Recycling Right: Tactics and Tools for Effective Residential Outreach

Sustainable Materials Management Web Academy Series
December 9, 2014
Sego Jackson
Snohomish County Solid Waste, Everett WA
1990 Curbside Recycling Launched
Snohomish County
1992-93 Producer Responsibility System Implemented in Germany
Nearly all of our facilities are experiencing an increase in non-conforming materials in the recyclables. Unacceptable items—such as garden hoses, plastic bags, diapers, needles and other medical waste, propane tanks, as well as yard and food waste—expose our employees to unsafe materials, lower productivity and reduce end-market quality of materials. This increases costs of operation and lowers the value of your recyclables. In other words, poor quality jeopardizes the usability of recycled materials throughout the supply chain, which is critical to the success of our mission; diverting recyclable materials from landfills.

Respectfully,

Jeffrey Fielkow
Chief Sales & Marketing Officer
ReCommunity Recycling
WE are Confusing and Frustrating OUR Customers and Citizens

What's Collected Curbside in Local Programs?

- King and Snohomish Counties (only)
- 65 service areas: cities that contract, cities that use franchise system, unincorporated county areas under franchise system.
- A range of 53 items listed as collected in some service areas
  - 22 items: 65 service areas
  - 6 items: 60 service areas
  - 10 items: 30 service areas
  - 15 items: under 10 service areas
Beyond the Curb Report:

What to Include in Your Residential Commingled Recycling Collection Program:
A best management practices guide for governments

The purpose of this guide is to illustrate what an ideal commingled collection program would include if the focus of the program was to ensure best and highest use of recyclable materials and maximize their market value. It is intended to be used by local governments in Washington as a tool to inform policymakers on decisions on what to include in their programs and why.

The Expanded Southwest Region Commingled Workgroup created this guide as part of the statewide WA Commingled Recycling Improvements Project. It is based on the group's report, Beyond the Curb – Tracking the Commingled Residual Recyclables from Southwest WA (June 2010), and represents the consensus of the Workgroup members, which includes stakeholders from local governments, haulers, MRFs/processors, and end-users. The full report can be found at http://www.ecy.wa.gov/wdrs/1007009.pdf.

For questions about this guide or the WA Commingled Recycling Improvements Project, please contact: Shannon McClelland, Waste 2 Resources Program (360) 407-6398, Shannon.McClelland@ecy.wa.gov

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Program Materials Collection BMPs:

Public Outreach for Your Residential Commingled Recycling Collection Program:
A best management practices guide for governments

Public Outreach BMPs:
Color

- Recycling Cart
- Organics Cart
- Garbage Cart
This is Confusing
This is Not Confusing

McDonalds

Seattle University

New Orleans
Clean & Happy Sea World by 5 year old Tess Lin – Seattle Washington
What goes in the blue bin?

☐ The Hamptons
☐ The infield fly rule
☑ Junk mail*

* Even envelopes with address windows are OK.
Color Coordination Throughout

Consistency from the curb..... to the preparation instructions... to online resources.
Clear Outreach Materials

As collection programs have changed, so has the outreach to residents. The focus has shifted from wordy brochures and extensive “Yes/No” lists to reliance on photos, descriptions of container shape, and a focus on what goes in which bin – rather than a ‘No’ list.

Old Version

Yes/No Style

Recycling, Garbage, Organics

New
Simplify
Back to Basics
Focus on Key Materials

RECYCLE
Place items in the bin loose. Do not bag or box.

Paper
- Flattened Cardboard, Cereal & Food Boxes
- Mail, Envelopes, Bills & Statements
- Newspapers, Magazines, Catalogs & Phone Books

Plastic
- Bottles & Jugs
- Tub & Cups

Metal
- Beverage & Food Cans
- Small Metal Items

Glass
- Beverage & Food Bottles & Jars Only

X No food or liquid.

Have a question about recycling? Find answers online or by phone:
Snohomish County residents, call: 425-646-2400
King County residents, call: 253-872-7220

www.RepublicServicesNW.com

RECYCLE
Place items in the bin loose. Do not bag or box.

