

TOGETHER

Transforming Recycling For Good

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We're all in this bin together





Only half of Americans can recycle at home as easily as they can throw something away.*

Those that can recycle easily are only recycling half of what they could.**

* 2015-16 Centralized Study on Availability of Recycling.

<https://recycle.com/spc-recycling-access-study/>

** 2016 State of Curbside Report

OUR WORKING MODEL

INFRASTRUCTURE

Cart grants deliver year over year results and measurable incremental tonnage.



EXPERT ASSISTANCE

Aligning operations and education helps cities deliver better recycling.



TOOLS AND DATA

More than 20K local programs lack resources but determine success.



SYSTEM SOLUTIONS

The system is loosely connected but highly dependent.





+20%

contamination rates
cost the system **money & time,**
and **safety hazards**
for workers.

The Recycling Partnership

Working
toward
solutions

<10%

contamination rates

exist as well – Denver, CO

SOCRRA, MI

Outagamie County, WI

Recycling Partnership

Communicating With The MRF

First Step: Getting to a COMMON Understanding of Acceptable and Unacceptable

THE RECYCLING PARTNERSHIP
 recyclingpartners
 cmarshall@recyclingpartners

ACCEPTABLE MATERIALS WORKSHEET

MRF: _____
 CITY: _____ DATE: _____

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document was used to get the local governments and the MRF on the same page. It can set the framework for front line staff (employees answering the phone or driving the collection vehicles) to better inform the community. It also provides the framework building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here is how they are defined:
Not Dangerous: Item is not sent to a market for recycling, but does not cause any major problems if found in the street.
Dangerous: Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT ACCEPT
		NOT DANGEROUS	DANGEROUS	
OCC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper <i>Directions on how to Prepare</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cold Cups (e.g. paper fountain drink cup)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cups (e.g. coffee cup)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take-out Containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperboard Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kraft Bags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tissue Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<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"/>

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT ACCEPT
		NOT DANGEROUS	DANGEROUS	
OCC	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper <i>Directions on how to Prepare</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WORK WITH MRF: WHAT'S ACCEPTED AND WHAT'S NOT

THE RECYCLING PARTNERSHIP

ACCEPTABLE MATERIALS WORKSHEET

MRF: _____
CITY: _____

Please go through each item on the list and check whether the item is used to get the local governments and the MRF on the same page. If answering the phone or driving the collection vehicle to better inform building educational materials that are consistent throughout the country.

You will see two categories under the "Do Not Accept" column. Here **Not Dangerous** Item is not sent to a market for recycling, but does not **Dangerous** Item can shut down or damage equipment, harm people.

PAPER PRODUCT ACCEPT NOT DANGER DANGER

OCC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (gable top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cups (e.g. paper fountain drink cup)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cups (e.g. coffee cup)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take-out Containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paperboard Boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kraft 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"/>

ACCEPTABLE MATERIALS

GLASS PRODUCT ACCEPT NOT DANGER DANGER

Bottles and Jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mugs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Glass	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ALUMINUM PRODUCT ACCEPT NOT DANGER DANGER

Can	<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"/>
Other aluminum containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STEEL PRODUCT ACCEPT NOT DANGER DANGER

Can	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pots and pans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scrap metal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLASTIC PRODUCT ACCEPT NOT DANGER DANGER

How do you educate what plastic is accepted:

- By object shape and/or size. (e.g. bottles – neck smaller)
- By resin type #1-7
- By resin type #1 and #2
- By resin type #1, 2, 3, 4, and 5
- Other:

ACCEPTABLE MATERIALS

PLASTIC PRODUCT ACCEPT NOT DANGER DANGER

Bulky plastic (e.g. crates)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buckets (any size)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size or preparation requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flower Pots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bags, wraps, film (bag in bag)	<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"/>
EPS Foam Blocks & Shapes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam food Service & Other containers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic Size Requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Preparation Requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.

