

The Recycling Partnership

Strategies to Support Drop-off Recycling & Anti-contamination Messaging

August 25, 2022



We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.

Agenda

☑ *Intro to The Recycling Partnership*

☑ *Communication*

☑ *Behavior Change*


☑ *Strategies to Support Drop-off*

☑ *Tools*

Less than half of
recyclables in U.S.
homes get recycled.

Let's change that.



A woman wearing a yellow hijab, a grey cardigan, teal leggings, and white boots with black laces is pushing a large blue recycling bin. The bin has a white recycling symbol on it. They are in a brightly lit room with large windows in the background. A semi-transparent teal box is overlaid on the left side of the image, containing text.

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

Our proven recycling system solutions
increases access and improves
quality.

Community Impacts



2451
communities
impacted



514M lbs
of recyclables kept
out of landfill



1M
new recycling
carts placed



570K
metric tons of
GHG avoided

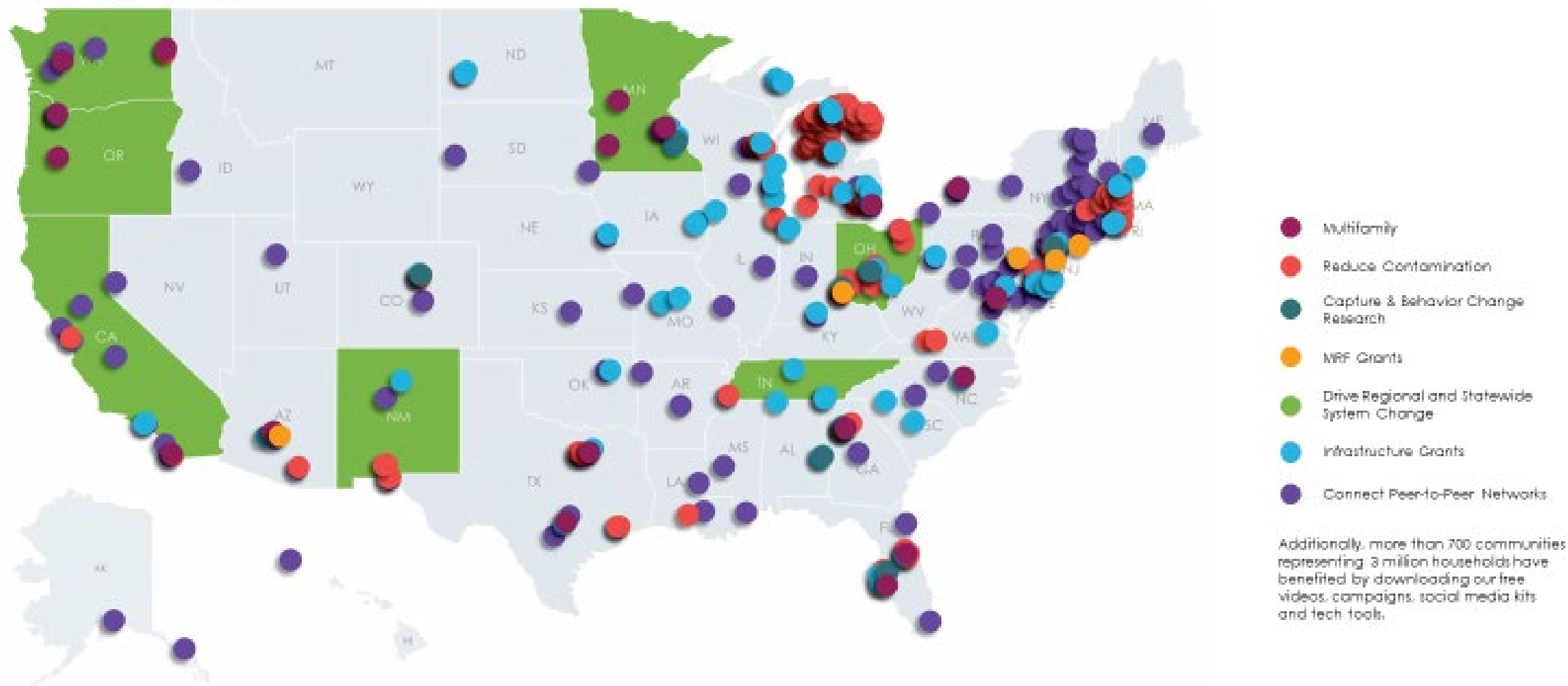


51%
recycling boost with
infrastructure projects



114M
households
impacted

Partnering with Communities across the Nation





Strategies to Support Drop-off



We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.



TRP Drop-off Recycling Best Practices

- Staffed Sites
- Clear Signage
- Comingled collection
- Compaction
- Optimized movement
- Proximity to transfer station / MRF



TRP Drop-off Recycling Best Practices

- Access to transfer station / sorting capacity is integral



TRP Drop-off Recycling Best Practices

- Access to transfer station / sorting capacity is integral
- Commingled processing unlocks key benefits:
 - Eliminates “inconvenience” associated with source separation
 - Enables significant collection efficiencies



TRP Drop-off Recycling Best Practices

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

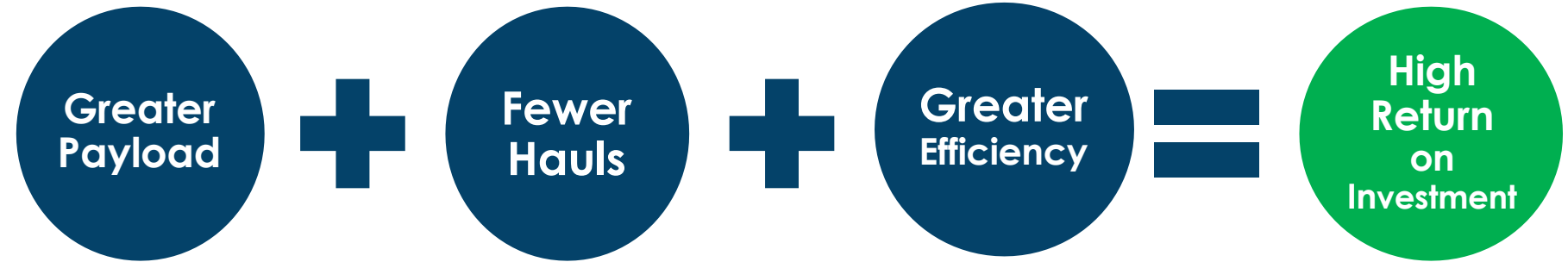


Impact of Commingled on Tonnage

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%

Impact of Compaction on Hauling





Impact of Compaction on Hauling

Greene County NC Fourway Convenience Center					
BEFORE			AFTER		
	Tonnage	# of Trips	Month/Yr	Tonnage	# of Trips
March 2016	2	2	March 2017	4	1
Avg. Tons / Service Trip Before =		1	Avg. Tons / Service Trip After =		4



