

# Unlocking Recycling's Potential: Case Studies

February 21, 2024



**The Recycling Partnership**  
Solving for Circularity



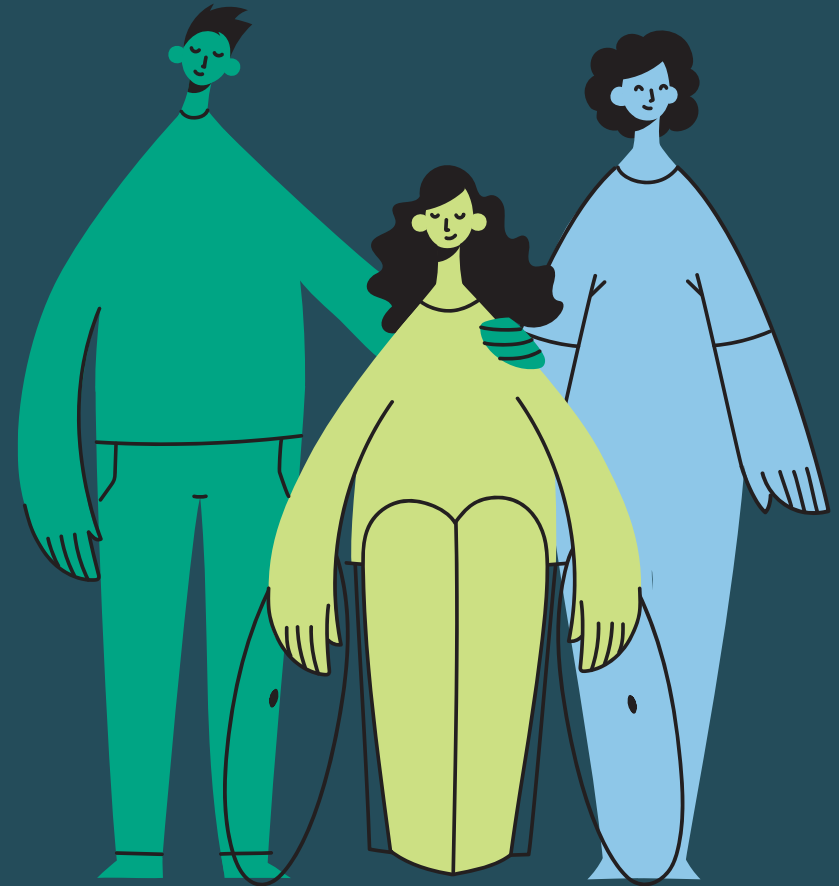
**CENTER FOR  
BEHAVIOR & THE  
ENVIRONMENT**



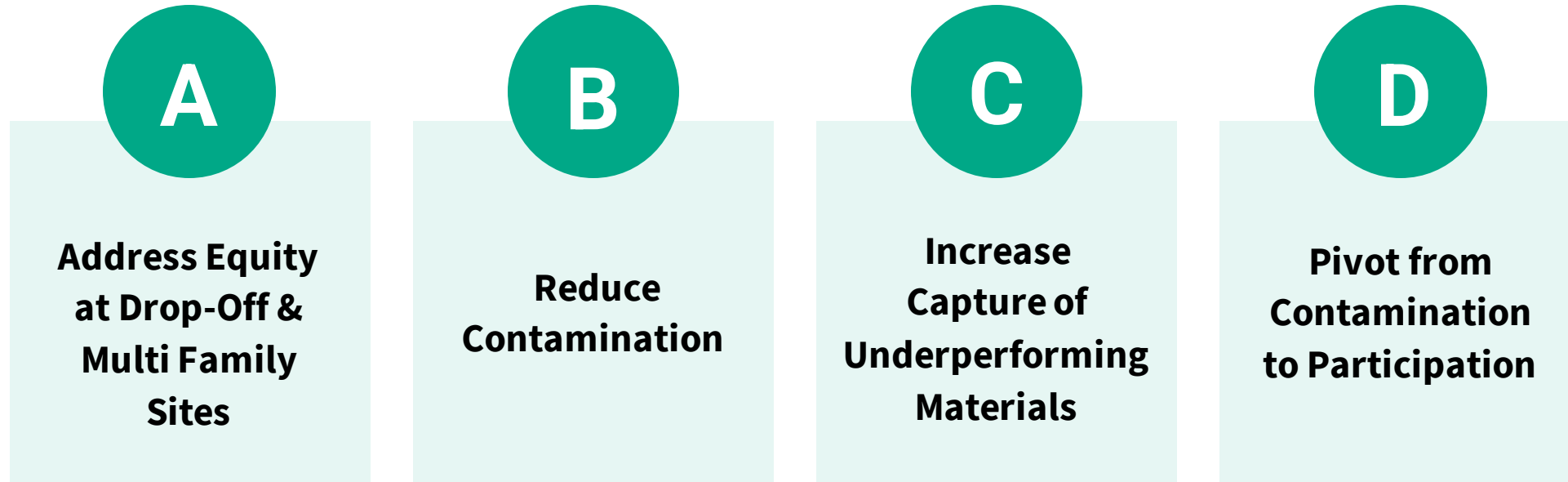
**CRRA**  
Ending waste.

