

How Recycling Got It's Groove Back

Turning UP the Quality

more**better**



OOPS!

PLEASE LEAVE THESE ITEMS OUT!

 Do not Bag Recyclables (no garbage)	 No Bags (return to retail)
 No Food or Liquid (empty all containers)	 No Clothing or Linens (drop-off only)
 No Tangles, Cords, Hoses, Chains or Electronics	 No Big Items (wood, plastic, furniture, or metal)

NEXT TIME WE WON'T BE ABLE TO COLLECT YOUR CART IF WE SEE THESE ITEMS.



Questions?
Call W.Springfield Department of Public Works
413.263.3242
townofwestspringfield.org



OOPS!

UNFORTUNATELY, WE COULD NOT COLLECT TODAY DUE TO ERRORS:

 Do not Bag Recyclables (no garbage)	 No Bags (return to retail)
 No Food or Liquid (empty all containers)	 No Clothing or Linens (drop-off only)
 No Tangles, Cords, Hoses, Chains or Electronics	 No Big Items (wood, plastic, furniture, or metal)

CORRECT THIS AND WE WILL COLLECT NEXT TIME.



Questions?
Call W.Springfield Department of Public Works
413.263.3242
townofwestspringfield.org

YOU ARE A RECYCLING ROCK STAR!

SHINE ON.

We have noticed that you are recycling the right things and leaving out the stuff that belongs somewhere else.
Keep up the great work!



WAY TO GO!

The Issue

contamination

[*kuh n-tam-uh-ney-shuh*]

1. The wrong materials in the system.
2. The right materials prepared the wrong way.

single
stream



dual
stream



source
separate



RESIDENTIAL



bins



carts



drop-off

WEBINAR SPEAKERS



Greg Smith
Needham



Gunther Wellenstein
Lowell



Janice Paré
MassDEP



Keefe Harrison
Recycling Partnership



Patrick Mallalieu
Republic Services

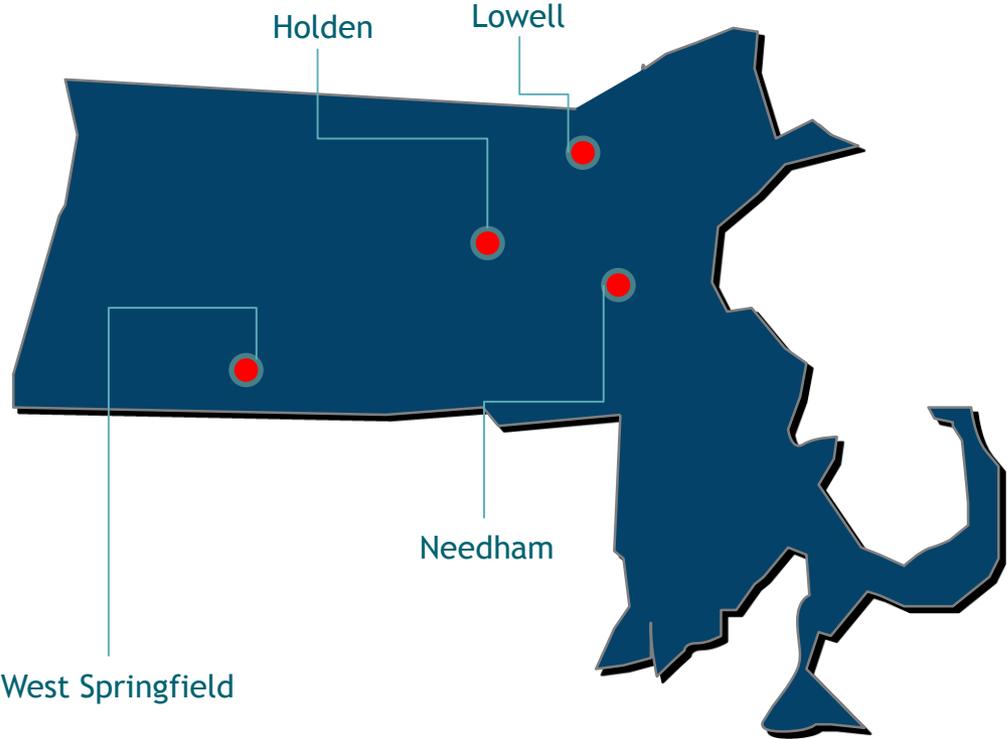


Jason Hale
Recycling Partnership

The Project



Pilot & Test



What We Know

We
can't
only
educate.

Awareness and knowledge
do not change behavior.

Thus We Do

We
can't
only
educate.

Awareness and knowledge
do not change behavior.

Operations
+
education.

What We Know

**Many feel like they are recycling right,
but they aren't.**

Thus We Do

Many feel like they are recycling right,
but they aren't.

**Simple instructions at the right level
of information.**

What We Know

Teaching children is good,
but **doesn't change**
recycling behavior in the
home by itself.

Thus We Do

Teaching children is good,
but **doesn't change**
recycling behavior in the
home by itself.

**Build universal awareness,
understanding, and
trigger behavior.**

What We Know

**Enforcement without education is frustrating
and disenfranchising.**

Thus We Do

Coupling awareness messaging
and triggers with

very specific resident feedback at the curb.

Enforcement without education is frustrating
and **disenfranchising.**

What We Know

Confusion on plastics, evolving packaging and rules

of what /
how to
recycle.

