Reduce
Reuse
Recycle

RETHINK

... on a shoestring

Presentation to SWMAC
Cheryl D. Reedy, HRRA Director
April 24, 2007
HRRA
11 Western CT Municipalities
Who We Are

○ Regional solid waste and recycling management authority
○ Serve 212,000 residents
○ Created in 1986
○ “Little Guy” among CT RRAs
  ● One employee
  ● Annual revenues of $200,000
The Problem

Decline in IPC Recycling Tonnage of 920 Tons or 7.2% in Last 3 Years
IPC Program Recyclables

- Newspaper
- Magazines & Catalogs
- Corrugated Cardboard
- Co-Mingled in Blue Bags
  - Glass food & beverage containers
  - Metal food & beverage containers
  - #1 & #2 plastics
IPC Receives Recyclables From

- Roll-off containers from
  - HRRA municipal recycling centers
- Curbside recycling from
  - HRRA communities
  - Putnam County NY communities
  - Some non-HRRA CT communities
Challenges

- Falling recycling tonnage
- Population growth
  - 25% census increase in 20 years
  - Estimated increase in undocumented immigrants of 25 – 30k in 20 years
- No recycling education program in 10 years
- Little money for recycling programs
More Challenges

- 100% private subscription curbside MSW & recycling collection service
- Poor relationship with 58 permitted HRRA haulers
- Poor relationship with IPC operator
- Busy municipal CEOs serve as Authority members
More Challenges

- No municipal funding or programs for recycling education
- No state funding or programs for recycling education
- Recycling program changes made with little public education
- No money or personnel for enforcement
More Challenges

- Complicated recycling rules
- Very poor website
- Name no one could understand
- Logo that provided no information about Authority’s mission
- No responses to RFP for advertising services
And More Challenges

- IPC and transfer station processing 80% of region’s MSW co-located
- Owner of both facilities indicted on RICO and racketeering charges in July 2006
- U.S. Marshal’s now monitoring operations at the facility
Initial Strategies

- Improve relationship with IPC
- Become partners with haulers, not adversaries
- Change public image of Authority
IPC Relationship

- Regular communication with Operations Manager
- Regular visits to understand issues
  - Labor intensive
  - Contamination issues
  - Lack of markets for glass aggregate
  - Old equipment
  - Limited space for expansion
Partner With Haulers

- Quarterly hauler meetings
  - Discuss recycling at every meeting
  - Learn about hauler issues w/recycling
  - Glean ideas from haulers to improve recycling
  - Address problems and build trust

- Regular hauler newsletter
  - Improve communication
  - Include recycling info in each issue
  - Insure haulers feel part of the recycling system
Trash Talk

The HRRA Hauler Newsletter

HRRA Transfer Station Spot Checks

Due to an increase in the number of complaints from the public as well as reports from haulers and drivers, HRRA will start spot checks of loads delivered to the transfer stations to determine compliance with recycling laws.

Haulers are required to report to the appropriate municipality any customers who fail to separate recyclables as required by law. Haulers are also required to maintain the separation of recyclables from MSW collected curbside.

MSW loads that contain recyclables are not considered acceptable waste for tipping at HRRA transfer stations under the agreement which all haulers must sign to obtain a permit to access HRRA transfer stations.

No HRRA municipalities have been notified by any permitted hauler of customers who fail to separate recyclables. Nevertheless, since the first of the year, at least a dozen drivers, haulers and members of the public have reported seeing recyclables regularly tipped with MSW at the transfer stations.

Under the Permitting, Disposal and Billing Procedures that are part of the HRRA permit, haulers who deliver MSW loads to the transfer stations containing recyclables are subject to certain penalties. First offenses are subject to a written warning. Subsequent offenses are subject to fines up to $2,000 per occurrence and loss of tipping privileges for up to six months.

Please be aware that HRRA personnel may do unannounced spot checks of loads for recyclables at the transfer stations at any time.

Hauler Meeting Set for March 21

The first hauler meeting of 2007 will be held on Wednesday, March 21st, 10:00 a.m., at the Voelio Building at the Danbury Sewer Plant.

The meeting agenda includes discussion of the Governor’s proposed legislation on licensing haulers, which has now been officially submitted to the legislature, creating a State Commission on Solid Waste Hauling. The legislation, bill number 7092, was submitted by Rep. Cufareo and Sen. DeLuca and has been referred to the Committee on Public Safety and Security.

Also on the agenda is discussion of the new combined municipal-HRRA permitting process that will take effect for July 1st permit renewals as well as updated insurance requirements all haulers will have to meet by that time.

Other items to be covered at the meeting include HRRA’s plans to provide initial protection for haulers during a pandemic flu or other communicable disease outbreak, HRRA’s transfer station spot checks for loads containing recyclables, the new regional recycling advertising program, and state requirements to tarp all loads in order to prevent littering.

