



RECYCLING IN UNCERTAIN TIMES
OCTOBER 13-15, 2020

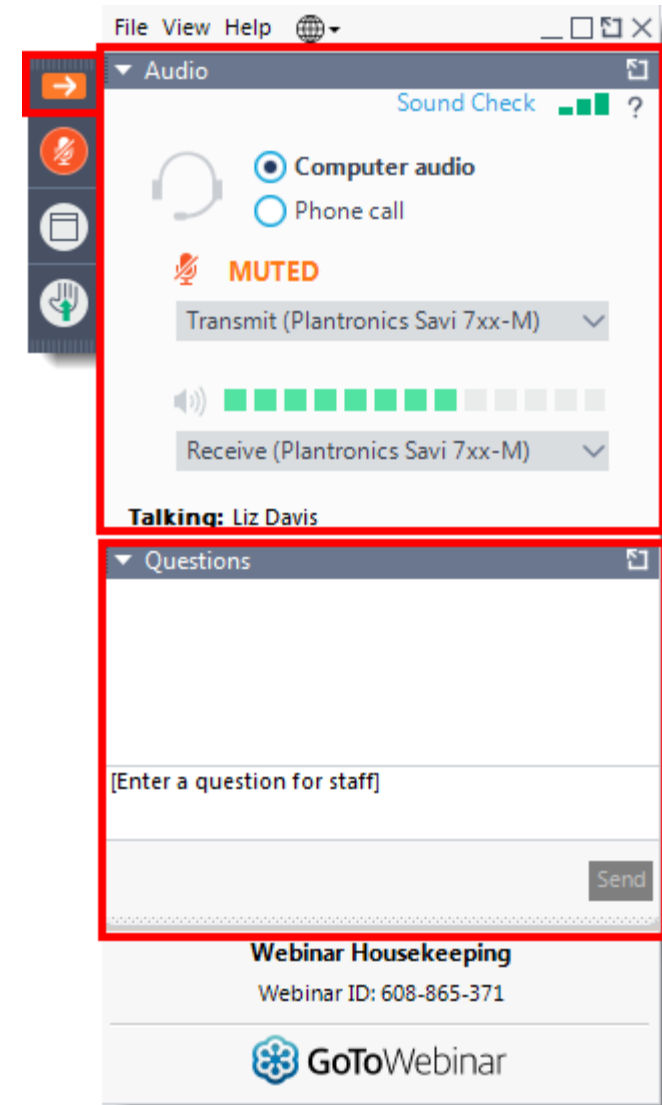
SERDC 2020 Annual Meeting

October 13-15, 2020



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



MAKE A DIFFERENCE



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

The image shows a Google search interface for the query "meigs county tn recycling". The search results list several locations in Decatur, TN, including "Meigs county collection Center", "Decatur Metal Recyclers", "TenMile Drop Off Trash Site", and "Bubba cobraugh". A map on the left shows the location of these businesses in Decatur, TN. A detailed view of the "Meigs county collection Center" is shown on the right, including its address, phone number, and hours. The "Add missing information" link is circled in red.

Search Results:

- Meigs county collection Center**
3.0 ★★★★★ (1) · Recycling center
Decatur, TN
(423) 334-2623
Closed · Opens 9AM Sat
- Decatur Metal Recyclers**
No reviews · Junkyard
Decatur, TN
(423) 334-4722
- TenMile Drop Off Trash Site**
5.0 ★★★★★ (1) · Recycling center
Decatur, TN
Closed · Opens 9AM Sat
- Bubba cobraugh**
5.0 ★★★★★ (2) · Junkyard
Decatur, TN

Meigs county collection Center Details:

- 3.0 ★★★★★ 1 Google review
- Recycling center in Meigs County, Tennessee
- Address:** Decatur, TN 37322
- Hours:** Closed · Opens 9AM Sat
- Phone:** (423) 334-2623
- [Suggest an edit](#) · [Own this business?](#)
- [Add missing information](#)
- [Add website](#)
- [Know this place?](#) [Answer quick questions](#)



meigs county tn recycling



Meigs County Convenience Center | Decatur, TN - Wastebits

<https://wastebits.com> › [locator](#) › [location](#) › [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

Listing Service no content

^[PDF] Meigs County - TN.gov

<https://www.tn.gov> › [tn](#) › [solid-waste](#) › [documents](#) › [counties](#) › [sw_meigsna](#) ▼

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

2015 PDF

Solid Waste and Recycling - Meigs County Health Department ...

www.meigs-health.com › [environmental-health](#) › [solid-waste-and-recycling](#) ▼

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

Not Tennessee

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** 37303-6804Map. (423) 745- ... Monroe County **Convenience Center**. 570 Little ...

Yellowbook listing

Services | Meigs County

<https://www.meigstn.com> › [services](#) ▼

Meigs County Bids/Solicitations. menu-icon Economic Development. menu-icon Industrial Development. menu-icon **Meigs County** Industrial Park; menu-icon **Tennessee** Valley ...

Maybe?

Find A Location - Recycling - Keep Tennessee Beautiful

www.keeptnbeautiful.org › [recycling](#) › [find-a-location](#) ▼

Keep **Tennessee** Beautiful is not just our name, it is our mandate. Litter Prevention · **Recycling** · Greening · About Us · Get Involved ... Find a **Recycling** Location ...

People also search for

[glass recycling in tennessee](#) [used tire disposal tennessee](#)
[tennessee plastic recycling](#) [lincoln county tn waste management](#)
[tennessee recycling laws](#) [fayetteville tn recycling center](#)

Looks promising

Meigs County Landfill in Georgetown, TN with Reviews - YP.com

<https://www.yellowpages.com> › [Georgetown, TN](#) ▼

Find 10 listings related to **Meigs County** Landfill in Georgetown on YP.com. ... photos, directions, phone numbers and more for **Meigs County** Landfill locations in Georgetown, **TN**. ... 24. Hamilton County Government **Recycling** Coordinator.

Meigs Co. recycling service stays open | News ...

www.dailypostathenian.com › [news](#)

Dec 3, 2015 - DECATUR - A popular **Meigs County** service will continue. ... **Meigs Co. recycling** service stays open IN THE CHANCERY COURT OF MCMINN COUNTY, **TENNESSEE** PROBATE DIVISION NOTICE TO CREDITORS IN ...


This is the **only** recycling content found on site

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



Meigs County

Mayor Bill James
17214 State Hwy. 58 N.
Decatur, TN 37322

[Home](#) » [Economic Development](#) » [Recreation](#) » [Why Meigs](#) » [Events Calendar](#) » [Ten Mile](#)

Meigs County • The Shoreline Community  

Services

Good Nursing Center, Inc

37322
02

[read more](#)

Churches

ately 35 churches in Meigs County. The majority of the churches are Baptist or Methodist. There are also several Church of Christ, Church of God and Seventh-Day Adventist churches in

[read more](#)

Library Sponsored Wi-Fi Hotspots

Click the link for more info on Library Wi-Fi Hotspots!

[Library Sponsored Wi-Fi Hotspots](#)


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

Meigs County Decatur Public Library



120 E. Memorial Drive
Decatur, Tennessee 37322
Phone: (423) 334-3332



KEEP
TENNESSEE
Beautiful
KEEP AMERICA BEAUTIFUL AFFILIATE

Keep Tennessee Beautiful is not just our name, it is our mandate.

