



National Mall and Memorial Parks

Public Space Recycling

March 2012

Presented by Kristen Murphy, Environmental Protection Specialist

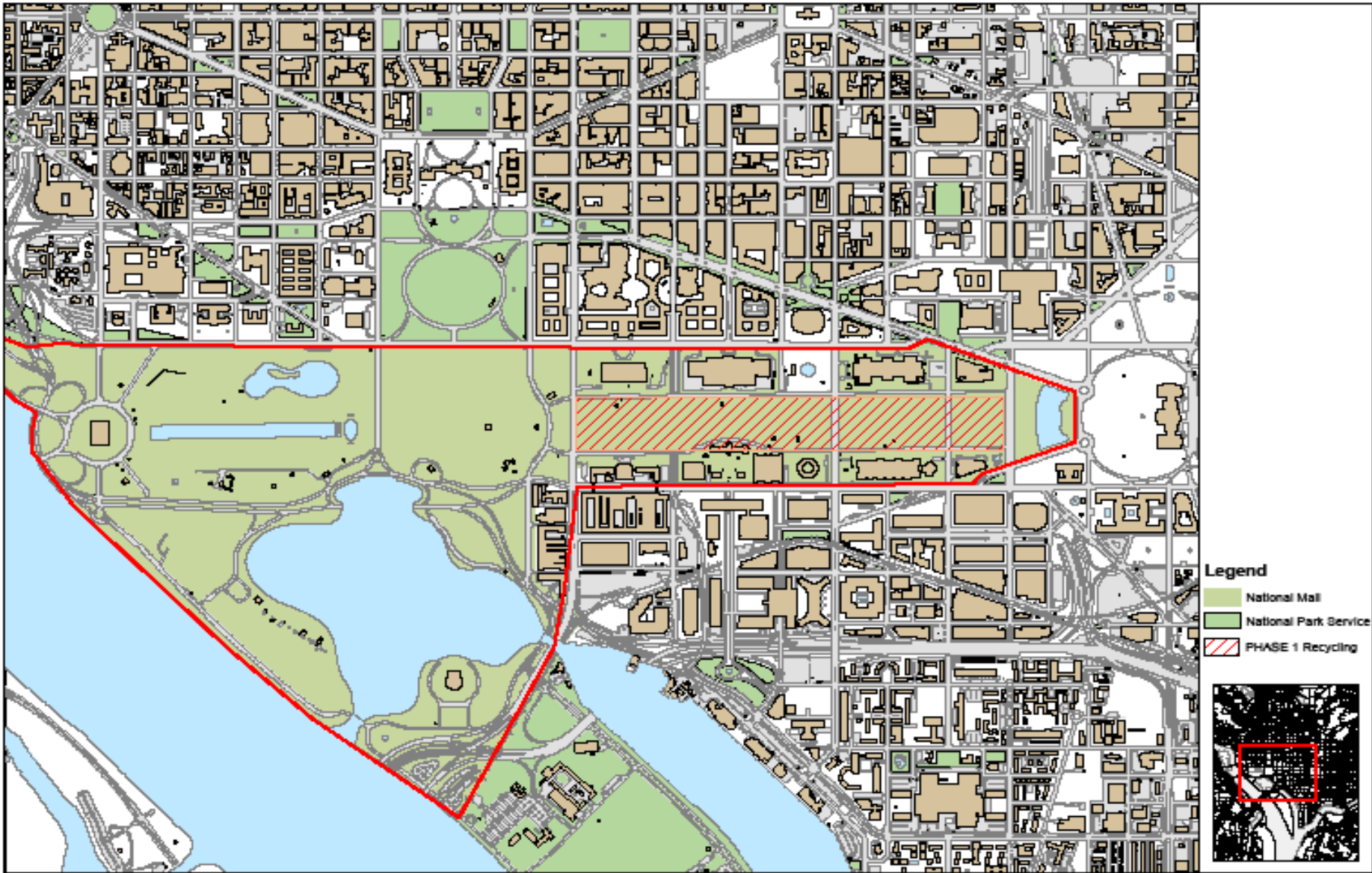
National Park Service
U.S. Department of the Interior



