



## RECYCLING:

- Creating
- Maintaining
- Quantifying &
- Marketing  
Your Program



Recycle where you Live, Work, & Play

**MICHIGAN RECYCLING COALITION**  
**KATIE FAHEY- PROGRAM COORDINATOR**

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**WHO CURRENTLY HAS A RECYCLING PROGRAM?**



**WHO IS LOOKING TO START A  
RECYCLING PROGRAM?**

# AGENDA

- ❖ Overview of recycling in Michigan
- ❖ Creating a recycling program
- ❖ Maintaining a recycling program
- ❖ Quantifying your recycling program
- ❖ Marketing your recycling program
- ❖ What's going on in MI?



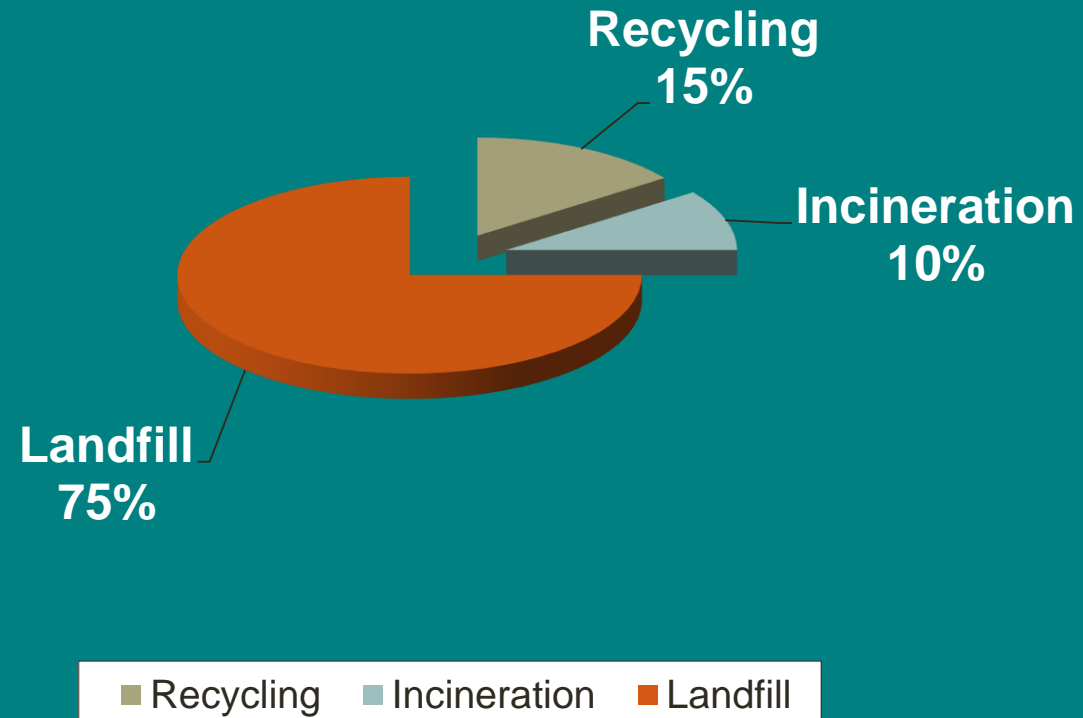




# MICHIGAN OVERVIEW

What does recycling look like in MI today?

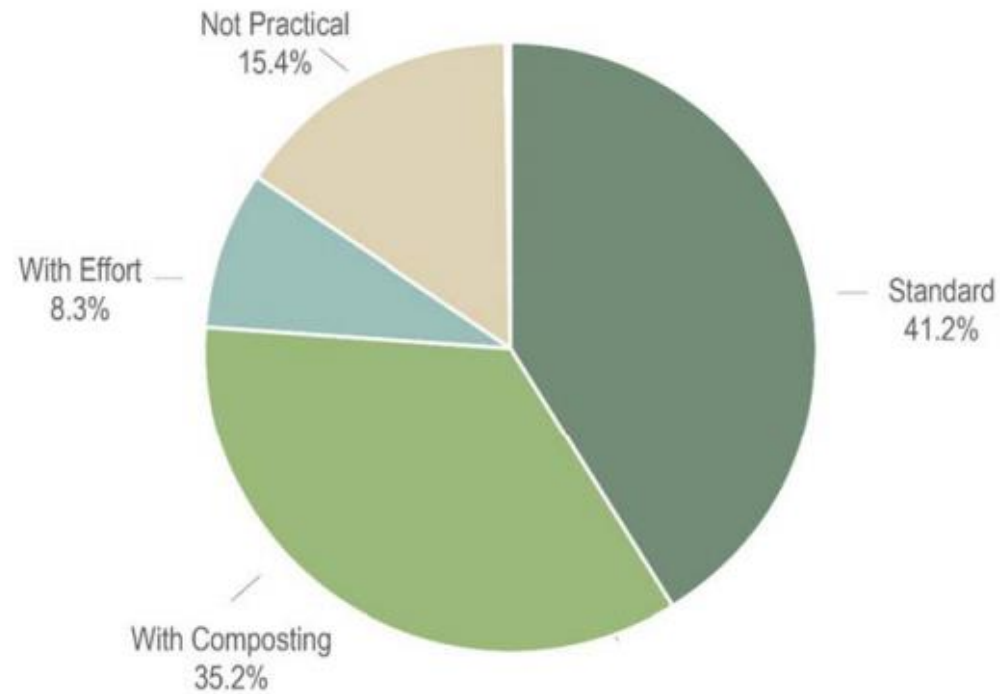
# MICHIGAN SOLID WASTE



# Michigan Facts

Estimated 76.4% MSW can be recycled

Michigan MSW Material by Ease of Recycling  
(mean % by weight)

