

---

# Analyzing Recycling Access and Opportunities

---

Municipal Waste Management Association  
2009 Fall Summit

# The Full Circle Plan

*A Sustainable Plan for Container Recycling*



**Our Message to Consumers:**

**“We’re doing our part so you can do yours. Please recycle.”**

---

# Plan Activities in 2009

Innovate/research: recycling access study, recycling rates, best practices

Motivate: company-specific efforts to communicate, sponsorships

Activate:

City partnerships (Hartford, new city announced soon)

[www.RecycleTogether.com](http://www.RecycleTogether.com) Model cities with The Climate Group

Advocacy for federal assistance for municipal recycling

**1** **Getting Started** Essential do's and don'ts of recycling.

A COMPREHENSIVE RESOURCE FOR CITY OFFICIALS ON HOW TO IMPLEMENT RECYCLING IN YOUR CITY OR TOWN.

[LEARN MORE](#)

**2** **Model Cities** Match your city to real world case studies.

**3** **Venue Recycling** A guide for special event recycling.



## Recycling News

### INDUSTRIAL SERVICES ANNOUNCES FINANCIAL GUIDANCE FOR 3Q

Oct. 21 – Industrial Services of America Inc. has announced financial guidance for t... [MORE >](#)

### VT. ELECTRIC COMPANY ADDS COW POWER TO ENERGY PORTFOLIO

Oct. 21 – A Vermont electric company is adding cow power to its renewable energy por... [MORE >](#)

### RECYCLEBANK CREATES PARTNERSHIPS TO EXPAND IN TEXAS

Oct. 21 – RecycleBank has partnered with the City of Houston, Alcoa and Texas Instru... [MORE >](#)

## FEATURED MODEL CITY



The Chittenden Solid Waste District (District) is a union municipal district established in 1987 in accordance with Vermont Statute and the District governing agreement. The District's mission is to provide...

[More >](#)




## BECOME A MODEL CITY

Does your city or town have a recycling program that is effective and successful? If so, tell us about them so we can share your great work with others.

[More >](#)



## FREQUENTLY ASKED QUESTIONS

-  What is Recycle Together?
-  How does recycling help climate change?
-  How will Recycle Together accomplish its goal?

# Recycling Access: Who Has What?

Embarrassing lack of information about number, type, and quality of recycling programs in the US

“We don’t ask.”

“No one is required to report that.”

“No one knows.”

