

# SINGLE STREAM CARTS MUCH MORE BETTER



# Agenda

- 2:00 – 2:10 Welcome, Introductions, Overview
- 2:10 – 2:45 Task Lists: What, When, Where, How long
- 2:45 – 3:00 Breakout – timeline
- 3:00 – 3:15 Cart Details: From RFP to Delivery
- 3:15 – 3:20 Revisit the Timeline
- 3:20 – 3:40 Building a Uniform Message: Communicating the Change
- 3:40 – 3:50 Post Cart Delivery: Building Participation and Delivering Quality
- 3:50 – 4:00 Q&A and Closing Thoughts



# Agenda

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**Welcome, Introductions, Overview.**



# Michigan DEQ

## Meet the Recycling Program Staff:

### Regional Specialists:

- Brian Burke (northern MI/U.P.)
- Emily Freeman (Lansing/Jackson)
- Elizabeth Garver (Southeast MI)
- Katie Venechuk (Grand Rapids/Kalamazoo)

### Recycling Market Development Specialist:

- Matt Flechter



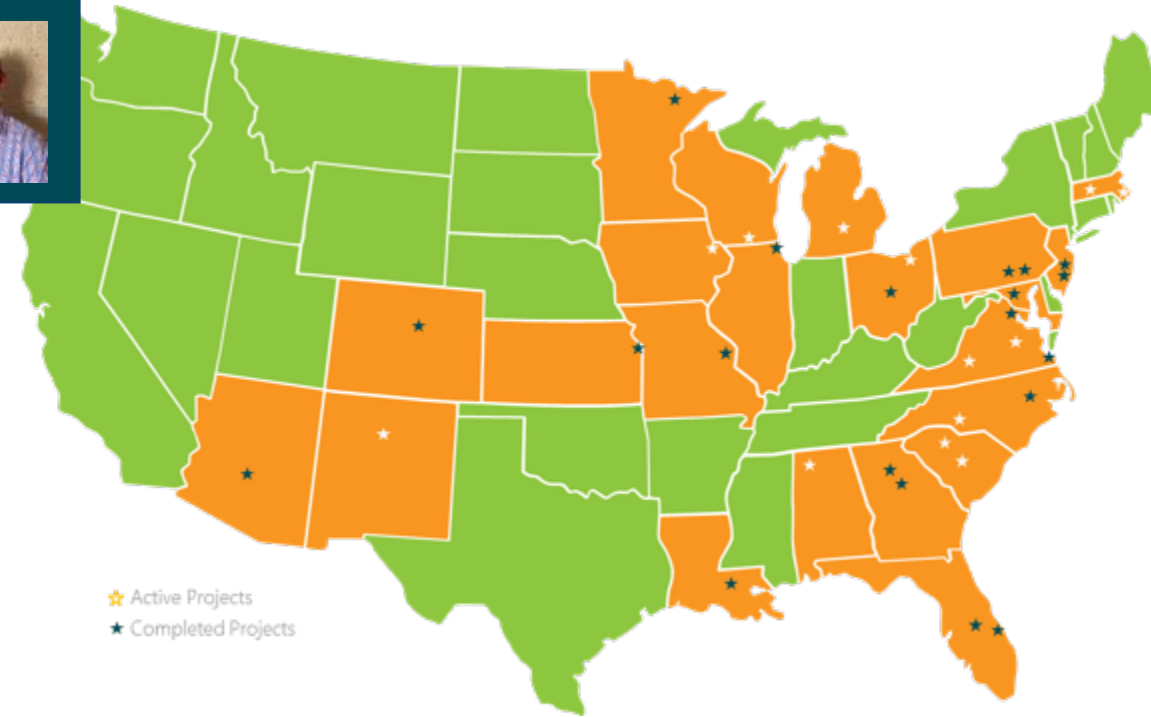


# The Recycling Partnership

RECYCLINGPARTNERSHIP.ORG



- Focus:
  - Access to curbside recycling
    - Carts
  - Improving curbside material quality
    - Education
    - Operations



National Nonprofit  
Since 2003



# Three Types of Resources for Communities

1

## TOOLS

- CARTS Module
- Common Suite
- Passing Plateaus
- Reducing Contamination

[tools.recyclingpartnership.org](http://tools.recyclingpartnership.org)

2

## IDEAS

- Newsletters
- Webinars
- E-books
- Technical Council
- State Leaders Network

3

## RESOURCES

- Grants (Annual)
- Campaign Templates
- Technical Support
- Pull and Go Resources

# Membership



# All Recycling is Local

**1,850 local governments and authorities managing garbage and recycling services in the State of Michigan alone.**

**Does not include public – private partnerships.**

**Each community is different, but best practices work everywhere.**



*Sources:*

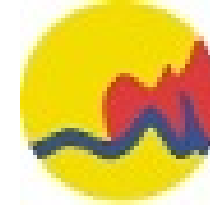
<sup>1</sup> *National Association of Counties*

<sup>2</sup> *National League of Cities*



# Michigan DEO

- Why highlight carts?
- Michigan Examples:
  - City of Portage
  - City of East Lansing
  - City of Dearborn
  - City of Grand Rapids
  - Emmet County
- Michigan Residential Recycling Grant
  - Partnership with  
The Recycling Partnership



# Why Carts?

EVERY HOME  
SHOULD HAVE  
THE SAME LEVEL  
OF **RECYCLING**  
AS **GARBAGE**

If you have **this...**

TRASH ONLY

An illustration of a residential street scene. In the foreground, a dark grey trash can with the words "TRASH ONLY" in white capital letters stands on a grey sidewalk. Behind the trash can is a green lawn. In the background, there are two dark blue houses with white picket fences in front of them. The sky is a light blue color. A white speech bubble with a grey drop shadow is positioned in the upper middle of the scene, containing the text "If you have this...".

# Why Carts?

EVERY HOME  
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OF **RECYCLING**  
AS **GARBAGE**

If you have **this...**

...You should have **this.**

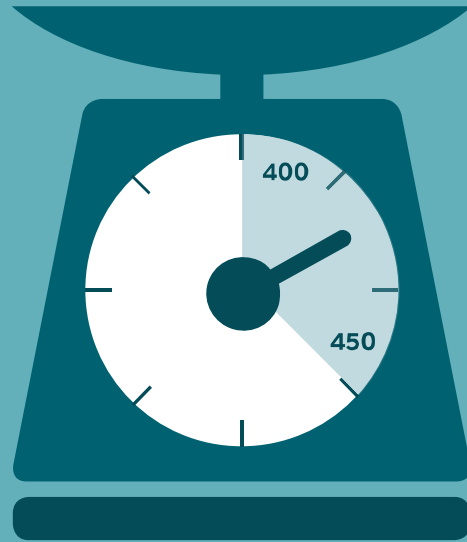
TRASH ONLY



## INCREASED RECOVERY.

Programs using carts, clear material lists, strong outreach, and other BMPs can recover 400-450 lbs/hh/yr.

**400-450  
LBS. PER  
HOUSEHOLD  
PER YEAR**



## MORE CONVENIENCE.

Residents can more easily fit all of their recyclables into one container, then simply roll those items to the curb.



Lid keeps materials contained

Holds more recyclables

All in one container – no need to sort at home

Rolling easier than carrying to curb



# COST SAVINGS.

Budgets benefit from decreased disposal costs, smaller collection crews, more efficiency on the route, and decreased workers' compensation.



