



# Michigan DEQ & RECYCLING PARTNERSHIP:

Tools, Techniques, and Resources  
for Improving Curbside Recycling  
Collection

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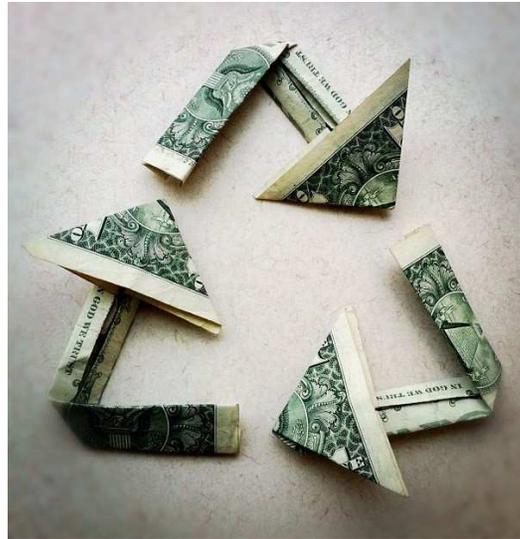
## Webinar Set up

- All lines muted
- Please type questions into the Go to Webinar Question Bar
- The webinar is being recorded
- Evaluation

# Michigan DEQ & RECYCLING PARTNERSHIP:

- Matt Flechter – Michigan DEQ
- Karen Bandhauer – The Recycling Partnership
- Cody Marshall – The Recycling Partnership

