

SOUTHEAST COMO'S

MIMO PROJECT

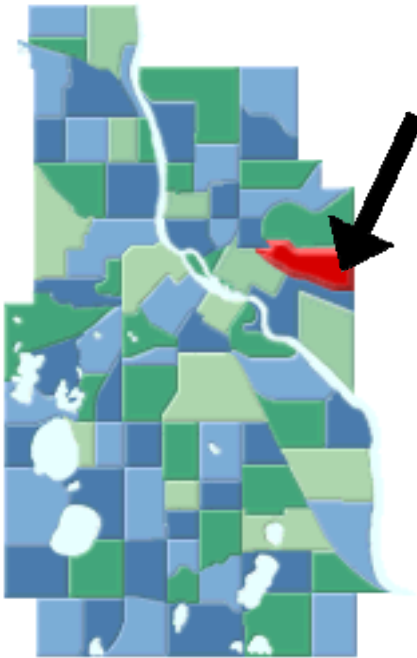


Created by Justin Eibenholz and Alison Henderson



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Where is SE Como?



NRP Minneapolis Neighborhood

Neighborhood just north of University of Minnesota

Borders defined by railway to the south, highway 35W to the west, Highway 280 to the east and Hennepin Ave (E.) to the north

Home to families, long-term residents and student renters

The Problem



- Student moving cycles → piles of usable furniture and garbage left curbside
- Nuisance to neighbors
- Attracts vermin
- Encourages frequent disposal and purchase vs. reuse
- No centralized exchange
- Items rained on = ruined

The Solution

Increase frequency of garbage trucks **X**

Allow furniture to decompose curbside **X**

A college friendly furniture exchange program ✓

MIMO



What is MIMO?

MIMO = Move In Move Out

MIMO = Neighborhood “free store” that facilitates the exchange of usable household items

MIMO = Biannual event held in September and May at U of M Reuse Warehouse

What can you find at MIMO?



How Did We Do It?

Partnerships



- MPCA supported funding (Pollution Prevention Grant)
- University of Minnesota Reuse Center provided space and helped with promotion



How Did We Do It?

Logistics -- Volunteers

- Previous SECIA volunteers, service learners, restorative justice, Student Neighborhood Liaisons and community members (incentivized with food, t-shirts and gift cards)
- Worked 3.5 hour shifts
- +2 shifts received gift card



How Did We Do It?

Logistics -- *Transportation*

- Participants were encouraged to drop off items during hours of operation
- Scheduled two pick-up days for donators without transportation

More trucks needed



How Did We Do It?

Logistics – *Inventory*

-Inventory sheets tracked address, weight and description of donation



How Did We Do It?

Logistics – *Bedbugs (ew)*

-published list of accepted items; any at-risk items (couches and mattresses) were not accepted



How Did We Do It?

Promotion

- Earth Day Bike Jam
- Flyering, Doorknocking, Como-tion
- Tidbits, Facebook, Como Green Blog
- Star Tribune, MN Daily, Fox 9 News
- Yard Signs, balloons, banners and billboards



Success?



