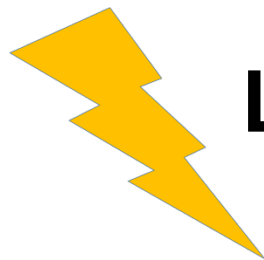


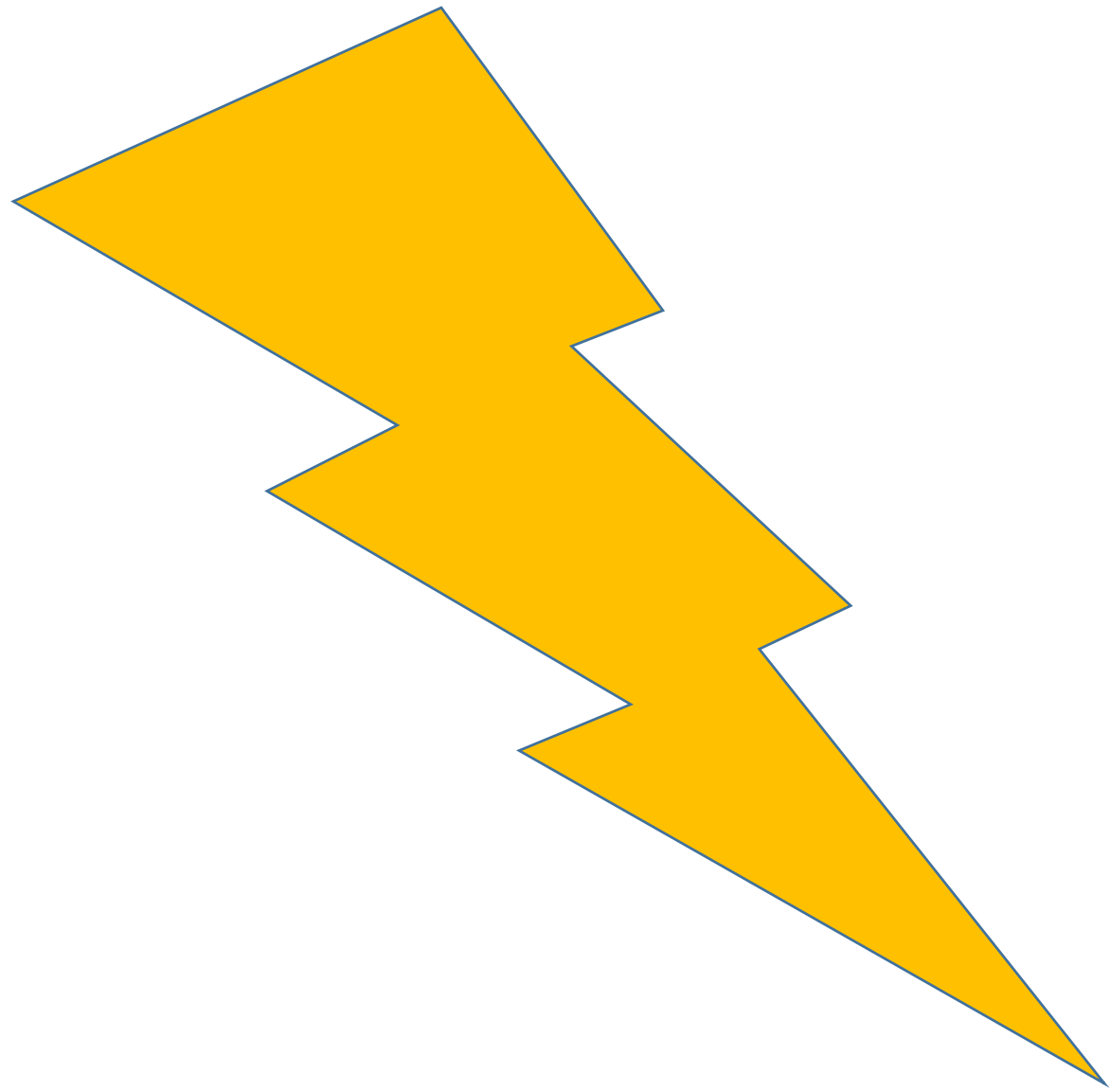


# 2017 Governor's Recycling Summit



## Lightning Round Speakers

Six short talks about how  
programs are making  
recycling work in Michigan





## How the City of East Lansing leveraged:

- Public/private partnerships
- Crowdfunding
- Staff creativity

## Resulting in:

- 50 Public space recycling containers
- 50 New refuse containers
- 40 Bike parking stations