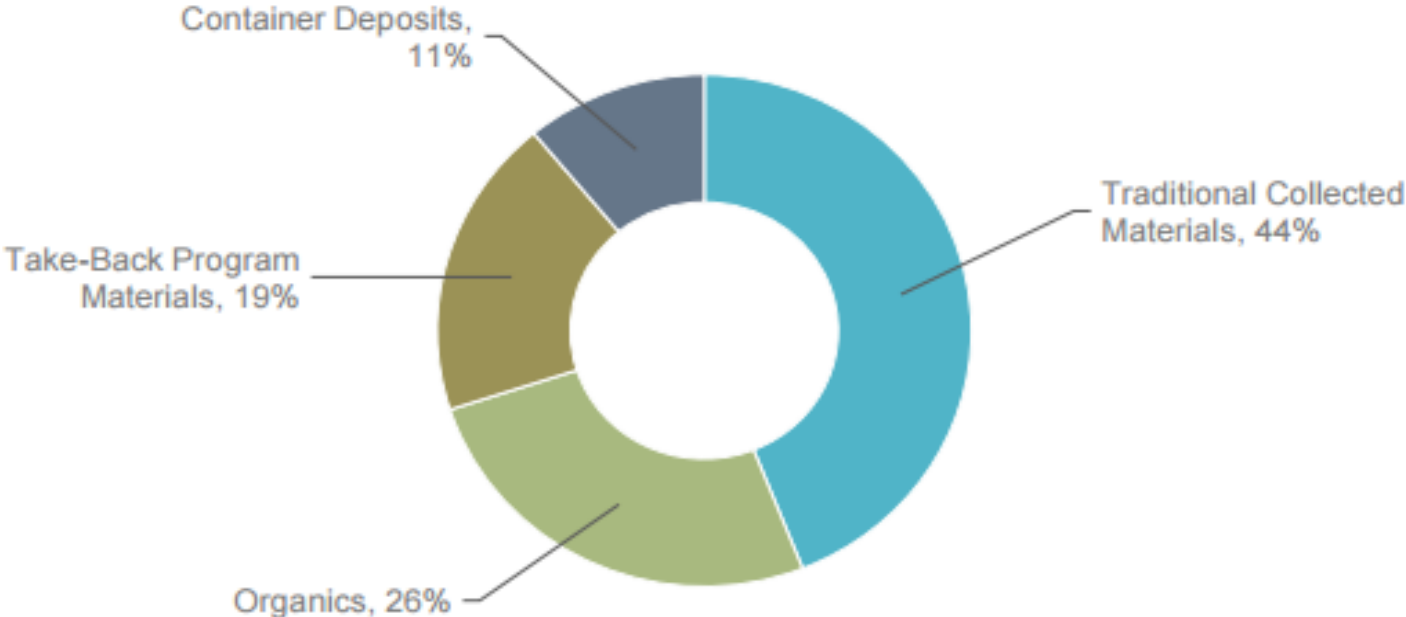




# Michigan Facts

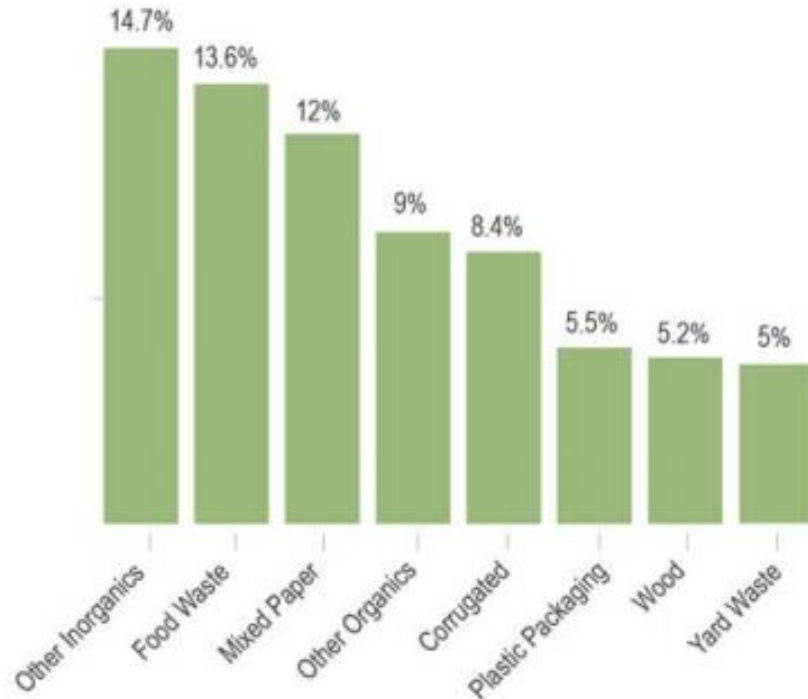
Estimated 15.3% MSW recycling rate

MATERIAL RECYCLED BY CATEGORY IN 2013

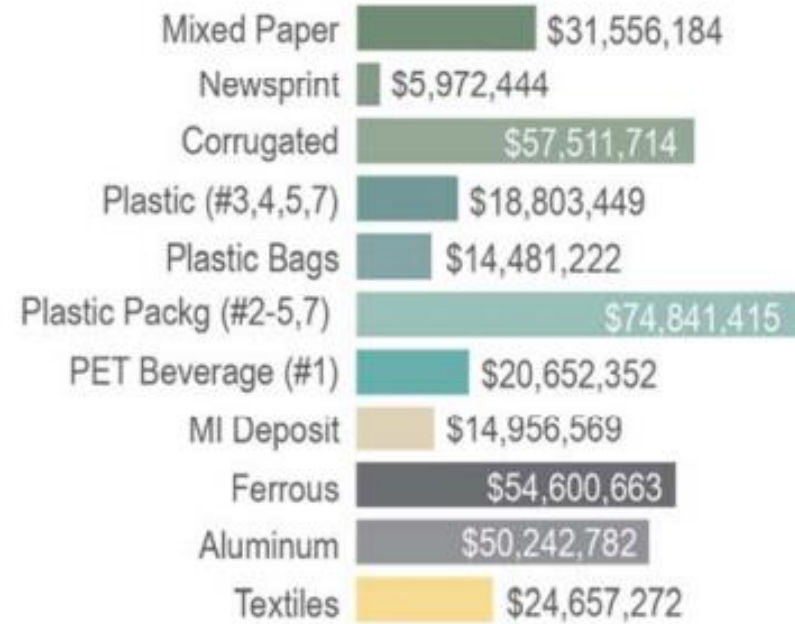


# Michigan Facts

**Top Materials in Michigan MSW Composition**  
(mean % by weight - 5% or greater)



**Total Value of Michigan MSW Commodities Disposed (\$)**





# CREATING YOUR PROGRAM

- Building the case
- Understanding your options/need
- Setting up for success



# BUILDING THE CASE

- Understand Why
- Make the commitment
- Timeline and goals

# UNDERSTAND WHY – THE THREE P'S

## ✓ People

- Staff
- Visitors
- Community

## ✓ Planet

- Ecological impact
- Habitat impact
- Global impact

## ✓ Profit

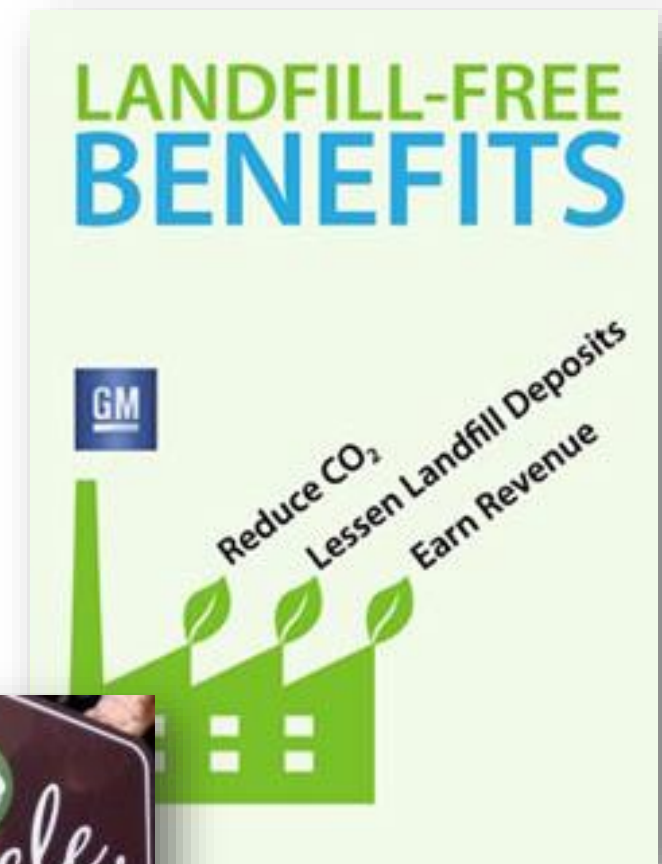
- Waste Hauling
- Reducing litter pick-up
- Reducing waste



Image Source: <http://www.csrambassadors.com/corporate-social-responsibility-csrambassadors/triple-bottom-line/>

# MAKE/GET THE COMMITMENT

- ❖ Recycling is a culture change
  - Create a team
- ❖ Leadership starts from the top
  - Not at the top? –document the demand! Present your findings
- ❖ Make it an expectation and responsibility
  - Job responsibility
  - Part of new employee orientation
  - Consistent updates
- ❖ Allow for leadership and innovation
  - It's a behavior include everyone involved





# CREATE A TIMELINE AND GOAL

## Planning-

What will the program look like in 1, 3, 5 years?

What will the program look like throughout the year? Summer, Winer, Fall, Spring?

What events happen throughout the year?

## Goals-

Establish a baseline

Use as a motivator

Share with your visitors, staff, management, commissioners

50% reduction, zero waste, landfill free

# UNDERSTANDING YOUR OPTIONS

- Evaluate your waste stream
- Find local partners
- Identify low hanging fruit

# FIRST THINGS FIRST- DIVE IN!

## Assess your waste

- Visitor waste
- Office waste
- Cafeteria waste.

## Understand

- What is in the waste stream
- How much of it is the waste stream
- When and where it enters the waste stream

Identify & target high weight, volume material for recovery first





# EVALUATE YOUR WASTE STREAM

\*Waste Audit Form available at [www.MichiganRecycles.org](http://www.MichiganRecycles.org) or [www.RecycleMichigan.org](http://www.RecycleMichigan.org)

V. TARGET MATERIALS FOR WASTE REDUCTION			
Department (if applicable):			
List the predominant types of waste materials identified on the facility walk-through (for instance, cardboard, office paper, steel cans, food waste, plastic film, etc.), the type of activity or location where the waste is produced, and any current waste reduction activities targeted at that material. In the last column, list any additional waste reduction actions that could be taken to reduce the quantity of that waste material.			
