

Recycling in Longview

Presented to
Lower Columbia College

Fall Lecture Series

Community Conversations

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Recycling Program Update

Pop Quiz!



**Are these items
part of Longview's
Recycling Program?**



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update

Contamination is Significant

	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total recycling tons collected:	4,234	4,118	4,067
<u>Total recycling tons sorted out:</u>	<u>2,335</u>	<u>2,416</u>	<u>2,316</u>
<u>Total contamination removed:</u>	<u>1,899</u>	<u>1,702</u>	<u>1,751</u>
<u>Total contamination percentage:</u>	<u>44.8%</u>	<u>41.3%</u>	<u>43.0%</u>



Recycling Program Update

History

What has been done?



What has been done?

1. Implement “Carts for Tubs” program

replace shared 300-gallon tubs with individual 90-gallon carts in the Highlands District (Sept 2007)



Recycling Program Update



What has been done?

1. Implement “Carts for Tubs” program

replace shared 300-gallon tubs with individual 90-gallon carts in the Highlands District (Sept 2007)

- ◆ Prior to Sept 2007, contamination rate: 73.6%
- ◆ Audit: Aug 2008, contamination rate: 59.4% (-23.9%)
- ◆ Audit: Feb 2009, contamination rate: 54.5% (-8.9%) (-35.1%)
- ◆ Audit: Aug 2010, contamination rate: 34.4% (-58.4%) (-113.9%)



What has been done?

2. **Develop a new Marketing Plan**

to boost participation rates and reduce contamination



What has been done?

2. **Develop a new Marketing Plan**

to boost participation rates and reduce contamination

Current Marketing Efforts

- ◆ Radio ads (80 thirty-second ads aired one week each month)
- ◆ Periodic newspaper advertisements
- ◆ School-community forums
- ◆ Earth Day booth
- ◆ Utility bill inserts



What has been done?

2. Develop a new Marketing Plan

to boost participation rates and reduce contamination

New Marketing Efforts Implemented

- ◆ 2008: Affixed stickers on all garbage and recycling containers
- ◆ 2009: Developed a recycling information line (442-5222)
- ◆ 2009: Free “Movie Day for Kids” (250+ in attendance)
- ◆ 2009: “Recycling Column” published in the Daily News (monthly)
- ◆ 2009: New recycling brochure



What has been done?

2. Develop a new Marketing Plan

to boost participation rates and reduce contamination

In the Hopper

- ◆ 2010: Printing up a new recycling brochure in Spanish
- ◆ 2010: Designing a new Solid Waste/Recycling website (2011)
The new site will use current technology; be consistent, easy to read and educational. It will provide streamlined navigation and refreshing graphics. It will have the capability to change languages (Spanish, Russian, Chinese and Vietnamese). Will include social media avenues such as a Recycling Facebook page and an opt-in/opt-out e-mail recycling newsletter.
- ◆ 2010: Develop a new recycling series to be aired on KLTV (2011)



What has been done?

3. Expand “Carts-for-Tubs” citywide

replace all remaining shared residential 300-gallon recycling tubs with 90-gallon recycling carts

Expansion Benefits

- ◆ Reduces illegal dumping
- ◆ Better accountability and control for residents
- ◆ Ability to identify the source of contamination
- ◆ Exchange: Removed 770 tubs. Replaced with 4,620 carts.



What has been done?

3. Expand “Carts-for-Tubs” citywide

replace all remaining shared residential 300-gallon recycling tubs with 90-gallon recycling carts

