

Quarterly Recycling Update

Centralized Turn-In Pilot Program
Data Through September 2021

Presented by The Department of Public Works

Background

Program began on July 1, 2021

- Central collection location in Gypsy Hill Park
- Resumption of plastic collection

Metrics

- Participation Rates
- Collection Rates
- Local Comparisons
- Efficiency/Costs



Background

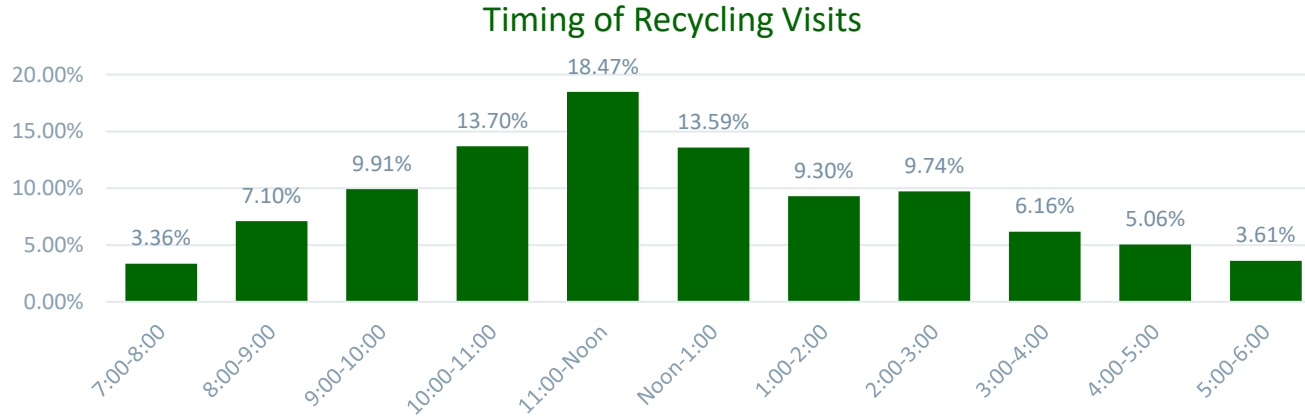
Hours

- Monday: 11:00-6:00
- Tuesday: 7:00-2:00
- Wednesday: Closed
- Thursday: 11:00-6:00
- Friday: 7:00-2:00
- Saturday: 8:00 - Noon
- Sunday: Closed

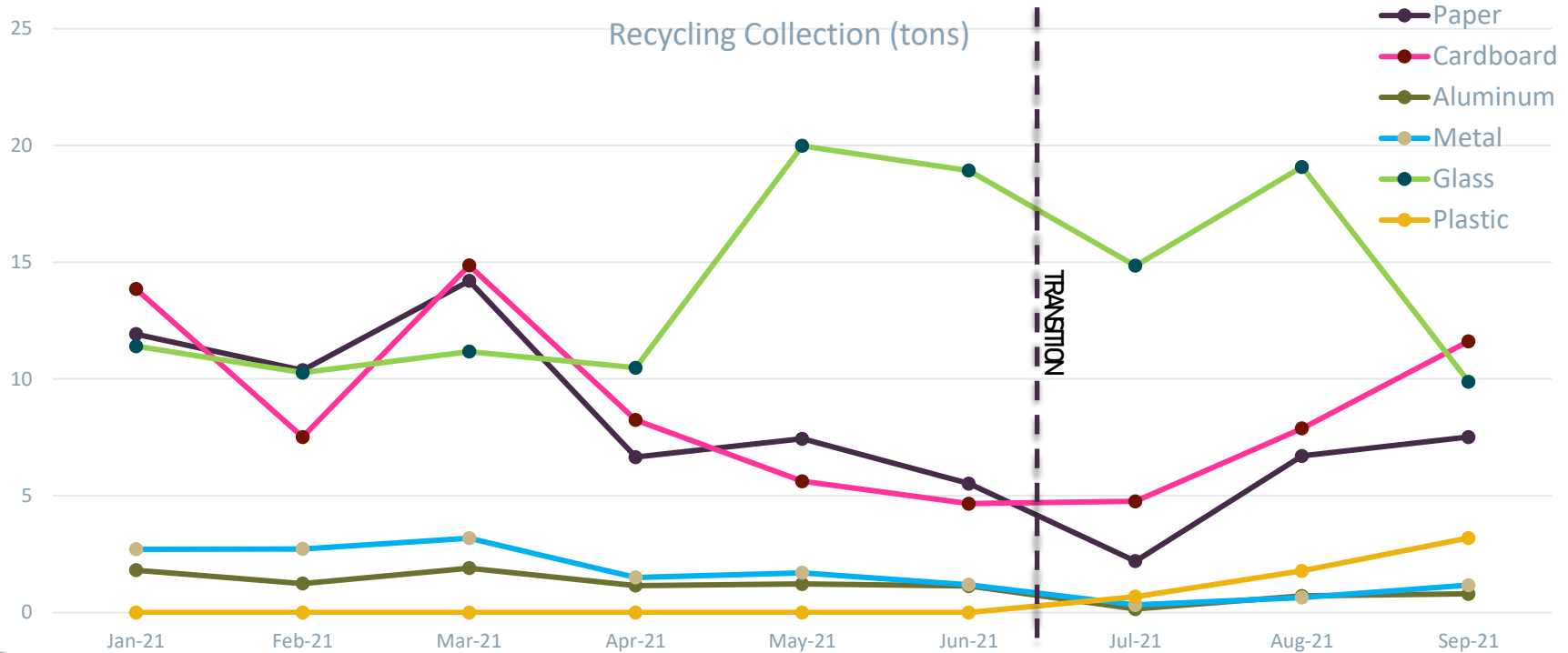
RECYCLING GUIDE			
CARDBOARD  Clean, flattened	#1 PLASTICS (Any clear item or green bottles)  Clean, dry, remove cap	#4 and #5 PLASTICS  Clean, dry, remove cap & label	ALUMINUM CANS  Clean
MIXED PAPER  Clean, flattened	#2 PLASTICS  Clean, dry, remove cap	TIN CANS  Clean	NOT RECYCLABLE 
All glass accepted. Will be crushed and repurposed.			
www.ci.staunton.va.us/recycle		540.332.3898	

