



CITY OF DETROIT  
OFFICE OF THE CHIEF FINANCIAL OFFICER  
OFFICE OF DEVELOPMENT AND GRANTS

COLEMAN A. YOUNG MUNICIPAL CENTER  
2 WOODWARD AVENUE, SUITE 1026  
DETROIT, MICHIGAN 48226  
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October 29, 2021

The Honorable Detroit City Council  
**ATTN: City Clerk Office**  
200 Coleman A. Young Municipal Center  
Detroit MI 48226

**RE: Request to Accept and Appropriate the Paper Cup Alliance Grant**

The Foodservice Packaging Institute has awarded the City of Detroit Department of Public Works with the Paper Cup Alliance Grant, valued at \$15,000.00. This is a non-cash grant. There is no match requirement. The total project cost is \$15,000.00.

The objective of the grant is to increase recycling in the City of Detroit. The funding allotted to the department will be utilized to support an education campaign, provide social media, video, and newsletter advertising, and provide in-kind labor to support the campaign.

If approval is granted to accept and appropriate this funding, the non-cash appropriation number is 21079.

I respectfully ask your approval to accept and appropriate funding in accordance with the attached resolution.

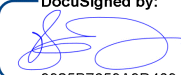
Sincerely,  
DocuSigned by:  
  
4D2BEEE23C8D489...

Terri Daniels  
Director of Grants, Office of Development and Grants

CC:  
Sajjiah Parker, Assistant Director, Grants

DocuSigned by:  
  
42C91AA10FE84AD...

Office of Budget

DocuSigned by:  
  
3925B7659A3D409...

Agreement Approved as to Form  
By the Law Department

## Office of Development and Grants

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### RESOLUTION

**Council Member** \_\_\_\_\_

**WHEREAS**, the Department of Public Works is requesting authorization to accept a non-cash grant from the Foodservice Packaging Institute, valued at \$15,000.00, to increase recycling in the City of Detroit; and

**WHEREAS**, the Law Department has approved the attached agreement as to form; and

**WHEREAS**, this request has been approved by the Office of Budget; now

**THEREFORE, BE IT RESOLVED** that the Director or Head of the Department is authorized to execute the grant agreement on behalf of the City of Detroit, and

**BE IT FURTHER RESOLVED**, that the Budget Director is authorized to establish Appropriation number 21079, for the Paper Cup Alliance Grant, which is a non-cash grant, valued at \$15,000.00.



# Paper Cup Alliance Memorandum of Agreement

## Purpose

This Memorandum of Agreement ("MOA") is entered into this \_\_\_ day of \_\_\_, 20\_\_ by **Detroit, MI** (hereinafter referred to as "Partner") and the **Foodservice Packaging Institute** ("FPI") for the sole purpose of increasing recycling of paper cups and working together to better educate the general public regarding what types of materials may be included for recycling. The term of this Agreement shall begin on the Effective Date and end on June 30, 2022.

## Key Program information

- Households served: 270,000 (77,000 with roll carts)
- Recycling Program Participation: 38.8%
- Materials Recovery Facility (MRF): Resource Recovery and Recycling Authority of Southwest Oakland County (RRRASOC) owned MRF, Operated by Republic in Southfield, MI

## Program Additions

- Partner shall add the following Post-Consumer Foodservice Packaging (FSP) materials to its recycling program within 60 days (check all that apply):
  - ✓ paper cups

### Current FSP Materials in Program for Promotional Consideration (mirrors RRRASOC list):

- ✓ paper bags
- ✓ pizza boxes
- ✓ PET cups
- ✓ PET clamshells/containers/trays
- ✓ polypropylene cups
- ✓ polypropylene tubs/containers/tray
- ✓ rigid polystyrene cups
- ✓ rigid polystyrene clamshells/containers
- ✓ aluminum foil food packaging (containers/pans/trays)

## Communication Planning

### Community Partnership Program Communications Goals:

- Support planned communication around the addition of paper cups in the City of Detroit and promotion of the other material accepted by the RRRASOC MRF including the suite of foodservice packaging (FSP) listed above.
- To inspire awareness and action among 77,000 curbside customers to recycle clean and empty accepted foodservice packaging items along with other recyclables in Detroit's curbside program through media and outreach campaigns.



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## Communications Measures

The program partners will strive to achieve the following goals:

- Receive 200 views for recycling video featuring paper cups and other FSP by February 2022
- Increase web traffic to Detroit Recycles page by 5% during the two-month campaign
- Decrease residue by 2% in post-campaign recycling audit 6-9 months after launch

## Preparation Considerations for Detroit:

- Run analytics report on current recycling webpage traffic and social media engagements
- Where appropriate, use FPI community partner resources (photos, terminology, messaging best practices, design templates, recycling, and communications advisory services) or update current material to reflect accepted FSP

## Tactics:

Detroit is committed to various outreach methods leading up to the kick-off this Fall to residential curbside audiences.