Thus We Do

**Confusion on plastics,
evolving packaging
and rules**

of what /
how to
recycle.

**Create
common
lists of
materials -
clear and
consistent.**

What We Know

**Convenience,
relevance, positive perception (not guilt)**
must outweigh any barriers.

What We Know

Convenience,
relevance, positive perception (not guilt)
must outweigh any barriers.

Build culture with **positive feelings and
norm setting.**

Save the heavy “no” for immediate problems.

Campaign Message & Brand



Brand

Modular Elements

Creative Direction

Component Templates

Operational Elements

Cans	Cartons	Glass	Paper	Plastic
Aluminum and Steel Cans empty and rinse	Food and Beverage Cartons empty and replace cap	Bottles and Jars empty and rinse	Mixed Paper, Newspaper, Boxes, and Cardboard flatten	Kitchen, Laundry, Bath: Bottles and Containers empty and replace cap

NO! NO INCLUIR	Don't Bag Recyclables, and Don't Include Garbage	No Plastic Bags (return to retail)	yuck No Food or Liquid (empty all containers)	No Clothing or Linens (use donation programs)	No Tanglers (no hoses, wires, chains, or electronics)
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ELEMENTS

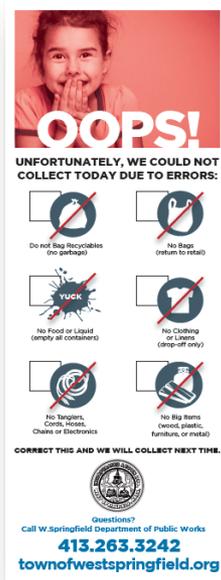
3

1

1

ELEMENTS

3



- Key 3**
- Curbside
 - Curbside feedback
 - Info card / Magnet
 - Issue-specific pieces

- Drop-Off
- Signage
- Staff with handouts
- Issue-specific signs (A-frames)

ELEMENTS

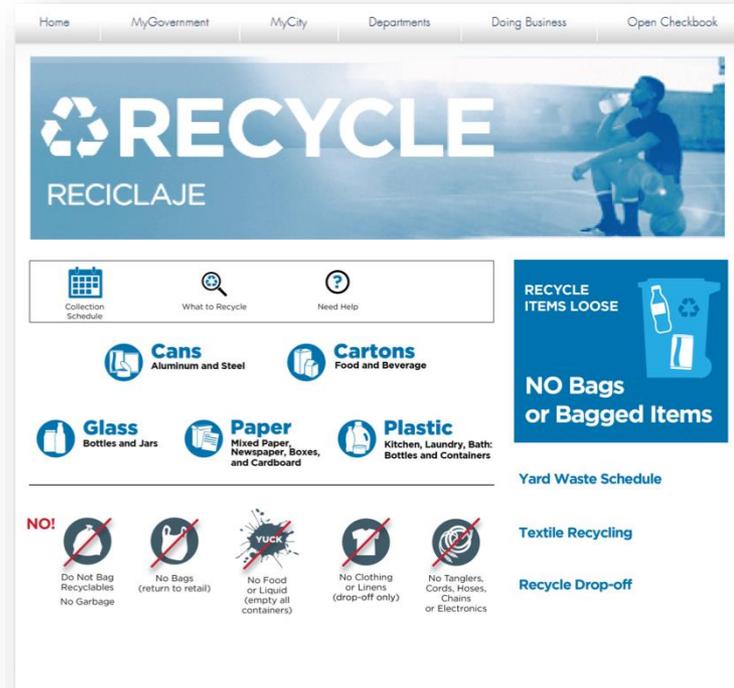


One: Build Culture
General Advertising Campaign (at least 2 of these)

- Billboard
- Bus Ad (exterior/interior)
- Collection Calendar
- Handout
- Pledge Card
- Pop-Up Banner
- Print Ad
- Robocall
- Social Media
- Truck Signage
- Videos

