MRF OVERVIEW

- Joint MRF opened in 2015
- 35 tph single residential stream-system
- 70,000 tons/year
- 2 municipal partners plus 3rd party tonnage
Waukesha County

- 27 member municipalities
- 110,000 Households
- 2 Private Haulers

WaukeshaCounty.gov/recycling

City of Milwaukee

- Urban
- 180,000 Households
- Municipal hauling

MilwaukeeRecycles.com
PROBLEM
How do we reach everyone along the adoption cycle?
Adoption Cycle Groups

**Innovators**
- Risk takers, risk tolerant
- Young in age, very social
- 1st to try
Adoption Cycle Groups

Early Adopters

- Highest degree of opinion leadership
- Young in age, more socially forward
- More discrete in adoption than innovators
Adoption Cycle Groups

**Early Majority**

Adopt after a varying degree of time (significantly longer than innovators and early adopters)

Seldom opinion leaders

Relationships with early adopters
Adoption Cycle Groups

Late Majority

High degree of skepticism
In contact with others in late majority and early majority
Adoption Cycle Groups

Laggards

- Aversion to change
- Focused on traditions
- In contact with only family and close friends
PROBLEM(S)
1. How do we reach everyone? 2. What message do we reach them with?
What are we recycling?

How are we recycling?

Why are we recycling?
The WHAT
Issue: Separate Educational Materials

- Separate lists that were similar but not exactly the same
- Additional items included cart tags, annual mailers, websites and social media
- 3rd Party lists varied more
<table>
<thead>
<tr>
<th>FIRST</th>
<th>1</th>
<th><strong>One simple message</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Reach the most people.</td>
</tr>
<tr>
<td>NEXT</td>
<td>5</td>
<td><strong>Some want more</strong></td>
</tr>
<tr>
<td>WHERE APPROPRIATE</td>
<td>50</td>
<td>Consider the listening. Help support memory and action.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>A few want it all</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Easy to find, easy to reference, searchable, user-friendly.</td>
</tr>
</tbody>
</table>
MANUFACTURER DEMAND DRIVES ENVIRONMENTAL GAINS.

The system needs reliable quantity, quality, and cost in supply.

ASTRX
### Step 1: Aligning the Lists

<table>
<thead>
<tr>
<th>PAPER PRODUCT</th>
<th>ACCEPT</th>
<th>DO NOT ACCEPT</th>
<th>DO NOT WANT ON LIST BUT ACCEPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cartons (gable top containers like milk and orange juice, and aseptic containers like juice boxes and soup)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cold Cups (e.g., paper fountain drink cup)</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Hard Cover Books</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Hot Cups (e.g., coffee cup)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ice Cream Container</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Junk Mail</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kraft Bags</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCC</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office Paper</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paperback Books including phone books</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paperboard Boxes</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pizza Boxes food and grease free</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shredded Paper</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directions on how to prepare</td>
<td></td>
<td>Promote community events and more efficient avenues for recycling</td>
<td></td>
</tr>
<tr>
<td>Take-out Containers</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tissue Paper</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Step 2
Educating the Educators

- Drivers
- Call Center staff
- Outreach staff
- Municipal partners
Step 3: Expanding the Audience

MRF-shed Workshop Outcomes:
- Spirit of collaboration
- DNR statewide similar event
- Agreement on the biggest contaminant issues
The HOW
The “New Kid” View


This magnet is grabbing aluminum & steel cans (tin cans), then dropping here for baling.

Glass from 2*

5a) 2-4" going up and around to hole in wall toward other side of building
The “New Kid” View

Don’t crush your cans. Tough to recover. Some don’t fall through early enough. Some fall into paper.
Don't crush your cans. Tough to recover. Some don't fall through early enough. Some fall into paper.
Did you know? Shredded paper in your mixed recycling cart is so small that it falls through our MRF equipment! Follow these tips to help us recycle more paper:

Tip #1: If paper doesn’t NEED to be shredded, don’t shred it.
Tip #2: Put shredded paper in a rolled or stapled paper bag, then place it in the bin... See More
Recycle For Good, Milwaukee!

April 23

Plastic bags in your mixed recycling cart often end up wrapped around #TheMRF equipment. The line shuts down and team members have to get them loose.

Help keep workers safe and our process up and running by taking plastic bags to a store drop off, like your local grocery store.

If pictures like this make you beeline for the “sad” or “angry” emoji, tell your friends and family. Together we can fix anything. Spread the word!
Recycle For Good, Milwaukee!

May 14  

There is a right way and a wrong way to recycle your Real Mayo. No food residue please! Empty and rinse containers before the bin.

#TheMRF thanks you for helping keep the recycling stream clean  
#RecycleTips  
#RecycleRightWI

Performance for Your Post

9,460 People Reached

321 Reactions, Comments & Shares

199 Like

37 On Post

162 On Shares

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Recycle For Good, Milwaukee!

July 25 at 2:36 PM  

#TheMRF gets grumpy when tanglers like these garden hoses wrap around its equipment. If in good condition, donate them. Otherwise they should be placed in your garbage cart.

Performance for Your Post

3,108 People Reached

58 Reactions, Comments & Shares

36 Like

12 On Post

24 On Shares

3 Wow

0 On Post

3 On Shares

2 Angry

0 On Post

2 On Shares

2 Comments

0 On Post

2 On Shares

15 Shares

15 On Post

0 On Shares

205 Post Clicks

26 Photo Views

0 Link Clicks

179 Other Clicks
WHAT’S NEXT?

Data and Boots
Q & A

Analiese Smith
Solid Waste Supervisor
Land Resources Division
Department of Parks & Land Use

Samantha Longshore
Resource Recovery Program Manager
Sanitation Division
Department of Public Works

Waukesha County
WaukeshaCounty.gov/recycling

City of Milwaukee
MilwaukeeRecycles.com