

# EPA Disclaimer

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# Municipal Total Participation Recycling

aka *'No Bin, No Barrel'*

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**Recycling.  
Make it second nature.**

# Recycling in Rhode Island

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- First state in the nation to implement mandatory municipal recycling
- Current average municipal rate: 17%
  - Stagnant for the past five years
- Diversion goal: 35% by 2012



# Case Study: Smithfield, RI

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- 7400 households; 21,800 residents
- Bedroom community to Providence
- Median household size: 2.73
- Median income: \$55,600



# Smithfield program basics

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- Weekly Curbside collection
  - Trash
  - Recycling
    - Dual Stream, 16-gallon green, 22-gallon blue bins
  - Leaf & Yard debris
  - White goods (by appointment, monthly)
  - Bulky items



## Smithfield Numbers-FY06, FY07

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- Recycling stuck at 18%
- FY06, town paid \$49,000 in 'over-the-cap' fees
  - Unbudgeted, unexpected, hard to plan for
- Needed to find a way to get to 35% diversion by 2012



# Smithfield's Options

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- Pay as You Throw
  - Rejected as politically untenable
- Automated collection
  - Rejected as too costly
- Semi-Automated collection
  - Rejected as too costly

*OR...*



# Total Participation Recycling

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- aka, 'No Bin, No Barrel'
  - Deceptively simple premise:
    - Residents must set out at least one bin of recycling each week in order to receive trash collection.



# No Bin, No Barrel Basics

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- At least one bin of recycling, with items in it, must be set out with the trash for the trash to be collected.
  - No Exceptions!
- No ordinance needed
  - Enforcement tool implemented as a policy adjustment to enforce existing mandatory recycling law.



# No Bin, No Barrel Timeline

- Eight weeks-\$5K materials, \$5K staff
  - Educational material development: 2 weeks
    - FAQs, Cover letter, Public notice
    - How to Recycle flyer provided by RIRRC at no cost
  - Printing: 2 weeks
  - Mailing: 2 weeks
    - Direct mail house
  - Residential customer care: 2 weeks prior to implementation, 2 weeks after implementation
    - All hands on deck!



# Resident Concerns-Number One

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- “I can’t fill my bins each week. I simply don’t have enough material. Besides, I already recycle everything possible!”
  - Only have to set out one bin each week to receive collection. Allows residents to ‘fill’ a bin every other week.
  - Sent ‘How to Recycle’ flyers with each notice, and reminded residents of extent of the program.



## Resident Concerns-Number Two

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- “I only have one bin,” or “I never received my bins.”
  - Each new resident is entitled to one free set of bins. Verified new residency status with Town Tax Assessor, and provided free sets to those qualifying. All others told to come in and complete their sets for the low price of \$5/bin.



## Resident Concerns-Number Three

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- “The recycling truck collects before the trash truck, and I bring my bins in right away. How will they know I recycle?”
  - They won’t know, so residents need to leave their empty bins next to their trash cans and bring all containers in at the same time.



# Results

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- Smithfield's recycling rate climbed from 18% to 24% in two months; FY08 Holding at 24%
- Saved \$25K in over-the-cap fees in FY07, will save \$50K in FY08 and stay under the cap
  - Tipping fees down to \$250K for FY08 vs. \$350K for FY06 (before program implementation)



## Successful because...

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- Every household obtained ***the means*** to recycle
- Every household was given the ***information needed*** to recycle
- Every household was held to the same ***consequence***-no favoritism!



# Other RI Communities Adopting NB, NB

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- Cumberland (pop. 39,000)
- Cranston (pop. 79,000)
- East Providence (pop. 48,500)
- North Providence (pop. 32,000)





## No Bin, No Barrel is the Ideal First Step because:

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- Places value on trash and recycling collection services, leading to...
- Easier community acceptance of PAYT, leading to...
- Increased demand for donation and diversion infrastructure, leading to...

*Zero Waste!*



*Thank You!*

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