



“LANDFILLED” DISCUSSION SERIES KANSAS CITY PUBLIC LIBRARY WORKSHOP

Date: July 21, 2008

Time: 6 p.m.

Location: Kansas City Public Library Central Branch

Facilitator: Jennifer Wilding

Lead Recorder: Bettse Folsom

Recorders: John Schmidt, Leslie Freidel, Felicia Black, Stephanie Williams

One KC Voice Staff: Daniel Cash, Stephanie Williams

MARC Public Affairs Staff: Andy Dandino

SWMD Representatives: Lisa Danbury

Number of participants: XX

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

- Provide discounts for using recyclable bags
- Reduce payments for trash hauling if recycling
- Ban plastic Bags (13) Note: this option occurred under various themes and was consolidated under this theme. After determining that this item did not reflect the theme it was added as an additional idea to the final tote board.
- Cash rewards for returning recyclable items, perhaps a deposit (1)
- Reduce the fees associated with recycling
- Develop comprehensive a program to include yard waste (1)
- Reduce sales tax; pro-rated by amount of recycled material
- Pay as you throw above maximum set number (8)
- Incentivize Zero waste events like festivals, hotels, restaurants
- Make the city provided recycling bins larger while reducing the size of trash bins
- Penalize for throwing away recyclable items (1)

- Reduce city (Kansas City, MO) earnings tax for non-city dwellers who recycle (1)
- Incentives for commercial recycling
- Tax rebate for recycling (10)
- Make recycling easier by increasing places to recycle
- Recycling card for cash
- Market future benefits for future generations (1)
- Increase sales tax on non-recyclable items with revenues going to support recycling programs (1)
- Tax corporations on their packaging choices
- Provide more recycling bins in grocery stores shopping areas (14)
- City government promotes recycling
- Mandate school districts and individual schools to recycle

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

- **Teach children in school about recycling (14)**
- **Conduct a metro wide education campaign**
- **Use trained and friendly volunteers at drop off centers**
- **Put recycling information directly on utility bill (2)**
- **Place facts about trash and recycling on sides of bins (1)**
- **Create a T.V. ad pointing out recyclable in a landfill**
- **Research templates to inform people**
- **Place labels on bins (1)**
- **Advertise on buses, radio and TV with pictures**
- **institute deposit programs and other incentives for recyclers (1)**
- **Repetition of single advertising message metro wide (8)**
- **Teach recycling in the home**
- **Door to door campaigning (without using paper) (2)**
- **Speakers bureau for neighborhoods and home owners associations (3)**
- **Sponsor an art fair using recycling**
- **Produce and disseminate a recycling flow chart**
- **Include recycling message on packaging**
- **Make recycling labels on products more visible (1)**
- **Force the government to carryout recycling advertising (1)**

- Obtain local companies' involvement (1)
- Label products about packaging waste (1)
- Relate recycling advertising to personal health costs (9)
- Postcard campaign identifying recycling centers and recycling information
- Require advertising on commercial packaging
- Create new universal visual cues for recycling (3)
- Create public service ads and programming on recycling
- Create and provide fun facts about recycling (4)
- Integrate recycling benefits with other public service messages i.e. Public safety
- Require event locations to use recyclable materials

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

- Research recycling efforts in other cities (2)
- Advertise recycling
- Community take an active role
- Mandate haulers handle recycling
- Access to recycling to all (multifamily, renters, handicapped)
- Legislate mandatory recycling (1)
- Pay for trash encourages recycling (11)
- More drop-off locations
- Provide convenient drop-off locations like grocery stores (2)
- Pick-up glass for recycling (1)
- Provide bins and pick-up service for multifamily and condominium buildings (5)
- Support & create recycling businesses (2)
- Work with Apartment owners
- Work with businesses on banning non-recyclables
- Ban Plastic bags
- Relax government/business rules to encourage recycling (1)
- Pick-up recycling while picking-up trash
- Government encourage recycling businesses through TIF like programs (13)
- Cities impose recycling deposit fees
- Create an agency responsible for recycling (1)
- Educate citizens on the consequences of not recycling
- Mandate schools to recycle
- Educate children about recycling through school programs
- Marketing to community (1)
- Tie recycling fees to community improvements

- Mandate recycling as part of franchise agreements (2)
- Encourage community groups to sponsor recycling bins
- Create public-private partnerships to encourage recycling
- Governments should lead by example (2)
- Require recycling as part of TIF or other incentive plans goal: zero waste (1)
- Form a user group for Downtown KC –businesses, residents & property owners
- Involve the Downtown Council and the Chamber in recycling programs (4)
- Require construction debris to be recycled (1)

Theme issue: Convenience

Even motivated discussion participants sometimes found recycling inconvenient. Assuming that you have curbside recycling—either through city contract or a homeowner’s association—what features could be added to your recycling program that would make it more convenient to use?

Ideas heard during citizen conversations: Convenience

1. Wheeled and covered bins
2. Color-coded bins with separate areas for different items
3. Sorting done by the hauler
4. Provide a way for all materials to be recycled
5. Recycling centers at every city halls
6. Automatic sorting (barcode all products so they can be sorted by machines)
7. Prisoners or other community service labor sorts recyclables so homeowner does not have to
8. Drop-off containers in every neighborhood
9. Create kits for home storage
10. Recycling dumpsters placed next to trash dumpsters in apartment complexes
11. Taller bins
12. Expand the hours that drop-off sites are open
13. Implement mandatory curbside recycling throughout the region
14. Increase the number of drop-off centers
15. If items aren't able to be recycled, create a system that takes them back to be reused (ex. Styrofoam peanuts)
16. Create a warehouse where everything could be taken and sorted, including oil and grease

Ideas and recommendations generated at the workshop with vote tallies

- Provide a way for all materials to be recycled (2)
- Provide resources for apartment complexes/condos to recycle (26)
- Make curbside recycling mandatory (2)
- Increase the number of recycling centers in lieu of curbside
- Staff all recycling centers
- Mechanical/automatic sorting
- Create mini recycling centers that specialize in a single material
- Create system for recycling large items
- Add more street recycling bins throughout neighborhoods (1)
- Add yard waste pick-up to regular recycling (1)
- Institute a large item recycling day at least 2 times per year
- Create electronic recycling opportunities (1)
- Make it easier to recycle Household Hazardous Waste
- Covers for bins
- Make rural recycling more available
- Open a Mid-town (KC) recycling center (4)

- Provide larger recycling bins
- Add composting to recycling services (4)
- Add compost drop-off bins in neighborhoods
- Add glass to recycling pick up (9)
- Work with businesses to add recycling services
- No need for “official” bin
- Put listing in Yellow pages for large item and HHW item drop off
- Recycling drop off container in each neighborhood (1)
- Create “kits” for home storage
- Provide businesses to recycle (2)
- Make recycling a part of everyday social experience

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

- 1. Provide resources for apartments condos for recycling (8)**
- 2. Place recycling bins in grocery stores, and other shopping areas (6)**
- 2. Add glass to recycling pick up (6)**
- 3. Ban plastic bags (5)**
- 3. Government encourages recycling businesses (5)**
- 4. Teach children in school about recycling (3)**
- 5. Pay to throw (2)**
- 6. Relate advertising to personal health costs (1)**
- 7. Provide a tax rebate for recycling (0)**