Decreased disposal costs



Smaller collection staff



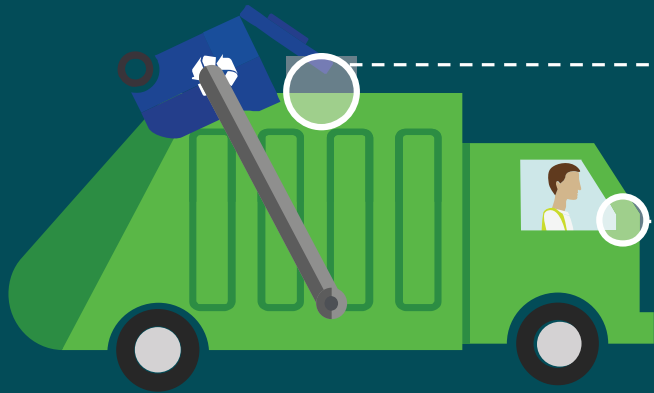
Automation & compaction mean more efficient routes



Flexibility to collect Every other Week



Decreased Workers' Compensation claims



Manual lifting/  
Twisting minimized

Takes workers off street and keeps them safe in cab

Increased safety

Safety = Savings

# Rules of Engagement

- ✓ Ask questions and share experiences throughout
  - Clarify Definitions
- ✓ We encourage:  
Open, Engaging, and Objective Dialogue

## Agenda

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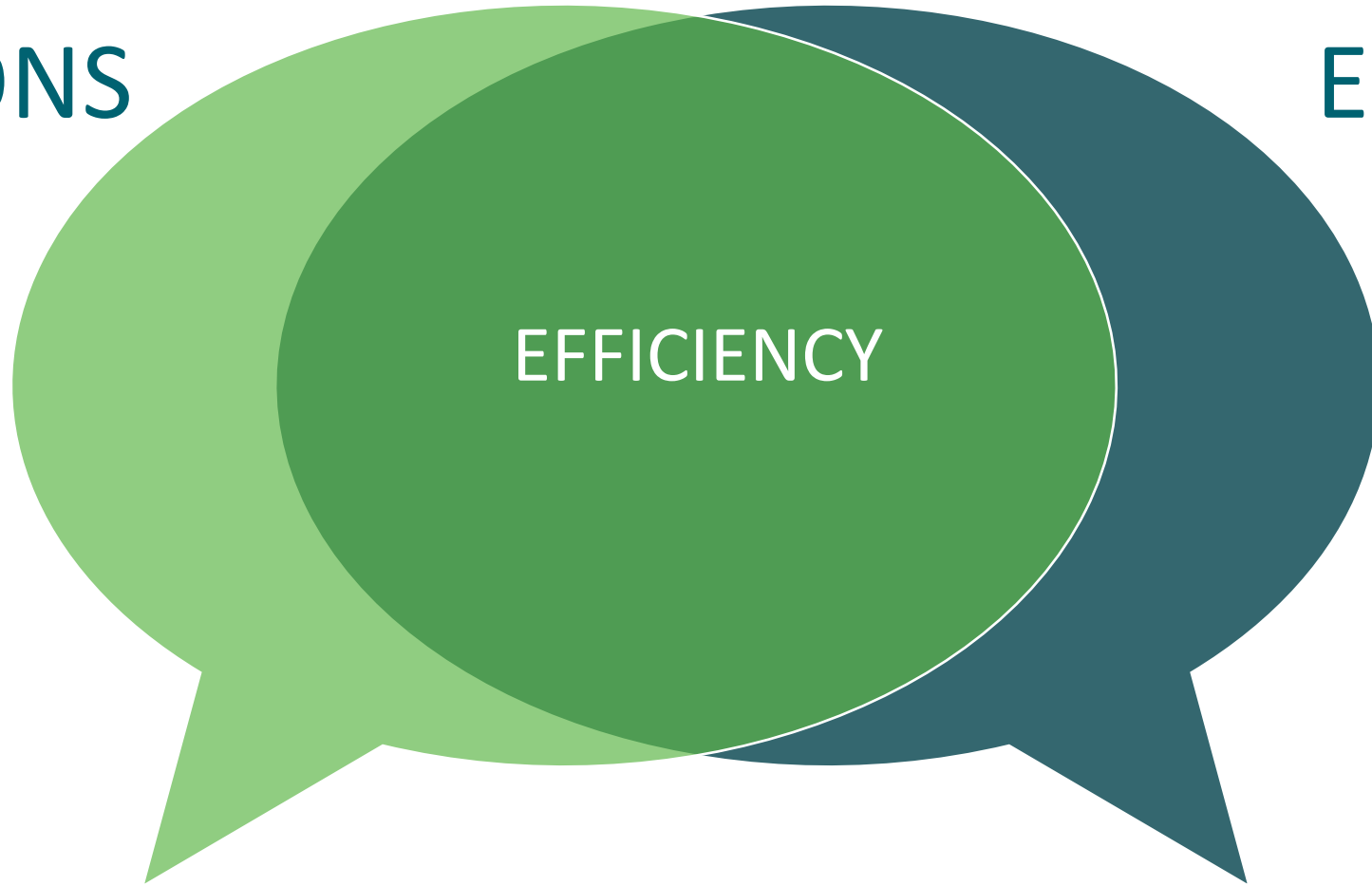
### Timeline & Task Lists: What, when, where, for how long.

- ✓ Securing elected official buy in
- ✓ Setting your budget
- ✓ Anticipating new costs and revenue
- ✓ Potential contract changes
- ✓ Implementing operational changes

# Optimizing Carts: Education, Meet Operations

OPERATIONS

EDUCATION





# Who Needs To Be On Board?

## DECISION MAKERS



## FRONT LINE STAFF



## YOUR RESIDENTS



# Full Program Cost: Telling the Whole Story

## RECYCLING COLLECTION

- Capital/Contracts:
  - Trucks
  - Labor
  - Maintenance
  - Fuel
  - Education
  - Administration/Overhead
- Understand your single stream material mix Revenue/Tip Fee

## GARBAGE COLLECTION

- Capital/Contracts:
  - Trucks
  - Labor
  - Maintenance
  - Fuel
  - Education
  - Administration/Overhead
- Tip Fee



**THE REAL WORLD**

Savings from carts



## Minneapolis, MN

Saved \$250,000 in workers' compensation claims within first year of cart based collection.

## Olathe, KS

Residential garbage tonnage decreased 8,000 tons after first year of cart based collection.



# Key Contracting Considerations:

Collection

Processing

Cart Vendor

## Three Rules to Keep in Mind

1. Contracts should be a win-win.
2. Contracts should protect everyone.
3. In public-private partnerships, the hauler's/MRF's success influences your program's success.





