Cleaning up the Recycling Stream

Moving beyond the average education and outreach campaign.
contamination
1. The wrong materials in the system.
2. The right materials prepared the wrong way.
We can’t only educate. Awareness and knowledge do not change behavior.

Operations + education.
Enforcement without education is frustrating and disenfranchising.
Case in Point - This notice is not really helpful

NON-COMPLIANT RECYCLABLE MATERIAL
THIS IS TRASH
NOT ACCEPTED IN RECYCLING
Thus We Do

Coupling awareness messaging and triggers with very specific resident feedback at the curb.

Enforcement without education is frustrating and disenfranchising.
Goals

Improve Material Quality

Increase Participation

One Common Voice for Recycling
QUICK REFERENCE GUIDE: IMPROVING QUALITY

According to a 2015 MassDEP survey, most residents want to recycle right, but many don’t know how. Use this kit and CHECKLIST to help recyclers do the right thing.

PREP: 6-8 weeks

- Gather Key Facts from your MRF and Hauler

- Prep Your Core Tools (shown below)

- Identify and Train Staff

- Deploy Core Tools and Provide Curbside Feedback

MONITOR: 8 Collection Cycles

MAINTAIN

- Track Results, Evaluate, and Adjust

CORE TOOLS

Consistent messaging and direct feedback encourage better recycling.

ANNUAL INFO CARD

Residents need to know what you want, as well as what you don’t. Mail this ANNUAL INFO CARD to give them an easy reference guide to your basic YES and NO lists.

CURBSIDE FEEDBACK

Direct feedback is extremely powerful in changing behavior. Train staff to use OOPS and THANK YOU tags.

TOP ISSUE MAILER

Target your most problematic contaminant by mailing residents this issue-specific card two collection cycles after the ANNUAL INFO CARD.

TOP ISSUE SIGNAGE

Post signage in the community to reinforce the message from the TOP ISSUE MAILER.

Prepared for MassDEP in collaboration with The Recycling Partnership.
CURBSIDE: Tools

INFORM – BASIC DO’S AND DON’TS

PERSONALIZED FEEDBACK

ISSUE SPECIFIC COMMUNICATIONS

POSTCARD/MAGNET

CART TAGS

MAILERS + MEDIA
RECYCLE
THANK YOU FOR RECYCLING THESE:

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

**NO!**
- Do Not Bag Recyclables
- No Plastic Bags (return to retail)
- No Food or Liquid (empty all containers)
- No Clothing or Linens (use donation programs)
- No Tanglers (no hoses, wires, chains, or electronics)

**123.456.789X**
City Department Name

MassDEP
THE RECYCLING PARTNERSHIP

www.SampleUrl.org
NO PLASTIC BAGS IN THE CART

DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.

Return plastic bags to retailers.

This project is funded in part by a grant from the Massachusetts Department of Environmental Protection. Min. 30% recycled paper.
CURBSIDE RECYCLING IQ KIT – QUICK LINKS

ARTWORK
Design files for both the CORE TOOLS and general promotion tools.

CONTRACT CONSIDERATIONS
Tips for smart curbside contracts.

SET-OUT VIDEO
Overview of the difference between set-out rate and participation rate and how to calculate.

ASSESSMENT TOOL
Are you ready to improve the quality of your recycling?

MRF SURVEY
Start improving quality by working with your MRF to identify issues and goals.

SOPs
Standard Operating Procedures lay out the roles, responsibilities, timeline and tracking.

BUDGET SHEET
Estimate your costs to run this curbside contamination kit.

MRF TRACKING FORM
Track contamination metrics.

TALLY SHEET
Track tagging to track progress.

CHECKLIST
Put the plan and the components to work.

PILOT RESULTS
Summary results from the 2016 Massachusetts Contamination Pilots.

TRAINING VIDEOS
Use these videos to get drivers and enforcement staff ready to provide curbside feedback.
drop-off
QUICK REFERENCE GUIDE: INCREASING QUANTITY AND IMPROVING QUALITY

According to a 2015 MassDEP survey, most residents want to recycle right, but many don’t know how. Use this kit and CHECKLIST to help recyclers do the right thing.

PREP: 6-8 weeks
- Gather Key Facts from your MRF and Hauler
- Prep Your Core Tools (shown below)

ENGAGE: 10 WEEKS
- Identify and Train Staff
- Deploy Core Tools and Provide On-site Resident Feedback

MAINTAIN
- Track Results, Evaluate, and Adjust

CORE TOOLS
Consistent messaging and direct feedback at the drop-off center encourage better recycling.

TOP ISSUE SIGNAGE
Target your most problematic contaminant by posting eye-catching temporary signage at your site. These signs should stay up for 6 to 8 weeks.

IN-PERSON FEEDBACK
Direct feedback is extremely powerful in changing behavior. Train your staff, and provide them with handouts and talking points.

SITE SIGNAGE
Clear and simple signs help residents know what to do. Consider updating overly detailed signs.

ANNUAL INFO CARD
Residents need to know what you want, as well as what you don’t. Mail this ANNUAL INFO CARD to give them an easy reference guide to your basic YES and NO lists.
PERSONALIZED FEEDBACK

STAFF WITH HANDOUTS
SITE SIGNAGE
CLEAR & SIMPLE
SITE
SIGNAGE

CLEAR & SIMPLE

Photo Credit:
Tom Delaney
SITE SIGNAGE

CLEAR & SIMPLE
ARTWORK
Design files for both the CORE TOOLS and general promotion tools.

ASSESSMENT TOOL
Are you ready to improve the quality of your recycling?

BUDGET SHEET
Estimate your costs to run this contamination kit at your drop-off location.

CHECKLIST
Put the plan and the components to work.

CONTRACT CONSIDERATIONS
Tips for smart drop-off contracts.

MRF SURVEY
Start improving quality by working with your MRF to identify issues and goals.

MRF TRACKING FORM
Track contamination metrics.

PILOT RESULTS
Summary results from the 2016 Massachusetts Contamination Pilots.
Number of contaminated carts
Overall contamination
Most problematic contaminant (targeted)

Set-out rates remained steady
Summary of Tagging Rate Improvements -- 2017

Downward trends continued in 2017

- Abington = 81% decrease
- Dartmouth = 45% decrease
- Lynn = 71.6% decrease
- New Bedford = 22% decrease
- Newburyport = 48% decrease
This is not your average education and outreach campaign.

Questions?

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tinyurl.com/RecyclingIQKit-MA