

RECYCLING PROGRAM UPDATE

EQPW Committee Meeting

March 12, 2019



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Current Practices

Material



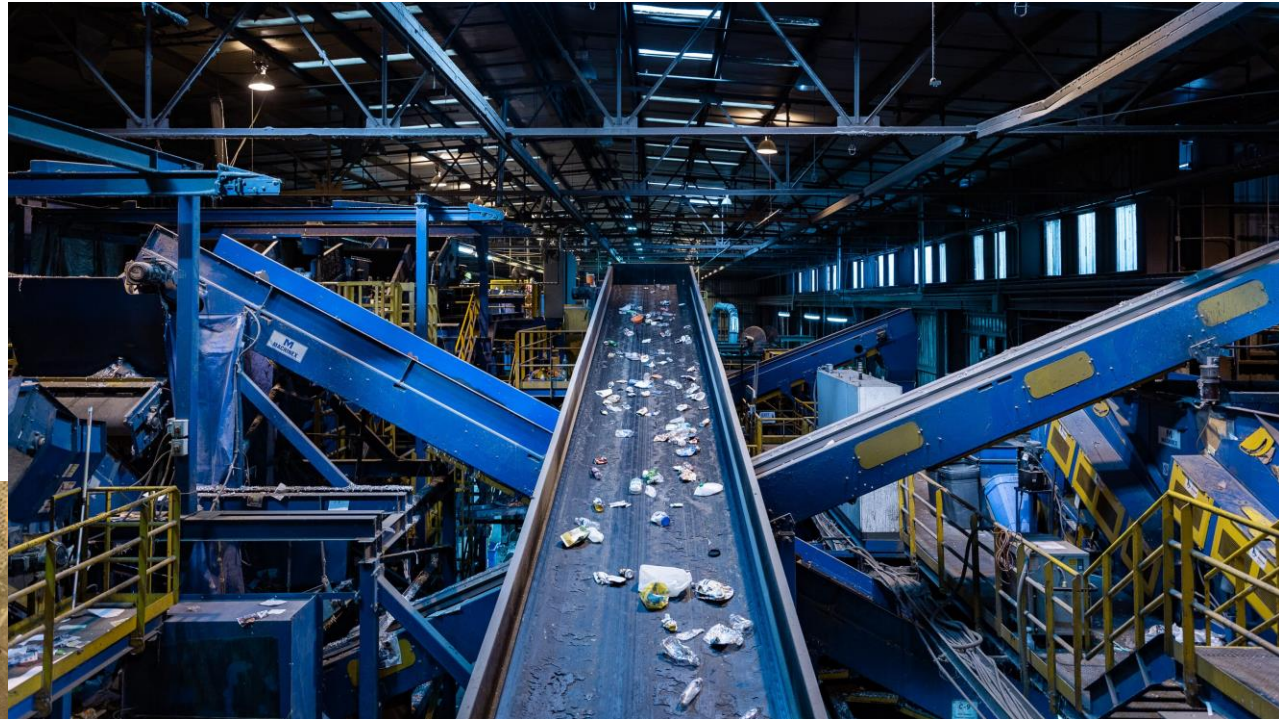
People





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Machines





What can be recycled? (And, what can't?)



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mixed recycling

reciclables mezclados

ONLY RECYCLE THESE ITEMS

Recycling is local, Lexington accepts the following:



Plastic screwtop bottles and jugs



Glass bottles and jars



Aluminum and
steel cans



Paperboard
(Not packaging for frozen
and refrigerated goods)



Mixed paper



Cardboard

DO NOT BAG RECYCLABLES.

NO FOOD, TRASH, LIQUIDS OR PLASTIC BAGS.



Unwanted Items

- Plastic bags or film
- Hoses
- Chains
- Holiday lights
- Metal wires
- Medical waste
- Propane tanks
- Plastic cups, plastic food containers (e.g., Solo cup, sour cream container)
- Containers made to go in the refrigerator or freezer (e.g., frozen dinner box, soda box)

Unwanted items = mechanical problems





Unwanted items = safety concerns



Unwanted Items Intervention: Diversion

- Communicate when the center is shutdown long enough for a diversion to occur
- Use it as an opportunity to talk about the issues caused by contamination
- Let people know when the center is accepting material again with another reminder about proper recycling



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Unwanted Item Intervention: Campaign Signs





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Unwanted Items Intervention: Holiday Lights



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SPECIAL HOLIDAY LIGHT RECYCLING COLLECTION

**Drop off broken/unwanted holiday lights
at a location near you through January 26, 2019.**

Lights will be recycled at Lexington's Electronics Recycling Center.
Never put lights or eWaste in your blue recycling cart.

Collection locations and more info on reverse.

DROP OFF LOCATIONS:

CHEVY CHASE

Chevy Chase Hardware / 883 E. High St.
John's Run/Walk Shop / 317 S. Ashland Ave.

DOWNTOWN + NORTHSIDE

Lexington Government Center / 200 E. Main St.
West Sixth Brewing / 501 W. Sixth St.
Broomwagon Coffee + Bikes / 800 N. Limestone
Third Street Stuff + Coffee / 257 N. Limestone

RICHMOND RD.

