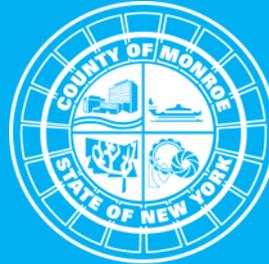


# Monroe County's Recycle Right Campaign



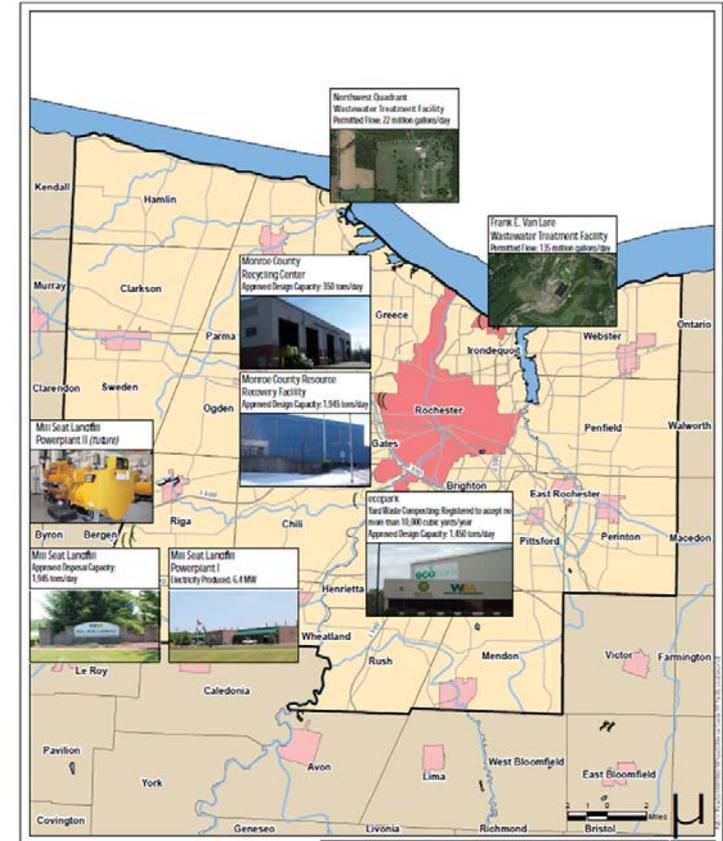
**CHERYL DINOLFO**  
COUNTY EXECUTIVE



**NY Federation of Solid Waste & Recycling Conference**  
**May 22, 2019**

# Monroe County Stats

- Population: 747,642
  - 9<sup>th</sup> Largest County in NY
  - 2<sup>nd</sup> Largest County Upstate (after Erie)
- County Seat: Rochester
- Towns: 20
- Villages: 9



# Refresh Recycling

- July- August 2016: Recycling Advisory Committee Technical Sub Committee including County Communications Dept. Prepares Plan to Reinvigorate Recycling Education Program
- Key goals:
  - **Consistent messaging** amongst Monroe County, City of Rochester and private haulers
  - **Address contamination** issue and primary contaminants at MCRC (plastic bags, food waste, styrofoam)
  - **Promote Ecopark and diversion** of e-waste, HHW, and pharmaceuticals
  - Give residents the information they need to **recycle right**
  - Long-term **sustainability and flexibility**: ability to reproduce on annual basis and easily update to respond to changes in stream composition
  - Tie to metrics to make it **measurable**
  - Increase **quality and quantity** of recycling in Monroe County
- September- April 2017: Monroe County Communications develops campaign and receives endorsement from County Executive
  - Refresh Recycling Night w/ Rochester Americans



# Online Survey

## Resident's Feedback

- “More **detailed instructions** are needed to correctly recycle. I myself and others in Monroe County are often left questioning what can and cannot be recycled (ie.: Styrofoam, plastic bags, pill containers, egg cartons, small plastic parts without #, small metal parts, caps to jars and containers... etc. More detailed instructions would help home owner help you.”
- “There is a lot of confusion about what is and isn't recyclable. Most people throw things away needlessly. I make an effort to be informed and I'm still confused about this stuff.”
- “You need to make more people aware of exactly can be put in the blue bins.”
- “**Clear information** on what can or should be recycled curbside (outside of the standard food plastic containers etc)”
- How can we get a **complete and full list** of objects to recycle?





