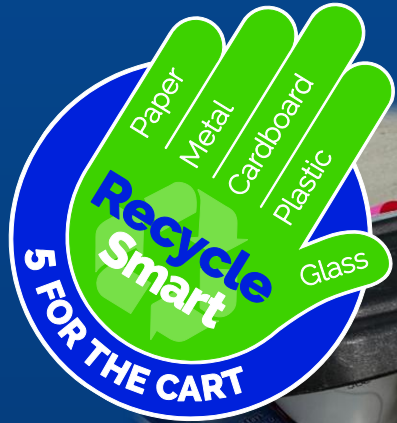


Recycle Smart

An Education Campaign to Reduce Contamination



Lee County
Solid Waste

SWANA FL 2017 Summer Conference

2014 – Completed conversion to single stream recycling county wide

Label on the lid of each new cart delivered

ALL TOGETHER NOW!
MIX THE FOLLOWING RECYCLABLES IN HERE:

PLEASE NO:

- Styrofoam
- Electronics
- Ceramics or dishes
- Food waste
- Plastic grocery bags
- Motor oil container's
- Household hazardous waste
- Light bulbs, window glass or mirrors
- Yard waste or trash
- Hard back books
- Waxed cardboard (juice boxes & milk cartons)

Carts containing trash or yard waste will NOT be collected.

Plastic bottles & containers #1-#7

Clear, green & brown glass jars & bottles

Aluminum cans, pie pans foil, tin, steel or aerosol cans

Pizza boxes, food boxes cardboard beverage carrying containers, gift boxes, etc. (flatten all boxes*)

Phone & paperback books, junk mail, magazines, catalogs, newspapers and inserts, office paper & file folders, & paper bags

Helping Lee County improve the environment one house at a time.

For more solid waste information visit our website at www.Lee.gov/solidwaste

*Flatten larger cardboard boxes and place beside your cart for recycling collection.

M563

92% participation rate in curbside recycling
Residents got creative!



