

MICHIGAN RESIDENTIAL RECYCLING GRANT PROGRAM

FISCAL YEAR 2016-2017

Office of Waste Management and Radiological Protection
Michigan Department of Environmental Quality
&
The Recycling Partnership



Webinar Set Up

- All lines will be muted
- Questions can be sent to us via the question/chat box
- We will record webinar and post online



Moderator: Jim Ostrowski
DEQ, Office of Environmental Assistance

Michigan DEQ and The Recycling Partnership Presenters



Katie Venechuk
Recycling Specialist
DEQ



Brian Burke
Recycling Specialist
DEQ



Cody Marshall
Technical Assistance Director
The Recycling Partnership



Emily Freeman
Recycling Specialist
DEQ

Webinar Outline

- Introduction
- Why are carts good for my community?
- Request for Proposals Overview
- The Recycling Partnership Overview
- Closing Remarks and Frequently Asked Questions
- Questions

Introduction

Governor Snyder's 2014 Recycling Initiative

Goal: Double the residential recycling rate from 15% to 30%.

Focus emphasized on the following key areas:

- **Convenient access to recycling for all Michiganders**
- Public education and technical assistance for communities
- Benchmark and measure progress
- Develop markets



Why are carts good for my community?

- Carts are an excellent way to:
 - Increase participation and the volume of materials collected
 - Decrease recycling collection costs
 - Decrease truck traffic
 - Decrease waste your community disposes



Decreased
disposal
costs



Smaller
collection
staff



Automation
& compaction
mean more
efficient routes



Flexibility
to collect
bi-weekly



Decreased
Workers'
Compensation
claims

Why are carts good for my community?

All communities are different, from population, to housing density, to budgets and available resources. While it's not the answer for all communities, many Michigan municipalities of various types of demographics and geographic considerations have found success with curbside recycling carts, including the following:

City of Grand Rapids

64-gallon or 96-gallon recycling cart program, rolled out in 2010. Publically run program. 75% participation rate and 85% increase in tonnage from 2009 to 2015.



City of Portage

New 64-gallon or 96-gallon recycling cart program, rolled out in October 2015. Public-private program. 62% increase in tonnage since program shift.



City of East Lansing

(The Recycling Partnership)
New 96-gallon recycling cart program, rolled out in October 2015. Publically run program. 50% recycling rate.



City of Dearborn

96-gallon recycling cart program, rolled out in 2010. Public-private program. Program implementation increased volume collected by 40-50%.



Emmet County

(The Recycling Partnership)
New 64-gallon recycling cart program, rolling out in the near future. Publically run program.



Request for Proposals

Grant Overview

Total of \$450,000 available

Application Deadline: March 31, 2016

Grant includes:

- Funding for municipal residential recycling carts,
- Technical assistance to help with program transition,
- Education and outreach to support program change, and Market development

- No maximum or minimum amount that can be requested
 - 100% match of awarded funding required
 - Grantees may be offered partial funding
- All grant and matching funds must be used for the purchase of recycling carts.
- Grants paid through a reimbursement process
- Potential match funding sources may include other grants, bond monies, loans, cash, private-public partnerships, etc.



Request for Proposals

Eligibility

Eligible applicants include Michigan municipalities, including:

- Cities
- Villages
- Townships
- Charter Townships
- Counties
- Tribal Governments
- Municipal solid waste or resource recovery authorities

Funding or program partners can be for profit or non-profit organizations



Request for Proposals Application Process

Components:

- Cover Sheet
- Project description
 - Clear and realistic goals
 - Description of current program
 - Description of planned program
 - Description of project evaluation- how will you measure success?
- Recovery Rate
 - Baseline recovery rate
 - Participation rate
 - Supporting documentation



Application Process

- Components:
 - Work Plan Tasks and Responsibilities
 - Cart Procurement and Deployment
 - Education and Outreach
 - Progress and Reporting
 - Timeline - Correlate with Work Plan Tasks
 - Budget
 - Cart Purchase – Eligible
 - Education and Outreach – Not Eligible
 - Additional Budgets Items – Not Eligible
 - Local Match Source
 - Description of operational funding source



Request for Proposals

Timeline and Deliverables

Key Dates:

- March 31, 2016: Applications due
- End of May, 2016: DEQ Director will make final funding recommendations
- August 1, 2016: Grant agreement must be signed
- September 30, 2017: All carts must be purchased and reimbursement request(s) submitted
- September 30, 2018: Carts deployed
- February 28, 2019: Final report due. This report must include:
 - Previous and new diversion rates
 - Participation rates
 - Lessons learned
 - Recommendations for future action



