



# Louisiana Recycling Coalition

What Gets Measured  
Gets Managed

MAY 2017

# OUR FUNDING PARTNERS

Thank you to our Funding Partners



## We work across the system... across the country...



STATE and LOCAL



HAULERS



MRF



BRANDS



RESIDENTS



250+ community  
partners

...growing access to  
resources and data



~400,000 carts  
More than \$20MM  
of new infrastructure

47%

of Americans don't automatically have curbside recycling.

*2016 SPC Access Study*

&

60%

of packaging is not being recovered in the home.

*Recycling Partnership*

Half plus half equals  
**A WHOLE LOT OF OPPORTUNITY.**





**+20%**

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

*Recycling Partnership*





Manufacturer  
**DEMAND DRIVES**  
environmental gains.

The system needs  
**reliable quantity, quality,**  
**and cost** in supply.

*ASTRX*

# PROFILE OF THE HIGHEST-PERFORMING CITIES SURVEYED (OVER 400 LBS/HH/YR)



**83%**

COLLECT IN CARTS



**93%**

PROVIDE COLLECTION  
AUTOMATICALLY



**96%**

SINGLE-STREAM  
COLLECTION

WHEN THE LOCAL GOVERNMENTS  
ARE ENGAGED IN THE RECYCLING  
PROGRAM AND HAVE TRIGGERED  
AN "ACTION" TO INCENTIVIZE  
RECYCLING IS WHEN YOU SEE  
THE MOST SUCCESS.

**100%**  
PUBLIC ACTION





PEOPLE ARE  
THE SECRET.

100%

of America's top  
performing recycling  
programs have engaged  
local governments  
triggering action.

