



# THE RECYCLING PARTNERSHIP

**Together, transforming  
recycling for good.**

Making our communities, economy  
and planet healthier.







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# Overview

- Introduction to The Recycling Partnership
- Drop-off Best Management Practices and some context around processing
- Education and Outreach Resources
- Examples of communities leveraging their partnerships

# Introduction to The Recycling Partnership



# Healthy Recycling Needs a Systems Approach




# We're all in this bin together



Special Support for  
Circular Initiatives





**We've reached 60% of  
the U.S. population.**

Our proven recycling system solutions  
increases access and improves  
quality.



## Community Impacts



**1508**

communities  
impacted



**233M lbs**

of recyclables kept out  
of landfill



**1M**

new recycling  
carts placed



**251K**

metric tons of  
GHG avoided



**51%**

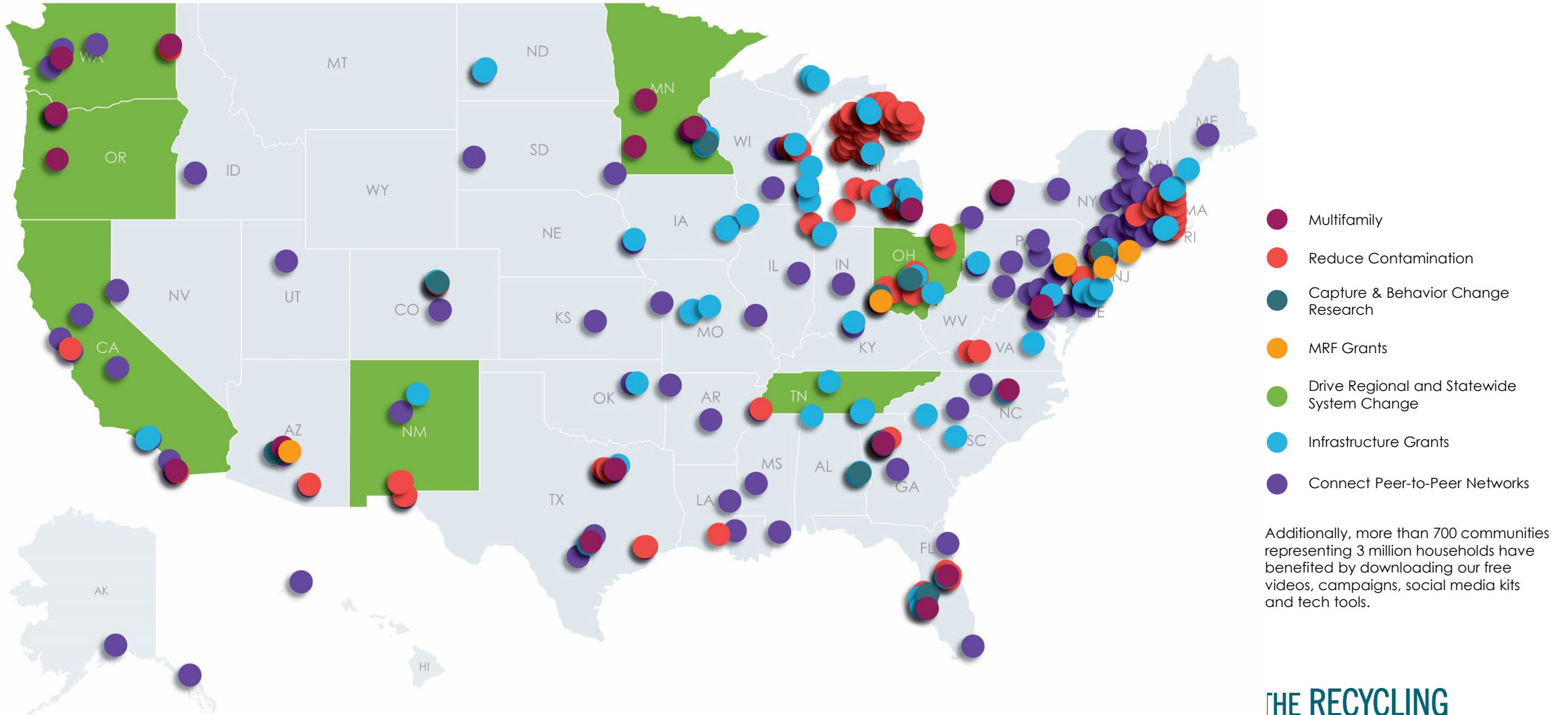
recycling boost with  
infrastructure projects