ELEMENTS

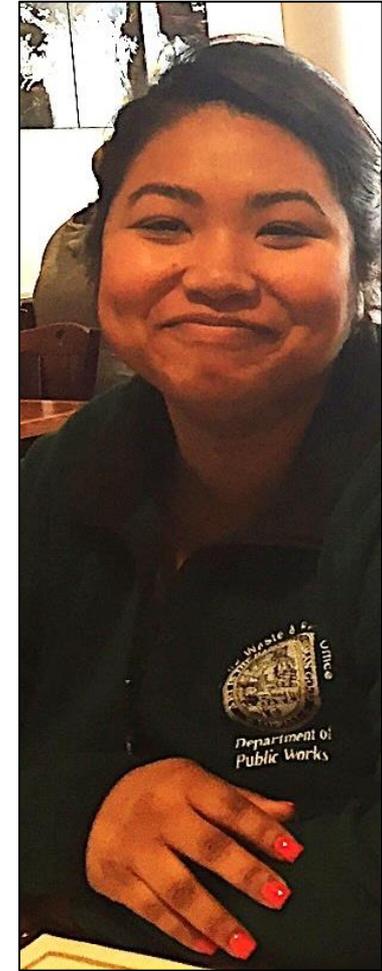
The One Website



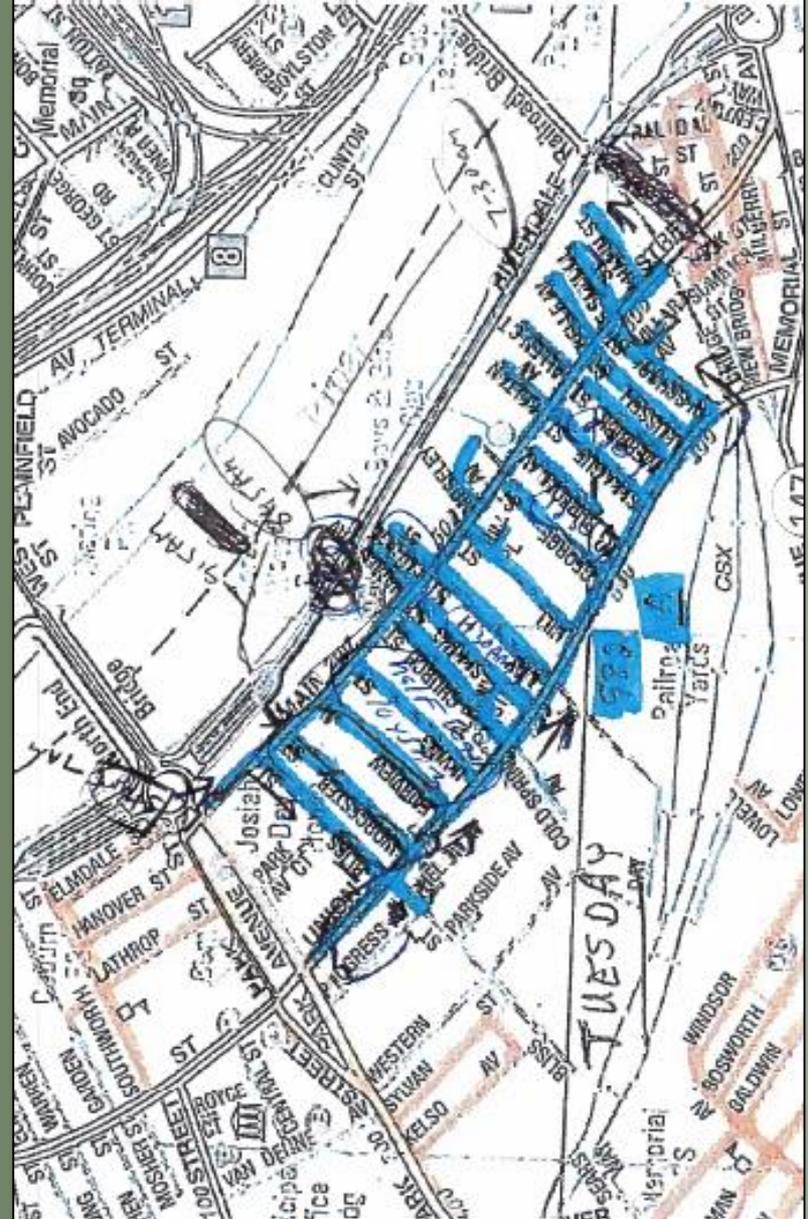
baseline
baseline
baseline



actions before pilot



routes & site



MRF-shed

MRF-shed

THE RECYCLING PARTNERSHIP
 recyclingpartnership.org
 cmarsh@recyclingpartnership.org

ACCEPTABLE MATERIALS WORKSHEET

MRF: _____
 CITY: _____

Please go through the list of materials below and check the appropriate box. If you are unsure, please contact your MRF manager. You will see the materials are categorized by material type. **Not Dangerous** and **Dangerous** items are listed separately.

GLASS PRODUCT ACCEPT DO NOT ACCEPT DO NOT WANT ON LIST BUT ACCEPT

Bottles and Jars _____
 Window _____
 Mugs _____
 Drinking Glass _____
 Other: _____

ALUMINUM PRODUCT ACCEPT DO NOT ACCEPT DO NOT WANT ON LIST BUT ACCEPT

Can _____
 Foil or Foil Liner (e.g., aluminum) _____
 Other aluminum _____

STEEL PRODUCT ACCEPT DO NOT ACCEPT DO NOT WANT ON LIST BUT ACCEPT

Aerosol _____
 Pots and pans _____
 Scrap metal _____
 Directions on _____
 Other: _____

PLASTIC PRODUCT ACCEPT DO NOT ACCEPT DO NOT WANT ON LIST BUT ACCEPT

Bulky plastic _____
 Exclusions, size requirements _____
 Buckets (any size) _____
 Toys _____
 Size or prep _____
 Flower Pots _____
 Exclusions, size requirements _____
 Bags, wraps _____
 Plastic bags _____
 EPS Foam _____
 Other containers _____
 Plastic Size _____
 Other Prepa _____

ACCEPTABLE MATERIALS

How do you educate what plastic is accepted:

By object shape and/or size. (e.g. bottles - neck smaller than base)

By resin type #1-7

By resin

By resin

Other: _____

ACCEPTABLE MATERIALS

PLASTIC PRODUCT ACCEPT DO NOT ACCEPT DO NOT WANT ON LIST BUT ACCEPT

PROHIBITIVE ITEMS

If you could only tell citizens 5 things not to put at the curb - Rank the top five (5) unacceptable items that are causing the most problems in your facility, i.e. Degrade or other commodities significantly, causes damage to MRF equipment, dangerous to staff, etc. Please rank with numbers "1" through "5". Put a "1" in the box of the worst contaminant. Only rank the top five and leave everything else blank.

