



Recycling Technical Assistance Project # 534

Wernersville-Robesonia-Womelsdorf COG
Berks County, Pennsylvania

Recycling Education



*Sponsored by the Pennsylvania Department of Environmental Protection
through the Pennsylvania State Association of Township Supervisors*

FINAL REPORT

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RECYCLING TECHNICAL ASSISTANCE PROJECT # 534

WERNERSVILLE-ROBESONIA-WOMELSDORF COG, BERKS COUNTY, PENNSYLVANIA

RECYCLING EDUCATION

1. STATEMENT OF THE PROBLEM

The Wernersville-Robeson-Womelsdorf Council of Governments (WRW COG) manages trash and recycling collection on behalf of its three Berks County-based member municipalities. Recycling in the three Boroughs is voluntary and not required by local ordinances. The individual populations of the WRW COG communities are below the minimum threshold for mandatory recycling under Pennsylvania's Act 101 of 1988. The combined 2010 population for the three Boroughs totaled 7,365 residents. Under a contract effective 2012-2014, Kreitzer Sanitation of Orwigsburg, Pennsylvania provides residential trash and recycling collection, and some commercial collection service, within the WRW COG communities. Improved recycling during Year 1 of the collection contract is thought to be attributable to the introduction of 65-gallon single stream recycling roll-out carts. The WRW COG requested recycling technical assistance for the design of a multi-faceted recycling education plan to further enhance recycling performance within the WRW COG communities.

2. SUMMARY OF WORK COMPLETED

MSW Consultants conducted site visits, interviews and reviewed local recycling data to ascertain the levels of interest and participation in recycling within the three WRW COG Boroughs. MSW Consultants facilitated the development of a recycling mascot for the purpose of branding the WRW COG recycling education program. MSW Consultants prepared and distributed an Earth Day press release in conjunction with the one-year anniversary of the single stream recycling program. A recycling PowerPoint presentation was developed as a component of a 10-point Recycling Education Plan proposed for the project. The WRW COG Recycling Education Plan appears as Appendix A.

2.1 REVIEW AND DESCRIBE THE CURRENT RESIDENTIAL RECYCLING PROGRAM

The WRC COG was formed in 1985 to control trash disposal costs on behalf of the three Berks County Boroughs. The WRW COG contracts for collection of trash and recycling, and collects an education fee of \$0.44/customer/quarter from 2,800 households and small businesses, or approximately \$5,000 annually.

Single stream recycling was launched by the WRW COG in April 2012 for 2,800 WRW COG customers under a new contract with Kreitzer Sanitation of Orwigsburg, Pennsylvania (Kreitzer). Customers in Robesonia, Wernersville and Womelsdorf Boroughs received blue 65-gallon Otto

Environmental Systems NA, Inc. “Edge” recycling roll-out carts under the terms of the three-year collection contract. Kreitzer provided and distributed the recycling carts complete with instructional graphics adhered to the lids of the carts. The graphics explain what to recycle, and what not to recycle, using images and text (see below).

Figure 2-1 Recycled Material Signage

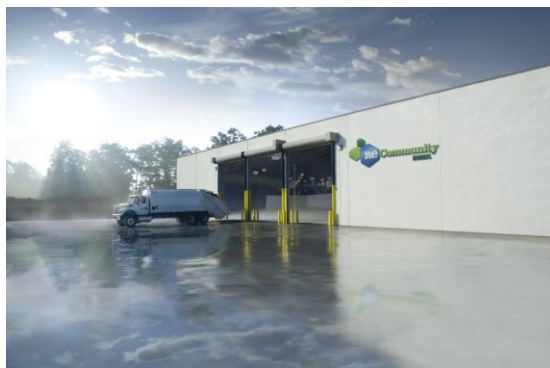


Figure 2-2 Single Stream Recycling Manual Collection



Kreitzer deploys three rear packer trucks, one per Borough, to collect and transport recyclables to Orwigsburg each Thursday. The packer trucks are not equipped with automated lifts, hence the roll-out carts must be dumped manually. This is shown in Figure 2-2.

Figure 2-3 ReCommunity MRF in Morris, New Jersey



From Orwigsburg, Kreitzer transfers the recyclables to ReCommunity Recycling Material Recovery Facility (MRF) in Morris, New Jersey, and occasionally to the ReCommunity MRF in Trenton New Jersey, for processing. The Morris facility is shown in Figure 2-3. The WRW COG does not receive any payment for the value of the processed recyclables.

