

Cleaning up the Recycling Stream

Moving beyond the average education and outreach campaign.

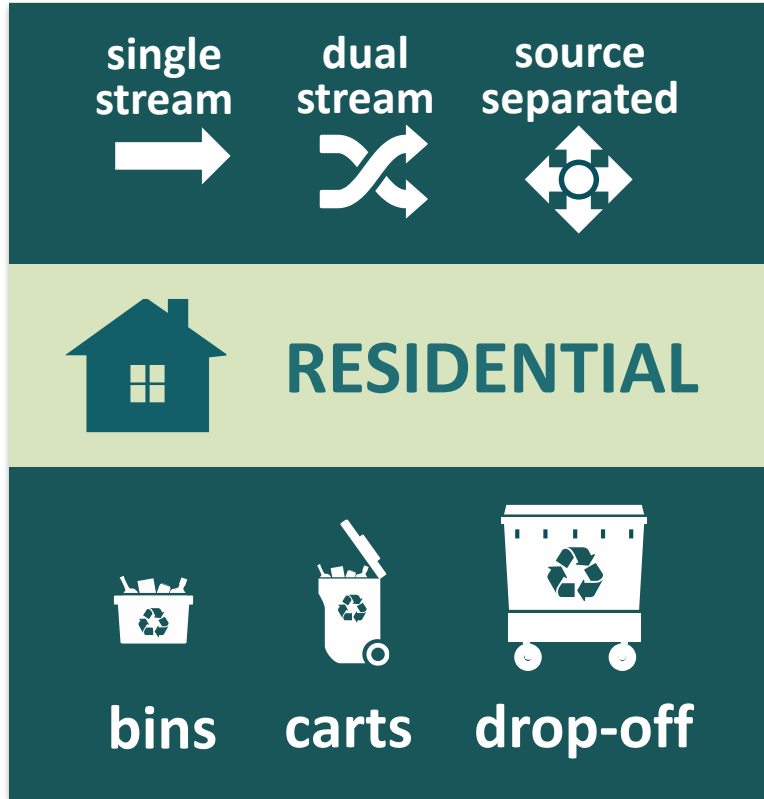


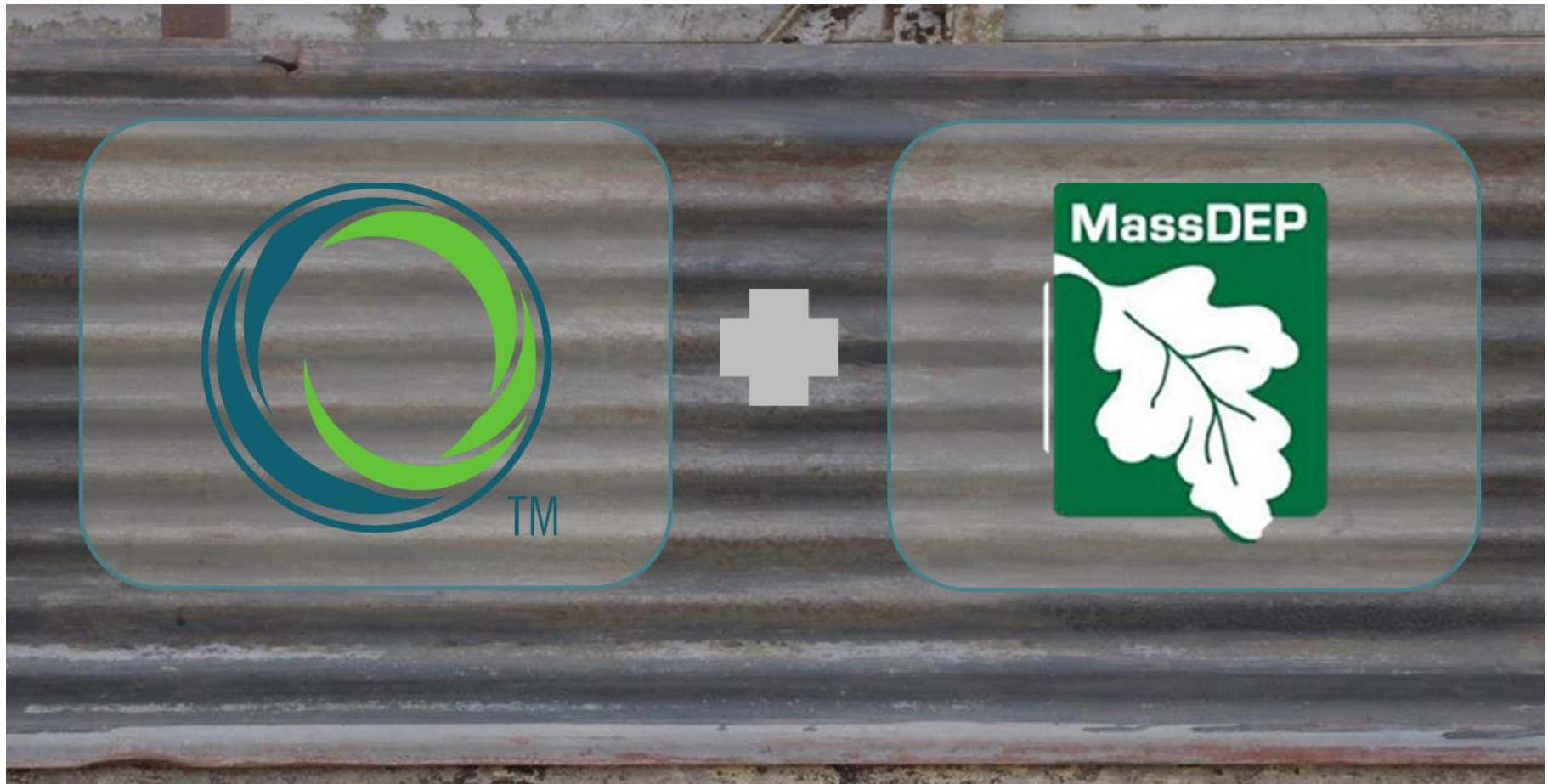
Janice Paré | MassDEP
April 2018
NERC/NEWMOA

