

# Partnerships to Reduce Contamination



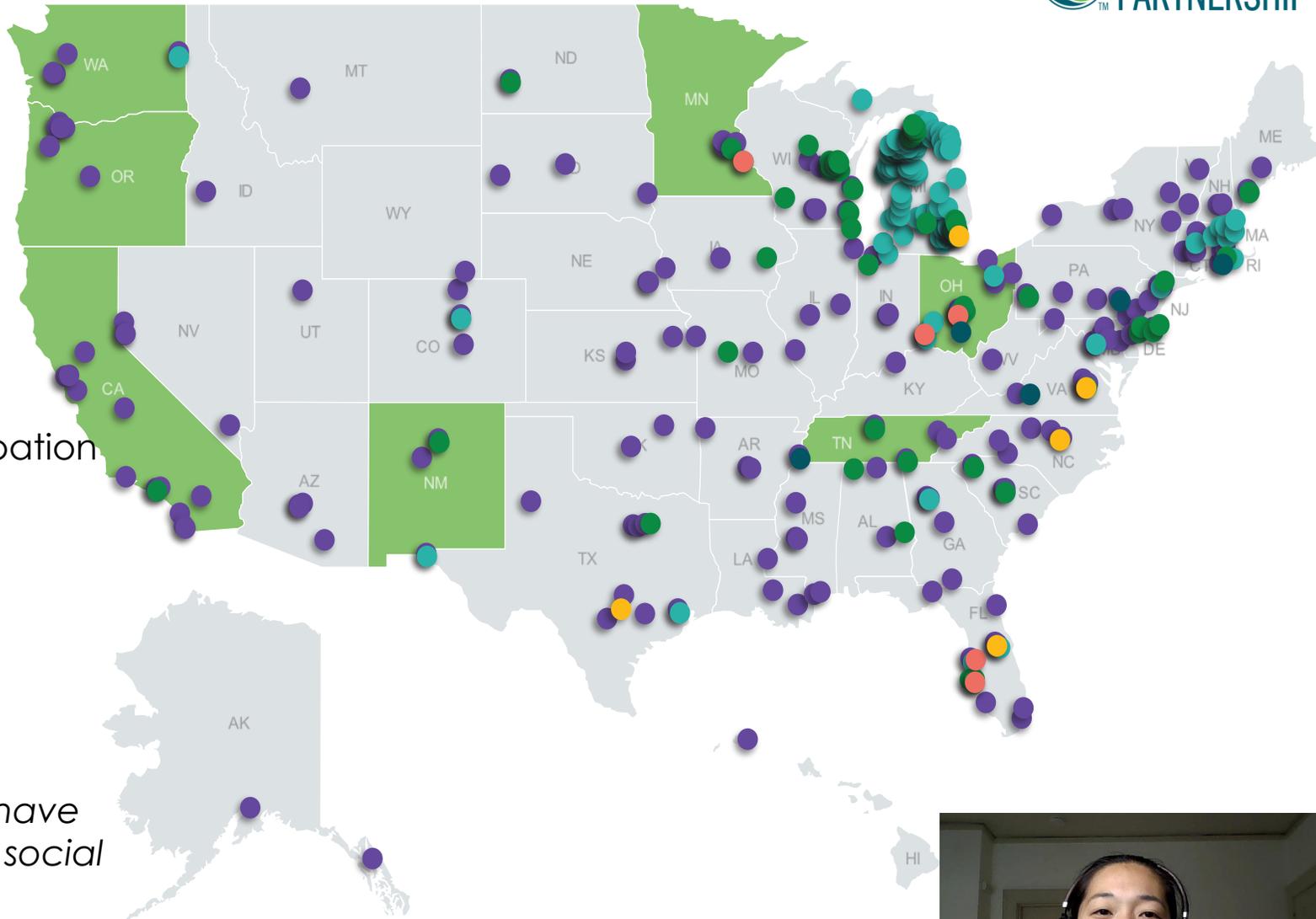
Asami Tanimoto  
The Recycling Partnership



# Driving National Recycling System Change Coast to Coast

- Infrastructure Grants
- Reduce Contamination / Increase Participation
- Multifamily Grants
- Education and Communication
- Research & Data
- Regional/Statewide System Change
- Connect Peer-to-Peer Networks

*Additionally, more than 700 communities have downloaded our free videos, campaigns, social media kits and tech tools.*



