Market Research Results and Recommendations

Improving Recycling Efforts in the Tunxis Region

September 25, 2007

Tunxis Recycling Operating Committee
Acknowledgements

• Tunxis Recycling Operating Committee & its Public Education Subcommittee
• Aceti Associates, Opinion Dynamics Corporation
• Housatonic Resources Recovery Authority (HRRA) & CDHM
• MADEP

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Bristol, CT
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Social Marketing
Objectives

• Understanding of factors that influence participation in recycling
• Opportunities for increasing recycling participation in the future
Survey Methodology

- Survey Conducted March 2006
- Target Population: Adults in 13 TROC Communities
- Designed in relative proportion to population/age distribution in region
- 500 Respondents
Statistical Analysis
Margin of Error: +/- 4% at 95% Confidence Level

Normal

Platykurtic

Leptokurtic
General Sample Characteristics - Housing

Housing (Sample Size = 500)

- Single Detached House: 74%
- Apartment Building (4+ units): 13%
- Duplex or Triplex: 7%
- Row House or Townhouse: 3%
- Condominium: 2%
- Mobile Home: 1%
- Rent: 21%
- Own: 78%
- Don't Know/Refused: 1%
Apartment Dwellers

Recycling Options in Apartment Buildings
(Sample Size = 61)

- Curbside pick up: 32%
- Common Container: 35%
- None of the Above: 1%
- Don't know: 1%

35% 32%
### Housing Distribution by Participation Level

<table>
<thead>
<tr>
<th>Participation level</th>
<th>Percent in multifamily housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–3/6</td>
<td>55%</td>
</tr>
<tr>
<td>4–5/6</td>
<td>35%</td>
</tr>
<tr>
<td>6/6</td>
<td>16%</td>
</tr>
</tbody>
</table>

Important classification in market research study
Trash Services

Trash Disposal Method Used
(Sample Size = 500)
- 82% Put It At Curb for Pick Up
- 15% Put It in Dumpster or Elsewhere on Property
- 3% Take It to the Transfer Station

Curbside Trash Pick Up Service Provider
(Sample Size = 405)
- 72% City/Town
- 27% Private Hauler
- 1% Don't Know
People who participate more in recycling are more likely to:

- live in a single detached home
- own their home
- have recycling instructions
- have a recycling bin
Other correlations with recycling behavior

- agree more strongly that it is easy to find a place to store the bin
- disagree more strongly that recycling takes too much time
- agree more strongly that the family expects the household to recycle
- be older (although the difference is not significant across all age groups)
- recycle a higher percentage of the following materials:
  - junk mail
  - newspaper
  - magazines and catalogs
  - cardboard boxes
MA DEP 1996 – 2005 Trends

Self-Reported Recycling Behavior: Overall Household Participation

- At an overall level, roughly two-thirds of residents (67%) report they “always” separate recyclables from regular trash, and an additional (17%) say they “mostly” separate recyclables from regular trash.
Are results unique to MA?

MADEP Distribution Compared to TROC

What factors reinforce recycling?

Category added to compare TROC with MADEP
## Positive Indicators

**Social marketing, behavior & values**

<table>
<thead>
<tr>
<th>Positive Indicator</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycle All or Nearly All the Time</td>
<td>76%</td>
</tr>
<tr>
<td>Have Recycling Bin</td>
<td>81%</td>
</tr>
<tr>
<td>Live in Single Detached House &amp; Have Bin</td>
<td>89%</td>
</tr>
<tr>
<td>Bin is Big Enough</td>
<td>78%</td>
</tr>
<tr>
<td>Find It Easy to Store Bin</td>
<td>71%</td>
</tr>
<tr>
<td>Find Instructions Easy to Use</td>
<td>83%</td>
</tr>
<tr>
<td>Know How to Obtain Instructions</td>
<td>78%</td>
</tr>
<tr>
<td>Recycling Accomplishes Something Significant</td>
<td>81%</td>
</tr>
<tr>
<td>Recycling is Not Too Complicated</td>
<td>75%</td>
</tr>
<tr>
<td>Recycling Does Not Take Too Much Time</td>
<td>80%</td>
</tr>
<tr>
<td>Satisfied with Curbside Pick Up Service</td>
<td>74%</td>
</tr>
<tr>
<td>Family Expects the Household to Recycle</td>
<td>79%</td>
</tr>
<tr>
<td>Children Learned About Recycling In School</td>
<td>76%</td>
</tr>
</tbody>
</table>
Negative Indicators