**77M**

households impacted

# Partnering with Communities across the Nation



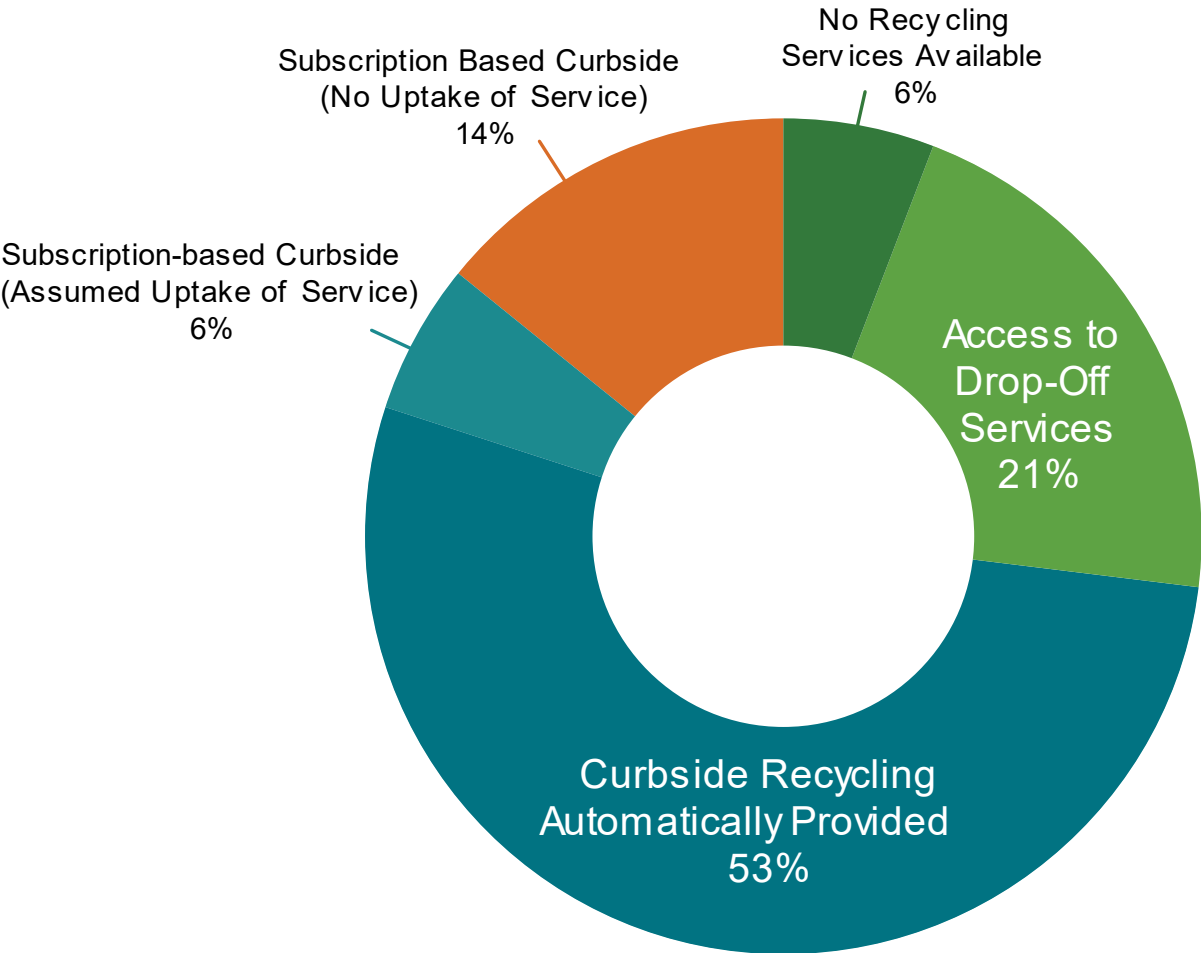
# More Reports



Download at: [recyclingpartnership.org](https://recyclingpartnership.org)

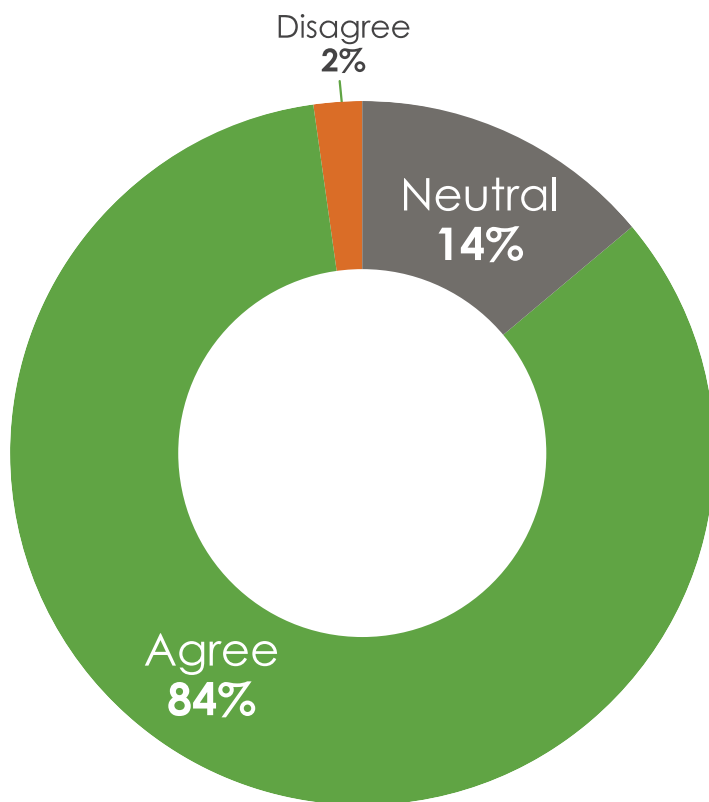


# Estimated Number of Households with Various Kinds of Recycling Access

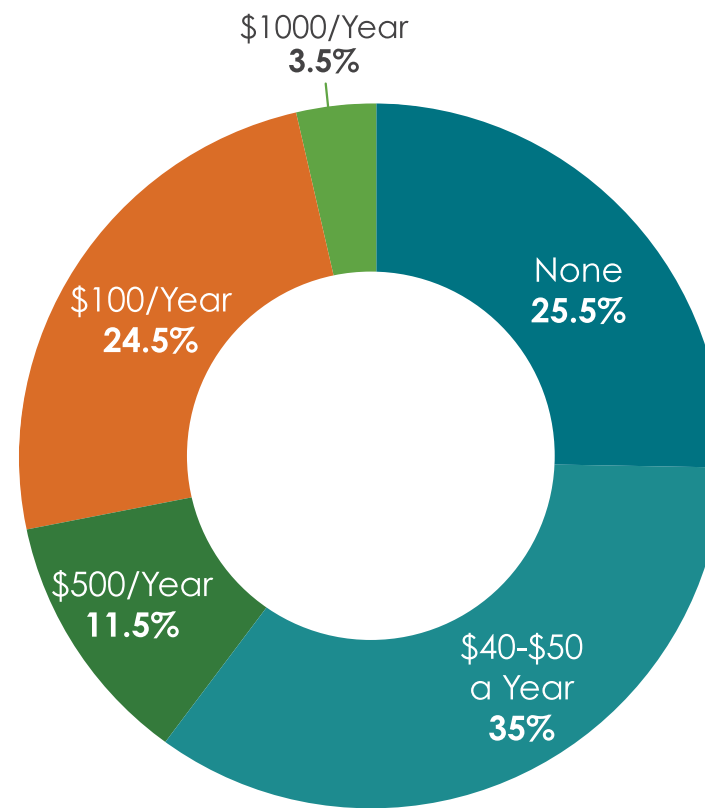


# Public Support & Willingness to Pay

Percentage of Americans Saying Recycling is as Valuable a Public Service as Waste and Water