# Partnership is Part of Our Name for a Reason



Special Support for Circular Initiatives

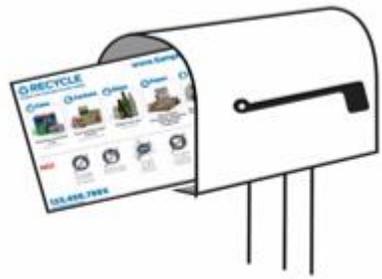


# Our Anti-Contamination Recipe

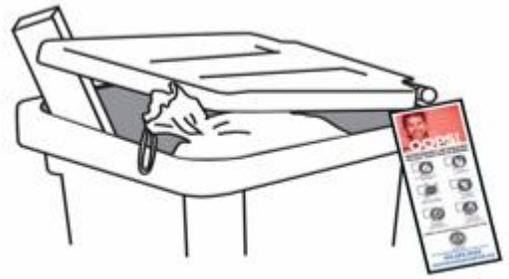
**1** INFORM AND TRIGGER

**2** PERSONALIZED FEEDBACK

**3** ISSUE SPECIFIC COMMUNICATIONS



Annual Info Card Mailer



Curbside Feedback



Top Issue Mailer



Top Issue Signage



# Ohio

- Partnership with Ohio EPA & stakeholders
- Feet on the Street
- No bags/don't bag top issue message
- Average 40% decrease in contamination
- Sustainable state grant program



# Atlanta, GA

- Three-year \$4 million-dollar program to improve single-family, multifamily, and college campus recycling
- Feet on the Street
- Leadpoint inspectors
- 19% less contamination after tagging
- Behavior profile to plan future outreach



# Spokane, WA

- City + County + MRF + haulers
- Feet on the Street (City)
- Informational tags (County)
- 40% decrease in contamination
- West Coast Contamination Initiative



**RECYCLE** THANK YOU FOR RECYCLING THESE:

<b>Paper</b> Newspapers, Mail, Cereal Boxes, Magazines and Flattened Cardboard	<b>Metal</b> Aluminum and Steel Cans (no lids, empty & rinse)	<b>Plastic</b> Kitchen, Laundry, Bath Bottles and Containers (no lids, empty & rinse)	<b>Glass</b> Bottles and Jars (no lids, empty & rinse)
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**NO!**

No Plastic Bags or Plastic Wrap (return to retail)	No Cords, Hoses or Chains	<b>YUCK!</b> No Food or Liquid (empty & dry)	No Batteries or Electronics	No Needles
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For full list of what to recycle, visit [myspokane.org](http://myspokane.org) or call My Spokane 311 call for city services

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To learn more, visit [TalkTrashSpokane.com](http://TalkTrashSpokane.com)



# We're All in This Bin Together

Asami Tanimoto

Community Program Manager

[atanimoto@recyclingpartnership.org](mailto:atanimoto@recyclingpartnership.org)

916-642-9686

[recyclingpartnership.org](https://recyclingpartnership.org)



# Recycle Coach in NJ



Erin Jensen

NJDEP



# What is Recycle Coach?



- Online platform for residents (App or Desktop)
- Provides collection schedules, material specific information, collection day/special events reminders, reporting tools, education tools, and much more
- No personal information needed
- Optional reminders and push notifications by zone
- Provides full tech support and marketing support to help promote the platform for your success



# Recycle Coach in NJ

A free recycling education tool for NJ residents

- Purchased by NJDEP in late 2017
  - 3-year contract plus option for extensions
- Free to use for all NJ Counties and Municipalities
- Education with the goal of contamination reduction
- Accessible through a free app (Android and Apple) or desktop computer
- Individual admin pages
  - Insights on resident behavior
  - Admin Portal access for data, reports and peer reviews
- Municipal metrics and county metrics
- Opportunity for direct resident communication
- Customizable
- English and Spanish



# Demographic Coverage

- NJ is the first State to purchase statewide
- 19 of our 21 Counties are fully active
- 262 out of 565 Municipalities are fully active
- Represents 62% of NJ population



# First Steps

- Promote!
  - Let everyone know there is a new free recycling tool available
  - Email blasts
  - Letter to Mayors
- Data gathering
  - RC took point
- Becoming fully active
  - Counties and Municipalities work directly with RC
  - Simple step by step instructions
  - RC provides everything needed to post on website



# How can Recycle Coach help?

- Reduction of phone calls
- Inclement weather alerts
  - Collection cancelation
- What are your residents confused about
  - Metrics
  - Focused education
- Social media and advertising
  - RC works with you
- Additional services
  - RC is always innovating new ways to educate residents
  - Recycle Coach University
    - A tool that will be learning based on a user's behavior and tendencies. Messaging and lessons that will engage the user to interact more with pertinent topics regarding waste & recycling.