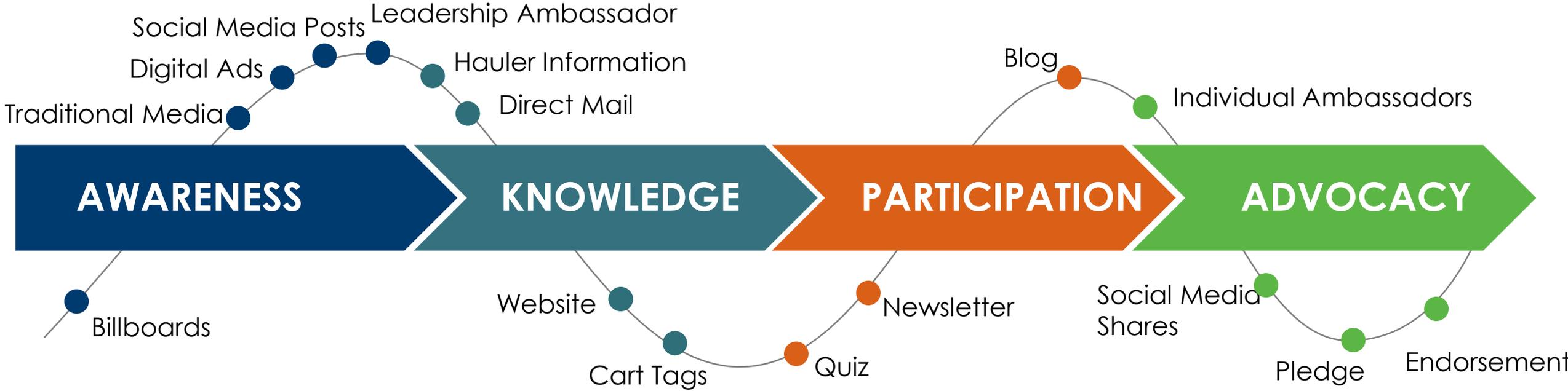
PROHIBITIVE ITEMS	TOP 5
Plastic Bags	
Shredded Paper	
Propane Tanks	
Aerosol Cans	
EPS Foam (block and/or food service containers)	
Yard Waste	
Food Waste	
Bulky Plastics	
Wire, hose, cords, rope, chains	
Scrap metal	
Pots and Pans	
White Goods	
Textiles/clothes	
Flexible Packaging	
Motor oil containers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

Recycling Partnership's Downloadable Survey Tool

Communicating With The Public

FREE TOOLS to Grow Awareness Through Integrated Messaging

To make the most of limited communications, coordinate and integrate messaging



KEEP IT SIMPLE

Consistent, simple messaging works best.

ALUMINUM

- Aerosol
- Can
- Foil or Foil-like Container
- Other Aluminum Containers

CARTONS

PAPER

- Cold Cups
- Hard Cover Books
- Hot Cups
- Ice Cream Container
- Junk Mail
- Kraft Bags
- Magazines
- Newspaper
- OCC
- Office Paper
- Paperback Books
- Paperboard Boxes
- Pizza Boxes
- Shredded Paper

GLASS

- Bottles and Jars
- Drinking Glass
- Mugs
- Window

PLASTIC

- Buckets
- Bulky Plastic
- EPS Foam
- Flower Pots
- HDPE Bottles & Jars
- Non-bottle HDPE Containers & Lids
- Non-bottle PET Containers & Lids
- Other Containers & Packaging
- Other Drink Bottles
- Other Food Bottles & Jars
- Other Household Bottles & Jars
- Other Tubs & Lids
- PET Bottles & Jars
- PET Thermoform
- PP Bottles
- PP Containers & Lids
- Produce, Deli & Bakery Containers, Cups, Trays

STEEL

- Aerosol
- Can
- Pots and Pans
- Scrap Metal





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

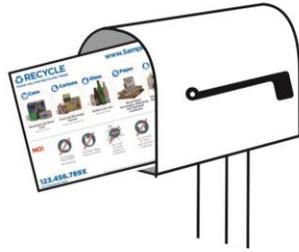
The Recycling Partnership Approach

THREE COMMUNICATIONS TO DRIVE PARTICIPATION AND IMPROVE QUALITY

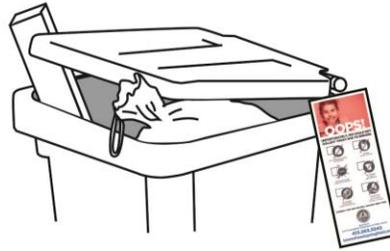
1 INFORM AND TRIGGER

2 PERSONALIZED FEEDBACK

3 ISSUE SPECIFIC COMMUNICATIONS



Annual Info Card Mailer



Curbside Feedback



Top Issue Mailer



Top Issue Signage



Free Tools From The Recycling Partnership



FOR COMMUNITIES

FUNDING PARTNERS

INFO HUB

ABOUT

CONTACT



- Fight Contamination
- Recycle With Carts
- Engage Your Residents
- Campaign Builder



FIGHT CONTAMINATION →



RECYCLE WITH CARTS →



ENGAGE YOUR RESIDENTS →

Visit [RecyclingPartnership.org](https://www.RecyclingPartnership.org) for FREE TOOLS!



Campaign Builder Output:



Example City Public Works
123 Main St.
Example City, MO 24533

RECYCLE
THANK YOU FOR RECYCLING THESE:

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, Magazines, and Flattened Cardboard

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

NO!