Topics

- **Background and current status**
- **Special events**
- **Marketing campaign**
- **Lessons learned**
- **Next steps**

The National Mall and West Potomac Park



Background & Goals

2009 Recycling Study:

Approximately 620 tons of waste collected from the National Mall annually; 42% (by volume) is potentially recyclable

- Recommended target 25% recycling by volume and 36% by weight

Our overall park diversion rate goal is much higher, on the order of 40-50%, in order to meet waste reduction goals



Waste Profile (for items >2%)

Category	Net Weight	Volume
Glass containers	3.7%	0.8%
PET bottles	8.1%	16.9%
Aluminum cans	1.3%	3.1%
OCC/Large Kraft Bags	3.8%	5.7%
Newspaper	8.8%	5.4%
All other recyclable paper	6.2%	7.0%
Compostable paper	5.0%	6.6%
Plastic cups	2.4%	10.7%
Paper cups	2.8%	5.3%
Polystyrene & plastic containers	1.0%	4.8%
Food wastes	5.4%	0.7%
Leaves, grass, wood, etc.	9.4%	6.6%
Other waste	35.8%	25.2%

Implementation Overview

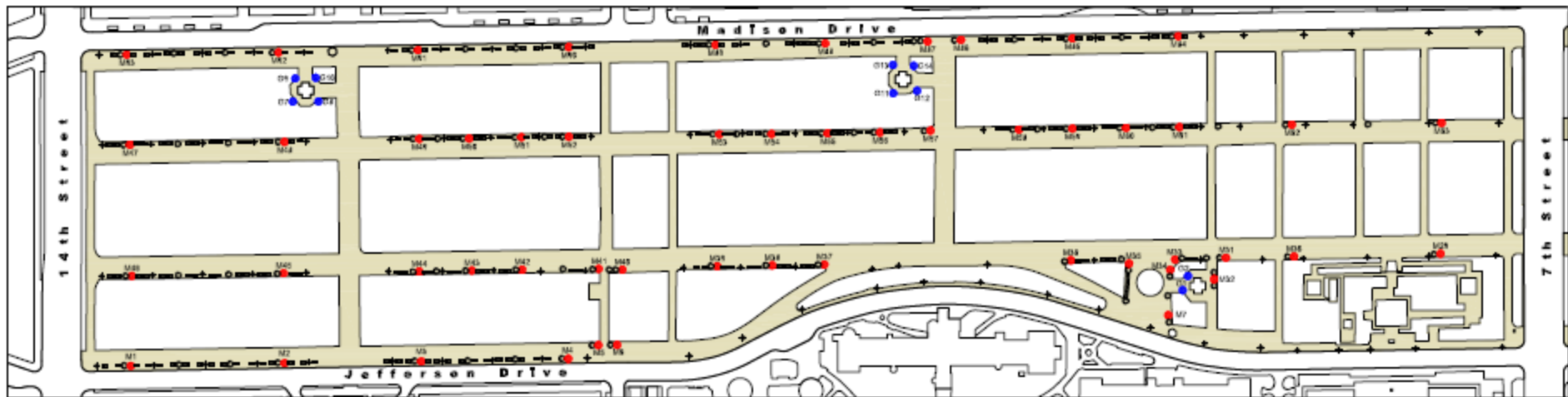
- 255 permanent recycling receptacles
- Locations focused on highest visitor use
- Performance-based contract based on 90% fill



