

# Zero Waste Communities of San Bernardino County Curbside Recycling Pilot Program Tool Kit

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*August 2009 to June 30, 2010*



# ZEROWASTE

Sustainability matters . recycled

A fresh approach . Reuse your bag . Reduce waste . Compost . D

Sustainability matters . Less is more . I

Sustainability matters

Buy recycled . A fresh approach . Reuse your bag

Less is more . Live green

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## Kicking Bad Habits to the Curb: Curbside Recycling Program

SGA spearheaded, from strategy to implementation to evaluation, a curbside recycling pilot program in the City of San Bernardino that can be used as a template for other cities in the Zero Waste Communities. The program goals aimed to increase curbside recycling by approximately 5 or 10 percent and decrease blue bin contamination by approximately 5 or 10 percent.

To encourage curbside recycling best practices, SGA—in close collaboration with the City of San Bernardino and partner Del Rosa Neighborhood Action Group (DRNAG)—developed a public outreach pilot project across 300 homes in the Del Rosa Estates community in San Bernardino City. The pilot's layered and targeted outreach campaign successfully reduced by 54% recycling bin contamination among residents, exceeding the initial goals of the program.

### Overall Program Approach

The pilot project closely followed CBSM's stepwise approach, which emphasizes (1) formative research, (2) piloting the outreach strategy, (3) an evaluation in carrying out an effective communications campaign and finally (4) refining and expanding the strategic outreach effort. In line with this approach, SGA first conducted formative research to identify the barriers and benefits associated with curbside recycling and identify the best partnership to build with an active neighborhood association, followed by the development of a pilot outreach campaign and corresponding messaging to address those barriers and benefits.

To increase recycling and decrease contamination in the ZWC jurisdiction, provided here is a general toolkit that outlines the steps SGA carried out for the curbside recycling pilot program in the City of San Bernardino.

Step-by-step instructions as to how the pilot program was carried out including recommendations about what tactics worked and how to extend them, are presented in this document.

### General Steps

#### *1. Forging a Partnership: Neighborhood Association*

During the project planning, SGA recommended developing a partnership with a neighborhood group so that through the collaboration program, messages would be seen as coming from a trusted source within the community that really knows the community. To hone in on an appropriate neighborhood association and pinpoint the pilot area, we first conducted an evaluation of nearly 60 neighborhood groups within the City of San Bernardino before seeking out a partnership with DRNAG. The City of San Bernardino provided the project with a solid starting point by supplying a list of the City's neighborhood associations. Once you receive your list of neighborhood associations (or in some cities' cases, you may be developing this list from scratch), prepare an evaluation matrix and call notes within the list.

To facilitate conversations with neighborhood association presidents, SGA created a Neighborhood Associations Evaluation question guide, below, to provide a general framework for reaching out to and touching base with San Bernardino City neighborhood associations and

watch groups. The questions served to help us narrow down appropriate groups to collaborate and partner with to ensure that we made the most beneficial pilot area selection.

As you move forward with interviewing neighborhood associations or various community partnerships, start with developing a similar question guide and/or talking points to help you navigate a valuable conversation.

## Neighborhood Association Evaluation Question Guide

*SBC Zero Waste Communities  
Curbside Recycling  
November 17, 2009*

### Neighborhood Associations Evaluation

#### Questions

The following questions provide a general framework for reaching out to and touching base with San Bernardino City neighborhood associations and watch groups. These questions serve to help us narrow down appropriate groups to collaborate and partner with so that we can make the most beneficial selection.

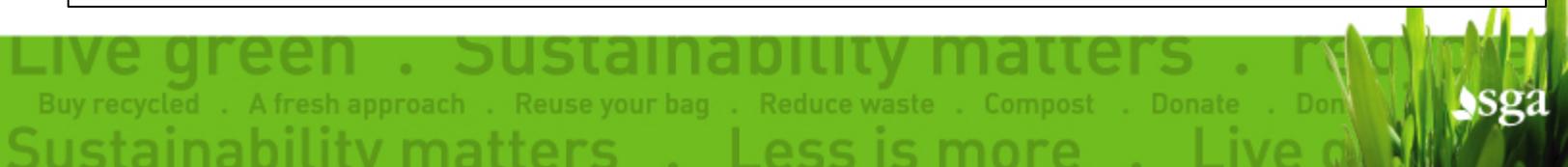
- Is your organization a neighborhood watch group or neighborhood association? How long has this group been active and how was the group originally set-up?
- Where are you located and which neighborhoods (main cross streets) do you serve? Confirm the area they encompass in order to develop a map of each association with their respective boundaries.
- In what ways are you active and responsive within your community? What is the main purpose of your meetings?
- How many neighborhood members are in your network? Are there a few key passionate neighborhood leaders? What is the average number of people who attend the meeting?
- What types of resources does your organization have and how do you reach out to your community members (i.e. if they have a website, newsletters, email blasts, etc.)? How effective is it at reaching your members? (Do you get any response from the information?) How often do you have face-to-face meetings and is it possible to request a spot on the agenda and how often?
- Can you give me a sense of the neighborhood your organization serves? Any interesting demographics or lifestyle commonalities we should be aware of? Is it largely single family housing, multi-family housing or a mix of both?
- Are you open to partnering on this project?

We also recommend documenting your conversations to keep track of the information garnered from each contact. SGA developed an excel sheet that documented key evaluation criteria for each group such as: location served, frequency and purpose of meetings, member network, outreach resources, level of activism, neighborhood perceptions and referrals of other active associations. By comparing responses from various groups, we were able to get a strong sense of how engaged and open to partnering each association might be. We highly suggest asking for referrals from each neighborhood association to help find the most active groups, as these peer recommendations helped SGA hone in on DRNAG. After ranking our top three groups, we scouted out the Del Rosa Estates area recommended by the DRNAG president to gain a better understanding of the neighborhood including physical boundaries and demographics.

By actively taking notes organized by key characteristics you're looking for in a neighborhood association or community group, you'll be well-equipped to select a partner who will be a valuable asset to your program.