Four Kreitzer packer trucks are required to transport trash from the three Boroughs for landfill disposal. Trash collection occurs each week on Mondays.

Figure 2-4 Recycling Set-outs in Wernersville Borough



MSW Consultants observed residential recycling collection and interviewed a Kreitzer recycling crew as it collected recyclables in Robesonia Borough on April 4, 2013. Set out rates of the recycling carts were observed in three neighborhoods of Robesonia and Womelsdorf Borough and recorded as approximately 50 percent. Residential set out rates observed in Wernersville Borough were found to be greater than 50 percent in a neighborhood adjacent to the Wernersville Borough Hall. This is shown in Figure 2-4.

MSW Consultants was provided the following residential recycling data for the three boroughs over the past two years. As shown, recycling has already increased because of the larger carts.

Table 2-1 Residential Tons Recycled

Borough	Tons Recycled April 2011 – March 2012	Tons Recycled April 2012 – March 2013	% Increase
Robesonia	117.76	206.80	75.6
Wernersville	123.27	220.52	78.9
Womelsdorf	128.32	190.35	48.3
Total	369.35	617.67	67.2

2.2 EXAMINE STATUS OF COMMERCIAL, INSTITUTIONAL AND MUNICIPAL ESTABLISHMENT RECYCLING

MSW Consultants paid a second visit to the WRW COG area on April 18, 2013 to interview Mr. David Rohrbach, Secretary of the WRW COG, and to ascertain commercial/institutional recycling participation. Recycling reports representing the tons of recycling by four major commercial recyclers in Robesonia during 2011 were reviewed in the Borough Office.

Calendar year 2011 commercial/institutional recycling records for Wernersville and Womelsdorf were later obtained by Mr. Rohrbach and provided to MSW Consultants. The commercial/institutional recycling data was reported by six haulers operating within the Boroughs. The individual businesses, schools or other institutions behind the recycling data were not identified.

Recycling containers were observed at the Robesonia and Wernersville Borough Halls during the site visit. A pilot program to recover aluminum cans at the Robesonia Hose Co. #1 has been implemented to benefit local Boy Scouts and may be expanded to the Western Berks Fire Department in Wernersville. No other forms of municipal establishment recycling were evident.

The following table summarizes commercial/institutional recycling in the three Boroughs for 2011.

Table 2-2 Commercial Recycling 2011

Borough	Tons Recycled
Robesonia	114.6
Wernersville	44.25
Womelsdorf	116.5

2.3 RESEARCH AND PRESENT RECYCLING EDUCATIONAL APPROACHES

The WRW COG's desire for a multi-faceted recycling education program included the development of a recycling mascot and theme to brand elements of the program. MSW Consultants provided examples of character-based recycling programs used in Alachua County, Florida and Dauphin County, Pennsylvania.

The Alachua County recycling education program is built around a "Waste Watcher" superhero and theme. The County's interactive recycling web site can be accessed at the following web link: <http://www.alachuacounty.us/Depts/PW/Waste/wasteAlternatives/interactive/default.htm>.

The Dauphin County Solid Waste Authority recycling mascot, "Billy the Bottlenose Dolphin," was conceived by a student in response to a school contest held by the Authority. All 5th grade students in the County were eligible to participate in the contest by submitting drawings of a recycling mascot. "Billy" appears on the Dauphin County Solid Waste & Recycling web site, on publications, and has an occasional presence on the local Comcast xfinity e-mail sign-in page. A six-foot tall plush "Billy" costume, created by a Philadelphia firm and worn by Authority staff, is beloved by children who see the mascot at recycling events and parades. You can see the Billy the Bottlenose

Dolphin costume here: <http://www.dauphincounty.org/government/Waste-Management-and-Recycling/Pages/default.aspx>.

Permission was sought and received for the WRW COG to link to educational recycling videos, lesson plans and graphics provided by ReCommunity Recycling at its “Education Station” website (<http://www.recommunity.com/education/>). Since recyclables collected in the WRW COG communities are processed at ReCommunity Recycling Materials Recovery Facilities (MRFs), the Education Station is particularly relevant to the WRW COG recycling education program.