# Key Contracting Considerations:

## Collection

### Three Rules to Keep in Mind

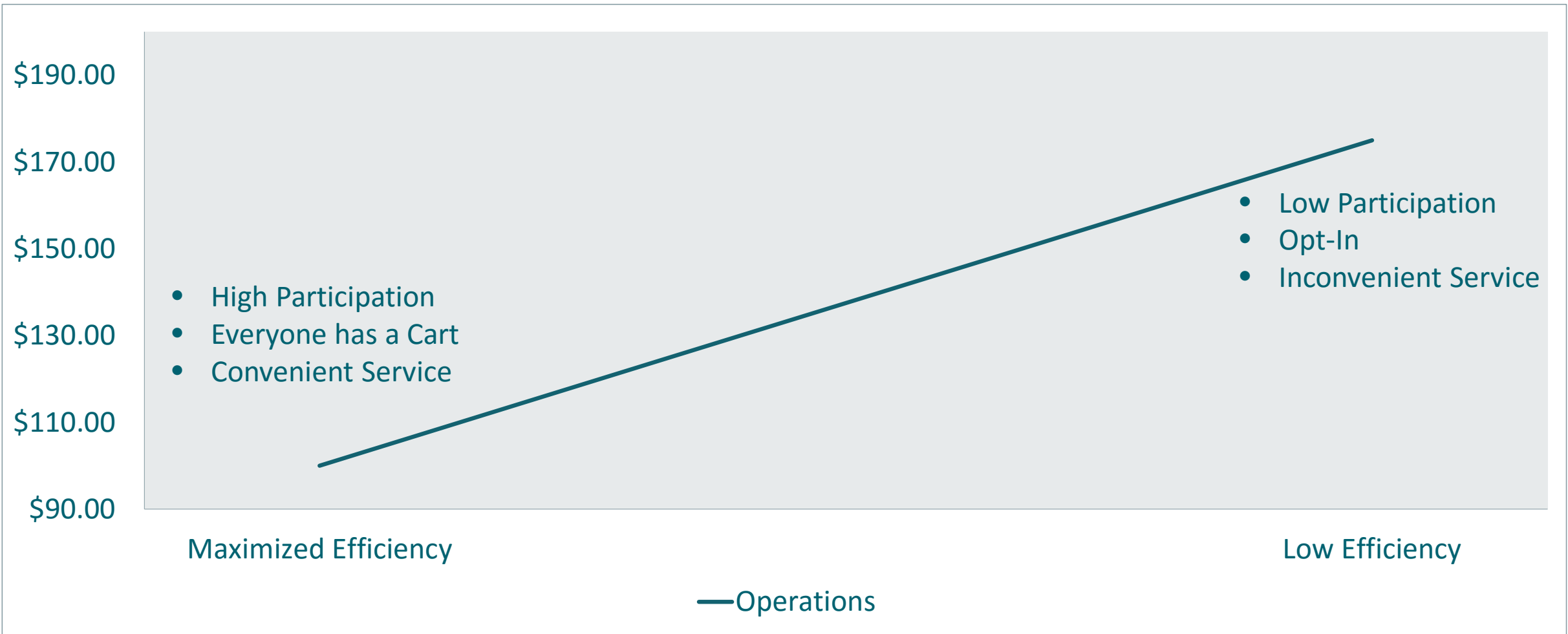
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# Collection: Contract Considerations

- **Cost Per Household Per Month – Annual Cost?**
- **Who owns the Material?**
- **Customer Service**
  - Missed Collections
  - Rejections and Communicating at the Curb
- **Education**
- **Cart Leasing Options**



# Recycling Collection: Cost Per Ton



# Three Ways to Buy Carts:

## Community Owns

Least Expensive;  
Community Asset

## Private Hauler Buys Community Lease to Own

No Capital Costs;  
More Expensive  
Overall;  
Community Asset

## Private Hauler Owns

No Capital Costs;  
Potentially More  
Expensive Overall;  
Not a Community  
Asset



# Key Contracting Considerations:

## Processing

### Three Rules to Keep in Mind

1. Contracts should be a win-win.
2. Contracts should protect everyone.
3. In public-private partnerships, the hauler's/MRF's success influences your program's success.



# Processing: Contract Considerations

- **Cost or revenue per ton or cubic yard**
  - ACR
  - Flat rate
- **Acceptable Materials**
  - Stay flexible
- **Rejection Policy**
- **Education**
  - Common Suite of Material



# Average Breakdown of a Typical Ton by Weight



Mixed Paper .....	40%
Glass .....	21%
Cardboard .....	14%
PET Bottles .....	3%
HDPE Bottles .....	2%
Steel .....	2.5%
Aluminum .....	1%
Non bottle Plastic .....	1%
Cartons .....	0.5%
Contamination .....	15%



# Breakout #1 – The Timeline

Use the Milestones on your table to build a timeline for a roll out with the following variables:

- 115,000 people
- 50,000 homes
- Every Home gets a cart
- Collect with City staff and collection vehicles
- Time Starts January 2017
- Last Cart needs to get delivered by June 30, 2018



## Agenda

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### Cart Details: From RFP to delivery

- ✓ Strong RFPs for carts
- ✓ Selecting a size
- ✓ Developing roll out policies
- ✓ Establishing service provider expectations
- ✓ Contracting highlights
- ✓ Planning for assembly and delivery

# Cart RFP Considerations

- ✓ RFP – Within 6 months of cart purchase and delivery
  - Resin prices and transportation matter
- ✓ One standard cart size makes life easier
- ✓ Research and decide on RFID software before RFP process (true for private hauler RFPs too)
- ✓ Set service provider expectations
  - Schedule regular meetings 3 months prior to roll out
  - Involve all stakeholders – including sub-contractors
  - Get staff involved with A&D in the field

TOOLS RECYCLING PARTNERSHIP

## ▶ How to Purchase

Once you've determined the specs that are right for your program, it's time to place your order. This likely means creating a cart procurement RFP, evaluating proposals, then negotiating and finalizing contracts. Fortunately, many programs have taken this road before you, so you can pull from their hard work.

Check out the following links to sample cart procurement RFPs:



### Columbus, OH

Columbus – 64 Gallon bid  
Columbus Working Pages



### Olathe, KS

Olathe – Garbage Cart RFP (Re-Bid)  
Olathe – 2006 – Sideloaders-Addendum 1



### Minneapolis, MN

Minneapolis – OP7686  
MinneapolisOP7686\_Add1  
Minneapolis OP7686\_Add2



### Tampa, FL

Tampa – Universal Cart Bid  
Tampa – Assembly Dist and Maintenance of Refuse and Recycling Carts

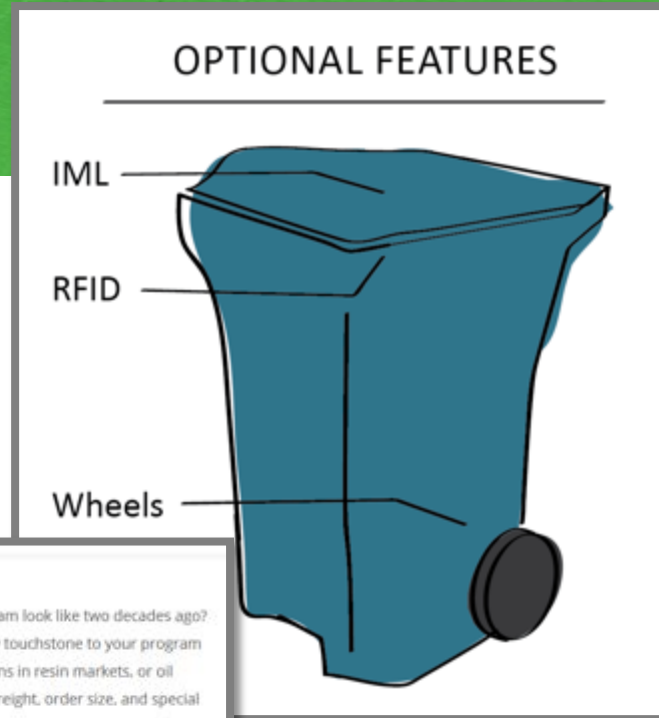




# Choosing the Right Cart

Be ready to answer:

