



Montgomery County, MD

Analysis of Outreach and Education Efforts

COG Recycling Committee
March 21, 2019





Brief History of Recycling in Montgomery County



- Recycling program began in 1970
- County began long-range planning for recycling on April 16, 1971
- Curbside collection of recycling began in 1979
- Business recycling began in 1983
- Montgomery County's Recycling Center opened in 1991
- County's recycling program has continuously expanded over time ever since



Current Efforts



- Strategies/programs/initiatives/activities to reduce waste and increase reuse and recycling
- Implementation of recycling regulations
- Education, training and technical assistance
- Enforcement of regulations
- Strategic communications and work with the media





Education and Training





Education to Students





Site Visits/Consultations





Social Media/Website



MC DSWS @TalkinTrashMC

Did you know that #foam #egg #cartons are not recyclable in #MoCo's recycling program? Look for eggs packaged in paper or plastic egg cartons, which can be recycled! bit.ly/2yXW22j



Division of Solid Waste Services - Montgomery County, Maryland

February 22

Reduce the risk of trash fires by keeping the following hazardous items out of your household trash:

- Flammable or combustible liquids
- Canisters containing propellants
- Cylinders containing compressed gas... See More

You Can Reduce the Risk for Trash FIRES




Let's keep our recyclables clean!

Keep recyclables clean!

December 26, 2018

6 Comments



The Montgomery County Department of Environmental Protection's Division of Solid Waste Services has seen an increase in the amount of non-recyclable items being erroneously placed in curbside recycling bins and carts. These materials can contaminate recyclable materials, rendering them no longer recyclable, and can also impact sorting operations at Montgomery County's Recycling Center. While some of these items can be recycled through other recycling opportunities, they should not be placed in your blue recycling bin or blue wheeled cart for curbside recycling collection.

The items we most often see inappropriately placed in blue recycling bins or mixed paper recycling carts, and that we want to remind residents NOT to put in their recycling bin/cart are:

- Plastic Bags, Plastic Film or Shrink Wrap
- Hazardous or Toxic Product Containers (such as containers for herbicides, pesticides, insecticides and automotive fluids)
- Electronics (including computers, keyboards, TV's, etc.)
- Styrofoam® or Polystyrene (packing peanuts or foam blocks used to protect items in shipments, or other items marked #6 PS)
- Home Health Care/Medical Supplies (including needles/syringes, plastic intravenous (IV) fluid bags, plastic respirator and medical equipment tubing, CPAP masks, gloves, etc.)

Also, please remember to empty and rinse all bottles, jars, cans and containers before placing these items in the recycling bin. Caps and lids should be left off the bottles, jars and containers, before placing them in the blue bin as well.

MC DSWS @TalkinTrashMC

Follow

We're at the Rio Washingtonian Center on this gorgeous day 10a-11a. Our float is decorated with hundreds of upcycled plastic bottle caps! Recycling volunteers will be handing out reusable bags--get one while they last. #StPatricksDay



6:59 AM - 16 Mar 2019

Division of Solid Waste Services - Montgomery County, Maryland

October 4

Businesses in #MoCo are #recycling more than 54 percent of the waste they generate. Is your business looking for more ways to reduce, reuse & recycle at the workplace? Or need to start the process? Contact the #SORRT Program team for training and support. <https://bit.ly/2N8Dguq>



Like Comment

GREATER SILVER SPRING CHAMBER OF COMMERCE

25

SILVER ANNIVERSARY 1993 - 2018

WEEKLY UPDATE

August 20, 2018

I recycle at work in Montgomery County for cleaner land, air and water. [LEARN MORE](#)






Direct Mailing to Residents



DEP Educational Mailer that Prompted Increase in Recycling Container Requests

Recycle More Now!
It's easy! Just place your recyclable materials in the correct containers.

Yard Trim
Christmas trees, grass, leaves, and brush
For details go to our website.

Scrap Metal
Large scrap metal items, including household appliances and other metal items
To schedule a scrap metal pick up, call 311.

Commingled Materials

Mixed Paper

Recyclable

- #1 PET thermoplastic packaging such as plastic clamshell containers, trays, deli containers, tubs, drums, and caps
- Non-hazardous aerosol cans
- Plastic durable reusable containers and tubs
- Plastic flower pots, buckets, pails, jugs, containers, tubs, and tubs
- Plastic bottles and caps
- Glass bottles and jars
- Bi-metal steel/tin cans
- Aluminum cans and foil products

- Wine-cool milk/juice cartons, drink boxes, and produce and frozen food boxes
- Hardback, paperback, and telephone books
- Newspapers and inserts
- White and colored paper, and shredded paper
- Unwanted mail and envelopes
- Magazines and catalogs
- Corrugated cardboard and paperboard boxes

For a complete list of items we accept, go to www.montgomerycountymd.gov/recycling or call 311.

