

Recycling IQ Kit

Improving Your Recycling Program

A Step-By-Step Guide

If you are looking to promote recycling participation, want to educate your residents to recycle right, and have the ability to get out into your community to accomplish these goals, the Recycling IQ Kit might be for you.

We know this is no easy task! The Recycling IQ Kit has been designed to provide steps, tools, and resources to help you Improve the Quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quantity and quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this [ASSESSMENT TOOL](#) to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF.

DROP-OFF



This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results



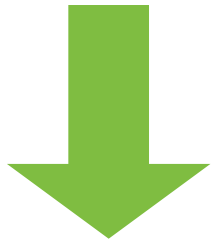
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the Massachusetts Department of Environmental Protection
and The Recycling Partnership

KICKSTART IMPROVED RECYCLING



This is not your typical education and outreach campaign. This program calls for face-to-face interaction with residents at the site, provides clear and consistent signage for collection containers, and targets the top contaminant through temporary signage and other messaging. In the pilot program, the specifically targeted contaminants – recyclables in bags and refuse in bags – decreased from 94 percent of the contamination by weight to only 53 percent of the contamination by weight, helping to reduce the overall contamination.

The pilot drop-off community implemented the full program presented in this kit. They found that:



Overall contamination trended **downward**.

The most problematic contaminant, which was specifically targeted, trended **downward**.

Implementing this kit will not only help kick-start a better quality material stream, it will provide clarity for your residents and a more user-friendly experience. It provides a process to address the problem materials that create inefficiencies and added expenses in your program.

TIP

Some communities are concerned that telling residents “no” would discourage recycling.

However,

- Customer traffic stayed consistent.
- Users of the site were pleased with the upgraded signage and the mailer.
- Site managers expressed that the program was worth the effort.

ARE YOU READY? Use this **ASSESSMENT TOOL** to make sure your community is ready for the fight against contamination.

ASSESSMENT TOOL

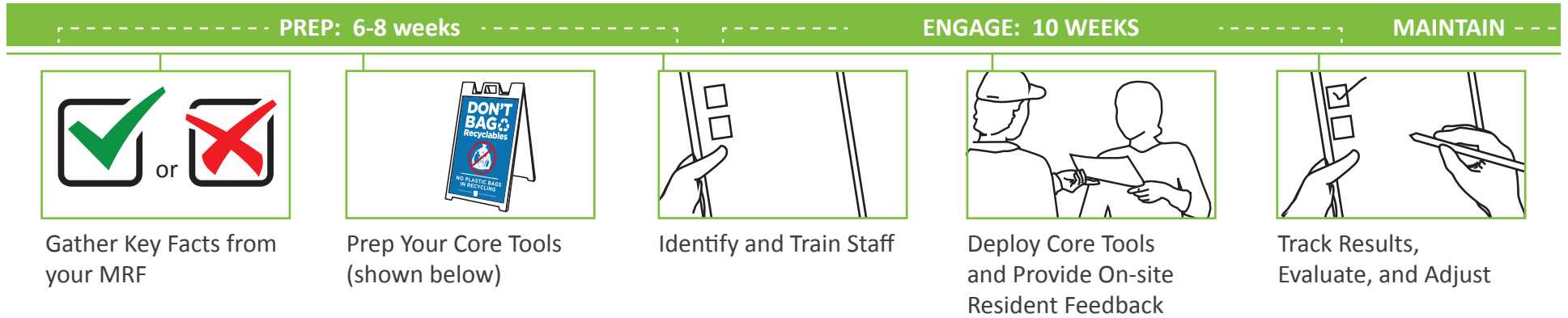


click **LINKS**
for related documents

QUICK REFERENCE GUIDE: INCREASING QUANTITY AND IMPROVING QUALITY



According to a 2015 MassDEP survey, most residents want to recycle right, but many don't know how. Use this kit and **CHECKLIST** to help recyclers do the right thing.



CORE TOOLS

Consistent messaging and direct feedback at the drop-off center encourage better recycling.



TOP ISSUE SIGNAGE

Target your most problematic contaminant by posting eye-catching temporary signage at your site. These signs should stay up for 6 to 10 weeks.



