



Agenda Date: 1/8/14
Agenda Item: #10a

TOWN BOARD OF SUPERVISOR MEETING MEMORANDUM

MEMO TO: Dave Valentine, Chairman & Town Board of Supervisors
MEMO FROM: Adam Monticelli, Director Public Works & Jim Culotta, Administrator
MEMO WRITTEN: January 2, 2014
MEMO SUBJECT: Item 10a: Presentation & Discussion on the Curbside Recycling Pilot Program

BACKGROUND

In September 2013, Town staff presented the following background to the Town Board with the intention of getting approval for a Recycling Pilot Program.

Over the past few years, Town staff has received feedback from residents via the Annual Survey, replies to e-Notifies, and verbally about the feasibility of curbside recycling. Staff has also conducted studies on refuse and recycling options. Information that has not been gathered to date is how recycling tonnage would change if collected curbside with a tippable cart. Increasing recycling tonnage would likely result in reduced refuse tonnage and landfill costs. To gather this information, staff has devised a pilot project with the help of Advanced Disposal Service (ADS), formerly Veolia. ADS collects recyclables curbside from over 230 subscribers in the Town using a small bin or bags.

Two options for the collection of materials and the distribution of recycling carts were presented. After reviewing each option, the Board selected Option #1. Under Option # 1, ADS provides 50 carts (\$250 fee), Town distributed carts, and ADS collected curbside & weighed the recyclables (\$250 fee) for a \$500 total project cost. ADS collected every other Friday for one month and retained all recycling proceeds.

PILOT PROGRAM SUMMARY

Fifty residents self-nominated to participate in the pilot program. Each resident came to Town Hall with their recyclables prior to commencement of the curbside pilot program to establish a “pre” program weight. Residents were asked to bring what they would normally recycle at the Recycling Center. The Public Works Dept. then collected the refuse of each participant to establish a “pre” program weight of what they were throwing out prior to the pilot program. Large, 96 gallon recycling carts from ADS were either picked up by the resident at the time they brought in their recyclables to be weighed or the carts were delivered to their home by the Public Works Dept.

During the collection period (4 weeks from Nov 1-22), the Public Works Dept. collected the refuse of each participant every Friday while ADS collected recyclables every other Friday (Nov 8th & Nov 22nd). The results from those collections are compiled and displayed in the attached graphs. Participants were also asked a few questions before and after the pilot program to capture additional information. Their responses are summarized in an attachment.

