote on the motion to adopt the Ordinance resulted in:

Ayes: Councilors Cooper, DeJardin, Frewing, Gardner, Hansen, Kelley, Kirkpatrick, Myers, Oleson, Van Bergen and Waker

Absent: Councilor Kafoury

The motion carried and the Ordinance was adopted.

9.2 Consideration of Ordinance No. 86-201, for the Purpose of Amending Ordinance No. 86-199 by Adopting Criteria for Implementation of Alternative Technology Projects (Second Reading and Continued Public Hearing)

The Clerk read the Ordinance by title only a second time. The Presiding Officer announced the Ordinance would be subject to approval at the May 15 Council meeting.

Motion: A motion to adopt the Ordinance was made by Councilors Kelley and Kafoury at the meeting of April 22, 1986.

Debbie Allmeyer, Solid Waste Analyst, reviewed several minor changes to the Ordinance proposed since the last meeting. Those changes were underlined on the version of the Ordinance included in the meeting agenda packet. She also noted the Council had asked about the impact of adding resource recovery to system costs on different types of customers and Rich McConaghy had prepared a memo to Councilors responding to that question.

Presiding Officer Waker said Mr. McConaghy's memo did not respond to his concerns of April 22. He was specifically concerned about cost increases consumers would experience as a result of system changes including a new landfill, transfer stations and alternative technology. Presiding Officer Waker questioned Mr. McConaghy's use of a rate of \$10.84 per ton as the cost to the consumer.

Mr. McConaghy said the \$10.84 rate was used to compare with the \$31 per ton system cost rate projected for the year 1990. Both rates, he explained, did not include user fees, state landfill siting fees or enhancement fees.

Presiding Officer Waker said he was also confused about staff's projections for the percentage distribution of commercial and residential waste collected and disposed. Referring to Table 1 of his memo, Mr. McConaghy explained that rates did vary according to area and whether facilities were franchised. Staff had averaged out costs for their projections, he said.



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

June 13, 1986

Ms. Jane McGarvin
Clerk of the Board
Multnomah County Courthouse
1021 S.W. Fourth Avenue
Portland, Oregon 97204

Dear Jane:

Enclosed are true copies of the following ordinances adopted by the Council of the Metropolitan Service District. Please file these ordinances in the Metro ordinance files maintained by your county.

Ordinance No. 86-199, Adopting a Solid Waste Reduction Plan

Ordinance No. 86-200, Amending Ordinance No. 86-199 by Adopting a Public Education Plan for the Solid Waste Reduction Program

Ordinance No. 86-201, Amending Ordinance No. 86-199 by Adopting Criteria for Implementation of Alternative Technology Projects

Ordinance No. 86-202, Adopting Findings to Comply with LCDC 86-CONT-001 (Bethany Property)

Sincerely,

A. Marie Nelson
Clerk of the Council

Enclosures

Metro Council

Richard Waker
Presiding Officer
District 2

Jim Gardner
Deputy Presiding
Officer
District 3

Bob Oleson
District 1

Corky Kirkpatrick
District 4

Tom DeJardin
District 5

George Van Bergen
District 6

Sharron Kelley
District 7

(Vacant)
District 8

Hardy Myers
District 9

Larry Cooper
District 10

Marge Kafoury
District 11

Gary Hansen
District 12

Executive Officer
Rick Gustafson



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

June 13, 1986

Mr. Don Stilwell
County Administrator
Washington County Courthouse
150 North First Avenue
Hillsboro, Oregon 97123

Dear Mr. Stilwell:

Enclosed are true copies of the following ordinances adopted by the Council of the Metropolitan Service District. Please file these ordinances in the Metro ordinance file maintained by your county.

Ordinance No. 86-199, Adopting a Solid Waste Reduction Plan

Ordinance No. 86-200, Amending Ordinance No. 86-199 by Adopting a Public Education Plan for the Solid Waste Reduction Plan

Ordinance No. 86-201, Amending Ordinance No. 86-199 by Adopting Criteria for Implementation of Alternative Technology Projects

Ordinance No. 86-202, Adopting Findings to Comply with LCDC 86-CONT-001 (Bethany Property)

Sincerely,

A. Marie Nelson
Clerk of the Council

Metro Council

Richard Waker
Presiding Officer
District 2

Jim Gardner
Deputy Presiding
Officer
District 3

Bob Oleson
District 1

Corky Kirkpatrick
District 4

Tom DeJardin
District 5

George Van Bergen
District 6

Sharron Kelley
District 7

(Vacant)
District 8

Hardy Myers
District 9

Larry Cooper
District 10

Marge Kafoury
District 11

Gary Hansen
District 12

Executive Officer
Rick Gustafson

Enclosures



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

June 13, 1986

Ms. Juanita Orr
County Clerk
Clackamas County Courthouse
8th and Main
Oregon City, Oregon 97045

Dear Ms. Orr:

Enclosed are true copies of the following ordinances adopted by the Council of the Metropolitan Service District. Please file these ordinances in the Metro ordinance files maintained by your county.

Ordinance No. 86-199, Adopting a Solid Waste Reduction Plan

Ordinance No. 86-200, Amending Ordinance No. 86-199 by Adopting a Public Education Plan for the Solid Waste Reduction Program

Ordinance No. 86-201, Amending Ordinance No. 86-199 by Adopting Criteria for Implementation of Alternative Technology Projects

Ordinance No. 86-202, Adopting findings to comply with LCDC 86-CONT-001 (Bethany Property)

Sincerely,

A. Marie Nelson
Clerk of the Council

Enclosures

Metro Council

Richard Waker
Presiding Officer
District 2

Jim Gardner
Deputy Presiding
Officer
District 3

Bob Oleson
District 1

Corky Kirkpatrick
District 4

Tom DeJardin
District 5

George Van Bergen
District 6

Sharon Kelley
District 7

(Vacant)
District 8

Hardy Myers
District 9

Larry Cooper
District 10

Marge Kafoury
District 11

Gary Hansen
District 12

Executive Officer
Rick Gustafson