Type of waste material	Waste-producing activity or location	Current waste reduction activities (if any, for instance, recycling, reuse)	Potential waste reduction actions



# GET TO KNOW YOUR LOCAL PARTNERS...

- Drop-off center
- Local or county recycling coordinator
- Composters
- Haulers
- Brokers
- Consultants
- Waste Exchange | Byproduct Synergy
- Universities
- Associations
- Consortiums
- DEQ Recycling Specialists

# UNDERSTAND YOUR CONTRACTS

What do current waste, recycling, materials management contracts do for you?

Dumpster rental, servicing & transport, landfill tip fees, surcharges

Who is responsible for collecting waste on site (for instance, custodial staff, employees)?									
Name of waste collection company:									
Quantity of waste collected monthly (if known or estimated):									
Number and size of waste collection containers, collection frequency, and cost of collection: Indicate number of each size container/ dumpster used, and complete appropriate information for each.									
# of containers	Size & type of collection container*	Frequency of collection (times/week)	How full is container when emptied? (on average)	Collection costs (complete all that apply)					Quantity of waste collected (lbs./month)**
				Monthly container rental fee	Monthly collection fee	Fee per pull	Disposal fee (\$/ton)	Total monthly cost	



# IDENTIFY A STARTING POINT

Things to consider:

- How much of it do you have?
- How will it be collected?
- Who will collect it?
- Where does it go once collected?
- **What material(s) do we start with?**



**SETTING UP FOR SUCCESS**



# BIN THERE- CONTAINER PLACEMENT

## Placement matters

- Put it next to trash containers or consider eliminating trash
- Make sure you can empty the bins – weight, accessibility, size
- Put it where the waste is being generated!





# SIZE, COLOR, TOP- CHOOSING A BIN

- Indoor/Outdoor placement
- Opening size and shape
- Uniform color across the park
- Size
  - Accessibility
  - Signage availability
  - Park space and security



# REDUCING CONFUSION- SIGNAGE

- Pictures and words
- Label your trash/landfill
- EVERY container is labeled
- Keep it consistent
- Consider your demographic
  - Multiple languages
  - Age
  - Wording

LOGO

## RECYCLE MORE, RECYCLE RIGHT!

**YES, PLEASE!**

- MIXED PLASTICS
- CARTONS
- MIXED PAPER
- GLASS BOTTLES & CONTAINERS
- METALS

**\*RECYCLABLES SHOULD BE LOOSE OR UNBAGGED**

**NO, THANKS!**

- PLASTIC BAGS
- PLASTIC WRAPPERS
- FOAM
- FOODYARD WASTE
- HOUSEHOLD HAZARDOUS WASTE

michiganrecycles.org

www.yourwebsite.com  
email@mail.com | 555.555.1234





# PROCLAIM AND REMIND! - SIGNAGE



# MAINTAINING YOUR PROGRAM

- Reduce
- Revisit
- Rethink



# REDUCE AND REUSE

- Buying habits
- Reusing for recycling containers/bags
- Knowing what polices are in place to assist
- Talking with your visitors



