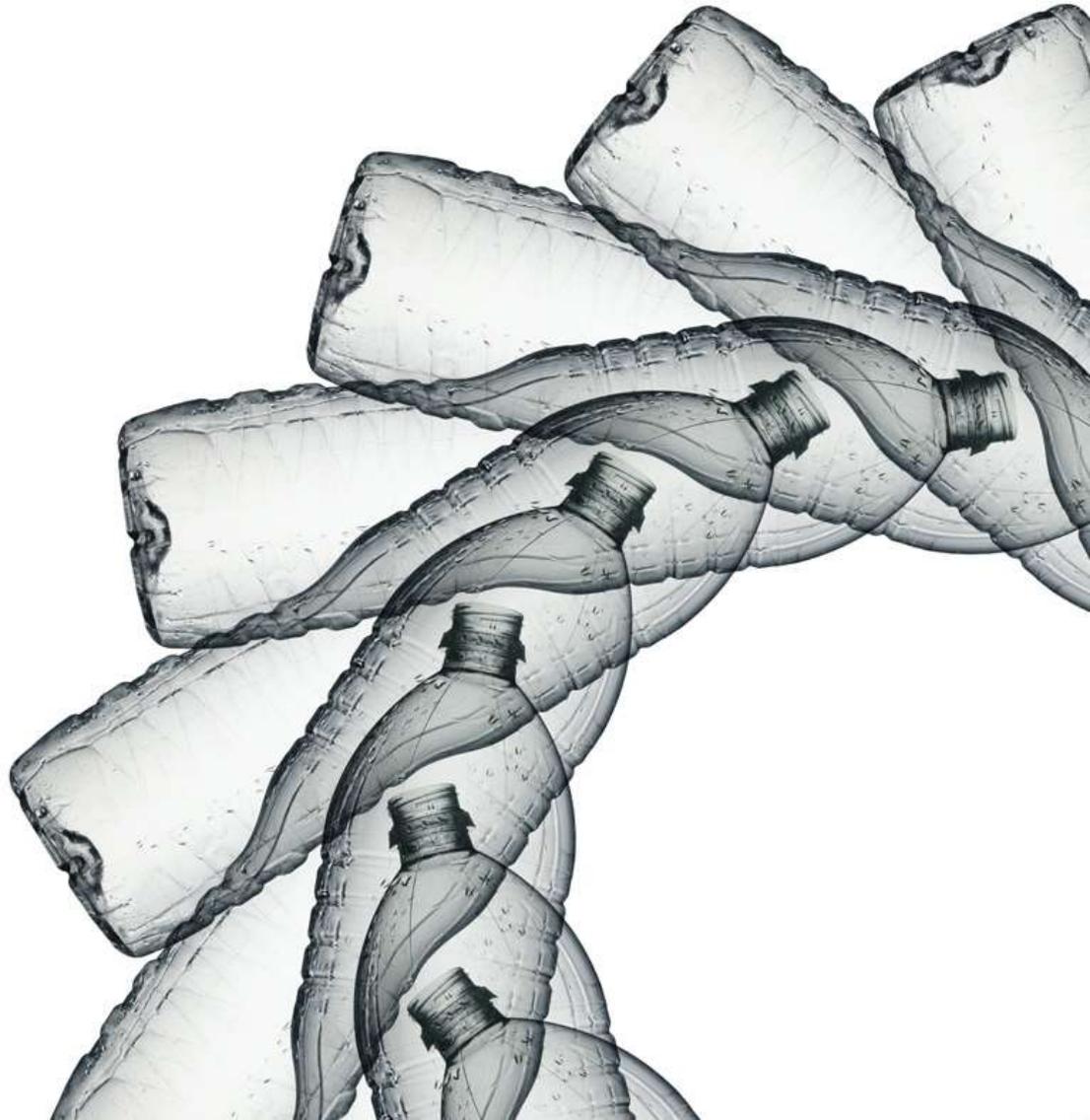


Surveying Local Recycling Dynamics

Monroe County, NY

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WMNY Public Affairs

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Monroe County's integrated waste management and environmental solutions

2010 DISPOSAL	Monroe County Stats			
622,971 TONS OF MSW DISPOSED	+740,000 RESIDENTS	+300,000 HOUSEHOLDS	9 MUNICIPALITIES PROVIDE CURBSIDE COLLECTION	1 CITY PROVIDES COLLECTION SERVICES
80,082 TONS OF SLUDGES DISPOSED			11 PRIVATELY OWNED C&D PROCESSING FACILITIES	19 TOWNS 3 OPERATE TRANSFER STATIONS 12 OPERATE COMPOSTING FACILITIES
33,177 TONS OF INDUSTRIAL WASTE DISPOSED	2010 RECYCLING	10 VILLAGES 2 OPERATE YARD WASTE COMPOSTING FACILITIES		
218,546 TONS OF C&D DISPOSED			116,656 TONS OF MSW RECYCLED	2 SOLID WASTE LANDFILLS BOTH OPERATE RENEWABLE ENERGY FACILITIES
249,759 TONS OF C&D RECYCLED	+1 MILLION TOTAL TONS OF MATERIALS MANAGED			