# Recycling Initiative Status Report



**Matt Flechter, Recycling Market Development Specialist  
Michigan Department of Environmental Quality**

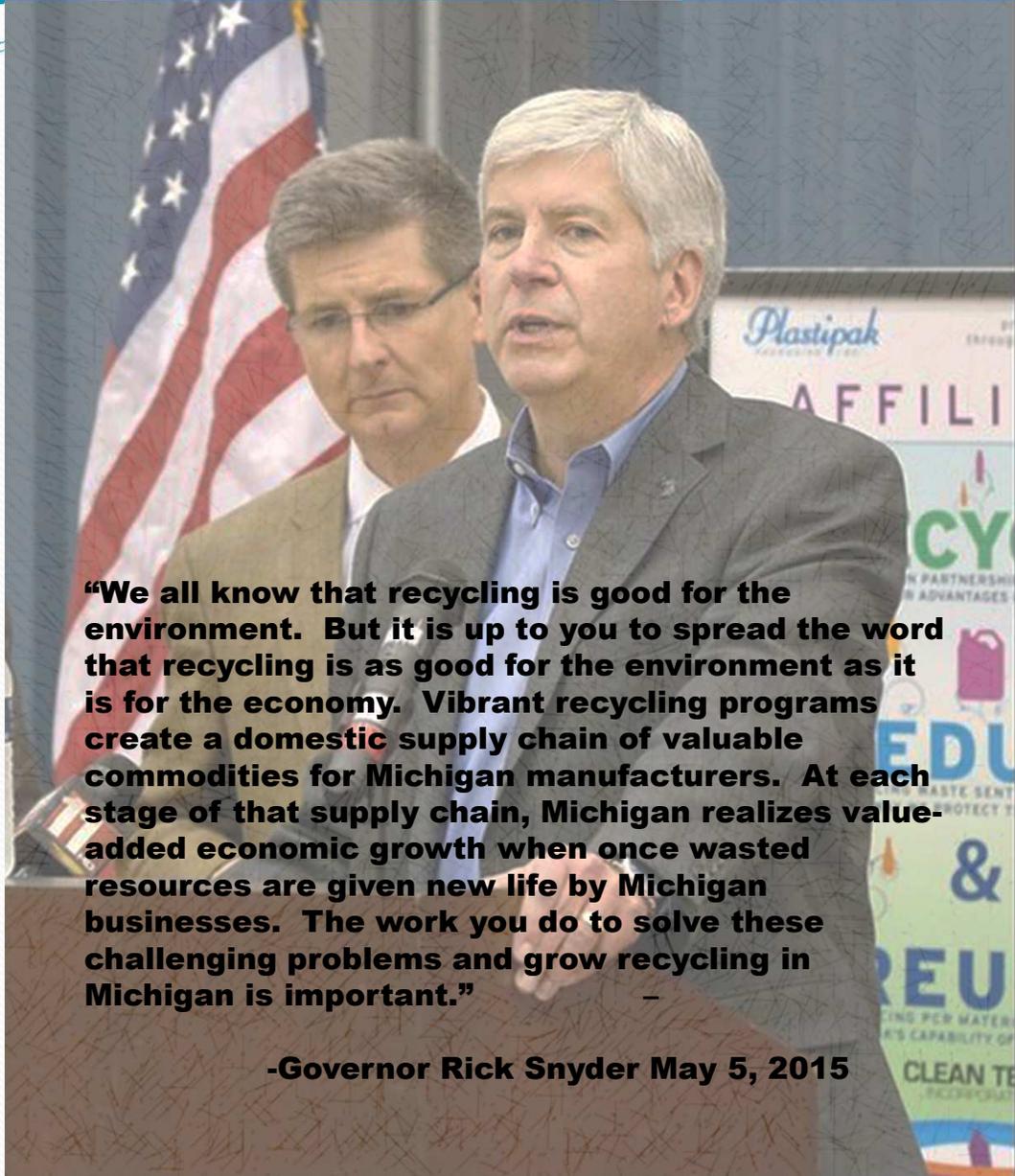
# Michigan's Residential Recycling Plan

Governor Rick Snyder  
April 14, 2014



Department of  
**Environmental Quality**  
PURE MICHIGAN

Department of  
**Environmental Quality**  
PURE MICHIGAN



**“We all know that recycling is good for the environment. But it is up to you to spread the word that recycling is as good for the environment as it is for the economy. Vibrant recycling programs create a domestic supply chain of valuable commodities for Michigan manufacturers. At each stage of that supply chain, Michigan realizes value-added economic growth when once wasted resources are given new life by Michigan businesses. The work you do to solve these challenging problems and grow recycling in Michigan is important.”**

**-Governor Rick Snyder May 5, 2015**

- 
- 1. Establish Governor's Recycling Council.**
  - 2. Share best practices.**
  - 3. Have a state government that leads by example.**
  - 4. Coordinate recycling market development activity.**
  - 5. Hold Governor's summit on recycling.**
  - 6. Collect recycling data using a web-based system and establish a recycling reporting requirement.**
  - 7. Recognize high performing programs and facilitate information sharing.**
  - 8. Provide recycling technical assistance.**
  - 9. Create a statewide education campaign.**
  - 10. Encourage regional collaboration.**
  - 11. Establish incentive grants to local-units that increase access and participation.**
  - 12. Encourage use of tax exempt private activity bonds for development of waste utilization infrastructure.**
  - 13. Establish an expanded Recycled Materials Market Directory.**
  - 14. Ensure the county solid waste management planning process supports, and does not impede, waste utilization and recycling.**
  - 15. Identify options to expand access to recycling opportunities.**

# Leading By Example

- Rest areas
- State Parks
- State Facilities



# Measurement

- Retrac
- Legislation
- Measurement Study



# Market Development

- Agreement signed this week
  - Evaluate and recognize the importance of local and regional end-use markets
  - Economic impact data
  - Recycling Materials Market Directory
- Transportation sector
- Organics, glass, ag plastic
- Recycle by Design



