

A photograph of a person from a low angle, wearing a blue and white plaid shirt, holding up a large rainbow flag. The flag is spread wide against a bright blue sky with scattered white clouds. The person's face is partially visible, looking upwards. The image is overlaid with a semi-transparent dark blue horizontal band containing the title text.

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.



Technical and educational resources for communities nationwide

CVP Classic

Community marketing campaigns



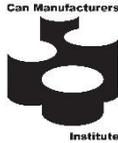
Leveraging grants and technical assistance to transform the US curbside recycling system

Over a decade's experience in more than 35 partner communities



Sponsors

CVP Board of Directors



Recycling Partnership Funders



Associate Member

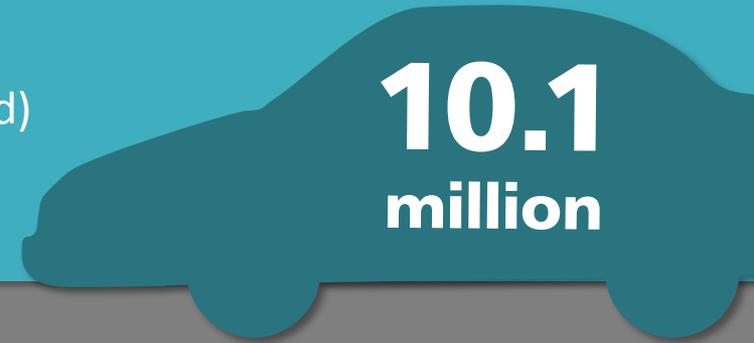


JUST 10% MORE

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

CO_{e2} **55 million** =
metric tons

 A savings of 55 million metric tons of CO_{e2} (equivalent to taking 10.1 million vehicles off the road)



24 million tons **\$2.6 billion**

 An additional 24 million tons diverted from landfills (a corresponding value of \$2.6 billion)



1.8 million

104 billion gallons

 **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.

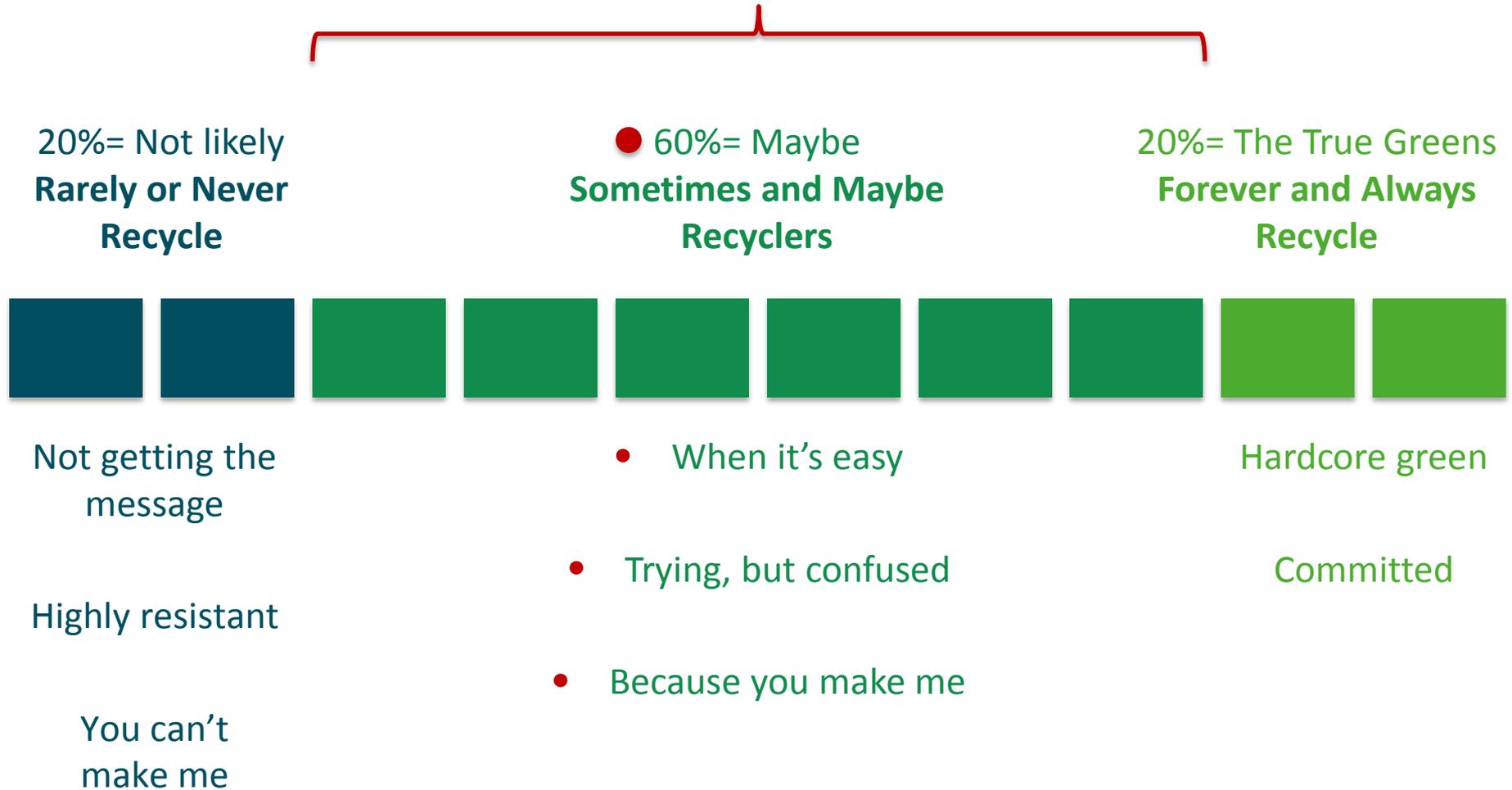
Contamination:

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





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



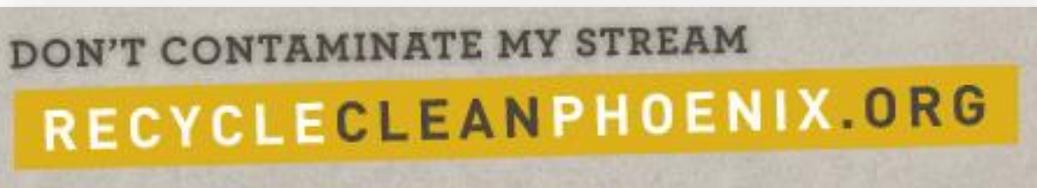
CVP Webinar Improving Quality: Reducing Curbside Contamination

December 16th at 2pm eastern

Register at: recyclecurbside.org/news

Contamination

Phoenix and Norfolk Campaigns





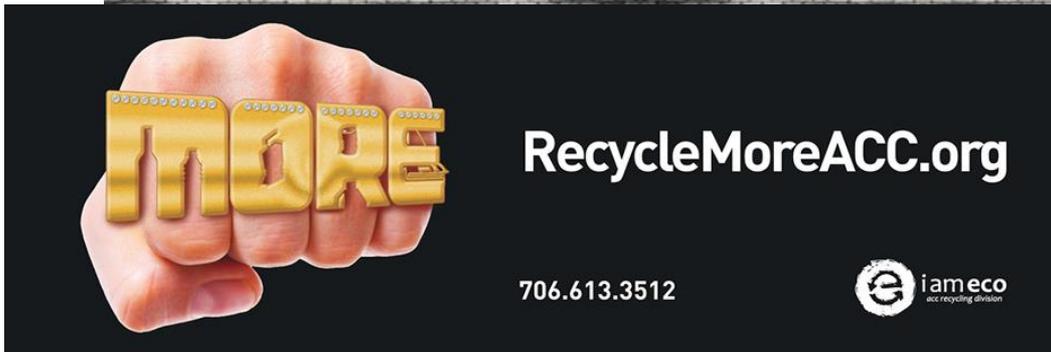
Expanding Material Mix: CVP Tips!

- ▶ 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



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

**2004
CALLED.**

They Want Their Bin Back.



**LET'S
ROLL.**



“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



Increase the supply of recycled materials

Supports industry innovation and jobs

Improved sustainability

Save water, energy, reduce CO2 and waste

Additional Tools and Resources

Visit our website and join our listserv for more information as well as:

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





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RecycleCurbside.org