# Introducing the Case Studies

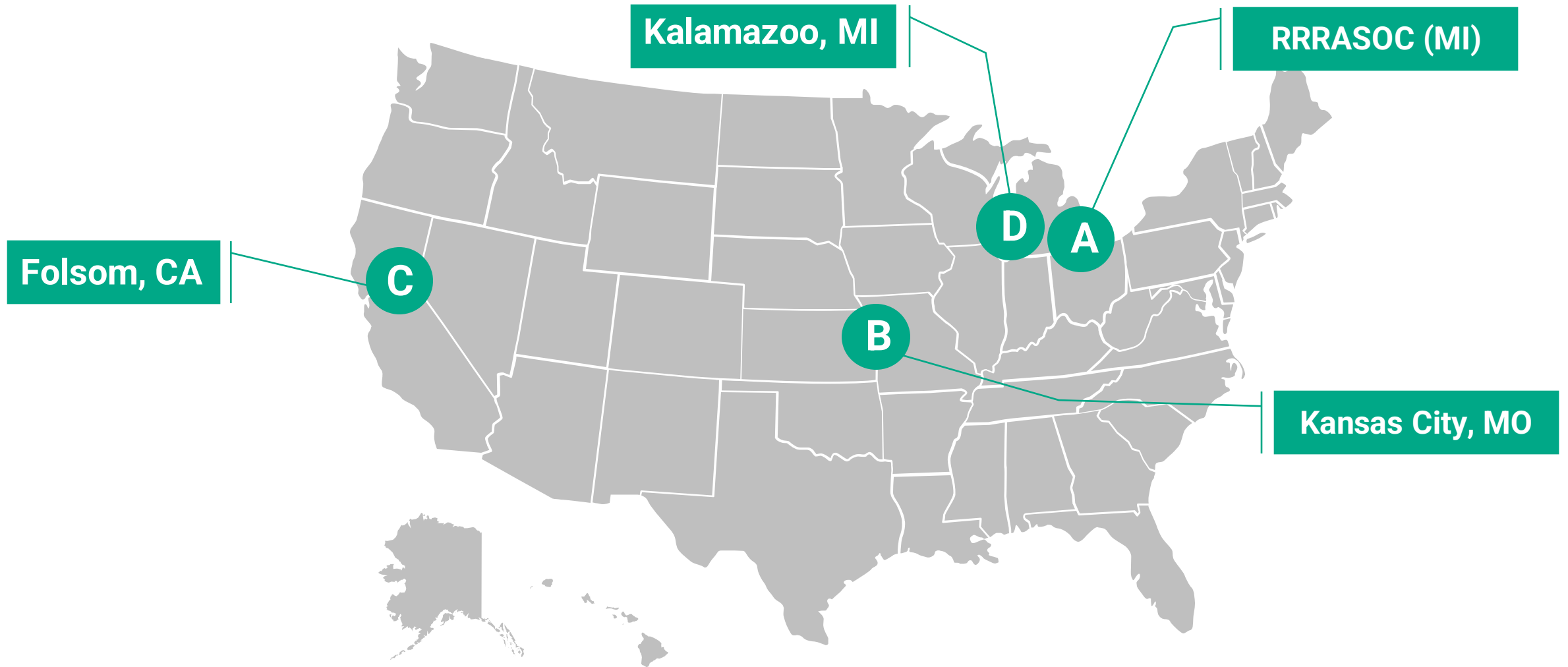
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## Themes of the 4 Case Studies



## Introducing the Case Studies – 4 Active Projects



# Case Study A - Addressing Equity at Drop Off & Multi Family Sites to Increase Participation

## RRRASOC (MI)

- 9-member Municipal Solid Waste Authority
- Serves 284,000 people
- Includes low income and undeserved residents
- 2 Drop -offs
  - Novi
  - Southfield (adjacent to Detroit)
- Challenge = Equity at Drop off & Multifamily collection sites
- Goal = Increase participation, capture, quality



**Mike Csapo – General Manager**  
Resource Recovery and Recycling Authority of  
Southwest Oakland County

## Case Study B - Strategies to Reduce Contamination

### Kansas City, MO

- 491,000 residents
- Curbside recycling since early 00's
- Declining recycling rates since 2009
- Recycling carts distributed to 162,000 households (2023)
- Contamination continues to be an issue (19%)
- Trash is bagged; trash carts to be distributed in 2024



**Michael Shaw – Director of Public Works**  
Kansas City, MO

# Case Study C - Strategies to Increase Capture of Underperforming Materials

## Folsom, CA

- 80,000 residents
- Suburban setting surrounded by nature
- Lower than average recycling capture, especially on mixed paper and plastic containers (PP#5)
- Regular communication for 20+ years including newsletters, website, and a waste app
- Goal = help actively participating residents to recycle more materials



**Sarah Vaira – Recycling Supervisor**  
Folsom, CA

## Case Study D - Pivoting from Contamination to Participation

### Kalamazoo, MI

- 76,200 residents, plus students
- Opt-in, No Cost Recycling
- 2022 = anti-contamination project
- 16% of single-family households with a cart are **not** regularly participating
- Current project includes:
  - cart standardization
  - a communication campaign
  - delivery of in-home bins for non-participants
- Goal = increase participation



**Chris Broadbent – Solid Waste Coordinator**  
Kalamazoo, MI





# Your Behavior-Centered Design Challenge

1

Review your assigned case materials and evidence about what could change behavior.

2

Follow BCD steps and discuss with your group and experts in the room.

3

Develop and share your behavior change solution with other attendees.

Get in Touch:

# Emily Krueger

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We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.