

# Recycle Crusaders – Group 3

Task #1: Barriers

Markets – Does someone want/need the materials?

Lack of Knowledge – Desire- Opportunity

Public Perception of Need – Apathy

Commercial Sector

3<sup>rd</sup> Party Recycling in Franchise cities – no control/reporting

Recycling takes Revenue away from landfills – both compete for same wastestream and \$\$

Low Waste Disposal Fees

Public Confusion – what is Recyclable?

Budget Limitations

Packaging of products

We like convenience

Not enough recycling containers – opportunity  
- example – gas stations

Lack of uniformity – everyone has different programs

Reuse is not emphasized

Lack of infrastructure

Recycling costs money

Reporting data is difficult and expensive

Scavenging – creates negative impression to residents

#2 – Short List

1. Public Awareness/Education
  - a. Contamination of materials
2. Convenience – not enough Opportunity
3. Economics
  - a. Markets
  - b. Infrastructure

c. Cost Savings – low disposal fees **not consensus**

#3 – Actions

Contamination Reduction – better quality materials

Education – what can be recycled

- a. Schools – elementary kids
- b. Curriculum

Learn by Doing – have active recycling programs at all schools

Train the trainers Better

More information in Multiple Languages

Bins Everywhere – Start in High Traffic Areas

Expand CRV to all containers – raise CRV if that increases redemption

Market Development – Minimum Content Laws

Resource Recovery Parks

- a. Series of facilities in one area where multiple types of materials are handled.

Technical Support – Hands on support to businesses

Charge full price for disposal services

Regional Authority for Resource Recovery Parks

Add conversion to MRF for residuals

Have environmental performance standards for recycling facilities – all permits from CalEPA combined

Enforcement for AB939 – local recycling requirements

Make consumers aware of true lifecycle costs of landfill

Packaging legislation

Producer responsibility – expand from cell phone legislation

#4 – Short List

1. Bins Everywhere!
2. Packaging Legislation
3. Education

4. Increase tipping fees to capture true lifecycle costs
5. Technical support for businesses