Recycling is collapsing in the U.S. because of inconsistent and confusing labels on bins, which add to the public's overall confusion, apathy, and skepticism about recycling.  
-Recycle Across America



# Recycling Signs

- **Goal:** create consistent and useful signage that will be implemented in County facilities and used across the community to promote proper recycling
- **Timeline:**
  - 2017: analysis of existing municipal, statewide, national, and private company signage, best practices, and industry standards
  - Jan 2018: Met with City of Rochester and Waste Management to discuss content, types of items shown, copy, and format
  - February 2018: Met with graphic designers and advertising firms (received 3 quotes)
  - March 2018: Stakeholder input from Recycling Advisory Committee on draft signs
  - April 2018: Survey to 40 schools, businesses & community groups
  - May 2018: Revisions to draft signs based on stakeholder feedback
  - June- July 2018: Illustrations of 100+ items for signs
  - August 2018: Formatting of 10 versions of signs & translations into Spanish
  - October 2018: Full roll out of receptacles and signs in COB, HOJ
  - November 2018: County Executive announces public launch of signs



# Website

## Recycle Right Sign Suite

The Recycle Right Sign Suite was designed to provide standardized, visually based education near recycling and disposal receptacles across Monroe County.

These resources have been made available via free download to assist Monroe County residents, businesses, and institutions in promoting consistent recycling and maintaining a continuous stream of high-quality recyclables. Spanish and English versions of each sign are available.



[Download Sign PDFs](#)

### Download Sign PDFs

Fill out the form below to download the sign PDFs. After submitting your contact information, you will receive an email with a permanent link to download the PDFs at any time. There is no need to resubmit your information.

Your Name \*

Organization Type \*

- Resident
- Office
- School
- Public Space/Event

Your Email \*

Add me to the DES recycling email list

Comments/Special Requests

CAPTCHA

This question is to prevent automated spam submissions.

I'm not a robot



[View/Download Sign PDFs](#)



CHERYL DINOLFO  
COUNTY EXECUTIVE

# MIXED RECYCLING



✓ **EMPTY**

✓ **CLEAN**

✓ **UNBAGGED**

## PAPER

- Empty cartons - **NO liquids or straws**
- Flatten boxes
- Contain shredded paper in paper bag or box



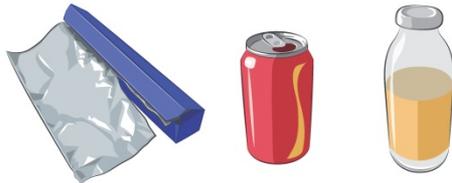
## PLASTIC

- Empty bottles, jugs, jars and tubs - **NO food or liquids**
- Reattach lids and caps



## METAL & GLASS

- Clean foil
- Empty cans and bottles - **NO liquids**
- Reattach lids and caps



- **NO bags**
- **NO cups**
- **NO food**
- **NO liquids**



**WHEN IN DOUBT, THROW IT OUT!**

[www.monroecounty.gov/recycling](http://www.monroecounty.gov/recycling)



# TRASH



## POUCHES AND WRAPPERS



## DISPOSABLE FOOD ITEMS

- Napkins, tissues and paper towels
- Wet or dirty items
- Cups/lids



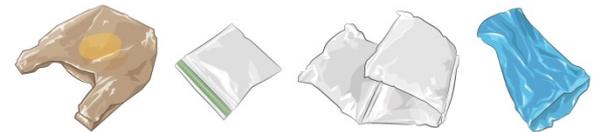
## SINGLE-USE PLASTICS



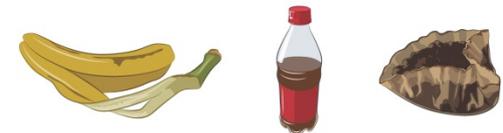
## FOAM



## PLASTIC BAGS AND FILM



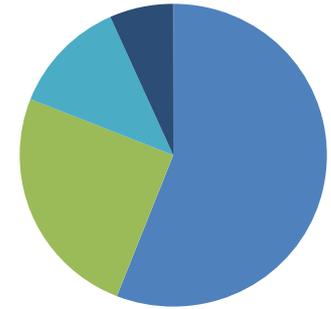
## FOOD AND LIQUIDS



[www.monroecounty.gov/recycling](http://www.monroecounty.gov/recycling)

# Recycling Signs: Residential Feedback

- Comments provided by residents via the download info:
  - “I just want to know what's what. Pictures help.”
  - “What a great resource! I'm planning on hanging this over our recycle bins.”
  - “Amazing project ...these will help people build an intuition for what to recycle and what to trash. Thank you!”
  - “This is a great idea! They should also be put on every trash and recycle container to really have an impact!”



