

Recycling Technical Assistance Project  
#547

WEST BRADFORD TOWNSHIP, CHESTER COUNTY, PENNSYLVANIA

**IMPROVEMENT OF RECYCLING PROGRAM PARTICIPATION AND AWARENESS  
IN WEST BRADFORD TOWNSHIP**

JUNE 2014

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



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## 1.0 STATEMENT OF PROBLEM

West Bradford Township (the Township, or West Bradford) operates a recycling program with curbside residential recycling collection and drop-off facilities for cardboard, glass, e-waste, and yard waste. In 2013, West Bradford had a 17.6% municipal recycling rate<sup>1</sup>, based on information provided by the Township. The Township reported past municipal recycling rates of up to 30%; however, the Township goal is to reach 35%. The Township requested aid in determining how to improve recycling program participation and awareness. West Bradford would like assistance in increasing the recycling rate and reducing the trash tonnage. West Bradford is interested in techniques to improve residential, commercial, and mobile home community recycling program participation, specifically targeting those that only partly comply with the program. Through the partnership between the Pennsylvania State Association of Township Supervisors and the Pennsylvania Department of Environmental Protection (PADEP), the Township was provided with technical assistance by KRF Environmental.

## 2.0 SCOPE OF WORK

- Task 1 – Project Organization – KRF Environmental (KRF) met with West Bradford Township and developed a Scope of Work.
- Task 2 – Data Gathering – KRF gathered data from various sources including residents, local businesses, and other municipalities with excellent recycling participation. KRF Environmental contacted a sampling of residents and local businesses via phone to determine current recycling participation trends, preferences, and problems. KRF Environmental identified and contacted other municipalities with excellent recycling program participation to gather information on program details, enforcement, education, incentives, business communication, participation rates, costs, administrative time, and common issues.
- Task 3 – Report Writing – KRF produced this report detailing options for increasing program participation and awareness. Appendices include example residential communication, residential educational material, an example enforcement sticker, a draft business flyer, and an educational worksheet for schools. The report also addresses mobile home recycling program recommendations.
- Task 4 – Report Revision and Final Submission – KRF revised this report as necessary and submitted the final report.

## 3.0 EXISTING WASTE MANAGEMENT PROGRAM

West Bradford Township is an 18.6-square-mile Act 101-mandated<sup>2</sup> municipality in Chester County, Pennsylvania with approximately 12,376 residents, serving approximately 4,126 households, according to Township records. The Township Public Works Department employs staff and owns vehicles necessary to run a once-per-week residential curbside single-stream recycling collection, once-per-week trash collection, seasonal curbside yard waste collection by appointment, once-per-month bulk pickup, Freon-containing item pickup for a fee, yard waste drop-off compost site, and a cardboard, glass, and e-waste drop-off site. Bulk item pickup is limited to one item per residence per month. The Township offers curbside pickup of yard waste by appointment, and the Township-operated yard waste compost site in Coatesville receives residential leaves and

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<sup>1</sup> Municipal Recycling Rate = [(Approved Residential Tonnage + Approved Commercial Tonnage)/(Population \* 0.8) ] x 100, per the PADEP Section 904 Recycling Performance Grant calculations.

<sup>2</sup> Act 101 mandates that Pennsylvania municipalities containing over 10,000 people, or over 5,000 people if population density exceeds 300 per square mile, require residential and commercial recycling.

brush weekly. Neighboring East Bradford Township pays a fee so that its residents may use the West Bradford Township compost site. Businesses and mobile home parks are responsible for contracting privately for trash and recycling collection.

West Bradford performs ongoing education and enforcement. The Township posts refuse and recycling information on its website and distributes information in newsletters. The Township Public Works Department is on Facebook® and hosts a blog to field recycling questions. Occasionally, the Public Works Department will bring a recycling truck to a preschool and educate students about refuse and recycling. On West Bradford Day, the Township sets up a table to distribute recycling pamphlets. On refuse and recycling collection days, Public Works employees will inspect some cans to determine if residents are in compliance with refuse and recycling requirements. If residents are in violation, the material is left at the curb and the Township leaves a note explaining the violation.