- Do not Bag Recyclables (no garbage)
- No Tangles, Cords, Hoses or Chains
- No Food or Liquid (empty all containers)
- No Clothing or Linens (drop-off only)

555-555-555
Example City, Example City Public Works

www.examplecityrecycling.com

Info Card



OOPS!
PLEASE LEAVE THESE ITEMS OUT!

- Do not Bag Recyclables (no garbage)
- No Plastic Bags or Plastic Wrap
- No Tangles, Cords, Hoses or Chains
- No Food or Liquid (empty all containers)
- No Clothing or Linens (drop-off only)
- No Scrap Metal, Wood, or Furniture

DO NOT BAG Recyclables

NO PLASTIC BAGS!

DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.

www.examplecityrecycling.com
Questions about your curbside recycling service?
555-555-5555

www.examplecityrecycling.com

Oops Tag



NO PLASTIC BAGS IN THE RECYCLING CART

DO NOT BAG Recyclables

Collecting recyclables in a bag? Empty the contents into the cart.
Return plastic bags to retailers.

Example City, Example City Public Works
555-555-555
www.examplecityrecycling.com

Top Issue Mailer

More tools for fighting contamination

1. ANTI-CONTAMINATION KIT
2. MRF SURVEY
3. MRF TRACKING FORM

Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program



If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this [ASSESSMENT TOOL](#) to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this [PRO TIPS PAGE](#).

This Kit was developed in collaboration with
Massachusetts Department of Environmental Protection

This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results





OOPS!

PLEASE LEAVE THESE ITEMS OUT!

- Do not Bag Recyclables (no garbage)
- No Plastic Bags
- No Food or Liquid (empty all containers)
- No Clothing or Linens (drop-off only)
- No Tangles, Cords, Hoses or Chains
- No Tires, Wood, Plastic Furniture or Metal

CORRECT THIS AND WE WILL COLLECT NEXT TIME!

SampleUrl.org
Questions about your curbside recycling service?
(123) 456-7890



RECYCLE

THANK YOU FOR RECYCLING THESE:

- Cans: Aluminum and Steel Cans (empty and clean)
- Cartons: Food and Beverage Cartons (empty and remove cap)
- Glass: Bottles and Jars (empty and clean)
- Paper: Mixed Paper, Newspaper, Magazines, and Flattened Cardboard
- Plastic: Kitchen, Laundry, Bath, Bottles and Containers (empty and remove cap)

NO!

- Do not Bag Recyclables (no garbage)
- No Plastic Bags or Plastic Wrap (return to retail)
- No Food or Liquid (empty all containers)
- No Clothing or Linens (like donation programs)
- No Tangles (no hoses, wires, chains, or electronics)

(123) 456-7890
Town and Department

[SampleUrl.org](#)