### Neighborhood Association Call Notes (Example Page)

Date	Association name	Location (area served)	Main purpose of meetings	Network #	Resources	Passionate leaders	Sense of the neighborhood	Open to partnering?	Lead(s)	Notes	
11/18/2009	Arrowhead Neighborhood Association (Mike Gonzalez)	Arrowhead Area E St. to Sierra Ave.; 30th St. to 40th St.	Engage with residents, fighting crime, fighting high helping local governmental agencies get the word out about various things, depends on what's happening. Monthly general meetings and get to about 25-100 participants.	Active: ~200 homes, 43 associations, 14-15 very active associates, 2,200 members total	Grassroots, door-to-door, collateral handouts, website	Yes, passionate leaders: Rick Hines (retiree) very involved and acts as a liaison to the mayor.	Association active for the past 112 years and has a good mix of people, largely Caucasian though. It is a family housing but mostly single family residential housing.	Yes. Actually doing an event on 12/9 or 12/12 and happy to share results with us if it makes sense.	Del Rosa We look Action Group (Brian Alexander, President) One of the most active groups within the association.	Try to avoid Verdemont - already working on a pilot project in the neighborhood.	
11/18/2009	DR NAG - Del Rosa Neighborhood Action Group (Belryn Alexander)	Northeastern San Bernardino Highland Ave. to the end of the 100th St.; Starting to Tain Creek Road Control 2 miles	Engage with residents, fighting crime, fighting high helping local governmental agencies get the word out about various things, depends on what's happening. Usually invites a guest speaker. Six or, with about 20-30 attendees each time.	Active: ~4000 homes but 300 paid members.	Mainly a printed newsletter that Belryn compiled of people who are interested in going out to various city events and beautification	Yes, many passionate leaders and active board. Has a volunteer group called Weed Watchers comprised of people who are interested in going out to various city events and beautification	Association active for the past 115 years. Belryn has been President for 10 years. Has a good mix of people and largely single family housing. Has wanted to target our pilot, but area would be Del Rosa Estates where it is completely single family housing. The Del Rosa Estates area is part of Brea's other jurisdiction on the south to 35th Street going north Mountain Avenue on the west to Del Rosa Avenue on the east, upper middle class - city.	Yes. Asked when we would decide and get the program started. Always ready to include recycle reminders and RRW collection information in newsletter - in fact, he'll host for the election.			
12/1/2009	Arrowhead Farm (Jan Winthausen)	North of San Remando, North of 40th St., South of Hill Dr., West on West, Beatic Ave. on Bar I	Engage with residents, fighting crime, fighting high helping local governmental agencies get the word out about various things, depends on what's happening. Usually invites a guest speaker. Face to face meetings with about 25-30 attendees each time.	Active: 700 homes but 30 paid members.	Mainly a printed newsletter that Jan works on - a matter that goes out to all neighborhood regardless of membership (700)	Yes, many passionate leaders and active board. Jan grew up here and has been a member for 10 years, on the board for 5 and is the president this year. Well connected. Newsletter that Jan works on - a matter that goes out to all neighborhood regardless of membership (700)	Association active for the past 113 years. Has a good mix of people and largely single family housing with some low income apt's. Lots of seniors, family-oriented community, working class. Zoned R3 so it is pretty rural - meaning lots of large plots and horse community. Because its county island, many people use private disposal companies like Jack's and do not go through the city. Because of this, lots of people have dumpsters and probably don't recycle or even have recycling bins. Some organic waste because of large properties.	Yes. Would gladly look us for February meeting on that Thursday every month, but we already met with the newsletter.	Chayo Valenzuela, Solid Waste Management Requiring about the same as the other areas will be all their cartons) may be a good resource to ask about nature of the area, this organization may not be ideal.	Given the information about the area, this organization may not be ideal.	
12/1/2009	Arrowhead (Jim Murdoch)	North of Highland Ave., West of Arrowhead, 210th Ave - 215th Ave northern and western boundaries	Engage with residents, fighting crime, fighting high helping local governmental agencies get the word out about various things, depends on what's happening. Face to face meetings are sporadic with about 20-25 people who show up.	Active: 45-50 neighborhoods with 10-25 active members.	Mainly flyers for meetings or special promotions. Flyers usually include important phone numbers	Yes, many passionate leaders and active board. Jim has lived here for 12 years.	Association active for the past 110 years. Has a good mix of people and largely single family housing with some low income apt's mostly transient types with quick turnover. Goes through city recycling. Be in neighborhood walk groups: Frank Gutman (24th Street) and Faye Aldridge (Upper 8 Street)	Yes, but carefully recommended really active dusters: DRNAG, IEMA and Verdemont	DRNAG, IEMA and Verdemont		
12/10/2009	Blair Park (John Thau)			Domestic inactive (right now because they don't have a staff board)	Mainly flyers - can help flyer if we need it			Happy to help with information, but carefully recommended really active dusters: DRNAG	DRNAG	Not Active	
12/10/2009	MI, Vernon (Carlos Teran-will call Fri)										
12/10/2009	Pacific (Joan Little)	Pacific Hill Park to Sterling, Highland to Baseline	Keeping yards up and keeping residents within code, save people in the city and some within the county, considered county boundaries too, beauty neighborhood	Domestic inactive (right now because they don't have a staff board)			Largely single family housing, older homes and people, lots of ornamentals				Not Active



Once you've identified your top choice neighborhood association, reach out to them to let them know you'd like to move forward with partnering and express the value they will provide your program. Don't hesitate to ask about how the program can utilize their resources and member base.

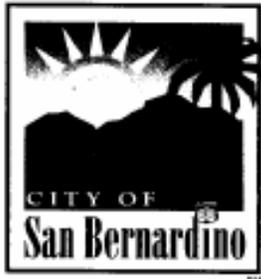
In this manner, SGA scheduled a face-to-face meeting with the DRNAG president to confirm our pilot partnership and discuss ways that the program could leverage their neighborhood association's existing network and resources. As a result, the association provided complimentary column space for the ZWC to contribute monthly updates about the pilot for half the year. DRNAG also lent us event space and recruited participants in the pilot area for our focus group session. DRNAG's third-party community endorsement became a cost-effective communication network that helped to build trust with our target community. The pilot's success was due in part to the effective identification and development of this strategic community partnership that expanded the credibility, visibility and reach of project messages.

## *2. Taking a Closer Look: Waste Characterization*

Roll up your sleeves for the next step! Working with the City of San Bernardino, SGA designed and executed a waste characterization to evaluate changes in recycling behaviors both before and after the strategic outreach campaign. SGA first conducted a baseline waste characterization to not only identify what residents were recycling and in what quantity, but what they were disposing of as trash. We coordinated with the City of San Bernardino through conference calls and email updates several times prior to each assessment, to collect and analyze one week's worth of trash and recyclables from 35 homes on or around La Hacienda Drive in San Bernardino's Del Rosa Estates.