# Recycle Coach Tools



# Educational Characters



# Collection schedule

- Customize icons and colors
- Recycling and SW collection, bulky waste, yard waste, specialty events

September 2019

M	T	W	T	F
2 	3	4	5 	6
9 	10	11	12 	13
16 	17	18	19 	20
23 	24	25	26 	27
30 				

[Set Reminder](#) [Export Calendar](#) [Download PDF](#) [Switch zones](#)



# What Goes Where?

What Goes Where?  
**Ask Milo**



Q Example: Battery



## Popular Searches



BATTERIES



PAINT



STYROFOAM



FURNITURE



LIGHT BULBS



CARDBOARD



YARD WASTE



SOFT PLASTICS



# What Goes Where results

Furniture Items:

Bulky Items



Large bulk items can be put out at curb 2nd (second) trash collection of the week. One item per week.

Collection Requirements

Reuse Options

Here are some popular websites that encourage users to buy, sell or swap reusable goods:

BookMooch is a free online exchange community where users can give away and get books via points.

**How It Works:** Users receive a point for every book they give away, which they can use to get any book listed on BookMooch. Users have the option of keeping the new books in their collection or re-listing it to give to another user when they are done with it.

The Freecycle Network is made up of more than 5,000 groups with more than 7.6 million members across the globe. Rather than congesting landfills with reusable goods, Freecycle enables users to give and get these items for free. Each group is organized and managed locally by volunteers.

**How It Works:** To give away any goods or see what is available, find a group near you and sign up to be a member. Membership is free and everything posted must be free, legal and appropriate for all ages.



# What Goes Where results

## Oil-Based Paints

Household Hazardous Waste



Products that come in a container displaying a hazardous warning label are not accepted in our garbage or recycling programs. Other products such as paint, motor oil, compact fluorescent light bulbs, smoke detectors and batteries can also be harmful if not disposed of safely. Bring hazardous waste to a drop-off location or event.

If you are unsure about whether a material is accepted, or if you need more information, please call the Passaic County Recycling Hotline at [973-881-4506](tel:973-881-4506).

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[About Warning Labels](#)

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[What is Hazardous Waste?](#)

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[Drop-off Events](#)



# Report a Problem

← Report A Problem

Type of Problem

LOCATION

LOCATION

DESCRIPTION

DESCRIPTION

EMAIL ADDRESS

EMAIL

- Customize what residents can report
  - Missed collection
  - Potholes
  - Graffiti
  - Litter
  - Etc.
- Send report to the correct contact
- Photo attachment
- Technical issues
  - Direct to RC



# News and Blog posts

Household Hazardous Waste Collection Day this Saturday

03-Jun-2019



Computer & Electronics Recycling Event this Friday & Saturday

13-May-2019



Today's Earth Day: Message from the NJDEP

22-Apr-2019



Today's Earth Day: Message from the NJDEP

22-Apr-2019



Recycle Coach now available on Alexa and Google Home

01-Jan-2018



Why recycling matters



If you're a recycling nay-sayer, stick around. I dare you. In this blog, I'm going to show you why recycling matters...

[Read more](#)

The problem with recycling receipts



Turns out there are two types of receipts floating around out there. The paper ones, which are recyclable and compostable...

[Read more](#)

How to manage your medical waste safely



When you don't dispose of medical waste properly, it can be extremely dangerous—for your family, community and the envi...

[Read more](#)

Handling your holiday waste: From Christmas lights to wrapping paper



Over the holidays, we toss out a million tons of... stuff. And we call it the season of giving... More like the season of wa...

[Read more](#)