TAGGING WORKS

73%

recalled
tag



25%

increase in
capture

Learn from Dartmouth, MA

TAGGING + REJECTION



2018

82%
Rejection
rate
decrease

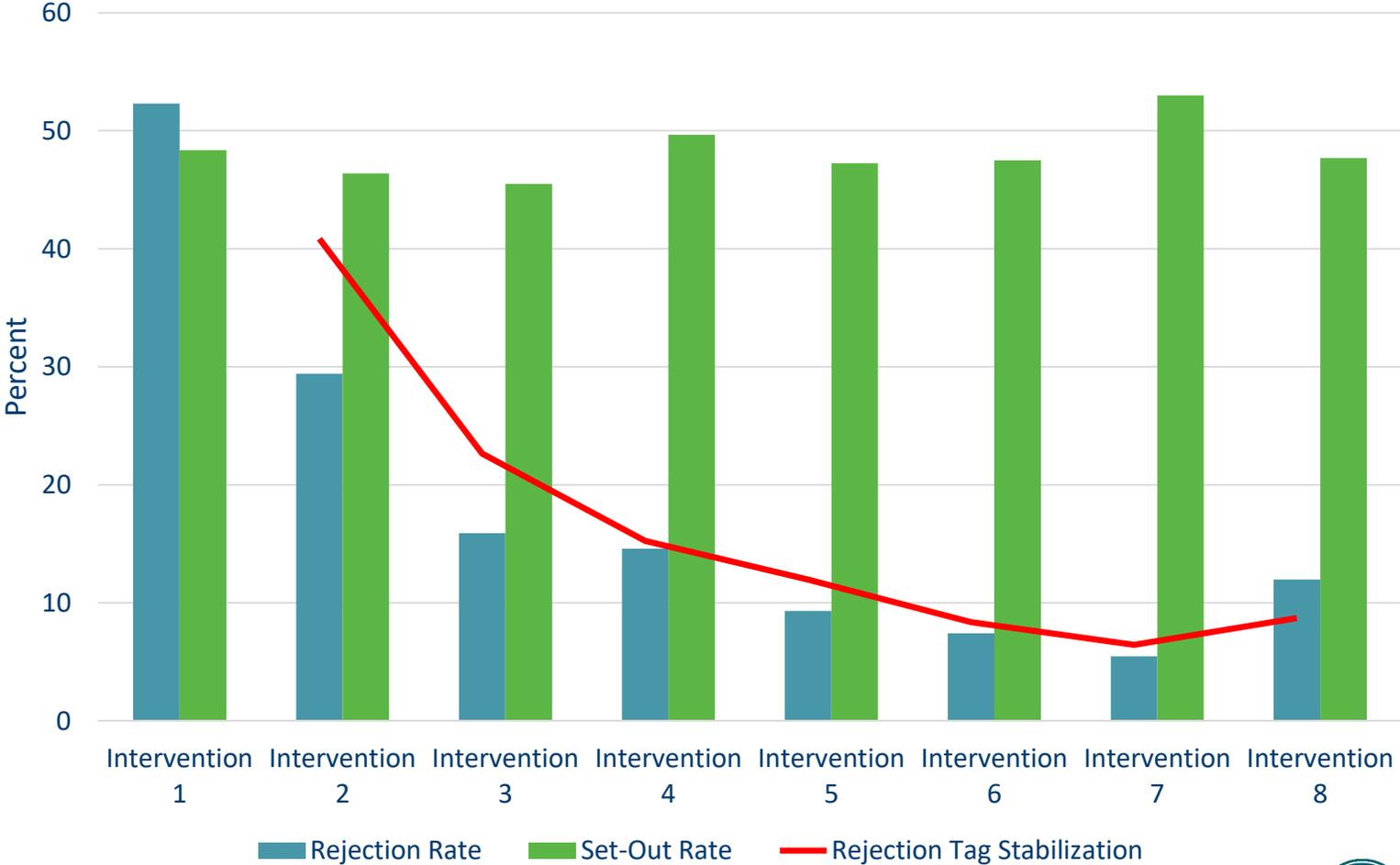
TAGGING W/O REJECTION – STILL MAKES A DIFFERENCE



2018

41%
tagging
rate
decrease

REJECTION vs. SET-OUT RATES



ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas - Single-Family - Curbside Service

Contamination dropped 57%
Recyclables in plastic bags dropped 62%



Targeted Material Trended Downward

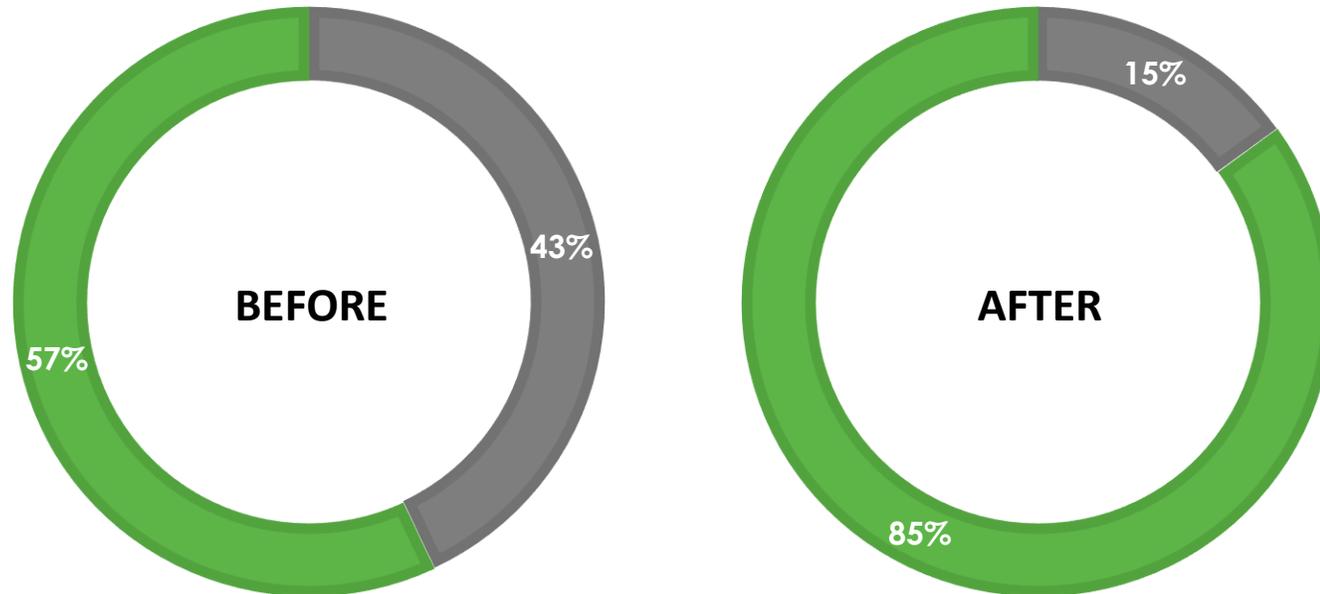
“Stuff in Bags” dropped from 43 to 15 percent contamination by weight.

