



Standardized Solid Waste Abatement Messaging Standards for Haulers

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Dakota County Ordinance 110, Solid Waste Management, was amended in 2019 to implement strategies in the 2018-2030 Solid Waste Master Plan to reduce waste going to landfills, improve the quality of materials recycled, and make progress toward the state's goal to recycle 75 percent of waste by 2030.

Ordinance 110 requirements include:

- Haulers must provide standardized solid waste abatement messaging that is consistent with County standards to all customers from which they collect recyclables and organics;
- Messaging (print or electronic) must be delivered to each customer at initial service acquisition and annually thereafter; and,
- Documentation of the communication method and message must be retained for three years.

Dakota County developed the following standardized solid waste abatement messaging to be used by haulers to meet ordinance requirements for customer education. Hauler must use this required messaging, including use of the County's standardized wording, images, and direction to the County's website, as outlined in this document.

For questions or review of messaging, contact **Jon Buck at 952-891-7092**, jon.buck@co.dakota.mn.us.

RECYCLING MESSAGE STANDARDS

1. Required content and terminology for haulers to deliver to customers with recycling service.

Haulers must use the below education messages to customers for compliance with county messaging requirements. Messages must also direct customers to the Dakota County website for additional recycling information, as written below.

Hauler messaging must include this standardized wording:

Recycle

Put these empty and dry items in your recycling container – do not place your recycling in plastic bags.

Paper

- Newspaper and inserts
- Magazines and catalogs
- Mail and office papers

Cardboard

- Corrugated cardboard
- Paperboard (e.g., cracker boxes)

Cartons

- Milk and juice cartons
- Soup, broth and wine cartons
- Juice boxes

Metal cans

- Aluminum, tin, and steel cans

Glass bottles and jars

Plastic bottles, containers and jugs

- Containers numbered 1, 2 or 5
- Soda, juice and water bottles
- Milk and juice jugs
- Margarine, cottage cheese, cream cheese and other tubs and lids
- Laundry detergent bottles and jugs
- Clear berry and produce containers

For more information, visit www.dakotacounty.us, search *recycle right*.

2. Required images to be used with customer education.

Haulers must use the below County images for each grouping and icons for not accepted items in required customer education messages (alternative images and icons may be used

with County approval*). Images and icons are available at www.dakotacounty.us, search recycling requirements.


- a. **County images that show what to recycle.** These images should be placed near the standardized recycling messaging (e.g., standardized list of what to recycle).
 - i. **Allowance.** The Paper and Cardboard categories in the recycling acceptance list can be combined (e.g., Paper and Cardboard) or kept as separate listings as shown above.

Paper Grouping	Carton Grouping	Plastic Grouping
		
Metal Can Grouping	Glass Grouping	Recycling Symbol Icon White or Blue
		 Recycling Triangles for Plastics 

- b. **County icons that show what to keep out of the recycling.** Use these Not Accepted icons to demonstrate what to keep out of the recycling.

Not Accepted Icons				
				
Do not Bag Recyclables	No Plastic Bags or Plastic Wrap	No Tanglers, Cords Hoses or Chains	No Food	No Batteries

- c. ***Allowable alternative images and icons.** Alternative images and icons must be approved by the County prior to hauler use in messaging.
 - i. **What to recycle.** Alternative images and icons of what to recycle must include the items listed below to demonstrate what belongs in the recycling container for each material category:

Recyclable Item Type	Must Include Images/Icons of Each of These Items:
Paper Grouping	<ul style="list-style-type: none"> • Newspaper • Magazine • Cardboard box (must be flattened)
Carton Grouping	<ul style="list-style-type: none"> • Juice carton with a cap on • Milk or half-n-half carton with a cap on
Metal Can Grouping	<ul style="list-style-type: none"> • Food can • Beverage can
Glass Grouping	<ul style="list-style-type: none"> • Brown beverage bottle • Clear food jar with cap on
Plastic Grouping	<ul style="list-style-type: none"> • Water bottle with a cap on • Milk jug or laundry detergent jug with a cap on
Recycling Symbol Icon	<ul style="list-style-type: none"> • Blue or white recycling symbol
Recycling Triangles for Plastics	<ul style="list-style-type: none"> • Different colors of triangles and numbers allowed 

ii. **What to keep out of the recycling.** Alternative images and icons must use the below content and corresponding images or icons to demonstrate what does not belong in the recycling container for each problem item category:

- Do not bag recyclables
- No plastic bags or wrap
- No tanglers, cords, hoses or chains
- No food
- No batteries

3. **Required messaging if additional recycling materials are collected.**

Haulers may collect additional materials for recycling beyond the list of recyclables above only if the hauler can demonstrate that a recycling market exists. If this can be done, the hauler can promote the additional materials to customers, but they must be listed separately (i.e., in a separate section) from the list of recyclable materials in the County standardized messaging.

The separate section for additional materials must include this wording:

“Additional Items:

[Hauler Name] has established recycling markets for these additional materials and accepts them for recycling:” After this wording, the hauler should list the additional materials that are accepted.

ORGANICS MESSAGE STANDARDS

1. Required content and terminology for hauler to deliver to customers with organics recycling service.

Haulers must use the below content and terminology in organics collection education messages to customers for compliance with county messaging requirements. Messages must also direct customers to the Dakota County website for additional information, as written below.

Hauler messaging must include this standardized wording:

Organics

Put these items in your organics collection – use BPI-certified compostable bags.

Food Scraps







- Bakery and dry goods
- Coffee grounds
- Dairy products
- Eggs and eggshells
- Meat, fish and bones
- Produce: fruits and vegetables

For more information, visit www.dakotacounty.us, search *organics collection*.

2. Images required to be used with customer education.

Haulers must use the below County images in required customer education messages (**alternative images and icons may be used with County approval****). Images are available at www.dakotacounty.us, search *organics requirements*.

- a. **County images that show what to collect for organics. These images should be placed near the standardized organics messaging (e.g., standardized list of what to collect for organics).**

Bakery and Dry Goods	Meat, Fish and Bones	Vegetables	Fruits
			
Eggs and Eggshells	Dairy Products		
			

- b. **County icons that show what to keep out of the organics.** Use these Not Accepted icons to demonstrate what to keep out of the organics.



- c. ****Allowable alternative images and icons.** Alternative images and icons must be approved by the County prior to hauler use in messaging.
- i. **What belongs in the organics.** Alternative images and icons of must include items listed below (must show each category) to demonstrate what belongs in the organics container:

Organics Item Types	Must Include Images/Icons of Each of These Items:
Bakery and Dry Goods	Sandwich (bread) with bite mark
Dairy Products	Cheese
Eggs and Eggshells	Eggshell
Meat, Fish and Bones	Chicken leg with bite mark
Produce: Fruits and Vegetables	Apple core, Vegetable scraps

- ii. **What to keep out of the organics.** Alternative images and icons must use the below content and corresponding images or icons to demonstrate what does not belong in the organics container for each problem item category:
- No recyclables
 - No yard waste
 - No trash

3. Required messaging if additional organics materials are collected.

Haulers may collect additional materials for organics beyond the list above if the hauler can demonstrate that an organics market exists (i.e., the organics facility accepts them). If this can be done, the hauler can promote the additional materials to customers, but they must be listed separately (i.e., in a separate section) from the list of organics materials in the County standardized messaging.

The separate section for additional materials must include this wording:

“Additional Items:

[Hauler Name] has markets for these additional materials and accepts them for organics collection:” After this wording, the hauler should list the additional materials that are accepted.