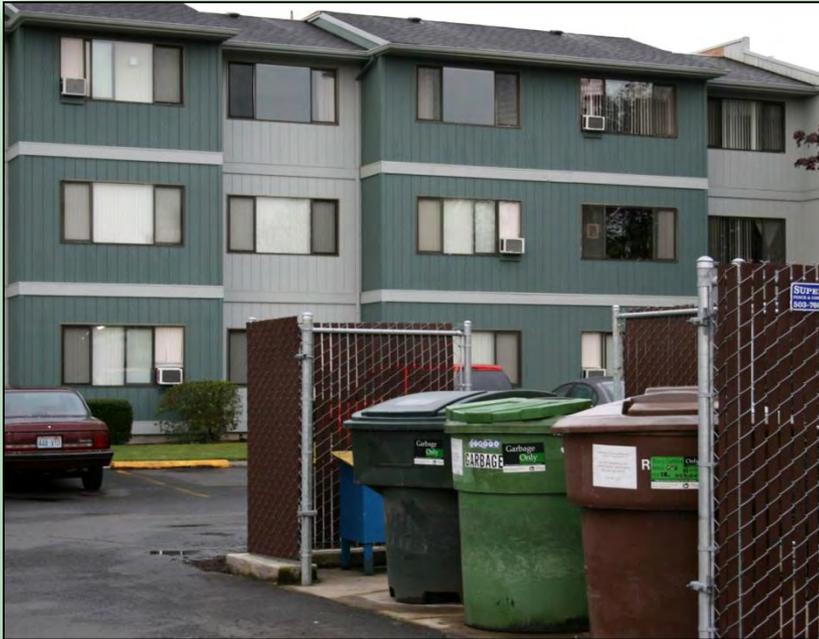
Multifamily complexes: Designated versus Non-Designated 300-gallon Recycling Tubs

- ◆ Both: rates are based on a per-unit charge
- ◆ **Designated:** Tubs are assigned to specific complexes. Can identify the source of contamination. Can communicate with owner.
- ◆ **Non-designated:** Tubs are not assigned to any specific complex which makes communication difficult. No accountability. Tubs are accessible and free for illegal dumping 24-7.



Recycling Program Update

Designated



Non-designated



What has been done?

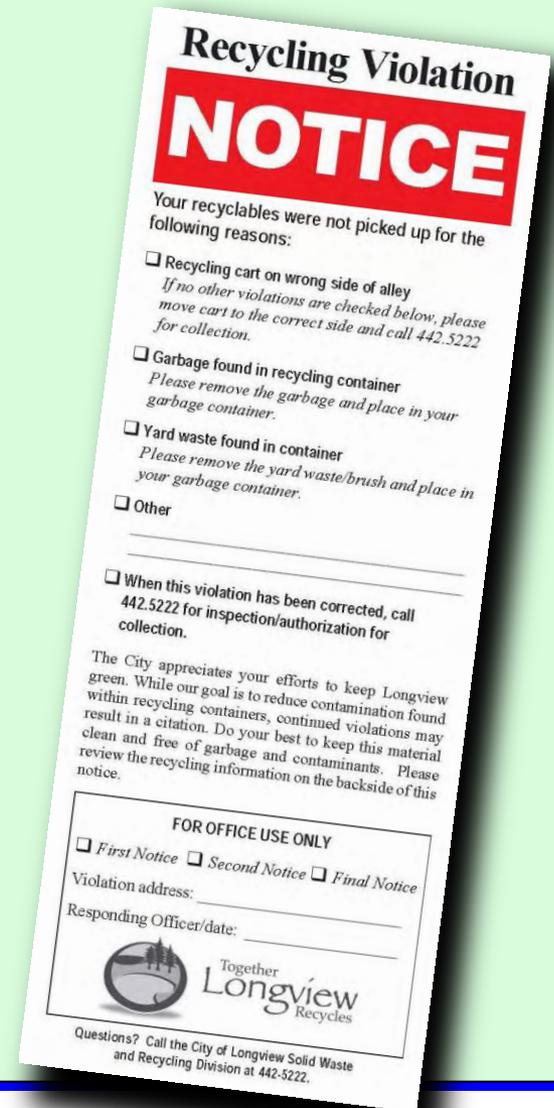
4. Enforcement - Residential

inspecting contents in recycling containers

First inspection

- ◆ Contaminants found: cart is tagged
- ◆ The tag provides information as to what was found and outlines the proper recycling guidelines