Need a recycling container? We Deliver!
To order a bin, call 311 or go to www.montgomerycountymd.gov/311 • To order a cart, call 311 • TTY: 711

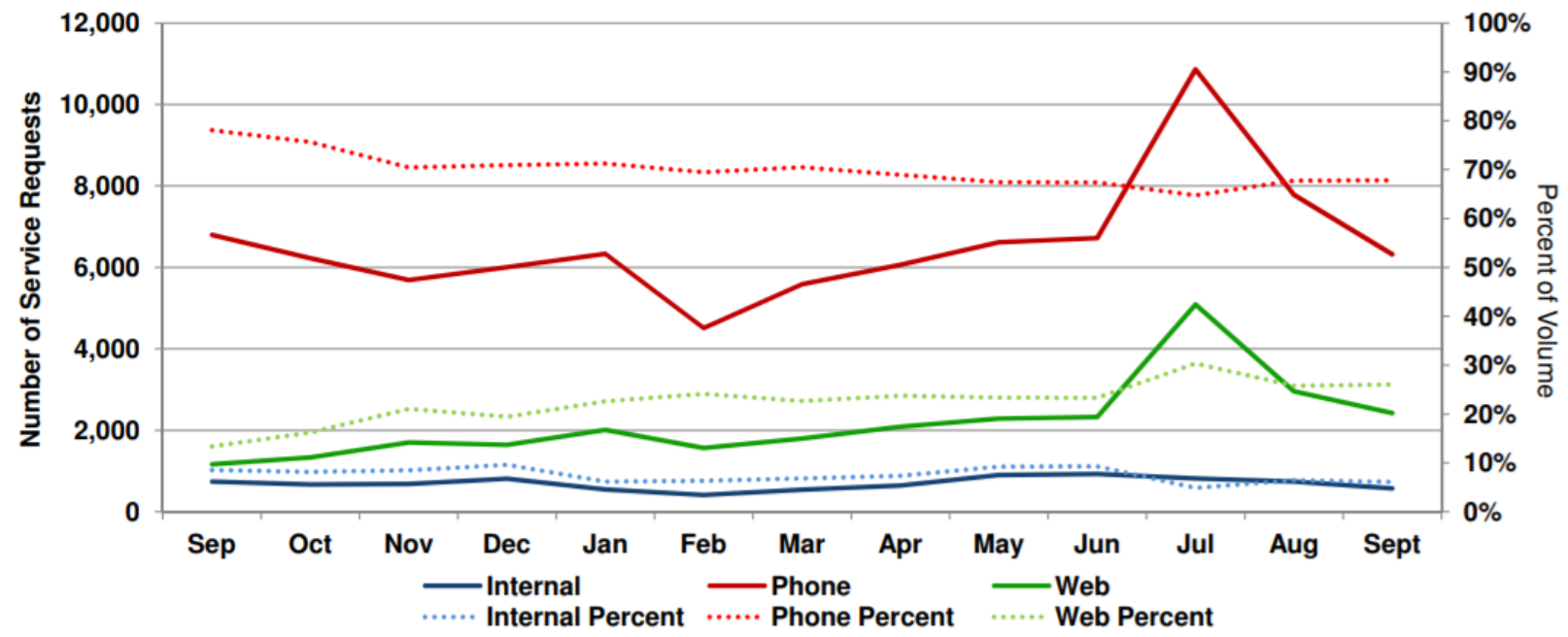
This recycling postcard was mailed on June 28, 2012. DEP Solid Waste experienced a 290% increase alone in service requests for 35-gallon bins from June to July.



Increase in Requests for Recycling Bins



DEP Customer Request Intake Type



Since October 2011, additional DEP services are available via the web portal, resulting in a steady increase in web portal generated service requests. The July 2012 uptick is from the requests for new/additional recycling containers due to the educational postcard mailer on recycling.



Results of Direct Mailings on Website



RECYCLE MORE NOW!

RECYCLE

Use your wheeled cart for mixed paper/cardboard and your blue bin for cans, bottles, and containers. Please do not use plastic bags or place recyclables in plastic bags. Plastic bags can be recycled at most grocery stores in Montgomery County.