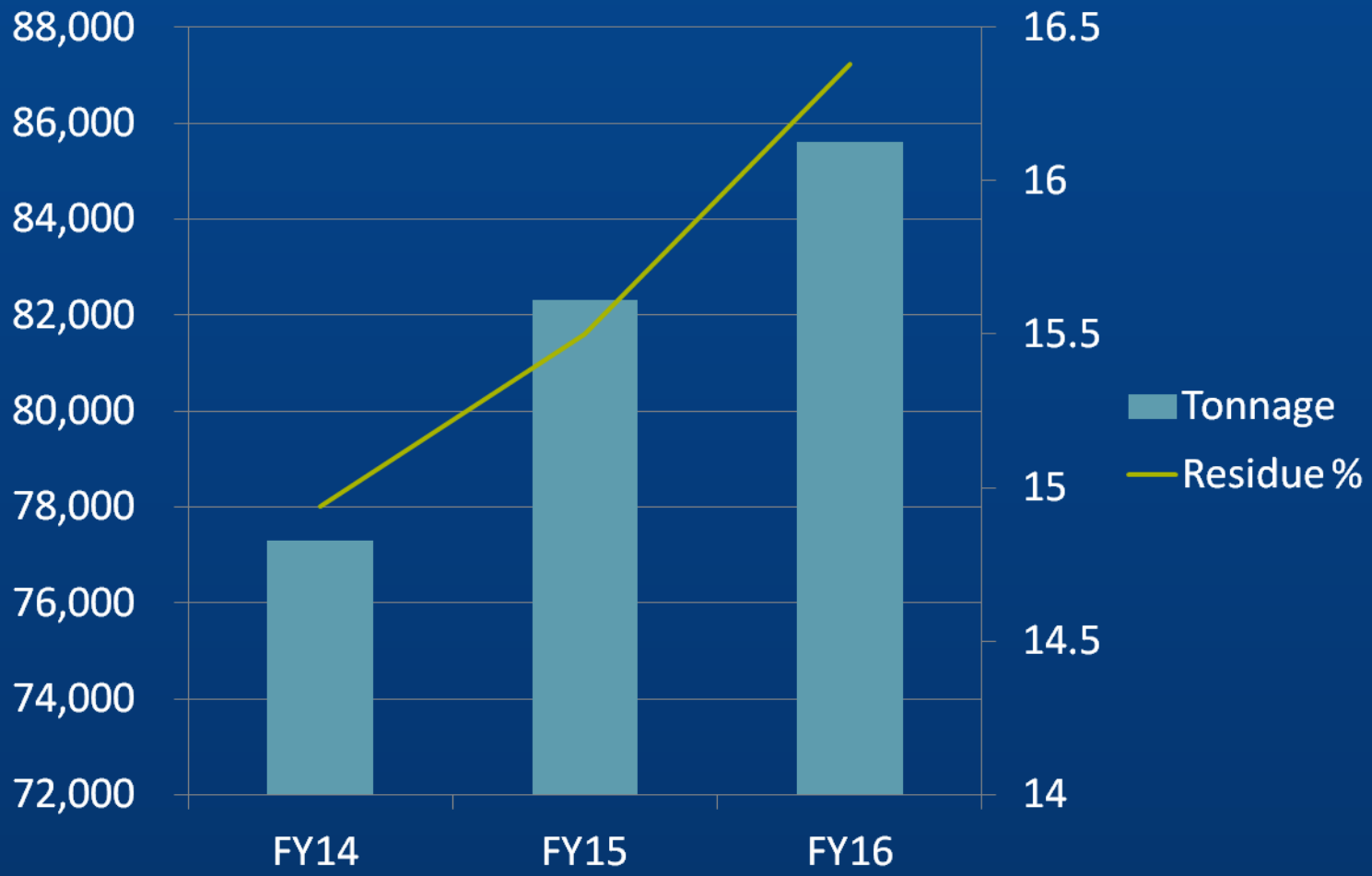


Very creative!

Businesses too – everybody wanted to do their part!



Mixed blessings – More Tonnage/ More Contamination



The High Cost of Contamination



42 TPD x \$37.45/TON = **\$ 1,573** daily
\$ 34,606 monthly
\$ 415,272 annually

Communications Audit -

ALL TOGETHER NOW!
MIX THE FOLLOWING RECYCLABLES IN HERE:

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*Flatten larger cardboard boxes and place beside your cart for recycling collection.

PLASTICS
All Rigid Containers With # 1-7 on bottom and black nursery pots

METAL
Cans & Empty Aerosol Cans

ALUMINUM
Cans, Foil, Pie Pans

GLASS
Green, Clear & Brown Bottles & Jars

PAPER
Catalogs, Magazines All of the Newspaper Corrugated Cardboard (including empty pizza boxes) Fiberboard (cereal & cracker boxes, beverage carrying container, shoe & gift boxes, etc.) Paper Grocery and Shopping Bags Telephone Books Computer and Office Paper Junk Mail Large cardboard boxes need to be broken down and flattened to 4' x 6'.

Recyclable

Lee County Solid Waste Division
239-533-8000

Not Recyclable

ALUMINUM
Lawn Furniture Cooking Utensils Doors/Screens Pots/Pans

METAL
Knives, Forks Spoons License Plates Car Parts Clothes hangers Tools

PLASTICS
Auto Fluid Containers Pool Chemical Bottles Plastic Grocery Bags Newspaper Sleeves Polystyrene Trays Flower Pots, except black Egg Cartons Styrofoam Clothes hangers Toys

GLASS
Dishes Mirrors Windows Drinking Glasses Medicine Bottles Cookware & Ceramics (Pyrex, Corning, etc.) Light Bulbs

PAPER
Shredded Paper Juice boxes & Milk Cartons (cardboard packaging with a wax layer) Air filters

CLOTHING & SHOES

Information –

Not Enough – Too Much?

Or

Wrong Message?



Research –

What type of image resonated with test audiences?
(192 Lee County 5th graders)



NO!

Paper

Metal cans

Glass bottles and jars

Cardboard

Plastic containers

People

Making

Good

Choices
for the

Planet

(All hand images used without permission as a fair use for educational purposes.)

Research –

What type of image resonated with test audiences?
(192 Lee County 5th graders)



NO!

When does 5 make 1?

When Lee County residents put the 5 recyclable materials in the cart –
piece by piece it makes us the #1 recycling county in Florida!

Research –

What type of image resonated with test audiences?
(192 Lee County 5th graders)



NO!

