



October 13, 2000

Mr. James Ingram
Borough Council Member/Public Works Department
East Washington Borough
15 Thayer Street
Washington, PA 15301

Subject: Evaluating East Washington Borough's Recycling Public Education Program

Dear Jim:

This letter is to provide the East Washington Borough with the results of R.W. Beck's evaluation of the Borough's recycling public education program to determine if a redesigned program would boost recycling by reenergizing long time residents and more effectively addressing transient residents, particularly students. The Borough would also like to consider promoting home composting and curbside collection and composting of yard waste.

The Borough has become concerned that while its curbside recycling program has remained very popular, it appears that participation and commitment have waned in recent years, with tonnage declining by nearly 18.5 percent from a high of 157 tons in 1995 to 128 tons in 1999. Factors that may contribute to this decline include:

- Shift from use of glass to plastic and/or aluminum containers in many products
- Reduction in size of newspapers and decline in use of newspapers and magazines due to electronic communications (Internet)
- Changes in municipal waste collection practices that allow for unlimited disposal
- Difficulty in educating a large number of transient residents in rental housing, particularly students
- Reduction in enthusiasm among long time residents now that the program is no longer new

The reduction in tonnage is of particular concern as the Borough attempts to increase recycling to meet the Commonwealth's goal of 35 percent recycling by 2003.

The Borough has requested assistance to: (1) evaluate its current public education program; (2) design a new comprehensive public education program that more effectively addresses areas of concern; and (3) develop a program to encourage home composting and consider curbside collection of yard waste.

EVALUATING EAST WASHINGTON'S RECYCLING PUBLIC EDUCATION PROGRAM

This evaluation is broken down as follows:

- Current program information
- Promoting curbside recycling
- Diverting additional materials, including yard waste
- Education in the schools
- Grant funding

The following issues are considered:

- Approaches that will rebuild enthusiasm among residents for recycling and encourage them to recycle more.
- Vehicles for reaching a highly transient population on an ongoing basis.
- Enlisting community/business support to promote recycling.
- Additional materials that could be recycled and methods for diverting these materials
- Educating students K-12 about recycling and waste reduction.
- Use of Act 101 Section 902 Recycling Program Grants to fund the Borough's public education efforts.

CURRENT PROGRAM INFORMATION

East Washington Borough (Borough) has contracted with Waste Management to provide monthly curbside collection of commingled recyclables, including aluminum, steel/bimetal, glass, and #1 and #2 plastic containers, newspaper, and glossy paper (magazines and catalogs). The Borough pays for recycling from its general fund, and materials are collected from all properties, including single and multi-family dwelling units, institutions and a handful of local businesses. Residents are instructed to place all containers into the recycling bin provided by the Borough. Newspaper, magazines and catalogs are to be placed in kraft bags, cardboard boxes, or in separate recycling containers and kept separate from the containers.

The Borough also conducts two cleanup programs every year, one in early May, and one in early October. Most items will be collected, with the exception of tires, building/construction materials, and garbage. Appliances that contain coolants (CFCs, freon, etc.) will be picked up if they are tagged that someone certified to perform this service has removed coolant gas.

Municipal waste collection is managed by individual subscription, with residents contracting individually with a waste hauler to pick up and dispose of their waste. The Borough reports that most residents have unlimited service and are able to dispose of most waste, including bulky items, during their weekly collection. It is not clear how many residents actually have waste collection service, and it is assumed that some do not.

