

## Department of Public Works

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Racine, Wisconsin 53403  
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City of Racine, Wisconsin

Thomas M. Eeg, P.E.  
Interim Commissioner of Public Works

John C. Rooney, P.E.  
Interim Commissioner of Public Works/  
City Engineer

April 6, 2011

Ald. Gregory Holding  
Chairman, Public Works  
and Services Committee  
Racine, Wisconsin

Dear Ald. Holding:

Submitted for your review and approval is a professional services proposal from Corporate Images, Inc. for providing updates to the City's website as it pertains to recycling. These services are for the not-to-exceed cost of \$9,475.00.

Funds for these professional services are available in 289.000.5610, Professional Services.

Sincerely,

A handwritten signature in blue ink, appearing to read "T. Eeg", is positioned above the printed name of the signatory.

Thomas M. Eeg  
Interim Commissioner of Public Works

TME:das



MAR 29 2011

Dept of Public Works

MARCH 28, 2011

**PROPOSAL**

**TO:** Thomas Eeg  
City of Racine  
Department of Public Works  
730 Washington Avenue  
Racine, WI 53403

**FOR:** RacineRecycles.org Website Update Proposal

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## Section 1.0

**PROJECT BACKGROUND, GOALS AND RECOMMENDATIONS**

## Section 1.1

**PROJECT BACKGROUND**

Racine's recycling cart program has experienced great success since its implementation in May 2010. Much of this success can be attributed to residents having easy access to recycling information. A major source has been the website, [www.racinerecycles.org](http://www.racinerecycles.org), designed and maintained by Corporate Images, Inc. Months prior to cart delivery, this website provided City of Racine residents with quick and easy access to basic recycling information and timely recycling updates. It continues to be an important resource to recyclers a year after recycling cart implementation.

At the request of Tom Eeg, Interim Commissioner of Public Works, Corporate Images has reviewed both the [racinerecycles.org](http://www.racinerecycles.org) website and the recycling information pages at the City of Racine website. In this proposal Corporate Images, Inc. recommends ways to improve access to recycling information and to bring uniformity to the overall look of pages devoted to recycling.

## Section 1.2

**PROJECT GOALS**

**Goal 1: Give visitors seeking recycling information at either [racinerecycles.org](http://racinerecycles.org) or [cityofracine.org](http://cityofracine.org) easy access to recycling information and recycling updates.**

**Goal 2: Support ever-increasing recycling tonnages by keeping residents informed about what to recycle, how to recycle, and the many benefits of doing so.**

**Goal 2: Share recycling successes with Racine residents, encouraging all residents of the City of Racine to continue to “pitch-in.”**

## Section 1.3

**PROJECT RECOMMENDATIONS**

Corporite Images, Inc. recommends the following actions be taken to assure easy access to recycling information at both [racinerecycles.org](http://racinerecycles.org) and [cityofracine.org](http://cityofracine.org):

1. Showcase recycling successes and important and timely recycling information on the [racinerecycles.org](http://racinerecycles.org) Home Page while removing outdated information.
2. Update and standardize the “look” of each recycling pdf, some of which were created over a decade ago and need to be modified, making them more appealing to the wide range of ages seeking recycling information. These pdf’s will replace those currently on the [cityofracine.org](http://cityofracine.org) Public Works Department web page. Links to these pdf’s will also exist on the [racinerecycles.org](http://racinerecycles.org) website.
3. Update the Media Page adding recent news about Racine’s recycling success and stories focused on residents, either in print or video format
4. Correct any broken links that generate error messages.

Section 2.0

**PROJECT TIMEFRAME**

**Project Activity:**

- Council approves recommendation; Contract awarded  
..... April 12, 2011

- Project plan is finalized by Corporate Images and Thomas Eeg  
..... April 14, 2011

Creative/Production begins:

- Design and development of each recycling information page.
- Development of website page explaining destinations for recyclables
- Creation of video testimonials for Why Recycle Page  
..... April 15, 2011

After creative and production approval from Thomas Eeg:

- Uploading of recycling pages to both racinerecycles.org and city of racine.org websites
- Checks to resolve any "error messages" when loading a page link
- Video(s) up on CAR25, websites, etc.  
..... May 16, 2011

All racinerecycles.org and cityofracine.org pages and links to pdf's are live and functional

