

Let's Get
Physical:
Tagging
Bootcamp



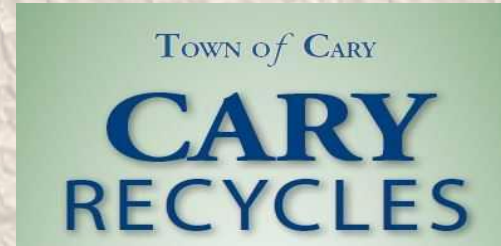
CRA Annual Conference
March 20, 2019



Rachel Kipar
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Greensboro, NC
Tori Carle



Cary, NC
Srijana Guilford



Greenville, SC
Allison Brockman

We Work Hand in Hand with Communities and Companies

IMPROVING RECYCLING FOR:
THE ENVIRONMENT THE ECONOMY AND THRIVING COMMUNITIES



OPERATIONS



EDUCATION



MEASURABLE
CHANGE



How?

Increase access to recycling

Increase capture of recyclables

Improve quality of recyclables

We're All in This Together



TAGGING WORKS

73%

recalled
tag



25%

increase in
capture

REJECTION WORKS

45%

tagging decrease
in Dartmouth



22%

tagging decrease
in New Bedford

Key Outcomes in Atlanta



Key Outcomes in Atlanta

SAMPLE DATA OF REJECTION AND PARTICIPATION RATES

- ✓ Overall capture rate increased **27%**
- ✓ Overall contamination decreased **57%**
- ✓ Overall bagged recyclables decreased **62%**

Greensboro, NC

Tori Carle



Recycling Program at a Glance

- 90,100 households
- Every other week collection
- Municipally operated collection
- 22% contamination rate
- 25,000 tons annually



Tagging Program at a Glance

- Tagging program started in July 2018
- 10 recycling drivers and 1 inspector tag
- Enforcement
- 10,000 interactions with residents



Town of Cary, NC

Srijana Guilford



Recycling Program at a Glance

- 50,000 households
- Every other week collection
- Municipally operated collection
- 10% contamination rate
- 11,000 tons annually



Tagging Program at a Glance

- Tagging since 2009, 2015 expanded program
- Recycling drivers tag
- Moving to an online system with driver technology and customer service integration
- 800 carts per month on average



Greenville, SC

Allison Brockman



Recycling Program at a Glance

- 16,000 households
- Every week collection
- 4,000 customers per day
- Municipally operated collection
- 18 % contamination rate
- 3,500 tons annually



Tagging Program at a Glance

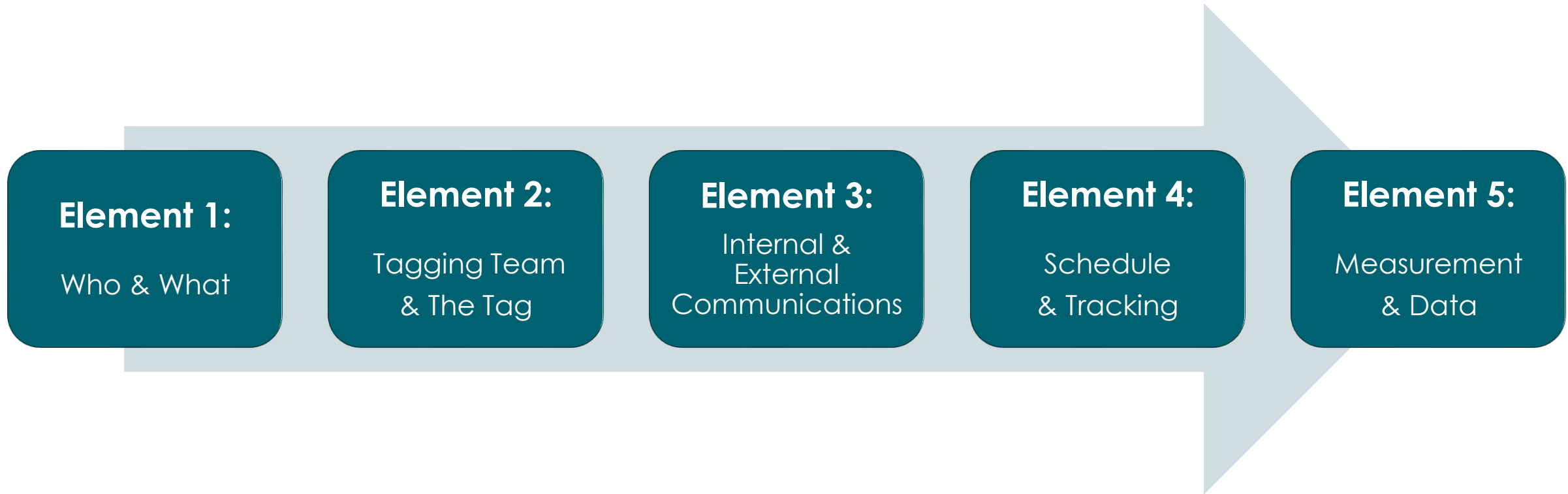
- Long term tagging program that was recently enhanced
- Recycling coordinator, supervisors and drivers tag
- Top issue tags based on real time data
- Community relationship building



