



# ORGANICS RECYCLING COMMUNITY OUTREACH REPORT



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# Publications

## Online News

### 2020

- Jan 27, 2020, City Preparing For County Mandated Organics Collection
- March 6, 2020, City Hosting Organics Recycling Open House April 9 At Brookview
- March 14, 2020, Residents Encouraged To Take Survey On Organics Recycling
- March 18, 2020, April 9 Organics Recycling Open House Postponed Until Further Notice
- March 25, 2020, March/April CityNews Contains Inaccuracies Due To City Shutdown
- April 20, 2020, Watch The City's Virtual Organics Recycling Open House
- May 19, 2020, Watch The Virtual Organics Open House
- July 13, 2020, Council Sets Direction On Organics Hauling

### 2021

- Jan 27, 2021, Changes To Golden Valley Recycling Coming In 2022
- Sept 22, 2021, Recycling And Organics Contract Negotiations Nearing Completion
- Oct 14, 2021, Council To Consider New Recycling And Organics Contract Oct 19
- Oct 21, 2021, Council Approves New Recycling And Organics Contract
- Oct 25, 2021, Organics Recycling Is Simpler Than You Might Think
- Nov 5, 2021, Tips For Collecting Organics Material At Home
- Nov 10, 2021, ORGANICS RECYCLING COMING TO GOLDEN VALLEY (CCX Media)
- Nov 23, 2021, Questions About Your Recycling Cart? Call Republic Services
- Nov 30, 2021, Organics Recycling Carts Get Dropped Off In One Month
- Dec 6, 2021, Questions About Organics Recycling? Reference The City's Organics FAQs
- Dec 8, 2021, Residents Can Opt-Out Of Receiving An Organics Cart But Not The Fee
- Dec 17, 2021, Read The Organics Recycling Program FAQs To Learn About Program
- Dec 28, 2021, Organics Recycling Containers Get Dropped Off This Week
- Dec 30, 2021, All Organics Recycling Carts Expected To Be Delivered By End Of Day Jan 1, 2022
- Dec 31, 2021, Low Temperatures May Cause Organic Material To Stick To Waste Bin

### 2022

- Jan 4, 2022, First Organics Recycling Pickup Is This Friday
- Jan 6, 2022, Put Your Organics Bin Out Tonight
- Jan 10, 2022, Call Republic Services For Missed Recycling And Organics Pickups
- Jan 27, 2022, Residents Should Leave Organics Carts Out Until 6 PM On Collection Days
- Feb 3, 2022, Residents Should Leave Organics Carts Out Until 6 PM On Collection Days
- Feb 11, 2022, Organics Not Collection In Some Neighborhood Due To Icy Road Conditions
- Feb 23, 2022, Republic Services Finding Contaminations In Golden Valley Organic Waste
- March 2, 2022, Republic Services Still Finding Contaminations In Golden Valley Organics
- April 8, 2022, Glass Contaminants Found In Recent Organics Collection
- May 16, 2022, More Contamination Found In Golden Valley Organics

## **CityNews**

### **2020**

- Jan/Feb 2020, page 4, City Preparing For Organics Collection
- March/April 2020, page 5, City Seeks Feedback On Curbside Organics Recycling Options
- July/Aug 2020, page 4, Council Sets Direction For Organics Hauling
- Sept/Oct 2020, page 4, Waste Reduction—Are You Up For The Challenge?

### **2021**

- Jan/Feb 2021, page 4, Changes To Golden Valley Recycling Coming In 2022
- May/June 2021, page 4, Process Under Way To Select Recycling And Organics Recycling Contractor
- July/Aug 2021, page 4, Get Ready To Slash Your Trash (ad)
- Sept/Oct 2021, page 4, Recycling And Organics Contract Negotiations Nearing Completion
- Nov/Dec 2021, page 2, City Council Approves New Recycling And Organics Contract

### **2022**

- Jan/Feb 2022, page 4, Organics Recycling: The Questions And The Answers

## **Videos**

### **2020**

- April 2020, Organics Hauling Virtual Open House (City of Golden Valley)
  - o 173 views (YouTube)
  - o 233 views (Facebook)

### **2021**

- Nov 10, 2021, Organics Recycling Coming to Golden Valley (CCX Media)
  - o 29 views (YouTube)
- Nov 29, 2021, Organics Recycling Roll Out (City of Golden Valley)
  - o 10 views (YouTube)
  - o 327 views (Facebook)

# SOCIAL MEDIA REACH AND ENGAGEMENT

## Organics Recycling

*Reach = Number of people who saw the post*

*Engagement = Number of people who interacted with the post*

Jan 27, 2020					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1021	59	27	0	0
Twitter	325	5	0	0	0
March 6, 2020					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	646	14	2	1	0
Twitter	219	9	0	0	0
March 14, 2020					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1507	181	13	3	2
Twitter	291	20	2	1	0
Comments					
NAME	COMMENT				