LOWELL and W. SPRINGFIELD

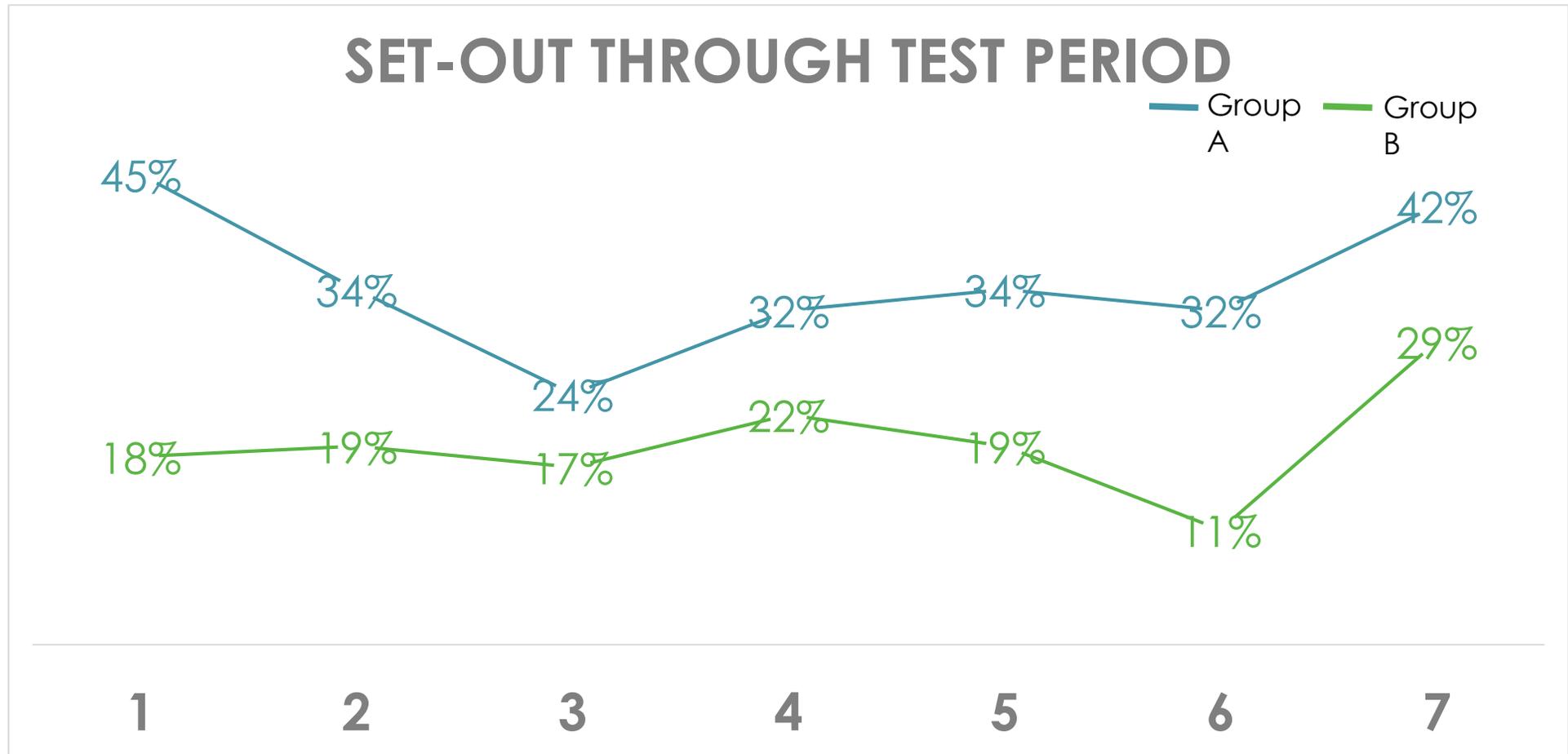
Curbside
Entire toolkit was used

- Recyclables in bags and trash in bags were identified as the most problematic contaminant.
- That material was specifically targeted.