Note: Inspections began in February 2010



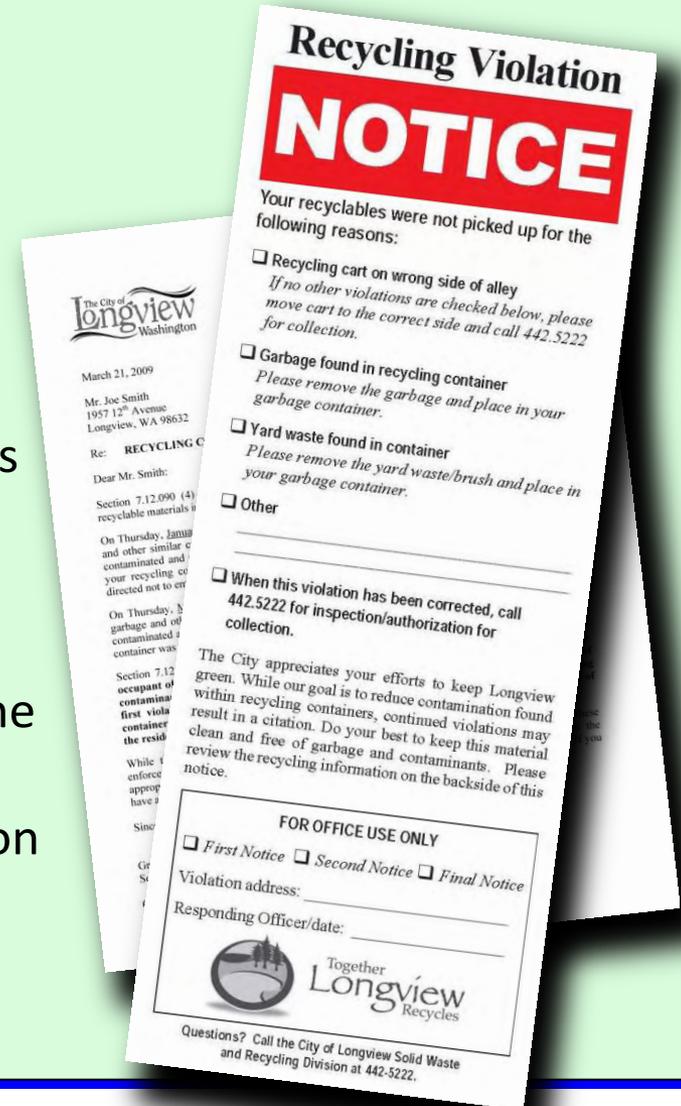
What has been done?

4. Enforcement - Residential

inspecting contents in recycling containers

Second inspection

- ◆ Contaminants found: cart is tagged
- ◆ In addition to the tag, a letter from the City is sent to the occupant/owner, informing them of the second violation and what happens if a third violation is found within two months.



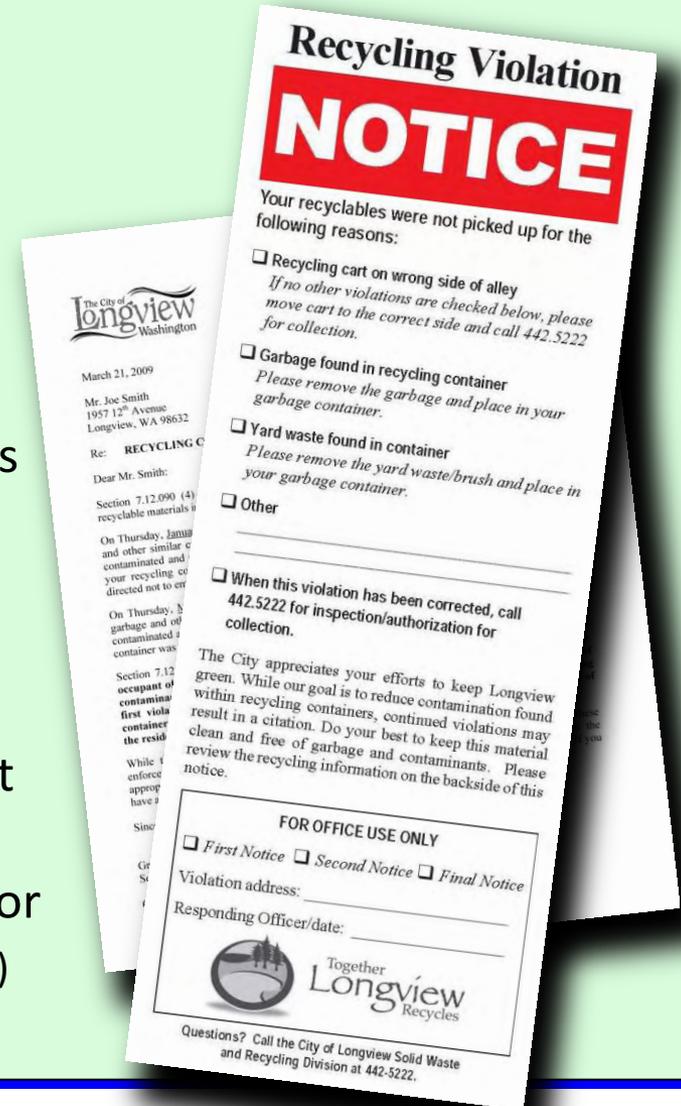
What has been done?

