

Yes, Peoria Picks Up!

Trash, Recycling, and Yard Waste Collection

Annual Report

July 1, 2018 – June 30, 2019

Recycling, Yard Waste, and Trash Program

- As of January 7, 2019
 - Up to two (2) PDC recycling carts picked up every other week
 - Yard waste collection extended from mid-March to mid-December picked up weekly
 - One (1) City of Peoria trash cart picked up weekly
 - Unlimited bulky waste collection picked up weekly



New Vision for Service

- Reduce financial barriers for recycling
 - No more \$50 deposit to receive a recycling cart
- Provide trash cart to city of Peoria households
- Showcase Peoria residents through advertising/outreach campaign
 - Cultural – all races and ages
 - Geographic – every district
 - Economic – digital and traditional print media

Progress – Year 1 of PDC Contract

JULY 1, 2018 – JUNE 30, 2019

National Night Out – August 7, 2018



PeoriaPicksUp.com Launches – September 2018

- One-stop resource for all information about recycling, yard waste, and trash collection
- Easy cart sign up process



City of Peoria, Illinois > SIGN-UP FOR RECYCLING

Sign-Up for Recycling

Each household is allowed up to 2 recycling carts. Once you have signed up, PDC will deliver your recycling cart(s) within 20 business days.

Name *

Address *

Street Address

Illinois

City

State

ZIP Code

Conversation Sessions – November 2018

- Three open houses in three different parts of the city on different dates and at different times to accommodate schedules of residents
- Each open house included:
 - A presentation by the Public Works Director
 - The opportunity for residents to verify their collection day
 - The opportunity to sign up for trash and recycling carts



Conversation Sessions – November 2018

- Conversation Sessions were also recorded and placed on Peoriapicksup.com and YouTube for those who could not attend



Input Sessions – November 2018

- Met with City leaders and council members to seek key leader input
 - Mayor and council member briefings
 - Community members
 - Inter-departmental and organizations
 - Local civic and social organizations
 - Large neighborhood associations

Trash Cart and Route Audit – November 2018

- Goal to establish baseline household address list
 - Crews attempted 4 passes in front of each house
- Rehrig Pacific attached ID tag to each trash cart
- Information about changes to the program was attached to each trash cart
- Residents were informed through press release, social media, NextDoor, and other channels



Trash Cart Audit – November 2018



Peoria to perform trash cart audit in October

By Steve Tarter
of the Journal Star

Posted Sep 27, 2018 at 10:36 AM

Updated Sep 27, 2018 at 3:53 PM

PEORIA — The city plans to update trash and recycling programs that start in January.

To prepare for the updated program, the city looks to identify the location of all of its carts.

Each Peoria household will receive information on the new trash, recycling, and yard waste program. All trash carts will get a tag added to the cart to identify it with a unique serial number. Existing serial numbers on trash carts have not been associated with an address.

The new serial numbers will be placed on trash carts during the weeks of Oct. 1, 8, 15, and 22. The city is requesting that residents leave their trash carts on the regular collection day until 5 p.m.

Q&A: Trash Cart Audit

October 16, 2018

In January 2019, updates to the City of Peoria's trash, recycling, and yard waste programs will be made and the City needs to ensure all households have a trash cart, in addition to identifying the location of all carts.

Through October 26, all City of Peoria trash carts will be getting tagged to identify it with a unique serial number. Rehrig Pacific, the City's trash cart manufacturer, will stop at each residential home in Peoria on the regular trash day to attach the tag to the trash cart and then a scanner will connect the number to the residential address. The number will never be connected to a homeowner or renter's name, personal information, or the weight and contents of the cart.

To do this, the City is asking each resident to set out their trash carts on their collection day until 5:00 p.m., even if they don't need picked up. Once complete, a bag of information about the new program will be tied on the cart's handle, which indicates the cart has received a new serial number and residents no longer need to keep their trash cart out until 5:00 p.m.

- Why are their cart auditors re-serializing and tagging carts?
 - To prepare for the updated collection program that will begin January 2019, the City first needs to ensure that all households that want a trash cart, have a trash cart, in addition to identifying the location of all of the City's carts. Each household will also receive a bag of information on the new trash, recycling, and yard waste program on their trash cart. Ensuring every household has a trash cart improves collection service, as well as improves public health, by keeping litter off the streets. Learn more about the trash cart audit at <http://www.peoriagov.org/garbagecollection/>.

New Collection Day Mailer – December 2018

- Mailer was sent to every city of Peoria resident with their new collection day and recycling schedule

Your Pickup Day

Starting the week of January 7, 2019,
set your trash out each week on:

MONDAY


If you've signed up for recycling,
your first pickup day will follow:


A


Schedule A recycling starts the week of January 7.	Schedule B recycling starts the week of January 14.
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Your recycling collection day is the same as
the trash collection day, listed above.
Everything will be picked up on the same day!

If you haven't signed up for your recycling
cart, visit PeoriaPicksUp.com or call
(309) 674-5176, option 1.