Current State of Recycling in Pennsylvania

Pennsylvania met its original 25 percent recycling goal two years early, by the end of 1996. The Governor called for a more aggressive goal of 35 percent by 2003. Pennsylvania's recycling rate

continues to climb, though more slowly than in the early years of the program. Much of the increase can be attributed to addition of new, “non-traditional” materials and better data collection efforts that capture tonnages recycled from the commercial and institutional sectors. While most Pennsylvania residents still claim to strongly support recycling efforts, tonnage of “traditional” curbside materials has declined in many areas. Some of this is due to shifts in materials generated in the waste stream (most notably, from use of glass to plastic or aluminum containers for many products). Some may also be attributed to “lightweighting” of newspapers (use of thinner paper and less advertising) and shifts to use of electronic media. The shift to plastic was demonstrated in the case of the City of Bethlehem in a November 8, 1999 report prepared by R.W. Beck, because materials were collected and weighed separately. Comparisons of tonnages over the years, when evaluated by percentage of increase or decrease, rather than overall weight, showed that there were dramatic increases in the amounts of plastic and aluminum collected, with a five year (1993-1998) increase of nearly 50 percent and about 81.5 percent respectively, while glass had a significant, though lesser, decline of around 35 percent. While the percentage of increase was great for plastics and aluminum, the absolute weight increase for these materials was only just over one third of the weight decrease for glass, which had a lesser decline when measured by percent decrease. Newsprint had decreased dramatically as well, and the City provided anecdotal evidence of the reason for at least part of this—lighter paper and less advertising, as reported by the two largest newspapers in the area.

PROMOTING CURBSIDE RECYCLING

Current Public Education Program

The Borough has conducted a public education effort that involves annual distribution of updated recycling information brochures to all residents. These brochures are distributed door to door by volunteers. These brochures have always been very creative with eye-catching graphics, and have served the Borough well.

Now that recycling has been in effect for nearly ten years, however, it appears that the Borough needs to reevaluate its approach to promoting the program. Assuming that East Washington was like most communities in Pennsylvania, the initial excitement of a new program resulted in high participation. As programs have begun to come of age and mature, it seems that the initial excitement has worn off and citizen participation has declined, resulting in lower tonnages collected.

In East Washington, some of the decline in tonnage is probably attributable to the factors cited in the previous section, though this would be impossible to prove because materials have always been collected commingled. A determination of current percentages by material could be determined by conducting a composition study of recyclables collected, and this could be compared with future years. It may be useful to compare East Washington’s tonnages with recycling tonnages from another municipality similar in size and composition to East Washington that collects its materials source separated. It may also be helpful to approach representatives of the major newspapers that serve the area—the *Washington Observer-Reporter* and the *Pittsburgh Post-Gazette*—to find out if they have reduced size and weight in recent years. The decline seems too large, however, to be attributable only to these factors. A more likely factor is the significant number of transient residents, including students, because: (1) it is difficult to educate a constantly changing population; and (2) transient residents are

sometimes less committed to community efforts than permanent residents, including recycling efforts.

New Directions in Public Education

There is no specific “recipe” for public education that is guaranteed to work for every municipality. The variety of programs and vehicles is just about as numerous as the number of recycling programs in the state. Factors to consider include, but are not limited to size, demographics, geographic location, whether the area is urban, suburban or rural, type of program, mix of housing (single/multi-family, permanent vs. transient) proportion of residences to businesses/institutions. What works for a given area is a function of matching the type and size of effort to the target audiences in that area.

East Washington Borough is small—only 2,126 residents were counted in the 1990 Census. There are only around 750 housing units, with 200-300 reported to be rental properties. There is only a handful of businesses and institutions. Therefore, the focus must be on residential recycling efforts.

When recycling programs were new in the early 1990s, there was a sense of excitement and energy about entering into a new program that could have a positive benefit for the community and the environment. There was a heavy focus on education in the implementation phase of most programs in order to promote participation and train program participants about how to recycle. As programs matured, some level of educational efforts has continued, but most have not maintained the energy and freshness that was evident during implementation. The typical citizen will do his or her duty, but usually needs regular reminders about the hows and whys of a program.

Any new program needs to rebuild the excitement and reinvigorate residents to encourage them to recycle, and, if possible, to do more. Residents must be engaged directly in a positive way so that they want to participate or have incentives to do so. The current program that provides annual flyers should be continued—these flyers provide a wealth of information for residents—but with an overlay of activities that are fun and attract attention to the program.