LITTER PREVENTION

RECYCLING

GREENING

ABOUT US

GET INVOLVED

AFFILIATES

NEWS

CALENDAR

EDUCATION

CONTACT US

RECYCLING

> Find a Location

Paper

Aluminum

Steel

Plastics

Glass

Scrap Tires

Wireless Phones

Computers and Electronics

How You Can Help

Earth 911



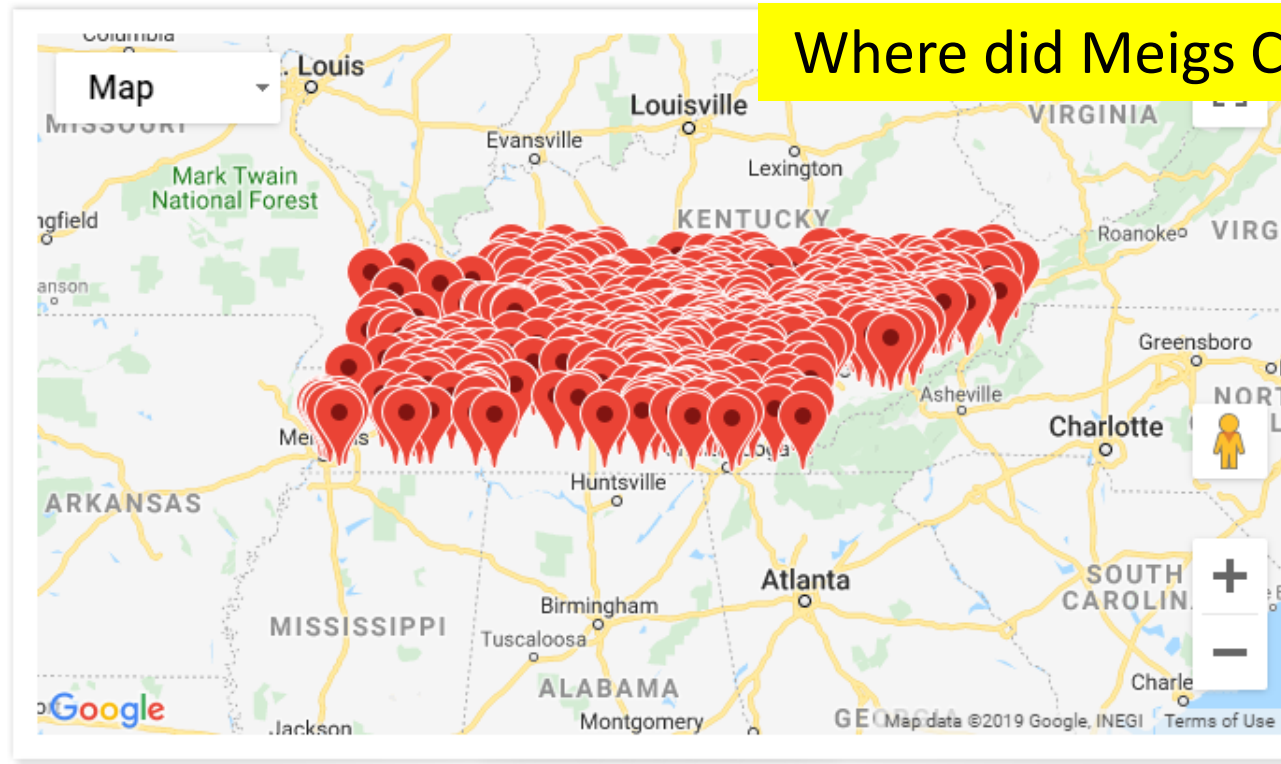
LITTER PREVENTION



RECYCLING

FIND A RECYCLING LOCATION

search by zip or city, state



Where did Meigs County go?

Here's a better result...

johnson city tn recycling



[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 3,060,000 results (0.53 seconds)

Recycling - Welcome to Johnson City, TN

<https://www.johnsoncitytn.org> › [services](#) › [recycling](#) ▼

Johnson City began its voluntary, curbside **recycling** program in 1989. Since that time, the City has **recycled** more than 131200 tons of materials.

^[PDF] RECYCLING GUIDE - CITY OF JOHNSON CITY

<https://www.johnsoncitytn.org> › [public_works](#) › [solid_waste](#) › [recycling_g...](#) ▼

CITY OF **JOHNSON CITY**– **RECYCLING** GUIDE. Solid Waste Services- 91 New St, **Johnson City**. 423-975-2792. Monday–Friday Office Hours 7:00 A.M. - 5:00 ...

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 ...

curbside 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



- AQUATICS
- ATHLETICS
- CITIZEN REPORTING
- DEVELOPMENT SERVICES
- FIRE DEPARTMENT
 - Prevention
 - Operations
 - Training
- POLICE DEPARTMENT
- PUBLIC TRANSPORTATION
- RECYCLING**
- SENIOR SERVICES
- STREET DIVISION
 - Brush, Leaf & Grass Collection
 - Report a Pothole
- TRAFFIC DIVISION
- WATER & SEWER SERVICES
 - After Hours Emergency
 - Pay Utility Bill: Water & Garbage
 - Sign up for Autodraft Payments
- COMMUNITY HALL
- IMAGE & DATA
- E PAYMENTS
- & RECREATION
- TS & LICENSES
 - License Application
 - Business License
 - View Portal
 - Tractor Requirements



Services **Residents** Business Visitors Government

Search For Anything

- Accessibility
- Animal Care & Control
- City Council
- CTV Videos, Live Streaming
- Garbage, Recycling & Yard Waste**
- Health & Human Services
- Home Improvement
- Neighborhoods
- Newcomer Information

- Parks, Recreation & Greenways
- Police Department
- Property Taxes
- Public Safety
- Public Service Department
- Streets, Traffic & Transit
- Utilities
- Volunteer Opportunities



Knoxville prides itself in providing the best citizen services in the area including a 311 Call Center to track requests

Screams “I Want To...” RECYCLE!
Why just under Public Works?



The screenshot shows a city government website with a blue header and a white navigation bar. The navigation bar includes links for Home, About Us, Your Government, I Want To..., Calendars, Contact Us, and Service Request. The 'I Want To...' link is highlighted in orange, and a dropdown menu is open, listing various services: Apply for..., Pay..., Read..., Request Public Records, Subscribe to..., View..., Renew a Library Book, Reserve a Facility..., Register for Sports..., and Login as Employee. The main content area is divided into two columns. The left column has a sidebar with a 'Public Works' link and a list of sub-links: Sanitation Holiday Schedule, Emissions Inspection Schedule, Curbside Recycling, and Traffic Signal Specification Nov 2018. The right column features a 'Single Stream' section with a 'Contact Information' link and a 'NO PLASTIC BAGS' warning. Below this, there is a paragraph about recycling materials and a call to action to maximize recycling efforts. The website also includes a circular seal in the top right corner with the text '1835 TENNESSEE'.

Home | About Us | Your Government | I Want To... | Calendars | Contact Us | Service Request

You are here: [Home](#) > [Your Government](#) > [Public Works](#) > Curbside Recycling

> [Public Works](#)

- > [Sanitation Holiday Schedule](#)
- > [Emissions Inspection Schedule](#)
- > [Curbside Recycling](#)
- > [Traffic Signal Specification Nov 2018](#)

Single Stream

[Contact Information](#)

NO PLASTIC BAGS

There are many garbage items going into the BLUE recycling container. Please review the information below to ensure that many of the recyclable materials are not wasted.

Remember, if you do something 17 times – it becomes a habit. So, please make a conscious effort to put your recyclable materials in the BLUE container so our program can meet its goals!

If you have any questions regarding what can be recycled, please call me, Joe Moss, at 672-3654 and I will be happy to help you.

ACCEPTED BY PROCESSOR

Maximize your recycling efforts!

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



Recycling Centers

Home / Life in Rhea / Recycling Centers

[vc_row][vc_column][vc_column_text]Rhea County Convenience Centers

Graysville
816 Harrison Ave., Graysville, TN 37338
423-775-7861
Accepts scrap metal for recycling.

Hours of Operation
Sunday 1:00pm-6:00pm
Monday 7:00am-6:00pm
Tuesday Closed
Wednesday 7:00am-6:00pm
Thursday Closed
Friday 7:00am-6:00pm
Saturday 8:00am-6:00pm

coding error?
Would definitely benefit from a grid layout.
No context on items found.

Wolf Creek
178 Watts Bar Hwy., Spring City, TN 37381
423-365-6021
Accepts glass, plastic, paper, and aluminum for recycling.

Hours of Operation
Sunday 1:00pm-6:00pm
Monday 6:00am-6:00pm
Tuesday 6:00am-6:00pm
Wednesday Closed
Thursday 6:00am-6:00pm
Friday 6:00am-6:00pm
Saturday 8:00am-6:00pm

St. Clair
636 Rocky Springs Rd., Spring City, TN 37381
423-365-7086
Accepts scrap metal for recycling.

