

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



THANK YOU FOR RECYCLING
GRACIAS POR RECICLAR



IT'S ALL YOU RECYCLE



OOOPS!

NOT IN YOUR RECYCLING CART NO EN SU CARRO DE RECICLAJE

These don't belong in your recycling cart. If these items are found in your cart again, you could receive a fine.

Esto no pertenece al contenedor de reciclaje. Si estos artículos son encontrados nuevamente en su contenedor, podría recibir una multa.



Do not Bag Recyclables
(no garbage)
No Ponga en Bolsas el Reciclaje. No Basura.



No Bags
(return to retail)
No Bolsas



No Clothing or Linens
(drop-off only)
No Ropa o Ropa de Cama



No Food or Liquid
(empty all containers)
Ningún Alimento o Líquido



No Big Items
(wood, plastic, furniture, or metal)
No objetos grandes



newbedfordrecycling.org
Questions about your curbside recycling service? CALL (508) 961-3008

THANK YOU! ¡GRACIAS!

RECYCLE THESE/RECICLE ESTOS:

PLASTIC CONTAINERS Contenedores de plástico

Kitchen, Laundry, Bath: Bottles and Jugs



empty and replace cap

CANS Latas



empty and rinse

CARTONS Cartones



empty and replace cap

BOTTLES & JARS Botellas y Jarras



empty and rinse

PAPER Papel

Mail, Boxes, and Cardboard



flatten boxes



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This project is funded in part by a grant from the Massachusetts Department of Environmental Protection.

2. Created Designs - Postcards

RECYCLE/RECICLE

THANK YOU FOR RECYCLING THESE / GRACIAS POR RECICLAR ESTO:

 Cans Latas	 Cartons Cartones	 Glass El vidrio	 Paper Papel	 Plastic Plásticos
 <p>Aluminum and Steel Cans empty and rinse</p>	 <p>Food and Beverage Cartons empty and replace cap</p>	 <p>Bottles and Jars empty and rinse</p>	 <p>Mixed Paper, Newspaper, Magazines, and Flattened Cardboard</p>	 <p>Kitchen, Laundry, Bath: Bottles and Containers empty and replace cap</p>

NO!



Do Not Bag
Recyclables
No Trash



No Plastic Bags
(return to retail)



No Clothing
or Linens
(use donation programs)



No Food
or Liquid



(508) 961-3008

City of New Bedford,
Department of Facilities and Fleet Management

www.newbedfordrecycling.org

This project is funded in part by a grant from the Massachusetts Department of Environmental Protection. Min. 30% recycled paper.



NO PLASTIC BAGS IN THE RECYCLING CART
NO BOLSAS DE PLÁSTICO EN EL CONTENEDOR DE RECICLAJE

DO NOT BAG

Recyclables

NO PONGA EN BOLSAS EL RECICLAJE
Collecting recyclables in a bag? Empty the contents into the cart.

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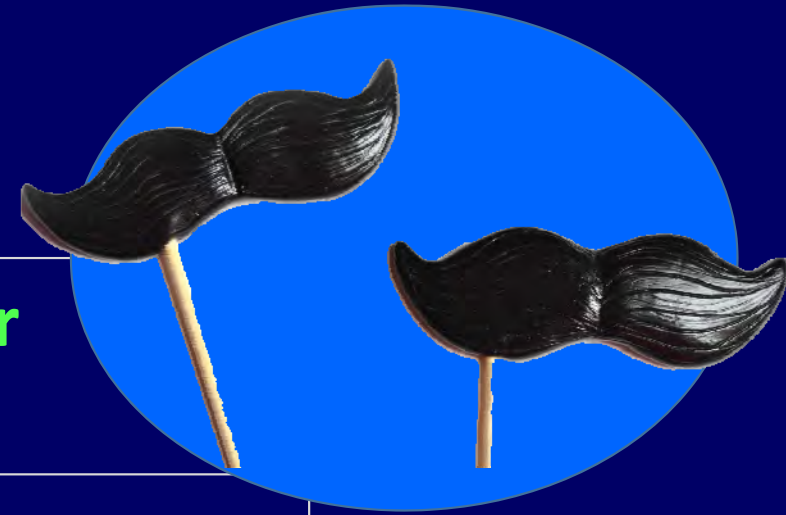
3. Made a Plan for Cart Checking (8 weeks)