4. Enforcement - Residential

inspecting contents in recycling containers

Third (and final) inspection

- ◆ Contaminants found: cart is tagged
- ◆ A second letter is mailed.
- ◆ 10-day appeal process starts. The cart is removed if no appeal is received.
- ◆ Account changed to “garbage-only” for six months (Increase from \$15.45 to \$25.45)



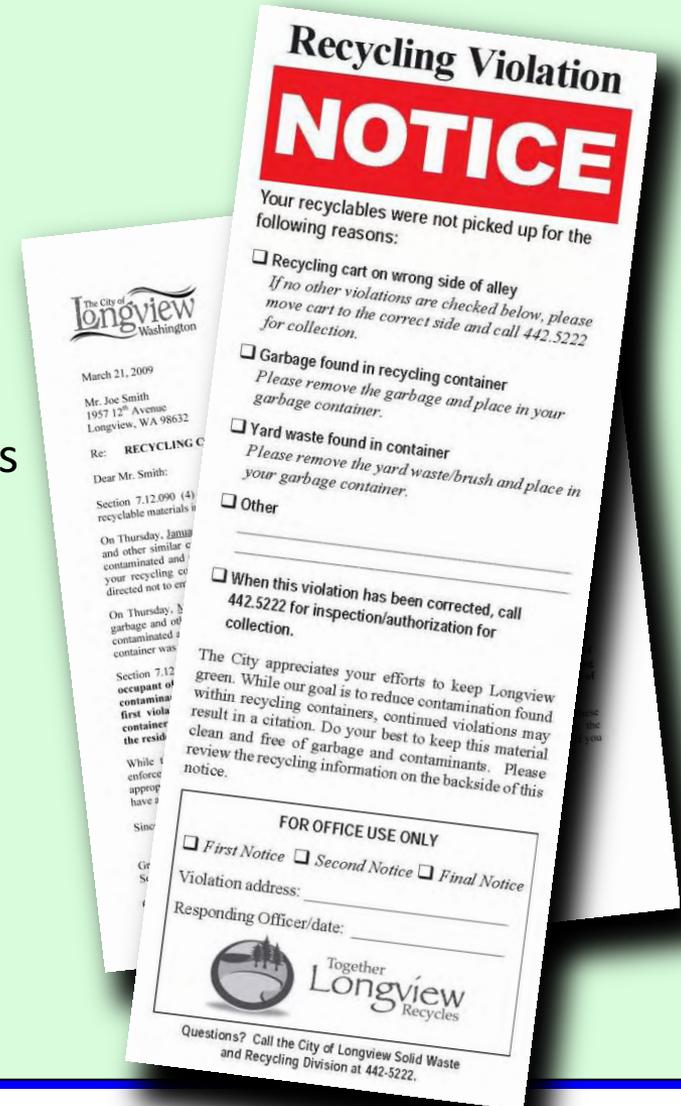
What has been done?

4. Enforcement - Residential

inspecting contents in recycling containers

Inspection data

◆	Total tags issued:	1,253	
◆	Brown Education Tag:	817	65.2%
◆	Red Violation Tag:	436	34.8%



What has been done?

4. Enforcement - Residential

inspecting contents in recycling containers – internal program changes

<u>Inspection data</u>	<u>EDUCATION</u>		<u>VIOLATION</u>		<u>TOTALS</u>		
◆ Monday:	165	39.5%	253	60.5%	418	33.4%	1
◆ Tuesday:	122	66.3%	62	33.7%	184	14.7%	4
◆ Wednesday:	239	82.7%	50	17.3%	289	23.1%	2
◆ Thursday:	173	76.5%	53	23.5%	226	18.0%	3
◆ Friday:	118	86.8%	18	13.2%	136	10.8%	5



Recycling Program Update

With all that we have done

What have been the results?