Participation Metrics

	April	May	June	July	August	September
Participants	2181	2181	2181			
Visits				2209	2150	2221

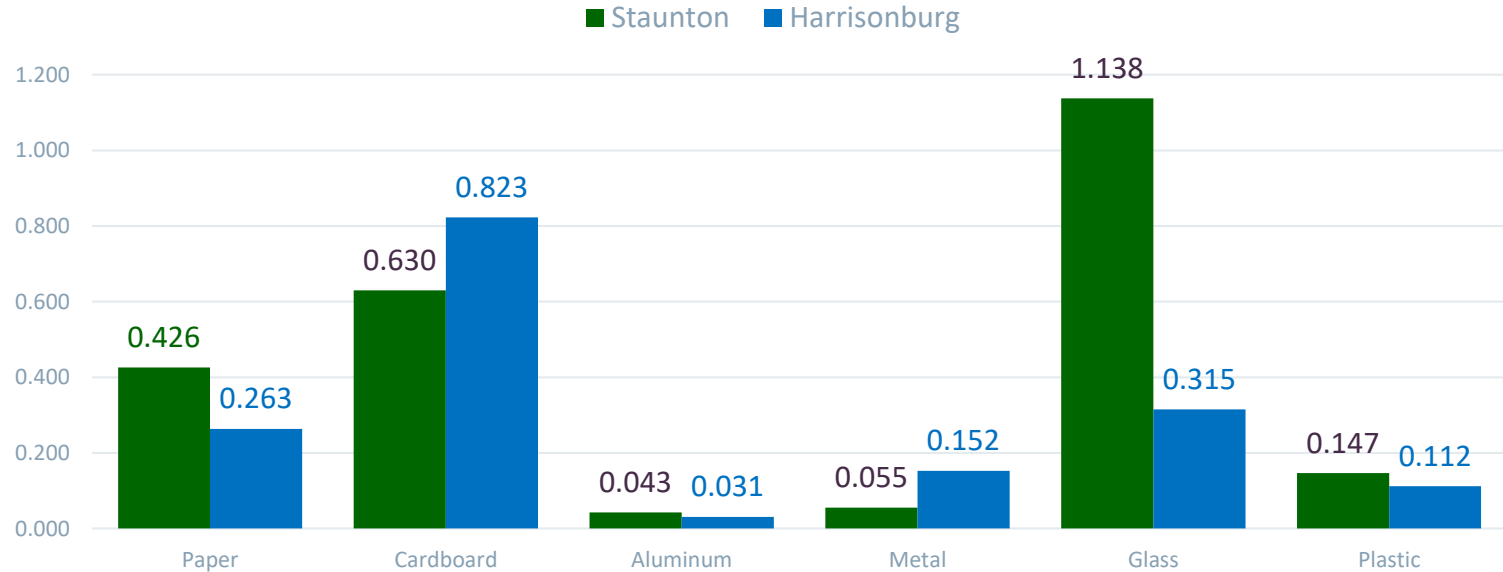


Collection



Local Comparison

2021 YTD Average Monthly Recycling Turn-in (lbs per capita)



Costs/Efficiencies

Labor costs

- One FTE budgeted
- Trucks filling faster than expected
- Current hours do not allow sufficient time to process materials
- Additional labor required almost daily
- Taxing budgeted overtime

Realigning hours effective Monday, November 29

- Mon/Tues/Thurs/Fri: 9:00 AM – 3:00 PM; Sat 8:00 AM – Noon
- Reduces available turn-in time by 4 hours per week (28 vice 32)
- Doubles available time to process/transport materials
- Better daylight alignment

Costs/Efficiencies

Non-Labor Costs

- Contract materials handling (dumpsters) to reduce labor requirement (averaging \$2,000 monthly)
- Out-pacing non-labor budget (\$5,000)
- Some savings in fuel and vehicle maintenance

Revenue

- Plastic, aluminum, metal and cardboard generate revenue
- Glass generates no revenue/savings
- Mixed paper can incur a small cost
- Monthly revenue currently averaging \$1,600 (trending up)

First Quarter Engagement

Public speaking

- Spoke at five events/organizations

Media Coverage

- Five articles in News Leader
- Five stories on WHSV/NBC

Recycling “Cheat Sheets”

- Posted online and distributed both physically and electronically

Social Media (Facebook only)

- No boosting or ad buys
- Highest engagement with educational posts
- Finishing up another educational campaign, and will evaluate and analyze before taking further steps



Issues/Lessons Learned

Space

- Footprint expanded twice
- Traffic impacts
- Safety

Security

- Dumping
- Contamination
- Vandalism

Education

- Sorting
- Cleanliness

Required Assistance



Conclusion

- The American Public Works Association issued a Policy Primer earlier this month on Recycling, including a specific discussion of small and rural communities. Specifically:
 - Lack of access to recycling infrastructure increases costs on small/rural communities
 - Communities that end recycling for budget reasons face significant barriers to resumption
 - A “recycling gap” is opening between metro areas and small/rural communities
- Staunton’s recycling program is more active than expected, even in the face of continued challenges

Questions?

- Next update January 2022

“This is crazy! How can anyone be expected to remember all these rules?”

-My wife