#### **4.0 PARTICIPATION STUDY RESULTS**

##### **4.1 Residential Survey Results**

KRF contacted a sampling of residents via phone to determine current recycling participation trends, preferences, and problems. In general, almost every resident interviewed thought the curbside recycling program was understandable and easy to use. When questioned further, about half of the residents were unsure if they could put certain items in the can (e.g., scrap metal, plastic bottle caps, plastic bags, glass other than glass bottles). Almost no residents were aware of the Township drop-off site for electronics, batteries, computers, phones, etc., or of the new Township yard waste pickup-by-appointment opportunity. Many residents noted that they take their yard waste to the Coatesville compost facility or they compost yard waste on their property, but some commented that they would like to have their yard waste collected curbside. When asked what might motivate them to recycle more, about half of residents suggested some financial incentive would help.

##### **4.2 Commercial Survey Results**

KRF contacted a sampling of businesses via phone to determine current recycling participation trends, preferences, and problems. Some small businesses use the Township curbside recycling services, while others contract privately with a recycling hauler. In general, businesses said they do recycle. Similar to residents, almost no businesses were aware of the electronics drop-off opportunity. About one half of the businesses suggested increasing recycling awareness in the Township or educating businesses about waste-reducing techniques (e.g., switching from hard copy to electronic communications). About one third of businesses expressed a desire for an increased sense of community surrounding recycling participation. While residents can put their recycling can at the curb and look down the street to see all of their neighbors doing the same, many businesses contract privately for recycling and currently do not feel they are a part of the recycling community. They may not see how recycling benefits their business. Additionally, the schools that were contacted expressed a desire to include recycling education in the classroom and said they would welcome any help from the Township to educate students about recycling.

##### **4.3 Municipal Survey Results**

KRF contacted Pennsylvania municipalities with excellent recycling program participation and/or unique recycling program features. Municipalities provided information on program details, enforcement, education, incentives, business communication, participation rates, costs, administrative time, and common issues. Four municipalities had recycling program features that could be helpful to West Bradford. The following table includes a description of those features.

Municipality, County	Program Feature(s)
Lancaster City, Lancaster County	ENFORCEMENT & EDUCATION: SWEEP (Solid Waste Education & Enforcement Program) sends out two “foot soldiers” every collection day to hand out recycling pamphlets and check cans for incorrect materials (recycling in trash can, or trash in recycling can). For violations they leave a door hanger and also use a custom electronic ticketing machine that automatically mails a \$25 ticket with pictures of the violation. They are looking into a phone app that notifies residents of recycling collection days and pickup delays.
Susquehanna Township, Dauphin County	MOTIVATION: The Township gives residents a choice of trash pickup options. The Township charges \$250 annually to collect up to 4 bags of trash each week, or they charge \$107 annually to collect 30-35 bags per year. The Township provides unlimited, free recycling. There is a financial incentive to throw away less and recycle more.
Calm Township, Chester County	BUSINESS EDUCATION: The Township holds a biannual business lunch at the firehouse where they talk about recycling requirements and tips, discuss the Use & Occupancy requirements including determining a recycling hauler, invite small businesses to piggy back on the municipal recycling program, and encourage other businesses to go in together to contract recycling collection services. This lunch provides an opportunity for networking, planning, and community building.
Penn Township, York County	ENFORCEMENT & EDUCATION: The Township sends out employees on collection day to focus on one section at a time in the Township and check trash and recycling bags for incorrect materials, checking about 40 to 60 homes per month. They fill out and leave a door hanger for each house they check, either a WARNING notice for violations, or a CONGRATULATIONS notice if everything is done correctly. OPPORTUNITY: The Township hosts a recycling drop-off center that accepts paper, eyeglasses, phones, plastic bags, cardboard, clothing, electronics, and newsprint. The drop-off center is advertised by the County as an opportunity for all County residents, and they typically see over 100 cars visit each day they are open.

Specific recommendations based on information obtained during this study are described in the following sections.

## 5.0 SUGGESTED WASTE MANAGEMENT PROGRAM OPTIONS

### 5.1 Residential Program Recommendations

To increase residential recycling participation and awareness, it is important for a recycling program to include motivation, education, and enforcement. Since the Township program already covers many standard best practices, the following suggestions are meant to supplement the established program. West Bradford could assess the feasibility of these suggestions and choose to implement all or some of the following ideas.

