



Reduce

Reuse

Recycle

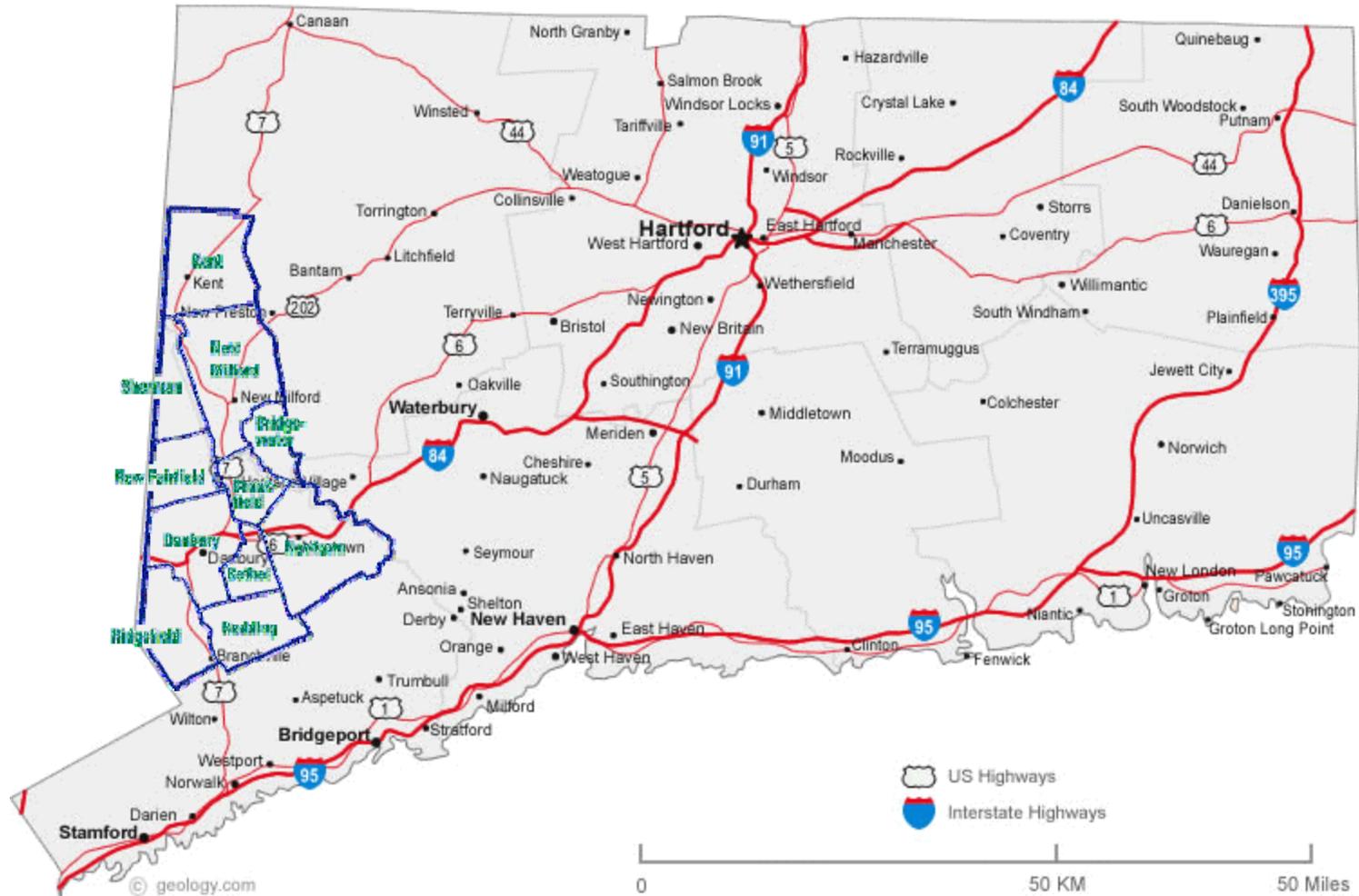
RETHINK

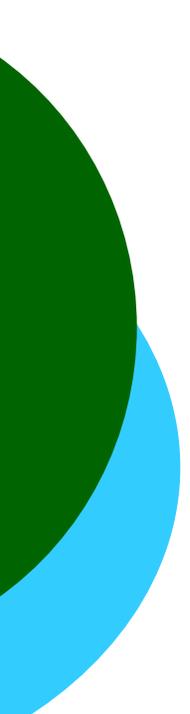
. . . on a shoestring

Presentation to SWMAC
Cheryl D. Reedy, HRRR Director
April 24, 2007

HRRA

11 Western CT Municipalities