Goals for Today

- Frame the discussion
- We're all in this together!
- Elements of a tagging program + small group program designing activity
- Small group report-outs + discussion
- Let's get physical- tagging examples throughout the Carolinas

Tagging Program Elements



Building a Tagging Program

Element 1

Who should be involved?

What type of program will you create?

- **Consider ALL of your stakeholders**
 - City council or county commission, mayor, city or county managers office
 - Is formal approval needed?
- **Internal staff**
 - department staff, drivers, customer service reps, enforcement staff
- **Education team**
 - internal or external
- **Length of tagging campaign**
- **Tagging with enforcement**
 - Strike system
 - Cart removal or rejection
- **Education only approach**
 - Thank you or Good Job tags

Building a Tagging Program

Element 2

Tagging Team and Materials for Feet on the Street

Tagging Team

- **Building your tagging team**
- **Training your tagging team**
- **Checking in with team**
 - Do routes match with original plan?
 - Is data being recorded properly?
 - Is your team on schedule?

The Tag

- **The Tag**
 - What's it made of?
 - Hanging or stickers?
 - Language

Tags of all Shapes and Sizes



Help us keep the City of Greenville clean and beautiful by following these simple rules:

BLUE Recycling Cart

- Cart must be at the curb before 7 a.m.
- Cart must be placed at least 3 feet away from cars, trees, mailboxes, etc.
- Cart handle must face your house
- Cart must contain only accepted items (no garbage, plastic bags, etc.)
- All items must be inside cart with lid closed (cardboard/other items will not be collected from ground).
- Other: _____



For more information, call 864-467-8300 or visit recycle.greenville.gov.

FUNDED BY



SOLID WASTE & RECYCLING DIVISION
368 South Hudson Street
recycle.greenville.gov | 864-467-4345



city of
greenville

Address: _____

TOWN of CARY
Curbside Collection Services

Single Family/Business Services

Unfortunately, today our crews noticed that your

☐ solid waste ☐ recycling

was not properly prepared and/or contained the unaccepted item(s) as noted below:

- ☐ Cart inaccessible/too close to other objects (cars, mailboxes, etc.)
- ☐ All trash/recycling not placed inside cart
- ☐ Cart facing the wrong way
- ☐ Bagged material in recycling cart
- ☐ Jammed cardboard
- ☐ Unauthorized item (household hazardous waste, yard waste, dirt, rocks, building material, concrete, etc.)
- ☐ Unaccepted item for recycling (plastic bag, Styrofoam, etc.)
- ☐ Item classified as appliance/bulky trash*

Please prepare your solid waste/recycling correctly for future collection.

- ☐ Collection was provided today; however, this may not be possible in the future.
- ☐ Collection was not provided today.*

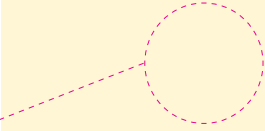
*Dispose of items at the **Citizen's Convenience Center, 313 N. Dixon Ave.** (fee may apply, no hazardous or building material) or, schedule a special collection (fee may apply) at services.townofcary.org, (919) 469-4090.

