

Colclasure, James

From: Krivit, Dan <Dan.Krivit@Foth.com>
Sent: Thursday, March 06, 2014 6:14 PM
To: Gates, Jim
Cc: Larson, Kim; Shuros, Warren A
Subject: Bloomington - Maplewood case study and other examples of haulers' opposition campaign tools
Attachments: Pre-Paid Postcard with Letter.pdf; Postcard fine print.pdf; Postcard just before the election.pdf; King of Trash postcard PDF3.pdf; G.1 - Hauler Postcard Front 10-31-2011.jpg; G.2 - Hauler Postcard Back 10-31-2011.jpg; E.5 - NWSMA Envelope.tif; E.5 - NWSMA Update Letter 3-10-11.tif; E.1 - Snow Job post card Sept 2010.pdf; E.3 - NSWMA Letter to Residents 9-20-10.pdf

Jim,

Per your request, attached are several campaign tools used by the haulers opposed to organized collection from the Maplewood 2011 case study.

If you are interested in viewing more recent examples of opposition hauler campaign tools, see the web page of the Minnesota Chapter of the National Solid Waste Management Association (NSWMA):

"Minnesota Garbage Facts"
<http://www.mngarbagefacts.com/>

And their "527" political campaign arm, "Garbage Haulers for Citizen Choice":
<http://www.campaignmoney.com/political/527/garbage-haulers-for-citizen-choice.asp>

This represents the views and perspective of the opposing haulers.

On the other side are the municipalities that have successfully transitioned to organized collection systems. Foth has researched several case studies of such successful cities, including Maplewood, Vadnais Heights, Elk River and Minneapolis among others. We have published several documents and have other internal files on this subject including a couple of references used in the Bloomington draft *SWM Plan*. One such internal document includes the following key lessons learned from the Maplewood 2011 case study if a city is interested in pursuing organized collection:

- ♦ Make sure that the city has enough political leadership, support and fortitude to start **and finish** the process. It will be an extensive and controversial planning effort (i.e., Count your votes on the city council ahead of time. Don't start unless your city council is ready.)
- ♦ Set clear and meaningful goals for improving the system at the beginning of the process.
- ♦ Know the process ahead of time and your strategy options as permitted by the Minnesota Organized Collection Statute.
- ♦ Stay in control of the planning phases.
- ♦ Thoroughly document the current elements of the existing system. Know the number of current haulers, their market share and the actual prices charged for residential trash collection and recycling collection.

- ♦ Establish a clear decision making process and schedule. Plan for key milestone decisions by the city. Make sure that the overall plan and schedule is in compliance with the Organized Collection Statute.
- ♦ Provide for adequate contingency plans, including unanticipated delays in the process.
- ♦ Avoid local election year cycles.

Other lessons learned from the Maplewood and other case studies may be applied to the Bloomington situation if your City Council and City management is interested.

Thanks.

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Pre-Paid Postcard With Letter

Stop Government Managed Waste Collection!

Preserve Customer Choice and Reliability

The City of Maplewood is reviewing a recommendation to radically change your waste and recycling collection system at the expense of you the resident. This proposal would terminate the customer choice system of waste hauling collection where individual homeowners choose who provides their waste hauling services. Instead, the City is considering imposing government managed collection where the City determines who hauls your waste, not you.

☐ **YES**, I am opposed to government managed waste collection and give my approval to share this card and my comments with local elected official.

Name (please print): _____

Street/Box: _____

City: _____ Zip Code: _____

Tel: () _____ Email: _____

Share your comments
about government-
managed waste
collection:

Providing the information requested on this card is strictly voluntary. It is intended for the use of National Solid Wastes Management Association (NSWMA) and will be shared with local elected officials and media. NSWMA will not sell or use your personal information for any commercial purpose. Information is subject to the Minnesota Data Practices Act. If you have any questions or concerns contact Doug Carnival, NSWMA 612-338-2525.

Please enter into the Public Record on the City of Maplewood issue of government managed waste collection.



Push-Polling?

hauls your waste, not you.