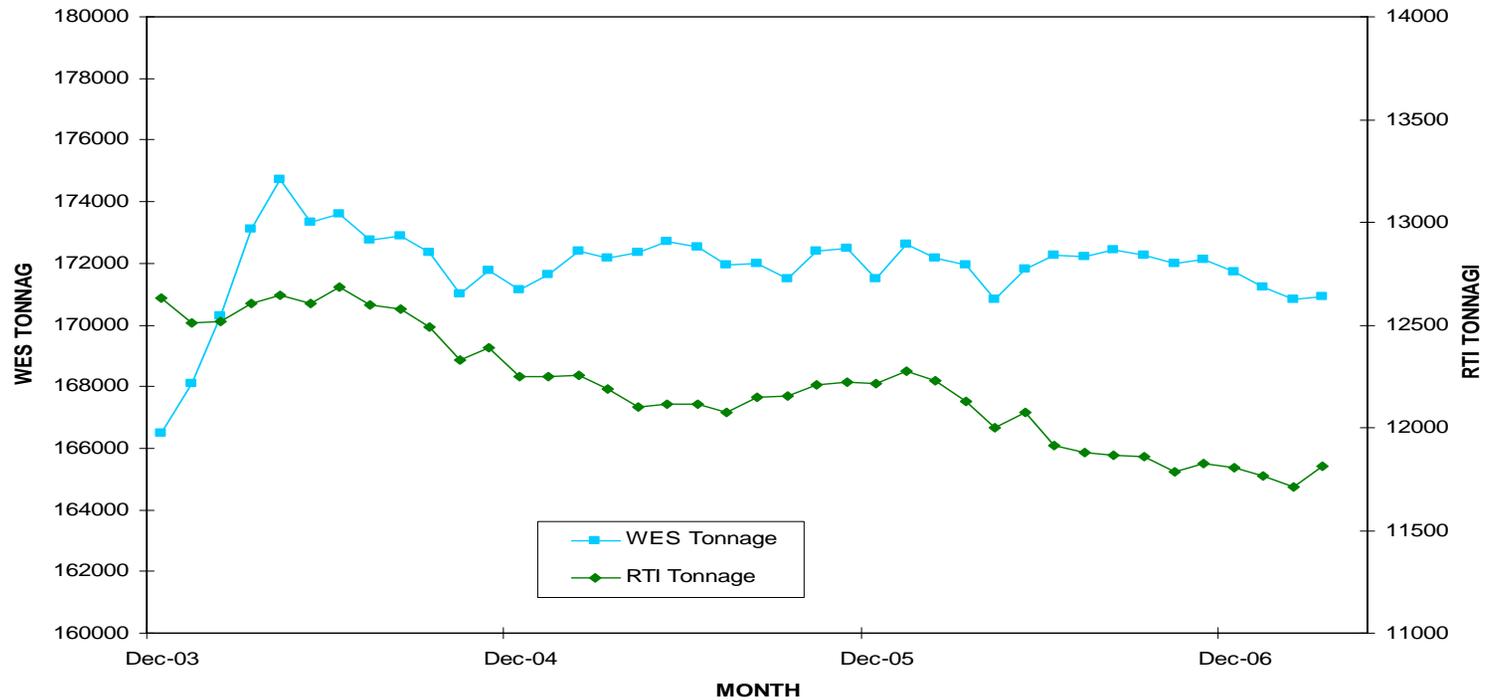


Who We Are

- Regional solid waste and recycling management authority
- Serve 212,000 residents
- Created in 1986
- “Little Guy” among CT RRAs
 - One employee
 - Annual revenues of \$200,000