Hours of Operation
Sunday 1:00pm-6:00pm
Monday 6:00am-6:00pm
Tuesday Closed
Wednesday 6:00am-6:00pm
Thursday Closed
Friday 6:00am-6:00pm
Saturday 8:00am-6:00pm

Grandview
5514 Wassom Memorial Hwy., Spring City, TN 37381
423-365-9638
Accepts scrap metal for recycling.

Hours of Operation
Sunday 1:00pm-6:00pm
Monday 7:00am-7:00pm
Tuesday 7:00am-7:00pm
Wednesday 7:00am-7:00pm
Thursday 7:00am-7:00pm
Friday 7:00am-7:00pm
Saturday 7:00am-7:00pm

Rhea County Landfill
Smyrna Rd., Evansville, TN 37332
423-570-8920

Hours of Operation
Sunday Closed
Monday 7:00am-4:30pm
Tuesday 7:00am-4:30pm
Wednesday 7:00am-4:30pm
Thursday 7:00am-4:30pm
Friday 7:00am-4:30pm
Saturday 7:00am-12:00pm

[vc_column_text][vc_row]

Old Washington
8025 Cottonport Rd., Dayton, TN 37321
Accepts scrap metal for recycling.

Hours of Operation
Sunday 1:00pm-6:00pm
Monday 7:00am-6:00pm
Tuesday 7:00am-6:00pm
Wednesday 7:00am-6:00pm
Thursday 7:00am-6:00pm
Friday 7:00am-6:00pm
Saturday 8:00am-6:00pm

RHEA COUNTY COURTHOUSE

- 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

Wolf Creek
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Wednesday 7:00am-4:30pm
Thursday 7:00am-4:30pm
Friday 7:00am-4:30pm
Saturday 7:00am-12:00pm

[vc_column_text][vc_column][vc_row]

NOBODY TRASHES TENNESSEE
TENNESSEE DEPARTMENT OF TRANSPORTATION

RHEA COUNTY EXECUTIVE'S OFFICE
GEORGE THACKER,
Rhea County Executive
375 Church St., Suite 215
Dayton, TN 37321
423-775-7861
rheamayor@rheacounty.org

LOCAL CITIES
City of Dayton
City of Grayville
Town of Spring City

EVENTS
There are no events at this time.

What materials will the new recycling program accept?

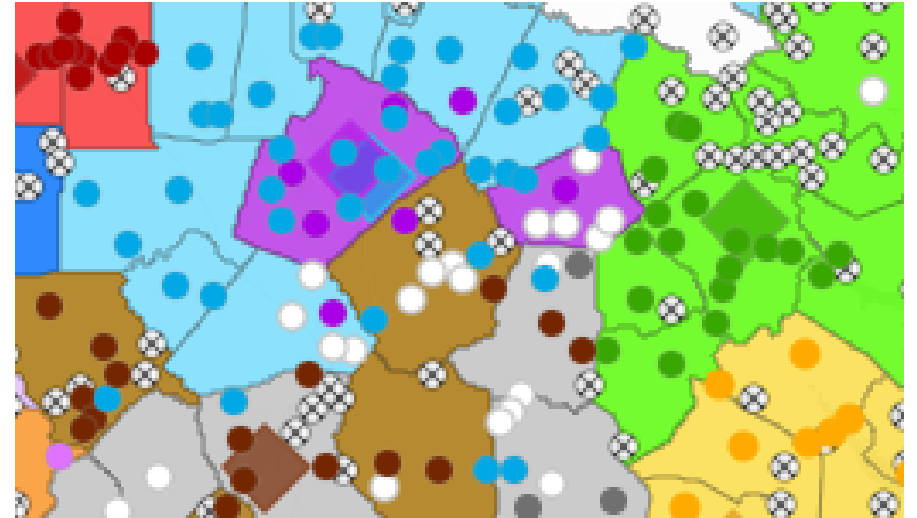
- ❑ Newspaper: ONP – old news print, Browser, Word On White House!
- ❑ Cardboard: OCC – old corrugated containers
- ❑ Paperboard: cereal, frozen foods, refrigerated packaging, medicines, toys, etc.
- ❑ Junk Mail: SOP - sorted office paper – coated & uncoated
- ❑ Magazines: Coated and uncoated
- ❑ Plastic: 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.

Memphis	★	★	★	★	★
City of Alcoa	★	★	★	★	★
Nashville Metro	★	★	★	★	★
Chattanooga	★	★	★	★	★
Jefferson City	★	★	★	★	★
Williamson County	★	★	★	★	★
Oak Ridge	★	★	★	★	★
City of Maryville	★	★	★	★	★
City of Goodlettsville	★	★	★	★	★
East Ridge	★	★	★	★	★
City of Knoxville	★	★	★	★	★
City of Selmer	★	★	★	★	★
City of Franklin	★	★	★	★	★
City of Lebanon	★	★	★	★	★
Blount County	★	★	★	★	★
Cumberland County	★	★	★	★	★
City of Collegedale	★	★	★	★	★
Knox County	★	★	★	★	★
Loudon County	★	★	★	★	★
Marshall County	★	★	★	★	★
City of Etowah	★	★	★	★	★
City of Athens	★	★	★	★	★
Town of Collierville	★	★	★	★	★

Johnson City	★	★	★	★	★
Anderson County	★	★	★	★	★
Bradley County	★	★	★	★	★
City of Cleveland	★	★	★	★	★
City of Henderson	★	★	★	★	★
Chester County	★	★	★	★	★
Hamilton County	★	★	★	★	★
Jefferson County	★	★	★	★	★
Lawrence County	★	★	★	★	★
City of Adamsville	★	★	★	★	★
McNairy County	★	★	★	★	★
City of Ringgold	★	★	★	★	★
Roane County	★	★	★	★	★
Hamblen County	★	★	★	★	★
Rhea County	★	★	★	★	★
Shelby County	★	★	★	★	★
City of Collegedale	★	★	★	★	★
City of White House	★	★	★	★	★
City of Lexington	★	★	★	★	★
Henderson County	★	★	★	★	★
City of Farragut	★	★	★	★	★
Sullivan County	★	★	★	★	★

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





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



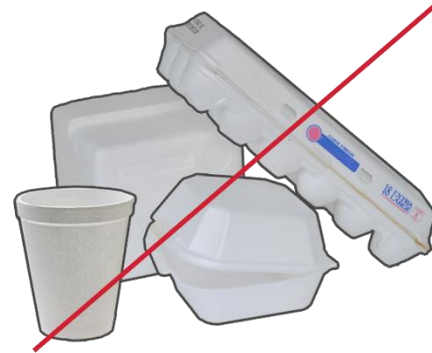
Clear No for Contaminates



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)



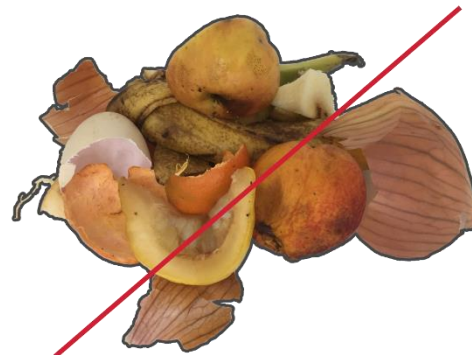
No Batteries
(dispose or drop-off where available)



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 Tennessee



YES

•Clean •Empty •Dry

Place recyclables loose in bin, never in bags

Paper



Cardboard
Newspaper
Magazines
Office Paper
Paper Bags
Mail
Paperboard

Metal



Aluminum Cans
Steel Containers

Plastic



Containers With Caps
Bottles With Lids
Jars With Lids



CHECK LOCAL



CHECK LOCAL

Not all places take these, check your community recycling website

Paper



To-Go Containers
Cartons
Cups

Metal



Foil
Aluminum Trays
Aerosol Cans
Metal Items

Plastic



Containers
Tubs
Buckets
Produce Baskets
Rigid or Bulky
To-go Trays
To-go Cups
To-go Drink Lids

Glass



Jars
Bottles
Containers



NO

Cannot be recycled at this time

If you are not sure, please throw it away



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 Non-Container Plastic
straws, hangers, pouches, lids, etc.



