Greater New Bedford Regional Refuse Management District

Marissa Perez-Dormitzer, District Recycling Coordinator

Serving the City of New Bedford & the Town of Dartmouth
total population served: approximately 130,000
Where Are We Located?
What Do We Do?

1. Own and operate the Crapo Hill landfill
   • Opened in 1995
   • Expected to last another 10-14 years

2. Public Outreach, Program Planning, & Grants
District’s Priorities

Extend the life of the landfill

Improve the quality of the recyclables
(most common contaminants are plastic bags, case wrap, & bagged recyclables)
What Is Contamination?
Implementing the IQ Kit

• New Bedford & Dartmouth applied to MassDEP for the IQ Kit grant in 2017 and 2018

• MassDEP awarded up to $15,000 for each community in 2017 and up to $40,000 in 2018.
Steps to Implement the IQ Kit

1. Kick off meeting
   - MassDEP
   - The Recycling Partnership
   - City/Town
   - MRF
   - Hauler
2. Created Customized Designs

Worked with The Recycling Partnership and Tiger Press on the design and printing
2. Created Designs - Postcards
### 3. Made a Plan for Cart Checking (8 weeks)

<table>
<thead>
<tr>
<th>New Bedford</th>
<th>Dartmouth</th>
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</thead>
<tbody>
<tr>
<td>June and July</td>
<td>August through November</td>
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<tr>
<td>Tuesdays and Fridays</td>
<td>Tuesdays, Wednesdays, &amp; Thursdays every other week</td>
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<tr>
<td>1,161 households</td>
<td>711 households</td>
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<tr>
<td>2.81 average households per address</td>
<td>1.10 average households per address</td>
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<tr>
<td>6 cart checkers plus a spare</td>
<td>4 cart checkers</td>
</tr>
<tr>
<td>Egregious recycling carts left as trash; enforcement weeks 3 and 7</td>
<td>Left egregious recycling carts behind</td>
</tr>
</tbody>
</table>
4. Identified & Trained Cart Checkers
Odd Things We Saw

<table>
<thead>
<tr>
<th>Fake mustaches</th>
<th>hair</th>
<th>dryer lint</th>
</tr>
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<tbody>
<tr>
<td>bags of dog poop</td>
<td>toilet seats</td>
<td>diapers</td>
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<tr>
<td>toothpaste tubes</td>
<td>nail polish</td>
<td>gallon jug of ant killer full of liquid</td>
</tr>
<tr>
<td>HOUSE #</td>
<td>STREET NAME</td>
<td>Total Units</td>
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<td>ADAMS ST</td>
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Cart Scoring

Score of three = perfect or almost perfect
Score of 2 = effort made but some confusion about what is and is not recyclable
Score of 1 = no effort, commingling of trash and recyclables
Outreach
New Bedford

• Market Basket sign
• Bus signs
• Vehicle magnets
New Bedford Social Media
Outreach Dartmouth

A-Frame signs Displayed at:
• Shaws
• Stop & Shop
• DPW
• Transfer Station
• Fire station

Retractable Banner
Average Recycling Cart Scores

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dartmouth</td>
<td>2.01</td>
<td>2.48</td>
<td>2.52</td>
<td>2.69</td>
<td>2.72</td>
<td>2.67</td>
<td>2.66</td>
</tr>
<tr>
<td>New Bedford</td>
<td>2.01</td>
<td>2.08</td>
<td>2.22</td>
<td>2.38</td>
<td>2.35</td>
<td>2.38</td>
<td>2.42</td>
</tr>
</tbody>
</table>

Dartmouth Follow-up week: 2.62
New Bedford Follow-up week: 2.29
Number of Oops & Plastic Bag Tags

Tagging Rate

Dartmouth | Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 | Week 7 | Week 8
--- | --- | --- | --- | --- | --- | --- | --- | ---
| Dartmouth | 33% | 31% | 24% | 20% | 16% | 15% | 17% | 18%
| New Bedford | 40% | 46% | 34% | 34% | 35% | 39% | 29% | 31%

Dartmouth Follow-up week: 122
New Bedford Follow-up week: 173
Set out Rates

Week 1: Dartmouth 65%, New Bedford 71%

Week 2: Dartmouth 63%, New Bedford 80%

Week 3: Dartmouth 63%, New Bedford 77%

Week 4: Dartmouth 54%, New Bedford 77%

Week 5: Dartmouth 61%, New Bedford 76%

Week 6: Dartmouth 52%, New Bedford 78%

Week 7: Dartmouth 56%, New Bedford 73%

Week 8: Dartmouth 57%, New Bedford 76%

Dartmouth Follow-up week: 56%
New Bedford Follow-up week: 76%
Getting Support from Top Officials

New Bedford
• Not interested in leaving carts behind, although this is discouraged by DEP

Dartmouth
• Already leaving carts behind
What We’re Doing Differently This Time in New Bedford

**Hiring temporary workers**

We will partner one City/District staff with a temp

**Cover more households**

- 4 teams of cart checkers (*last year we had 3 teams*)
- Check carts for 3 hours (*last year we checked carts for 1.5-2.5 hours*)
What We’re Doing Differently This Time in New Bedford

Mapped areas
What We’re Doing Differently This Time in New Bedford

Focus efforts on working with landlords

• Mail letter to landlords
• Present at landlord association meeting
• Bilingual flyer
• 11” x 17” Posters
• Reusable bags
• Decals with “no plastic bags” message
• Try to call landlords of properties receiving a score of one each week
What We’re Doing Differently This Time in New Bedford

• Add in “why”

• Add more personal interactions
  • ESOL/GED classes – 12 presentations, 275 students
  • Jack Golden shows at schools in cart checking areas
  • Offer to meet with or call tenants
What We’re Doing Differently This Time in New Bedford

• Use an app to track data
• Vehicle magnets on both sides of 30 City vehicles
• 2 livestream videos on New Bedford Guide’s Facebook page
• Revamp website
Contact Information

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