



“LANDFILLED” DISCUSSION SERIES SMITHVILLE WORKSHOP

Date: July 24, 2008

Time: 6 p.m.

Location: Paradise Pointe Golf Course

Facilitator: Airick West

Lead Recorder: Kathleen Welton

Recorders: Felicia Black, John Schmidt, Stephanie Williams

One KC Voice Staff: Daniel Cash, Stephanie Williams

SWMD Representatives: Lisa Danbury, Nadja Karpilow

Number of participants: 10

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

- Hold special recycling events with local businesses (1)
- Pay per throw for trash
- Really hit people in the pocketbook and educate
- Set limits on trash pick-up
- Place a fee for using plastic bags up to 25 cents per bag (1)
- Provide tax credits for recyclers
- Provide incentives to recyclers rather than forcing compliance (1)
- Educate about recycling in the schools & the public (3)
- Provide information about costs and saving related to recycling (1)
- Provide rebates to the city or individuals for recycling
- Reduce trash rates as more people recycle (1)
- Provide discounts to children for recycling
- Provide lower trash collection rates for mandatory recycling in rural areas (1)
- Reward groups and organizations for recycling.

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

- Raise awareness about household Hazardous Waste
- Establish a e-mail list that distributes a daily recycling tip
- Partner with waste companies
- Establish a team of volunteers to educate the public
- Do radio spots highlighting recycling
- Make pamphlets available at local businesses and government offices about recycling basics
- Make magnets for refrigerators
- Have a presence at local events like parades and festivals
- Create a metro wide education campaign about recyclable materials
- Have local churches or neighborhoods create telephone or e-mail networks spread information
- Provide information at grocery stores
- Use bins at events to educate and promote recycling (1)
- Tie in recycling with civic events like voting
- Use drivers licenses, license plates etc. to disseminate information (3)
- Label packaging about amount of waste created
- Provide visual about the quantities of trash disposed of
- Disseminate information through chamber of commerce
- Create business partnerships to disseminate information (1)
- Send out mass mailings about what is recyclable (3)
- Labels on bin to tell what can be recycled
- Include recycling information in utility inserts
- Teach children in schools early about recycling (1)
- Label products with clear visual cues about recyclability
- Put information of city web sites to inform people about recycling and HHW

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

- Encourage local retailers and manufacturers to develop recycling programs (1)
- Provide for recycling emblems on license plates, busses, drivers licenses, and stickers when voting (2)
- Local governments in rural area increase number of drop off sites
- Staff recycling centers with community service hours
- Promote community involvement
- Place redemptive value on recycled goods
- Hire a recycling coordinators at the state and community levels
- Establish recycling committee in local communities
- Put pressure on local businesses tho purchase recycled materials
- Ban non-recyclable products and packaging
- Create a new agency to create and run recycling programs
- Government provide recycling bins
- Mandate products that must be recycled
- Promomte recycling education in schools
- Make curbside recycling possible in small communities (5)
- Encourage and Make more drop sites available
- Create and Support new industries & markets that support use of recycled materials

Theme issue: Convenience

Even motivated discussion participants sometimes found recycling inconvenient. What features could be added to make your recycling experience easier?

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

- Color-code bins with specific labels for different recycling classes
- Locate recycling dumpster next to apartments
- Expand hours of operation at drop off sites
- Mandate availability of curbside recycling (4)
- Provide free bins to households
- Provide blue bags for recycling to identify recyclables
- Provide weekly curbside pickup (4)
- Provide big item pick up/drop off and recycling
- Educate the people about basics of recycling
- Provide more information about reduce, reuse and recycle
- Share information between communities at recycling centers and public places
- Provide recycle centers in every city (1)
- Provide assistance to seniors and disabled to recycle

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

1. Provide Curbside recycling in Small communities (5)
1. Educate children in school about recycling (5)
2. Make available curbside recycling mandatory (4)
2. Provide weekly curbside drop off (4)
3. Provide recycling emblem on Licenses, etc. (2)
4. Mass mailing to households (1)