Did you get your 5 today?

Paper, Metal cans, Glass bottles and jars, Cardboard, Plastic containers.
Do your part – 5 for the cart

Research –

What type of image resonated with test audiences?
(192 Lee County 5th graders)

Do your part – 5 for the cart



Give me 5 - Paper, Metal, Glass, Cardboard, Plastic

A simplified message with an easily recognizable logo -

PLASTICS
All Rigid Containers
With # 1-7 on bottom and black nursery pots

METAL
Cans & Empty Aerosol Cans

ALUMINUM
Cans, Foil, Pie Pans

GLASS
Green, Clear & Brown Bottles & Jars

PAPER
Catalogs, Magazines All of the Newspaper
Corrugated Cardboard (including empty pizza boxes) Fiberboard (cereal & cracker boxes, beverage carrying container, shoe & gift boxes, etc.) Paper Grocery and Shopping Bags Telephone Books Computer and Office Paper Junk Mail

Note: Some containers may need rinsing prior to placement in the recycling container.

Recyclable

Not Recyclable

ALUMINUM
Lawn Furniture, Cooking Utensils, Doors/Screens, Pots/Pans

METAL
Knives, Forks, Spoons, License Plates, Car Parts, Clothes hangers, Tools

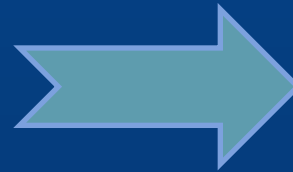
PLASTICS
Auto Fluid Containers, Pool Chemical Bottles, Plastic Grocery Bags, Newspaper Sleeves, Polystyrene Trays, Flower Pots, except black, Egg Cartons, Styrofoam, Clothes hangers, Toys

GLASS
Dishes, Mirrors, Windows, Drinking Glasses, Medicine Bottles, Cookware & Ceramics (Pyrex, Corning, etc.), Light Bulbs

PAPER
Shredded Paper, Juice boxes & Milk Cartons (cardboard packaging with a wax layer), Air filters

CLOTHING & SHOES

Lee County Solid Waste Division
239-533-8000



Paper

Metal

Cardboard

Plastic

Glass

Recycle Smart

5 FOR THE CART

But will it be effective?

More research – a pre and post presentation survey to determine effectiveness.

Test audiences were 1,753 5th grade students and 152 adult members of local civic and homeowner associations.

Lee County
Solid Waste
Recycle Smart Pre-Survey

School _____


1. Do you live in a house or apartment?
 House
 Apartment
2. Does your family have a recycle cart?
 Yes
 No
3. If yes, does your family recycle?
 Yes
 No
4. Which of these materials is recyclable in your family recycling cart?

<input type="checkbox"/> Metal cans	<input type="checkbox"/> Glass bottles and jars
<input type="checkbox"/> Newspapers	<input type="checkbox"/> Garden hoses
<input type="checkbox"/> Styrofoam cups	<input type="checkbox"/> Toys
<input type="checkbox"/> Juice Boxes	<input type="checkbox"/> Cardboard boxes
<input type="checkbox"/> Window screens	<input type="checkbox"/> Plastic containers labeled #1 - #7
5. Which family member does most of the recycling in your house?
6. What item does your family recycle the most of?
7. What is the weirdest thing you've ever seen someone in your family put in the recycling cart?

Student pre-survey

Lee County
Solid Waste
Recycle Smart Post-Survey

School _____

1. Which of these materials is recyclable in your family recycling bin?
 Foam trays from the grocery store
 Soda cans
 Paper egg cartons
 Milk cartons
 Magazines
 Water bottles
 Spaghetti sauce jars and lids
 Plastic bags
 Cereal boxes
 Shoes
2. What is one example of a "stringy thing" that does NOT belong in the recycling cart?
3. What is something you can do with clothing that you don't need anymore?
4. How many different kind of materials actually belong in the recycling cart?
5. What does this symbol remind you to do?


Student post-survey

Results!

How many different kind of materials actually belong in the recycling cart?

Five	980	77%
Named one or more correct mate	187	15%
Incorrect material	20	2%
Wrong number	69	5%
No answer	63	5%

What does this symbol remind you to do?

