



Memorandum

September 27, 2018

To: Michael Spurgeon, City Manager

From: Russell Gale, Assistant City Manager – Administration *Rmg*

Subject: 2019 Recycling Pilot Projects – Update

Background

On December 5, 2017, the City Council approved a citizen committee recommendation to hold two recycling pilot projects of approximately 500 residents each, to determine the viability and most effective system for implementing single stream recycling services provided by the City.

On February 7, 2018, the City Council approved an agreement with Gershman, Brickner and Bratton, Inc., solid waste management consultants to administer the pilot projects.

Schedule

The project schedule as proposed by GGB Inc. is summarized below:

Implementation Schedule	Milestone or Activity
February 7, 2018	Notice to Proceed
March 2018	Selection of PR firm; issuance of contract
April 2018	Development and release of RFB for carts, out for 8 weeks
May 2018	Development of messaging and outreach plan
June 2018	Receipt and evaluation of responses to cart RFB
July 2018	Order carts and order truck retrofits based on selected cart
September 5, 2018	Kickoff meeting
September – December 2018	Planning Period
September 2018	Development of messaging; creation of routes; refinement of processing contract
October 2018	First messaging to residents of pilot areas; transmittal of route data to GPS vendor
November 2018	Second messaging to residents of pilot areas; initialization of polling activity; Open House hosted by the City to discuss the goals of the pilot and the expectations of participants
December 2018	Training of drivers with new equipment and new routes; confirmation of contacts for polling activity
January 2019	Third messaging to residents of pilot areas, along with delivery of carts
January 24/25, 2019 – May 30/31, 2019	Pilot period and related data collection conclude in May (4 months after initialization); polling is ongoing, as is messaging
June – July 2019	Review activity will take place with the final output issued on or before July 25, 2019.



We are on target to begin the pilots in January 2019. At the meeting on October 2, 2018, an update will be presented to Broken Arrow Municipal Authority members.

Action Items

The following action items have been completed:

1. Last spring GGB retained the services of Propeller Communications, a Tulsa, OK, public relations firm who will assist in the creation and design of communication material for the pilot participants. They will work closely with the City Communication and GBB staff to ensure effective communication pieces will be distributed to three audiences: pilot participants, customers not participating in the pilot, and the media. Propeller recently assisted the City in the 2018 GO Bond program and has for many years assisted the Tulsa Authority for Recovery of Energy in the City of Tulsa recycling program.

In addition, the services of ShapardResearch/Sooner Poll have been retained to periodically survey pilot participants to gather observations, opinions and recommendations on the services being rendered and how services might be improved. Mr. Bill Shapard completed the 2015 survey of customers the City Council commissioned and their interest in recycling.

2. During the summer, staff analyzed several existing routes to determine which would be the most functional to implement the pilots. Of particular importance was to find two distinct areas that included approximately 500 homes each and that are representative of all Broken Arrow residents. Attached is a map that identifies the two areas that staff believes meet the criteria. Area # 1, which would be the pilot that provides a trash cart and a recycle cart, is in the northern half of Broken Arrow and within the mile section that include Elm Place, Washington, Aspen and Kenosha. Their pickup day for trash and recycle material will be Thursday. Area # 2, which would be the pilot that uses bags for trash and uses a recycle cart, is in the southern half of Broken Arrow and within the mile section that includes Elm Place, Jasper, Aspen and Tucson. Their pickup day for both trash and recycle material will be Friday.
3. Bids for the recycle and trash carts have been issued and will be opened on September 19 with a recommendation to BAMA to award the bid most likely on October 2.
4. Equipment (tippers) for Sanitation trucks to semi-automatically pick up both trash and recyclable material has been purchased and is ready for installation.

On September 6, 2018, the GBB project manager, Kate Vasquez, along with representatives from Propeller and ShapardResearch, met with the City staff to discuss strategy and action steps to inform and educate the pilot participants, residents and the media regarding the upcoming pilot.

1. There was significant discussion regarding whether or not an orientation meeting with pilot participants will be held. It was the consensus of all of the consultants that a meeting would be potentially counter-productive. There was concern that a meeting would reach relatively few residents for the level of effort one or more meetings would require, and that the focus of the meetings might get redirected from helping residents participate to debating the larger issues related to a possible citywide rollout. The "panel" approach for continuous feedback being



developed by ShapardResearch will provide ample and ongoing opportunity for participants to voice concerns. Also, Propeller is in the process of developing the recycling/media planning campaign that will be used to communicate with pilot participants on what is appropriate for recycling and what is not, and to provide easy access to related information on the city website.

It is believed a more effective and impactful approach to communicating information to the participants is to implement the following communication action steps:

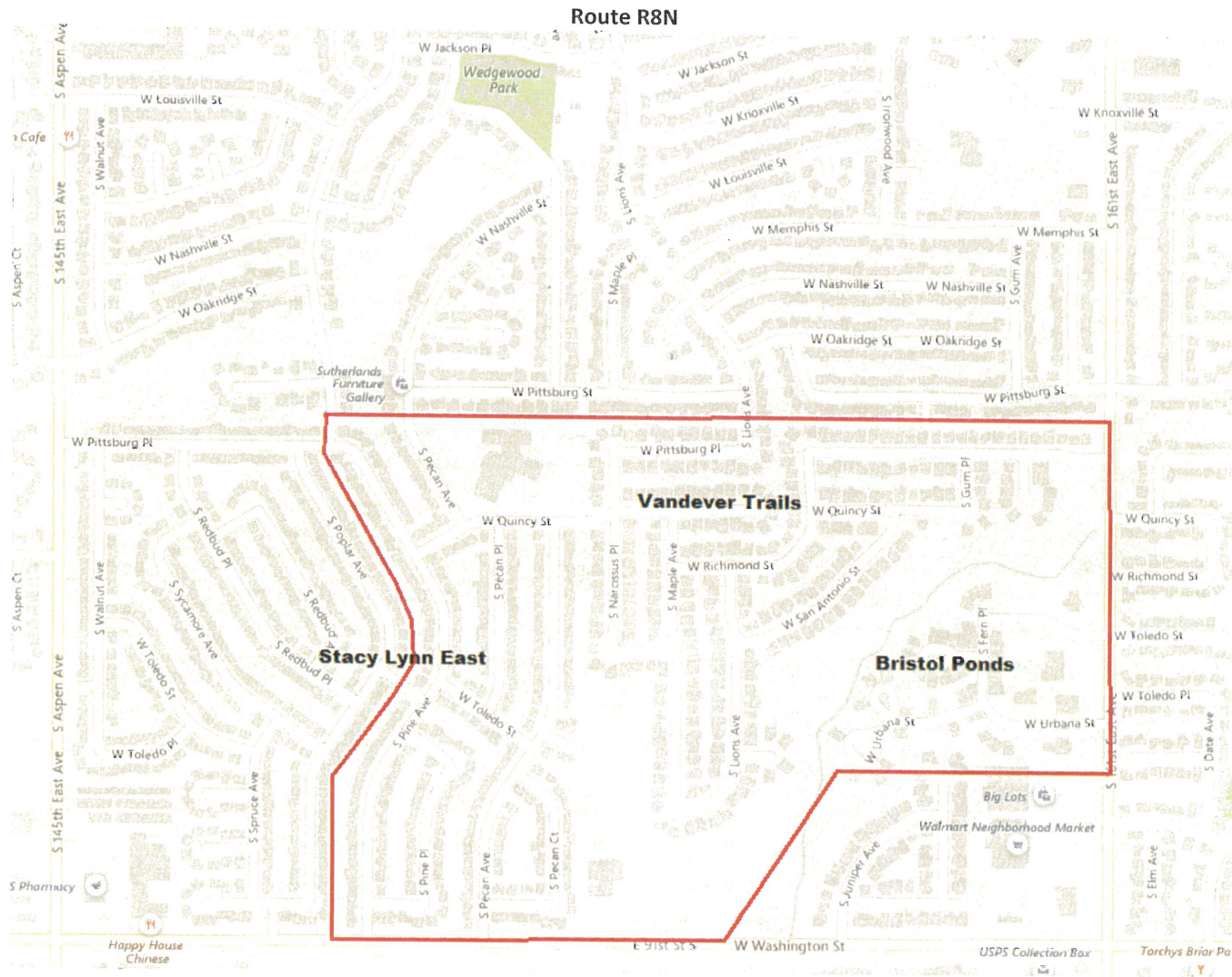
1. The week of October 15, the initial communication with pilot participants will occur. Written notice will be delivered to the residences advising that they have been selected as the pilot project area. The communication will have detail on the activities and a schedule.
2. In November, pilot participants will be invited to an Open House hosted by the City to discuss the goals of the pilot and the expectations of participants. Participants will receive a packet of information delivered to their home by sanitation crews with marketing information regarding the pilot. Included in this communication will be access to a dedicated portion to the City's website, helpful take-and-keep information pieces, and details about the importance of the pilot program.
3. In January 2019, carts will be delivered to the pilot participants.
4. The beginning of the pilot will be Thursday, January 24, and Friday, January 25, 2019, and will continue for four months. This schedule will ensure that the only City holiday that will impact the pilot program is Good Friday, which occurs on April 19. To ensure no interruption of service employees assigned to pilot routes will work that day. This time period will also cover periods of time when collection is slower than normal and will conclude as the peak yard season has begun.
5. Throughout the pilot process ShapardResearch will be surveying pilot participants to obtain feedback, perceptions and opinions from active participants. This will be via a text message or an email survey, those contact points having been confirmed by a direct phone call to the pilot participant from a Shapard representative in the months prior to the pilots.

Other action items that are in the process of being addressed include:

1. C2Logix will begin to set the routes and will send the information in a format compatible with our Routeware program to ensure functional operations when the pilots begin.
2. Discussions on identifying the recycling materials are ongoing and positive. GBB and the staff have met with representatives with American Waste Control of Oklahoma. A contract with them to process recyclables will be submitted to BAMA by December 1. Curbside recyclables are typically described as: Glass bottles and jars; Aluminum and Steel cans; Mixed paper and Flattened Cardboard; and, Plastic bottles, jars and tubs. We anticipate these items will be identified as recyclables. The exact details for the purpose of the contract are what are being finalized at this time. The Terms and Conditions of the contract draw heavily from the contract American Waste has with TARE, which GBB confirms is a strong, straightforward contract and one with which the processor is familiar.

Area #1

Proposed Pilot Project Area for Thursday, TWO Cart System



579 Homes (Ward 2)

A detailed map of Broken Arrow, Oklahoma, with ZIP code 74012. The map shows a grid of streets including S Memorial Dr, S Garnett Rd, S 145th East, S 129th East Ave, S 145th East Ave, S Elm Pl, S 101st St S, S 99th St, and S 103rd Ave E. Major roads like Highway 64 and Highway 51 are highlighted. Parks and landmarks such as Memorial Park Cemetery, METRO PARK, DOBBS PARK, BRICKTOWN, COUNTRY AIRE ESTATES, CEDAR SPRINGS ESTATES, MITFORD BRIDGE, HEDLUND HEIGHTS, GREYOAKS, SADDLEBACK, and INDIAN SPRINGS MANOR are labeled. The city name "Broken Arrow, OK 74012" is prominently displayed in the center, with a red outline of the city area. The map also shows the Muskogee River and several smaller creeks.