Americans are Willing to Pay More Taxes for Better Recycling



# Drop-off Best Management Practices + A Discussion About Processing



# Best Management Practices – Dropoff Recycling

Use of  
Compaction



Effective signage



THE RECYCLING  
PARTNERSHIP

# Dropoff Recycling + Commingled Compaction

- Requires concrete pads, electrical service, and staff supervision
- Delivers quick payback from reduced hauling cost



**STATIONARY**



**SELF-CONTAINED**

- Stationary and Self-Contained systems cost about the same
- Stationary compactors allow for switching out of containers



# Dropoff Recycling Performance Improvements

## Compaction + Commingling: Impact on Hauling Cost:

Monthly Hauling Cost Per-Site		
NC County	Before (Source Separated)	After (Commingled)
Richmond County	\$825	\$450
Rutherford County	\$918	\$126





# Dropoff Recycling Performance Improvements

## Commingling: Impact on Drop-off Tonnage

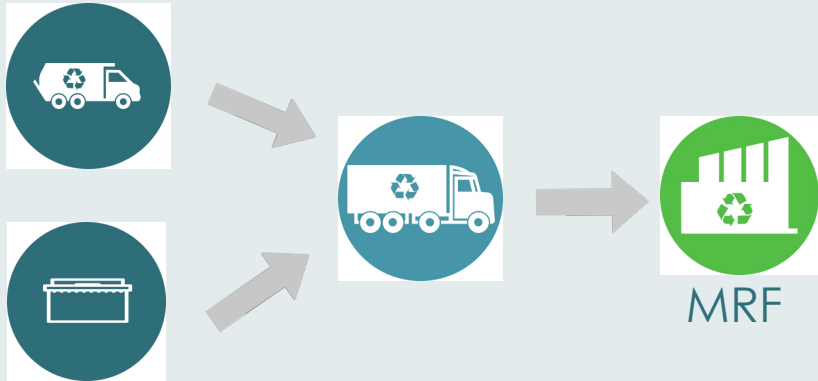
Annual Drop-off Recycling Program Tonnage			
NC County	Before (Source Separated)	After (Commingled)	Change
Franklin County	996	1,560	+56%
Moore County	1,035	1,356	+31%
Rutherford County	764	1,192	+56%



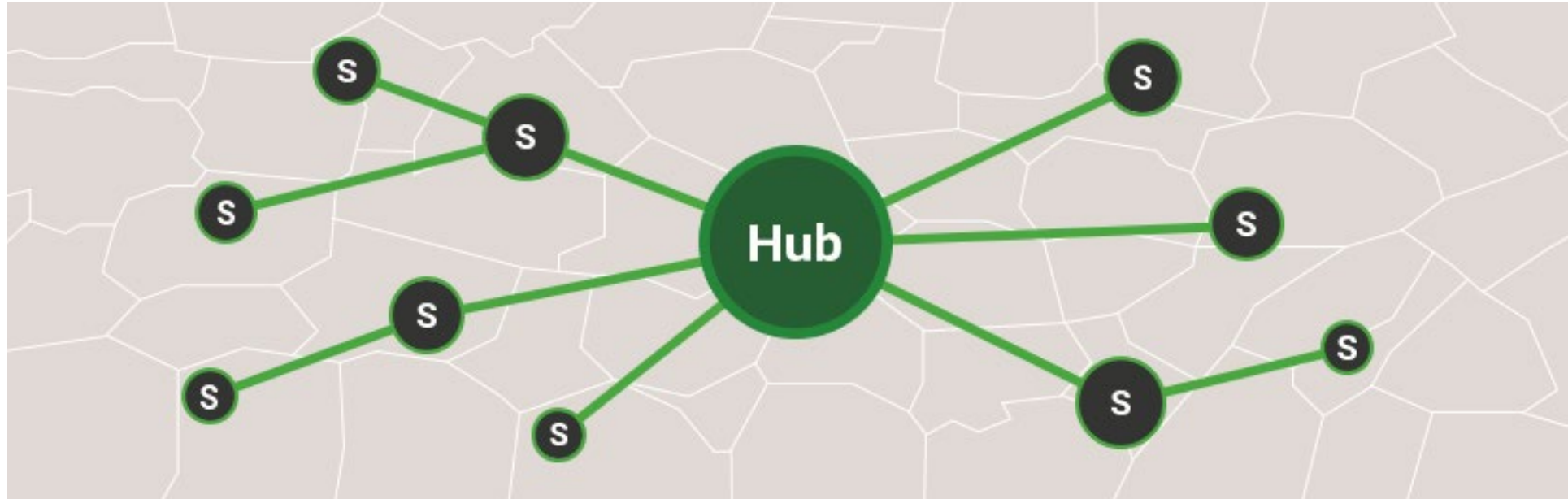
# Best Management Practices – Hub & Spoke

MRFs need volume and scale for efficiency

Hub & Spoke transfer systems can create access to processing for communities without a nearby MRF



# Rural Model



- Recyclables are collected from various “spoke” communities and transported to a centralized “hub” where the recyclables may be organized, processed, and/or distributed to manufacturers and secondary processors.
- Hub-and-spoke model for recycling is highly flexible and can be adapted to best fit the needs of the rural communities and industries it serves.
- Focus is on economies of scale

# Infrastructure example in Michigan



Enabling investment in curbside recycling to feed the new MRF

- Negaunee Township – 1,328 carts
- Ishpeming Township – 1,262 carts
- Marquette Township – 1,431 carts
- Universal distribution of carts, education to all residents on new recycling opportunities

These efforts, in conjunction, will allow other feeder communities in the Upper Peninsula to adopt carts more easily.