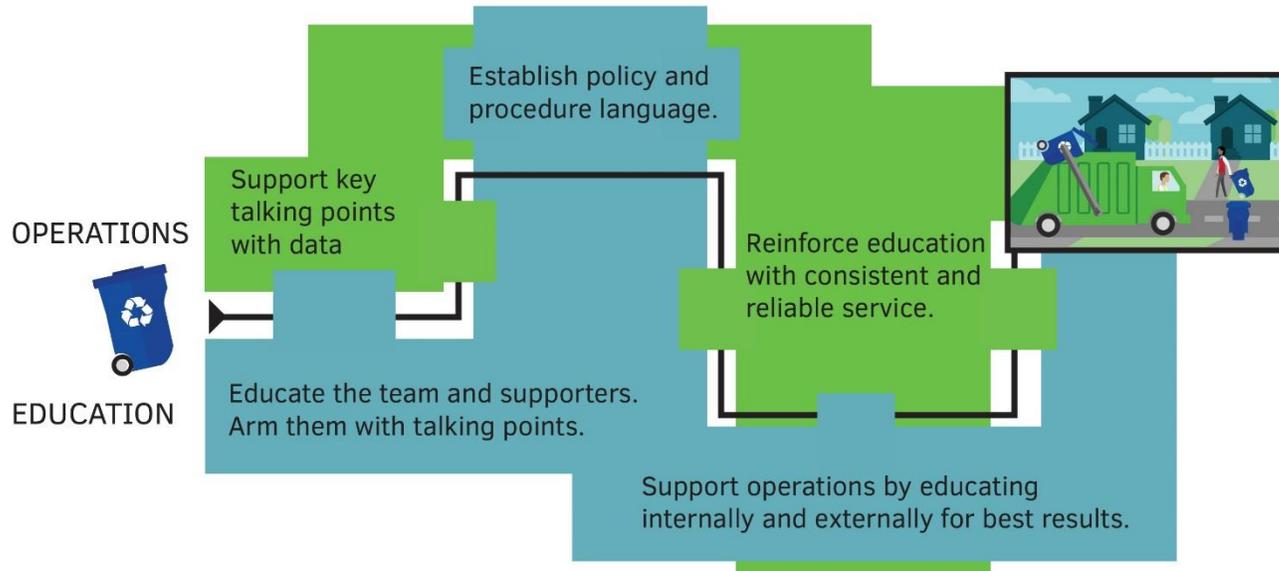
Request for Proposals

Evaluation Criteria



- Preference will be given to applications that include the following:
 - **Additional funding** beyond the local total match amount.
 - Robust, continuing **education programs** with sustainable funding.
 - Programs providing **reliable baseline material recovery rate data**
 - **Sustainable funding** mechanisms.
 - Programs implementing **participation rate incentives** such as “pay as you throw” programs, volume limits, reward programs, RFID tags, etc.
 - Programs with **largest predicted increase** with best supporting data.
- Additional priority will be given to applicants who did not receive Community Pollution Prevention grant funding in 2015.

OPERATIONS and EDUCATION: FULLY INTEGRATED FOR SUCCESS



THE RECYCLING PARTNERSHIP

IMPLEMENTING CART-BASED SERVICE: 15-MONTH EDUCATION TIMELINE

PLAN	INFORM	SUPPORT
<p>1. Set vision and communicate with City management and staff</p> <p>2. Conduct a cost/benefit analysis of cart-based recycling</p> <p>3. Develop a business case for cart-based recycling</p> <p>4. Develop a timeline for implementation</p> <p>5. Develop a list of metrics to track success</p> <p>6. Develop a list of metrics to track success</p> <p>7. Develop a list of metrics to track success</p>	<p>1. Develop a list of metrics to track success</p> <p>2. Develop a list of metrics to track success</p> <p>3. Develop a list of metrics to track success</p> <p>4. Develop a list of metrics to track success</p> <p>5. Develop a list of metrics to track success</p> <p>6. Develop a list of metrics to track success</p> <p>7. Develop a list of metrics to track success</p>	<p>1. Develop a list of metrics to track success</p> <p>2. Develop a list of metrics to track success</p> <p>3. Develop a list of metrics to track success</p> <p>4. Develop a list of metrics to track success</p> <p>5. Develop a list of metrics to track success</p> <p>6. Develop a list of metrics to track success</p> <p>7. Develop a list of metrics to track success</p>

This document is from The Recycling Partnership's Implementation Guide for Single Stream Curbside Cart Recycling, part of a free library of resources. Visit tools.recyclingpartnership.org



FROM CONCEPT to PLAN to REALITY

Michigan DEQ in partnership with The Recycling Partnership will provide funding, tools, resources, and insights to help your planning and implementation go smoothly and efficiently.

