

BEFORE THE METRO COUNCIL

FOR THE PURPOSE OF APPROVING ) RESOLUTION NO. 00-2937  
A 1999/00 BUSINESS WASTE REDUC- )  
TION OUTREACH WORK PLAN ) Introduced by: Mike  
) Burton, Executive Officer

WHEREAS, Metro is responsible for coordinating regional efforts designed to meet the regional recovery goal of 52% by the year 2000; and

WHEREAS, the recovery rate has leveled-off at 43 percent in recent years and the region will not achieve its goals without increased efforts; and

WHEREAS, Metro has recently developed new waste reduction initiatives designed to increase these efforts; and

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

WHEREAS, a peer-based advertising campaign will provide an excellent opportunity to focus businesses on ways to increase their recycling and waste prevention and illustrate through other successful businesses that waste prevention it is good for the environment, good for their image and good for their bottom line; and

WHEREAS, a business ad campaign is an integral part of implementing these new waste reduction initiatives by motivating businesses to increase their recycling and waste prevention, and to respond to specific calls to action; and

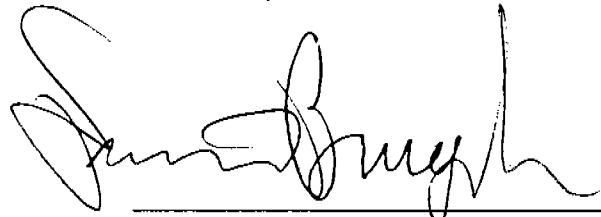
WHEREAS, funds for a business ad campaign have been duly appropriated in the Adopted FY 1999-2000 Metro Budget; and

WHEREAS, this appropriation is subject to a budget note and any associated contracts are 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, that the Metro Council finds that the 1999/2000 Business Waste Reduction Outreach Work Plan, attached as Exhibit A to this Resolution, satisfies the budget note; and

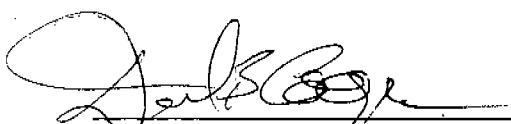
ADOPTED by the Metro Council this 27<sup>th</sup> day of April, 2000.



---

David Bragdon, Presiding Officer

Approved as to Form:



---

Daniel B. Cooper, General Counsel

**Exhibit "A"**  
**Resolution No. 00-2937**

**FY 99-00 Business Waste Reduction Promotion Work Plan**

**What**

- A key element of REM's new waste reduction initiative is to encourage businesses in the region to recycle more paper.
- A regionwide campaign to motivate businesses to "open the door" to the range of waste reduction resources being developed for hem.

**Why**

- Metro's regional recovery rate goal is 52% by 2000. However, the region's current rate has leveled-off at 43.4 %, and we will not be able to achieve our goals without increased efforts.
- Commercial waste is the largest component of disposed waste in the region, accounting for more than 50% of what is landfilled. Twenty-five percent of this is recyclable paper that includes high grade office paper, corrugated cardboard and mixed paper.

**Campaign Objectives**

- Persuade business owners/top executives that recycling is good for the environment, good for their bottom line, and that there is more that they can do in they can do in their own business to increase recycling.
- Highlight successful businesses and allow businesses to speak to businesses about what challenges they faced with their recycling, what they did, and the results.
- Give businesses the basic information that they need in order to be able to increase their recycling through tools such as case studies, posters and other practical resources.

**Campaign Message**

The Problem

Recent research done by Dotten and Associates for Metro indicates that business executives have an interest in and awareness of recycling and waste prevention, but many believe that they are recycling all that they can. They also are interested in costs or savings that might be incurred by any increased efforts on their part, and they want to know that they could get increased public relations benefits from undertaking those practices. Secondly, the employees who are personally responsible for doing the actual recycling in a business want simple, easy, step-by-step information on how to do it and the benefits of recycling.

### The Message

- This campaign will identify and develop case studies and ads that illustrate that more recycling can be done, how to do it and why successful business chose to recycle and prevent waste. The message will be designed to motivate businesses to make specific calls to action for resources that will reduce their waste.

