

**DEVELOPING A COOPERATIVE
RECYCLING DROP-OFF PROGRAM
FOR**

**PIKE TOWNSHIP
AND
DISTRICT TOWNSHIP
BERKS COUNTY**

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1.0 Background

Pike Township (Township) is a rural municipality located in Southeastern Berks County. Pike Township's population is 1,677 people and it has 606 households according to the 2000 census. No notable commercial enterprise exists in the Township. The Township wishes, to the extent practical, to develop a permanent drop-off recycling site.

2.0 Introduction

A meeting was held with Township representatives to discuss general parameters for development of a drop-off recycling program and to tour portions of the Township in an attempt to identify potential sites for a drop-off center.

As a result of the meeting, it was determined that adjacent municipalities should be surveyed to see if interest existed in developing a cooperative recycling program.

Due to the rural nature of the Township and its relatively small population; a cooperative or multi-municipal program could potentially reduce cost of the establishing and operating drop-off sites, market delivery and education. This type of cooperative effort would also receive preference under the Section 902 Grant program.

Of the surrounding municipalities surveyed, one (1) adjacent municipality District Township expressed interest in participating in a cooperative recycling program. District Township has an estimated population of 1,440 persons and 522 households. District Township is also rural/agricultural in nature and also lacks any notable commercial enterprise.

A meeting was held with Pike and District Township (Township(s)) to review recycling program options and parameters for project development.

3.0 Drop-Off Recycling Program Parameters

As discussed at the meeting, Pike and District Townships drop-off programs are easy to implement and relatively inexpensive. The major cost factor for drop-off sites include(s) cost of equipment, labor and transport of materials to markets. The following describes the general requirements for establishment and operation of a drop-off site.

3.1 Operations

Drop-off centers can operate in one of two (2) modes: manned or unmanned.

(a) Manned

Manned drop-off sites offer the advantage of having personnel available, on either a paid or volunteer basis. These personnel assist in unloading and handling materials and help educate participants to insure necessary quality control is

maintained. In addition, attendants have the opportunity to reinforce the importance of the program to participants.

(b) Unmanned

Unmanned drop-off sites offer the advantage of minimal overhead and coordination expenses. They can operate on a 7-day, 24-hour basis. A disadvantage is they provide little opportunity for quality assurance/control and there is no assistance available for residents. This can result in lower participation rates.

3.2 Location

One of the most important aspect of a drop-off is site location. The drop-off site must be conveniently located, and be easily accessible. Such facilities are normally located at a shopping mall, supermarket or municipal building. Busy, high traffic areas are also well suited to a drop-off site.

3.3 Weather Protection

Newspaper, mixed paper and corrugated cardboard must be protected from the wind, rain and snow. Plastic and aluminum containers must be protected from the wind. This is so that the newsprint does not become wet, diminishing its value, or blow away and so that the plastic containers and aluminum cans don't blow away creating a litter problem.

3.4 Storage Space

The area for materials collection should be large enough to accommodate the various storage containers. Storage containers can range from 55-gallon drums to 6 to 8 yard dumpster type containers to 30 – 56 yard roll-off containers. Area required for drop-off sites to service small populations range from 3,000 to 4,000 square feet. Space requirements differ depending on equipment chosen and method of collection, pickup and delivery.

3.5 Access

Access is extremely important and should not be overlooked when siting and designing a drop-off site. For example, if roll-off containers are used an ample area for truck maneuverability is required. Participant traffic flow is also important to site. Ease of access to the site is essential. Convenient parking spaces at a minimum 5 or 6 should be available to participants.

3.6 Appearance

Ascetics and cleanliness of the site are important for the following reasons:

- Residents will be more likely to use a site if it is attractive and clean.
- If the site appears to be a trash transfer station it will get trashed.
- Containers should be clearly marked e.g.: aluminum cans only, commingled (glass containers – all colors, aluminum cans and bimetal cans), etc. The collection containers should be easily distinguishable as recycling collection containers and well maintained.

3.7 Security

Vandalism and illegal dumping occurs most often at unmanned sites that are open 24 hours per day. Steps can be taken to mitigate these potential problems. For example, good lighting will discourage misuse, locked containers for aluminum cans can reduce theft, metal bins for newspaper can reduce or at least limit damage from fires, fencing of the site with a locking gate can alleviate vandalism. Security cameras are a major deterrent to misuse of a site. Manned centers opened on a scheduled basis generally experience little if any vandalism or illegal dumping. The above noted security measures are eligible (up to 90% of cost) for 902 Grant funds.