Upon a recommendation provided by DRNAG and prior to analyzing the collected waste, SGA and the City issued a notification letter, featured below, letting residents know that the contents of their trash and recycling bins would be evaluated. The letter provided transparency and full disclosure to residents, and helped to solidify the relationship with DRNAG, as this was a DRNAG recommendation.

## City Privacy Notice



300 North "D" Street • San Bernardino • CA 92418-0001  
[www.sbcity.org](http://www.sbcity.org)

January 28, 2010

Dear Del Rosa Estates Resident,

The City of San Bernardino, Public Services, Integrated Waste Management Division in collaboration with the San Bernardino County Zero Waste Communities and the Del Rosa Network Action Group, is launching a curbside recycling pilot program in the Del Rosa Estates area.

This letter serves as notification that the contents of your recycling bin and trash bin may be randomly and anonymously assessed for the purposes of program evaluation from February through June 2010.

Should you have any questions, please feel free to contact me at [Allen\\_De@sbcity.org](mailto:Allen_De@sbcity.org) or (909) 384-5549.

Sincerely,

A handwritten signature in cursive script that reads "Deborah Allen".

Deborah Allen  
Environmental Projects Manager  
Integrated Waste Management Division

Prior to the waste characterization, SGA researched California Integrated Waste Management Board (CIWMB) standards and other national curbside recycling programs regarding materials sorting, as a framework to identify the material groups we assessed for the pilot. With the City of San Bernardino, SGA coordinated the waste assessment staffing, which included four SGA team members and one City staff member for a team of five.

### Waste Assessment Photos



SGA trained staff members internally about the waste characterization's purpose, approach and material categories. In the baseline assessment, we examined: paper, glass, cardboard, plastics, steel, tin and aluminum cans, electronic waste, household hazardous waste, organics and trash (see categories list below). These categories were evaluated for both the trash and the recyclables.

## Waste Assessment Categories

*SBCZW Curbside  
Waste Assessment Categories  
February 2, 2010*

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**Paper**

- White Paper
- Colored Paper
- Catalogs and magazine
- Envelopes
- Telephone books
- Newspaper

**Glass**

- Empty glass bottles
- Jars

**Cardboard**

- Unsoiled cardboard
- Rolled paper tubes
- Milk and juice cartons (no foil liner only - if it has foil, it's trash)
- Egg cartons & drink trays
- Cereal boxes

**Plastics**

- Empty plastic bottles, jugs, tubs, buckets #1-7

**Steel/Tin Cans & Aluminum**

- Empty aerosol cans
- Empty aluminum cans
- Empty steel cans
- Aluminum cans
- Aluminum foil (balled—no food waste on it)

**Electronic Waste**

- Computer monitors, TVs, CPUs
- Fluorescent tubes
- Microwaves
- VCRs/DVD players
- Printers
- Cell phones/Telephones
- Radios
- Clothes Irons
- Space Heaters

**Household Hazardous Waste**

- Motor Oil, Oil Filters
- Batteries
- Medications
- Pesticides, Fertilizers, Pool & Hobby supplies
- Auto and furniture polish, chemical drain cleaners
- Paints & paint products

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**Organics**

**Green Waste**

- Grass & Weeds
- Leaves
- Twigs /small branches (up to 6-in)
- Sawdust
- Waxed paper
- Waxed Cardboard

**Food Waste**

**Trash**

**Trash found in Recyclables Pile**

**Contaminants**

- Clothes
- Plastic Bags
- Styrofoam
- Food waste

In the post-assessment, the same material categories were evaluated and further dissected by taking a closer look at key recyclables contaminants including clothes, plastic bags, Styrofoam

and food waste. We documented the weight of smaller bins and totaled findings in the worksheets below.

### Waste Assessment Worksheet (Example Sheets)

SBC ZW Curbside Recycling: Trash Bin Assesment  
Date: 5/27/2010

These categories should amount to total weight									
Paper	Glass	Cardboard	Plastics	Steel/Tin/Aluminum	Electronic Waste	Household Hazardous Waste	Organics (food waste and green waste)	Trash	TOTAL LBS.
36.8	44.2	22	27.4	26.2	18.2	22.2	54.2	41.4	
40.4	19	23.4	21.8	13			44.6	52	
21.8		14.4	13.8				27.2	64.6	
								58.4	
								70.8	
								44.2	
								82.8	
								57.2	
								67	
								56.4	
								62.8	
								59.8	
								43.8	

SBC ZW Curbside Recycling: Recycling Bin Assesment  
Date: 5/27/10

These categories should amount to total weight									
Paper	Glass	Cardboard	Plastics	Steel/Tin/Aluminum	Electronic Waste	Household Hazardous Waste	Organics (food waste and green waste)	Trash	TOTAL LBS.
60.2	30	20.8	25.2	23.8	16	13.2	15.4	32.6	
28.4		22.8	27.4					28.2	
74.6		24	27.2					39.6	
54		21.2	22					46.2	
43.8		22.4	21.4					16.8	
45.2		21.2							
		24.2							
		19.8							
		21.8							
		19.6							
<b>Total</b>	231.8	17.6	93.8	61.2	11.4	3.6	0.8	3	101.4
	44.2%	3.4%	17.9%	11.7%	2.2%	0.7%	0.2%	0.6%	19.3%
									100.0%

Results of the baseline waste characterization revealed that residents had a tendency to “over-recycle,” as the recyclables had a 45.5% contamination rate. This insight not only allowed SGA to establish a baseline reference from which to compare post-outreach efforts, but it also allowed us to take an intimate look at residents’ unique recycling and waste disposal behaviors to feed back into our messaging campaign. The baseline information helped SGA identify what materials to focus on as “recyclables of the month” and what materials are common contaminants that should be considered “non-acceptables of the month” (materials residents should keep out of the recycling bin).

This step allows you to really customize your program and tailor it to your target community, focusing on materials that your community mistakenly places in the recycling bin or trash bin. This also provides your community with specific, singular actions to take each month so they can help decrease contamination and increase recycling rates.

### *3. Understanding Motivators and Barriers: Focus Group*

Following the baseline waste characterization, SGA organized a community focus group with eight residents from the City of San Bernardino. The purpose of the focus group was to understand what factors would encourage and limit residents from recycling through an in-depth, facilitated discussion. The barriers and motivators then helped guide the program’s design by revealing challenges to be overcome and motivators to be built upon.