# Technical Assistance

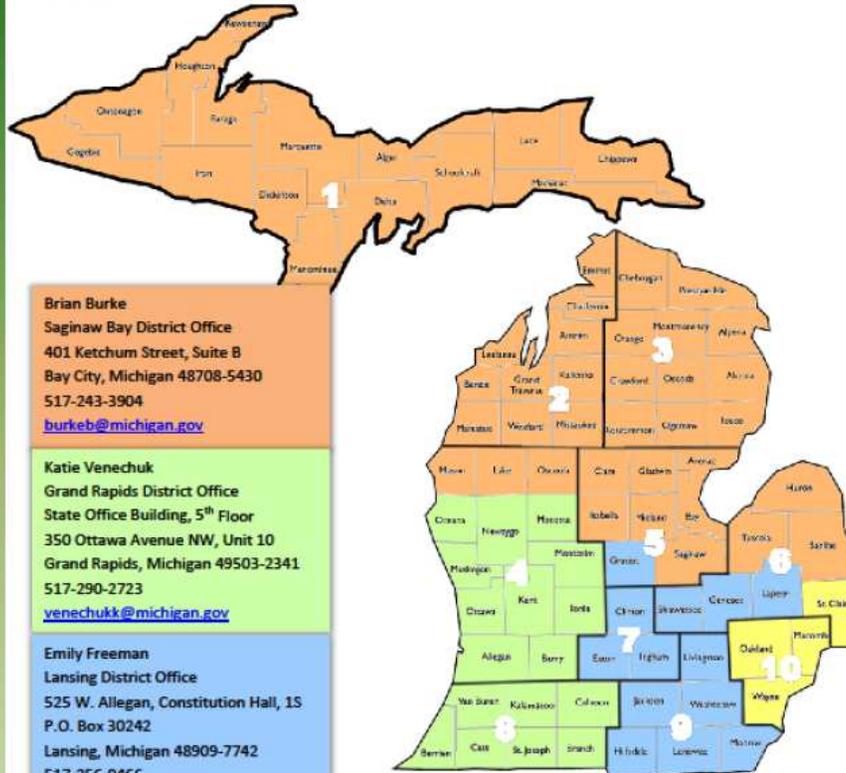
- Outreach and education
  - Tools and resources
- Facilitating connections
  - Recycling Specialists





## RESIDENTIAL RECYCLING INITIATIVE

Michigan Department of Environmental Quality  
Recycling and Waste Minimization Specialists



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To report an environmental emergency to the DEQ: 800-292-4706  
Pollution Emergency Alerting System (PEAS)

MICHIGAN PROSPERITY REGION 3

1. Upper Peninsula, 2. Northwest, 3. Northeast, 4. West Michigan, 5. East Central, 6. East Michigan, 7. South Central, 8. Southwest, 9. Southeast, 10. Detroit Metro

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Department of  
**Environmental Quality**  
PURE *M* ICHIGAN

# Michigan DEQ & RECYCLING

## PARTNERSHIP:

*Tools, Techniques, and Resources  
for Improving Curbside Recycling  
Collection*