# GET BACK TO DIVING- REVISIT

- Stay consistent with waste audits
- Report progress
- Create incentive programs and reminders



# BUT THAT'S WHAT WE'VE ALWAYS DONE- RETHINK



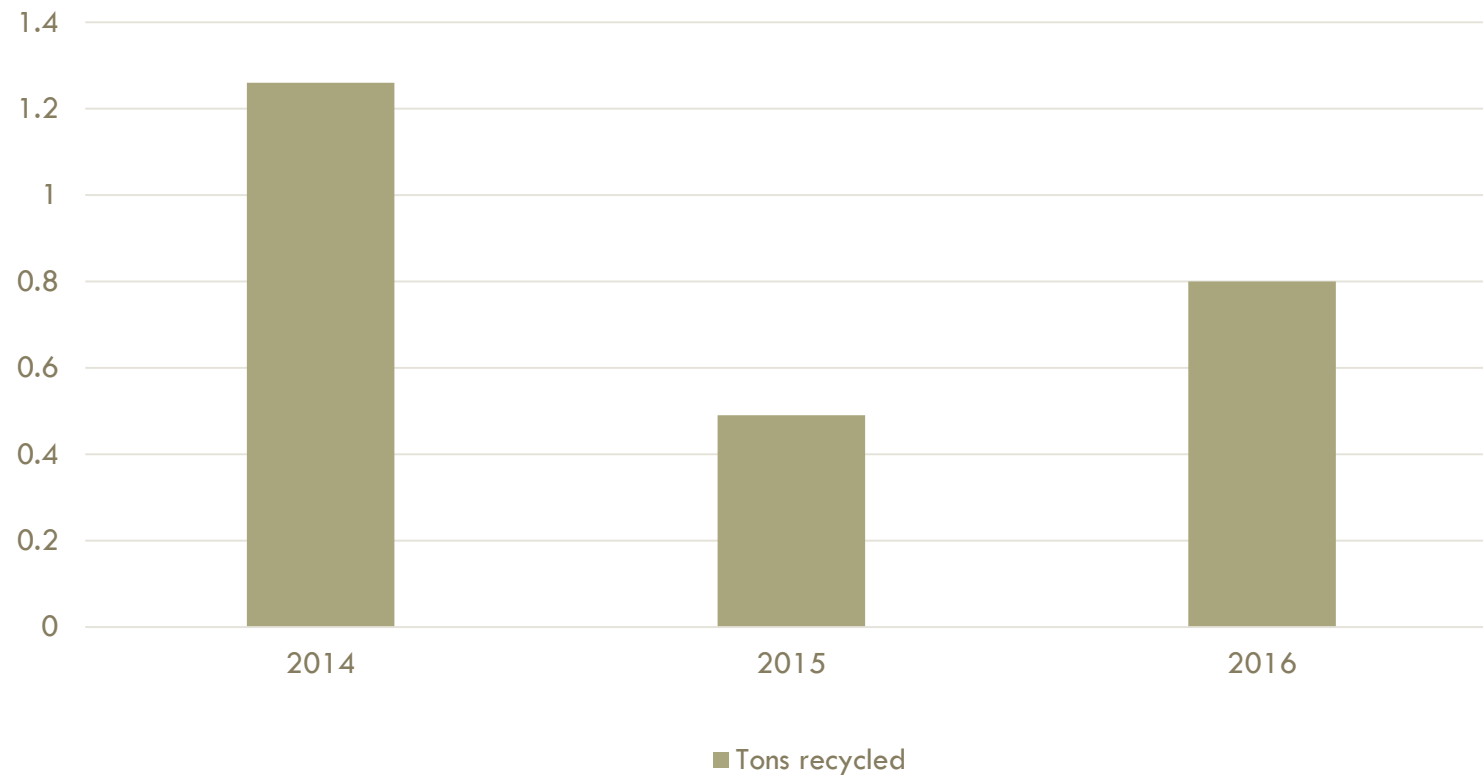
- Ask new employees and visitors their opinions
- Reach out to new partners
- Bring in your waste/recycling service provider
- Go on a tour of where your recycling goes

# QUANTIFYING YOUR PROGRAM

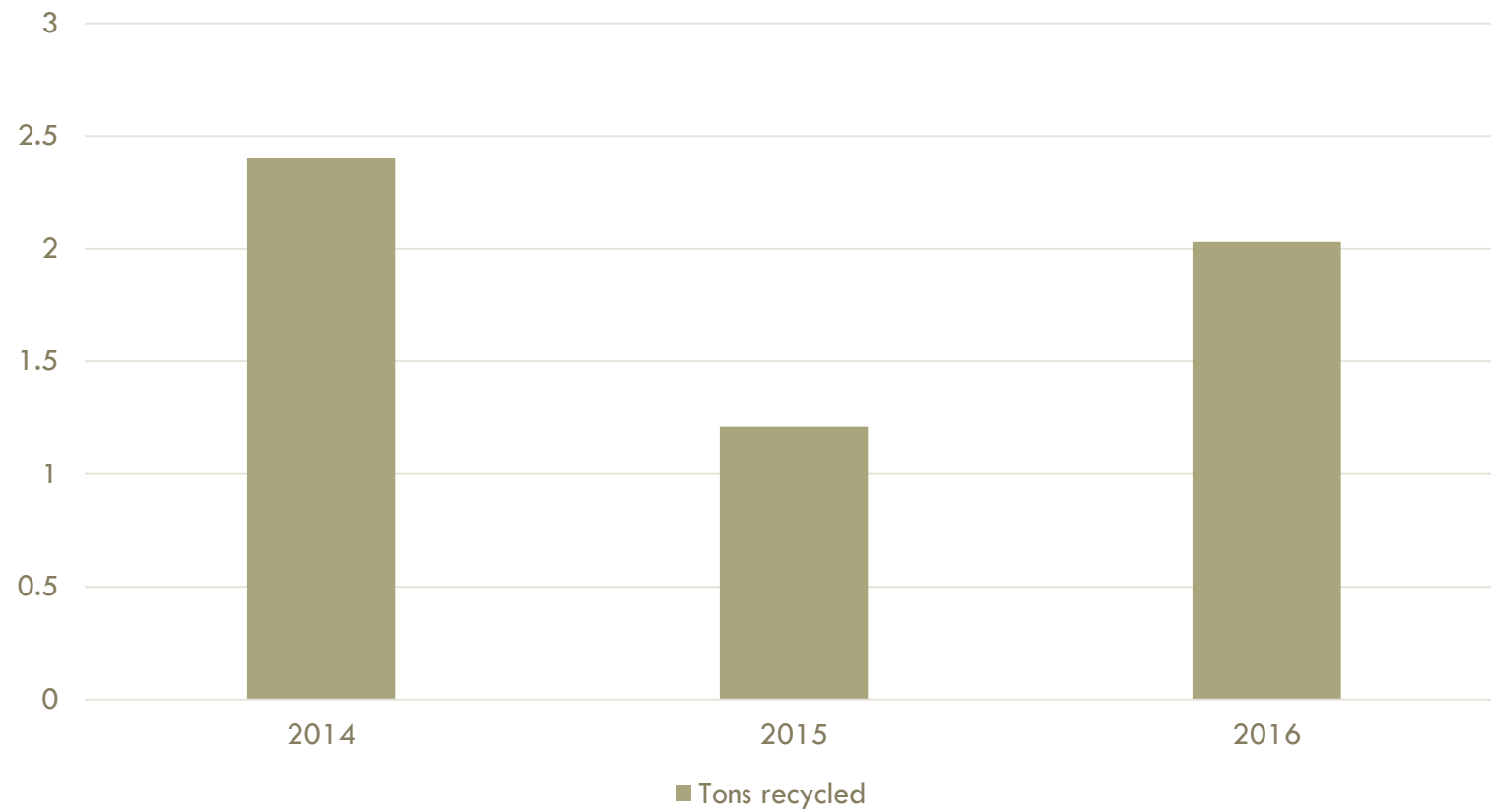
- Knowing your success
- Which metrics matter?
- Planning ahead



