Recycling in Uncertain Times
October 13-15, 2020

SERDC 2020 Annual Meeting
October 13-15, 2020

Southeast Recycling Development Council
www.SERDC.org
Some Housekeeping Items

• You will be on mute for this meeting.
• This meeting is being recorded. The recording and the presenter’s slides will be sent to you in an email within a week.
• Appropriate questions typed in the box will be asked by the moderator after everyone has presented.
• If you experience problems with your sound, you can choose AUDIO in your control panel and dial in using the phone number that appears.
• The same log in will be used for all three days of meetings.
Don’t Forget Messaging to Build a Recycling Program

Presented by
Jen Dabbs

October 14, 2020
There’s a national movement right now to create a standardized message around recycling (particularly single stream programs) and contamination in bins.
What we’re seeing:
Messaging and resources like never before

- Social Media
- Videos
- Billboards
- Printed Material
- Apps
- Handouts
But don’t forget the basic, most **in-your-face** messaging

- Clear messaging on community web sites that’s easy to find in the navigation
- Printable guides (pdf) for residents to download or save to computer
- And, the obvious- recycling cart messaging
More and more people use the internet to find answers

• A 2016 survey conducted by RRS showed that 54 percent of respondents rely on their city, county or recycling company’s website as the first or second choice source of recycling information.

• January 2017 online Harris Poll study revealed that 52 percent of respondents rely on Internet searches for recycling information. That same study also revealed that 36 percent of Americans say that they either seek out or are provided with detailed information about recycling from their local government.
Tennessee Department of Environment & Conservation (TDEC) tasked SERDC to examine the messaging around current programs and MRF sheds and identify a common suite of materials. SERDC approached this through an online messaging evaluation.

1. Identify what current online messaging is being presented to the public

2. Compare community messaging with MRF processor materials list

3. Using a rating scale, evaluate the effectiveness of the online resources

4. Present common-suite of material messaging, terminology and rules that can be used throughout the state
1. Identify the current online messaging and navigation being presented to the public.

- A browser-based search should locate and display the recycling program’s web page within the top 6 results.
  Example search terms- MyCity, State Recycling
- The community/organization’s website should also have a search tool and/or navigation path that is easy to locate recycling information.
- You should quickly see **who, what, where, when and why** on the page.

✓ Most importantly though is the **HOW**.
Example 1: “Meigs County TN Recycling” Search
Meigs County Convenience Center | Decatur, TN - Wastebits
https://wastebits.com/locat ion/meigs-county-convenience-center
Information about Meigs County Convenience Center. Including materials accepted, contact information, and more.
You've visited this page 2 times. Last visit: 5/19/19.

Meigs County - TN.gov
https://www.tn.gov/tn/solid-waste/documents/count ies/sw_meigs County
recycling programs (they weren't required by law to have one in any case) and shifted ... Meigs County has three convenience centers strategically located to ...
You've visited this page 2 times. Last visit: 5/19/19.

Solid Waste and Recycling - Meigs County Health Department ...
Recycling. Recycling Activities in Meigs County are operated by the Meigs County Soil and Water Conservation District, Meigs County Commissioners, and the multi-county solid waste district of Gallia, Meigs, Vinton, and Jackson.
You've visited this page 2 times. Last visit: 5/19/19.

dump site in Meigs County, TN | Reviews - Yellowbook
www.yellowbook.com/dump-site/meigs-county-tn
Find dump site in Meigs County, TN on Yellowbook. Get reviews ... Athens, TN 37303-6804.Map. (423) 745- ... Monroe County Convenience Center. 570 Little ...

Listing Service no content
2015 PDF
Not Tennessee
Yellowbook listing
Maybe?
Looks promising
This is the **only** recycling content found on site

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**Announcements**

**Recycle Center Drawing**

Check back here for the Recycle Center Drawing results. The drawing is on the last day of each month. Winners have until 15th to claim their prize.

**March 31 Drawing - Winning Ticket Number: 8245631**
Where did Meigs County go?
Here’s a better result...

Johnson City adjusts recycling program in ... - Johnson City Press
https://www.johnsoncitypress.com › Environment › 2019/03/23 › Johnson... ▸
Mar 23, 2019 - In recent months, two Northeast Tennessee recycling vendors have closed, triggering a domino effect that forced six local governments to ...