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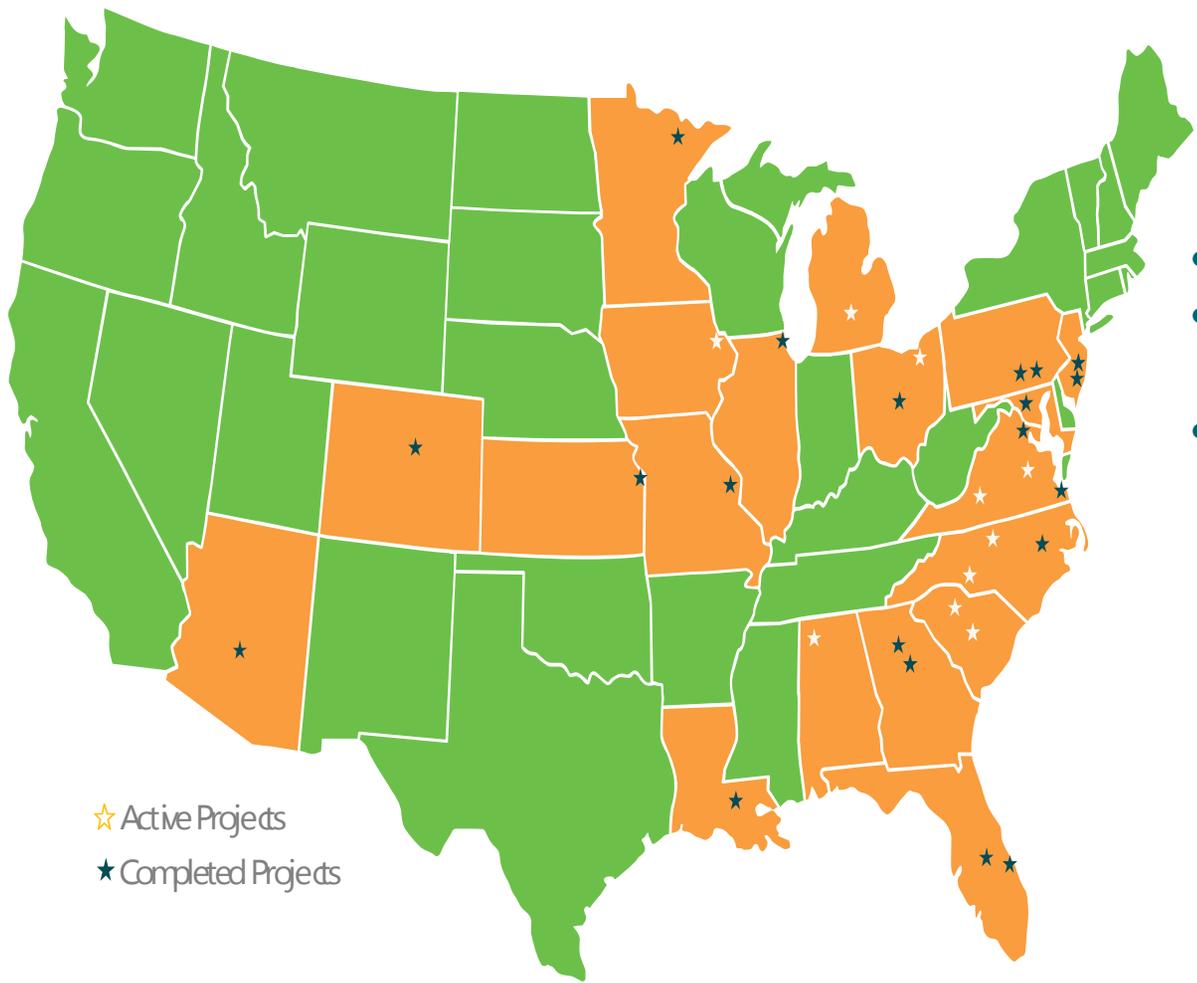


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# Agenda

## Three Key Takeaways From Today:

- Cornerstone best management practices
  - Education and operations
- How to access our tools, resources, and campaigns
- Upcoming grant opportunity



☆ Active Projects  
★ Completed Projects

- National 501(c)3
- Formerly Curbside Value Partnership
- Work grounded in 4 main areas to continue building BMP tools
  - Organizational Experience
  - Technical Council
  - City Partner Network
  - State Leaders Group



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# The Recycling Partnership



[RecyclingPartnership.org](http://RecyclingPartnership.org)

No silver bullets



# ASPECTS OF A HEALTHY RECYCLING SYSTEM APPROACH

1

**COMMITTED  
COMMUNITI  
ES**

Provide ample  
access and  
opportunity for  
expansion

2

**PUBLIC-  
PRIVATE  
PARTNERSHI  
PS**

Coordinate across  
sectors

3

**SUPPORTIV  
E POLICY**

Recognizes the value  
of the  
recovery supply chain

4

**ROBUST  
MRF  
PROCESSIN  
G**

Creates quality bales  
through  
dependable flow of clean  
matter

5

**STRONG  
END  
MARKETS**

Drive demand and  
appealing price

6

**THOUGHTF  
UL  
OUTREACH**

Boosts participation,  
reduces  
contamination



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p.org

The Recycling Partnership  
focus



## ASPECTS OF A HEALTHY RECYCLING SYSTEM APPROACH

1	<b>COMMITTED COMMUNITIES</b>	Provide ample access and opportunity for expansion
2	<b>PUBLIC-PRIVATE PARTNERSHIPS</b>	Coordinate across sectors
3	<b>SUPPORTIVE POLICY</b>	Recognizes the value of the recovery supply chain
4	<b>ROBUST MRF PROCESSING</b>	Creates quality bales through dependable flow of clean matter
5	<b>STRONG END MARKETS</b>	Drive demand and appealing price
6	<b>THOUGHTFUL OUTREACH</b>	Boosts participation, reduces contamination