MSW Consultants provided examples of recycling education brochures used in the Montgomery County, Maryland, and Miami-Dade, Florida recycling programs. Since the programs involve mandatory recycling, a draft generic “Recycling at Work” recycling fact sheet was created by MSW Consultants to encourage voluntary recycling by businesses. The fact sheet is customizable for each of the three WRW COG Boroughs and is shown in Appendix B.

A sample combination door hanger/refrigerator magnet was provided to the WRW COG. The educational door hanger and magnet feature graphic instructions on what can be recycled in the Mechanicsburg Borough, Pennsylvania single stream recycling program. Recycling instructions in the form of graphics and text are printed on both the magnet and the door hanger. When the recycling magnet is removed, identical graphics and text are revealed where the magnet had been affixed to the door hanger. The door hanger/magnet was distributed to each household in the Borough during 2011 by volunteers representing the Mechanicsburg Citizens Recycling Advisory Committee. An image of the recycling door hanger/refrigerator magnet appears in Appendix C.

2.4 DEVELOP AND RECOMMEND A MULTIFACETED RECYCLING EDUCATIONAL PLAN

To kick off the Recycling Education Program, MSW Consultants suggested conducting an Earth Day school contest with the Conrad Weiser School District. As with the Dauphin County SWA contest, student designs would be sought to develop a recycling mascot. The mascot would be identified with the WRW COG recycling program as a means to generate local interest, enthusiasm and support for the program. It was felt that the mascot contest would also draw media interest in conjunction with Earth Day coverage. Due to concerns about the timing of an Earth Day contest near the end of the school year, a different approach was taken.

Within the WRW COG area is the Conrad Weiser Homestead, which honors the achievements of pioneer Conrad Weiser in the local Tulpehocken Valley. Conrad Weiser was an interpreter, diplomat and treaty negotiator who worked with the Iroquois Nation on behalf of the British and colonial Pennsylvania in the early - mid 1700s. Mr. Patrick Reynolds, a Lancaster County historical cartoonist, was commissioned by the WRW COG to render a line drawing of Conrad Weiser. Three sketches were provided to the WRW COG committee for review. The committee agreed that one of the sketches should be developed as the Conrad Weiser recycling mascot.

The WRW COG intends to brand its recycling educational assets with the Conrad Weiser recycling mascot. The mascot design and the theme for the education program were not finalized during the term of the recycling technical assistance project.

An alternate subject for publicizing on Earth Day was the increase in recycling observed during the first year of the Kreitzer collection contract. Recycling data for Year 1 of the contract was compared with baseline data to calculate an average recycling increase of 67 percent under the single stream recycling program. A press release to announce the increase was prepared and circulated by MSW Consulting. It resulted in an April 29, 2013 article in the Reading Eagle, a major newspaper in the area. The article appears in Appendix D. A similar article was reported to be published in the local Myerstown Merchandiser advertising newspaper. Future press releases can commemorate recycling program milestones. An example of a recurring recycling column appears in Appendix E.

A recycling PowerPoint presentation was developed by MSW Consultants for use by the WRW COG in educating groups about the aspects of its recycling program. The presentation describes the recycling program and its achievements; reveals the energy, environmental and economic benefits of recycling; includes an animated video of the ReCommunity Recycling materials procession facility (MRF); and lists typical products made from the various materials recovered from the recycling program.

3. RECOMMENDATIONS

The Recycling Education Plan developed by MSW Consultants for the WRW COG includes the following 10 recommendations. Please see the full plan in Appendix A for further details:

1. Finalize the recycling mascot and develop an associated program theme,
2. Develop recycling education media,
3. Conduct recognition programs to stimulate residential, business and school recycling,
4. Consider paid advertising to promote voluntary recycling,
5. Promote the ReCommunity “Education Station,”
6. Utilize the existing Kreitzer Sanitation recycling instructions,
7. Provide recycling guidance through existing information outlets,
8. Establish a small business recycling drop-off center,
9. Conduct recycling program presentations, and,
10. Create a Conrad Weiser costumed character.