Impact of Compaction on Hauling

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

Drop off & Commingled Compaction

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



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

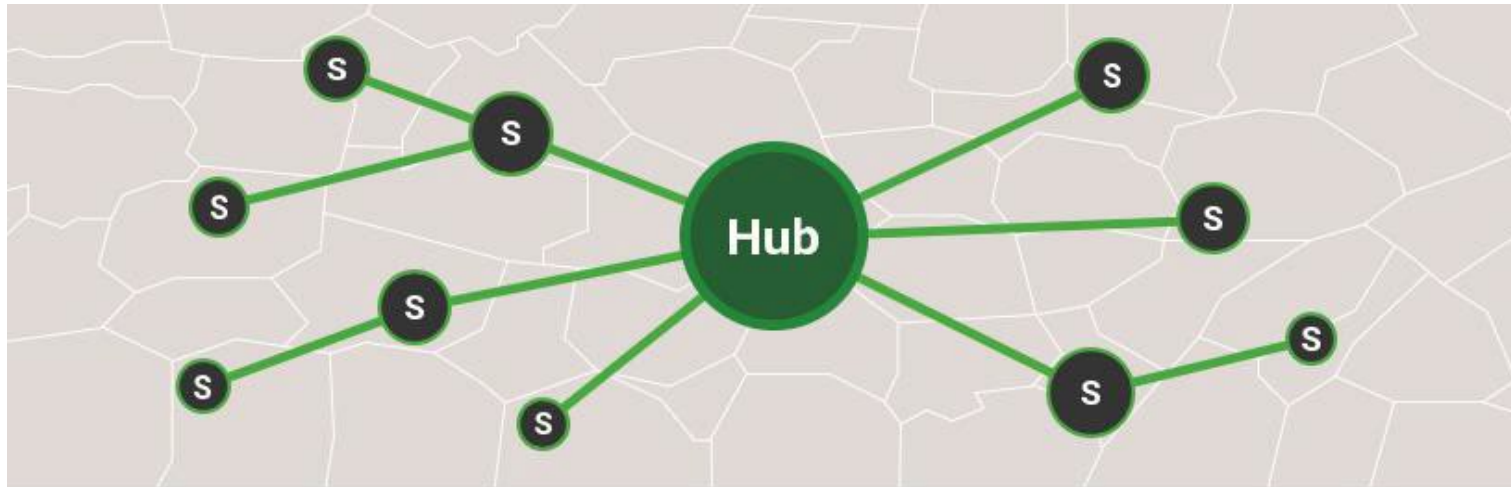
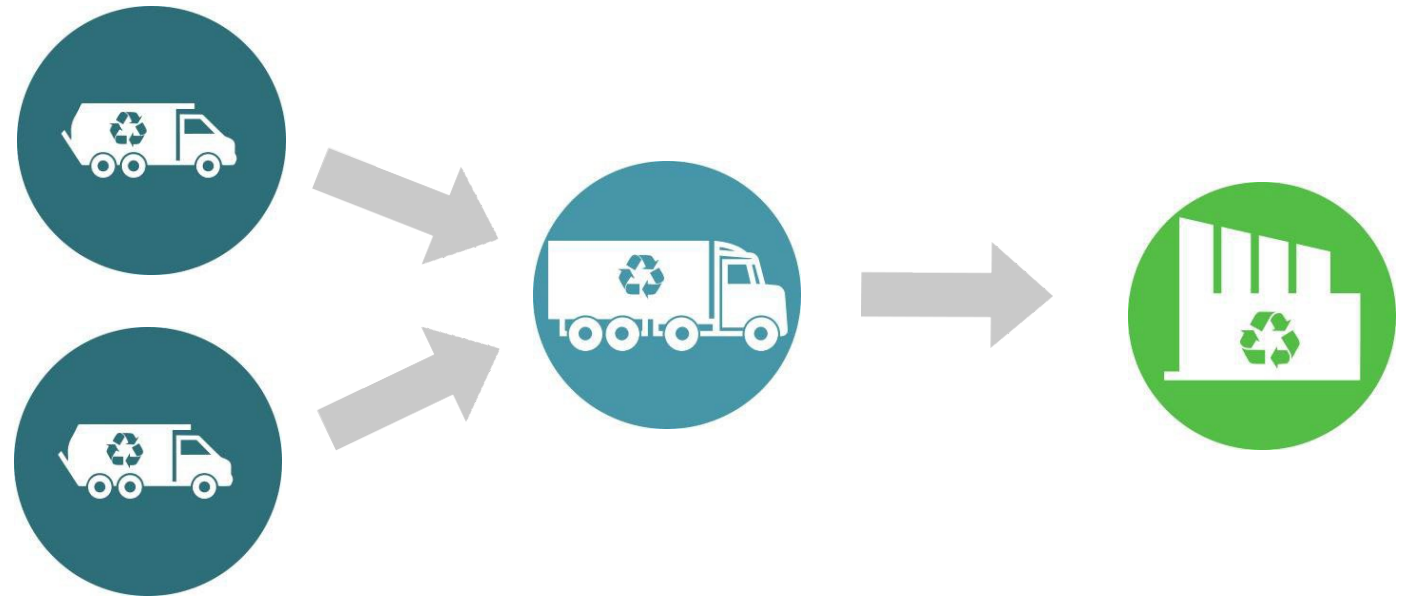
Impact of Compaction on Site Improvements



Before:
large # of
containers
for different
materials



After:
one or two
centralized
containers
for mixed
materials





Let's talk for a sec



Communication = Anti-contamination




We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.



**HOW LONG IS
THE AVERAGE
ATTENTION
SPAN TODAY?**

8
seconds



**HOW MANY
THINGS CAN
SOMEONE
REMEMBER AS
A SEQUENCE?**

up to
7



TRY IT

Start with 7

Fish
Deer
Cow
Horse
Dog
Mouse
Eagle



NAME THE 7



TRY IT

Some like 12

Elephant

Jackal

Monkey

Beaver

Sloth

Crane

Kangaroo

Shark

Peacock

Buffalo

Squirrel

Gecko



NAME THE 12



TRY IT

We like no more than 5

Dog
Cat
Bird
Horse
Fish

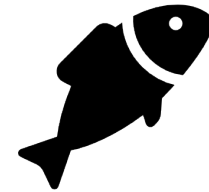
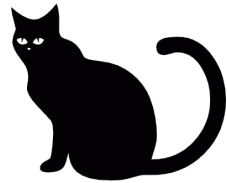


NAME THE 5



TRY IT AGAIN

An image is worth 1,000 words





NAME THE 5



Don't ask too much of people

For Important Messages, Keep It REALLY Simple

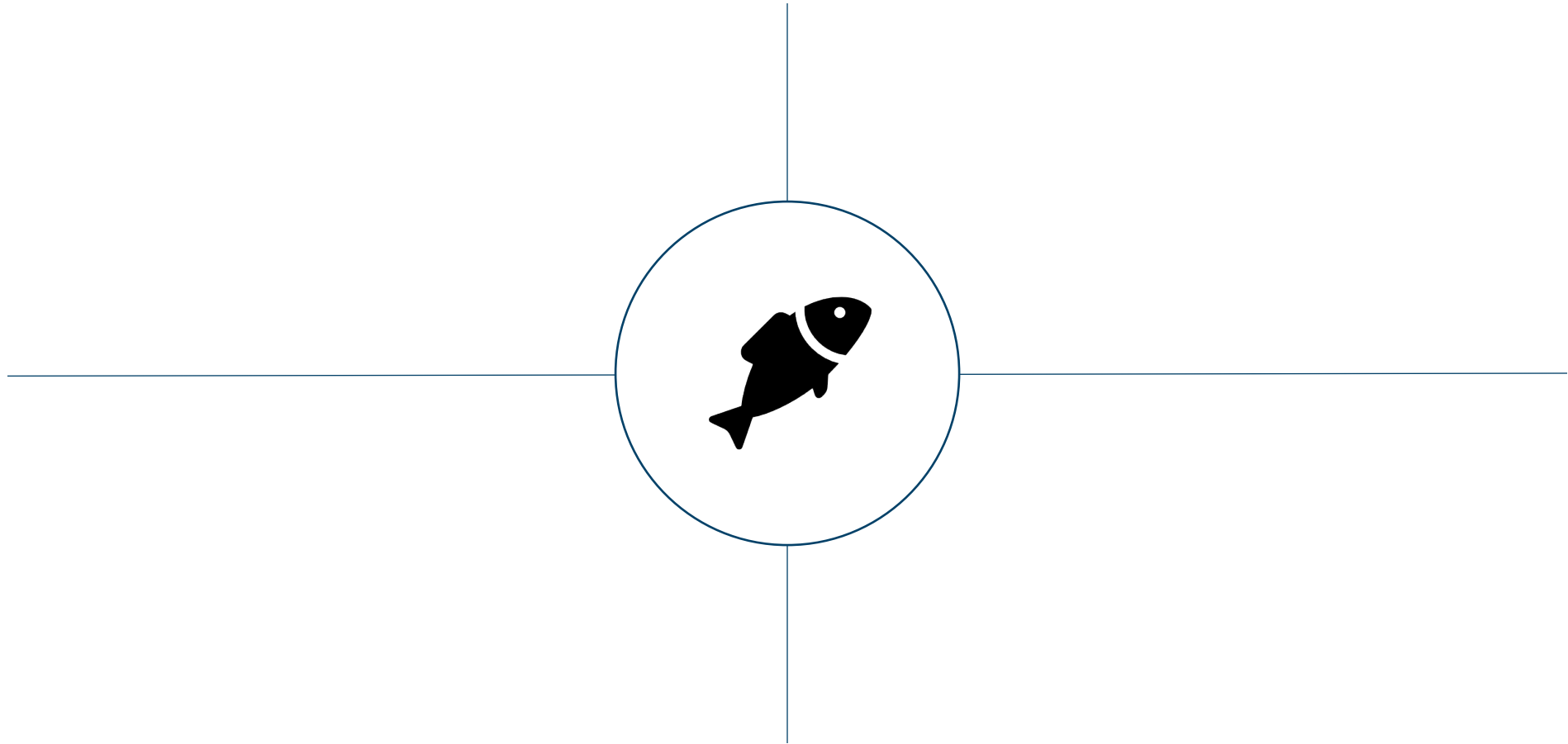


1



WHAT DO WE KNOW?