The DRNAG partnership played a key role in the focus group, as the association was vital in recruiting participants from the target area, and provide us meeting space to conduct our discussion. The focus group was held at the Native Sons of the Golden West building (2701 N. Del Rosa Ave., San Bernardino) on February 8, 2010, from 6:30-8:00 p.m.

Among our eight participants, five were recruited by DRNAG’s President and were either DRNAG board members or Del Rosa Estates Residents. The other three participants were recruited by SGA staff using a custom flyer, below, supplemented with direct face-to-face canvassing at the Stater Bros. market closest to Del Rosa Estates (located at the intersection of Highland Ave. and Del Rosa Ave.).

Focus Group Flyer

# CURBSIDE RECYCLING PILOT PROGRAM

Focus Group  
Members  
Wanted!



Attend our focus group discussion on recycling,  
and we'll award you with a **FREE \$25**  
Stater Bros. gift certificate!

Date: **Monday, February 8, 2010**

Time: **6:30 pm to 8:00 pm**

Location: **Intersection of N. Del Rosa Ave. & E. Date St.**

RSVP for details

Please RSVP ASAP by emailing Jacqueline Wei at  
[jwei@sga-inc.net](mailto:jwei@sga-inc.net) or call **(562) 597-0205**.

Note: Participation is on a first come, first serve basis. By reservation only.



ZERO WASTE COMMUNITIES  
OF SAN BERNARDINO COUNTY



[www.zerowastecommunities.org](http://www.zerowastecommunities.org)

We kicked-off the night with a brief introduction of the Pilot Program, collaborators, discussing the purpose of the focus group and setting the ground rules for a meaningful discussion. From there, we dived into an engaging ice breaker activity asking participants to write down on a post-it note whether specific materials (which SGA brought) were recyclable, trash or if participants weren't sure, they could say so. This ice breaker helped everyone get comfortable with each other and set the stage for a group discussion. As part of the planning process, SGA prepared for the focus group by developing a focus group road map, shown below, which outlined the evening's flow and listed out the questions SGA used to guide the discussion. By the end of the evening and after a good hour of discussion, we learned that participants were eco-conscious and had a tendency to "over-recycle" (i.e. when it doubt, they put items in the recycling bin). This resulted in recycle bin contamination; which provided some context to the results of the baseline waste characterization.

## Focus Group Road Map

SBC ZW  
Focus Groups Road Map  
February 3, 2010

### Curbside Recycling Focus Group Road Map

#### Major Objective:

Assess behavior and attitudes about recycling and disposal among target single-family housing residents within in a designated pilot area by compiling qualitative information through a focus group. The barriers and motivators will help guide our design process and reveal challenges that may not be apparent to us.

#### Audience and Geographic Area:

The focus group meeting will be comprised of about 6 participants from a neighborhood association we decide to partner with. Participants will be compensated for their time through some type of incentive (perhaps a certificate or giveaway items).

#### Setting and Refreshments:

The focus group may be held as a supplement to neighborhood association meetings, depending on what is most convenient for the participants. We will work to announce focus group participation opportunities in a newsletter before we participate in a meeting and try to gather cluster leaders as participants. Another recruitment strategy, to ensure a representative sample, is to go to a local market or library and ask folks if they want their next stop at the grocery store paid for (if we're able to provide certificates) simply by participating in the focus group. Refreshments will be provided.

#### Ground Rules:

It's critical that all members participate as much as possible, in order to allow the session to move along while generating useful information. At the outset, remind participants that there is no right or wrong answer at all. We just want your honest opinion. Because the session will be a one-time occurrence, it's useful to have a few, short ground rules that sustain participation, yet do so with focus. The ground rules will include: a) keep focused, b) get closure on questions c) allow the opportunity for everyone to voice their opinion.

#### Agenda:

The focus group will start with a brief introduction by the moderator, who will explain the format and agenda of the workshop and basic ground rules for proceeding. Each participant will introduce themselves.

The moderator will focus on gathering feedback from participants regarding their recycling and disposal habits by posing three main topics/questions and then will expand off of those depending on group response. The questions and their order are as follows:

***Defining the Concept to Assess How People Understand “Recycling”***

**1) What is recycling? Then have some frequently trashed recyclable items to probe with specifics.**

- a. Is this T-Shirt recyclable, trash or you aren't sure?
- b. Is this clean Glass recyclable, trash or you aren't sure?
- c. Is this full Glass recyclable, trash or you aren't sure?
- d. This Styrafoam?
- e. This plastic bag?
- f. This clean Cardboard box?
- g. This stained cardboard box?
- h. This CD?
- i. This bleach?

Participants will be provided with Post-it notes and asked to apply them to a large sheet of gridded paper labeled with the different items (Trash, Recyclable, and Not Sure).

***Assessing the Behavior to Reveal Recycling Barriers and Motivators***

**2) Why do people recycle? Then probe with specifics.**

- a. Do you or don't you recycle and why?
  - i. What key items do you recycle?
  - ii. How do you recycle them?
  - iii. For every full trash bin, how much would you say you recycle?
- b. For those of you who do recycle, what are some of the reasons why you recycle?
- c. For those of you who don't recycle, why don't you recycle?
- d. What tools or resources do you need to recycle? Are there things that make it easy to recycle? What are those things?
  - i. What is a good way to get information to you?
- e. Is recycling behavior common in your daily surroundings? Where?
- f. Do you see your neighbors recycling or not?
- g. If you do recycle, how is the current city program working for you? What do you like and dislike about the different carts? What would you change?
- h. What would keep people from recycling?
- i. What would encourage and incentivize people to recycle more?

- 
- j. Is it easy to understand what can and cannot be recycled? What would make it easier to understand what is/isn't recyclable
  - k. Where would you go for information about recycling?
  - l. How aware are you of city services that can help you recycle?
  - m. If you had questions about recycling, where would you go or who would you contact?