Lindsay Gerten	<a href="#">Brian J Gerten</a> <a href="#">Angela Murphy Higgins</a>				
Joe Gellman	Glad this is finally going to happen!				
<b>March 18, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	515	7	1	0	0
Twitter	640	9	2	2	0
<b>April 20, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	634	25	5	0	0
Twitter	134	2	1	0	0
<b>April 29, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	738	47	2	1	0
<b>May 5, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	455	11	3	2	0
Twitter	176	5	2	2	0
Comments					
NAME	COMMENT				
@BradScha eppi	Great use of media to advance organics recycling.				
<b>May 11, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	451	14	0	0	0
Twitter	184	3	1	1	0
<b>May 18, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	454	18	2	1	0
Twitter	152	4	2	0	0
<b>July 13, 2020</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1095	98	22	1	3
Twitter	238	15	1	0	0
Comments					

NAME	COMMENT				
Lisa Donahue	City of Golden Valley, MN - Local Government Will this apply to large apartment buildings? I hope so! The majority of my trash is organic materials. I don't have the ability to compost so hauling is my only option. It makes so much sense to collect from multi-story apartment buildings. Please consider!				
City of Golden Valley	The city's program will only apply to single family to fourplex households, but we will be continuing to work with multi-family units to provide materials and help encourage the implementation of organics recycling.				
Joe Gellman	Good to see, this is overdue. Would like to happen ASAP, not wait until the legally required Jan. 2022.				
<b>Jan 27, 2021</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	603	645	3	0	0
Twitter	183	13	0	0	0
<b>Sept 22, 2021</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1684	184	38	0	8
Twitter	153	4	1	0	0
<b>Comments</b>					
NAME	COMMENT				
Nancy Nygaard Johnson	I can't wait for this to start! We do home composting but this will take it up a notch! We only have 1 bag of garbage a week now and we'll have even less once this starts. Have to think of the best way to manage it.				
Kathy Longar	What is the cost?				
Nancy Sampson Wood	Kathy Longar I wonder if they'll automatically include it in our quarterly water bill..whether we want it or not.				
Debra Heins	Kathy Longar I wonder if they'll automatically include it in our quarterly water bill..whether we want it or not.				
Kathy Longar	Debra Heins Just looking for information.				
Nicola Moore Dixon	Thanks so much for making it happen!				
Amy Reisdorph Herzog	I'm very happy about this!				

Jerry Herzog	Amy Reisdorph Herzog me too!				
<b>Oct 14, 2021</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	623	13	6	0	0
Twitter	255	13	1	1	0
<b>Oct 21, 2021</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1608	176	46	2	15
Twitter	104	5	1	0	0
Comments					
NAME	COMMENT				
Carl Pearson	I'm looking forward to this change and also happy council approved the bin storage ordinance. This will put me at 4 bins so side of house storage is important, especially during winter.				
Kathie Zettervall	When do we get the full information about this new program?				
Miguel Cisneros	<p>Kathie Zettervall "At its Oct 19 meeting, the Golden Valley City Council approved a new contract with Republic Services for residential curbside recycling and organics recycling beginning January 2022. Recycling pick up will remain on an every-other-Friday schedule, and organics recycling will be picked up every Friday beginning January 7, 2022.</p> <p>The City is adding an organics collection service to follow Hennepin County's mandate that all cities with more than 10,000 residents make curbside organics recycling available.</p> <p>This means all Golden Valley residents living in single-family through four-plex households will soon have an additional cart to recycle organic material. New carts are expected to be delivered near the end of December. Republic Services is working on a method for residents living out of state during the winter months to delay their organics cart drop-off date.</p> <p>Residents will also notice a \$17 increase (\$5.66 per month) on their quarterly utility bill, for a total bill of \$34 per quarter. Aside from organics recycling, this quarterly bill also pays for standard recycling services and annual waste and recycling programs like Mighty Tidy Day, Spring Brush Pick-Up, and Fall Leaf Drop-Off. Residents will not be able to delay or opt out of the quarterly organics recycling fee.</p> <p>For questions or concerns about organics recycling and cart drop-off, please contact Republic Services at 952-941-5174.</p> <p>Updated Cart Storage Ordinance</p> <p>The Council also approved the first reading of proposed changes to the City's waste bin storage ordinance. With new carts for organics coming soon, the proposed changes to City Code Section 22-23 would no longer require</p>				