Reminders. Having monthly recycling collection means that residents must remember which day is recycling day and that they must place their materials at the curb on that day. Missing that day means having to store recyclables for an additional month. Some residents may not be willing to do this and may dispose of additional recyclables when storage space is tight or if they prefer not to have these materials sitting around for another month.

With monthly collection, it is important that residents be reminded to put their materials at the curb on recycling day. There are several options that might be considered, some passive and some active. A passive option would be to distribute a recycling calendar that is small enough to be posted on the refrigerator, but distinctive enough to stand out among all the other materials that tend to be posted there as well. A more active option would be to place banners at each of the entrances to the Borough starting two to three days before recycling day, reminding residents to put their materials at the curb. These could be creative and eye-catching, and could possibly be sponsored by a local business. Another option is to have volunteers distribute door hangers that remind residents of recycling day and strongly reinforce recycling requirements, though it may be difficult to sustain monthly distribution of door hangers and this would entail ongoing expense. A banner that is reusable each month would require a one time cost and use of Borough personnel once each month to put them out

before recycling day and remove them once collection has been completed. It may help to use door hangers perhaps two or three times each year as well, particularly when the Borough could also include reminders of clean up days, Christmas tree collection, or similar activities. These could be distributed by volunteers—perhaps students who could be given a certificate for products or services from a local merchant in exchange for their assistance.

The Borough could also consider making available promotional items made from recycled materials—preferably something that would be used by residents so it remains in view as a reminder—to serve as constant reminders about the Borough’s recycling program. Volunteers could distribute these types of items door-to-door at the same time they are distributing brochures. Promotional items could include a range of products, from inexpensive pens, pencils, rulers, and refrigerator magnets to note pads or even tote bags. Any items purchased are eligible for funding through the Section 902 Recycling Program grants.

Spotlights on the Program. The Borough could also engage in other activities that are fun, inexpensive, and bring attention to the recycling program. Some potential activities for consideration might include:

- While the Borough has had a series of creative, eye-catching annual brochures, there is no recognizable slogan, logo or mascot associated with its recycling program. Having one or more of these things that identify the program would help to increase program visibility. The Borough may want to consider a contest to ask residents to submit a slogan, a logo, and/or a mascot to be considered for use by the Borough, with the winning entry incorporated into future materials used by the Borough. If the Borough is unsure of which vehicle might be preferred, it could solicit entries in all three categories and choose a single winner from one category, or one from each category, so that there is an option of using any of the winners that fits most appropriately into a given situation. The winner or winners would be recognized by the Borough in some way, and given some type of reward for their effort. Prizes could be donated by local businesses or could potentially be funded through Section 902 Recycling Program Grant.
- The Borough could offer rewards to randomly selected households that have placed their bins at the curb for collection. These rewards could be items or services donated by local merchants, and the only potential expense to the Borough would be time spent in soliciting the prizes—expense that could be avoided if volunteers take on this responsibility.

This activity would require volunteer assistance to determine who is eligible by walking the streets and recording which residences have set out their bins, or cooperation from the recycling hauler to record the addresses. This could be done for the entire Borough or selected sections, which are rotated each month. The advantage in using the entire Borough is that all residents would know they have an opportunity to win something in any given month, versus knowing that only residents of a specified area are eligible. All eligible residents would have their address included in a drawing for the prizes the Borough has received. It could be done monthly, bimonthly, quarterly, or at any interval that the Borough chooses. If these drawings are not to be held on a monthly basis, the Borough may choose not to let residents know exactly when the drawings will take place—thus encouraging them to place their bins at the curb every month to be eligible for the drawings when they do occur.

Another variation on this is to place all residential addresses into a monthly drawing. Several addresses could be drawn, and the first that is found to have set its recyclables at the curb for collection would win a prize.