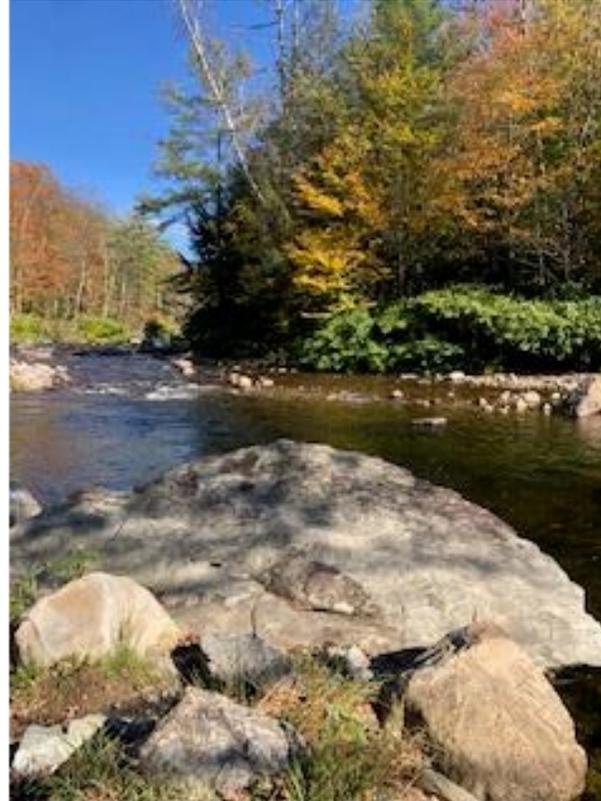
# Recycle Like You Live Here



Sarah Reeves  
Chittenden Solid Waste District



# Vermont – The Green Mountain State



# Recycling Isn't Universal

- VT Act 148 “Universal Recycling Law”
- Two Materials Recovery Facilities; Two materials acceptance lists
- Mandatory recycling in Chittenden County (Burlington area) began in 1993; Mandatory recycling statewide began in 2015.
- You only need to learn something once (?)



# Everyone Knows What Contamination Is, Right?

- Wishful Recycling
- What's the Big Deal?
- People, not Machines
- The Vermont Way



# All Hands On Deck

- Partnerships are Crucial
- Agree on Priorities
- One Thing at a Time
- Coordinate Efforts



# Getting the Word Out

- Three-Month Campaign:
  - Traditional Media
  - Social Media
  - Non-Traditional Media
- Underutilized Points of Contact



# Recycle Like You Live Here

 **CSWD**  
Sponsored ·  ...

Give dirty containers a rinse before putting them in the recycling bin. They contaminate other recycling items.



CSWD.NET  
**Dirty jars don't belong in the recycle bin** [LEARN MORE](#)

  37      25 Comments 41 Shares



**RECYCLE**  
*like you live here*



Plastic bags don't belong in the bin. Find out why.

**RECYCLE**  
*like you live here*

There are real people who sort your recycling. The wrong items make their job gross—or downright dangerous!

Put only paper, cardboard, and clean containers in the recycling bin.



**LEARN MORE:**  
[www.cswd.net/recycle](http://www.cswd.net/recycle)  
(802) 872-8177



# Did it Work? CSWD Social Media #s

## Facebook

- Number of posts: 39
- Engagement with FB posts (Like, Shares, Comments): 1.5K
- Click Through to Posts content: 8.4K
- Saw an increase in Facebook fans over this time period

## Twitter

- Number of Tweets: 31
- Engagement with Tweets (Retweets): 51

## CSWD.net

Users: 19,244

Average time on site: 1:44 minutes

Average pages viewed per user: 2.51

[www.cswd.net/recycling](http://www.cswd.net/recycling)

- [www.cswd.net/recycling](http://www.cswd.net/recycling) was the 4th visited page during this time period with 2,157 users



# Tackling Contamination at the Material Recovery Facility(MRF)



Leslie Hatchell  
Recycling Educator/Coordinator  
York County Government  
York, SC



# Material Recovery Facility (MRF)



- Opened July 2018
- 35,000 square feet
- Cost \$8,450,000
- Capability-process 10 tons/hr
- 5 FT staff and 15-20 temps



# In Preparation for Opening MRF

**APRIL 2016**  
**ELIMINATED**  
**GLASS FROM**  
**MIXED**  
**RECYCLING**

**We know change isn't always easy**

bring it! **MIXED** in a bag or bin your choice

**OR**

bring it! **SEPARATED** by material type

**but starting April 4, 2016, glass is REQUIRED to be separated from other recyclables**

*put it here or here*

**need more info?**  
803.628.3197  
[www.yorkcountygov.com/recycle](http://www.yorkcountygov.com/recycle)

Verizon LTE 4:39 PM 43%

Photo

Ighatchell

Liked by spayneuter and 1 other

Ighatchell For update on changes with glass recycling in York County - <https://www.facebook.com/kycb7/posts/1081680991884095>.