## Leveraging Public Private Partnerships: The EL Going Green Crowdfunding Project

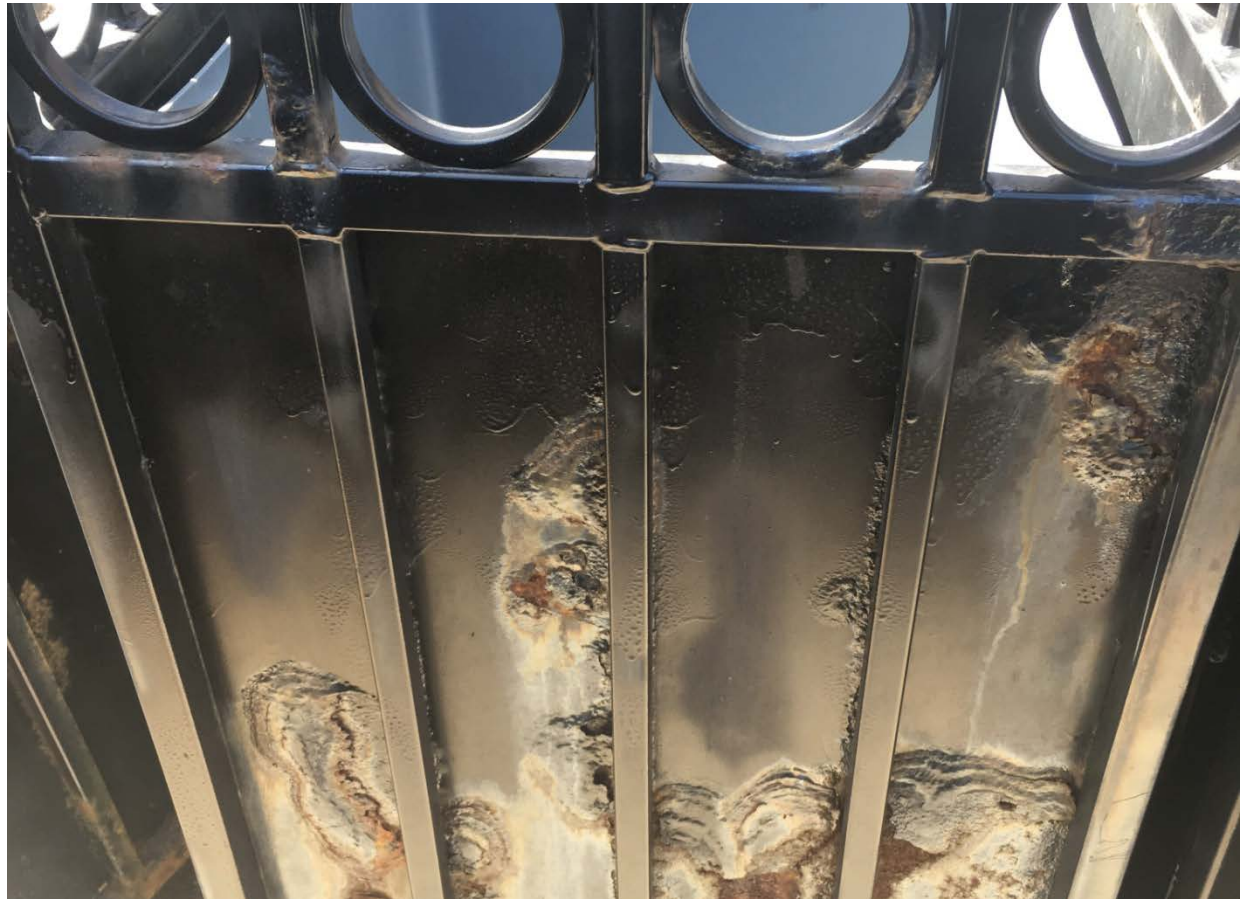


**Best Practices:** Pairing vs Stand Alone made argument for complete project to include needed refuse containers

**Bundling the Project:** Adding bike parking expanded audience and support

**Diversion Data:** Waste Sort clearly established need –Recyclables made up over 60% of Downtown trash collected

**Opportunity for Match Funds:** Public Spaces, Community Places grant program MEDC &MSHDA



**Making the Case: Turning a \$25,000 gift from Amcor into a \$132,000 completed project**



**Public Private Partnerships:** The Recycling Partnership and Amcor

**Phased Approach:** Allowed for variety in funding and built excitement

**Crowdfunding campaign:** MEDC & MSHDA Public Spaces, Community Places grant program provided match funds for donations, maximizing additional gifts from Amcor and our DDA



**We would like to thank The Recycling Partnership, Amcor, our DEQ partners, MSU Recycling, our DDA, and the many generous folks who donated to our campaign!**