New Bedford	Dartmouth
June and July	August through November
Tuesdays and Fridays	Tuesdays, Wednesdays, & Thursdays every other week
1,161 households	711 households
2.81 average households per address	1.10 average households per address
6 cart checkers plus a spare	4 cart checkers
Egregious recycling carts left as trash; enforcement weeks 3 and 7	Left egregious recycling carts behind

4. Identified & Trained Cart Checkers



Odd Things We Saw



Fake mustaches	hair	dryer lint
bags of dog poop	toilet seats	diapers
toothpaste tubes	nail polish	gallon jug of ant killer full of liquid

Collecting Data

Week 1: 6/6/17

HOUSE #	STREET NAME	Total Units	NO RECYC CART OUT	#1	#2	#3	OOPS TAG	PLASTIC BAG TAG	THANKS TAG	LEFT AS TRASH
11	ADAMS ST	3			1			1		

Cart Scoring

Score of three =
perfect or almost
perfect



Score of 2 =
effort made
but some
confusion
about what
is and is not
recyclable



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*Esto no pertenece al contenedor de reciclaje.
Si estas articulas son encontrados nuevamente
en su contenedor, podria recibir una multa.*

-  Do not Bag Recyclables
(no garbage)
*No Ponga en Bolsas el
Residuo, No Basura.*
-  No Bags
(return to retail)
No Bolsas
-  No Clothing or Linens
(drop-off only)
No Ropa o Ropa de Cama
-  **YUCK**
No Food or Liquid
(empty all containers)
Ningun Alimento o Liquido
-  No Big Items
(wood, plastic, furniture, or metal)
No objetos grandes

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Score of 1 =
no effort,
commingling
of trash and
recyclables







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en su contenedor, podría recibir una multa.*

 Do not Bag Recyclables (no garbage) <i>No Ponga en Bolsas el Reciclaje. No Basura.</i>	 No Bags (return to retail) <i>No Bolsas</i>
 No Clothing or Linens (drop-off only) <i>No Ropa o Ropa de Cama</i>	 YUCK No Food or Liquid (empty all containers) <i>Ningún Alimento o Líquido</i>

No Gutters  **No Hoses**

No Big Items
(wood, plastic, furniture, or metal)
No objetos grandes

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Outreach

New Bedford

- Market Basket sign
- Bus signs
- Vehicle magnets



New Bedford

Social Media

New Bedford Recycling
Published by Marissa Perez-Dormitzer (?) · June 5 · 🌐

Please don't place bagged material in your recycling cart. Thanks for helping! No ponga en bolsas el reciclaje.



City of New Bedford, Department of Facilities and Fleet Management
(508) 961-3008 | newbedfordrecycling.org

4235 people reached

58 Reactions · 2 Comments · 40 Shares

Like · Comment · Share

Write a comment...

Top Comments

Virginia Gina Farizo What if you have shredded paper? I was told use clear bags. Is that correct?
Like · Reply · Message · June 5 at 12:07pm

New Bedford Recycling Virginia, you are correct. Shredded paper should be placed in clear plastic bags. It's the only exception. We find that there are a lot of loose plastic bags and bagged recyclables in the recycling carts.
Like · Reply · 5 · Commented on by Marissa Perez-Dormitzer (?) · June 5 at 12:41pm

Performance for Your Post

4,235 People Reached

129 Reactions, Comments & Shares

72 Like	55 On Post	17 On Shares
3 Love	3 On Post	0 On Shares
11 Comments	9 On Post	2 On Shares
43 Shares	40 On Post	3 On Shares