For Important Messages, Keep It REALLY Simple





NAME THE 1



Keep caps on

Don't bag your recyclables

Recycle your cans

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

Not this



Cans



Aluminum and Steel Cans

empty and rinse



Cartons



Food and Beverage Cartons

empty and replace cap



Glass

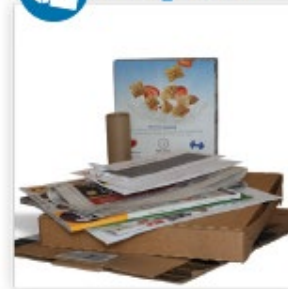


Bottles and Jars

empty and rinse



Paper



Mixed Paper, Newspaper, Magazines, and Flattened Cardboard



Plastic



Kitchen, Laundry, Bath: Bottles and Containers

empty and replace cap



Keep It Simple

Effective Communication has to be

- ★ Ongoing
- ★ Concise
- ★ Repetitive
- ★ Targeted
- ★ Fresh



Behavior Change



We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.

Stage 1: Access/Infrastructure - Equal Recycling Access to All Residents

Behavior starts with RELIABLE ACCESS

Can I recycle? Is service automatic?

- Automatic vs Opt-in or Subscription
- Single and Multifamily Containers

Is my recycling collected regularly? Does my leadership and community value recycling?

- Consistency and reliability
- Media content and endorsement

TOOLS and RESOURCES

- Grants
- Benchmarks and Comparable Data
- Ongoing Messaging
- Best Practices, Tips for Service and Support





Everyday Examples When Stage 1 is Not Met – All Fixable

Need better Access:

Downtown renters frustrated by lack of recycling options

Some apartment and loft residents downtown have resorted to giving their recyclables to the homeless — or boyfriends with houses

The blame game is on after residents call out city for not picking up recycling

Updated Jan 29, 2019; Posted Sep 12, 2018



A street in the East Ward after there was no recycling pick-up, according to a resident. (Courtesy: Satha Palani)

Need better Service:

City residents frustrated over trash and recycling pick up

CAROLINE POWERS
POSTED OCT 12, 2018



**Kyrsten Fauth**
The Nations · 2 hr ago

Recycling Collection. Neighbors Residents,

Has anyone else had an issue with your recycling being picked up? It's usually the first Wednesday of every month but unfortunately ours hasn't been picked up in over two months! Anyone else?

 Like  

 1

Frustrated Raleigh residents waiting weeks for recycle pickup

By DeJuan Hoggard
Tuesday, July 14, 2020



Raleigh residents waiting weeks for recycle pickup
Raleigh resident Nina Capriglione told ABC11 that she has been waiting for her recycle bins to be picked up consistently for the past eight weeks.



Stage 2: EDUCATION – Community-Level Education

Behavior Advances with BASE KNOWLEDGE

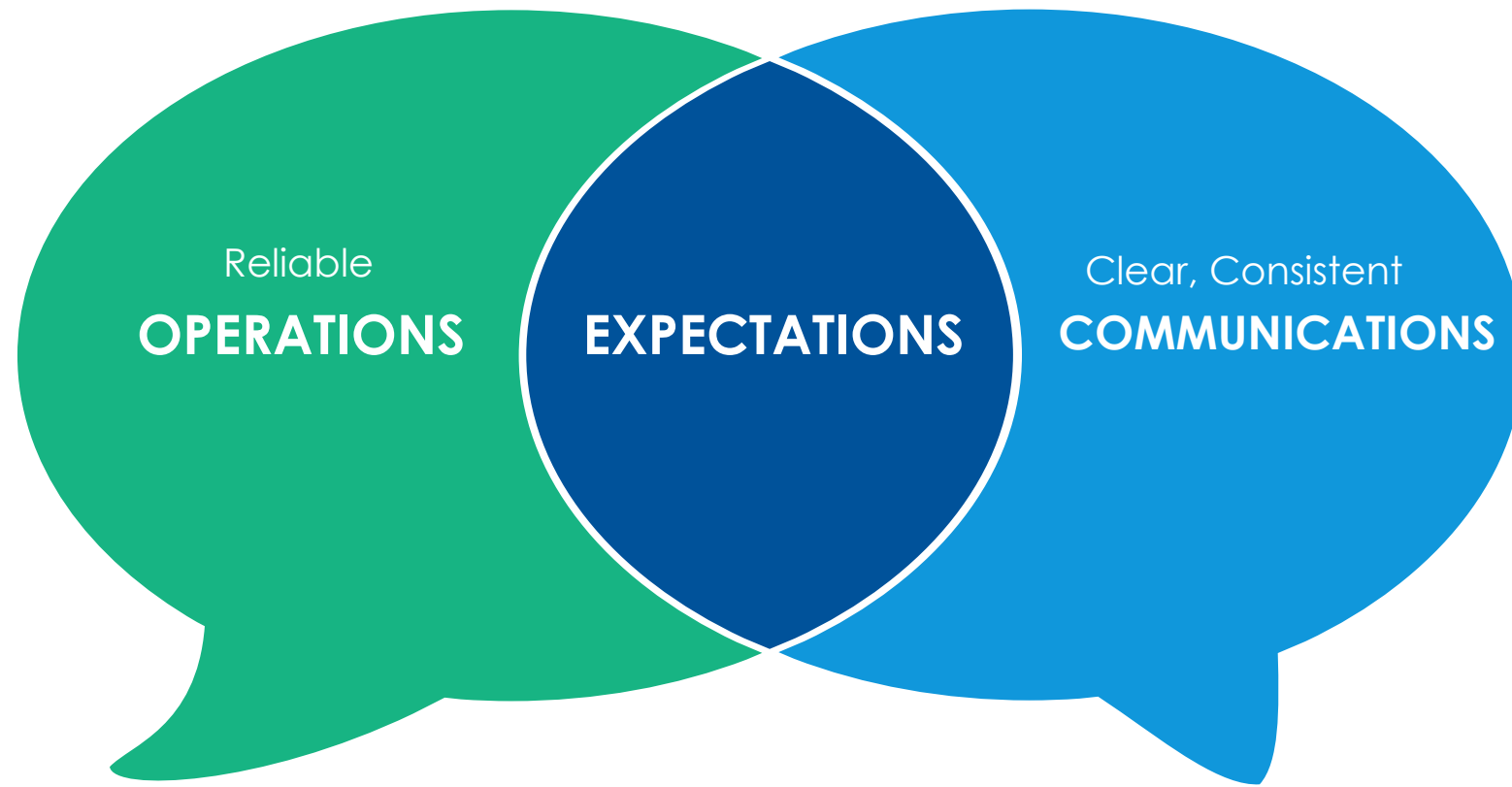
Do I know what, when, and how to recycle?

- Multi- and single-family materials
- Contamination insights
- Audience insights
- Ongoing and responsive outreach
- Multilingual materials

TOOLS and RESOURCES

- Audience insights and message testing
- Templated messaging (Info cards)
- Tips for updating community websites
- Library of social media
- Templated signage
- Best practices – messaging, behavior, tracking





Stage 3: Engagement - Household/Personal Behavior Change

Targeted Engagement Improves Behavior

Why is it important to be a better recycler?

- Understanding and addressing resident needs

Am I receiving information from someone I trust? in a format that I understand? and that is relevant to me?

- Community relationship with residents
- Trusted messengers
- Commitment from local leadership

TOOLS and RESOURCES

- Audience insights and message testing
- Pilot results and benchmarks
- Responsive Feedback to Residents
 - In-Person Engagement
 - Feet on the Street
- Multicultural support
 - Research
 - Transcreation



PEOPLE ARE SO VERY PEOPLEY: **BEHAVIOR IS COMPLEX BUT OFTEN FOLLOWS PATTERNS**



“What looks like resistance is often lack of clarity.”