# Project Budget

**Phase 1: \$79,050**

\$25,000 Amcor

\$30,000 DDA

\$5,270 Project Funds

\$18,780 Capital Funds

**Phase 2: \$53,560**

\$15,000 Amcor

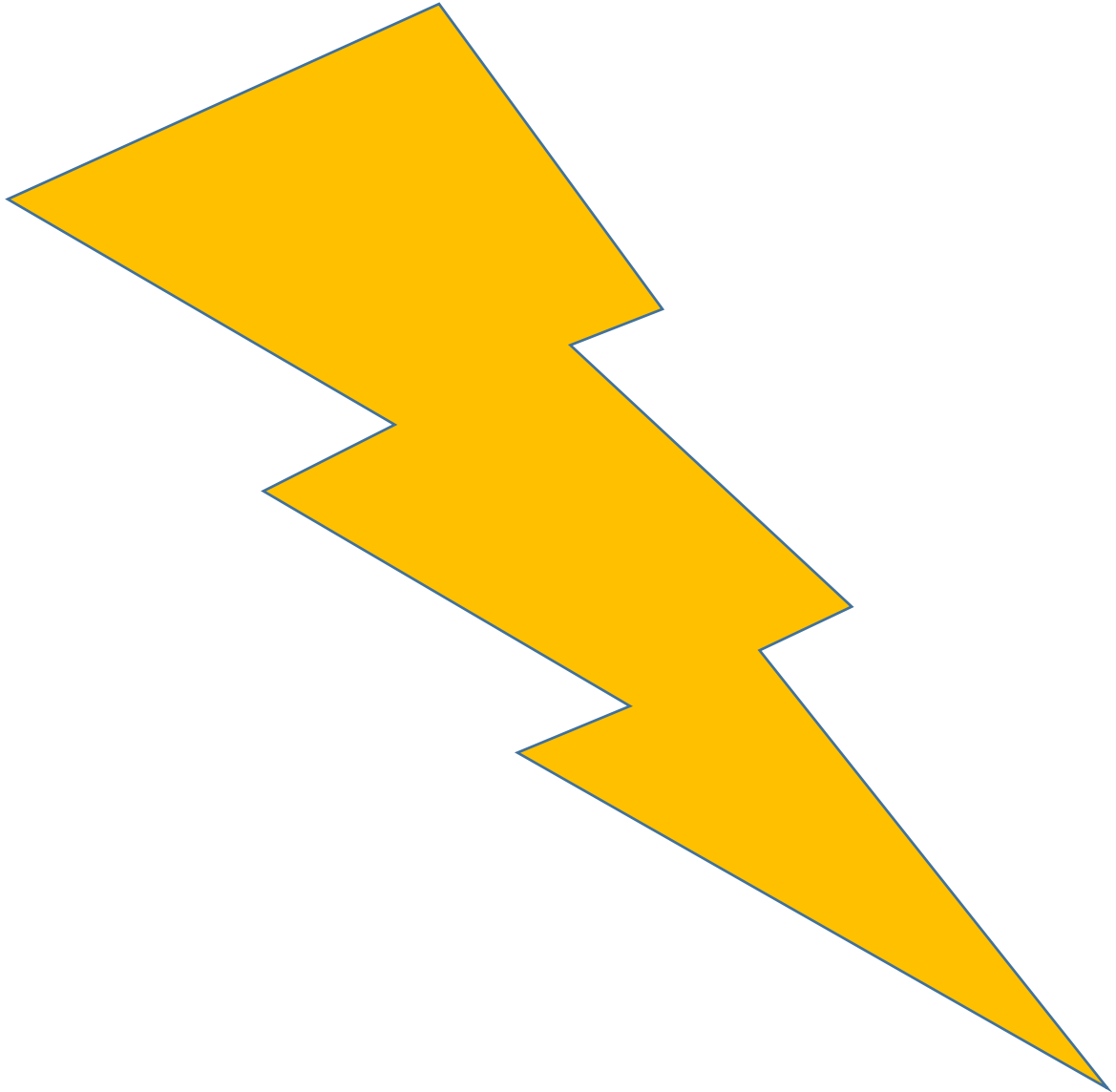
\$10,000 DDA

\$25,660 Grant Match

\$ 2,900 Donations

Cathy DeShambo  
Environmental Services  
Administrator  
cdesham@cityofeastlansing.com





# Recycling at GRPS



Kristen Trovillion



# The Basics

## Who We Are

- Fifth largest school district in MI
- 52 Schools (62 bldngs)
- 17,000+ students
- About 2,700 staff

## What We're Doing

- Single-stream recycling in all 62 buildings and 900+ classrooms
- Organics collection in 6 schools
- Daily collection by custodial staff

# What We're Doing Well

- Universal Signage/Messaging
- Consistent Branding and Receptacles
- Collection Logistics