Waste Management Presence in Monroe County

Monroe County Recycling Center

Webster Collection Satellite

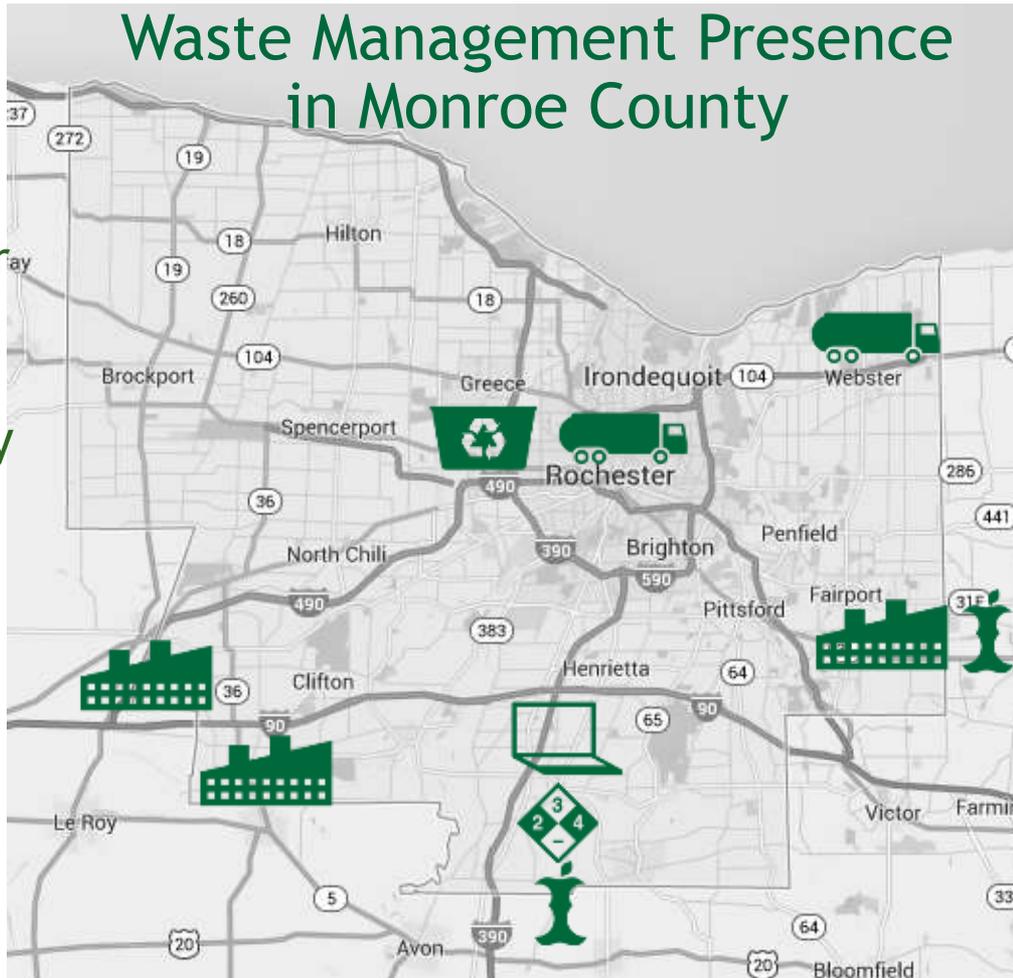
Rochester Hauling Company

High Acres Landfill and Recycling Center and Power Plant

Mill Seat Landfill and Power Plant

Ecopark

Monroe Livingston Power Plant




RECYCLING, INCLUDING SINGLE-STREAM



RENEWABLE/ALTERNATIVE ENERGY



ORGANICS COMPOSTING/RECYCLING SOLUTIONS



HAZARDOUS WASTE/REMEDATION SERVICES



ELECTRONICS RECYCLING



RESIDENTIAL AND COMMERCIAL WASTE/RECYCLING COLLECTION

Conversion of Monroe County Recycling Center

Background

- WM awarded contract to operate MCRC in January 2013
- \$5 Million renovation and technological upgrades to transform facility to single-stream processing finished in April, 2014
- WM provided fund for Monroe County to use for education and marketing around single-stream recycling



Residential Recycling Survey

WM & Monroe County

- First step in developing communication material
- Purpose of survey was to tap into *local* attitudes and behaviors around recycling
- Shared goal of increasing volume and maintaining low contamination rates



Methodology

- The questionnaire was developed by Waste Management, Monroe County, and BRX Global Research Services.
- It was programmed for online administration by BRX and made available online.
- Harris Interactive, Inc. provided panel members to participate in the study.
- In order to qualify for the survey, respondents had to live in Monroe County, be age 18 or older and be able to answer questions about their household's recycling.
- The survey administration period was 1/21/14 - 1/29/14. The survey period was closed when the targeted number of at least 800 completed surveys was achieved.
- The sample was very similar to the Monroe County population on age and geographic distribution, our two key population measures.



Respondent Profile

Demographic variables collected:

- Geography
- Age
- Home owners vs. renters
- Gender
- Length of time at current address
- Marital status
- Annual household income
- Level of education
- Number of adults in household
- Children in household

Question Responses

In addition to tabulating the overall responses to each question, responses were also separately cross-tabulated by:

- home ownership (renters vs. owners)
- location (City of Rochester dwellers vs. others)
- income groups (under \$50K, \$50K - \$74K, and \$75K and up)

Differences according to these characteristics are noted where significant.

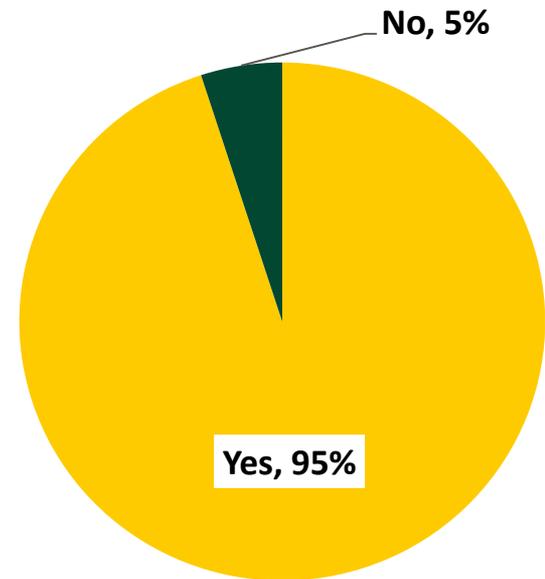
Does your household use a container in your house or apartment to collect recyclable materials?

Only 5% said that they don't recycle at home using a container.