The Problem

HRRR MSW vs RECYCLING TONNAGE ROLLING 12 MONTH BASIS



Decline in IPC Recycling Tonnage of 920 Tons or 7.2% in Last 3 Years



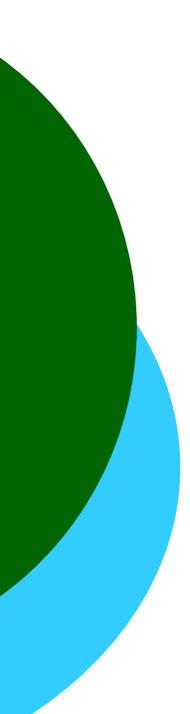
IPC Program Recyclables

- Newspaper
- Magazines & Catalogs
- Corrugated Cardboard
- Co-Mingled in Blue Bags
 - Glass food & beverage containers
 - Metal food & beverage containers
 - #1 & #2 plastics



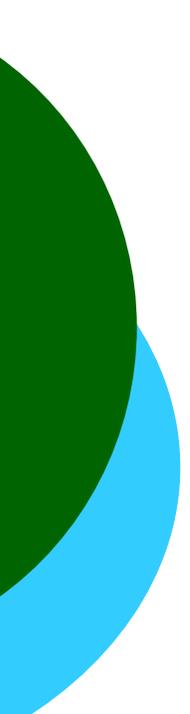
IPC Receives Recyclables From

- Roll-off containers from
 - HRRA municipal recycling centers
- Curbside recycling from
 - HRRA communities
 - Putnam County NY communities
 - Some non-HRRA CT communities



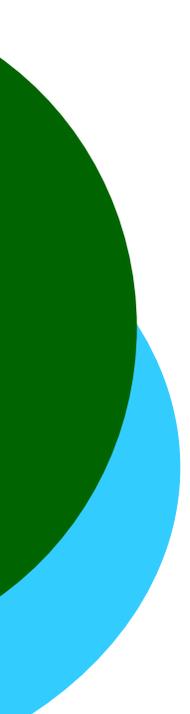
Challenges

- Falling recycling tonnage
- Population growth
 - 25% census increase in 20 years
 - Estimated increase in undocumented immigrants of 25 – 30k in 20 years
- No recycling education program in 10 years
- Little money for recycling programs



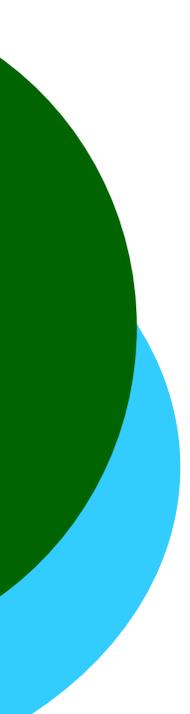
More Challenges

- 100% private subscription curbside MSW & recycling collection service
- Poor relationship with 58 permitted HRRRA haulers
- Poor relationship with IPC operator
- Busy municipal CEOs serve as Authority members



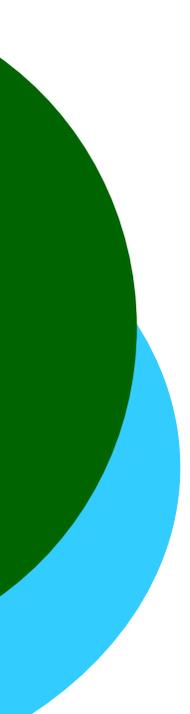
More Challenges

- No municipal funding or programs for recycling education
- No state funding or programs for recycling education
- Recycling program changes made with little public education
- No money or personnel for enforcement



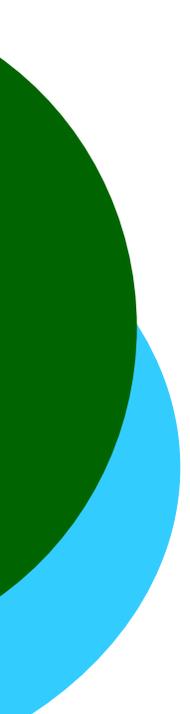
More Challenges

- Complicated recycling rules
- Very poor website
- Name no one could understand
- Logo that provided no information about Authority's mission
- No responses to RFP for advertising services



