Municipalities & MRF’s Working Together

Northeast Recycling Council-Fall Conference
October 31, 2018
Rocky Hill, Connecticut

Chris Coady
We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:
THE ENVIRONMENT  THE ECONOMY  AND THRIVING COMMUNITIES

OPERATIONS  EDUCATION  MEASURABLE CHANGE
FUNDING PARTNERS
47% of Americans don’t have automatic curbside recycling
2016 SPC Access Study

60% of packaging is not being recovered in the home
Partnership Research

HALF OF HALF EQUALS A WHOLE LOT OF OPPORTUNITY
MANUFACTURER DEMAND gives us environmental gains.

The system needs RELIABLE QUANTITY, QUALITY and COST in supply.*

*ASTRX
contamination rates cost the system money & time, and safety hazards for workers.

Recycling Partnership
The Issue

contamination
[kuh n-tam-uh-ney-shuh]
1. The wrong materials in the system.
2. The right materials prepared the wrong way.
Working toward solutions

<10% contamination rates exist as well – Denver, CO SOCRRA, MI Outagamie County, WI

Recycling Partnership
Education

What are we doing now?

How can we be more strategic?
WHAT DO WE KNOW?

KEEP IT SIMPLE

Consistent, simple messaging works best.

Cast
• Gene Wilder
• Peter Boyle
• Marty Feldman
• Cloris Leachman
• Teri Garr as Inga
• Kenneth Mars as Inspector
• Madeline Kahn as Elizabeth
• Richard Haydn
• Liam Dunn Danny Goldman as Medical Student
• Oscar Beregi as Sadistic Jailor
• Arthur Malet as Village Elder
• Richard Roth
• Monte Landis and Rusty Blitz
• Anne Beesley as Little Girl
• Gene Hackman as Blindman
• Mel Brooks
WHAT DO WE KNOW?

KEEP IT SIMPLE

Consistent, simple messaging works best.

ALUMINUM
Aerosol
Can
Foil or Foil-like Container
Other Aluminum Containers

CARTONS

PAPER
Cold Cups
Hard Cover Books
Hot Cups
Ice Cream Container
Junk Mail
Kraft Bags
Magazines
Newspaper
OCC
Office Paper
Paperback Books
Paperboard Boxes
Pizza Boxes
Shredded Paper

GLASS
Bottles and Jars
Drinking Glass
Mugs
Window

PLASTIC
Buckets
Bulk Plastic
EPS Foam
Flower Pots
HDPE Bottles & Jars
Non-bottle HDPE Containers & Lids
Non-bottle PET Containers & Lids
Other Containers & Packaging
Other Drink Bottles
Other Food Bottles & Jars
Other Household Bottles & Jars
Other Tubs & Lids
PET Bottles & Jars
PET Thermoform
PP Bottles
PP Containers & Lids
Produce, Deli & Bakery Containers, Cups, Trays

STEEL
Aerosol
Can
Pots and Pans
Scrap Metal

RECYCLINGPARTNERSHIP.ORG
Clarifying Contamination

- Food
- Scrap Metal
- Propane/Helium Tanks
- Textiles
- Yard Waste
- Plastic Bags
- Tanglers
- HHW
- C&D
- Scrap Metal
- Yard Waste
## Getting to a COMMON SUITE

<table>
<thead>
<tr>
<th>PAPER PRODUCT</th>
<th>ACCEPT</th>
<th>DO NOT ACCEPT</th>
<th>DO NOT WANT ON LIST BUT ACCEPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCC</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pizza Boxes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>✗</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard Cover Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paperback Books</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junk Mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cartons (gable top containers like milk, orange Juice, etc)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shredded Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Directions on how to Prepare</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Round Can (fiber body, metal bottom)</td>
<td></td>
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</tbody>
</table>
STRATEGY AT THE CURB
The Strategy


- Annual info card mailer
- Curbside feedback
- Top issue mailer
- Top issue signage
INFORM, ENGAGE, SPECIFY

General Info

Direct Engagement

Supporting Campaign

Direct Ask
RESULTS
PROVIDE CRYSTAL CLEAR MESSAGE

NO PLASTIC BAGS IN THE RECYCLING CART

DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.
“What looks like resistance is often lack of clarity”

-Switch
Contamination dropped 57%
Recyclables in plastic bags dropped 62%
SET-OUT THROUGH TEST PERIOD

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Group A</th>
<th>Group B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>45%</td>
<td>18%</td>
</tr>
<tr>
<td>2</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>5</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>6</td>
<td>32%</td>
<td>11%</td>
</tr>
<tr>
<td>7</td>
<td>42%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Participation Group A: 82%
Participation Group B: 57%
(resident used cart at least once in 7 week period)
Overall contamination on targeted Chicago routes went down
Targeted Material Trended Downward

“Stuff in Bags” dropped from 43 to 15 percent contamination by weight.