FACT

Montgomery County has a goal to reduce waste and recycle 70% by 2020. Our current waste diversion rate is 61%.

RECYCLE

All mixed paper, including cardboard boxes, frozen food containers, milk and juice cartons, cereal boxes, and more.



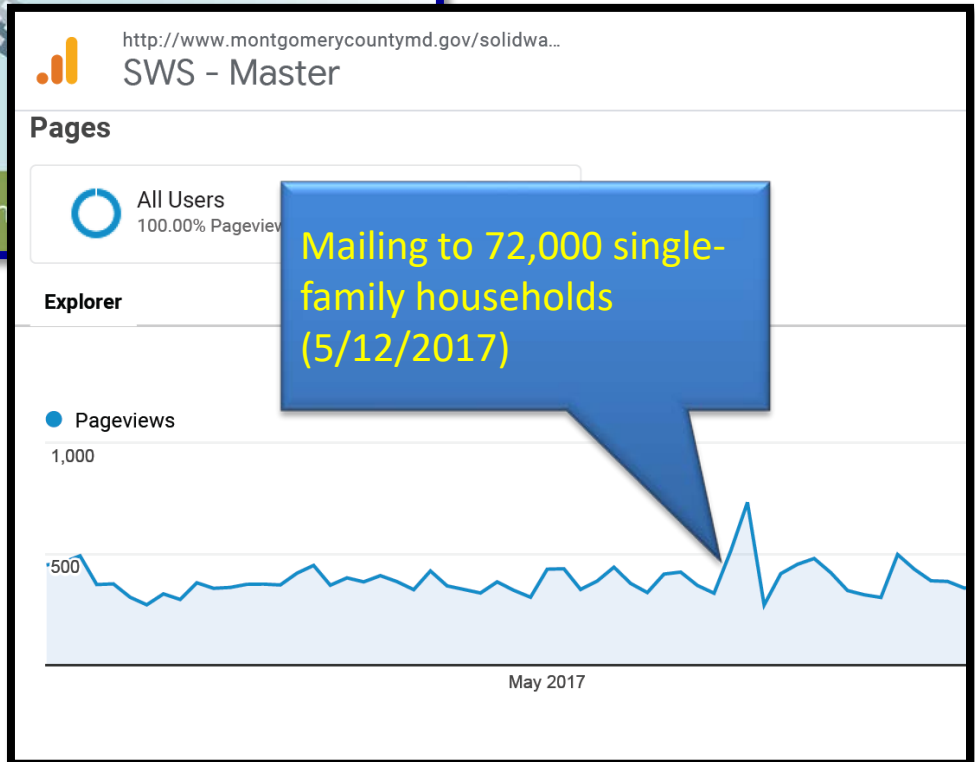
FACT

Recycling yard trim (grass, leaves and brush) and scrap metal reduces air and water pollution. Yard trim is collected on your recycling day. Call 311 to schedule collection of large scrap metal items.

RECYCLE

Glass bottles and jars, aluminum cans and foil products, steel/tin cans, empty non-hazardous aerosol cans, and plastic bottles, jars, containers, lids/caps, tubs, buckets, flower pots, and more.

Do your part and recycle more for cleaner land, air, and water.





Increase in Website Hits From Education





Results from Tailored Assistance to Businesses



Non-Residential Waste Reduction and Recycling Program

Results of Education and Technical Assistance Efforts on Selected Businesses/Commercial Properties, Not-for-Profit Organizations and Government Agencies
 Data is based on most recent Annual Recycling and Waste Reduction Report filed (CY2017) compared with the previous year's Annual Report (CY2016)