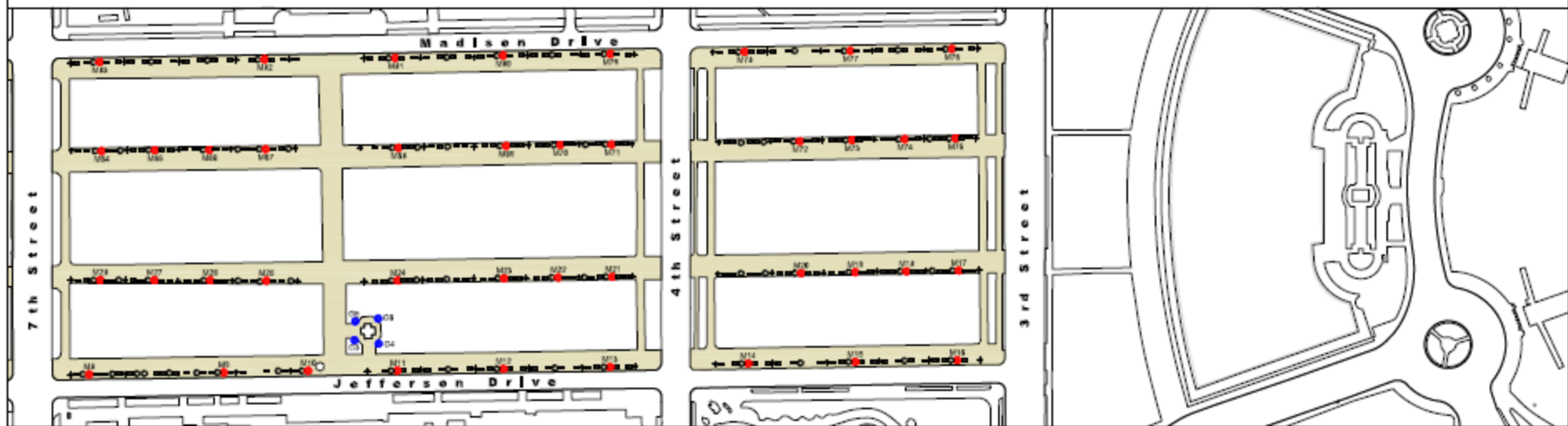
Blue Victor Stanley Bins



Bin locations



NATIONAL MALL 14TH ST. TO 7TH ST.



NATIONAL MALL 7TH ST. TO 3RD ST.