- Have Recycling Instructions: 45%
- Have Instructions That Are Less Than 1 Year Old: 50%
- Don't Know How to Obtain a Bin: 45%
- Believe (or Don't Know If) There is Charge for Bin: 71%
- Would Support Enforcement for Recycling: 45%
- Agree that Recycling Saves Their Town Money: 49%
- Don't Worry That Materials People Recycle End Up Being Thrown Away: 44%
- Recycling Has Been Influenced By Concerns About Identity Theft: 49%
Private Hauler Recycling Service

(Sample size = 72 to 109, depending on the question)

- Were offered recycling service when they signed up for trash service: 77%
- Were offered recycling service at no extra charge: 83%
- Elected to receive recycling service: 83%
- Were provided with recycling instructions: 85%
Perceptions of Pick Up Frequency

In TROC Region
As A Whole

In Bristol

Agree That Recycling Should be
Picked Up More Frequently
(5/6 or 6/6 where 6 is "stongly agree")

34%
46%
Qualitative & Quantitative Factors

• Understanding of factors that influence participation in recycling
• Opportunities for increasing recycling participation in the future

Next, consider quantitative & metrics
Awareness of Recyclability

(Sample Size = 500)

Percent Aware of Recyclability

- Junk Mail: 50%
- Office Paper: 63%
- Phone Books: 70%
- Milk and Juice Cartons: 72%
- Magazines and Catalogs: 74%
- Deposit/Non-Deposit Beverage Cans: 82%
- Cardboard Boxes: 87%
- Plastic Bottles and Jugs: 90%
- Metal Food Cans: 92%
- Glass Food and Beverage Containers: 95%
- Newspaper: 95%
## Capture Rate (determined from study)

<table>
<thead>
<tr>
<th>Material</th>
<th>% Recovered from Waste Stream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junk mail</td>
<td>26</td>
</tr>
<tr>
<td>Office paper</td>
<td>29</td>
</tr>
<tr>
<td>Magazines and Catalogs</td>
<td>53</td>
</tr>
<tr>
<td>Cardboard boxes</td>
<td>63</td>
</tr>
<tr>
<td>Newspapers</td>
<td>72</td>
</tr>
<tr>
<td>Plastic bottles and jugs</td>
<td>72</td>
</tr>
<tr>
<td>Glass, food and beverage</td>
<td>76</td>
</tr>
<tr>
<td>containers</td>
<td></td>
</tr>
</tbody>
</table>
Frequency Distribution

<table>
<thead>
<tr>
<th>Category</th>
<th>1-3</th>
<th>4-5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely or Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mostly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Newspaper Use by Participation Level

<table>
<thead>
<tr>
<th>Participation level</th>
<th>1-3/6</th>
<th>4-5/6</th>
<th>6/6</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 = not at all; 6 = all the time)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent that use local newspaper</td>
<td>61%</td>
<td>70%</td>
<td>83%</td>
</tr>
</tbody>
</table>
## Potential Recovery - Newspapers

<table>
<thead>
<tr>
<th>Participation Level (1 = not at all; 6 = all the time)</th>
<th>Generation Rate for Newspaper (lb/home/yr)</th>
<th>Potential Recovery Rate</th>
<th>Highest Potential Amount Recycled (lb/home/yr)</th>
<th>Current Amount Recycled (lb/home/yr)</th>
<th>Potential Change in Amount Recycled (lb/home/yr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–3/6</td>
<td>240.35</td>
<td>75%</td>
<td>180.27</td>
<td>55.64</td>
<td>124.63</td>
</tr>
<tr>
<td>4–5/6</td>
<td>358.52</td>
<td>90%</td>
<td>322.67</td>
<td>242.16</td>
<td>80.51</td>
</tr>
<tr>
<td>6/6</td>
<td>457.20</td>
<td>90%</td>
<td>411.48</td>
<td>392.48</td>
<td>19.00</td>
</tr>
</tbody>
</table>