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APPENDIX A

WRW COG RECYCLING EDUCATION PLAN

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Recycling Education Plan
for the
Wernersville, Robesonia, Womelsdorf
Council of Governments

The Wernersville, Robesonia, Womelsdorf Council of Governments (WRW COG) is developing an aggressive multi-faceted recycling education program to inform residents, businesses and institutions of recycling opportunities in the three Boroughs. The overarching goal is to encourage additional diversion of recyclables from landfill disposal. The WRW COG 2012 collection contract with Kreitzer Sanitation, Inc. has stimulated residential recycling through the provision of convenient single-stream recycling carts to 2,800 residents and small businesses. Since participation in recycling is strictly voluntary, an effective recycling education program is considered to be the next approach to increasing recycling participation and performance in the three WRW COG Boroughs.

The following recommendations are presented for discussion purposes:

1. Finalize the Recycling Education Program Mascot and Theme. The recycling educational program should be built around an inspirational theme that will brand the various aspects of the program. Given the history of the area and its close association with pioneer settler Conrad Weiser, a caricature is being designed from existing images of Conrad Weiser. The Conrad Weiser recycling mascot will appear on recycling education pieces to reinforce the recycling program brand. A next critical step is to develop a theme consistent with the Conrad Weiser mascot that will resonate with the WRW COG goal of stimulating recycling.

- ☐ Finalize Conrad Weiser character
- ☐ Develop a recycling education program theme

2. Develop Recycling Education Media. Participants in recycling programs should be periodically advised of their contribution to overall progress with materials diversion. This can be achieved through a number of means, including brochures/fact sheets, newsletters, mass mailings, door hangers, press releases, recurring recycling newspaper columns, local web site recycling pages, use of social media and local radio program interviews. Recycling reminder messages can also be piggybacked with utility bill mailings in postcard or letter form.

Press releases on the subject of recycling program milestones are an inexpensive but effective way to share details with the public. A press release issued in conjunction with Earth Day 2013 led to an article in the Reading Eagle newspaper announcing the 67 percent increase in recycling for the WRW COG area and foreshadowed the implementation of the recycling education program. Similarly, regular articles or a recurring column in a local newspaper can keep the public informed and interested in the recycling program. Amy Schirf, the Centre County Recycling and Refuse Authority Recycling Education Coordinator, has posted 50 monthly columns on recycling issues in the Centre County Daily Times. The Reading Eagle or the Meyerstown Merchandiser

might be approached about interest in a similar venture. Amy has also appeared on local radio programs to discuss recycling issues and respond to the hosts' recycling questions.

- ☐ Recycling brochures and/or fact sheets
- ☐ Recurring recycling newsletter or space in existing newsletters
- ☐ Mass mailing of brochures, letters recognizing progress and thanks
- ☐ Door hanger, door hanger and refrigerator magnet combination
- ☐ Press releases
- ☐ Recurring newspaper columns
- ☐ Recycling page on each Borough web site
- ☐ Social media (WRW COG Facebook page, Recycling Twitter account)
- ☐ Local radio program interviews

All communications about recycling should reference the ancillary benefits of recycling, which include avoiding air and water pollution, improving resource conservation, saving energy and preserving landfill capacity.

3. Conduct Recycling Recognition Programs. Recycling program participants can be recognized for exhibiting desired behaviors. One approach aimed at residents is to randomly select households to receive a reward for recycling correctly based on examination of the blue 65-gallon recycling roll-out carts. Rewards can be solicited from area businesses in the form of a prize or coupon toward a purchase from the business. The frequency of awarding the reward can be monthly or quarterly.

An Annual Commercial Recycling Award Program was implemented in 2011 by the Mechanicsburg, Pennsylvania. Citizens Recycling Advisory Committee, a subcommittee of the Borough's Environmental Advisory Council. The program generates recycling enthusiasm by recognizing the recycling efforts of local businesses. The award is based on a level of recycling performance or an increase in recycling over a prior year. The presentation of the award at a Chamber of Commerce or a Borough Council meeting can bring community recognition to the winning business as well as inspire press or media coverage. The awards presented by Mechanicsburg Borough are certificates placed within plaques made from recycled materials.

An approach for stimulating recycling in the Conrad Weiser School District would entail conducting a recycling competition among grade-levels or school buildings. The weight of recycled materials over a fixed time period could be sought from the school's recycling hauler, or recycled materials could be weighed by students as a learning exercise. A recovery per capita measurement should be calculated in order to provide a level playing field among participating schools. The School District could conduct its own competition or participate in existing statewide and national recycling competitions. These include the Professional Recyclers of Pennsylvania (PROP) GreenSylvania school recycling competition and the Keep America Beautiful (KAB) Recycle-Bowl, which are held annually in the fall.