Recycle	1075	85%
Recycle Smart	304	24%
Wrong answer	110	9%
No answer	54	4%

Students

How many different kind of materials actually belong in the recycling cart?

Five	48	91%
Named one or more	3	6%
Incorrect material	0	0%
Wrong number	1	2%
No answer	1	2%

What does this symbol remind you to do?

Recycle	37	70%
Recycle Smart	21	40%
Wrong answer	11	21%
No answer	4	8%

Adults

Implementation – Roll out July 1, 2016

- Redesigned website
- YouTube channel with ten 15-second informational videos

HOME ABOUT US RESIDENTS VISITORS BUSINESS DEPARTMENTS GOVERNMENT I WANT TO...

Solid Waste

- Request for Action
- Residential
- Multi-Family
- Business (Commercial)
- How Do I Dispose Of...?
- Recycling & Diversion Programs
 - Why Recycle
 - What to Recycle
 - What Not to Recycle
- Yard Waste
 - Household Chemical Waste
 - Electronics
 - Construction & Demolition Debris
- Facility Locations & Hours
- Holiday Schedule
- Adopted Solid Waste Rates
- About the Solid Waste Division
- F.A.Q.
- Calendar and Information Guide

Home » Solid Waste » Recycling & Diversion Programs » What to Recycle

Curbside Recycling

Font Size: + - Share & Bookmark [+] Feedback Print

Curbside Collection of Recyclables

Lee County offers weekly curbside collection of recyclable material. Your waste hauler will come by on the [specified day](#) to pick up both your recyclables and yard waste.

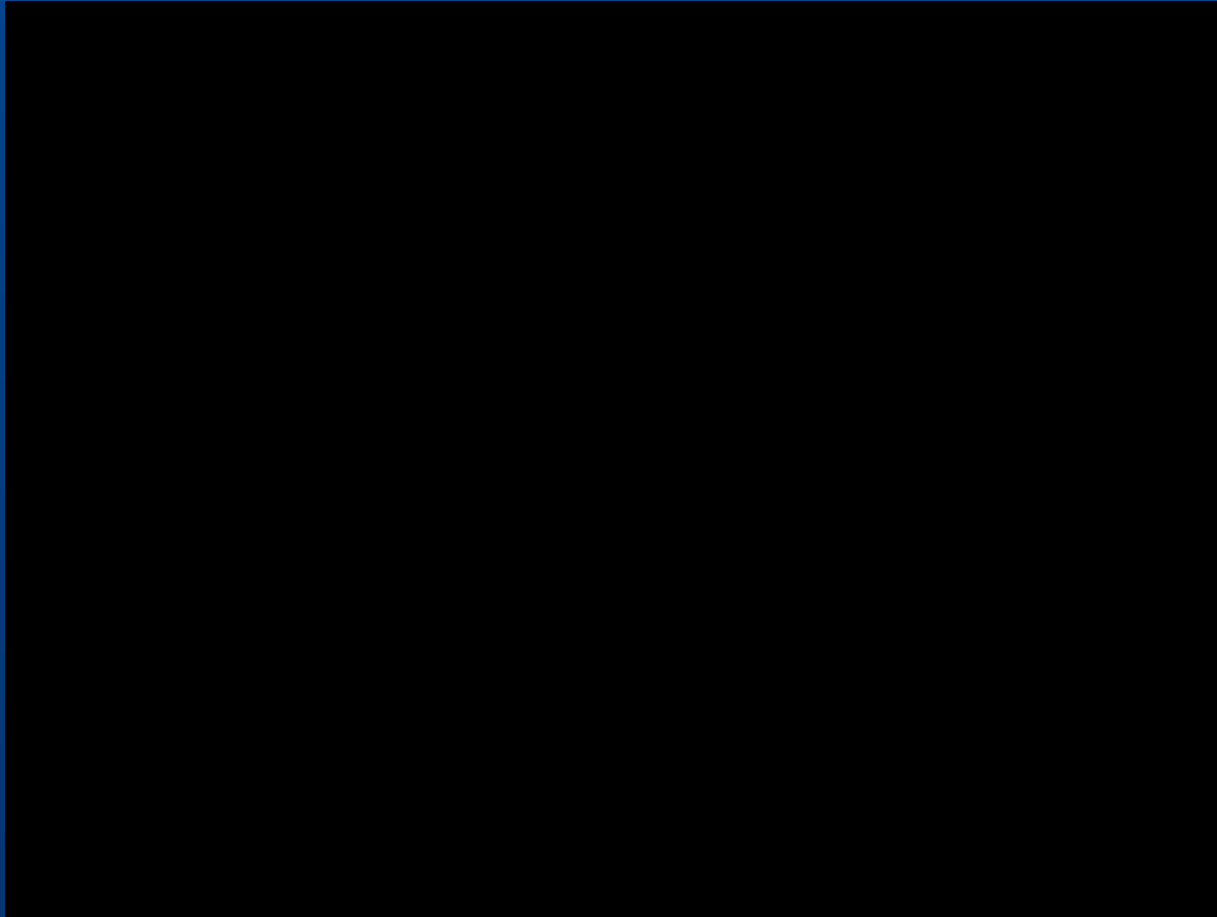
Do you Recycle Smart?

