TOGETHER
Transforming Recycling For Good
We’re all in this bin together
Only half of Americans can recycle at home as easily as they can throw something away.*

Those that can recycle easily are only recycling half of what they could.**

** 2016 State of Curbside Report
How?

• Increase access to recycling
• Increase capture of recyclables
• Improve quality of recyclables
OUR WORKING MODEL

INFRASTRUCTURE
Cart grants deliver year over year results and measurable incremental tonnage.

TOOLS AND DATA
More than 20K local programs lack resources but determine success.

EXPERT ASSISTANCE
Aligning operations and education helps cities deliver better recycling.

SYSTEM SOLUTIONS
The system is loosely connected but highly dependent.
Why Does Recycling Matter?

Recycling Creates Jobs, Helps Protect the Environment and Builds Strong Communities

500K+ jobs direct, indirect across the US  =  $34B annual wages, benefits

10% increase in capture of recyclables in homes that are already recycling  =  10% More Materials

10% More Jobs
Special Thanks for Grant Support

- EPA – Region 4
- Roy A Hunt Foundation
MANUFACTURER DEMAND DRIVES ENVIRONMENTAL GAINS. The system needs reliable quantity, quality, and cost in supply.

ASTRX
RAW MATERIALS
How Can We Improve Recycling Quality Across a Region?
What’s a MRF-Shed?
MRF-shed Report

MRF-shed = a group of communities that funnel material into the same MRF

- Supported by EPA Region 5 Grant
- Two MRF-sheds (Chicago; Columbus, Ohio) representing 1.6M SF HH
- 68 community websites studied
MRF-shed Report

What are we telling residents to recycle? Do our lists match what we could be recycling?

59% provided recycling Information online

41% provided no Information online

Of those with information, only 40% matched their MRF’s acceptable material list
Welcome Ben!
Rumpke Waste & Recycling Overview

• Founded in 1932
• Grown to become one of nation’s largest privately owned waste and recycling companies
• Currently services portions of Ohio, Kentucky, Indiana and West Virginia
• More than 3,000 employees
• Goal to be total waste and recycling service provider
Rumpke’s Cincinnati Recycling Facility

- Opened in Fall 2015
- Machinex single-stream technology, including six optical scanners
- Processes 700 tons daily
- Serves several regions
Importance of MRF-Shed Concept

- Newer, regional MRFs can service thousands of households in urban and rural areas in multiple states
- The Recycling Partnership introduced Rumpke to the concept of understanding and managing communications within the parameters of the region
Importance of MRF-Shed Concept

• The MRF-Shed clearly identifies the population group serviced by the MRF
• Communication on acceptable materials and issues with contamination is focused
• A cohesive message can be developed for municipalities, third party haulers and solid waste districts on acceptable materials
• Participants receive the same recycling message from the service provider, solid waste district, municipality and MRF processor
Rumpke’s Cincinnati MRF-Shed
RUMPKE’S LIST OF ACCEPTABLE SINGLE STREAM ITEMS

Plastic Bottles & Jugs
Cartons
Glass Bottles
Cans

Paper
- Magazines, catalogs, phone books
- Office paper, mail, folders
- Newspaper & inserts
- Clean pizza boxes
- Paperboard
- Cardboard
Welcome Analiese and Rick!
MRF-Shed Harmonization

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com
MRF-Shed Overview

Waukesha County
- 27 member municipalities
- 110,000 Households
- 2 Private Haulers

City of Milwaukee
- Urban
- 180,000 Households
- Municipal hauling

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com
MRF Overview

- Joint MRF opened in 2015
- 35 tph single residential stream-system
- 70,000 tons/year
- 2 municipal partners plus 3rd party tonnage

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com
Separate Educational Materials

- Separate lists that were similar but not exactly the same
- Additional items included cart tags, annual mailers, websites and social media
- 3rd Party lists varied more

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com
Questions?
Create an emotional case for change, not just an analytical one.