<http://www.proprecycles.org/index.aspx?nid=200>

To stimulate recycling by Fire Companies and/or service organizations, annual recognition could be given to those recycling achieving a goal of collecting the greatest volume of aluminum cans for the benefit of local scout organizations.

PROP, in association with the Pennsylvania Chapter of the Solid Waste Association of North America (PA SWANA), conducts an annual Waste Watcher's Award Program. The Waste Watcher Awards provide recognition for outstanding efforts in a number of recycling categories, including recycling, composting and waste reduction. Local municipalities, businesses and local governments are among those eligible for the Waste Watcher Awards. Applications are typically due in the spring. Winners of the Awards are honored at PROP's Annual Recycling and Organics Conference in July. More information on the WasteWatcher Awards can be accessed at the PROP web site: <http://www.proprecycles.org/index.aspx?nid=145>

- ☐ "Recycling Right" reward program
- ☐ Annual Commercial Recycling Award program
- ☐ Participation in school recycling competitions, new and/or existing
- ☐ Fire Company/Service Organization aluminum can recycling goal challenge
- ☐ Participation in the Waste Watcher Awards Program

4. Consider Paid Advertising to Stimulate Voluntary Recycling. Placement of advertisement in newspapers of general circulation in the area would make targeted messages available to residents and small businesses. A color photo of the WRW COG blue recycling carts set out along a street with a caption such as: "It's Thursday morning, have you rolled out your recycling cart too?" would remind residents about recycling day and reach residents who may not be recycling as much as they could.

- ☐ Paid newspaper advertising

5. Promote the ReCommunity Recycling "Education Station." The materials processing animations and educational graphics provided at the ReCommunity Recycling "Education Station" website are available to the WRW COG. The web-based links to the materials raise awareness of what becomes of the materials collected for recycling. The links could be included on the recycling pages of the Borough web sites and/or be advertised in WRW COG publications. <http://www.recommunity.com/education/>

- ☐ Promote ReCommunity Recycling "Education Station" web site awareness

6. Utilize the Kreitzer Sanitation Recycling Instructions. The Kreitzer Sanitation recycling instructions and graphics provided on the lids of the 65-gallon blue recycling roll-out carts should be referenced on printed materials and the recycling pages of the Borough web sites. The instructions and graphics provide a clear message of what should, and should not, be included in the recycling carts for collection.

- ☐ Reference the Kreitzer Sanitation recycling cart lid graphics

7. Provide Recycling Guidance Through Existing Information Outlets. Establishing a Q&A service for recycling inquiries can give consumers specific guidance on the WRW COG recycling program as well as how to recycle, compost or properly manage other materials streams. One existing asset is to refer people to the PA Recycling Hotline, 1-800-346-4242. Another outlet for a host of recycling and other positive environmental guidance is Earth911, www.earth911.com. The Borough of Mechanicsburg, Pennsylvania includes the “Ask Dr.B.Green” feature on its recycling web page to address a variety of recycling issues
<http://www.mechanicsburgborough.org/drbgreen.html>

- ☐ PA Recycling Hotline
- ☐ Earth 911
- ☐ Ask Dr.B.Green

8. Establish a Small Business Recycling Drop-off Center. Establish and publicize a small-business recycling drop-off center at a controlled area such as the Robesonia Borough Hall or Robesonia’s Pioneer Hose Co. #1. Since the fire company is currently being serviced by Kreitzer Sanitation for recycling of aluminum cans, it should be practical to add roll-carts or larger containers for collection of common office recyclables such as mixed paper or corrugated cardboard. By providing a convenient outlet for recycling, small businesses should be apt to participate in the recycling program.

- ☐ Establish a small-business drop-off recycling center
- ☐ Publicize the recycling drop-off center to small businesses in the three WRW COG Boroughs

9. Conduct Recycling Program Presentations. Mr. David Rohrbach, WRW COG Secretary, has expressed interest in raising recycling program awareness in the three Boroughs by addressing multi-generational groups, including the two elementary schools, the junior and senior high schools, churches, civic associations, fire companies, and libraries. A recycling PowerPoint presentation has been developed for this purpose. Mr. Rohrbach was provided with several examples of recycled content products for use in his presentations.