There are only **5 materials** that belong in your recycle cart.

(Click on the picture of each material for a quick informational video.)

	Paper	Junk mail, newsprint, magazines, printing paper, phone books, etc. Basically, any kind of paper except shredded, waxed, metallic or soiled. (No hard cover books - donate those instead)
	Metal Cans	Aluminum or steel (tin) cans aluminum foil & disposable pans are good, too
	Cardboard	Any kind of box that doesn't have a waxed coating (such as those used to hold milk, juice and broth)

Implementation –



Plastics video – shown at all Regal Cinemas (3.4 million annual visitors)

Implementation –

- Online quiz providing immediate feedback on recycling choices.

The screenshot shows the top navigation bar with links for Calendar, News, Jobs, Flood Info, Contact Us, a language selector, and a search bar. The Lee County logo is on the left. Below the navigation is a sidebar menu for Solid Waste with options like Request for Action, Residential, Multi-Family, Business (Commercial), How Do I Dispose Of...?, Recycling & Diversion Programs, Facility Locations & Hours, Holiday Schedule, Adopted Solid Waste Rates, About the Solid Waste Division, F.A.Q., and Calendar and Information Guide. The main content area features a large banner for the 'Recycle Smart' 5 FOR THE CART program with the text 'DO YOU? Take the Recycle Smart quiz and find out!'. Below the banner is a breadcrumb trail 'Home - Solid Waste' and the heading 'Solid Waste'. A large blue arrow points from this section down to the quiz page.

The screenshot shows the 'Recycle Smart Quiz' page. The breadcrumb trail is 'Home - Solid Waste - Quiz'. The quiz question is 'Garden Hoses go in which container?'. Below the question is an image of a green garden hose. Two blue buttons are provided as options: 'Recycling Bin' and 'Trash Can'. The Lee County Solid Waste logo is in the bottom right corner.

Implementation –

- Updated brochure and magnet

Why recycle

Recycling is your chance to help keep our planet healthy and takes little effort. By recycling, we help to reduce the amount of garbage we produce, save energy, and preserve our natural resources. It seems like such a small thing, but the rewards are endless.

Consider this:

- ✎ A stack of newspapers only three feet high equals one 30-foot tree.
- ✎ Every ton of paper recycled saves 17 trees and approximately 380 gallons of oil.
- ✎ Each ton of recycled glass saves nine gallons of fuel. Energy saved from recycling one glass bottle will light a 100-watt bulb for four hours.
- ✎ Throwing away only one aluminum can wastes as much energy as pouring out a whole cup of gasoline. The energy savings from recycling that one aluminum can will operate a television set for three hours.

Every single can, bottle, plastic jug, newspaper, cardboard box and corrugated box that is recycled is a step toward saving the planet we place on our environment. Recycling also reduces the United States' dependence on foreign oil imports. Participation in Lee County's recycling program can lead towards stabilization of garbage assessment rates. We urge you to recycle whenever or possible.

YOU are the most important part of the Lee County Recycling Program. Consider that the average household generates almost 25 pounds of recyclable material every week. So a typical neighborhood with about 30 houses produces a ton and a half of material every month that should be recycled. Multiply that ton and a half by every neighborhood in Lee County and it's easy to see how quickly the savings accumulate. You, and your neighbors, are the cornerstones of our recycling program's success.