PROHIBITIVE ITEMS	TOP 5
Plastic Bags	
Shredded Paper	
Propane Tanks	
Aerosol Cans	
EPS Foam (block and/or food service containers)	
Yard Waste	
Food Waste	
Bulky Plastics	
Wire, hose, cords, rope, chains	
Scrap metal	
Pots and Pans	
White Goods	
Textiles/clothes	
Flexible Packaging	
Motor oil containers	
Glass	
Fluorescent Bulbs	
Plastic toys	
Plastic furniture	
Electronics	
Cartons	
Ink/printer cartridges	
General hazardous waste	
Needles	
Pet food bags	
Mercury containing objects	
Dishes	
Wood	
Other	
Other	
Other	

MRF-shed
MRF-shed
MRF-shed
MRF-shed
MRF-shed



Aluminum and Steel Cans
empty and rinse



Food and Beverage Cartons
empty and replace cap



Bottles and Jars
empty and rinse



Mixed Paper, Newspaper, Boxes, and Cardboard
flatten



Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

NO!
NO INCLUIR



Do not Bag Recyclables
No Garbage



No Plastic Bags
(return to retail)



No Food or Liquid
(empty all containers)



No Clothing or Linens
(use donation programs)



No Tangles
(no hoses, wires, chains, or electronics)

approach

	COMMUNICATIONS	OPERATIONS
-MAR-	Planning, Customization and Ordering	Planning, Protocol Development
-APR-	Phase 1 Distributions	
-MAY-	Phase 2 Distributions	Curb Engagement
-JUN-		
-JUL-		Assessment

approach: Lowell

3

Behavioral trigger: Info card/
magnet mailer

Personalized feedback: Oops tags

Issue-specific: No bags mailer +
no bags posters at grocery stores

1

General: Posters at grocery
stores + A-frames on street
corners

1

Standing resource: Website
(image)

approach: W Springfield

3

Behavioral trigger: Info card mailer

Personalized feedback: Oops tags

Issue-specific: No bags mailer +
no bags robocall

1

General: Truck signs + robocall

1

Standing resource: Website
(image)

approach: Needham

3

Behavioral trigger: Clear signage + info card mailer

Personalized feedback: Temps with handouts

Issue-specific: A-frames and decals about top contaminant

1

General: [Planned banners + social]

1

Standing resource: Website (image)