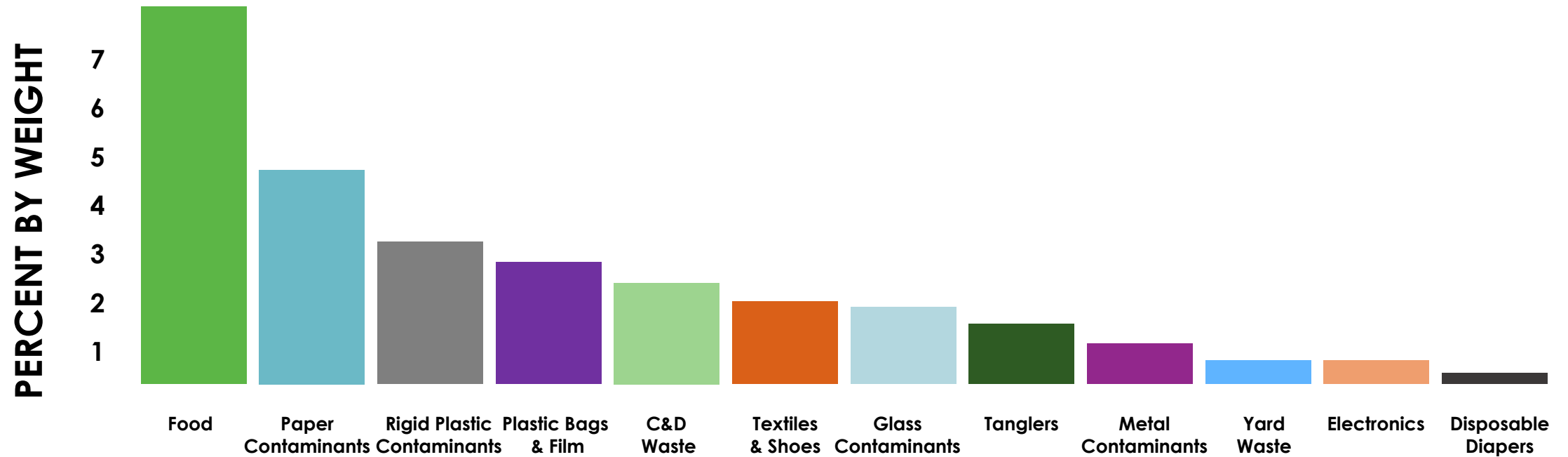
-Chip and Dan Heath, *Switch*



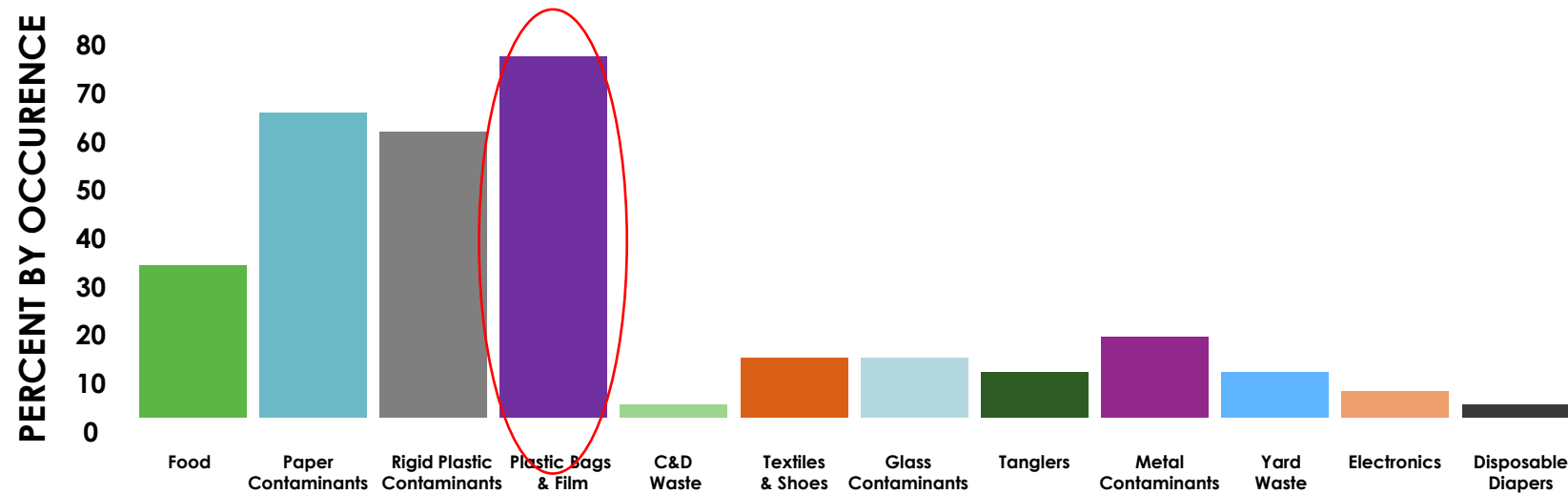
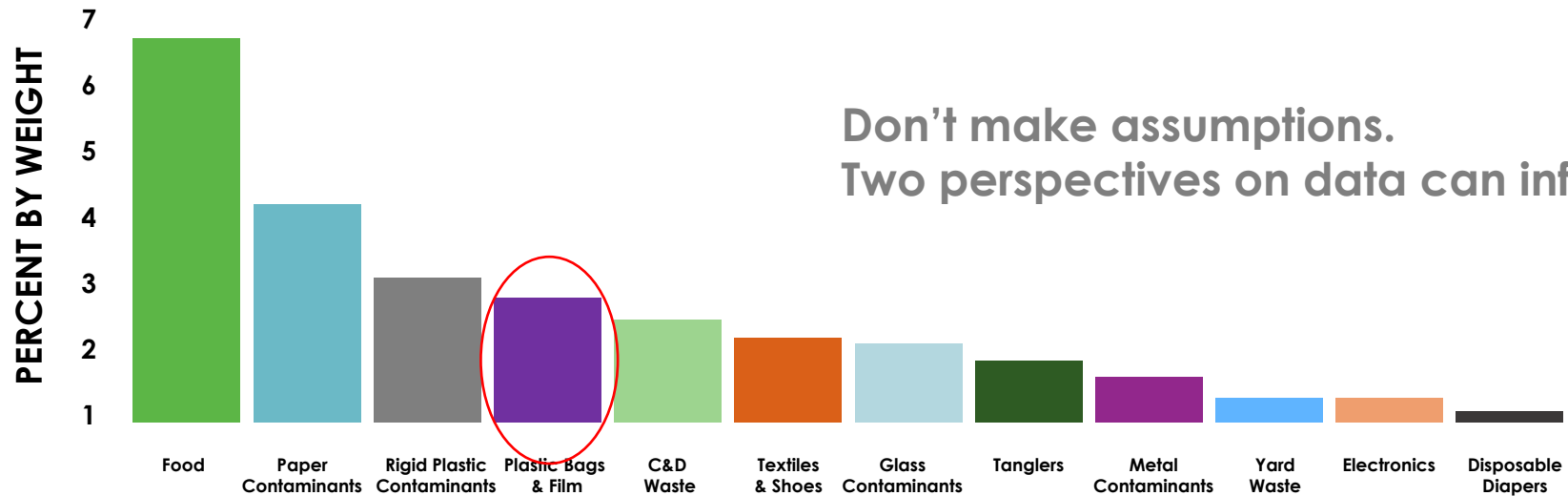
Want to change behavior?

- Don't make assumptions. Measure.
- Change one distinct behavior at a time.
- Move people from awareness and caring, to knowing, to doing and improving, to sharing.

Selecting a Behavior



Selecting a Behavior



Types of Education



We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.

Transcreated Multifamily Education Materials - Tacoma, WA

Multifamily Apartments & Condos
Recycle Right
Empty, Clean, and Dry

RECYCLING ONLY these items go in your blue recycling container.

PLASTIC
Bottles (no lids)
Jugs (no lids)
Tubs (no lids)

PAPER
Mixed Paper
Paperboard and Boxes
Flattened Cardboard

METAL
Aluminum Cans
Metal Cans (no loose lids)

GLASS
Glass bottles and jars go in the glass-only container. Remove all lids, corks, and caps.

NO BAGGED ITEMS, PLASTIC BAGS & WRAPS, STYROFOAM, FOOD SCRAPS

For more info, visit tacomarecycles.org
@tacomaes (253) 502-2100

GARBAGE These items are **NOT** ACCEPTED for curbside recycling in Tacoma. Reduce single-use items. Learn how at WasteFree253.org

Paper Plates, Napkins, and Paper Towels
Paper Cups
Plastic Cups
Plastic Utensils and Straws
Coffee Pods

Plastic Clamshell Containers
All Cartons
Foil Plastic Packaging
Frozen Food Containers
Pizza Boxes

Aluminum Foil
Styrofoam Containers
Prescription Bottles
Shredded Paper

NO ELECTRONICS, HAZARDOUS WASTE

DROP-OFF These items are **NOT** ACCEPTED for curbside recycling in Tacoma. Drop them off at the Tacoma Recycling Center at 3510 S. Mullen St.

Styrofoam Blocks and Packaging Peanuts
Plastic Bags and Zipper Bags
All Batteries
Household Hazardous Waste

Многоквартирные дома и Кондоминиумы
Сортировка и Переработка бытовых отходов
Вычистить, вымыть и высушить

ПЕРЕРАБОТКА ОТХОДОВ Сине-баки только для сбора указанного вторсырья

Пластик
Бутили, бутылки и контейнеры, но без крышек

Металл
Алюминевые и жестяные банки, но без крышек

Макулатура
Разного рода бумага, картон и коробки, сложенный картон

Стеклотара
Стекло бутылки и банки бросать в только в баки для стеклотары.

