



# Cleaning the Recycling Stream



2019 New Jersey Sustainability Summit  
June 14, 2019

# Agenda

1. Overview of Sustainable Jersey's Recycling and Waste Reduction Education and Compliance Action
2. History of Recycling in New Jersey and Current Recycling Crisis
3. Burlington County's Tip N Tag Audits
4. Holmdel's Recycling Education & Outreach



# Sustainable Jersey Action

## Recycling and Waste Reduction Education and Compliance

### Goal

**Increase** quantity and quality of recycling materials collected from *residents* while **reducing** amount of solid waste generated

**YES: Recycle These Items** 

*All Items Must Be Rinsed and Clean: Remove all caps, tops and lids (they are not recyclable)  
Remember NO TRASH in the recycling container*

<b>Paper</b>	 Newspapers	 Magazines	 Office / School Papers	 Junk Mail
	 Cardboard	 Paper Board	 Paper Bags	
<b>Limited Plastics</b>	 Soda, Water, Milk, Sports Drinks	 Detergent, Cleaners, Shampoo	 Dairy: Yogurt, Butter, etc.	
	<b>Glass &amp; Metal</b>	 Glass Bottles	 Food and Drink Cans	 Aluminum Containers

 **RUTHERFORD RECYCLES** 201-460-3000 x 400  
The DPW Garage is located at 22 (The intersection of Veterans Blv



# Action Requirements

1. Recycling strategy
2. Recycling ordinance
3. Inspections report
4. Accepted materials flyer
5. Link to municipal recycling web page
6. Four examples of education and outreach on **recycling policies/procedures**
7. Two examples of education and outreach on **waste reduction**
8. **GOLD LEVEL:** Use of a recycling app



*Rutherford Borough Flyer*



@SJ\_Program • #DecadeofImpact



**History of Recycling in New Jersey &  
Current Markets Crisis**

Gary Sondermeyer, Vice President of Operations

Bayshore Family of Companies

June 14, 2019



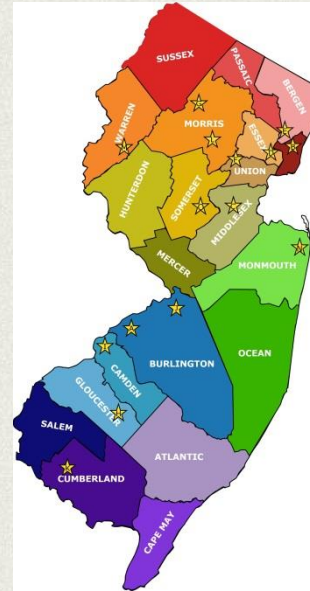
# Incredibly Exciting Times!



- **Recycling Markets** are the Most Challenging in History!
- We have **Unprecedented Media Focus** on Recycling and Plastics in our Environment:
  - A “Plastic Ocean”
  - “Bag It – Is Your Life Too Plastic?”
- Single Use Plastics - Bag Bans, Straws, Polystyrene Food Service Products:
  - New York City Program
  - Sustainable Downbeach and Many Shore Communities
- Food Waste Reduction and Recycling a Primary Legislative Focus
- Recent Creation of the “**Alliance to End Plastic Waste**” and Pledge to Provide **\$1.5 BILLION** to Address the Problem  
(P&G, Shell, Veolia, Suez, Exxon/Mobile, Phillips/Chevron, Dow Chemical, PolyOne, BASF and others)
- International Pilot for Reuse by **TerraCycle: LOOP Program**  
(P&G, Nestle, PepsiCo, Unilever, Mars, Clorox, Coca-Cola)  
Toronto, Paris and New York City This May!!!

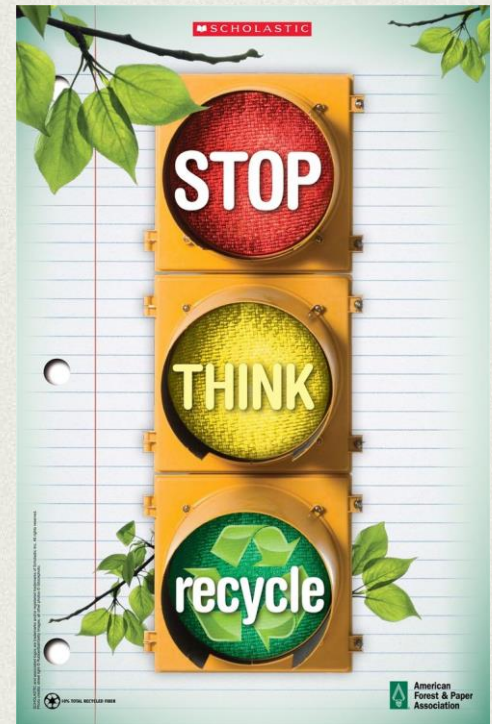
# Where it all began – NJ Recycling

- **1982** – “Recycling in the ‘80’s”
- **1987** – Mandatory Recycling
  - “Floor” of Recycling “3 Materials, plus Leaves”
- Glass Containers, Aluminum Cans & Newspaper
- NO ONE Exempt!!!
- Down to “Kitchen Level”
- **1993** Plan and Integrated & Waste Management
- 50% MWS and 60% TWS Goals Codified by Legislature



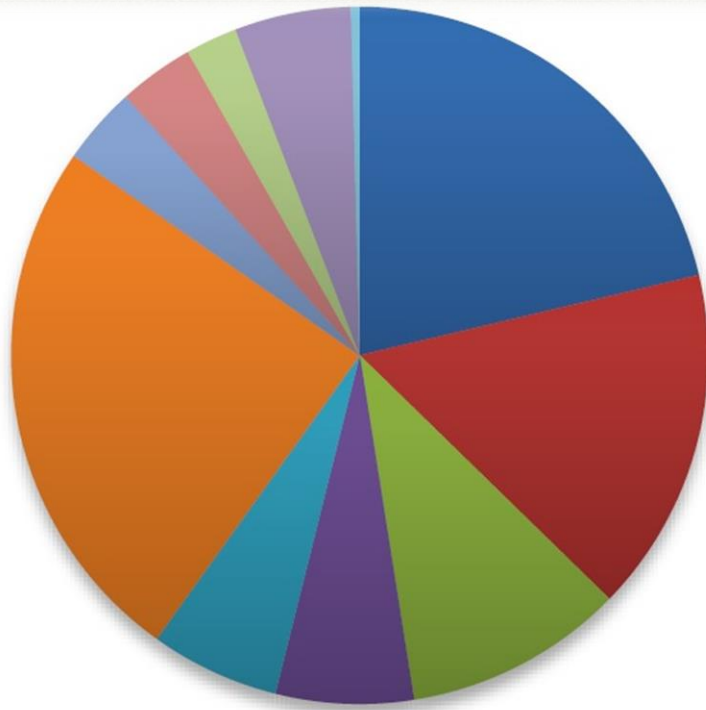
# Where Are We Today???

