

# RECYCLING PROGRAM UPDATE

*EQPW Committee Meeting*

*March 12, 2019*



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# Current Practices

# Material



# People

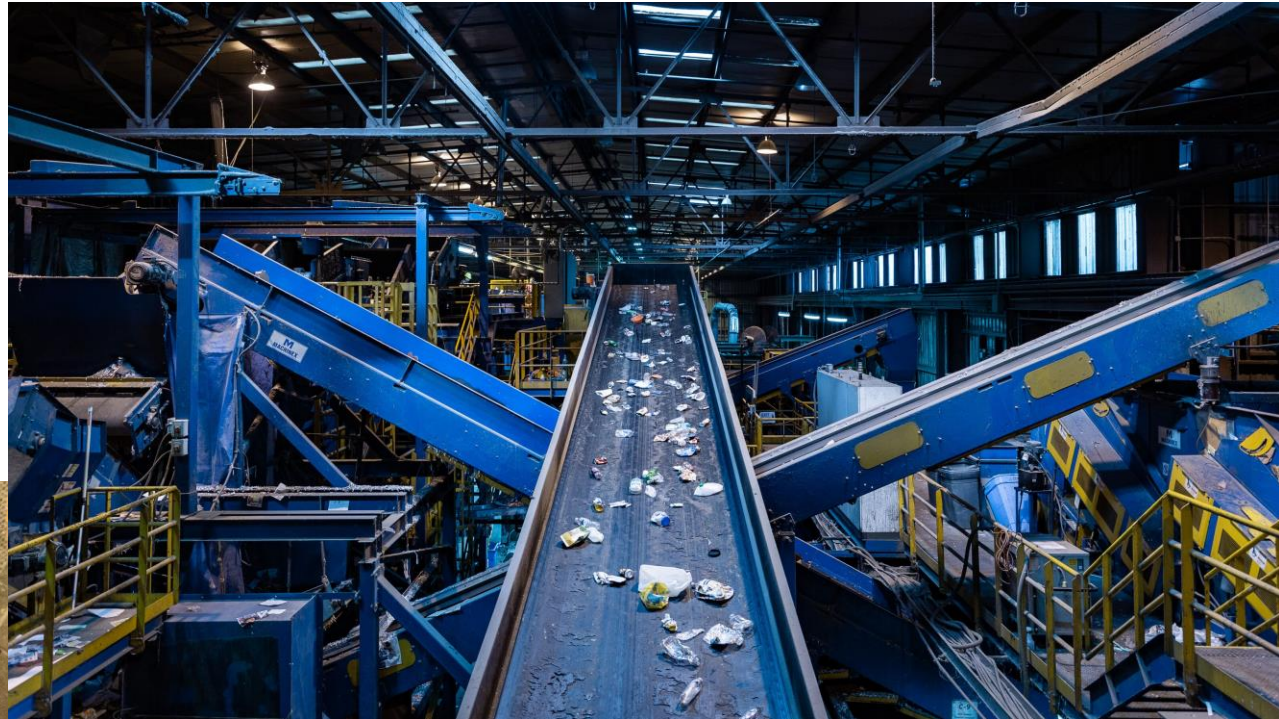






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# Machines





# **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)





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## 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](http://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](http://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](http://LexingtonKY.gov/GreenCheck). Green Check is free for all businesses and organizations in Fayette County.





## 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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