- Talk with Cart Vendors – Get Samples
- How many
  - Any extra?
- Wheel type and size
- Recycled content
- IML vs HOT STAMP
- RFID



► Carts

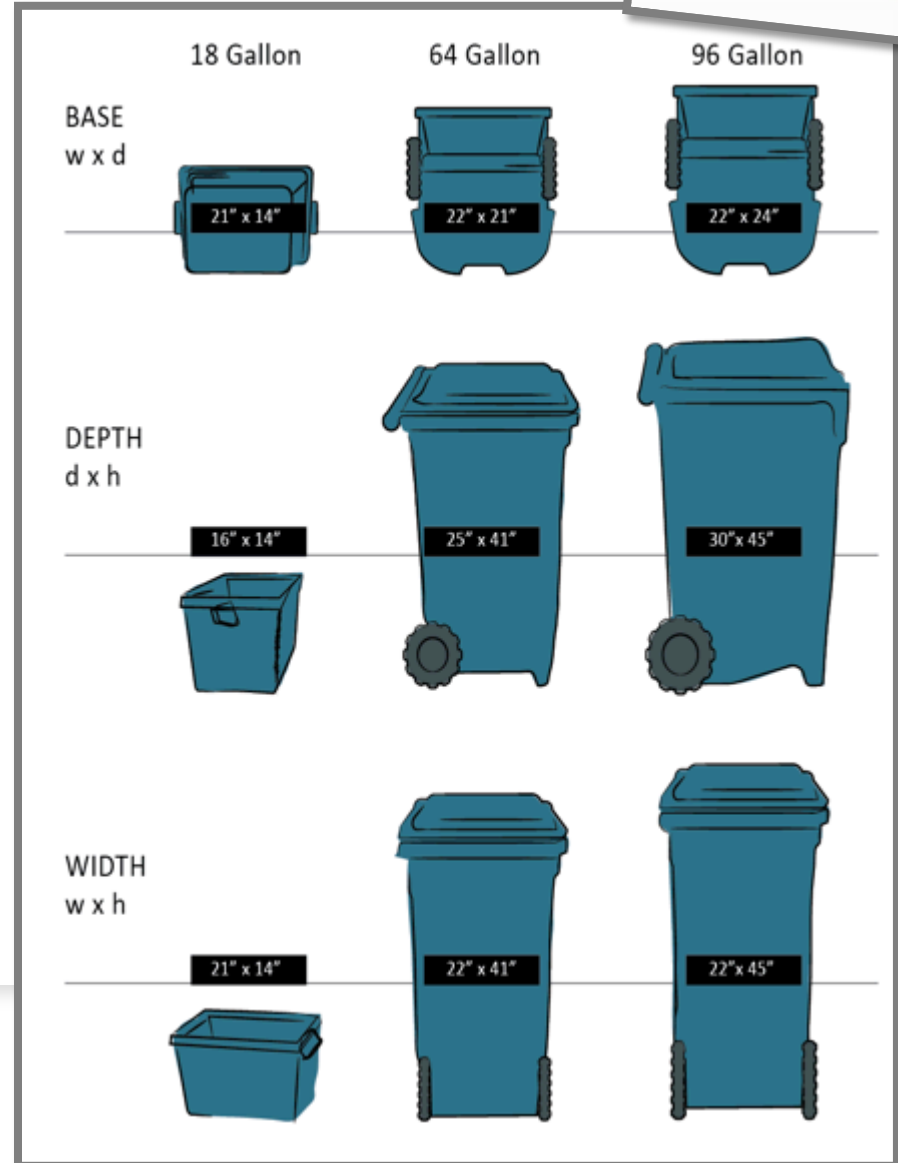
The average cart should last 15 to 20 years. Think about that. What did your recycling program look like two decades ago? These carts you're about to order will weather a number of changes, while serving as a daily touchstone to your program for citizens. Be thoughtful in this purchase! Carts are made of plastic, and as such fluctuations in resin markets, or oil markets for that matter, can have a huge impact on what you pay. Other variables include freight, order size, and special features. That said, here are some general figures you can use in your calculations:

35-gallon cart	\$32-\$45
64-gallon cart	\$40-\$50
96-gallon cart	\$48-\$55
Assembly and Distribution	\$3.50-\$7.00 per cart
<b>Optional Features:</b>	
	RFID Tag: \$0.70-\$1.00
	In Mold Label: \$0.75-\$1.50
	Rubber Wheel: \$3-\$6 per cart
	Larger plastic wheel (generally 12"): \$1-\$2 per cart



# Cart Related Policies

- 93 gallon or bigger for **Every Other Week**
- 64 gallon **MINIMUM** for weekly
- Every home gets same size
  - Clear policies for disabilities
- Carts smaller than 64 gallons do not have enough capacity





**THE REAL WORLD**  
Cart Rejections



Minneapolis, MN  
Orange County, NC  
Tampa, FL

During cart distribution asked residents who requested smaller cart to hold onto the cart for a month, try it out and call back if they still didn't like it.



# Assembly and Distribution

Be sure to consider:

- Address list
- Paved secure lot for storage
- How to handle:
  - Multi family properties
  - Mobile Home Parks
  - Gated neighborhoods
  - Corner lots
- Budget 10,000 – 15,000 carts delivered per week
  - Cart companies can deliver as many as you want – they just add crews