- ☐ Utilize Recycling PowerPoint for group presentations
- ☐ Demonstrate recycled content products

10. Create a Conrad Weiser Costumed Character. The WRW COG should commission the creation of a Conrad Weiser costume for recycling presentations, school appearances and special events. The costume and accessories would mimic the final Conrad Weiser character now in development. The costume should be designed in a size that could accommodate individuals weighing between 140 and 180 lbs and between 5’ 6” and 6’ tall. Having a costumed Conrad Weiser recycling mascot would have media appeal as a side benefit.

- ☐ Secure a Conrad Weiser costume and accessories for recycling presentations/appearances

These recommendations in whole or in part will lead to greater public awareness of the WRW COG recycling program. Greater awareness of specific recycling procedures should improve the quality of the recycling stream, resulting in more materials being diverted from disposal. Raising the general awareness of the economic, energy and environmental benefits of recycling can reinforce the general notion that recycling helps the environment, and may motivate additional recycling by those who already recycle or cause those not recycling to adopt the practice.

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APPENDIX B

RECYCLING AT WORK FACT SHEET

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RECYCLING AT WORK

Information for _____ Borough Businesses

We'd like your business to participate in recycling

The Wernersville, Robesonia, Womelsdorf Council of Governments invites all businesses in the three Boroughs to join with us in making recycling the preferred option for managing wastes. Currently 2,800 residents and small businesses, and several manufacturers are recycling in our area.

If your business is not among those with recycling programs, we encourage you to contact your trash hauler to make arrangements for recycling services. Some recycling and waste companies offer single stream recycling, where all recyclables may be placed in one container. This is the type of recycling program our residents enjoy. Some haulers prefer that cardboard or paper be kept separate from recyclable cans and bottles.

By having a designated container for your business's recyclables, you should find that you can reduce the number or size of your trash containers, or reduce the frequency that the trash needs to be hauled away for disposal.



Why Should You Have a Recycling Program?

Because commercial, institutional and municipal establishments contribute about 50% of the municipal waste stream, they must be a part of our waste management program. There are, however, very sound reasons for recycling at work. Waste reduction and recycling are environmentally responsible and usually cost effective methods for reducing the waste generated in your workplace. They are environmentally responsible because they divert materials from disposal. Recycled materials are remanufactured into new products, thus saving natural resources. Most processes for manufacturing new products from recyclables require less energy, which means reduced emissions to the air and water. Waste reduction and recycling may also result in what is referred to as "avoided cost," which means a savings in costs for waste disposal.

Single Stream recycling for businesses

The Single Stream Recycling example below lists the materials we are recycling in _____ Borough. If your business is disposing of these items with your trash, please consider recycling them.

Once you've made recycling arrangements with your hauler, appoint a recycling coordinator to advise your employees on how they should recycle. Your recycling coordinator should monitor the recycling program to identify opportunities for improvement, communicate with the recycling and waste hauler, and notify employees on the progress of your businesses recycling efforts.



Your recycling and waste hauler should provide you with an annual report on the type and weight of materials that your business recycled during the previous year. This information should be reported to _____ Borough to assist in measuring recycling progress and qualifying for grants.

If you would like to discuss establishing a recycling program or if you need further information, please contact:

The Wernersville, Robeson, Womelsdorf Council of Governments

Mr. David Rohrbach, Secretary

Address for the COG, Robeson, PA

(610) 693-5008

dajaro@Comcast.net

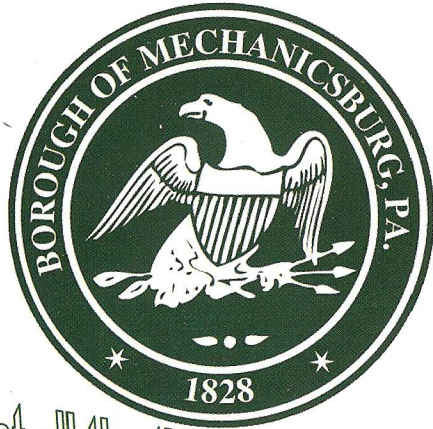
APPENDIX C

RECYCLING DOORHANGER WITH MAGNET

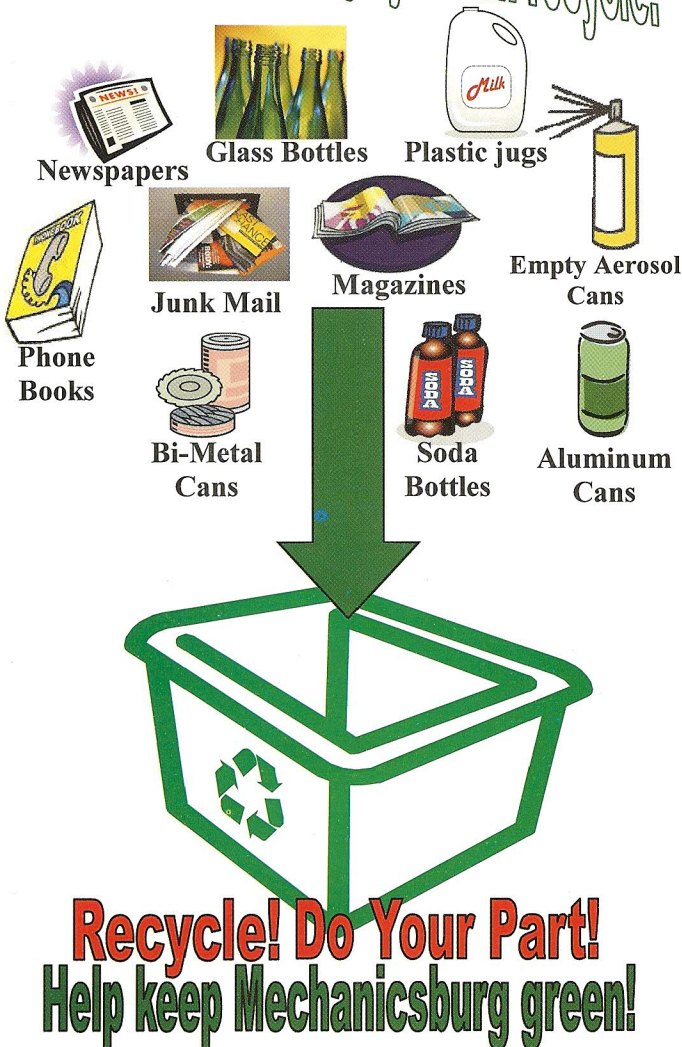
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See Attached Magnet For Details



Look at all the things you can recycle!



The Borough participates in Single Stream Recycling

Paper, Paperboard and Cardboard

RECYCLE THESE ITEMS:

Cardboard boxes
Pizza boxes
Food boxes (i.e. cereal & Jello boxes)
Paper towel & toilet paper rolls
Paperboard packaging (i.e. tissue boxes)
Office paper (any color)
Shredded paper
Newspaper & inserts
Magazines & catalogs
Junk mail & envelopes
Paper bags
Phone books

PREPARE:

1. Remove all packaging: styrofoam, peanuts, plastic, bubble wrap, plastic liners, etc.
2. Flatten all boxes.
3. Cover loose paper with heavier containers to prevent it from blowing away.



UNACCEPTABLE:

Plastic bags
Food soiled material

Containers

RECYCLE THESE ITEMS:

Plastics #1-7 containers & bottles with necks smaller than their bases.

Glass clear, brown and green glass food & beverage containers.

Metal Cans Aluminum beverage cans, steel food & beverage cans and empty aerosol cans.

PREPARE:

1. Remove caps/lids.
2. Rinse thoroughly.
3. It is okay to leave on labels and neck rings.

UNACCEPTABLE:

Plastic tubs, cups, trays & bags
Broken glass
Windows, mirrors, ceramics
Light bulbs
Drinking glasses
Aluminum foil
Scrap metal



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APPENDIX D

READING EAGLE 4-29-13 RECYCLING ARTICLE

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Originally Published: 4/29/2013

Share



more news
from this area
>>>

Residents in 3 towns taking recycling seriously

Blue carts being filled in Wernersville, Womelsdorf, Robesonia

Matthew Nojiri [+ MORE](#)
Reading Eagle

[Share on facebook](#)[Share on twitter](#)[Share on pinterest](#)[_share](#)[Share on email](#)[Share on print](#)[More Sharing Services](#)[More](#)

**TOWN SQUARE**

- Fegley's Flowers
- Bachman's Roofing, Building & Remodeling, Inc.
- DH. ELECTRICAL INC

[+] Enlarge. -



David Rohrbach recalls what the skeptics said when Wernersville, Womelsdorf and Robesonia unveiled 65-gallon blue recycling carts in the three boroughs last year.