**Wrap Up:**

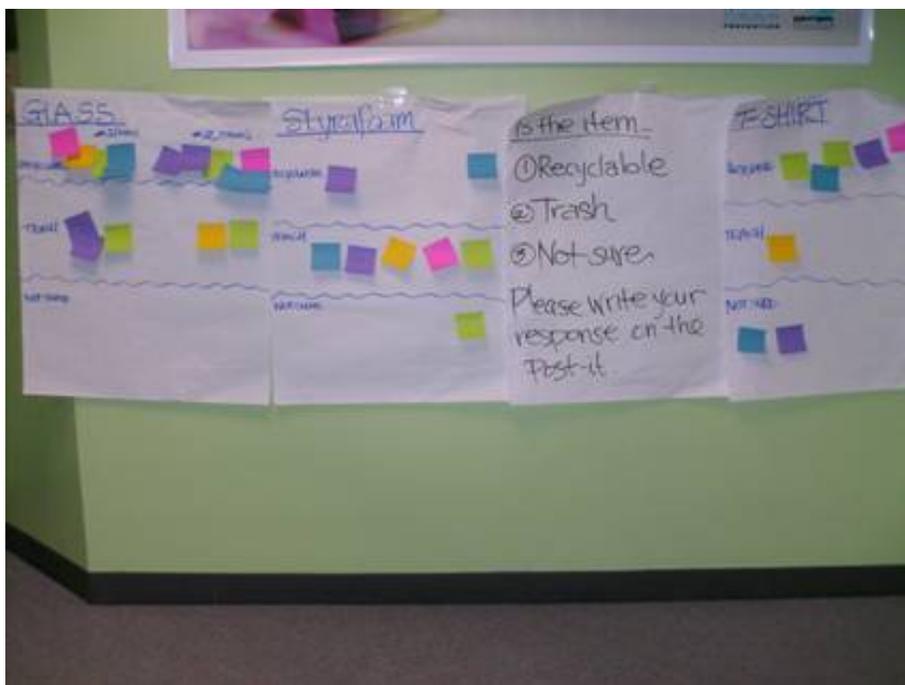
Close the focus group meeting by revisiting the defining recycling exercise. Go through the different items and let the group know what they got right and wrong and which item is in fact trash versus a recyclable.

- Are you ever confused about what can and can't be recycled?
  - o If you aren't sure, do you usually recycle the item anyway?

Thank all the participants for their time and reinforce your appreciation for their contributions. Is it ok if we take a group picture?

Be sure to get every participants email address (beginning)

## Focus Group Photos



The focus group also revealed that a primary barrier to proper recycling was a lack of knowledge and confusion as to what could or could not be recycled. Focus group participants also recommended several actionable pieces to reduce the barriers associated with proper recycling, including providing a list of what can and cannot be recycled and correspondence from the City. Del Rosa Estates residents viewed the City as a very credible source when it came to providing information about recycling. With these insights, coupled with the waste characterization information, SGA developed a targeted outreach campaign and materials to curb undesired behaviors and encourage positive ones within the pilot area.

As you are carrying out your curbside recycling outreach efforts, if you are constrained by time and resources, potentially cutting out this step (the focus group) may be an option for you. While it was extremely valuable and vital for the pilot project, because you are building on the efforts of the pilot project, you are able to utilize the information we gleaned. So conducting a focus group is one step that you may opt out of.

#### *4. Promoting the Outreach Campaign: Monthly Recyclables*

The outreach campaign consisted of several components, all designed to address the barriers and build on the motivators discovered during the focus group, as well as address the behaviors observed through the waste characterization. First, to overcome residents' confusion as to what is and is not recyclable, SGA produced a magnet, below, clearly illustrating accepted recyclables as well as common non-acceptables. This magnet aimed to overcome residents' confusion about accepted recyclables by producing a visual guide. The magnet was also meant to act as a prompt, likely to be placed in proximity to the location of the target behavior (waste disposal): the kitchen trash can.

The magnet was also accompanied by a letter from the City explaining the magnet and previewing the monthly recyclables and non-acceptables to come. The letter from the City addressed the idea that pilot area residents saw the City as a credible source of recycling information. As you carry out your efforts, you will be able to utilize the magnet reminder SGA created for this pilot.

# Recycling Magnet Reminder



**WHAT GOES IN THE BLUE BIN?**

 CORRUGATED CARDBOARD	 MAGAZINES & CATALOGS	 NEWSPAPER
 JUNK MAIL	 OFFICE PAPER	 PHONE BOOKS
 THIN CARDBOARD cereal boxes, paper towel rolls, etc.	 BROWN PAPER BAGS	 GLASS BOTTLES & JARS
 ALUMINIUM CANS, ALUMINIUM FOIL & PIE TINS	 STEEL CANS & EMPTY AEROSOL CANS	 PLASTIC BOTTLES, JARS, TUBS, & TRAYS (# 1-7)

! All bottles and cans must be empty.  
No soiled or wet paper.

**WHAT STAYS OUT OF THE BLUE BIN?**

 FOOD WASTE	 E- WASTE	 CLOTHES	 PLASTIC BAGS
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**RECYCLING BEGINS WITH YOU!**

For more recycling tips visit  
[www.zerowastecommunities.org](http://www.zerowastecommunities.org)

 ZERO WASTE COMMUNITIES  
OF SAN BERNARDINO COUNTY

**Household hazardous waste collection centers:**

**VALLEY REGION**

• <b>RIALTO</b> City Maintenance Yard 246 Willow Avenue Rialto, CA	• <b>SAN BERNARDINO</b> S.B. International Airport 2824 East "W" Street, Bldg. 302 San Bernardino, CA
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**MOUNTAIN REGION**

• <b>CITY OF BIG BEAR LAKE</b> Public Service Yard 42040 Garstin Drive Big Bear Lake, CA	• <b>LAKE ARROWHEAD</b> Heaps Peak Transfer Station 29898 Highway 18 Lake Arrowhead, CA
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**DESERT REGION**

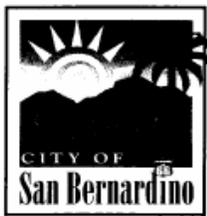
• <b>APPLE VALLEY</b> 22411 Highway 18 Apple Valley, CA	• <b>BARSTOW</b> City of Barstow Corporation Yard 900 South Avenue "H" Barstow, CA
• <b>HESPERIA</b> Hesperia Fire Station 17443 Lemon Street Hesperia, CA	• <b>JOSHUA TREE</b> West of Solid Management Bldg. 62499 29 Palms Highway Joshua Tree, CA
• <b>TRONA</b> County Fire Station 127 83732 Trona Road Trona, CA 93562	• <b>VICTORVILLE</b> Victorville Fire Department East of Desert Knoll Drive on Loves Lane Victorville, CA

**Call 1-800-OILY-CAT (645-9228)**  
for Collection Center Operating Hours.

For more information on household hazardous waste and  
additional collection facilities, please visit  
<http://www.sbcfire.org/hazmat/hhw.asp>

RECYCLING & SOLID WASTE INFORMATION:  
Go to [www.zerowastecommunities.org](http://www.zerowastecommunities.org) for more information.