- Recycling Still MANDATORY (Many Forget)
- County-by-County Plans in Place & Current
- 50% and 60% Recovery Goals are Unchanged
- 22.7 Million Tons Generated (2016 Stats)
- 13.91 Million Tons Recycled
- 61% Total Waste Stream Recycling
- 44% Municipal Waste Stream Recycling
- Curbside Recycling VERY Successful
- Commercial/Institutional our Challenge
- Markets for Material VERY Divergent!





# What's Left in the Can After 30 Years of Mandatory Recycling?



- Paper - 21.3%
- Plastics - 16.0%
- Textiles, Rubber, Leather - 10.2%
- Wood - 6.4%
- Yard Waste - 6.0%
- Food Waste - 24.8%
- Other Organics - 3.6%
- Metals - 3.5%
- Glass - 2.4%
- Inorganics - 5.4%
- Hazard Materials/Other - 0.4%











CHORE  
Waste Solutions



# SO.....What's the Problem???



- Most New Jersey Towns have Gone to **“Single Stream”** v. **“Dual Stream”** Collection – Leads to VERY High Contamination and Compromised Markets
- **International Market Restrictions** from China – Green Fence & Green Sword
- **Recycling is Confusing** – Plastics Recycling is NUTS!!!
- **“Recycle Mania”** – EVERYTHING is recyclable!!!
- Total Disconnect between **“Supply and Demand”** – we Got the Stuff – Too Few Markets to Send it to!
- **Economics of Recycling** have Left the Building - In a Few Years Towns Went from “Getting Paid” to “PAYING” \$65/Ton + North!
- Long Lead Time Necessary to **Restore Domestic Markets.**
- International Tariff Wars Won't Help Markets!



# SO.....What Can We Do?

- Local Bans on Sale or Use – Straws and Film Plastic Bags;
- Stepped up Education & Enforcement Related to Contamination
- State Leadership (State Plan/County Planning Initiative)
- Incentives for Development of Domestic Markets – Business Recycling Loans as in Years Past
- Do we Stop Collecting Some Plastics – Just Look at #1 & #2?
- Do we go back to Dual Stream? (California Assembly Bill 815)
- Need a Statewide Markets Development Council
- We Must Reactivate the State SWAC
- Critical to have a Statewide Dialogue!
- Joint Legislative Hearing August 15<sup>th</sup>



EACH DAY WE USE  
**500,000,000**  
STRAWS





**Thank you**

**BAYSHORE**  
Your recycling solution.

# Burlington County Tip N Tag Audits

Presented by Rachel Barton & Susan Konen



# Regional Recycling Program



- ▶ 140,000 Single Family Homes
- ▶ 29,500 Multifamily Units
- ▶ 40 Municipal Dropoffs
- ▶ 140 Schools & All County Facilities

# Background

- ▶ China
  - ▶ Green Fence
  - ▶ National Sword
  - ▶ Banned all imports of recycled plastic
  - ▶ Contamination rate cut from 5% to 0.5% for paper and cardboard
- ▶ The Recycling Partnership
  - ▶ Contamination Tool Kit
    - ▶ Oops Tags
    - ▶ Shine On Tags
    - ▶ Post Cards
    - ▶ Mailers



# Goals

- ▶ Compare recycling rate vs. recycling right
- ▶ Identify most common contaminants
- ▶ Measure effectiveness of tagging on recycling behavior changes
- ▶ Engage residents when possible
- ▶ Put single stream labels on cart lids



# Awareness, Awareness, Awareness

- ▶ Team effort with recycling coordinators, township managers, elected officials, police officers, etc.
- ▶ Notify residents informing them about audits
  - ▶ Recycle Coach
  - ▶ Press Release
  - ▶ Website Alert
  - ▶ Email Lists
  - ▶ Mailers for study area
  - ▶ Flyers/Posters
  - ▶ Social Media Posts
  - ▶ “Audits Are Coming” video



facebook



COMING THIS  
SUMMER...



# TIP & TAG TEAMS



We are finding too many **bad, dirty and downright dangerous items** in recycling collected in towns across the county.



These put our workers and recycling sorting equipment at great risk.

**IT HAS TO STOP NOW!**



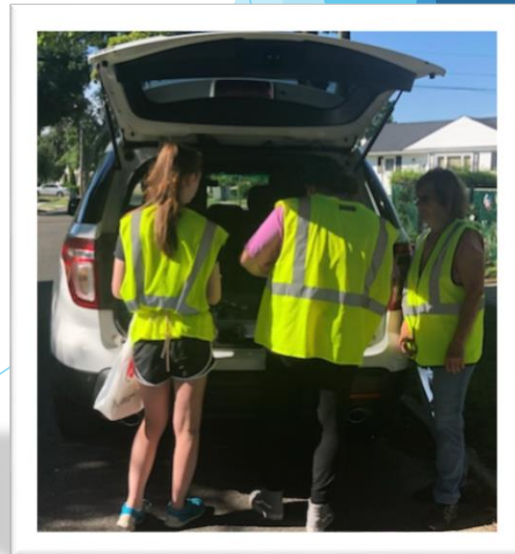
Our Tip & Tag Teams will be checking recycling carts this summer, leaving friendly "Oops tags" to help you recycle right!





# First Things First

- ▶ Picked towns with varied levels of contamination and demographics
  - ▶ High income and low income
- ▶ Routes selected with OTC (service provider)
  - ▶ Study route sized for ½ day of field inspections
- ▶ Chose routes in engineered communities with clusters of homes as well as older, traditional neighborhoods
- ▶ Staffing
  - ▶ High school & college students, county assistant recycling coordinators, municipal recycling coordinators, OTC
- ▶ Create tags
- ▶ Create data sheets



# Cart Lid Labels

- ▶ 100,000 older carts had “Paper Only” labels
- ▶ New label placed directly on cart lid
- ▶ New carts have “hot stamp” graphic on lid



**RECYCLE THESE ITEMS IN YOUR CART**

**Paper and Flattened Cardboard**

**1 2 & 5**  
**Plastic Bottles & Food Containers**

**Glass Bottles & Jars**

**Metal Cans**  
Including EMPTY Non-Hazardous Aerosols

**Cartons**

**NO PLASTIC BAGS**

They jam our sorting equipment. Recycle at grocery stores.