4.0 Other Considerations

The Township(s) will have to consider additional factors regarding operation, these include:

- (1) Who will operate the site(s), the Township(s) or a private contractor and;
- (2) Will a permanent site(s) be established or will rotating sites best suit the needs of the Township(s).
- (3) How the materials will be collected commingled or source separated/ single stream.

4.1 Public/Private Operation

The Township(s) can have total control of the project site or sites. The Township(s) under this scenario would identify the site(s); develop the site(s), purchase collection containers and specialized trucks for delivery of materials to market. The Township(s) would operate and market materials.

A public/private partnership can also be an option. This scenario is preferred by many municipalities.

Under this scenario, the Township would be responsible for site selection and development to the extent required (depending on program selected), purchase collection

containers and develop/implement a public education program and establish a schedule for operation. Containers can be rented from the contractor, however, purchase of containers is recommended in that they are grant eligible expenses and project cost can be reduced.

The Township(s) would have a choice to man the site(s) with its personnel or volunteers, have the contractor man the site or not have the site manned. It is recommended that the site be manned at least during the programs first several months.

The contractor would be responsible for servicing the containers and marketing the materials. Cost to the Township(s) would be for personnel time (if manned) and per container pull and/or per mile transported to market. Market value is generally credited against contractor fees if it has a positive value and added to fee if the market value is negative.

Services provided by a private contractor can be done on a contract or non-contract basis. The Township(s) should consider a contract if it determines to engage the services of a contractor. A contract will define the responsibilities of both parties and provide certain guarantees regarding services rendered. Often a contract can be negotiated with lower service rates than quoted and a floor price for materials recycled. A floor price is a guaranteed minimum price that the contractor will pay for materials. A copy of a Draft contract is included in Attachment A.

It is suggested that the Township explore the possibilities of a public/private arrangement.

The Township will be eligible for 902 Grant funding for site development, equipment and education cost.

This option is similar to the recycling program operated by Berks County (see Table 1). The County provides the containers for collection, conducts the education program and a private contractor provides collection and marketing services. Containers when full are removed and transported to market (pull or pulled). A charge is assessed per pull and/or per mile transported. A credit or debit is assessed based on market value of materials positive or negative.

<p>TABLE 1</p> <p>BERKS COUNTY RECYCLING DROP-OFF PROGRAM</p>

Acceptable material include: **CLEAR GLASS, GREEN GLASS, BROWN GLASS, PLASTICS PET #1 AND HDPE #2, ALUMINUM CANS, BI-METAL CANS, NEWSPAPERS, MAGAZINES, PHONE BOOKS AND CATALOGS.**

RECYCLING DROP-OFF LOCATIONS AND SCHEDULE TABLE

BOYERTOWN, HEREFOR AND TOPTON

February 8, March 8, April 5, May 3, May 31, June 28

GREENWICH, RICHMOND AND ALBANY

February 15, March 15, April 12, May 10, June 7

WINDSOR, CENTRE AND MARION

February 22, March 22, April 19, May 18, June 14

BETHEL AND UPPER TULPEHOCKEN

March 1, March 29, April 26, May 24, June 21

RECYCLING LOCATION ADDRESSES

TOWNSHIP	LOCATION
BOYERTOWN	Borough Garage, rear of South Reading Ave.
TOPTON	West Barkley and South Cherry Street
HEREFORD	Township Building, 3131 Seisholtzville Road
RICHMOND	Township Building, Along Route #662
GREENWICH	Township Garage, Along Old Route #22
ALBANY	Township Building, 2451 Route 143
WINDSOR	Township Building, Haas Road
CENTRE	Township Building, Bucks Hill Road
MARION	Township Building, 20 South Water Street
BETHEL	Township Garage, Klahr Road and I-78
UPPER TULPEHOCKEN	Township Building, ½ Mile East of Blinker Light at Route 183 and Old Route #22

4.2 Permanent or Rotating Sites

A permanent site(s) offers ease of scheduling, operation and is usually a more secure site particularly (if it is fenced and lighted). Residents will identify with the site(s) and scheduling will be easier. However, it lacks convenience of rotating sites and requires a number of residents to travel further.