#### 5.1.1 Solid Waste Education and Enforcement Program

West Bradford currently has employees check cans for incorrect material and issue warnings when residents are in violation. This practice has proven to be a very effective means of education in other municipalities, and can be expanded in West Bradford to include more dedicated inspection time, alternative notifications, and community awareness of the practice. Acknowledging that can checks are an effective way to motivate, educate, and enforce, West Bradford should set a manageable goal to increase the number of houses checked each month, and commit the necessary resources. To reap the benefits of each can check, reinforce positive behavior, and let the homeowners know the Township is checking, Township employees should leave a congratulatory notice when residents are in compliance. That way each house that is checked will either receive

a warning or a congratulations. An example of a Positive Reinforcement Notice is shown in Appendix A. The acronym SWEEP, Solid Waste Education and Enforcement Program, is used in multiple municipalities and could be adopted by West Bradford. Naming and acknowledging the can check program, on the website or in newsletters, can increase recycling awareness and also alert residents that they may see Township public works staff checking cans for compliance.

### **5.1.2 Educational Flyers**

Although the Township website and regular newsletters include recycling information, many residents are still unsure about what can be recycled and unaware of some recycling opportunities in the Township. Frequent and varied educational materials can reach more residents. Residents may not read through a newsletter, or may not think to hang a “newsletter” on the refrigerator. While residents seem to understand the basic materials they can recycle, they do not seem to remember or know what to do with odd items, such as plastic bags, bottle caps, or electronics. The Township could send out a recycling flyer that residents could keep and hang on their refrigerator or near their trash can. The flyer could outline recycling rules and opportunities, and also briefly highlight reasons to recycle. KRF discussed the idea of a refrigerator magnet with West Bradford public works, but it was decided against because of the greater cost of producing magnets and the constantly changing recycling opportunities and guidelines, possibly rendering a refrigerator magnet out-of-date in the near future. A draft of a Residential Flyer is shown in Appendix B. Since a picture is “worth a thousand words,” some residents may respond better to an illustrative recycling reminder such as a cartoon or striking image. This image could be sent out with the flyer as a two-sided mailing, or as a separate mailing. An example of an Illustrative Residential Recycling Advertisement is shown in Appendix C.

### **5.1.3 Neighborhood Captains**

When questioned during the phone survey, many residents themselves had questions about how or what to recycle; however, they were unwilling or unlikely to visit the Township website, post on the blog, or call the Township to find answers. Residents were comfortable asking recycling questions when individually approached. While the Township staff does not have time to individually contact residents, the Township could recruit volunteers to be “Recycling Captains” by including a recruitment blurb in the next newsletter. Those residents passionate about recycling could volunteer to be a neighborhood “Recycling Captain” and reach out to neighbors about recycling in a method with which they are comfortable (door-to-door, phone calls, flyers, e-mails, etc.). The Township staff may not have time to respond to recycling question phone text messages from all Township residents; however, a Recycling Captain might be most comfortable with offering to answer neighbors’ recycling questions via text messaging. West Bradford could recruit Recycling Captain volunteers by advertising that a Captain can “get to know your neighbors and serve the community, on your own schedule, and in the way in which you feel most comfortable.” An example of a Recycling Captain Information Letter is shown in Appendix D. When KRF originally met with West Bradford, public works broached the subject of “Recycling Block Captains.” Although the Township is not likely to get a volunteer from every block, aiming to get a “Captain” for each larger neighborhood is an achievable goal that may take a few years. But even if the Township only has two Recycling Captains, that still means two more people are helping to raise recycling awareness. The Township could host an annual or biannual Recycling Captain gathering to share ideas, distribute new information, and keep the program current.

### **5.1.4 Financial Incentives**

When asked what might motivate them to recycle more, residents most commonly suggested a financial incentive, like getting money back for recycling more. While a “refund” may not be a realistic idea, the Township could offer some financial benefit to throwing away less. A financial incentive program that could be self-funding might be to open the electronics/technotrash drop-off to non-residents for a fee, but pay residents for dropping off items. For example, the Township could *charge* one dollar (or some calculated amount) for each item or pound of material deposited, the lesser of the two (so depositing a heavy printer would be \$1, or



depositing 15 batteries and 20 CDs weighing a total of one pound would be \$1), but offer to *pay* residents, with proof of residency, fifty cents (or some calculated amount) for each item or pound deposited (the lesser of the two). If this financial incentive was advertised to Township residents and students, groups may even organize electronics-drives to raise funds. The electronics drop-off financial incentive could work to advertise itself and raise awareness of recycling.

