

## Appendix A, Final Reporting Form

00-G550-24

Contract Number: 00-G550-24

Date:

Contractor: Des Moines Arts Festival

Reporting Period:

## Materials Collected at Des Moines Arts Festival

- Tons of plastic collected: 22,800 plastic units
- Plastic recycling processor: Patterson Redemption

Number of Patrons: 135,000 total attendeesNumber of Volunteers: 121

## Additional Information:

22,800 plastic units

÷ 15

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1520 pounds

÷ 2000

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.76 tons

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80% #1 - 0.608

20% #2 - 0.152



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DT COMMUNITY AFF

The 2000 Des Moines Arts Festival Recycling Project became a successful new addition to the Arts Festival. The overall objectives of the Des Moines Arts Festival Recycling Project were to reduce the amount of garbage from the festival, to increase the amount of recycled waste and to educate the public about recycling. These goals were met by a series of efforts conducted by staff and volunteers.

The project process included recycling stations being placed at several locations at the festival. The recycling stations consisted of appropriate containers lined with bags for recycling. Each container was labeled with signs directing patrons to place waste in appropriate containers: food waste and plastics. The total number of recycling containers used was 57. Volunteers were onsite to answer questions, sort waste, and transport waste from containers to dumpsters holding recyclable materials only. The dumpsters were then picked up by the waste management authority, Artistic Waste Services, Inc., and delivered to the recycling processor.

To increase awareness of the Des Moines Arts Festival Recycling Project, signage (included) was placed in strategic locations throughout the festival identifying the goals of the project. Iowa Earth Year 2000 pamphlets were placed in all information booths to bring awareness to the attendees of the festival. The recycling project was brought to the attention of the artists and volunteers by placing a memo in the packets intended for each. The information provided also identified the Iowa Department of Natural Resources as the responsible agency for making this effort possible.

To make the Des Moines Arts Festival Recycling Festival Project run smoothly, a Recycling Coordinator was hired to oversee all aspects of the Recycling Program. Along with the Recycling Coordinator, a local waste management company, Artistic Waste Services, Inc., was contracted to provide recycling receptacles, process the waste, and provide dumpsters. Artistic Waste also provides the storage of the recycling receptacles with out charge.

The impact of the Recycling Project was experienced in different ways. The diversion of waste from Iowa's landfills is an important part of this project. The attendees of the Des Moines Arts Festival were positively affected by being given the opportunity to, and are informed about, recycling. As expected, the information was well received and hopefully the promotional and educational efforts of the Des Moines Arts Festival Recycling Project translated into additional behavior changes toward recycling waste in their homes and workplaces.

The Des Moines Arts Festival Recycling Project was designed to be replicated. The Recycling Project has been well planned and organized by key staff persons. It is meant as an ongoing effort that will ultimately be incorporated into the Des Moines Arts Festival Program. To achieve this, each process and action taken to carry out the project has been documented. The task, dates, and responsible parties have been recorded as well as any improvements and suggested revisions for the following year.



**From:** "Adrienne Ochs" <palmeau@radiks.net>  
**To:** "Valerie Drew" <Valerie.Drew@dnr.state.ia.us>  
**Date:** 1/29/01 3:11PM  
**Subject:** Re: DM Arts Festival Final Report

Hi Valerie-attached is the additional information that you requested for our Des Moines Arts Final Report. Please let me know when we have fulfilled our contract. Thank you.

----- Original Message -----

From: Valerie Drew <Valerie.Drew@dnr.state.ia.us>  
To: <palmeau@radiks.net>  
Sent: Tuesday, January 16, 2001 2:54 PM  
Subject: DM Arts Festival Final Report

> Adrienne,  
> I apologize for the delay getting back to you. This position has been vacant since August and there's quite a bit to catch up on. Anyway, I looked over your contract and Final Report. Here is what else I need from you:  
> 1) Article 4.1 states "approximately 3 tons of recyclable plastics will be diverted." By our calculations, only .76 tons were diverted. Could you address why your goal was not met, what we could do better next time, etc.  
> 2) I have nothing in the file regarding the strategy to educate vendors and recruit volunteers (see Milestones under Article 4.4). This was also not discussed in the Final Report. All I have is that the vendors purchased #1 and #2 plastics and that volunteers were on-site to answer questions.  
> 3) I have nothing regarding the educational strategy for Festival patrons (see Milestones under Article 4.4). The Final Report states "attendees of the DM Arts Festival were positively affected by being given the opportunity to, and are informed about, recycling." How do we know this? Did people make comments? Was a survey done? I guess my real question is, were the signs and recycling stations the only "patron education" going on? Also, was there only one sign (the one included in the fax)?  
> 4) Was there a relevant conference or workshop where this project was presented (see Milestones under Article 4.4)? Is there one coming up? Can you think of groups that would be interested in doing this sort of thing?  
> 5) Basically, my concern here is that if someone wanted to replicate this project, what steps would they go through? What materials would they use? Could you document what processes you went through, what your results were, and what you think would work again? I'm kind of looking for a step-by-step process that others could follow.  
> 6) Also, I have no photos of the recycling stations, and no stats on how many there were, did people use one location more than another, etc.  
>

> That's all. Let me know if you have any questions. Take as much time as you need to get this information. I probably won't be able to look at anything for a few weeks down the line anyway.