## Recycling Magnet Reminder City Letter



300 North "D" Street • San Bernardino • CA 92418-0001  
[www.sbcity.org](http://www.sbcity.org)

April 13, 2010

Dear Del Rosa Estates Resident,

As part of the Curbside Recycling Pilot Program with the City of San Bernardino Integrated Waste Management Division, the San Bernardino County Zero Waste Communities and the Del Rosa Neighborhood Action Group, enclosed is a recyclables magnet reminder that you may reference as you separate your recyclables. The program strives to increase the amount of curbside recycling materials collected and decrease the trash that ends up in recycling bins.

Additionally, a monthly recyclable and non-recyclable postcard will be mailed to you to focus on several key items that should and should not go in the recycling bin for April and May.

Be sure to visit [www.zerowastecommunities.org](http://www.zerowastecommunities.org) for more information about our Curbside Recycling Pilot Program, what should be kept in and out of the recycling bin, and updates on our "what we're doing now" blog.

Should you have any questions, please feel free to contact me at [Allen\\_De@sbcity.org](mailto:Allen_De@sbcity.org) or (909) 384-5549.

Best regards,

A handwritten signature in cursive script that reads "Deborah Allen".

Deborah Allen  
Environmental Projects Manager  
Integrated Waste Management Division

To guide specific recycling behaviors, SGA also promoted one recyclable and one “non-acceptable” item (i.e. what should be kept out of the recycling bin) each month through postal mail postcards. We procured an address list from the City and then filtered the list down based on pilot boundaries. The specific materials promoted came from the baseline waste characterization: commonly found contaminants were promoted as “non-acceptables.”

In April, we promoted glass as the monthly recyclable and food waste as the non-acceptable blue bin item.

**Recyclable**  
of the Month:

**GLASS**

Glass is one of the most popular materials recycled. Glass containers are 100% recyclable, can be recycled endlessly without any loss of quality and recovered glass is used as the majority ingredient in new glass containers.  
**Keep recycling right!**

**Non-Acceptable**  
of the Month:

**FOOD WASTE**

Food scraps should stay out of the blue bin and in the trash! Food waste that ends up in the recycling bin contaminates recyclables and makes the recyclables unrecoverable.

[www.zerowastecommunities.org](http://www.zerowastecommunities.org)

ZERO WASTE COMMUNITIES OF SAN BERNARDINO COUNTY

CITY OF SAN BERNARDINO

**Dear Del Rosa Resident,**

As part of the Curbside Recycling Pilot Program with Zero Waste Communities, City of San Bernardino and DR NAG, the Program recently conducted a waste assessment of Del Rosa Estates homes and applauds residents for their recycling efforts! Keep it up! Every month a recyclable and non-acceptable blue bin item will be highlighted to remind residents about items that go in the recycling bin.

**CURBSIDE RECYCLING PILOT PROGRAM**

For more information on curbside recycling visit [zerowastecommunities.org](http://zerowastecommunities.org)

Printed on recycled paper

May's postcard focused on the recyclable paper and electronic waste as the non-acceptable.

**Recyclable** of the Month: **CURBSIDE RECYCLING PILOT PROGRAM** **Non-Acceptable** of the Month:

<b>PAPER</b>	<b>E - WASTE</b>
<p><b>Paper</b> is one of the most important materials used universally virtually every day. Paper has a very high recovery rate. If measured by weight, more paper is recovered for recycling than all glass, plastic and aluminum combined. <b>Keep recycling right!</b></p>	<p>Electronics such as telephones, radios, TVs, computers and cell phones are considered <b>e-waste</b>. E-waste accounts for 70 percent of overall toxic waste found in landfills and if trashed, can leach toxic substances into the soil and groundwater. Be sure to dispose of e-waste properly at an appropriate collection center or put working items to good use by donating.</p>

[www.zerowastecommunities.org](http://www.zerowastecommunities.org)

**ZERO WASTE COMMUNITIES OF SAN BERNARDINO COUNTY**

Dear Del Rosa Resident,

Now that you've got the right tools (and hopefully the recycling reminder magnet has a spot on your fridge), you're well on your way to becoming a recycling guru! This month, please continue to recycle paper items in the blue bin. We've recently noticed that Del Rosa Estates as a community has done a praiseworthy job recycling cardboard and paper. Keep it up! Note that any e-waste you have is too toxic to trash so dispose of it responsibly.

Keep up the great recycling work, Del Rosa!

For more information on curbside recycling visit [zerowastecommunities.org](http://zerowastecommunities.org)

Printed on recycled paper

The monthly recyclable postcards provided residents with specific actions they could take to reduce the problem. These monthly highlights were further promoted through several channels, including the website and the Neighborhood Association's monthly newsletter, *The NAG*. The Neighborhood Association newsletter, below, was an effective channel as the echoed message came from an established, trusted source within the community. As much as possible, tap into neighborhood association resources to help promote your program and monthly recyclables. Don't forget that you can utilize the general postcard design that SGA created for the pilot program.

### The NAG monthly newsletters

The collage shows three issues of 'The NAG' newsletter. The top issue, dated April 2010, features a 'DR NAG'S 7TH Annual Plant Sale' announcement for Saturday, April 24th, from 8:30-11:30 at Church Parking Lot, Del Rosa Avenue and Eureka. It also includes a '2010 CENSUS' notice and a 'PILOT PROGRAM' reminder. The middle issue, dated May 2010, features a 'Police Department' report on a 8% reduction in violent crimes in 2009, a 'PILOT PROGRAM' reminder, and a 'PLANT SALE' announcement. The bottom issue, also dated May 2010, features a 'waste assessment' report, a 'PILOT PROGRAM' reminder, and a 'PILOT PROGRAM' reminder.

### 5. Supporting the Outreach Campaign: Online Hubs

Having an online hub for the pilot program was a comprehensive way to follow the program's progress, strengthen promotions and clarify what's recyclable and what's not. As the website serves as a central hub for program information, we thought it was important to follow the pilot project's efforts and progress on the site. We developed a Curbside Recycling Pilot Program section with links about the project (detailing the pilot purpose, collaborators and the pilot area), the blog and what's recyclable. We also created multiple points-of-entry, from the homepage to the blog, for users to access program information.

