

THE OKRA NEWS

OKLAHOMA RECYCLING ASSOCIATION

DECEMBER 2013

Welcome to the OKRA online newsletter. Please feel free to share our newsletter with anyone who might enjoy reading it. To receive electronic notification of newsletter availability and general recycling announcements, sign-up for the OKRA list server on our website: www.recycleok.org

Oklahoma Recyclers Recognized at 2013 ARD Banquet

Oklahoma's 13th annual America Recycles Day Awards Banquet was held Friday, November 15th, at the Hyatt Regency in Downtown Tulsa. Each year this event honors individuals and organizations for their achievements in recycling and their efforts to increase recycling rates and divert waste from landfills.



And the 2013 Award Winners Are....

Recycling Student—Kay Sind

Kay is the Student Chair of the University of Tulsa's Sustainability Committee. The TU Sustainability Committee sponsors student Green Teams to pick up recyclables after football games. Next semester, the committee plans to implement permanent recycling containers around the TU campus and in individual dorm rooms, with the goal of having a recycling container placed next to every trash can.

Recycling Educator - Kenneth Cole

Mr. Cole teaches Life Science, Earth Science, and Environmental Science Classes at Clyde Boyd Middle School,



Kenneth Cole with M.e.t Creative Media Director, Annie Tyndall

Sand Springs. During his first year, he started a paper recycling program with a grant from the Excellence in Recycling Award and a partnership with PaperRetriever/Abitibi/AbiBow. He has since expanded the program to include, aluminum, plastic, steel and corrugated cardboard. Cole also recycles cell phones, ink cartridges, digital cameras, laptops, old MP3 players, and electronic waste (e-waste).

Recycler of the Year- Ilda Hershey

Ilda is Sustainability Coordinator at OSU in Stillwater. She collaborates with students and employees there to "Go Green for Brighter Orange" and works on OSU Recycles, a comprehensive, campus-wide recycling program. Formerly, Ilda provided outreach to Oklahoma rural communities as As-

sistant State Extension Specialist, Solid Waste Management Programs for the Oklahoma Cooperative Extension Service, and she also worked with grant programs for the ODEQ, Water Quality Division, where she instituted the

ODEQ's Green Team. Since 2002, Ilda has volunteered as chair and co-chair of Sustainable Stillwater, a chapter of the Oklahoma Sustainability Network (OSN) and is proud to be one of the founding organizers of OSN. She serves on the Stillwater Recycling Task Force, which encouraged the City first to adopt a Pay-As-You-Throw refuse program and most recently, a city-wide curbside recycling program.

Ilda actively serves on the board of OKRA as Membership Chair and Conference Chair. Ilda has planned OKRA's annual conferences since 2009 and oversees OKRA's website.



Ilda Hershey with Michael Patton, Executive Director of the M.e.t.

Recycling Event - Gentlemen of the Road

The Gentlemen of the Road Guthrie

Stopover was a flagship event modeling opportunities for waste management. With over 30,000 attendees, the GOTR recycled over 18.5 tons and composted over 5.5 tons of post consumer food waste and compostable paper products. With plans to return the compost as nutrient rich dirt to Guthrie in the spring, the

Oklahoma Recyclers Recognized

(continued from front page)

event raises awareness of soil building through composting. The Mumford & Sons GOTR event was led by the Compost Council in partnership with Minick Materials, Waste Connections, and Event Productions Inc.

Recycling Reporter - Sarah Terry Cobo

Sarah is an energy reporter for The Journal Record newspaper. She covers all sectors of the energy industry, including oil and gas, wind, electric utilities, as well as natural resource issues, including water use, air and water pollution, and illegal dumping. Sara graduated from the University of Tulsa in 2006, with a BA in environmental policy, and was named outstanding senior among her environmental policy peers. She has worked for radio, newspapers, magazines and online-only publications, including NPR-affiliate KQED Radio and the Climate Watch series, the quarterly magazine Race, Poverty and the Environment, and the Center for Investigative Reporting and their award-winning Carbon Watch series. She interned at GreenBiz.com, an online-only business publication covering the "greening" of mainstream business; and covered clean technology for Forbes.com.

