

City Recycling Best Management Practice Options

Good Recycling Practices

Mandatory separation of residential recyclables

Require, by city ordinance, that residents separate recyclable materials (glass, metal, paper) from garbage. State law requires only that residents are afforded the opportunity – somewhere and somehow - to recycle material.

- See the [Good License Template](#) for legal language that would be adopted by ordinance.

Areas for trash and recycling containers at multi-unit and commercial buildings

Use the city's zoning code to specify unique space requirements for (1) trash containers and (2) recyclables, bulky items and organics (source-separated organic material: SSO).

Recycling information/instructions

Use the City's web site to post solid waste reduction, reuse and recycling information / instructions and informational web sites, including

- <http://www.recyclemoreminnesota.org> and <http://www.rethinkrecycling.com> (for cities in the Twin Cities).

E-mail/text reminders of recycling day

Use existing City lists, or ask residents to sign up for e-mail/text reminders of their recycling day. Many cities have electronic addresses for residents who wish to receive City Council agendas or other city information such as snow plowing alerts.

Recycling in multi-unit residential buildings

Require by license the provision of recycling services in multi-unit residential buildings.

- See the [Good License Template](#).
 ➤ See the [Hauler Services Agreement](#) for a template to use in contracting for solid waste / recycling services.

City recycling pledge program

Create or adapt a recycling encouragement program.

- Consult your county's solid waste officer and <http://americarecyclesday.org/> for toolkits containing posters, news releases, videos, sample pledges and other program elements to increase recycling.

Recycling tips in e-mail/text reminders of recycling day

Add a fun fact or recycling tip of the week to e-mail/text notifications to residents reminding them of their recycling day. Normative facts, such as '65% of your city neighbors recycle,' tend to best motivate more recycling. Mix in materials facts, such as 'It takes about 25 plastic

bottles to make one piece of fleece clothing.’ Tips might include ‘Keep a paper bag next to where you sort mail so as to easily recycle junk mail.’

- Consult recycling web sites and your county’s solid waste officer when crafting messages.

Community message board

Use or create an on-line or physical message board to remind residents of recycling day or a recycling fact/tip.

Community newsletters

Ask community organizations such as the local Chamber of Commerce, the Rotary, American Legion, Lions, FFA, etc. to include in their member newsletters messages that encourage readers to recycle and to buy recycled goods.

Better Recycling Practices

Data reporting from haulers

Include reporting requirements in the City’s license with haulers and use trend data to gauge the results of new City efforts to increase residential recycling.

- See the [Better License Template](#).
- See the [Hauler Services Agreement](#).

Resident rewards for recycling

Select a random address every recycling day, and have a City staff person check to see if the corresponding resident is recycling. If they are, provide them with coupons to local businesses, an extra recycling container, a compost bin or other “prize,” and give them recognition at a City Council meeting and in the City newsletter.

- See for example the City of Afton’s 2014 “Get Caught Recycling” program under “Environment & Recycling” at <http://www.ci.afton.mn.us/>

Environmental Block Club leaders

Recruit leaders either in cooperation with Neighborhood Watch programs or as a separate program.

Give leaders special training, materials and recognition, similar to the Hennepin County Master Recycler program, and supply leaders with handouts and newsletters. Provide leaders with a lawn sign to place in their yard the day before recycling day and with training on environmental and recycling topics. Encourage leaders to actively engage their neighbors in recycling efforts.

Waste reduction/recycling consultations for businesses

Work with your local Chamber of Commerce to make customized no- and low-cost consultations available to businesses.

- <http://www.mnwastewise.org/> is sponsored by the Minnesota Chamber of Commerce and will provide a free introductory presentation to businesses about recycling and the resulting cost

savings.

Additional city staffing

Add either a part-time or full-time person, to concentrate on recycling, solid waste prevention (reduction) and reuse, and environmental services to residents. This work could be integrated into a planning or park staff position or an AmeriCorps-funded person could be secured for a pilot period. This position could also cover community resilience and disaster relief functions, and/or sustainability functions.

Appreciation for habitual recyclers

Send letters/e-mails to regular recyclers to thank them for their efforts and to encourage them to expand their recycling efforts.

Expanded container space; carts; single-stream

Provide larger containers or a second recycling container at no additional cost to recyclers who request them. Consider providing carts instead of bins, as evidence shows that a cart tends to increase the amount of recyclables captured compared to a bin. And efficiencies/better processing of all recyclable placed in one cart (single-stream) (collected weekly) is a growing trend in Minnesota.

- See the [guidance for carts vs. bins](http://tools.recyclingpartnership.org) from the Recycling Partnership at <http://tools.recyclingpartnership.org> (look under Carts and Archives).

Best Recycling Practices

Away-from-Home Recycling

Prompt/reinforce recycling habits by providing public opportunities for/examples of recycling behaviors away from home, aiming to change the behavior of people who may not usually recycle.

Provide recycling containers in public buildings, parks and athletic facilities. Provide at least as many clearly labeled recycling containers in public places as you have trash containers, and place more recycling containers in high use areas (batting cages, spectator stands, trail heads).

Recycling at convenience businesses

Encourage businesses such as gas stations and convenience stores to have recycling containers next to trash containers.

Advertise the locations of these “recycling partners” on the City’s website and in education materials to residents to recognize the efforts of these entities.

Public event announcements

Provide sample scripts to announcers at games, parades and other public events to highlight recycling opportunities and to encourage people to “join the team” in recycling.

Weekly recyclables collection

<p><i>Include a weekly collection requirement for haulers in the City licensing ordinance.</i></p> <ul style="list-style-type: none"> ➤ See the <u>Best License Template</u>. ➤ See the <u>Hauler Services Agreement</u>.
<ul style="list-style-type: none"> □ Hauler reporting on residential non-recyclers <i>Require haulers to report non-recyclers on a periodic basis and use trend data to gauge the results of new City efforts to increase the residential recycling participation rate.</i> <ul style="list-style-type: none"> ➤ See the <u>Best License Template</u>.
<ul style="list-style-type: none"> □ Education and prompts to residential non-recyclers <i>Require haulers to leave education materials at every residence that does not recycle at least every other recycling opportunity.</i> <i>Send letters from the City to non-recyclers, reminding them that city ordinance requires them to separate recyclables from their trash.</i> <i>Routinely inspect trash, recycling and organics containers; consider an enforcement program that includes a system of penalties for non-compliance.</i> <ul style="list-style-type: none"> ➤ See the <u>Best License Template</u>.
<ul style="list-style-type: none"> □ Required multi-unit recycling containers <i>Include provision of recycling containers and information as a mandatory license requirement for haulers collecting recycling in multi-unit residential dwellings.</i> <i>Check for required recycling containers and information in the routine inspection of multi-unit residential buildings.</i> <ul style="list-style-type: none"> ➤ See the <u>Best License Template</u>.

Developed by foth.com of Lake Elmo, MN for MPCA and MN GreenStep Cities. Comments welcomed via <http://greenstep.pca.state.mn.us/contact.cfm>