Another financial incentive program, though perhaps logistically infeasible, would be to offer two trash pickup service options. Similar to Susquehanna Township, West Bradford could offer two trash collection plans including the current one-can-per-week year-round option, and a second 35- to 40-week-per-year pickup option resulting in some small reduction on their tax or trash bill. Residents with less frequent trash collection could affix a conspicuous sticker to their can, and their trash could be collected every week during June, July, August, and December, and every-other-week in other months. The bit of extra time saved from picking up cans on the off-week could be committed to SWEEP can checks by public works staff. A service option may give residents a feeling of control or greater ownership of their waste services; however, the logistics of such a system may be prohibitive.

### **5.2 Commercial Program Recommendations**

It is good business to be part of the community or to network in some way, and participating in recycling is not only the law, but benefits the community. The West Bradford business community can be united with the local recycling community, which may increase recycling awareness, excitement, and participation. The Township could host a meeting with West Bradford businesses every few years. A brief networking and informational meeting could provide a platform for the Township to inform businesses of recycling requirements, apprise them of recycling opportunities (e.g., the Township electronics drop-off), work with businesses to help them develop better recycling practices, and encourage businesses to jointly contract haulers. Additionally, the Township could choose several businesses each year to specifically contact and work with to improve their recycling participation. While conducting the business survey, many businesses had recycling questions, but resolving recycling issues was not at the top of their priority list.

In order to foster a stronger business recycling community, the Township could send educational recycling material specifically to businesses. Providing businesses with an informative recycling poster that can be displayed permanently will remind employees to recycle, remind patrons to recycle, increase a sense of community, and show patrons that the business recycles, in part, as a community service. A letter accompanying the poster could outline good recycling practices and tips, such as waste-reducing techniques. An example of a Business Recycling Poster and Communication can be found in Appendix E.

### **5.3 Mobile Home Program Recommendations**

The mobile home community in West Bradford Township is served by a privately-contracted recycling hauler. However, to the extent possible, the mobile home residents should be included in recycling education efforts. According to Appleville Mobile Home Park, the mobile home community administration distributes a newsletter to residents and, if possible, this newsletter includes recycling information obtained from the Township recycling newsletter. Occasionally, the Township newsletter arrives shortly *after* the mobile home newsletter is sent, and Township information cannot be communicated in a timely fashion to mobile home residents. The Township could coordinate the timing of information distribution or could provide recycling newsletters to the individual mobile home residents. While curbside-recycling information would not pertain to the mobile home community, other information (e.g., recycling facts, recycling benefits, recycling frequently asked questions, drop-off opportunities for electronics, yard waste, glass, cardboard, household hazardous waste, etc.) would apply and help mobile home residents feel more a part of the West Bradford community. In addition, the aforementioned business recycling poster could be provided to mobile home community administration for posting in communal areas.

#### **5.4 School Education Recommendations**

West Bradford Township contains two elementary schools, Bradford Heights Elementary and West Bradford Elementary, and a few early learning schools, including Creative Kids Learning Center, Goddard Early Learning Center, MUM's Christian Preschool, and Firm Foundations Daycare. Recycling is an easy way that even young children can have a positive impact on their environment and community. Educating children about recycling procedures and benefits empowers them to be a good example to family and friends. In essence, if you educate a child you may indirectly educate his or her entire family. During conversations between KRF and West Bradford early learning facilities, administration exhibited a willingness and desire to bring recycling education into their classrooms, if provided with material. West Bradford Township could provide recycling education materials to schools. Posting these materials on the Township website will allow schools to print the materials at any time without requiring the Township to send materials every year. A simple reminder e-mail can be sent each year, prior to Earth Day in April, to remind these learning facilities about the recycling educational materials available on the website. The e-mail could also contain an invitation for schools to schedule a visit to the recycling drop-off center, or to request a visit from a Township Recycling Truck. When students are scheduled to visit the drop-off center they can be invited to bring a drop-off item such as old batteries or cardboard. Examples of Recycling Educational Materials and a Teacher Letter are provided in Appendix F. The pictorial worksheet is appropriate for young students to either complete on their own, or to review with the teacher. The recycling chart is meant to be a take-home activity that will also involve and educate parents.

#### **6.0 RECOMMENDATIONS AND CONCLUSION**

- RESIDENTIAL RECYCLING PROGRAM – Commit additional staff time to checking cans. Utilize positive reinforcement notices as well as warnings for can checks. Make residents aware of the can check program. Distribute a Recycling Education Flyer to residents. Recruit volunteer "Recycling Captains" to educate neighborhoods. Consider offering a financial incentive for recycling curbside or at the Township drop-off.
- COMMERCIAL RECYCLING – Organize a yearly business meeting to discuss recycling information and foster community. Distribute a business recycling poster and accompanying letter. Focus on improving recycling in two businesses every year. Post commercial recycling information on the Township website.
- MOBILE HOME RECYCLING – Coordinate newsletter distribution or distribute Township information to individual mobile home units.
- SCHOOL EDUCATION – Post School Worksheets on the Township website. Send schools example worksheets and an invitation to visit the recycling drop-off center.