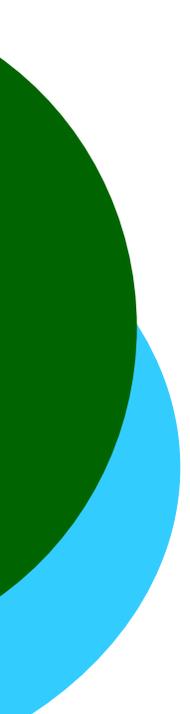
And More Challenges

- IPC and transfer station processing 80% of region's MSW co-located
- Owner of both facilities indicted on RICO and racketeering charges in July 2006
- U.S. Marshal's now monitoring operations at the facility



Initial Strategies

- Improve relationship with IPC
- Become partners with haulers not adversaries
- Change public image of Authority



IPC Relationship

- Regular communication with Operations Manager
- Regular visits to understand issues
 - Labor intensive
 - Contamination issues
 - Lack of markets for glass aggregate
 - Old equipment
 - Limited space for expansion



Partner With Haulers

- Quarterly hauler meetings
 - Discuss recycling at every meeting
 - Learn about hauler issues w/recycling
 - Glean ideas from haulers to improve recycling
 - Address problems and build trust
- Regular hauler newsletter
 - Improve communication
 - Include recycling info in each issue
 - Insure haulers feel part of the recycling system

Hauler Newsletters

- Prepared and Printed in HRRR Office
- \$.07 Printing Cost + Paper
- \$.39 Mailing Cost

Trash Talk

The HRRR Hauler Newsletter

HRRR Transfer Station Spot Checks

Due to an increase in the number of complaints from the public as well as reports from haulers and drivers, HRRR will start spot checks of loads delivered to the transfer stations to determine compliance with recycling laws.

Haulers are currently required to report to the appropriate municipality any customers who fail to separate recyclables as required by law. Haulers are also required to maintain the separation of recyclables from MSW collected at curbside.

MSW loads that contain

recyclables are not considered acceptable waste for tipping at HRRR transfer stations under the agreement which all haulers must sign to obtain a permit to access HRRR transfer stations.

No HRRR municipalities have been notified by any permitted hauler of customers who fail to separate recyclables. Nevertheless, since the first of the year, at least a dozen drivers, haulers and members of the public have reported seeing recyclables regularly tipped with MSW at the transfer stations.

Under the Permitting, Disposal and Bill Procedures that are part of the HRRR permit, haulers who deliver MSW loads to the transfer stations containing recyclables are subject to certain penalties. First offenses are subject to a written warning. Subsequent offenses are subject to fines up to \$2,000 per occurrence and loss of tipping privileges for up to six months.

Please be aware that HRRR personnel may do unannounced spot checks of loads for recyclables at the transfer stations at any time.

Hauler Meeting Set for March 21

The first hauler meeting of 2007 will be held on Wednesday, March 21st, 10:00 a.m., at the Veolia Building at the Danbury Sewer Plant.

The meeting agenda includes discussion of the Governor's proposed legislation on licensing haulers, which has now been officially submitted to the legislature, creating a State Commission on Solid Waste

Hauling. The legislation, bill number 7092, was submitted by Rep. Cafero and Sen. DeLuca and has been referred to the Committee on Public Safety and Security.

Also on the agenda is discussion of the new combined municipal-HRRR permitting process that will take effect for July 1st permit renewals as well as updated insurance requirements all haulers will have to meet by

that time.

Other items to be covered at the meeting include HRRR's plans to provide initial protection for haulers during a pandemic flu or other communicable disease outbreak, HRRR's transfer station spot checks for loads containing recyclables, the new regional recycling advertising program, and state requirements to tarp all loads in order to prevent littering.



H·R·R·A

www.hrrr.org

Volume 3, Issue 1

February 28, 2007

2007 HRRR Meetings

March 16, 2007

June 15, 2007

October 19, 2007

10:30 a.m.

