Illinois Task Force on Reducing Recycling Contamination

Presented At: ILC SWMA Annual Conference, Nov. 1, 2018
Presented By: Walter S. Willis, SWALCO
And
James Jennings, IEPA
Goals of the Task Force

• Develop and disseminate consistent messaging to residential recycling participants
  • To reduce contamination and processing costs
  • To improve marketability of residential recyclables
• Increase participation in residential recycling programs (both curbside and drop-off)
Objectives of the Task Force

- Create a baseline of current contamination rates at MRFs to measure programmatic impacts
- Agree on a general list of acceptable and non-acceptable items and the most effective way to communicate the information to residents
- Develop a statewide education campaign and a way to fund it
- Increase efforts to monitor contamination at the point of collection (cart tagging programs)
Task Force Members

- Approximately 32 people representing 22 organizations
  - Government – IEPA, ILCSWMA, IL PSC, USEPA, SWANCC, SWALCO, Metro Mayors, West Cook SWA, City of Chicago, Cook County
Overview of Task Force Meetings

• Meeting #1, June 6, 2018, Grayslake MRF
  • Co-Chairs, Lisa Disbrow (NWRA-IL) and Walter Willis (SWANA-IL) reviewed the goals of the Task Force
  • Discussed Task Force Objectives document to gain consensus on goals, objectives and potential action items for the Task Force

• Action Items:
  • Agreed to meet a second time and focus on developing consensus on new, more simplified guidelines, and discussing best practices for recycling cart tagging programs
Overview of Task Force Meetings

- Meeting #2, July 16, 2018, IEPA’s Springfield Office
  - Each MRF indicated which items it does and doesn’t accept, and listed top 5 contaminants
  - Reviewed numerous existing recycling guidelines and how to best disseminate new guidelines
  - Discussed best practices for curbside cart tagging programs

- Action Items:
  - Prepare draft recycling guidelines and cart tag guidelines (Walter Willis)
  - Develop a draft press release (Lisa Disbrow)
  - Develop a draft video script (Marta Keane)
  - Prepare a draft short term marketing/communications strategy (Jennifer Jarland)
Overview of Task Force Meetings

• Meeting #3, August 29, 2018, Prairie View RDF in Will County
  • Reviewed the “Action Item” documents including recycling guidelines, cart tag guidelines, marketing/communications strategy, press release and video scripts
  • Information provided on Round Lake Beach’s cart tagging program
  • Presentation on IEPA’s website development/proposal
• Action Items:
  • Make minor revisions to recycling guidelines and update press release
  • Prepare a cover letter, with a checklist of “to do” tasks for America Recycles Day launch
  • Have IEPA and IL Dept. of Innovation and Technology continue development of website, and use DuPage County as a case study for presenting more detailed information
CAN I RECYCLE THESE IN LAKE COUNTY?

YES!

CLEAN & EMPTY
NOT IN BAGS

METAL
PAPER
PLASTIC
GLASS

NO!

No Plastic Bags or Product Wrap
No Clothing, Textiles or Shoes
No Food, Liquid, Diapers, or Needles
No Tangle (Hangers, Hooks, Cards, or Chains)
No Big Items (Electronics, Wood, Furniture, Plastic, Propane Tanks or Metal)

To find out what you can do with items not accepted in your recycling cart, including other recycling and reuse programs, visit swalco.org, or contact SWALCO at 847.366.9540. Realized June 2018
Roll Out on America Recycles Day

• The goal is to have the following information sent out by November 7th for a roll out on November 15th, America Recycles Day:
  • A cover letter will be sent to all the individuals on the Task Force and the associations they represent with a list of “to do” items for getting the new guidelines distributed via websites, social media, email blasts, etc.
  • The new guidelines with footer space to add you own logo(s)
  • A press release that announces the education effort and the IEPA’s new website, please engage with local media ASAP after receiving the press release to increase coverage by print, radio and TV media on America Recycles Day
  • The IEPA’s new website will be live on November 15th and next steps will be leaning how we can optimize it for the detailed instructions many residents will want
IEPA’s New Website

• To be discussed by James Jennings, IEPA
Contact Information

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