

“Thank you, I had no idea!”

“...we thought we were doing it all correctly...
now seems to have been mainly wrong.”

“Where can I find out more about Cary’s plan
to snoop in recycling bins?”

“...All my items will now go in the same
trash.”

“Please consider the Constitutional protection
against searches without warrants.”

CARY RECYCLES



**Campaign to Address Contamination
in Our Recycling Stream**

Cary Recycles Program

- **Serve 47,500 recycling customers; includes 8,050 multi-family units**
- **2007 Single stream**
- **2009 Every other week collection, 65/95 gallon carts**
- **6 automated routes, 2 multi-family routes and 1 special collection**
- **Accept over a dozen materials**
- **Citizen's Convenience Center, staffed Mon – Sun**
- **Established culture of conservation**



What?! Contamination?!

Feb. 2015 – Residue rate up

4-5%  9-10%

FY15 50.4 % Diversion rate
Recycling = 26.7%

NEED: Investigate, Educate, Remedy

Additional Audit at MRF
and watched trucks tip



Keep it Loose in the Cart

June - October, 2015

Promote participation in reducing contamination in our recycling stream by supporting our customers' recycling efforts and adherence to our program guidelines.

1. Cart Survey

Review items in every curbside cart to ID contaminants

2. Education

What is contamination?
Don't let your efforts go to waste.
Our program guidelines.



KEEP IT LOOSE IN THE CART

**MAKE YOUR RECYCLING A
FREE THROW**

Never bag your recyclables and always bench unaccepted items like plastic bags and pizza boxes. For a list of items you can toss in, search "Recycling" at www.townofcary.org.

TOWN of CARY
(919) 469-4090

1. Cart Survey, the “investigation”

Goals

- Tip every curbside cart in rear-loader to ID contaminants
- Learn specifics on route



Survey vs. Audit

12 weeks, Tues – Fri, 1 route/day.



Survey Process

- Tip, review and take out contaminants
- Put contaminants back in cart
- Fill out, leave educational hanger
- Take carbon copy



- Operated 2 “spare” rear loaders, three-person crew
- Assigned another driver for second rear loader
 - Hired 2 loose leaf collectors 3 months early
 - Pulled in fourth collector from pool of “spare”
 - Reassigned employee to assist
 - Hours of data crunching!



Survey Educational Hanger

Date: _____

NO, THANKS!

We appreciate your efforts to recycle; unfortunately, today our crews noticed your recycling was not properly prepared and/or contained the unaccepted item(s) noted below:

- Item(s) contained in bags
- Plastic bags, plastic wrap, plastic film
- Other incorrect plastic(s)
- Pizza boxes
- Trash/food waste
- Yard waste
- Other unaccepted item(s) – household hazardous waste, building material, Styrofoam™. See back for a list of items accepted in your recycling cart.

Including any unaccepted items in your cart could mean that the entire truck's worth of recyclables has to be dumped into the landfill. Instead of recycled, something we know no one wants to see happen.

Please prepare your recycling correctly for future collection.

- Collection was provided today and items were correctly disposed; however this may not be possible in future.
- Collection was provided today however unaccepted items were left in the cart so that you can dispose of them properly.

YES, PLEASE!

Together we can reduce contamination and maintain an efficient recycling program.

- >> Keep it loose in the cart; do not bag items.
- >> Put plastic bags in the trash, reuse or return to your local grocery store for recycling.
- >> Keep trash and yard waste out of your recycling cart.
- >> Only recycle items accepted in our Cary Recycles program; search "Recycling" at www.townofcary.org for details on all of our recycling services.

Questions? Call (919) 469-4090.

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ACCEPTED IN YOUR CART

Plastics

- >> Bottles (neck smaller than body) and tubs #1 - 7
- >> Lids (placed back on bottle, tub or jar)

Specific Rigid Plastics Labeled #2 HDPE

- >> Laundry baskets
- >> Lawn furniture
- >> 5-gallon buckets
- >> Storage containers and lids
- >> Soda crates
- >> Garbage cans/cart
- >> 18-gallon recycling bins

If your #2 rigid plastic on this list will not fit in your cart, please call (919) 469-4090 for a free, special collection.