Brookfield Town Hall

Room 133

Open to the Public

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Always With Humor

- www.offthemark.com
- 10 or more cartoons
- Newsletters w/ circ. < 500
- Nonprofit rate
- \$5 per cartoon

off the mark

by Mark Parisi

www.offthemark.com





Authority's Public Image

- Brand HRRA – like UPS or IBM
- New logo - mission at a glance
- Booth at local events – Chamber, Science Fairs, Earth Day, etc
- Free press – cable TV, Op Eds, etc.
- New Website

School Science Fair Booth

Material costs
less than \$20



Old Logo



Other Regional Agency Logos



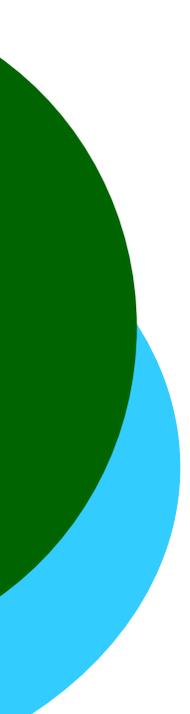
New HRRA Logo

- Graphic Designer
Levent Kolukisa
- Cost - \$450



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www.hr-ra.org



New Website

www.hrra.org

- Created by Graphic Designer Levent Kolukisa
- Design Cost \$7,000
- Website Hosting \$250/year
- Annual Maintenance Cost \$1,000
- Most updates done by HRRRA

New Recycling Brochure

- Prepared and printed in HRRRA office
- Cost \$.07 each + paper
- All photos in public domain
- Haulers distribute to customers

Frequently Asked Questions About Connecticut's Recycling Law

Who is required to recycle? Everyone! Connecticut's Recycling Act went into effect in 1991. It applies to every business, every household, every institution, every school and every government agency in the state.

What items do I have to recycle? Everyone is required to recycling the following items: glass food and beverage containers, metal food and beverage containers, newspapers, corrugated cardboard, leaves, scrap metal, used motor oil, lead-acid batteries, white office paper (households exempt), grass clippings and nickel-cadmium batteries. Some recycling regions have additional mandatory recyclables. In the HRRRA region everyone is required to recycle magazines, catalogs and all plastic bottles with a neck.

What if I live in an apartment building or condo or if I run a small business? How do I get recycling services? Apartment building owners, condo associations and businesses should contract directly with a hauler to provide both trash and recycling collection. Connecticut requires "source separation", meaning that you must separate the recyclables from your trash where it is generated. Haulers are not allowed to separate recyclables mixed with trash. You can also take recyclables to your local Recycling Center or to the City of Danbury/AWD Mom & Pop Recycle Center at 307 White Street.

How Did HRRRA Residents Do Saving the Earth in 2006?

Tons Recycled

Newspapers	5,030
Plastic Bottles	878
Magazines/Catalogs	392
Corrugated Cardboard	1,254
Glass Containers	2,702
Metal Containers	518

Resources Saved

Trees	60,000
Barrels of Oil	24,000
Gallons of Gasoline	1.1 Million
Tons of Iron Ore	76
Tons of Coal	43
Tons of Limestone	4

Pollution Avoided

Tons of CO ₂ Emissions	10,000
Passenger Car Equivalents Removed from Road	2,000

Housatonic Resources Recovery Authority
Old Town Hall
162 Whiteconier Rd
Brookfield, CT 06804

Phone: 203.775.6256 x304
Fax: 203.740.9167
Email: info@hrrra.org
Web: www.hrrra.org

Save the Earth Recycle



Curbside
Recycling
Information
From HRRRA



New Recycling Brochure

- Photos from City of Denton, Texas website
- Reprinted with permission at no cost

Co-Mingled Recyclables

Plastic, glass or metal food & beverage containers—place in blue bag or recycling bin—leave at curbside



Plastic Bottles

What: Plastic bottles with a neck, both clear and colored, including water bottles, milk jugs, and personal care products. Just check for the neck!

How: Discard cap. Empty and rinse.

Not Accepted: Grocery bags, food wrap, car oil bottles, plastic toys, pool chemical containers



Glass Food & Beverage Containers

What: Food and beverage bottles and jars—clear, green or brown

How: Empty and rinse. Remove lids. Leave on labels. No broken glass.