training

training

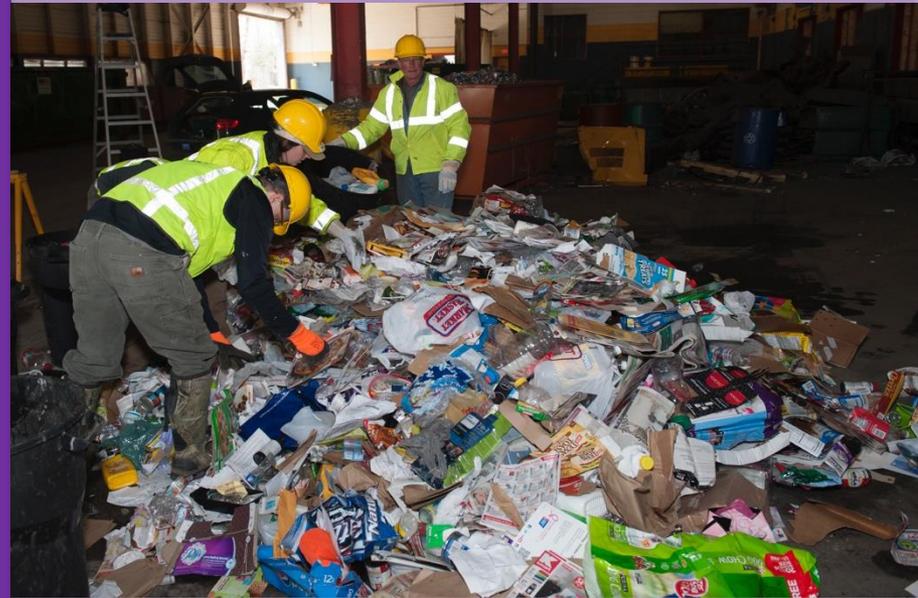
training



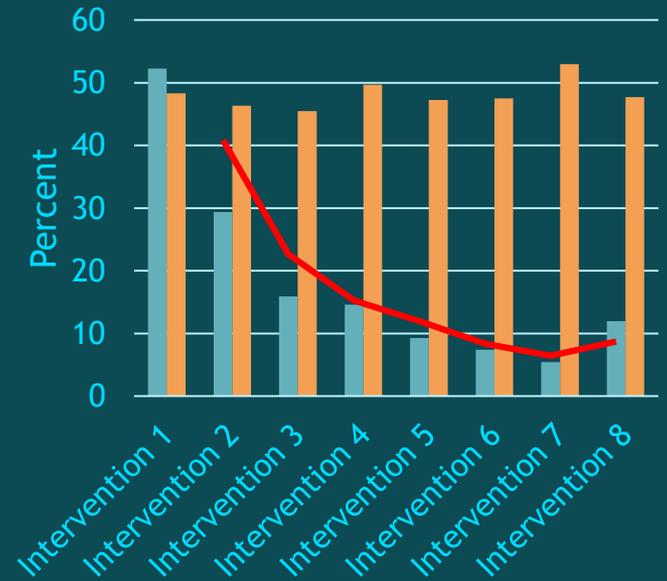
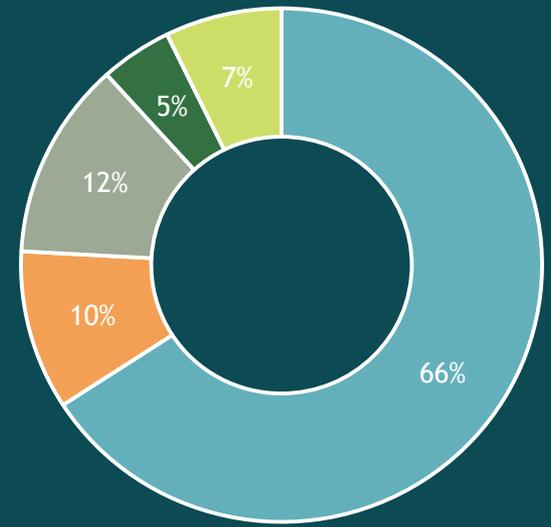
curbside standard operating procedures



types of data



findings to date



Lowell

		Intervention 1	Intervention 2	Intervention 3	Intervention 4	Intervention 5	Intervention 6	Intervention 7	Intervention 8
Average Quality Route	Rejection Rate	29.9%	18.3%	9.7%	2.7%	6.1%	4.0%	2.4%	2.8%
	Set-out	62%	60%	49%	66%	67%	69%	67%	57%
Poor Quality Route	Rejection Rate	52.27%	29.38%	15.94%	14.60%	9.30%	7.41%	5.45%	11.98%
	Set-out	48.35%	46.37%	45.49%	49.67%	47.25%	47.47%	53.02%	47.69%

West Springfield

		Intervention 1	Intervention 2	Intervention 3	Intervention 4	Intervention 5	Intervention 6
Average Quality Route	Rejection Rate	3.3%	7.3%	2.3%	3.5%	1.8%	1.3%
	Set-out	61%	56%	62%	54%	54%	52%
Poor Quality Route	Rejection Rate	26%	17%	19%	9%	14%	6%
	Set-out	50%	56%	54%	44%	53%	44%

Lowell

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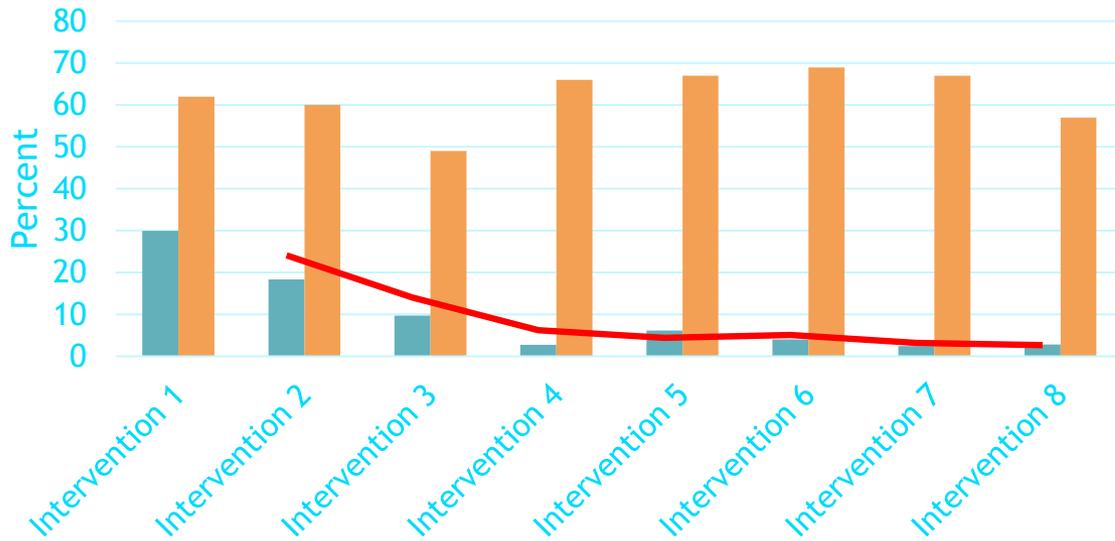
Lowell