- Stuff in Bags
- All Other Contamination



SET-OUT THROUGH TEST PERIOD



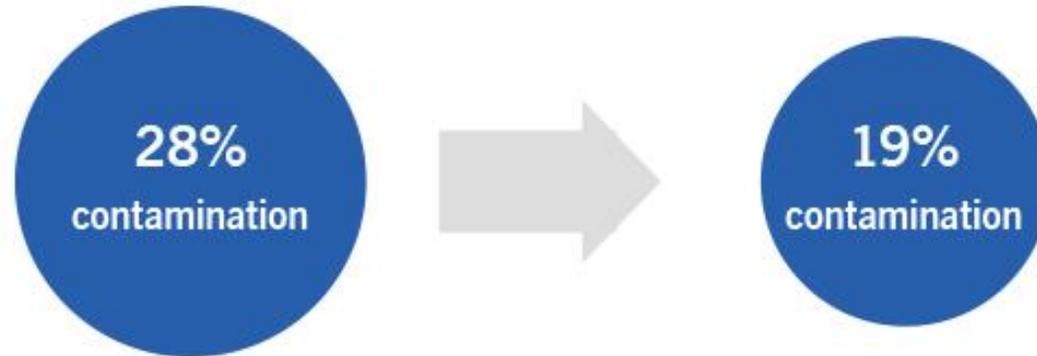
WEEK

Participation Group A: 82%

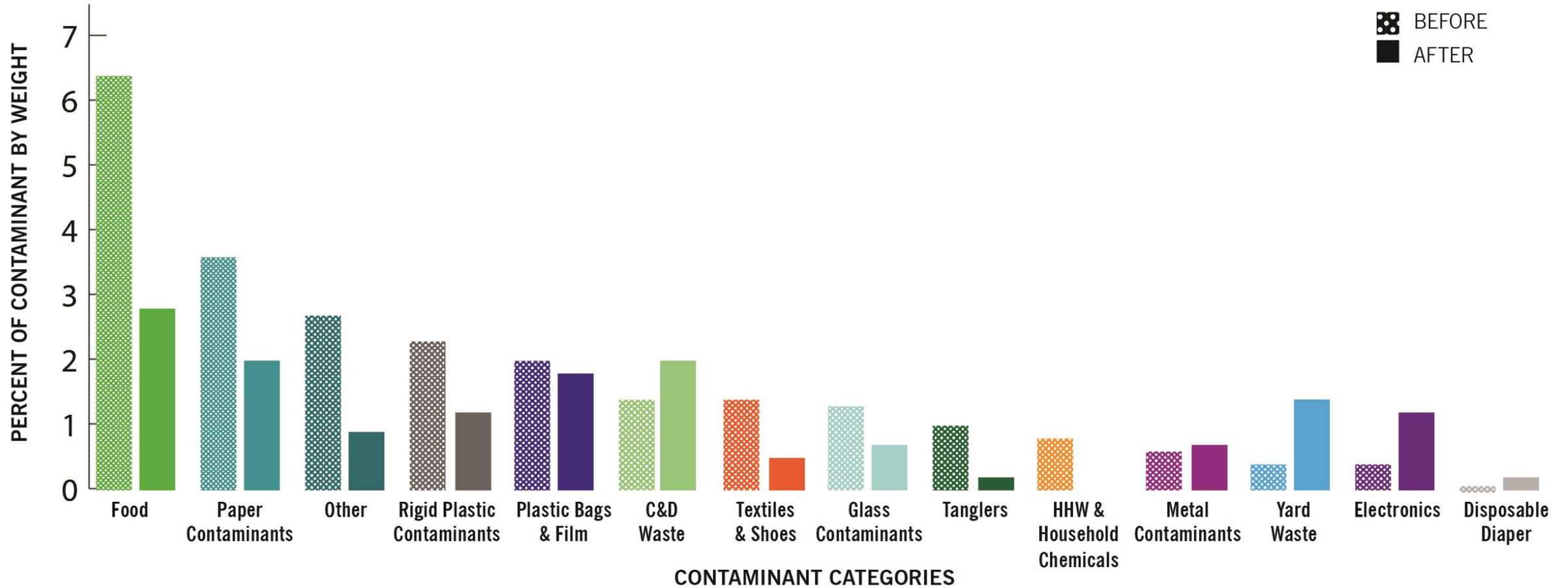
Participation Group B: 57%

(resident used cart at least once in 7 week period)

