



Washington D.C. Mayor's List of Recyclables

Department of Public Works •
December 6, 2018



ZERO WASTE LEGISLATIVE REQUIREMENTS



SUSTAINABLE DC OMNIBUS AMENDMENT ACT OF 2014

- 1** **January 1, 2016:** Expanded polystyrene food service ware banned
- 2** **January 1, 2017:** Disposable Food service* ware must be compostable or recyclable

* Applies to containers, bowls, plates, trays, cartons, cups, lids, straws, forks, spoons, knives, napkins, and other items that are designed for one-time use for beverages, prepared food, or leftovers from meals prepared by a food service business.

ZERO WASTE LEGISLATIVE REQUIREMENTS



MAYOR'S LIST OF RECYCLABLES & COMPOSTABLES

- Provides a single comprehensive list of recyclable and compostable materials for DC residents and businesses
- Must be reviewed every 2 years or less
- **Effective Date:** January 1st, 2018

SOURCE SEPARATION

- Waste required to be sorted into recycling and trash at point of discard. Compostable materials required to be separated once District program is established.
- Both are requirements of the Sustainable Solid Waste Management Amendment Act of 2014.

DEVELOPING THE MAYOR'S LIST: MRF SURVEYS & IDENTIFYING THE VOCABULARY

Recycling Partnership Survey Template



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ACCEPTABLE MATERIALS WORKSHEET

Please go through each item on the list and check whether the item is acceptable or not acceptable. This document will be used to get the local governments and the MRF on the same page. It can set the framework for front line staff (employees answering the phone or driving the collection vehicles) to better inform the community. It also provides the framework to start building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here is how they are defined:

Not Dangerous: Item is not sent to a market for recycling, but does not cause any major problems if found in the stream.

Dangerous: Item can shut down or damage equipment, harm employees, and/or degrade the value of material.

PAPER PRODUCT	ACCEPT	DO NOT ACCEPT		DO NOT WANT ON LIST BUT ACCEPT
		NOT DANGEROUS	DANGEROUS	
OCC	✓			
Pizza Boxes				
Newspaper				
Magazines				
Hard Cover Books				
Paperback Books				
Office Paper				
Junk Mail				
Cartons (gable top containers like milk, orange juice, etc)	✓			
Shredded Paper	✓			

www.recyclingpartnership.org

Recycle Your Plastics Terms & Tools

TERMINOLOGY (Click on blue terms for APR Model Bale Spec)	DEFINITIONS
PET & HDPE Bottles	PET & HDPE Bottles
Commingled Plastic Bottles	The market mix of bottles: Primarily PET and HDPE bottles with some other bottles
Tubs & Lids	Non-bottle rigid household containers - primarily PP and PE. No bulky rigid plastic
Tubs & Lids: with Bulky	Tubs and lids; Bulky rigid plastic (includes buckets, totes, crates, lawn furniture, carts, storage bins) - primarily PP and PE
PE/PP Bottles, Containers & Bulky	PE & PP bottles and containers; Bulky rigid plastic (includes buckets, totes, crates, lawn furniture, carts, storage bins)
Mixed Clamshells	A mixture of PET, PS, PVC, PLA thermoformed containers: trays, cups, clamshells, boxes
Bulky Rigid Plastic	Primarily PE and PP (includes buckets, totes, crates, lawn furniture, carts, storage bins and other large items)
Pre-picked Rigid Plastic: No Bulky	Bottles and containers with the PET & HDPE bottles removed: includes Non-PET and non-HDPE household bottles and all non bottle containers (thermoform packaging, cups, trays, clamshells, tubs and lids)
Pre-picked Rigid Plastic: with Bulky	All rigid plastic with PET and HDPE bottles removed: includes non-PET and non-HDPE household bottles, all non bottle containers (thermoform packaging, cups, trays, clamshells, tubs and lids), and Bulky rigid (includes buckets, totes, crates, lawn furniture, carts, storage bins and other large items)
All Rigid Plastic: No Bulky	All bottles and containers (includes thermoform packaging, cups, trays, clamshells, tubs and lids)

www.recycleyourplastics.org

DEVELOPING THE MAYOR'S LIST



1. A survey of eight regional MRFs was performed for over 70 product types.
2. MRFs were asked to indicate which materials they accept, accept but do not want, or reject.
3. Materials added to the list were accepted by the majority of MRFs in the region. Materials removed from the list were not accepted or not desired by a majority of these facilities.