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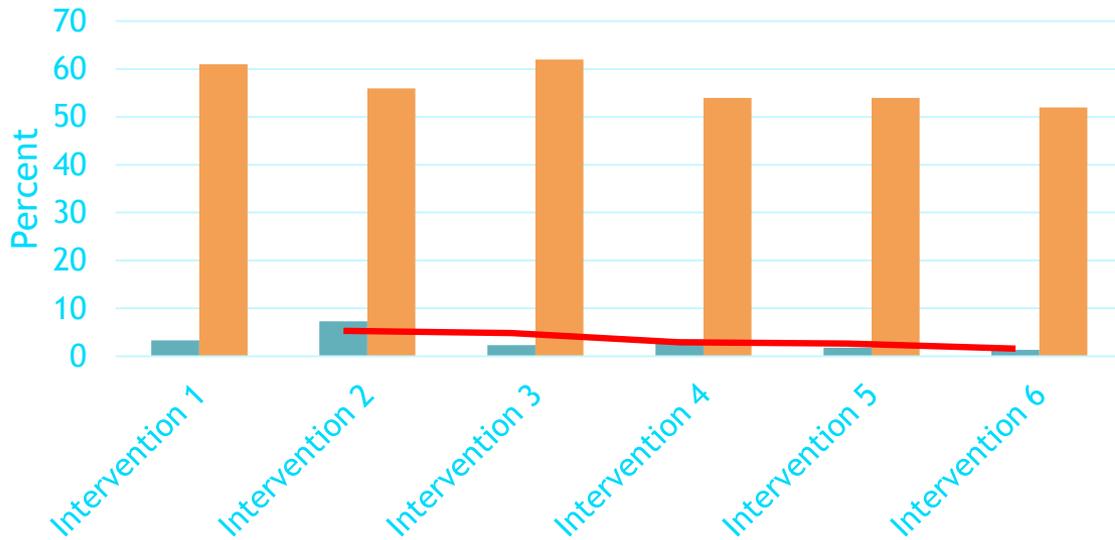
Average Quality Route



