# 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

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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









CONTAMINATED MATERIAL AND FOOD WASTE





CONTAMINATED MATERIAL AND FOOD WASTE





TANGLED WIRES AND WOOD

HOUSEHOLD TRASH, ELECTRONICS AND HOSES

HAVE QUESTIONS? CONTACT YOUR REGIONAL REPRESENTATIVE

SOME OF THE UNACCEPTABLE ITEMS FOUND IN THE PAST 60 DAYS



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

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 <u>http://www.ecy.wa.gov/pubs/1007009.pdf</u>.

For questions at	bout this guide or the WA Commingled Red	cycling
Improvements F	roject, please contact:	
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Waste 2 Resource	ces Program	-
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DEPA		



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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 staff or bechure, 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.8), FAQs (p.9), Messages by Material 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 (360) 407.6398 <u>Shannon.McClelland@ecv.wa.gov</u>





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#### Public Outreach BMPs:

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

#### **Beyond the Curb** -

DEPARTMENT OF

FCOLOGY

Tracking the Commingled Residential Recyclables from Southwest WA

June 2010 Publication no. 10-07-009

**Beyond the Curb Report:** http://www.ecy.wa.gov/biblio/1007009.html



## Color

## Recycling Cart Organics Cart Garbage Cart



## This is Confusing

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## This is Not Confusing



McDonalds

 $\bigcirc$ 

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



Source: City of Portland, OR

#### $\bigcirc$

## **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 means in which him words are then a (Ne' list

what goes in which bin – rather than a 'No' list.

#### Old Version



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American Disposal Co., Inc. 857-2545 Marrey's Disposal Co., Inc. 922-6581



#### Yes/No Style



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#### Recycling, Garbage, Organics









#### **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.



Photos

Less

Words

Clustered

Photos

Clustered

Text

RECYCLING These items go in your recycling cart.

#### PAPER AND CARDBOARD



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)

# Image: Sector of the sector

PLASTIC

BOTTLES, JUGS, TUBS, CUPS



• 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 SHAPE1

#### www.wmnorthwest.com/kingcounty

#### 1-800-592-9995 Mon-Fri 7am-5pm, Saturday 8am-12pm



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

Simplify Paper Plastic Bottles & Jugs Flattened Cardboard, Cereal & Food Boxes Tubs & Cups Mail, Envelopes, Bills & Statements · Newspaper, Magazines, Catalogs & Phone Books Back to Metal Glass Basics Beverage & Food Cans
 Small Metal Items Beverage & Food Bottles & Jars Only Focus on X No food or liquid. Key Have a question about recycling? Find answers online or by phone: www.RepublicServicesNW.com EPUBLIC Snohomish County residents, call: 425-646-2400 **Materials** King County residents, call: 253-872-7220 RECYCLE



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.





#### Metal

Plastic

√ PREPARATION Empty – Quick Rinse Labels Okay

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√ 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





Metal V PREPARATION Empty – Quick Rinse Labels Okay

Beverage & Food Cans
 Small Metal Items



Glass /PREPARATION Empty – Quick Rinse Labels Okay

Beverage & Food Bottles
 & Jars Only



#### **Important Recycling Reminders**

XNo 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

Snohomish County residents, call: 425-646-2 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

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)

• Botellas y botes • Envases y recipientes



#### 1.1

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. Fijate 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





#### SINGLE STREAM RECYCLE PLASTIC BOTTLES, PAPER and CANS

#### Plastic Containers

· All bottles 8 oz. and larger · Jugs - milk, laundry, juice, soda Tubs - butter, coffee creaser (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 REDUCE RECYCLE



For Information please contact: Steve Adams / (360) 407-6089 / steve adams/decy.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
- http://recycleoftenrecycleright.com/ http://www.recyclecurbside.org/ http://www.how2recycle.info/ http://www.plasticfilmrecycling.org/

- SERDC
- PacNextTop 10 Problem Materials at MRFs <u>http://www.pac.ca/</u>

http://www.recycleyourplastics.org/ http://www.serdc.org/

My Contact Info: Sego Jackson 425-388-6490 sego.jackson@snoco.org