2018 CAMPAIGN OVERVIEW: HARMONIZING WHAT IS REQUIRED TO BE RECYCLED

New to Commercial & DPW-Collected Recycling

- Pizza boxes
- Paper & plastic plates, cups, cup lids, to-go containers
- Plastic produce, deli & bakery containers, and trays

New to Commercial

- Plastic tubs, containers, and lids
- Bulky plastic items such as milk/soda crates, buckets with metal handles, & laundry baskets
- Milk, juice, soup cartons
- Paperback, telephone books, hardback books
- Wrapping paper
- Aerosol cans
- Aluminum foil and aluminum pie pans

****All Materials should be clean & empty****



FOODSERVICE PACKAGING: MAIN ADDITION IN MATERIALS REQUIRED TO BE RECYCLED

****All Materials should be clean & empty****



DEVELOPING OUTREACH MATERIALS BASED ON MAYOR'S LIST

- Terminology, Images & Strategy informed by:
 - Recycle Your Plastics
 - Foodservice Packaging Institute
 - The Recycling Partnership
 - Leading Municipalities
 - DC Agencies & Community



Terms & Tools



Commodity Terms

We developed the following commodity terms in partnership with a plastic recycling advisory committee and the Association of Plastic Recyclers (APR). Use these terms to communicate with your peers and material recovery facilities (MRFs) about plastics that you collect for recycling.

These commodity terms include the most recent updates from APR and the Institute for Scrap Recycling

Recycled Plastic Commodity Terms and APR Model Bale Specifications

Commodity Terms and Bale Specs

<https://www.recycleyourplastics.org>



<https://tools.recyclingpartnership.org>



Foodservice Packaging Recovery Toolkit

Recovering Foodservice Packaging (FSP) can have substantial benefits in cost-saving waste reduction, revenue generation, reduction of environmental impact and positive expectations from residents and customers. No matter what role you play in recovering foodservice packaging, this Toolkit has something for everyone.

This Recovery Toolkit presents lessons learned in successful recovery of foodservice packaging. It is a comprehensive resource on what foodservice packaging is currently being recovered, collected, processed and marketed. Let's get started!



<http://www.recyclefsp.org/>

FPI Community Partnerships & Launch of DC's Mayor's List



- Planning & Outreach
 - MRF Toolkit
 - Communication with MRF/end-markets
- Pre-campaign goal setting
 - Communications goals
 - Recycling goals
- Communication & advertising support
 - Focus on social media & retargeting ads
 - Images for new recyclables
 - Campaign artwork personalized for DC

Foodservice Packaging Recycling Messaging



- 250 Metro Rail ads, 8.7M impressions
- 375 bus ad, 10M impressions

IMPROVING RECYCLING THROUGH EDUCATION

Residential & Commercial Mailers in 7 Languages



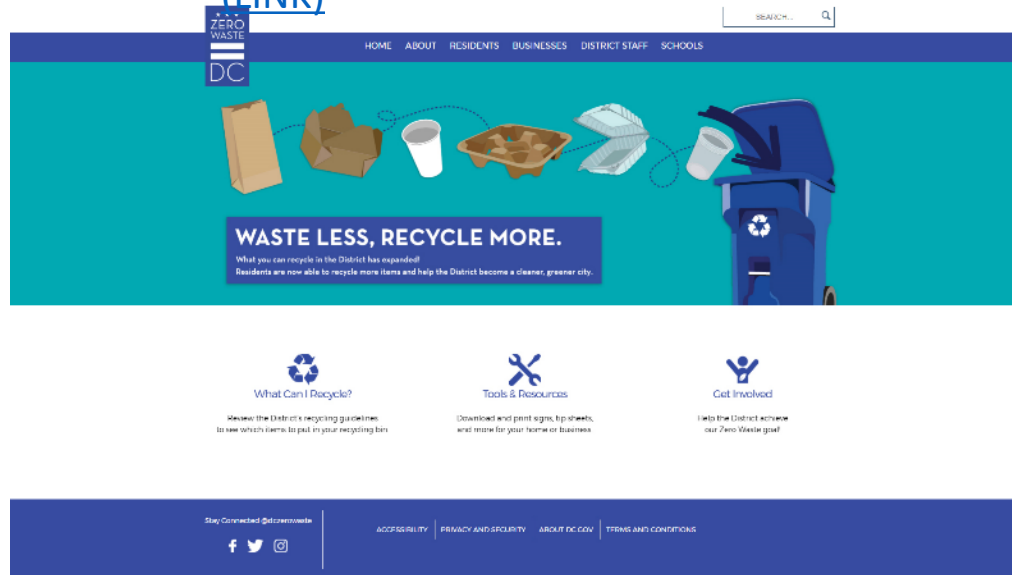
Magnets



Signage



Website (LINK)