- Resident
- Office
- School
- Public Space



CHERYL DINOLFO  
COUNTY EXECUTIVE



ecopark

# Recycling Signs: Media Coverage

ROCHESTER

## Democrat and Chronicle

SATURDAY, DECEMBER 29, 2016 8 DEMOCRATANDCHRONICLE.COM

PART OF THE USA TODAY NETWORK



### A guide to better recycling

Monroe County undertakes education effort

State City: Rochester Democrat and Chronicle 12/29/16 10:00 AM

**Y**ou can help the planet, save a little cash and teach your kids about conservation and responsibility. • Just pay attention to the little pictures. • Pizza boxes, aerosol cans, aluminum foil, plastic cups. • Monroe County's environmental services crew has come up with more than 100 expatriate little drawings of things you can recycle, and things you can't. • They've made downloadable posters, shot two videos, drafted a new FAQ and authored a 38-page "Recyclopedia" filled with the little drawings, which were created this summer by nationally known illustrator Chris Lyons of Pittsford.

See RECYCLING, Page 10A

**More inside**  
Looking for a more sustainable way to do things at home? See page 10A for tips on how and where to recycle.

### Mother of teen sues RPD, city

Suit alleges he was beaten without cause

Pauli Slager  
Rochester Democrat and Chronicle  
12/29/16 10:00 AM

The mother of a city teen is suing the city of Rochester. In Police Department and a specific officer following the alleged beating of her 16-year-old son.

Attorney Van Tress White announced the suit Friday afternoon. He is filing it on behalf of Lucetta Madala, whose son, Daniel, was allegedly punched and wrestled to the ground by officers and then thrown in the back of a police car outside a mini market in May.

While several officers are seen on a video of the alleged incident, the suit specifically names Rochester's Police Officer Phillip Powell.

Who said he did not have information about the age or name of officers for Powell. Rochester police referred questions to City Hall.

City communications director James Smith issued the following statement:

"Because this is now pending litigation and, in such matters, we are obligated to protect the interests of city taxpayers, we cannot offer additional details or comment at this time."

See LAWSUIT, Page 10A

### Land fund on the edge

Over 54 years, the Federal Land and Water Conservation Fund has used \$26 billion from federal oil-revenue and gas leasing revenues to buy land and water for conservation and outdoor recreation across the country.

The current program expired in September and must be renewed as part of the ongoing budget battle. But defense points to a lack of maintenance in the national parks and say the nation should start buying land it cannot afford to maintain.

The program has plenty of advocates, from business near the parks to groups that use the lands it preserves. They hope the Congress will act there — permanently — the full \$900 million the bill is allowed.

Page 10

### Recycle

Continued from Page 1A

The theory of educational activity is a response to what has steadily become the Big Problem of American recycling — too many of the wrong things being thrown in our blue and green recycling bins.

"We know folks want to do the right thing. They just need the information in a way they can understand," said Michael Gaudard, the county's environmental services director.

Changes in the global recycling marketplace have made companies that buy bulk paper and plastic much pickier about what they accept. They're disappointed if there's too much styrofoam (aka material — plastic bags, foam cups, discarded food — mixed in. Too many contaminants can make a batch of mixed paper or plastic unusable.

Monroe's education campaign launched this fall, the campaign seems to be having positive effect, according to Gaudard.

"There's a lot of good info out there now. It's helping," he said. "I think we were ahead of the curve on that."

### Recycling centers

Recycling programs across the nation were set back on their heels early this year when China, a major importer, banned recyclables imported from the United States. Officials cited contamination as a factor in the ban.

That left municipal and private recycling programs in a bind, as some parts of the country's other markets existed in recycle paper bins and that material was wasted or buried in local landfills.