MARCH 9, 2016

# Glass Recycling

YEAR	CLEAR	BROWN	GREEN	TOTAL TONS
FY 20	463 tons	339 tons	302 tons	1,104 tons
FY 19	550 tons	281 tons	271 tons	1,102 tons
FY 18	391 tons	243 tons	196 tons	830 tons
FY 17	384 tons	215 tons	183 tons	782 tons
FY 16	258 tons	154 tons	163 tons	575 tons

# Eliminated plastic bags from mixed recycling



**ATTENTION!**  
**Starting July 2, 2018**  
**NO PLASTIC BAGS**  
**accepted in mixed recycling**  
**& bags will no longer be provided**



# Loads delivered to MRF are graded



York County Government  
Solid Waste Collection & Recycling  
Post Office Box 120, York, S.C. 29745  
(803) 628-3181 phone  
(803) 628-3182 fax

## MATERIAL TRACKING FORM

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Hauler: \_\_\_\_\_

Truck Number: \_\_\_\_\_ Container Number (if available): \_\_\_\_\_

Container Material (e.g. mixed recycling, cardboard, paper): \_\_\_\_\_

City / Collection Site: \_\_\_\_\_

**A** Quality is acceptable. **Less than 15%** of the material is contaminated.

**B** Quality is poor but acceptable. **15% to 20%** of the material is contaminated

**C** Quality is bad and **NOT** acceptable. More than **20%** of the material is contaminated

(Pictures Required for C)

For Grade B or C: Check main contaminant:

Recyclables in Bags  Refuse in Bags  Loose bags/film  Scrap Metal

Wood Waste  Large bulky/heavy Items  Hazardous Waste  Tangles

Textiles  Household Garbage  Glass

Comments: \_\_\_\_\_

\_\_\_\_\_

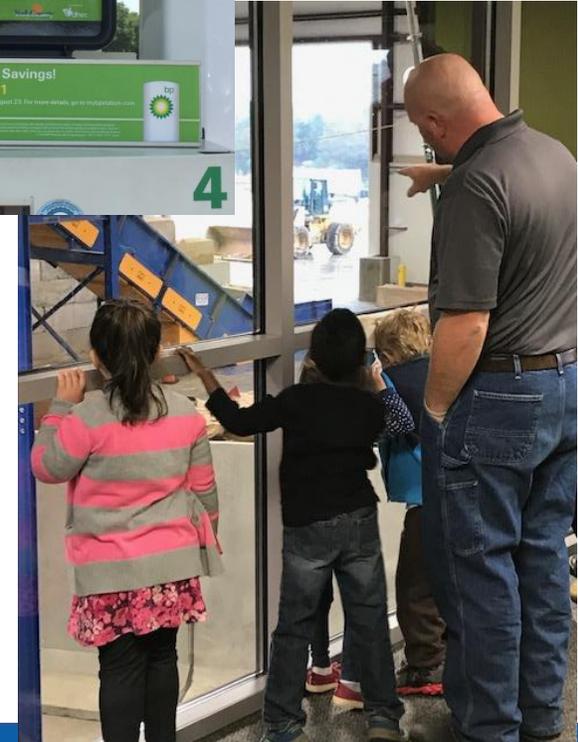
Supervisor Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Driver Name: \_\_\_\_\_ Signature: \_\_\_\_\_