Thank you for helping us maintain cost-effective and efficient solid waste and recycling services.



Correct placement at the curb

www.townofcary.org



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.

TOWN of CARY

OOPS!
Recycling Contamination Alert!

Your Recycling Cart was inspected by the City of Greensboro. The following issue was found:

No Bagged Recycling or Plastic Wrap. Thx!



City of Greensboro
Field Operations Department
(336) 373-CITY (2489)
www.greensboro-nc.gov/recycle

Please only Recycle these items:

| | |
|----------------|---|
| PLASTIC |  |
| PAPER |  |
| GLASS |  |
| METAL |  |



Never miss a collection!



Download GSO Collects to sign up for automatic collection reminders and access your schedule.



Thank you for Recycling Right!

Your recycling was inspected by the City of Greensboro and the following was found:

☐ Excellent! No contamination found. 😊

☐ Good job, but there was minor contamination: _____



This is a reminder to #RecycleRight.



Never Miss a Collection!
Download GSO Collects to sign up for collection reminders and to find out where items go with the Waste Wizard.

336-373-2489 (CITY)
www.greensboro-nc.gov/collects




FOD XXXX

Lets Play

How Contaminated is this Cart?




Oops Tag?

Good job tag?

No action?

ENGAGE MULTIPLE AUDIENCES

DECISION MAKERS



Elected Officials
City Managers
Administrators

FRONT LINE STAFF



Staff Answering
Phones
Field Supervisors
Collection Staff

YOUR RESIDENTS



Single Family
Homes
Multifamily
Homes

Building a Tagging Program

Element 3



```
graph LR; E3[Element 3] --> IC[Internal Communications]; E3 --> EC[External Communications]; I[Internal] --> IC; I --> EC; Ex[External] --> IC; Ex --> EC;
```

Internal

External

- **Internal Communications**

- Customer service staff
- Tagging staff
- Inspectors or enforcement staff
- Drivers, etc.

- **External Communications**

- Press releases and earned media
- Social media
- Direct mail and utility bill notifications
- Website
- Word of mouth
- Video or other visual demonstrations
- Presentations to local civic organizations

