



“LANDFILLED” DISCUSSION SERIES ROELAND PARK WORKSHOP

Date: July 16, 2008

Time: 6 p.m.

Location: Roeland Park Community Center

Facilitator: Airick Leonard West

Lead Recorder: Tristan Cook

Recorders: John Schmidt, Felicia Black, June Holte

One KC Voice Staff: Daniel Cash, Stephanie Williams, Becky Brown

SWMD Representatives: Matt Riggs, Tom Jacobs

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

- Utilize peer pressure to encourage people to recycle
- Make curbside recycling available in all cities
- All more trash or free large item pick-up for those who recycle (1)
- Implement an education program across media and events
- Encourage reduced packaging through government regulations and through the marketplace (4)
- Place deposits on bottles and cans (3)
- Provide incentives to allow bulk/unpackaged products
- Encourage biodegradable packaging
- Encourage production of products that don't have to be replaced as often (1)
- Require packaging to be recyclable
- Make cheaper bags for yard waste
- Limit the number of bags that will be picked-up (3)
- Retailers to provide inexpensive reusable bags
- Provide information to the public about recycling progress
- Provide incentives to businesses that recycle

- Set regional recycling goals (2)
- Provide photos and maps of area landfills that show the scale of landfill trash
- Retailers charge 5 cents per plastic bag used at check out
- Penalize non-recyclers
- Use average pay model like used by utilities for trash/recycling pick-up
- Provide more recycling drop-off sites/recycling centers
- Price hauling charges on a cost per bag model
- Provide free recycling pick-up (2)
- Concern-Cost per bag pricing structure may encourage illegal dumping
- Provide coupons or discounts with corporate sponsors for recyclers (1)
- Provide acknowledgement to those who recycle
- Use carbon credit model for recyclers
- Provide outreach to multi-family housing and low income households
- Local governments to provide recycling bins

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

- Recycling Public Service Announcements across media (6)
- Emphasize recycling at government sponsored events
- Use recyclable materials at government and public events (1)
- Make recycling bins more visible in public parks (2)
- Put recycling information in utility bills
- Emphasize creating less trash at events
- Provide information about recycling extra packaging
- Require recycling at any large sporting/show events (4)
- Place overt labels and lids on recycling bins (1)
- Educate the public about what happens to post consumer materials—documentaries (2)
- Movie theater advertising spots
- Automated phones service about recycling (1)
- Promote recycling in city newsletters and websites (3)
- Provide information about financial impact of not recycling
- Educate governments on proper handling of recyclables
- Haulers should be made accountable for its recycling practices

- Prime time advertising in the media
- Mass marketing
- Encourage the public to tour landfills
- Increase encouragement & positive reinforce 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

- Provide drop off sites for construction materials and glass
- Place ads in local newspapers indicating where drop off sites are located
- Provide curbside collection of compost (1)
- Require return of liquor bottles to store
- Require deposit on bottles (4)
- Homeowners associations or cities require recycling
- Create public private partnerships to promote recycling (3)
- Promote partnerships between school districts and local governments
- Utilize existing human resources & hold them accountable
- Coordinate businesses
- Encourage existing companies to use recycled glass through tax credits and other incentives (1)
- Set city wide recycling target (1)
- Increase distribution of recycling containers (1)
- Require or incentivize collaboration of Multi-family properties
- City hall sets a good example for the community and makes performance public
- Provide rewards for businesses that achieve recycling goals
- Make recycling bins in shopping areas secure and attractive
- Legislate that 100% of goods be recyclable or bio-degradable (7)
- Establish tax funded department responsible for creating and running recycling program
- Encourage Material Recovery facilities (MRFs)

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 clearly marked (color coded) bins with segregated sections
- List accepted items on bins
- Provide separate bins for yard waste
- Make program consistent across the metro (3)
- Provide Informational/educational booklet to new residents
- Accept glass for recycling (2)
- Accept bulky/large items for disassemblage and recycling (1)
- Accept ferrous and non-ferrous metals
- Accept more types of plastic
- Place recycling bins in front of businesses and institutions-paid for by advertising (8)
- Accept cardboard and Styrofoam
- Establish central collection for materials with limited markets
- Annually mail detailed brochure outlining accepted items (3)
- put informational/educational inserts in utility bills (1)
- Provide information and publicity on Household hazardous Waste
- Promote donations to organizations like Habitat Restore that recycle materials

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

1. Place Recycle bins in front of public places- paid for by advertising (7)
2. Recycling at Large events (6)
2. Government regulations requiring reduced packaging (6)
3. Provide Public Service Announcements to educate the public (4)
4. Send annual recycling brochure to all residents (3)
5. Legislate 100% of goods recyclable/biodegradable (2)
5. Require deposit on bottles (2)
6. Limit the # of trash bags collected (0)