Recycling Program Update

Contamination: Positive changes?

	<u>2006</u>	<u>2007</u>	<u>2008</u>
Total recycling tons collected:	4,234	4,118	4,067
<u>Total recycling tons sorted out:</u>	<u>2,335</u>	<u>2,416</u>	<u>2,316</u>
<u>Total contamination removed:</u>	<u>1,899</u>	<u>1,702</u>	<u>1,751</u>
<u>Total contamination percentage:</u>	<u>44.8%</u>	<u>41.3%</u>	<u>43.0%</u>



Recycling Program Update

Contamination: Positive changes?

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
Total recycling tons collected:	4,234	4,118	4,067	3,865
<u>Total recycling tons sorted out:</u>	<u>2,335</u>	<u>2,416</u>	<u>2,316</u>	<u>2,340</u>
<u>Total contamination removed:</u>	<u>1,899</u>	<u>1,702</u>	<u>1,751</u>	<u>1,525</u>
<u>Total contamination percentage:</u>	<u>44.8%</u>	<u>41.3%</u>	<u>43.0%</u>	<u>39.5%</u>



Recycling Program Update

Contamination: Positive changes?

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010*</u>
Total recycling tons collected:	4,234	4,118	4,067	3,865	2,688
<u>Total recycling tons sorted out:</u>	<u>2,335</u>	<u>2,416</u>	<u>2,316</u>	<u>2,340</u>	<u>1,829</u>
<u>Total contamination removed:</u>	<u>1,899</u>	<u>1,702</u>	<u>1,751</u>	<u>1,525</u>	<u>839</u>
<u>Total contamination percentage:</u>	<u>44.8%</u>	<u>41.3%</u>	<u>43.0%</u>	<u>39.5%</u>	<u>31.4%</u>