# PAPER BOXES AND BAGS



# MIXED CONTAINERS





# QUANTIFY— THE THREE P'S

## ✓ People

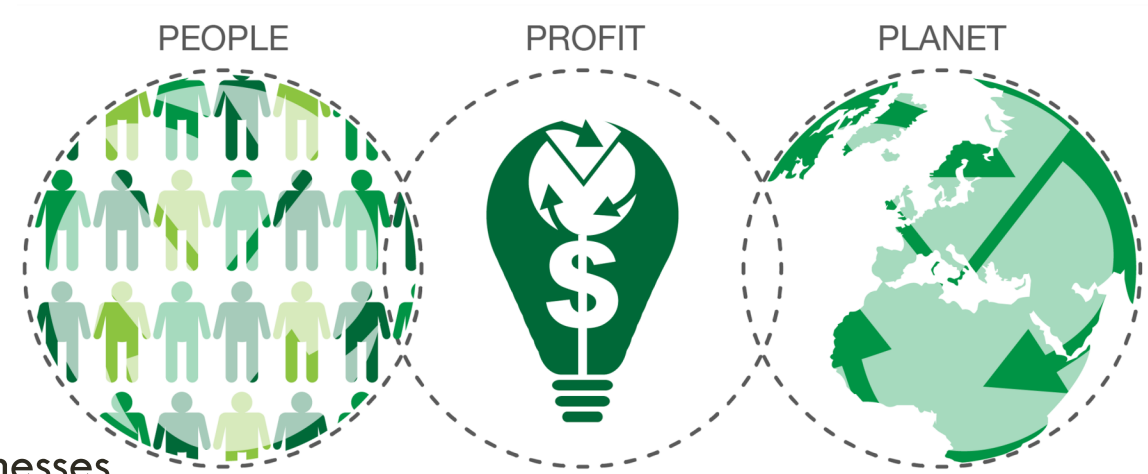
- Staff- time, leadership opportunities, satisfaction
- Visitors- visits, comments/complaints, volunteers
- Community- press coverage, partnerships, recycling jobs/businesses

## ✓ Planet

- Ecological impact- reduced water, soil, air pollution
- Habitat impact- litter reduction, virgin material saved because of recycled material
- Global impact- green house gas calculations

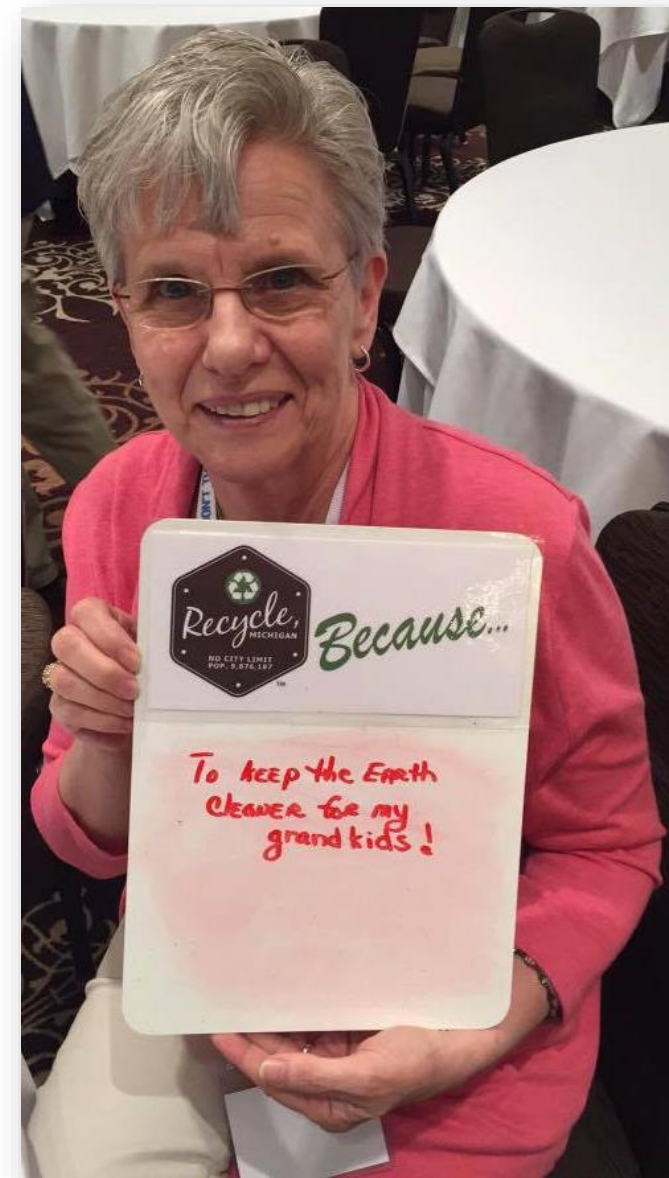
## ✓ Profit

- Waste Hauling costs
- Staff time - litter pick-up, container transportation, landfill collection- costs/time
- Reducing waste- purchasing savings, accountability and awareness





# BRING IT BACK TO YOUR GOALS



See a Recycle, MI Sign? #RecycleMI

Post a picture with #RecycleMI for a chance to be featured on our website!