Ultimately, West Bradford Township should choose the recycling program improvements it feels are feasible and best serve the residents of West Bradford at this time. The Township should consult with the Solicitor or legal counsel to determine the appropriateness of these recommendations.

## **Appendix A**

### Example of Positive Reinforcement Notice

**WEST BRADFORD TOWNSHIP S.W.E.E.P.**  
Solid Waste Education and Enforcement Patrol

*Congratulations!*

Address: \_\_\_\_\_

Date: \_\_\_\_\_

Dear Resident,

An inspection of your Recycling & Refuse has indicated that you are in compliance with West Bradford requirements.

**Thank you for your cooperation!**

**West Bradford Twp.** 1385 Campus Dr., Downingtown, PA 19335  
(610)-269-4174 Info at [WestBradford.org/Recycling.html](http://WestBradford.org/Recycling.html)

**WEST BRADFORD TOWNSHIP S.W.E.E.P.**  
Solid Waste Education and Enforcement Patrol

*Congratulations!*

Address: \_\_\_\_\_

Date: \_\_\_\_\_

Dear Resident,

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**WEST BRADFORD TOWNSHIP S.W.E.E.P.**  
Solid Waste Education and Enforcement Patrol

*Congratulations!*

Address: \_\_\_\_\_

Date: \_\_\_\_\_

Dear Resident,







An inspection of your Recycling & Refuse has indicated that you are in compliance with West Bradford requirements.

**Thank you for your cooperation!**

**West Bradford Twp.** 1385 Campus Dr., Downingtown, PA 19335  
(610)-269-4174 Info at [WestBradford.org/Recycling.html](http://WestBradford.org/Recycling.html)



**Appendix B**

Draft Residential Flyer

	<b>YES (Mixed in Your Recycling Can, Emptied and Clean or Rinsed)</b>	<b>NO (Not Accepted in Curbside Recycling Can)</b>
<b>PAPER &amp; CARDBOARD</b>  	Office and Computer Paper Newspaper Magazines Phone Books, Paperback Books Junk Mail, Flyers, Cards Paperboard Boxes (Cereal, etc.) Corrugated Cardboard (Flattened)	Food-Contaminated Papergoods Polycoated Cardboard (Ice Cream, Milk & Juice Cartons) Waxed Cardboard and Waxed Paper Antiseptic Containers (Soup and Soy, Rice, or Almond Milk, etc.) Paper Coffee Cups
<b>PLASTIC</b>  	Plastics with Recycling Symbol 1 through 7 Plastic Take-Out Trays Yogurt Cups Plastic Bottles and Jugs	Plastic Bags (return to grocery store) Plastic Lids and Caps Styrofoam (Accepted at Lanchester*) Syringes Large Outdoor Toys
<b>GLASS</b>  	Glass Bottles and Jars (All Colors) Separate Lids from Jars and Bottles	Pyrex and Ovenware Windows and Windshields Drinking Glasses and Crystal Lightbulbs (Some Accepted at Lanchester*) Ceramics and Mirrors
<b>METAL</b>  	Steel Cans Tin Cans Aluminum Cans Steel Bottle Caps Metal Jar Lids	Scrap Metal (Accepted at Lanchester*)
<b>ELECTRONICS &amp; TECHNO-TRASH</b>  	As of 2013, PA State Law <b>bans</b> disposal of electronic waste. West Bradford residents may drop off Electronic Items with Township receptionists during business hours at the Township Offices, 1385 Campus Drive. <b>Items accepted include DVDs, CDs, tapes, phones, computers, batteries, metal &amp; wire scrap, printer cartridges, MP3 players, handheld games, digital cameras, cords, cables, wires, chargers, TVs (LCD, LED, or Plasma, but NOT CRT), VCRs, DVD players, and more. †</b>	
<b>YARD WASTE</b>  	PA State Law <b>bans</b> disposal of leaves and yard waste. The West Bradford Composting Site at 2020 West Strasburg Road is open Wednesdays and Saturdays from 9am-2pm to accept <b>Leaves, Grass, Brush, Clippings, and Prunings all in Biodegradable Paper Bags ONLY.</b> <b>Or call the Township to schedule a yard waste pickup. †</b>	