Recycling Drop-Off Locations - City of Johnson City
www.johnsoncitytn.com › uploads › files › solidwaste ▼
The City of Johnson City’s recycling five drop-off locations enhance the City’s award-winning recycling program. Four sites are unmanned, available for a variety ...

curbide recycling guide - City of Johnson City
www.johnsoncitytn.com › uploads › files › solidwaste › curbside recycling... ▼
Solid Waste Services 91 New St., Johnson City, TN 37605 (423) 975-2792 Monday through Friday, 6 a.m.-5 p.m. Johnson City offers curbside recycling to Solid Waste customers within the City limits. Additional bins are available at the Solid Waste Services office, located at 91 New St.
Users should easily find information on recycling within the county/community website navigation.
Screams “I Want To…” RECYCLE!
Why just under Public Works?
More about messaging

- People don’t read (and if they do)
  - They prefer white space
  - They prefer images with text over just plain text
  - They prefer consistency
  - They prefer structure
<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Hours of Operation</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Creek</td>
<td>178 North Broad St, Spring City, TN 37382</td>
<td>Monday - Friday: 8:00am - 5:00pm, Saturday: 8:00am - 12:00pm</td>
<td>Accepts glass, plastic, papers, and aluminum for recycling. **</td>
</tr>
<tr>
<td>St. Clair</td>
<td>901 Rocky Springs Rd, Spring City, TN 37382</td>
<td>Monday - Friday: 8:00am - 5:00pm, Saturday: 8:00am - 12:00pm</td>
<td>Accepts scrap metal for recycling. **</td>
</tr>
<tr>
<td>Grandview</td>
<td>100 Bridgeview Dr, Spring City, TN 37382</td>
<td>Monday - Friday: 8:00am - 5:00pm, Saturday: 8:00am - 12:00pm</td>
<td>Accepts scrap metal for recycling. **</td>
</tr>
<tr>
<td>Rhea County Landfill</td>
<td>1950 Hwy 11, Dayton, TN 37321</td>
<td>Monday - Friday: 8:00am - 5:00pm, Saturday: 8:00am - 12:00pm</td>
<td>**</td>
</tr>
</tbody>
</table>

This is a LONG page
A coding error is present on page
While it lists each convenience center, hours and items, there’s no additional context or guides
It’s all text
What materials will the new recycling program accept?

- **Newspaper**: ONP – old news print, Browser, Word On White House!
- **Cardboard**: OCC – old corrugated containers
- **Paperboard**: cereal, frozen foods, refrigerated packaging, medicines, toys, etc.
- **Junk Mail**: SOP - sorted office paper – coated & uncoated
- **Magazines**: Coated and uncoated
- **Plastic**: Baggies, bread bags, milk, juice & laundry bottles, plastic parts, etc.
- **Aseptic Containers**: juice boxes, milk cartons, etc.
- **Aluminum**: foil, pie pans, frozen food pans, soda cans, drink pouches, etc.
- **Steel Cans**
2. Compare community messaging with MRF processor materials list

The community that offers the recycling program should be messaging to their participants all of the materials capable of being recycled at their MRF. That is not always the case as found.
MRF shed
A MRF-shed is a way of framing regional systems of Material Recycling (or recovery) Facilities, allowing for consistency of language throughout a region’s programs, and allowing for consistency of how materials are promoted.

MRF-sheds can consume different materials depending on the region, which, in turn, has influence on accepted materials in municipal curbside collection programs.
3. Using a rating scale, evaluate the effectiveness of the online resources relating to:

- Google search results ranking
- Description of Recyclable Materials
- List of unacceptable Items, particularly
- Adequate use of visuals either icons or photos
- Organization and clarity of content/ease of finding materials collected within
- Downloadable/printable flyers as an option

Rating system applied was based on a 1-5 scale with .5 increments.
The analysis was conducted April-June 2019 on 47 of the 163 identified counties and cities (~28%), and included Nashville, Memphis, Knoxville and Chattanooga.