## MARKETING YOUR PROGRAM

- Signage
- Education
- Outreach

# SIGNAGE, EDUCATION, & OUTREACH

## Tools for using Recycle, MI

Many of these tools are all FREE for you to use! The biggest challenge facing most recycling programs is education – these materials are intended to make education easier and improve your recycling program. If you do use these materials, feel free to take a picture and post to social media with the hashtag #RecycleMI. It's great to see Recycle, MI being effective in communities!

### Recycle, MI Tools

- ▼ Recycle, MI Logo
- ▼ Custom recycling flyer/container label
  - ▼ Recycle, MI Sign
  - ▼ Recycle, MI Apparel
- ▼ Recycling 101 Guide for Residents PDF
  - ▼ Consumer Recycling Sheet PDF
  - ▼ Children's Worksheet PDF





# YOU ARE HERE



Preserve your favorite  
Michigan spaces.

*Ask today about how you can recycle  
here and at other local parks.*

*For recycling information:*

[www.MichiganRecycles.org](http://www.MichiganRecycles.org)



# YOU ARE HERE



When we recycle  
we protect our  
natural resources.

*Ask today about how you can recycle  
here and at other local parks.*

*For recycling information:*

[www.MichiganRecycles.org](http://www.MichiganRecycles.org)





# YOU ARE HERE



Our most beautiful places  
won't stay that way  
without your help!

*Ask today about how you can recycle  
here and at other local parks.*



For recycling information:  
[www.MichiganRecycles.org](http://www.MichiganRecycles.org)

# YOU ARE HERE



Trees should stick around,  
trash shouldn't

*Ask today about how you can recycle  
here and at other local parks.*




For recycling information:  
[www.MichiganRecycles.org](http://www.MichiganRecycles.org)



# RECYCLE, MI - WWW.RECYCLEMICHIGAN.ORG

recyclemichigan.org/where-is-recycle-mi/

**Find Our Partners-**  
**This map shows where you can find Recycle, MI Signs across our state!**



Map data ©2017 Google Terms of Use Report a map error



# SOCIAL MEDIA! - #RECYCLEMI

## Be a Part of #RecycleMI

December 26, 2016

One of the easiest ways to get involved with Recycle, MI, is by using **#RecycleMI** when you see recycling, or a Recycle, MI sign. #RecycleMI means you're helping people find recycling opportunities where they live, work, and play.

Explore below to see others helping spread the word about how everywhere is Recycle, MI!

### Instagram #RecycleMI:



#recyclemi



# MICHIGANRECYCLES.ORG



MRC Main Website



Padnos

Acrylic x

Services

See All



## Padnos Lansing Division ★

Address 1900 W Willow St, Lansing, MI 48917  
**about 2 miles away**

Materials Accepted ABS Plastic, **Acrylic**, Books, Computer Paper, Dry Cell Batteries, Engineered Thermoplastics, HDPE (2), Junk Mail, Lead Acid Batteries, Mixed Thermoplastics, Nylon, Office Equipment/Furniture, ONP, Other Metals, Other Plastic (7), PET/PETE (1), Polystyrene (6-Expanded), PVC (3), Telephone Books, Tin Cans, Zinc, Textiles, Metal Drums or Barrels, Plastic Drums and Barrels, Other Drums and Barrels

Services Broker, Collector, Exporter, Hauler, Processor

Service Area Eaton County

Collection  Drop off, Pick up

Sort by distance from

Current Location ▼

We think you're at  
*W State Rd  
Lansing, MI 48906, USA*

Export Results



# INCLUDE THE COMMUNITY

- The community takes pride in events and parks
- Write press releases for changes, goals, reminders, need for volunteers etc.
- Local media: papers, new stations, radio, community groups, social media
- Include waste diversion with other marketing
- Ask for local business support- prizes, volunteers, place to hang posters...