Discards 185 lb/yr

Discards 65 lb/yr

assumed for purposes of study
### Sample calculations for Potential Increased Newspaper Capture

<table>
<thead>
<tr>
<th>% Receiving the Following Number of Daily Newspapers</th>
<th>Percent</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>51.0%</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>41.0%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4.0%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0.0%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># Daily Newspapers</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Received</td>
<td>51.0%</td>
<td>41.0%</td>
<td>4.0%</td>
<td>0.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Lbs/Hshld/Yr</td>
<td>0</td>
<td>263</td>
<td>527</td>
<td>790</td>
<td>1,000</td>
</tr>
<tr>
<td>Number of Hshlds</td>
<td>41</td>
<td>33</td>
<td>3</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Lbs/yr</td>
<td>0</td>
<td>8,635</td>
<td>1,685</td>
<td>0</td>
<td>10,319</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># Sunday Newspapers</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Received</td>
<td>53.0%</td>
<td>39.0%</td>
<td>4.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Lbs/Hshld/Yr</td>
<td>0</td>
<td>226</td>
<td>452</td>
<td>678</td>
</tr>
<tr>
<td>Number of Hshlds</td>
<td>42</td>
<td>31</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Lbs/yr</td>
<td>0</td>
<td>7,047</td>
<td>1,446</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># Weekly Newspapers</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Received</td>
<td>57.0%</td>
<td>32.0%</td>
<td>5.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Lbs/Hshld/Yr</td>
<td>0</td>
<td>11</td>
<td>22</td>
<td>33</td>
</tr>
<tr>
<td>Number of Hshlds</td>
<td>46</td>
<td>26</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Lbs/yr</td>
<td>0</td>
<td>277</td>
<td>87</td>
<td>52</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Available</th>
<th>19,228</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Hshlds that Recycle and Aware News is Recyclable</td>
<td>50.0%</td>
</tr>
<tr>
<td>% of news recycled among these households</td>
<td>46.3%</td>
</tr>
<tr>
<td>% max recovery rate (assumed)</td>
<td>75.0%</td>
</tr>
<tr>
<td>Improvement potential</td>
<td>224%</td>
</tr>
<tr>
<td>Total lb/yr potential for Category 1-3</td>
<td>9,970</td>
</tr>
</tbody>
</table>
## Potential Recovery – Magazines/Catalogs

<table>
<thead>
<tr>
<th>Participation Level (1 = not at all; 6 = all the time)</th>
<th>Annual Generation Rate for Magazines &amp; Catalogs (lb/home/yr)</th>
<th>Highest Potential Recovery Rate</th>
<th>Highest Potential Amount Recycled (lb/home/yr)</th>
<th>Current Amount Recycled (lb/home/yr)</th>
<th>Potential Change in Amount Recycled (lb/home/yr)</th>
<th>Number of Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–3/6</td>
<td>104.90</td>
<td>75%</td>
<td>78.67</td>
<td>4.73</td>
<td>73.94</td>
<td>80</td>
</tr>
<tr>
<td>4–5/6</td>
<td>117.43</td>
<td>90%</td>
<td>105.69</td>
<td>54.22</td>
<td>51.47</td>
<td>102</td>
</tr>
<tr>
<td>6/6</td>
<td>120.47</td>
<td>90%</td>
<td>108.42</td>
<td>86.12</td>
<td>22.30</td>
<td>314</td>
</tr>
</tbody>
</table>

Potential Recovery – Magazines/Catalogs assumed for purposes of study
### Potential Fiber Recovery

