



**“LANDFILLED” DISCUSSION SERIES
GRANDVIEW WORKSHOP**

Date: July 14, 2008

Time: 6 p.m.

Location: Grandview Community Center

Facilitator: Airick Leonard West

Lead Recorder: Felicia Black

Recorders: Tristan Cook, John Schmidt

One KC Voice Staff: Daniel Cash

SWMD Representatives: Matt Riggs, Nadja Karpilow

Number of participants: 15

Participants in the first phase of discussions often cited wanting to “get something” from recycling other than just the feeling of doing something good. What incentives could be offered to encourage people to participate in local recycling programs? Conversely, should there be some penalty assessed to those who choose not to recycle?

Ideas heard during citizen conversations: Rewards/punishment

1. A scale automatically weighs bins at the curb and rewards homeowners with cash rewards or coupons
2. Limit the amount of trash people are able to put out
3. Acknowledge participants (like BTG Green Spot)
4. Offer credit or monetary reward for returning recyclable items to a specific location
5. Give people time and educate them about the system, then fine them if they don't comply (“recycling police”)
6. Have a portion of money earned from recycling go to a local charity
7. Reduce sales tax pro-rated by amount of recycled materials received
8. Give credits for recycling that can be used at participating vendors
9. Reduce trash payment for those who recycle
10. Add a fee for using plastic bags

Ideas and recommendations generated at the workshop with vote tallies

- Need to patrol the trash – ticket those who do not recycle
- One pick-up – more recyclables
- Recycling pick-up on a different day than trash pick-up (3)
- Provide credits to the thrower for the value of the recyclables
- The hauler gets credit for hauling recyclables
- Make special value coupons to recycle for and at businesses (1)
- Pay for trash hauling but recycling hauling is free (6)
- Give rebates to parent of students to participate in recycling
- Neighborhood and Home owner associations can promote recycling(1)
- Municipalities should support neighborhood recycling efforts
- Use different size trash cans to help regulate costs

Many participants in the discussions felt that they didn't know enough about what could and could not be recycled, or how and where they could recycle. What steps could be taken to inform people about the recycling process?

Ideas heard during citizen conversations: Information and education

1. Labels on the bins tell what can be recycled
2. Products labeled with visual cue for recycling (color codes, large labels)
3. Launch a general national advertising campaign, such as showing the White House with a recycling bin outside
4. Metro-wide education campaign about what materials are accepted
5. Start teaching children early during school about recycling
6. Put facts about trash and recycling on the side of bins
7. Provide people with a visual representation of how much trash they dispose of in a given period of time
8. Use sports stars or other local celebrities to encourage recycling
9. Use only trained, friendly volunteers at drop-off centers
10. Include a note on packaging that states: "This product generates ___ amount of waste" (similar to a nutritional label)
11. Create a recycling "flow chart" that can be placed in the home to describe what can be recycled
12. Put information on utility bill insert
13. Have local neighborhoods, churches or other groups start telephone trees or e-mail networks to encourage participation

Ideas and recommendations generated at the workshop with vote tallies

- Information in newspapers/feature articles
- Recycling expos/fairs (1)
- Labels on bins
- Notes on packaging (2)
- Recycling flow chart
- Educate children through TV and radio ads (3)
- Create uniformity across jurisdictions (3)
- Political support
- Costs & benefits of recycling provided to households
- Establish more uniform systems across haulers
- Manufacturers use recyclable materials
- Drop off sites for materials not picked-up curbside
- Haulers publish visual references materials about what they will pick-up for recycling

Most people cited government, and sometimes other community agencies, as needing to take a lead role in developing and supporting recycling programs. What specific actions can governments or community organizations take to lead recycling efforts?

Ideas heard during citizen conversations: Leadership

1. Research cities with high recycling participation and then implement their ideas
2. Bans on non-recyclable products and packaging
3. Create and support new industries and markets that support use of recyclables
4. Work a contract with haulers that mandates how they must handle materials (accountability)
5. Use ads on side of bins or bags to fund recycling program improvements
6. Have municipalities take on solid waste management
7. Start a new agency solely responsible for creating and running recycling programs

Ideas and recommendations generated at the workshop with vote tallies

- Community Institutions should recycle

- Festivals and community events should be required to recycle (1)
- Cities appoint key individuals to promote and regulate recycling
- Cities take responsibility for trash collection (1)
- Cities establish franchise agreements with haulers that require recycling
- Cities establish green procurement policies
- Ban bottled water
- Ban non-recyclable products
- Cities become leaders by adopting zero waste policies (6)
- Closer and more drop off sites(1)
- Cities require recycling (1)
- Cities run drop off sites
- Require convention facilities to go green

Theme issue: Business

Many people said there was no opportunity to recycle where they work and that some public institutions, such as schools, don't practice consistent recycling habits. What can be done to encourage recycling in business and institutional environments?

Ideas heard during citizen conversations: Institutional

1. Create incentives for restaurants/hotels/apartments/businesses to implement recycling programs
2. Stores should stop using plastic bags, and provide or ask customers to provide their own reusable canvas/cloth bags
3. Mandate institutional recycling metro-wide

Ideas and recommendations generated at the workshop with vote tallies

- Facility Assessments/waste stream audits
- Instant rebate when not using plastic bags at retail stores(1)
- Retailers charge for paper or plastic bags(1)
- Marketing programs targeted to industry and institutions
- Corporate recycling challenge
- Location of recycling sites made convenient
- Institutions provided recycling bins (1)
- Rebate on sales tax
- Establish recycling quota for institutional recycling (2)
- Offer employee incentives to recycle
- Consumers pay deposit on recyclables
- Make issuance and maintenance of business licenses dependent of recycling (1)
- Provide free recycling pick-up to businesses every other week (2)
- Enforce recycling where city picks-up trash
- Convention and public facilities required to recycle
- Multi-jurisdictional coordination (3)
- Institutional composting

Ideas generated that were identified as being the most important to overcoming barriers to recycling (listed by rank, with vote tallies):

- 1. Cities require Recycling (6)**
- 1. Pay for Trash/Recycling Free (6)**
- 2. Cities adopt Zero waste Policies (5)**
- 3. One pick-up accepting wider variety of recyclables (4)**
- 4. Create uniform marketing across jurisdictions (2)**
- 4. Educate children (2)**
- 4. Free recycling pick-up every other week (2)**
- 5. Multi-jurisdictional coordination (1)**