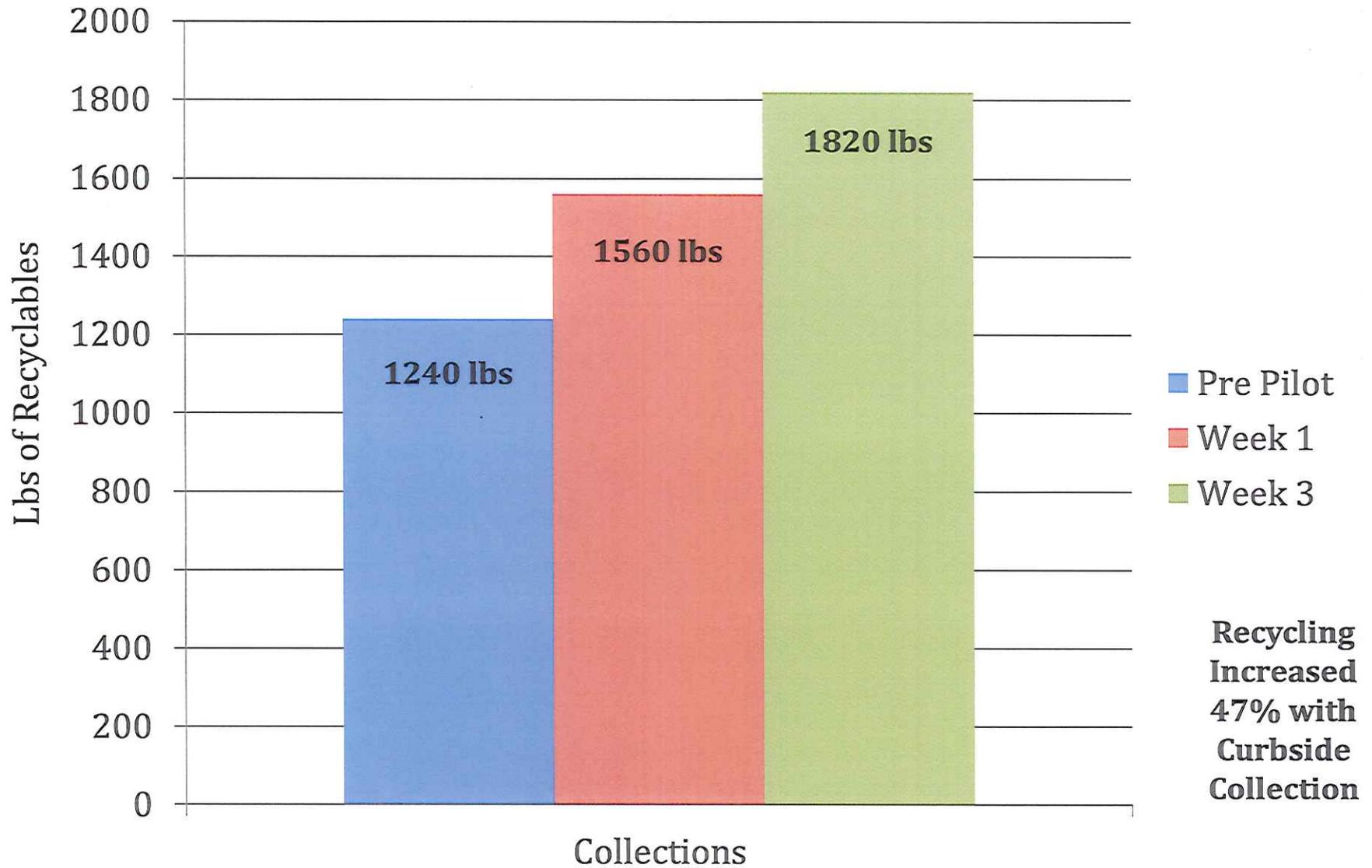
RECOMMENDATION

Staff requests Town Board consideration of the program results and guidance as necessary.