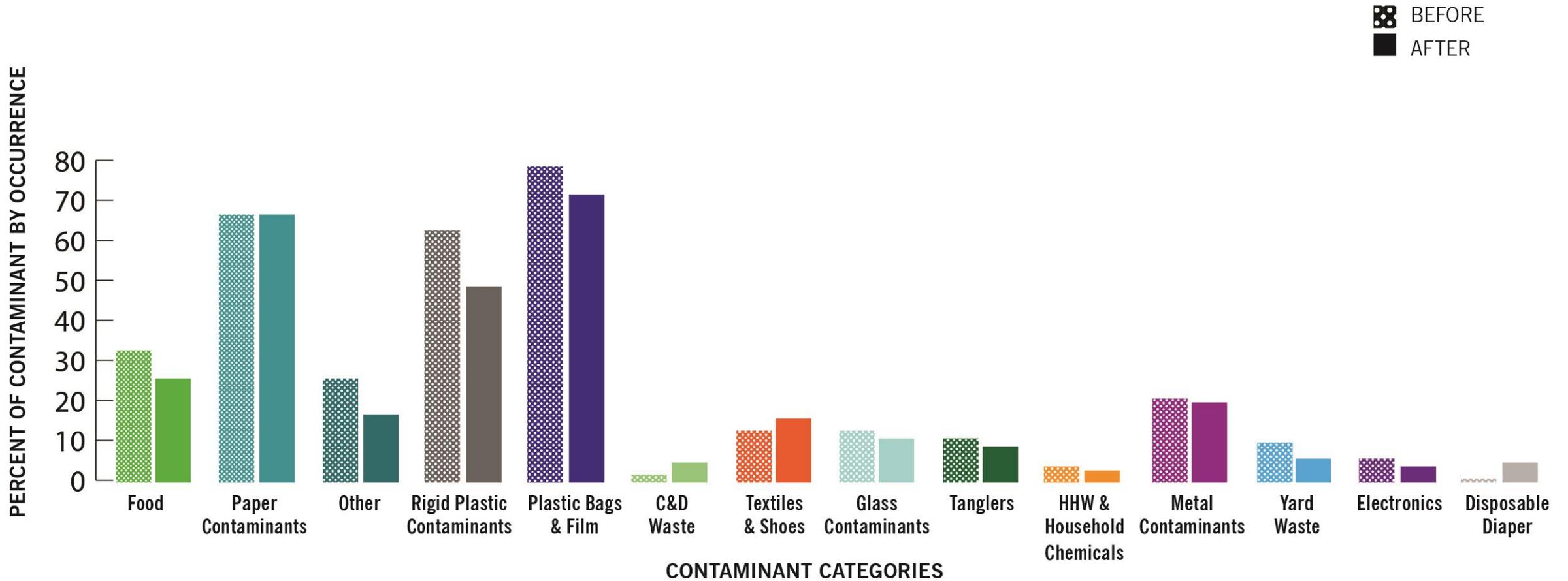
Overall contamination on targeted Chicago routes went down



