



how do i expand my program?

the top **three** directions for program expansion

where to go next?

How can your recycling program be the best public service in your community? Here are recommendations in three areas to help you plan a bright future for your program.

1. More Participation

Increased participation in your community's recycling program makes it more successful. Recycling programs with 70, 80 or 90 percent participation prove their worth to elected officials and best achieve the many benefits of recycling. Here are some key steps you can take to accomplish participation excellence:

- Become a full partner in using the RE3 and Recycle Guys campaigns.
- Ask for and commit budgetary resources to conduct recycling education.
- Implement participation incentives – prizes, lotteries, awards and pay-as-you-throw. Many of these can be done cheaply with maximum effect.
- Commit yourself in the coming year to use at least five different ways to reach the public. Need ideas? Call DPPEA or talk to recycling peers who've had success with different approaches.
- Use opportunities for personal contact to promote recycling – i.e., through drop-off attendants, volunteer educators or block leaders.
- Use www.cleanup.org to help get your message out.

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- program the ability to commingle).
- At drop-off sites, consolidate collection containers through commingling (bottles and cans in one, fiber in another), reduce container clutter, make it simpler for citizens and save money in the long run.
- Look for ways to parallel recycling services with garbage – put the services on an equal footing and send a signal to the public that they are equally important.
- ● New venues
 - Offer recycling services at “away-from-home” places people congregate: parks, ballfields, community centers, greenways, concert locations – help citizens see that recycling is something they should do everywhere they go.
 - School recycling is becoming more common in communities around North Carolina. Have you started a program yet?
- ● New customers (commercial and multi-family)
 - Examine your curbside routes and look for possibilities to “in-fill” small commercial customers into the collection system.
 - Investigate other ways to serve the commercial community. Consider central OCC drop-off sites near major business clusters. Start a pilot paper collection program in an office area in town. How about a glass/aluminum collection route in a restaurant and bar area? Or how about a food collection route? All of these are examples of programs already being run by N.C. communities.
 - Do your apartment and condo residents have access to recycling? Can condo units be added to curbside? Work with property management companies to start drop-off at multi-family complexes. Alternatively, establish or promote nearby existing public drop-off centers to multi-family residents.
 - Offer recycling opportunities to builders and industrial customers – e.g., a pallet and clean wood drop-off site or wallboard collection facility.

Local governments across North Carolina have implemented an amazing spectrum of recycling services, including all of the initiatives mentioned above. Many local governments have programs unique to their jurisdiction. But they are all doable by any community. The cupboard of ideas is full, and you can use it to make your local recycling program the most outstanding service citizens receive from their local government.