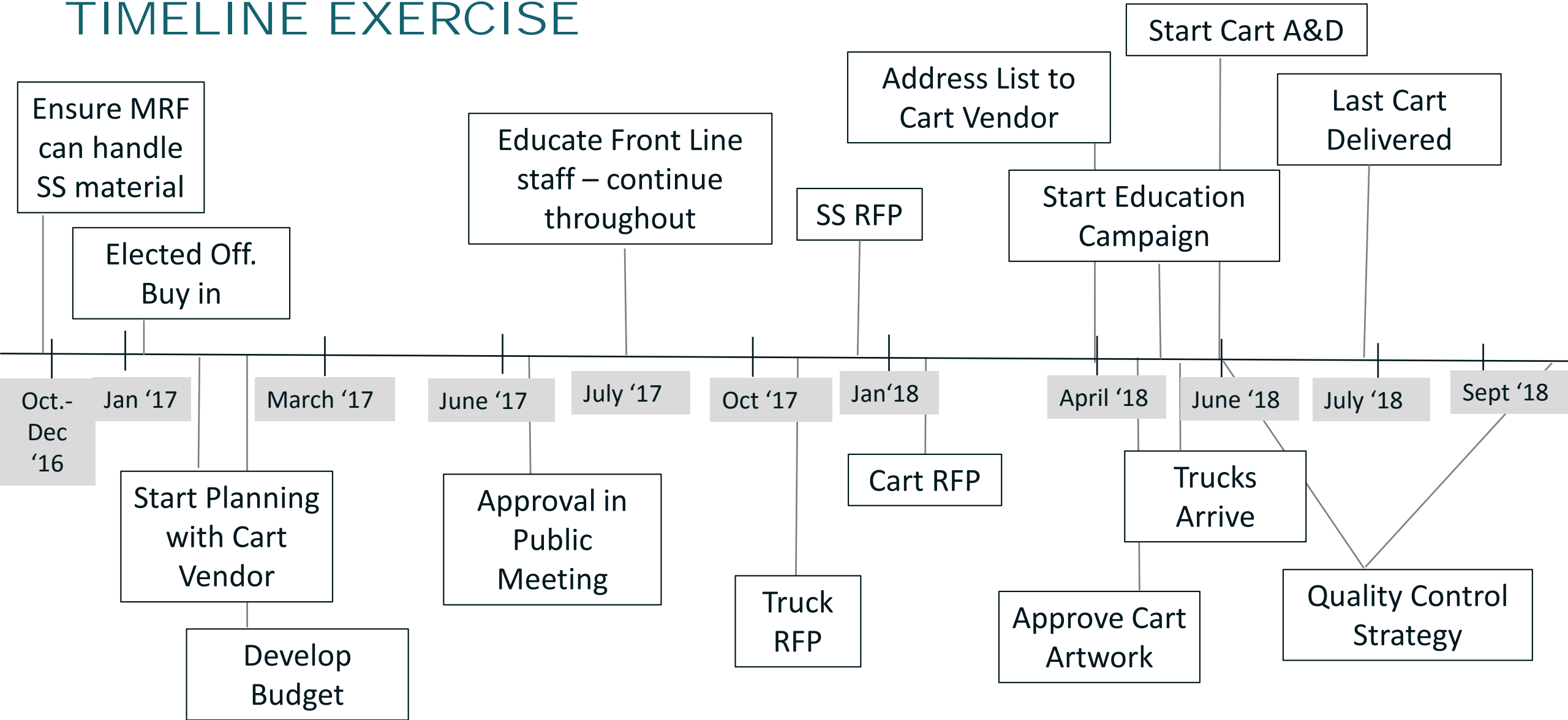
# Timeline

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# TIMELINE EXERCISE



# Agenda

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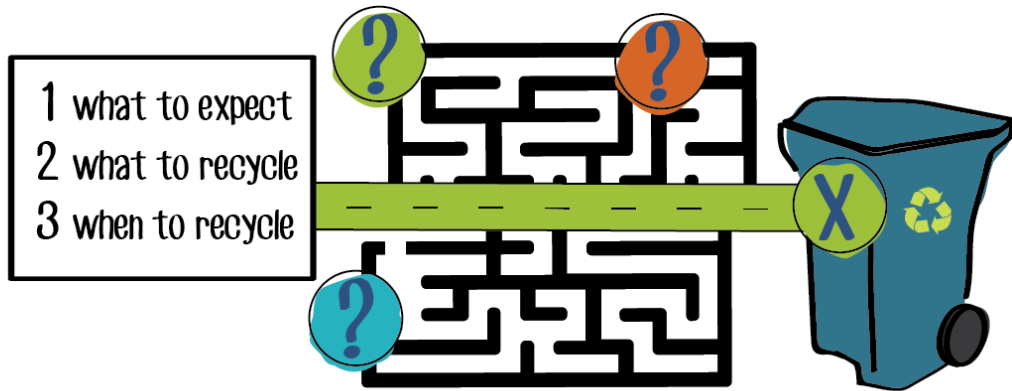
## Building a Uniform Message.

- ✓ Communicating the change
- ✓ Resources to support cart distribution
- ✓ Ongoing best practice education meets operations
- ✓ MDEQ resources

# Education: Reduce Confusion to Improve Participation

Simplify and support for frequency and accuracy

TOOLS. RECYCLING PARTNERSHIP




Confusion ensures low participation and volume, and increased contamination.  
Use clear, simple messaging to reduce confusion and boost user confidence.

We don't need people to think about recycling.

We need them to recycle without having to think about it.

# Working with the MRF: Standard Material List



GLASS PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT
		NOT DANGEROUS	DANGEROUS	
Bottles and Jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Glass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ALUMINUM PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT
		NOT DANGEROUS	DANGEROUS	
Can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Foil or Foil like container (e.g. aluminum trays)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other aluminum containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STEEL PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT
		NOT DANGEROUS	DANGEROUS	
Can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pots and pans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scrap metal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare				
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ft Bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tissue Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 type #1 and #2
- By resin type #1, 2, 3, 4, and 5
- Other:

PLASTIC PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT
		NOT DANGEROUS	DANGEROUS	ACCEPT
Bulky plastic (e.g. crates)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Exclusions, size or preparation requirements</i>				
Buckets (any size)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Exclusions, size or preparation requirements</i>				
Toys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Size or preparation requirements</i>				
Flower Pots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Exclusions, size or preparation requirements</i>				
Bags, wraps, film (bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bags (loose or bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam Blocks & Shapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam food Service & Other containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Plastic Size Requirements?</i>				
<i>Other Preparation Requirements?</i>				



# ACCEPTED MATERIALS LIST CATEGORIES

Product	Accept	Do Not Accept		Do Not Want on List But Accept
		Not Detrimental	Detrimental	





# TOP 5 COMMON PROHIBITIVE ITEMS

## 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. Degrades 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	

**OOPS!**  
UNFORTUNATELY, WE COULD NOT COLLECT TODAY DUE TO ERRORS:

- Do not Bag (recyclables (no garbage))
- No Bags (return to retail)
- YUCK** 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](http://townofwestspringfield.org)



# Cart Roll Out Support: Success from the Start

Postcard  
Print Ad  
Intro Kit:  
Magnet  
“How to” Letter  
Calendar

Banner  
Signage  
Digital ad/ slider  
Oops Card  
FAQs driver, call  
center, officials



# Ongoing Communications: What do you Need?

3

2

1



## ELEMENTS

### Key 3

#### Curbside

- Rejection notice (with Thank You + Reminder + SOP)
- Info card / Magnet
- Material-specific pieces (no bags, no bagged recycleables)