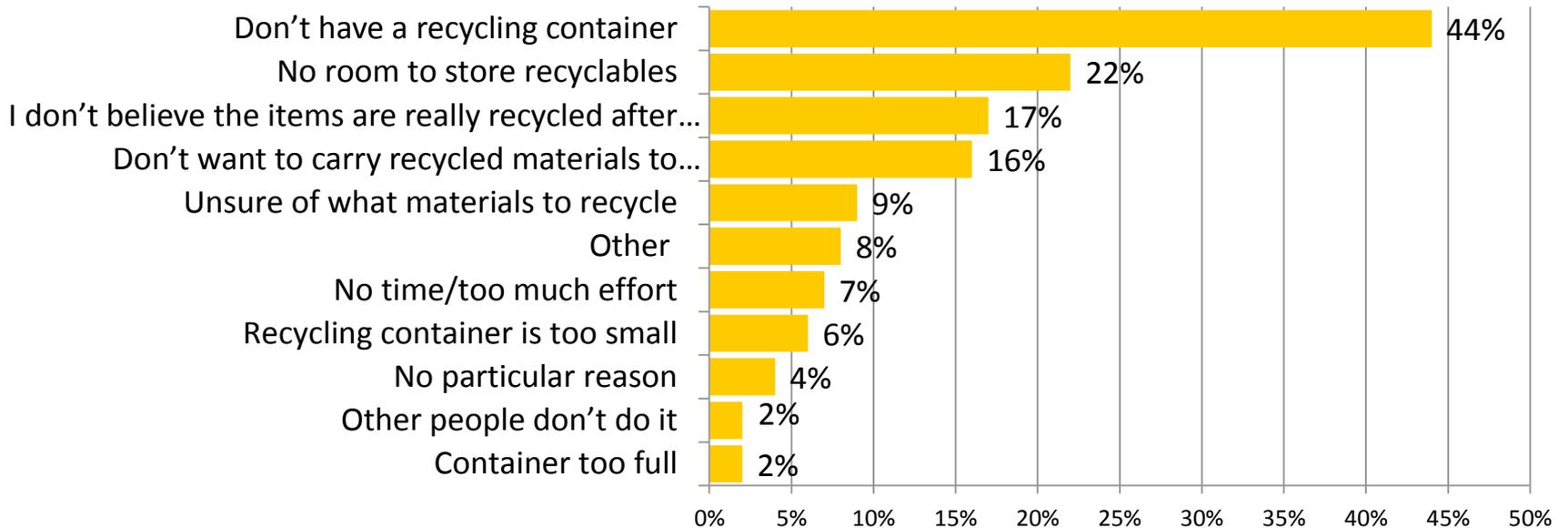
Only 2% of homeowners said they don't recycle versus 12% of renters.

However, there was no difference when comparing those who live in the City of Rochester and those who do not.

For the remainder of the report, “non-recyclers” are those who answered “No” to this question and “recyclers” are those who responded “Yes”.



What prevents your household from recycling using a container in your home?



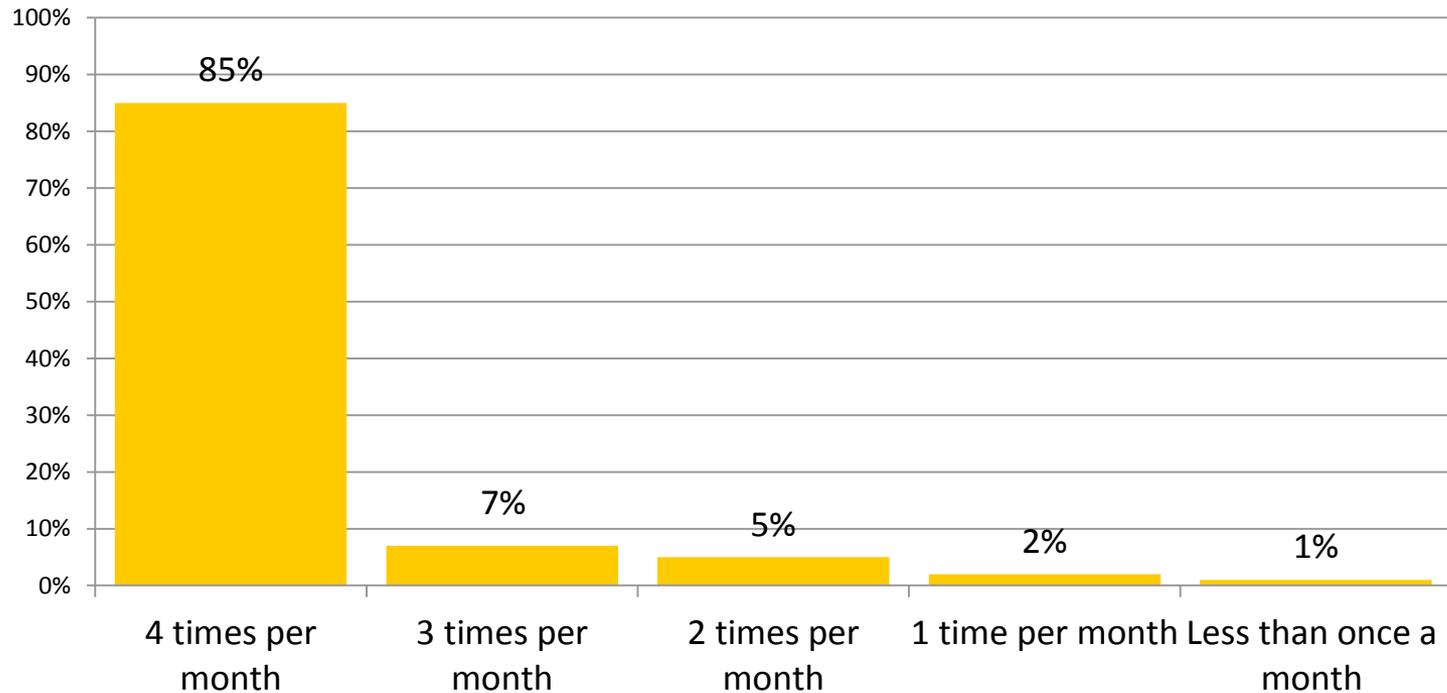
Asked of non-recyclers (39 respondents)

n =39
Multiple Responses Allowed



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How often does your household typically put the recycling container at the curb?