127 Post Clicks

43 Photo Views	0 Link Clicks	84 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Outreach Dartmouth

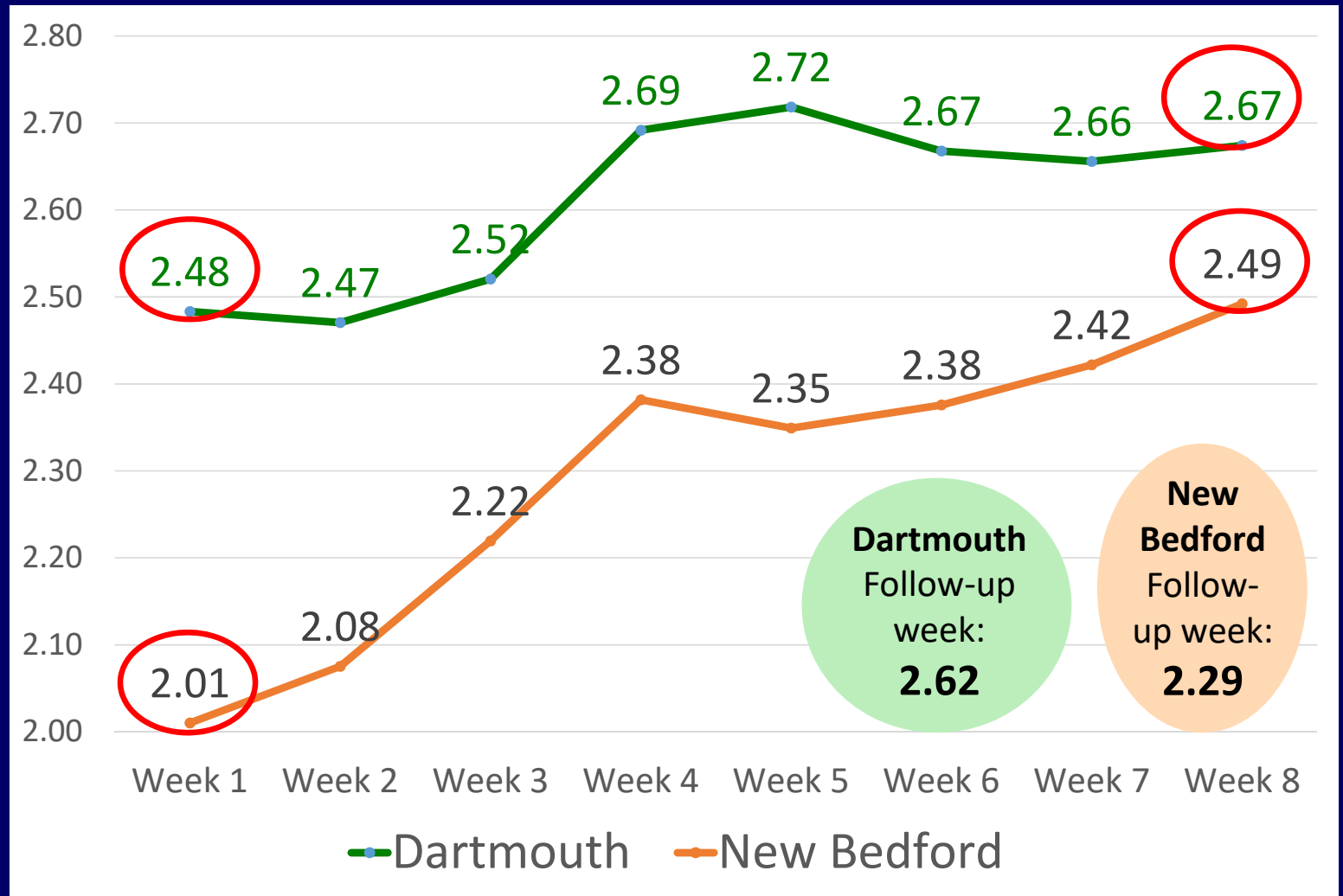
A-Frame signs Displayed at:

- Shaws
- Stop & Shop
- DPW
- Transfer Station
- Fire station

Retractable Banner

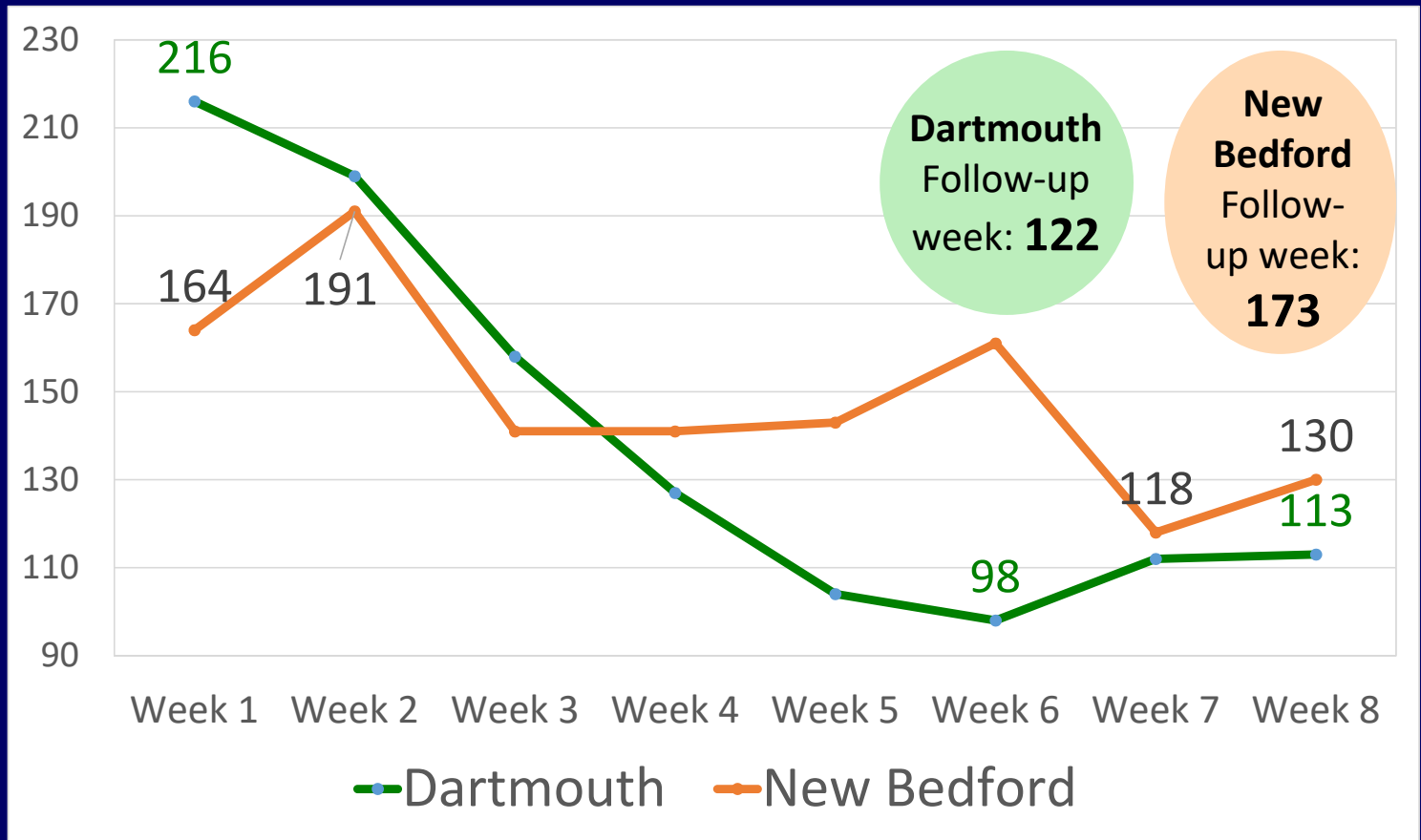


Average Recycling Cart Scores