**RESULTS:**
- 6 Communities ranked 4 or better
- 18 Communities ranked 3-4
- 15 Communities ranked 2-3
- 6 Communities ranked 1-2
- 3 Communities had no website

Average Messaging score: **2.82**
4. Present a common-suite of material messaging, terminology and rules

- NO BAGS, WRAPPERS OR FILM
- Do not bag recyclables*
- Keep Lids and Caps on
- Paper, Food and Bottles, Containers and Cans
- CHECK LOCAL: For certain items that vary by region, markets, etc. (cartons, paper to-go food packaging, plastics 3-7, and plastics that are not containers)

*Unless your program is a bag program
- Make it simple - people don’t read
  - Clean, Empty, Dry
- Use images and text (minimal)
- Prioritize order and keep it organized
- Answer common questions
- NO is just as or may be more important than the yes
- Identifying contamination and key MRF processing issues
  - No bags
  - No foam
  - No sharp objects
Findings

• The study revealed that it was fairly consistent between what the MRF could process and what the participating communities were promoting.

• The study also revealed that there was a significant opportunity to strengthen the clarity of online messaging that is found on community websites.

• The study found that while there are many resources available in “toolkits” for communities, they are largely print and social media focused.

• A toolkit for providing a clear, concise messaging directly on a web site was found to be missing from all these resources identified.
Website Woes

Community recycling coordinators are generally not:

• Web Developers
• Graphic Designers
• And, may have to go through a spider web of authorizations to make changes
Recycle Right Tennessee
Recycle Right Tennessee

Recycling Guidelines and Community Resources for Residents in Tennessee

RECYCLE RIGHT
Communities across Tennessee are simplifying how to recycle
Learn More>

EASY TO USE
Participation in Recycle Right Tennessee is free for TN Communities
Join Today>

STAY UPDATED
Changing your recycling collection day, program hours, locations or materials collected?
Update Your Listing>

RESOURCES
Recycling resources to help strengthen programs in communities across TN
Read More>
Recycle Right Tennessee
Standardized images and messaging for State, Community and County websites

• Balance of text and images
• Option for grid and maps for convenience centers
• Printed versions provided as a pdf for downloading/printing

**YES**

- Clean
- Empty
- Dry

Place recyclables loose in bin, never in bags

**NO**

Cannot be recycled at this time

If you are not sure, please throw it away

**CHECK LOCAL**

Not all places take these, check your community recycling website
Variations per MRF-Shed

Plastic Containers #1 and #2

Plastic Containers #1 - #7

Metal Jars and Cans

Metal Containers, Tin and Foil

Metal Containers, Tin and Foil

NO AEROSOL CANS

Paper and Cardboard

Paper, Cartons and Cardboard

Paper, Food Service Containers and Cardboard

Paper, Food Service Containers, Cartons and Cardboard
Clear No for Contaminates

- No Bags or Package Wrap (dispose or drop-off where available)
- No Hoses, Cords or Strings (these tangle machinery)
- No Foam (dispose or drop-off where available)
- No Batteries (dispose or drop-off where available)
- No Shredded Paper (compost or drop-off instead)
- No Non-Container Plastic (straws, hangers, pouches, lids, etc.)
- No Food or Liquid (drain, rinse and compost instead)
- No Clothes or Shoes (donate or drop-off where available)
Recycle Right Guide for Modern City

Use the guide here for proper recycling. Information on how to get a bin can be obtained by calling 123-456-7890.

**YES**

Clean • Empty • Dry

Place recyclables loose in bin, never in bags

**Paper**
- Cardboard
- Newspaper
- Magazines
- Office Paper
- Mail
- Paperboard

**Plastic**
- Bottles with Lids
- Containers with Caps
- Jars with Lids
- Tubing
- Buckets
- Produce Containers
- To-Go Caps
- To-Go Lids

**Metal**
- Aluminum Cans
- Steel Containers

**Glass**
- Jars
- Bottles
- Containers

**NO**

Cannot be recycled at this time
If you are not sure, please throw it away

**Paper**
- To-Go Containers
- Cartons
- Cups

**Metal**
- Foil
- Aluminum Trays
- Aerosol Cans
- Metal Items

**Plastic**
- Straws
- Hangers
- Lids
- Pouches

**Plastic**
- Shopping Bags
- Bottle Caps
- Wrap
- Toilet Paper Wrap
- Film

Also Please No:
- Diapers
- Glass Cups/Dishes
- Light Bulbs
- Medical Supplies
- Needles
- Paper Towels
- Sharp Objects
- Shrink Wrap
- Tissues
- Toys
Recycle Right Guide for Modern County Convenience Center

Use the guide here for proper recycling. A detailed map of the convenience center sites is found below.

More information can be obtained by calling 123-456-7890.