Building a Tagging Program

Element 4



```
graph LR; E4[Element 4] --> S[Scheduling]; S --> T[Tracking];
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Scheduling

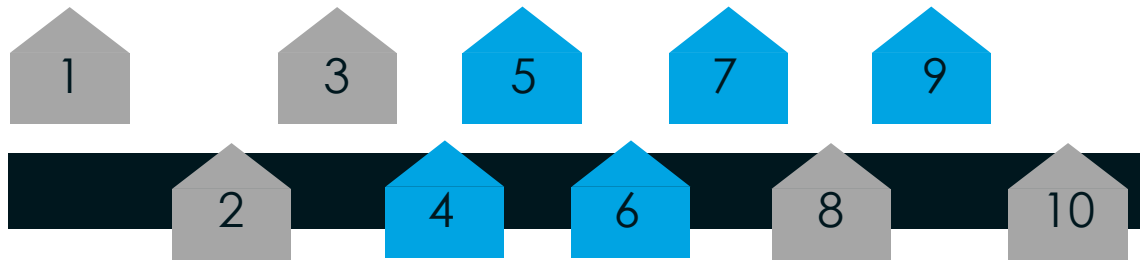
- **Scheduling**
 - How long will you be tagging?
 - Routes determined before work starts
 - Ensuring team is on schedule throughout
 - Adjusting schedule if necessary

Tracking

- **Tracking**
 - Technology (apps) vs. pen & paper
 - Saving data in Excel or other database
 - Ensuring trends and results are showing behavior changes by residents as schedule progresses
 - Various statuses

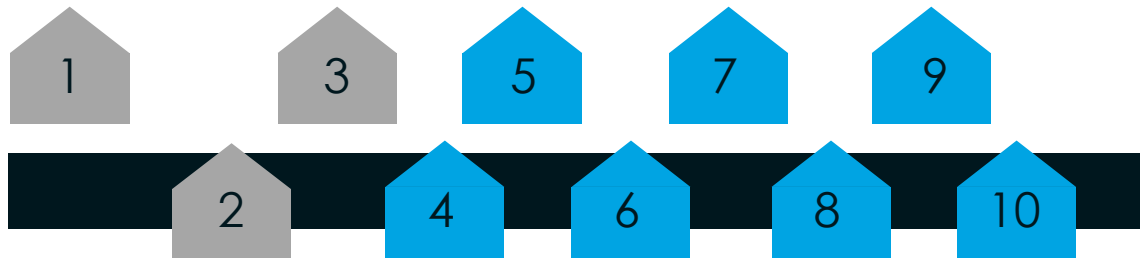
Element 4 - Set Out and Participation Rates

Week 1 Collection Cycle



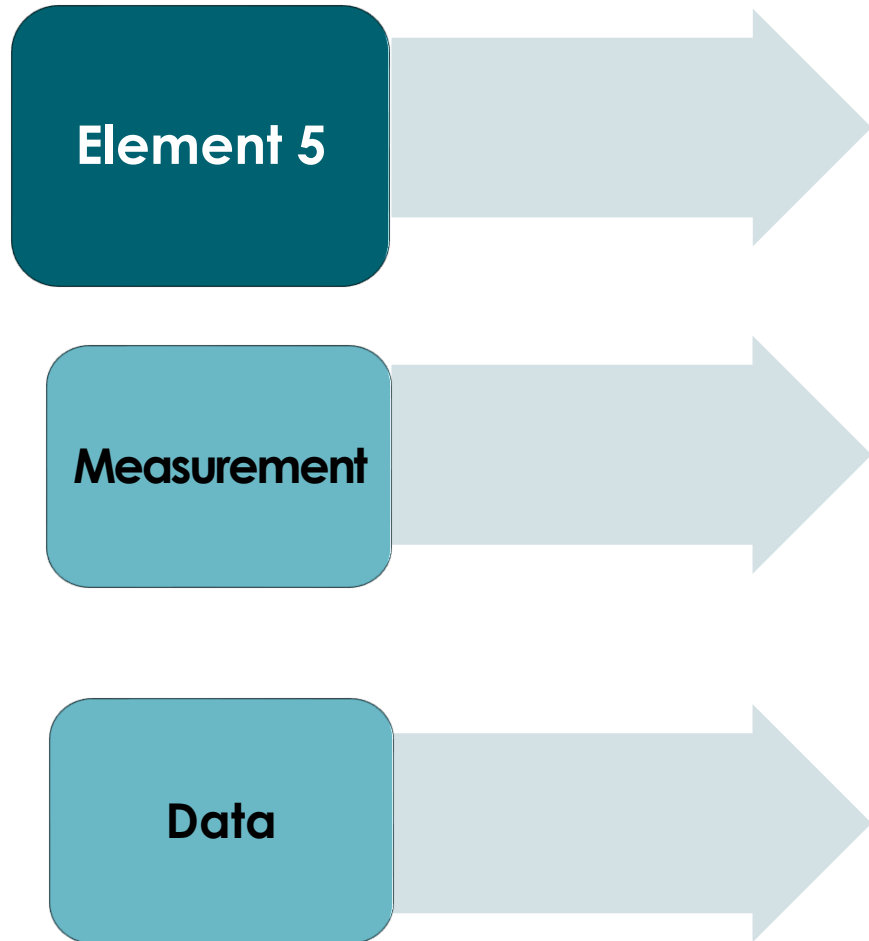
Set-out Rate = 50%
*5 out of 10 homes
on average*

Week 2 Collection Cycle



Set-out Rate = 70%
*7 out of 10 homes
on average*

Building a Tagging Program



Measurement

- Is your measurement in line with MRF or hauler language
- Pre- and post-intervention audits

Data

- Saving data in Excel or other database
- Ensuring trends and results are showing behavior changes by residents as schedule progresses



MUNICIPAL MEASUREMENT PROGRAM

The Path to Strong Program Metrics

FREE state of the art tool for tracking:

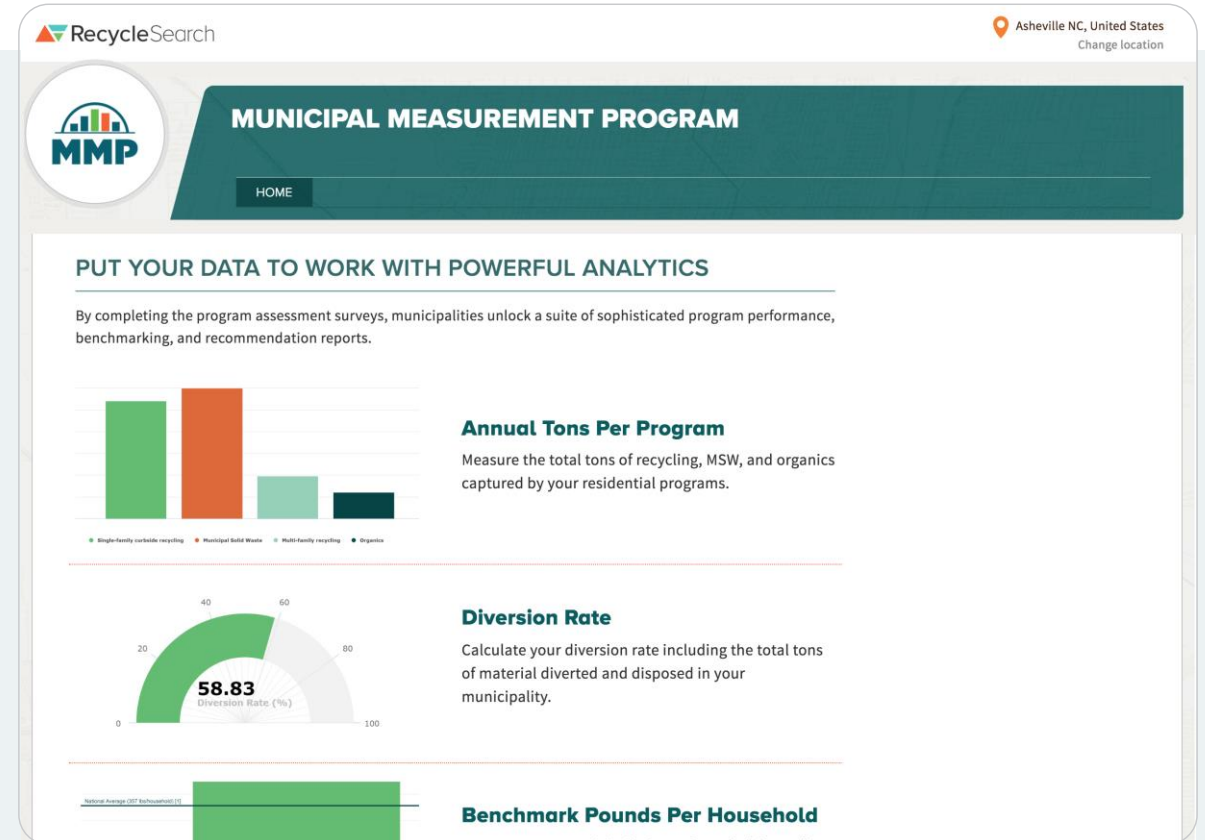
- Curbside recycling
- Drop-off recycling
- Multifamily Recycling
- Organics

Customized recommendations and solutions for your program

Build powerful **year over year data**

Quickly calculate and **report key metrics**

GET STARTED: <https://recyclesearch.com/profile/mmp>





Best Management Practices

OPERATIONS

EDUCATION



Contamination Minimization Plan



Cart Tagging Training Video

- <https://tinyurl.com/TRPCartTagging>

OUTAGAMIE COUNTY
RECYCLE MORE OF THESE:

CANS
Aluminum and Steel
empty and rinse

CARTONS
Food and Beverage
empty and rinse

GLASS
Bottles and Jars
empty and rinse

PAPER
Mail, Boxes, and Cardboard
flatten

PLASTICS
Kitchen, Laundry, and Bath: Bottles and Containers
empty and remove cap

