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

















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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



SOME OF THE UNACCEPTABLE ITEMS FOUND IN THE PAST 60 DAYS







CONTAMINATED MATERIAL AND FOOD WASTE



ONP SCREEN JAMMED WITH
PLASTIC BAGS AND FOOD WASTE



CONTAMINATED MATERIAL AND FOOD WASTE



TANGLED WIRES AND WOO



HOUSEHOLD TRASH, ELECTRONICS AND HOSES

HAVE QUESTIONS? CONTACT YOUR REGIONAL REPRESENTATIVE



Photo courtesy Waste Connections





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



Coordinate

Harmonize

Optimize



Beyond the Curb -

Tracking the Commingled Residential Recyclables from Southwest WA

June 2010 Publication no. 10-07-009

Beyond the Curb Report: Program Materials Collection

http://www.ecy.wa.gov/biblio/1007009.html

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 Residential 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/pubs/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



To ask about the availability of this document in a format for the visually impaired, call the Waste 2 Resources Program at 360-407-6900. Persons with hearing loss, call 711 for Washington Relay Service. Persons with a speech disability, call 877-833-6341.

Program Materials Collection BMPs: http://www.ecy.wa.gov/biblio/1107026.html

Public Outreach for Your Residential Commingled Recycling Collection Program:

A best management practices guide for governments

Curbside pickup is an important first step in the residential commingled recycling process. Consistent messages within and across jurisdictions to residents on what to include in their commingled carts and why are key to a successful recycling program. They reduce confusion and result in higher quality materials entering the Material Recovery Facility (MRF). Higher quality materials that enter the MRF mean more materials will actually be sent on to the intended manufacturers where the actual recycling occurs.

The purpose of this guide is to create consistent messages and images for programs that have a focus to ensure best and highest use of recyclable materials and maximize their market value. It is intended to be used by local government public outreach staff in Washington as a tool to inform the public on what to include in their recycling cart and why. This guide can be used for planning purposes, in training new staff or volunteers, or jurisdictions can use its messages in their outreach methods – website, protourue, presentations, displays, social marketing, etc. It is not intended for public distribution. It is intended to assist staff in communicating with the public.

The Expanded Southwest Region Commingled Workgroup created this guide as part of the statewide WA Commingled Recycling Improvements Project. It is a follow-up to the guide titled, What to Include in Your Residential Commingled Recycling Collection Program: A Best Management Practices Guide for Governments (July 2011). Both best management practices guides are based on the group's report, Beyond the Curb – Tracking the Commingled Residential 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 and links to both guides is posted at http://www.ecy.wa.gov/biblio/1007009.html.

Contents: History of Waste (p. 2), Product Lifecycle (p. 3), Evolution of Curbside Programs in WA (p.4), The Importance of Color (p.5), How Does the Commingled System Work? (p.6), What Happens to Drop-Off Materials? (p.7), Curbside Feedback for Automated Collection Systems (p.3), FAQs (p.9), Messages by Materia Type – Paper (p.11), Metal (p.12), Glass (p.13), Plastic (p.14), Talking About Plastics (p.15), and Commonly Used Terms (p.16).

Note: Because of the dynamic nature of the industry, the Workgroup will review this document annually and update it if necessary.

For questions about this guide or the WA Commingled Recycling Improvements Project, please contact:
Shannon McClelland. Waste 2 Resources Program

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Public Outreach BMPs:

https://fortress.wa.gov/ecy/publications/summarypages/1207061.html



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



* Even envelopes with address windows are OK.

RECYCLUSES
RECYCLUSES
RECOLOGY
RECYCLUSES
RECOLOGY
RECYCLUSES



Color Coordination Throughout

Consistency from the curb.....

to the preparation instructions...

to online resources.







Source: City of Portland, OR



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







PAPER AND CARDBOARD

Flatten all boxes Do not tie up

Newspaper, inserts Mail, envelopes

Cereal and

dry food boxes Remove liners

Paperback books

Magazines, catalogs,

phone books

Paper cups Juice boxes, milk,

sov milk and broth containers

Ice cream carton:



METAL -

ALUMINUM AND TIN CANS, SCRAP METAL AND CLEAN FOIL

Beverage cans

Metal food cans Labals OK Lids in can, crimp shut

Empty aerosol cans

Small non-working metal appliances, pots, tools Limit 2 ft. x 2 ft. x 2 ft., 35 lbs. No sharp or greasy metal Ball clean foil together





PLASTIC -



GLASS

JARS AND BOTTLES

Empty of all food or liquid Labels OK









RECYCLING TIPS

- Empty and rinse out all food residue. Labels do not need to be removed.
- Empty recyclables out of bags and boxes into the cart so they can be easily sorted at the recycling center.
- Extra recyclables? At no extra charge, place extra recyclables in a bin or cardboard box at the curb next to your recycling cart.