# Cart Grant Opportunities

- Grants for general implementation
  - No minimum HH size requirement
  - Love regional approaches (SWACO, Adams County, WI)
  - Funding up to \$15/cart
- Technical assistance and design of education/ outreach materials
- RFP available on an on-going basis

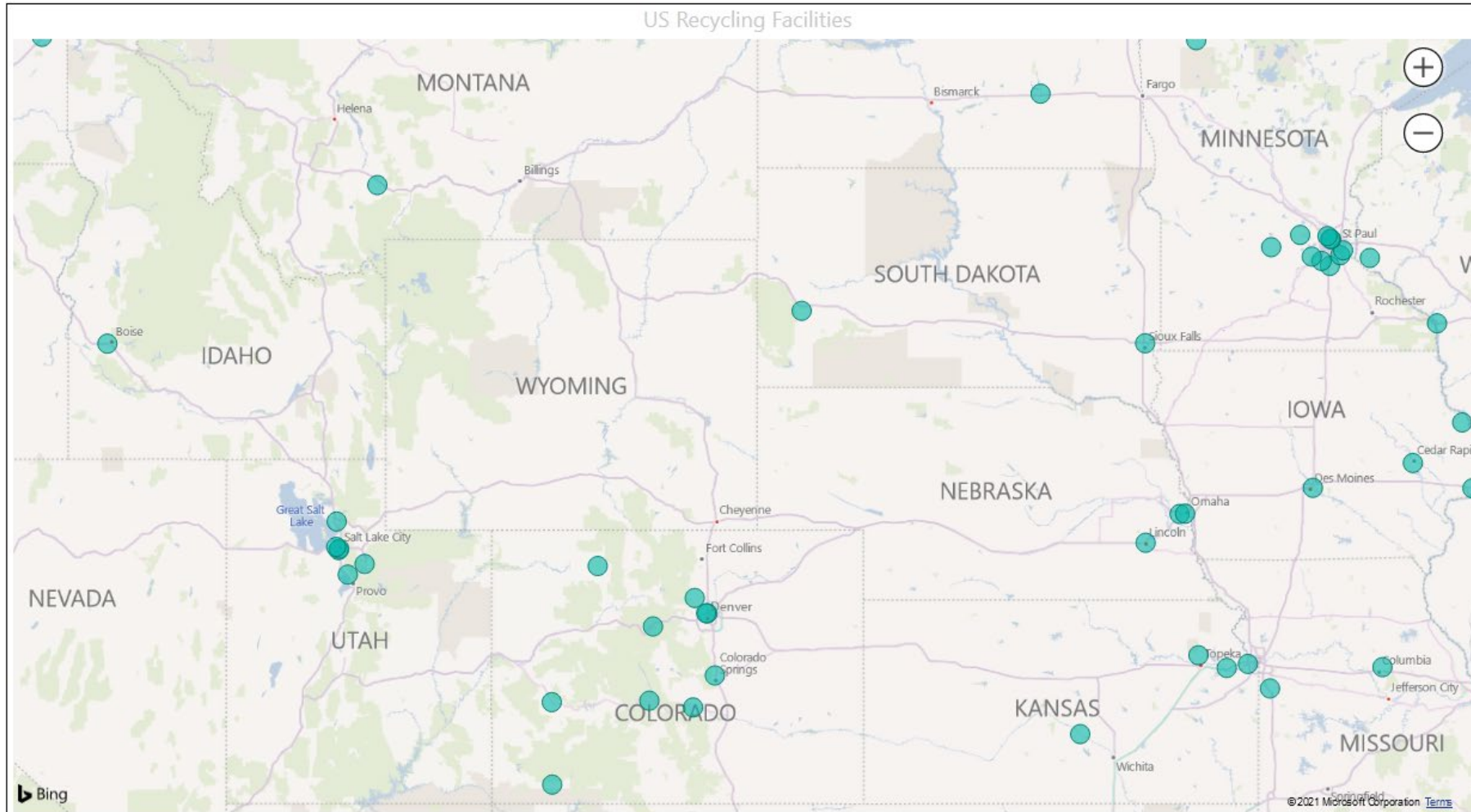


<https://recyclingpartnership.org/recycling-cart-grant/>

# BMP Dependence on Processing

- Access to sorting capacity is integral to these BMPs
- Commingled processing unlocks key benefits:
  - Eliminates “inconvenience” associated with source separation
  - Enables significant collection efficiencies
- Commingled processing comes with key challenges:
  - Requires large capital investment and scale to enable efficiency
  - Even with scale, MRFs bring processing costs (new normal)
  - Commingled collection systems require outreach investment to control contamination

# Residential MRF Map



Have we  
missed  
any  
MRFs?

# Polypropylene Recycling Grants

- MRF grants to support investments in equipment that enables MRF acceptance and recycling of polypropylene
  - **Optical or robotic sortation equipment**
  - **Conveyors, bunkers or other storage for materials**
  - **Dock space or PP related facility investments**
- Maximum Grant = \$500,000, with additional funding available for outreach
- Competitive grants prioritizing projects that create new access to polypropylene recycling
- Application deadline of 09/30 for next round





# Can Capture Grants for MRFs

- MRF grants to support investments in equipment that increase the capture of aluminum cans
  - **Eddy current, optical or robotic sortation equipment**
  - **Conveyors, bunkers or other storage for materials**
- Maximum Grant = \$75,000
- Two rounds of applications, first cycle focused on southeast, second cycle nation-wide
- Applications are open anytime, for the time being



