



**FOR IMMEDIATE RELEASE**

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## **City of Milwaukee Unveils New “Recycle for Good” Public Education and Outreach Campaign**

*Campaign Aims to Increase Recycling Participation in the City, Resulting in Environmental and Financial Benefits for Residents, Neighborhoods and the City ([www.milwaukeecycles.com](http://www.milwaukeecycles.com))*

(Milwaukee, WI...September 30, 2008) The City of Milwaukee unveiled its new recycling public education and outreach campaign this morning at a news conference held in Gordon Park (2828 N. Humboldt Blvd.). Mayor Tom Barrett, Environmental Services Superintendent Preston Cole and Recycling Specialist Rick Meyers introduced the Recycle for Good campaign, aimed at increasing recycling participation throughout the City. As part of the campaign kick-off, the Sherman Park Community Association and the Southside Organizing Committee will each receive grants for recycling initiatives targeting increased participation in those neighborhoods.

### **The goal of Recycle for Good**

The overall goal of Recycle for Good is to increase the tonnage of recyclables collected in the City of Milwaukee by 15 percent. The campaign specifically aims to increase recycling in neighborhoods where recycling rates are low, as well as to get residents who are already recyclers to recycle even more. “The more that residents recycle, the more revenue from recycling can be reinvested in the city, maintaining city services as well as keeping Milwaukee clean and green,” said Mayor Tom Barrett. “This is an important initiative, since it’s tied directly to improving our neighborhoods and our quality of life here in the City,” Barrett continued. “Great neighborhoods and excellent quality of life encourage businesses to relocate here or stay put, and attract talent and jobs to Milwaukee,” Barrett said.

Barrett continued, “Recycling also saves the City money. Recycling avoids landfill disposal fees while also generating revenue from the sale of recyclable commodities. The City pays about \$30 per ton to landfill materials, whereas processed recyclables are worth about \$125 per ton right now, half of which is paid to the city by its recycling contractor,” he stated. “Total solid waste program costs are reduced for every pound of material recovered through the recycling rather than garbage collection system.”

More...

### ***City of Milwaukee Kicks Off Recycle For Good Public Education and Outreach Campaign, cont'd.***

The highest priced commodity in the curbside program is aluminum cans. The most revenue comes from newspaper as that single commodity makes up over 50% of what is recycled through the program. (NOTE TO EDITOR: Supporting charts and graphics are available electronically by visiting [www.milwaukeecycles.com](http://www.milwaukeecycles.com) )

### **Research and Campaign Development**

The Department of Public Works conducted research among City of Milwaukee residents to help determine what motivates people to recycle, as well as identify the barriers to recycling. The Recycle for Good campaign was developed based on those results, as well as other statistical data and qualitative research by the Wisconsin Be SMART Coalition and the Department of Public Works. Environmental Services Superintendent Preston Cole explained that the campaign is designed to not only increase awareness of the need to recycle, but to actually effect behavior change toward increased recycling using the following strategies:

1. Provide assistance for neighborhood campaigns that link recycling with cleaner, more attractive neighborhoods
2. Institute city-wide education and public outreach communicating that:  
recycling is the norm in the City of Milwaukee;  
recycling makes a positive impact on our neighborhoods and quality of life;  
recycling conserves natural resources and saves the City money
3. Educate residents on what items can be recycled, including lesser-known items such as junk mail, paperboard, paper egg cartons and more.
4. Study collection system changes that make recycling easier and more reliable.

### **Recycle for Good Campaign Elements**

In order to get the message out and encourage behavior change, the Recycle for Good Campaign will communicate and educate residents through:

- a consistent campaign theme and brand that is memorable and recognizable
- development of a campaign-specific Web site [www.milwaukeecycles.com](http://www.milwaukeecycles.com)
- educational pieces that inform residents on what can and cannot be recycled; how to recycle; what happens to recyclables once they are collected by the City; how the City benefits from increased recycling; and more
- print, online and radio messages that educate and persuade residents to recycle more
- outdoor graphics, such as recycling truck billboards that will increase awareness of the campaign at the street level
- outreach and assistance to neighborhood organizations and associations initiating recycling campaigns.

More...

***City of Milwaukee Kicks Off Recycle For Good Public Education and Outreach Campaign, cont'd.***

**Measuring the Results of the Campaign**

“There are many ways we’ll be measuring the results of the Recycle for Good campaign, but the most important measure will be the increase in tonnage recycled,” said DPW Recycling Specialist Rick Meyers. “We have an overall target of a 15 percent increase, but we’ll be monitoring effectiveness of our messages through other means, such as reductions in landfill tons, requests from neighborhood organizations to initiate campaigns, recycling increases among our segmented target audiences, traffic to milwaukeecycles.com and more,” Meyers said.

**How Can City of Milwaukee Residents Recycle for Good?**

Mayor Barrett concluded by explaining how City of Milwaukee residents can help Recycle for Good:

- Visit MilwaukeeRecycles.com to learn more about what you can and cannot recycle.
- Place a bin or a bag inside your kitchen next to or near your indoor garbage can so it’s easy to sort the recyclables from the trash right away.
- Keep a bin, box, or paper bag next to where you open and read your mail.
- Encourage your neighbors to recycle.
- Be aware of increased recycling opportunities, especially during the upcoming holidays.
- Recycle on the street – if you see items on your neighborhood streets or sidewalks that can be recycled, take them to the nearest bin.

The mission of the Department of Public Works is: ***To promote the health, safety, mobility and quality-of-life for all City of Milwaukee residents and visitors by providing:***

- Safe, attractive and efficient surface infrastructure systems;
- Solid waste collection, disposal, recycling and waste reduction;
- Safe, aesthetically-pleasing and sufficient drinking water;
- Storm water and waste water conveyance
- Support services and facilities for the Department of Public Works (DPW) and other City departments.

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