<table>
<thead>
<tr>
<th>Participation Level</th>
<th>Potential for Increased Newspaper Recycling (Lb/Year)</th>
<th>Potential for Increased Magazine/Catalog Recycling (Lb/Year)</th>
<th>Total Potential for Increased Newspaper and Magazine/Catalog Recycling (Lb/Yr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–3/6</td>
<td>9,970</td>
<td>5,916</td>
<td>15,886</td>
</tr>
<tr>
<td>4–5/6</td>
<td>8,212</td>
<td>5,250</td>
<td>13,462</td>
</tr>
<tr>
<td>6/6</td>
<td>5,965</td>
<td>7,003</td>
<td>12,968</td>
</tr>
</tbody>
</table>

- 2x more material from groups 4-5/6 and 6
- 2/3 more material from groups 4-5/6 and 6

From previous slide
Factors affecting recycling:

• whether trash is picked up by municipal service or private hauler
• how old their instructions are
• how strongly they agree that the instructions are easy to use
• whether a language other than English is spoken at home
• whether their bin is big enough
Participation unrelated to:

- how worried they are that materials people recycle end up being thrown away
- concerns about identity theft
- whether they have 8-16 year old children at home
- household size (except that 2-person hshlds participate more than 1-person hshlds)
- education level
- income level
- community they live in
Most Effective Media

Do you learn about what is going on in your community through any of the following means?
(Sample size = 500)

- Local Newspaper: 77%
- Cable TV: 44%
- Neighbors: 37%
- Local Section in Regional Newspaper: 34%
- Websites: 20%
- Listserv: 6%
- Don’t Know: 5%
- Refused: 2%
- Other: 1%
- Town Meeting/Function: 1%

*Note: The diagram visually represents the percentage of responses for each media type.*
Media Recommendations

• Improve/expand use of newspapers to convey information
| Insertions | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| Su | M | Tu | W | Th | F | Sa | Su | M | Tu | W | Th | F | Sa | Su | M | Tu | W | Th | F | Sa | Su | M | Tu | W | Th | F | Sa |
| 4 | 5 |   |   |   |   |   | 3 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| New Britain Herald | 4 |   |   |   |   |   |   | 2 |   |   |   |   |   |   |   |   |   |   |   |   |   | 4 |   |   |   |   |   |   |
| Sunday (runs as same paper) | 4 |   |   |   |   |   |   | 2 |   |   |   |   |   |   |   |   |   |   |   |   | 3 |   |   |   |   |   |   |   |
| Bristol Press | 4 |   |   |   |   |   |   | 3 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 1 |   |   |
| Meriden Record-Journal | 4 |   |   |   |   |   |   | 2 |   |   |   |   |   |   |   |   |   |   |   |   | 2 |   |   |   |   |   |   |   |
| 3 col x 4" Sunday | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Citizen Publications | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 5 |   |   |   |   |   | 3 |   |   |
| Berlin Citizen (Thurs) | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Plainville Citizen (Thurs) | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Southington Citizen (Fri) | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| CT Voices | 4 |   |   |   |   |   |   | 5 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 2 |   |   |
| 3 col x 4" (Wed) | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Registro - Zones | 6 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Hartford/New Britain Zone (Tues/Fri) | 6 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| New Haven/Bridgeport Zone (Tues/Fri) | 6 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Waterbury/Danbury/NW CT Zone (Fri) | 6 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Stepsaver/Observer Publications | 4 |   |   |   |   |   |   | 5 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 3 |   |   |   |
| Southington Observer | 4 |   |   |   |   |   |   | 5 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Bristol Observer | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| New Britain Observer | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Plainville Observer | 4 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Tri-Town Post | 3 |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   | 3 |   |

TROOC Fall 2007 Print Campaign
Sept. ’07
Print Campaign

Throw the Book at Us...
PLEASE RECYCLE

Please recycle your phone books with your newspapers and magazines in a brown paper bag curbside.
For more information call 860-585-0419 or 860-225-9811 or visit us online at tunxisrecycling.org

OLD NEWS
is good news

Please recycle your newspaper & magazines curbside with your weekly trash pickup.
For more information call 860-585-0419 or 860-225-9811 or visit us online at tunxisrecycling.org
Media Recommendations

• Improve/expand use of newspapers to convey information
• Increase the percentage of households with recycling instructions
• Increase the percentage of households with bins
Curbside Recycling Guide

RECYCLING GUIDE

Keep this information handy so that you'll know what your town accepts as recyclable items. If you have any questions about your town's program, please call your town's number shown below. Remember, curbside recycling saves money, helps the environment...and, it's THE LAW.