Scale up successes.

Smooth the path to change.
Act healthier?

- Fruits and vegetables
- Running
- Plates of food with vitamins
Purchase 1% Milk
Recycle right
Don’t contaminate
Keep it green
# A Hierarchy of Information

<table>
<thead>
<tr>
<th>FIRST</th>
<th>1</th>
<th><strong>One simple message</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Reach the most people.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEXT</th>
<th>5</th>
<th><strong>Some want more</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Consider the listening. Help support memory and action.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHERE APPROPRIATE</th>
<th>50</th>
<th><strong>A few want it all</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Easy to find, easy to reference, searchable, user-friendly.</td>
</tr>
</tbody>
</table>
Provide a crystal clear message

Don’t bag your recyclables

Recycle your cans
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.

PROVIDE A CRYSTAL CLEAR MESSAGE

BEFORE

AFTER
PROVIDE A CRYSTAL CLEAR MESSAGE

THINK OUTSIDE THE TRASH!
RECYCLE YOUR CANS

Don’t throw aluminum cans in the trash. Recycle them in your purple cart!

Questions or Service Requests? Call 311 or Visit DenverGov.org/DenverRecycles
RECYCLING AS SECOND NATURE

WASTE

RE-USE

GOOD

VALUE

OPPORTUNITY

shape

condition

material

convenience
“What looks like resistance is often lack of clarity.”

- Chip and Dan Heath, Switch
Questions?
Harmonizing Recycling Messaging: A Play in One Act
The Actors:
- The City
- The County
- The MRF
- The Recycling Partnership
Let's customize your campaign materials

Answer five questions to customize your FREE campaign materials to help tackle your top recycling issues. It's like magic, but more practical and effective.

LET'S GO
We’ll be customizing the following three pieces.

Before we begin, make sure your accepted materials and top contaminants match your MRF's. Our MRF Survey will help you get on the same page as your hauler, which will lead to a more effective campaign.

CONTINUE
First: Review Acceptable Materials with MRF

MRF SURVEY: Acceptable Materials Worksheet

Use this document to identify and address acceptable and problematic materials, inform front line staff, and create materials education to close up the inbound recycling stream. It is recommended that the local program representative and MRF operator/plant manager complete this worksheet together every 6 months and during the creation or renewal of processing contracts. We encourage this document be used in the RFP process as well.

Mark whether each item is: Yes: Acceptable 
No: Detrimental or No: Non-detrimental or No: But recycled

Non-detrimental Items may or may not go to market but do not cause any major problems.
Detrimental Items can shut down or damage equipment, harm employees, and/or substantially degrade the value of material.
But recycled Items are not wanted in the stream but will be pulled off the sorting line to be recycled if markets exist.

PAPER PRODUCT

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
<th>Detrimental</th>
<th>Non-detrimental</th>
<th>But recycled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cartons (gable top e.g. milk and orange juice, and aseptic e.g. juice boxes and soup)</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Cold Cups (e.g. paper fountain drink cup)</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Hard Cover Books</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Hot Cups (e.g. coffee cup)</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Ice Cream Container</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
<tr>
<td>Other</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☒</td>
<td>☒</td>
</tr>
</tbody>
</table>
Enter Program Information

Provide contact information that should appear on your campaign materials.

Department Name (as it should appear on your campaign material)

DEPARTMENT NAME

Phone Number (as it should appear on your campaign material)

PHONE

Website URL (as it should appear on your campaign material)

WEBSITE

Return Address (as it should appear on your campaign material) *

RETURN ADDRESS

Upload Your Department's Logo

UPLOAD LOGO

Upload file types: jpg, gif, png.