Recycling Community - The City of Chickasha

By progressively implementing a



City of Chickasha employees with Michael Patton

curbside single stream residential recycling program, Chickasha has created a tangible reward system for participants, while benefiting the environment. This program is a partnership with Waste Connections of Oklahoma and a program called Recycle Bank. Chickasha boasts a 63% participation rate in recycling. Residents are averaging 26 pounds per pickup of recycled material and have diverted over 1.6 million pounds in the last 12 months.

Recycling Innovators - Kum & Go and PepsiCo

Together Kum & Go and PepsiCo have implemented a recycling program designed to facilitate on-the-go recycling at Tulsa store locations. Since launching in January 2013, over 600 pounds of recyclable materials

have been diverted from landfills each month, a total of about 120,000 plastic bottles and aluminum cans. The program strategically places a dedicated recycling bin next to fuel pumps to allow easy and accessible recycling for customers. Beginning this month, PepsiCo will deploy a total of 275 recycling bins to all of Tulsa's 47 Kum & Go locations in an effort to provide greater access to recycling on-the-go for the Tulsa area.



Representatives from Kum & Go and PepsiCo accept their award

Ada High Sweeps OKRA's PSA Contest!

Congratulations to the winners of OKRA's 2013 Public Service Announcement Contest, *Recycling is Everybody's Business!*

Winners of this year's contest were all from Ada High School!

1st Place - It Just Takes One

Group won \$500, plus \$100 was awarded to Ada High School.

Students: Natalie Walker
Jaci Foley
Page Terral
Taylor Mitchell
Camron Large

2nd Place - The Vision

Group won \$300, plus \$50 was awarded to Ada High School.

Students: Cassandra Metz
Raegan Henry
Joshua Horne
Eli Flinn

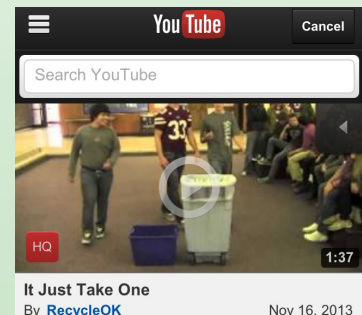
3rd Place—You Can be the Helping Hand

Group won \$150, plus \$50 was awarded to Ada High School.

Students: Toni Priester
Dalton Wolf
Brooklyn Cupps
Destiny Pinon

A special mention also went to Plainview High School, Ardmore, Oklahoma for their Animated Series entries.

Check out the winning videos at OKRA's website, www.okrecycle.org.



Half of Duncan Area Residents Embrace Recycling

by Steve Metzger

About half a year after curbside pickup of recyclable trash was introduced in Duncan, Marlow and Comanche, about half of the residents in those towns are recycling routinely.

That's according to Brad Gordon, a spokesman for Waste Connections, the company contracted to handle collections of both refuse and recyclables in the three towns. He called the participation rate very encouraging, especially since total weights of recyclable materials being diverted away from the landfill have been increasing monthly.

"The participation rate is estimated at 45-50 percent," Gordon said. "This is very good for a program in its infancy. (We are) seeing increases in the monthly weights in each of the last months."

The average weight of recyclables picked up from homes has been 27-28 pounds, he said. Through the week of November 1st, people in Duncan alone had diverted a total of 831,742 pounds of recyclables away from the landfill.

Diverting glass, metal, papers, plastics, and other recyclable material away from the Southern Plains Landfill east of Chickasha is the primary goal of the program, as extending the landfill's time of service will ultimately cut costs paid by the towns and their residents, Gordon said.

To pay for trucks and other expenses related to recycling, a \$5 fee was added to monthly bills paid by the residents of Duncan, Marlow and Comanche beginning last spring. To make the increase easier to bear, a points reward system was introduced. Managed online at Recyclebank.com, it allows people who participate to redeem points they've earned for discounts on purchases from various retailers or on things like magazine subscriptions.

Tommy Edwards, a member of the Duncan City Council who also serves as chairman of the South Central Oklahoma Environmental Authority, said each collection cart is equipped with an electronic chip that allows Waste Connections to record and keep track of participation.

"We have seen 423 total Recyclebank checkouts through August," Gordon said. "Of those checkouts, we have seen savings equaling \$4,456, so for each checkout we have seen a savings of over \$10 per transaction."

In Marlow, acting City Manager Jason McPherson said he believes more people in Marlow are beginning to make recycling routine.