Rotating sites are satellite drop-off locations established in various strategic areas of a municipality. These sites are operated on a scheduled basis e.g.: once a month (as per the Berks County recycling program). These sites offer greater convenience for participants. The sites are usually not as secure and are more expensive to service in that containers must be moved from site to site or additional containers are required if the containers are maintained on-site. If containers remain on each site, usually more security is required to prevent misuse.

Rotating sites are often located in convenient areas of high visibility such as shopping centers, supermarkets, etc. The Township(s) do not have these types of areas, which are readily suitable for establishment of a drop-off. A program of rotating drop-off locations is not considered practical for the Township.

4.3 Source Separated vs Commingled

Source separated/single stream or commingled collection of materials is dependent on several factors including economics and program goals.

From an economic perspective source separated/single stream materials hold a higher market value. However, with the exception of aluminum cans, historically materials have had great fluctuations in market value. Newspaper has historically seen market highs of greater than \$60.00/ton and lows in excess of (-\$20.00). As previously discussed, the market is volatile and market price for materials is dependent on supply and demand. Quantity of material offered to the market (tons vs pounds) also affect the price paid for materials. A material provided to the market in large quantities normally demands a higher price. One might say, it's economy of scale. The more you place on the scale the better your economy.

Source separated/single stream material requires a greater level of effort on behalf of program participants. The materials must be either stored in separate containers by the residents, taking up time and space, or the material can be commingled in one container and separated at the recycling site. Separating of materials at the site can be done by the resident, municipal personnel or volunteers.

Additional efforts required by residents to prepare materials will most likely negatively affect participation resulting in less material being collected.

Materials which are commingled (mixed in one (1) container) are convenient for the participating residents and take up less storage area. Less educational efforts are required

relative to material preparation. Due to the ease of preparation and delivery to the drop-off site; commingled programs enjoy higher participation rates resulting in greater diversion of recyclables from the waste stream. This situation meets the goals of many programs seeking maximum waste reduction/diversion.

Commingled material has a low or negative market value but requires less sophisticated collection containers. This form of collection eliminates the potential need of dealing with several markets.

5.0 Estimate of Recyclable Materials

Table 2 and Table 3 provide estimates of the recyclables available, respectively in Pike and District Township’s municipal waste stream. The estimates are based on County estimated waste generation rate and experience with other rural municipalities. The County estimates that on average 4.4 pounds per person per day or .8 tons per person per year of municipal waste is generated. Given the rural nature of the Township, a lower estimate of .7 tons per person per year is used. Experience has shown rural communities generate less municipal waste than urban or suburban municipalities and .7 tons per year is considered a conservative figure.

**Table 2
Pike Township
Estimated Recyclable Materials in Waste Stream**

Material	Percent MSW	Tons in MSW
Newsprint	10.0%	117
Corrugated Paper	8.0%	94
Office Paper	4.0%	47
Glass (Clear,Brown,Green)	9.0%	106
Plastic (PET, HDPE only)	3.0%	35
Steel & Bimetal Cans	2.0%	23
Aluminum Cans	1.0%	12
Yard Waste	10.0%	117
TOTALS	47%	551

Note: Estimates are based on generation of 1,174 tons of municipal waste per year.

Table 3
District Township
Estimated Recyclable Materials in Waste Stream

Material	Percent MSW	Tons in MSW
Newsprint	10.0%	101
Corrugated Paper	8.0%	81
Office Paper	4.0%	40
Glass (Clear,Brown,Green)	9.0%	91
Plastic (PET, HDPE only)	3.0%	30
Steel & Bimetal Cans	2.0%	20
Aluminum Cans	1.0%	10
Yard Waste	10.0%	101
TOTALS	47%	474

Note: Estimates are based on generation of 1,008 tons of municipal waste per year.

5.1 Capture Rate

The capture rate is the percentage of recyclables in the waste stream collected at the recycling drop-off site. The amount of material is also referred to as the diversion rate, i.e.: the amount of material diverted from the waste stream. The capture or diversion rate is dependent on a number of factors noted above (e.g.: the site(s) location, access, convenience, etc.). However, the factor that has the greatest impact on participation which determines capture/diversion rates is education. An enthusiastic and well-informed resident will exert the extra effort to recycle.