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OPERATIO  
NS

EDUCATIO  
N



# EDUCATION

## DECISION MAKERS



## FRONT LINE STAFF



## YOUR RESIDENTS



BMPs

Planning

Communications

# EDUCATION

- Postcard
- Print Ad
- Intro Kit:
  - Magnet
  - “How to”
  - Letter
  - Calendar
- Banner
- Signage
- Digital ad/  
slider
- Oops Card

## 1ST and 3RD MONDAYS

JULY	6	20
AUGUST	3	17
SEPTEMBER	7*	21
OCTOBER	5	19
NOVEMBER	2	16
DECEMBER	7	21
JANUARY	4	18
FEBRUARY	1	15
MARCH	7	21
APRIL	4	18
MAY	2	16
JUNE	6	20

\*Labor Day. Please check with the City of Columbia for the holiday schedule changes.

Campaign Concepts

Editable Graphics  
and Layouts

# WE'RE ON A ROLL



**HEY, CITY OF FLORENCE!**  
**MEET YOUR NEW RECYCLING CART.**

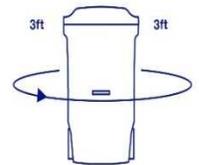


Soon, you'll be getting an upgrade! The new 95-Gallon recycling cart has two wheels for easy maneuvering and a lid to keep things tidy. It's going to make recycling so much easier and help you recycle more items, which is good for everyone.

For more information visit: [www.FlorenceAL.org/FlorenceRecycles](http://www.FlorenceAL.org/FlorenceRecycles)

## AUTOMATED COLLECTION REQUIRES ACCESS

Place your cart at the curb with at least 3ft open space to allow for pickup access.



	Paper & Cardboard	KEEP OUT
	 Newspaper & Junk Mail Flattened Cardboard Cereal & Tissue Boxes	 Plastic Bags Food Waste
	<b>Empty, Rinse &amp; Replace Cap</b>	
	 Plastic Bottles Glass Bottles & Jars Plastic Containers	 Cords & Wires Yard Waste
	 Aluminum Cans & Foil Metal Cans Food & Juice Cartons	My pickup day is: <b>Tues.</b>



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# OPERATIONS

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

If you have  
**this**.

TRASH ONLY

An illustration of a residential street scene. In the foreground, a dark grey trash can with a lid is positioned on a grey sidewalk. The trash can has the words "TRASH ONLY" written on its side in white capital letters. Behind the trash can is a green lawn. In the background, there are two dark blue houses with white picket fences in front of them. The sky is a light blue color. A white speech bubble with a grey border is positioned in the upper middle part of the scene, containing the text "If you have this." The word "this" is in a larger, bold font.

# OPERATIONS

EVERY  
HOME  
SHOULD  
HAVE THE  
SAME LEVEL  
OF  
RECYCLING  
AS  
GARBAGE

If you have  
**this**...

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

TRASH ONLY



# Michigan Study: Access

2014 Michigan  
Recycling Index

Est avg **curbside**  
participation  
rate:  
**67%**

Est avg  
**subscription**  
participation  
rate:



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RANGE OF PROGRAM PARTICIPATION RATES



# Three Types of Resources for Communities

1

## TOOLS

- CARTS Module
- Common Suite
- Passing Plateaus
- Reducing Contamination

[tools.recyclingpartnership.org](http://tools.recyclingpartnership.org)

2

## IDEAS

- Newsletters
- Webinars
- E-books
- Technical Council
- State Leaders Network

3

## RESOURCES

- Grants (Jan '16)
- Campaign Templates
- Technical Support
- Pull and Go Resources

# Common Themes

## AREAS of FOCUS Technical Assistance and Educational Resources

BMPs

Planning

Communications



Common Suite of Materials



Passing Plateaus



Reducing Contamination



Rollcarts



Single Stream

# Newsletters



(archives to be available on [Tools.RecyclingPartnership.org](http://Tools.RecyclingPartnership.org))

## Shareable Social Images



[RecyclingPartnership.org](http://RecyclingPartnership.org)