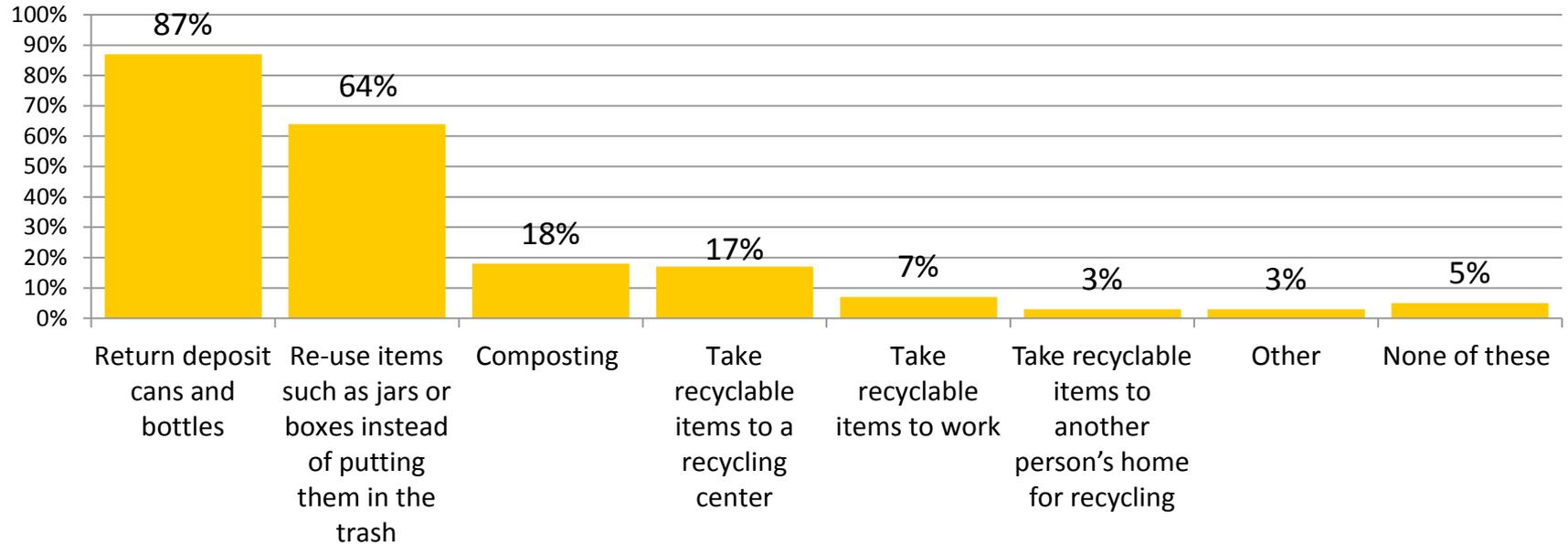
Asked of curbside recyclers

n = 669



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Does your household recycle in any of the other following ways?



Most respondents return cans and bottles and the majority re-use items.

Out of the 39 people who don't recycle by way of container at their household ("non-recyclers"), only 9 said they do none of these. Thus, only 1.1% of the respondents don't recycle at all.

Asked of all respondents

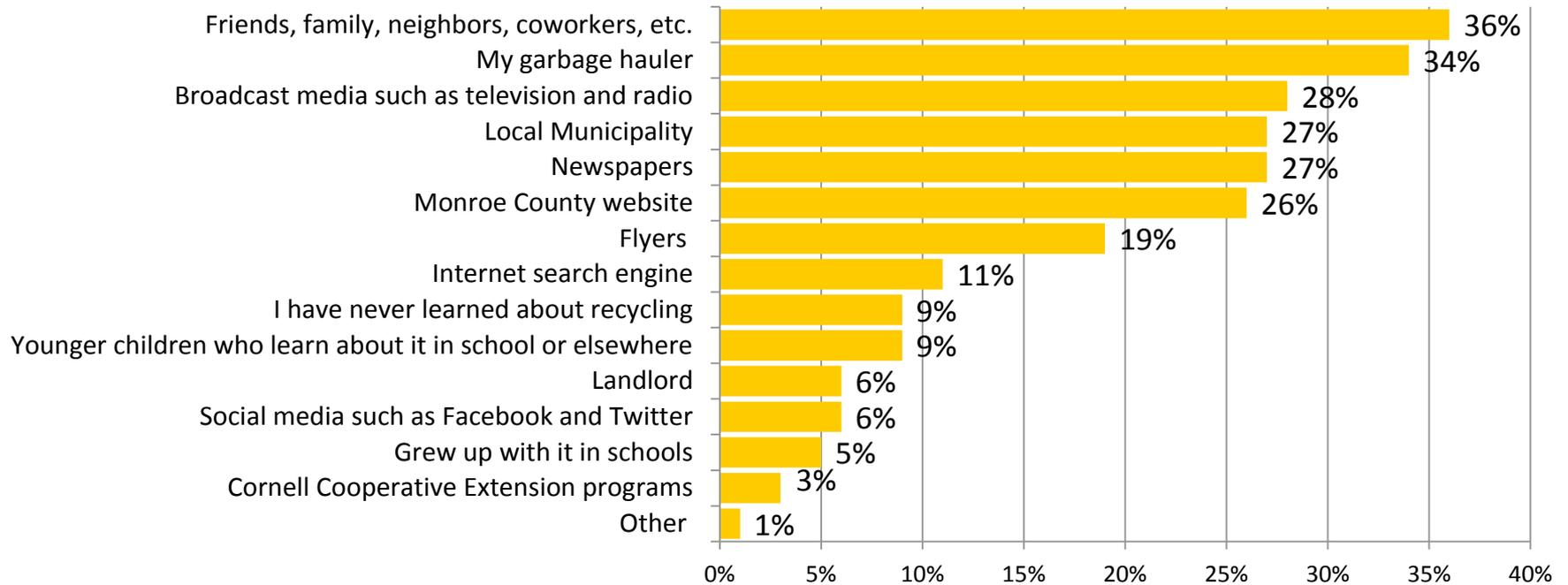
n = 801

Multiple Responses Allowed



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How do you learn about recycling?