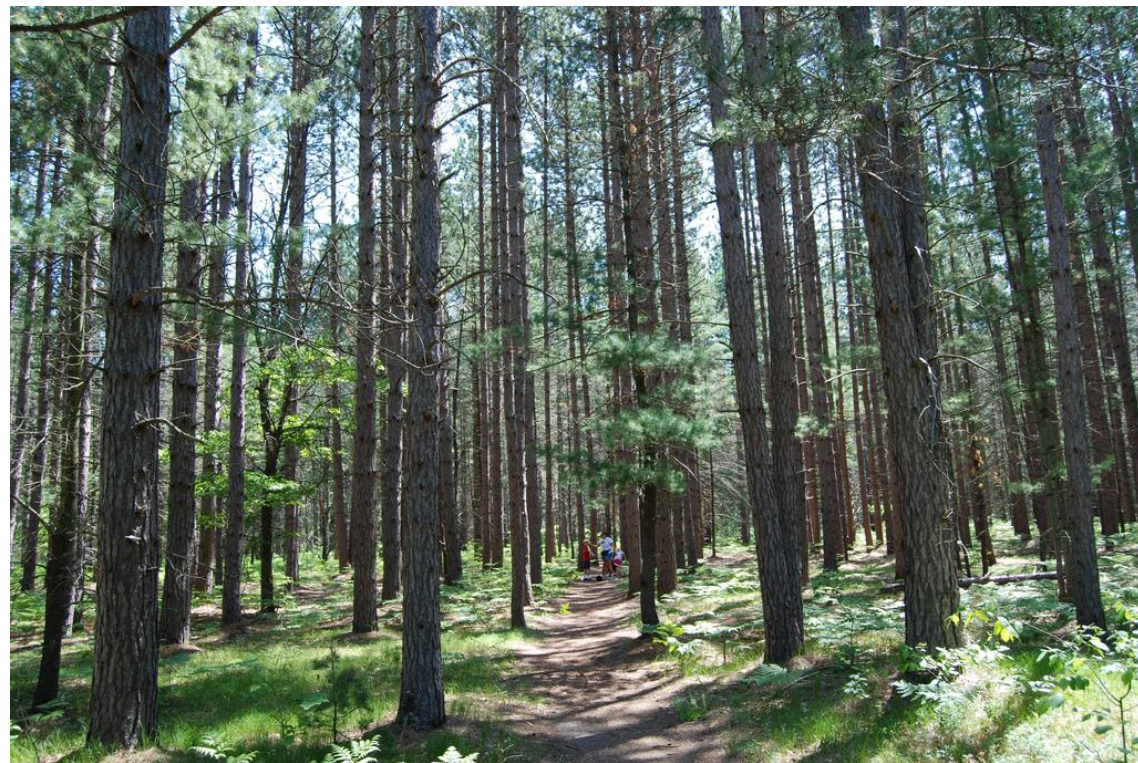
# Q & A RECYCLING IN PARKS PANEL

- Case Studies
- What's going on in MI
- Opportunities for you

**MICHIGAN DEPARTMENT OF NATURAL RESOURCES-  
GREGORY KINSER -HARTWICK PINES UNIT SUPERVISOR-**

**KINSERG@michigan.gov**

# PETOSKEY STATE PARK & HARTWICK STATE PARK



# PETOSKEY PUBLIC RECYCLING: HOW IT ALL BEGAN

2011- No Public Recycling

2012- 1 small campground bin

2013- 2 small campground bins

2014- 2 small campground bins and 2 large drop site bins

2015- 2 small campground bins and 2 large drop site bins with 10 additional recycling containers in day use area

2016- 2 small campground bins, 2 large drop site bins, and recycling containers in day use area

# HARTWICK PINES: HOW IT ALL BEGAN

2005- No Public Recycling

2006-2007- Staff takes on collecting paper, tin, glass, and cardboard and driving it to transfer station

2008-2010- slowly add recycling bins goes from 1 - 12

2011-2013-More bins! And staff expands focus on in-house recycling

2013-2017- Recycling added to waste removal contract during peak times of year April-Sep. Staff in house recycling increases more.



# SMALL CAMPGROUND BINS



# 2015: NEW RECYCLE BINS AT THE BEACH CONCESSION AND THE “BIG CHECK”

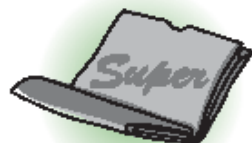




# BEACH AND PICNIC AREA BINS



## recycling



# Paper, Boxes and Bags

### Office Paper

- Including copier paper, junk mail, envelopes, and file folders.
- Please remove CDs, plastic cards and other non-paper items from junk mail.
- There's no need to remove sticky notes, mailing labels, staples, paper clips, tape, stickers, rubber bands, or envelopes with plastic windows.
- NO construction paper or boldly colored office paper. Pale/pastel-colored office paper is okay.
- NO padded envelopes

### Shredded Office Paper

- Please contain shredded paper in transparent plastic bags so it doesn't blow around while being loaded and unloaded.

### Newspaper

- Includes flyers and glossy inserts
- NO newspapers which have gotten wet and/or yellowed

### Magazines, Catalogs, and Books

### Cardboard

- Small amounts of corrugated cardboard may be included with your paper. They must be small enough to fit entirely in a brown paper grocery bag.
- Remove any packing material and flatten boxes
- NO greasy pizza boxes
- NO waxed produce boxes
- **NOW!** Boxes meant for use in refrigerators, coolers or freezers (i.e. from frozen food, pop or beer cases) can be recycled.

### Brown Paper Bags

### Plastic Bags

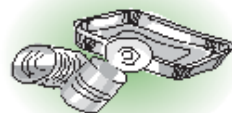
- Must be stretchy, clean, dry and bagged.
- For example, plastic grocery bags, bread bags, drycleaning bags
- Can include palletwrap, shrinkwrap, and bubblewrap
- NO pretzel or chip type bags, cellophane, mylar

## Questions?

Call 348-0640 or visit

[www.EmmetRecycling.org](http://www.EmmetRecycling.org)

## recycling



# Mixed Containers

### Aluminum Cans, Foil, and Foil Trays

- Please rinse to remove food

### Tin/Steel Cans, Metal Caps and Lids

- Please rinse
- NO aerosol cans or propane tanks

### Plastic • Bottles, Jugs and Jars • Tubs, Trays and Cups

- Please remove and recycle plastic caps.
- Please empty of liquids and rinse off food
- NO Styrofoam
- Plastic bags go in the "Paper, Boxes and Bags"

### Glass Bottles and Jars

- Clear, green, brown, and blue glass are okay.
- Please remove lids or stoppers. Metal and plastic lids can be included for recycling. Discard cork stoppers.
- There's no need to remove labels.
- Please rinse containers.
- NO broken glass, light bulbs, or window glass
- NO glass dishes (sorry!)

### Milk Cartons, Juice Boxes and Paper Cups

- Refrigerated milk and juice cartons. Ice cream cartons, too.
- Aseptic boxes/cartons: juice boxes, broth/soup cartons, and shelf-stable milk boxes for example.
- NO mylar pouches (like Capri Sun pouches)
- Please empty of liquids

## Questions?

Call 348-0640 or visit

[www.EmmetRecycling.org](http://www.EmmetRecycling.org)





# MICHIGAN DEPARTMENT OF NATURAL RESOURCES- TIM MACHOWICZ — SLEEPY HOLLOW STATE PARK

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# MI DEPARTMENT OF NATURAL RESOURCES GREEN INITIATIVES TEAM



Formed in Dec. 2004

Member Team representation:

**Field Unit Supervisors**

**Ranger Staff**

**District Supervisor**

**Stewardship, Planning & Waterways Unit  
representatives**

**DEQ Pollution Prevention Programs Unit**



# Michigan Department of Natural Resources

Search



About the DNR

Camping & Recreation

Campground & Harbor Reservations

Belle Isle

Boating

Camping & Lodging

Events and Activities

DNR / CAMPING & RECREATION / ABOUT YOUR STATE PARKS / GREEN INITIATIVES

## Green Initiatives

- [Parks & Recreation Division Green Initiatives](#)

State parks, recreation areas and state harbors have gone green with a series of initiatives to promote environmentally friendly management practices and products. [Click here to view Parks & Recreation Division's Guide to Environmental Sustainability.](#)



Whether using a bio-based fuel, building more energy efficient facilities or mowing less, these programs help protect and preserve the natural resources in Michigan State Parks, Recreation Areas and Harbors.