PAPER AND CARDBOARD



Photos

Less Words

Clustered Photos

Clustered Text

Including:

- Flatten all boxes (Do not tie up)
- Remove plastic liners from dry food boxes
- Paperback books, catalogs and magazine
- Non-foil wrapping paper

METAL -

ALUMINUM AND TIN CANS, SCRAP METAL AND CLEAN FOIL



- Place Lids in can, crimp the can shut Empty aerosol cans
- ·Small non-working metal appliances, pots, tools (Limit 2 ft. x 2 ft. x 2 ft., 35 lbs. No sharp or greasy metal Ball clean foil together)

PLASTIC

BOTTLES, JUGS, TUBS, CUPS



- ·Empty of all food or liquid (No lids)
- ·Pill bottles (No prescription vials)
- Plastic plant pots and 5-gallon buckets (No soll)

GLASS

JARS AND BOTTLES







Empty of all food or liquid (Labels OK)

RECYCLING TIPS

- Empty and rinse out all food residue. Labels do not need to be removed.
- Empty recyclables out of bags and boxes into the cart so they can be easily sorted at the recycling center.
- Extra recyclables? At no extra charge, place extra recyclables in a bin or cardboard box at the curb next to your recycling cart.
- IGNORE THE NUMBERS. RECYCLE PLASTICS BY SHAPE!

Mon-Fri 7am-5pm, Saturday 8am-12pm



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

Simplify

Back to Basics

Focus on Key Materials



Plastic

- Bottles & Jugs
- Tubs & 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







Recycling at Home

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

Paper



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







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

- · Cardboard, Cereal & Food Boxes
- · Mail, Envelopes, Bills & Statements
- · Newspaper, Magazines, Catalogs & Phone Books



Plastic

- √ PREPARATION Empty – Quick Rinse Labels Okay
 - · Bottles & Jugs
 - · Tubs & Cups



Metal

- √PREPARATION Empty – Quick Rinse Labels Okay
 - · Beverage & Food Cans
 - Small Metal Items



Glass

√ PREPARATION Empty – Quick Rinse Labels Okay

Beverage & Food Bottles
 lars Only



Important Recycling Reminders

X 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 △ symbol and number on plastic.
- · Have a question about recycling? Find answers online or by phone:

www.RepublicServicesNW.com Snohomish County residents, call: 425-646-2400 King County residents, call: 253-872-7220







Reciclaje en el hogar

Deposita estos objetos en tu bote de reciclaje

Papel

√ PREPARACIÓN

Aplana las cajas. Quita los materiales de empaque y las bolsas

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



Plástico

√ PREPARACIÓN

Vacía y haz un enjuague rápido Se pueden dejar las etiquetas

- · Botellas y botes
- Envases y recipientes



Metal

√ PREPARACIÓN

Vacía y haz un enjuague rápido Se pueden dejar las etiquetas

- · Latas de refrescos y de comida
- Objetos de metal pequeños (máximo de 2 pies (60cm), x 2 pies (60cm), y menos de 35 libras (15 kg) por pieza)



Vidrio

√ PREPARACIÓN

Vacía y haz un enjuague rápido Se pueden dejar las etiquetas

 Solo botellas de refrescos y frascos de comida



Recordatorios importantes sobre el reciclaje

X No deseches alimentos ni líquidos.

- · Deposita los artículos reciclables sueltos en el bote. No los pongas en bolsas ni en cajas.
- No todos los productos de plástico son reciclables. Fíjate en la forma del envase: solo recicla botellas, frascos, botes y 🔨 recipientes de plástico.
- · ¿Tienes alguna pregunta sobre el reciclaje? Obtén respuestas visitando el sitio web o llámanos al:

www.RepublicServicesNW.com

Residentes del Condado de Snohomish llamen al: 425-646-2400 Residentes del Condado de King llamen al: 253-872-7220





PLASTIC BOTTLES, PAPER and CANS

Plastic Containers

- · All bottles 8 oz. and larger
- · Jugs milk, laundry, juice, soda
- · Tubs botter, coffee creamer (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

REDUCE REUSE RECYCLE







For Information please contact: Steve Adams / (360) 407-6089 / steve adams (LSCV, wa.gov.

NO SHREDDED PAPER, GLASS, CERAMICS, MIRROR, LIDS AND CAPS, PLASTIC BAGS OR REFUSE

Good Work Underway We Need More of It!

Recycle Often, Recycle Right

Curbside Value Partnership

SPC's How2Recycle Labels

Plastic Film Drop-off

Plastic Recycling Terms and Tools

• SERDC

PacNext Top 10 Problem Materials at MRFs

http://recycleoftenrecycleright.com/

http://www.recyclecurbside.org/

http://www.how2recycle.info/

http://www.plasticfilmrecycling.org/

http://www.recycleyourplastics.org/

http://www.serdc.org/

http://www.pac.ca/

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