Tools and Tips:
Increasing Recycling Through Education and Outreach

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The Curbside Value Partnership is a 501(c)(3) organization that currently administers three distinct programs.

**CVP Classic**
- Community marketing campaigns

**Connect**
- Technical and educational resources for communities nationwide

**The Recycling Partnership**
- Leveraging grants and technical assistance to transform the US curbside recycling system

Over a decade’s experience in more than 35 partner communities.
Sponsors

CVP Board of Directors

Recycling Partnership Funders

Associate Member
A 10% increase in our national recycling rate would result annually in:

- A savings of 55 million metric tons of COe₂ (equivalent to taking 10.1 million vehicles off the road)
- An additional 24 million tons diverted from landfills (a corresponding value of $2.6 billion)
- 104 billion gallons of water saved (equivalent to the average water usage of 1.8 million people— the population of Boston, Charlotte and Atlanta combined)

Sources: U.S. EPA Municipal Solid waste data, RecyclingMarkets.net, WaRM, WRAP, PE Americas, BUWAL, and NRDC
Our Classic Community Partner List

AZ: City of Phoenix
CA: City of Huntington Park
CO: City of Denver
FL: Brevard County (2 campaigns)
  City of Orlando
  Hillsborough County
  Indian River County
  Pasco County
GA: City of Atlanta
  City of Conyers
  Griffin Regional Hub (2 campaigns)
  Savannah Regional Hub (2 campaigns)
IL: Solid Waste Authority of Lake County
LA: City of Baton Rouge
MD: Frederick County
MN: McCloud County
  St. Louis County
  Western Lake Superior Sanitary District (City of Duluth)
MO: Kansas City
  St. Louis County
NE: City of Omaha
NJ: Atlantic County (ACUA)
  Burlington County
NC: Charlotte/Mecklenburg County
  Greenville
OH: City of Columbus
  Cleveland
PA: Lancaster County
  York County
VA: Arlington County
  City of Norfolk
  Central Virginia (Richmond)
The First Three Examples

A Program for Success

- Carts
- Education
- Technical Assistance
CVP’s Learnings

Education is Vital

Always educating, even when silent.

Commonly underfunded: $1/HH maintenance; vs $3 - $4/HH when making changes.

The 3 C’s

Carts:
Shift to large roll carts.

Contamination:
A growing issue that needs quick attention.

Common Suite:
Addition of new materials to the collection mix as MRF technology improves and end markets expand.
Most Improvement Happens in the Middle

20% = Not likely Rarely or Never Recycle

- Not getting the message
- Highly resistant
- You can’t make me

60% = Maybe Sometimes and Maybe Recyclers

- When it’s easy
- Trying, but confused
- Because you make me

20% = The True Greens Forever and Always Recycle

- Hardcore green
- Committed

RecycleCurbside.org
Identify Challenges and Develop Approach

- What is the current level/frequency of communication?
- What are the barriers to recycling?
  - What are the “pain” points for the residents, MRF, hauler?
- Are residents recycling but is contamination a concern?
- Are there specific target communities with low participation rates?
- Is recycling easy, what’s the curbside infrastructure?
- Are program changes coming?
Contamination: CVP Tips!

- Contamination is the result of two issues:
  - Accuracy
  - Cleanliness

- Simplify messaging:
  - Focus on what is recyclable and the specific the problem areas, not a long list of NO (Accuracy).
  - Make preparation easy to understand and follow (Cleanliness).
    - Empty, Rinse and Recycle

- Talk with your MRF, talk with your drivers
  - They are the eyes and ears of your program!
  - CVP has a survey available to facilitate talking with your MRF.
Contamination: CVP Tips!

Talk to your residents.

- CVP has developed a survey to facilitate talking with residents.
- Understand the issues underlying the issue:
  • Wish-cyclers
  • Skeptics
  • Retro-cyclers

CVP Webinar Improving Quality: Reducing Curbside Contamination
December 16th at 2pm eastern

Register at: recyclecurbside.org/news
Contamination

Phoenix and Norfolk Campaigns
Expanding Material Mix: CVP Tips!

▸ Opportunity to reinvigorate the program and raise recycling rates across all materials.

▸ Update materials and websites – make sure people know!

▸ Consider brief material specific campaign.
  – Material specific trade industries can help with ready made resources!

▸ Be prepared for questions at call center.

▸ Athens-Clarke Co saw a 5% increase in tonnage in target neighborhoods; increase in call center traffic.
Cha-Cha-Cha Changes....

Recycle More Athens-Clarke Co Georgia

RecycleMoreACC.org
706.613.3512

RecycleCurbside.org
Upgrading to Carts: CVP Tips!

- 18 gal to 96 gal = 5x capacity for recyclables
- Major program shift → education is key.

**WITHOUT PREVIOUS EDUCATION**
Anecdotal research has revealed that cart refusal rates in programs with little to no previous resident education can be **as high as 20 percent.**

**WITH PREVIOUS EDUCATION**
When properly educated before carts arrive, cart refusal rates can remain **as low as 1 to 2 percent.**
Upgrading to Carts: CVP Tips!

- Begin education ideally 3 months ahead.
- Update website with information.
- Try before they decide approach.
- Mobilize your boots on the ground.
- Set goals and measure success.
- Focus on the benefits: a modern recycling program, neater, easier to use, and opportunity to divert more material.
CARTs: Community Access = Recycling Tonnage

• Campaign concepts and highly customizable outreach templates
• Operational guide
• Ready in 2015

“Rolling out” in our first Recycling Partnership Communities
Pushing Past the Plateau: CVP Tips!

▸ When addressing a plateau ask 2 questions:
  – Does your program have good awareness and participation?
  – Is there a specific issue creating the plateau?
▸ Consider an eye catching campaign; saturate messaging; consider a pledge.
▸ Use data to focus on a specific issue or area.
STEP IT UP!
Making a Personal Connection in St. Louis County, MO

RecyclingBecomesMe.com
SHARED CHALLENGES create SHARED OPPORTUNITIES

Public Entities’ Needs and Concerns

Private Industries’ Needs and Concerns
A TRIANGLE OF PARTNERSHIP STRENGTH

Build better communities
Drive business and economy

Create positive opportunities
Work with government partners

Improved sustainability
Save water, energy, reduce CO2 and waste

Increase the supply of recycled materials
Supports industry innovation and jobs
Visit our website and join our listserv for more information as well as:

- Tools
- Resources
- Webinars
- Newsletters
- And more!