



Sort Less, Recycle More!

Portland's Transition from Bins to Roll Carts

May 1 - July 31, 2008

*with Summer 2007
Study Results*

**Portland Recycling
Grows Up!**

Congratulations!

Your household has been selected to test this new recycling cart. Carts like this one may soon replace the yellow bins for all of Portland. The City of Portland and Portland Disposal & Recycling or Sunset Garbage will study how the carts work by asking for your feedback.

The poster features a woman in a pink shirt and white shorts standing next to a blue recycling cart with the lid open. A young child in an orange shirt is standing next to a yellow recycling bin labeled 'GLASS ONLY'. The background is light blue with a white border.



Context

➤ Citywide launch

- 145,000 households
- 23 garbage and recycling companies
- Phase One (summer 2008)
 - Recycling and compostables carts
- Phase Two (2009-2015)
 - Food waste added to green cart and collected weekly
 - Every other week garbage collection

➤ Summer 2007 Study



Study project team

- Study area residents
- Portland Disposal & Recycling
- Sunset Garbage Collection
- Campbell DeLong Resources, Inc.
- Sky Valley Associates (w/ Metro)
- KB Recycling & ORS
- Master Recyclers
- OSD Staff



Study research

- **Weights, MRF sorts, set outs**
 - Pre and post cart delivery
- **Phone surveys**
 - Pre and post cart delivery
- **Focus group**
 - Post cart delivery
- **Master Recycler visits**
 - Pre and post cart delivery
- **Feedback forms**
 - Program staff and community members



Study customer communication

➤ Three-phase communication system

- introductory postcard
- informational mailer
- cart packet containing a poster, magnet, and “glass only” sticker

➤ Label on cart lid

Your **NEW recycling system**

MOST OF YOUR RECYCLABLES IN ONE CONTAINER - LESS SORTING!

PLUS, NEW PLASTICS: NURSERY POTS, YOGURT-TYPE TUBS AND BUCKETS

STURDY ATTACHED LID KEEPS RECYCLABLES DRY

EASY TO ROLL TO THE CURB ON RECYCLING DAY

RECYCLING TRUCKS GRAB & TIP CARTS - LESS HEAVY LIFTING FOR YOUR RECYCLING COLLECTOR

GLASS STILL GOES ON THE SIDE - IN ONE OF YOUR YELLOW BINS.

Don't want your other yellow bin? Put your second yellow bin at the curb on your next recycling day for pick-up.



Benefits

- New materials & container capacity
- More recycling tons collected at curb



Net weight of material collected

➤ For both commingled and glass combined*:

- June 25,734 lbs/month
- September 32,730 lbs/month

27% increase overall

(33% ↑ commingled, 10% ↓ glass)

*net after subtracting mis-preparation



Benefits

- New materials & container capacity
- More recycling tons collected at curb
- Lid/easy to move



Master Recycler volunteer outreach

- 16 Master Recyclers knocked on 1,108 doors
 - 647 conversations
 - 399 door hangers
 - 62 repeat visits
- Residents' comments
 - Happy with the change
 - Questions about how to recycle dropped between pre and post
 - A few reported cart delivery problems

Portland Recycling Grows Up!

You'll receive three easy tools with your new recycling cart.

Place the **magnet** on your refrigerator for quick reference.



Post the **recycling poster** wherever you prepare your recycling.



Put the **GLASS ONLY sticker** on one of your yellow bins. Portland Disposal & Recycling or Sunset Garbage will collect the other yellow bin when you set it out with your blue cart on your next recycling day.



Benefits

- New materials & container capacity
- More recycling tons collected at curb
- Lid/easy to move
- Better for workers
- Fewer stops at curb = more sustainable system

Net Lbs/set out*

	PDR	SUNSET (Monday)	SUNSET (Tuesday)	AVERAGE
Pre (June)	16	17	13	15
Post (Sept)	21	26	20	22
Increase	36%	57%	56%	50%

***after subtracting mis-preparation**

➤ Overall 15% decrease in set-outs from June to September



City of Portland
Office of Sustainable Development

Future considerations

➤ **Mis-preparation**



Mis-preparation

➤ Glass in commingled and prohibitives:

- June 2.7%
- September 6.9%

➤ Prohibitives included

- Mostly NR paper and Other plastics
- Plastic bags decreased from 3% to 2%
- NR Glass decreased from 4% to 2%



Future considerations

- **Mis-preparation**
- **Cart delivery & unwanted yellow bin collection**
- **Size/color concerns**
- **Rate change**



Moving forward!

Transition of Portland customers from bins to roll carts

- Jan-April 2008: Driver feedback to customers
- Media beginning in April (Earth Day)
- Blue and Green cart delivery: May-July 2008





PORTLAND RECYCLES! IT'S THE RIGHT THING TO DO



CART

EN el Carrito
НА тележке
Bỏ vào TRONG xe đẩy

ALL TOGETHER



All materials to the curb
by 6:00 a.m.



CART

CERCA del Carrito
РЯДОМ тележкой
Đặt GẦN xe đẩy

**GLASS BOTTLES
& JARS IN BIN**



MOTOR OIL IN JUG



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.
Dan Salzman, Commissioner Susan Anderson, Director



NO: Plastic bags or Plastic lids

WWW.PORTLANDONLINE.COM/OSD

City of Portland

Office of Sustainable Development



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