



MEMORANDUM

Council Agenda
Item No. X. J
1/30/2024

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Concurrence with the Oklahoma City Water Utilities Trust in adopting a Resolution ratifying the selection process used by the Tulsa Authority for the Recovery of Energy to select Byers Creative, LLC for public information and education services; and authorizing the General Manager or designee of the Oklahoma City Water Utilities Trust to negotiate a two-year professional services agreement with Byers Creative, LLC for residential recycling public information and education campaign and associated implementation services, not to exceed \$400,000 annually.

Purpose:

To ratify the selection process used by the Tulsa Authority for the Recovery of Energy and authorize the General Manager or Designee to negotiate an agreement with Byers Creative, LLC.

Background:

The City of Tulsa created the Tulsa Authority for The Recovery of Energy (TARE) with the purpose to receive trash, recycle what is available, and dispose of the remainder by burial or incineration. In 2023 TARE awarded a professional services agreement to Byers Creative, LLC (Byers), a marketing firm located in Tulsa with experience across Oklahoma and globally, through formal competitive bidding to provide public awareness, information, and education regarding the City of Tulsa's refuse and recycling services.

Byers has performed these services for TARE for more than five years successfully increasing awareness of Tulsa's recycling guidelines reflected by social media analytics that indicate increased engagement and interest, along with a noticeable positive change in the stream of recycling contamination materials, including fewer bicycles, clothing, garden hoses, aluminum foil, and undesired plastics.

Byers' recycling team is dedicated to continuous improvement and participates in ongoing education by attending webinars and trade shows and collaborating and visiting with recycling vendors to better understand recycling outreach needs and pain points. Byers understands that tailored messaging for niche segments and demographics requires different strategies to effectively reach all customers. Byers has experience with municipal governments, community partnerships, homeowner associations, surveys, and focus groups and has gained an abundance of knowledge regarding the unique education and outreach needs necessary to elicit recycling behavior change.

The Oklahoma City Water Utilities Trust (OCWUT) requires a firm with extensive experience in creating and executing recycling outreach strategies that will reach the unique audiences within its customer base and has faced persistent challenges as none proved capable of satisfying established requirements. OCWUT desires to implement an effective education and marketing program to reach its more than 205,000 customers that addresses Oklahoma City's refuse and recycling services by contracting with Byers.

TARE's procurement processes to award a professional services agreement to Byers satisfy OCWUT's legal requirements and comply with applicable laws. The General Manager or designee has authority to negotiate a two-year professional services agreement. The negotiated agreement will be presented to OCWUT for approval.

Review:

Utilities Department

Recommendation:
the resolution.

Concur with the Oklahoma City Water Utilities Trust in adopting