**TRASH COSTS MONEY, RECYCLING SAVES MONEY... AND IT'S THE LAW. LEARN MORE:**

† [www.WestBradford.org](http://www.WestBradford.org)  
 610.269.4147  
[pmurdoch@westbradford.org](mailto:pmurdoch@westbradford.org)

 West Bradford Township Recycling & Refuse  
 @WestBradfordTwp

\*Lanchester Landfill & Recycling  
[www.ChesterCountySWA.org](http://www.ChesterCountySWA.org)

## **Appendix C**

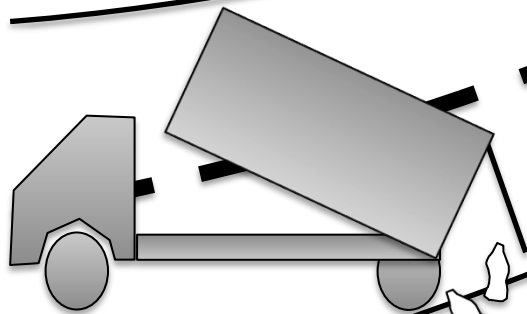
### Example of Illustrative Residential Recycling Advertisement

*this is what would happen if everybody thought...*

Does it matter  
if I throw this  
away? It's just  
one bottle.

It's just  
one bottle.

just  
one



*Recycling...  
Reduced Trash,  
Reduced Costs,  
Reduced Taxes.*

**Everybody Matters,  
Every Bottle Counts,**





**Appendix D**

Recycling Captain Information Letter

## EXAMPLE RECYCLING CAPTAIN LETTER

West Bradford Township Letterhead

(Address)

(City, State, Zip)

(Phone)

(Fax)

(Date)

Attn: (Volunteer Name)

(Address)

(City, State, Zip)

Dear (Volunteer Name):

West Bradford Township thanks you for volunteering to serve your community as a Recycling Captain! We have many recycling opportunities in West Bradford Township and sometimes West Bradford residents have questions, but don't take time to search, or don't know where to turn, for answers. Do plastic bags go in my recycling can? What do I do with latex paint? Where can I drop off my old computer? As a Recycling Captain you can answer recycling questions for your neighbors, or direct them to the place they can find answers. Here are some steps to help you get started.

- **Familiarize Yourself** – You've volunteered to help, so you are probably somewhat familiar with how to recycle in West Bradford, but there may be recycling opportunities that even you don't know about yet. We invite you to take a look at the enclosed information, and also check out the websites below, for your own knowledge and so you can direct your neighbors to check them out.
  - [www.westbradford.org/overviewrefuserecycle.html](http://www.westbradford.org/overviewrefuserecycle.html) for Township Curbside Recycling, Yard Waste Pickup, Compost Drop-off, Electronics, Glass, & Cardboard Drop-off, Household Hazardous Waste
  - [www.chestercountyswa.org](http://www.chestercountyswa.org) for Lanchester Landfill Recycling Drop-off
  - <http://search.earth911.com/> for other recycling opportunities
- **Stop By** - Please call 610-269-4174 and set up a convenient time to stop by the Township so we can meet, determine your "neighborhood," and discuss how we can work together to improve recycling. You can also tour the Township drop-off procedure and facilities.
- **Reach Out** – Reach out to your neighbors in a way that makes sense for you. Call, text, email, walk around the neighborhood, hand out flyers. Let neighbors know that you are the neighborhood volunteer Recycling Captain and are happy to answer their recycling questions. Make yourself available to answer questions in a way with which you are comfortable. You can give neighbors your phone number, or if you are not comfortable doing so, that is fine. Perhaps email, Facebook, or face-to-

face works better for you. And encourage your neighbors to connect with us on Facebook and Twitter, where Township staff can answer their questions directly. See the information below.

- **Contact Us** – Neighbors might have questions that you don't know how to answer. No problem! If you don't know the answer, just let neighbors know you'll get back to them. The Township staff is here to help you. Please feel free to contact us with your questions and ideas. We're all working together to make West Bradford Recycling a success!

We appreciate your help as West Bradford strives to become a leader in proper recycling and refuse management. If you have any questions, please contact me at (610) 269-4174. I look forward to meeting you soon.