No Batteries
dispose or drop-off where available



No Food or Liquid
(drain, rinse and compost instead)



No Shredded Paper
(compost or drop-off instead)



No Clothes or Shoes
(donate or drop-off where available)

Also Please No:

Diapers
Glass Cups/Dishes
Light Bulbs
Medical Supplies
Needles
Paper Towels
Shrink Wrap
Straws
Tissues
Toys
Sharp Objects

State/Regional/County Page

moderncity Recycle Right Guide for Modern City

Use this 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
Tubs
Buckets
Produce Containers
To-Go Cups
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 Case 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 Tennessee

TN Department of Environment & Conservation
SERDC Southeast Recycling Development Council
THE RECYCLING PARTNERSHIP

guía de reciclaje en español próximamente

moderncity Recycle Right Guide for Modern City

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YES •Clean •Empty •Dry
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Paper
Cardboard
Newspaper
Magazines
Office Paper
Mail
Paperboard

Plastic
Bottles with Lids
Containers with Caps
Jars with Lids
Tubs
Buckets
Produce Containers
To-Go Cups
To-Go Lids

Metal
Aluminum Cans
Steel Containers

Glass
Jars
Bottles
Containers

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Paper
To-Go Containers
Cartons
Cups

Metal
Foil
Aluminum Trays
Aerosol Cans
Metal Items

Plastic
Straws
Hangers
Lids
Pouches

Plastic
Shopping Bags
Bottle Case Wrap
Toilet Paper Wrap
Film

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Glass Cups/Dishes
Light Bulbs
Medical Supplies
Needles
Paper Towels
Sharp Objects
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Tissues
Toys

Recycle Right Tennessee

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guía de reciclaje en español próximamente

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If you are not sure, please throw it away

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To-Go Containers
Cartons
Cups

Metal
Foil
Aluminum Trays
Aerosol Cans
Metal Items

Plastic
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Hangers
Lids
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Shopping Bags
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Toilet Paper Wrap
Film

Also Please No:
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Glass Cups/Dishes
Light Bulbs
Medical Supplies
Needles
Paper Towels
Sharp Objects
Shrink Wrap
Tissues
Toys

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 Food or Liquid
(drain, rinse and compost instead)

No Shredded Paper
(compost or drop-off instead)

No Clothes or Shoes
(donate or drop-off where available)



Curbside

guía de reciclaje en español próximamente



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.

Convenience Center	Open	Hours	Paper	Plastic	Metal	Glass
The Academy, LA	Fri., June 20	Book It				
Bamboo, Santa Barbara	Thu., June 19	Book It				
Cheers, Santa Cruz	Sat., June 28	Book It				
The Rinky, San Francisco	Wed., July 6	Book It				



YES

•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
Buckets
Produce Containers
To-Go Cups
To-Go Lids



Metal

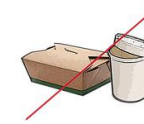
Aluminum Cans
Steel Containers
Pots and Pans
Foil
Tin



NO

Cannot be recycled at this time

If you are not sure, please throw it away



Paper

To-Go Containers
Cups



Metal

Foil
Aluminum Trays
Aerosol Cans
Metal Items



Glass

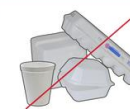
Jars
Bottles
Containers



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 Non-Container Plastic
(straws, hangers, pouches, lids, etc.)



No Batteries
(dispose or drop-off where available)



No Food or Liquid
(drain, rinse and compost instead)



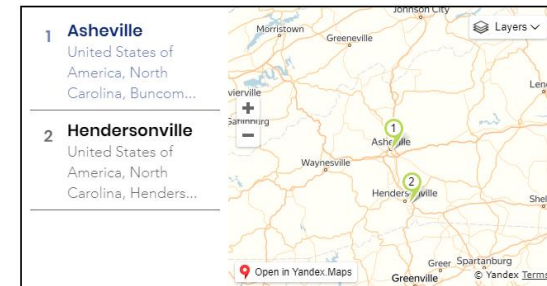
No Clothes or Shoes
(donate or drop-off where available)



No Shredded Paper
(compost or drop-off instead)

Also Please No:

Diapers
Glass Cups/Dishes
Light Bulbs
Medical Supplies
Needles
Paper Towels
Sharp Objects
Shrink Wrap
Straws
Tissues
Toys