Pivot Brewing / 1400 Delaware Ave.
Kenwick Community Center / 313 Owsley Ave.

DISTILLERY DISTRICT

Crank & Boom Ice Cream Lounge / 1210
Manchester St.

SOUTHLAND

Good Foods Co-Op / 455-D Southland Dr.

GAINESWAY

Gainesway Community Center / 3460 Campus Way

THE SUMMIT

Crank & Boom Ice Cream Lounge / 119 Marion St.

PALOMAR

John's Run/Walk Shop / 3735 Palomar Center Dr.



How do we compare?



Louisville, KY

- Curbside service – yes (separate carts provided)
- Single stream - yes

Accepted items:

- Wide variety of plastics
- Metal cans (aluminum, steel, tin)
- Cardboard / paper – no tissue
- Glass – bottles and jars



Knoxville, TN

- Curbside service – yes
- Single stream - yes

Accepted items:

- Wide variety of plastics
- Metal cans (aluminum, steel, tin)
- Cardboard / paper



Durham, NC

- Curbside service – yes
- Single stream - yes

In 1997, Durham passed an ordinance making it unlawful to place target recyclables in the garbage. The ordinance applies to all waste generators - residential, commercial, and industrial.

Target recyclables:

- Aluminum cans
- Corrugated cardboard
- Glass bottles and jars
- Newspaper
- Plastic bottles
- Steel cans



Comparison community restricted items, examples

- Plastic bags (Durham and Louisville specifically require that recyclable be loose, not bagged)
- Styrofoam
- Wire hangers
- Waxy-coated materials (i.e., milk/juice cartons, ice cream cartons, etc.)
- Electronics
- Mirrors
- Food waste
- Ceramics and dishes
- Aluminum foils and baking pans



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Public Outreach



Current Practices: Contracts

- School-based environmental education
- Apartment outreach
- (Limited) business outreach



Current Practices: Materials

- Flyers (available in six languages)
- Cart labels
- Dumpster stickers
- Flipbooks (available in six languages online, two print)
- TrashBashers
- Magnets
- Swag: pens, pencils, tattoos, stickers, key chains/bottle openers



Current Practices: Outlets

- Events and tours
- Homeowner packets
- Social media (@LiveGreenLex)
- Press releases/news stories
- Newsletters –At Your Service and council
- Lexington Community Radio partnership



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Current Practices: Truck Wraps

Wake up. ✓ Grab coffee. ✓
Recycle right. ✓



DON'T JUST RECYCLE. RECYCLE RIGHT.

#RecycleRightLex
f t i @LiveGreenLex
LexingtonKY.gov/Recycling



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Current Practices: Ads



Recycling is hands on.

It takes a lot of work to maintain Lexington's Recycling Center. **Do your part by recycling right.** Trash in your recycling cart can harm workers and damage equipment.

Recycling is local. Just because something has a recycling symbol on it doesn't mean it's recyclable here. **Only recycle these items in Lexington:**



Never place these items in a blue recycling bin:

- x Plastic bags
- x Liquids
- x Food
- x Electronics
- x Hoses
- x Chains
- x Soda/beer boxes
- x Frozen food boxes
- x Styrofoam
- x Medical waste

Download and print a recycling flyer for your office at LexingtonKY.gov/Recycle.

Unsure if something is recyclable? Take a picture. Post on Facebook, Instagram, or Twitter. Tag @LiveGreenLex and #RecycleRightLex.



Earn recognition for your business's green initiatives and expand your sustainability efforts.

Green Check is Lexington's sustainable business network. Learn more, register for a free networking event or lunch-and-learn and apply at LexingtonKY.gov/GreenCheck. Green Check is free for all businesses and organizations in Fayette County.



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#RecycleRightLex
@LiveGreenLex
LexingtonKY.gov/Recycle



Current Practices: Recycle Right Campaign

- Soft launch in November 2018





Planned Outreach: Coming Soon

- More truck wraps
- Radio ads (mid-March through June)
- Paid social media ads (mid-March through June)
 - Get people to ask questions using #RecycleRightLex, tagging @LiveGreenLex and in the comments of Recycle Right posts



Potential Outreach: Recycle Right for FY20

- Two focused ad buy periods
 - November & December, 2019
 - May & June, 2020
- Outlets
 - More truck wraps
 - Radio ads
 - Paid social media ads
 - Paid print and online ads
 - TV ads



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Operational Options for the Future



Near-term

- Public Outreach
- Facility Staffing
 - Maintenance Supervisor position approved.
 - Daily production meetings.
- Facility Professional Services Support
 - Pending RFP for at-will technical services.
 - Near-term focus
 - Proactive preventative maintenance.
 - Strategic capital equipment modifications.



Longer-term

- Suspend collection of select materials?
- Return to sorted point of collection approach that existed prior to 2010?
- Continue and expand efforts to educate the public and aggressively address operational challenges that reduces risk created by noncompliant actions?

Questions?



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