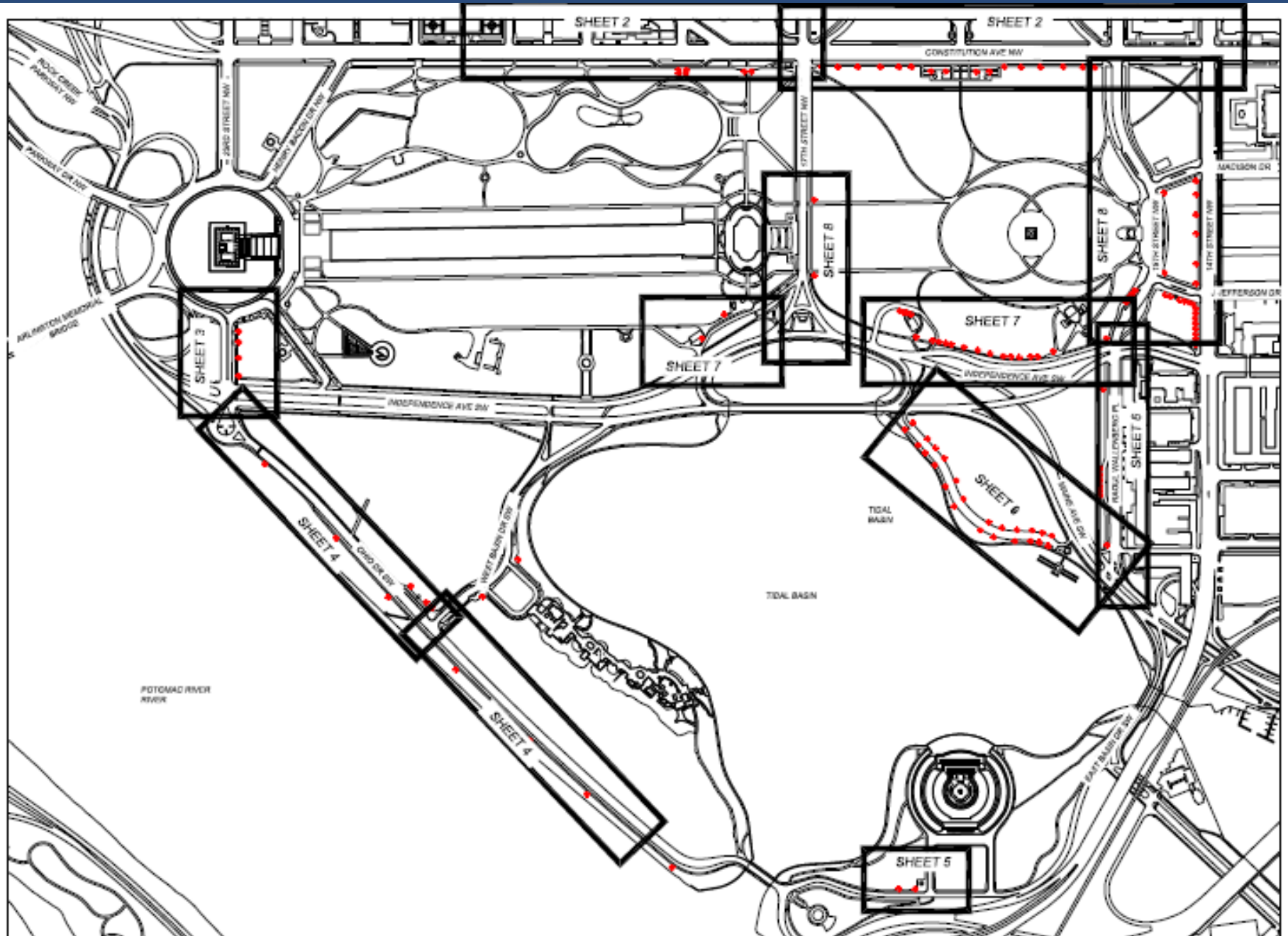
Legend

- ⬆ Lightpole
- Recycling Can
- Trash Receptacle
- Bench
- GSD Recycling Can

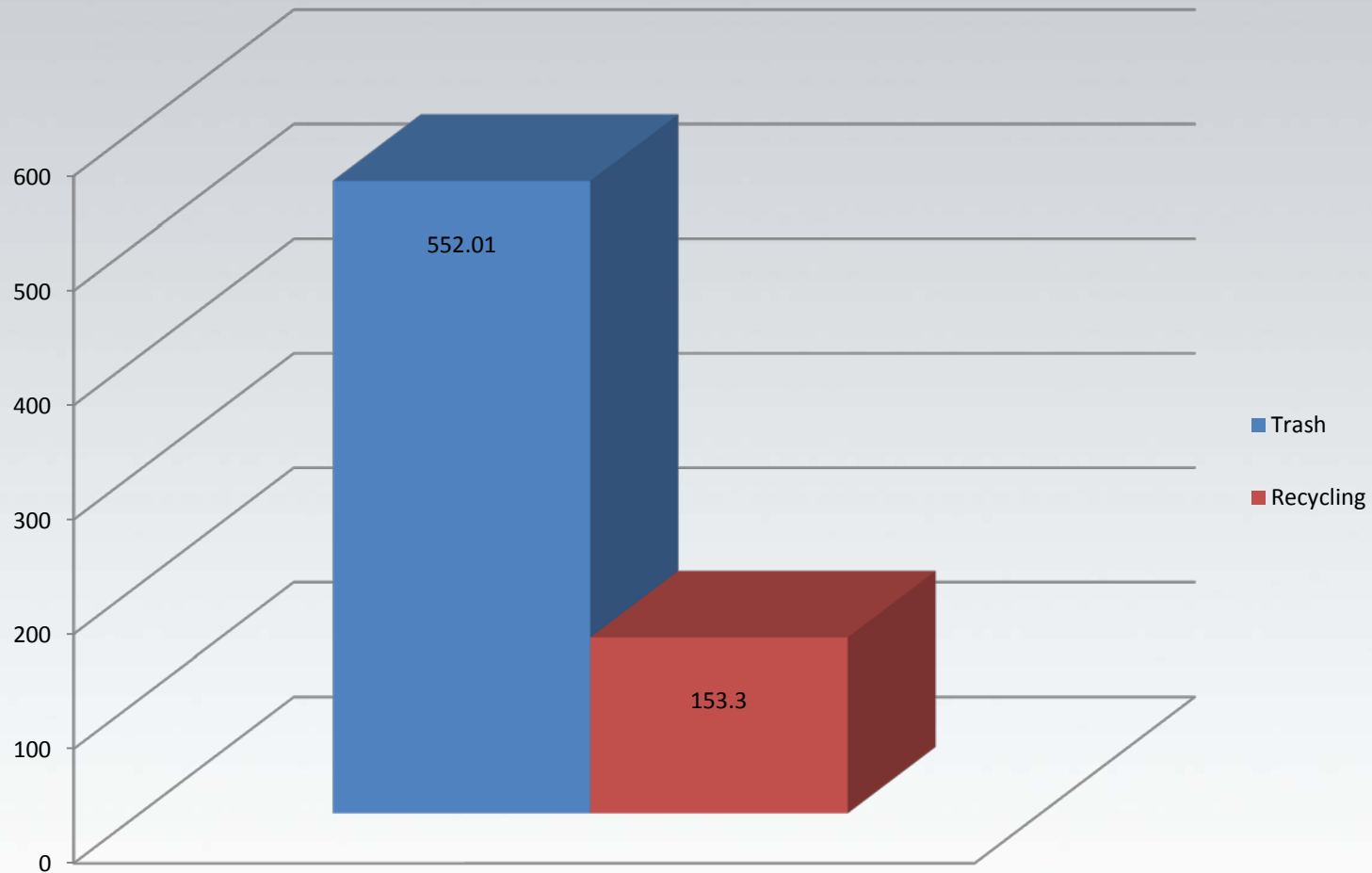


DESIGNED BY DMT	SUB SHEET NO.	TITLE OF SHEET National Mall Recycling Can Locations	DRAWING NO.
DATE REVIEW 6-29-10		199A NATIONAL MALL LANDSCAPE	PAGE/PAGE NO. 1/1
			DATE 6-29-10

Bin locations



The numbers



FY2011 waste and recycling on National Mall
Diversion Rate 22%- up from 10% during the summer of 2010

Special Events

- Volunteer and ranger-led recycling efforts during park events capture additional recyclable waste
- The park owns 400+ portable recycling receptacles for use during special events and potentially to loan or rent out to special use permittees.
- Many special use permittees (e.g., races, festivals, and demonstrations), also recycle.



Portable Receptacles and Trailer

Two National Mall Recycling Trailers and approximately 400 portable recycling receptacles were provided by The Coca-Cola Company



Independence Day Parade



Recycling Campaign

- Windboards (portable signs) with recycling information were designed via the recycling partnership and placed throughout the park

A National Mall Recycling Program public service information (PSI) campaign hosted by CBS Outdoor Media ran in two Metro stations from July through September 2011..



Windboards Placed throughout Mall



Metro Ad Campaign



Challenges/Lessons Learned

- The park no longer uses liners as they tended to pool liquid (→smells and visual impacts)
- Regular cleaning of the bins is necessary
- More bins are needed in busy areas, particularly at entrances to memorials, as they do fill up and visitors deposit their bottles in the trash when there is no other option; consider increasing ratio of blue to brown bins
- Contamination often occurs; much of the contamination consists of food packaging; vertical signage may be needed
- Portable recycling bins must be anchored in wind-prone areas





Park Goals and Next Steps

- Follow-up waste study to determine the effectiveness of the park's waste management program
- Consider vertical signage
- Business development staff/concessioners to continue dialogue on waste reduction and sustainable practices
- Increase recycling & waste reduction at special events
- Examine source reduction strategies, e.g., water stations and improvements to fountains

We welcome suggestions!

Questions?

Contact:

Kristen Murphy, Environmental Protection Specialist
National Mall and Memorial Parks
202-245-4674
kristen_murphy@nps.gov