# What We're Working On



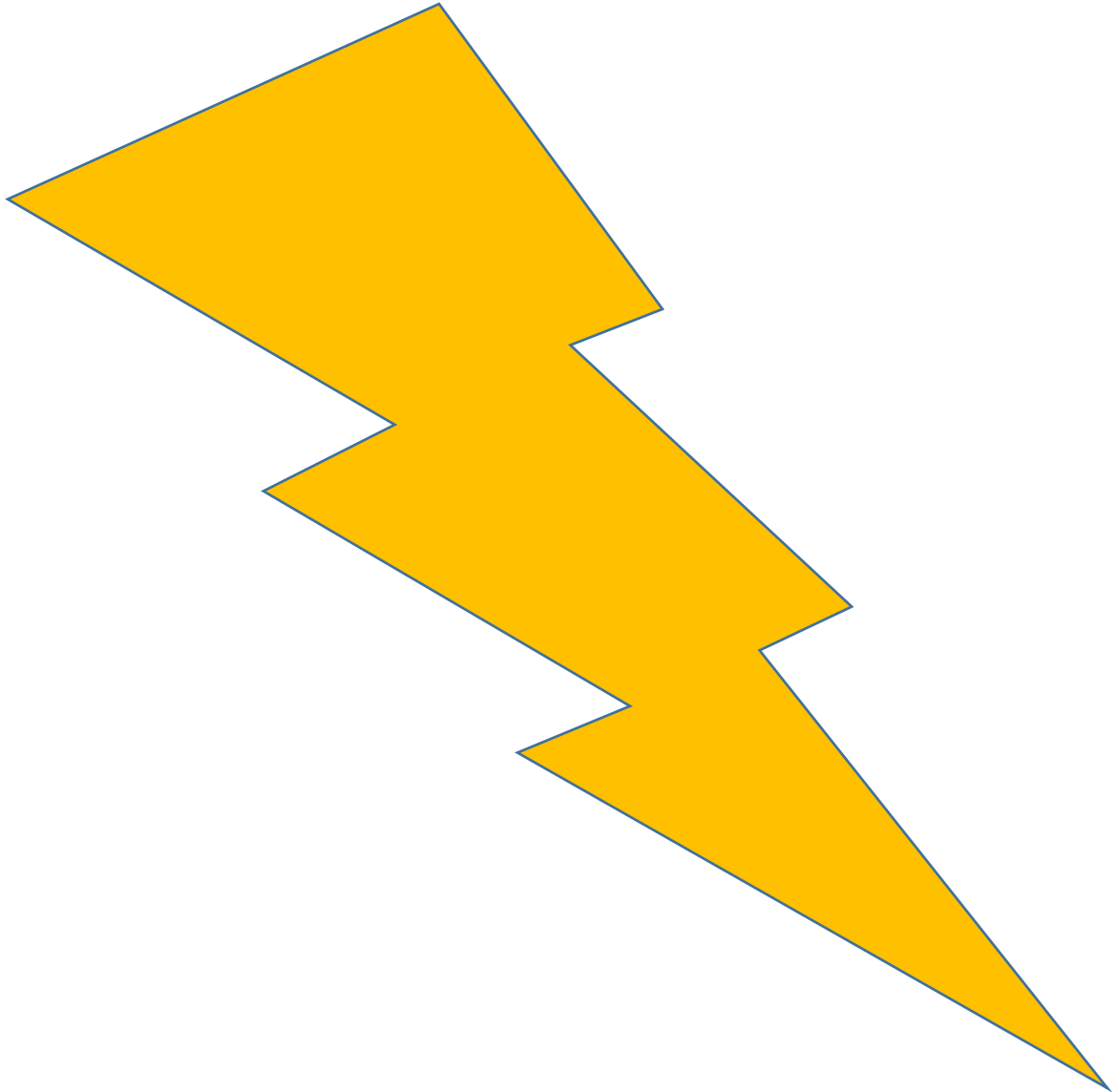
- Measure diverted material
- Deepen Connection to Student Learning
- Find Solution for Carton Recycling
- Expand Organics Collection

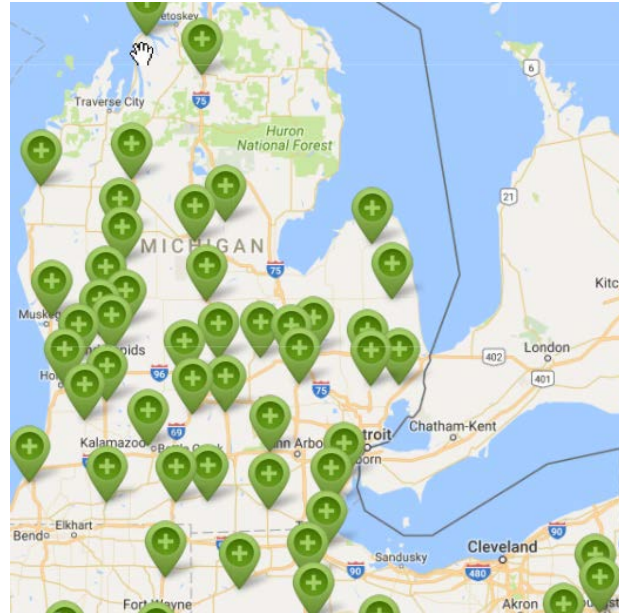
# Questions?