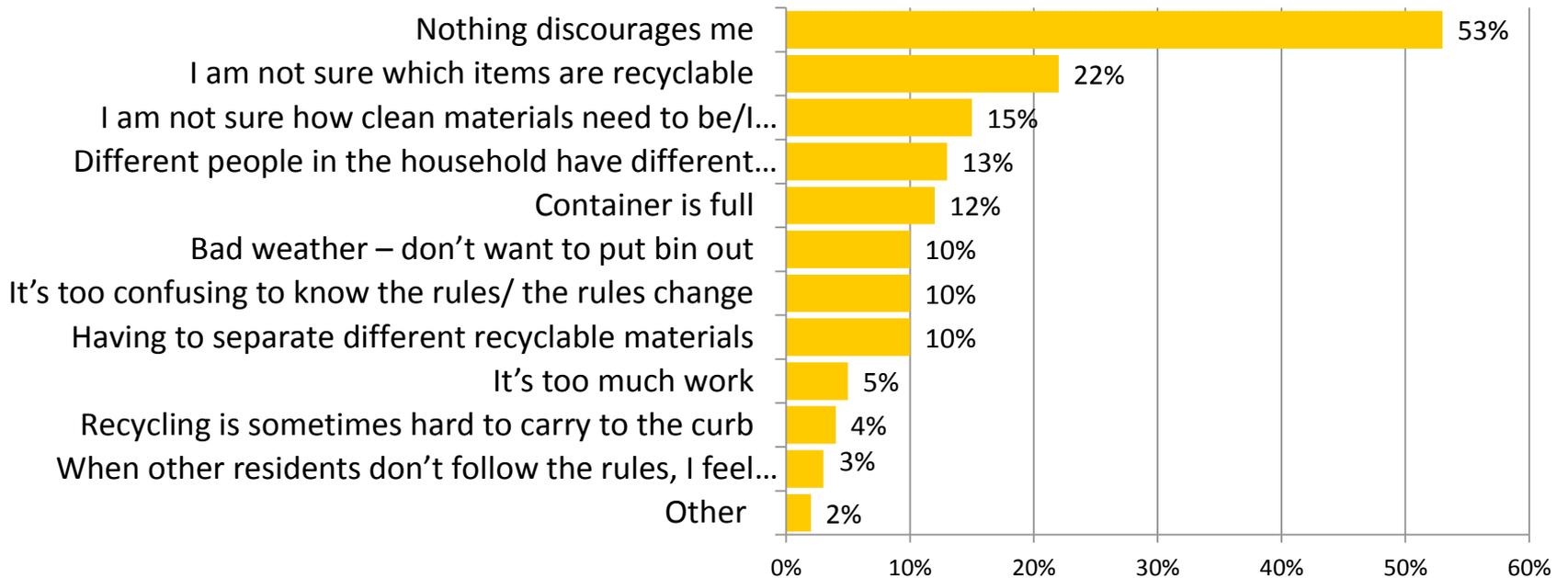
No one source really stood out for where the respondent learned about recycling, but “friends/family” and “garbage hauler” lead in mentions.



n = 801
Multiple Responses Allowed

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What discourages your household from recycling more often?



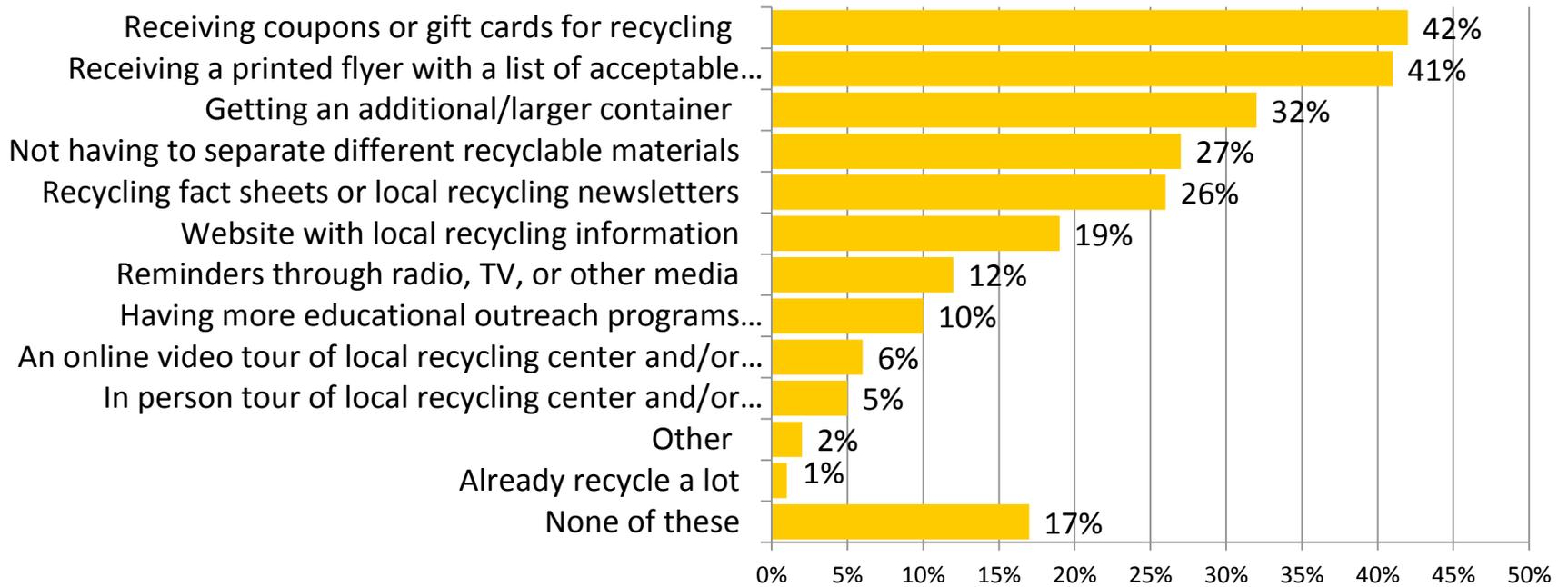
Asked of recyclers

n = 762
Multiple Responses Allowed



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Which of these ideas would encourage you to recycle (or recycle more often)?