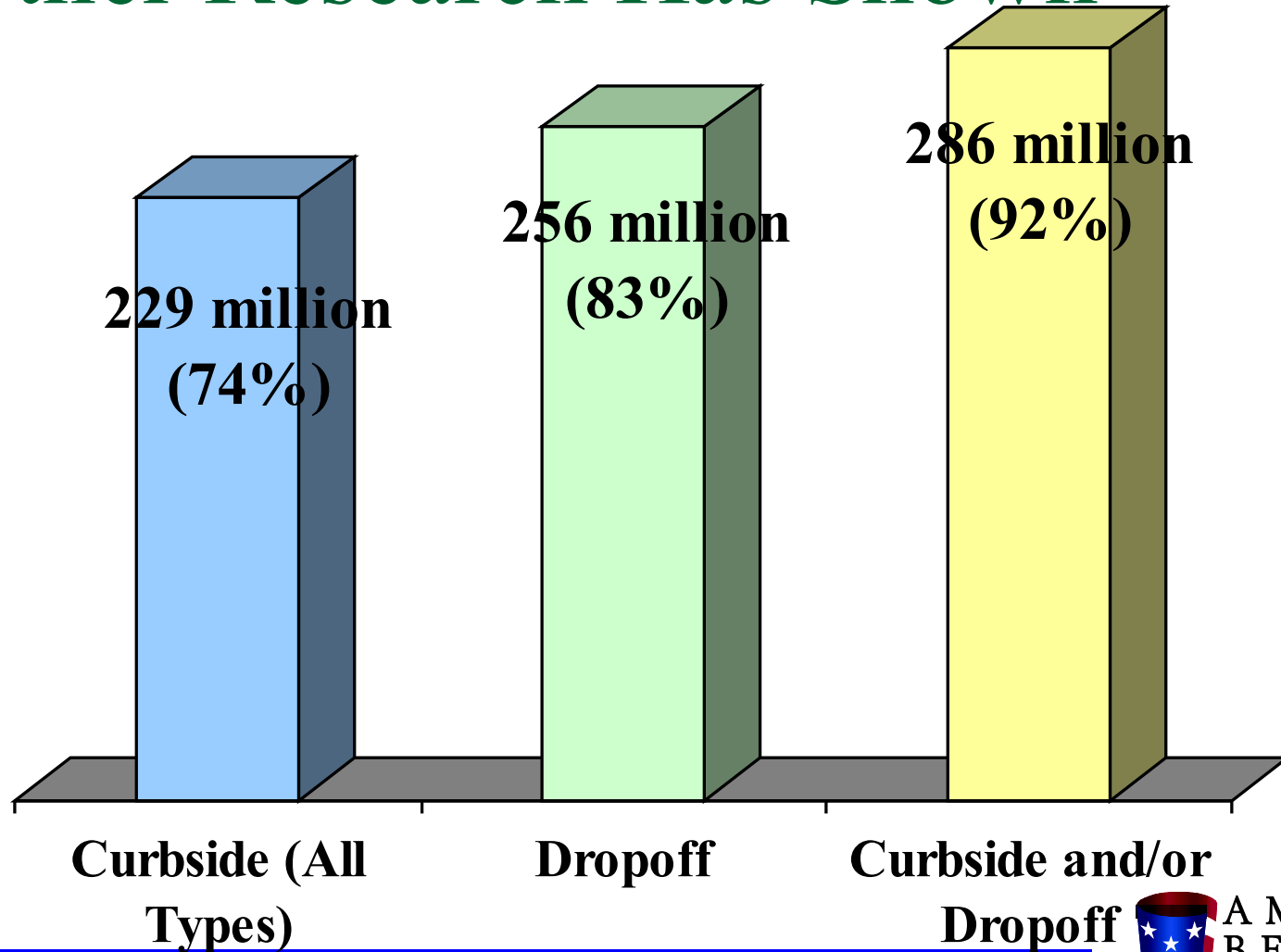
ABA funded national study of

Largest counties

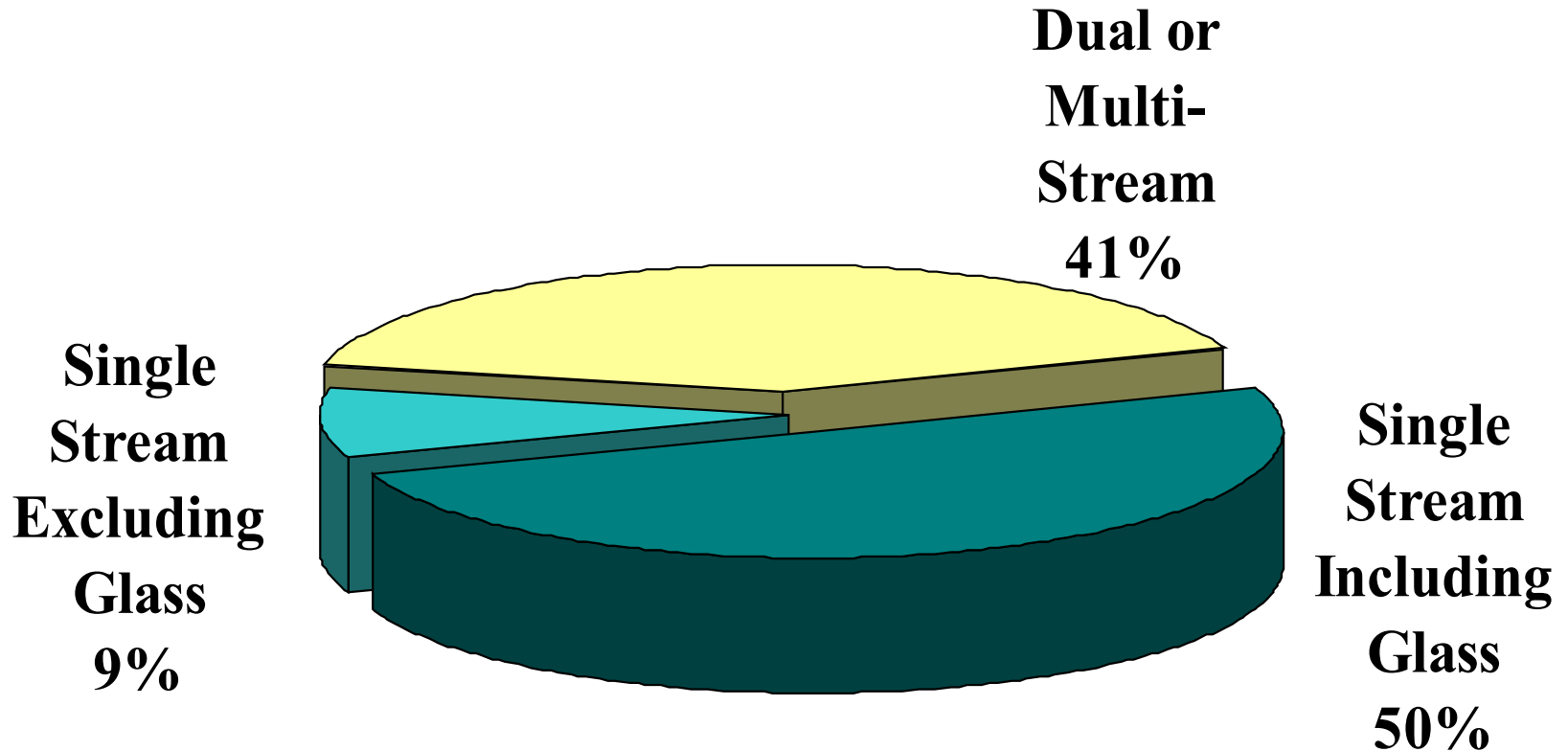
Largest cities

Random sample of smaller towns

# Curbside Access Higher Than Other Research Has Shown



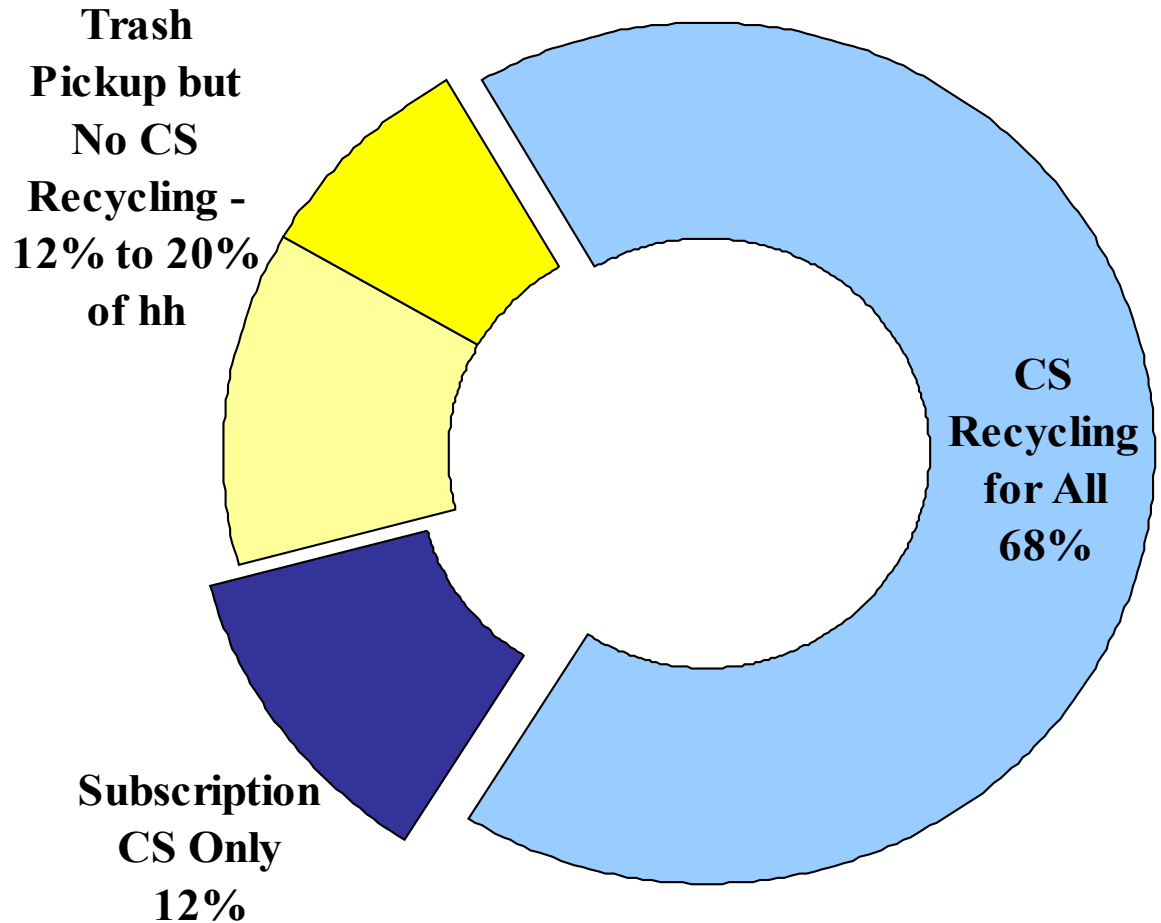
# Single Stream for Most Curbside Households



*Larger jurisdictions more likely to have made the change*

# Obvious Room For Improvement

289 million  
have trash  
pickup  
2/3 (194 mm)  
have regular  
curbside  
Up to 95  
million should  
have better  
CS



# Recyclability Claims

FTC regulates  
“recyclable” and  
related labeling  
Study examined  
access to recycling for  
key industry materials  
95% of ABA  
containers +  
paperboard carriers  
>70% access