Запрещается бросать тару в пластиковые мешки, упаковку из пенопласта/стирофома, полиэтиленовую пленку, пищевые отходы.

For more info, visit tacomarecycles.org
@tacomaes (253) 502-2100

MYCOP В установленные программой г. Такома контейнеры для сбора отходов НЕ ПРИНИМАЮТСЯ следующие предметы:

Сократите потребление одноразовых товаров. Уменьше больше на сайте WasteFree253.org

Бумажные тарелки, салфетки и бумажные полотенца
Бумажные стаканчики
Пластиковые стаканчики
Пластиковая посуда в тубусной для напитков

Одноразовые пластиковые упаковки
Упаковка TerraTack
Пластиковая упаковка с фольгой
Упаковка для замороженных продуктов
Коробки из-под пиццы

Алюминиевая фольга
Периодическая упаковка/стирофом
Бутылочки из-под лекарств
Измельченная бумага

Никаких опасных электронных отходов

ПУНКТ ПРИЕМА Следующие предметы не подлежат переработке в г. Такома и сдаются в центр переработки Tacoma Recycling Center по адресу 3510 S. Mullen St.

Пенопластовые блоки/стирофом и упаковочные материалы
Пластиковые пакеты и пакеты Zip-Lock
Батареи
Опасные бытовые отходы

Apartamentos y condominios multifamiliares
Recicla Bien
Vacía, Limpia y Seca

RECICLAR SOLAMENTE estos artículos van en el contenedor azul de reciclaje.

Plástico
Botellas (sin tapas)
Jarras (sin tapas)
Envases (sin tapas)

Papel
Papel Mixto
Cartón y Cajas
Cartón aplanado

Metal
Latas de aluminio
Latas de metal (sin tapas sueltas)

Vidrio
Las botellas y frascos de vidrio van en el contenedor que dice: "Glass Only". Quitas las tapas, corchos y tapones.

NO ARTÍCULOS EMPAQUETADOS O EMBOLASADOS, NO BOLSAS Y ENVOLTURAS DE PLÁSTICO, NI ESPUMA DE POLIESTIRENO (unifol o isopor), NI RESTOS DE ALIMENTOS

For more info, visit tacomarecycles.org
@tacomaes (253) 502-2100

BASURA Tacoma **NO** ACEPTA estos artículos en la recolección de materiales reciclables al borde de la acera. Evita usar productos desechables. Aprende cómo en WasteFree253.org

Platos de papel, servilletas y toallas de papel
Vasos de papel
Vasos de plástico
Utensilios y popotes/sorbetes de plástico ("straws")

Envases de plástico para comida
Envases de cartón plastificado
Bolsas de aluminio plastificado
Paquetes de comida congelada
Cajas de pizza

Papel de aluminio
Recipientes de poliestireno (Unifol/Isopor)
Frascos de medicina
Papel Titrurado

NO PONER DESECHOS ELECTRÓNICOS NI DESECHOS PELIGROSOS

DÓNDE LLEVARLOS Tacoma **NO** ACEPTA estos artículos en la recolección de materiales reciclables al borde de la acera. Llévalos al Centro de Reciclaje de Tacoma, en 3510 S. St. Mullen St.

Bloques de poliestireno (Unifol/Isopor) y de relleno para empaquetar productos
Bolsas de plástico y bolsas con cierre
Toda clase de baterías
Desechos peligrosos del hogar

Синий бак для сбора вторсырья
Тайп чэ дунг чак
Трэнг, сакх и кхо

ТАЙ ЧЭ Chỉ bỏ những thứ này vào thùng rác tái chế màu xanh dương.

Nhựa
Chai lọ, bình, hộp không có nắp

Kim loại
Lon nhôm, lon kim loại không kèm nắp rời

Giấy
Giấy hỗn hợp, bìa cứng và thùng/hộp, các tông xấp phẳng

Thủy tinh
Chai lọ thủy tinh cần được bỏ vào thùng dành riêng cho đồ thủy tinh. Chỉ bỏ tất cả các nút nắp và đầu chụp.

KHÔNG BỎ ĐỒ DỤNG TRONG TỦI, ĐỒ XÚP, NÌ LÔNG BỤI THỰC PHẨM, THỨC ĂN THỎA

Để biết thêm thông tin, xin truy cập tacomarecycles.org
@tacomaes (253) 502-2100

RÁC Dịch vụ thu gom rác tái chế ở đường của Tacoma **KHÔNG CHẤP NHẬN** các thứ này. Giảm bớt các sản phẩm sử dụng một lần. Tìm hiểu cách làm tại WasteFree253.org

Đĩa giấy, khăn giấy và giấy lau
Ly giấy
Ly nhựa
Đũa, muỗng nĩa và ống hút nhựa

Hộp nhựa nắp liền
Tất cả các loại hộp nhựa/giấy bọc
Vật liệu đóng gói bằng nhựa/giấy bọc
Đồ đựng thức ăn đông lạnh
Hộp pizza, hộp đựng thức ăn đông lạnh

Đồ làm bằng giấy bạc
Đồ chứa bằng xốp
Ly đựng thuốc theo toa
Giấy cắt vụn

KHÔNG BỎ ĐỒ XE, ĐỒ CHƠI TAY HAY RÁC THẢI ĐỘC HẠI

ĐEM BỎ Dịch vụ thu gom rác tái chế ở đường của Tacoma **KHÔNG CHẤP NHẬN** các thứ này. Hãy đem bỏ chúng tại Trung tâm Tái chế Tacoma ở 3510 S. Mullen St.

Xốp xốp và hạt xốp
Túi ni lông, túi ni lông có khóa
Tất cả các loại pin điện
Đầu ăn đồ sử dụng
Rác thải gia dụng độc hại

- Translation is insufficient
- Focus groups to localize and test language & relevant images
- Poster & toolkit in 6 languages
- Still testing effectiveness of materials

Info Card

Info for all Antrim County Residents & Visitors. Please share this card!

RECYCLE THANK YOU FOR RECYCLING THESE:

Cardboard



Cardboard and Cartons
(empty and dry)

Glass



Glass Bottles and Jars
(empty and dry)

Metal



Aluminum Cans
(empty and dry)

Paper



Paper
(all colors and types)

Plastic



Plastic Bottles, Jars and Jugs
(empty and dry)

NO!
THESE
CAN'T BE
RECYCLED



No Bagged Recycling
(empty bags out)



No Garbage



No Bulky Items, Wood, Furniture or Textiles



No Food or Liquid
(empty and rinse all containers)



No Tangles
(no hoses, wires, chains or electronics)

AntrimCD.com | 231-533-8363 ext. 7



ANTRIM COUNTY! **RECYCLE** AT THESE DROP OFF SITES

Alden

8751 Helena Rd. Alden, MI

Bellaire

4700 S. M-88 Hwy. Bellaire, MI

Central Lake

Transfer Station: M-88 Hwy.w past Ellsworth Rd. Central Lake, MI

Elk Rapids

321 Bridge St. Elk Rapids, MI

Ellsworth

9627 Lake St. Ellsworth, MI

Kewadin

7262 Cairn Hwy. Kewadin, MI 49648

Mancelona Twp

9610 S. M-88 Hwy. Mancelona, MI

Star Twp (Alba)

6775 Alba Hwy. Star Township, MI

DO YOU KNOW WHAT TO THROW?

For recycling to thrive, we need to recycle the **YES** things and keep the **NO** things out.



discovernortheastmichigan.org
/alpenarecycling.asp



Alpena County
80 Livingston Blvd
(PO Box 457) Suite U-108
Gaylord, MI 49734

DO YOU KNOW WHAT TO THROW?

We need to recycle the **YES** things and keep the **NO** things out.



brightoncity.org

City of Brighton
Department of Public Works
420 S. Third Street
Brighton MI 48116



The Recycling Partnership
SOLVING FOR CIRCULARITY

Drop Off Signage



RECYCLE

Paper



Paper
(all colors and types)

Metal



Aluminum and Steel Cans
(empty and clean)

Cardboard



Cardboard and Cartons
(empty and clean)

Glass



Glass Bottles and Jars
(empty and clean)

Plastic



Plastic Bottles, Jars and Jugs
(empty and clean)



RECYCLE

Metal



Aluminum and Steel Cans
(empty and clean)

Paper



Paper and Cartons
(all colors and types)

Glass



Glass Bottles and Jars
(empty and clean)

Cardboard



Cardboard
(empty and clean)

Plastic



Plastic Bottles, Jars and Jugs
(empty and clean)

NO!