Paper

- >> White and color paper/cardstock/manila
- >> Newspaper/inserts, magazines/catalogs
- >> Mail including envelopes with windows and postcards
- >> Non-foil gift wrap and wrapping tissue
- >> Greeting cards with no electronic devices
- >> Telephone books
- >> Shredded paper that is contained in a clear plastic bag that is tied closed

Metal

- >> Aluminium cans, foil and pie pans
- >> Tin/Steel food cans
- >> Lids (placed back on bottle, tub or jar)
- >> Pots, pans and lids

Chipboard & SBS/White Paperboard

- >> Paper towel rolls
- >> Cereal-type boxes and other paperboard packaging
- >> Egg cartons (only paperboard, not Styrofoam™)
- >> Cup holder trays (only paperboard, not Styrofoam™)

Corrugated Cardboard

- >> Boxes
- >> Packing paper okay. Properly dispose of all other packing material.
- >> Flatten and/or cut to ensure that it fits in the cart/bin.

If you have more cardboard than will fit in your cart/bin, call (919) 469-4090 to schedule a free, cardboard collection.

Glass

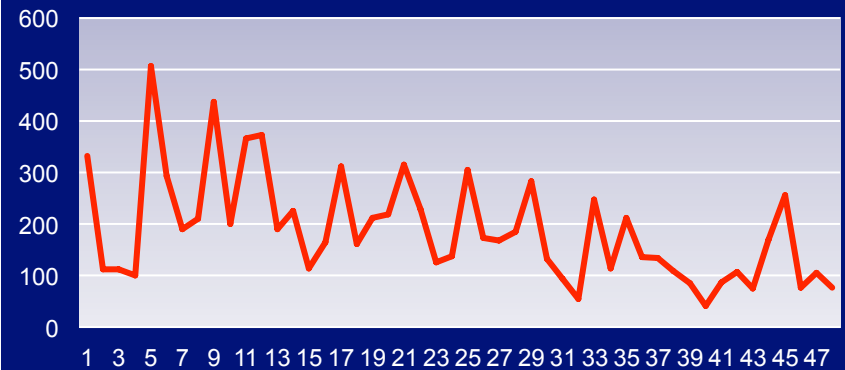
- >> Bottles and Jars

Gable Top Cartons & Aseptic Packaging

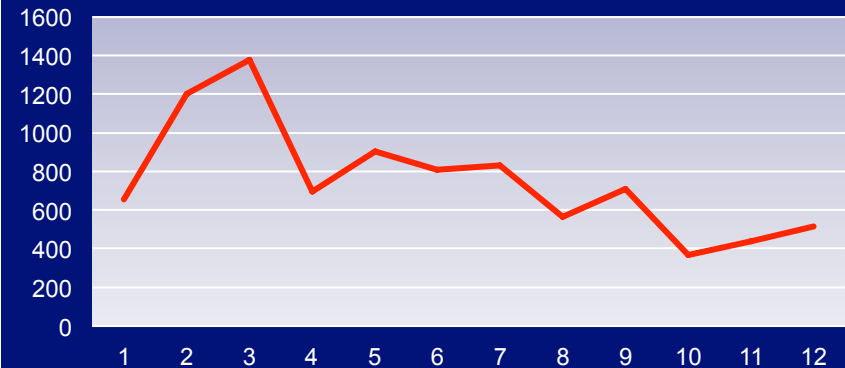
- >> Milk and Juice cartons
- >> Drink and soup boxes

Remember to rinse containers and put lids back on so they, too, will be recycled.