**Questions? Call (609) 267-6889 or email [recycling@otcbc.org](mailto:recycling@otcbc.org)**

**SET CARTS OUT BY 6AM | LID OPENING MUST FACE THE STREET**

**[burlcorecycles.com](http://burlcorecycles.com)**

\*CAPS: Screw-top caps on plastic bottles are okay. Empty, rinse and re-cap. No lids or non-screw top caps.

# Step 1 - Stock Up

- ▶ Aprons
- ▶ Zip ties
- ▶ Oops & Shine On tags
- ▶ Rejection stickers
- ▶ No plastic bag stickers
- ▶ Cart placement stickers
- ▶ Pens, pencils, sharpies
- ▶ Cart labels
- ▶ Soap bottles and rags
- ▶ Clip boards
- ▶ Data sheets
- ▶ Route maps
- ▶ Recycling literature
- ▶ Giveaway reusable bags
- ▶ Safety vests
- ▶ Water/Gatorade
- ▶ Cold rags



# Step 2 - Inspection

- ▶ Coordinate with OTC to stay ahead of service trucks
- ▶ Rejected addresses called into dispatch
- ▶ Interns assigned routes based on efficiency
- ▶ Followed highlighted route maps
  - ▶ Two interns inspecting perimeter & two interns inspected interior streets
  - ▶ Both sides of street inspected at the same time
- ▶ No tipping involved - lift lid, surface inspect, tag
- ▶ Deeper inspection optional
- ▶ Removal of contaminants optional
  - ▶ Only when trash pickup is the same day, otherwise it's a rejection



# Sample Data Sheet

House #	Street Name	Categories										1st Audit	2nd Audit	3rd Audit	Comments
		Garbage/ Bagged	Plastic Bags/Film/ Wrap	Yuck	Textiles	Tanglers	Big Items	Styro	Pizza Box	Napk., Paper Towels, Tiss.	Cups, Plates, Utensils				
721	Beacon Pl											SO			
723	Beacon Pl											SO			
725	"	✓	✓		✓							X			
727	"											N			
729	"								✓	✓	✓	X			
731	"		✓	✓								X			
733	"											SO			
735	"											SO			
804	Braddock Terr											SO			
806	Braddock Terr											N			
808	"											SO			
810	"		✓					✓				X			
812	"	✓	✓					✓	✓			X			
814	"											SO			

# Step 3 - Tag for Problems

- ▶ Oops! Tags customizable
  - ▶ We used zip ties for attachment - *other suggestions?*
- ▶ Pick types of contaminants that are problems for your MRF
- ▶ Make messages clear and concise
- ▶ Oops tagged carts still collected
- ▶ Rejection stickers must be clearly visible for collection driver
  - ▶ Pulled cart from curb and turned around
- ▶ Rejected addresses reported to collection manager
- ▶ Remove contaminants at your own risk



PLEASE LEAVE THESE ITEMS OUT!



Do Not Bag Recyclables  
and no garbage



No Plastic Bags  
(return to retail)



No Food or Liquid  
(empty all containers)



No Clothing  
or Linens  
(drop-off only)



No Tangles,  
(no hoses, wires, chains, or  
electronics)



No Big Items  
(wood, plastic,  
furniture, or metal)



No Styrofoam  
packaging/peanuts



# Step 4 - Reward Good Behavior

- ▶ No contaminants found
- ▶ Tag is customizable to your program
  - ▶ Added empty and rinse
  - ▶ Added replace water bottle caps only
  - ▶ Added Recycle Coach information



## RECYCLE MORE OF THESE:

**CANS**  
Aluminum  
and Steel Cans



empty and rinse  
do not flatten

**CARTONS**  
Food and  
Beverage



empty and rinse

**GLASS**  
Bottles  
and Jars



empty and rinse

### PAPER

Clean Mixed Paper, Newspaper, Magazines,  
and Flattened Cardboard



### PLASTICS

Kitchen, Laundry, Bath: Bottles and Containers



empty and rinse



replace water bottle caps only

To learn more, download our  
free Recycle Coach app!



# Contaminants Results



- ▶ Ten contamination categories
- ▶ Contamination decreased in all towns in each category

**\*Program contamination average over all three audits. Excludes all no set outs (1501 Total Homes Recycling)**

	Bagged/ Garbage	Plastic Bags/Film/W rap	Yuck	Textiles	Tanglers	Big Items	Styro	Pizza Box	Nap, Paper Towel, Tiss	Cups, Plates Utensils
Maple Shade	7%	20%	6%	1%	1%	3%	3%	7%	4%	8%
Medford	3%	15%	8%	1%	2%	3%	2%	5%	6%	7%
Mount Laurel	6%	17%	5%	1%	1%	4%	2%	5%	7%	7%
Riverside	6%	22%	9%	1%	2%	4%	5%	8%	7%	7%
Willingboro	9%	26%	11%	1%	2%	4%	5%	9%	6%	9%
<b>Total Average</b>	6%	20%	8%	1%	2%	4%	3%	7%	6%	8%