Outreach Efforts

- 4 Press releases
- 2 Recycling videos: English and Spanish
- 2 Residential Outreach Mailers
- Print Advertisements
- Sponsored social media
- 50 outreach events, reaching 9,000 people



Online Outreach Results

Video Link on Youtube

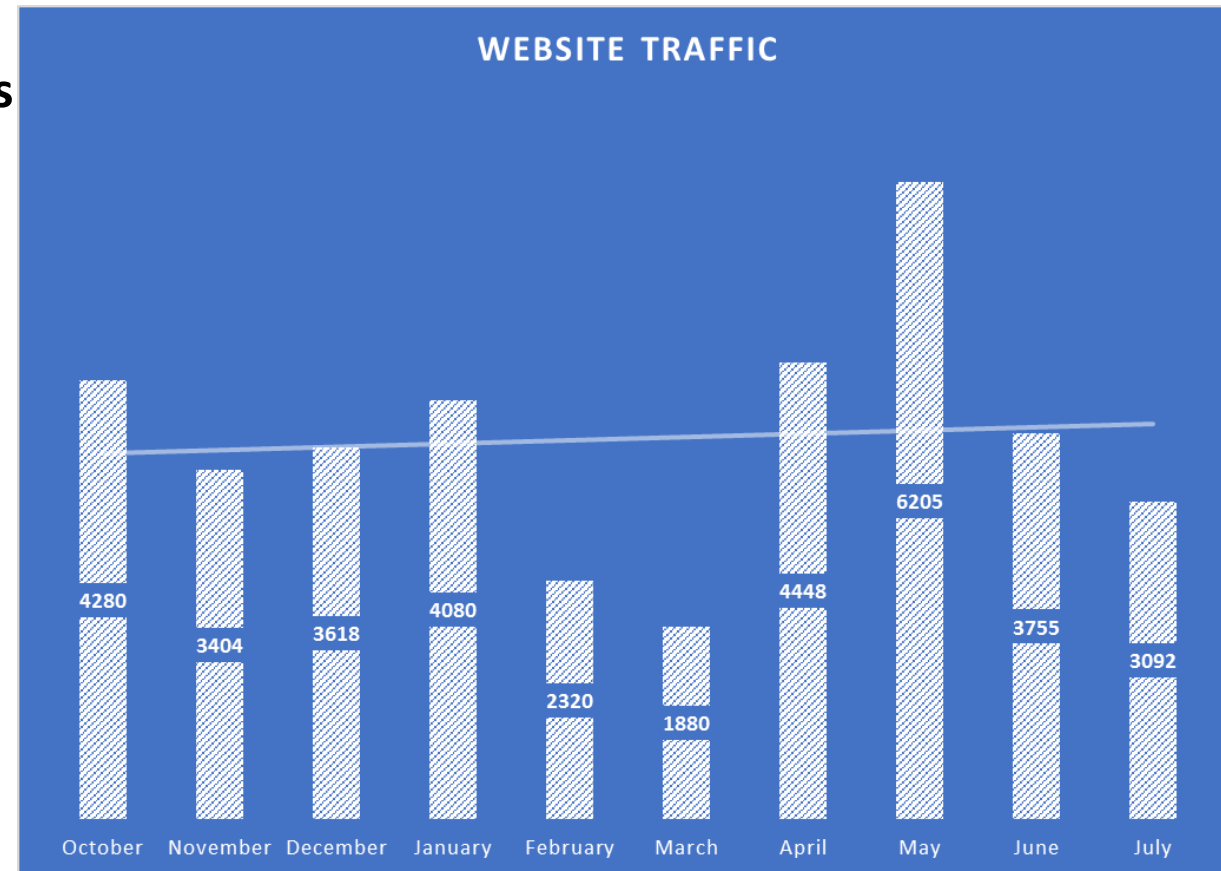
- <https://www.youtube.com/watch?v=TuDqyA609xU>