# Reducing Contamination



Common Suite of Materials



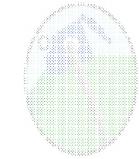
Passing Plateaus



Reducing Contamination



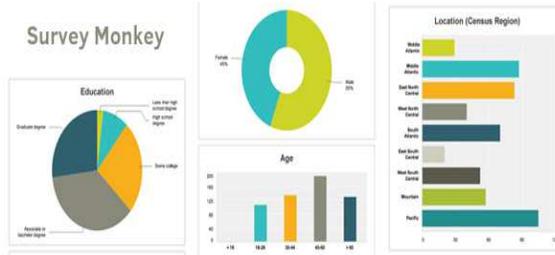
Rollcarts



Single Stream

Tools Oops Card, Survey Starter, MRF Survey

Plus Communication Contest, Survey Issues



Figured out how to COMMUNICATE QUALITY?



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**Print and Go**  
Click to download

**Customizable Template**

**Oops!**  
Some materials don't belong in your recycling cart.

**Tangles.** Chains, coat hangers, garden hoses, wires, rope and plastic bags tangle in our equipment.

**Compostables.** Food waste or other organics can be composted, but not recycled in this cart.

**Non-Curbide Recyclables.** Clothing, electronics, scrap metal, and some other items can be recycled locally, but not in this cart.

**Other.** Not recyclable at this time.

Comments:

2015 EDUCATIONAL OUTREACH SUPPORT

# Reducing Contamination



Common Suite of Materials



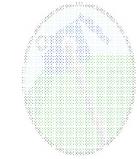
Passing Plateaus



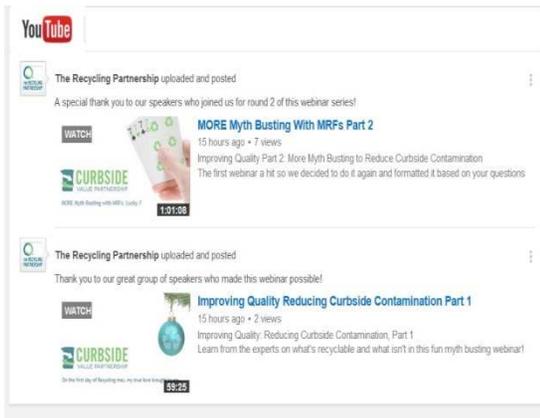
Reducing Contamination



Rollcarts



Single Stream



## Webinars

(recordings available on YouTube)



More than 300 attendees joined as we asked recycling experts to address the top myths that plague recycling and degrade confidence and quality. The response was so positive, we held a follow up webinar for a deeper dive.

This ebook is the official curated collection of insights shared in those webinars with downloadable messages that you can put straight to work addressing the myths in your community.

## Summary Document

BUSTING RECYCLING MYTHS

BUST THIS MYTH FOR YOUR COMMUNITY: [DOWNLOAD THIS SHAREABLE IMAGE AND LINK IT TO YOUR MESSAGING.](#)



Do you know what is currently recyclable in your program?

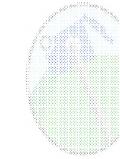


## Shareable Messages



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# Reducing Contamination



Common Cents

Recycle

Reducing Contamination

Rollcars

Single Stream

## BUSTING RECYCLING MYTHS

BUST THIS MYTH FOR YOUR COMMUNITY:

**DOWNLOAD THIS SHAREABLE IMAGE  
AND LINK IT TO YOUR MESSAGING.**



THANKS FOR RECYCLING

### Only Recycle Accepted Materials



Unaccepted materials can shut down a processing facility for an entire day.

photo courtesy Waste Connections

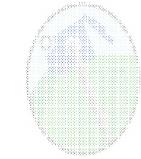
Do you know what is currently recyclable in your program?