 CITY OF
PEORIA


 facebook.com/peoriail

 twitter.com/CityofPeoria_IL

 instagram.com/city_of_peoria

City of Peoria
Lester D Bergsten Public Works Facility
3505 N Dries Lane
Peoria, IL 61604-1210

PRSRT. STD
US Postage
PAID
Peoria, IL
Permit #888


*****AUTO**SCH 5-DIGIT 61517

CURRENT RESIDENT
11417 N Boulder Creek Ct
Dunlap, IL 61525-1500

1

Advertising Campaign – January 2019

- Comprehensive campaign in all geographic areas of the community using Peoria residents
 - Billboards
 - Bus sides
 - Signage inside buses
 - Newspaper advertisements
 - Social media



Advertising Campaign – January 2019



Curb to Alley – March 2019

- Some alley collection neighborhoods requested a change to bring recycling collection back to their alley
- Following a City Council Policy Session vote on March 5, recycling pick up changed to once-a-month pick up in the alley for some Peoria residents as of April 1, 2019
- After discussion, these neighborhoods went back to every other week collection in the alley per contract amendment with PDC

Communication Plan Developed – June 2019

- Began July 1, 2019 and continues annually through end of PDC contract, June 30, 2025
- Educate residents on recycling, yard waste, and trash program
- Develop materials and communication that can be used on a continuous basis

Contract Amendment – July 2019

- As of July 23, 2019
 - “Effective August 5, 2019, all Recyclable Materials will be collected either curbside or in the alley at the same location where the Contractor collects the Residential Waste.”

Additional Project Team Efforts

- Worked with Litter committee and residents on neighborhood trash can replacements
- Worked with Community Development on neighborhood outreach and clean up boxes/roll-offs
- Prepared regular council briefs
- Ongoing training with Peoria Cares and Public Works Administrative staff to accommodate higher call volume
 - Quarterly meetings and updated FAQ allowing city staff to answer resident questions

Results – Year 1 of PDC Contract

JULY 1, 2018 – JUNE 30, 2019

Residential Unit Count

**Number of Residential Units
(Single Family Residences through Quadplex Homes)
in Contract**

38,800

Cost Increases for Year 2 and Amendment

	Cost for PDC Collection			Total Monthly Residential Unit Cost <i>For PDC Only Services</i>
	Trash	Recycling	Yard Waste	
Contract Year 1 <i>(07/01/2018 - 06/30/2019)</i>	\$6.21	\$1.78	\$3.10	\$11.09
Contract Year 2 <i>(07/01/2019 – 08/04/2019)</i>	\$6.38	\$1.83	\$3.19	\$11.40
Amendment <i>(08/05/2019 – 06/30/2020)</i>	\$6.38	\$2.42	\$3.19	\$11.99

Trash Cart Management

- New position created and filled in January 2019
 - City of Peoria Cart Technician
 - Oversees trash cart inventory
 - Repairs and swaps trash carts
 - Manages trash cart manufacturer warranties
- Installed and implemented Vision software
 - Trash cart asset management system



Total Collected Materials

	2018 - Q3	2018 - Q4	2019 - Q1	2019 - Q2	Total
Recycling	568	541	730	767	2,606 tons
Yard Waste	5,695	7,213	1,125	7,630	21,663 yards
Trash	9,578	8,760	8,035	9,981	36,354 tons



Peoria's Recycling Participation Rate

	Number of Recycling Households	Recycling Participation Rate
As of July 1, 2018	10,717	27%
As of June 30, 2019	15,338	38%



Comparative Recycling Participation Rates

	Population	Recycling Participation Rates
National – United States	321,000,000	34%
Peoria, IL	112,883	38%
Davenport, IA	102,320	60%

Peoria's Recycling Participation Rate Goals

	Recycling Participation Rate
Year 1	38% (Actual)
Year 2	55%
Year 3	65%
Year 4	75%
Year 5	85%
Year 6	90%
Year 7	95%



Minority Workforce Reporting from PDC

	2018 - Q3	2018 - Q4	2019 - Q1	2019 - Q2
Black or African American	21%	21%	22%	22%
Hispanic or Latino	2%	4%	4%	4%
White	76%	74%	74%	74%

Communication Efforts

	Estimated Impressions
Outdoor billboards	6,234,900
Buses inside/out	1,750,000
Newspaper – print advertisements	1,869,000
Newspaper – online advertisements	30,000
	9,883,900

Communication Efforts Cont.

	Total
Press Releases Published to City's Website and Sent Out to Local Media	8
Media Stories	29
Blog Posts on PeoriaPicksUp.com	17
Social Media Posts (Facebook, Twitter, Instagram, NextDoor)	62
Videos	5

PeoriaPicksUp.com

	Total
Website Pageviews	66,372
New Visitors	21,776
Blog Subscribers	176
Recycling Cart Sign Ups Through Website	2,182
Trash Cart Sign Ups Through Website	524

Year 2 of PDC Contract Plan

JULY 1, 2019 – JUNE 30, 2020

Year 2 Operations

- Billing database updates
 - City working to confirm residents are being charged accurately for services they are receiving
- Recycling users
 - Review that residents in all districts have equal opportunity and access to recycling
- Review neighborhood trash cans locations for high need areas



Year 2 Operations Continued Efforts

- To partner with PDC to provide recycling, yard waste, and trash services to city of Peoria residents
- To maintain trash cart and neighborhood trash can distribution program
- To monitor contract services for condominiums, City buildings, Peoria Public Schools
- To work with Community Development to review ordinances and other related programs and contracts

Year 2 Communications

- Focus on helping residents understand how and what to recycle
- Target Audience
 - Primary: Property Owners
 - Secondary: New Recyclers and Trash Cart Users
- Website expansion to further PeoriaPicksUp.com as the one-stop resource for recycling, yard waste, and trash information for residents

Thank You

- Learn more, get your questions answered, and sign up for blog updates at PeoriaPicksUp.com.