☐ **YES**, I am opposed to government managed waste collection and give my approval to share this card and my comments with local elected official.

Name (please print): _____

Notice the Fine Print

collection: _____

Providing the information requested on this card is strictly voluntary. It is intended for the use of National Solid Wastes Management Association (NSWMA) and will be shared with local elected officials and media. NSWMA will not sell or use your personal information for any commercial purpose. Information is subject to the Minnesota Data Practices Act. If you have any questions or concerns contact Doug Carnival, NSWMA 612-338-2525.

November 8,
vote for
Marv Koppen &
Bob Cardinal
for City Council



☒ Marv Koppen

☒ Bob Cardinal

Where do I vote?
Call Ramsey County Elections
at 651-266-2171

City Council

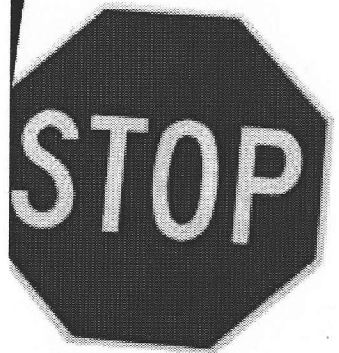
Prepared and paid for by
Garbage Haulers for Citizen Choice
PO Box 605
Anoka, MN 55303
as an independent
candidate

Already started a process to take over trash collection.
to get back to work on important issues!

Marv Koppen &
Bob Cardinal
SUPPORT
your right to
choose your hauler

Standard
US Postage
PAID
Election District

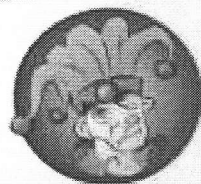
A Government takeover of trash collection in Maplewood?



TAKE ACTION
NOVEMBER 8

Tell City Hall
to keep its hands off your trash!

**Government-run
trash collection is NO JOKE!**



Did you know?

Government-run trash collection:

- Takes away your right to choose your trash hauler
- Puts City Hall in charge of your trash
- Takes business from current trash haulers
- Plans to put a tracking device on your garbage can
- Entangles City Hall in an issue citizens can handle themselves
- Means more government control over your life

Did you know?

92% of your neighbors are satisfied with the current trash hauling system¹

City councilman John Nephew voted in favor of a resolution that puts the city on a path to **government-run trash collection!**²



It's not too late!

Protect your right to choose your own trash hauler!
On November 8, take John Nephew to the curb.

Vote against John Nephew Nov. 8th

Where do I vote?

Call Ramsey County Elections
at 651-266-2171

- ¹ Mason Dixon Polling, 7/29-30/2011,
www.mingarbagefacts.com/documents/maplewood-7-11-p
- ² City Council Resolution 11-05-541
- ³ RFP for Comprehensive Residential Trash Collection Service