For best results, upload a high-resolution file.
Select Biggest Contaminant

SELECT YOUR TOP ISSUE

Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.
Why? Let’s Ask Our MRF!
SELECT YOUR TOP ISSUE

Your answer here will determine the focus of your Top Issue Postcard and will be featured on the back of your Oops Tag.
Select 4 additional contaminants

- Do Not Bag Recyclables
- No Plastic Bags or Plastic Wrap
- No Needles
- No Tanglers, Cords, Hoses, or Chains
- No Flammables, Fuel, or Batteries
- No Bulky Items
- No Glass
- No Yard Waste
- No Food or Liquid
- No Foam
- No Clothing or Linens

Selections will display as “NO” icons on the Oops Tag and Annual Info Card.
A few additional key pieces of info

YES or NO to key material mix differences (ie glass)

Do you accept cartons?
- Yes
- No

Do you accept glass?
- Yes
- No

Do you accept pizza boxes?
- Yes
- No
One last bit of information to graphically represent plastics

Select plastics collection

- We accept plastic bottles.
- We accept plastic bottles and tubs.
- We accept plastic bottles, tubs, and bulky rigid.
- We accept plastic bottles, tubs, bulky rigid, and thermoforms.
One last bit of information to graphically represent metals

Select metals collection

- We accept aluminum and steel cans.
- We accept aluminum, steel and aerosol cans, and foil.
One last bit of information to graphically represent paper

Select paper collection

- We accept cereal boxes, newspaper, magazines and mail, flattened cardboard and paper tubes.

- We accept cereal boxes, newspaper, magazines and mail, flattened cardboard, paper tubes, and empty pizza boxes.
Select your Print-ready files!

Click below to download your customized files.

1- Top Issue Mailer  
2- Oops Tag  
3- Info Card

Saved if you created an account
*Work with printer/mailer to verify POSTAGE INFO

Download Top Issue Mailer
Download Oops Tag
Download Info Card
Top
Issue
Mailer

Oops
Tag

Info Card
STEP-BY-STEP KIT

1. Gather Facts
2. Prep Communications
3. Train Staff
4. Deploy
5. Track

TIPS LINKS TO FILES

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 ensures 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 toolkit includes:

- Guidance to help you broach 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

This Kit was developed in collaboration with Massachusetts Department of Environmental Protection
### Step 1: Aligning the Lists

**Waukesha County**

WaukeshaCounty.gov/recycling

- **Waukesha County**
- **City of Milwaukee**
- MilwaukeeRecycles.com

<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>Cartons (gable top containers like milk and orange juice, and aseptic containers like juice boxes and soup)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cold Cups (e.g., paper fountain drink cup)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hard Cover Books</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hot Cups (e.g., coffee cup)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ice Cream Container</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Junk Mail</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Kraft Bags</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Magazines</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Newspaper</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>OCC</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Office Paper</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Paperback Books (including phone books)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Paperboard Boxes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Pizza Boxes (food and grease free)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Shredded Paper</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Directions on how to prepare**

Promote community events and more efficient avenues for recycling.

- **Take-out Containers**
- **Tissue Paper**
- **Other:**

- Used in-depth conversations with staff representing the municipalities, MRF operations, and material marketing to ensure everyone was on the same page.

- Identified what messages would be clear to those paying attention for
  - 3 seconds
  - 30 seconds
  - 3 minutes
Step 2
Educating the Educators

- Drivers
- Call Center staff
- Outreach staff
- Municipal partners

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com
Step 3
Expanding the Audience

MRF-shed Workshop Outcomes:
• Spirit of collaboration
• DNR statewide similar event
• Agreement on the biggest contaminant issues
What is Next?

- Implementation for the County and City
- Overcoming barriers
- Work with partners to incorporate new materials
- Continue the conversation regionally, state-wide, and throughout the industry
Visit RecyclingPartnership.org for FREE TOOLS!
TRY THESE TOOLS.
JOIN OUR NETWORK
Let’s make recycling more & better!

TOOLS
Online
Library
Starters
BMPs

IDEAS
Webinars
Newsletters
E-Books
Forums

RESOURCES
Grants
Campaigns
Tech
Assistance
We’re all in this bin together