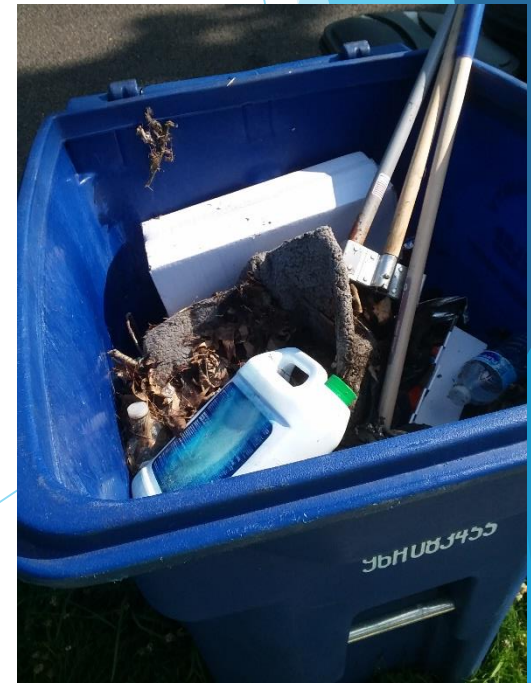
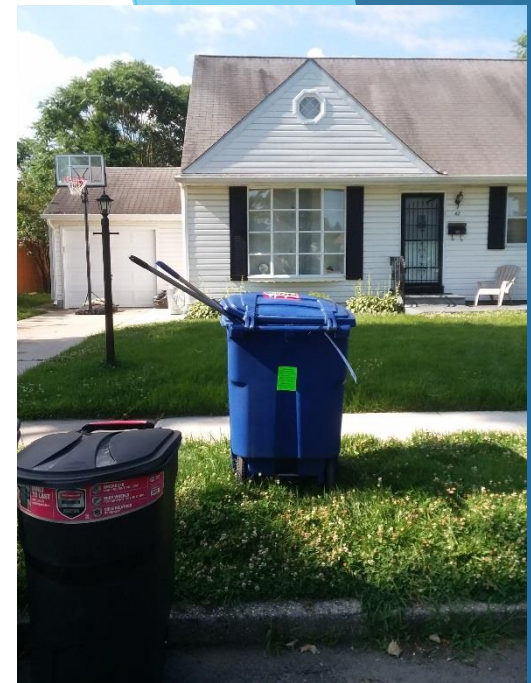


# Contamination Results (Continued)

	Garbage/ Bagged	Plastic Bags/Film/ Wrap	Yuck	Textiles	Tanglers	Big Items	Styro	Pizza Box	Nap, Paper Towel, Tiss	Cups, Plates Utensils
Week 1 Oops/Rejects	25%	54%	15%	4%	6%	7%	3%	13%	13%	15%
Week 2 Oops/Rejects	11%	41%	10%	1%	1%	10%	10%	11%	20%	23%
Week 3 Oops/Rejects	8%	34%	14%	4%	0%	11%	0%	13%	21%	14%
Average	15%	43%	13%	3%	2%	9%	4%	12%	18%	17%
1st Week Comp to Average	10%	11%	2%	1%	3%	-2%	-1%	1%	-5%	-2%

# Contaminants Results (Continued)

- ▶ Top 5 Contaminants:
  - ▶ Plastic Bags/Film/Wrap
  - ▶ Yuck
    - ▶ (Food waste/liquid left in recyclables)
  - ▶ Cups, plates, utensils
  - ▶ Garbage/Bagged Material
  - ▶ Pizza Boxes



# Results

- ▶ **90% of homes are recycling**
  - ▶ 57% of homes are recycling right
  - ▶ 43% of homes need more education (includes homes not recycling)
- ▶ **33% of homes consistently recycled right**
- ▶ **25% of homes improved recycling behavior**
- ▶ **22% of homes did not change or improve recycling behavior**



# Conclusion

- ▶ Types and amounts of contaminants decreased
- ▶ Direct outreach needed for residents that did not change behavior, including NOVs
- ▶ Traditional recycling efforts do work for recyclers that did it right (mailers, flyers, etc.)

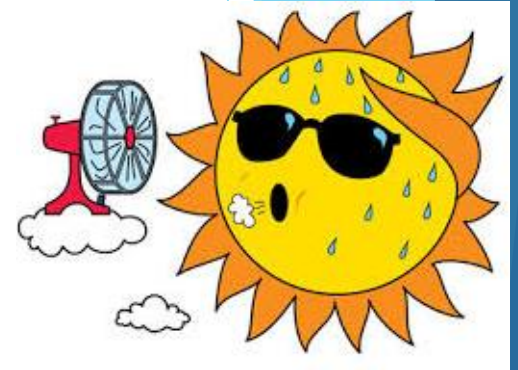


# Recommendations

- ▶ The study needs a minimum of 4 collections
- ▶ Towns must follow up immediately with residents

# What would we do differently?

- ▶ Data sheet set up
  - ▶ Name of interns, date of data, sheet #'s
- ▶ Address list from towns
  - ▶ Exclude vacant properties from home count
- ▶ Keep interns on same routes throughout the study
- ▶ Data review
- ▶ Increase number of consecutive weeks for audits
- ▶ Schedule audits to avoid extreme weather
- ▶ Use same sample size (if comparing routes/neighborhoods)
- ▶ Municipality must issue NOVs to repeat offenders
  - ▶ Enforcement is key



# What's next?



- ▶ Letters to coordinators and elected officials
- ▶ Follow-up inspections by OTC and municipal recycling coordinators on rejected carts
- ▶ Recycling coordinators send thank you letters to residents recycling right
- ▶ Recycling coordinators/code enforcement officers to continue the program
- ▶ Recycling guideline labels on all recycling cart lids
- ▶ Develop effective messaging and message delivery methods

# Currently...

## RECYCLING IS IN TROUBLE



**1 IN 3 HOMES IS PUTTING THE WRONG ITEMS IN RECYCLING!**

**WE HAVE NO CHOICE - TO PROTECT OUR PROGRAM, CONTAMINATED CARTS WILL BE REJECTED!**



We are finding too many **bad, dirty and downright dangerous items** in

recycling collected in towns across the county.



These put our workers and recycling sorting equipment at great risk.



## IT HAS TO STOP NOW!



**Please remind friends and family to follow the rules and recycle right!**

- Top 3 Contaminants
  - Bagged Recycling
  - Bagged Trash
  - Styrofoam

# Currently...

## **RECYCLING WAS NOT COLLECTED TODAY DUE TO CONTAMINATION!**

**Non-recyclable items:  
trash, plastic bags, plastic wrap,  
styrofoam, scrap metal, wood, etc.**

**MUST BE REMOVED  
PRIOR TO NEXT COLLECTION.**

**Questions? Call the  
Recycling Hotline (609) 267-6889  
or [recycling@otcbc.org](mailto:recycling@otcbc.org)**

- Due to market crisis - time's up - rejections only -> no longer using Oops tags
- 500 carts rejected/week - approximately 5% of weekly stops
- Faster results with few repeat offenders
- Rejection lists sent to towns
- Each offender gets brochure
- Repeat offenders 2<sup>nd</sup> warning
  - Letter from town
- 3<sup>rd</sup> time offenders
  - Copy of ordinance, explanation of fines
- 4<sup>th</sup> time offenders
  - Fines at discretion of town