The situation in New York was not so dire. Government and industry officials said no recycled material was being dumped in landfills save for glass, for which markets had evaporated years ago.

But the glut of paper fiber that the price that recyclers would



Recyclers pick contaminants off a conveyor belt in the paper sorting area at the Westview Recycling Center. (See DEMOCRATANDCHRONICLE.COM FOR IMAGE)

pay. The companies that operate large recycling centers in Monroe, Ontario and other New York counties were losing money on every shipment of recycled paper.

As a consequence, recycling centers began charging more for the material they accepted, and those rates were passed on to businesses. Recycling center operators also raised their payments to the municipalities for whom they worked.

And because much of the recycling industries followed China's lead and tightened their contamination standards in response to China's actions, recycling centers had to hire extra workers to better clean recyclables before they were shipped.

Six months later, conditions have eased, but only a little.

A spokesman for Waste Management Inc., which operates Monroe County's recycling center, said prices for paper have improved but the company still loses money on that commodity.

Canada Waste Systems, which operates a large regional recycling center in Ontario County, is shipping some paper at a loss, though not as often as before. A spokesman said the company still has a single extra worker because of the more stringent

contamination standards.

The county also purchased equipment that compacts bulky streamer parking material into denser chunks that can be sold for use in making plastic.

The best way to meet those stringent standards — and avoid further costs to consumers — is to prevent the contaminants from entering the streamer in the first place.

That's your home, and the other places where you and your family spend that time.

These are the places targeted by the county.

That's your home, and the other places where you and your family spend that time.

These are the places targeted by the county.

The county has produced sets of 10 big posters, one written in English and the other Spanish, that can be downloaded, printed out and hung up. They're tailored for distinct locations — apartments, schools, offices, public places — and come with matching labels that can be attached to recycling bins.

One of the posters would be a handy guide to hang near the home recycling bin as a constant reference.

The posters are fashioned with Lyons' little illustrations, making them ideal for helping young recyclers learn the do's and don'ts.

Gaudard saves about those illustrations.

"Somebody they're end up in the Museum of Modern Art," he said, only half-joking. "The artwork that went into it — it's remarkable how far it's able to capture all those images."

Lyons, whose clients have included major publications, ad agencies and corporations, was engaged by the county this summer.

"It was a lot of fun and it's important work."

Do you know which of these items can be recycled in Monroe County? (ACTING COUNTY EXECUTIVE COURTESY)



CHERYL DINOLFO  
COUNTY EXECUTIVE

# Recycling Signs: Community Adoption

**UNIVERSITY of ROCHESTER**

About Us | Academics | Admissions | Arts | Athletics | Global | Libraries | Medicine | Research | Student Life | Working Here | Giving

## Sustainability Home

**Go Green!**  
Stories of building a more sustainable campus

**Education**  
Degree programs, majors, internships, courses, and faculty focusing on issues of environmental sustainability

**How to Recycle**  
What, where and how to recycle on campus

**Students for Sustainability**  
Ecolleaps, Team Green, other student organizations and internship opportunities

**Employees for Sustainability**  
Learn about or join the Green Reps Program, an employee-led initiative to help the University go green

**Green Campus**  
Green living in the dorms, recycling, transportation, energy, and more

University Council on Sustainability

## Recycling - What, How and Where

**How to recycle:**

- Plastic, Metal, and Glass
- Paper & Cardboard
- Ink jet and Toner Cartridges
- Batteries
- Fluorescent Lamps, Used Oil, Solvent Waste Distillation
- Athletic Shoes
- Electronics
- Document Shredding
- Name Plates
- Scrap Metal, Construction Material, Office Furniture, Plastic or Metal Drums and Buckets, or Other

**Where to recycle**

- Recycling Containers
- Outdoor Recycling Locations
- Recycling in the Residence Halls: River Campus

**Other resources**

- Monroe County: Recycling Laws and Regulations
- Monroe County: Residential Recycleline

**Recycling Posters**  
Download and print these posters for your classroom, conference room, breakroom, or office.

**Public Space Recycling Poster**

RECYCLING

EMPTY CLEAN UNBAGGED

PAPER

PLASTIC

METAL & GLASS

WHEN IN DOUBT, THROW IT OUT!