Sincerely,

Jim Kelch  
West Bradford Township Public Works

**Phone:** (610) 269-4174  
**Email:** [jkelch@westbradford.org](mailto:jkelch@westbradford.org)  
**Web:** [www.WestBradford.org](http://www.WestBradford.org)  
**Facebook:** West Bradford Township Recycling & Refuse  
**Twitter:** @WestBradfordTwp

Enclosures (2)  
Recycling Flyer  
Techno-trash Info Sheet

## **Appendix E**

### Example of Business Recycling Poster and Communication

## EXAMPLE BUSINESS RECYCLING LETTER

West Bradford Township Letterhead

(Address)

(City, State, Zip)

(Phone)

(Fax)

(Date)

Attn: (Business Owner)

(Business Name)

(Address)

(City, State, Zip)

Dear (Business Owner):

West Bradford Township thanks you for recycling! Recycling is not only the law in West Bradford, but it helps the entire community. Did you know that for each ton of recycling collected in West Bradford, the Township receives grant money from the State? That grant money goes toward overhead costs and reduces taxes for us all! We are committed to supporting the West Bradford business community in continued improvement and innovation of recycling techniques. See below for some recycling tips.

- **Be in the Know** – We have many recycling opportunities in West Bradford Township, some of which you might not know about! Did you know the Township collects electronics? We invite you to take a look at the websites below to find out about recycling opportunities you may be able to use.
  - [www.westbradford.org/overviewrefuserecycle.html](http://www.westbradford.org/overviewrefuserecycle.html) for Township Curbside Recycling, Yard Waste Pickup, Compost Drop-off, Electronics, Glass, & Cardboard Drop-off, & Household Hazardous Waste
  - [www.chestercountyswa.org](http://www.chestercountyswa.org) for Lanchester Landfill Recycling Drop-off
  - <http://search.earth911.com/> for other recycling opportunities
- **Make Recycling Convenient** for you and your customers by placing recycling receptacles at the point-of-use. For example, place a recycling can in the lunchroom, near the printer, at each desk, and in the storage room.
- **Advertise** that your business recycles by placing a sign (enclosed) on display. Recycling serves the community, so let customers know that you are a part of the West Bradford recycling community.
- **Reduce, Reuse, Recycle** – You've heard it before, but it also makes good business sense and reduces overhead costs. Reduce the amount of material you use by going paperless and electronic when possible, buying in bulk, using two-sided copies,

using re-usable plates, cups, and silverware, and reusing boxes, envelopes, or folders when possible.

- **Collaborate and Save Money** – Reach out to neighboring businesses and talk about sharing recycling and waste hauling services to save money. If you are a small business and produce only a small amount of recycling each week, call the Township to discuss joining the Township recycling collection program.
- **Contact Us** – Township staff is here to help you. Please feel free to contact us with your questions and ideas. We're all working together to make West Bradford Recycling a success!

We appreciate your help as West Bradford strives to become a leader in proper recycling and refuse management. If you have any questions, please contact me at (610) 269-4174. I look forward to talking with you.