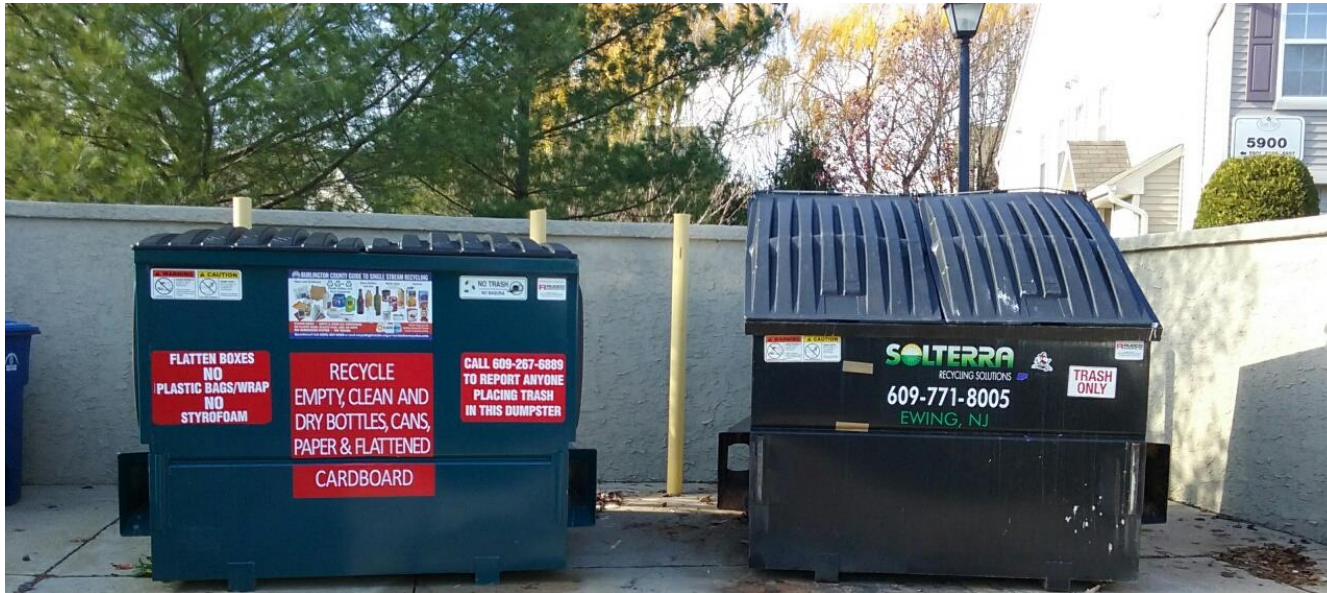
# Another Area to Fight Contamination - Multifamilies



72 dwelling units use this 8 cubic yard dumpster

# Multifamily Recycling Formula

1 cubic yard/9 dwelling units/week



Convenience, Capacity, Clear labeling

# Vinyl Signs for Dropoff Areas

**BURLINGTON COUNTY APARTMENT & CONDOMINIUM  
RECYCLING GUIDELINES**  
LEARN MORE AT [BURLCORECYCLES.COM](http://BURLCORECYCLES.COM)

**RECYCLE:**

**Paper and Flattened Cardboard**

**Plastic Bottles and Food Containers**  
  
CAPS: Screw-top caps on plastic bottles are okay. Empty, rinse and re-cap. No lids or non-screw top caps.

**Glass Bottles and Jars**  
Labels are okay!

**Metal Cans ONLY**  
Other metal items jam and damage sorting equipment.  
  
Attached metal lids are okay!

**Cartons**

**EMPTY & FLATTEN BOXES | EMPTY AND RINSE CONTAINERS**

**DO NOT RECYCLE:**

**NO PLASTIC BAGS**  
They jam sorting equipment! Recycle at retail stores.

**NO** plastic with a or (like Styrofoam).

**NO** plastic wrap or newspaper sleeves.

**NO** plastic plant pots, pill bottles, or flat plastic (like trays and lids).

**NO** loose caps or any hot or cold drinking cups/straws.

**NO** loose or bagged shredded paper.

**NO** tangles – hoses, cords or wire hangers.

**NO** hardback books, food soiled, or frozen food boxes.

**NO** aluminum foil or trays.

**NO** bulbs, glassware, or window glass.

**NO** motor oil, paint, pesticide containers, or propane tanks.

**NO** batteries.

**WHAT ABOUT HAZARDOUS WASTE?**  
Antifreeze, Lead Acid and Laptop Batteries, Fluorescent Lights and Used Motor oil must be disposed of as hazardous waste. Do not put them in trash or recycling – call your management office for proper disposal instructions.

**DON'T BAG** **Recyclables**

**NO PLASTIC BAGS IN RECYCLING**

Thank you for recycling right!  
[Burlcorecycles.com](http://Burlcorecycles.com)

# Easy to hang signage!



# County provides brochures for every unit

### Recycling and Hazardous Waste Guidelines for Apartment and Condominium Complexes

**YOUR RECYCLING PROGRAM:**

- Helps turn trash back into useful products, saving natural resources and landfill space.
- Is run by the Occupational Training Center, providing jobs to people with disabilities.

**RECYCLING IS THE LAW!**

- It is illegal for you to mix recycling with trash.
- It is illegal for trash haulers to pick up trash that contains recycling.



THE BURLINGTON COUNTY REGIONAL RECYCLING PROGRAM IS FUNDED BY THE BURLINGTON COUNTY BOARD OF CHOSEN FREEHOLDERS

### RECYCLING IS EASY!

Your complex has one or more recycling areas for you to use. The **BLUE** recycling containers/dumpsters are only for paper, flattened cardboard, bottles, cans and containers.



See inside for a full list of items you can and cannot recycle!

Apartment and Condominium Recyclers – check out Burlington County's **FREE "Recycle Coach" Phone App** and learn how to recycle right!

Receive paper shredding event notices, find out where to recycle televisions, and more!

No smartphone? No problem! Visit [burlcorecycles.com](http://burlcorecycles.com) for the personal computer/laptop version

**GENERAL RECYCLING INFORMATION**

Take a Virtual Tour of the County's Single Stream Recycling Center and find more information on recycling at [www.burlcorecycles.com](http://www.burlcorecycles.com)

Burlington County Recycling Office – [recycle@co.burlington.nj.us](mailto:recycle@co.burlington.nj.us) or call 609-499-1001




### NEEDLES ARE DANGEROUS

We are finding medical needles on recycling sort lines – PLEASE PROTECT OUR WORKERS – **KEEP NEEDLES OUT OF RECYCLING**

**Safe Syringe Disposal Program** – Lourdes Medical Center (Willingboro) 609-835-2900, Virtua Hospital (Mt. Holly) 609-267-0700, and Virtua (Marlton) 856-355-6000 will provide syringe disposal containers for a one-time fee of \$10.

