DROP-OFF
DROP-OFF TOPICS

OPTIONS FOR SET/UP OPERATIONS

ILLEGAL DUMPING

CONTAMINATION

COMMUNICATIONS
DROP-OFF OPERATIONS
THE GOAL

Better Customer Service

Improve Material Quality (minimize Illegal Dumping)

Increase Recycling Tonnage

Lower Operational Costs
STAFFED DROP-OFF
UNSTAFFED DROP-OFF
UNSTAFFED DROP-OFF
Key Considerations:

- Efficiency
  - Compactor vs. Loose

- Fit your current fleet:
  - Already have hook trucks? – Buy Roll-offs
  - Already have FELs? – Buy Front End Load Containers
  - Only have pick-ups? – Stick to the tailers

- Surface?
  - Concrete Pad
  - Pavement
  - Gravel
TYPES OF CONTAINERS

Front End Load
TYPES OF CONTAINERS

Roll Off
TYPES OF CONTAINERS

Compactor
OTHER TYPES OF CONTAINERS

- Trailer
- Carts
LOCATION, LOCATION, LOCATION

- No more than 3 to 5 miles from resident
- Convenient to location resident is already traveling to:
  - Grocery
  - Mall
  - Park
  - Main Thoroughfare
LOCATION, LOCATION, LOCATION

Mall Parking Lot

Grocery Parking Lot
LOCATION, LOCATION, LOCATION

Main thoroughfare outside of town
KEY STRATEGY

Commingle + Compaction
KEY STRATEGY: COMMINGLE

Transition from Source Separation to Single Single Stream in North Carolina
1. Increase convenience for resident
2. Improved Payloads

<table>
<thead>
<tr>
<th>County</th>
<th>FY 11 – 12 Before</th>
<th>FY 14 – 15 After</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Franklin County</td>
<td>996</td>
<td>1,560</td>
<td>56%</td>
</tr>
<tr>
<td>Moore County</td>
<td>1,035</td>
<td>1,536</td>
<td>31%</td>
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<tr>
<td>Rutherford County</td>
<td>764</td>
<td>1,192</td>
<td>56%</td>
</tr>
</tbody>
</table>

Source: NC DENR Annual Reports:
KEY STRATEGY: COMPACTION

**PRO**
- Space savings on site
- As much as 3:1 reduction in collection costs
- Increased payload

**CON**
- Need Power
- Need staff to oversee for safety and to operate
- More upfront costs

**Rutherford County, NC Example:**

- **Bills Creek site**
  Went from 3 trips per month to 1
  Annual savings = $2,600

- **Danieltown Site**
  Went from 12 trips per month to 3
  Annual savings = $7,000
DROP-OFF: CONTAMINATION

Two Main Issues:

1. Illegal Dumping
2. Wrong Stuff in the Container
MINIMIZING ILLEGAL DUMPING
Minimize Illegal Dumping

- Collector/hauler to clean each time collects
- Dedicated city/county/township employee to clean each day
- Neighborhood Spotter
- Security cameras
- Lights (street lights or motion sensor)
- Other Techniques
CONTAMINATION
contamination
[kuh n-tam-uh-ney-shuh]
1. The wrong materials in the system.
2. The right materials prepared the wrong way.
WHY
FIGHT
CONTAMINATION?
WHAT ARE WE FIGHTING?

list materials we need to target
HOW SHOULD WE FIGHT?
SAMPLE RESULTS

West Springfield

Holden

Lowell

Needham
DROP-OFF: Tools

- TOP ISSUE SIGNAGE
- IN-PERSON FEEDBACK
- SITE SIGNAGE
- ANNUAL INFO CARD
TOP ISSUE
SIGNAGE
PERSONALIZED FEEDBACK
staff with handouts
NO NAKED CONTAINERS
Don’t forget about mailing homes in area about drop off.
Overall Contamination Trended Downward
Total contamination dropped from 28 to 14 percent (by weight).

NEEDHAM
Drop-Off
Entire toolkit was used

BEFORE
Recyclables 72%
Contamination 28%

AFTER
Recyclables 86%
Contamination 14%

• Contamination decrease was specifically due to reduction in target material (stuff in bags).
• During the same time period, recovery of recyclables did not change.
Targeted Material Trended Downward

“Stuff in Bags” dropped from 94 to 53 percent contamination by weight.

NEEDHAM

Drop-Off
Entire toolkit was used

- Recyclables in bags and trash in bags were identified as the most problematic contaminant.
- That material was specifically targeted.
Weight Alone Doesn’t Tell the Story

Sample Contamination in Carts (by Weight)

1. Tanglers (hoses, cords, clothes)
2. Film (plastic wrap or bags)
3. Bagged Things (refuse or recycling)
4. Hazardous Material (propane tanks, needles/sharps)
5. Yuck (food, liquids, diapers, etc.)
MEASURE & SHARE

PROGROMATIC DATA
Curbside
Multi-Family
Drop-Off
Commercial

DETAIL For Drop-Off:
Recycling Tonnage
Garbage Tonnage
# of Visitors
# of Pulls
Contamination
DROP-OFF COMMUNICATION
Who Is Your Audience?

- Residents
- Front Line Staff
- Decision Makers
- Hauler / MRF
Have a Plan

HOW DO WE CHANGE BEHAVIOR?
THREE KEY ELEMENTS TO CHANGING BEHAVIOR

INFORM – BASIC DO’S AND DON’TS

CLEAR SIGNAGE
(Ideally reinforced by sturdy mailers, which can also promote site)

PERSONALIZED FEEDBACK

ONSITE STAFF

ISSUE SPECIFIC COMMUNICATIONS

MAILERS + MEDIA
BUILD A CULTURE OF RECYCLING

GENERAL ADVERTISING

IT’S ALL YOU. Recycle.
1 GIVE RESIDENTS GREAT CUSTOMER SERVICE

STANDING RESOURCE

[Image of a recycling web page]

RECYCLINGPARTNERSHIP.ORG
20 municipal sites had recycling information that could be found in an average time of 13.15 seconds.

19 communities had no information to be found.

3 municipal programs had recycling information, but it took over two minutes to find.
MoreBetter Program
Emotive relatable: “Recycling is a part of life.”
Open Source Tools Online

Find them on our website:
www.RecyclingPartnership.org
Open Source Tools Online

Three categories

Click on the category you want to download a tool from:

- Fight Contamination
- Recycle with Carts
- Boost Participation
Downloading a Tool

GET THE MOST OUT OF THESE FILES

Print this on heavy cardstock and send it to every household you service to give them an easy reference guide to your basic YES and NO lists. (Extra credit: order it as a magnet so it's always front and center in the kitchen – the place most household recycling happens.)

FILLABLE PDF
Downloading a Tool
Downloading a Tool

Signage
TRY THESE TOOLS, JOIN OUR NETWORK, and let’s make recycling more & better!

TOOLS
Online
Library
Starters
BMPs

IDEAS
Webinars
Newsletters
E-Books
Forums

RESOURCES
Grants
Campaigns
Tech
Assistance

RECYCLINGPARTNERSHIP.ORG