Online Outreach Results

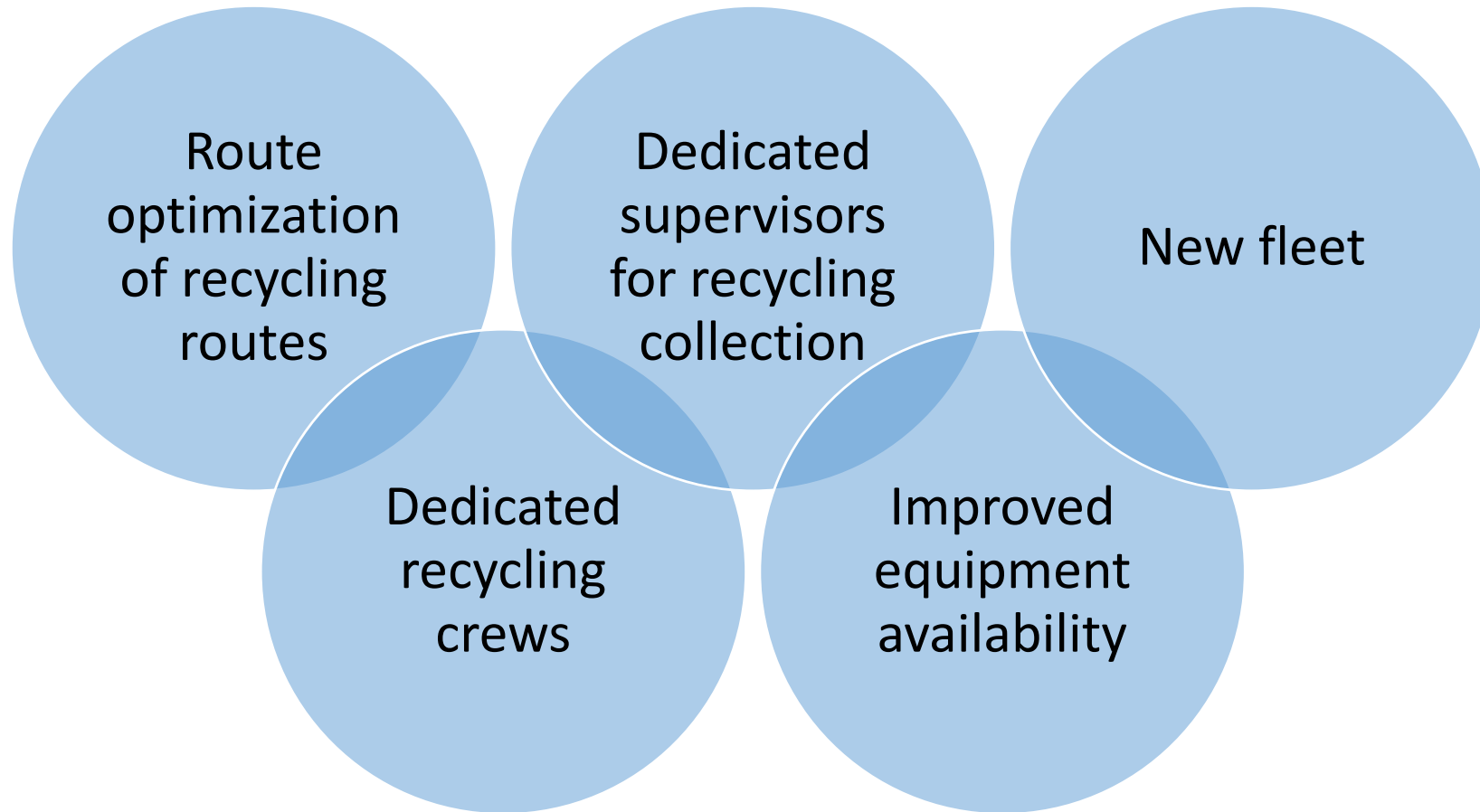
Zero Waste DC Results

- Zero Waste Residential Recycle Page: **12,349 pageviews**
- Zero Waste Resources Downloaded: **8,251 downloads**
- ZW Facebook: **1791 Followers**
- ZW Twitter: **889 Followers**
- Recycling Video had a total of **142k views**
English **74k views**, Spanish **68k views**
Facebook **32k views**, Twitter **74k views**