"The first week I drove around and saw few (recyclable containers provided by Waste Connections) out on the curbs," he said. "As time passed, I've seen more out each week, so through the eye test it really looks like it's catching on."

Especially at first, some people in the communities said they weren't happy about having to pay more for trash pickup, and some reported that recyclables weren't picked up according to schedule, but most residents now seem to become used to and accepted the program. In Comanche, City Manager Wilt Brown said he believes most people are comfortable

now with the idea of recycling as part of their routines.

"I think our city has accepted it pretty well," he said. "There may have been a little confusion at first about the trash pickup day, but once we got that straightened out everything seems to be okay."

Gordon said there may have been some miscommunications about pickup days, and small percentages of non-recyclable materials have been wheeled to the curb at times, but

overall the recycling programs have been successful so far in the three communities. He added that Waste Connections hopes to expand the recycling program to businesses in Duncan, Marlow and Comanche.



Waste Connections picks up recyclables in Duncan
-Photo by Steve Metzger/Lawton Constitution

"It is something we would like to look at in the future. We think that once the community really adopts the program it will become habit, and people will want that at their place of business as well. A program for businesses would likely begin as a 'cardboard only' route and then evolve into a program similar to our residential program."

*Reprinted with permission from
The Lawton Constitution
November 26, 2013*



Keep an eye out for Oklahomans Recycling

Send an article or photo to the OKRA News editor (trudi.logan@us.af.mil) and they might be featured in an upcoming issue!

Recycling Trends: Past, Present and Future

2013 OKLAHOMA RECYCLING CONFERENCE

Over 100 recycling enthusiasts and exhibitors from across Oklahoma joined together at the annual OKRA Recycling Conference on Thursday, October 17th in Stillwater to discuss and share information related to recycling. The 2013 conference began with a welcome by OKRA Board Member, Ellen Bussert and OKRA President, Traci Phillips.

Michael Patton, Executive Director of the M.e.t. gave a rundown on specific recycling operations in many of Oklahoma's major cities. Michael indicated that some cities have fairly robust recycling operations (Tulsa, OKC, Edmond, Midwest City, Norman, Chickasha) with single stream, weekly curbside pickup for a variety of recyclables. Tulsa also has four drop off centers that accept batteries, plastic bags, cooking oil and e-waste (one location only). This year Stillwater implemented a single-stream curbside program to augment recycling at its drop off center, which in addition to conventional recyclables also accepts tires, e-waste, and tree limbs. Other cities, such as Lawton, Moore and Broken Arrow are still relying solely on drop off recycling.

Michael stated that Broken Arrow, as the fourth largest city in the state, is in need of a better recycling program. Currently one drop off center serves all of Broken Arrow and it is frequently overwhelmed with the volume of recyclables received. In contrast, Lawton operates five city-run drop off centers and one Fort Sill Recycling center. Enid operates one drop off recycling center, which accepts clothes and shoes in addition to conventional recyclables. In addition, Enid has private curbside recycling offered by Keepin' Enid Green, which has really boosted recycling in that city. Sapulpa has one drop off center, with a private company offering curbside pickup for \$5/month. Michael indicated that in Sapulpa private companies and non-profits have stepped in and are helping fill large gaps in that city's recycling program. Michael discussed the material recovery facilities (MRFs), recycling manufacturers and haulers in Oklahoma.

Jerry Powell, Executive Editor of Resource Recycling, gave the keynote address. In it he shared information on the progress of municipal recycling in the U.S. In recent years progress has slowed and rates, for virtually all recyclables, have flattened out. Mr. Powell discussed the recession of 2008-2010, which did not severely affect recycling rates, but

dramatically changed the economics. He described the impact that continuing rise in Chinese demand during the recession has had on U.S. recycling, and the resulting closure/bankruptcies of many paper recycling markets and paper mills. He said that in the future, mega MRFs will be serving

both large communities and surrounding smaller feeder communities, allowing smaller and smaller towns to move to single-stream collection. Mr. Powell believes China is vi-

tally important to recycling and that soon recycling quality and cost may both increase, as China no longer wants to be the world's dumping ground. He said recycling metrics will be reframed, with less focus on recycling rates and more focus on outcomes such as global warming and life-cycle issues. Mr. Powell concluded by saying that recycling is far from being a sustainable practice and more effort is required, but the consequences of not recycling are huge and that we must take efforts to continue to move forward.