Paper

Plastic

Metal

Glass

X No food or liquid.

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Recycling at Home
Place these items in this bag. Empty into the recycling container when full.

Paper
✓ PREPARATION
  Flatten Boxes
  Remove Packing Materials and Bags

Plastic
✓ PREPARATION
  Empty – Quick Rinse
  Labels Okay

Metal
✓ PREPARATION
  Empty – Quick Rinse
  Labels Okay

Glass
✓ PREPARATION
  Empty – Quick Rinse
  Labels Okay

Important Recycling Reminders
✗ No food or liquid.
  • Put recyclables in the container loose. Do not bag or box.
  • Focus on shape - recycle plastic bottles, jugs, tubs, and cups only. Ignore the triangle symbol and number on plastic.
  • Have a question about recycling? Find answers online or by phone:

www.RepublicServicesNW.com
Snohomish County residents, call 425-564-2402
King County residents, call 253-872-7229
Reciclaje en el hogar
Deposita estos objetos en tu bote de reciclaje

**Papel**

**PREPARACIÓN**
Aplana las cajas. Quita los materiales de empaque y los babos.

- Cajas de cartón, incluyendo cajas de cereales y cajas de comida
- Correspondencia y sobres
- Periódicos, revistas, catálogos y guías telefónicas

**Plástico**

**PREPARACIÓN**
Vacie y haz un enjuague rápido.
Se pueden dejar las etiquetas.

- Botellas y tazas
- Envases y recipientes

**Metal**

**PREPARACIÓN**
Vacie y haz un enjuague rápido.
Se pueden dejar las etiquetas.

- Latas de refrescos y de comida
- Objetos de metal pequeños (menores de 25 cm de diámetro y 1 kg por pieza)
- Menos de 30 litros (15 litros por pieza)

**Vidrio**

**PREPARACIÓN**
Vacie y haz un enjuague rápido.
Se pueden dejar las etiquetas.

- Solo botellas de refrescos y frascos de comida

**Recordatorios importantes sobre el reciclaje**

- No deseche alimentos ni líquidos.
- Deposite los artículos reciclables sueltos en el bote. No los ponga en bolsas ni en cajas.
- No todos los productos de plástico son reciclables. Fíjese en la forma del envase: solo recicle botellas, frascos, tazas y recipientes de plástico.
- ¿Tiene alguna pregunta sobre el reciclaje? Obtén respuestas visitando el sitio web o llámanos al:

www.RepublicServicesNW.com
Residentes del Condado de Sound theories llamando al: 425-684-2400
Residentes del Condado de King llamando al: 253-872-7223
**LANDFILL**

Plastic bags and clamshells, Styrofoam, aluminum foil, broken glass, and all other trash

**Plastic Containers**
- All bottles 8 oz. and larger
- Jugs – milk, laundry, juice, soda
- Tube – lotion, coffee creamers (no clear tubs)
- Buckets (no handles or lids)
- Rigid plant pots

**Paper**
- Office paper
- Paperback books (hard covered must have covers and binding removed)
- Newspaper, mail and magazines
- Corrugated cardboard
- Cereal, frozen meal and other boxes
- Egg cartons
- Milk, soup and juice cartons

**Aluminum and Tin Cans**
- Aluminum cans
- Small and large cans (including #10 cans)
- Metal pots and pans

For Information please contact:
Steve Adams / (360) 407-6869 / steve.adams@city.wa.gov
Good Work Underway
We Need More of It!

- Recycle Often, Recycle Right  http://recycleoftenrecycleright.com/
- Curbside Value Partnership  http://www.recyclecurbside.org/
- SPC’s How2Recycle Labels  http://www.how2recycle.info/
- Plastic Film Drop-off  http://www.plasticfilmrecycling.org/
- Plastic Recycling Terms and Tools  http://www.recycleyourplastics.org/
- SERDC  http://www.serdc.org/
- PacNext Top 10 Problem Materials at MRFs  http://www.pac.ca/

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