The Issue

contamination

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





Thus We Do

**We
can't
only
educate.**

Awareness and knowledge
do not change behavior.

**Operations
+
education.**



What We Know

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



Case in Point - This notice is not really helpful



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



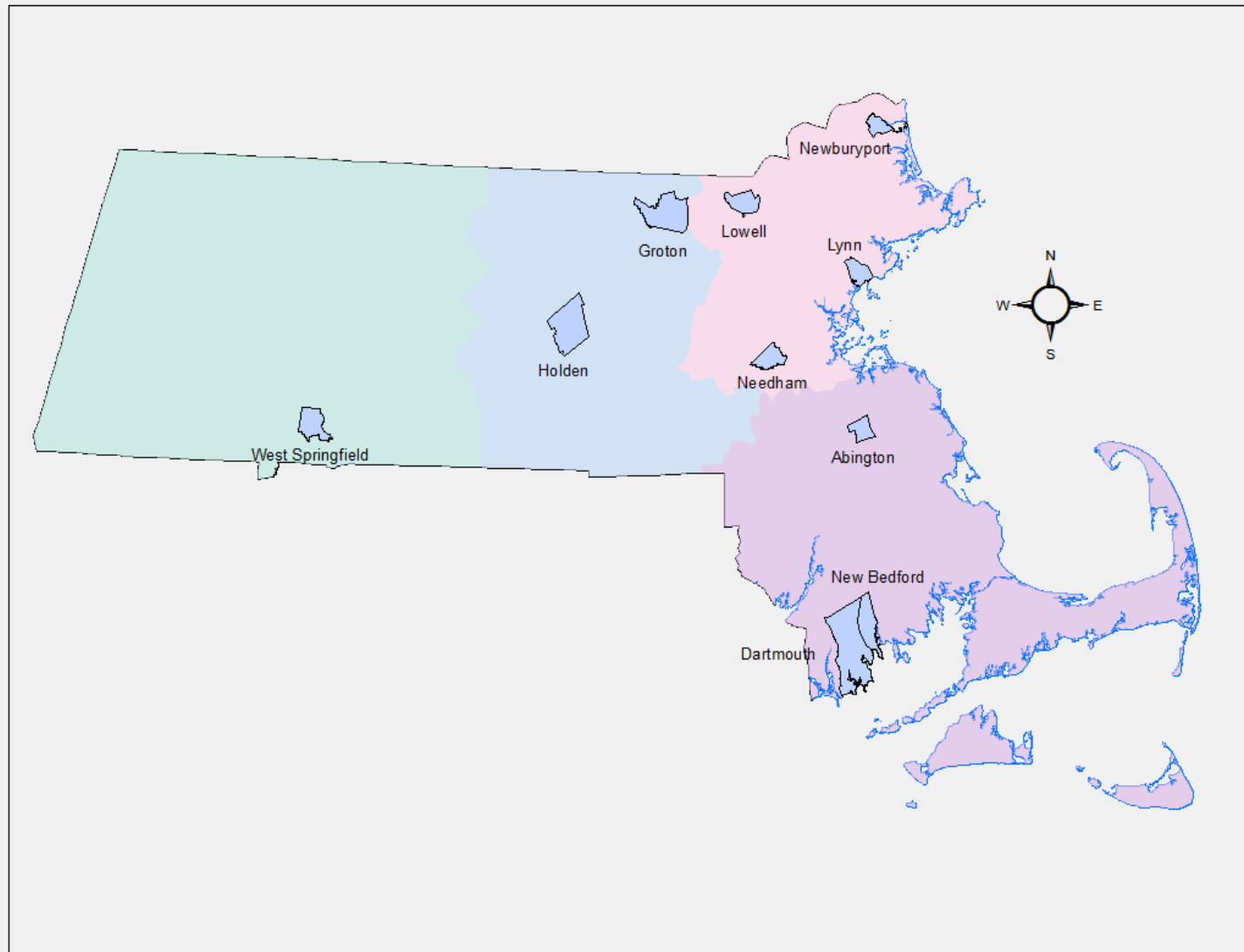
Increase
Participation



One Common Voice
for Recycling



Pilot & Test

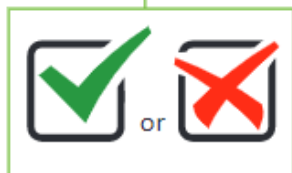




QUICK REFERENCE GUIDE: IMPROVING QUALITY



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.



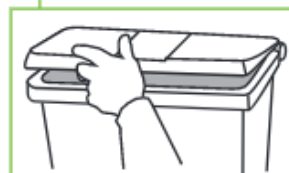
Gather Key Facts from your MRF and Hauler



Prep Your Core Tools (shown below)



Identify and Train Staff



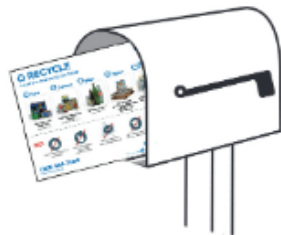
Deploy Core Tools and Provide Curbside Feedback



Track Results, Evaluate, and Adjust

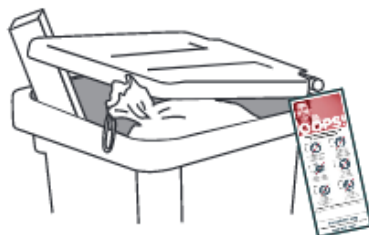
CORE TOOLS

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.

CURBSIDE: Tools

INFORM – BASIC DO'S AND DON'TS



POSTCARD/MAGNET

PERSONALIZED FEEDBACK



CART TAGS



ISSUE SPECIFIC COMMUNICATIONS



MAILERS + MEDIA





THANK YOU FOR RECYCLING THESE:

www.SampleUrl.org



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 Garbage



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



**THE RECYCLING
PARTNERSHIP**



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

ENGAGE: 10 WEEKS

MAINTAIN



Gather Key Facts from your MRF and Hauler



Prep Your Core Tools (shown below)



Identify and Train Staff



Deploy Core Tools and Provide On-site Resident Feedback



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





→ DROP-OFF RECYCLING IQ KIT – QUICK LINKS



ARTWORK

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

CONTRACT CONSIDERATIONS

Tips for smart drop-off contracts.

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.