Recycling Partnership Introduction

- The Recycling Partnership is a national 501(c)3 nonprofit
- Partnering with Michigan DEQ to provide 2016 grantees with educational campaigns and operational technical assistance.
- Partnership Includes:
 - Choice of 2 Professionally designed customizable campaigns
 - Provide Best Management Practice tools, techniques and resources for procurement, operations, assembly and distribution of carts, and material quality control.

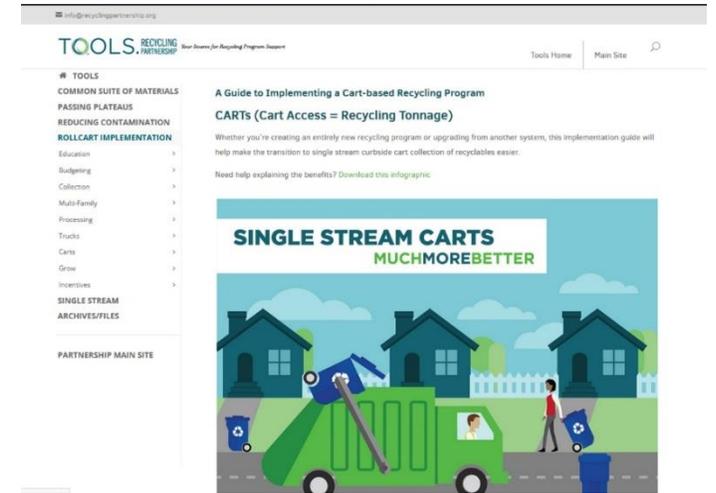
The Recycling Partnership Resources Available to you:



Newsletter Series



Webinars



Online Guide

RecyclingPartnership.org



Tools



RECYCLINGPARTNERSHIP.ORG



Campaign Option 1

THE 90s CALLED, THEY WANT THEIR BIN BACK



Campaign Option 2

WE'RE ON A ROLL



Customizable Material

- Post Card (Direct Mail)
- Billboard
- Newspaper Ads
- Rack Card
- Facebook Coverage
- Digital Ads
- Bus Ads
- Magnets
- Web Image

City of EAST LANSING
HOME OF MICHIGAN STATE UNIVERSITY

Government Community Business

Search...

DPW Home

Climate Sustainability Plan

Construction Information

Construction Permits

Deer Management

Departmental Divisions

Engineering Division

New Curbside Recycling Cart Program

Sewer Backup Info

You are here: Home > Government > Departments & Divisions > Public Works & Environmental Services > New Curbside Recycling Cart Program

HEY, EAST LANSING!
RECYCLING IS ON A ROLL

MEET YOUR NEW RECYCLING CART

CityofEastLansing.com/recycle
(517) 337-9459

WE'RE ON A ROLL!

MEET YOUR NEW RECYCLING CART.
IT'S BIGGER. IT'S GOT A LID. AND WHEELS.

1991 CALLED.
THEY WANT THEIR BIN BACK.

MEET YOUR NEW 2015 RECYCLING CART.

RoanokeVA.gov/Recycles
or CALL: (540) 853-2000

RECYCLE THESE IN CART: EMPTY CONTAINERS AND REMOVE LIDS

Mail, Magazines, Newspaper

Flattened Cardboard

Cereal, Pasta & Tissue Boxes

Aluminum & Metal Cans

Plastic Tubs & Containers

Plastic Jugs & Bottles

Glass

NOT RECYCLABLE IN CART:

NO Food Waste

NO Styrofoam

NO Plastic Bags or Packing Material

NO Cords, Hoses or Wires

See website for other items: Household Hazardous Waste, Electronics, etc

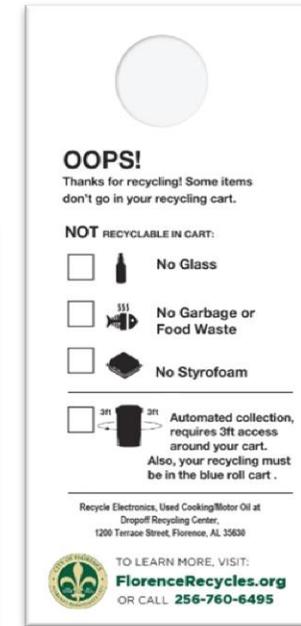
ROANOKE
Funded in part by THE RECYCLING PARTNERSHIP
RecyclingPartnership.org