* Through September 2010



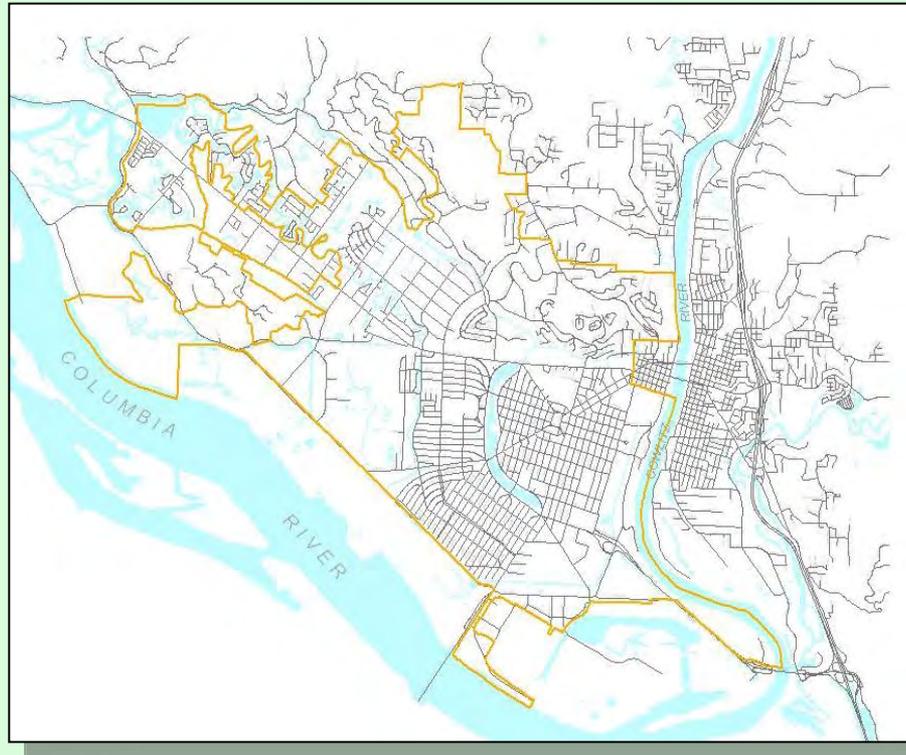
Recycling Program Update

Latest Recycling Audit

August 2010



Recycling Program Update



Citywide

Percent Contamination

August 2008	52.3%
February 2009	34.5%



Recycling Program Update



Monday Route

Percent Contamination: Highland's District

March 2008	75.6%
August 2008	59.4%
February 2009	54.5%
August 2010	34.4%



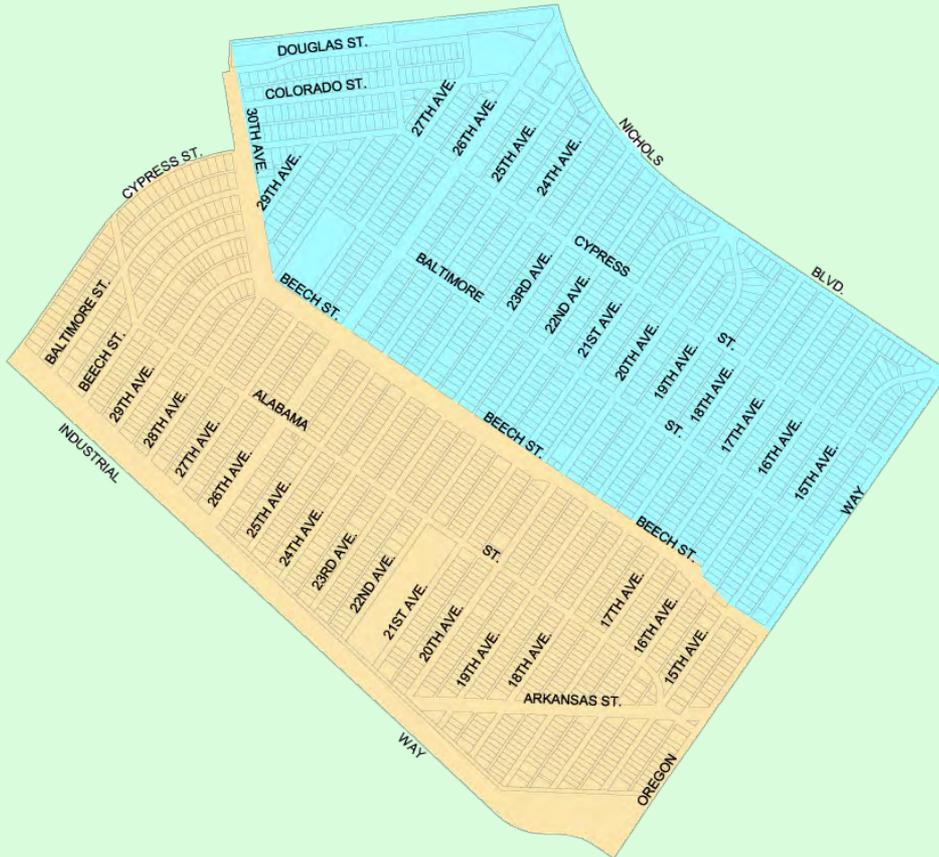
Recycling Program Update

Monday

Percent Contamination

August 2008 **59.4%**
February 2009 **51.4%**

300-gallon (Blue): 24.2%
90-gallon (Orange): 34.4%



Recycling Program Update

Tuesday

Percent Contamination

August 2008 **48.4%**
February 2009 **35.6%**

300-gallon (Blue): 23.4%
90-gallon (Orange): 16.7%