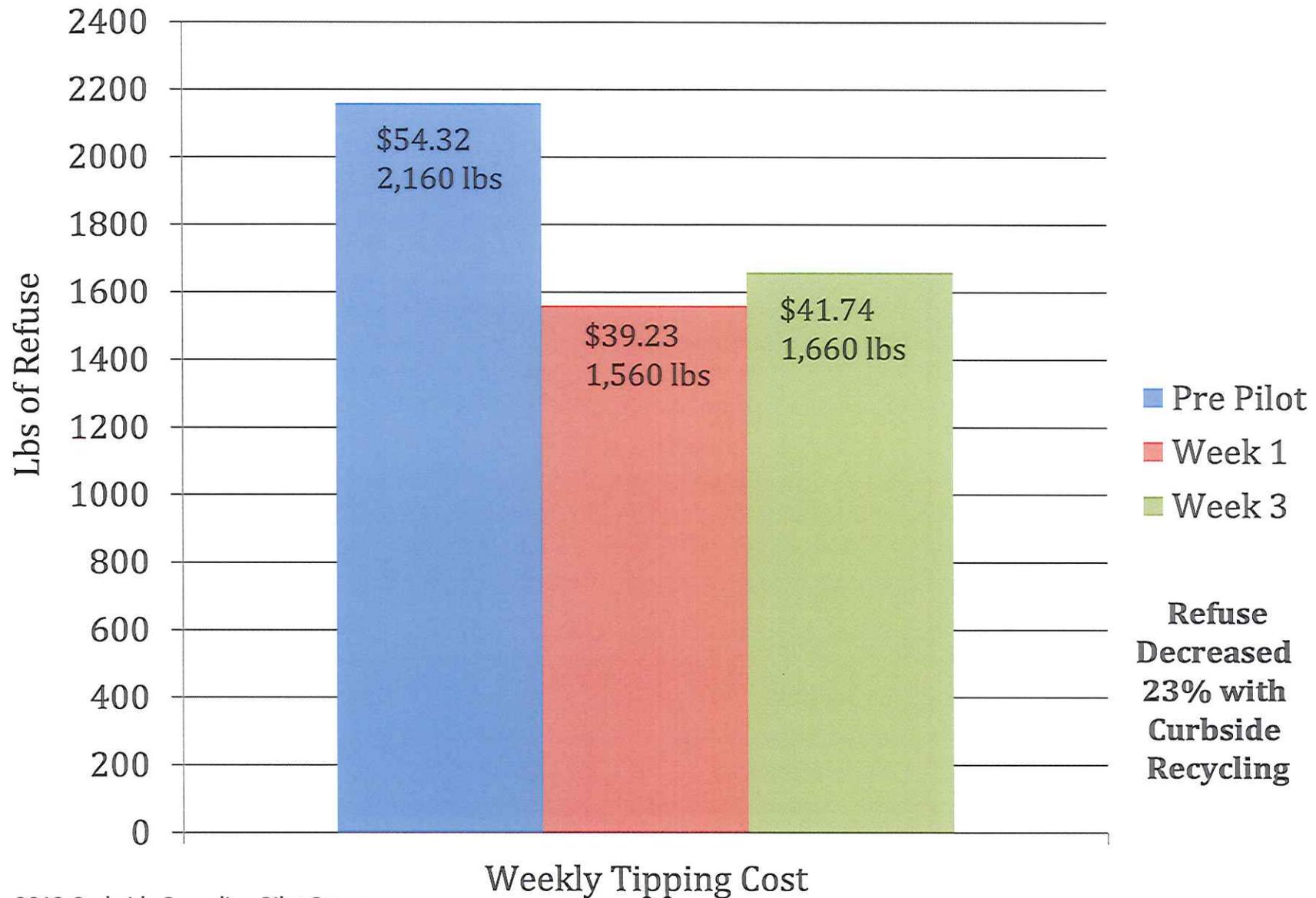
ATTACHMENTS

- I. Pilot Program Graphs
- II. Question and Answers “Pre” & “Post” Pilot Program
- III. Participant Comments