# Outreach and Education Resources

# THREE COMMUNICATIONS TO DRIVE PARTICIPATION AND IMPROVE QUALITY

## Drop Off

**1** INFORM AND TRIGGER

**2** PERSONALIZED FEEDBACK

**3** ISSUE SPECIFIC COMMUNICATIONS



**CLEAR SIGNAGE**  
(Ideally reinforced by mailers, which promote site)



**ONSITE STAFF**



**MAILERS + MEDIA**

# Education - DO examples/strategies

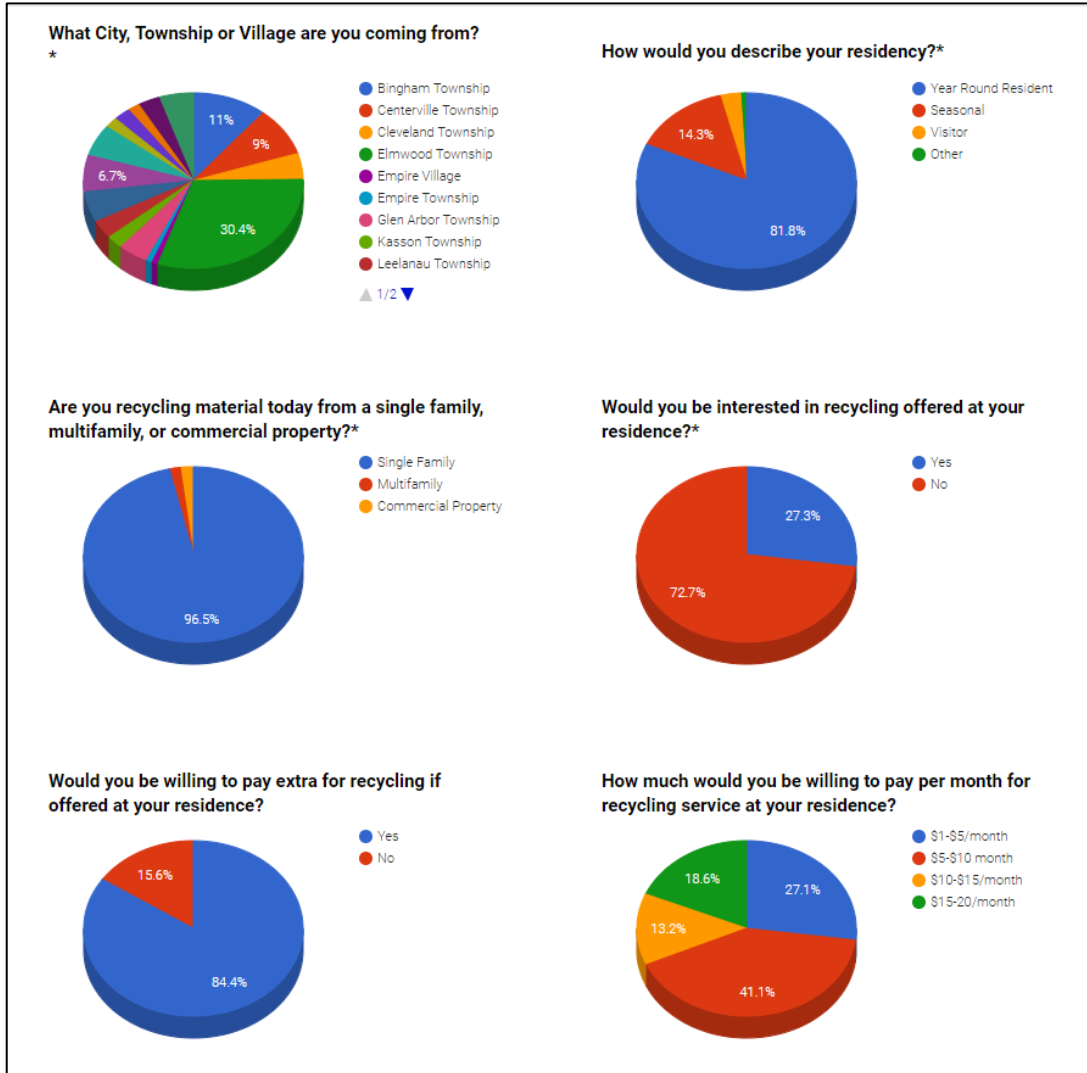


- Info Card
- Oops Card
- Top Issue
- Sandwich Boards





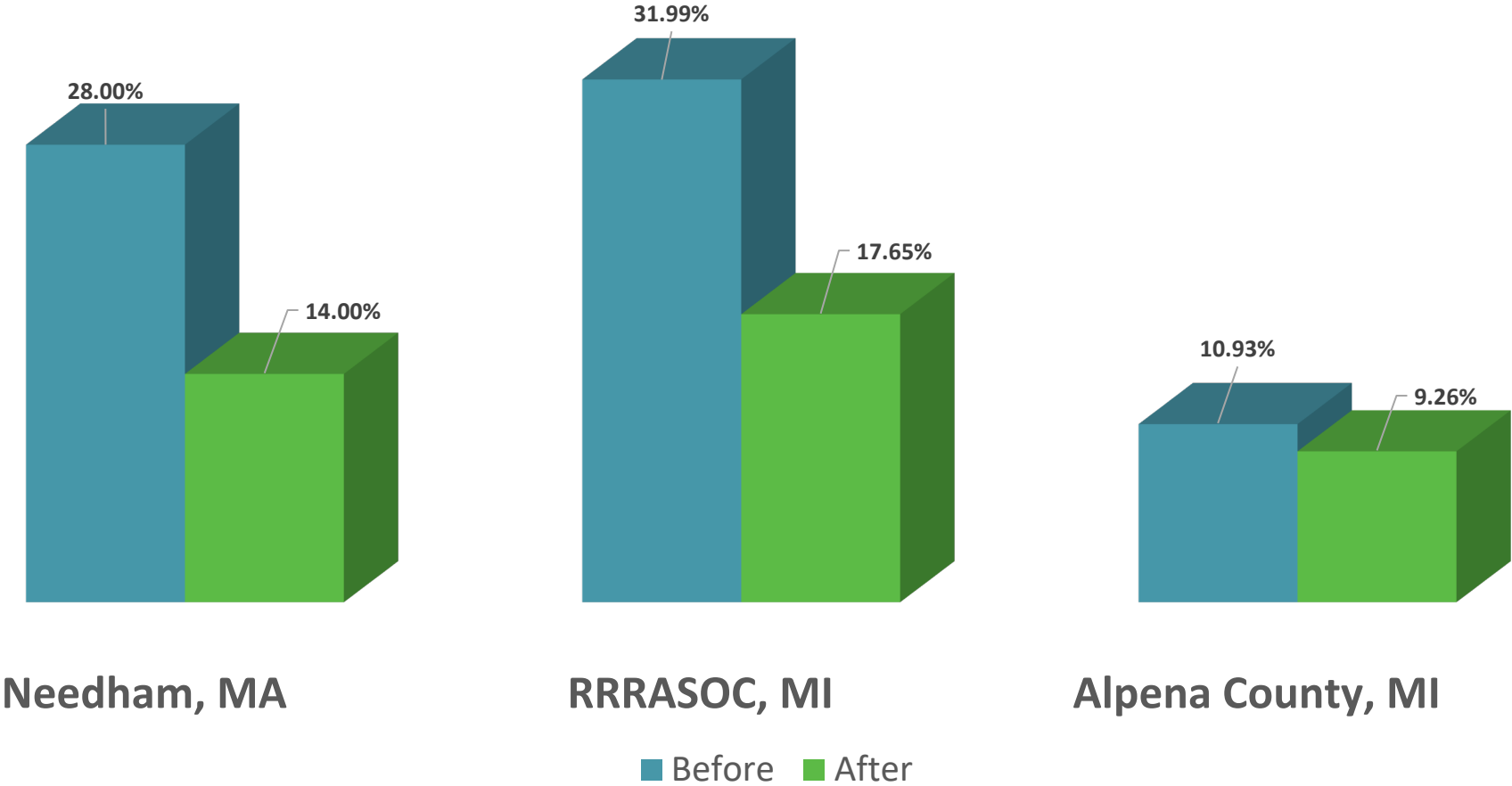
# Education – Resident Engagement



## Resident Engagement/Feedback Survey

- Free/low cost to create & implement
  - NestForms
  - Google Forms
  - Survey Monkey
- Get to know residents/audience
- Target education directly to needed audience

# Contamination Reduction Results – Drop Off



# Recycling Partnership's Online Tools

The Recycling Partnership's website offers free online resources to communities that outline the best management practices for tackling contamination both at the curb and at community drop-off recycling centers. Find our [Anti-Contamination Toolkit](#) and [Campaign Builder](#) online which has been designed to provide steps, tools, and resources to help improve the quality of your recycling program.



## Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

# Anti-Contamination Kits and Resources

- Anti-Contamination Kits
  - Curbside
  - Drop-off
- MRF Survey
- MRF Tracking Form
- Cart-Tagging Training Video



## 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 ensure 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

### IT'S ALL YOU RECYCLE

**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

### THE RECYCLING PARTNERSHIP

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#### ACCEPTABLE MATERIALS WORKSHEET

MRF: \_\_\_\_\_ DATE: \_\_\_\_\_  
CITY: \_\_\_\_\_