Poor Quality Route

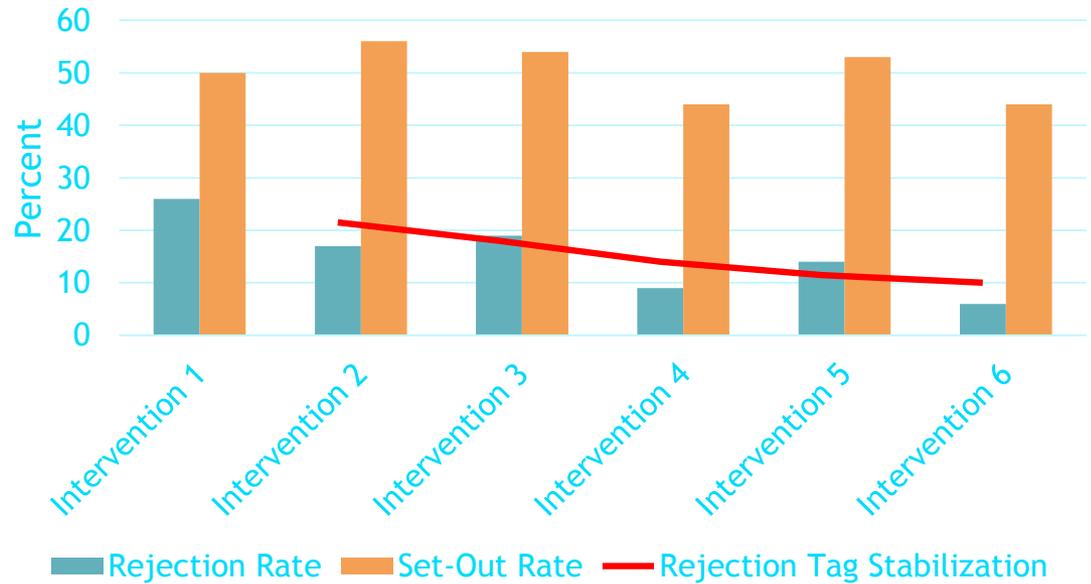


Average Quality Route

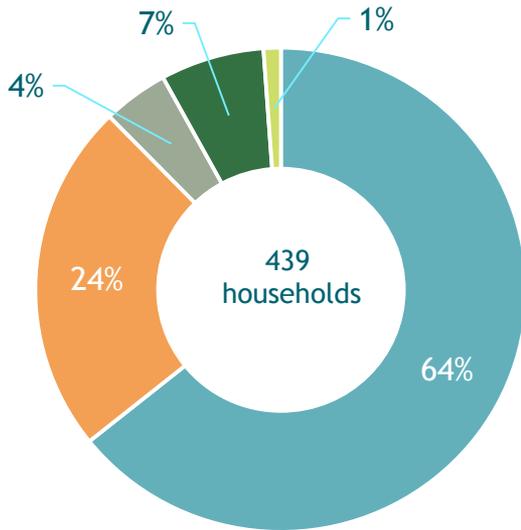


West Springfield

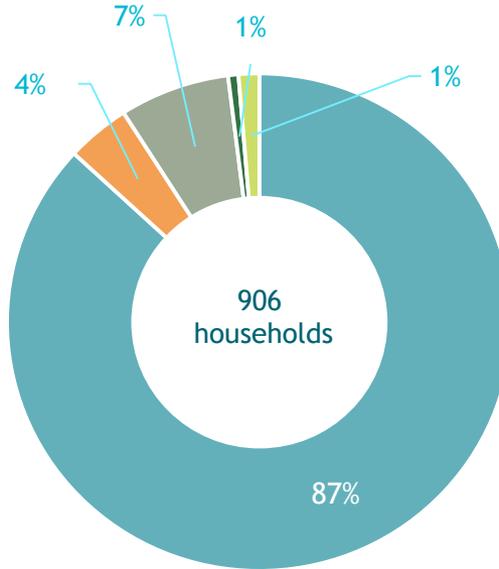
Poor Quality Route



Lowell
Average Quality Route

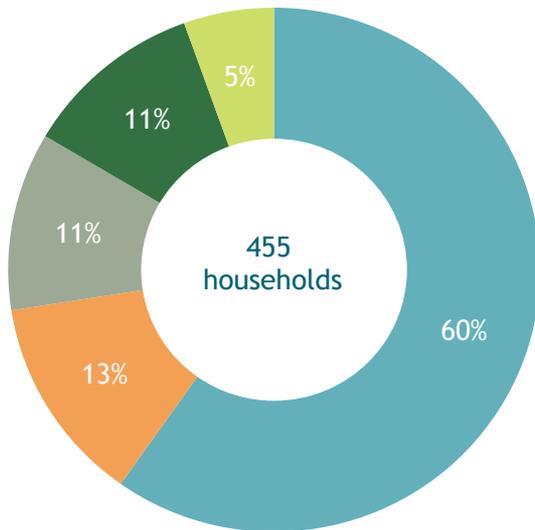


West Springfield
Average Quality Route

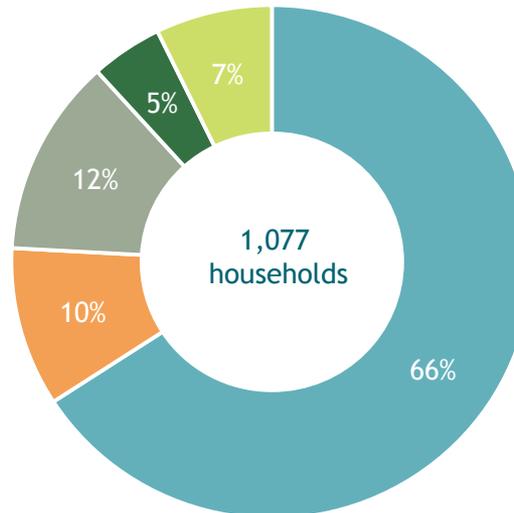


- No Tag
- Single Tag - Then Fixed on Next Recycling Day
- Single Tag - Inconclusive
- Repeat Tag - Fixed
- Repeat Tag - Not Fixed