**Otherwise –**

- Put needles in sturdy plastic container
- Put a warning label on container "Used Syringes"
- Seal bottle tightly with cap and duct tape
- Put in household trash – **DO NOT RECYCLE**



### BURLINGTON COUNTY APARTMENT & CONDOMINIUM RECYCLING GUIDELINES

**RECYCLE:**

- Paper and Flattened Cardboard**
- Plastic Bottles and Food Containers**
- Glass Bottles and Jars** (Labels are okay!)
- Metal Cans ONLY** (Other metal items jam and damage sorting equipment.)
- Cartons**

**EMPTY & FLATTEN BOXES | EMPTY AND RINSE CONTAINERS**

LEARN MORE AT [BURLCORECYCLES.COM](http://BURLCORECYCLES.COM)



**CAPS:** Screw-top caps on plastic bottles are okay. Empty, rinse and re-cap. No lids or non-screw top caps.

**Attached metal lids are okay!**

### DO NOT RECYCLE:

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**NO** plastic wrap or newspaper sleeves.

**NO** plastic plant pots, pill bottles, or flat plastic (like trays and lids).

**NO** loose caps or any hot or cold drinking cups / straws.

**NO** loose or bagged shredded paper.

**NO** tangles – hoses, cords or wire hangers.

**NO** hardback books, food soiled, or frozen food boxes.

**NO** aluminum foil or trays.

**NO** bulbs, glassware, or window glass.


**NO** motor oil, paint, pesticide containers, or propane tanks.

**NO** batteries.



### WHAT ABOUT HAZARDOUS WASTE?

Antifreeze, Lead Acid and Laptop Batteries, Fluorescent Lights and Used Motor oil must be disposed of as hazardous waste. **Do not put them in trash or recycling** – call your management office for proper disposal instructions.



# Recycling Totes for new “move-ins”



# Easy to use!



# Graphics . . . get the message to all



## BURLINGTON COUNTY RECYCLING GUIDE

### Paper and Cardboard



**FLATTEN  
BOXES!**



### Plastic Bottles and Food Containers



### Glass Bottles and Jars



### Metal Cans

Including EMPTY  
Non-Hazardous Aerosols



### Cartons



**EMPTY & FLATTEN BOXES | RINSE ALL CONTAINERS  
NO PLASTIC BAGS, PLASTIC FILM, LIDS, OR CUPS  
NO SHREDDED PAPER | NO TRASH**



**NO PLASTIC BAGS**

**RECYCLE AT  
GROCERY  
STORES!**

Questions? Call (609) 267-6889 or visit [burlcorecycles.com](http://burlcorecycles.com)



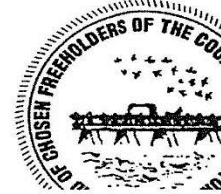
# Hauler Tag for Contamination



# Enforcement

Board of Chosen Freeholders  
County of Burlington  
New Jersey

Burlington County Health Dept.  
Raphael Meadow Health Center  
15 Pioneer Boulevard  
P.O. Box 6000  
Mount Holly, NJ 08060



Tele: (609) 265-5548  
Fax: (609) 265-5541

File #	_____
PI #	_____

## NOTICE OF VIOLATION

Program Interest: [REDACTED] Site Address: [REDACTED]  
Municipality: [REDACTED] County: Burlington Zip: [REDACTED]

Person Interviewed: [REDACTED] Title: Property Manager

On 09/26/18 a representative from the Burlington County Health Department (BCHD) conducted a compliance evaluation of the above Program Interest. This NOTICE is issued based on facts observed by or known to the BCHD representative issuing this NOTICE, to warn you that a violation(s) of the Solid Waste Management Act, (N.J.S.A. 13:1E-1 et seq.) and rules at N.J.A.C. 7:26-1 et seq., has been found.

**EXPLANATION OF THIS NOTICE** - Violations with citation(s) to the specific rules issued under the Solid Waste Management:

**N.J.S.A. 13:1E-99.11**

Description of Noncompliance: **The person failed to recycle in accordance with the district solid waste management plan required pursuant to the provisions of the "Solid Waste Management Act." P.L.1970, c.39 (C.13:1E-1 et seq.) Specifically, facility failed to Keep Trash Waste out of the recycling containers by commingling waste with recyclables in accordance with the Burlington County Waste Management Plan.**

# County Health Department and/or Local Code Official

# Recycle Coach

## Town Brochures

**BEVERLY CITY**      **2019-20 RECYCLING BROCHURE**



Check out Burlington County's  
**FREE "RECYCLE COACH" APP**  
and never miss another collection day!

- Receive "bad weather" schedule change alerts.
- Report collection and cart issues.
- Find where to recycle TVs, batteries, etc.
- View Calendar with Paper Shredding Days and more.

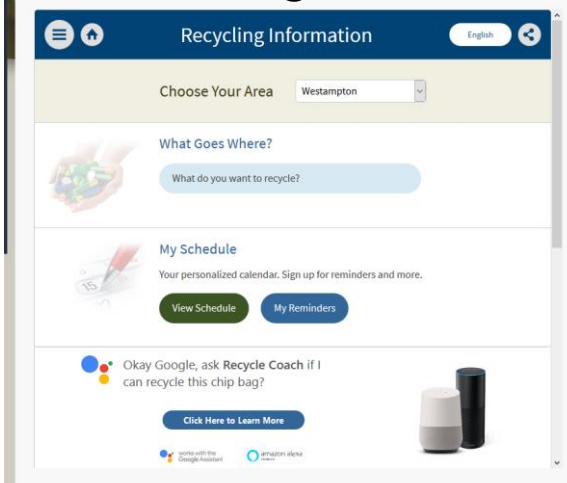
**No smartphone?  
No problem!**  
Visit  
[BurlcoRecycles.com](http://BurlcoRecycles.com)  
for the computer-friendly version!

Download the **FREE Recycle Coach™** app



Search "Recycle Coach"

## Website Plug-In



The screenshot shows a web browser interface for "Recycling Information". At the top, there's a navigation menu and a language selector set to "English". Below that, a "Choose Your Area" dropdown menu is set to "Westampton". The main content area has several sections: "What Goes Where?" with a search input field; "My Schedule" with a "View Schedule" button and "My Reminders" button; and a "Okay Google" section with a "Click Here to Learn More" button. There are also social media icons for Facebook and Twitter at the bottom.