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document will be used to get the local governments and the MRF on the same page. It can set the framework for front line staff employees 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 stream.  
**Dangerous:** Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT NOT DANGEROUS	DO NOT ACCEPT DANGEROUS	DO NOT WANT ON LIST BUT ACCEPT
CCC				
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare	<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 Can (e.g., soda)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### MRF MATERIAL TRACKING FORM

City: \_\_\_\_\_ Hauler: \_\_\_\_\_ Date: \_\_\_\_\_

Truck Number: \_\_\_\_\_ Container Number (if drop-off): \_\_\_\_\_

Route Number: \_\_\_\_\_ Container Material (if drop-off): \_\_\_\_\_  
(e.g. bottles/cans, cardboard, paper)

<b>QUALITY GRADE</b> (circle one)	<b>A</b> Quality is acceptable. Less than 10% of material is contaminated.	<b>B</b> Quality is poor. 10% to 20% of material is contaminated.	<b>C</b> Quality is bad. Over 20% of material is contaminated.
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Grade B or C? ☐ Recyclables in Bags ☐ Refuse in Bags ☐ Loose bags/film ☐ Scrap Metal

Check main contaminant: ☐ Wood Waste ☐ Large bulky/heavy items ☐ Hazardous Waste ☐ Tangles ☐ Textiles

Other: \_\_\_\_\_

Photographed? \_\_\_\_\_ Quality Inspection Signature: \_\_\_\_\_

Driver Signature: \_\_\_\_\_

<https://recyclingpartnership.org/fight-contamination/>

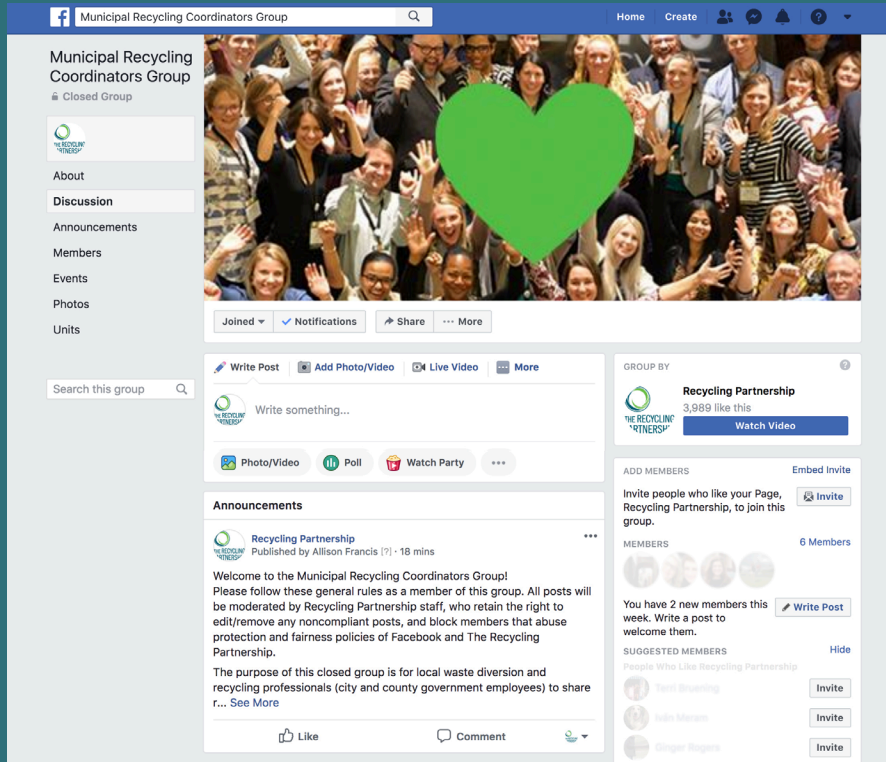


# Social Media



- Kit includes 52 images covering six topics, such as holidays, material specific messaging and Why Recycle?
- Pre-written post text for each image, or, design your own message
- For use with Facebook and Twitter
- Go to [recyclingpartnership.org/social-media/](https://recyclingpartnership.org/social-media/)

