Overview

• Goal: Decrease amount of trash in curbside recycling programs, while increasing how much Ohioans recycle

• 5 communities selected
  – All have completed the tagging portion
Education Materials
For recycling to thrive, we need to recycle the YES things and keep the NO things out.

KNOW WHAT TO THROW:

RECYCLE
THANK YOU FOR RECYCLING THESE:

- Paper
- Plastic
- Cans
- Cartons
- Glass
- Paper & Cardboard
- Plastic Bottles & Jugs
- Aluminium, Steel Cans/Containers & Aseptic Cans
- Cartons
- Glass Bottles & Jars

NO!

- No Plastic Bags or House Whites
- No Clothing or Linens
- No Batteries or Floor Mats
- No Scrap Metals, Irons, and Coils
- No Cookies, Cords, or Chains

TO LEARN MORE, call 1-800-828-8171 or visit fairfieldoh.gov/recycling

HEY, FAIRFIELD
DO YOU KNOW WHAT TO THROW?

fairfieldoh.gov/recycling
Collecting Data

• Goal: See the impacts
  – Participation Rate
  – Set out Rate
  – # of Tagging Occurrences
  – Audit History
  – Change in Behavior

• Used Rubicon App
Fairfield 11,594 Households

BEFORE

Material Classes by Percentage

Acceptable 77.99%
Unacceptable 22.01%

AFTER

Material Classes by Percentage

Acceptable 87.58%
Unacceptable 12.42%

44% reduction

Centerville 1,492 households

BEFORE

Material Classes by Percentage

Acceptable 81.21%
Unacceptable 18.79%

AFTER

Material Classes by Percentage

Acceptable 90.30%
Unacceptable 10.70%

40% reduction

Akron 33,000 Households

BEFORE

Material Classes by Percentage

Acceptable 61.32%
Unacceptable 38.68%

AFTER

Material Classes by Percentage

Acceptable 76.77%
Unacceptable 23.23%

43% reduction
Successes and Challenges

• Successes
  – IT WORKED!
    • All communities that completed their post tagging measurement showed a decrease in contamination.
  – Lots of face to face outreach and education

• Challenges
  – Inconveniently Planned Routes
  – Difficult to reach some HHs
  – When to Tag/When not
  – Tags fell apart due to weather
  – App Issues
    • Initial glitches
    • Did not offer all the options for materials found in carts
  – Time Intensive
Tips to Overcome Challenges

• Take the time to properly plan out the routes
  – Consistent # each day
  – Convenient/Safe walking routes

• Remove HHs that could be hazardous to tagging crew

• Train your team in advance
  – Tagging Process
  – Route Planning
  – Trial Run as a Team

• Maintain constant and consistent communication among all stakeholders
Tips to Overcome Challenges

• Hire/Assign individuals who will be dedicated to the work
  – Work is physically intensive (walking between 4-9 miles/day)
• Having a supervisor on call was beneficial for the tagging crew
• Ensure that all stakeholders buy into the process
• Use relationships with local media outlets to highlight the program
What’s Next?

• Looking into next steps
• Hopefully create outreach model to replicate
  – Potential future grant category
• Statewide Toolkit
• Outreach Videos