- The Borough could institute a “Recycling Household of the Month” program, with selected households featured in a local paper or similar publication, perhaps a Borough newsletter. Specific criteria would need to be developed to determine who might be selected for this recognition, and households could be nominated from within the community (self or by neighbors) or selected through a procedure established by the Borough. Criteria should include measures that indicate that a given household is doing more than just placing recyclables at the curb on a monthly basis, and could potentially include: home composting; buying recycled; recycling or reuse of materials other than those collected at the curb; use of less hazardous products; and creative uses of materials or activity in the community. Like the random selection program described above, awards could be solicited through local businesses.
- The Borough could establish a “block leader program” to enlist community support to promote recycling throughout the Borough and to engage in friendly competition designed to boost recycling. In this program, individuals could be identified either by block or within established zones. These individuals could be responsible for setting an example for the rest of their area, visiting neighbors to personally encourage recycling and other waste reduction activities, and to distribute materials on behalf of the Borough. If competition is to become a part of this program, the block leader could assist in counting set-outs and determining the set-out rate (percentage of containers placed at the curb to total households) for the area, or each block leader could be assigned to count bins in another area to ensure impartiality. Like the “Recycling Household of the Month,” the area with the highest setout rate could be recognized in some way and perhaps rewarded with certificates and/or discounts from local businesses.
- The Borough could bring attention to recycling goals by developing a visual method of showing progress. Preparing a sign that could be placed in a highly visible location (similar to United Way) showing progress toward the goal (a thermometer, a recycling truck traveling to a materials recovery facility, etc.) will help residents to see where they are in relation to the goal and encourage them to recycle more to meet the goal.
- Some type of recycling display could be developed that can be used during community events, and rotated among schools, churches, and businesses. This display could be used as part of any presentations made by Borough officials or the recycling committee.

Targeting Transient Residents. Transient residents are those residents that live in rental units within the Borough. Borough officials have reported that 200-300 of 750 housing units are rental units. It was estimated that approximately 40 of these are students at Washington and Jefferson (W&J) College. Educating transient residents is a challenge, because new residents that take occupancy after distribution of the educational materials that the Borough has generated each year may never see this information. This is why it is critical that any education efforts be ongoing.

Some of the suggestions above will make these residents aware of the Borough’s recycling program. However, it would be useful to find a vehicle that ensures that these residents receive pertinent educational materials and that they have a curbside bin for their recyclables. In exploring potential methods with Borough officials, it was determined that the Borough has

no specific procedures with regard to new residents, and may not necessarily even be aware of new residents moving into rental units. Some discussion included notification through utility bills, but some residents in rental units never receive bills because utilities are included in their rent.

The Borough could consider making landlords responsible for providing recycling information to new tenants by providing appropriate materials and requiring that these materials be given to these tenants when they sign a lease or when they take occupancy. This would require including language in an ordinance, and some mechanism for enforcement to ensure compliance, which may be difficult. A better approach may be something like the block leader effort described above, where block leaders monitor activity in their assigned area and are able to provide information to new residents as they arrive, or to notify the Borough so that information may be provided. Another method is to rely on word of mouth, with residents notifying the Borough when a new resident moves to the Borough so that the Borough can provide recycling information. A block leader type of approach will probably capture more new residents than any other method.

Another approach that will reach students is one that is already underway. Borough representatives plan to do a presentation during orientation at Washington and Jefferson College (W&J) for the fall term, and students will receive materials about the Borough's recycling program. A brochure for the 2000-2001 school year is included at Attachment 1. Ideally, some type of program would be held prior to the spring term as well, as there may be new students that move into the Borough at that time. This is the type of program that needs to be conducted every year before each term in order to ensure that all new students are reached.

Ongoing Education. Sometimes residents forget or do not completely understand which materials are acceptable and which are not, or exactly how to set out materials. Some may not be recycling at all. In either case, friendly reminders may help to set these residents on the right track.