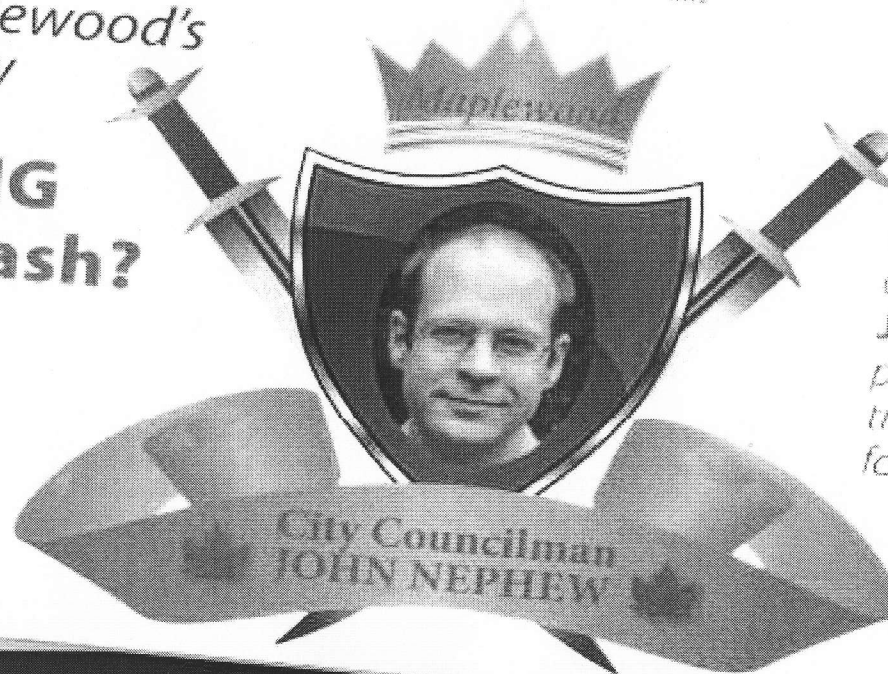
LEARN MORE: www.haulers.com

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Garbage Haulers for Citizens Choice
PO Box 605
Anoka, MN 55303
is an independent expenditure in opposition to
Not authorized by any candidate

Standard
U.S. Postage
PAID
Capital Circle

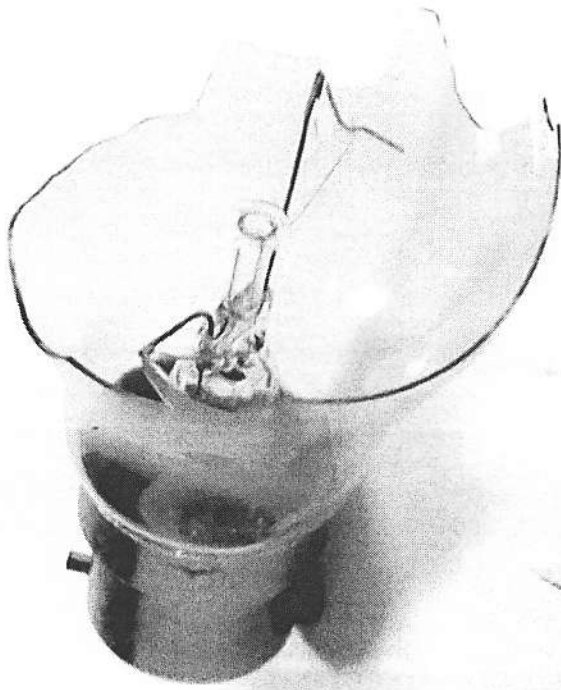
003*001 *****5-DIGIT 55117
CONCERNED MAPLEWOOD VOTER
RD 8 E
1802

Maplewood's
new
**KING
of Trash?**



Will city
councilman
John Nephew
pick your
trash hauler
for you?

Government-run trash collection?



What is city
councilman

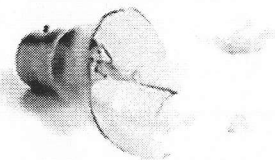
**John
Nephew**

thinking?



**Government-run trash collection
is a really bad idea!**

Did you know?



Did you know?

...the **City of Maplewood** is spending \$60,000
of taxpayer money on consultants to study
a government takeover of trash hauling? ¹

Government-run trash collection:

- Takes away your right to choose your trash hauler
- Puts City Hall in charge of your trash
- Takes business from current trash haulers
- Plans to put a tracking device on your garbage can ²
- Trangles City Hall in an issue citizens can handle themselves
- Means more government control over your life

City councilman John Nephew voted in favor of a resolution
that puts the city on a path
to government-run trash collection! ²



Where do I vote?

Call Ramsey County Elections
at 651-266-2171

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PO Box 605
Anoka, MN 55303
as an independent expenditure in opposition to
John Nephew. Not authorized by any candidate
or candidate's committee.

003*001*****5-DIGIT 55117
CONCERNED MAPLEWOOD VOTER
628 COUNTY ROAD B E
MAPLEWOOD, MN 55117-1802

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U.S. Postage
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Capitol Direct

¹ City Council Resolutions 11-04-564 and 11-8-614

² City Council Resolution 11-03-541

³ RFP for Comprehensive Residential Trash Collection Services, 7/12/11

LEARN MORE: www.haulersforchoice.com