	residential waste containers to be hidden from street view or stored behind the front plane of a residence. The carts will still need to be stored within 5 feet of the primary or accessory structure. The second and final reading of this ordinance revision will be at the November 3rd City Council Meeting. More details on the ordinance change can be found in the Oct 19 City Council Meeting Agenda." From the link above from the city.				
Kathie Zettervall	Miguel Cisneros I understand about getting a cart. I would like to know what gets recycled and how to do it.				
Miguel Cisneros	Kathie Zettervall good question!				
Stephen Boyd	Kathie Zettervall There does seem to be missing details. I found this from the City of Fridley. They use Republic Services too. I can only "assume" it will be similar until there is better info available. <a href="https://www.ci.fridley.mn.us/1336/Organics-FAQs">https://www.ci.fridley.mn.us/1336/Organics-FAQs</a>				
City of Golden Valley, MN - Local Government	The Curbside Recycling/Organics Recycling page on the City website provides currently available information and includes a link to Hennepin County's Organics Recycling Guide, which the City will be following. An organics recycling FAQ is in development and will be posted this week. Please watch for updates, and if you have specific questions, contact the City's Engineering Department at 763-593-8030. <a href="https://www.goldenvalleymn.gov/recycling/curbside/index.php">https://www.goldenvalleymn.gov/recycling/curbside/index.php</a>				
Stephen Boyd	No monster cart like the recycling one please it will be way overkill for organically.				
Carl Pearson	Stephen Boyd when organics rolled out in Edina people got the 35 gallon rollable bins. I would expect the same for us as the default size.				
Karen Boehne	Does anybody know what other companies submitted a bid for our city recycling/organic program?				
Stephen Boyd	Karen Boehne I suspect all that were interested in bidding. It's probably best to reach out direct to the city for that kind of info if you feel you really need to know.				
Karen Boehne	Stephen Boyd I wouldn't say I "really need to know", but it would be interesting how the bids came in.				
Elvis Travančić	Nice!				
Tyra Neal	Mark Neal				
<b>Nov 5, 2021</b>					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS

Facebook	1582	161	41	3	3
Twitter	142	9	1	1	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Nov 24, 2021					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	884	80	11	1	3
Twitter	118	8	1	0	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Nov 30, 2021					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2258	855	72	4	69
Twitter	640	40	2	2	0
Comments					
<a href="#">Read Facebook comments here.</a>					
<a href="#">Read Twitter comments here.</a>					
Dec 6, 2021					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1612	345	29	1	19
Twitter	157	11	1	0	0
Comments					
<a href="#">Read Facebook comments here.</a>					
<a href="#">Read Twitter comments here.</a>					
Dec 8, 2021					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2765	1147	28	4	34
Twitter	520	17	1	1	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Dec 11, 2021					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1400	22	13		5
Twitter	216	8	2	2	0
Comments					
<a href="#">Read Facebook comments here.</a>					

## Dec 17, 2021

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1599	195	25	1	1
Twitter	202	10	0	0	0

Comments

[Read Facebook comments here.](#)

## Dec 28, 2021

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1772	311	17	1	4
Twitter	204	11	0	0	0

Comments

[Read Facebook comments here.](#)

## Dec 29, 2021

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	3284	914	48	10	15
Twitter	342	47	3	0	0

Comments

[Read Facebook comments here.](#)

## Jan 3, 2022

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1673	229	21	0	9
Twitter	156	5	0	0	0

Comments

[Read Facebook comments here.](#)

## Jan 5, 2022

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1860	294	19	2	14
Twitter	226	6	1	0	0

Comments

[Read Facebook comments here.](#)

## Jan 10, 2022

PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2566	514	10	5	30
Twitter	257	15	1	0	0

Comments

[Read Facebook comments here.](#)

Jan 14, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1398	18	9	0	9
Twitter	221	9	3	0	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Jan 18, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1269	13	6	1	4
Twitter	602	9	0	2	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Jan 27, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1454	119	15	2	2
Twitter	214	12	3	2	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Feb 3, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1704	178	9	1	7
Twitter	198	11	0	0	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Feb 11, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1127	7	2	0	4
Twitter	183	1	0	1	0
Comments					
<a href="#">Read Facebook comments here.</a>					
Feb 23, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2246	882	39	0	31
Twitter	329	39	3	1	3
Comments					
<a href="#">Read Facebook comments here.</a>					
<a href="#">Read Twitter comments here.</a>					

March 2, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2175	74	29	1	31
Twitter	277	23	1	0	1
Comments					
<a href="#">Read Facebook comments here.</a>					
<a href="#">Read Twitter comments here.</a>					
April 2, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	1730	59	43	0	15
Twitter	171	8	2	1	0
Comments					
<a href="#">Read Facebook comments here.</a>					
April 8, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	2401	694	21	1	33
Twitter	136	7	1	0	0
Comments					
<a href="#">Read Facebook comments here.</a>					
May 16, 2022					
PLATFORM	REACH	ENGAGEMENT	LIKES/REACTIONS	SHARES/RETWEETS	COMMENTS
Facebook	4025	2267	61	12	123
Twitter	1805	49	0	3	0
Comments					
<a href="#">Read Facebook comments here.</a>					