Because of your efforts, Lee County's recycling program is consistently ranked in the top 100 in the nation. For the reporting period of 2011.

Unlock the Power of Recycling!



Call the Lee County Solid Waste Department at 533-8000 for a recycling container

Q&A

What happens to the material you put in your cart?
It is separated by type, baled and sent to secondary markets.

How clean does the material need to be before it goes in the cart?

In order to bring the best price at market, **recyclable material needs to be Clean and Dry.** We don't advocate using a lot of water to accomplish this – sometimes a swipe with a paper towel is all it takes.

How come I could recycle different things where I used to live?

Recycle markets vary over time and by region. Lee County is currently offering curbside recycling for the **five** materials listed.



CLEAN AND DRY CLEAN AND DRY CLEAN AND DRY



THE GOOD GUYS -

ONLY 5 MATERIALS belong in your recycle cart -



Paper

any kind except soiled, shredded, metallic or waxed



Metal

metal cans made of aluminum or steel (tin) aluminum foil and disposable foil pans



Cardboard

any kind of box without a waxed coating



Plastic

containers labeled #1 - #7



Glass

bottles and jars that are clear, green or brown

THE BAD GUYS -

- NO Film or Foam Plastics** – that means any kind of plastic bag, pool cover, bubble wrap, Styrofoam dishes of any kind, packing material or packing peanuts.
- NO "Stringy Things"** – garden hoses, pool hoses, extension cords, Christmas lights, rope.
- NO Clothing** – no clothing including shoes.
- NO Scrap metal** – that includes tools, car parts and appliances. Take it to a scrap yard or put it in your trash and we'll recover it from the combustion ash.
- NO Food scraps or animal waste** – neither of these things belong in your recycle cart!

Don't be a Wish-cycler

Just because an item is recyclable doesn't mean it's recyclable in your **curbside cart**.

Wish-cyclers include extra items in their recycle cart and hope for the best. This method of "recycling" is the **most expensive and highest impact form of disposal.**

A wish-cycled item must be
Collected → Transported → Sorted → Rejected → Loaded
→ Transported again → Disposed of



Lee County
Solid Waste

Recyclable

Lee County Solid Waste Division
239-533-8000

ALUMINUM
Lawn Furniture
Cooking Utensils
Doors/Screens
Pots/Pans

METAL
Cans & Empty Aerosols
Cans
Pie Pans

GLASS
Green, Clear & Brown Bottles & Jars

PLASTICS
All Rigid Containers With # 1-7 on bottom and black nursery pots

PAPER
Catalogs, Magazines
All of the Newspaper
Corrugated Cardboard (including empty pizza boxes)
Fiberboard (cereal & cracker boxes, beverage carrying containers, shoe & gift boxes, etc.)
Paper Grocery and Shopping Bags
Telephone Books
Computer and Office Paper
Junk Mail

Not Recyclable

ALUMINUM
Car Parts
Sprockets
License Plates

METAL
Knives, Forks
Tools
Clothes Hangers

PLASTICS
Auto Fluid Containers
Pool Chemical Bottles
Plastic Grocery Bags
Newspaper Sleeves
Polystyrene Trays
Flower Pots, except black
Egg Cartons
Styrofoam
Clothes hangers
Toys

PAPER
Shredded Paper
Juice boxes & Milk Cartons (cardboard packaging with a wax layer)
Air Filters

GLASS
Dishes
Mirrors
Windows
Drinking Glasses
Medicine Bottles
Cookware & Ceramics (Pyrex, Corning, etc.)
Light Bulbs

CLOTHING & SHOES

Recycling Smart is easy!
There are only 5 things to remember -

Paper – no soiled, shredded, metallic or waxed.
Metal – only aluminum or steel (tin) cans, aluminum foil and disposable foil pans.
Cardboard – any kind of box that doesn't have a waxed coating.
Plastic – containers labeled #1 - #7 - no bags, no Styrofoam.
Glass – bottles and jars that are clear, green or brown.

Placing anything else in your cart is "Wish-cycling" – the most expensive disposal method of all.