Questions about Collection:
Inland Service Corp.
888-759-0501

Questions about Recycling:
Outagamie County Recycling & Solid Waste
920-832-5277
email: recycle@outagamie.org
www.RecycleMoreOutagamie.org

OOPS!

NO bagged recyclable or trash
NO plastic bags, bubble wrap or plastic wrap
NO sharp, knives or propane tanks
NO tires, hoses

CORRECT THIS AND COLLECT NEXT TIME

THE RECYCLING PARTNERSHIP
 ACCEPTABLE MATERIALS WORKSHEET

MRF: _____ DATE: _____
 CITY: _____

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document will be used to get the local governments and the MRF on the same page. It can set the framework for front line staff employees building educational materials that are consistent throughout the community. It also provides the framework to start.

You will see two categories under the "Do Not Accept" column. Here is how they are defined:
Not Dangerous: Item is not sent to a market for recycling, but does not cause any major problems if found in the stream.
Dangerous: Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

| PAPER PRODUCT | DO NOT ACCEPT | | DO NOT WANT ON LIST BUT ACCEPT |
|---|--------------------------|--------------------------|--------------------------------|
| | NOT DANGEROUS | DANGEROUS | |
| OCC | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Pizza Boxes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Newspaper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Magazines | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hard Cover Books | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Paperback Books | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Office Paper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Junk Mail | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cartons (gable top containers like milk, orange juice, etc) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shredded Paper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Directions on how to Prepare | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Round