## Newsletters

**SPRING 2019 RECYCLING UPDATE**



Download the **free "Recycle Coach" App** and never miss another collection day!

- Receive shredding event notices
- Find out where to recycle TVs
- Check recycling schedule, and more!



PO Box 6000  
Mount Holly, NJ 08060

\*\*\*\*\*ECRWSEDDM\*\*\*\*\*  
**RESIDENTIAL CUSTOMER**

GET IT ON Google play    Download on the App Store    Search "Recycle Coach"

PRST STD  
U.S. Postage  
PAID  
Bellmawr, NJ  
Permit #80  
ECRWSS

## Event Posters



The poster features a woman in a purple dress standing next to a blue recycling bin. A thought bubble above her says "I THOUGHT RECYCLING WAS NEXT WEEK!". A speech bubble from the bin says "DON'T START YOUR DAY CHASING THE RECYCLING TRUCK!". On the left, a smartphone displays the app interface with the text "DOWNLOAD THE FREE RECYCLE COACH APP AND NEVER MISS ANOTHER COLLECTION DAY!". Below that, a circular inset shows a woman using the app with the text "DOWNLOAD THE RECYCLE COACH APP AND ENJOY YOUR MORNING!". At the bottom, there are logos for "GET IT ON Google play" and "Download on the App Store".

## Truck Wraps



The image shows the back of a green recycling truck. The wrap features the text "CAN IT BE RECYCLED? recycleCoach" with the app logo. Below this, there are icons and text: "STAY INFORMED", "COLLECTION REQUIREMENTS", and "BE A BETTER RECYCLER". A hand is shown holding a smartphone displaying the app interface.



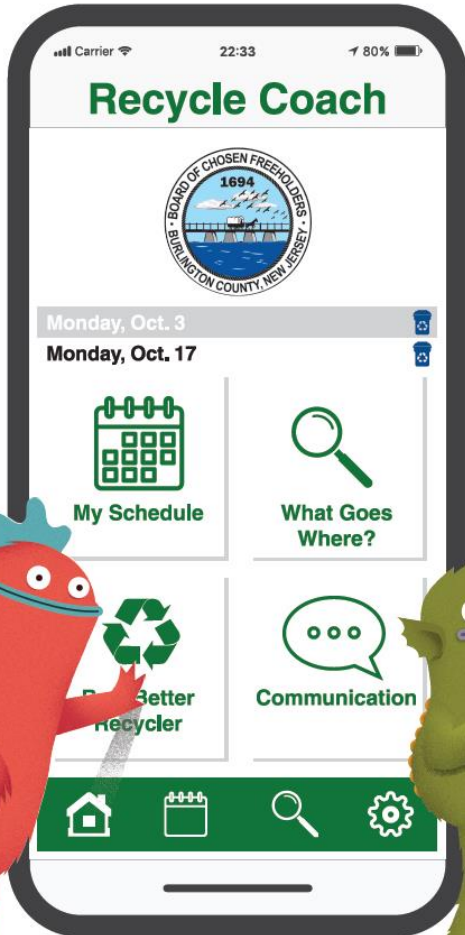
recycle  
coach

Never miss a  
recycling day again.

Download the **FREE** app on  
your app store today!

Download on the  
App Store

GET IT ON  
Google Play



# Holmdel Township's Educational Efforts and Recycle Coach App

Victor Stevens, Holmdel Township Recycling Coordinator  
Janet Jackel, Holmdel Green Team



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# Some Goals

- Make it easy for community members to **find recycling information**
- **Respond** to resident inquiries
- **Notify** community members



# Where residents can locate information

	Search for information	Make inquiries	Get Notifications
Municipal Website	✓	✓	
Township Facebook Page	✓	✓	
Township Newsletter (monthly & seasonal)	✓		
Recycle Coach App	✓	✓	✓



# Making Information Available: Holmdel's Recycling Web Page

Create an Account - Increase your productivity, customize your experience, and engage in information you care about. [Sign In](#)

**HOLMDEL**  
NEW JERSEY

**Government** **Departments** **Services** **Residents** **How Do I...**

Search site...

**Government Resources**  
Agendas & Minutes  
Forms (Online)  
Online Tax Payment  
Public Records  
Township Ordinances

**Public Works Services**  
Brush Removal  
Leaf Removal  
Large Item Drop Off  
**Recycling**

**Resident Services**  
Calendar (Township)  
CodeRED Community  
Notifications  
Employment Opportunities  
Holmdel Connect Mobile  
App  
Registration for Recreation  
Programs  
Township Newsletters

**Development Services**  
Code Enforcement  
Community Development  
Construction & Building  
Information  
State Agriculture  
Development Committee

**Public Safety Services**  
Emergency Management  
Fire Department  
First Aid  
Health Department  
(Monmouth County)  
Police  
Preventing Alcoholism &  
Drug Abuse

[Home](#) > [Departments](#) > [Public Works](#) > [Recycling](#)

## RECYCLING

**Important Recycling Documents**

- [2019 Recycling Zones \(UPDATED\)](#)
- [Curbside Recycling - Acceptable Non-Acceptable Items](#)

[Holmdel Green Team](#)

[Recycle Coach Mobile Application](#)

[Select Language](#)

<https://www.holmdeltownship-nj.com/188/Recycling>



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# On the Township recycling web page

- Collection dates by zone
- What is and is not permitted to be recycled
- Recycling beyond curbside pickup like Styrofoam, plastics and plastic toys
- Links to useful information ... and to the **Recycle Coach App**



# Recycling Information on the Holmdel Township Facebook Page

Facebook page for Holmdel Township. The page features a profile picture of a group of people in front of a "HOLMDEL" sign. The main content is a post from April 18 titled "COLLECTIONS MADE EASY WITH RECYCLE COACH APP". The post text says: "Have you downloaded the Recycle Coach app yet? This free, simple-to-use application can be downloaded to your smart phone, tablet or another mobile device and puts Township schedules for upcoming recycling, garbage and brush collections at your fingertips.... See More". Below the text is a large green banner with the text "NEVER MISS ANOTHER COLLECTION DAY!" and "Download the FREE Recycle Coach app!" with icons for the App Store and Google Play. To the right of the banner is a smartphone displaying the "Recycle Coach" app interface. The post has 4 likes and 1 share. A navigation menu on the left includes Home, About, Endorsements, Photos, Notes, Videos, Posts, Events, and Community.