Convenience Centers

guía de reciclaje en español próximamente

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

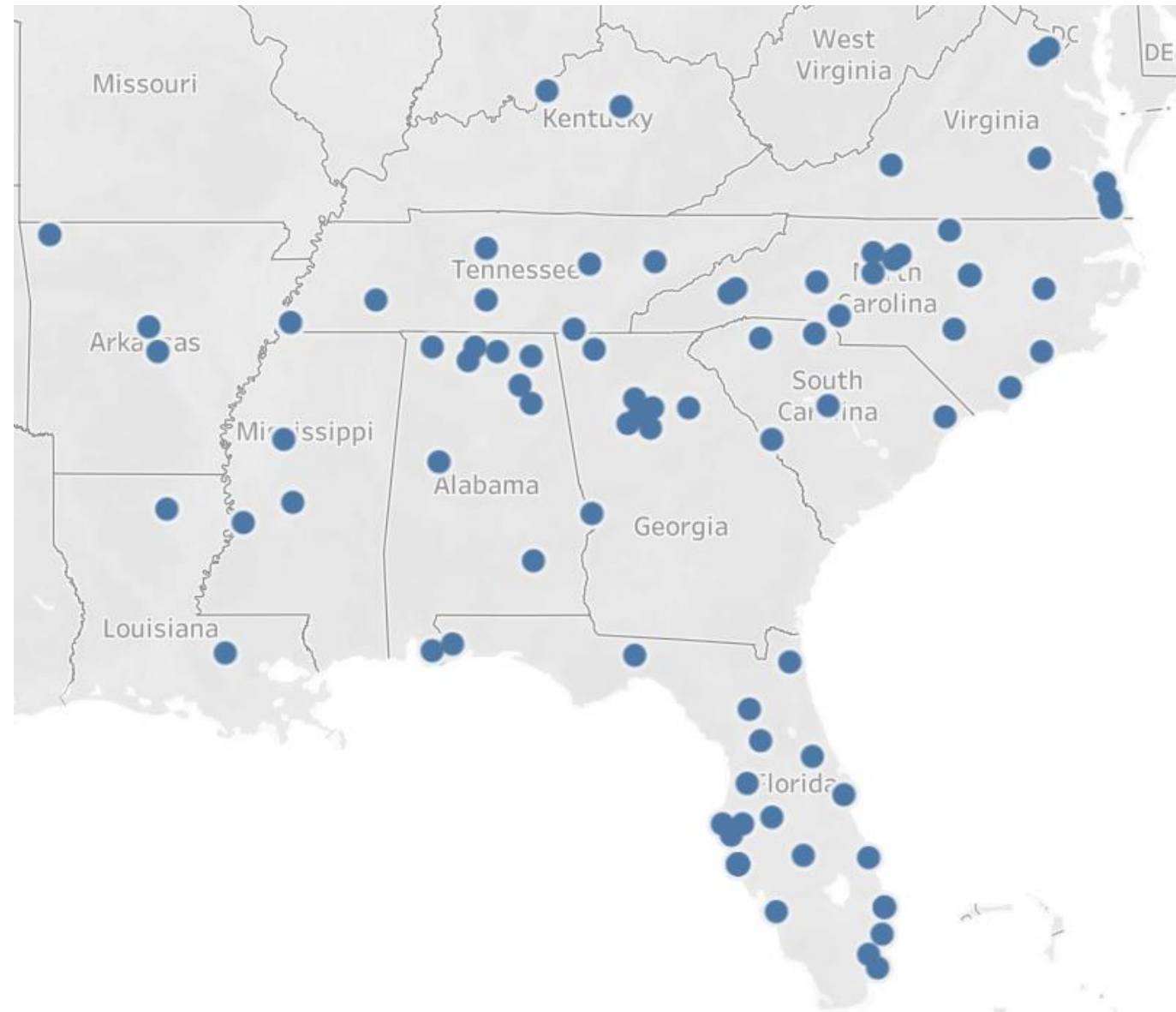
(828) 545-4025

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

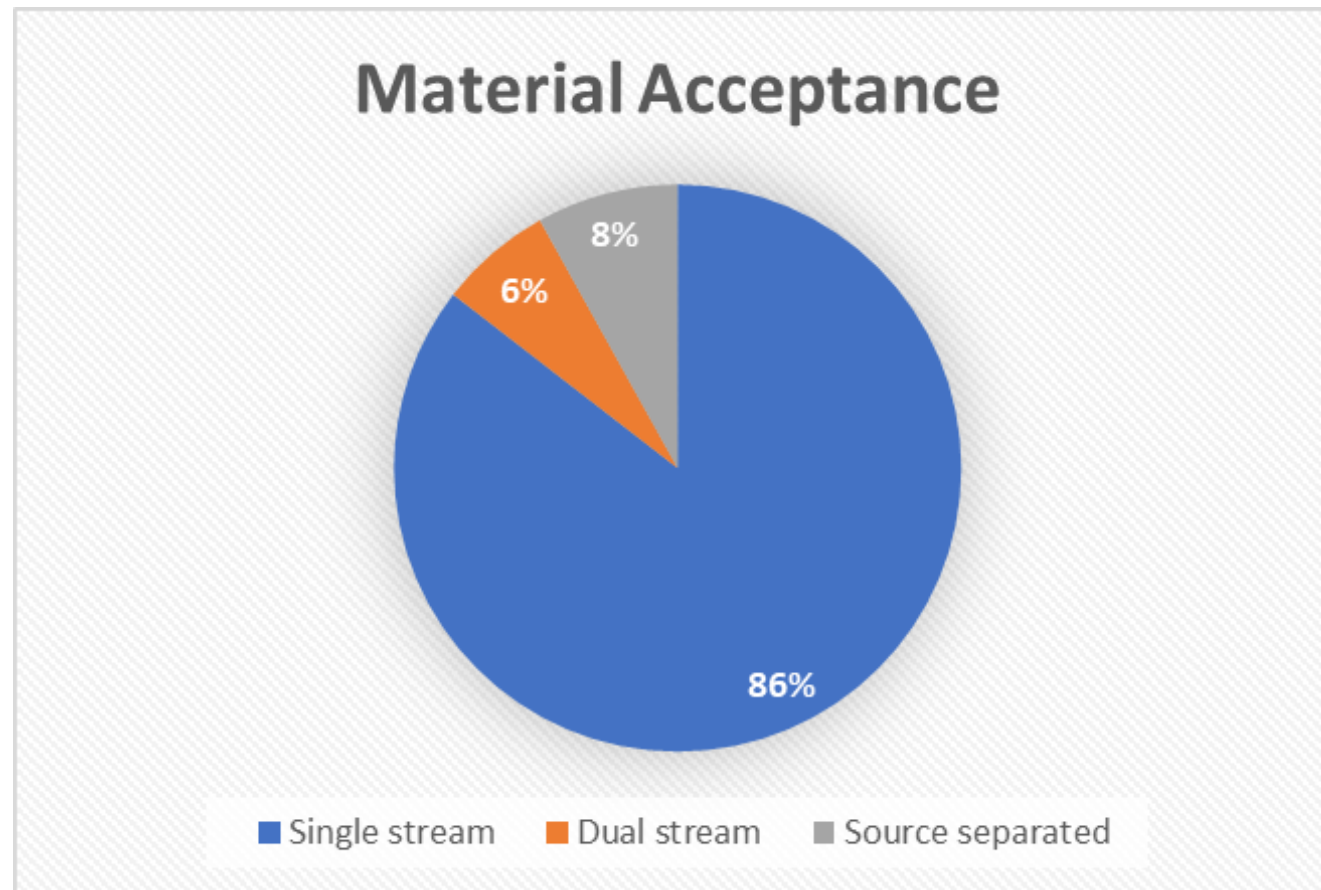
Not all
operations are
automated

Contamination
is weighing the
industry down

There is excess
process capacity
in the region

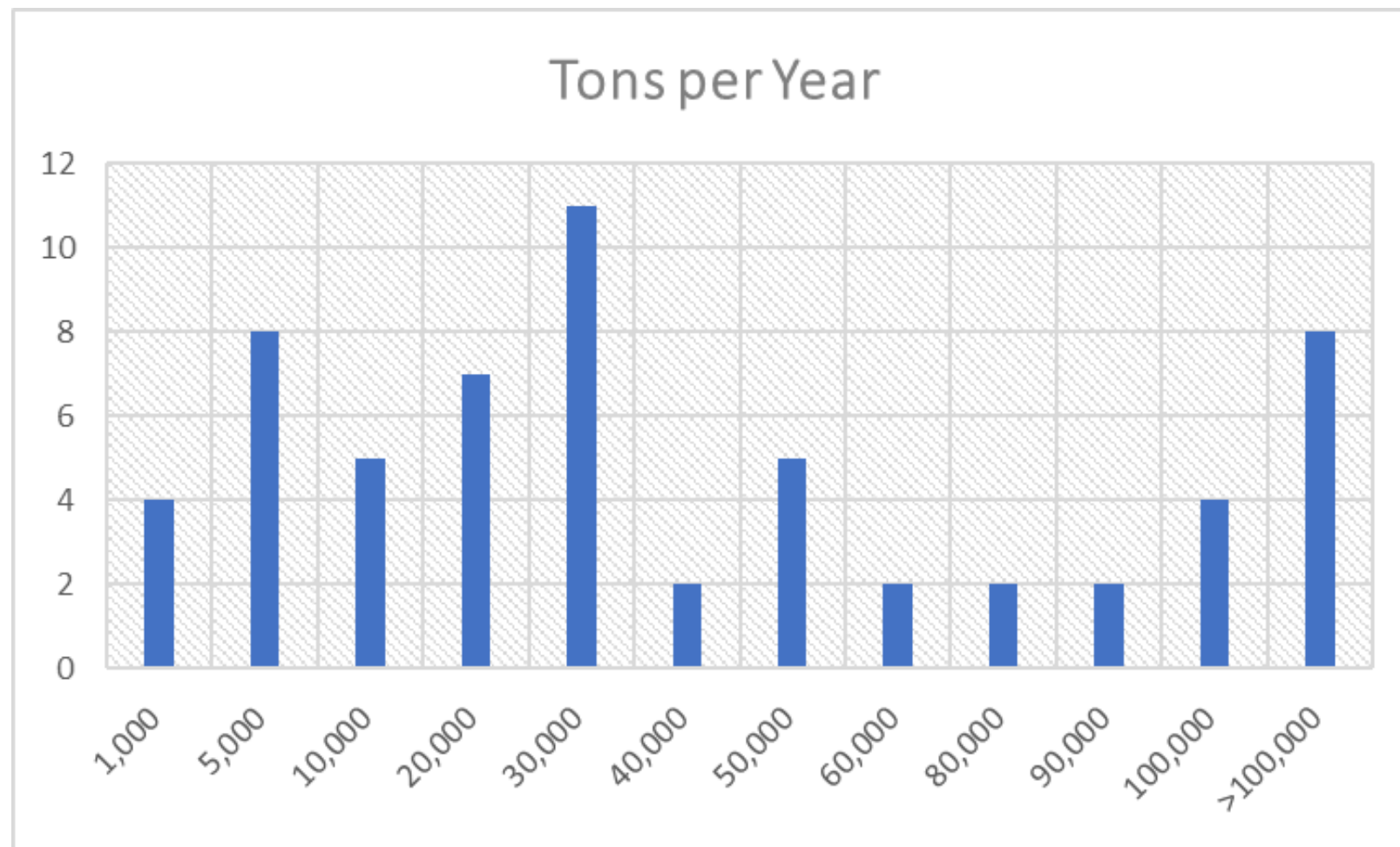
The robots are
coming!