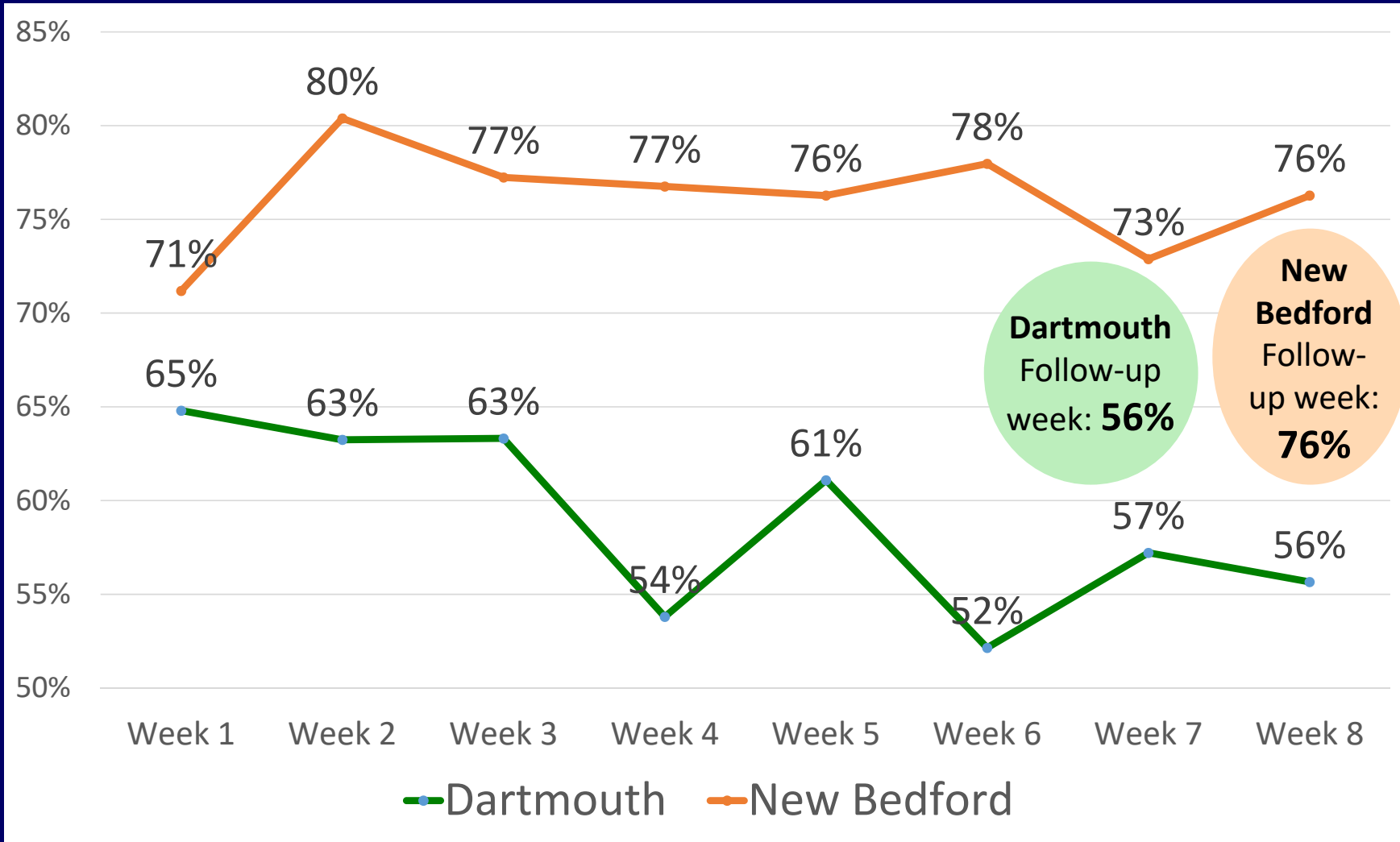
Number of Oops & Plastic Bag Tags

Tagging Rate



Dartmouth	33%	31%	24%	20%	16%	15%	17%	18%
New Bedford	40%	46%	34%	34%	35%	39%	29%	31%