*2016 State of Curbside Report*

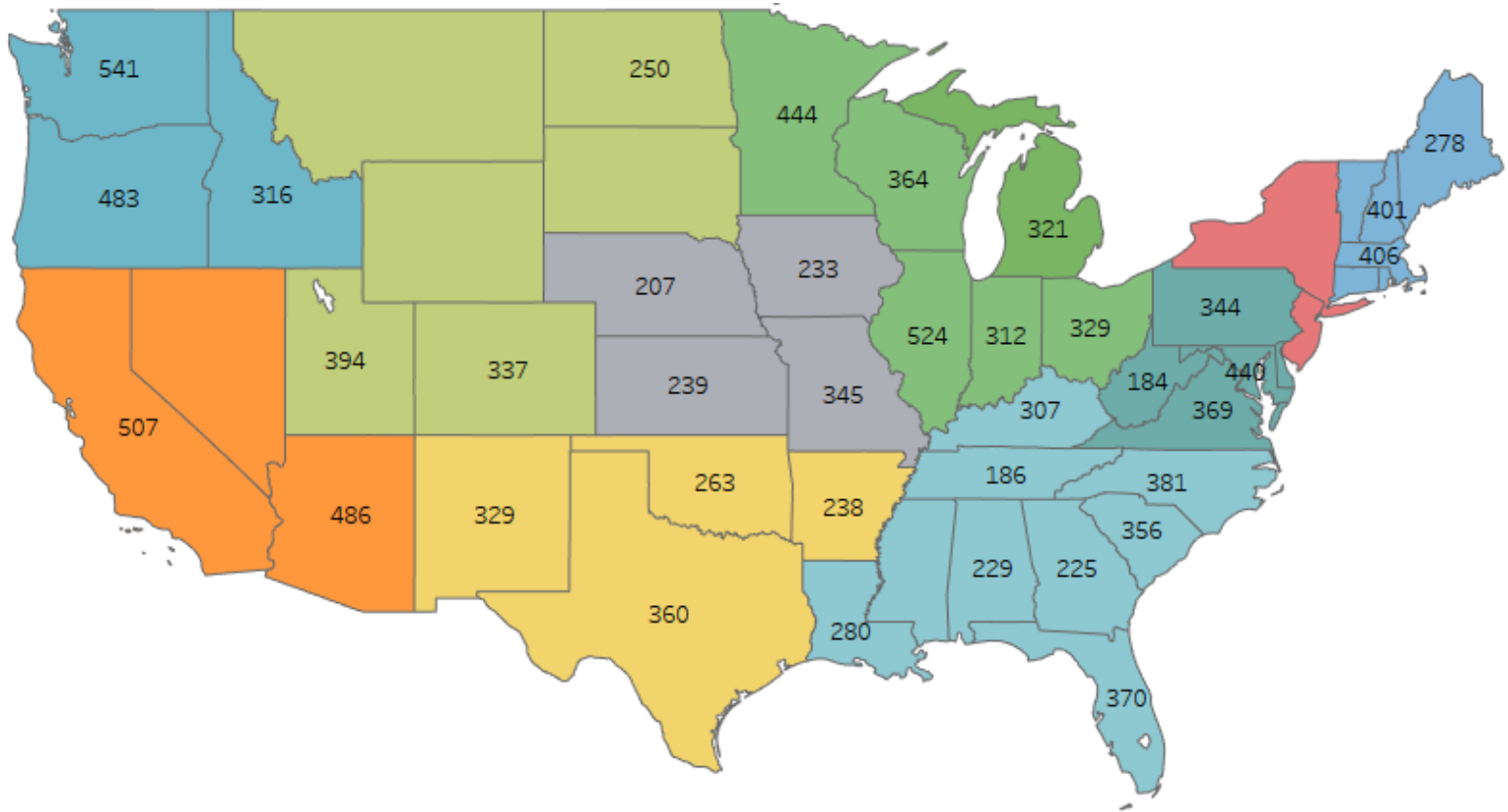




# Tonnage -lbs/hh/year Average:

\*Between 800 and 1,000 lbs  
of recyclables available in the home

**357 LB/HH/YR AVG.**

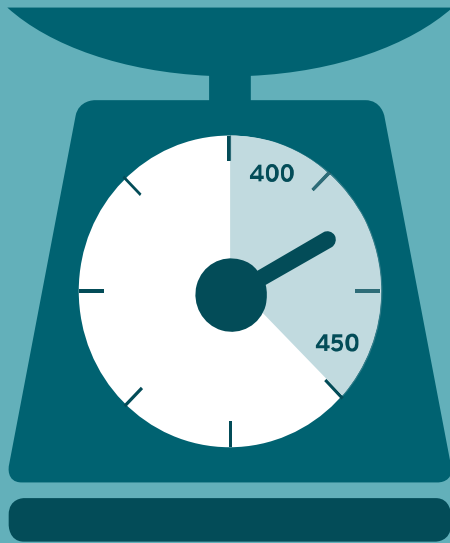


State of Curbside

## INCREASED RECOVERY

Programs using carts, common suite of materials, strong outreach and other BMPs can recover 400-450 lbs/hh/yr.

**400-450  
LBS. PER  
HOUSEHOLD**



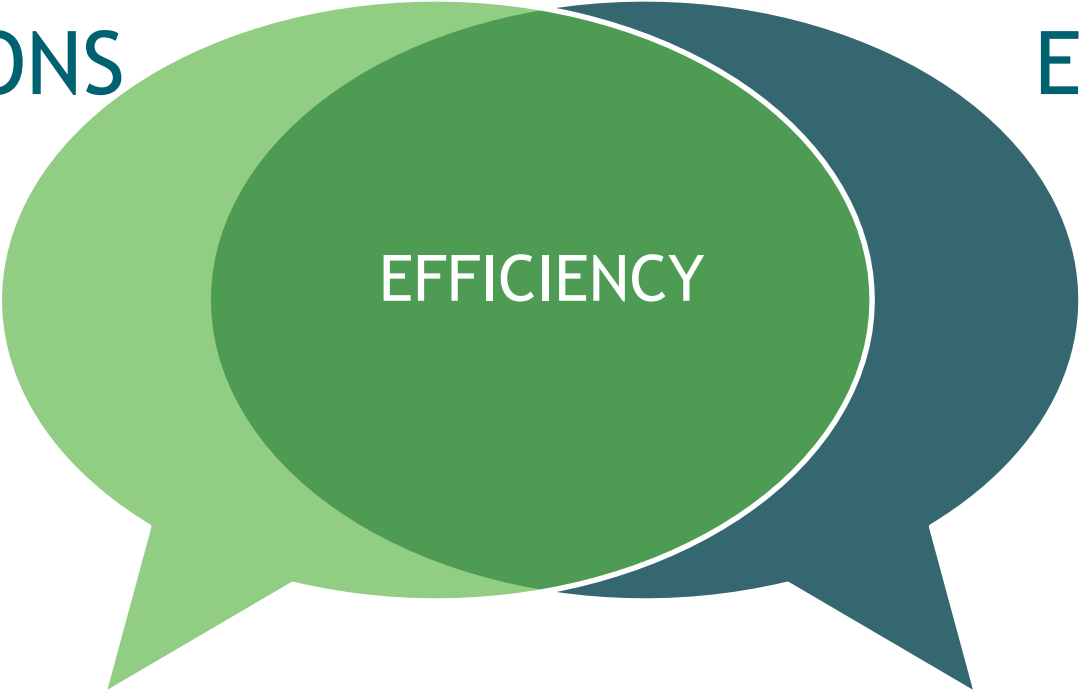
## MORE CONVENIENCE

Residents can more easily fit all of their recyclables into one container, then simply roll those items to the curb.