Do not Bag Recyclables
No Garbage



No Plastic Bag or Plastic Wrap



No Tangles
(no hoses, wires, chains, or electronics)



No Foam



No Hazardous Waste
(no motor oil)



No Bulky Items

manisteecountymi.gov | 855-2Go-Zero


AntrimCD.com
231-533-8363 ext 7

© 2021 The Recycling Partnership


Personalized Direct Feedback – Drop Off

OOPS!


Please leave these items out of your recycling!




Do not Bag Recyclables




No Plastic Bags or Plastic Wrap




No Food or Liquid (empty all containers)



No Styrofoam™ (carryout or packing materials)





No Batteries





No Big Items (wood, plastic, furniture or metal)

Take your recyclables to Missaukee County Recycling Center at 6240 W. Sanborn Road, Lake City



missaukeecd.org/recycling
231.839.7193

All programs are provided in an equal opportunity manner.



Missaukee



RECYCLE MORE OF THESE:



Glass



Paper



Cardboard



Metal



Plastic



#1 Plastic #2 Natural/Clear #2 Color Plastic #3-#7 Plastic

Alpena County



RECYCLE MORE OF THESE:



Paper



Metal



Glass



Cardboard



Plastic



Glass Bottles and Jars (empty and dry)
only allowed at Alpena Resource Recovery Facility

Cardboard and Paperboard (empty and flatten)

Plastic Bottles, Jars and Jugs (empty and dry)

989-354-2607
discovernortheastmichigan.org/alpenarecycling.asp



Issue Specific Communication

**HEY NEIGHBOR,
THE BIGGEST PROBLEM IN OUR RECYCLING IS PLASTIC BAGS.**



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

**DO NOT
BAG
Recyclables**

NO EMPAQUETAR LOS RECICLABLES

grandrapidsmi.gov/feetonthestreet.com

**DON'T BAG
RECYCLABLES**

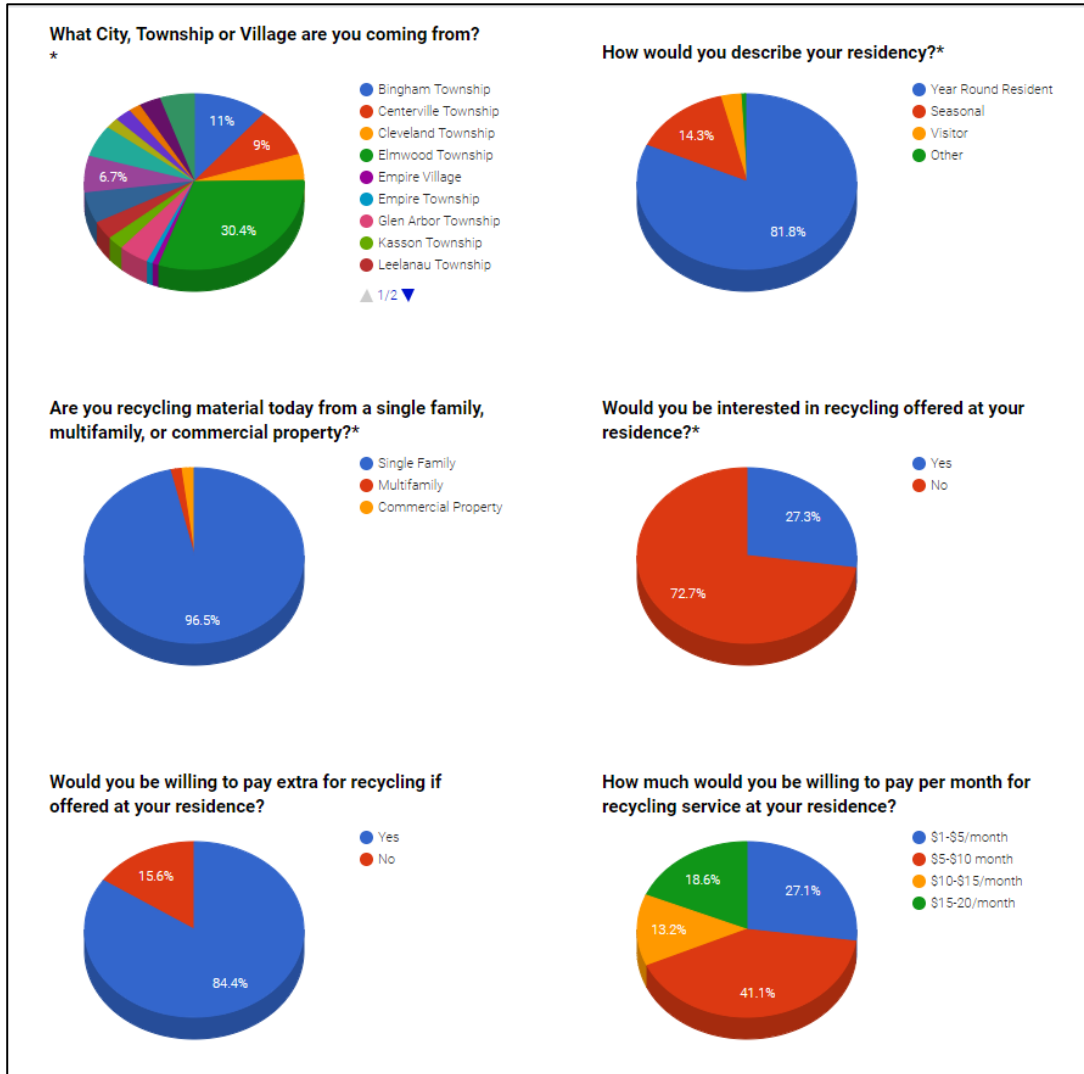


KEEP ALL
RECYCLING
CLEAN, LOOSE
AND DRY

AntrimCD.com | 231-533-8363 ext 7

Tools

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

Small Community Education Grant (MI Example)

- For communities under 10,000 households
- Provide customizable collateral design/printing/mailing
 - Info Cards
 - Top Issue Mailers
 - Info Sheets
 - Drop Off Signage
 - Cart Tags
- No upfront costs, no match



