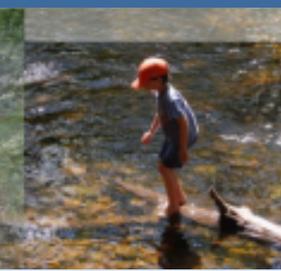
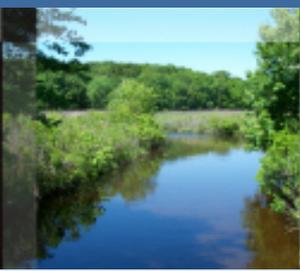




Connecticut Department of Energy and Environmental Protection



Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**



THERE'S A NEW WAY TO RECYCLE RIGHT

February 27, 2018
Sherill Baldwin
CT DEEP Source Reduction & Recycling
RecycleCT



- RecycleCT Foundation, Inc.
 - Created in 2014 through Public Act 14-94
 - “target and promote the coordination and support of research and education activities and public information programs aimed at increasing the rate of recycling and reuse in the state;
 - Receive, disburse and administer gifts, grants, endowments or other funds that supports research and education activities”

[CGS Sec. 22a-228a](#)





- 501(c)3
- Board of Directors

Frank M. Antonacci, Manager
Murphy Road Recycling

Craig Connolly, Director of Marketing
CT Green Bank

Thomas DeVivo, Vice President
Willimantic Waste Paper Co.

Jennifer Heaton-Jones, Executive Director
HARRA

Robert J. Klee, Commissioner
CT DEEP

Kim O'Rourke, Recycling Coordinator
City of Middletown

Brian Paganini, Vice President & Managing
Director, Quantum Biopower



RecycleCT Foundation, Inc.

- FE3: Facilitator Training (CT Forest & Park Assoc.)
- School Grant Program
 - 2016 – 2018 over \$41,000 to 33 schools
- Innovation Grant Program
 - 2017 – over \$70,000 to 11 nonprofit organizations
 - 2018 – Requesting Proposals now
- What's IN, What's OUT campaign



Train the Trainer



- Facilitator Excellence in Environmental Education (FE3) – teachers and non traditional env educ
 - Project Learning Tree
 - Project WET
 - Project WILD
 - Project Food, Land and People
- Recycling Facilitator Training, FE3 Facilitator handbook, wiki site, follow up webinar/sessions
 - Workshops (54); 11 public events (incl. Peabody MLK reaching 3600+); Integration into CREC & EE Smarts, 2 educational displays, expansion of school composting, 4 school recycling festivals, best practices workshops



School Grant Program



- Three grant cycles: \$41,000 - 33 schools
 - Education about waste reduction, reuse, recycling and composting
 - Signage and printing
 - Equipment including composting bins, materials to make compost bins, recycling containers, drinking fountains (for water bottles), utensils/flatware, dishwashers
 - Field trips, guest speakers, books and supplies



- **Chaplin, Scotland & Hamilton** – Parish Hill Middle School
- **Cheshire** – Cheshire Academy
- **East Granby** – East Granby Middle and High school
- **East Hartford** – CT River Academy
- **Greenwich** – Parkway Elementary, Greenwich Academy, Greenwich High School
- **Hartford** – Academy of Engineering and Green Technology
- **Manchester** – Manchester Public Schools (K-12)
- **Middletown** – Commodore Macdonough Elementary
- **Milford** - Academy of Our Lady of Mercy, Lauralton Hall
- **New Haven** – Common Ground High School, Elm City Montessori School
- **New London** - Bennie Dover Jackson Middle School
- **North Haven** - Aces Mill Road (K-12)
- **Norwalk** – Rowayton Elementary School
- **Redding** – Joel Barlow High School
- **Salisbury** – Indian Mountain Elementary School
- **Simsbury** – Squadron Line Elementary School
- **Southington** - Thalberg Elementary
- **Waterbury** – Regan Elementary School, Waterbury Career Academy High School
- **West Hartford** – Charter Oak International Academy, Morley Elementary School
- **Wilton** – Middlebrook Middle School
- **Windsor** – St. Gabriel (K-8)
- **Wolcott** – Alcott Elementary School, Wakelee Elementary School



One grant cycle – 11 recipients, over \$70,000

- **Stamford Museum & Nature Center** – Maker Station
- **Preservation of Affordable Housing/Billings Forge** – Food Scraps Collection, Composting
- **Children’s Museum** – Experiential Learning Composting Exhibit/Activity
- **Institute of Sustainable Energy, ECSU, Green LEAF Schools** – BMP, Resources, Schools
- **Wesleyan University** – Cross-City signage; partnership with City, MxCC, Hospital
- **Center for Eco-Technology** – CT Food Waste Reduction Technical Assistance
- **EcoWorks-Creative Reuse** – Reuse More Creatively
- **Family Day Foundation, Inc.** – Wood management at Keney Park
- **Hands On Hartford** – Kitchen to Pantry
- **City of Waterbury** – Promotional videos; English, Spanish and Albanian
- **Park City Green** – Pilot to pick up mattresses with hard to access populations



Innovation Grant Program



2018 Innovation Grant Program
Requesting Proposals now

\$2500 - \$10,000

Proposals Due March 28, 2018

www.RecycleCT.com/grants.html

- Targets sustainable materials management initiatives that advance local, regional or statewide knowledge and participating in building sustainable alternatives otherwise destined for disposal.
- Fund new and innovative programs, processes or demonstration projects in the areas of Sustainable Materials Management.