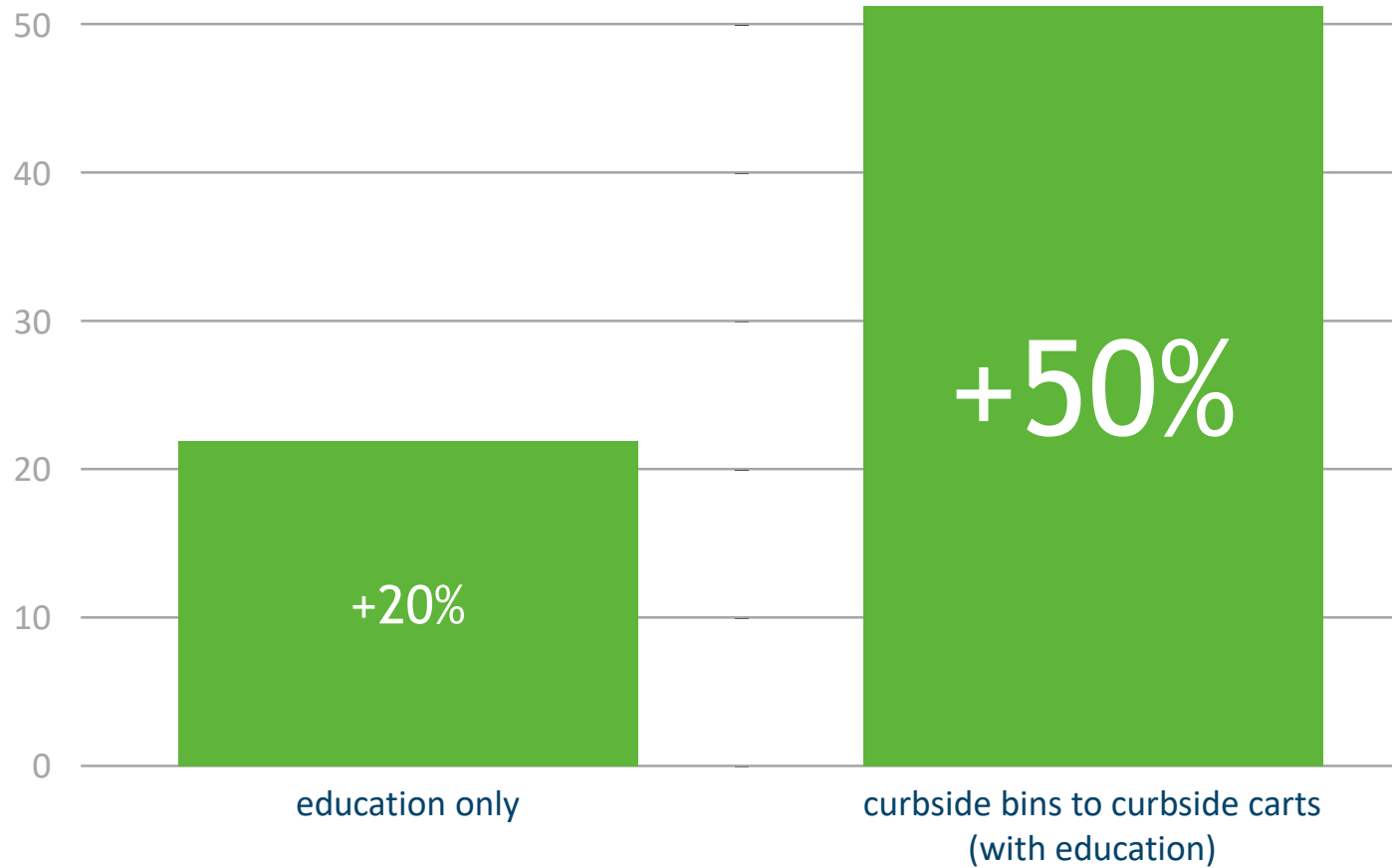
OPERATIONS

EDUCATION





# Education + Operations = Best Results



# OPERATIONS

EVERY HOME  
SHOULD HAVE  
THE SAME LEVEL  
OF **RECYCLING**  
AS **GARBAGE**

If you have **this...**

TRASH ONLY

# OPERATIONS

EVERY HOME  
SHOULD HAVE  
THE SAME LEVEL  
OF **RECYCLING**  
AS **GARBAGE**

If you have **this...**

...You should have **this.**

TRASH ONLY





# 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

# Getting to a COMMON SUITE



**Aluminum and Steel Cans**  
empty and rinse



**Food and Beverage Cartons**  
empty and replace cap



**Bottles and Jars**  
empty and rinse



**Mixed Paper, Newspaper, Boxes, and Cardboard**  
flatten



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

**NO!**  
NO INCLUIR



No Propane Tanks



No Plastic Bags  
(return to retail)



No Hypodermic  
Needles



No Clothing  
or Linens  
(use donation  
programs)