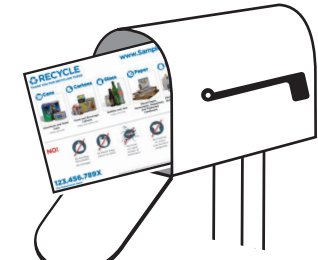
IN-PERSON FEEDBACK

Direct feedback is extremely powerful in changing behavior. Train your staff, and provide them with handouts and talking points.



SITE SIGNAGE

Clear and simple signs help residents know what to do. Consider updating overly detailed signs.



ANNUAL INFO CARD

Residents need to know what you want, as well as what you don't. Mail this ANNUAL INFO CARD to give them an easy reference guide to your basic YES and NO lists.

STEP 1 GATHER THE FACTS FROM YOUR MRF and HAULER



Open lines of communication with your MRF and hauler are critical. Speak with them to find out the biggest problem materials in your recycling stream.



WHAT YOU'LL NEED

MRF SURVEY

- Your recycling hauler contract
- Your MRF contract

WHAT YOU'LL DO

Set up a meeting with your MRF and hauler:

- Use this [MRF SURVEY](#) to guide your discussion and narrow down the top five problem materials. (You'll highlight these in many of your communications tools.) This is also a good time to verify that the MRF accepts the items listed on your current outreach materials.
- Name the top contaminant. This will become the central focus of your work to improve quality.
- Ask the MRF to periodically assess your contamination rate. You will need to agree on the assessment method and the frequency. Get a baseline contamination rate so you can measure against it later and track your progress. ([See Step 5 – Track Results, Evaluate and Adjust](#))

TIP

Review your hauler vendor(s) and MRF contracts for relevant clauses. Material audits, education, and enforcement may already be built in for you to implement. Further, keep these [CONTRACT CONSIDERATIONS](#) in mind when your current contracts are up for renewal. Remember, written contracts are a fundamental best practice.

→ STEP 2 PREPARE YOUR COMMUNICATIONS



You've named your top contaminants. Now it's time to prep, print, and prepare to post.



WHAT YOU'LL NEED

- Mailing addresses for every household eligible to use the site.
- Your logo and preferred contact information.
- Your budget.

ARTWORK

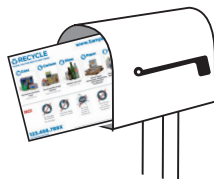
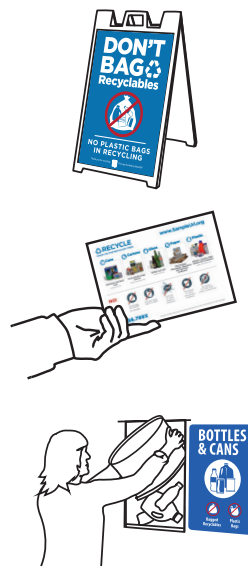
BUDGET SHEET

NOTE

Each of these tactics serves a specific purpose, but you might have access to similar approaches more fitting for your community. Consider all of the resources you have to make this program effective in your community.

WHAT YOU'LL DO

A consistent and clear message is important to ensure everyone across the Commonwealth understands their job as recyclers. Download [ARTWORK](#).

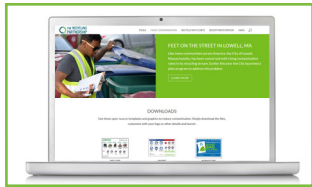


Top issue signage. Post eye-catching temporary signage about the top issue at your site, and leave it out for 6 to 10 weeks. A-frames work well for this, and because you can switch out messaging at a very low cost they pay dividends for years to come.

In-person feedback plus info handout. Print handouts for on-site staff to start the conversation with residents. Make sure the top contaminants are clearly represented.

Assess and update site signage. Look at your site with fresh eyes. Is your signage clear and concise, or overly detailed? Is your site cluttered with signs? Consider updating your signage before starting this program.

Annual info card mailer. Verify that the acceptable materials and top contaminants are accurate. If your budget allows, print and mail cards to every household at the start of this program. (This will help build participation as well as inform on do's and don'ts. While this tactic is strongly recommended, it is optional based on your goals and budget.)



Budget for deploying core tools – Top issue signage and in-person feedback (including handout) should cost \$1,000 to \$1,500 for materials; if you don't have access to volunteers or existing staff add \$6,600 for staffing. (See Step 3 for more details on staffing needs.)

Costs for Instructional Signage will vary, but \$5,000 is a solid target.