Inside this issue:

- One Step Permitting
- New HRRA Insurance Requirements
- It’s the Law
- Pandemic Flu Help
- Regional Recycling Advertising: Hits the Streets
- U.S. Supreme Court Near Key Control Case
- Mark Faris Cartoon—A Little Tracy Humor
Always
With Humor

- www.offthemark.com
- 10 or more cartoons
- Newsletters w/ circ. <500
- Nonprofit rate
- $5 per cartoon

WE ARE GATHERED HERE TODAY TO
MOURN THE LOSS OF OSCAR THE GROUCH,
WHO, AFTER STUMBLING HOME TO HIS
TRASH CAN LATE ONE NIGHT, TRAGICALLY
FELL ASLEEP IN THE RECYCLE BIN...
Authority’s Public Image

- Brand HRRA – like UPS or IBM
- New logo - mission at a glance
- Booth at local events – Chamber, Science Fairs, Earth Day, etc.
- Free press – cable TV, Op Eds, etc.
- New Website
School Science Fair Booth

Material costs less than $20
Other Regional Agency Logos
New HRRA Logo

- Graphic Designer
  Levent Kolukisa
- Cost - $450
New Website

www.hrra.org

- Created by Graphic Designer
  Levent Kolukisa
- Design Cost $7,000
- Website Hosting $250/year
- Annual Maintenance Cost $1,000
- Most updates done by HRRA
New Recycling Brochure

Frequently Asked Questions About Connecticut’s Recycling Law

Who is required to recycle? Everyone! Connecticut’s Recycling Act went into effect in 1991. It applies to every business, every household, every institution, every school and every government agency in the state.

What items do I have to recycle? Everyone is required to recycling the following items: glass, food and beverage containers, metal food and beverage containers, newspapers, corrugated cardboard, batters, scrap metal, used motor oil, lead-acid batteries, white office paper (household samples), grass clippings and nickel-cadmium batteries. Some recycling regions have additional mandatory recyclables. In the HRRA region everyone is required to recycle magazines, catalogs and all plastic bottles with a neck.

What if I live in an apartment building or condo or if I run a small business? How do I get recycling service? Apartment building owners, condo associations and businesses should contract directly with a hauler to provide both trash and recycling collection. Connecticut requires “source separation”, meaning that you must separate the recyclables from your trash where it is generated. Haulers are not allowed to separate recyclables mixed with trash. You can also take recyclables to your local Recycling Center or to the City of Danbury/AMR Mom & Pop Recycle Center at 304 White Street.

How Did HRRA Residents Do Saving the Earth in 2006?

<table>
<thead>
<tr>
<th>Tons Recycled</th>
<th>Resources Saved</th>
<th>Pollution Avoided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>Trees 60,000</td>
<td>Tons of CO2 10,000</td>
</tr>
<tr>
<td></td>
<td>Harrows of Oil 74,000</td>
<td>Passenger Car Equivalents 7,000</td>
</tr>
<tr>
<td></td>
<td>Gallons of Gasoline 1.1 Million</td>
<td>Removed from Road</td>
</tr>
<tr>
<td></td>
<td>Tons of Iron Ore 76</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tons of Coal 43</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tons of Limestone 4</td>
<td></td>
</tr>
<tr>
<td>Plastic Bottles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines/Catalogs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrugated Cardboard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glass Containers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metal Containers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All photos in public domain

Prepared and printed in HRRA office

Cost $.07 each + paper

Haulers distribute to customers

Save the Earth
Recycle

Curbside Recycling Information From HRRA

Hazardous Resources Recovery Authority
Old Town Mill
162 Wilkinson Rd
Suffield, CT 06078-9004
Phone: 203.775.8346 x301
Fax: 203.775.0796
Email: info@hrra.org
Web: www.hrra.org
New Recycling Brochure

Co-Mingled Recyclables
Plastic, glass or metal food & beverage containers—place in blue bag or recycling bin—leave at curbside

Plastic Bottles
What: Plastic bottles with a neck, both clear and colored, including water bottles, milk bags, and personal care products. Check for the neck.
How: Discard cap. Rinse and close.
Not Accepted: Grocery bags, food wrap, car oil bottles, plastic bags, paint chemical containers.

Glass Food & Beverage Containers
What: Food and beverage bottles and jars, clear, green or brown.
Not Accepted: Drinking glasses, vases, light bulbs, ceramics, wine, mirrors, glass mirrors.

Metal Food & Beverage Containers
What: Mixed or aluminum containers such as soup, coffee, soda, or beer cans, pop plates.
How: Empty and rinse. Do not flatten. Leave on labels and lids.
Not Accepted: Silver metallic with air cans, cans, frying pans, coat hangers, etc.

Other Recyclables
Newspapers, magazines & catalogs, corrugated cardboard; bundle separately—leave at curbside

Newspapers
What: Newspapers and any inserts delivered with the newspaper.
How: Tie in bundles or place in brown paper bags or place in recycling bin.
Not Accepted: News papers in blue bags or plastic grocery bags.