>

>

> Valerie A. Drew

> Environmental Specialist

> Solid Waste Alternatives Program

> Waste Management Assistance Bureau

> Iowa Dept. of Natural Resources

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> 515/281-8672 Office

> 515/281-8895 Fax

> Valerie.Drew@dnr.state.ia.us

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**CC:** "Mo Dana" <dmaf@desmoinesdt.com>, "Beth Johnson" <bethj@desmoinesdt.com>

- 1) Article 4.1 states "approximately 3 tons of recyclable plastics will be diverted." By our calculations, only .76 tons were diverted. Could you address why your goal was not met, what we could do better next time, etc.

According to Artistic waste, we should have calculated our plastic in plastic units, not tons. Our count, .76 tons was correct and we grossly underestimated the amount of plastic that the Des Moines Arts Festival volunteers could collect. We now have a better estimate of the amount of plastic that will be accumulated during an event such as ours. The costs and labor associated with the project have not been altered, however.

- 2) I have nothing in the file regarding the strategy to educate vendors and recruit volunteers (see Milestones under Article 4.4). This was also not discussed in the Final Report. All I have is that the vendors purchased #1 and #2 plastics and that volunteers were on-site to answer questions.

We required the vendors to purchase the recyclable #1 and #2 plastics, and stressed the environmental importance of the effort. For the volunteers, we solicited volunteer assistance from several environmental groups including the Sierra Club, the Nature Conservancy, and the Iowa Environmental Council to help educate and volunteer the attendees. No group accepted our offer to participate. As a last resort, we hired Boy Scouts to manage the recycling effort. We trained them to carry out our recycling mission. We trained them regarding the purpose and the logistics of the recycling effort. Additionally, we educated them about the ecological importance of separating the plastic from the rest of the refuse. For the regular Festival volunteers we include this information in their Volunteer Handbook:

*The Des Moines Arts Festival has implemented a recycling program this year. Please assist Festival attendees to make the correct disposal choice when needed. There are numerous trash/recycling locations throughout the site. Each location will have a separate container for trash, plastic water bottles & plastic cups, and the other for plastic Pepsi bottles. We appreciate your help in making our recycling program a success.*

- 3) I have nothing regarding the educational strategy for Festival patrons (see Milestones under Article 4.4). The Final Report states "attendees of the DM Arts Festival were positively affected by being given the opportunity to, and are informed about, recycling." How do we know this? Did people make comments? Was a survey done? I guess my real question is, were the signs and recycling stations the only "patron education" going on? Also, was there only one sign (the one included in the fax)?

We did not specifically ask opinions about our recycling program efforts on our Marketing survey. Anecdotally, we did get about 200 positive comments from patrons- that they were "glad to see that we were recycling and "good for us" through additional comments on our survey and telling our volunteers. As far as the education - there were five (5) signs throughout the Festival site. We sent out a press release to local media about our recycling efforts and included it in the artist's packets. Initially we were

informed that the DNR was going to have a booth at the Festival to promote Iowa Earth Year 2000 and our Recycling Program. DNR planned to have brochures and other educational materials for the patrons. Unfortunately, days before the Festival, DNR informed us that they did not have enough people to staff the booth and they were not going to participate as planned. Therefore, our educational component consisted of informational brochures (supplied by DNR) at each of the (3) information booths that were located at each of the three entrances and information provided by the Boy Scouts.

- 4) Was there a relevant conference or workshop where this project was presented (see Milestones under Article 4.4)? Is there one coming up? Can you think of groups that would be interested in doing this sort of thing?

This model would work well for any festival or outdoor event.

- 5) Basically, my concern here is that if someone wanted to replicate this project, what steps would they go through? What materials would they use? Could you document what processes you went through, what your results were, and what you think would work again? I'm kind of looking for a step-by-step process that others could follow.