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# Recycle Coach App

The Township began using the free and easy-to-use Recycle Coach mobile application in the summer of 2018.



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# Recycle Coach App

The app supplies residents with a municipal calendar for recycling, garbage, bulk item, and brush and leaf collections.

After downloading the app to their smart phone or mobile device (or accessing it on the municipal website [www.holmdeltownship-nj.com/579/Recycle-Coach-Mobile-Application](http://www.holmdeltownship-nj.com/579/Recycle-Coach-Mobile-Application)) the resident is prompted to enter their home address.

The application then identifies the resident in the Township's collection zones and places a personalized collection calendar at their fingertips.



# Recycle Coach App

## Notifications

To ensure residents never miss a collection date, the app sends a push notification to their smart phone, tablet or another mobile device with upcoming collection dates.

The application also allows residents the ability to export their personalized collection calendar to the calendar on their mobile device, which provides a second level of notifications.



# Recycle Coach App

## The Search Tool

The app also supplies residents with a search tool that allows them enter the name of an item (television, plastic bags, Styrofoam, etc.) and receive tips about how to safely and responsibly dispose of the item.

The search tool also offers a list of nearby Township, County or State-operated drop-off locations, and further information about what happens to the item once it is disposed of.



# Tracking searches helps the Township plan and respond.

## Examples:

- Searches for Christmas trees spike in December and January, alerting us to distribute timely information to residents concerning these items, ensuring that items are disposed of properly.
- Recently (April 23 to May 23), “generally acceptable recyclable materials” has been the most searched for item, followed by “oversized items,” “furniture materials” and “aerosol cans.”

Understanding when our residents need to dispose of specific materials can help our Department of Public Works plan special collections, such as the spring and fall Styrofoam collections and annual paper shredding events.



# Recycle Coach App

## The Statistics (As of August 1, 2018)

- Total App Downloads and Municipal Website Users:  
**4,498 residents**
- Total Subscribers (those receiving regular notifications):  
**624 residents**
- Resident Interactions (searches and clicked content in app or online):  
**11,656 interactions**





# How to get the Recycle Coach App

[https://www.nj.gov/dep/newsrel/2019/19\\_0017.htm](https://www.nj.gov/dep/newsrel/2019/19_0017.htm)

**Governor Phil Murphy • Lt. Governor Sheila Oliver**  
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Search

 STATE OF NEW JERSEY  
**DEPARTMENT OF ENVIRONMENTAL PROTECTION**



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news releases

[Translator](#) [Disclaimers](#)  ▼

**FOR IMMEDIATE RELEASE**  
March 21, 2019

**Contact:** Lawrence Hajna (609) 984-1795  
Caryn Shinske (609) 292-2994

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**DEP'S RECYCLE COACH APP IS MAKING RECYCLING EASIER THAN EVER  
IN NEW JERSEY**

**(19/P017) TRENTON** – A little more than a year after its launch, the Department of Environmental Protection's recycling app, Recycle Coach, continues to expand its reach, making recycling easier than ever for many New Jersey residents.



The free [Recycle Coach](#) app is providing information on recycling programs in more than 200 municipalities and 19 of 21 counties across the state. Downloads have surpassed more than 860,000. The DEP launched Recycle Coach in January 2018.

"Recycling remains one of the best ways for residents to help protect the environment and natural resources every day," DEP Commissioner Catherine R. McCabe said. "Sometimes one of the hurdles to recycling can be a simple lack of understanding about what can be recycled in each community and what cannot. Recycle Coach puts this important information right at your fingertips in a fun and fast way. We look forward to even more communities signing up and helping their residents be better stewards of the environment."



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# Holmdel's Green Team

## How We Help

- Placing recycling articles in Township Newsletters
- Creating exhibits for local Earth Day festivals
- Initiating Styrofoam recycling (with township DPW)
- Working with Sustainable Jersey to reduce single-use plastics
- Better than recycling!



# Holmdel's Green Team

## Reduce/Reuse/Recycle

MAY 2019

Pg. 12

### The Recycling Spot

#### Green Team Grant Means New Water Bottle Station

A second Holmdel Township Park now has a water filling station.

Phillips Park, located at the top of Telegraph Hill, joins Cross Farm Park as place for residents to enjoy cool, filtered water from a state-of-the-art water bottle refilling station

In cooperation with the Holmdel Green Team, which received a \$2000 grant from Sustainable Jersey – a non-profit organization dedicated to enhancing sustainability efforts around the state – the Township's Departments of Public Works and Recreation installed these new water refilling stations at no cost to taxpayers.

These water refilling stations are part of the Green Team's drive to reduce single-use plastics in the community, an effort Recreation Department Director Bob Ward is on board with.

"The best way to reduce our use of single-use plastics is to completely cut them out. Doing this is not only a method to cleaning our recycling stream, but also reducing the clutter around our fields and parks, as well as the manpower it takes to clean up our facilities. We can't thank the Green Team enough for their efforts," said Ward.

According to the Green Team leader Janet Jackel, the all-volunteer group planned to use its grant for improved recycling bins at township parks. The Green Team hoped that better bins would increase the recycling of the many single-use plastic water bottles discarded at the



# Reduce/Reuse/Recycle

## All on the Same Page

### Giving Toys A Second Chance

In cooperation with the non-profit organization, Second Chance Toys, the Township is collecting your family's gently-used, plastic toys for distribution to in-need children around the area.



In December the Township announced its partnership with Second Chance Toys and acquired large shipping container it hopes to fill with donated plastic toys.

The toys are now being collected every Friday from 9 a.m. to 1 p.m. at the Department of Public Works yard at 14 Crawfords Corner Road.

The donations will be cleaned up, refurbished and distributed to local families by Second Chance Toys later this year. For more information on acceptable toys and the program please visit [www.holmdeltownship-nj.com/188/Recycling](http://www.holmdeltownship-nj.com/188/Recycling)



The Recycle Coach App is just  
one of many approaches  
Holmdel is using to educate  
and motivate its residents to  
**REDUCE / REUSE / RECYCLE**



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# Sustainable Jersey Supporters & Sponsors

## Program Underwriters



## Grants Program



## Corporate Sponsors



\* 10th Anniversary Sponsor

# Sustainable Jersey for Schools Supporters & Sponsors

## Program Underwriters



## Grants Program



## Corporate Sponsors

### Platinum



### Gold



### Silver



### Bronze