# Curbside Recycling Webpage



## ZERO WASTE Communities of San Bernardino County

Adelanto | Apple Valley | Barstow | Big Bear Lake | Colton | Fontana | Grand Terrace | Hesperia | Highland | Loma Linda | Rialto  
San Bernardino City | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley

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 [GO »](#)

REDUCE
REUSE
RECYCLE
RETHINK

RECYCLE

When we recycle, used materials are converted into new products, reducing the need to consume natural resources. If used materials are not recycled, new products are made by extracting fresh, raw material from the Earth, through mining and forestry. Recycling helps conserve important raw materials and protects natural habitats for the future.



CURBSIDE RECYCLING PILOT PROGRAM

Keep up with the Joneses. Learn about how our block is recycling right.

Recycling together to preserve and protect resources for ourselves, future generations and the environment.

IN THIS PAGE, YOU WILL FIND:

- [Curbside Recycling Pilot Program](#)
- [Why Recycle](#)
- [The Big Five](#)
- [Close the Loop](#)
- [Recyclables v. Recycled Products](#)
- [What Can I Recycle](#)

### Why Recycle

Today, U.S. Environmental Protection Agency (EPA) estimates that 75 percent of our waste is recyclable, which goes well beyond what we see at school.



## CURBSIDE RECYCLING PILOT PROGRAM

### About the Project | PILOT AREA



The Del Rosa Estates has been selected as the pilot area for the curbside recycling program and starts at Eureka Street on the South to 39th Street going North; Mountain Avenue on the West to Del Rosa Avenue on the East.



CURBSIDE RECYCLING PILOT PROGRAM

#### About the Project

- [Purpose](#)
- [Collaborators](#)
- [Pilot Area](#)

#### Project Progress Blog

- [What's Been Done](#)
- [What We're Doing Now](#)
- [Monthly Highlights](#)

#### What's Recyclable?

- [What's Recyclable](#)
- [FAQ](#)
- [Resources](#)



# ZERO WASTE Communities of San Bernardino County

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HOME ABOUT US MAP CONTACT US NAVIGATE BY USER  GO >>

REDUCE REUSE RECYCLE RETHINK

[« May's Monthly Recyclable: The Lifeblood of Trees](#)

## Making a Difference! Dumpster Diving Findings

Posted by admin | June 17, 2010

For our follow-up waste characterization assessment, we got back into our hazmat suits for round two at the Materials Recycling Facility where we sampled and sorted through 525 lbs. of recyclables and 1,126 lbs. of trash. The contents were analyzed from the same Del Rosa Estates homes we sampled for our baseline measurement back at the start of February.



In order to compare "before" and "after" results, we wanted to measure our follow-up numbers against our baseline numbers to see if there were any substantial changes in both recycling and reducing the overall contamination rate (trash, household hazardous waste and other non-acceptable blue bin items).



### Return to CURBSIDE RECYCLING PILOT PROGRAM

#### What's Been Done

Select Month

#### Zero Waste Photos



[More Photos](#)

**5. Catching the Community 'Doing the Right Thing': Surface Waste Assessment**

To establish recycling as a “social norm”—a behavior generally accepted by and engaged in by the target community—SGA conducted a surface waste assessment of recycling bins to catch the community “doing the right thing.” The purpose of catching the community doing the right thing was to convey to residents that people across the Del Rosa Estates were recycling, that recycling is a behavior that Del Rosa Estates residents engage in and endorse. Additionally, it also allowed an opportunity to provide positive feedback to the community and point out the correct behaviors they engaged in.

For the surface waste assessment, SGA and the City visually assessed the surface contents of recycling bins in Del Rosa, noting the bins’ contents to get a sense of the correct community recycling behaviors (see photos and worksheet below). We discovered immediately a noticeable lack of blue bin contaminants, and a significant amount of paper and cardboard in recycling bins. Then this information was shared with the community through the postcard text. We provided feedback commending residents about the great job they did recycling paper and cardboard.

Surface Waste Assessment Photos



## Surface Waste Assessment Worksheet

Recycling Bin Surface Assessment Date:

Neighborhood: Del Rosa Estates

These categories should total 100%										
	Recyclables						Contamination			
Full Level* (1-6)	Paper (0-100%)	Glass (0-100%)	Cardboard (0-100%)	Plastics (0-100%)	Steel/Tin Cans & Aluminum (0-100%)	Other Recyclable (0- 100%) <i>specify items below</i>	e-Waste (0-100%)	HHW (0-100%)	Organics (0-100%)	Other Contaminant (0- 100%) <i>specify items below</i>
^How full would you rate the bin= 1:1/4 2:1/3 3:1/2 4:3/4 5:Full 6:Overflowing										
5	60	0	30	10	0	0	0	0	0	0
5	40	0	30	10	10	0	0	0	0	10 - plastic bags
5	40	0	20	0	0	0	0	0	0	40 - trash
5	30	0	70	0	0	0	0	0	0	0
5	30	0	40	10	0	0	0	0	0	20 - Soiled Cardboard
5	20	0	70	10	0	0	0	0	0	0
5	0	0	70	10	10	0	0	0	0	10 - plastic bags
5	0	0	60	40	0	0	0	0	0	0
5	0	0	70	20	0	0	0	0	0	10 - wrap
5	0	0	90	0	0	0	0	0	0	10 - bags
4	50	0	40	0	0	0	0	0	0	10 - plastic bags
4	40	0	50	0	0	0	0	0	0	10 - socks
4	40	0	10	40	0	0	0	0	0	10 - plastic bags
4	30	0	30	30	0	0	0	0	0	10 - plastic bags
4	20	0	80	0	0	0	0	0	0	0
4	20	0	80	0	0	0	0	0	0	0
4	10	0	90	0	0	0	0	0	0	0

### 6. Achieving Results

As a result of this informed Curbside Recycling Pilot Program outreach strategy, SGA produced quantifiable improvements in residents' recycling behaviors. After conducting a post-outreach waste characterization, whereby trash and recyclables from the same 35 homes evaluated in the baseline were assessed, we found that contamination in the recycling bin dropped from 45.5% to 20.7%—a 54% reduction. As we wrapped up the project, SGA provided the pilot community with the results of what they were able to achieve through the Neighborhood Association newsletter to continue to reinforce these positive behavior changes.

Additionally, the City also sent a letter to pilot area residents informing them of the pilot's results, and also leaving the door open for potential future follow-up. The City of San Bernardino also plans to utilize the tactics developed for this project in another curbside recycling outreach effort in the City. Our hope is that your jurisdiction will use this tool kit and proven tactics to help guide your program in a meaningful way.