AUGUST 2010
17.7%



Recycling Program Update

Wednesday

Percent Contamination

August 2008 **44.4%**

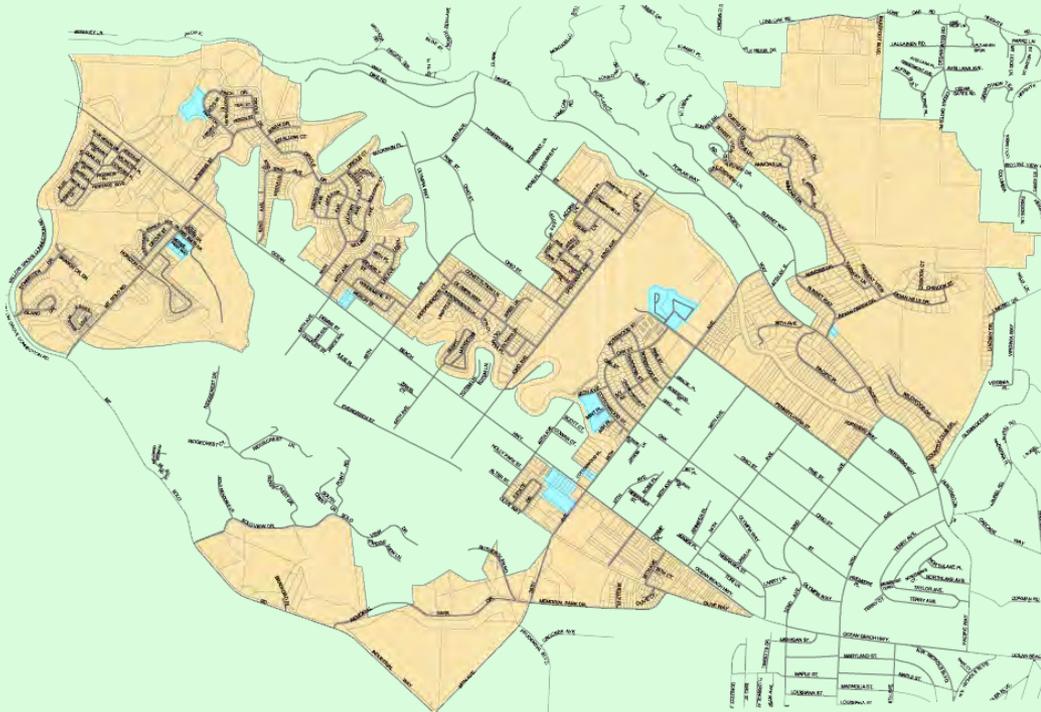
February 2009 **29.9%**

300-gallon (Blue): 1.9%

90-gallon (Orange): 24.0%

AUGUST 2010

23.6%



Recycling Program Update

Friday

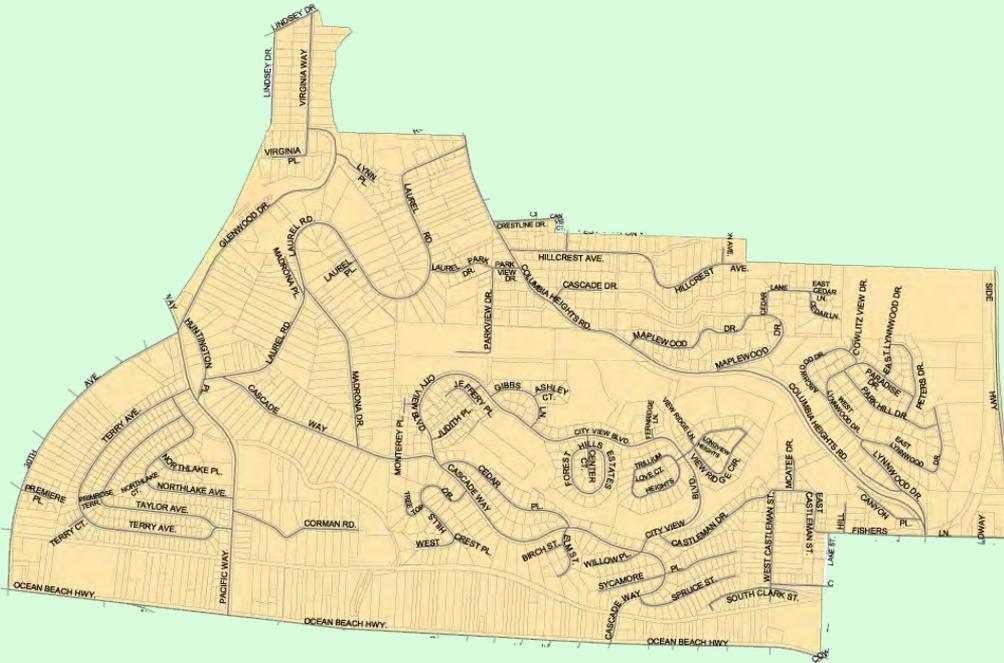
Percent Contamination

August 2008 **44.1%**

February 2009 **20.0%**

300-gallon (Blue): 0%
90-gallon (Orange): 19.6%

AUGUST 2010
19.6%



Recycling Program Update

	<u>August 2008</u>	<u>February 2009</u>	<u>August 2010</u>
Total collected:	152,120 lbs	129,720 lbs	123,960 lbs
Total recyclables:	72,610 lbs	85,000 lbs	94,380 lbs
Total contaminants:	79,510 lbs	44,720 lbs	29,580 lbs
Contamination:	52.3%	34.5%	23.9%