### Field Guide To Environmental Sustainability

#### Michigan Department of Natural Resources and Environment Parks & Recreation Division



# TEAM CHARGE/MISSION:

- Coordination and roll out of state wide initiatives
- Designate test parks for implementation of pilots
- Research and identify new initiatives
- Act as a point of contact for the field
- Identify educational opportunities for staff and the public
- Research and identify funding sources to support programs
- Serve as contact with the Department of Technology Management and Budget (DTMB) concerning contracting of green products and services
- Evaluate and quantify success of initiatives

**MI DEPARTMENT OF ENVIRONMENTAL QUALITY  
MATT FLECHTER — RECYCLING MARKET DEVELOPMENT SPECIALIST**

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# GOVERNOR SNYDER'S RECYCLING INITIATIVE

## DEQ Grants Related to Recycling:

- 2014: **\$250,000** – 3 projects
- 2015: **\$635,000** – 14 projects
- 2016: **\$450,000** – recycling carts for nine communities
- 2017: **\$500,000** available for infrastructure and recycling projects






**Brian Burke**  
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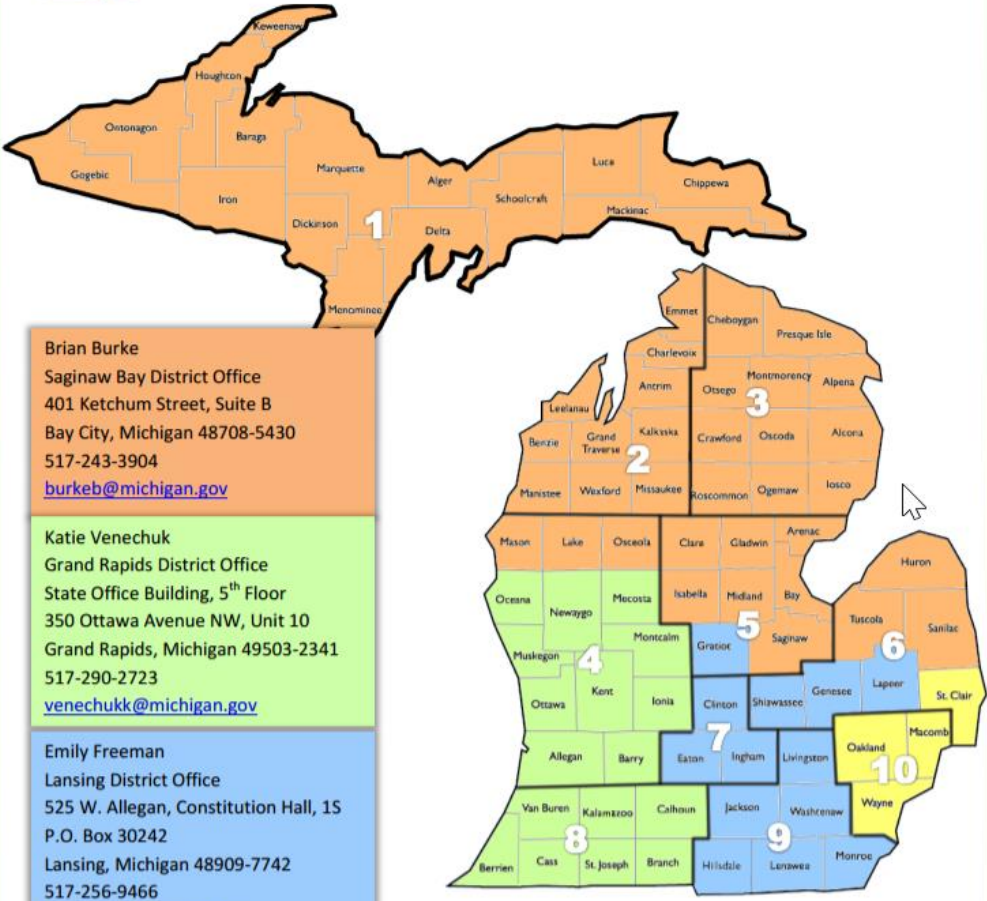
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**RESIDENTIAL RECYCLING INITIATIVE**  
 Michigan Department of Environmental Quality  
 Recycling and Waste Minimization Specialists



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*To report an environmental emergency to the DEQ: 800-292-4706  
 Pollution Emergency Alerting System (PEAS)*

**MICHIGAN PROSPERITY REGIONS**

1. Upper Peninsula, 2. Northwest, 3. Northeast, 4. West Michigan, 5. East Central, 6. East Michigan, 7. South Central, 8. Southwest, 9. Southeast, 10. Detroit Metro



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**Emily Freeman**  
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 DEQ  
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# RECYCLING INFRASTRUCTURE GRANT

## Application Deadline: March 17, 2017

- Total of \$500,000 available for both grant programs
- About \$250,000 for infrastructure projects

## Infrastructure Grant Includes:

- Funding for recycling infrastructure. Examples (**not all inclusive**):
  - Transition from bins to carts
  - Public space recycling containers
  - Creation or improvement of public drop-off recycling
  - Improving existing infrastructure
  - Food waste projects
  - Electronic waste projects
- Request can be any amount below a maximum of \$50,000





# RECYCLING EDUCATION GRANT

## Application Deadline: March 17, 2017

- Total of **\$500,000** available for both grant programs
- About \$250,000 for education projects

## Education Grant Includes:

- Funding for recycling education. Examples:
  - Printing costs and distribution costs
  - Purchase of materials such as magnets, stickers, etc.
  - Media buys (such as television or radio broadcast time)
  - Rentals (such as billboards)
- Request can be any amount below a maximum of:
  - \$10,000 for local projects
  - \$25,000 for regional projects







## SUSTAINABILITY

Pollution Prevention

**Recycling**

In the Community

At Your Business

At Home

At School

DEQ / SUSTAINABILITY / RECYCLING

## RECYCLING

Michigan's goal recycling rate **30%**

Michigan's estimated recycling rate **15%**

**MICHIGAN'S RECYCLING PLAN OF ACTION!**

Current: 15%  
Goal: 30% within 2 Years

[READ MORE >](#)

### Recycling Information

- Register for the 2016 Residential Recycling Grant Program Webinar
- Michigan's Recycling Plan of Action
- Excellence in Recycling Awarded 2015
- Measuring Recycling in the State of Michigan
- Find a Recycling Location Near You
- Sign Up for Email from DEQ!



At Your Business In the Community At Home At School

### Business Resources

- Composting
- Ewaste
- How Do I Handle This Waste?
- Local Contacts (Recycling & Household Hazardous Waste)
- Michigan Recycling Activity

### News and Events

- Michigan's Recycling Plan of Action
- Annual Reports of Solid Waste Landfilled in Michigan



**OPEN FOR QUESTIONS**

**?**