



Regional Single Stream Recycling Hub Workshop

Griffin, GA



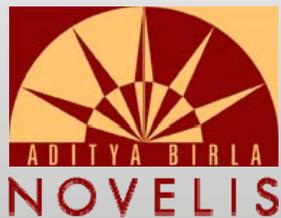
CVP IS CURBSIDE.

Agenda

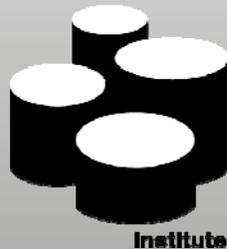
1. Explain the Curbside Value Partnership
2. Review some commonly encountered program design flaws.
3. Discuss key design elements of successful curbside programs.
4. Discuss basic contract design elements of Drop-off programs.

The Curbside Value Partnership – Current Sponsors

National Sponsors:



Can Manufacturers



The Aluminum Association



Local Sponsors:



The Association of Postconsumer Plastic Recyclers

Additional Partners in the Works:



The Reality of Recycling

THE VALUE OF WHAT IS *NOT* BEING RECYCLED

| MATERIAL | NATIONAL RECYCLING RATE | TOTAL AVAILABLE LBS. | TOTAL UNRECYCLED LBS. | VALUE OF UNRECYCLED LBS. |
|---------------|-------------------------|------------------------|------------------------|--------------------------|
| ALUMINUM CANS | 52.0% | 2,905,769,231 | 1,394,769,231 | \$1,436,612,308 |
| FIBER | 52.0% | 199,200,000,000 | 95,616,000,000 | \$6,826,982,400 |
| STEEL CANS | 63.4% | 5,200,000,000 | 1,903,200,000 | \$709,461,000 |
| PET BOTTLES | 23.5% | 4,637,000,000 | 3,547,305,000 | \$744,934,050 |
| HDPE BOTTLES | 26.4% | 3,486,000,000 | 2,565,696,000 | \$461,825,280 |
| GLASS BOTTLES | 22.0% | 97,090,909,091 | 75,730,909,091 | \$166,608,000 |
| TOTAL | 42.2% | 312,519,678,322 | 180,757,879,322 | \$9,792,760,588 |

Source: www.recycle.net

Energy Consequences of Not Recycling

* Per John Skinner, E.D. of SWANA in Resource Recycling magazine, September, 2005, p.36.

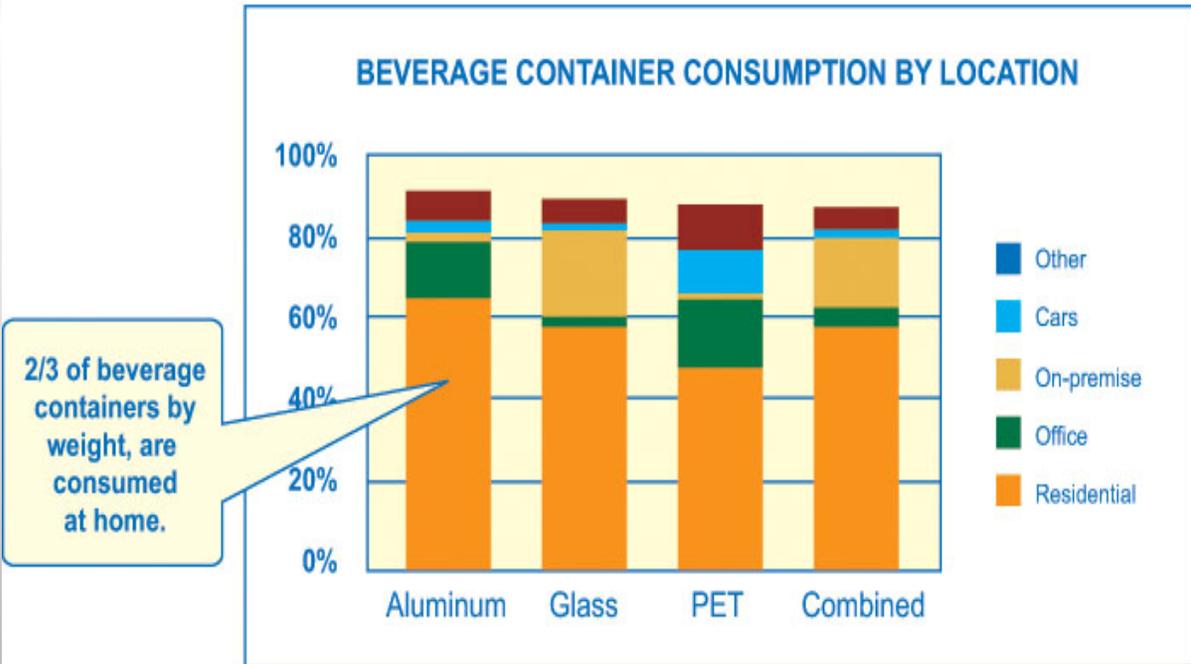
| Material | Annual Lbs./hh | Annual Value | * Barrels of oil saved per ton | Cost/barrel | Energy value of lost recyclables (@\$126/bbl) |
|---------------|-----------------|----------------|--------------------------------|--------------|---|
| Aluminum Cans | 27.0 | \$24.57 | 40 | \$126 | \$3,522,908,123 |
| PET Bottles | 39.0 | \$11.70 | 16.3 | \$126 | \$3,741,792,762 |
| HDPE Bottles | 30.1 | \$9.63 | 16.3 | \$126 | \$2,837,916,200 |
| Glass Bottles | 883.4 | \$2.21 | 0.12 | \$126 | \$573,843,391 |
| Steel Cans | 19.2 | \$1.19 | 1.8 | \$126 | \$216,319,615 |
| Fiber | 1821 | \$52.63 | 1.7 | \$126 | \$10,370,960,058 |
| Total | 2,819.70 | \$97.64 | 12.70 | \$126 | \$21,263,740,149 |