Next participants had the opportunity to attend either a municipal track featuring case studies of curbside recycling, or a business track featuring presentations on recycling in the hospitality industry and on construction and demolition (C&D) recycling. At the business track, Gary Tedesco, NCED Conference Center and Hotel, spoke on that facility's extensive recycling program. In addition to conventional recyclables, they recycle batteries, paints, solvents, waste lamps, cooking grease, and even left over food (donated to Little River Zoo). Terrell Hoagland, Flintco, and Lance Delk, Harley Holland, spoke about those companies' successes with C&D recycling. Flintco currently has 18-20 projects in the Tulsa/Stillwater area that are each at 70-75% waste diversion. Harley Holland has been doing well with asphalt recycling (used for driveways, parking lots) and had one project with 98% waste diversion. At the municipal track, Chris Knight, City of Stillwater, spoke about the pilot study implementation of curbside recycling. And Wesley Dedmon, Edmond, spoke about Edmond's curbside program. Both cities provide single-stream recycling and pick up the recyclables on the same day as trash pick up.

"The most important 5-letter word in recycling is CHINA."

Jerry Powell's 10 Issues Determining Recycling's Future

1. More programs and materials
2. Rising focus on toxics
3. Extended product stewardship
4. Food—organics collection/composting
5. Convenience
6. Continued consolidation
7. Continued deindustrialization
8. The green fence is real
9. Reframing
10. Sustainability



During lunch, the audience was thoroughly entertained and educated by Eco-Troubadour, Stan Slaughter. Stan uses songs and humor to teach kids about recycling and composting. Stan said that nature has given us blueprints to live by, and he provided examples, such as Interface Carpet “going green” by modeling their carpet on the forest floor, and swim suits for Olympic athletes modeled after shark skin. Stan concluded by saying that we are the first creatures to be aware that we are damaging the environment, and that we are responsible to stop it.

After lunch, a panel featuring Phillip Cravatt, Director of Environmental Service, Iowa Tribe, and Rick Miller, Public Works Director, City of Okmulgee discussed “Rural Challenges to Recycling.” Mr. Cravatt discussed how the Iowa tribe is working with the City of Perkins to pick up recyclables. The Iowa tribal solid waste codes are being revised to stop dumping, and trailers are delivered to tribal members who are cleaning up dump sites. The tribe has their own Green Team to encourage recycling and protection of the environment.

The “Okmulgee Experience” impressed upon attendees the attention to detail required for starting a recycling program. Mr. Miller included valuable lessons learned, such as having a dedicated trailer for cardboard, which resulted in a large savings on transportation by greatly decreasing the frequency of removal (cardboard side of combined trailer had been filling up while the container side was only at 25% capacity). Okmulgee has demonstrated that an unattended 24/7 recycling center can be successful, provided that certain actions, such as continued public outreach and education, daily checks on the center, and enforcement against those who abuse the rules, are taken.

After a short break to visit the exhibits and network, Paul Ross, American Waste Control, gave a presentation on Tulsa’s Recycle and Transfer MRF (Materials Recovery Facility). The facility was upgraded in November 2012, and now consists of a

newer facility along with an older one. Over 1100 tons recyclables are processed each day. The old facility has a conveyor with pickers. The new facility features modern automated equipment, such as an optical scanner to separate plastics, a polisher to sort paper fiber, and magnets to pull out metals. Most of the manual work performed at the new facility is for quality control. Non-recyclables are transported to a partner company and burned for energy. Mr.

Ross said that the future lies with manufacturing and finding alternatives to materials that cannot be recycled. He also stressed the importance of education, and said that Tulsa’s public is continually informed/educated about the MRF by their outreach mascot, Mr. Murph.

To wrap up the conference, an expert Q&A panel answered questions posed by conference attendees. The panel featured Fenton Road, Manager, Solid Waste Programs, ODEQ; Melissa Adler-McKibben, Electronics Recycling, ODEQ; and Ken Purdy, Program Director, Solid Waste Institute of North America. The panel discussed e-waste disposal laws, and the importance of the manufacturer in “closing the loop.” They discussed the impact of the low landfill tipping rates in Oklahoma, the issue of green waste, bottle bills and lobbying for recycling in Oklahoma, and core issues to starting recycling programs.

