

## Tracking & Increasing Recycling Bring Recycling to your Community and Maximizing Participation



Tricks of the Trade  
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## First Ask, Why You Are Doing This?

- Passion
  - Save the Planet
  - Conserve Resources
- Economic Value
  - Save money for other programs
- Landfill Space
  - Closing old landfill and can't open new one
- Because everyone else is doing it
  - Media Pressure






## Question #2, Who will be Running the Program?

- Help determine what motivates the program, what is your **message!**
  - Pollution Prevention
  - Resources Conservation
  - Public Relations



## Who Should Pay For the Program

- In my mind the landfill operator
  - They have a negative impact on the local environment
  - Recycling helps offset this impact
- Landfills are paid to pollute

## Should You Bale or Pay a Processor

- Analyze the cost to bale material vs. the cost to pay processor
  - Tonnage and shipping have to be included
- Example
  - In Las Cruces cost to bale was \$60.00 per ton with an output of 20 tons a week
  - Processor charges \$14.00 plus transportation
    - Weekly output went up to 80 tons per week
  - We saved more money then we lost from loss of sales
    - 2009 spent \$1.2 million to process 2500 tons (\$480/ton)
    - 2010 spent \$600,000 to process 4000 tons (\$150/ton)

## For Communities that don't have a Landfill


- Recycling plays a very big economic role
  - Determine budget as if entire waste stream ships out of town to a landfill
  - Savings from Recycling should go back into the program to continue to promote even more diversion

Tons of Waste or Recycle	Tip Fee	Recycle processing Cost	Trans. 100 miles round trip	Costs
25,000	\$24.80 \$620,000		\$125.00 \$156,250	\$776,250
25,000 with 10% diversion	\$24.8 \$558,000	\$14/ton \$35,000	\$125.00 \$156,250	\$749,250
25,000 with 15% diversion	\$24.8 \$527,000	\$14/ton \$52,500	\$125.00 \$156,250	\$735,750
25000 with 15% and 20/ton recycle rebate	\$24.8 \$527,000	\$14/ton \$52,500 plus rebate \$75,000	\$125.00 \$156,250	\$660,750



## Motivation

- Local recycling goals and objectives should be determined as part of Community Solid Waste Master Plan
  - ID program where funding will come from savings tied to recycling
    - Grants, Illegal Dump, Codes & Public Information Office
  - Program can be negotiated in a contract with Landfill operator.
  - Recycling costs money because it is labor and transportation intensive



## Components of a Successful Program

- Public Relations is a must
  - Tell your story and sell your program
  - Develop a consistent message from your program motivation
    - Saving Planet
    - Economy
    - Closing Landfill
    - Mean Old EPA



In Las Cruces, our motivation is Quality of Life for our residents and our kids



## Maximizing Events

- Center collection events around known holidays or **local celebrations**
  - Earth day
  - Raft the Rio
  - America Recycles Day
    - Took in 33% of tonnage during America Recycles Day in 2009
  - Great American Clean Up
  - Fair
  - Ground Hog Day





## Volunteers

- Form an advisory group of locals who are passionate about recycling
- Allow them to determine direction of program or establish program objectives
- Always treat them well and they will advocate and promote your program










## Include the Kiddos

- In most communities, schools are big customers
- Not only for waste but recyclables
- Kids help build longevity into your program
- Many curriculums already include recycling
- Kids will sell programs to older members of household
- Can provide manpower for program, in exchange they just need containers and an outlet for their enthusiasm
  - Boxes can be containers
    - Pep rallies and recognition are all part of the program

## Make It easy

- Set up bins where people are
- Provide incentives to business owners to "host" a community bin (waive fee)
- Loan containers out for community events
  - Clear Streams
- Look at other communities and copy what works and forget what doesn't