6.0 Markets

The primary determining factor in selecting materials to be included in a collection program are markets. As previously discussed, markets may accept commingled (mixed materials in one (1) container) or single stream/source segregated materials. Commingled material requires sorting, additional processing and contains more contaminants than single stream materials. Single stream/source segregated materials require less processing and are generally contain few contaminants. Single stream/source segregated materials have greater market value than commingled material, which usually has a \$0.00 or negative market value. Markets for both commingled and source separated/single stream materials are available to the Townships (as identified in Tables 4).

**TABLE 4
MARKETS FOR RECYCLABLES**

BUSINESS	RECYCLABLES
Goldstan Trading Inc.	Aluminum Cans \$.30/lb. \$660.00/ton
	Cardboard (loose) \$20.00/ton
	White Office paper \$50.00/ton
	Ferrous and Non-Ferrous – price depending on what type of metal
Laurel Street Recycling Inc.	Aluminum \$.25 - \$.40/lb.
	Copper #1 \$.55/lb, #2 \$.47/lb.
	Cast Iron \$1.50/100 lbs.
	Stainless Steel \$.10 - \$.15/lb.
	Brass \$.25 - \$.35/lb.
	Radiators \$.20/lb.
	Motor Blocks \$1.50/100 lbs.
	Washer, Dryers, Dishwashers, Stoves Free of Charge
Pollock – Reading	Aluminum \$.30/lb.
	Ferrous \$.01/lb.
	Non-Ferrous – Depending on what type of metal and amount
	Appliances \$.005/lb.
Royal Green Corp.	Appliances \$.75/100 lbs. free of freon
	Steel and Iron – prepared 5' x 2' \$2.00 per 100 lbs. – unprepared \$.75/100 lbs.
West Lawn Beverage Co.	Aluminum Cans \$.30/lb. under 100 lbs. and \$.33/lb. over 100 lbs.
Liberty Recycling	Newspaper \$20.00/ton
	Corrugated \$10.00/ton
	Aluminum \$700.00/ton
	Tin/Bimetal \$0.00/ton
	Glass (separated by color) \$0.00/ton
	Will rent containers – 4 – 6 yard \$50.00/month – 30 to 56 yard \$100.00/month
	Cost per pull varies
Todd Heller	Newspaper \$0.00/ton
	Corrugated \$0.00/ton
	Aluminum \$640.00/ton
	Tin/Bimetal \$0.00/ton
	Clear Glass \$25.00/ton
	Green Glass \$10.00/ton
Brown Glass \$15.00/ton	
Cougles Recycling Inc.	Cougles accepts commingled materials i.e: (glass all colors, tin and bimetal cans, aluminum cans, plastics (#1 and #2). Mixed paper and corrugated cardboard are also accepted commingled i.e.:(mixed magazines, newspapers, office paper and corrugated). Cougles provides collection (rents) containers 4–8 yard dumpster type or 40 yard roll-off and also provides pickup services based on per mile charge.

6.1 Market Economics

Markets may pay for materials, charge for accepting them or accept them at no cost. The economics of a recycling program are multifaceted. The equation goes beyond a normal business type of accounting which would consider cost of collection of materials + cost to deliver to market +/- market value = profit (loss).

$$\begin{aligned} &\text{cost of collection (C) + cost to deliver to market (D) +/- market value (M)} \\ &= \text{profit (loss)} \end{aligned}$$

The following cost are assumed for discussion purposes:

$$\begin{aligned} \text{(C) Collection} &= \$5.00/\text{ton} \\ \text{(D) Delivery} &= \$5.00/\text{ton} \\ \text{(M) Market Value} &= \$0.00/\text{ton} \end{aligned}$$

6.2 Business Equation

$$\text{(C) } \$5.00 + \text{(D) } \$5.00 \text{ +/- (M) } \$0.00 = \text{(-\$2.00) profit (loss)}$$

The above calculation works well in certain situations, however, additional factors must be included in the recycling equation including avoided cost of disposal, Act 101 Section 902 Awards and the value of saving natural resources. Avoided cost of disposal (A) is the total cost savings enjoyed by recycling material rather than collecting it as waste and paying to dispose of it at a landfill (A) = (collection cost + landfill tip fee). Assume (A) = \$60.00/ton. Act 101 Section 904 Grants (G) are paid to municipalities as an incentive to recycle. Under this grant program, a municipality receives \$5.00 per ton for each ton of material recycled and \$1.00 additional for each percent of the waste stream diverted.