Kristen Trovillion  
Sustainability Coordinator  
Grand Rapids Public Schools

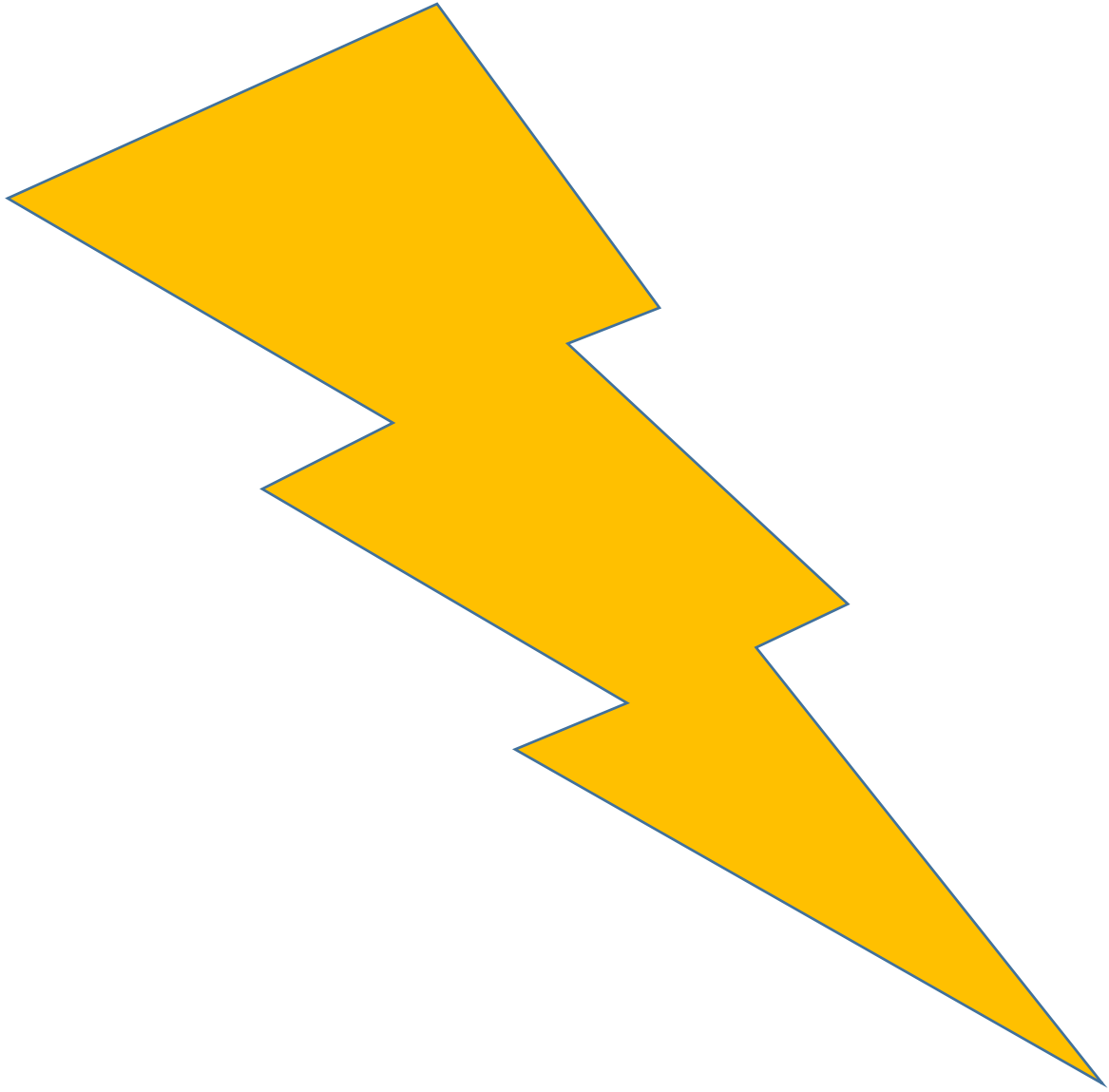
[TrovillionK@grps.org](mailto:TrovillionK@grps.org)

616-819-1032





Gary Johnson  
Director of Warehousing  
Family Farm and Home



# Public-Community Partnership with The Department of Public Works

- The City has a goal of reaching 20% participation rate in curbside recycling by June 2017
- Zero Waste Detroit (ZWD) and Green Living Science (GLS) are contracted to work with DPW on curbside recycling outreach and education
- Residents opt in to receive recycling services
- The City's participation rate as of May 2017 is 20.2% or a total of 42,057 households who have opted into the services



