

2010 Recycling Challenge: Taking it to the Streets

Engaging Local Governments in Solid Waste Diversion

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MORA Conference
May 25, 2010

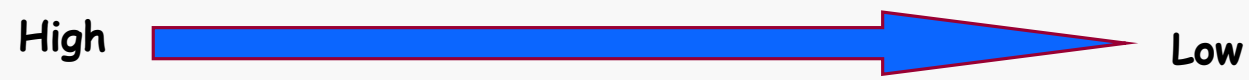
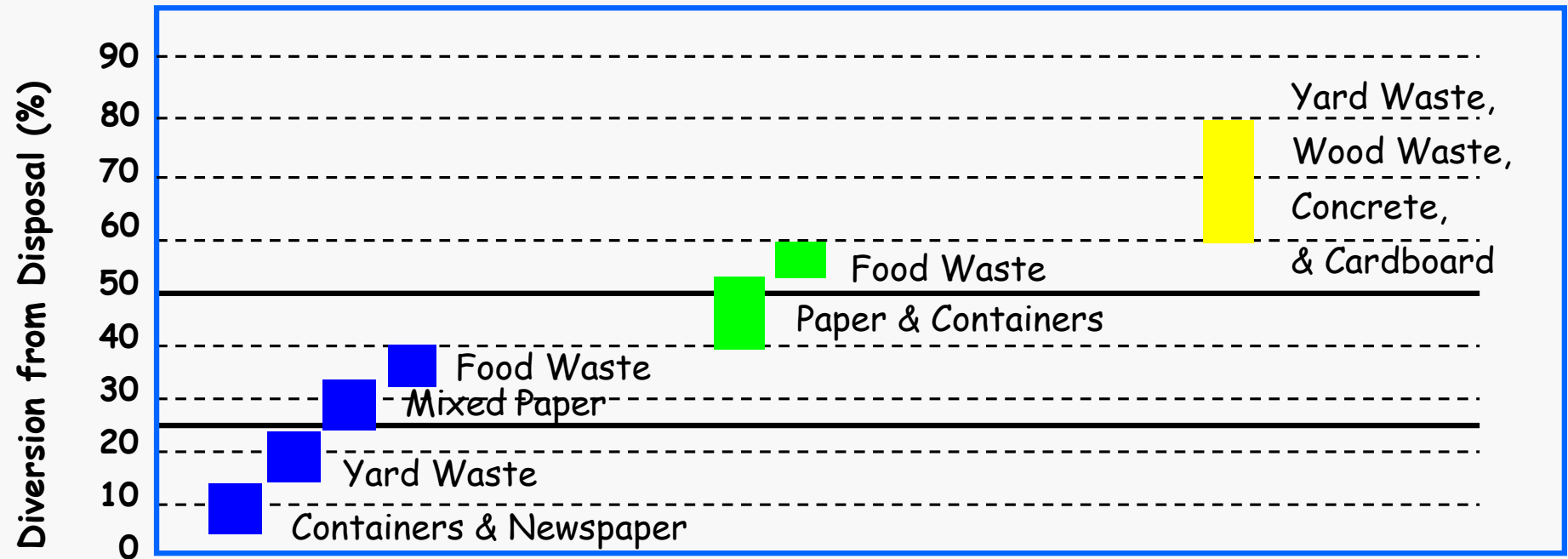


District Goal

80 percent diversion by 2023

How will we get there?

Need local government and resident participation



Degree of Municipal Control

Purpose of the Challenge

- Engage local governments
- Increase residential participation in core solid waste programs
- Provide resources and technical assistance to local governments
- Networking
- Challenge runs from Earth Day to America Recycles Day





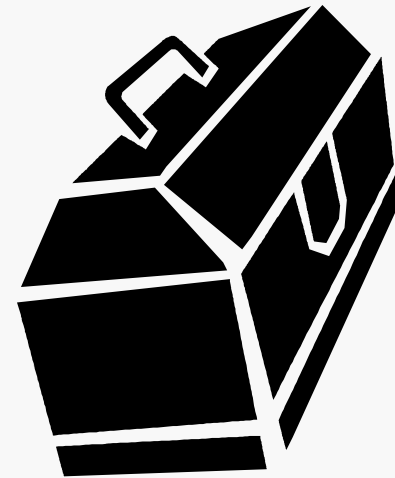
Steps for Launching Challenge

- **Designed logo and slogan**
- Mailed postcard to district members and all mayor and county commissioners announcing challenge
- **Created enrollment form and checklist and mailed to members, mayors and commissioners.**
- Follow up phone calls

Tools Provided

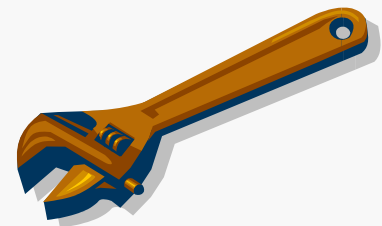
Packet includes folder for safe keeping

- Education Piece
 - Getting Started
 - Customer Service
 - Spreading the Word
 - Resources
- Bin Buzz Newsletter
- District Newsletter
- Samples of other educational materials



More Tools

- Monthly e-mail with 'spotlights' on categories
- Speakers at district meetings
- Outreach Assessment
- Community Profile



The Checklist

The checklist identifies five categories:

1. Public Education
2. Policies and Planning
3. Core Residential Services
4. Special Collections and Programs
5. Measurements

Public Education: Reaching for the low hanging fruits



The challenge encourages local governments to utilize existing tools to enhance public education.



Virtual City Hall

Informed citizens can make informed choices.





Train staff to answer questions from the public on solid waste services.



A citizen committee can provide opinions and ideas that are representative of the community and help shape policy decisions.



CORE PROGRAMS include recycling; yard waste composting; household hazardous waste; bulky item service; and clean up days



Curbside and drop-off programs provide access residents desire.



Curbside yard waste



Curbside bulky pick up

Special Collections provide opportunities for Public/Private Partnerships



Electronic Waste Collection Event
Mid-town Kansas City, November 2009



Household Hazardous Waste Collection Event
Blue Springs, Mo April 2009

Measurements can include a bin-count.



City of Raymore
100 Municipal Center
Raymore, MO 64083



*Raymore is off to a
great start on recycling!*



*How curbside recycling is faring
since the program kickoff:*

January Solid Waste Tons428.74
January Recycling Tons54.03
Total January Tonnage482.77
Recycling Percentage11.19%
February Solid Waste Tons	..376.31
February Recycling Tons51.46
Total February Tonnage427.77
Recycling Percentage12.03%
March Solid Waste Tons400.00
March Recycling Tons48.21
Total March Tonnage448.21
Recycling Percentage10.75%

Raise awareness and tout community successes by sharing tonnages diverted.

Ultimately our goal is to send less waste to the landfill...





...and more waste to the recovery process.

~Thank you ~

