

Chatham County Grant Proposal

Recycle Right in Chatham County

2021 Community Waste Reduction and Recycling Grants

North Carolina Department of Environmental Quality
Division of Environmental Assistance and Customer Service

February 18, 2021

Submitted By:

Chatham County Solid Waste & Recycling Division
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Federal Tax ID Number: XX-XXX0284



General Requirements

Usage of N.C. Solid Waste Disposal Tax Proceeds: All Solid Waste Disposal Tax proceeds received by Chatham County are used solely for solid waste and recycling services. The tax proceeds are received in our enterprise operating fund and contribute to operation costs of Chatham County convenience sites, household hazardous waste facility, and solid waste and recycling services and programs. The tax proceeds will not be utilized for the required matching funds.

Public Building Recycling Services: Chatham County employees in key government buildings have access to recycling services and are able, and encouraged, to recycle materials generated in the course of business. Recycling services are provided for aluminum cans, steel cans, cartons, plastic bottles, glass bottles and jars, mixed paper, and cardboard.

Mercury Product Recycling: Chatham County has a program to collect and recycle all fluorescent lights and mercury containing devices from county buildings.

Project Description

Chatham County Solid Waste & Recycling (SW&R) is proposing an education and outreach project to make recycling easier for residents of Chatham County. SW&R operates 12 Collection Centers that serve residents in the unincorporated areas of the county. The towns of Goldston, Pittsboro, and Siler City provide recycling services to their residents through a private hauler, Waste Industries LLC dba GFL Environmental (GFL Environmental). Many residents in the unincorporated areas of the county contract with a private hauler for curbside recycling services as well.

With many different entities providing recycling services to residents, this creates a lot of confusion for residents around recycling. Many residents do not know who provides their service or who to contact with questions and end up assuming that the SW&R's recycling rules apply to them. While that is mostly true, there is one large difference, that SW&R does not accept glass bottles and jars in our Mixed Recycling. Other than glass, there are very few differences in recycling rules, but some entities use different terminology to refer to the same item, leading to further confusion.

SW&R is proposing a grant project to help residents in Chatham County learn how to recycle right. The project involves a joint effort between SW&R; the Towns of Goldston, Pittsboro, and Siler City; and the private haulers working in Chatham County. The goal of the project is to get all entities to agree to a common list of recyclable items (except for glass) and work together on an education campaign to make recycling easier for all residents. The campaign will include printed materials, online resources, presentations, participation in community events, and a media release. SW&R will create educational materials for all entities to utilize and lead the effort of the campaign.

A crux of this project is for all entities to adopt the current accepted list that SW&R utilizes, except for glass. SW&R takes our Mixed Recycling to Sonoco Recycling in Raleigh, along with GFL Environmental

and many of the other private haulers. After the impacts of the recycling markets downturn in 2019, SW&R removed several items from our accepted list and now take only the most common recyclables that have a very high rate of recyclability. One of the initial steps in the project will be to bring all entities together to discuss a common list of items. Research shows that most of the entities currently agree on most of the common items, but some accept a few additional items like pizza boxes and plastic clamshells.

The printed materials will come in the form of an 8.5x11 flyer and an 8.5x8.5 sticker. The flyer will be double-sided with common recycling rules on the front. Each entity will be able to customize the back of the flyer to include other relevant information they might want to share, such as pickup schedules, cart placement, or other services provided. We can provide Spanish versions of the flyers and stickers as well. About 29,000 flyers and about 14,500 stickers would be purchased through this grant, allowing for each household to get one flyer and half to also get a sticker they could put on their recycling bin.

SW&R will also house a webpage for the recycle right messaging and each entity can simply link to that webpage or can be provided materials to put on their own webpage. The printed materials and webpage will be deployed simultaneously by all entities. Each entity can determine the best way to get materials to their customers, whether through mailing, hand delivering, placing on carts during pickup, etc. SW&R will also provide flyers to residents who ask us in at the office or when in-person events resume. There will also be a media release to help increase the likelihood that residents will hear about the campaign and learn to recycle right.

Project Impact

While SW&R works with the towns and private haulers, this campaign will be the first time working together with all entities on an education campaign. We hope this will be an ongoing partnership to continue to make recycling as easy as possible for all Chatham County residents. We also hope this will lead to opportunities to work together on other projects. SW&R will serve as the lead on this partnership, establishing an annual meeting, at a minimum, allowing us to continue to work together after the CWRAR grant ends.

We anticipate the service life for the printed materials themselves to be 3-5 years. However, as the templates will be created through this project, SW&R can easily update materials for all entities as needed going forward. The stickers will be rated for outdoor use, so could last 5-10 years depending on what type of bin they are placed on and how that bin is stored. The webpage will be housed by Chatham County, so can live online indefinitely. SW&R staff currently maintain their own webpages and will continue to do so.

