



## Recycling and Waste Reduction Education and Compliance Strategy Template

This action requires a municipality to implement a comprehensive recycling and waste reduction education and compliance strategy aimed at *increasing* the quantity and quality of recycling materials collected from residents, while *reducing* the amount of solid waste they generate.

**The strategy should address three major topics. Please discuss each component below:**

### 1. Recycling Compliance

Describe how the municipality enforces the municipal recycling ordinance. Minimally, this should involve regular inspections of curbside recycling collections for compliance with the source separation and non-contamination requirements of the ordinance.

There are requirements for recycling, including the nature of the recycling bin and the absence of plastic bag contamination. For example, this notice was sent to Madison residents:

Borough of Madison residents are advised that effective immediately, paper or commingled recycling, that is placed at the curb in plastic bags will no longer be collected by the Borough contractor. This new requirement was imposed by the disposal recycling facility. Acceptable containers are plastic bins, which cannot exceed 40 pounds and are clearly labeled for the respective recycling (commingled recycling or paper recycling). Stickers are available for pickup at the Department of Public Works on John Avenue or the Clerk's Office at Hartley Dodge Memorial.

Our hauler will not pick up recyclables in plastic bags. The plastic bags and its contents will be left at the curb. If you have any questions, please call the Department of Public Works at (973) 593-3088.

We thank you for working to keep Madison green! For tips on 'what goes where', please visit: <https://www.rosenet.org/356/Recycling-Garbage-Yard-Waste-Department>

Non-compliance means no recycling pick-up.

[Source: Borough of Madison. 2019. Recycling. January 19. Available online: <https://www.rosenet.org/377/Recycling>]

## 2. Recycling Education and Outreach

Describe how the municipality conveys to residents the importance of recycling; the list of materials recycled by the municipality and county; the collection schedule and rules; any drop-off locations and hours, and how the process for issuing fines for violations is implemented. Please describe how the accepted materials flyer is distributed and how the municipal website is used to convey information.

- A recycling newsletter is sent to Madison residents every year.<sup>1</sup>
- Residents are encouraged to use the online application “Recycle Coach.”
- Borough of Madison develops and prints flyers that the Madison Environmental Commission shares at meetings and events, such as Bottle Hill Day (annual, fall), the Green Fair (annual, spring) and Healthy Kids Day – YMCA (annual, spring). At some events, a recycling quiz game is showcased.
- Recycling updates are regularly shared on the Recycling page<sup>2</sup>, and also the main page of the borough website.
- Recycling information is shared on the Madison Borough Facebook page and the Madison Environmental Commission Facebook Page

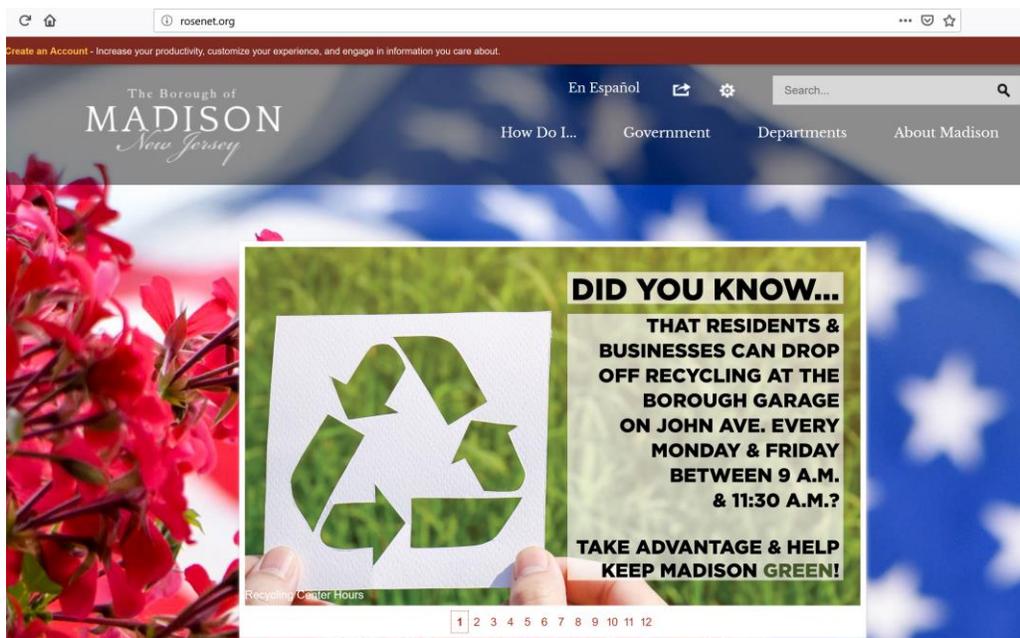


Figure 1. Landing Page for the Borough of Madison Website, 12 May 2019, Showcasing Recycling Information

<sup>1</sup> Borough of Madison. 2019. Borough of Madison – Rose City – Recycling 2019 Newsletter. Available online: [https://www.rosenet.org/DocumentCenter/View/6915/Borough-of-Madison\\_2019-Recycling-Newsletter\\_Rosenet?fbclid=IwAR2KDj21MnrjAyFfClp2ADRr2bwcaXR7hKRLKEtKzEmy2S8lVD73-gJ5a34](https://www.rosenet.org/DocumentCenter/View/6915/Borough-of-Madison_2019-Recycling-Newsletter_Rosenet?fbclid=IwAR2KDj21MnrjAyFfClp2ADRr2bwcaXR7hKRLKEtKzEmy2S8lVD73-gJ5a34)

<sup>2</sup> Borough of Madison. 2019. Recycling. Available online: <https://www.rosenet.org/377/Recycling>



Figure 2. Additional Examples from Madison Borough Main Page (rosenet.org)

Additionally, describe how the four communications pieces uploaded (2 print and 2 digital) are used to notify all residents about the local recycling opportunities and the source separation requirements of the ordinance. Communications must emphasize the importance of putting only mandatory recyclable materials in recycling containers to ensure the quality of materials collected. Describe any procedures for updating the information.

<b>2 Print Communications Pieces</b>	
<u>File Name</u>	<u>Description of Usage</u>
Borough of Madison – Recycling Newsletter 2019	Annual print circulation to residents and businesses provides information about types of acceptable recycling materials.
Acceptable or Not	Print, available from borough offices, also posted on website, updated as needed – this simple one-pager only identifies acceptable and nonacceptable items for curb-side recycling.
<b>2 Digital Communications Pieces (please only use ONE Facebook example)</b>	
<u>File Name</u>	<u>Description of Usage</u>
Do Not Bag Recyclables	Posted to Borough Main Page (rosenet.org), social media, regularly updated – this clear graphic is a reminder that plastic bags are not acceptable in curb-side recycling.
Clean Recyclables – Lids Off – Empty – Wash	Posted to Borough of Madison Recycling Page, regularly updated – this easy graphic illustrates recycling basics.

### 3. Waste Reduction Education and Outreach

Describe the materials uploaded that the municipality provides to residents twice a year that talk about the importance of reducing household waste and the various methods to do so.

#### **2 Communications Pieces**

<u>File Name</u>	<u>Description of Usage</u>
Town_Swap_Media	This digital post was also printed and distributed with resident electric bills (2019) – in addition to the annual town swap is an annual town-wide yard sale, in the fall, promoted with the intention of encouraging materials reuse and to encourage a reduction of household waste into the landfill.
Skip the Straw	This digital post was also printed and posted in supporting businesses around town. Bag reuse for shopping is also encouraged – more details are provided in the bag reuse action.