# Grassroots Organizing with Recycling Ambassadors

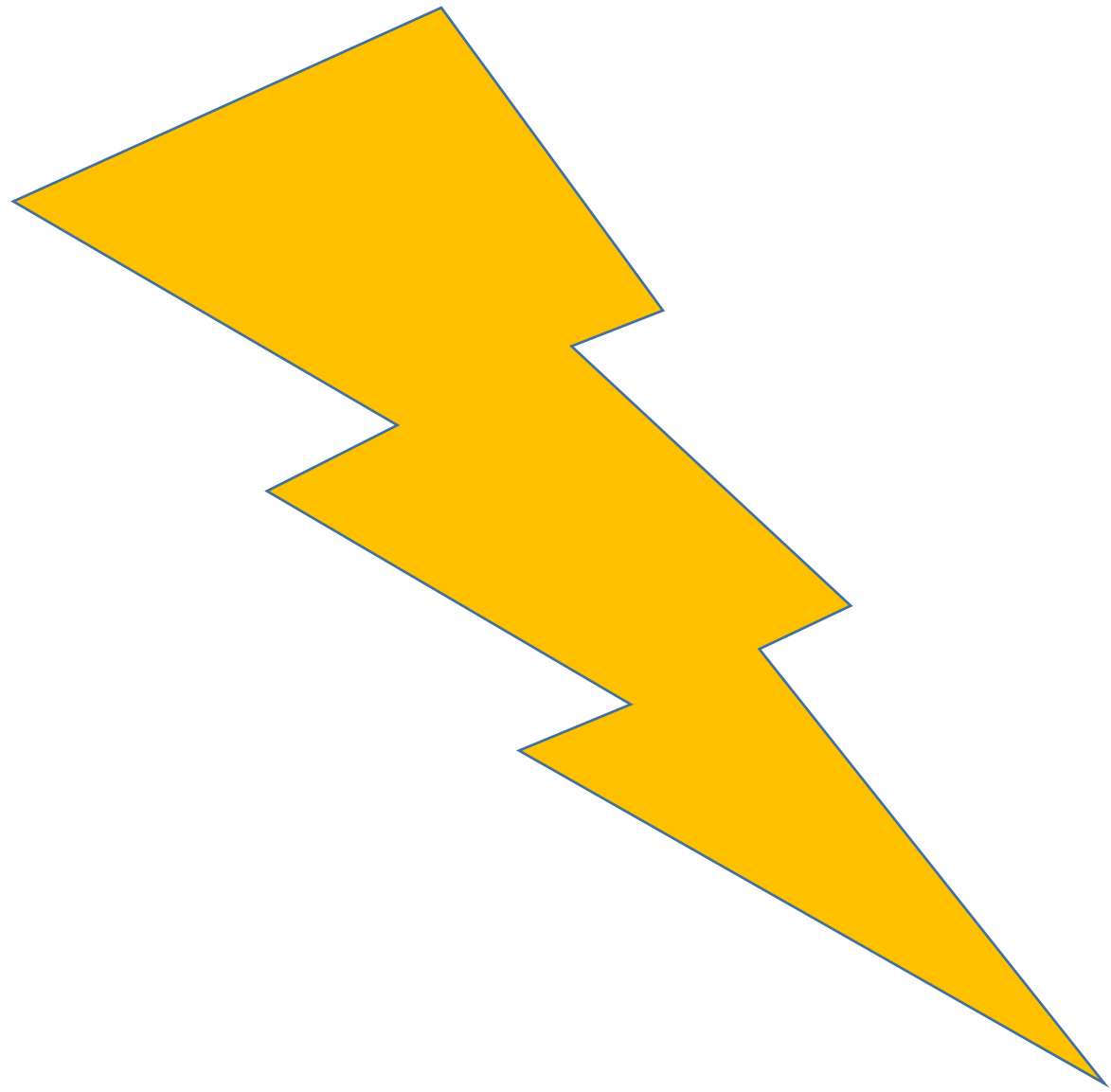


# Recycling Ambassadors

- Green Ambassadors were a boon to helping Zero Waste Detroit reach residents
- They were trained in Recycling Basics
- Able to meet residents where they are at
- Supported with marketing materials, technical assistance and ongoing training
- Received stipends for their workshops
- Bottom up approach to reaching residents

# New Recycling Technology

- ZWD researched Recycling Technology municipalities are using across the country to reach households and found an well known provider and setup Demos
- However the Department of Innovation and Technology felt they could recreate the application with more features and save the City of Detroit \$20,000 per year with the help of Zero Waste Detroit and Green Living Science
- Cut development time from 6 months with vendor to 2 months with in-house staff including additional features
- [WWW.Detroitmi.gov/PublicWorks](http://WWW.Detroitmi.gov/PublicWorks)





# Making It Work; a Public Private Partnership

## Challenge:

How to offer food scrap collection service with no budget, no equipment and minimal staff support...

- Initial conversations between Live Green Lansing, CART and Ingham County Land Bank on how to bring composting services to Lansing. Too many challenges to overcome on our own.
- MI DEQ announced Pollution Prevention grants in Dec. 2015 with focus on food waste
- Group met with Hammond Farms and the Delta Institute to see if there was possibility for partnering
- Application submitted and was successful!