"They were saying, 'These containers are so big, what are people going to do with them?' " said Rohrbach, a Robesonia councilman. "But people are seeing the progress we made, and they are saying these blue things really work."

The recycling initiative in the three boroughs has been an overwhelming success, Rohrbach said, with residential recycling increasing by 67 percent in 2012.

In November 2011, the Robesonia-Wernersville-Womelsdorf Council of Government

signed a \$1.5 million contract with Kreitzer Sanitation of Orwigsburg, Schuylkill County, to collect and manage trash and recyclables in the boroughs. In March 2012, the sanitation company provided the blue carts to 2,800 customers.

"The whole name of the game is to increase recycling and reduce the amount of trash we send to the dump," said Rohrbach, who serves as board secretary for the council of government. "That's what we're trying to do."

Under a new contract, recyclables are collected every Thursday. The boroughs' previous contract called for collection twice a month.

Rohrbach said the boroughs are developing a recycling education program and will work with residents, schools and businesses to increase recycling even more. Organizers also are working on a logo or theme to brand the recycling effort.

The contract calls for single-stream recycling, meaning residents can throw all their recycling into the blue bins.

"The ability to put everything in one bin is much simpler than having people being concerned (with) what to sort out," said Carl Hursh, a retired recycling specialist with the state Department of Environmental Protection.

Hursh, who is working with the boroughs to bolster the recycling program, said he's been impressed with the commitment to the project.

"They're taking a major role in educating people about recycling, and it's really refreshing to see that," Hursh said. "It's also really efficient when a number of communities band together to do this.

"They will all be recycling the same way so it's really easy to get the message out," he said.

Contact Matthew Nojiri: 610-371-5062 or mnojiri@readingeagle.com.

APPENDIX E

AMY SCHIRF CCRRA RECYCLING COLUMN

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Recycling rewards local residents and students

Have you ever gone out of your way to do the right thing and were rewarded for it? Feels good, doesn't it? This summer, the Centre County Solid Waste Authority will be doing just that very thing — rewarding our residents for their recycling efforts.

From early June through mid-August, authority staff will traverse the county, visiting various recycling drop-off boxes and rewarding our residents for recycling. Members of our staff have picked out 20 different locations where, at various times, a staff member will set up a chair and wait for residents to bring by their cans, bottles, paper and cardboard. When someone shows up to recycle while our staff is at a drop-off box, that Good Samaritan will take home a gift made from recycled content material.

Of course, we will not make you guess which spot we will be heading to each week, but we hope to encourage people to come out during that very time. It's great to get to know the people who go out of their way to bring their recyclables to a drop-off as well as help



Amy Schirf
Recycling

them with any questions.

A schedule of the recycling drop-off site locations is online at www.centrecountyrecycles.com. Check it out and stop by at one of the 20

sites this summer. So far, we have had great turnout. Most residents don't know why we are at the drop-off and are surprised to receive a prize for recycling.

Speaking of rewards, Bellefonte Area High School was the recent recipient of a \$500 cash prize for winning a month-long recycling challenge. Bald Eagle Area, Bellefonte Area, Penns Valley Area and Philipsburg-Osceola high schools all took part in a recycling competition called GreenSylvania during the month of May. GreenSylvania pits schools against each other to see which school can recycle the most, per capita, during a specified period of time.

In May, Bellefonte gathered 4,775 pounds of recyclables — the equivalent of 4.28 pounds per person. The other schools were not far behind. Philipsburg-Osceola recycled 3,065 pounds (4.18 pounds per person), Penns Valley recycled 3,135 pounds (3.69 pounds per person) and Bald Eagle recycled 3,545 pounds (3.30 pounds per person).

The waste authority is proud of the valiant efforts offered by the schools' students, teachers and staff. We will sponsor the GreenSylvania recycling challenge next year and hope to add many more schools to the mix.

Although it is always nice to be rewarded for doing the right thing, whether through gifts or money, recycling has its own rewards.

Your recycling efforts reward our future generations with valuable natural resources as well as teach our children to do the right thing for our environment. And for that, we are all forever grateful.

Amy Schirf is education coordinator of the Centre County Solid Waste Authority.