Lee County Solid Waste Division • Leegov.com/solidwaste • 239.533.8000

Implementation –

- Spanish language materials

¡El Reciclaje Inteligente es fácil!
Solo hay que recordar 5 cosas –

- Papel** – excepto el que esté sucio, triturado, con metal o encerado.
- Metal** – solo latas de aluminio o acero (lata), papel de aluminio y contenedores de aluminio desechables.
- Cartón** – cualquier tipo de caja sin capa de cera.
- Plástico** – contenedores clasificados como #1 - #7 – no bolsas, no de foam (poliestireno expandido).
- Vidrio** – botellas y envases que sean transparentes, verdes o marrones.

Poner cualquier otra cosa en su carrito es ser un "reciclador deseoso"
- El método más caro de disposición que hay.

División de Residuos Sólidos del Condado de Lee • leegov.com/solidwaste • 239.533.8000

Preguntas y Respuestas

¿Qué sucede con el material del que usted dispone en el carrito?

Es separado por material, compactado y enviado a mercados secundarios.

¿Qué tan limpio necesita estar el material antes de ir al carrito?

Para poder darle el mejor precio en el Mercado, el material reciclable debe estar **Limpio y Seco**. Nosotros no apoyamos la utilización de demasiada cantidad de agua para conseguir esto – a veces limpiarlo con papel toalla es suficiente.

¿Cómo puede reciclar en el lugar donde vive?

El Mercado del reciclaje varía por temporada y por región. El Condado de Lee ofrece actualmente recogido de reciclaje para los **cinco** materiales listados.



LIMPIO Y SECO LIMPIO Y SECO LIMPIO Y SECO



MATERIAL CORRECTO -

SOLO 5 MATERIALES

pueden ir a tu carrito de reciclaje -



Papel

cualquier tipo excepto el que esté sucio, triturado, con metal o encerado



Metal

envases hechos de aluminio o acero (lata), papel de aluminio y carritos de aluminio desechables



Cartón

cualquier tipo de caja sin capa de cera



Plástico

contenedores clasificados con los números #1 - #7 dentro del símbolo de reciclaje



Vidrio

botellas y envases que sean transparentes, verdes o marrones

MATERIAL INCORRECTO -

- NO** Plásticos de film o gomaespuma – esto quiere decir cualquier tipo de bolsa de plástico, cobertor de piscina, papel burbuja, platos de poliestireno de cualquier tipo, material de empaque o bolas de espuma de polietileno expandido (relleno seco).
- NO** "Artículos como cuerdas" – mangueras de jardín, mangueras de piscina, cables alargadores, luces de navidad, sogas.
- NO** Ropa – no vestimenta, incluido calzado.
- NO** Chatarra de metal – esto incluye herramientas, parte de autos y electrodomésticos. Disponga de ellos como basura y nosotros lo cremaremos.
- NO** Restos de comida o desechos de animales – ninguna de estas cosas pertenece en el carrito de reciclaje!

No sea un Reciclador Deseoso

Solo por el hecho que un elemento es reciclable no quiere decir que es reciclable en el carrito que se recolecta en su area. Los recicladores deseosos incluyen elementos extra en su carrito de reciclaje esperando lo mejor. Este método de "reciclaje" es el más caro y la forma de desechar de más alto impacto.

Un elemento descartado por un Reciclador Deseoso debe ser
Recolectado → Transportado → Clasificado → Rechazado → Cargado
→ Transportado nuevamente → Desechado



Implementation –

- Reusable shopping bags



Implementation –

- Increased community presence by 75% from 2015 - 2016



Implementation –

- Inspector vehicle wraps



Implementation –

- And a mascot! (He's a new arrival)



Implementation –

- My interpretation



Implementation –

- Good media coverage



Lee County taxpayers throwing money away

Posted: Oct 12, 2016 6:12 PM EDT
Updated: Oct 12, 2016 6:12 PM EDT



Costs to Date –

Materials – \$139,263

Staff time – \$ 21,166 (629 hours)