## Tasks to replicate project

| Task  | Beginning Date | Ending Date | Responsible party |
|---|----------------|-------------|-------------------|
| Recruit and hire Recycling Coordinator  |                |             |                   |
| Contact vendors and inform them of the Des Moines Arts Festival Recycling Project |                |             |                   |
| Develop recruitment materials   |                |             |                   |
| Recruit volunteer individuals and groups  |                |             |                   |
| Obtain Good Clean Fun Logo from UNI   |                |             |                   |
| Obtain signs from UNI   |                |             |                   |
| Order T-shirts for volunteers   |                |             |                   |
|   |                |             |                   |
| Hold initial volunteer training   |                |             |                   |
| Schedule volunteers   |                |             |                   |
| Identify recycling stations   |                |             |                   |
| Hold volunteer training   |                |             |                   |
| Obtain recycling gloves   |                |             |                   |
| Obtain recycling Bags. Container Recycling, Inc., 265-4275                        |                |             |                   |
| Confirm recyclable containers from Artistic, 262-4040                             |                |             |                   |
| Set up recycling stations   |                |             |                   |
| Revise strategy for next year   |                |             |                   |

6) Also, I have no photos of the recycling stations, and no stats on how many there were, did people use one location more than another, etc.

We don't have any more photos of the event. There were 57 totes for recycling, 100 totes for trash. Two dumpsters: one for trash, one for recyclables. Patrons used the stations on the food bridge the most, followed by the entrances then near the potties.

# DES MOINES ARTS FESTIVAL

## **Des Moines Arts Festival Iowa's #1 Arts Festival June 23, 24, 25, 2000**

### **Event Overview**

The Des Moines Arts Festival is a free, three-day celebration of the arts. Artists, fireworks, food, music, arts activities and 118,000 attendees earned the second annual Des Moines Arts Festival the recent rating of #27 among arts festivals nationally, and the #1 arts festival in Iowa, as ranked by *Sunshine Artist Magazine*.

- What:** Three-day, two-night, multi-event festival
- ◆ 150 of the nation's premier street fair artists.
  - ◆ More than 50 entertainers on three stages.
  - ◆ Children's art activities.
  - ◆ Food: 15 food booths on the Court Avenue Bridge.
- Where:** Downtown Des Moines.  
Locust, Walnut & Court Avenue bridges.
- When:**
- |                   |                                    |
|-------------------|------------------------------------|
| Friday, June 23   | 3 PM – 9 PM                        |
| Saturday, June 24 | 10 AM – 9 PM, Fireworks at 9:30 PM |
| Sunday, June 25   | 10 AM – 5 PM                       |
- Attendance:** 1999: 118,000  
2000 – Projecting 150,000.
- Admission:** Free
- Attendee Profile:** Homeowners: 75% of 1999 attendees are homeowners.  
Income: Average household income - \$50,000.  
Demographics: 71% of Festival attendees live in Polk County.
- Information:**
- Mo Dana, Executive Director  
Des Moines Arts Festival  
400 Locust Street, Suite 255  
Des Moines, IA 50309  
515-282-8236

# **Celebrating Earth Year 2000**

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**The Des Moines Arts Festival is the only event to recycle  
in Des Moines this year!**

The Des Moines Arts Festival and Iowa Department of Natural Resources come together to celebrate Earth Year 2000 and to bring you the only recycling project in Des Moines this year.

- **Our goal** is to make a significant reduction in the amount of waste that is landfilled from this event.
- **Your part** is to make a conscious effort to sort your trash into the appropriate containers marked for your convenience.

Recycling plastics (#1 & 2) is the beginning of our project. Please help make recycling a successful part of the Des Moines Arts Festival so we can continue to grow each year.

01 05 01 17:24 FAX 515 243 8884

DT COMMUNITY ALL

*Iowa Earth Year 2000 Pamphlet***Des Moines Arts Festival Recycling Project**

**To:** Des Moines Arts Festival Artists  
**From:** Tana Austin, Recycling Coordinator  
**Date:** June 7, 2000  
**Re:** Des Moines Arts Festival Recycling Project

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**Celebrating Earth Year 2000**

This year there is an addition to the Des Moines Arts Festival. We have teamed up with the Iowa Department of Natural Resources to become partners in the only festival recycling project in Des Moines this year! The goal of the Festival Recycling Project is to make a significant reduction in the amount of waste that is landfilled from this event.

We begin our recycling project with #1 and #2 plastics and plan to expand with the success of this program. A conscious effort has been made by our vendors to have only these types of plastics at the Des Moines Arts Festival. With signs, recycling volunteers, and the Earth Year 2000 booth, we are working towards educating the public on their disposal choices.

Please help make recycling a successful part of the Des Moines Arts Festival by encouraging and supporting our program. Thank you!