



The Hardest Button to Button: Multifamily Recycling in Raleigh

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Overview

- Why multifamily recycling collection?
- What did we want to do?
- How did we do it?
- What did we learn?
- What should we do next?



Why Target Multifamily Recycling?

- Part of City program since 1991
- Contributes 1,675 tons annually
- Served 599 communities in 2013
- 58,668 units had access





Raleigh's Multifamily Challenges

- Difficulty in reaching residents
- Managers change often
- Growth constrained by personnel, trucks
- Contamination, especially plastic bags





What Did We Want to Do?

- Decrease contamination from plastic bags
- Entice new communities to join
- Increase participation at existing sites



How Did We Do It?

To Reduce Contamination

- Bought customized reusable bags
- Bought customized rigid totes
- Redesigned magnets
- Wrote info cards in English and Spanish





How Did We Do It?

To Entice New Communities

- Chose diverse group of non-participating sites
- Contacted managers by letter and email
- Hosted a focus group disguised as a lunch
- Discussed barriers and benefits of joining program



Kick-off Luncheon December 2013





Enrollment Process

- Called managers after the luncheon
- Offered chance to try new outdoor containers
- Encouraged choice of bags or totes
- Arranged delivery of collection containers
- Visited site at least twice for visual estimates of participation



A New Community Joins





What Was the Impact?

- 17 communities with 1,878 units joined
- 28 existing communities with 4,086 units accepted totes to increase participation
- Monthly average tonnage for all MF increased from 145 to 152 during grant period



What Did We Learn?

- Free lunch not enough
- Some managers didn't want bags or totes
- Collection crews prefer new containers
- work harder to solicit survey responses





What Should We Do Next?

- Continue to swap old Profile 6 containers for Revolve Recycler units
- Tackle contamination case by case
- Use technology to address collection inconsistency
- Build contacts to encourage adoption of remaining bags



1. Exchange Old Containers



Recycle **ONLY** these items in either opening of this bin:

- ✓ Paper & Junk Mail
- ✓ Newspaper & Inserts
- ✓ Cardboard (clean, flat)
- ✓ Gable Top Cartons (milk, juice, soup)
- ✓ Magazines, Phonebooks, Catalogs, & Paperback Books
- ✓ Food or Beverage Cans, Flat Tins, & Clean Aluminum Foil
- ✓ Glass Food or Beverage Containers
- ✓ Plastic Containers (with no lids / caps, bottles, and covered/papered containers like & heavily damaged bottles. Do not place lid down)

Property of the City of Raleigh, Solid Waste Services Department.
For service concerns, call 919-996-6890.

Do not put these items in this container:

- ✗ Plastic Bags (grocery bags, trash bags, etc. Do not place bags of recyclables in this container. Recycle plastic bags at grocery or discount stores)
- ✗ Styrofoam™ (cups, plates, packing peanuts, or any other form of Styrofoam™)
- ✗ Plastic Cups
- ✗ Food Scraps
- ✗ Plastic Food/Take-Out Containers
- ✗ Garbage

Thank you for recycling!

For information about waste reduction & recycling in Raleigh, follow us online!

www.raleighnc.gov/recycling
www.facebook.com/RaleighGoGreen
Twitter: @RaleighGoGreen



2. Address Contamination





3. Use Technology to Address Collection Inconsistency





Ongoing Challenges

- Communities managed by distant consultants
- Disconnect between crews and supervisor
- Lack of communication between SWS and managers until problems arise



Let's Keep Talking

- Email: bianca.howard@raleighnc.gov
- Phone: 919.996.6872
- Video: www.youtube.com/user/cityofraleigh/playlists
"All about Solid Waste Services"