Weekly Recycling Collection Comparison

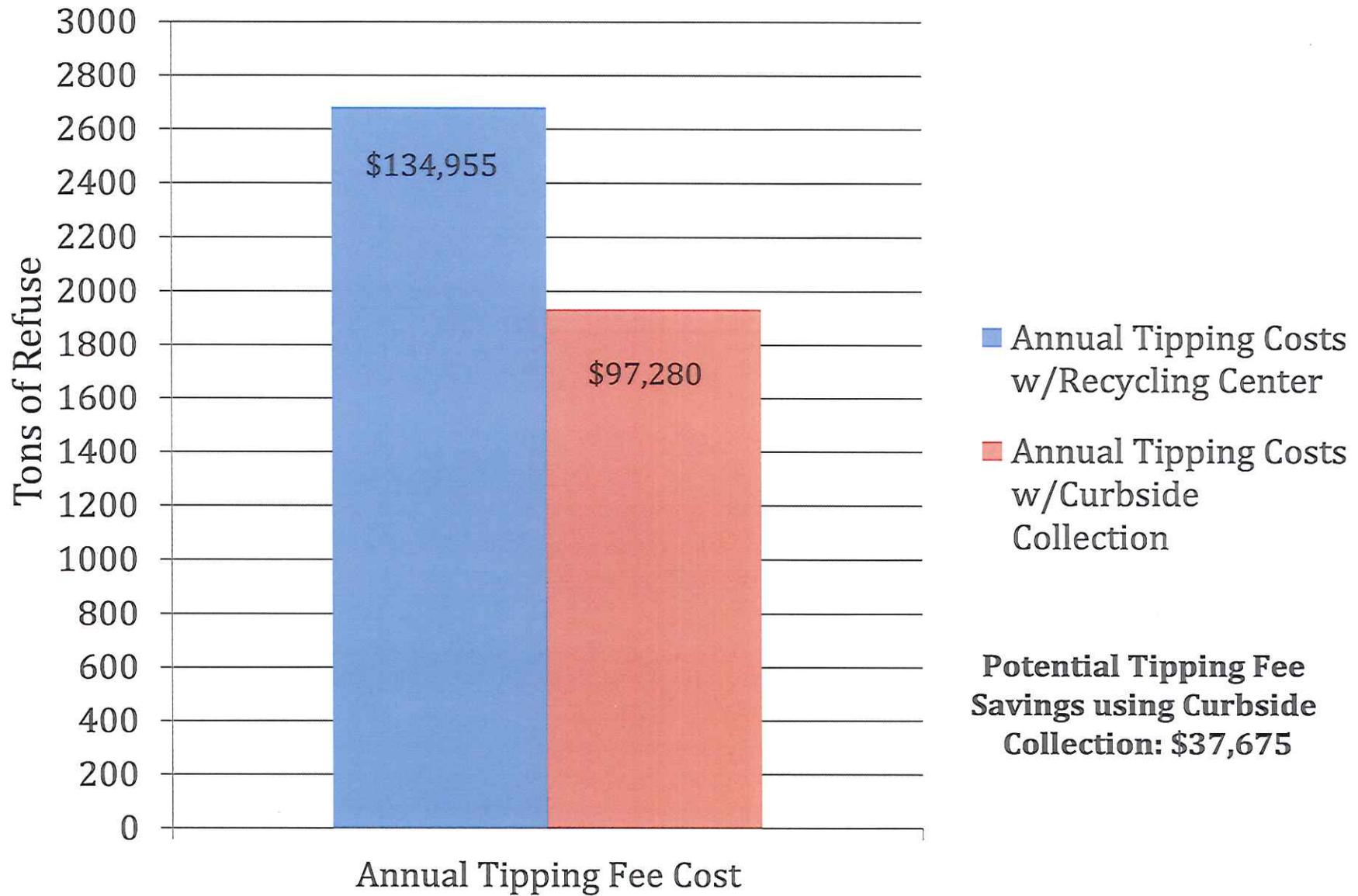


Weekly Refuse Collection Comparison



Hypothetical Annual Tipping Cost Comparison

Recycling Center vs. Curbside Collection



Question and Answers

“Pre” & “Post” Pilot Program

Staff asked participants the following questions before and after the pilot program to gauge their preference and the amount of time they invested in recycling.

Pre Pilot Program Question & Answer

Question 1: On average, what is the total amount of time it takes you to gather your recyclables at home over the course of a week, load them into your car, take them to the Recycling Center, sort them at the Recycling Center, and then return home?

Answer: The average time spent on recycling was 1 hrs. – 2 hrs. (Weekly)

Question 2: Based on what you know today, would you rather take your recyclables to the Recycling Center or have them collected curbside?

Answer: 46 of 50 prefer Curbside Collection & 4 of 50 prefer Recycling Center

Post Pilot Program Question & Answer

Question 1: On average, what was the total amount of time in one week it took you to recycle during the pilot program? (time to put the recyclables into the cart and roll it to the end of the driveway)

Answer: The average time spent on recycling was 5 min – 15 min. (Weekly)

Question 2: Based on what you know today, would you rather take your recyclables to the Recycling Center or have them collected curbside?

Answer: 48 of 50 prefer Curbside Collection & 2 of 50 prefer Recycling Center

Participant Comments

"During the pilot program I noticed that my garbage volume dropped by 45%. That means 45% more trash was recycled. A win for the town, and a win for the environment. I do not know if there any obstacles to this program, but it seems like a no brainer to me. Bravo! Great job."

"I took us about a half an hour per week. Literally, all we did was throw the recyclables into the cart outside the door to our garage and roll the cart out once every 2 weeks. This time is significantly less than the amount of time we were spending taking in the recycling ourselves. I found that we were all recycling more materials because it was so easy. In the past, I've been lazy and thrown something into the garbage if it needed to be cleaned or sorted. I've also thrown things away as our recycling bins got too full. In the pilot program I never had to worry about these issues, and we increased the amount of material we were recycling."

"We would definitely prefer curbside recycling even if it meant paying more in taxes. We all felt really good about seeing the amount in our garbage can shrinking and our recycling bin filling up instead. We especially appreciated the ease of the program. Thank you for the opportunity to participate in the pilot program."

"We would rather have curbside recycling. It is easier, more efficient for us, and we don't have to plan our evenings or weekend around the recycling center hours. Thank you for letting us participate in the pilot program."

"No more sorting, loading the recyclables, driving to the yard and then cleaning out the bins. I would absolutely rather have the recyclables picked up even if it meant a small increase in taxes. I found that as a family, we recycled a lot more material. And now that the program is over, I'm back to some of my lazy ways. If it's too much trouble to clean and sort, I sometimes throw something away."

"Time: Less time because I didn't have to separate items. Very convenient not to separate items. Don't remember how many minutes I said on the first questionnaire. Rather take them to the Center. I don't need to recycle every week (sometimes once every month or two). Dragging the recycling bin down & up the driveway during the winter is not convenient. Driving to the Center whenever I need to recycle is convenient & extremely cheap. The fee for someone to pick up recyclables will, of course, increase every year; and, since I don't need them picked up every week/month, it would be an monthly/yearly expense for a service I don't need every week/month"

"We would greatly prefer to have our recycling collected curbside. It significantly reduced the amount of time we spent on recycling and it actually increased the number of items we would recycle. We have thrown away recyclable items in the past due to confusion about whether the recycling center would take it and/or because it was too burdensome to properly sort them (we can only manage so many different bins and bags)."

"*highly recommend the curbside. Though I can see cardboard being a problem. After one of the two week periods, my recycle can was full and had cardboard I could not fit in.