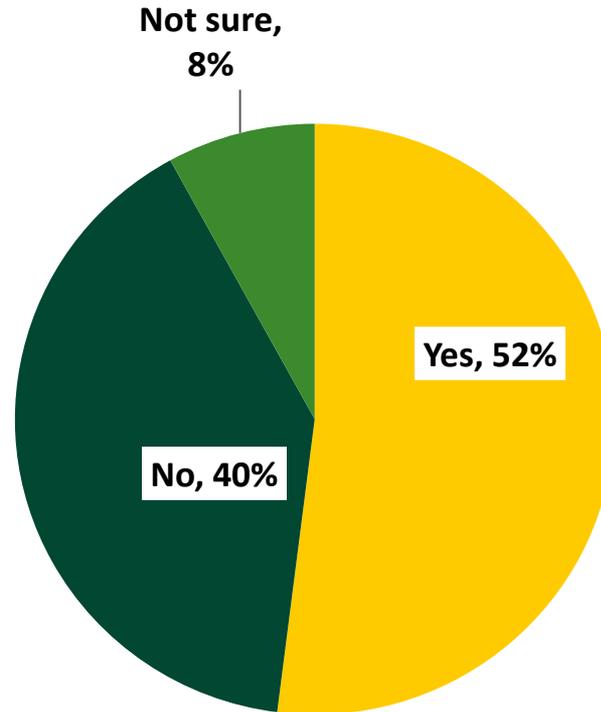
Asked of all responders

n = 801
Multiple Responses Allowed



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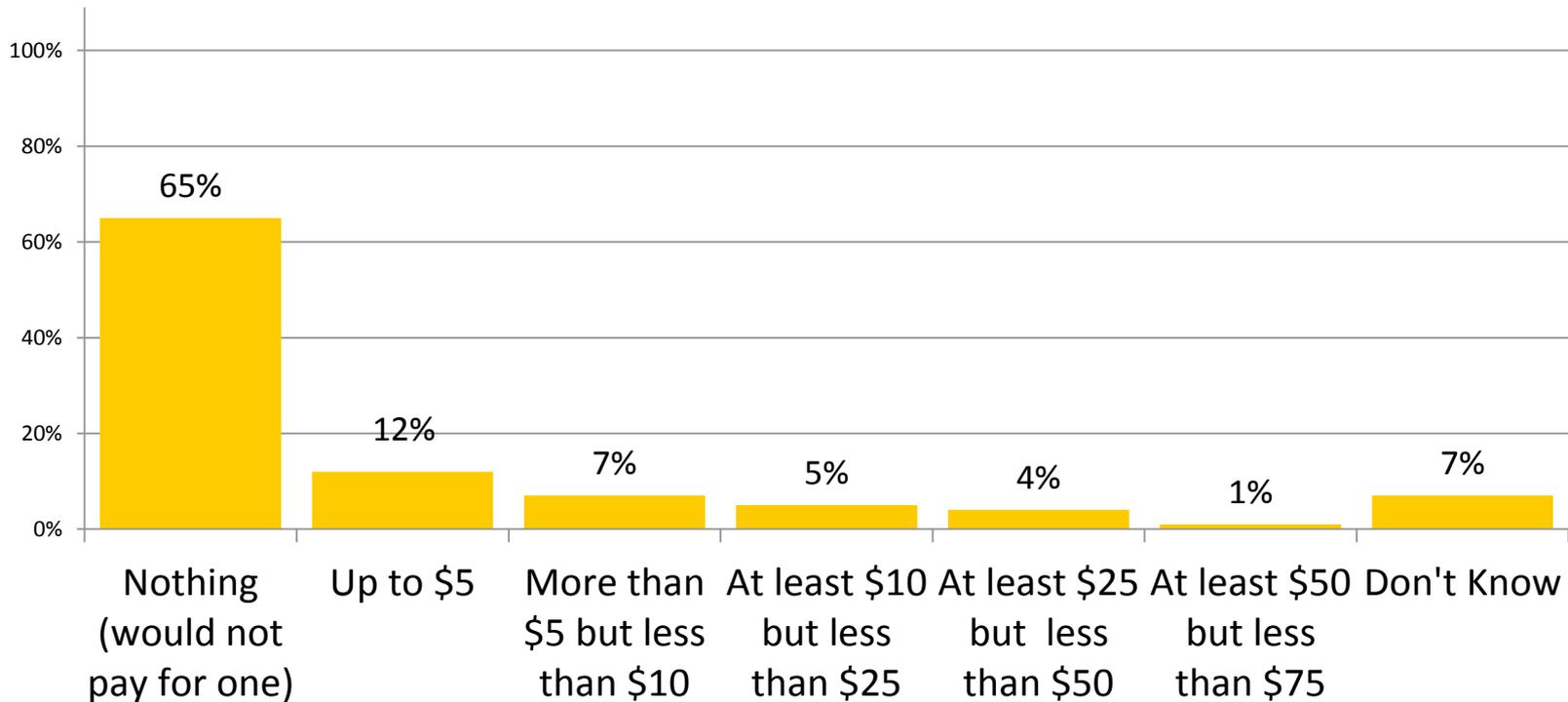
Does your household need a larger recyclable container?



Asked of all respondents

n = 801

How much would your household be willing to pay as a one-time fee for a wheeled, covered recyclable container?