Material	French International School Δ 2017 from 2016	St. Jane Frances de Chantal School Δ 2017 from 2016	Naval Support Activity Carderock Δ 2017 from 2016	Montgomery College (Germantown) Δ 2017 from 2016	The German School - Potomac Δ 2017 from 2016	Euro Motorcars Bethesda Δ 2017 from 2016	Fitzgerald Auto Malls Toyota Service Center Δ 2017 from 2016	Totals
Mixed Paper	+20,406 lbs.	No change	+93,133 lbs.	-90,796 lbs.	-306 lbs.	No change	+29,912 lbs.	+52,349 lbs.
Commingled Materials	+20,508 lbs.	No change	+6,934 lbs.	-34,224 lbs.	No change	No change	No change	-6,782 lbs.
Scrap Metal	No change	No change	No change	+16,786 lbs.	No change	-3,079 lbs.	No change	+33,218 lbs.
Yard Trim	No change	+177,840	+52,900 lbs.	+881,600 lbs.	+15,160 lbs.	+6,000 lbs.	No change	+1,133,500 lbs.
Christmas Trees	No change	No change	No change	No change	No change	No change	No change	No change
Other Materials Voluntarily Recycled	-860 lbs.	-1,510 lbs.	+5,179 lbs.	+53,237 lbs.	-872 lbs.	+212,496 lbs.	-22,140 lbs.	+245,530 lbs.
Solid Waste for Disposal	-3,082 lbs.	+12,432 lbs.	+529,980 lbs.	-124,788 lbs.	-8,313 lbs.	No change	No change	+406,229 lbs.
Total Increase in Amount Recycled	+40,054 lbs. or 20.0 tons	+176,330 lbs. or 88.2 tons	+158,146 lbs. or 79.1 tons	+826,603 lbs. or 413.3 tons	+13,982 lbs. or 7.0 tons	+215,417 lbs. or 107.7 tons	+7,772 lbs. or 3.9 tons	+1,864,044 lbs. or 932.0 tons
Δ Recycling Rate 2015 to 2016	+34.3%	+32.6%	+9.5%	+8.7%	+7.0%	+1.8%	+0.1%	

**Note: Decreases are likely due to effective waste reduction efforts **



Results from Tailored Assistance to Multi-Family Properties



Multi-Family Waste Reduction and Recycling Program
Results of Education and Technical Assistance Efforts on Selected Multi-Family Properties (Apartments and Condominiums)
 Data is based on the Annual Recycling and Waste Reduction Reports filed.

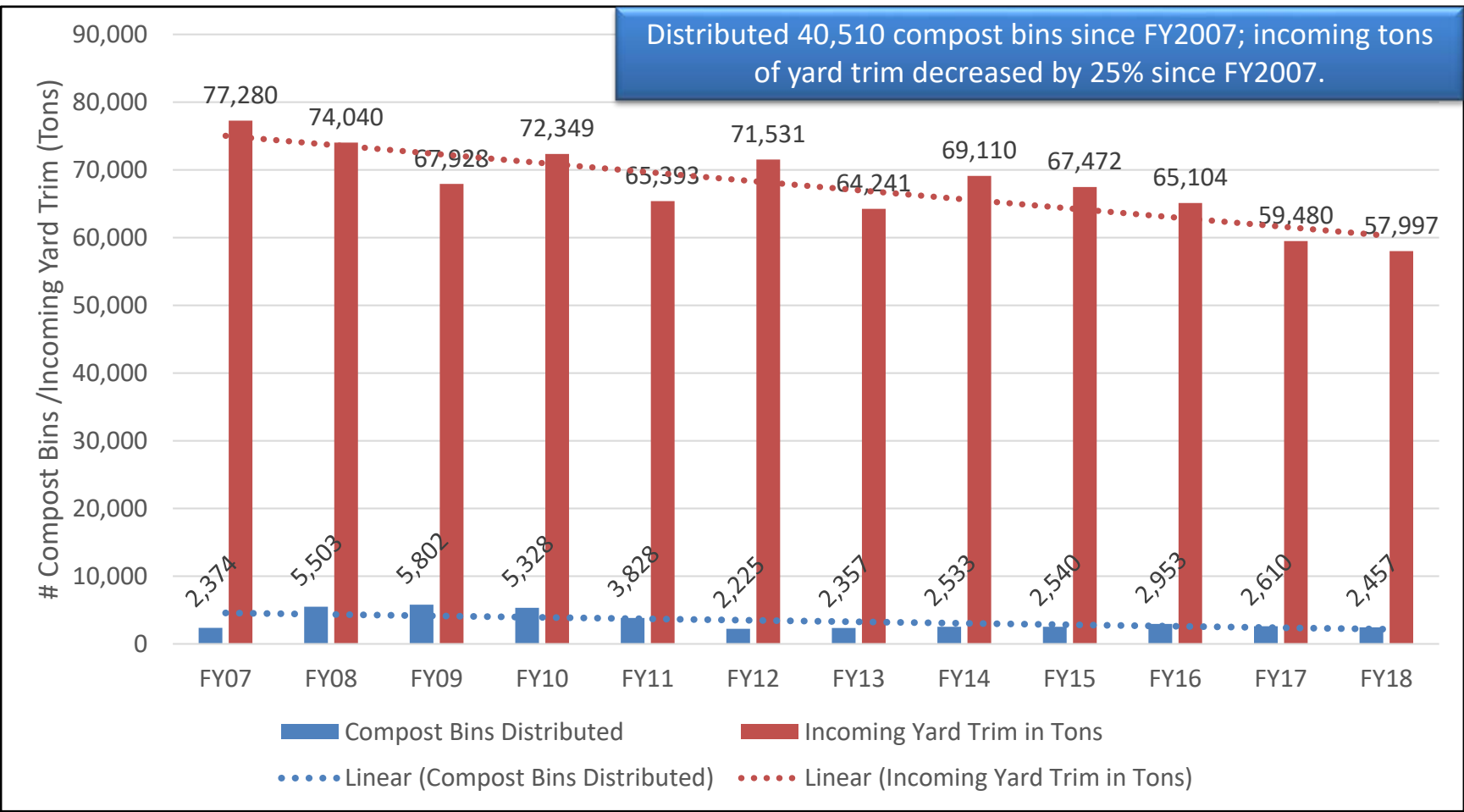
Material	Rock Creek Village Condominium <small>Δ 2010 from 2011</small>	Maplewood Park Place Condominium <small>Δ 2015 from 2016</small>	Totals
Mixed Paper	+68,692 lbs.	+106,541 lbs.	+175,233 lbs.
Commingled Materials	+9,048 lbs.	+39,011 lbs.	+48,059 lbs.
Scrap Metal	No change	+41 lbs	+41 lbs
Yard Trim	No change	-120 lbs	-120 lbs
Christmas Trees	No change	No change	No change
Other Materials Voluntarily Recycled	No change	+33,418 lbs	+33,418 lbs
Solid Waste for Disposal	-11,000 lbs.	-291,156 lbs.	-302,156 lbs.
Total Increase in Amount Recycled	+77,740 lbs. or 38.87 tons	+178,891 lbs. or 89.45 tons	+256,631 lbs. or 128.32 tons
Δ Recycling Rate	+12.0%	+16.7%	