Not Accepted: Drinking glass, pyrex, light bulbs, ceramics, window glass, mirrors



Metal Food & Beverage Containers

What: Steel or aluminum containers such as soup, pet food, soda, or beer cans, pie plates

How: Empty and rinse. Do not flatten. Leave on labels and lids.

Not Accepted: Scrap metal such as toasters, pots, frying pans, coat hangers, etc.



Other Recyclables

Newspapers, magazines & catalogs, corrugated cardboard—bundle separately—leave at curbside

Newspapers

What: Newspapers and any inserts delivered with the newspaper.

How: Tie in bundles or place in brown paper bags or place in recycling bin.

Not Accepted: News papers in blue bags or plastic grocery bags.



Magazines & Catalogs

What: All magazines and glossy mail order catalogs.

How: Bundle and tie separately.

Not Accepted: Magazines and catalogs placed in blue bags or plastic grocery bags.



Corrugated Cardboard

What: Doubled-walled cardboard and shipping cartons

How: Cardboard must be clean. Flatten empty carton; cut into pieces no larger than 3 feet by 3 feet; tie in bundles.

Not Accepted: Shoe boxes, pizza boxes, gift boxes, cereal boxes, waxed cardboard and any non-corrugated cardboard products.



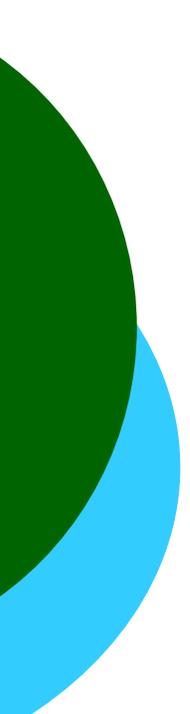
Drop-Off These Items Only at Local Recycling Centers

- Vehicle batteries
- Waste motor oil
- Phone books
- Nickel-cadmium (Ni-Cd) batteries
- Scrap metal
- Leaves
- Tires
- Used clothing
- Antifreeze
- Other items (varies by town)



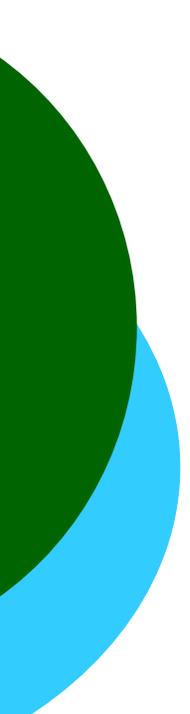
For additional information, check www.hrra.org or call your municipal recycling program at the number listed below:

Bothel: 704.8549	New Fairfield: 312.5628
Bridgewater: 351.5250	New Milford: 355.6042
Brookfield: 775.7318	Newtown: 270.4307
Danbury: 743.0405 ext.143	Redding: 938.3026
Kent: 927.4677	Ridgefield: 431.2343
	Sherman: 355.1139



Current Strategies

- Reminders of how/what to recycle
- Keep it simple & easy
- Focus on
 - Those who already recycle
 - Kids and young people
 - Non-English speaking population
 - Most valuable commodities
 - Fiber
 - Plastic
- Stay within \$25-\$35k per year budget



Advertising Plan – First 6 Months

- Partnered with CDHM Advertising
- 14 billboards over 3 months
- Buy one billboard, get one free
- B&W ads (10) in regional daily paper
- B&W newspaper ads (5) in regional Spanish language newspaper
- NIE program for Earth Day for 10,000 school students - \$2,500 cost

Newspaper Ad

OLD NEWS IS GOOD NEWS.

Recycle your Newspapers and Magazines.



H • R • R • A

hrra.org



Please recycle these items curbside with your weekly trash pickup.
For more information, call **(203) 775-6256 x304** or visit us online at **hrra.org**.

All Fiber Billboard and Ad

WRAP IT UP. WE'LL TAKE IT.

Please Recycle.



H • R • R • A
hrra.org



Plastics Billboard and Ad

CHECK FOR THE NECK

Recycle all Plastic Bottles with a Neck



H • R • R • A
hrra.org



Spanish Language Blue Bag Ad

A FRIENDLY REMINDER FROM HRRRA:

BLUE BAGS ARE FOR RECYCLING ONLY.