# Communication (constant, clear and consistent)

earth day birthday  
april 25 2020

virtual event  
#EDBD2020





# City of Phoenix North Gateway MRF Upgrade

America Recycles Summit  
November 17, 2020

Eduardo Rodriguez, Operations Manager

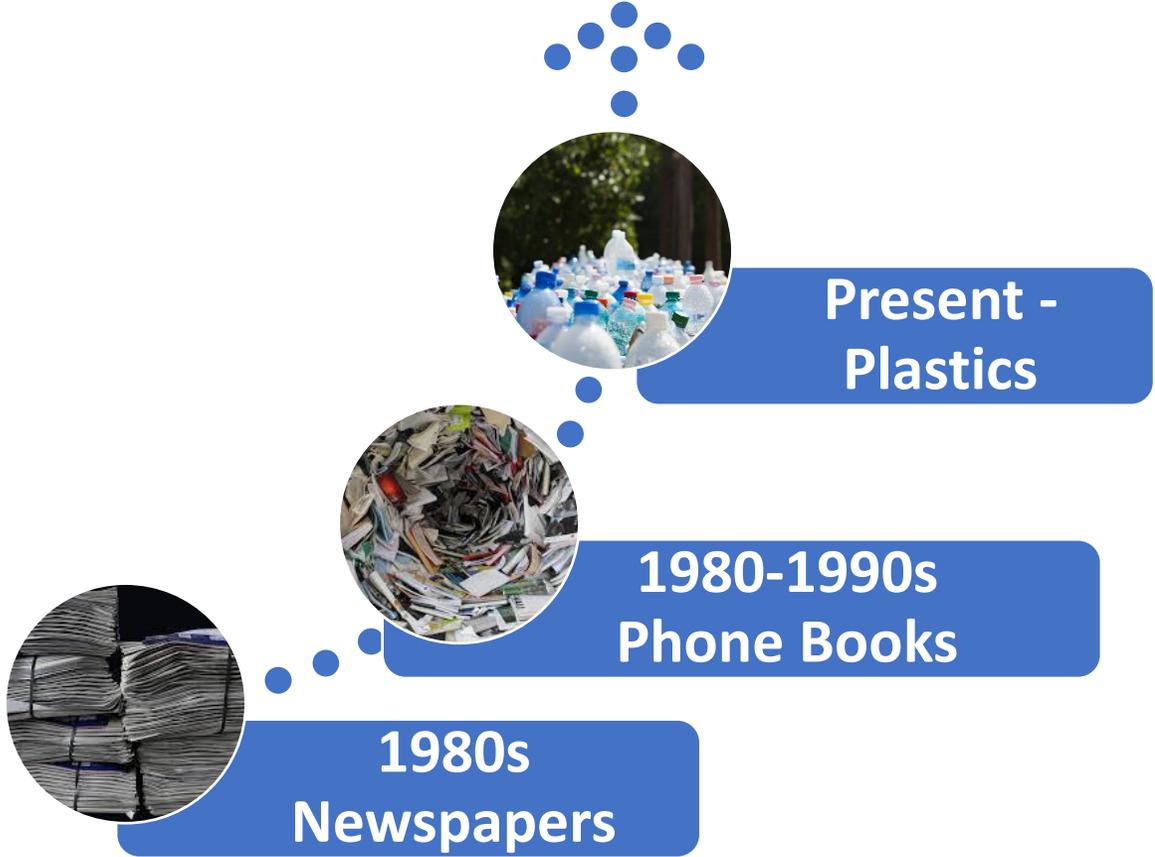


# Pre-Upgrade Infrastructure Challenges

Obsolete Infrastructure

Change in Composition Stream

Change in Quality Specifications



# North Gateway MRF Upgrade Investment

- **December 12, 2018-** Council Approved Closed Loop Interest Free Loan of \$3M
- **January 9, 2019-** Council approved \$1M investment from the City of Peoria
- **September 21, 2019-** NGTS MRF upgrade started
- **December 21, 2019-** MRF upgrade completed



## Upgrade Cost

- \$4,500,000

## Funding

- Closed Loop Fund \$3,000,000
- City of Peoria Special Investment \$1,000,000
- City of Phoenix \$500,000