BUDGET SHEET

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

MRF TRACKING FORM

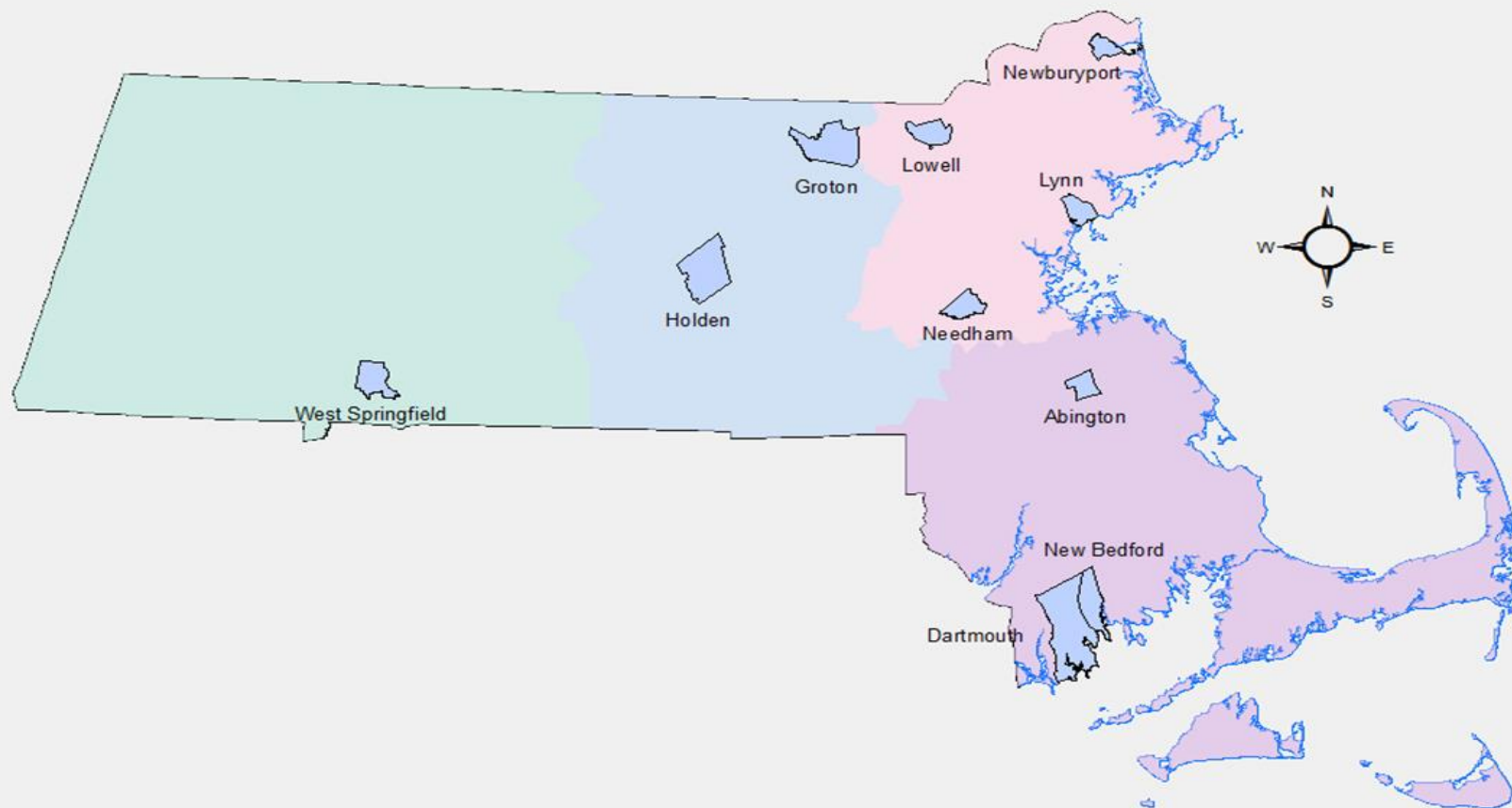
Track contamination metrics.

CHECKLIST

Put the plan and the components to work.

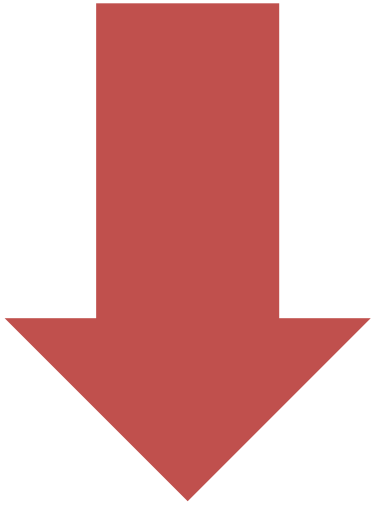
PILOT RESULTS

Summary results from the 2016 Massachusetts Contamination Pilots.



RECYCLING IQ KIT

2016 PILOT RESULTS



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?

Janice Paré
janice.pare@state.ma.us

tinyurl.com/RecyclingIQKit-MA