Following the conference, Stan Slaughter presented a free workshop entitled, “Best Practices in Compost Education,” where he described a number of successful composting programs that are currently taking place across the country. One of the common elements among the different programs was that participants were able to engage in hands-on activities, rather than simply listen to a lecture. Mr. Slaughter believes strongly in the power of edutainment” (education + entertainment) and also realizes the

importance of incorporating multiple learning styles into his presentations. Following Slaughter’s presentation, Faye Henson won the drawing for a new compost bin, generously donated by the Metropolitan Environmental Trust. Henson was very excited to win the bin because her current bin, which is made out of wooden pallets, was beginning to compost itself!

If you are interested in information provided at the OKRA 2013 conference, PowerPoint presentations can be downloaded from: www.recycleok.org/okra/oklahoma-events-activities.



Conference attendees listen to panel on “Rural Challenges to Recycling”



OKC Goes Beyond the Bin with Recycling

In Oklahoma City, the Curbside Recycling Program is just the beginning of a successful plan to reduce the amount of trash sent to our landfills. By recycling beyond the Little Blue bin, residents and businesses can further their efforts to reduce, reuse and recycle.

In fact, *Beyond the Bin* is the title of a booklet created by Oklahoma City's Solid Waste Management Division. In the booklet, residents and businesses can easily find a greener way to dispose of items that are too big for the Little Blue bins or not accepted in the curbside recycling program. The booklet offers an A to Z list of recyclable items and places to take them for recycling, including addresses and phone numbers. The *Beyond the Bin* booklet is available upon request or online at <http://www.okc.gov/trash/recycle/beyondbin.html>



Beyond the Bin is updated regularly as more and more companies offer to recycle items, including electronics, packing materials, medicines, batteries, appliances, auto body parts and more.

Recycling "beyond the bin" is another way Oklahoma City is recycling, reducing and reusing items instead of tossing them in the landfills.

By the way, Oklahoma City recycles its Big Blue refuse collection carts and Little Blue recycling bins once they are no longer repairable.

Like the program on Facebook at: City of OKC Trash and Recycling Services.

CVP Connect: the Free, Online Training Site for Strategic and Effective Recycling Education

Do you need help educating residents about your recycling program? You're not alone! With mounting responsibilities and increasingly hectic schedules, it is becoming more difficult to spend time on strategic recycling education. Curbside Value Partnership (CVP) understands your struggles and has a tool to help!

CVP is a national nonprofit dedicated to improving residential recycling programs through education. Through partnerships with 31 communities and four states CVP has produced a library of best practices and in an effort to share these best practices and help communities with strategic education outreach, they created CVP Connect, a free, online recycling education training tool to help you develop, execute and measure strategic and effective education campaigns.

In CVP Connect, you'll find our unique CVP Campaign Approach Methodology, which guides you to a specific campaign approach tailored to address the needs that

you are facing with your recycling program. Through a series of education-focused Webinars and tutorials, CVP partner case studies, best practices and other materials, you can get everything you need to develop a customized, strategic education campaign, including campaign artwork that can be tailored and localized for your community. And did we mention that this is all available for **free**?



The best part about CVP Connect is that it can all be accessed on YOUR schedule. CVP has made it as easy as possible for you to work at your own pace and move around the site to access topics that are most relevant to you when you need them.

Visit CVPCConnect.org today and learn more about and register for this free, online education tool. Email CVP with any questions at info@recyclecurbside.org and follow them on Twitter at @CVPCConnect.

Recycling News from Ada



Pictured: Kaylee Ross, Brinley Crowe, Nizhoni Gee-Hicks, Faith Stout, Paulina Gee-Hicks, Reece Jordan, Madi Sawyers and Noble Anderson.

Each year the Ada Recycling Coalition (ARC) conducts a poster contest for area elementary school students as part of the America Recycles Day celebration. This year's theme was Recycling at Home.

Trudy Nevland and Marilyn Ellis (ARC Leaders) presented the winning artists with \$25.



Winning Poster for 5th Grade by Madi Sawyers

Recycling Rocks!