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

# MEASUREMENT

## PROGRAMMATIC DATA

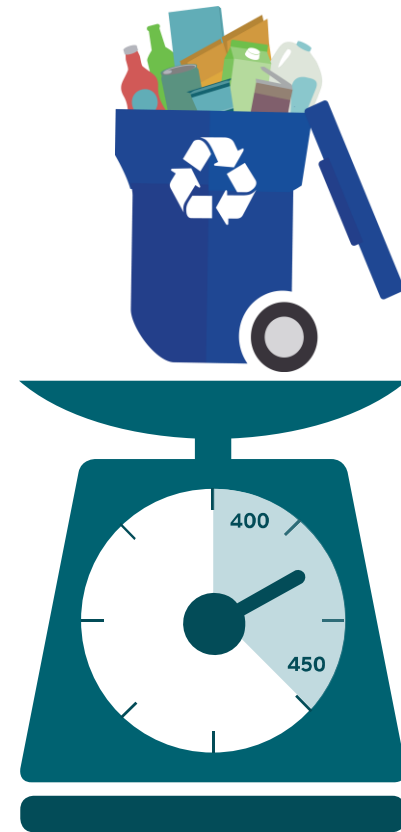
Curbside  
Multi-Family  
Drop-off  
Commercial

### Detail For CURBSIDE:

Recycling Tonnage  
Garbage Tonnage  
Set-out  
Participation  
Contamination

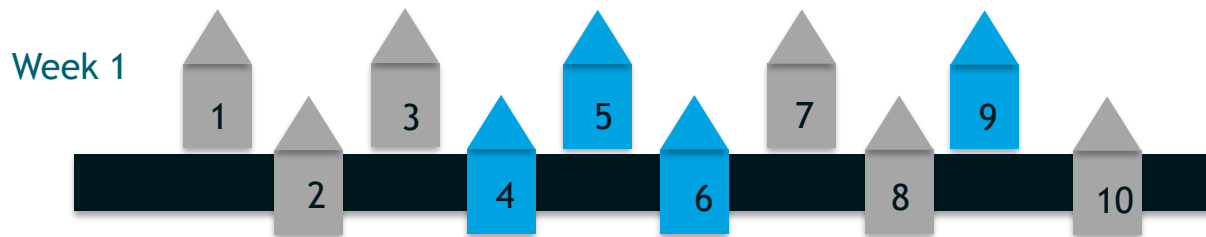
### Detail For DROP-OFF:

Recycling Tonnage  
Garbage Tonnage  
# of Visitors  
# of pulls  
Contamination

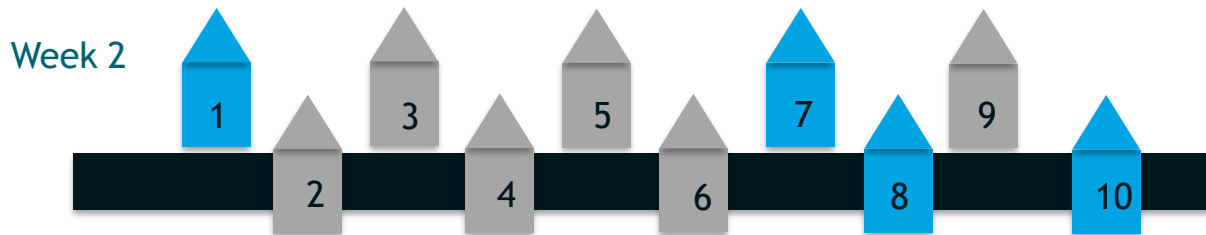




# PARTICIPATION RATE vs SET OUT RATE



**Set-out Rate**  
**40%**  
*4 out of 10 homes  
on average*



**Participation  
Rate**  
**80%**  
*8 out of 10 homes on  
average*

# UNSTAFFED DROP-OFF





# STAFFED DROP-OFF






# NO NAKED CONTAINERS





# PAPER

Bagged Recyclables    Plastic Bags

# CARDBOARD





Bagged Recyclables    Plastic Bags

# BOTTLES & CANS





Bagged Recyclables    Plastic Bags

## PROPANE TANKS



\$5  
PLEASE PAY IN OFFICE

## MONITORS and TVs



\$15  
PLEASE PAY IN OFFICE

## TIRES



\$5 Cars  
\$10 Trucks  
PLEASE PAY IN OFFICE

## SCRAP METAL



## REFRIGERATORS and ACs



\$15  
PLEASE PAY IN OFFICE

## COMPUTERS



# SINGLE STREAM

## COMMERCIAL USE ONLY





Bagged Recyclables    Plastic Bags



# TYPES OF CONTAINERS

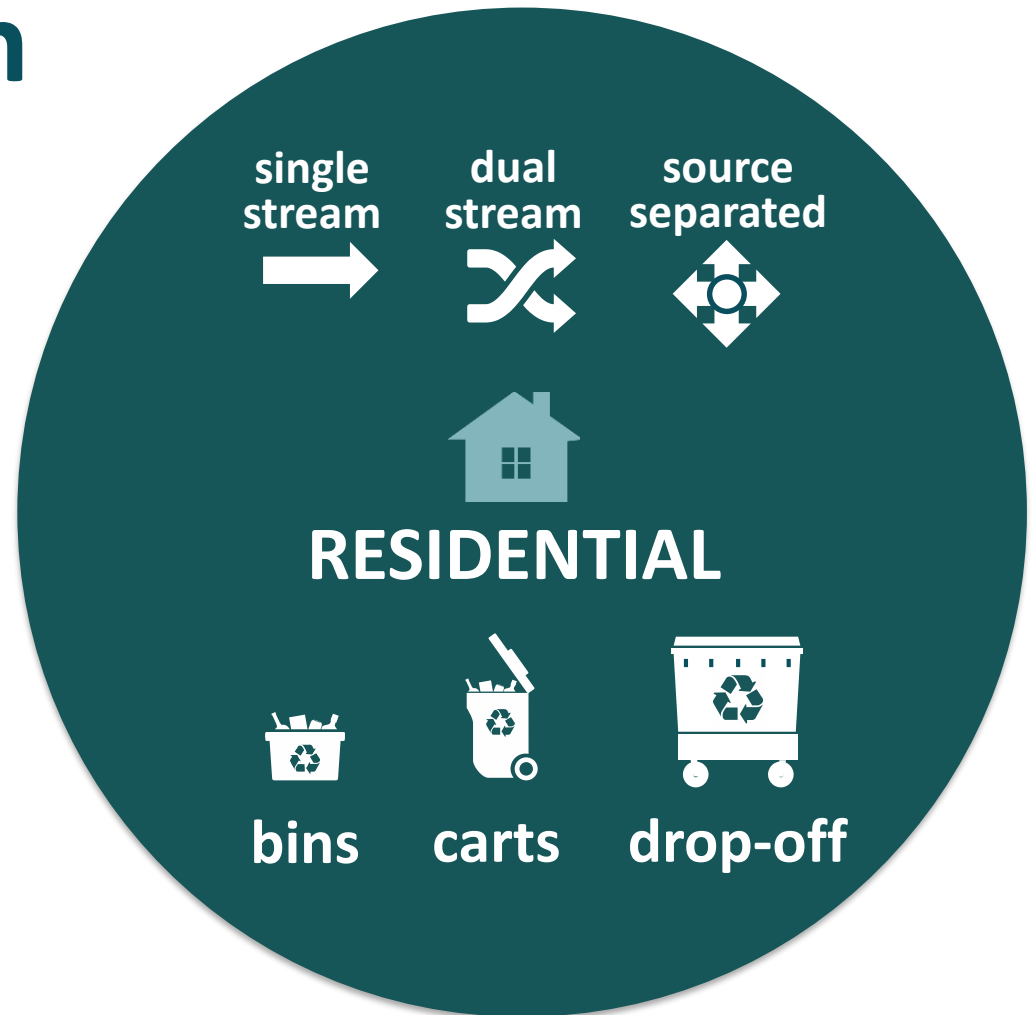
## Key Considerations:

- Efficiency
  - Compactor or Loose
  - Separated or Co-mingled
- Fit your current fleet:
  - Already have hook trucks? – Buy Roll-offs
  - Already have FELs? – Buy Front End Load Containers
  - Only have pick-ups? – Stick to the trailers
- Surface?
  - Concrete Pad
  - Pavement
  - Gravel

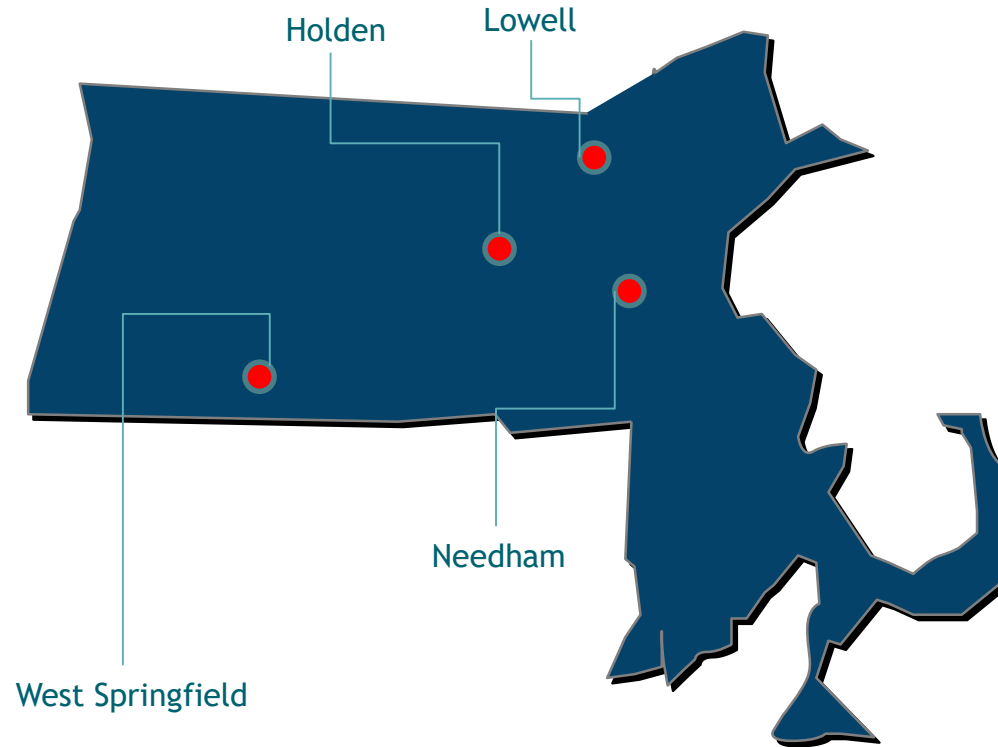
# contamination

[kuh n-tam-uh-ney-shuh]