More Reports



Download at: recyclingpartnership.org

2020

State of Curbside Recycling Report

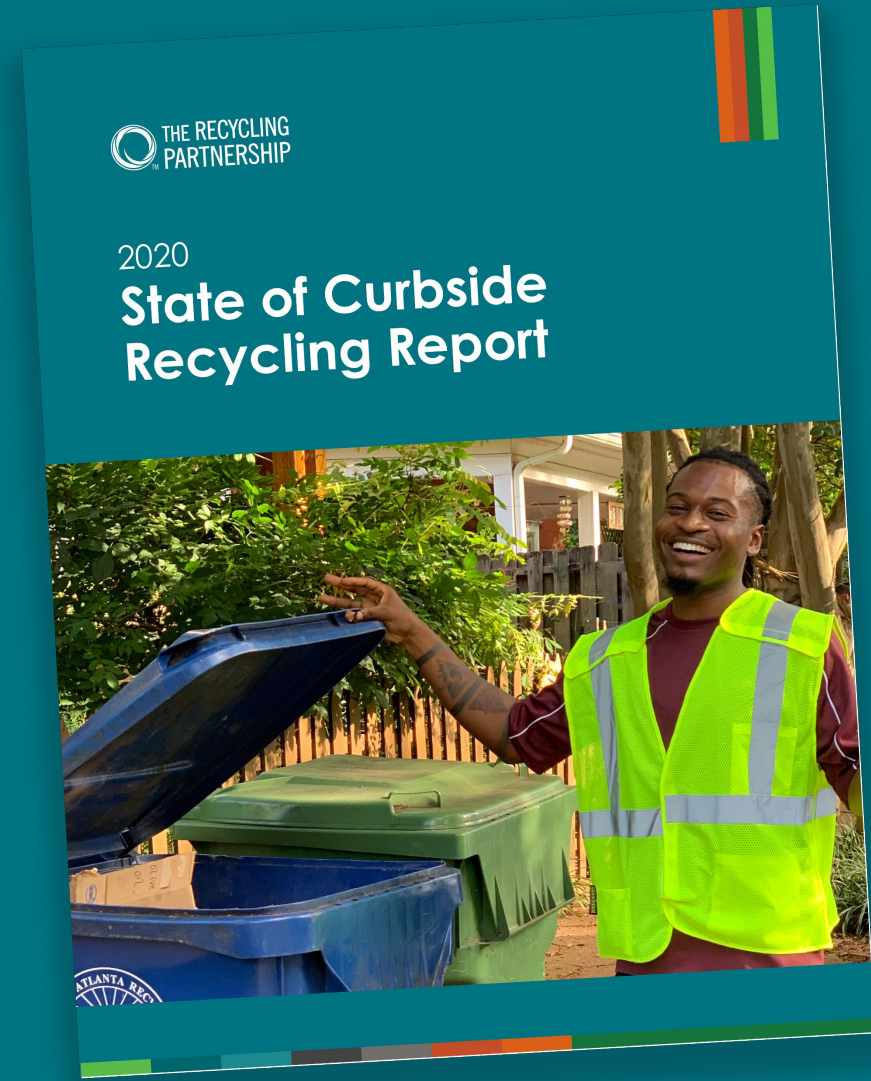
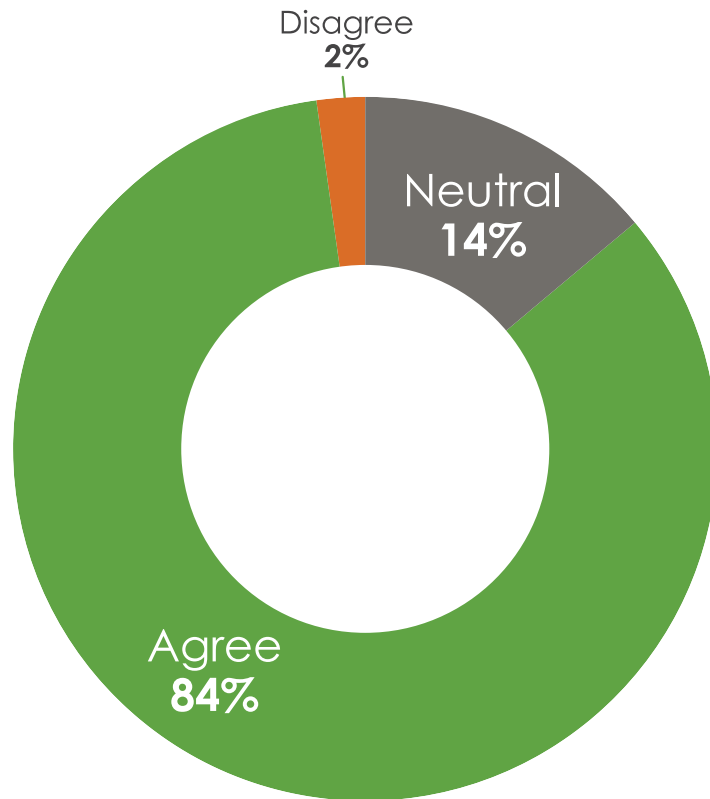
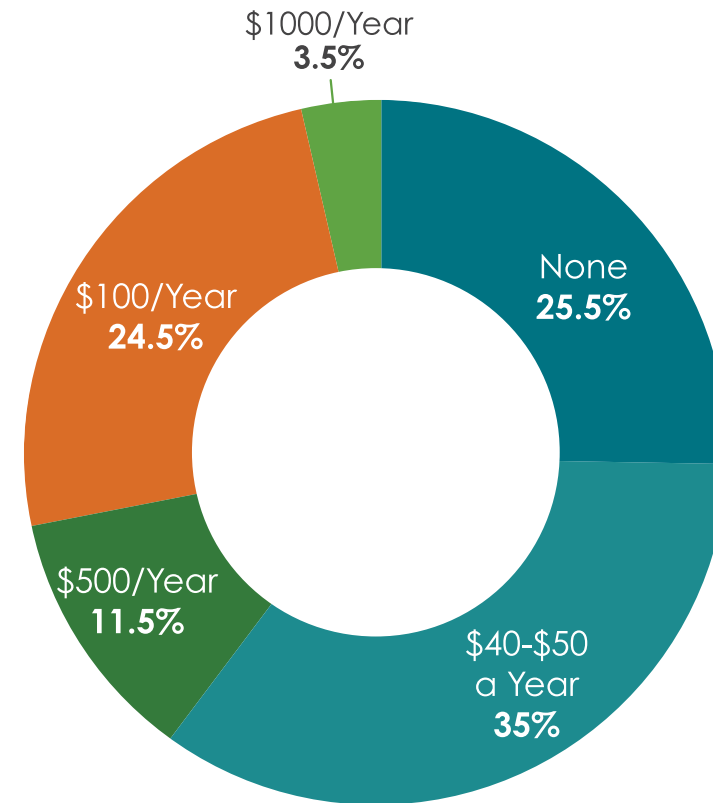