Assume 2% diversion or \$2.00 per ton (G) = \$7.00. Saving of natural resources cannot be calculated by this generation but will be by future generations.

$$\begin{aligned} \text{(A) Avoided Cost} &= \$60.00/\text{ton} \\ \text{(G) 904 Grant} &= \$7.00/\text{ton} \end{aligned}$$

6.3 Recycling Equation

$$\text{(C) } \$5.00 + \text{(D) } \$5.00 - \text{(A) } \$60.00 + \text{(G) } \$7.00 + \text{(M) } \$0.00 = \$47.00/\text{ton (actual value to community)}$$

Understanding the relationship of markets to the true value of recycling is imperative when determining the feasibility of a recycling program.

7.0 Program Cost

Listed below are cost estimates for development of a commingled program and a source separated program for one (1) drop site.

7.1 Fixed Cost

The following estimates for site development and education efforts are considered to be the Fixed Cost for both options:

Fixed Costs

Public Education	\$ 10,000.00
Site Preparation/Development	\$ 10,000.00
<small>(1) Assumes preparation and printing of program brochures, posters to promote program, public notices and block advertisement in newspaper. (2) Based on a site of 3,000 to 4,000 square feet, costs include clearing and grading, surfacing, chain link fence, lighting and signage.</small>	

7.2 Commingled/Source Separated

Several combinations are possible relative to the type and number of containers required for a drop-off program. The type and number of containers vary depending on marketability of materials, collection and transport mode. Quotes for containers are included in Attachment B. Options include but are not limited to:

- One (1) roll-off container for collection of commingled materials only (glass all colors, aluminum and tin cans and plastics (#1 and #2).
- One (1) roll-off container for commingled and one (1) dumpster type container for newspaper.
- One (1) roll-off container with several sections for collection of source separated materials.
- Several dumpster type containers for source separated materials.

Variable Cost	
Roll-off Containers (1)	\$ 3,500.00 each
Dumpster Type Container	\$ 1,000.00 each
<small>Note: (1) Additional cost for lids plastic \$35.00 each (lids 31" X 41" plastic \$35.00 each, Dividers \$115.00 installed</small>	

8.0 Grant Funding Available

There are two (2) primary grant programs under Act 101 which are available to recycling projects: these are Section 902 and Section 904 Grant programs.

8.1 Section 902 Grant

Under Section 902, a municipality is eligible to receive 90% funding for its recycling efforts. The following items are grant eligible:

- Planning and implementation for the program.
- Site development, clearing, grading and surfacing (gravel or asphalt) of the site.
- Public notices and public education/information and promotion (brochures, calendars, banners, displays, etc.).
- Containers and equipment i.e.; containers for collection of recyclables at the site (dumpsters, roll-off specially designed, etc.), containers for residents to store and transport their recyclables. Equipment to process materials and to transport materials.
- Site security including fencing, lighting and security cameras.
- Site information signage.

The Township should contact the County Recycling Coordinator. If the Township(s) opt to develop a recycling site, the Recycling Coordinator will provide a copy of a grant application and assist in its preparation. A meeting with PADEP Southeast Region Recycling Specialist will also be required prior to submission of the application.

Applications for Section 902 funding will be accepted through June 26, 2003. Future Grant rounds will be announced by PADEP. The Township(s) should explore the potential for receiving recycling services from the County.

8.2 Section 904 Grant

Section 904 Grants or “Performance Grants” are also available to the Township(s). This Grant as previously noted, is based on the amount of material recycled and the percentage of materials diverted from the Township(s) waste stream.

The Township(s) are eligible to receive \$5.00 for each ton of material recycled by its program. Also, for each percent of the waste stream, which is diverted, the Township will receive an additional \$1.00/ton. Funding provided under this Grant program is discretionary and can be used to defray recycling program cost or any other needs of the Township(s). Detailed information regarding submission of a 904 Grant is available online at www.dep.state.pa.us.

9.0 Education Information Program Outline And Schedule

As requested by the Township(s), the following is a detailed outline for developing and instituting a public education/information program to initiate the planned recycling program. Attachment C contains additional suggested activities and recommendations for sustaining the education program.