### Detroit will:

- Provide logos and design standards or update current website and print items
- Update all relevant entries (e.g. paper cup, paper hot cup, carryout coffee cups) Waste Sorter game app.
- **Jointly write a press release with FPI regarding and FSP recycling**
- Assist in distributing and using content from the media launch press release for newsletters, social media, etc.
- **Help develop and promote online content for the web page and social media. Post social media pages with assistance and content from FPI/RRS**
- Participate in kickoff media event preparation including the pre-recorded video session at RRRASOC in support of the regional kickoff and media event currently planned for Nov 4, 2021.
- **Display banner on the website**
- Disseminate campaign messaging about FSP weekly during the month of Nov-Dec

### FPI with RRS Support will:

- Work with MRF(s) for **baseline and post-campaign measures**
- **Advise on a design concept** that matches branding, incorporates preferred graphics and language related to FSP, and can be used across flyers, ads and online
- **Provide information to DPW for developing talking points** for Mayor's office and telephone staff
- **Advise on content and design of a Detroit-branded flyer** that will be distributed at community events and schools by education contractors
- Provide **media event support and promotion**, organize pre-press event video at RRRASOC (as needed), and operational event planning.
- **Boost** City of Detroit social media posts to amplify the regional messaging
- **Personalize recycling video** for Detroit for distribution on social media and local TV



# Paper Cup Alliance Memorandum of Agreement

## Community Partnership Grant Package:

With the understanding that this partnership is a collaboration to educate residents within communities and areas managed by the Partner, FPI can support Partner communication efforts through the above tactics with in-kind assistance and communication resources valued at approximately \$15,000. Any educational materials sent out or provided by Partner on behalf of FPI will need to be reviewed and approved of by FPI prior to use.

Campaign Element	Cost
<b>Campaign Support</b>	
• RRS Campaign preparation and follow-up (labor and in-kind support)	\$6,200
• Update current materials with FSP	\$1,200
• Customized templated <a href="#">video</a> for recycling <ul style="list-style-type: none"> <li>○ Include Detroit logo, customized first and last frame, and use still shots of Detroit images for opening of video</li> </ul>	\$1,300
<b>Advertising Support</b>	
• 2-sided Flyer in English <ul style="list-style-type: none"> <li>○ Electronic file provided to City for translation purposes</li> <li>○ FPI to provide 3,000 printed copies of 2-sided English language flyer</li> </ul>	\$1,700
• Secretary of State TV (for recycling promotion Sec of State office TV channel)	\$TBD
• Social media advertisements	\$1,000
<b>2021 Refresh</b>	\$3,600
<b>Total In-kind and advertising:</b>	<b>\$15,000</b>

## Communications Campaign Timeline:

	Timeline	Item	Activity Details
Research & Campaign Prep	8/26	<b>Initial team communication meeting</b>	Determine current communications outreach is most effective.
	9/15	<b>Proposed Communications plan</b>	Deliver draft to Nishaat
	9/22	<b>Finalize Communications plan</b>	Determine roles, needs, resources, in-house communications, and outside resources.
Preparation for Launch	9/10-10/15	<b>Prepare collateral pieces for Launch</b>	RRS to provide design for video update, flyer design and social media posts highlighting new FSP items
	10/30-11/1	<b>Media Launch Preparation</b>	RRS to prepare visuals for preparation, scissors, and banners
	10/5,13, or 15	<b>Pre-recording video</b>	RRRSOC and City of Detroit interviews and B-roll recording



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	10/1-10/15	<b>Press preparation Kick-off Event</b>	Detroit and RRRASOC/GFL to prepare press release and video footage for local media to announce paper cups accepted in curbside recycling.
<b>Campaign Launch</b>	11/4	<b>Kick off Media Event</b>	Media collaboration between multiple parties. RRRASOC and Detroit will participate through pre-recorded video production as mentioned above. Press materials will be released.
<b>Media Coverage &amp; Ad Campaign</b>	11/5	<b>Follow up launch photos &amp; Social Media</b>	Work with City of Detroit, RRRASOC and GFL to deploy social media posts from media event and evergreen post.
	11/5-12/15	<b>Social Media Campaign Launch</b>	Ongoing social media posts, two months, video, ads, posts support
<b>Post - campaign</b>	4/5/22	<b>Post campaign MRF Audit</b>	TBD
	5/01/22	<b>Campaign Refresh</b>	TBD

Natha Dempsey, President  
Foodservice Packaging Institute

Ron Brundidge, Director  
Department of Public Works, City of Detroit



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Natha Dempsey, President  
Foodservice Packaging Institute

Ron Brundidge, Director  
Department of Public Works, City of Detroit

# COMMENT HISTORY



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Please DocuSign: 19\_PGRT-Paper Cup Recycling FY 2022

<b>Sender:</b>	Bashar Dimitry
<b>Envelope Id:</b>	a5dacfd1-9b47-422b-8a7e-96922c966245
<b>Time Zone:</b>	(UTC-05:00) Eastern Time (US & Canada)
<b>Date Sent:</b>	10/29/2021   1:55:39 PM
<b>Date Completed:</b>	11/19/2021   9:38:49 AM

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## *All Recipients*

**Logan Patmon** -11/18/2021 | 10:40:17 AM  
Logan.Patmon@detroitmi.gov

The second version attached is the document that is approved by law and should be submitted to City Council.