

Quarterly Recycling Update

Centralized Turn-In Pilot Program
Data Through December 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 (as of November 29)

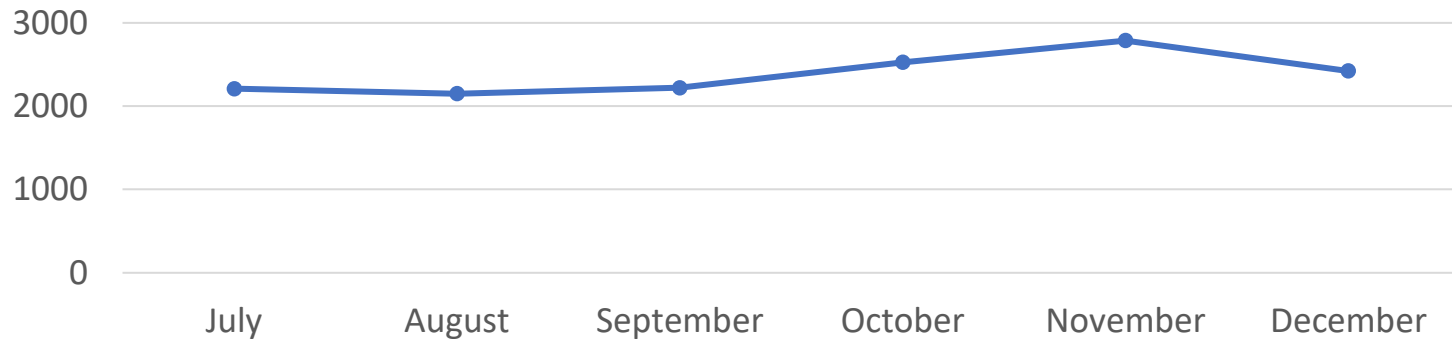
- Monday: 9 a.m. – 3 p.m.
- Tuesday: 9 a.m. – 3 p.m.
- Wednesday: Closed
- Thursday: 9 a.m. – 3 p.m.
- Friday: 9 a.m. – 3 p.m.
- Saturday: 8 a.m. – Noon
- Sunday: Closed



2021 Participation Metrics

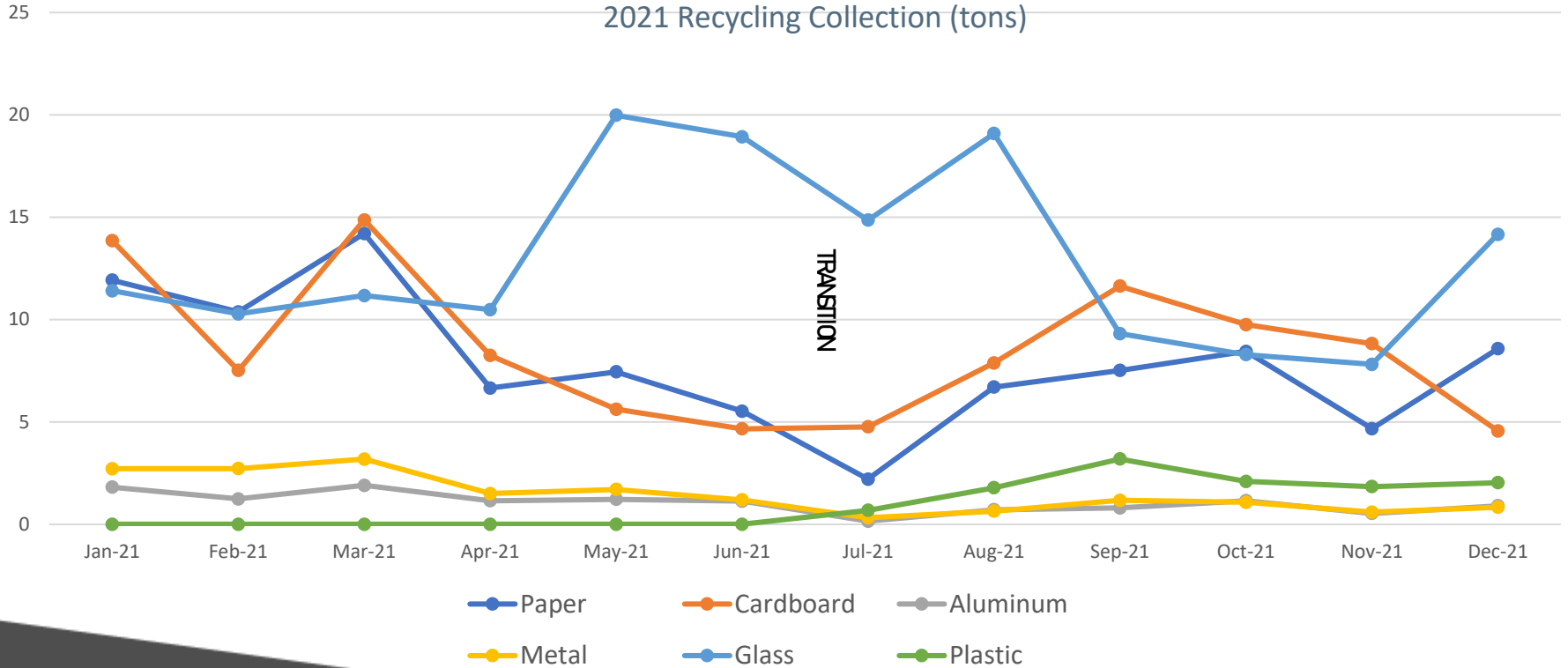
	Curb (est.)	July	August	September	October	November	December
Participants	2181						
Visits		2209	2150	2221	2526	2788	2423