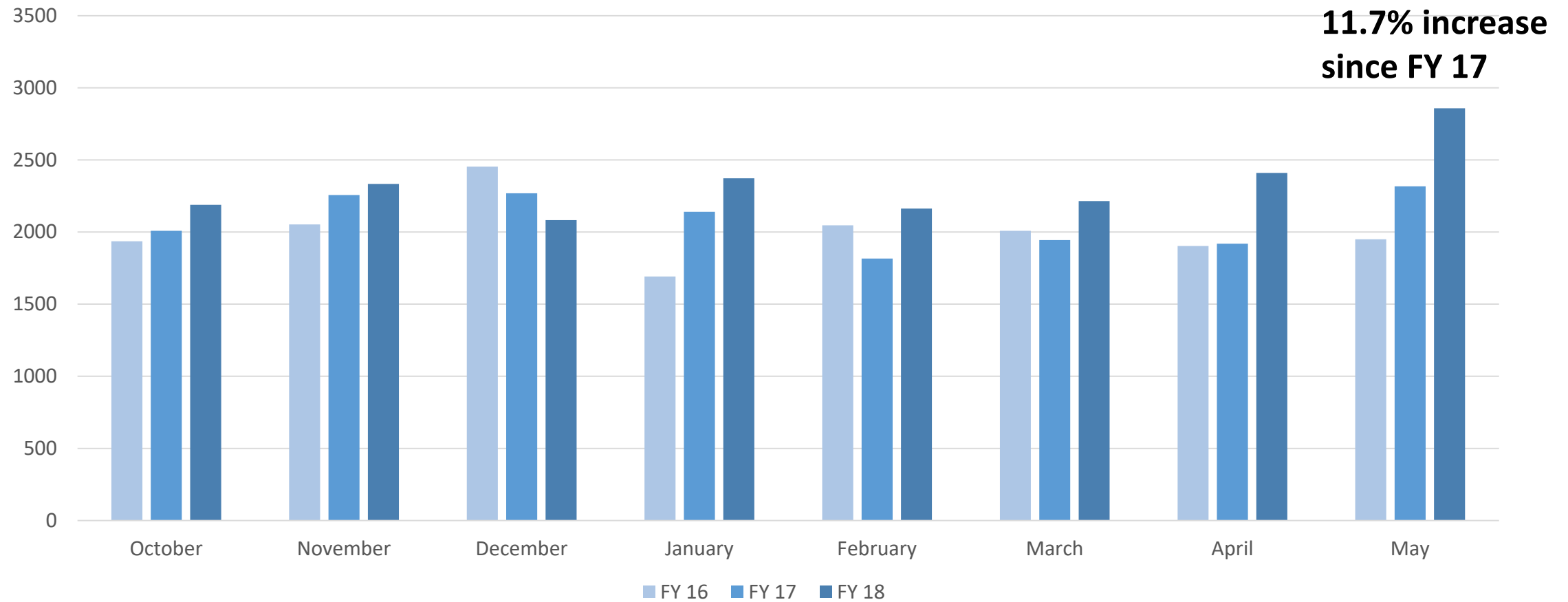
Steady growth in website traffic



Operational Changes



Recycling Volumes by Month



Broad Material Categories 2018 vs 2017 Sorts

Category	2017	2018
Residue <i>(Including Plastic Film)</i>	27%	19%
Fiber	47%	55%
Bottles and Cans	18%	16%
Cups and Containers	1.3%	3.4%

Detailed Foodservice Packaging Recycling Sort Results

Category	2017	2018	Percentage Point Change
Mixed Paper	9.4%	19.9%	10.50%
Paper Cups	0.1%	0.1%	0.00%
Paper Containers & Trays	0.1%	0.4%	0.30%
Paper Bags	0.0%	1.4%	1.40%
PET Cups and Containers	0.4%	0.8%	0.40%
PP Cups & Containers	0.4%	0.8%	0.40%
PS Cups & Containers	0.4%	0.5%	0.10%

Foodservice Packaging Outreach Next steps

- Spring Refresh Campaign
- Promote Video
 - Drive traffic to *What Goes Where* Tool to search for recyclable take-out packaging



Learn about which items can be recycled, or which items are considered too hazardous to put in your trash. The "What Goes Where?" tool, we've taken the guesswork out. Simply type in the name of the item you have a question about and information will be provided on how best to dispose of it in the District.

[Commercial and multi-family properties](#) with four or more units will not appear in this tool. Check with your waste service provider to find out more.

English

Share



What Goes Where?



Waste Sorting Game



Need help?

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Search

Goals and Next Steps

Decrease to 12%



**Decrease in volume of
Plastic bags.**



Increase in participation



**Increase in quality tons
recovered**



THANK YOU



Email: Zero.Waste@dc.gov

Website: zerowaste.dc.gov



@dczerowaste #ZeroWasteDC

