



June 9, 1972

PROPOSED FUNDING FOR  
CURB SIDE NEWSPAPER PICK-UP  
EDUCATIONAL PROGRAM

When the Ecology Center first became involved in recycling in September of 1970, our intent was to actively involve citizens in seeking environmentally sound alternatives to the methods of trash disposal used in Ann Arbor. The success of our recycling station has been due solely to the willingness of Ann Arbor area residents not only to prepare materials according to certain specifications but also to drive materials to the recycling station located at 1965 South Industrial Highway.

In July and August of 1971, the Ecology Center, in cooperation with the City of Ann Arbor, ran a six-week pilot project in two neighborhoods, picking up glass, newspapers and cans at the curbside once a week. Curbside pickups significantly increased recycling participation and allowed people without automobiles to participate in the program.

Based on the success of the pilot project (in the Bromley area ninety-four percent (94%) of the residents participated), representatives of the Ecology Center and City government began meeting in January of 1972 to examine the possibility of a city-wide curbside pickup of recyclable materials in conjunction with the City's regular refuse collection service. It was determined

that newspapers are the easiest materials to prepare for recycling operations and to collect in quantity. Since approximately 170,000 pounds of newsprint entering the City each week are readily available for recycling purposes, newspapers were selected as the material to begin with in initiating a curbside pickup recycling program.

The implementation of the program has been set for October 1, 1972. A comprehensive public education program is essential to a successful curbside recycling project. It will be necessary to have active citizen participation to insure a successful program. Along with reusing the newsprint, the program will reduce the amount of newspaper going to the sanitary landfill and thus ease the burden on the City's solid waste disposal system.

It will be necessary to thoroughly inform residents of when newspapers will be collected and how they should be prepared, as well as to encourage citizen participation in the program. The primary means of disseminating this information will be the distribution of door knockers at individual households throughout the city. Nine Hundred Dollars (\$900.00) has been allocated for this purpose in the proposed budget. We propose that youths in the Model Cities area seeking part-time employment be hired to distribute the door knockers.

In addition to the door knockers, advertisements and articles in local newspapers, public service announcements on local radio

stations, posters at grocery stores and public gathering places, and a follow-up leaflet distribution program will be used to inform people of the program. Once the curbside collections are under way, it will be necessary to identify area of low citizen participation and go to these neighborhoods to talk with the residents and inform them about the program. This role will be filled by volunteers concerned about the success of the program.

The following budget outlines the essential costs for an educational program to be administered by the Ecology Center:

NEWSPAPER RECYCLING EDUCATIONAL PROGRAM

Printing

|                      |                 |
|----------------------|-----------------|
| 33,000 Door Knockers | \$600.00        |
| 5,000 Leaflets       | 150.00          |
| 500 Posters          | 25.00           |
|                      | <u>\$775.00</u> |

Labor

|  |                   |
|--|-------------------|
| Distribution of Door Knockers <sup>1</sup> | \$900.00          |
| Coordination of Program <sup>2</sup>       | 750.00            |
|  | <u>\$1,650.00</u> |

Overhead

\$225.00

Total

\$2,650.00

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<sup>1</sup> Individual Residential Collection Routes (16,875 units) - \$450.00  
 Multi-Dwelling Collection Routes (15,630 units) - \$450.00

<sup>2</sup> Five months of coordinator's time at \$150.00/mo (half time)

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Newspaper Pick-Up Educational Program  
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The City of Ann Arbor will be responsible for financing a portion of the operation expenses and therefore is unable to also fund the educational aspect of this recycling program. We are, therefore, asking Model Cities for either full or partial support of this education program which is so vital to the success of the newspaper curbside collection on a city-wide basis. The public education efforts should begin by July 1, 1972. As the Ecology Center is a community service organization located in the Model Cities area, we would appreciate the support and participation of the Model Cities Program in this effort.