Single Stream is not Universal

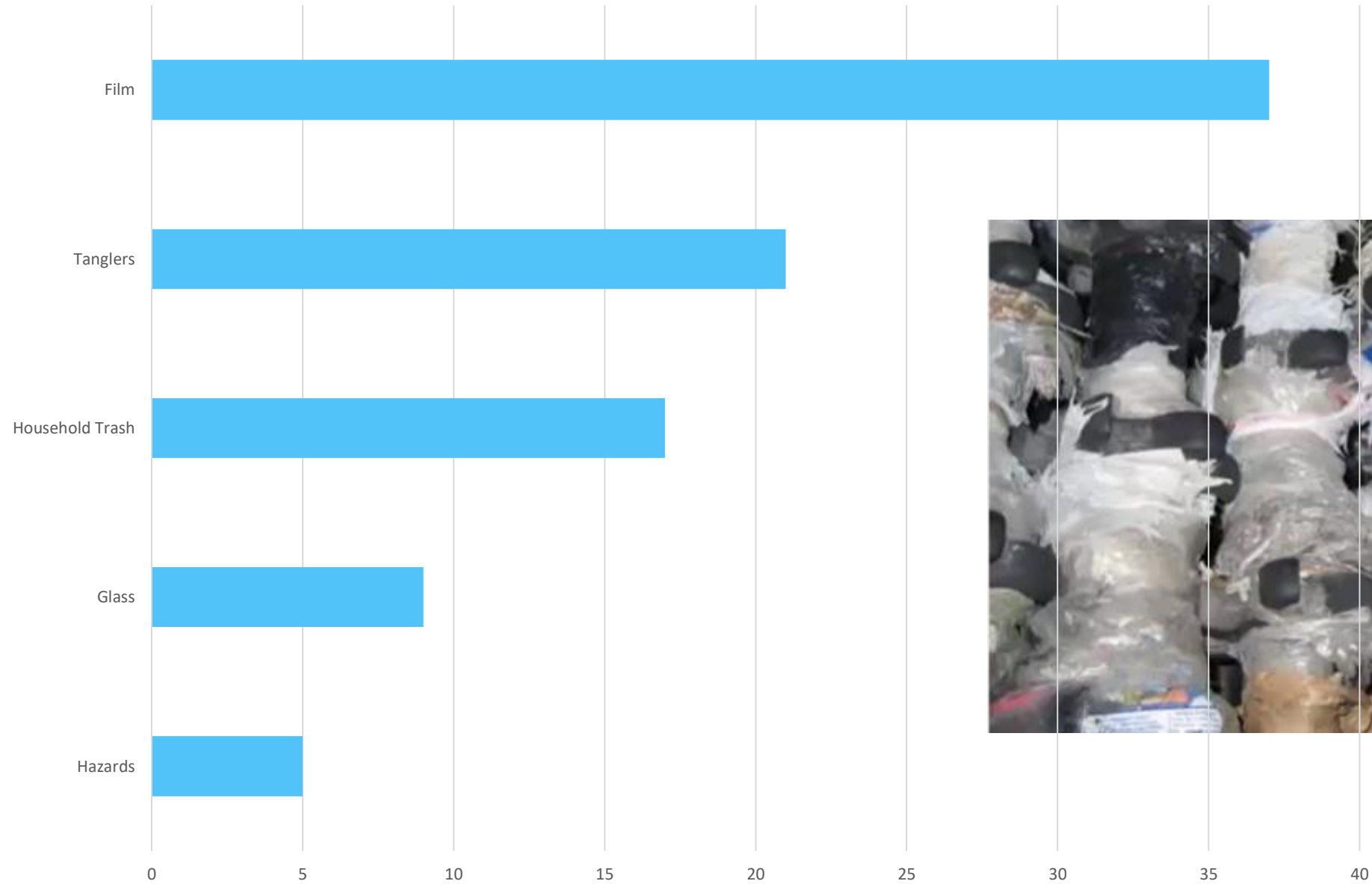


Capacity

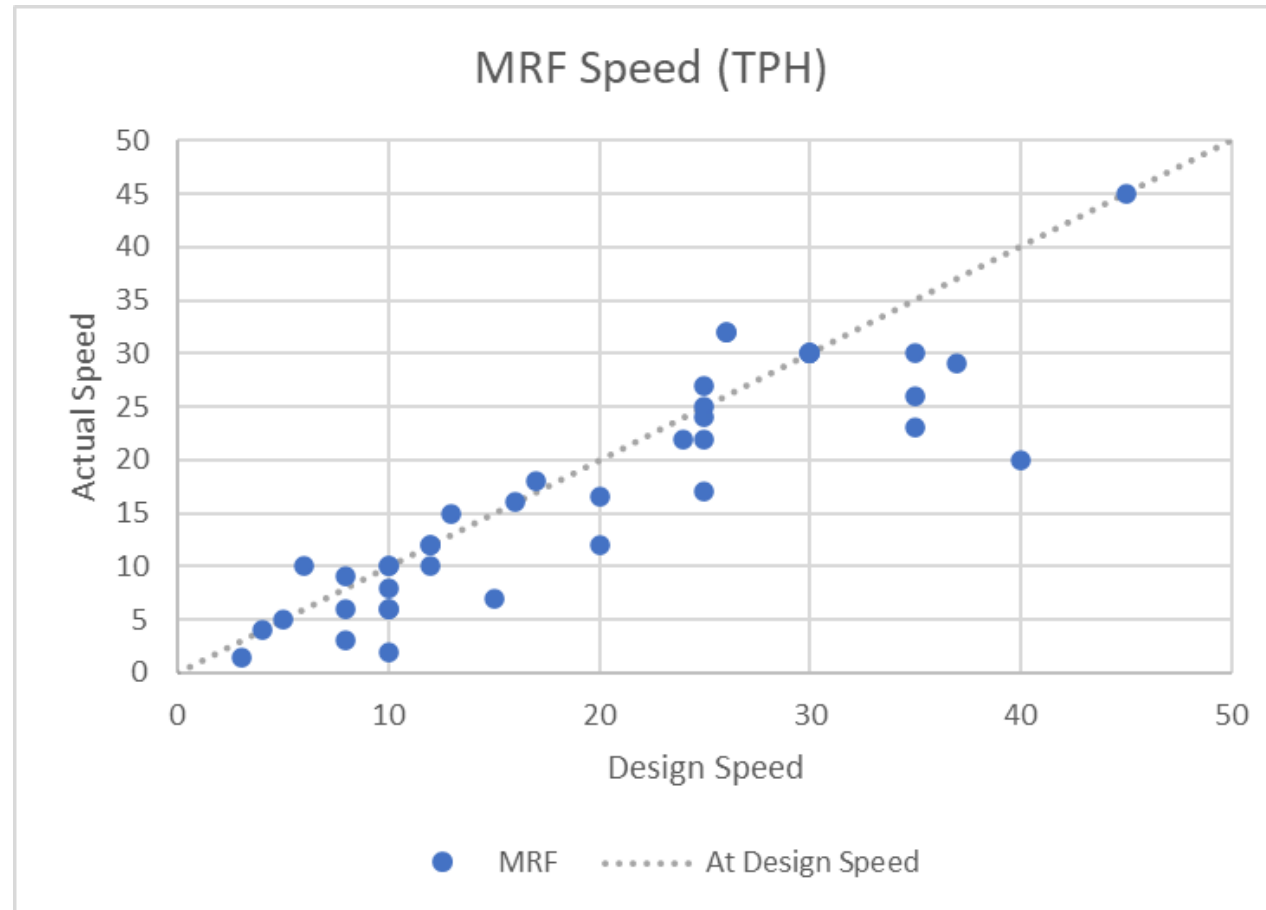
- Smallest 120 TPY
- Largest 450,000 TPY
- Median 20,400 TPY
- Mean 43,023 TPY