"One note since I don't know if I can get to the meeting next month - my wife and children typically pile up the recyclables in our house and I have to take them out in the garage and separate them. However,

with the recycle can, they were willing to walk out to the garage and throw in any recyclables. My children would even ask if this or that was recyclable as they were more proactive when we had the bin. Now that it is gone, they have reverted back to the old the old ways. This entails me pulling newspaper and small cardboard out the trash. Personally I would much rather prefer the bin. I do hope it is a permanent fixture in the future. Thank you"

"Curbside, Curbside, Curbside! Loved it!"

"It is difficult for me to make it to the recycling center during the limited hours that it is open. Thank you for the opportunity to participate in the pilot program. I do hope that we end up with curbside recycling in the Town of Cedarburg!"

"I preferred curbside recycling with all things being equal. The cost would be a factor that would change my opinion."

"Curbside, without a doubt! Please, please, please implement curbside recycling in the Town of Cedarburg. I know others who were not invited into the pilot program, that recycle absolutely nothing because of the inconvenience of sorting and taking it to the recycling center. They actually throw out glass, aluminum and tin! In our home, we are fanatics about recycling everything that is recyclable, so we probably did not have much of an impact on the study. However, being exposed to the convenience of curbside recycling, we would like to Town to offer it to its residents as soon as possible."

"So nice to just be able to toss everything into the bin and roll it out to the road. I highly recommend switching to using curbside recycling, it was so convenient. Before I had to keep separate bins/boxes, which cluttered up our garage, and being able to just toss everything together was so nice and easy. Before we lived in the Village of Grafton and had curbside recycling and boy were we spoiled with it. So convenient, I would love to have it again"

"We like the curbside but would like option to go to center with overflow."

"We would love curbside pickup!!!!"

"It took way less time and I found that I was recycling more items. I had guessed 45 minutes a week recycling in the beginning survey but now I know it is at least twice that amount....I do a lot of sorting. I do like the option of dropping off larger items at the recycling center. I do like the curbside service and would like a smaller size recycling container to be available."

"It was an interesting experiment. It was definitely a LOT easier than taking our recycling to the town center. In all, it probably took us 10 to 15 minutes total, including putting things in the cart. In fact we became so used to taking things to the cart that after it was gone, we actually caught ourselves carrying things to where it had been. So I guess the answer to your second question is, yes, it would be much easier to have our recyclables picked up."

"I actually like going to the recycle center, but truth be told, I'd rather have them picked up curbside. I don't have to sort anything, and I think I probably recycle more that way."

"I would MUCH rather have them collected curbside"

"I liked the process but would be reluctant to commit to it until I learn if there will be an added cost for us"

"Curbside!! We really miss the program. It was so convenient have the container and not having to figure out where to put the recyclables until Saturday."

"Curbside exceeded my expectations and would make sense in the long run"

"We would rather have them collected at curbside if we could use our current town garbage cart for the recycling. Since garbage is in Wednesday and recycling would probably be on Friday or Saturday, one cart could do both things for us. We don't have enough room in the garage for two carts."

"I would agree that curbside is much more convenient and less time consuming, especially when we don't have to sort nor haul in the Winter!!!! But it should also be noted that every-other-week is too seldom - weekly with garbage would be the way to go, especially for cardboard."

"I would probably prefer to take it to the recycling center however. I don't like the pickup being every other week. It just accumulates too quickly. It's also difficult when you have larger boxes and Styrofoam."

"I would rather have my recyclables collected curbside. It felt like I recycled a lot more having a cart at my house. The convenience of having your own cart would be worth any amount we'd have to pay, and it would keep everyone accountable. I know several people in my neighborhood who never recycle due to the time component and the public nature of the recycle center. I've already had some smart aleck comment on the amount of bottles I've brought in, saying "Gee, I hope you didn't drink all that in one week?" And I respond, "Oh gosh no, this is one day..." It usually shuts them up. People are so quick to judge."

"Yes, if it wasn't too expensive we would recycle at the street. It is so much easier and convenient"

"My family would rather do the curb side pickup of the recycling program. I would even pay more in taxes for this service."

"Most definitely I would rather do curbside recycling:) Thank you so much for organizing the program! I really hope we can move to this type of recycling. We will be out of town for the meeting, so we would love if you could convey our thoughts: We would so much appreciate that extra time to do more important activities, like spending time with our family:)"

"Curbside pickup desired, I recycle a lot more items with curbside too."

"This was so much easier than hauling and sorting! I would want this service for sure! I was a fan of the center until I had this option."