Connecticut Department of Energy and Environmental Protection

What's IN, What's OUT



Outreach campaign

GOAL: Increase participation and decrease contamination

Objective: Make it easier for residents understand “What’s IN and What’s OUT” of the mixed recycling cart, bin or barrel.





Harmonization

In partnership with USA Hauling, Willimantic Waste, Winters Brothers, City Carting and MIRA ... developed “Universal List” of acceptable materials.



- Webpage
- Recycle Wizard Search tool
- Social media graphics/images
- Videos
- Templates (ie collateral)

Using What's IN, What's OUT Tools & Resources

Webinar, March 5th 2:00-3:00pm

Sherill Baldwin, DEEP & Laura MacLellan, ReCollect

[Register Now](#)





Guilty Pleasures





Website Metrics



recyclect.com
Website Metrics
6/1-12/10/2017

<p>Engagement</p>	<p>Website Traffic</p>	<p>Profile</p>														
<p>Overview</p> <ul style="list-style-type: none"> Sessions/Visits: 48,467 Unique Visits: 36,079 Page Views: 65,991 Avg Session/Visit Duration: 1:11 Bounce Rate: 68% 	<p>Sources</p>	<p>Returning Visitors</p>														
<p>Site Engagement</p> <p>Total: 39,409 91% Engagement Rate</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Traffic Sources</th> <th>Web Visits</th> </tr> </thead> <tbody> <tr><td>Direct traffic</td><td>17,128</td></tr> <tr><td>Referral traffic</td><td>33,538</td></tr> <tr><td>Facebook</td><td>5,418</td></tr> <tr><td>Pandora</td><td>4,475</td></tr> <tr><td>Organic traffic</td><td>2,274</td></tr> <tr><td>TEADS</td><td>666</td></tr> </tbody> </table>	Traffic Sources	Web Visits	Direct traffic	17,128	Referral traffic	33,538	Facebook	5,418	Pandora	4,475	Organic traffic	2,274	TEADS	666	<p>Web Visits by Device</p>
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<p>Widget Searches</p> <ul style="list-style-type: none"> Widget Searches: 30,104 Video Views*: 8,157 Downloads: 1,148 	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Top 5 Referral Traffic Sources</th> <th>Site Visits</th> </tr> </thead> <tbody> <tr><td>WFSB.com</td><td>5,659</td></tr> <tr><td>wmpr.org</td><td>3,518</td></tr> <tr><td>courant.com</td><td>1,026</td></tr> <tr><td>ct.gov</td><td>746</td></tr> <tr><td>we-ha.com</td><td>255</td></tr> </tbody> </table>	Top 5 Referral Traffic Sources	Site Visits	WFSB.com	5,659	wmpr.org	3,518	courant.com	1,026	ct.gov	746	we-ha.com	255	<p>Web Visits by Geography</p> <p>Top 5 locations</p>		
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<p>RecycleCT Wizard Searches</p> <p>Top 5 Materials Searched</p> <ol style="list-style-type: none"> 1. Plastic Bags 2. Pizza Box 3. Styrofoam 4. Shredded Paper 5. Aluminum Foil 	<p>Web Visits by Month</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr><td>Middletown</td><td>811</td></tr> <tr><td>merbury</td><td>811</td></tr> <tr><td>Hartford</td><td>1,455</td></tr> <tr><td>west hartford</td><td>1,457</td></tr> <tr><td>New Haven</td><td>2,174</td></tr> </tbody> </table>	Middletown	811	merbury	811	Hartford	1,455	west hartford	1,457	New Haven	2,174				
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As of February 26, 2018:

Widget Views: 100,120

(number of times it is viewed on a webpage,
does not equal number of times used)

Item Views: 44,051

(number of times an item is searched)



Popular Materials – Top Ten

1. Styrofoam – *1093 hits*
2. Plastic bag – *1080 hits*
3. Shredded paper – *1024 hits*
4. Pizza box - *975 hits*
5. Aluminum foil – *804 hits*
6. Battery (non-rechargeable) – *786 hits*
7. Plastic take-out container – *749 hits*
8. Plastic “clam shell” container – *688 hits*
9. Milk, juice carton – *641 hits*
10. Egg carton (Styrofoam) – *586 hits*



Accessing Recycle Wizard



wizard	57476	http://www.recyclect.com/
wizard	12990	http://www.recyclect.com/in-the-bin.html
tabbed_widget	6714	http://www.aawllc.com/for-home/curb-side-pickup
tabbed_widget	5690	http://www.usarecycle.com/for-home/curb-side-pickup
wizard	3428	http://www.recyclect.com/beyond-the-bin.html
tabbed_widget	1794	http://www.aawllc.com/for-home/recycling
wizard	1625	http://www.recyclect.com/grants.html
wizard	1329	http://www.recyclect.com/frequently-asked-questions.html
tabbed_widget	1239	http://www.usarecycle.com/for-home/recycling
tabbed_widget	1235	http://www.usarecycle.com/residential-massachusetts



Suggested Items – Top Ten

1. Photographs – 5 searches
2. Motor oil container – 3 searches
3. Jigsaw puzzles – 2 searches
4. Credit cards – 2 searches
5. Greeting cards – 2 searches
6. Black plastic – 2 searches
7. Plastic bottles – 2 searches
8. Binder – 2 searches
9. Spiral note book – 2 searches
10. PVC pipe – 2 searches



What's Next?

Sherill Baldwin

CT DEEP

RecycleCT

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