LOWELL and W. SPRINGFIELD

Curbside
Entire toolkit was used

- Recyclables in bags and trash in bags were identified as the most problematic contaminant.
- That material was specifically targeted.

Stuff in Bags
All Other Contamination

BEFORE

AFTER
MEASURE TO UNDERSTAND IMPACT & VALUE
DENVER SURVEY

Advertising method recall among residents surveyed (n=1,363)

- Tag on trash cart: 43% (Group A), 18% (Group B)
- Postcard in mail: 14% (Group A), 11% (Group B)
- Recycling truck sign: 13% (Group A), 11% (Group B)
- Facebook post: 1% (Group A), 2% (Group B)
- Twitter post: 0% (Group A), 0% (Group B)
- Unsure where saw ad: 9% (Group A), 6% (Group B)
- Saw elsewhere: 1% (Group A), 2% (Group B)
- Did not see ad: 55% (Group A)
- Not sure if saw ad: 14% (Group A), 10% (Group B)
CHICAGO – PHONE SURVEY RESULTS

September, 2017  Random sample of 600 Single-Family Residents

Residents Rely on Information They Have Been Mailed About Recycling

Q: Where do you generally find information about recycling?

- **Mail**: 25%
- **Newspaper**: 8%
- **City website**: 6%
- **Other website**: 6%
- **Info on the cart**: 6%
- **Signs**: 5%
- **Brochures**: 4%
- **On items**: 3%
- **Call city**: 3%
- **Friends/family**: 3%
- **Other**: 9%
IDENTIFYING THE ROI
## ROI on Contamination Tactics

<table>
<thead>
<tr>
<th>Clean Recyclables (tons)</th>
<th>Contamination (Tons)</th>
<th>Total Tons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Performance:</td>
<td>9,450</td>
<td>5,550</td>
</tr>
</tbody>
</table>

- Offset disposal of contamination (at $29/ton) = $ 91,350
- Hauling contamination (@ $7/ton) = $ 22,050
- Additional cost of contamination in MRF (screen cleaning/extend life of discs) = $20,000
- Value of new tons captured (blended value of $50/ton) = $ 127,500

Total Value of Program implementation: **$ 260,900 annually**

*Value does not include soft savings (improve safety-less screen time, improve quality)*
The Cost for targeted strategic messaging

Roughly $1.50 to $2.00 per hh

- Temp Employees
- Printing and postage for postcards
- Printing of oops tags
- Social Media
- General Signage
Producing a cleaner product

*Investing at the MRF and at the Curb*

- Strategies to react to market conditions:
  - Slow down the lines
    - 25 tons/hour to 23 tons/hour (350 more run hrs on OT) $210,000
  - Add Labor (8 staff-if you can find them)
    - $300,000
  - Add Equipment
    - $2-5 million (depreciate over 5 years) $700,000

No silver bullet--Many tools in the toolbox-one more to consider

- Invest in education
  - Reduce residual disposal/haul costs
  - Decrease downtime, less screen cleaning, extend disc/ star life
  - Improve safety
  - Improve quality
WRAP UP
Tools for Contamination
RecyclingPartnership.org

1. ANTI-CONTAMINATION KIT WITH FREE CUSTOMIZABLE FILES
2. IMAGES, ICONS, MAGNETS, SOCIAL MEDIA KIT

Anti-Contamination Recycling Kit
Improving Quality In Your Recycling Program

If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensure the success and sustainability of the recycling system.

To get started, use this ASSESSMENT TOOL to make sure your community is ready to take on this challenge. Before starting this project you’ll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this PRO TIPS PAGE.

This kit includes:
- Guidance to help you breach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results

The Recycling Partnership
RECYCLINGPARTNERSHIP.ORG
Social Media Kit – Volume 2

A year’s worth of social content: video, memes, photos, illustrations, blog articles, and interactive quizzes and polls.

Insights into Facebook’s News Feed & Tips on Facebook Advertising

A Guide to Community Engagement

DOWNLOAD THE KIT HERE:
recyclingpartnership.org/social-2018

FOLLOW US
TRY THESE TOOLS, JOIN OUR NETWORK, and let’s make recycling more & better!

TOOLS
Online
Library
Starters
BMPs

IDEAS
Webinars
Newsletters
E-Books
Forums

RESOURCES
Grants
Campaigns
Tech
Assistance