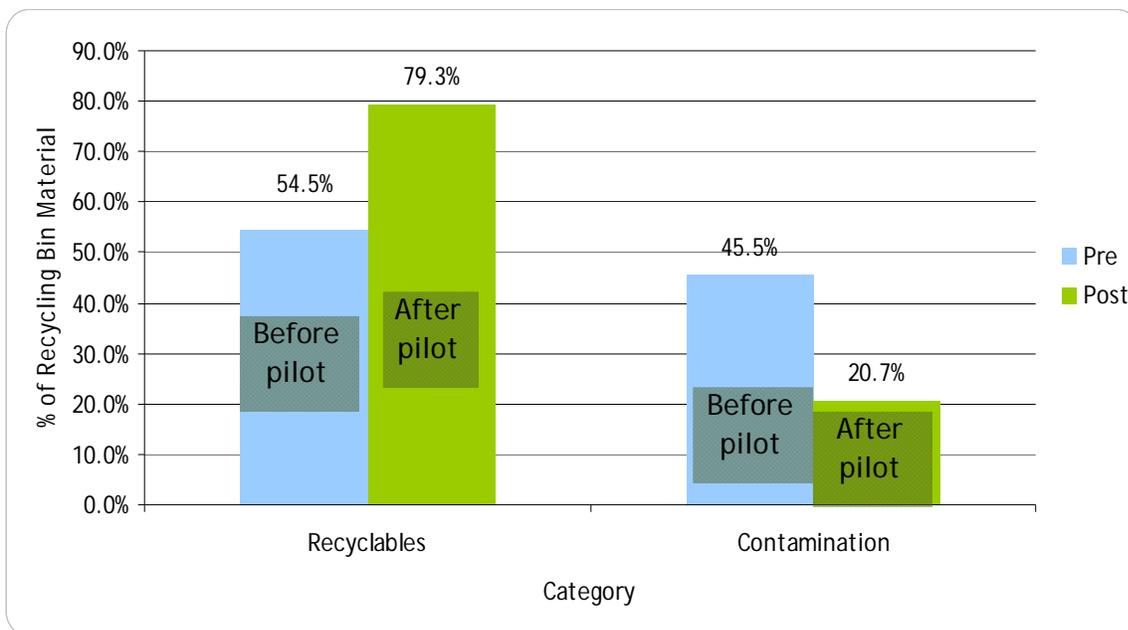
## Wrap-Up City Letter (Text Only; Distributed Version on City Letterhead)

June 21, 2010

Dear Del Rosa Estates Resident:

The City of San Bernardino Integrated Waste Management Division in partnership with the San Bernardino County Zero Waste Communities, and the Del Rosa Neighborhood Action Group proudly announces the completion of a successful curbside recycling pilot program. Thanks to your help, we achieved our goal of decreasing the amount of trash that ends up in the recycling bin (a.k.a. recycling bin contamination) by 54 percent.

The table below shows the amount of recyclables and contamination we observed in the recycling bin at the beginning and end of the project.



This 54% contamination reduction is meaningful because it shows us that together, we made a real difference. Del Rosa Estates, you have been a phenomenal participant showing that you truly care about recycling right.

We want to give special thanks to the Del Rosa Estates Neighborhood Action Group (DRNAG) for their help and efforts in getting this project completed. Great job Del Rosa Estates for kicking bad habits to the curb and recycling right.

We will be checking in with you periodically to ensure the program is still running smoothly and remind you of the importance of recycling in order to continue the success of the project.

If you have any questions or would like more information, please call me at (909) 384-5549.

Sincerely,  
Deborah Allen  
Environmental Projects Manager

## 7. Lessons Learned

After the pilot program's steps were carried out, SGA and the City were able to take a look at the project from beginning to end to assess what worked when rolling out this pilot, and what adjustments could be made to future efforts. The list below identifies key points we identified:

- *Getting a Head Start:* We planned, launched and completed this campaign within a six-month time frame. While the project made a difference and achieved results at the end of the day - a 54% decrease in contamination, it would have been beneficial to see the pilot be carried out for a longer duration. This would have allowed us to send more monthly postcards or other tailored outreach materials. As you embark on your program, map out a timeline with key milestones you wish to accomplish each month. We found that a detailed timeline kept us focused on our short and long-term goals for the program, and ensured that we completed what we set out to do.
- *Exploring Demographics of the Pilot Area:* Your program may wish to conduct a demographics assessment of the select area beyond the information provided to you during your interviews with neighborhood association presidents. For this pilot, working with DRNAG, we were able to ascertain that a most of the Del Rosa Estates residents spoke and read English. However, this may not be the case in all jurisdictions. A solid demographics understanding may help to inform the language primarily used in the target area.
- *Leveraging Relationships & Building Trust:* Build and leverage relationships with trusted community organizations such as neighborhood associations to assist in delivering project messages. Leveraging these relationships not only builds trust and legitimacy, but maximizes program dollars by utilizing built-in channels of communication. We cannot underscore enough how beneficial the DRNAG partnership was to the program.
- *Staffing for Waste Characterization:* In the future, SGA recommends outsourcing and hiring waste sorting specialists to conduct the pre- and post-waste characterization. The planning aspect, however, should still be organized by the team lead.
- *Conducting a Surface Waste Assessment:* SGA also suggests visually assessing the surface contents of recycling bins in your pilot area during the course of your outreach campaign. This surface assessment showed us that we were on the right track in communicating with our residents about recycling properly. It also allowed us to catch the community doing the right thing, provide positive reinforcement to emphasize and applaud model behavior, and establish recycling as a social norm in the community.
- *Monthly Recyclable Promotions:* As implemented during the pilot, SGA recommends continuing to promote a recyclable and a non-acceptable item each month. Your campaign could also be delivered through electronic channels such as the website, blog, e-blasts and social media. Promoting the message electronically also produces considerably less waste, maintaining continuity with the overarching goals of the program. This is also something SGA proposes implementing on a region-wide basis in the 2010 to 2011 program year—electronically promoting monthly recyclables and non-acceptables.

- *Repurposing Past Collateral:* As always with materials developed for the ZWC, the designs of the postcard and “what’s recyclable” magnet reminder are available for ZWC Committee members to utilize in their respective jurisdictions. Further, the design used for the magnet could be repurposed as a sticker to be placed on recycling bins, a suggestion made by the focus group.