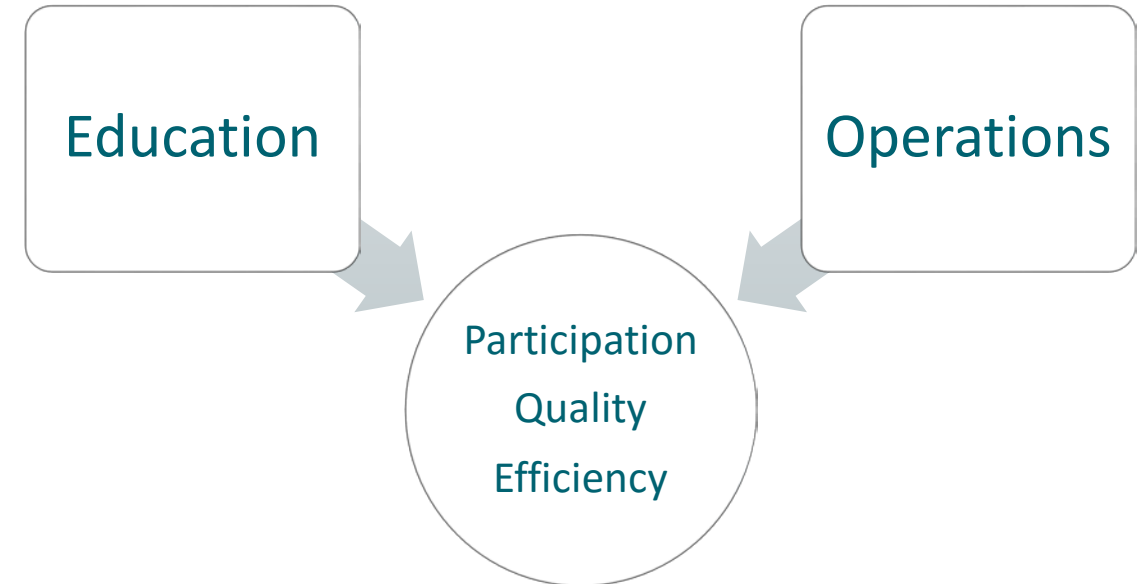
### Do (at least) 2

#### General Awareness

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

### The One (always)

#### Website



**Drop-Off:** Signage; Handouts On-Site; Attendants



# Key 3

**RECYCLE** RECICLAJE  
RECYCLE THESE LOOSE IN YOUR RECYCLE CART

[www.townofwestspringfield.org](http://www.townofwestspringfield.org)

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

Questions? Call W.Springfield Department of Public Works **413.263.3242**

Information Card

Solid Waste & Recycling Office  
Department of Public Works  
1365 Middlesex St  
Lowell, MA 01851

**LowellRecycle.org**

NEVER MISS COLLECTION DAY  
DOWNLOAD THE FREE APP "LowellRecycle"  
WEEKLY REMINDERS, ALERTS, TIPS

**SHINE ON. Recycle.**

1-800-225-2251  
LOWELL, MASSACHUSETTS  
PO BOX 1  
LOWELL CITY, MA 01851-0001  
LOWELL, MA 01851-0001

**REDUCE! RECYCLE!**  
Solid Waste & Recycling Office  
Department of Public Works  
1365 Middlesex St  
Lowell, MA 01851

**recycle**

**RETURN PLASTIC BAGS TO RETAIL**

PLEASE REUSE OR RECYCLE AT YOUR LOCAL STOP & SHOP

**SHINE ON. Recycle.**

Material Specific

**OOPS!**

**UNFORTUNATELY, WE COULD NOT COLLECT TODAY DUE TO ERRORS:**

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Rejection Notice





Billboard



Public Signs

# The One (always)

**CuyahogaRecycles.org**  
Cuyahoga Solid Waste District

**one simple act. Recycle.**

**You can recycle these 5 anywhere in Cuyahoga County.**

- Cans:** Aluminum and Steel Cans and Bottles
- Cartons:** Milk, Juice, and Food Cartons (No Soup Cans)
- Glass:** Bottles and Jars
- Paper:** Mail, Paperboard, Flattened Cardboard
- Plastics:** Kitchens, Laundry and Bath Bottles and Containers

**Recycle at home:** Bay Village [Select Your Community](#)

Have something else to recycle?  [Search](#)

[Recycle at Work](#) [Recycle at School](#) [About Us](#)

**CuyahogaRecycles.org**  
Cuyahoga County Solid Waste District

**one simple act. Recycle.**

**I RECYCLE IN:** City Of Bay Village  
City Hall 123-456-7890  
Service Department 123-456-7890  
[Website](#)

**Household Recycling Put These In!**

- Cans:** Aluminum and Steel Cans and Bottles
- Cartons:** Milk, Juice, and Food Cartons (No Soup Cans)
- Glass:** Bottles and Jars
- Paper:** Mail, Paperboard, Flattened Cardboard
- Plastics:** Single Layered, Flattened Containers

**NO Leave These Out!**

- Plastics Bags:** Do not bag recyclables or include bags in other recycling
- Household Appliances:** Do not include Dishwashers, Washers, Dryers, Stoves, or A/C Units
- Auto Parts:** No Tires or Auto Parts
- Flammable Liquids:** No Gasoline, Oil, Antifreeze, Coolant, or Brake Fluid

**Other Recycling:**

- Drop-off - Plastics, Styrofoam Blocks:** Drop-off location: 1234 Main St, Bay Village, OH 44140
- Clothing & Household Goods:** Drop-off location: 5678 Main St, Bay Village, OH 44140
- Computers:** Drop-off location: 9012 Main St, Bay Village, OH 44140
- Household Hazardous Waste:** Drop-off location: 3456 Main St, Bay Village, OH 44140
- Stump Chips:** Drop-off location: 7890 Main St, Bay Village, OH 44140
- Styrofoam:** Drop-off location: 1234 Main St, Bay Village, OH 44140

**Proper Disposal**

- Construction Waste:** Drop-off location: 1234 Main St, Bay Village, OH 44140
- Refrigerators:** Drop-off location: 5678 Main St, Bay Village, OH 44140
- Refrigerators:** Drop-off location: 9012 Main St, Bay Village, OH 44140
- Large Appliances:** Drop-off location: 3456 Main St, Bay Village, OH 44140

**Compost:**

- Backyard Composting:** [Learn More](#)
- Community Composting:** [Learn More](#)
- Compost Bin:** [Learn More](#)

**FAQs**

Have something else to recycle?  [Search](#)

The Cuyahoga County Solid Waste Management District supports local programs to help residents properly recycle, dispose, compost and reuse. Call (330) 442-2143 or [webinfo@cuyahogacounty.com](mailto:webinfo@cuyahogacounty.com)

Website



**THE REAL WORLD**

Low cost – high reach



## Albuquerque, NM

YouTube: Staff time + \$80 in promotions = 20,000 views

# Additional TRP Tools: Newsletters & Sharables



## Shareable Social Images

**LET'S ROLL!**  
Actors dream of starring roles. Politicians dream of higher offices. Professional recyclers dream of a better way to recycle. Enter the residential curbside recycling cart...

Going to carts can boost recovery to 450 pounds per household and higher, while cutting the number of trucks on the road and slashing disposal expenses. Residents can more easily fit all of their recyclables into these stylish containers and simply roll those items to the curb. A dream come true, but you've got to work for your dreams. The Recycling Partnership is here to help you Go Carts!

webinar **LET'S ROLL! CART-BASED RECYCLING** MAY 19th 2-3:30pm ET

Upgrading to single stream carts? Would you like some direction? Already made the switch? Keen for tips on how to make the most of it? Join this free webinar, May 19th. [Click to register.](#)

**CRUSHING IT!**  
These cities are doing great things with carts.

**Single Stream Carts Widely Adopted**

**26%** FY2009-10 **58%** FY2013-14

Projected recovery gains, cost savings, and added convenience make carts a strong next step for communities. In North Carolina, the percentage of curbside programs using single stream carts more than doubled in the last four years, growing from 26% to 58%.

TELL US: What one change would make your program better?

**Show Me the Tonnage**

Wondering how much additional recovery you'll see if you make the switch to single stream curbside carts? [Download this handy worksheet](#) to figure it out. It may look like a tax form, but have no fear. The end result should be a tidy recovery refund.

**RECYCLE**  
IT'S PATRIOTIC

SUPPORT LOCAL JOBS and ECONOMY CONSERVE OUR NATION'S RESOURCES

THE RECYCLING PARTNERSHIP

DADS KNOW STUFF...  
**A PENNY SAVED IS A PENNY EARNED.**  
DON'T THROW IT AWAY. RECYCLE.