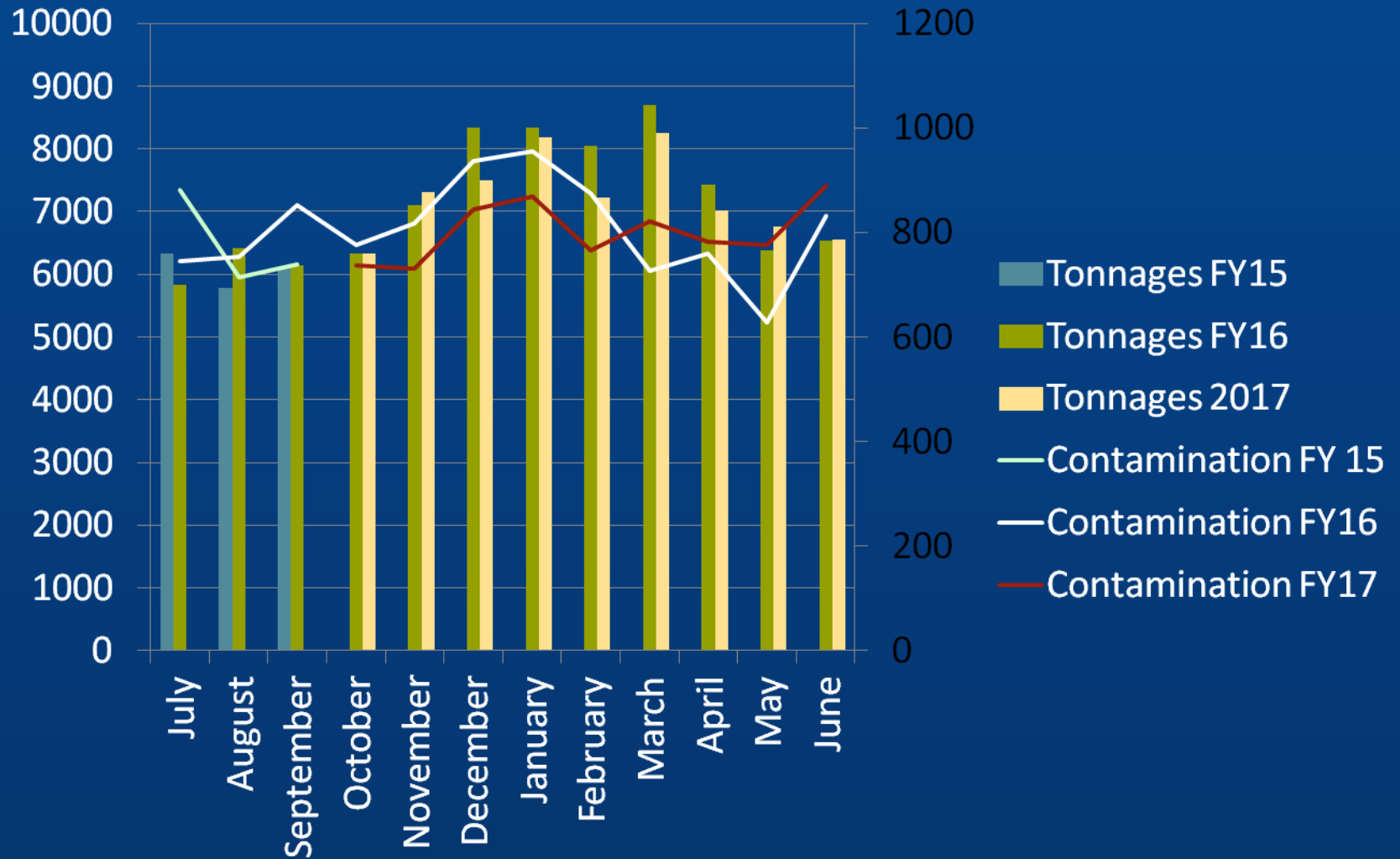
TOTAL – \$160,429

Cost per

Household – \$0.64

(250,000 homes)

Results –



Evaluation –

- Initial success is leveling off
- The recycling public needs regular reminders
• (more advertising)
- High contamination in May and June means full-time residents need stronger focus (more data needed)
- Initial focus has been on families with school-age children, but demographic in Lee County trends older

Next Steps –

- Increased advertising using multi-media and digital media approach
- Partnership with Lee County Utilities to ensure each resident gets recycling and disposal information when they activate their water account
- Application of new cart stickers county wide
- Partnership with Lee County schools to bring students out the MRF
- Additional materials and outreach for multifamily dwellings
- Creation of volunteer/ambassador group for the division



Thank you!