Reinvigorated Program Including Compost Bin Distribution



Distributed 40,510 compost bins since FY2007; incoming tons of yard trim decreased by 25% since FY2007.

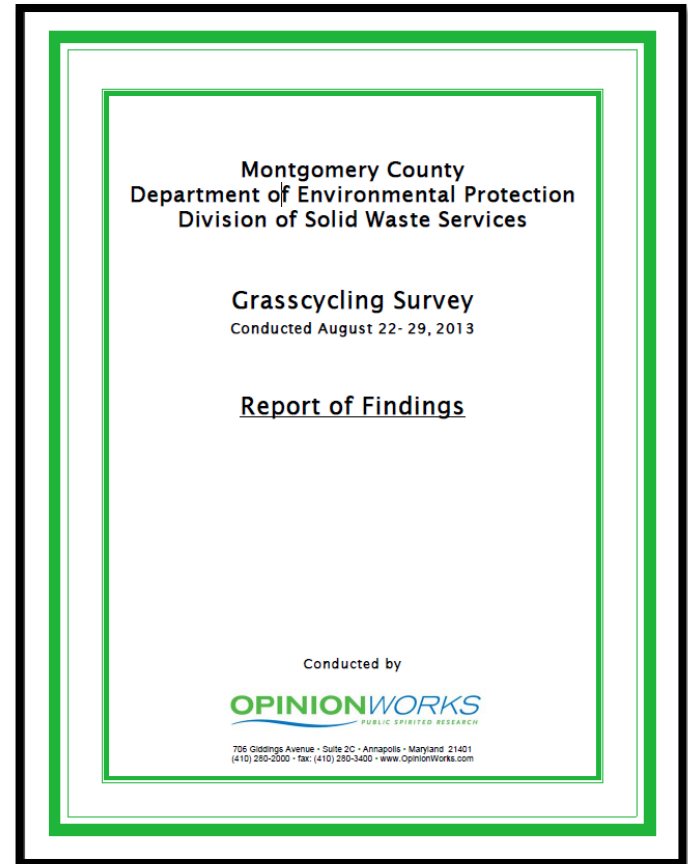




Analyses of Program Efforts



- Survey Research
 - Online
 - Telephone
 - Mail
 - In-Person
- Focus Group Research
- Event Surveys
- Anecdotal Information from Residents/Employees During Events and Interactions