<table>
<thead>
<tr>
<th>Convenience Center</th>
<th>Open</th>
<th>Hours</th>
<th>Paper</th>
<th>Plastic</th>
<th>Metal</th>
<th>Glass</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Acres, U.S.A.</td>
<td>Thu., June 20</td>
<td>Back In</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bobbio, Sora Balboa</td>
<td>Thu., June 19</td>
<td>Back In</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chiera, Sora Cus</td>
<td>Wed., June 24</td>
<td>Back In</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Rock, San Francisco</td>
<td>Wed., July 6</td>
<td>Back In</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Clean • Empty • Dry
Place recyclables loose in bin, never in bags

Paper
Cardboard
Newspaper
Magazines
Office Paper
Mail
Paperboard
Cartons

Plastic (lids on)
Bottles with Lids
Containers with Caps
Jars with Lids
Tubs
Bulbs
Produce Containers
To-Go Cups
To-Go Lids

Metal
Aluminum Cans
Steel Containers
Pots and Pans

Glass
To-Go Containers Cans
Foil
Aerosol Cans
Metal Items

Also Please No:

- Diapers
- Glass Cups/Dishes
- Light Bulbs
- Medical Supplies
- Needles
- Paper Towel's
- Sharp Objects
- Shtik Wrap
- Straws
- Tissues
- Toys
Process
Creating the path of least resistance

1. Fill out a form on recyclerighttn.org about program and provide any graphics, etc. desired.

2. SERDC will create and host a customized webpage/url

3. SERDC will include downloadable pdf’s from that page that will print 8.5 x 11 format.

4. Community should put the url/link on their website identifying it as a recycling guide. Ideally, a good time to update anything else on their own pages based on best practices.

5. Request SERDC to update webpage as needed.
Thank you!

Jen Dabbs
Director of Outreach and Membership
jen.dabbs@serdc.org
(828) 545-4025
Southern Material Recycling Facility Survey

October 14, 2020
MRFs in the Southeast
Key Findings

- 61 of 90 responded. (68%)
- 85% process single stream
- Capacity ranged from 800 TPY to 450,000 TPY
- Not all operations are automated
- Contamination is weighing the industry down
- There is excess process capacity in the region
- The robots are coming!
Single Stream is not Universal

![Material Acceptance Chart]

- **86%** Single stream
- **6%** Dual stream
- **8%** Source separated
Capacity

- Smallest 120 TPY
- Largest 450,000 TPY
- Median 20,400 TPY
- Mean 43,023 TPY
Worst Contamination

- Film
- Tanglers
- Household Trash
- Glass
- Hazards
Processing Speed
Installed Equipment

- Mechanical separation is wide spread.
  - Disc screens
  - Magnetic and eddy current separators
- Larger
- There are still some small operations hand sorting.
- Robotics are beginning to be deployed.
- Over half of the respondents indicated plans for facility improvement in 3 to 5 years.
## Glass Destination

<table>
<thead>
<tr>
<th></th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer</td>
<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>ADC</td>
<td>0</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Aggregate</td>
<td>5</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Landfill</td>
<td>7</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Glass Processor</td>
<td>9</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>SUM(How many tons of material does your MRF ...)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,200</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,119,728</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What end-use destinations receive the bulk of rec...
Market Concerns

- Plastic 3 -7 (13)
- Mixed Paper (11)
- General Market Value (7)
- Glass (5)
- OCC (3)
- Film (2)
Covid Impacts

Covid Material Increase

Covid Contamination
Wednesday Session:
Plastics: From brand commitments, to new legislation being proposed (and passed), advanced recycling technologies to rethinking how we package our products.

Moderator: Michael McPherson-
Georgia Municipal Association
Intergovernmental Coordinator
Our first speaker is:

Laura Rowell - Sonoco, Director of Global Sustainability
Our second speaker is:

Billy Johnson - ISRI, Chief Lobbyist
Our third speaker is:

Ross Sloane - Braven Environmental
Platinum Sponsors
Coca-Cola

Gold Sponsor
WestRock

Silver Sponsors
SHAW
Re-TRAC
American Chemistry Council
Evergreen Packaging
Waste Management
Van Dyk Recycling Solutions

Bronze Sponsors
Shred Recycling Institute
Redria Pacific Company
CGP Industries
Indorama
Federal International
Greif
Thank you for attending!

- Tomorrow’s meeting starts at 10:00 am ET
- Use the same log in as today

- Agenda: www.serdc.org/2020-fall-meeting