Since recycling services in Chatham County are provided by many different entities, this project will make it easier for residents to recycle right no matter who is providing their service. This will be the first time all entities have worked together on a recycling-related campaign. SW&R works with the towns on various projects and interact with private haulers mostly through our private hauler permit process. We would like the recycle right project to lead to further opportunities to collaborate.

Given the current state of recycling, we do not anticipate any entity wanting to change the list of accepted recyclables in the next couple of years. With the on-going collaborative efforts, the plan would be for any changes to the accepted items to be brought to all entities for discussion. Any changes would have to be agreed upon by all entities to be implemented and updates would be made to any online and printed materials.

The towns and private haulers do not have dedicated education staff, like SW&R. However, the SW&R staff end up speaking with a lot of residents who are served by other entities, either because they do not know who to contact or through educational efforts. Once a common list of items and recycling rules are accepted by all entities through this project, SW&R staff will also be able to better respond to all residents' questions, helping to provide education on behalf of the other entities.

While there is not specific data available, anecdotally, the towns and private haulers have contamination rates that are on par with the national curbside contamination rate. The recycle right project will serve to decrease the contamination rate by providing education, but also by accepting the most common recyclable items. As evidence has shown, accepting the most common recyclable items contributes to a cleaner recycling stream.

There are about 29,000 households total in Chatham County with about 100 in Goldston, 1600 in Pittsboro, and 3800 in Siler City. Recycling services for all three towns are provided by GFL Environmental. This project will be most impactful if each town and all private haulers participate; then we would reach all residents who recycle in Chatham County.

This project idea was initially proposed to the Town of Pittsboro, Town of Siler City, and GFL Environmental. during a meeting with SW&R staff in February 2020. At that time, the idea was for SW&R staff to provide artwork, but the towns would have to pay to print the materials. The CWRAR grant would provide the funding needed to cover printing costs. The grant proposal has been discussed with most of the larger entities. The Town of Siler City and GFL Environmental are excited about the project and their letters of interest are included in Attachment A.

Due to a personal emergency with SW&R staff, we did not have time to obtain a letter of support from the Town of Pittsboro. From previous conversations with their staff, we know they were excited about the project idea and interested in participating. Plus, GFL Environmental is their contracted hauler. We were also able to discuss the project idea with First Choice Disposal, one of the private haulers operating in Chatham County, and they were excited about the project as well. We have included a list of the private haulers who provide recycling services to households in Chatham County in Attachment B.

Project Messaging and Materials

The primary message of the education campaign will be to teach residents in Chatham County how to recycle right. It will make it easier for residents to find answers to their questions as well. SW&R will ask the other entities to adopt our current list of accepted items, which includes the following:

- Aluminum cans
- Steel cans

- Carboard boxes
- Paper- junk mail, magazines, paperboard boxes, newspaper, office paper, paperback books, paper rolls, and cartons
- Plastic bottles, jugs, jars, and tubs. Tubs that are accepted must have a lid that can be put back on.
- Glass bottles and jars.

For more details, please visit Chatham County’s current recycling webpage at <https://www.chathamnc.org/services/solid-waste-recycling/recycling>. Glass bottles and jars will continue to be accepted separately at the Collection Centers but will be included in any curbside recycling.

SW&R just changed our accepted recyclable items in January 2020. We removed several items and updated our graphics, including all signage at our Collection Centers. Therefore, we will use our current recycling materials as the template for the recycle right materials. Attachment C shows a recycling postcard SW&R is currently using and would be adapted for the recycle right project. Attachment D shows a mockup of the front of the flyer that would be used for the project.

Project Timeline

- July 15, 2021 Meet with all entities involved in project to discuss common list.
- July 31, 2021 Provide mockup of materials for DEACS approval.
- August 14, 2021 Finalize materials for each town and private hauler.
- August 31, 2021 Get materials printed and website online.
- September 1, 2021 Provide requested materials to each entity for distribution.
- September 15, 2021 Start distributing materials to residents and send media release.
- September-June 2021 Continue distributing materials to residents.
- June 30, 2022 Submit final report to DEACs.

Project Budget

Project Elements	Estimated Cost		
8.5 x 11 two-sided, colored flyer- 29,000	\$3,000.00		
10x10 sticker- 14,500	\$9,500.00		
Project Budget	Total Project Cost	State Grant Award	Applicant Cash Match
Total	\$12,500.00	\$10,417.00	\$2083.00

Attachment A: Letters of Support



Town of Siler City Public Works and Utilities

02/16/2021

North Carolina Department of Environmental Quality
Division of Environmental Assistance and Customer Service

Dear Grant Reviewer-

I write on behalf of the Town of Siler City in support of the Chatham County Solid Waste & Recycling's 2021 Community Waste Reduction and Recycling grant proposal- "Recycling Right in Chatham County." We strongly support this grant proposal and the educational campaign to help residents in Chatham County more easily recycle.