My pick up day is:



Additional Designed Resources

- Oops Tag
- Retractable Banner
- Acceptable Materials Magnet/Info Cards



Technical Assistance

The Recycling Partnership has interviewed all 6 cart companies and communities around the country who have been through a cart transition within the last 5 years to gain an understanding of cart transition best management practices.

Partnership will include best management practice insights and assistance with the following:

- Cart specifications and procurement
- Cart assembly and distribution
- Data collection and measurement to track success
- Connection with a network of local governments for additional insights
- Truck & other equipment specifications and procurement
- Timeline (connecting roll out and operations with education)
- Processing Agreements
- Material quality control insights
- Additional programmatic assistance to help improve efficiency and effectiveness

SINGLE STREAM CARTS MUCH MORE BETTER



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



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



COST SAVINGS.
Budgets benefit from decreased disposal costs, smaller collection crews, more efficiency on the route, and decreased workers' compensation.



Decreased disposal costs



Smaller collection staff



Automation & compaction mean more efficient routes



Flexibility to collect bi-weekly



Decreased Workers' Compensation claims

Safety = Savings



Frequently Asked Questions



- Participation Rate
- Recovery Rate
- Cart Ownership Options
- Commercial/Multi-family/Food Waste Cart Considerations

Definitions

- **Baseline material recovery rate:** Amount of material in pounds per year that you are currently diverting from the waste stream through your recycling program.
- **Estimated increase in material recovery rate:** Amount of material in pounds per year that a cart-based curbside recycling program will divert from the waste stream in your community.

Recovery Rate Example

[pounds (lbs) of solid waste generated by each person per day] x [number of persons per household for your program] x [number of households in your community served by the recycling program] x [recycling program participation rate] x [material diversion rate] x [365 days/year] = estimated lbs per year of recyclable materials diverted.

Assume:

- 4.38 lbs of solid waste generated by each person each day
- Use community and/or census data on the number of persons per households to generate lbs/household/day of solid waste generated by each household each day.
- Program participation rate = 10 percent
- Material diversion rate = 15 percent

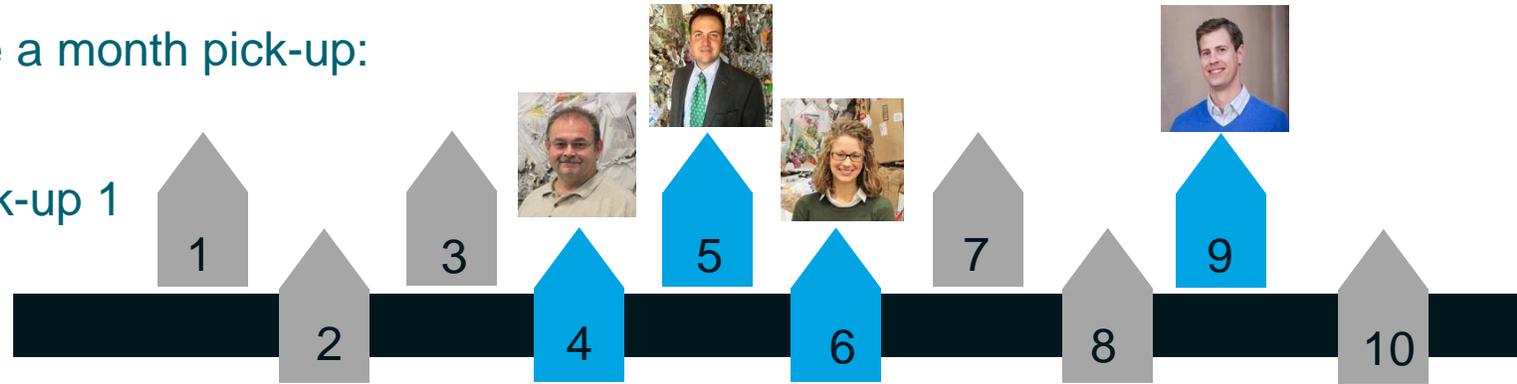
An example of a program with 2.5 persons per household servicing 4,000 households would look like this:

[4.38 lbs./person/day] x [2.5 persons/household] x [4,000 households served] x [10 percent participation rate] x [15 percent material diversion rate] x [365 days/year] = 239,805 lbs/year of recyclable materials diverted

Participation Rate vs Set-Out Rate

Twice a month pick-up:

Pick-up 1

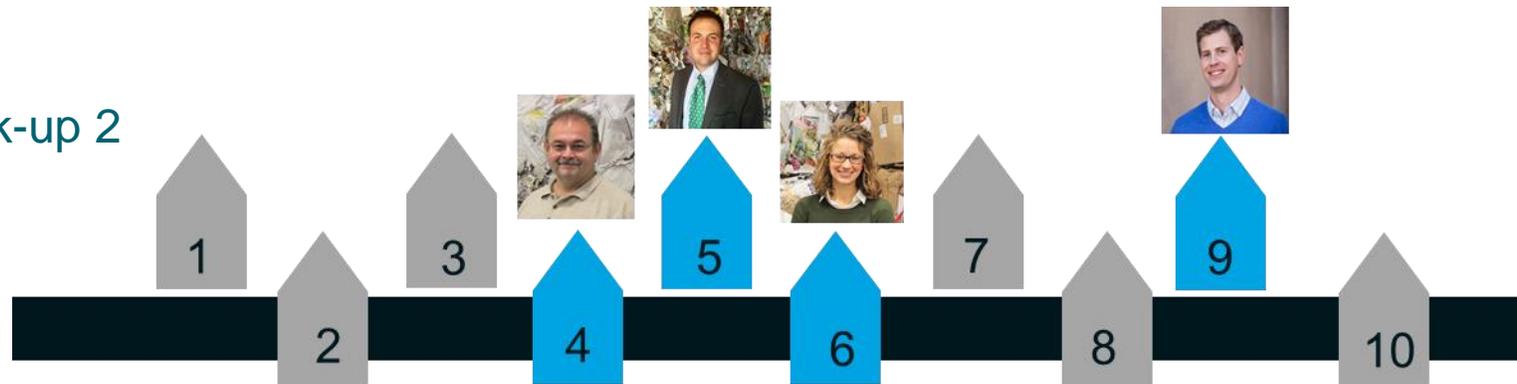


Set-out Rate

40%

4 out of 10 homes for both pick-ups in Month 1

Pick-up 2



Participation Rate

40%

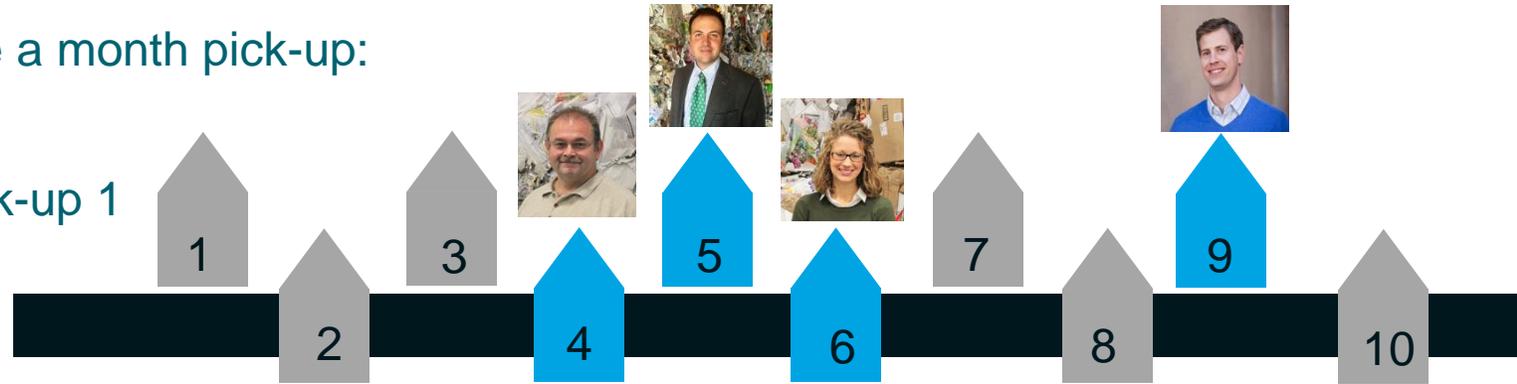
Same 4 homes out of 10 homes in Month 1

Participation Rate: Percentage of homes that put their recycling container out for collection at least once during a one month period. (Not the total number of pick-ups.)