Lowell
Poor Quality Route



West Springfield
Poor Quality Route



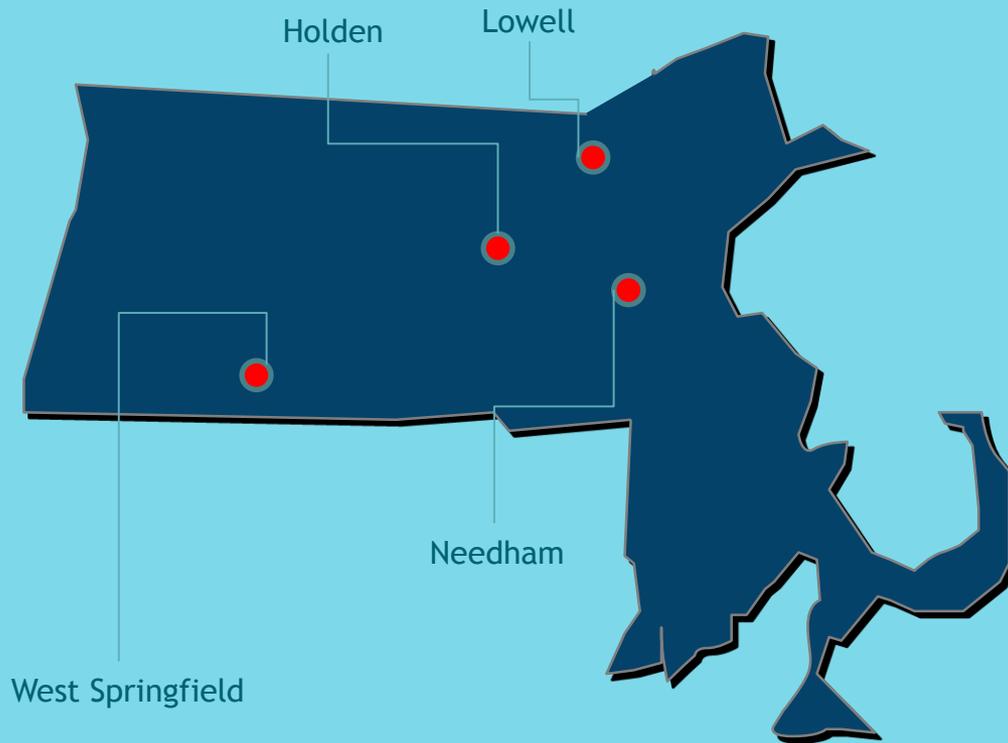
impressions

impressions

impressions



Next Steps



1. Analyze Pilots

2. Compile Toolkit

3. Share + Grants

WE'RE THE RECYCLING PARTNERSHIP

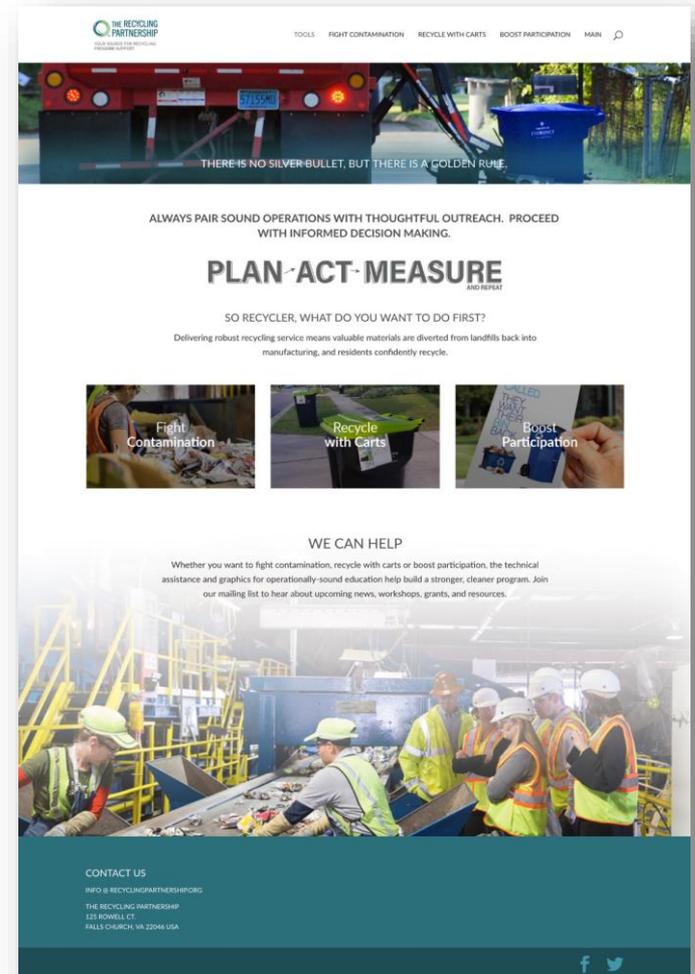
501(c)3 organization dedicated to transforming recycling in towns all across America

- ◆ Founded in 2003 as Curbside Value Partnership
- ◆ Based in Washington, D.C.
- ◆ Public-private partnerships to improve recycling
- ◆ National scale with projects in 75+ communities
- ◆ Growing network: Technical Council, MRF Group, State Leaders Group
- ◆ Quantity and quality / more and better

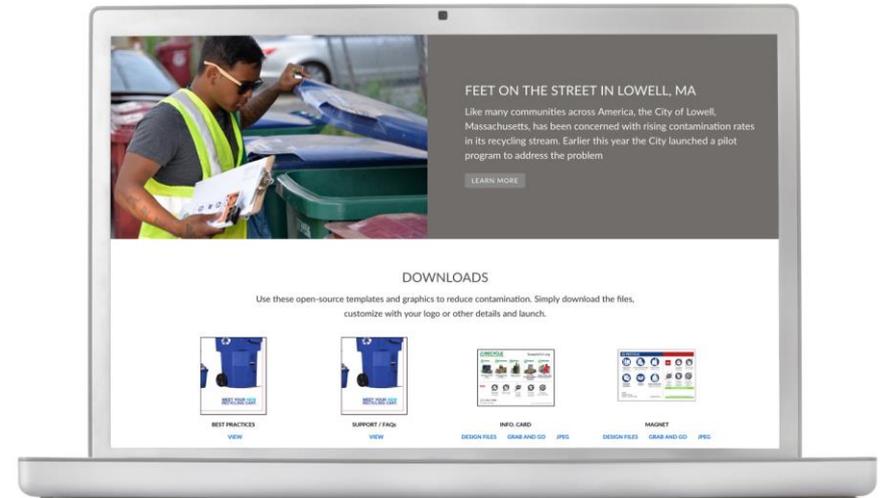
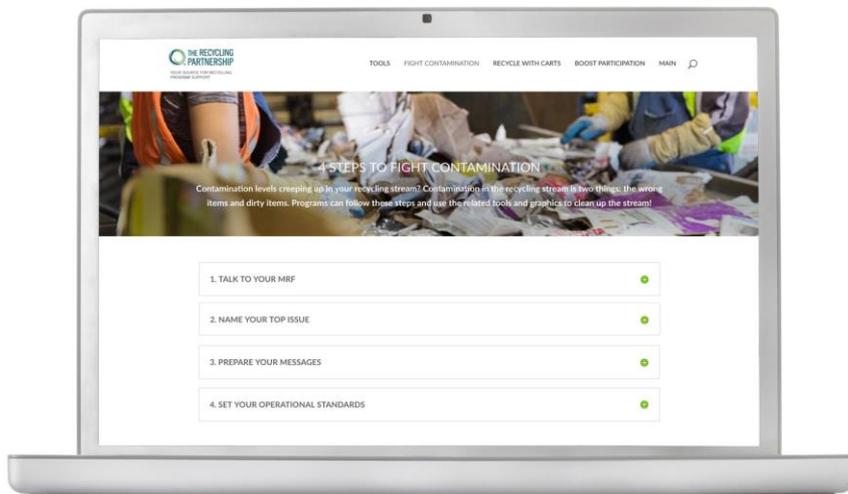
OUR FUNDING PARTNERS



Open Source Tools Online



Open Source Tools Online



TRY THESE TOOLS

JOIN OUR NETWORK



RECYCLINGPARTNERSHIP.ORG



TOOLS

Online
Library
Starters
BMPs

IDEAS

Webinars
Newsletters
E-Books
Forums

RESOURCES

Grants
Campaigns
Tech
Assistance

READY. SET. GO

 **THE RECYCLING
PARTNERSHIP**

A 501(c)(3) initiative dedicated to improving the US curbside recycling system.