### **Campaign Methods**

- Metro will hire an advertising firm to develop an advertising strategy to best reach our audience. Research has indicated that business owners/executives find messages and examples from their peers to be credible and persuasive, so a business-to-business approach will be the foundation of the strategy. Phase I of the campaign will probably be primarily a print campaign focusing on ads in business newspapers, business sections of the local papers, and business publications.
- An important objective of the campaign is to generate a call to action. The advertisements will list Metro's Recycling Information phone number as the source to call for more information. Callers to the Recycling Information Center will receive resources from a "tool kit" under development by Metro's waste reduction staff and local governments. These tools are "news they can use" such as information about what can be recycled; case studies of successful businesses that practice recycling and waste prevention; and referrals for hands-on evaluations conducted at a business.
- Six to ten different businesses will be identified to serve as "poster businesses" for a peer-to-peer strategy. Selected business executives will be interviewed regarding the challenges they faced, what they did to meet the challenges and, their results.
- 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**

This campaign will be in two phases. Phase I will be developed in May, 2000 and will run in June of 2000. An evaluation of the campaign will be conducted upon its completion. The outcome of this evaluation, coupled with results from a separate analysis (currently underway) of local government waste evaluation programs, will guide Phase II of the business outreach plan that will be completed in FY 00/01.

### **Campaign Evaluation**

- Calls to Metro Recycling Information will be tracked.
- The number of information pieces mailed to business callers will be tracked.

- The percentage of businesses reached through selected media will be measured.
- A telephone survey following the campaign will help measure campaign effectiveness.
- Increased requests to local government field staff for business site visits will be measured.

### **Campaign Budget and Reach**

- Total budget for campaign development and advertising is \$225,000. Phase I will be conducted in FY 99/00 in the amount of \$75,000. The balance of the campaign, \$150,000, will be expended in FY 00/01, providing a request to Council to carry funds over is approved.
- Reach has yet to be determined, depending on the strategy to be developed with advertising firm, but will be region-wide in scope.

VK:clk  
S:\SHARE\KOLBERG\KOLB\COMMERCIAL AD CAMPAIGN\WORK PLAN.DOC

**EXECUTIVE SUMMARY  
RESOLUTION NO. 00-2937  
1999/2000 BUSINESS WASTE REDUCTION CAMPAIGN WORK PLAN**

**PROPOSED ACTION**

- Funds for this campaign are included in the FY99/00 Adopted Budget.
- Council included a “budget note” that requires Council review and approval of a work plan prior to expenditures on a business waste reduction outreach campaign.
- Council also designated contracts for this campaign as “significant impact”.
- The work plan is attached as Exhibit A.
- Approval of Resolution No. 00-2937 would approve the work plan and authorize release of funds for a business outreach campaign.

**WHY NECESSARY**

- The business recycling outreach campaign is an integral part of implementing Regional Environmental Management’s new waste reduction initiatives and achieving regional recycling goals.
- Based on research and focus group work conducted with local businesses, staff determined that a significant business outreach campaign would be an effective method of improving recovery rates.

**ISSUES/CONCERNS**

- The recovery level in the region has leveled-off at 43%, and Metro and local governments will not be able to reach Metro’s recovery goal without increased effort to boost recovery.
- Commercial waste is the largest component of disposed waste in the region, accounting for more than 50% of what is landfilled. Twenty-five percent of this is recyclable paper that includes high grade office paper, corrugated cardboard and mixed paper.
- Research indicates that businesses are aware of and interested in recycling and waste prevention, but many believe they are doing all they can. To increase recovery in the commercial sector, it is necessary to persuade business owners and executives that recycling is good for the environment, good for their bottom line, and that there is more that they can do in their own business to increase recycling.

**BUDGET/FINANCIAL IMPACTS**

- The adopted FY 1999-2000 Regional Environmental Management Budget includes \$225,000 for developing and conducting the business outreach effort. The campaign will be in two phases. Phase I will be conducted in FY 99/00 and will be in the amount of \$75,000. Phase II will be conducted next fiscal year. Council will be asked to carry over the balance of the unexpended funds into FY 2000/01. There are also additional funds budgeted for evaluating the business outreach effort.

## STAFF REPORT

### CONSIDERATION OF RESOLUTION NO. 00-2937 FOR THE PURPOSE OF APPROVING THE FY 99/00 BUSINESS WASTE REDUCTION OUTREACH WORK PLAN.