Lost Opportunity to Impact Greenhouse Gas Emissions:

- 99,000,000 metric tons of CO₂
 - 505,000 Rail car loads of coal
 - A Fairbanks AK to Atlanta GA long train
 - Annual electrical use for 12,700,000 homes
 - Every home in GA for 19 months.
 - 83,000,000 acres of pine forest a year to store that much carbon
 - (a little more than 2X the size of the state of Georgia)

Why Curbside Recycling?

Curbside recycling is the easiest way for Americans to regularly recycle.



Source: Beverage Packaging Environmental Council

CVP focuses on improving curbside recycling where there is the biggest opportunity to make an impact.

What We Do

1. Help local curbside programs:

- Increase household participation through bin and value message communications
- Measure value return on growth
 - All CVP partners get free access to RE-TRAC measurement tool
- Build sustaining local support



2. Promote best practices nationally:

- Media relations
- www.recyclingcurbside.org
- Conferences, trade shows
- *Bin Buzz* newsletter
- Webinars, online tutorials

CVP Goals

1. Improve **participation** levels in curbside programs
2. Drive recycling of the most valuable commodities
3. Improve the **efficiency** of residential curbside programs:
 - Capture, compile and communicate results grounded in **solid data**
 - Enrich the volume and mix of valuable materials in the bins
 - To identify and **share best practices**
4. Create a **self-sustaining** initiative over 5 years where municipalities are leading and running more economically efficient curbside programs



CVP Successes

- Over 40 communities engaged as partners since 2003
- 20% -- Average increase in participation among partner communities
- 22% -- Average increase in recycling volume among partner communities

With Apologies To Jeff Foxworthy.....

- Your Curbside Program may need some attention if:
 - You're still doing things the way you did back when you started it.
 - You haven't budgeted for and executed a sustained public education program since you debuted the program back in the '90's
 - Your elected officials still aren't enthused about the program.
 - You still have subscription waste hauling in your community.
 - You don't share in the scrap revenue with your MRF operator.
 - Your haulers get paid the same regardless of participation and tons diverted.
 - You still have a bundled price for collection and processing.
 - You don't have data provided of tons collected by month, by commodity.
 - You re-new your contract by dusting off the old one and change the date.

A Fresh Approach to Program Design

- Approach the contract design with a partnership mentality.
- Share rewards and risks equitably with service providers.
- Invest suitable time to craft your RFP.
- Set concrete measurable goals that don't mention the phrase "recycling rate".
- Maximize capture of the most valuable commodities first before you take on the less valuable, more challenging materials.
- Consider regional efforts to achieve efficiencies of scale.

Key Design Elements for a Successful Curbside Program

- Strong support from local politicians.
- Sustained, high quality public education effort.
 - \$1/household MINIMUM, \$3-\$4 if you are making a change
 - Embed the education budget in the service contract so it can't be raided or cut.
 - Consistent look and message to citizens.
- Reasonable revenue share with MRF operator.
 - Scrap prices are at record levels for most commodities.
- Closed markets for trash and recycling.
 - doesn't make sense to have 12 trucks running around the same neighborhood.
- Single Stream Collection/Single Stream Processing.
- Wheeled carts are best for optimizing tons recycled.
- If you can afford it, automated trucks cut collection costs.
- Trash and recycling on the same day; weekly pick-up is best.
- Good data and access to it on demand.
 - Pounds by commodity, by month , year in and year out.
- Regionalize to get to a cost-effective scale for the MRF.
- Multi-year contracts...7 year minimum.
- Build in incentives for hauler and MRF operator to maximize tonnages diverted from the landfill.
- Pay-As-You Throw (PAYT) charging system yields better results.
- Trust in Sunshine- keep everything transparent with regard to data so everyone can get a CEO's view of the entire system.

Common Design Elements for Drop-off Programs

- Definitions of terminology used in the contract.
- What Gets Recycled
- How Weights are Obtained
- Terms of the Contract
 - Initial length
 - Renewal options
- Scope of Services
 - Description of Drop-off Sites
 - Switches
 - Scheduled
 - On-call
 - Equipment condition
 - Spillage
 - Drop-off container Maintenance
 - Signage/decals
 - Property Damage
 - Holidays
 - Hours of Collection
 - Customer Service Requirements
 - Special Events
 - Record keeping requirements
 - Public relations
- Compensation
 - Rate adjustments
 - Invoicing processes
 - Revenue Share
 - Rate adjustments
 - Fuel Surgharges
- Title to Materials

Contact Us

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