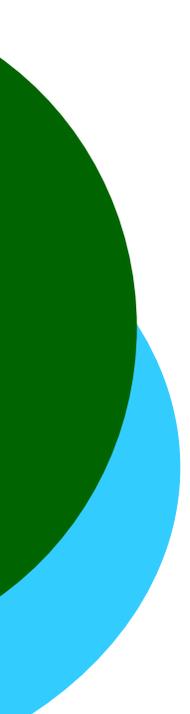
Please recycle plastic, glass and metal containers in **blue recycling bags** which are available at your local grocery store. Simply place these bags curbside with your weekly trash pickup.

For more information, call
(203) 775-6256 x304
or visit us online at **hrra.org**.



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2007-08 Advertising Plan

- Bus billboards – buy one get one free – 6 month run
- Ads in local weeklies– 3 months
- Radio spots – 5x/week for 6 months
- NIE for America Recycles Day
- Portuguese language newspaper ads
- Posters for all schools/town halls in region
- Reminder stickers for trash can lids
- \$35,000 cost

Reminder Sticker

To be mailed by
haulers with
customer invoices

EASY RECYCLING GUIDE



NEWSPAPERS

and any inserts

Bundle & Tie Separately



MAGAZINES

and any glossy mail order catalogs

Bundle & Tie Separately

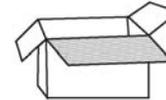


PLASTIC

clear & colored bottles with a neck

Remove Caps & Rinse

Place in Blue Bag or Bin



CARDBOARD

Bundle & Tie Separately



METAL

food & beverage containers

Empty & Rinse

Place in Blue Bag or Bin



GLASS

food & beverage containers

Remove Caps & Rinse

Place in Blue Bag or Bin

(203) 775-6256 ext. 304

www.hrra.org



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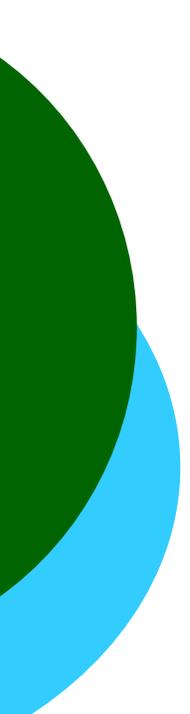
Measurable Goals

- One year – stop free fall in tonnage
- Two years – Increase tonnage 3%
- Three years – Increase tonnage 5%
- Can compare HRRA tonnage results with NY tonnage



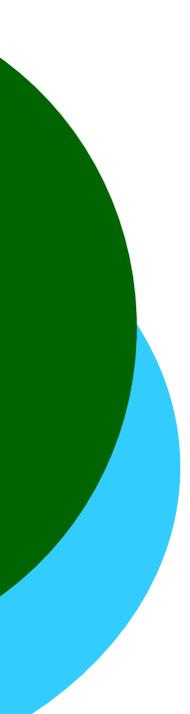
Long Range Strategies

- Regional Recycling Task Force with 2 reps from each municipality
- Municipalities to set the example and lead the way on recycling
- Municipal Recycling Checklist
- Business Recycling Award Program



Future Opportunities

- Procurement process begun for new IPC in 2011 with RW Beck as consultants
- Opportunity to rethink entire recycling program, including single stream
- Major new composting facility opened in region
- Thinking Green becoming politically popular



Future Challenges

- Uncertainty from ongoing federal investigation and monitoring
- Rising commodity prices increase hauler incentives to divert recycling tonnage from IPC
- Expanded bottle bill estimated to decrease revenue equal to recycling education budget costs

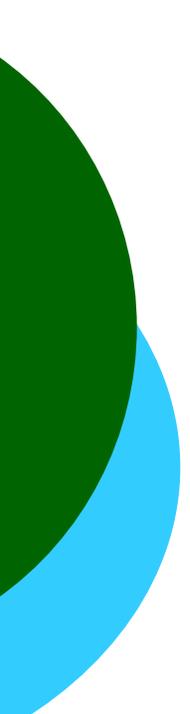
Keep A Sense of Humor

off the mark

by Mark Parisi

www.offthemark.com





Ready and Willing to Share

Contact Information

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