Figure 29 & Figure 29b: Public Support & Willingness to Pay

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

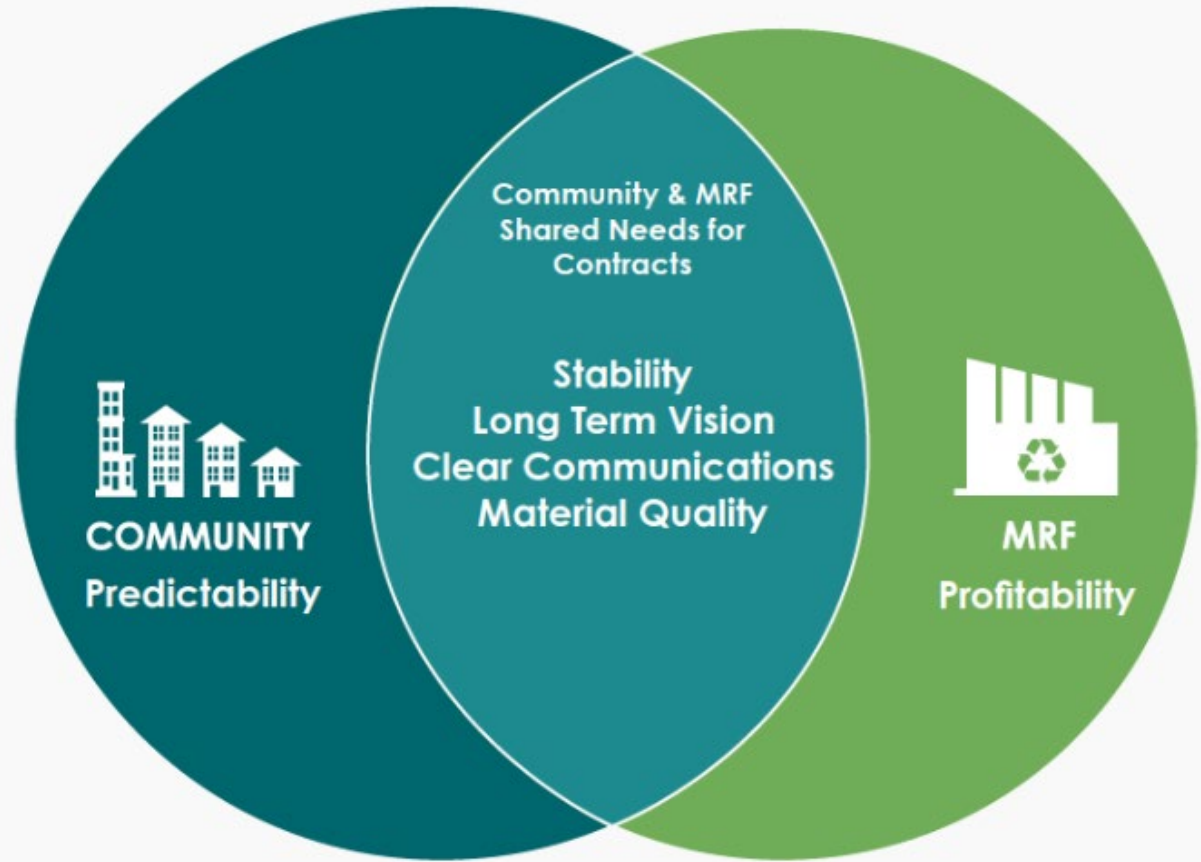


Americans are Willing to Pay More Taxes for Better Recycling



2021

MRF Contract Best Management Practices



Tools for recycling with carts

1. CARTS GUIDE
2. GRANTS
3. FREE ART FILES (POSTCARDS, ADS, ETC.)

A GUIDE TO IMPLEMENTING A CART-BASED RECYCLING PROGRAM



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

Training - Resources

Cart Tagging Training Video

- <https://tinyurl.com/TRPCartTagging>



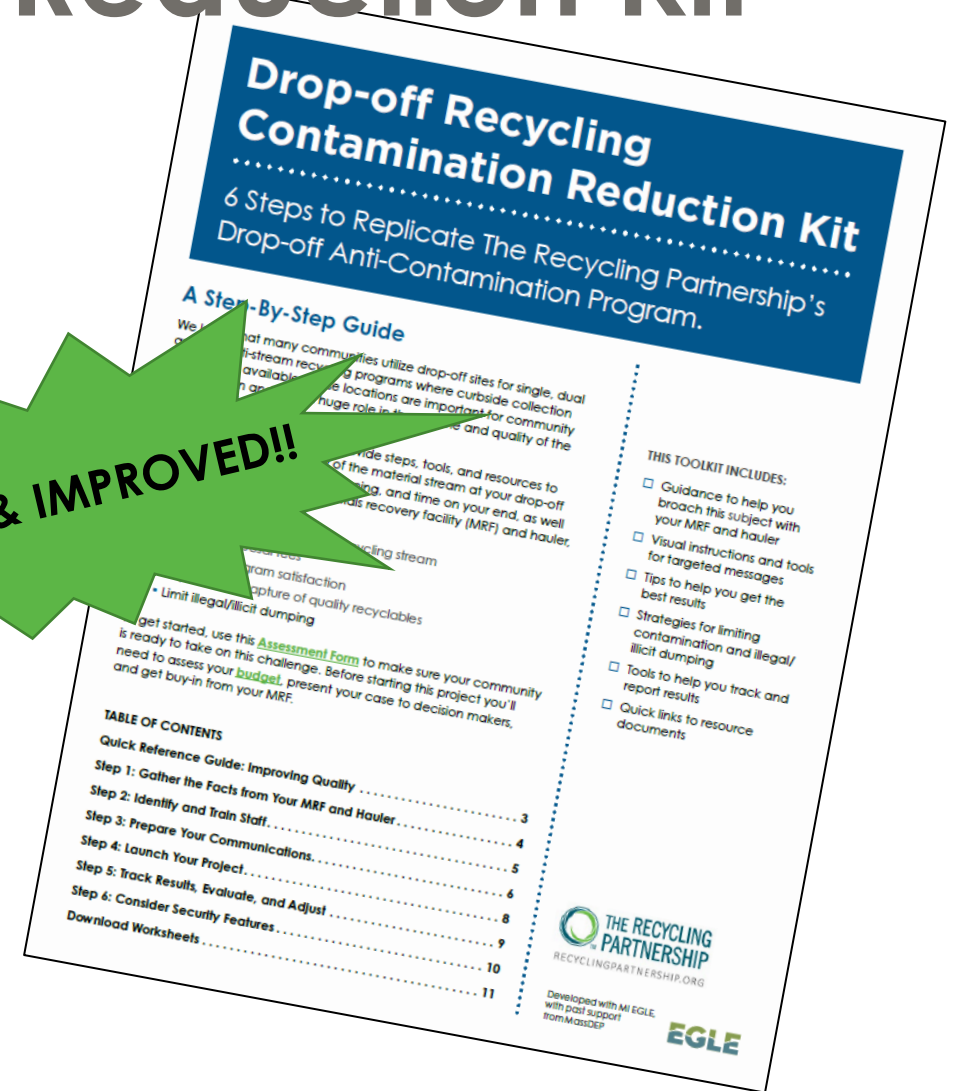
Resources to Overcome Contamination

- <https://recyclingpartnership.org/for-communities>

Drop-off Contamination Reduction Kit

- 6 Steps to replicate TRP's proven contamination reduction program
- Pro Tips to maximize your program effects and enhance your outreach
- Dozens of customizable tools including communications, budget and signage

Download your free contamination reduction kit at recyclingpartnership.org/dropoff



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/

New Social Media Kit for Drop-offs

The Recycling Partnership's free drop-off recycling social media kit has 40+ posts you can use across Facebook, Instagram, and Twitter to educate residents.

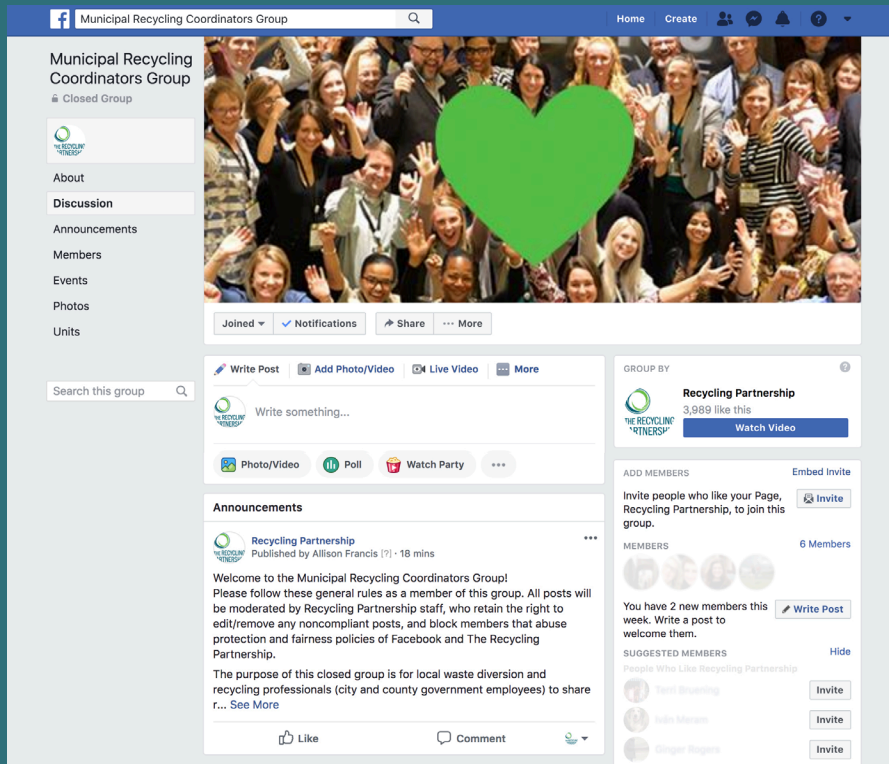
- Contains images and sample text you can use as is or customize for your community.
- Designed with the seasons, holidays, and even the pandemic in mind.

Download your free social media kit at
bit.ly/dropoff-socialkit

And check out The Recycling Partnership's Volume 3 social media kit at: recyclingpartnership.org/social-media/



CLOSED FACEBOOK GROUP



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

TO JOIN:

www.recyclingpartnership.org/facebook/

The Path to Strong Program Metrics

FREE state of the art tool for tracking:

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

Customized recommendations and solutions for your program

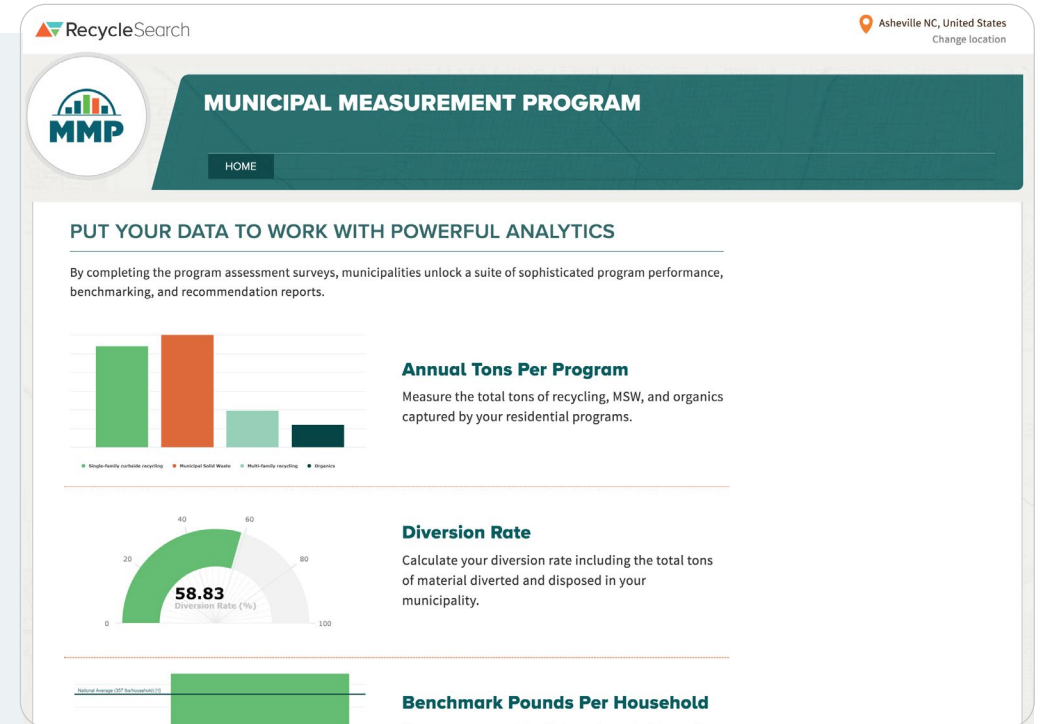
Build powerful **year over year data**

Quickly calculate and **report key metrics**



MUNICIPAL MEASUREMENT PROGRAM

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

Questions & Feedback



We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.