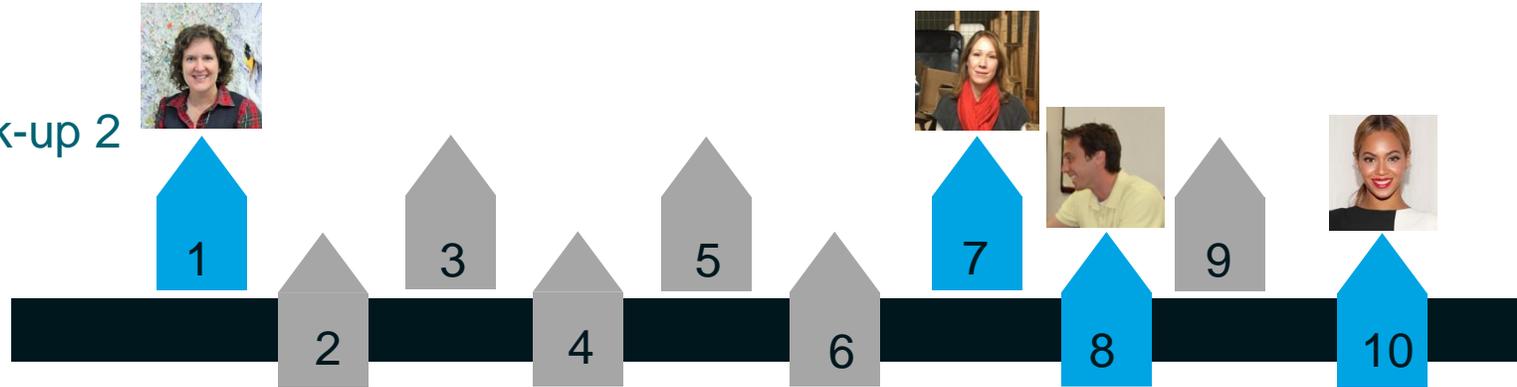
Participation Rate vs Set-Out Rate

Twice a month pick-up:

Pick-up 1



Pick-up 2



Set-out Rate

40%

*4 out of 10 homes
for both pick-ups in
Month 2*

**Participation
Rate**

80%

*8 different homes out of
10 homes in Month 2*

Participation Rate: Percentage of homes that put their recycling container out for collection at least once during a one month period. (Not the total number of pick-ups.)

Cart Ownership

*No Requirement in RFP regarding cart ownership

Community Owns

- Community puts up the Capital
- Community has direct relationship with cart vendor for A&D
- Community most likely handles cart maintenance
- Community responsible for replacements – thus keeping carts in stock
- Cart Stays with house no matter what hauler

Private Hauler Buys Community Lease to Own

- Hauler puts up the Capital
- Hauler has direct relationship with cart vendor for A&D
- Hauler most likely handles cart maintenance
- Hauler responsible for replacements – thus keeping carts in stock
- Community pays for cart through monthly/quarterly/annual collection costs
- Community owns after agreed upon time (5 to 10 years)

Private Hauler Owns

- Hauler puts up the Capital
- Hauler has direct relationship with cart vendor for A&D
- Hauler most likely handles cart maintenance
- Hauler responsible for replacements – thus keeping carts in stock
- Community pays for cart through monthly/quarterly/annual collection costs
- Private hauler has the right to take carts after the end of collection contract.

Cart Ownership

DEQ Grant Eligibility

- Municipally-owned carts
- Municipally-purchased, hauler-owned carts with a long-term contract
 - Preference for contract periods greater than 5 years

Commercial and Multi-Family Considerations

- Commercial projects eligible
 - Priority will be given to residential curbside
- Multi-family eligible
- Food waste carts eligible
- Various cart/container sizes are allowable
- Projects will be evaluated according to the RFP criteria (reliable baseline, predicted increase, match, education, etc).



Many communities are seeing success with curbside recycling carts, join the movement and increase recycling in your community and the State of Michigan!

View the full Residential Recycling Grant Program Request for Proposals at <http://tinyurl.com/z9vxpc6>

(Grant application can also be accessed by visiting www.michigan.gov/deq/mirecycles and reviewing the “In the Community” tab)

Wrap Up and Questions

- Recording
- Materials
- Evaluation
- Contact Your Regional DEQ Recycling Specialist:
(<http://tinyurl.com/o949tsu>)
- Learn more about The Recycling Partnership:
<http://recyclingpartnership.org/>

We look forward
to working with you!



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