**Mixed Recycling**  
Please see your service schedule on reverse side.

**NO sorting required!**

Paper/Paper | Boxes/Cajas | Cardboard/Car-ton

Place the following CLEAN and EMPTY unbagged items in the recycling containers:

Plastic/Plásticos | Glass/Vidrio

Metal/Metales

**NO**  
Do NOT place the following in recycling container:  
 • Canteen  
 • Plastic toys  
 • Styrofoam  
 • Food waste  
 • Electronics  
 • Electrical cords, hoses or ropes  
 • Household waste containers  
 • Surfaces or slabs  
 • Lightbulbs, window glass or mirrors  
 • Dishes, ceramics or glassware  
 • Food waste

**NO**  
NO entrase en el recipiente de reciclaje:  
 • Basura  
 • Botas de plástico  
 • Espuma de poliestireno  
 • Dependencias de jardín  
 • Electrónicos  
 • Cables electrónicos, mangueras o cuerdas  
 • Enchufes de gomas y cartones  
 • Lámparas (bombillas) alfileres  
 • Placas, ventanas de vidrio o espejos  
 • Cerámicas o cristales  
 • Dependencias de cerámica

Containers must be placed 3 feet apart.  
 Arrow on container lid must point to street side. Do not block containers.  
 Los contenedores deben colocarse a 3 pies de distancia.  
 La flecha en la tapa del bote de basura debe apuntar hacia la calle. No bloquee los contenedores.

Questions? Call 311 or visit [www.cityofrochester.gov/residentialrecycling](http://www.cityofrochester.gov/residentialrecycling)

Recycle everything you can!

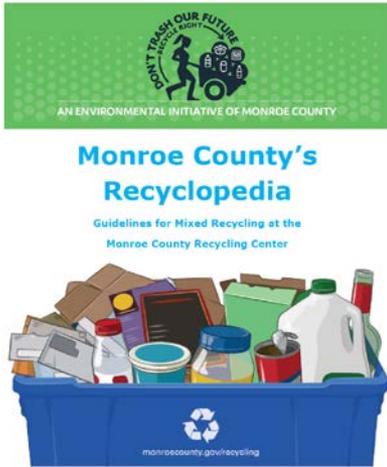
**SCORE**  
0

Credits

**← TO LANDFILL**



# Striving for Consistency

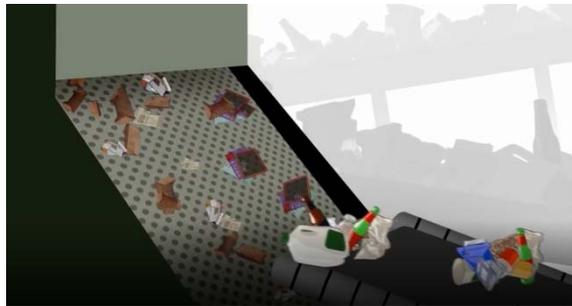


Print material:

- Informational flyers
- Magnets

Digital material:

- Recyclopedia
- FAQ
- Videos
- E-newsletter
- Websites
- Social Media



# Key Partners



City of Rochester, NY  
Lovely A. Warren, Mayor



CHERYL DINOLFO  
COUNTY EXECUTIVE

# Takeaways

- Find Out What *Your* Residents Want
- County Administration Buy-In
- Partner Up
- Strive for Consistency



**CHERYL DINOLFO**  
COUNTY EXECUTIVE



**CHERYL DINOLFO**  
COUNTY EXECUTIVE



# Thank you!

**Mike Garland, P.E.**

Director, Department of Environmental Services

**Luann Meyer**

Solid Waste Administrator, Department of  
Environmental Services

[LuannMeyer@monroecounty.gov](mailto:LuannMeyer@monroecounty.gov)

(585)753-7608

[www.monroecounty.gov/recycling](http://www.monroecounty.gov/recycling)

[www.ecoparkmcny.com](http://www.ecoparkmcny.com)



CHERYL DINOLFO  
COUNTY EXECUTIVE



eco park

# Links – Video & Game

<https://www2.monroecounty.gov/des-mcrc-video>

<https://www.monroecounty.gov/ecopark/video-ecopark.php>

<https://www2.monroecounty.gov/des-education.php>



CHERYL DINOLFO  
COUNTY EXECUTIVE



eco park