THE RECYCLING PARTNERSHIP

# 2015 EDUCATIONAL OUTREACH SUPPORT

## Implementing Roll Carts



Common Suite  
of Materials

Passing  
Plateaus

Reducing  
Contamination

Rollcarts

Single Stream

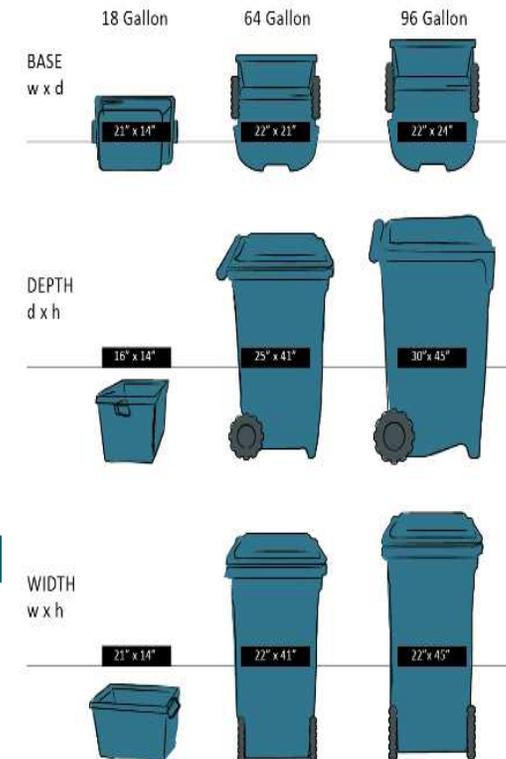


## Online Guide



## Savings Alerts, Pro 1

- Real World Examples
- Sample RFPs
- Timelines



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## Implementing Roll Carts



Common Suite  
of Materials



Passing  
Plateaus



Reducing  
Contamination



Rollcarts



Single Stream

## Workshops



# Switching to roll carts?



JOIN our FREE 3-hour Workshop

9/28 @Resource Recycling Conference

LEARN and EARN a chance for a **\$5,000** grant!

- September 28, 2015
- Resource Recycling Conference – Indianapolis
- Chance to win \$5,000 Grant

# #RealHeroesRecycle

- Ready to use campaign
- Engage with the local community
- # Connects all social media

## RECYCLING MAKES BEING A SUPERHERO SUPER EASY!



Recycle



Snap



Share recycling hero photos  
#RealHeroesRecycle

78% trust a peer

Only  
14% trust advertising



# #RealHeroesRe cycle

Celebrate the many everyday heroes who make a difference by recycling.

Act locally. Connect socially.



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# Cart Grant Opportunity

- Grant dollars available to leverage the purchase of carts + educational campaign.
- RFP Out January/February 2016.
- Tiers of funding available depending on



RecyclingPartnership.org

RECYCLECURBSIDE.ORG 125 Rowell Ct. Falls Church, VA 22046

# Design and Implement Campaign

It takes clear, compelling, and constant communications to raise participation rates and decrease contamination rates.



CITY OF COLUMBIA		Paper & Cardboard	KEEP OUT
<b>RECYCLING MATERIALS GUIDE</b> With your help we will have a successful recycling program.		 Newspaper & Junk Mail	 Plastic Bags
		 Flattened Cardboard	 Food Waste
		<b>Empty, Rinse &amp; Replace Cap</b>	
		 Plastic Bottles	 Cords & Wires
		 Glass Bottles & Jars	 Yard Waste
		 Plastic Containers	<b>My pickup day is:</b>
		 Aluminum Cans & Foil	<b>Tues.</b>
		 Metal Cans	
		 Food & Juice Cartons	



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# READY. SET.

# GO THE RECYCLING PARTNERSHIP

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

## TOOLS

Online  
Library  
Starters

## IDEAS

Webinar  
s  
Newslett  
ers  
E-Books  
Forums

## RESOUR

CES  
Grants  
Campaigns  
Tech  
Assistance



[RecyclingPartnership.org](http://RecyclingPartnership.org)



[Twitter.com/RECYPartnership](https://twitter.com/RECYPartnership)



[Facebook.com/recyclingpartnership](https://Facebook.com/recyclingpartnership)



[Linkedin.com/company/curbside-value-partnership](https://Linkedin.com/company/curbside-value-partnership)



[Instagram.com/recyclingpartnership](https://Instagram.com/recyclingpartnership)

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