..... May 20, 2011

Section 3.0

**PROJECT BUDGET ESTIMATES AND COST PROJECTIONS**

<b>DESCRIPTION OF SERVICES</b>	<b>ESTIMATE</b>
UPDATING INFORMATION/CORRECTING BROKEN LINKS To racinerecycles.org site; focus on Home and Media Pages .....	\$375
DESIGN OF TEMPLATE FOR RECYCLING INFORMATION PAGES Template creation to achieve uniform look .....	\$450
LAYOUT OF 25+ RECYCLING INFORMATION PAGES Including updates/corrections to existing copy .....	\$2,350
DESIGN OF "WHERE RECYCLABLES GO" WEBSITE PAGE Design of US map and indication of destination for various recyclable products and what they turn into; development of copy for pages .....	\$2,450
UPLOADING OF ALL PAGES TO WEBSITES Working with IS Department at City of Racine to get recycling pdf's uploaded and programming new pages for racinerecycles.org site and uploading them to server.....	\$850
VIDEO CREATION Working with recyclers to capture stories, editing video, providing narration as needed, putting video up on website(s) and other locations as determined .....	\$2,500 - \$3,000
<b>Total .....</b>	<b><u>\$8,975 - \$9,475</u></b>

Section 4.0

## **ADDENDUMS**

1. Sample of pdf's needing to be modified
2. Sample of "where recyclables go" pages, explaining destination and what recyclables are used to create



# Recycling is just the *Start!*

**You're a Winner !!** As a faithful recycler, you've been playing an important role in doing what's best for our environment. In fact, for many of us, recycling was the start in awareness of our environment. Now that recycling has become a commonplace term in the household, another teammate has joined the environmental awareness race: *Pre-cycling*.

## *What is Pre-cycling?*

Pre-cycling is thinking about waste *before* recycling or disposal time. You need to make good decisions when making purchases to save resources and stop waste at its source *before* it happens.



## *Think It Through.....*

### 1.

**Before Shopping, ask yourself..**

- What do I need to do the job?
- Do I already have a product that will do the job?
- How much do I really need?
- When and where will I use it?
- How much will be left when I use it?

### 2.

**While shopping, reflect upon your real needs..**

- Will this product last a long time?
- Which package makes the least waste?
- What does the label say?
- Does the product serve my needs?
- What size do I really need?

### 3.

**Take care of the product and its packaging properly..**

- Share or donate any leftovers.
- Repair it instead of replacing it.
- Reuse or refill it if possible.

### 4.

**After finishing using the product..**

- Recycle the packing.
- Dispose of it properly—only as a final option!

*Reducing waste is so easy...you may already be doing it. Just remember to think it through!*



Get

# “Charged up”

about battery recycling...

.....

*Wisconsin Law prohibits automotive type batteries from being disposed of in landfills.*

*Department of Public Works DOES NOT collect batteries from residents.*

.....



## Recycling Options



**1**

Contact your battery dealer.....

Wisconsin Law requires battery retailers to accept used lead-acid batteries at no charge from anyone purchasing a battery from them, or for a small fee from anyone else.

**2**

Contact a scrap metal dealer....

A standard battery contains 18 pounds of lead. Depending on market conditions, the scrap metal dealer may give you **cash** for the lead content of the battery. The plastic casings are recycled into new casings or other plastic products.



Don't forget to recycle the batteries that are used in the household too. Batteries in smoke alarms, flashlights, radios, cameras, watches, tools and toys. If the battery is labeled "rechargeable", it is probably a *lithium* battery and should be taken to a retailer who will take the battery back for recycling. *Mercury* type batteries are usually a small silver colored button type battery and should also be taken to a participating retailer.



*Call 636-9194 for the location of a participating battery retailer near you.*



- > Newspaper/Mixed Paper
- > Corrugated Cardboard
- > Paperboard
- > Phone books
- > #1 Plastic
- > #2 Plastic
- > Aluminum Cans
- > Steel
- > Glass

### Where do Milwaukee's Recyclables Go?



**Newspaper and Mixed Paper** are sent to **Thunder Bay, Ontario, Canada** where they are made into fresh newsprint by Abitibi Bowater, Inc. They are also sent to Smurfit-Stone in **Middleton, Michigan** and to **Huangpu, China** where they can be made into products such as corrugated cardboard, paperboard containers, paper bags, tissue, and egg cartons.

### Newspaper/Mixed Paper



Location or facility may vary depending on market demand.



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- > Newspaper/Mixed Paper
- > Corrugated Cardboard
- > Paperboard
- > Phone books
- > #1 Plastic
- > #2 Plastic
- > Aluminum Cans
- > Steel
- > Glass

Where do Milwaukee's Recyclables Go?



Plastics (PET)



Location or facility may vary depending on market demand.

**#1 Plastic** or **PET** containers are sent to **Chatsworth, Georgia** where they are made into carpet and other fiber products by Mohawk Industries. They are sent to the **west coast**, where they are brokered by Ming's Recycling to domestic and international markets. They are also sent to **Joliette, Québec, Canada** where Plastrec, Inc. grinds them into flakes, washes them, and sells them to companies that manufacture new bottles, plastic strapping, clothing, fiber-fill for jackets, insulation and more.



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