Number of Surveys Given Out by Day

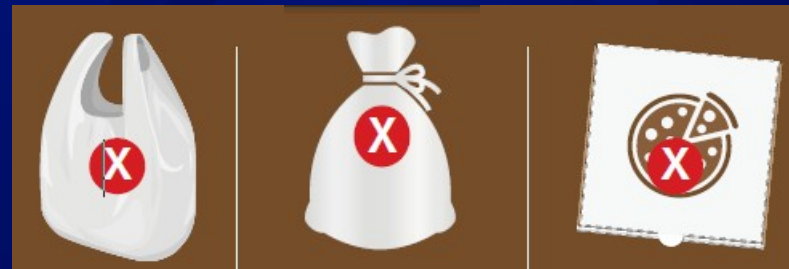
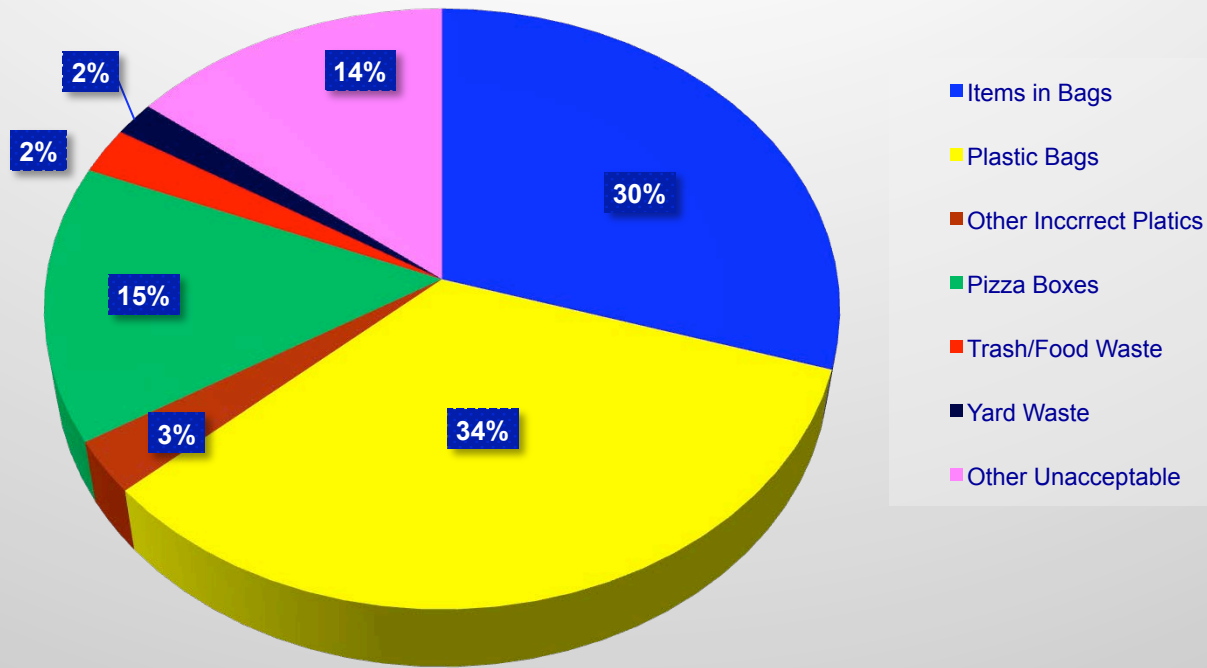


Number of Surveys Given Out by Week



Survey Results

Percentage Chart



2. Education

Goals

- Citizen awareness - no surprises
- What is contamination?
- Community support

FOR IMMEDIATE RELEASE
July 10, 2015

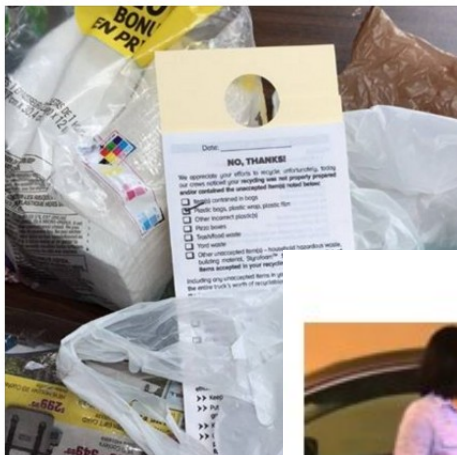
Cary Begins Recycling Survey to Help Citizens Curb Contamination

Crews to touch every curbside recycling cart now through September

CARY, NC – Don't call 'em snoopers or looky loos – now through September, Town of Cary recycling crews will look for and filter out popular items that cause recycling contamination while surveying curbside recycling carts.

Cary It Green
Published by Marie Cefalo (P) · August 7, 2015 ·

Plastic bags and wrap can show up in many places, but don't let it be your recycling cart. Plastic bags holding your morning newspaper and the plastic wrap around boxed beverages, paper towels, and napkins are accepted in our recycling program.



Bud TV July 2015



Common Recycling Mistakes



Never bag your recyclables and always bench plastic bags and pizza boxes.

[CLICK HERE TO LEARN MORE](#)

TOWN of CARY



Impact

- **Media!**
Articles and interview
- **Web**
31% increase Web page views (curbside recycling)
12 week survey vs. preceding 3 months

Video, YouTube, 600+ views first month, 1,500+ end
= “viral” for us, top 3
- **Customer Service**
Approx. 40 emails, 200 phone calls, 1st month
2 HOA picnics, request discuss contamination
Walk-in Ed! Sort for the customer
- **Buzz**
Talking everywhere!

Shift Happens

- Knowledge
Beyond the “yes” and “no”, but why
- Wants
Continued progress
- Expectations
Programmatic shift
Support their efforts



Questions?

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Check it out:

[Facebook.com/CarylItGreen](https://www.facebook.com/CarylItGreen)