THE RECYCLING PARTNERSHIP

**make your momma proud: recycle**

THE RECYCLING PARTNERSHIP





# EDUCATION Resources from DEQ

- Recycling 101
- Why Does Recycling Cost Money?
- Why recycling matters for your community
- You can make a difference!
- Guide: Operational and Funding Options for Municipal Recycling
- Guide: Use of Special Assessments to Fund Recycling Services

**RECYCLING BUZZ TOPIC:**  
**WHY DOES RECYCLING COST MONEY?**

The fact that recycling is good for the economy and the environment is well-known. Recycling maximizes the use of resources we have already extracted from the earth. We all hear these themes when discussing recycling; however, there is also a cost for your local program. If these materials are worth money, why does it cost money to send them to the recycling center? Shouldn't it be free? It is commonly overlooked that recycling is a service that costs money. When recyclables and waste leave our curb, they are managed through the recycling system or the disposal system. For example, let us consider two different paths for a typical milk jug: recycling and landfilling.

**RECYCLING**

Consider the journey a typical milk jug takes in a single-stream (i.e., mixed recyclables) recycling program:

1. I rinse out my empty milk jug and place it in a recycling bin/cart.
2. A recycling hauler picks up my bin/cart and transports the recyclables to a stream Material Recovery Facility (MRF). A MRF is an engineered facility that is designed to do what is not being done at the curb: sort recyclable material. In addition to the operating costs of machinery, maintenance, staff, and disposal costs required to manage non-recyclable items incorrectly placed in the recycling bin, a single-stream MRF can cost upwards of \$11 million to construct.
3. At the MRF, my recyclable materials are sorted, baled, sold, and transported to secondary processors to be cleaned, or to end users to be repurposed into new manufacturing processes.

**RECYCLING 101**



DEQ MICHIGAN DEPARTMENT OF ENVIRONMENTAL QUALITY

**MI Recycles!**

**RESIDENTIAL RECYCLING INITIATIVE**

Guide: Operational and Funding Options for Municipal Recycling Programs

**OPERATIONS**

A municipal program should, at a minimum, provide residents with a recycling bin or cart, at one or more of their curbs, to collect and/or market the following types of recyclable materials to be recycled:

**MI Recycles!**

**RESIDENTIAL RECYCLING INITIATIVE**

Guide: Use of Special Assessments to Fund Recycling Services & Facilities

able property such as land and that confers a benefit to those living

services that would otherwise not be provided, such as police and fire protection, and

revenues, service fees, user charges,

most municipalities find it easiest to fund special assessments are not levied on property owners like the Headlee Amendment, do not levy a State Homestead Tax Credit or on property owners by a specified benefit. In addition,

**MI Recycles!**

**RESIDENTIAL RECYCLING INITIATIVE**

Why Recycling Matters for Your Community

In April 2014, Governor Rick Snyder announced a statewide plan to double residential recycling in Michigan. Michigan's recycling rate averages around 15%, lower than every other Great Lakes state, and one of the lowest in the country. We can do better! Working together, communities all across Michigan can help the state to achieve its goal and restore Michigan's reputation as a leader in environmental stewardship.

**Recycling is good for your ECONOMY**

While waste disposal simply transfers waste to its grave, recycling gives new life to materials, creating opportunities for new jobs. Preparing material for recycling is more labor intensive than landfilling, so industries engaged in sorting and processing recyclable material employ more people than traditional waste disposal firms. The recycling process has many steps. If done locally, each step creates additional jobs in your community. Recycling also reduces the need for the ability to reduce solid waste collection and disposal costs, as well as generate revenues from the sale of recycled materials.

**A 30% recycling rate in Michigan would mean:\***

- 7,000 to 15,000 jobs
- Up to \$300 million in income
- and \$3.9 billion in state revenue

**\$435 MILLION**

The market value of 4 million pounds of recyclables from Michigan households.

Connect with your regional specialist and

DEQ Michigan Department of Environmental Quality  
1-800-662-9278

Depending on the option chosen, the service provider bill may vary.

DEQ Michigan Department of Environmental Quality  
800-662-9278

**MI Recycles!**

**RESIDENTIAL RECYCLING INITIATIVE**

You can make a difference!

In April 2014, Governor Rick Snyder called Michigan to action to double residential recycling. While Michiganders are great at recycling returnable beverage containers, returnables only make up 2% of all waste. Michigan's recycling rate averages around 15%, lower than every other Great Lakes state, and one of the lowest in the country. We can do better! Are you doing your part?

**What is my part in the recycling initiative?**

The average American generates over four pounds of recyclables, organics and waste every day. That amounts to almost 1,600 pounds per year for a single individual! The U.S. Environmental Protection Agency estimates that approximately 75% of our waste is not waste at all, but is in fact valuable recyclable materials that can be re-purposed into new products. It is estimated that \$435 million worth of recyclables are landfilled each year in Michigan.

**What's in your garbage can?**



DEQ Do your part! Learn more at: [www.michigan.gov/mirecycles](http://www.michigan.gov/mirecycles)

**MI Recycles!**





# Agenda

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## So the Carts Are Here, Now What? Building Participation and Delivering Quality at the Curb