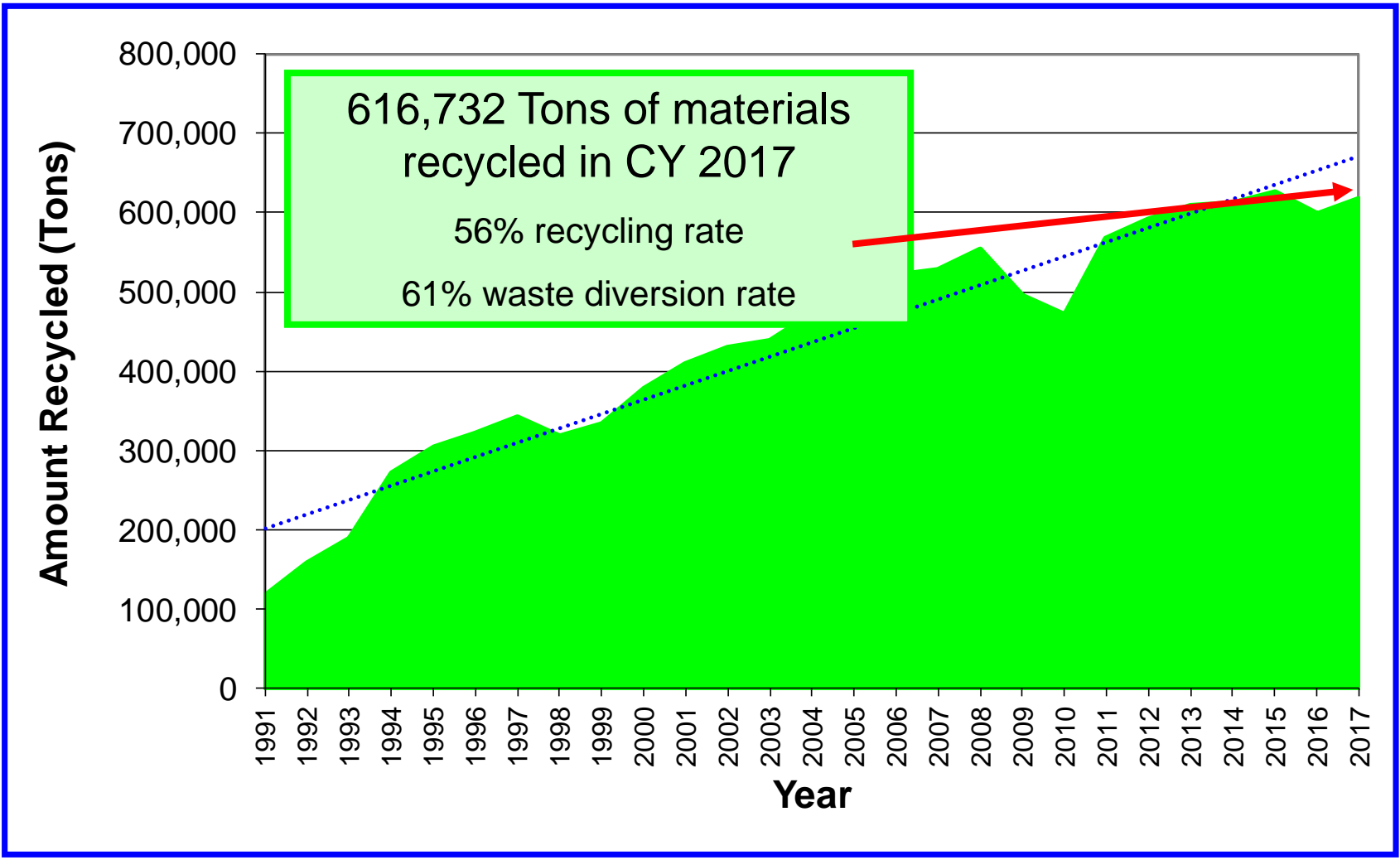
Other Metrics to Assess Effectiveness of Outreach and Education Efforts



- Requests for Educational Events/Activities Received
- Audience Reached/Interactions
- Telephone Calls Received
- Follow-up Requests for Educational Materials
- Follow-up Requests for Recycling Bins/Containers
- Siebel Service Requests Received
- Site Visits Surveys to Multi-family Properties, Businesses, Organizations, and Government Facilities
- Number of Recycling Volunteers recruited and trained
- Number of Hours of Volunteer Service Provided
- Estimated Dollar Value of Volunteer Service Donated
- Compost Bins and Yard Trim Reduction Information Distributed
- Number of Compost Bin Pick-Up Locations



Results: Overall Steady Increases in Recycling



Per Maryland Waste Diversion Rates & Tonnages



Questions?



Montgomery County, MD
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Division of Solid Waste Services
Waste Reduction & Recycling Section



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