Magazines & Catalogs
What: All magazines and glossy mail order catalogs.
How: Bundle and tie separately.
Not Accepted: Magazines and catalogs placed in blue bags or plastic grocery bags.

Carrugated Cardboard
What: Double-walled cardboard and shipping containers.
How: Leave undamaged and tied in bundles. Do not flatten. Not Accepted: Shoe boxes, pizza boxes, gift boxes, cardboard, wadded cardboard, and any non-corrugated cardboard products.

Drop-Off These Items Only at Local Recycling Centers
- Vehicle batteries
- Waste motor oil
- Phone books
- Nickel-cadmium batteries
- Scrap metal
- Vehicle oil
- Leaves
- Tires
- Used clothing
- Antifreeze
- Other Items (varies by town)

For additional information, check www.hrrc.org or call your municipal recycling program at the number listed below:

- Bethel: 763-8569
- Brookfield: 334-3550
- Danbury: 743-9400 x1114
- Kent: 927-4629
- New Fairfield: 312-1038
- New Milford: 355-6017
- Newtown: 203-4260
- Southbury: 488-3076
- Thomaston: 431-2343
- Sherman: 355-1150

Photos from City of Denton, Texas website
Reprinted with permission at no cost
Current Strategies

- Reminders of how/what to recycle
- Keep it simple & easy
- Focus on
  - Those who already recycle
  - Kids and young people
  - Non-English speaking population
  - Most valuable commodities
    - Fiber
    - Plastic
- Stay within $25-$35k per year budget
Advertising Plan – First 6 Months

- Partnered with CDHM Advertising
- 14 billboards over 3 months
- Buy one billboard, get one free
- B&W ads (10) in regional daily paper
- B&W newspaper ads (5) in regional Spanish language newspaper
- NIE program for Earth Day for 10,000 school students - $2,500 cost
OLD NEWS IS GOOD NEWS.
Recycle your Newspapers and Magazines.

Please recycle these items curbside with your weekly trash pickup. For more information, call (203) 775-6256 x304 or visit us online at hrra.org.
All Fiber Billboard and Ad

WRAP IT UP. WE’LL TAKE IT.
Please Recycle.
Plastics Billboard and Ad

CHECK FOR THE NECK
Recycle all Plastic Bottles with a Neck

hrra.org
A FRIENDLY REMINDER FROM HRRA:

BLUE BAGS ARE FOR RECYCLING ONLY.

Please recycle plastic, glass and metal containers in blue recycling bags which are available at your local grocery store. Simply place these bags curbside with your weekly trash pickup.

For more information, call (203) 775-6256 x304 or visit us online at hrra.org.
2007-08 Advertising Plan

- Bus billboards – buy one get one free – 6 month run
- Ads in local weeklies – 3 months
- Radio spots – 5x/week for 6 months
- NIE for America Recycles Day
- Portuguese language newspaper ads
- Posters for all schools/town halls in region
- Reminder stickers for trash can lids
- $35,000 cost
Reminder Sticker

To be mailed by haulers with customer invoices

EASY RECYCLING GUIDE

NEWSPAPERS
and any inserts
Bundle & Tie Separately

MAGAZINES
and any glossy mail order catalogs
Bundle & Tie Separately

PLASTIC
clear & colored bottles with a neck
Remove Caps & Rinse
Place in Blue Bag or Bin

CARDBOARD
Bundle & Tie Separately

METAL
food & beverage containers
Empty & Rinse
Place in Blue Bag or Bin

GLASS
food & beverage containers
Remove Caps & Rinse
Place in Blue Bag or Bin

(203) 775-6256 ext. 304
www.hrra.org
Measurable Goals

- One year – stop free fall in tonnage
- Two years – Increase tonnage 3%
- Three years – Increase tonnage 5%
- Can compare HRRA tonnage results with NY tonnage
Long Range Strategies

- Regional Recycling Task Force with 2 reps from each municipality
- Municipalities to set the example and lead the way on recycling
- Municipal Recycling Checklist
- Business Recycling Award Program
Future Opportunities

- Procurement process begun for new IPC in 2011 with RW Beck as consultants
- Opportunity to rethink entire recycling program, including single stream
- Major new composting facility opened in region
- Thinking Green becoming politically popular
Future Challenges

- Uncertainty from ongoing federal investigation and monitoring
- Rising commodity prices increase hauler incentives to divert recycling tonnage from IPC
- Expanded bottle bill estimated to decrease revenue equal to recycling education budget costs
Keep A Sense of Humor
Ready and Willing to Share

Contact Information

HRRA
Old Town Hall
162 Whisconier Rd
Brookfield, CT 06804
203-775-6256 x304

cherylreedy@hrra.org

www.hrra.org