# Closed Facebook group for recycling coordinators



## Municipal Recycling Coordinators Group

- Peer network for local waste diversion and recycling professionals (city and county government employees)
- share resources/jobs/creative solutions
- ask and answer questions
- support one another throughout your community work

# The Path to Strong Program Metrics

## FREE state of the art tool for tracking:

- Curbside recycling
- Drop-off recycling
- Multifamily Recycling
- Public Space Recycling
- Organics

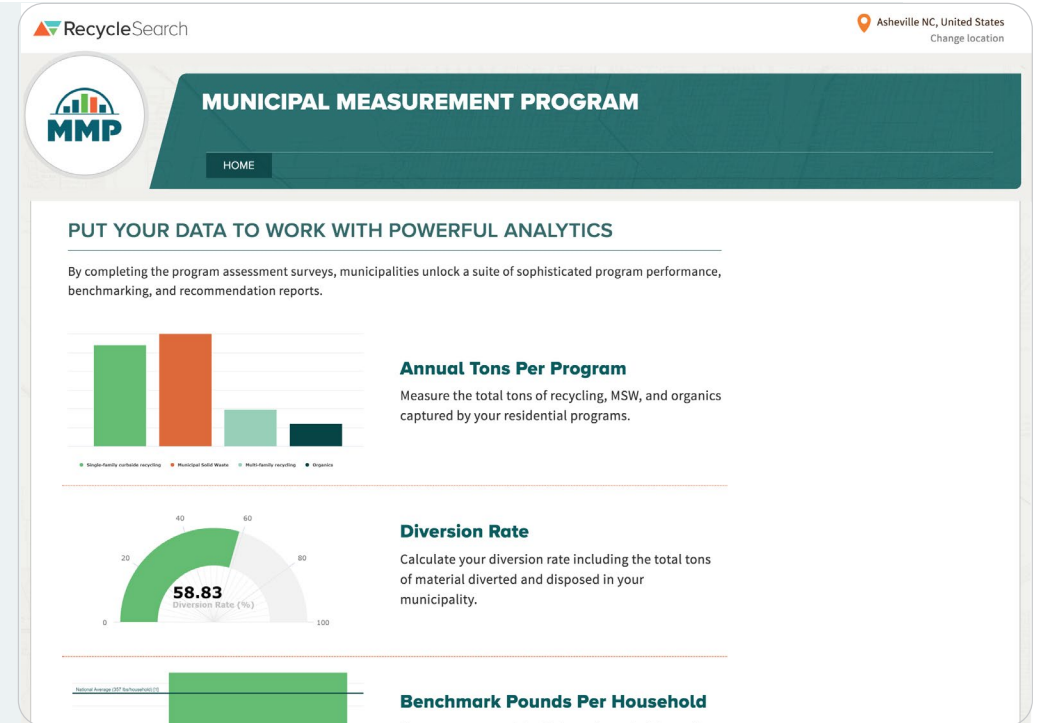
## Customized recommendations and solutions for your program

Build powerful **year over year data**

Quickly calculate and **report key metrics**



MUNICIPAL MEASUREMENT PROGRAM



GET STARTED: <https://recyclesearch.com/profile/mmp>



# Education & Outreach



Ohio EPA's Recycling and Litter Prevention Program (R&LP)  
<https://epa.ohio.gov/defa/Resource/2020-recycle-ohio-grant-program>

Carolina Recycling Association (CRA)  
<http://www.cra-recycle.org/ruralgrant/>



KS BWM  
[https://www.kdheks.gov/waste/about\\_grants.html](https://www.kdheks.gov/waste/about_grants.html)

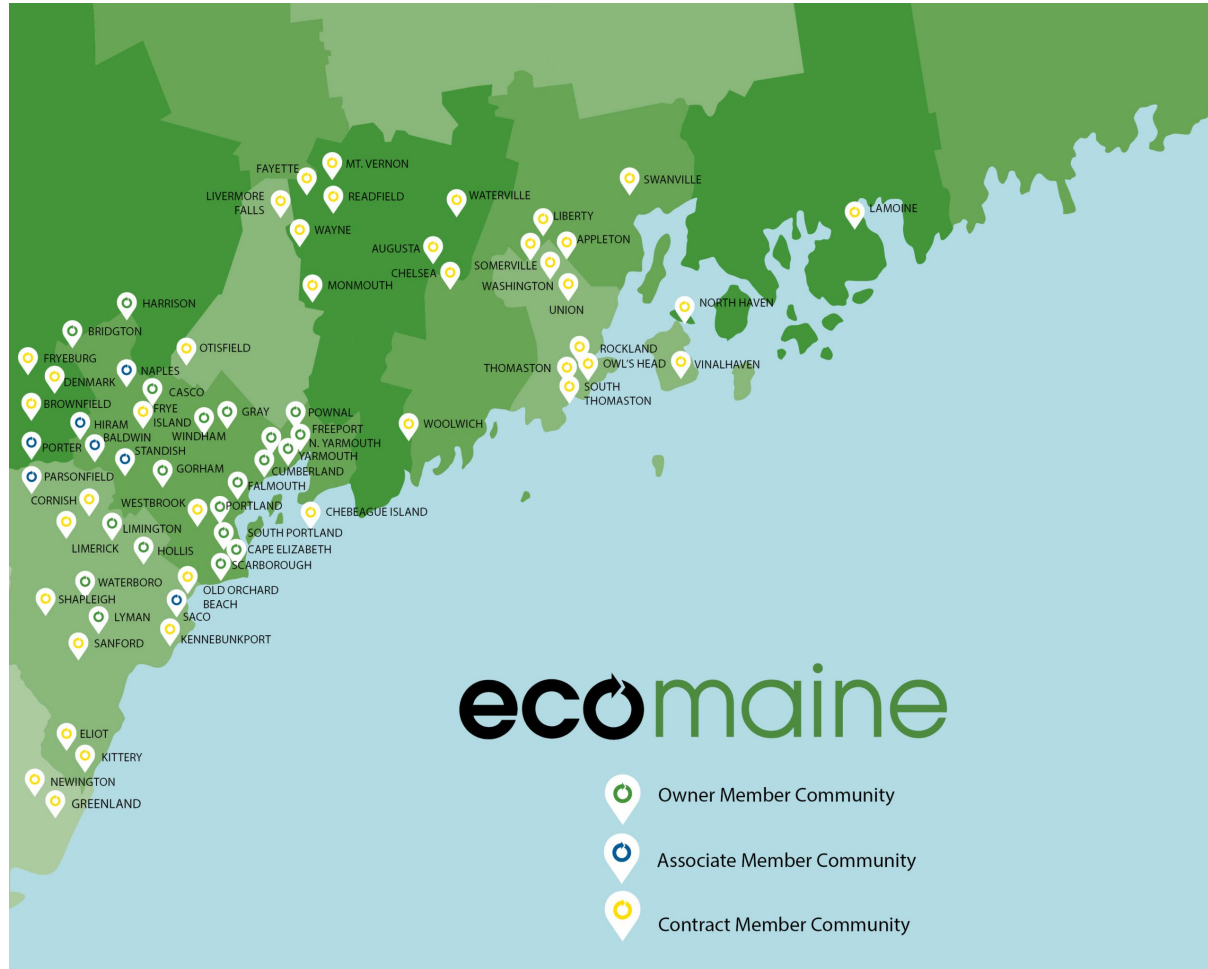
NCTCOG/TCEQ - State Solid Waste Implementation Grant Funds  
<https://www.nctcog.org/envir/materials-management/grants>