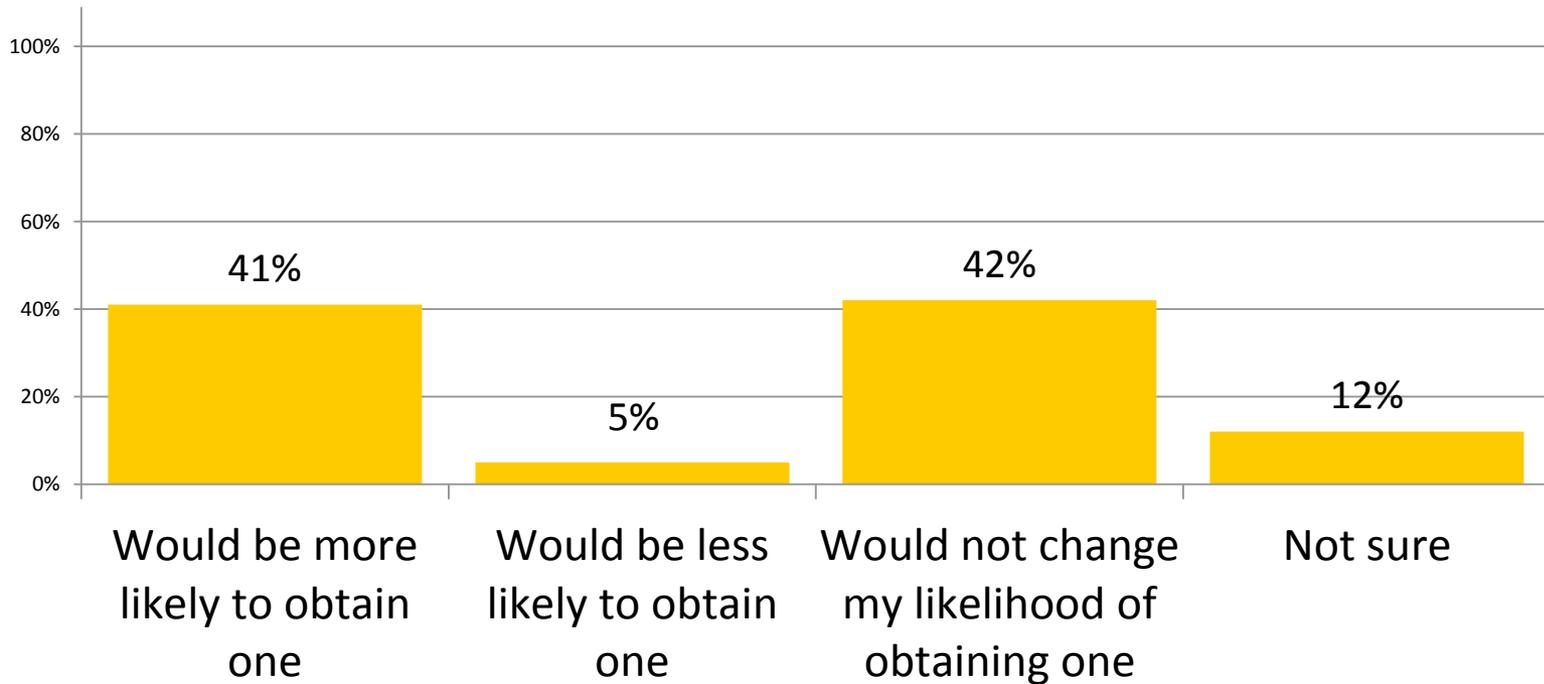
Asked of all respondents

n = 801



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Your trash collector may no longer be requiring, or may soon not be requiring, that recyclable materials be separated, and thus all materials such as newspapers, plastic, glass and all other recyclable materials can be placed in one container. How will this change affect your likelihood of obtaining a covered wheeled recycling container described previously?



Survey conclusions

A very high percentage of Monroe County residents participate in household recycling. Almost all households (95%) reported saving recyclable materials in their homes for placement at the curb or a recycling location.

Monroe County residents have heard about recycling from a wide variety of sources, especially via word of mouth from friends, family, etc., but collectors have been equally useful in providing information. The Monroe County website has also been one of the widely used sources of information.

Despite the high rate of current participation, opportunities exist for increased recycling.

Recyclers are not recycling all the items that they could and this is due in part to lack of information. Many recyclers in this study were vocal about wanting to recycle all that they could while at the same time not knowing what should be recycled. Thus, providing an up-to-date list of what can be recycled (e.g. in a laminated sheet as suggested by several) should be useful.



Local Mailer

- 170,000 residents

MIX IT UP!

With Single Stream recycling, you don't have to separate paper and containers.



ALL

- Newspapers and inserts
- Magazines and catalogs
- Clean cardboard (flatten not to exceed 2 x 4 feet)
- Pizza boxes (clean & empty)
- Paper food boxes: cereal, cracker, pasta, etc. (flatten)
- All books
- Junk mail & office paper



TOGETHER

- Gable-top cartons & drink boxes
- Clean, empty plastic #s 1-7 (caps attached)



NOW

- Metal cookware & foil-ware
- Clean, empty metal cans
- Glass bottles and jars



Visit monroecounty.gov for more information



Don't Trash Our Future!
Recycle Right.

Program sponsored, in part, by New York State Department of Environmental Conservation and Waste Management, Inc.



DO NOT PUT IN THE BIN

- Food or Liquid Waste
- Plastic Bags*
- Sharps/Syringes*
- Clothing*
- Styrofoam*
- Rx Bottles*
- Cords/Hoses



*Find out more at monroecounty.gov/ecopark

Q | Where can I get a new/replacement recycling container?

A | Contact your waste collection provider. Containers may be purchased at home improvement stores but always check with your recycling collector first to ensure program compatibility.

Q | Should I separate my recyclables using plastic bags?

A | No. Plastic bags, cords, ropes, etc. wrap around recycling machinery causing facility downtime and also contaminate recyclable paper. Plastic bags and product wrapping may be recycled at most large retail outlets.

Q | Can I recycle caps and lids from containers?

A | Yes. After rinsing, caps and lids should be reattached.

Q | Can Styrofoam egg cartons, coffee cups, and packing material with a #4 or #6 on it be recycled?

A | Expanded plastics (trade name Styrofoam) cannot be placed in recycling bins regardless of number. The ecopark will accept some of this material. Visit monroecounty.gov/ecopark for more information.

Q | Can I place small electronics in my recycling bin or TVs and the like at the curb?

A | Electronics are generally not accepted curbside. Visit monroecounty.gov/ecopark for more information. Large metal appliances can be recycled by calling your waste collection provider.

Q | Can I shred personal information before recycling?

A | Yes. The ecopark offers household shredding service and also accepts shredded paper for recycling.

Q | Should I place my recyclables at the curb on very windy days or if a storm is forecast?