# Drumfeeder



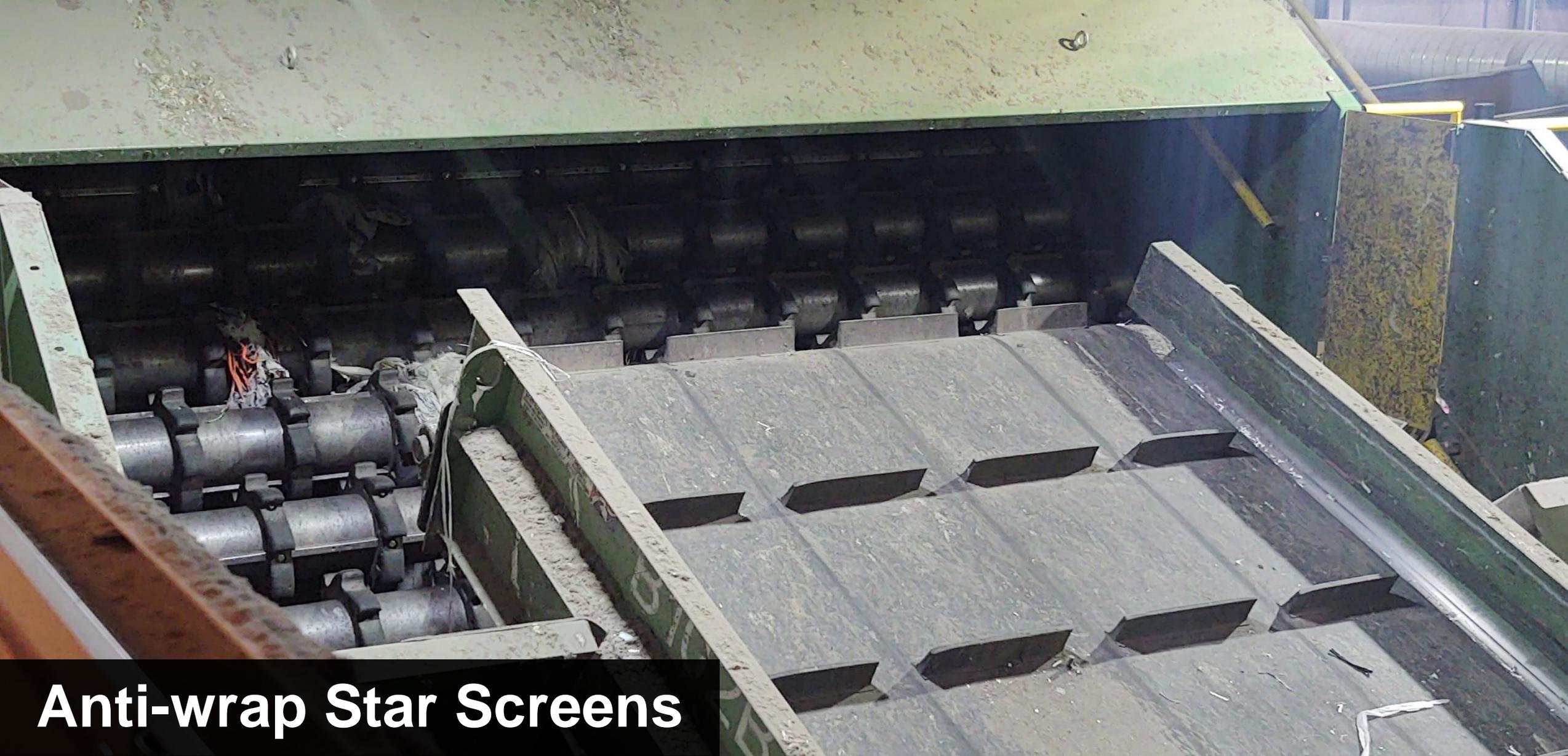


U.S. EPA



#AmericaRecycles





# Anti-wrap Star Screens





U.S. EPA



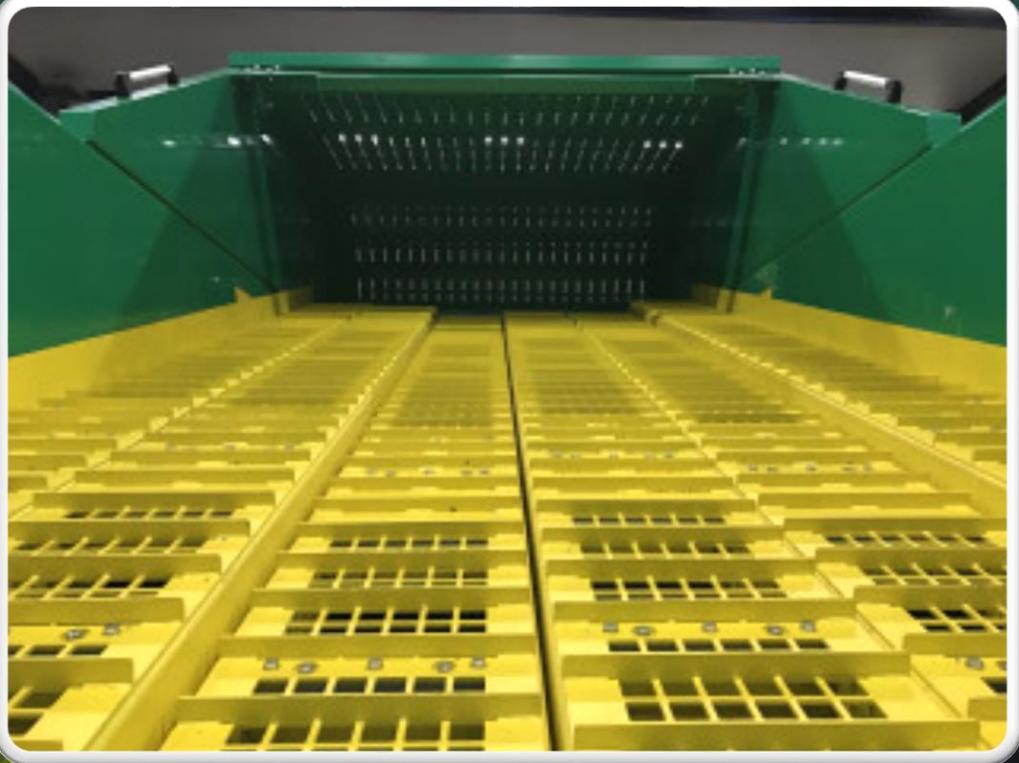
#AmericaRecycles





# Paper Optical





# Ballistic Separator





EMERGENCY  
Press RED LEVER  
Pull RED HOSE