Date: April 3, 2000

Presented by: Terry Petersen

#### PROPOSED ACTION

Approval of Resolution No. 00-2937 would approve a work plan for the FY 99/00 business outreach campaign.

#### EXISTING LAW

The adopted Metro FY 1999-2000 budget includes a "budget note" that requires Council review and approve a work plan prior to expenditures on a business waste reduction outreach campaign. Council also designated contracts for this campaign as "significant impact".

#### BACKGROUND

The purpose of this staff report is to explain the goals, objectives and timelines of the business outreach work plan pursuant to the budget note requirement. The work plan is attached to Resolution No. 00-2937 as Exhibit A.

The business waste reduction outreach campaign is a critical part of Regional Environmental Management's efforts to achieve the region's recycling goals. The region has achieved a recycling rate of 43.4% (1998 DEQ Oregon Material Recovery Survey Report), but the recycling level has leveled-off. While more than an 80% of the region's citizen participate in curbside recycling at their homes, commercial waste is the largest component of disposed waste in the region - accounting for more 50% of what is landfilled. To achieve Metro's recovery goals, increased recycling and recovery from the commercial sector is vital.

Last fall, staff determined that a significant business outreach campaign would be an effective method of improving recovery rates, based on research and focus group work conducted with local businesses. Funds for a business campaign were included in the FY 99/00 budget, with the exact message and outreach methods to be determined.

Metro works in partnership with local governments to achieve increased waste reduction and recycling. This campaign will support the joint commercial waste reduction initiative undertaken by Metro and local governments that includes, among other efforts, increasing technical assistance for businesses and providing outreach on waste prevention (a tool that is in many ways attractive to businesses because it can help them save money).

## SUMMARY OF THE WORK PLAN

The attached work plan describes the objectives, message, methods and timeline to be employed in the residential outreach campaign. The specific goal is to influence business owners and executives to recycle more paper in their businesses. Paper is targeted because 25% of commercial waste is comprised of recyclable paper, including corrugated cardboard, high-grade paper and mixed paper.

One component of the work plan is to utilize a contractor to develop a strategy for getting the attention of business owners and executives, and to motivate them to recycle more paper. Motivating factors will include economic incentives (good for your bottom line), environmental incentives (good for the environment), and/or corporate-image incentives (it's the right thing for a business to do).

Research has indicated that businesses find messages and examples from their peers to be credible and persuasive; therefore, this campaign will identify and feature businesses that are successfully practicing waste prevention and recycling in the workplace. These "case studies" will be delivered using a professional, engaging, peer-to-peer approach. Paid ads in local business publications will form the foundation of the outreach strategy.

These selected businesses will also be featured in fact sheets or case studies that will be part of a "tool kit" that will be developed by Metro and local governments. These tool kits will also include free waste evaluations conducted by local government staff; brochures, posters or other practical "how-to" pieces that research has indicated businesses would find helpful.

The campaign will be conducted in two phases. Phase I, featuring businesses that are successfully practicing waste prevention and recycling in the workplace, will be a total contract amount of \$75,000 and will be completed by June 30, 2000. Several evaluation components will be included in this campaign. These include the numbers of calls to Metro Recycling Information in response to the campaign; the number of calls to local governments from businesses seeking waste evaluations; and a pre- and post-campaign survey of businesses regarding the its effectiveness, with the survey portion funded under a different contract.

Pending the outcome of the evaluation of this campaign strategy, Phase II of the campaign will be launched in FY 00/01. Local governments are also evaluating their waste evaluations, and the outcome of this evaluation may also give the opportunity to modify the campaign to reach businesses most effectively.

## BUDGET IMPACT

The Adopted FY 1999-2000 Regional Environmental Management budget includes \$225,000 in funds for the campaign. Phase I of the campaign will expend \$75,000 in FY 99/00. As this campaign is scheduled to run into next fiscal year, any unexpended funds will be requested to carried over into FY 01/01.



EXECUTIVE OFFICER RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 00-2937 approving the FY99/00 business outreach work plan.

VK:clk  
S:\SHARE\KOLBERG\KOLB\COMMERCIAL AD CAMPAIGN\STAFF REPORT.DOC