

Expanding Bozeman's Recycling Program



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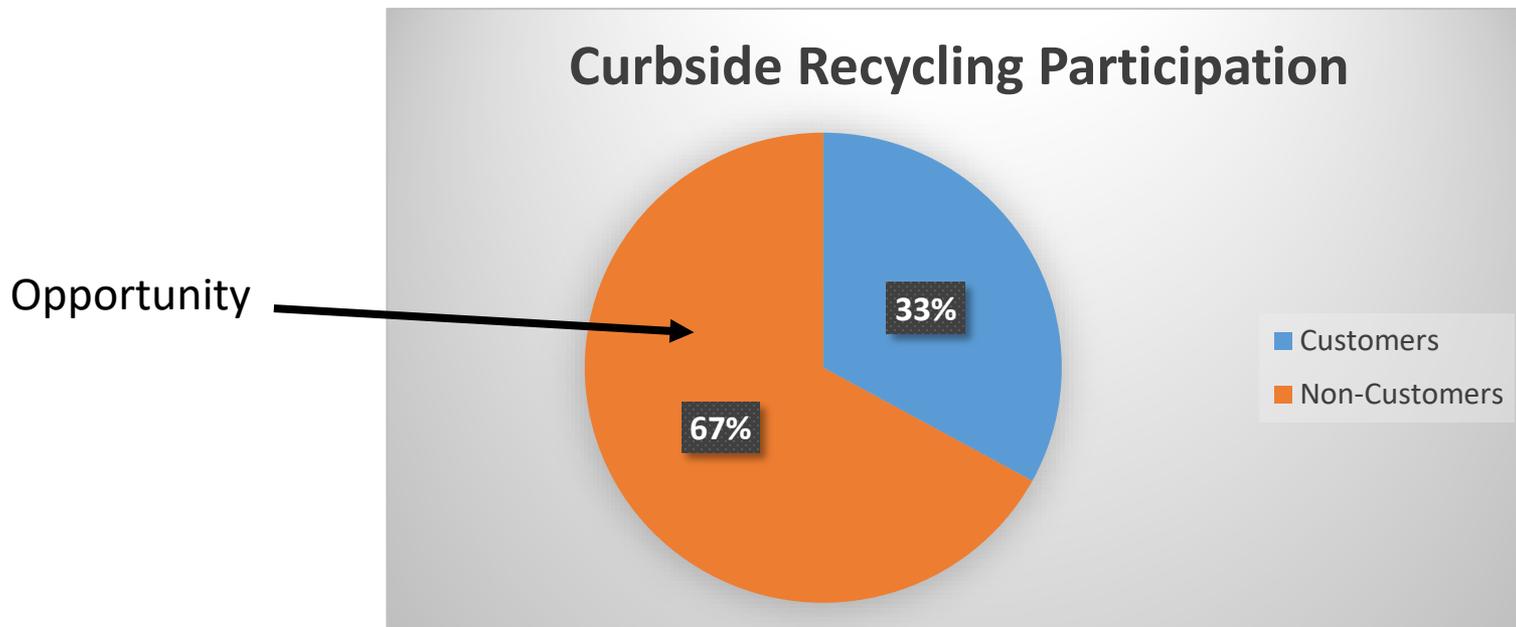
Bozeman Residential Curbside Recycling Program Background



- In October 2013, Bozeman switched to a single-stream recycling program, which made it far easier for residents to take advantage of the Bozeman curbside recycling program.
- Recycling pickup takes place on the same day as regular garbage pickup, which aids in convenience.
- The monthly charge for curbside recycling is \$9.74 – either a 65-gallon or 100-gallon tote is provided.
- **Regular** residential garbage collection rates vary from \$14.24 - \$23.98 per month depending upon tote size.
- Currently, 33% of Bozeman residents who participate in the **regular** residential garbage curbside program also participate in the curbside recycling program.
- It is estimated that roughly 75-78% of Bozeman residents choose the city of Bozeman curbside regular garbage collection program as opposed to a third party garbage collector.

Opportunity For Expansion

- Since the Bozeman single-stream recycling program accepts most recyclable materials except glass, the best opportunity for program expansion – other than adding glass recycling – is to expand the % of residents who participate in the curbside program.
- The goal of this proposal is to grow the % to 50%.



Advertising vs Trial / Sampling

- Bozeman's Solid Waste Department has conducted advertising campaigns to attempt to convert non-customers to customers.
- I believe that a more effective tactic is to institute a trial / sampling program to show the benefits of Bozeman's single-stream recycling program.
- Let's let current non-recycling customers experience the ease of single-stream recycling for themselves on a trial basis!



Advertising



Trial / Sampling

Let's Turn This



Into This!



Specific Trial Program Suggestion: How The Proposal Works



- Provide current non-recycling program participants with a free 4 week trial of the program.
- Deliver a 100-gallon tote to every regular Bozeman curbside garbage customer who is **not** participating in the curbside recycling program.
- Include a flyer that explains the free trial program, a quick how-to checklist and a list of recycling benefits. Include a phone number for customer questions.
- Develop a neighborhood-by-neighborhood distribution plan for the green totes that ensures that every current non-customer will receive a 4-week trial within the next twelve months.
- The customer has two options at the end of the 4-week trial:
 - Keep the tote and become a recycling customer via consolidated billing for their garbage / recycling services.
 - Contact the city (contact info is provided on the flyer) to remove the tote after the trial period at no charge.

Ease of Implementation:



- This trial / sampling program is particularly easy to implement due to the following factors:
 - The city already has all the information necessary to bill the customer if they opt into the program after the trial.
 - Each city solid waste truck is outfitted with an onboard computer that tells the driver the status of each customer, so they can tell which totes need to be picked up after the trial.
 - Dr. Craig Woolard – head of Public Works – reports that he believes this program would not be complicated to execute.
 - Dr. Woolard also believes the additional tote supply costs can be offset by the savings generated by fewer trips to the landfill in Logan due to additional trips to Four Corners (to 4 Corners Recycling), which saves personnel time and fuel cost.

Benefits



- Trial / sampling is the most effective way to grow the percentage of Bozeman curbside garbage customers into recycling customers.
- Prospects can see for themselves:
 - How easy the single stream program is to participate in.
 - How much of their material that used to go to the landfill is now being recycled.
- The 4-week free trial program would be close to budget neutral due to personnel and fuel cost savings.
- If we are able to increase the % of customers who use the curbside recycling program from 33% to 50%, it would improve our ability to reach our climate plan goals.



- Determine the number of new totes necessary to provide every residential customer with a 4-week trial over the course of a 12-month period.
- Develop a neighborhood-by-neighborhood plan for distribution.
- Design a flyer to accompany the free trial totes and develop a communication / public relations campaign for the program roll-out.
- Work with the Neighborhood Program Manager to communicate the benefits of the program to neighborhood groups, HOAs etc.
- Determine a kick-off date for the program.
- Launch!