Worst Contamination

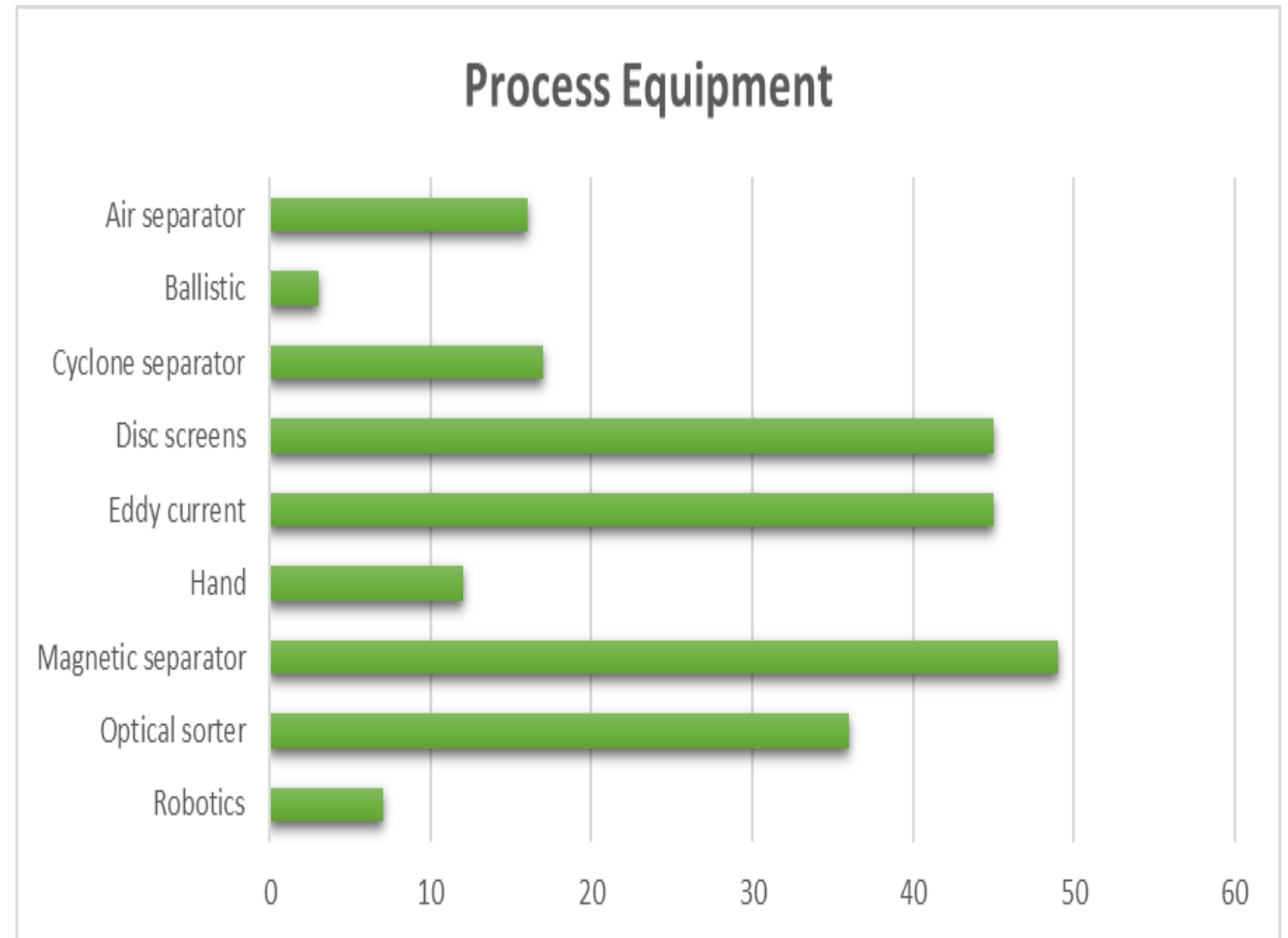


Processing Speed

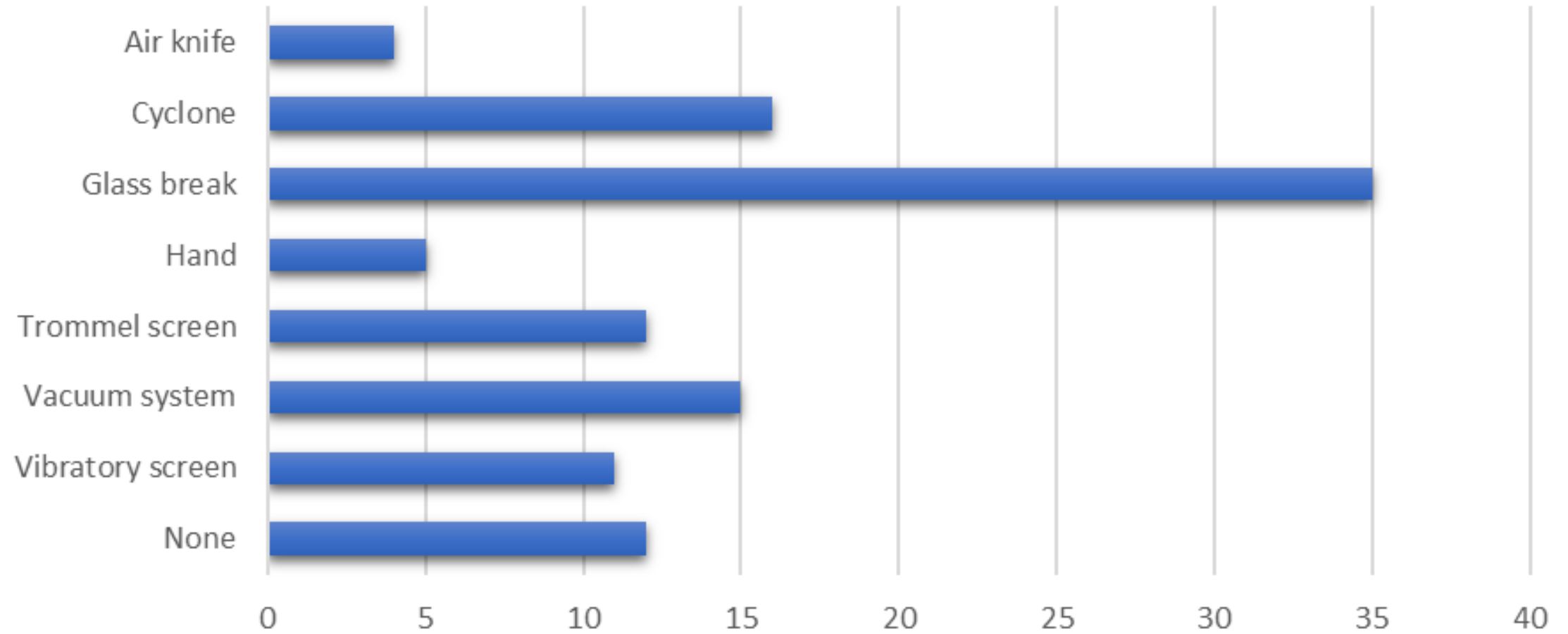


Installed Equipment

- 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.