For those that are including contaminants in their recycling bins or who are not preparing materials properly, checkoff cards could be printed that alert residents to the problem. In the case of contaminants, the materials could be left in the bins as an educational tool. For those where it is discovered that most or all of their recyclables are going into their garbage, a note could be left that alerts them concerning the Borough's recycling requirements.

DIVERTING MORE MATERIAL

All of the public education efforts described above should serve to increase the amount of material recovered through the Borough's curbside recycling program. However, for the Borough to reach the Commonwealth's new goal of 35 percent recycling by 2003, it will need to find ways to divert even more material. Additional materials that may be easiest to target for diversion include corrugated cardboard, mixed paper/junk mail, yard waste, textiles, and white goods.

Cardboard and Mixed Paper

The easiest method for collecting corrugated cardboard and mixed paper would be to make collection containers available within the Borough. Having containers controlled by the Borough ensures that materials can be counted more accurately for reporting purposes. The

Borough could include a provision in a Request for Proposals (RFP) for its curbside collection to provide dumpsters for the collection of cardboard and mixed paper. The paper could be hauled out for recycling on a regular schedule or on an as needed basis. As needed is preferable in that it ensures that collection will only be done when containers are full, which should result in lower cost.

The Borough could also piggyback onto an existing program if such an arrangement can be negotiated. One option includes working with Washington and Jefferson College, which is already mandated to recycle these materials because of its location in a mandated municipality. This may be the easiest path because the Borough has already begun to develop a working relationship with W&J. Other options include teaming with a neighboring municipality or working with a commercial entity such as WalMart, Giant Eagle, or similar facility that is already recycling cardboard and/or mixed paper.

Yard Waste

The Borough could also examine how it might boost yard waste diversion. Currently, the Borough collects leaves with municipal vehicles in the fall and delivers them to a local farmer through an informal arrangement. The Borough may want to consider soliciting bids for curbside yard waste collection through its recycling program RFP. The RFP would need to specify when collection would take place (fall only, fall and spring, etc.) and that the leaves must be delivered to a composting facility or to a site for land application that meets the DEP guidelines. If there is a public composting facility operated by a municipality in Washington County, or if there is a farm or similar site that meets DEP's land application guidelines, it may be possible to have the material delivered to such a site at little or no cost.

There is a private facility located in North Strabane Township that is operated by AgRecycle. As of July 1999, AgRecycle offered to accept up to 1,300 cubic yards of leaves from Peters Township at this site for a ceiling rate of \$2,700, or just over \$2.00 per cubic yard. East Washington would be generating significantly less material because: the population is a fraction of the population of Peters Township; and lot sizes are significantly smaller than those in Peters which has a minimum required lot size of ½ acre. In many cases smaller customers do not have as much "clout" as larger customers, and therefore may pay a higher price for service.

If available, an option that may offer a lower cost would be to "piggyback" onto the curbside yard waste collection program already in place in another municipality. For example, if the City of Washington has curbside yard waste collection, the Borough may be able to negotiate to be included as part of that collection effort at a lower price than if it conducts its own program.

Another option is for the Borough to collect yard waste through a drop-off program. The Borough could provide a centrally located dumpster or rolloff container where residents could bring leaves and grass for composting or land application. The material could be hauled away and composted under contract, or the Borough may be able to make arrangements with another municipality that has a composting site, if one is available within the County. Another option is to develop an agreement with a local farmer, landscaper, nursery, cemetery or similar business to accept the material for land application or composting. The PA Department of Environmental Protection (DEP) has guidelines available both for yard waste composting and for land application that would need to govern any of these activities.

Regardless of whether or not the Borough decides to implement curbside or drop-off collection of yard waste, it should consider promoting home composting by residents. The Borough could work with the County Cooperative Extension office or garden clubs to provide an educational program, and purchase of home compost bins is eligible for funding under Section 902 Recycling Program grants.