9.1 Getting Started

Start out with educational material that creates a positive “get involved” attitude by portraying individual participation as the key to a successful recycling program. The message should briefly and concisely answer the following questions:

- The Message!

1. Why recycle?

By recycling, you:

- reduce dependence on waste disposal facilities;
- reduce the waste stream;
- close the loop on recycling, post consumer materials are reprocessed into new items;
- save valuable natural resources (which happen to belong to future generations);
- save energy by remanufacturing goods;
- help keep disposal costs down;
- reduce air and water pollution.

2. Who will be recycling?

- All conscientious residents, good citizens, decent individuals (you get the message).

3. What is going to be recycled?

- list materials to be recycled;

4. How to prepare recyclables?

- commingled or single stream or a combination (e.g.: commingled plus newspaper).
- rinse bottles and containers;
- bundle newspapers or place in paper bags.

5. When can recyclables be dropped off?

- Dates and times the drop-off sites will be open.

9.2 Delivery of Containers Along With A “How To And Why For” Brochure

Resident’s collection containers are suggested. These containers should be distributed to all participating households well in advance of program start-up usually two (2) or three (3) weeks. This will generate much enthusiasm as well as many questions. Containers with the Municipal logo, recycling logo. The containers assist in demonstrating commitment on the part of Township(s).’

9.3 How to Brochure

The brochure should promote the public’s understanding by relaying the general message as well as answer questions that will aid in participation.

The following is a list of items suggested to be included in the brochure:

- An introduction explaining the intent of the program;
- The goals of the program;
- Why you, “the individual” are important to the success of the program;
- The environmental and practical reasons for recycling;
- Required preparation of materials;
- Questions usually asked and answers;
- A schedule of the available dates; a calendar marked to indicate when recycling drop-off site(s) will be open and hours of operation;
- The name and telephone number of “who to contact” if questions or problems arise.

It is suggested that the “How To Brochure” be distributed with the residential collection containers.

9.4 Media Contact

Media should be contacted well in advance of program kick-off (six (6) to eight (8) weeks).

- **Newspapers**

Newspaper coverage should begin prior to the initiation of the program six (6) to eight (8) weeks. Local papers should be assisted in covering the start-up and progress of the recycling program as an item of public interest. Start with the theme “recycling is coming”, then “kick-off celebration planned” then coverage of the kick-off.

The first step in establishing rapport with the local newspaper is to make personal contact with the Editor. This should be done before making an official announcement at a public meeting. The newspaper should be supplied with a fact sheet and press release prior to the planned public meeting clearly outlining the essentials of the program and contain the same information as the How To/Why For Brochure.

Press releases should follow a specific format. News releases should be double-spaced, on one side of the paper only, and with generous margins (even though we wish to conserve). Short paragraphs are recommended to avoid losing the reader's interest. All facts should be placed in order of descending importance, since an editor is likely to cut from the bottom up.

The release should be written in an enthusiastic, informative style with all the facts – who, what, where, why, when and how – communicated in the first paragraph. Photographs showing the recycling drop-off site or the people involved should be included, if possible. The Township(s) are small communities and can keep it personal.

Periodically inform the newspaper of the progress of the program, including personal calls about the amount of material collected and the percentage of participation or diversion achieved. The newspaper should be requested to include an item in the issue just before collection days reminding people to prepare and deliver their recyclables.

- **Television**

Local television stations have requirements for Public Service Announcements (PSAs) as well as the possibility of having a recycling representative on a discussion program should be investigated. Many stations managers will work along with a group in designing inexpensive PSAs (e.g. use a slide of the program's logo or drop-off site with a brief message in the background.

- **Radio**

Radio stations are also required to air PSAs and public interest talk shows. The Townships should contact radio station managers or news editors to see if the stations will air 10 to 30 second PSAs about the recycling program. It is effective to have local personalities, such as a Supervisor or the County Recycling Coordinator, tape the PSAs.

- **Newsletter**

Community newsletters or bulletins are often read by an organization's members and can reach residents who are most likely to participate in a recycling program. Church bulletins and civic clubs can help promote recycling. Recycling

information could include special events achievements and/or student activities (a poster contest prior to program initiation).