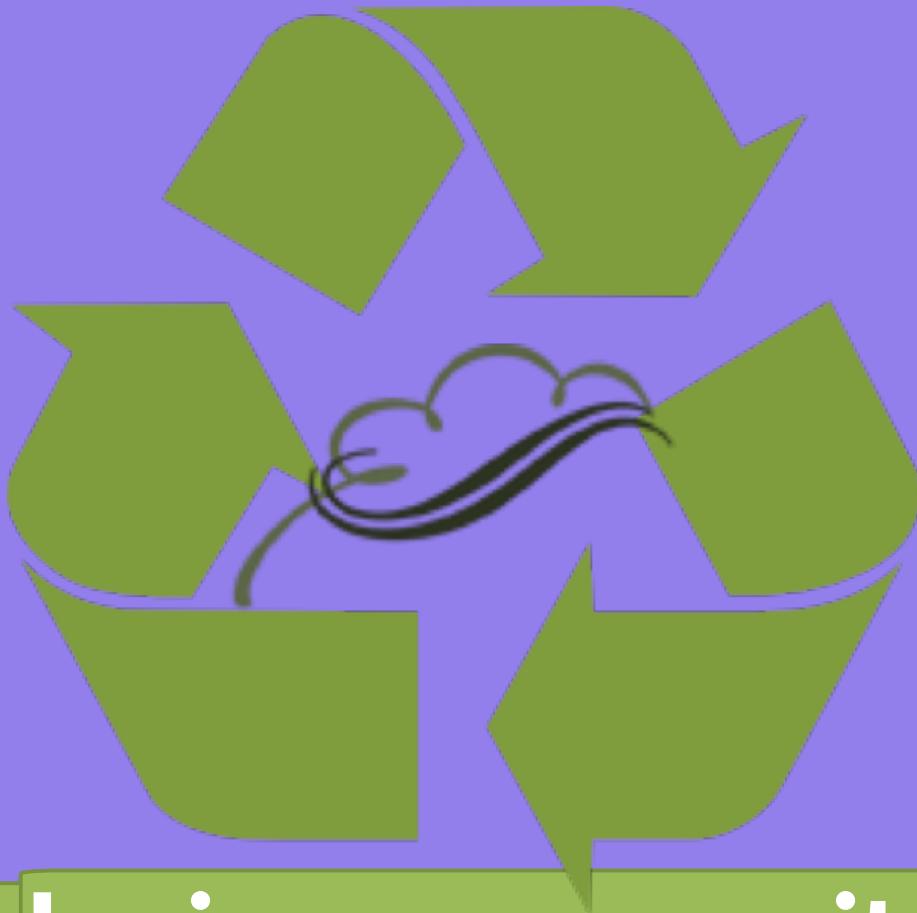
Sincerely,

Jim Kelch  
West Bradford Township Public Works

**Phone:** (610) 269-4174  
**Email:** [jkelch@westbradford.org](mailto:jkelch@westbradford.org)  
**Web:** [www.WestBradford.org](http://www.WestBradford.org)  
**Facebook:** West Bradford Township Recycling & Refuse  
**Twitter:** @WestBradfordTwp

Enc. (1)  
Recycling Flyer

**west  
bradford**



**business-community**

RECYCLES

**Appendix F**

Draft Recycling Educational Materials and Teacher Letter



## EXAMPLE TEACHER COMMUNICATION

Dear Teacher,

**Thank you** for taking the time to educate students about proper recycling and refuse management. This is an important lesson for all of us to learn. Recycling is a great way for younger members of our community to serve and do good. Each item that is recycled means less trash in our landfill, and it also means less we have to pay to dispose of that trash. Recycling also reduces the amount of raw material we need to extract from the earth. Such a simple act can make a world of difference!

West Bradford Township is pleased to **provide you with resources** to educate students about recycling. We encourage you to use these worksheets every year as part of your **Earth Day** celebration, or at any time during the year.

- **Where Can Our Waste Go?** – Students learn proper recycling and refuse management. Answers are as follows:
  - **Recycle:** Paper, Cardboard Box, Paper Bag, Glass Jar, Plastic Bottle, Soda Can, Steel Can.
  - **Compost:** Eggshell, Apple Core, Leaves, Banana Peel
  - **Drop-off at Township:** CD, Cell Phone, Batteries, Computer, Cardboard Box, Glass Jar
  - **Trash:** Basketball, Milk Carton
- **The Recycling Challenge Chart** – Students can track recycling activity at home, and involve the family in recycling education and awareness. Some ideas for this worksheet are below.
  - Have each student make a graph of individual results.
  - Create a graph of the class totals.
  - Compare and discuss individual results.

West Bradford Township is committed to excellence in proper recycling and refuse management. Please call (610) 269-4174 to **schedule a class visit** to the Township Recycling Drop-off Facility and to see recycling vehicles. Or request a visit from a Township Recycling Specialist and we'll bring a recycling truck to your school!

Regards,

West Bradford Township Public Works  
(610) 269-4174  
[pmurdoch@westbradford.org](mailto:pmurdoch@westbradford.org)

Name: \_\_\_\_\_

Class: \_\_\_\_\_ Date: \_\_\_\_\_

# Where Can Our Waste Go?

Directions: Draw a line from an item to the place it can go. Some items can go two places.



**RECYCLE**



**COMPOST**  
(home or drop-off)



**DROP-OFF @**  
**TOWNSHIP**



**TRASH**



**West Bradford Township Recycles!**

# The Recycling Challenge Chart

Name: \_\_\_\_\_ Date(s): \_\_\_\_\_

Instructions: Fill in a box for each item your family recycles throughout the week.

[illegible]

**Bonus:** Circle any items you **COMPOST** at home:

**fruits**

## eggshells

**grass**

**vegetables**

**leaves**

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