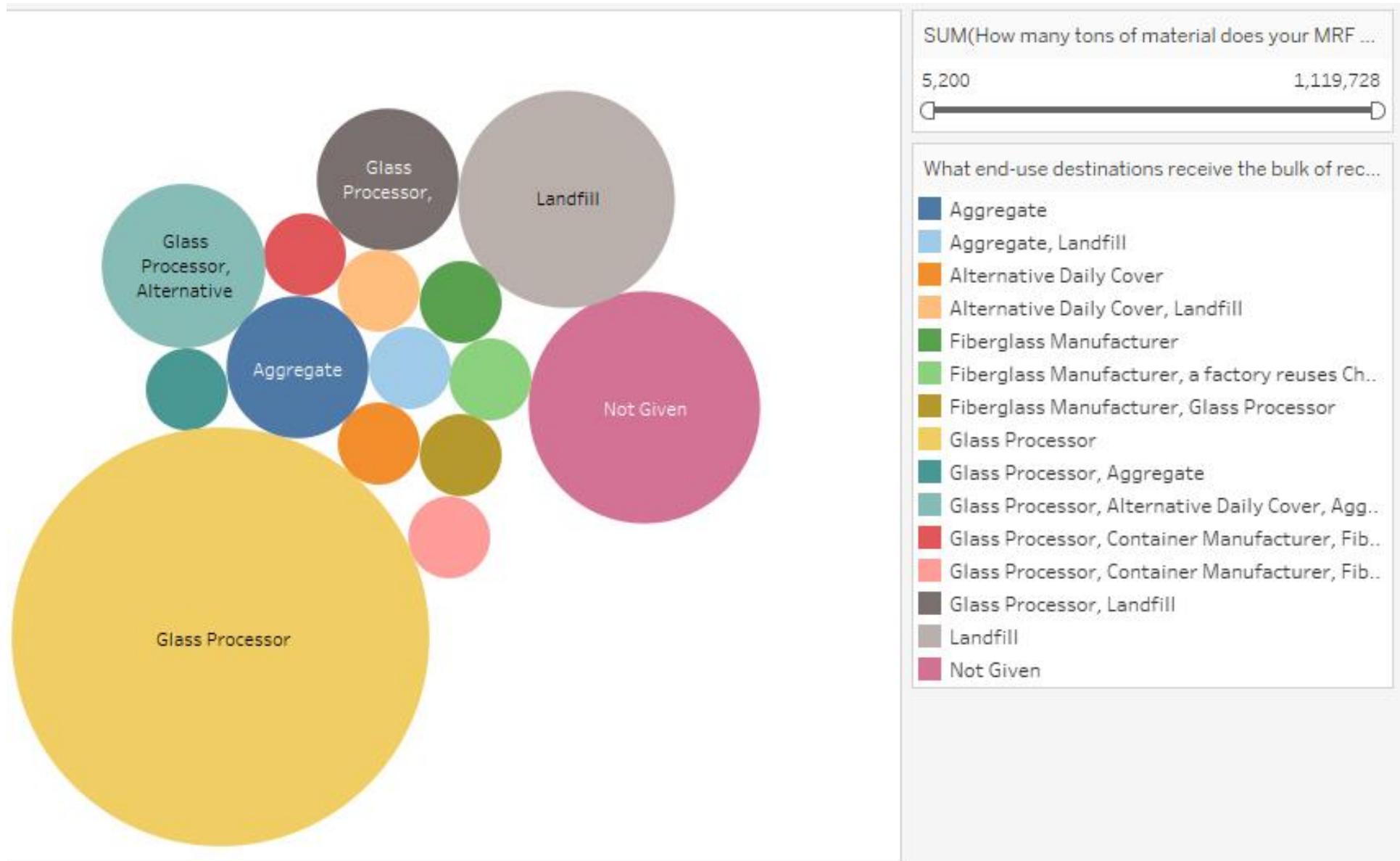


Glass Equipment



Glass Destination

	Small	Medium	Large
Manufacturer	3	2	0
ADC	0	1	7
Aggregate	5	2	4
Landfill	7	1	4
Glass Processor	9	16	13



Market Concerns



Plastic 3 -7 (13)



Mixed Paper
(11)



General Market
Value (7)



Glass (5)



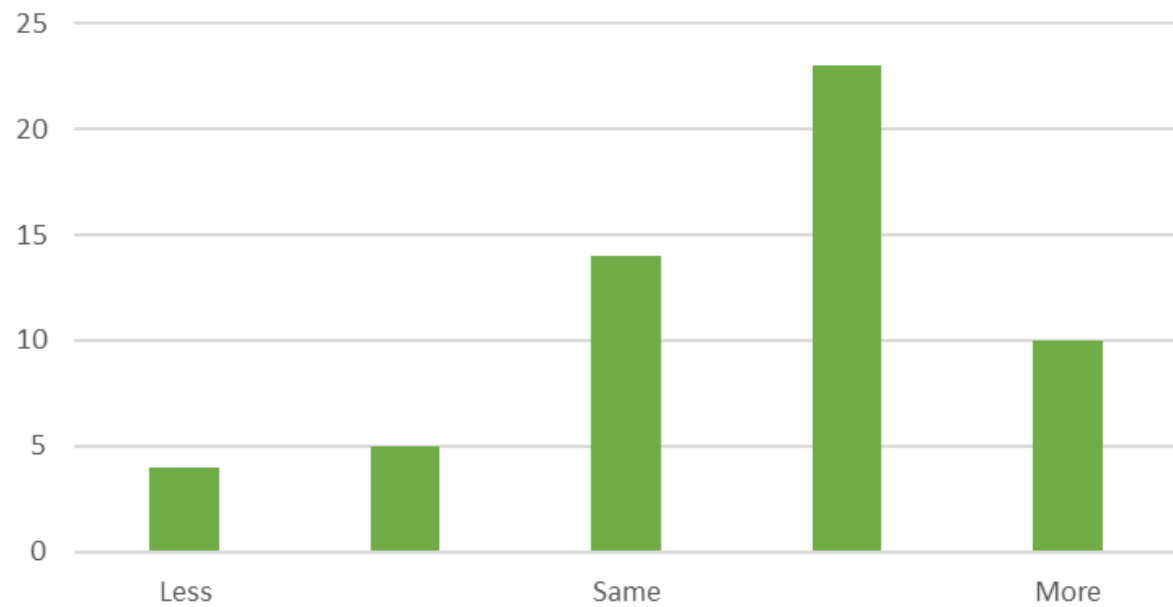
OCC (3)



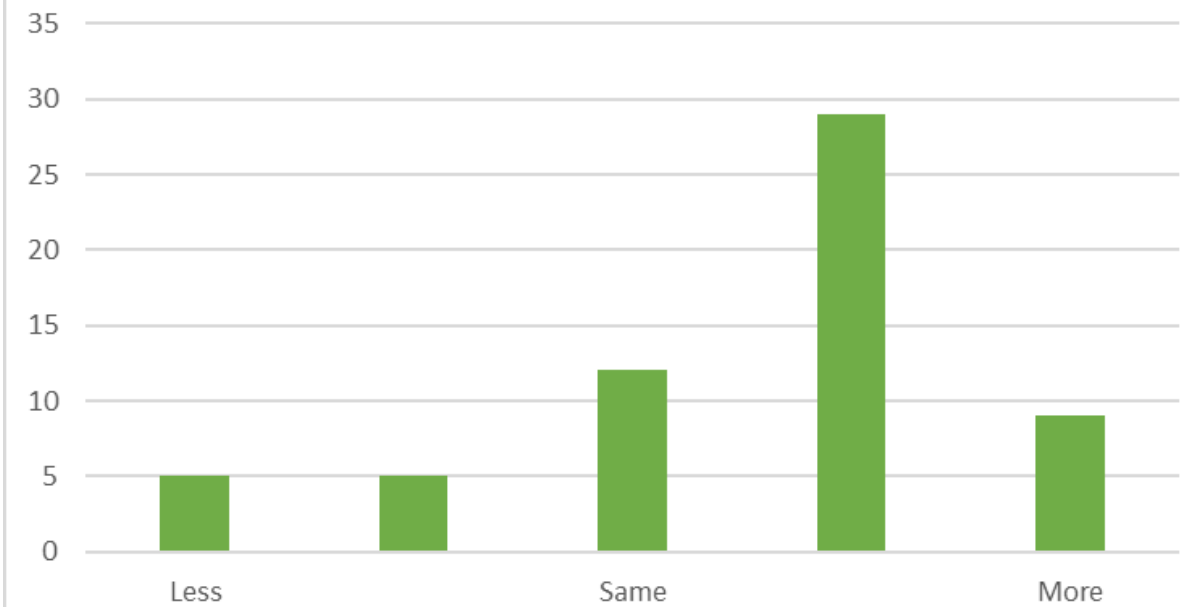
Film (2)

Covid Impacts

Covid Material Increase



Covid Contamination



Will Sagar
Executive Director
will.sagar@serdc.org
(828) 507-0123



Platinum Sponsors



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

Gold Sponsor



Moderator: Michael McPherson-
Georgia Municipal Association
Intergovernmental Coordinator

Silver Sponsors



Bronze Sponsors





Our first speaker is:

Laura Rowell- Sonoco, Director of Global Sustainability



RECYCLING IN UNCERTAIN TIMES OCTOBER 13-15, 2020



Our second speaker is:

Billy Johnson- ISRI, Chief Lobbyist



RECYCLING IN UNCERTAIN TIMES OCTOBER 13-15, 2020



Our third speaker is:

Ross Sloane- Braven Environmental

Platinum Sponsors



Gold Sponsor



Ask Questions

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Audio

Sound Check

Computer audio

Phone call

MUTED

Transmit (Plantronics Savi 7xx-M)

Receive (Plantronics Savi 7xx-M)

Talking: Liz Davis

Questions

[Enter a question for staff]

Send

Webinar Housekeeping

Webinar ID: 608-865-371

GoToWebinar

Silver Sponsors



Bronze Sponsors



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