Set out Rates



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

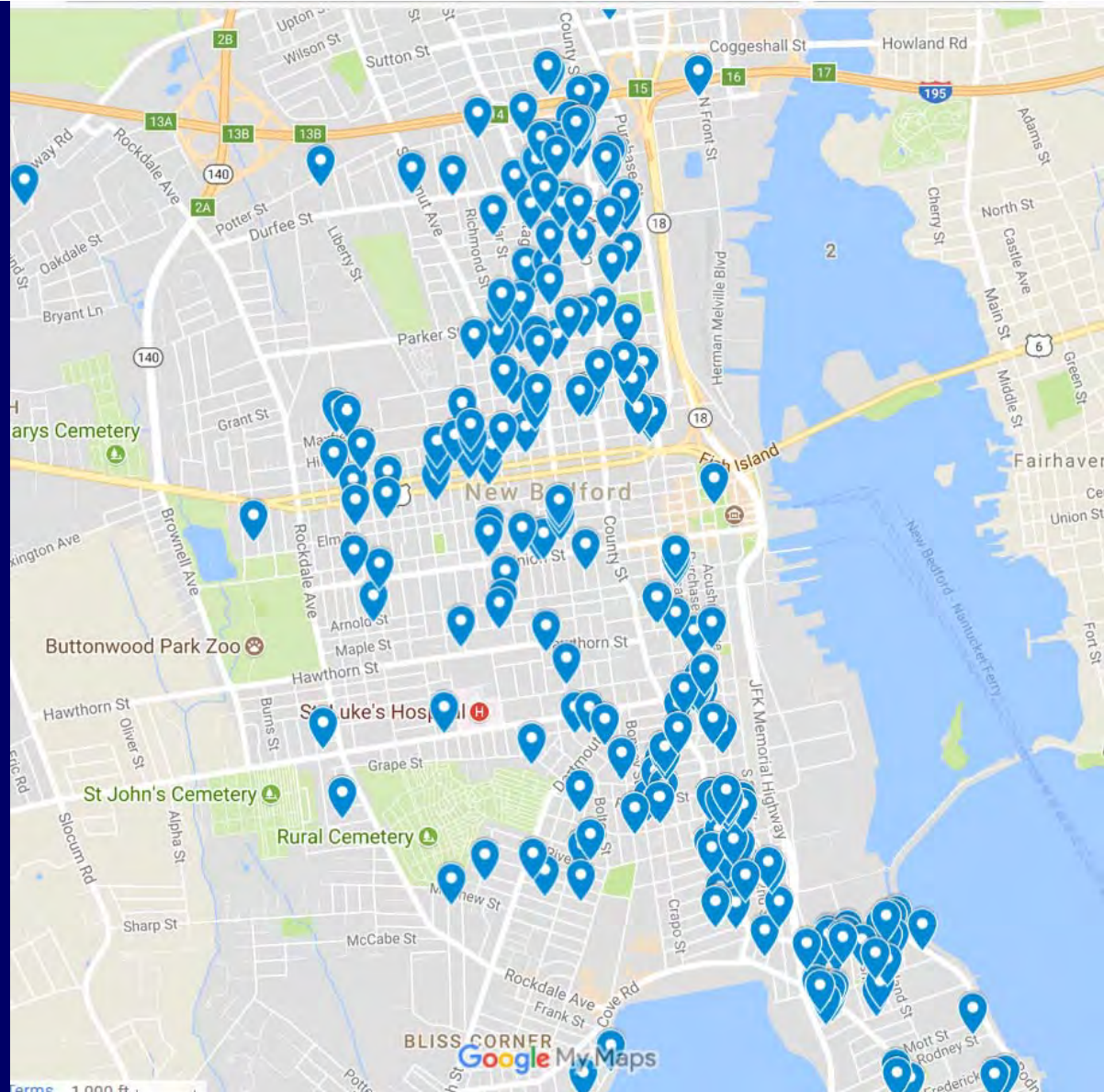
Hiring temporary workers

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



**City of
New Bedford**

**Greater New Bedford
Regional Refuse
Management District**
www.gnbrrmdistrict.org

**Town of
Dartmouth**



Contact Information

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