A | Recyclables that blow around the neighborhood are litter. Use your good judgment on whether to delay your recycling.



MORE QUESTIONS?

Call your waste collection provider or email mcdes@monroecounty.gov



Printed on Recycled Paper





20 Avion Drive | Rochester, New York 14624



ecopark accepts the following during all hours of operation:

- Appliances (without refrigerant)
- Bulky Plastic Items
- Clean Styrofoam Packing
- Clothing & Accessories (Donation)
- Cooking Oil/Grease
- Document Destruction (Items are destroyed off site)
- Electronic Waste
- Flags (U.S.)
- Fluorescent Lights
- Paper & Cardboard
- Pharmaceuticals & Rx Bottles
- Plastic Grocery Bags
- Printer Cartridges
- Propane Tanks (1# & 20# only)
- Rechargeable and Button Batteries (No Alkaline)
- Recyclable Glass/Metal/Plastic Containers
- Sharps & Syringes
- Scrap Metal

FEE-BASED ITEMS *Credit/Debit Card Only*

- Appliances with Refrigerant
- Tube TVs/Monitors
- Passenger Vehicle Tires with/without Rims



HOUSEHOLD HAZARDOUS WASTE *Appointment Required**
(30-gallons liquid and 75 lb. solid limit per appointment)

- Automotive Fluids (antifreeze, brake, power steering and transmission fluids)
- Cleaners (soaps, waxes, drain cleaners, etc.)
- Driveway Sealer
- Flammables (gasoline, thinners, solvents, etc.)
- Mercury (thermometers, thermostats)
- Paint: Oil-based & Latex (more than 1/3-can full)
- Pesticides & Fertilizers
- Pool & Photo Chemicals
- Wood Stain & Preservatives

* HHW appointments can be made online at monroecounty.gov/hhw or by calling (585) 753-7600 (Option #3) 8 a.m. to 4 p.m. M-F.

ecopark is your one stop drop off facility for expanded recycling options



Hours of Operation - NEW!

Wednesday (New Evening Hours) . . . 1pm - 6:30pm

Saturday 7:30am - 1pm

(Closed on Holidays)

Need More Options?

Find alternate drop off locations and times by using the "Locator" tool at www.monroecounty.gov/ecopark

Compost Give Back Program

1 Unwanted leaves are collected from City of Rochester residents and brought to ecopark.

2 ecopark turns the leaves into compost and it is made available to residents for FREE.



3 County flower gardens and landscapes flourish with the use of recycled leaf compost.



Monroe County's recycling program is grant-funded, in part, through the New York State Department of Environmental Conservation.

Not Accepted at ecopark

- 55-Gallon Drums
- Asbestos (see Yellow Pages - 'Asbestos Abatement')
- Bullets, Flares, Gunpowder, Explosives (call 911)
- Dried Paint Can or Less Than 1/3 Can (discard lid, add kitty litter, stir, let dry, place in trash)
- Alkaline Batteries (see WM's Battery Tracker)
- Glazing/Spackle/Joint Compound (place in trash)
- Industrial-Use Products (call 753-7600 opt. 3)
- Used Motor Oil (contact service station or retailer)



QUESTIONS?

Call (585) 753-7600 (option #3) or email mcdes@monroecounty.gov



WM Campaign

Recycle Often. Recycle Right.

Objective to increase recycled tonnage and reduce residue by increasing consumer understanding of recycling

Supporting Materials:

- Ads
- Social Media
- School curriculum
- Posters, brochures
- Videos
- Graphics

Myth vs. Fact

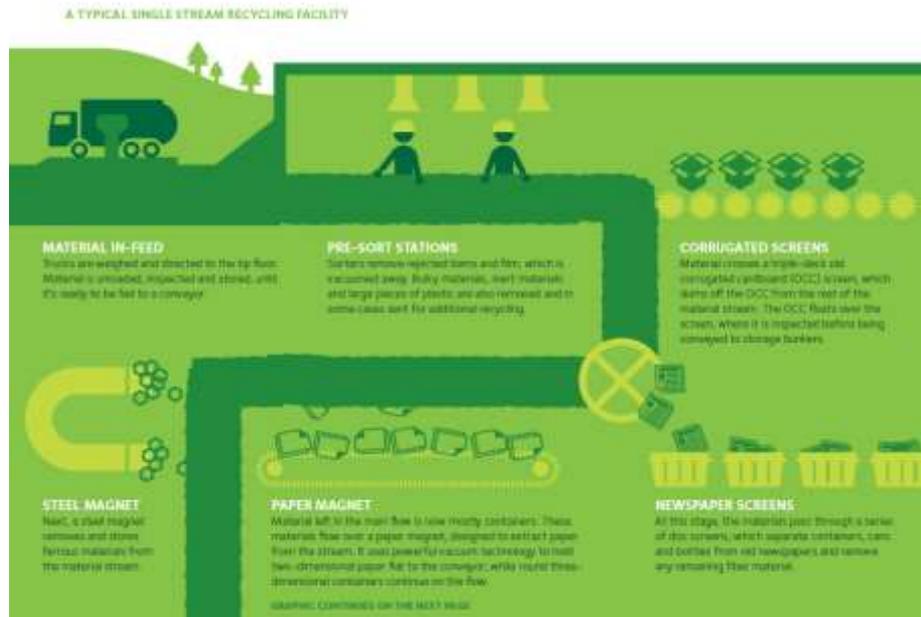
Myth: Plastic bags are always recyclable.

Fact: In most curbside programs, plastic bags are not accepted since they damage equipment. Instead, take bags to participating retail outlets or grocery stores. Find out more at plasticfilmrecycling.org.



 RECYCLE OFTEN.
RECYCLE RIGHT.

#RORR



Conclusions

Single-stream recycling has implications for operations and communications

Survey gave us localized community-based data to implement sustainable strategies



Resources

Monroe County Website

www.monroecounty.gov

*Full survey and responses available as appendix of SWMP

Waste Management Recycle Often Recycle Right

www.recycleoftenrecycleright.com

Waste Management Sustainability Report

www.thinkgreen.com

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