Can (fiber body metal bottom) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cold Cups (e.g. paper fountain drink cup) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Hot Cups (e.g. coffee cup) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Take-out Containers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Paperboard Boxes | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Kraft Bags | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Tissue Paper | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ice Cream Containers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

MRF MATERIAL TRACKING FORM

City: _____ Hauler: _____ Date: _____

Truck Number: _____ Container Number (if drop-off): _____

Route Number: _____ Container Material (if drop-off): _____
 (e.g. bottles/cans, cardboard, paper)

QUALITY GRADE (circle one)

A Quality is acceptable. Less than 10% of material is contaminated.

B Quality is poor. 10% to 20% of material is contaminated.

C Quality is bad. Over 20% of material is contaminated.

Grade B or C? ☐ Recyclables in Bags ☐ Refuse in Bags ☐ Loose bags/film ☐ Scrap Metal

Check main contaminant: ☐ Wood Waste ☐ Large bulky/heavy items ☐ Hazardous Waste ☐ Tangles ☐ Textiles

Other: _____

Photographed? _____ Quality Inspection Signature: _____

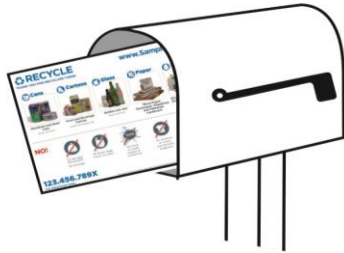
Driver Signature: _____

Resources to Overcome Contamination

- <https://recyclingpartnership.org/for-communities>

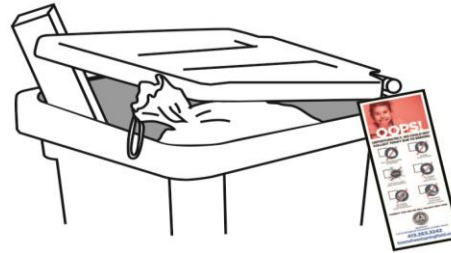
THREE COMMUNICATIONS TO DRIVE PARTICIPATION AND IMPROVE QUALITY

1 INFORM AND TRIGGER



Annual Info
Card Mailer

2 PERSONALIZED FEEDBACK



Curbside
Feedback

3 ISSUE SPECIFIC COMMUNICATIONS



Top Issue
Mailer



Top Issue
Signage



<https://recyclingpartnership.org/pdf-builder-login/>

Let's customize your campaign materials

Answer five questions to customize your FREE campaign materials to help tackle your top recycling issues. It's like magic, but more practical and effective.

LET'S GO

Questions / Discussion?