- ✓ Measure, Measure, Measure
- ✓ Quality Control Plan

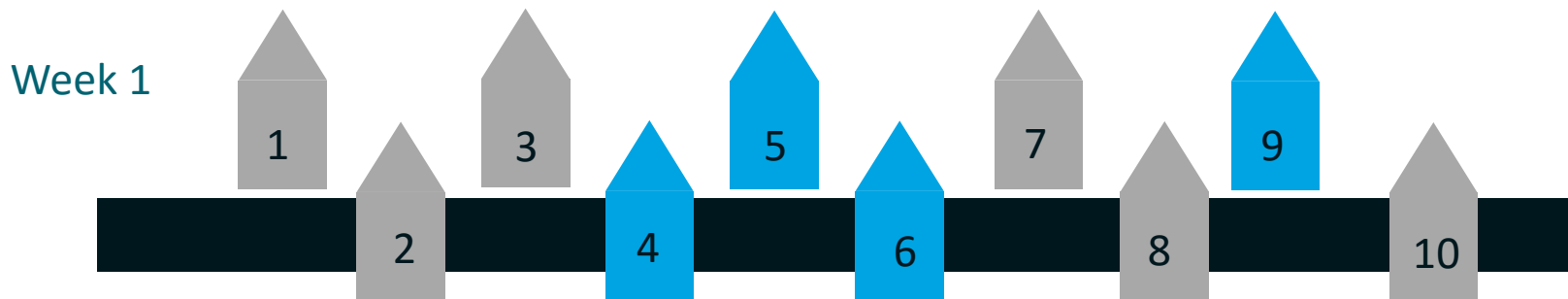


# Measuring Success

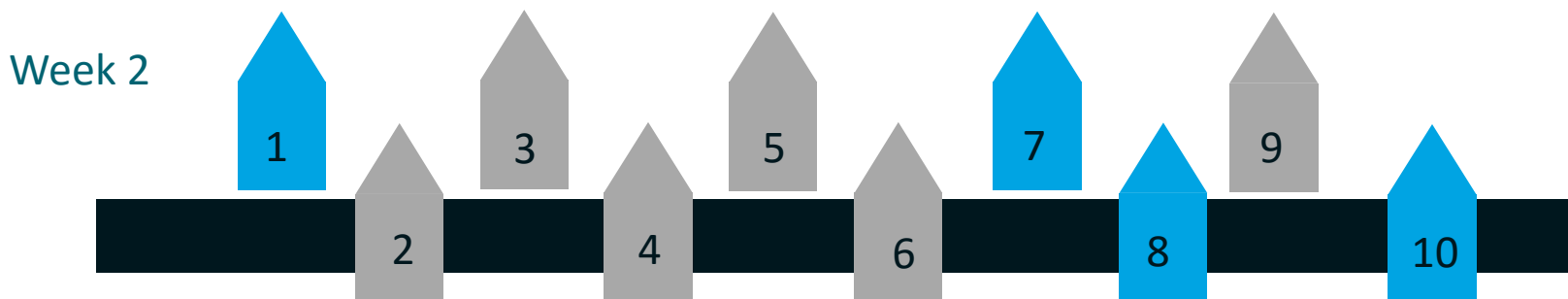
- RECYCLING TONS
- GARBAGE TONS
- SET OUT RATE
- PARTICIPATION RATE
- POUNDS per HOUSEHOLD
- WASTE COMPOSITION/CHARACTERIZATION



# PARTICIPATION RATE vs SET OUT RATE



**Set-out Rate**  
**40%**  
*4 out of 10 homes on average*



**Participation Rate**  
**80%**  
*8 out of 10 homes on average*

# Building Participation - Improving Quality



1. Starts with getting the YES right, and the NO clear (remember the MRF material survey?)

2. Make sure everyone sees the Yes/No in multiple places, multiple times (direct mail, website, magnet, newsletters, etc.)

3. Set up a quality control SOP

4. Track cart rejections/reminders, set out rates, calls to call center, over time

## KEYS:

- Set the right tone.
- Show residents the program is strong and vibrant.
- Engaged haulers, drivers, elected officials, call center, and enforcement officers essential to success.



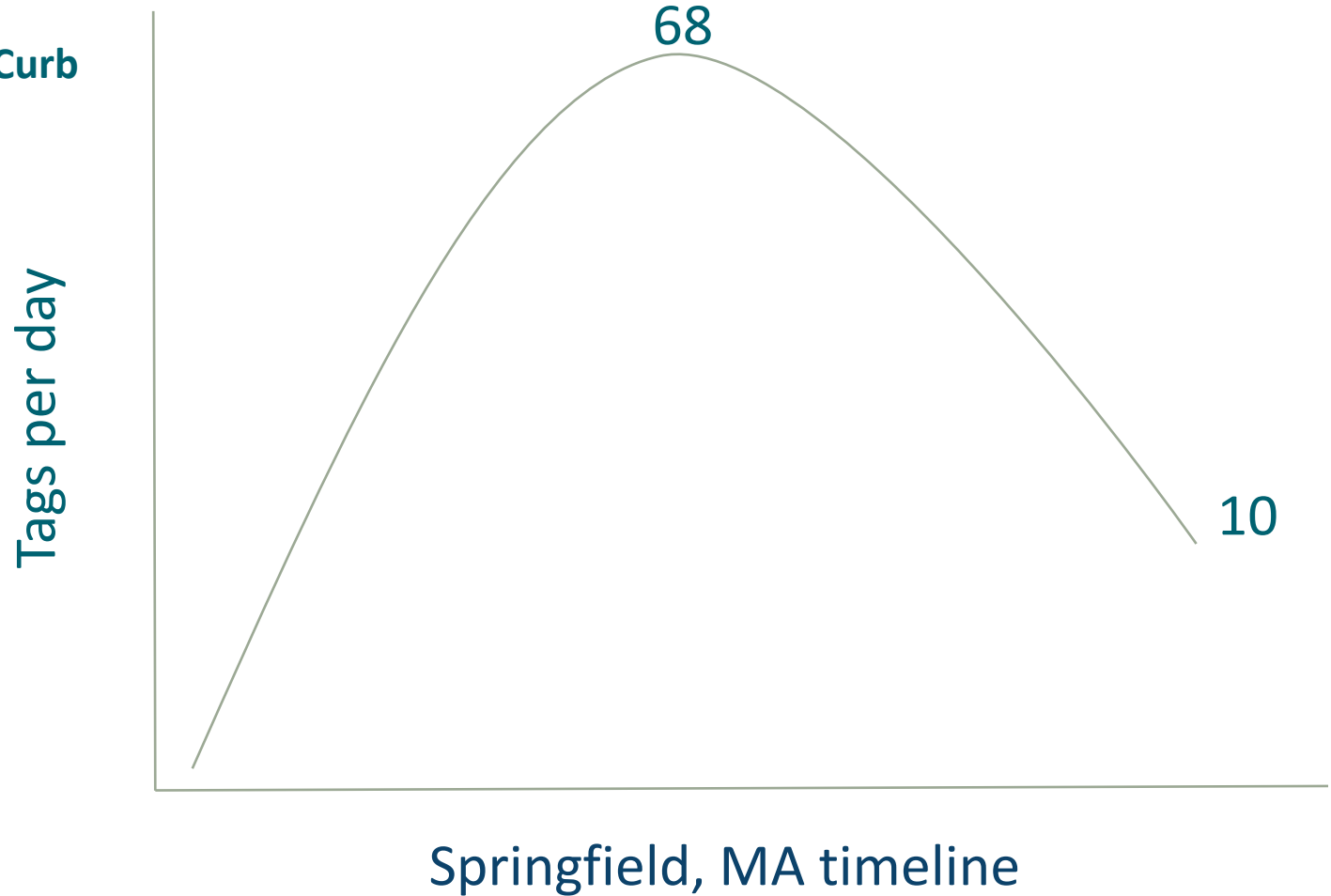
**THE REAL WORLD**  
Driving Quality at the Curb

**Chicago, IL** – Study found 3% of recyclers received “oops” notices. Next time – 91% fixed

**Springfield, MA** – Found 10% of population is causing 90% of the problem

**Montgomery County, VA** – Tip fee directly related to residual rate.

## The Oops Curve





# Agenda

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Questions and Key Takeaways.



# Key Takeaways for Adding Carts

- You can do this!
- A strong timeline is your friend
- Education is an important budget line item
- Education without strong operations – falls flat
- Strong operations without strong education – falls flat
- Good contracts protect everyone
- Strong MRF relationship is a must
- Frequency of collection must be considered when choosing your cart
- Every home getting a cart = fastest way to success
- Measure Measure Measure
- QUALITY MATTERS – The lid can't be your scapegoat



# READY. SET. GO



**THE RECYCLING  
PARTNERSHIP**

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

## TOOLS

Online Library  
Starters

## IDEAS

Webinars  
Newsletters  
E-Books  
Forums

## RESOURCES

Grants  
Campaigns  
Tech Assistance



[Twitter.com/RECYPartnership](https://twitter.com/RECYPartnership)



[Facebook.com/recyclingpartnership](https://Facebook.com/recyclingpartnership)



[Linkedin.com/company/curbside-value-partnership](https://Linkedin.com/company/curbside-value-partnership)



[Instagram.com/recyclingpartnership](https://Instagram.com/recyclingpartnership)

**RecyclingPartnership.org**

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# Contact Us!

## Residential Recycling Initiative