NOTE: Not all towns recycle all of these items. Additional items may also be collected at drop-off locations. For more specific instructions check with your town's recycling coordinator.

Berlin: (800) 828-7622
 Branford: (203) 488-8394
 Bristol: (860) 594-6124
 Burlington: (860) 673-2428
 Easton: (860) 653-6600
 Easton: (203) 630-4510
 Meriden: (860) 567-7438
 New Britain: (860) 826-3350
 Plainville: (860) 791-0211 x 210
 Plymouth: (860) 585-4030
 Prospect: (203) 770-4451
 Seymour: (203) 888-2851
 Southington: (860) 276-6500
 Watertown: (860) 878-9038
 Wallingford: (860) 859-2250
 Wolcott: (203) 878-0100

Or call the Tunxis Recycling Operating Committee at 860-585-0410 or 860-226-9811.
www.tunxisrecycling.com

CURBSIDE RECYCLING

CAUTION: Do not recycle any plastic or glass that contained prescription drugs. And absolutely NO syringe needles.

When in doubt, leave it out!

NEW Mixed Paper
Office paper, stationery and envelopes including those with plastic windows. Direct mail pieces - thiny coated paper ok. Place in brown paper bag next to bin.

Newspapers and Magazines:
Include all paper inserts, place in brown paper bag next to bin. Catalogs & phone books also accepted.

Glass & Juice Cartons:
Clean food and beverage containers only. Clear or colored glass bottles & jars, single-serve containers, paint, paint, and half-gallon juice & milk containers. No: Light bulbs, ceramics, electronics, windows/mirrors, glass, crystal.

Corrugated Cardboard:
Folded flat. Clean. No: String or tape-tied bundles.

Metal Cans and Foil:
Clean food and beverage containers only. Aluminum foil & foil baking trays. No: Scrap metal, appliances, metal parts, pot/pans, silverware, needles, aerosol and paint cans.

Plastics:
Look for the number triangle on bottom. No: Bottle caps or #1 & #2. Bottles that contained antifreeze, motor oil, pesticides or other toxic fluids.

In the Tunxis Recycling region, one rectangular bin is used to collect all clean food and beverage containers made of glass, metal or plastic #1 or #2. These items may also be placed in either the red or blue round pails for those residents still using pails.

1. Rinse all containers
2. Put newspaper, magazines, and mixed paper in brown paper bags next to pail or bin
3. Flatten corrugated boxes to about 2' x 3', place next to pail or bin
4. Bring to curbside

Place your recycling container at the curb the night before your recycling collection day. Paper/cardboard may be wet with rain or snow. Do not leave at the curb for more than one day.
Media Recommendations

• Improve/expand use of newspapers to convey information
• Increase the percentage of households with recycling instructions
• Increase the percentage of households with bins
• Billboards
Yellow bin - New Britain

RECYCLING YOUR PLASTIC is as easy as 1 & 2

TUNXIS RECYCLING

860-585-0419 • 860-225-9811  tunxisrecycling.org
Phone Book Promotion

Throw the Book at Us...
PLEASE RECYCLE

Tunxis Recycling

860-585-0419 • 860-225-9811 • tunxisrecycling.org
Junk Mail Promotion

It's NOT JUNK to us.

Recycle Your Junk Mail.

860-585-0419
860-225-9811
tunxisrecycling.org
Results

• Web Site Activity
Results

• Web Site Activity
• Tons delivered to recycling facility
Housatonic Resources Recovery Authority

Post-advertising rolling avg. tons
Results

• Web Site Activity
• HRRA Tons shown, TROC tons available end of September
• Anecdotal
  – Phone calls
  – Comments at HHW collections, other events
  – Questions & comments via contact form on Web Site
Questions?

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