## Partners & Roles:

Delta Institute- Administration, fiduciary

Live Green Lansing- public facing 'lead', marketing, training

Capital Area Recycling and Trash (CART)- outreach, promotion

Hammond Farms- outreach, training, 'dirty work'

MI DEQ- grant funder



## Budget:

Michigan DEQ P2 Grant- \$91,131

Partner Match- \$30,453

Total- \$121,582

## Goals:

- Introduce commercial scale food scrap collection to metro Lansing businesses
- Divert food scraps from the landfill stream and return nutrients to the soil in finished compost
- Educate business owners and residents on the value of food scrap composting for soil health and atmospheric methane reduction
- Transform public perception of food scraps from 'waste' to 'resource'

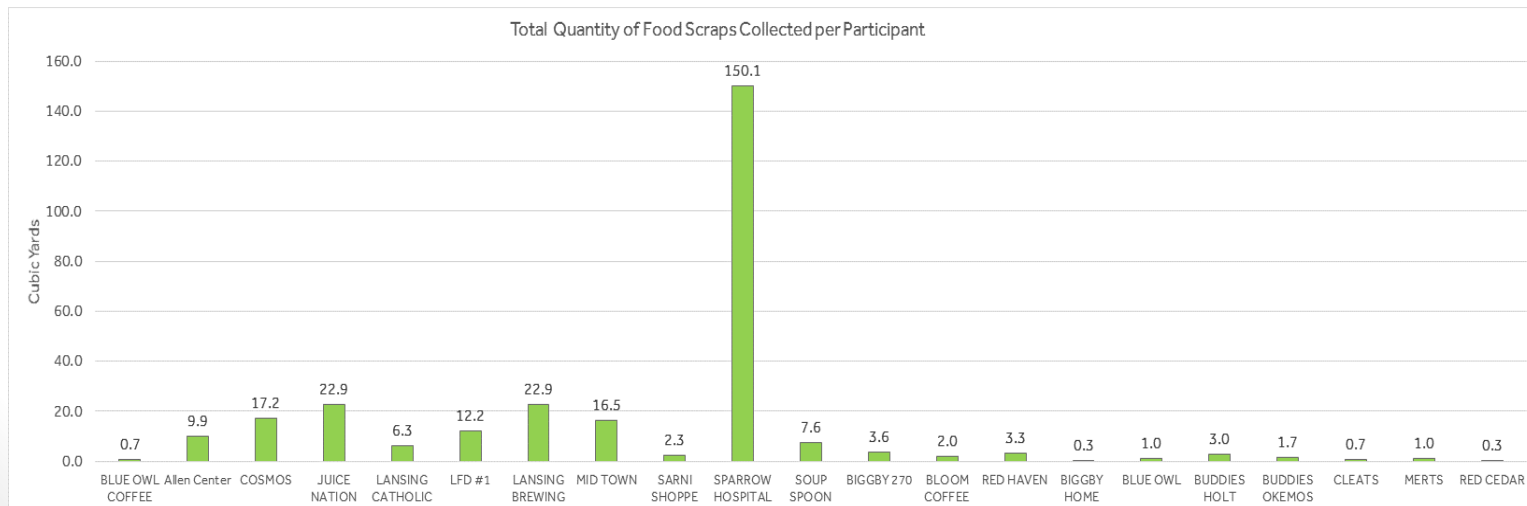


# Results to Date

Pilot launched in September 2016, collection began in October with just a few participants

1. Development Phase- two months to develop materials, set up tracking and announce program
2. Recruitment/Training Phase- ongoing until we're at capacity
3. Implementation Phase- ongoing as new participants sign up

- Enrolled 21 participants
- Trained over 110 staff at participating businesses
- Collected 45 tons of food scraps, around 277 cubic yards; October- April
- Over 200 survey responses at [scrapstosoil.org](http://scrapstosoil.org)





## Takeaways

- Strong partnerships essential
- Flexibility key in working with businesses that have unique needs
- Person to person recruitment most effective
- Quality service is essential- most people, business owners especially wary of risk, once they agree to try something new it has to be a positive experience
- Unexpected benefits- great fit with other 'greening' efforts, several participants signed up for recycling services, started purchasing compostable products