May/June 2010

Attendance: 510

Pounds diverted: 4077

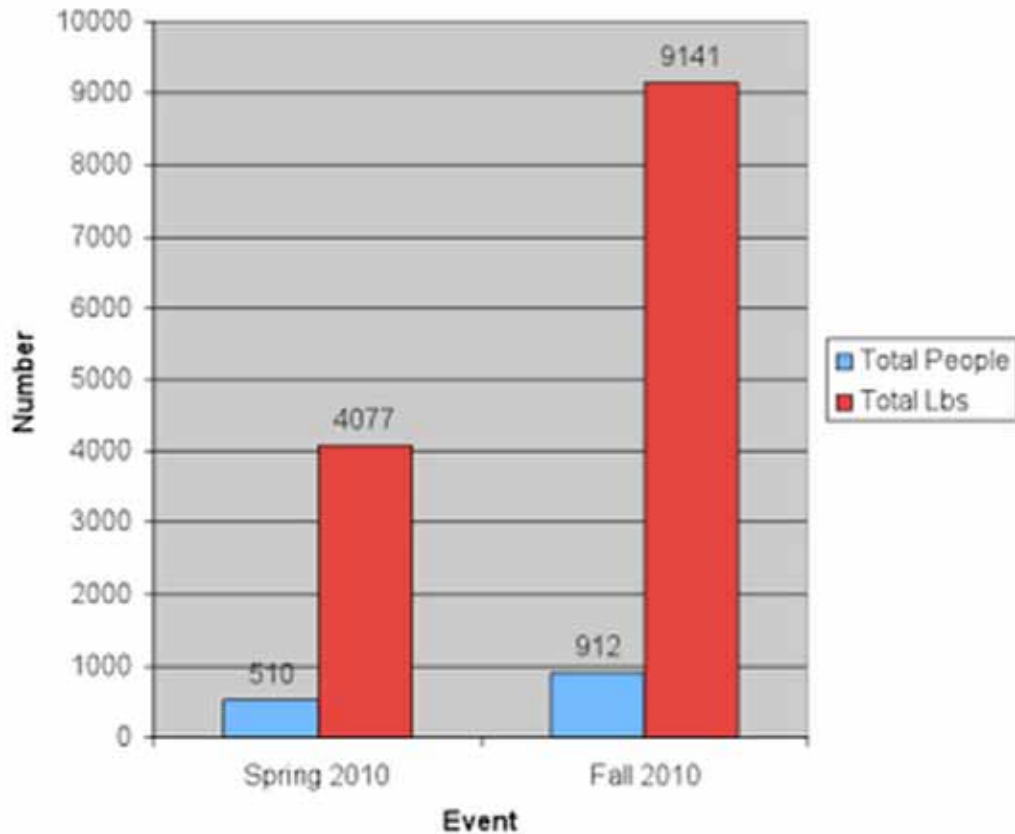
August/September 2010

Attendance: 912

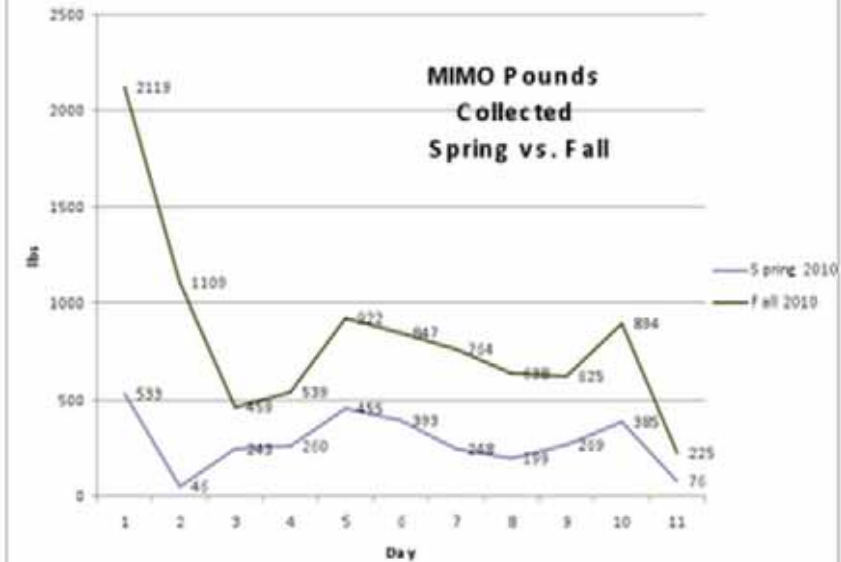
Pounds diverted: 9141

MIMO Totals

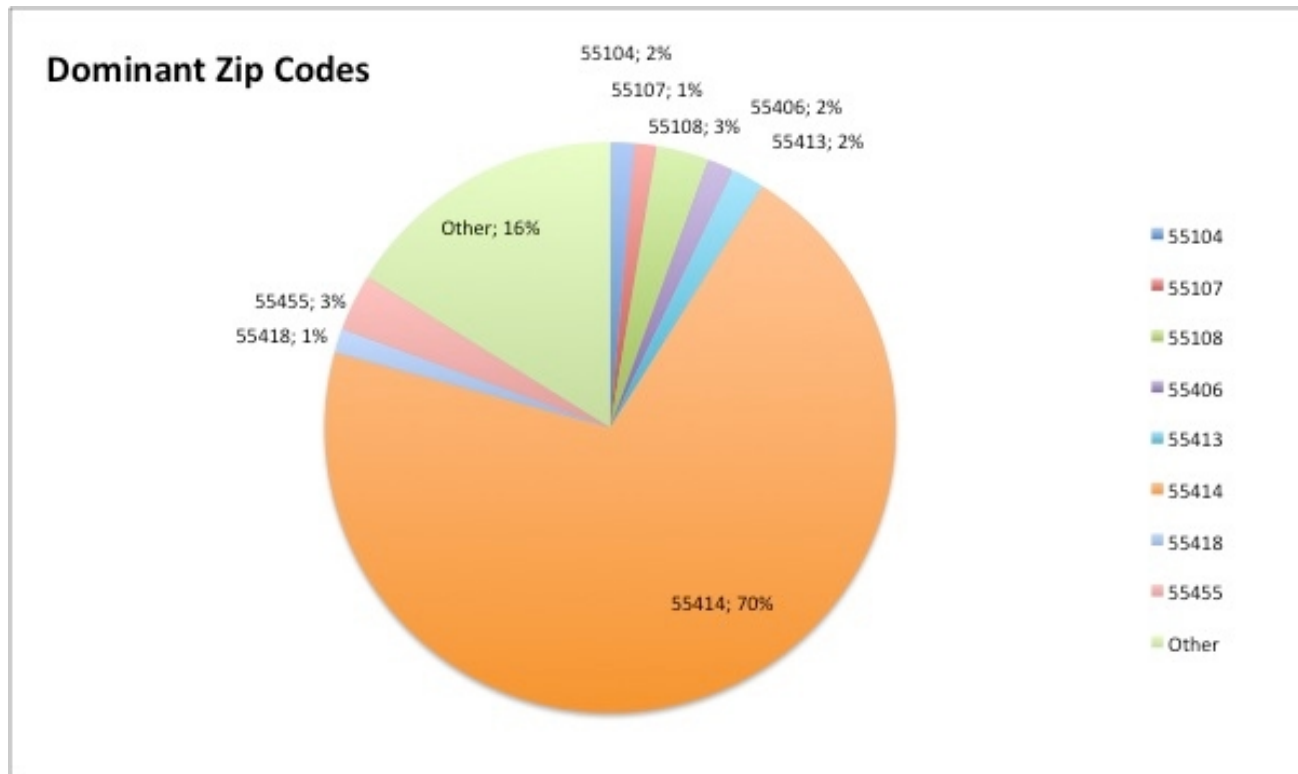
MIMO Event Totals 2010



**MIMO Pounds
Collected
Spring vs. Fall**



Zip Codes



People from over 61 zip codes participated in Fall event

Success?

➤ Participant Comments

This is a great service to the community!

This is exactly what I needed!
-Amanda

Thank you MIMO!

Everything is better when it's free!

MIMO needs a permanent home!! They could also use a truck!!

This is awesome and super helpful!
-Sarah

You guys saved my room!

Plans for the Future?

- Recruit student groups early, such as fraternities, Athletics, etc..., especially for the fall event
- Increase amount of volunteers for busy days, up to six per shift
- Rent trucks/ pick-up vehicles and put MIMO magnets on the side designating them as such
- Investigate hiring additional student workers for fall event
- Change up schedule of days open and alternate to pick-up days and days the store is open
- Consider expanding to other neighborhoods?

MIMO

A Summary in Photos



T h a n k Y o u !



QUESTIONS?

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