We support having a common list of accepted recyclables for all Chatham County residents and are committed to working with all entities to agree on a list. We will work with SW&R to develop the flyer and sticker and provide those to our citizens.

We are also excited that this campaign will provide opportunities for us to continue to work with SW&R and other entities on future opportunities.

We are looking forward to participating in the recycle right grant project and partnership going forward.

If you should have any questions following the receipt of my letter, please do not hesitate to call.

Sincerely,

TOWN OF SILER CITY

Chris McCorquodale
Director Public Works and Utilities

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To advance a framework for our success through balanced governance, dynamic partnerships, and an engaged community.



February 16, 2021

North Carolina Department of Environmental Quality
Division of Environmental Assistance and Customer Service

Dear Grant Reviewer-

I write on behalf of Waste Industries LLC dba GFL Environmental in support of the Chatham County Solid Waste & Recycling's 2021 Community Waste Reduction and Recycling grant proposal- "Recycling Right in Chatham County." We strongly support this grant proposal and the educational campaign to help our customers and all residents in Chatham County more easily recycle.

We support having a common list of accepted recyclables for all Chatham County residents and are committed to working with all entities to agree on a list. We will work with SW&R to develop the flyer and sticker and provide those to our customers.

We are also excited that this campaign will provide opportunities for us to continue to work with SW&R and other entities on future opportunities.

We are looking forward to participating in the recycle right grant project and partnership going forward.

Respectfully,

Norma Yanez
Government Contract Manager

Attachment B: List of private haulers providing recycling services in Chatham County

- Big Yellow Services, LLC
- Bin There Dump That
- Carolina Disposal Systems
- Dumpstars LLC
- Ellis Disposal, LLC
- Evergreen
- First Choice Disposal
- 1-800-JUNKPRO
- Republic Services
- Stone Sanitation Service
- Waste Industries LLC dba GFL Environmental
- Waste Management of Carolinas

Attachment C: Chatham County Solid Waste & Recycling Postcard

This is the current SW&R Mixed Recycling postcard, which will be adapted for the recycle right project.
Front:

This flyer is printed using 100% recycled paper.

Chatham County Collection Centers



Put in Mixed Recycling



Aluminum and Steel Cans

Empty and rinse.



Cardboard Boxes

Empty and dry. Flatten.



Paper

Office paper, newspaper, paper boxes, magazines, cartons, and paperback books.
Nothing smaller than a Post-it.



Plastic Bottles, Jugs, Jars, and Tub

Bottles, jugs, and jars have a neck smaller than the base.
Tubs have a plastic lid you can put back on.
Empty and rinse. Leave caps and lids on. Remove pumps.

When in doubt, throw it out!
Learn more about recycling at www.chathamnc.org/recycle

Back:

DO NOT put in Mixed Recycling

 Glass bottles & jars must go in the Glass Recycling*	 No plastic bags*	 No to-go containers
 No aluminum trays or foil*	 No bulky plastics	
 Never bag your recyclables	 No cups	 No shredded paper or paper towels
<p>*While these items should NOT be placed in Mixed Recycling, they do have alternative recycling options. For more details: www.chathamnc.org/recycle</p>	 No hoses or other tanglers	 No hazardous containers*

How do I dispose of...?



If you do not see the item you are looking for on the yes or no list visit our online disposal guide, "How do I dispose of...?" Our guide provides disposal options for many items, not only recyclables. Find it at www.chathamnc.org/recycle

Please note that while these recycling rules are for the Collection Centers, if you have curbside recycling services in Chatham County- all of these same recycling rules apply, except that you can put glass in with the other materials in your recycling bin.

Chatham County Solid Waste & Recycling 919-542-5516 recycle@chathamnc.org

Attachment D: Mockup of Flyer (front) for Chatham County Recycle Right Campaign

Entity Name

Background on Chatham County recycle right campaign.

Logo

Put these items in your recycling cart



Aluminum and Steel Cans

Empty and rinse.



Cardboard Boxes

Empty and dry.
Flatten.



Paper

Office paper, newspaper, paper boxes, magazines, cartons, and paperback books.
Nothing smaller than a Post-it.



Plastic Bottles, Jugs, Jars, and Tubs

Bottles, jugs, and jars have a neck smaller than the base.
Tubs have a plastic lid you can put back on.
Empty and rinse. Leave caps and lids on. Remove pumps.



Glass Bottles & Jars

Empty and rinse.
No caps, lids, or corks.

DO NOT put these items in your recycling cart



No plastic bags



No aluminum trays or foil



No shredded paper or paper towels



No bulky plastics



Do not bag your recyclables. All recyclables should be loose in the cart.



No cups



No to-go containers



No hoses or other tangles



No hazardous containers

When in doubt, throw it out!

If an item is not on the accepted list put it in the trash.