2021 Monthly Visits



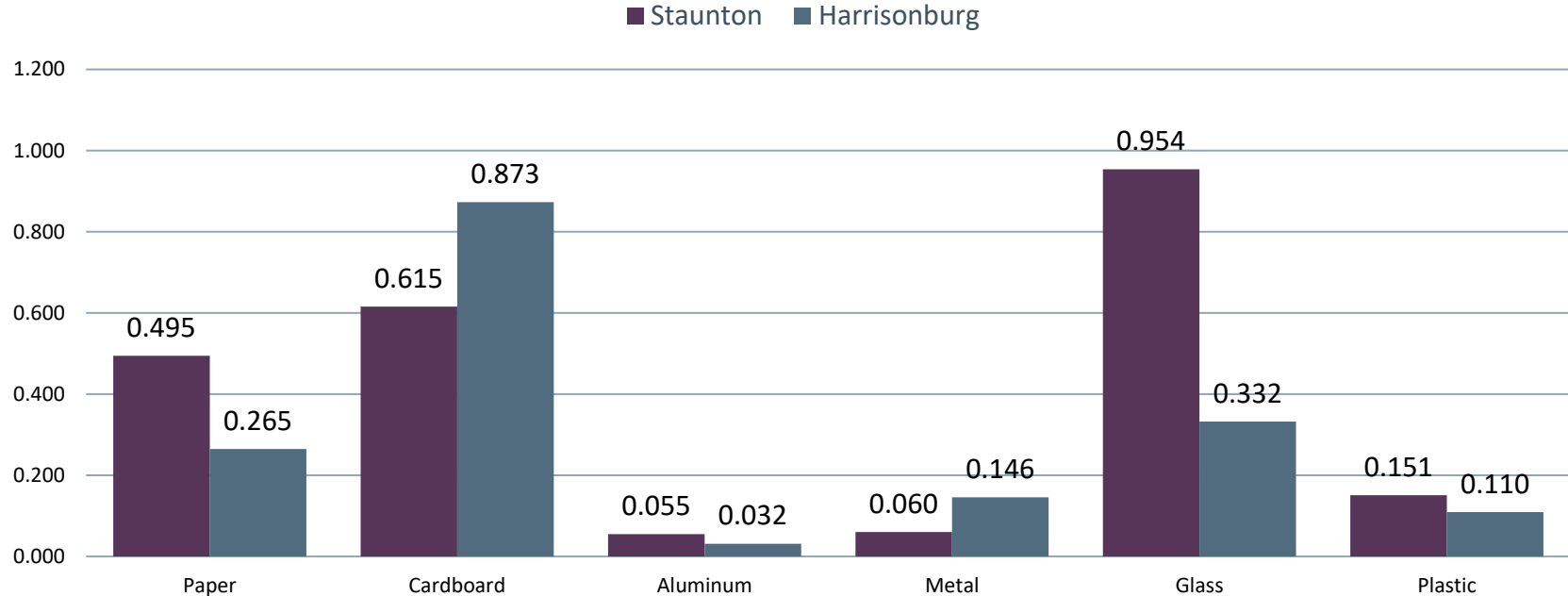
Collection

2021 Recycling Collection (tons)



Local Comparison

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



Costs/Efficiencies

Labor costs

- Additional labor required almost daily from other Public Works divisions
- Additional part-time position created
- Improved refuse staffing

Non-Labor Costs

- Revenue continues to cover the cost of contract materials handling (dumpsters).
- Expanding dumpster use to further reduce labor burden, and improve customer service.

Engagement

Media Coverage

- Article in News Leader
- Story on WHSV
- Interviewed for an episode of “Life in The Heartland”, a Virginia Public Media documentary television series.

Recycling “Cheat Sheets”

- Posted online and distributed both physically and electronically

Social Media (Facebook only)

- Scheduling posts only

Issues/Lessons Learned

Plastic

- #1 & #2 plastic now going to Sonoco in Fishersville
- Collection of #4 & #5 suspended

Space

- Footprint expanded a third time
- Dumpsters require less room

Security

- “Locking” dumpsters

Education

- Sorting improving

Required Assistance

- Dumpsters easier to use



Conclusions

Continuing to make incremental improvements

- Staffing
- Efficiency

Reviewing options for adding additional hours



Questions?

- Next update April/May 2022