The annual info card mailer will run \$0.65 per household. This figure could be reduced if you work with your post office or local volunteers for creative delivery options. See detailed **BUDGET SHEET**.

Best Practices –

For a successful and sustainable program, your messaging must continue beyond this program. MassDEP expects that interested communities will adopt these best practices:

Website. Make sure your website is accurate and helpful in answering common questions from residents. Example: Create an FAQ page, a Recyclopeda, and/or upload an image of your annual info card to your website.

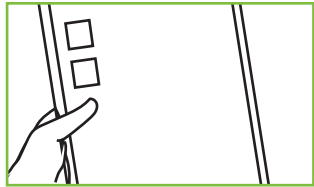
General promotions. Building a culture of recycling in your community is important. Use general promotion tools to raise awareness. The Recycling Partnership has developed several promotional ads to help you. Check their [website](#) or look at these **ARTWORK** files.

Social Media. Make use of social media sites and your website to remind your community how to recycle better. MassDEP has resources to help, but also reach out to your fellow recycling coordinators for ideas.

→ STEP 3 IDENTIFY and TRAIN STAFF



Resident education alone will not improve your recycling stream. Direct feedback is key to improving quality because it reinforces the rules and helps recyclers know what they are doing wrong...and right!



WHAT YOU'LL NEED

- Staff to talk to residents visiting your drop-off site on the busiest days and times.
- A training session for those staff.

WHAT YOU'LL DO

- a** First, you'll need to find staff. Look to existing on-site staff first, then to volunteers, and finally to temps or part time hires. The ideal candidates will be helpful, friendly, likable and chatty.
- b** Teach staff some recycling basics – what is and is not accepted and where it goes for processing. Provide all drop-off staff simple talking points to address the top issue material. Train them to share the message in a friendly way.
- c** For example, “Hi. I see you have some clothing you’re trying to recycle. We don’t accept that here because it causes problems and safety issues in the recycling process, but you can donate it down the street. Thanks for recycling!”

→ STEP 4 DEPLOY CORE TOOLS and PROVIDE ON-SITE FEEDBACK



This toolkit is designed to help you give recycling the equivalent of a pool shock – hit it hard with everything you’ve got to clean the system. Keep it up for at least 8 weeks, then repeat in smaller doses to maintain results.



WHAT YOU’LL NEED

- Prelaunch meetings with hauler, MRF, and internal staff.

WHAT YOU’LL DO

- a** Double check that your mailers are correct, orders have been placed, and your staff has been trained.
- b** Tell your hauler and MRF your start date so that everyone is aware that you are ready to launch.
- c** Inform decision makers and frontline staff about the details, in case there are any questions from residents.
- d** Launch.
- e** Prepare for the next phase – program maintenance – which should include continued dialogue with your MRF, regular communication with customers, and regular communication with residents about the most problematic materials.

→ STEP 5 TRACK RESULTS, EVALUATE, and ADJUST



There's only one way to measure success, and that is to collect accurate data.



WHAT YOU'LL NEED

- A spreadsheet, notebook, app, or other means of recording data.
- Clickers, tally counters, or counting apps.

MRF TRACKING FORM

WHAT YOU'LL DO

Contamination rate: Work with your MRF to get this on a regular basis. Use this **MRF TRACKING FORM** and protocol.

Drop-off visitation: Capture visitation – the number of residents using your site each day.

TIP

A recovery rate (RR) study will help you identify how much trash is in your recycling, and how much recycling is in your trash. This is the best way to measure your progress and find opportunities for improvement. You can do your own RR study by sorting and weighing the contents of a random, representative sample from the trash and recycling containers (typically, 200 lbs), and doing the math. Or you can hire a specialized firm to do it.

→ DROP-OFF RECYCLING IQ KIT – QUICK LINKS



ARTWORK

Design files for both the CORE TOOLS and general promotion tools.

CONTRACT CONSIDERATIONS

Tips for smart drop-off contracts.

ASSESSMENT TOOL

Are you ready to improve the quality of your recycling?

MRF SURVEY

Start improving quality by working with your MRF to identify issues and goals.

BUDGET SHEET

Estimate your costs to run this contamination kit at your drop-off location.

MRF TRACKING FORM

Track contamination metrics.

CHECKLIST

Put the plan and the components to work.

PILOT RESULTS

Summary results from the 2016 Massachusetts Contamination Pilots.