Textiles

Dumont Export Corporation, located in Philadelphia, Pennsylvania, recycles textiles that cannot be reused. This company has worked with counties and municipalities throughout Pennsylvania to implement textile recycling programs by providing collection bags and educational materials. In the past, Dumont has paid up to \$100 per ton for old clothing and other textiles. It may prove to be beneficial to investigate the possibility of instituting such a program in the Borough, or even to discuss working with Washington County to implement a larger scale program.

White Goods

The Borough has reported that many white goods are now entering the waste stream, as most haulers that operate in the Borough will accept these items for disposal. The Borough does collect some white goods during its semi-annual clean-up efforts, and they have, along with other scrap metal products, been taken to a scrap dealer for recycling.

It may be worthwhile for the Borough to investigate the potential for developing a collection program for white goods. It would be difficult to establish a drop-off similar to drop-off sites for other materials, but it may be possible to have a collection day working in coordination with a local scrap dealer to provide equipment such as containers and dollies, etc. for moving the appliances. Another option is to work with a local scrap dealer to accept white goods from Borough residents and track and report the information to the Borough.

Another option is for the Borough simply to provide information on no or low cost options for recycling white goods to residents and work closely with all potential markets to try to obtain good data on the amount of material collected.

EDUCATION IN THE SCHOOLS

Educating students in grades K-12 may be a very effective way of reaching Borough residents both now and for the future. Students often become the strongest advocates of recycling, and will ensure that recycling is happening in their homes.

Because East Washington Borough is part of a school district that includes the City of Washington (a mandated recycling municipality), there is an opportunity to work jointly with the City to educate students and promote recycling. Of course, teachers often struggle just to maintain teaching of required information, so the Borough/City must be sensitive to this and willing to assist in school-based efforts. Activities that have been used in other areas include:

- A District sponsored art show and/or “inventions” using recycled materials. This could also take a seasonal form, such as recycled Christmas ornaments. Student creations could be displayed at a local shopping center or other heavily traveled location. It would be particularly helpful to have a local sponsor or sponsors—including a media outlet—to provide funding, awards, and publicity. A jury of art teachers and community leaders could be used to judge the entries, and could determine what is actually shown to the public if there are too many entries.

- Students could be asked to participate in a slogan and/or logo/mascot contest for recycling in the area. This activity could actually involve the entire community. A contest like this could be managed similarly to the art show concept described above.
- Several performing groups have delivered the recycling message very successfully to schools throughout the Commonwealth. These groups include The Illusion Maker, Timothy Wenk Magic, and the KidsMatter National Theatre. These groups will come into the schools and perform at student assemblies. These programs are eligible for funding through the Section 902 Recycling Program Grants. Application must be made through a municipality or county.
- If the schools are not recycling or if the in-school recycling programs have been struggling, school recycling programs are also eligible for Section 902 grants for containers and educational materials. Some districts have benefited from establishing student committees to promote recycling and help manage the programs. Some have used revenue from materials as incentive for students to participate. The Millcreek School District in Erie County, for example, has used revenue to purchase materials that support class projects.
- Some schools have used recycling as an opportunity to promote exchanges between older and younger students. In Plum Borough (Allegheny County), high school students were trained to teach primary school students about recycling and waste reduction.

While Washington and Jefferson College is located in the City of Washington, it may be worthwhile to engage W&J students as well. A student environmental organization, for example, could help to promote recycling efforts within the school and the community. A DEP representative has noted that education programs in colleges and universities have not been very effective because little thought is given to developing materials that really engage students. A challenge might be issued to W&J students to develop their own “edgy” materials that attract attention and deliver the recycling message within the school, but perhaps also in the wider community.