CHICAGO – CONTAMINATION BY WEIGHT



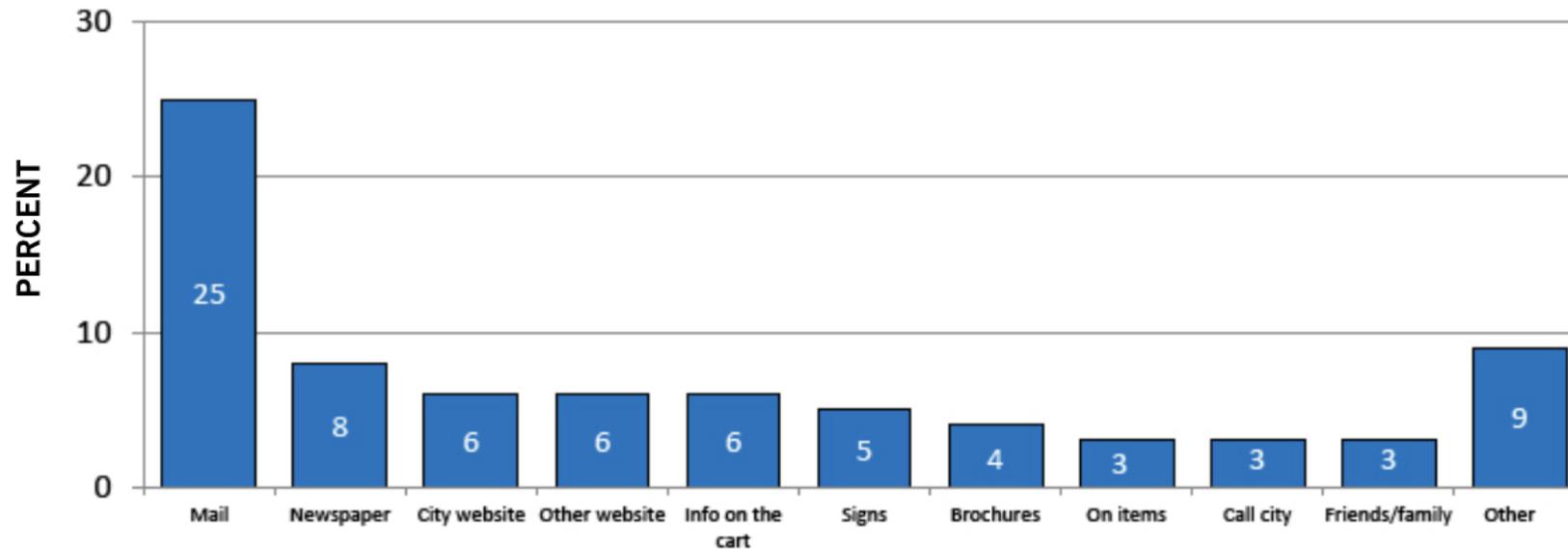
CHICAGO – CONTAMINATION BY OCCURENCE



CHICAGO – PHONE SURVEY RESULTS

September, 2017 Random sample of 600 Single-Family Residents

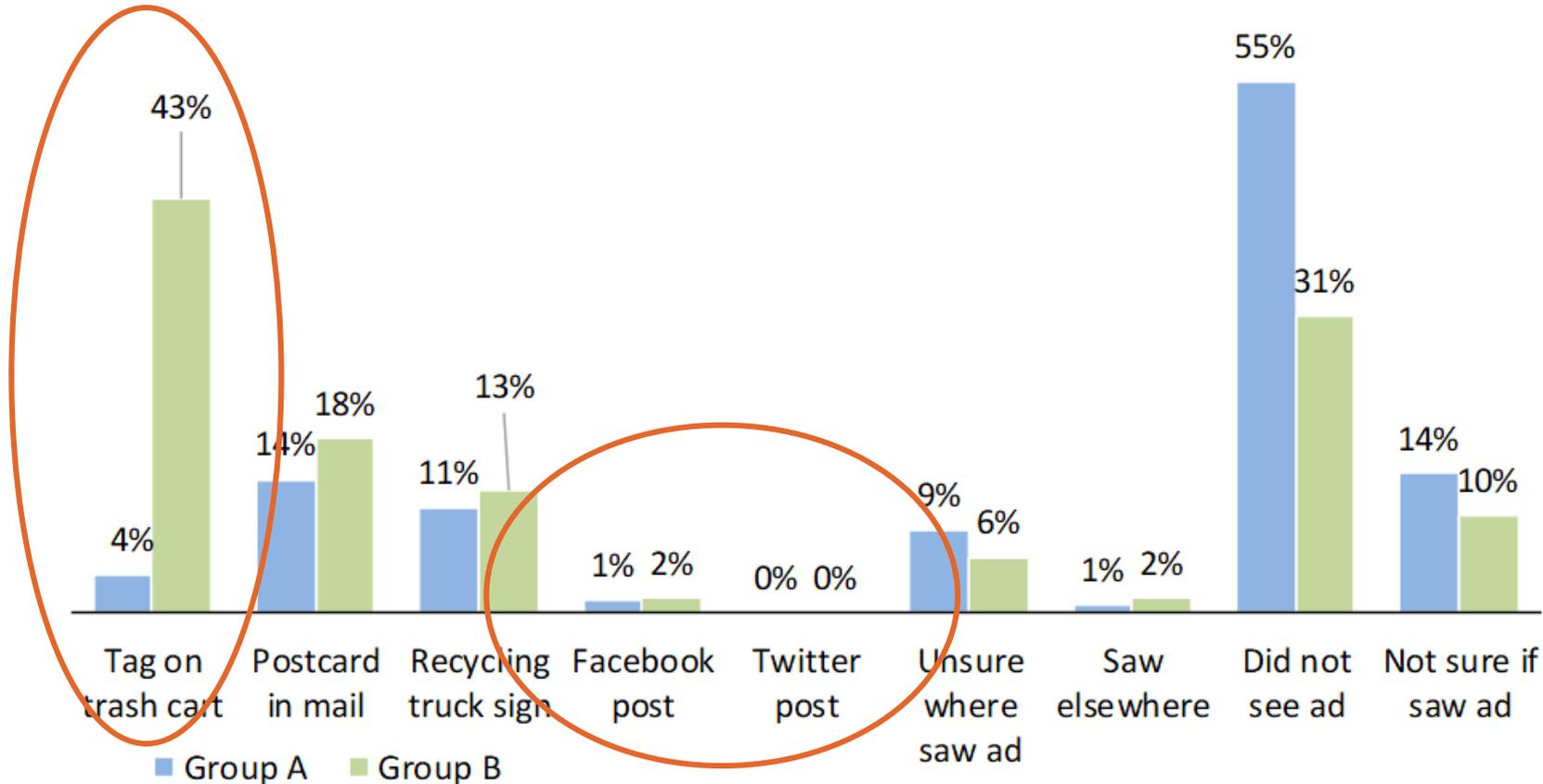
Residents Rely on Information They Have Been Mailed About Recycling



Q: Where do you generally find information about recycling?

DENVER SURVEY

Advertising method recall among residents surveyed (n=1,363)



TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!



TOOLS

Online
Library
Starters
BMPs



IDEAS

Webinars
Newsletters
E-Books
Forums



RESOURCES

Grants
Campaigns
Tech
Assistance



Thank you!

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