9.5 Program Kick-Off

Do a ribbon cutting, have noted speakers from environmental/conservation groups, or clergy, have children play a roll in the celebration, perhaps award a prize for a winning recycling poster. Get people enthused.

10.0 Conclusions

- A cooperative program offers a number of benefits from an operational and economic basis.
- Markets identified offer a variety of marketing options to the Township(s) e.g.; markets exist for segregated materials/single stream and commingled recyclables. Material can be delivered to market by the Township(s) or picked up at the site by the market.

11.0 Recommendations

- It is recommended that the Township(s) consider the development of a cooperative drop-off recycling program. Two (2) options are offered for the Township(s) consideration.

The Township(s) should consider developing one (1) drop-off site to serve both Township(s) at one of their municipal buildings. Given that Township(s) are contiguous and the respective municipal buildings are relatively close in proximity.

Alternatively, select a site that may be more centrally located for both Township(s) or one in a high traffic area, if available. The Township(s) lacks commercial sites such as supermarkets or shopping centers to develop a drop-off site. However, the Township(s) could survey organizations e.g.: Pike Township Sportsman's Association and other social or civic organization, which own sufficient property in a relatively high traffic or occasionally high traffic area to determine if they would consider use of their property for a recycling drop-off site.

The recommended options noted above would be the most economical, cost would be shared and duplication of efforts would be avoided. These options offer ease of operation and administration for a permanent drop-off.

- If it is determined that one (1) site would not adequately serve both Townships, consider establishing individual sites, perhaps one (1) at each Township building.

- The Township(s) should apply for a Section 902 Grant for project development, collection equipment and educational and promotion efforts and at the end of the year apply for a 904 Grant Award. The County's Recycling Coordinator can provide assistance in grant preparation.
- At a minimum, the Township(s) should meet with the County Recycling Coordinator to explore the potential for the County providing collection services as part of its existing drop-off recycling program.

ATTACHMENT A
DRAFT CONTRACT FOR
RECYCLING SERVICES

Available upon request.

ATTACHMENT B

COLLECTION CONTAINER QUOTES

Available upon request.

ATTACHMENT C

EDUCATION PROGRAM RECOMMENDATION

Public Information/Education

Implementation of a comprehensive education and information campaign will help insure the program is successful initially and over the long run. The following are suggested components for developing an education and information program that will gain public interest and increase enthusiasm and support. The components are applicable to recycling and/or leaf and yard waste composting programs.

- Place an ad in a paper of general circulation providing details of the program and its merits, suggest this be done twice per year. If a new program is to be initiated place at least one ad 30 days prior to initiation.
- Prepare and distribute news releases and public service announcements to the local media. Provide program details, program kick off date and importance of the program e.g.: waste stream reduction, saving on disposal fees, saving/reuse of valuable resource, reduction of dependence on disposal facilities and, of course, it's the law (for mandatory programs).
- Development of a slogan e.g.: send your leaves to a mulch better place; recycle today for a better tomorrow. Slogans help with program identity and purpose.
- Develop a logo representing the program that will be readily identifiable. The logo can act as a constant reminder (particularly if its placed on a refrigerator magnet or calendar).
- Prepare an instructional flier, door hanger or brochure, one that is eye catching and to the point: (i.e.: who, what, where, when and why). The flier, door hanger or brochure could be distributed by volunteers or sent with Newsletter, utility or tax bills to save on mailings. Additional brochures (and posters) could be placed in public buildings and local businesses.
- A banner or banners can help publicize the program. A banner could be used at the beginning of leaf collection, and a second banner used for grass collection (the programs first month). A banner could also be used for recycling re-enforcement (e.g.: a reminder used for earth day and other events). These banners could be used repeatedly season after season.
- Distribute promotional items that encourage participation, (e.g.: a refrigerator magnet collection calendar, pencils, pens, rulers made from recycled materials). Items that are seen or used regularly and will act as a constant reminder.
- Preparation of a recycling display outlining the programs benefits, charting participation and avoided cost of disposal, etc. The display could be placed in the Municipal Building and used at various civic events.

- Incentive programs for participation, that is: rewarding households who participate. Conduct a random drawing and if the selected household has participated (set out its recyclables on a given day) a prize is awarded or a certificate or recognition.
- Encourage and assist schools to provide for recycling/composting education programs. Youth “will” be constant reminders to adults regarding recycling and composting often our best educators of adults.