◆ Monday	59.4%	51.4%	33.2%
◆ Tuesday	48.4%	35.6%	17.7%
◆ Wednesday	44.4%	29.9%	23.6%
◆ Thursday	63.5%	29.9%	23.3%
◆ Friday	44.1%	20.0%	19.6%



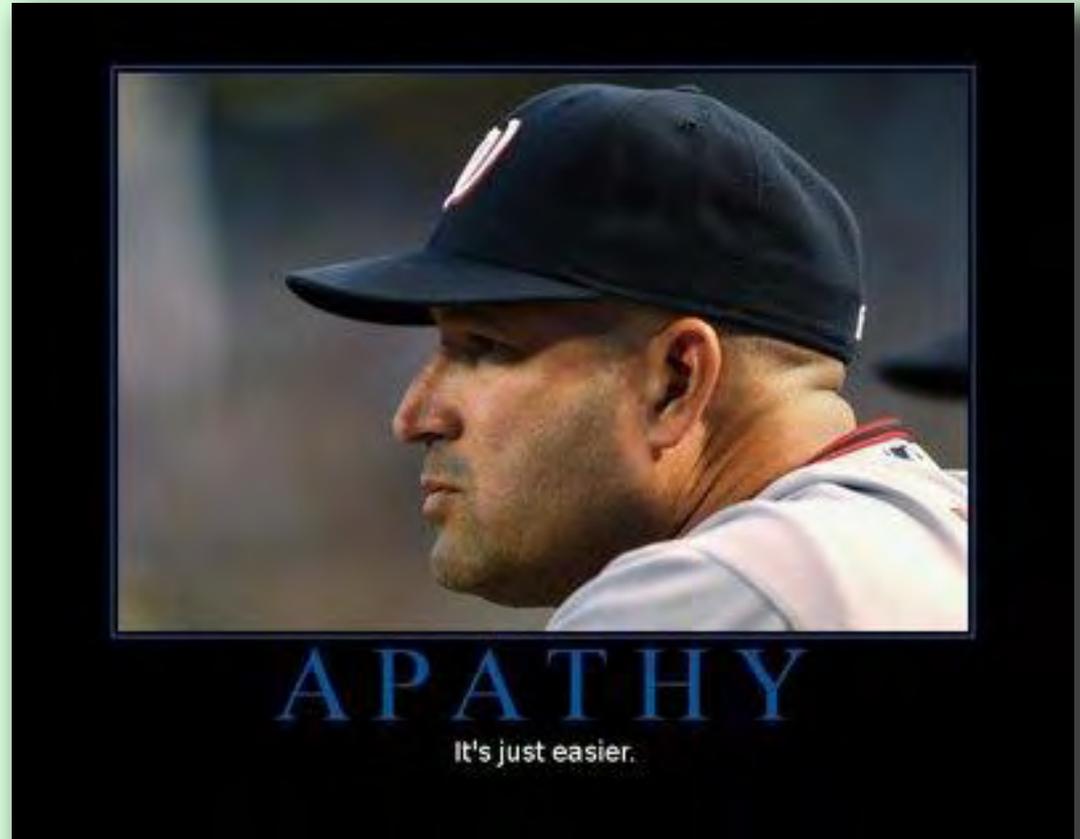
Where do we go from here?

**What are the
biggest challenges remaining?**



Recycling Program Update

1. Apathy.



Recycling Program Update



Recycling Program Update



Recycling Program Update



Recycling Program Update

2. Illegal Dumping.



Recycling Program Update



Recycling Program Update



Recycling Program Update

Where do we go from here?

Any available options?



Recycling Program Update

Remove carts from alley



Recycling Program Update

Sign a release form

Recognize the problem and avoid the enforcement process altogether

- ◆ The recycling cart(s) would be removed.
- ◆ Any record of past recycling violation notices are cleared and the case is closed.



Recycling Program Update

Contamination: We can do better

2008



2010



Recycling Program Update

We can do better by continuing to ...

**IDENTIFY.
EDUCATE.
ENFORCE.**



Recycling Program Update

Questions?