In November, as part of earning their "Recycling Rocks" badge, Brownie Troup #965 took an educational tour of Ada's recycling center. Pictured is the troupe with leader, Beth Grand, and Stan the Recycling Man.



The ARC, Peoples Electric Company and ECU students (AgencyOne45) combined to build a Green Tree. It is displayed in Ada at Wintersmith Park with all the other Christmas lights and displays.



The Green Tree that was created by Mr. Bruce Hartley's AD/PR Campaign students (AgencyOne45) was on display at the Mabee-Gerrer Museum of Art in Shawnee from Nov. 9 - 24 as part of the "2013 Reused, Remade, Recycled, Recreated, Repurposed, Regional Art Exhibit."



Share this Video, Help Raise \$10K for Recycling Nonprofit

In an effort to increase awareness surrounding the issue of recycling in the bathroom, Johnson & Johnson launched the Care to Recycle initiative earlier this month. Through the campaign's shareable website content, the company hopes to encourage site visitors to spread the conversation and, ultimately, think twice about throwing personal care products in the trash.

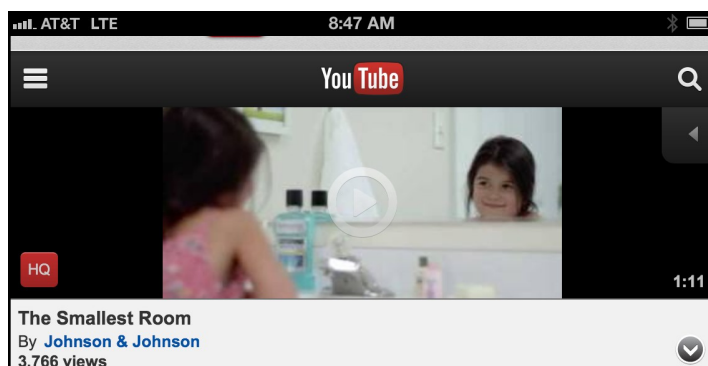
For every person who shares the personal product company's "Smallest Room" video on social media, Johnson & Johnson will donate \$1 to Keep America Beautiful, a nonprofit organization that provides recycling bins for schools across the country.

Why the bathroom? Recycling at home is a no-brainer in certain rooms of the house. Empty soda cans and glass jars from the kitchen are obvious candidates for the recycling bin. Yet in other spaces, like the bathroom, it's tempting and entirely all too convenient to toss empty mouthwash and shampoo bottles into the trash.

According to one report, only one in five people consistently recycles items from the bathroom. An even greater number - 40 percent - say they don't recycle anything from the bathroom. When it comes to personal care, it seems green habits just aren't as automated.

"Because many of our personal care products are used or stored in the bathroom, we wanted to understand if Americans are recycling there," said Paulette Frank, vice president of sustainability for the Johnson & Johnson Family of Con-

sumer Companies, in a press release last month. "After reviewing the results of the research, we saw a very real opportunity to help reduce waste by educating people about recyclable bathroom items."



Each person may share the video once per day, up to five times during the donation period, for a maximum contribution of \$10,000 from Johnson & Johnson. The promotion runs from now through April 20, 2014.

The Care to Recycle site also features a list of the many bathroom items that can (and cannot) be recycled, as well as information on Johnson & Johnson's recycling and sustainability efforts.

From Earth911.com
Maria Carter
December 10, 2013

Save the Date!



You're Invited!

Join us at our **FREE** Community Improvement Regional Workshops that focus on a variety of relevant topics for community organizations, chambers of commerce, volunteers, municipal and county officials.

KOB staff, community and national leaders, and expert organizational directors will add to the learning experience of these events.

You must register through the KOB website to attend.
Registration deadline: January 15, 2014.*
*those who miss this deadline may still attend for \$10

Register at www.KeepOklahomabeautiful.com

2014 Regional Workshops

Jan. 21, 2014, 10AM - 3PM

Okmulgee

Jan. 23, 2014, 10AM - 3PM

Enid

**Oklahoma Chapter - Solid Waste
Association of North America
(SWANA)**

2014 ANNUAL CONFERENCE

**March 24—27, 2014
Hard Rock Hotel, Catoosa, OK**

**OKRA WISHES
YOU A VERY
MERRY
CHRISTMAS
AND A JOYOUS
NEW YEAR**