GRANT FUNDING

East Washington officials noted that the Borough has been generating new educational brochures annually, but the Borough has not availed itself of funding for these brochures under the Section 902 grant program. Production and printing of these brochures is eligible for funding at 90 percent of the cost, and the Borough can apply for funding for previous years if costs can be substantiated. In the future, the Borough should track hours spent in producing materials and in planning educational efforts to be used as match or for reimbursement (if more than 10 percent of the total cost can be substantiated), as well as overall costs for production of educational materials.

A number of educational programs and materials have been described throughout this report. All of the materials described, plus staff time in planning/preparing for these materials and programs, is eligible for funding by a Section 902 grant. Also, any containers, vehicles, or materials needed to expand collection within the Borough are eligible for funding as well. Fundable materials, containers and activities described throughout this report include:

- Reminders for curbside recycling program, including: recycling calendar (perhaps a magnet); streetside banners; door hangers; promotional items; visual display of progress toward recycling goal (similar to United Way); recycling display in public place

- Promotion and implementation of a slogan, logo and/or mascot contest
- Incentive programs to encourage household participation, such as rewards for randomly selected households that have set out bins, “Recycling Household of the Month,” and/or “block leader program”
- Boosting recycling by transient residents by: revising ordinance and strengthening enforcement aimed at transient population; preparing materials aimed at transients; working with W&J to address students
- Diverting more material, including: purchase of containers to collect additional materials through a drop-off program; planning for curbside or drop-off collection of yard waste, and purchase of equipment needed; purchase of home composting bins and production of educational materials
- Planning for and implementing educational programs in the schools
- Purchasing equipment to implement or expand recycling in the schools

By implementing activities that boost the Borough’s recycling rate, the Borough also stands to expand the funding it receives through the Section 904 Performance Grant program.

CONCLUSIONS

- While popular and successful, East Washington Borough has experienced an unexplained decline in recycling tonnage.
- The Borough believes that the recycling education program needs to be invigorated.
- Recycling education efforts in the past have focused on production and distribution of an annual brochure. The Borough has not applied for grant funding to support production of the brochures.
- The Borough has a significant transient population that is difficult to educate on a continuing basis.
- The Borough has started to work with Washington and Jefferson College to reach college students living in the Borough.
- The Borough is eligible for Section 902 Recycling Program grant funding for most of the activities and materials discussed in this report.
- The Borough can increase its Section 904 Performance Grant award by boosting its recycling rate.

RECOMMENDATIONS

- The Borough should implement a comprehensive educational effort that: (1) provides ongoing reminders to residents to recycle; (2) provides visible “spotlights” on the program that provide incentives to recycle; (3) targets transient residents through landlords and efforts with W&J College, as well as through the reminder efforts; (4) promote recycling of additional materials where opportunities exist; (5) provides information about and training for home composting; and (6) targets students to encourage recycling and to recycle in their homes.

- The Borough should implement measures to ensure that landlords are aware of their responsibility to educate and to make recycling available to tenants and to enforce this requirement.
- The Borough should consider expanding the materials that may be recycled by Borough residents. Potential areas for expansion include drop-off containers for additional materials such as corrugated cardboard, mixed paper, textiles, white goods, yard waste, etc. The Borough should investigate the cost to implement curbside collection of yard waste, including the potential to “piggyback” on a neighboring municipality’s program, and consider implementing curbside collection if deemed cost effective.
- The Borough should work closely with the School District and W&J to implement programs that encourage recycling by students and spotlight recycling in the community.
- The Borough should apply for a Section 902 grant to cover the cost of implementing all activities it decides to undertake.

Any increases in the Borough’s recycling rate could benefit the Borough financially when used to obtain funds through the Section 904 Performance Grant program. Implementing the types of activities described throughout this report could raise the visibility of recycling and establish the Borough as a leader in the region’s recycling efforts.

Sincerely,
R.W. BECK, INC.

Sandra L. Strauss
Environmental Analyst

cc: Kathleen Kilbane, SWANA
Carl Hursh, DEP
Debbie Miller, R.W. Beck