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



# Sample Results-Measurement



# Contamination -MRF Material Inspection

## MRF MATERIAL TRACKING FORM

Date: \_\_\_\_\_

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

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

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

**QUALITY  
GRADE**  
(circle one)

**A** Quality is acceptable.  
**Less than 10%**  
of material is  
contaminated.

**B** Quality is poor.  
**10% to 20%**  
of material is  
contaminated

**C** Quality is bad.  
**Over 20%**  
of material is  
contaminated.

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  Tanglers  Textiles

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

Photographed?

Quality Inspection Signature: \_\_\_\_\_

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

# Tools

Prioritized. Clear. Simple.



Annual info card mailer



Curbside feedback



Top issue mailer

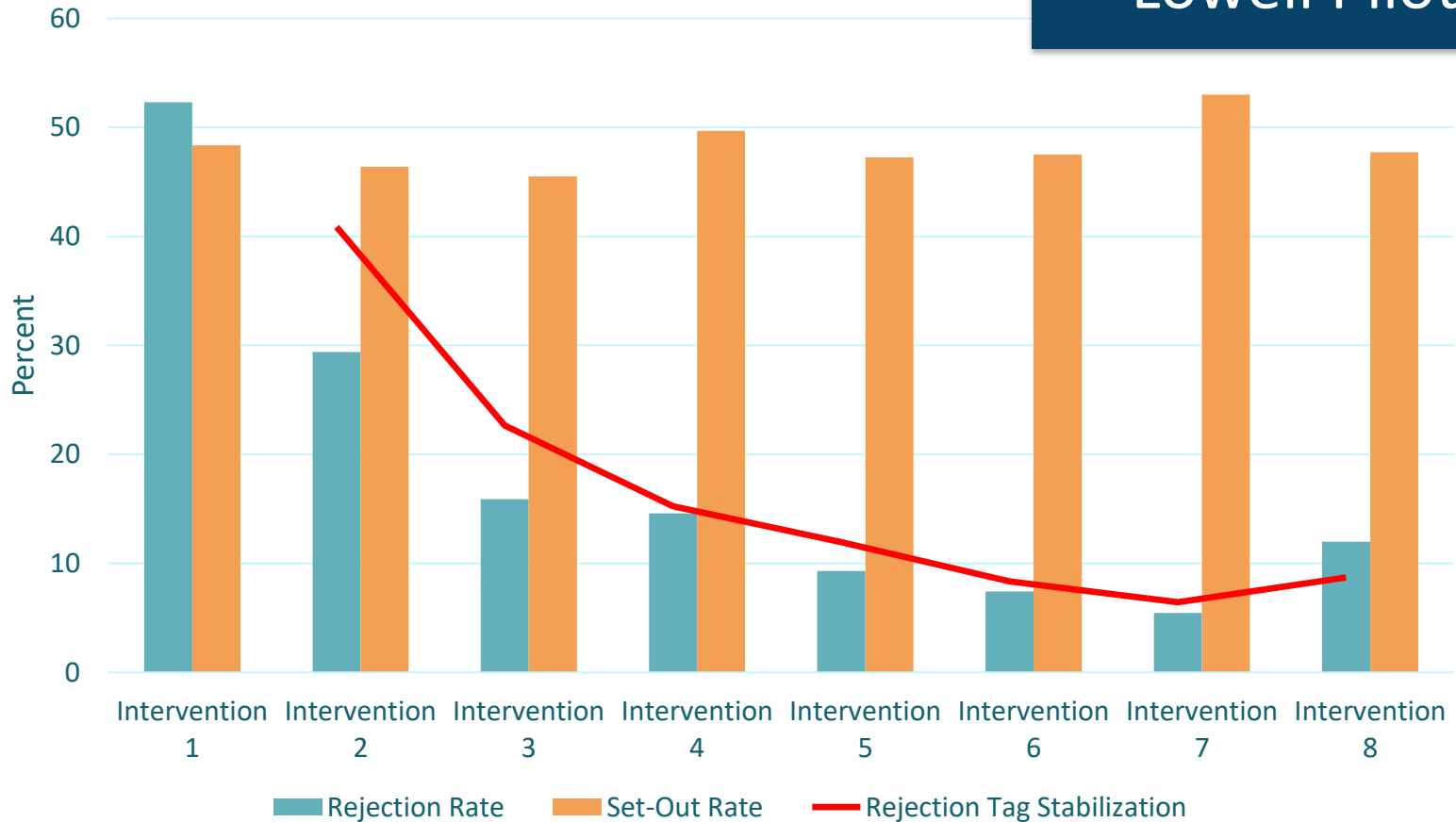


Top issue signage



# Rejection and Set-Out Rates for Lowell Pilot

## Poor Quality Route



# Overall Contamination Trended Downward

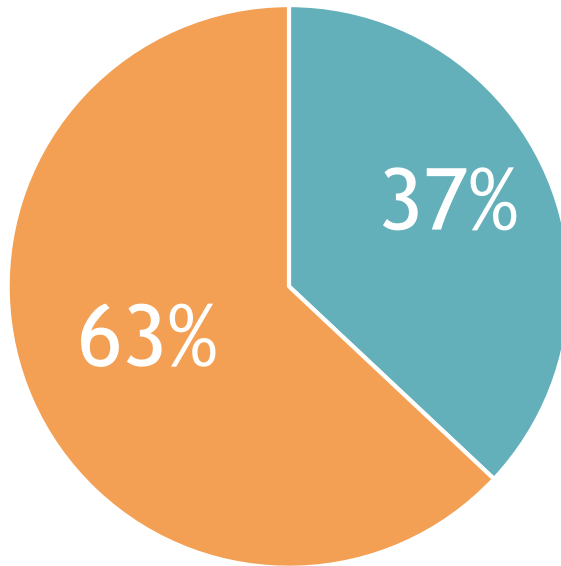
Total contamination dropped from 37 to 26 percent (by weight).

## LOWELL and W. SPRINGFIELD

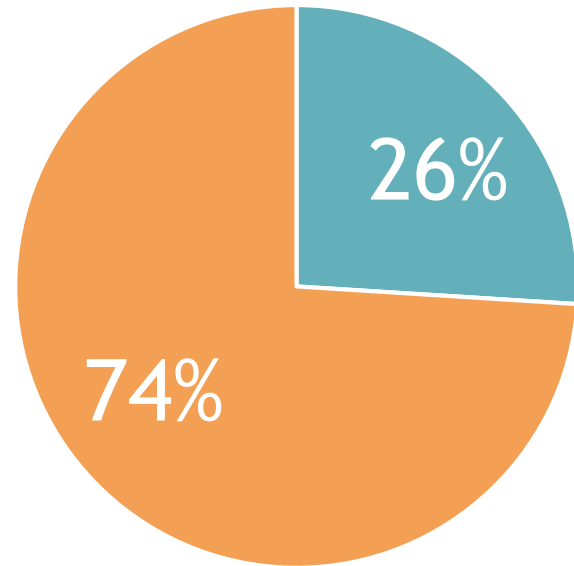
Curbside  
Entire toolkit was used

- Each of the four pilot routes behaved slightly different.
- Single family routes seemed to have less contamination and better recovery rates than the multi-family routes.

- Contamination
- Recyclables



**BEFORE**



**AFTER**

# Targeted Material Trended Downward

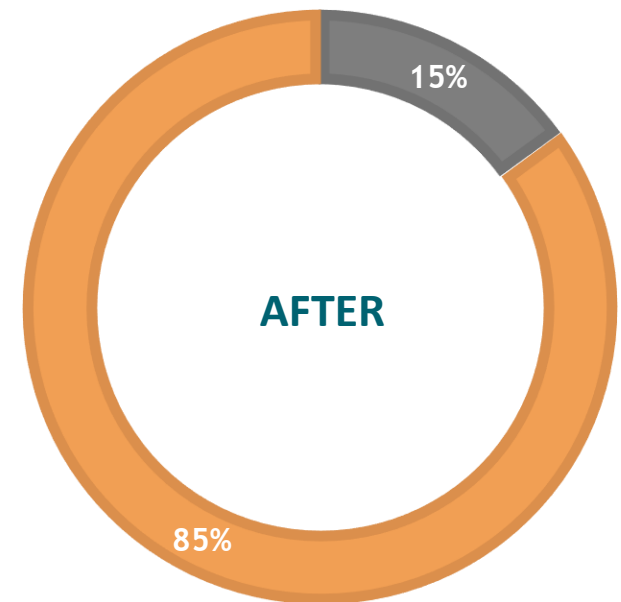
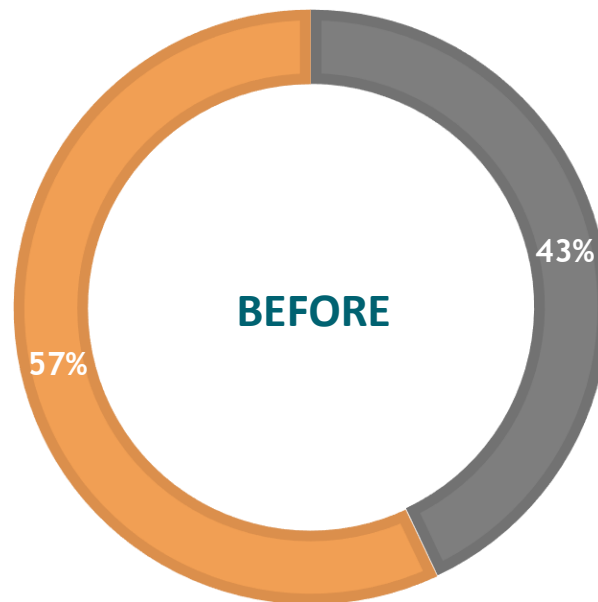
“Stuff in Bags” dropped from 43 to 15 percent contamination by weight.

