Standardized Solid Waste Abatement Messaging Standards for Haulers

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 with the list of recyclables and organics they accept;
- 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. The required messaging includes standardized content, terminology, images, and direction to the County's website.

For questions or review of messaging, contact solidwastecompliance@co.dakota.mn.us or 952-891-7557.

All images and icons can be found on the county's education resources webpage.

Recycling message standards

All required customer recycling education from haulers must include:

A. Required content and terminology

Messages must also direct customers to the Dakota County website for additional recycling information, as written below.

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.dakotacountymn.gov, search *recycle right*.

B. Required images

- Alternative images and icons may be used with County approval.
- Place images near standardized recycling messaging
- Paper and cardboard categories may be combined (e.g., Paper and Cardboard) or kept separate.

Images that show what to recycle

Grouping	Required image
Recycling symbol icon (white or blue)	

Paper	
Cartons	
Metal cans	
Glass	
Plastic	 

Icons that show what to keep out of the recycling

Item	**Required icon**
Do not bag recyclables	
No plastic bags or plastic wrap	
No tanglers, cords, hoses or chains	

No food	
No batteries	

Allowable alternative images and icons

- Alternative images and icons must be approved by the county before use.

What to recycle:

- Alternative images and icons must include the items:

Recyclable item type	Must include images or icons of each of these items
Paper grouping	• Newspaper • Magazine • Cardboard box (must be flattened)
Carton grouping	• Juice carton with a cap on • Milk or half-n-half carton with a cap on
Metal can grouping	• Food can • Beverage can
Glass grouping	• Brown beverage bottle • Clear food jar with cap on
Plastic grouping	• Water bottle with a cap on Milk jug or laundry detergent jug with a cap on
Recycling symbol icon	• Blue or white recycling symbol
Recycling triangles for plastics	• Different colors of triangles and numbers allowed

What to keep out of the recycling

- Alternative images and icons must use this content and corresponding images or icons:
  - Do not bag recyclables
  - No plastic bags or wrap
  - No tanglers, cords, hoses or chains
  - No food
  - No batteries

C. Required messaging if additional materials are collected

Haulers may collect and promote additional materials not listed above for recycling only if the hauler can demonstrate that a recycling market exists. Additional recyclable materials must be listed separately from the county's required designated list of recyclables.

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:"

Organics message standards

All required customer organics education from haulers must include:

A. Required content and terminology

Messages must also direct customers to the Dakota County website for additional information, as written below.

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.dakotacountymn.gov, search *organics collection*.

B. Required images

- Alternative images and icons may be used with county approval.
- Place images near the standardized organics messaging.

Images that show what to collect for organics

Grouping	Required images
Bakery and dry goods	
Meat, fish and bones	
Vegetables	

Fruits	
Eggs and eggshells	
Dairy products	

Icons that show what to keep out of the organics

Grouping	Required images
No recyclables	
No yard waste	
No trash	

Allowable alternative images and icons

- Alternative images and icons must be approved by the county before use.

What to collect for organics:

- Alternative images and icons must include the items:

Organics item type	Must include images or 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

What to keep out of the organics
Alternative images and icons must use this content and corresponding images or icons:

- No recyclables
- No yard waste
- No trash

C. Required messaging if additional materials are collected

Haulers may collect and promote additional materials not listed above for recycling only if the hauler can demonstrate that an organics market exists. Additional organics materials must be listed separately from the county's required designated list of recyclables.

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:"