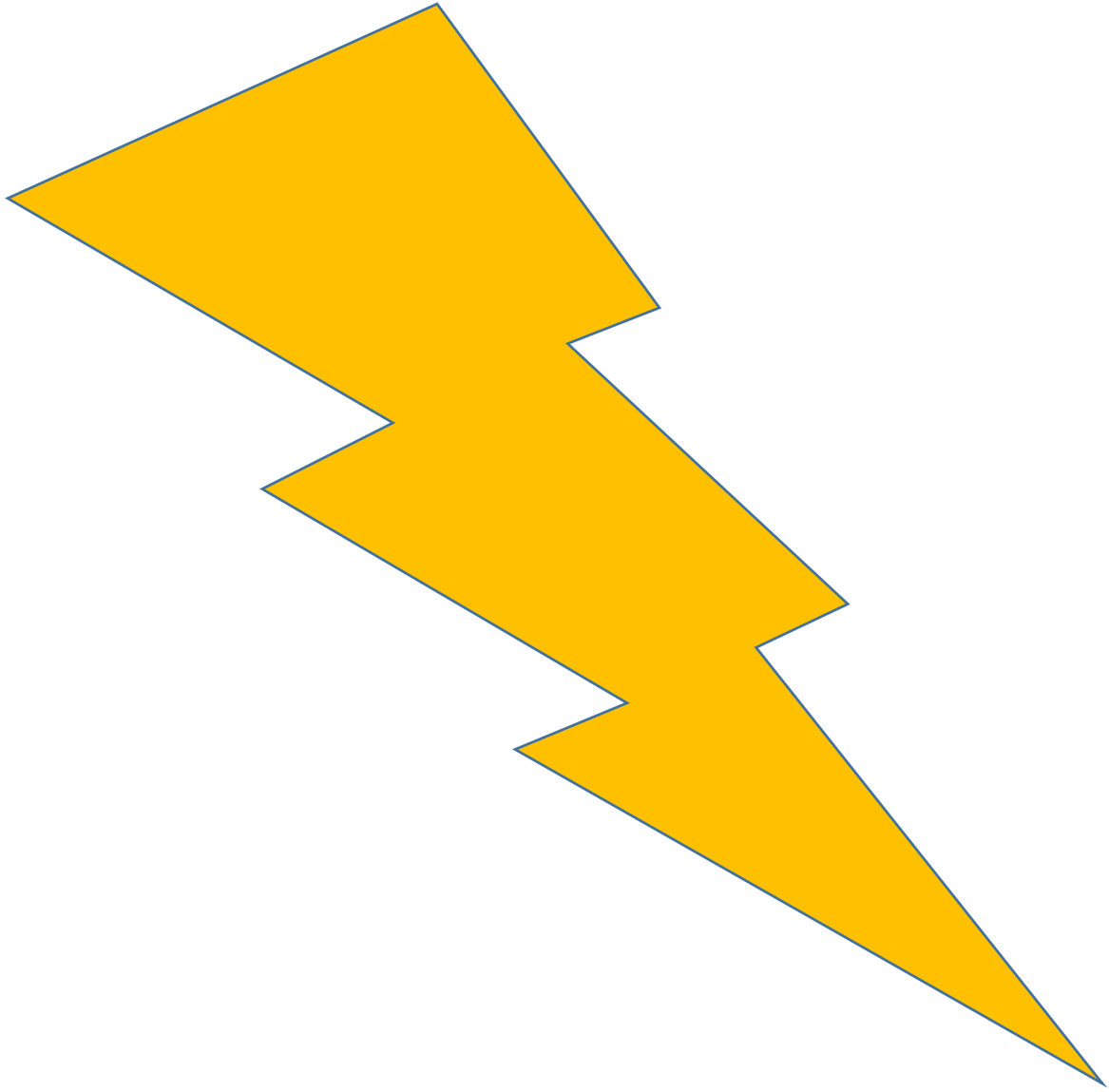
\*Over 80% of survey respondents said they would like to start composting at home, their #1 reason for not composting was lack of space and just behind that, #2 was need for being educated on how it's done

Natalie Molnar, Sustainability Programs Coordinator, BWL

[natalie.molnar@lbwl.com](mailto:natalie.molnar@lbwl.com)

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**COPPER COUNTRY**  
**Recycling Initiative**

# **Growing Your Recycling Program from the Grass Roots up!**

-Suzanne Van Dam

# Organize & Capitalize

- **Use potential funding** as catalyst for action:
  - \*DEQ Money was KEY to momentum

- **Form Steering Committee**

- Co-Chairs
- Research & Field Trips
- Sub-Committees: a) Research; b) Media & Public Officials ; b) Educational outreach; c) Community Contacts



# Small Steps, Big Vision

- **Started with Cardboard at County level**
- **Ambitious outreach vision & plan**
- **Mobilize all sectors of community:**
  - schools, organizations, businesses & units of government, universities



# Go Where You Are Wanted

- City residents & officials most responsive to recycling
- K-12 teachers, students and university students
- Make friends with your local media



# Ripple Effects of DEQ \$

- Galvanized student interest & leadership
- Re-activated recycling/sustainability efforts at Michigan Tech
- Spurred local K-12 schools to implement recycling
- Cardboard recycling at County Transfer station & satellite location in Chassell
- **Houghton & Hancock: weekly comprehensive curbside recycling (up to 30% already!)**