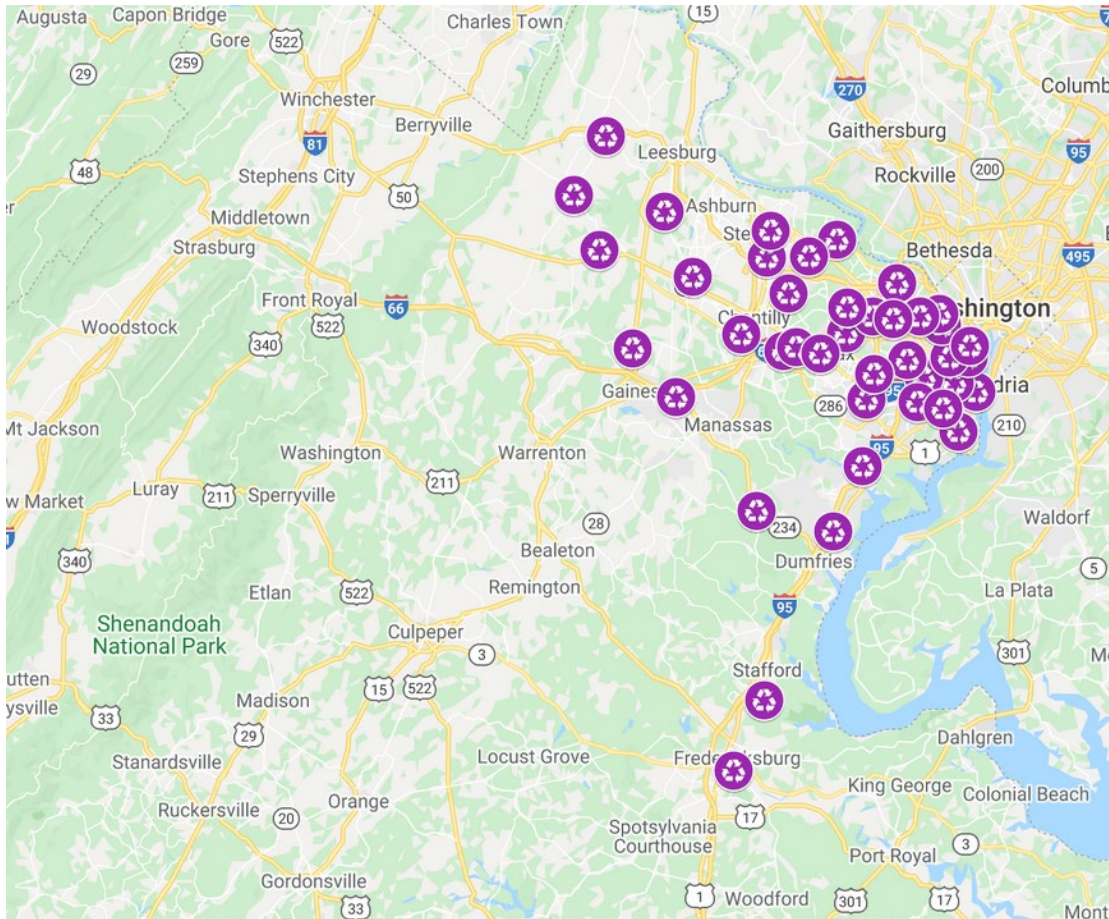
# Communities Leveraging their Partnerships

# ecomaine



- Municipally owned non-profit serving 70 towns in Maine and New Hampshire
- Provides comprehensive, long-term solid waste solutions
- May 2021 Waste Advantage write-up: <https://wasteadvantagemag.com/ecomaine-striving-for-excellence/>

# Purple Can Club



- Fairfax County, City of Alexandria, Prince William County, and Arlington County
- Strategic partnership to recover and recycle glass that was previously going to landfill (despite being collected at the curb!)
- April 2019 write-up:  
<https://www.fairfaxcounty.gov/publicworks/news/regional-approach-glass-recycling-leads-creation-purple-can-club>

# Pinellas Partners in Recycling

- Part of the Solid Waste Technical Management Committee in Pinellas County, FL serving 20+ municipalities
- Formed to compare, review, and make contract recommendations
- Meetings and minutes:  
<http://www.pinellascounty.org/tmc/agenda-minutes.htm>





# QUESTIONS?

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