## 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



# 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

# The Recycling Partnership

## –2017 Round of Cart Grant Funding

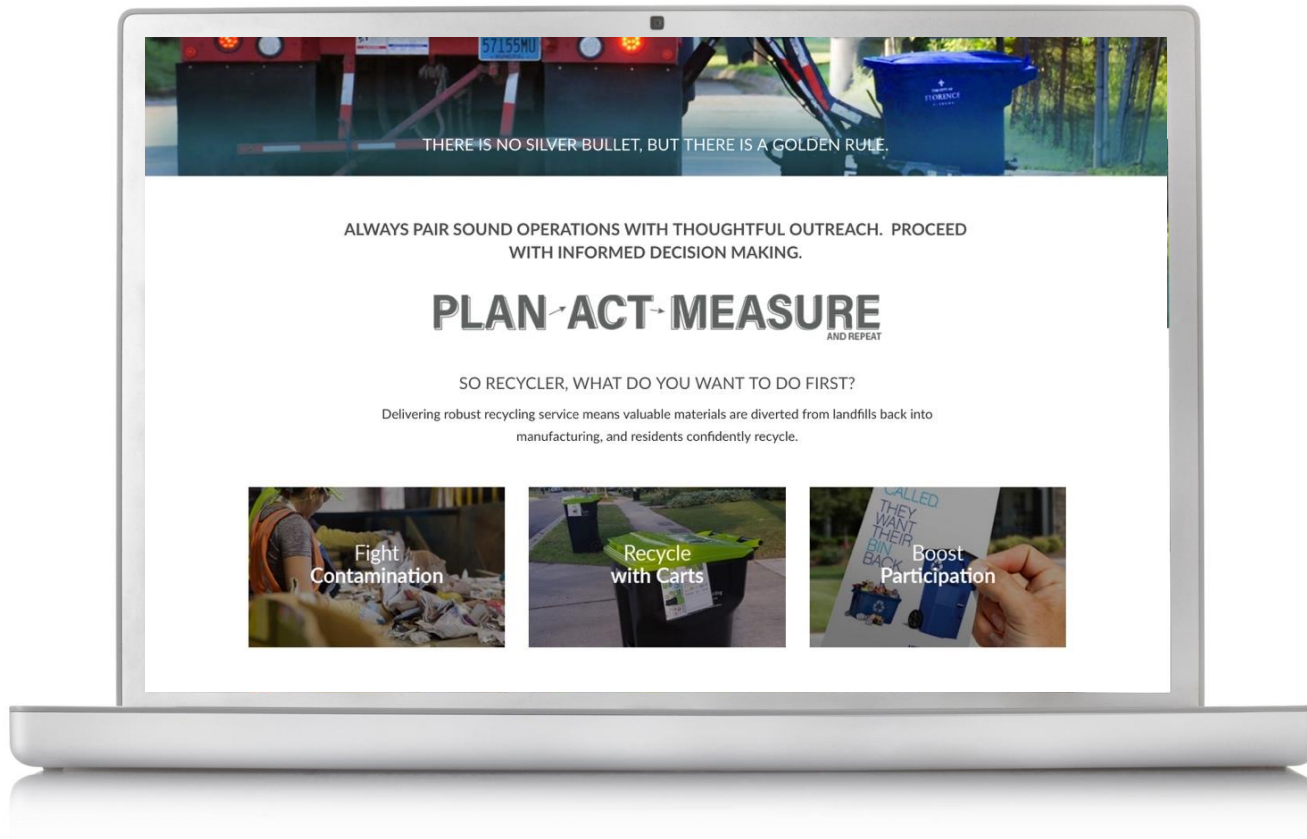
- Rolling application rather than a limited RFP application period.
- 7:1 cart grant funding leveraged
- Community must have 4,000 or more households
- Tailored educational material
- Technical assistance





# Open Source Tools Online

Our website URL is [www.RecyclingPartnership.org](http://www.RecyclingPartnership.org)



# READY. SET. GO

**THE RECYCLING  
PARTNERSHIP**

A 501(c)(3) initiative dedicated to improving the US curbside recycling system.

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Starters

## IDEAS

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## RESOURCES

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**RecyclingPartnership.org**