# PET Plastic Bottle Optical

# NGTS MRF Material Recovery



**Glass 15% Increase**



**Paper 54% Increase**



**Plastic Bottles (PET) 70% Increase**



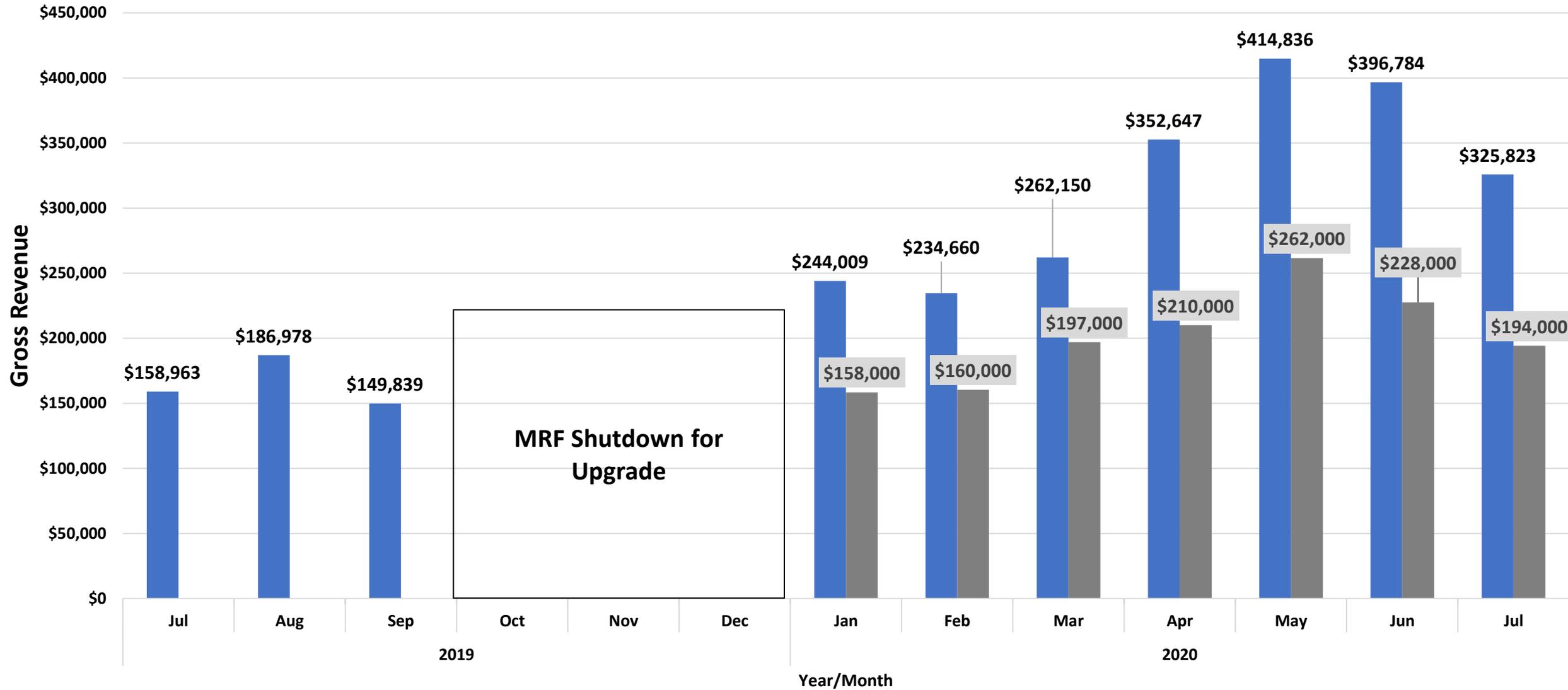
**Cardboard 41% Increase**



**Aluminum 52% Increase**



# Gross Recycle Revenue from North Gateway MRF



# Questions



Reimagine Phoenix

