

Cuyahoga County Solid Waste District's Residential Recycling Report and Annual Report

Overview: The Cuyahoga County Solid Waste District's residential recycling report publicizes the waste management and recycling progress of 59 communities within the boundaries of the District. The report details different recycling statistics for each community, and is intended to reinvigorate energy and interest in local recycling programs.

Target Audience: Primary: Political Leaders
 Secondary: Residents

Social Marketing Strategy: Social Norms and Diffusion

Goal/Objective: To reinvigorate interest in local recycling programs. To motivate communities to increase their recycling efforts. To increase the number of communities that collect and report data.

State Plan Goal: Goal 2, 4, and 5

Summary: The Cuyahoga County Solid Waste Management District (SWMD) introduced the residential recycling report and annual report in 2001. The SWMD believed that communities had lost interest in their recycling programs. The Cuyahoga County SWMD wanted to increase the countywide recycling rate and generate more media attention through this new program.

The residential recycling report reviews the waste management and recycling progress of 59 communities within the boundaries of the Cuyahoga County SWMD. The report contains the following information for each community: the total amount of solid waste (in tons) that was sent to landfills in the reporting year; the total amount of recyclables and organics that were recycled (in tons) for that year; that year's total recycling rate; and the previous year's total recycling rate. The SWMD sends a survey to all service directors in January. Either the service director or the community's hauler completes the survey by providing the necessary waste management data (**see attached form**).

After receiving the surveys, the SWMD then checks for accuracy and that the proper materials were counted. A spreadsheet is then created with all of the data. The SWMD displays the residential recycling report online for the public, and prints and distributes the report to 800 community officials. This provides a visual for residents and public officials so that they can see their community's progress, and compare themselves to others. In addition, the residential recycling report is placed within the annual report. The annual report is a four page document that outlines the

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District's recycling activities throughout that year.

These documents provide a way to reach out to political leaders, and encourage them to increase their communities recycling programs. The pressure that is put on other communities by those that recycle is a form of social norms and diffusion.

Barriers to Desired Behavior:

- Loss of public, community, and media interest in recycling
- People unaware of the positive impacts from recycling
- Lack of local knowledge regarding the success of programs

Barriers with Implementation:

- Rely on data from the haulers and service directors, which can be delayed
- Analyzing waste management statistics can be time consuming

Timeline for Rollout:

- I. Talk to communities and haulers about program one year in advance
- II. Training sessions offered to communities on the program
- III. Send survey in January of every year to all service directors
- IV. Deadline 1
- V. Deadline 2
- VI. Compile data for reporting
- VII. Distribute results via print and online media sources

Considerations:

- The program would not work well with subscription-based communities
- Program could result in negative repercussions without informing the communities before implementation
- Cooperation of all community service directors and haulers is needed for success
- The program needs various outlets to display the report (i.e. website, newsletter, social media, etc.)

Measurement Methods:

The program's success is measured by comparing the recycling rates, tonnage of recycling, and tonnage of solid waste sent to the landfill between the reporting year and the previous year. A survey is sent to all service directors in January, and must be filled out by either them or their hauler to gain the necessary waste management data (**see attached form**). The District also calculates recycling rates and tonnage per household and per capita, but these results are not included within the report.

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Overall Results and Metrics

Cuyahoga County's residential recycling reports create a great deal of positive media (**see attached articles—Cleveland.com**). This helps strengthen the image of recycling in the district, and also encourages others to recycle. Below are the residential recycling rates for Cuyahoga County from 2004 to 2013. Overall, we see an increase in the rates by 12.51%. Since 2001, the program's inaugural year, the recycling rate for Cuyahoga County has doubled. **For further results, please see the attached Residential Recycling Reports.**

- 2004 Recycling Rate: 22.09%
- 2005 Recycling Rate: 23.37%
 - Tons Landfilled: 688,103.33
 - Tons Recycled: 209,875.48
- 2006 Recycling Rate: 24.94%
 - Tons Landfilled: 647,982.57
 - Tons Recycled: 215,329.77
- 2007 Recycling Rate: 26.54%
 - Tons Landfilled: 589,941.26
 - Tons Recycled: 213,120.20
- 2008 Recycling Rate: 26.28%
 - Tons Landfilled: 585,515.51
 - Tons Recycled: 208,738.74
- 2009 Recycling Rate: 27.94%
 - Tons Landfilled: 549,760.91
 - Tons Recycled: 213,191.37
- 2010 Recycling Rate: 27.94%
 - Tons Landfilled: 526,128.62
 - Tons Recycled: 203,847.01
- 2011 Recycling Rate: 29.91%
 - Tons Landfilled: 516,778.79
 - Tons Recycled: 220,489.57
- 2012 Recycling Rate: 32.74%
 - Tons Landfilled: 467,218.54
 - Tons Recycled:
 - Recyclables: 78,254.71
 - Organics: 149,218.78
- 2013 Recycling Rate: 34.60%
 - Tons Landfilled: 446,882.28
 - Tons Recycled:
 - Recyclables: 78,667.49
 - Organics: 157,764.82

Wrap Up: Cuyahoga County SWMD will continue to provide an annual residential recycling report that is included within an overall annual report. In 2013, the top 5 recycling communities were Pepper Pike (69.2%), Woodmere (68.6%), Cleveland Heights (66.7%), Bay Village (64.1%), and Beachwood (62.5%).

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