



# Madison Recycling

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May 2017

# Who we are as a city

- Capital city of Wisconsin
  - Home of University of Wisconsin – Madison
  - Located in Dane County, WI
- Population of roughly 250,000
  - 57% of population has bachelor's degree or greater
  - 4 out of 5 have at least some college
- Much of Madison located on isthmus between Lake Mendota and Lake Monona



From Twitter: [@MedFlightDoc](#)

# Who we are as a recycler

- Recycling municipal service provided at no extra charge to residents
  - Solid waste services included in property taxes
  - Every resident automatically enrolled – no opt out
- Streets Division provides curbside collection for 75,000 properties of 8 residential units or fewer
  - Also operates two year-round drop-off sites for residents only

# Some Recycling Numbers

- 19,903 tons of recycling collected curbside in 2016 with 6% contamination rate
- Overall in 2016, 58.4% diversion for all waste
  - Includes all materials collected, such as large items, electronics, brush, yard waste, etc.

# How did we get here?

- In 1989, yard waste banned from Dane County landfill
  - Concurrent with state ban of material from all landfills
- In 1991, Dane County landfill banned recyclable items, specifically: “ferrous metal cans, aluminum cans, corrugated cardboard, glass bottles and jars, HDPE and PET plastic containers, tires and lead acid batteries from all other solid waste
- City of Madison also banned recyclable items from landfills at that time & created a mandatory recycling ordinance
  - State government recycling laws started around this time

# Enforcing the bans & compliance

- Recycling participation has always been very high.
  - Active policing hasn't been necessary
- Non-compliance handled on by complaint basis by code enforcement officials

# Achieving High Participation Rate

- Madison very aggressive in education program from the start of the program
  - Television, radio, print ads
  - Regular publication of recycling guidebook called the Recyclopedia & other information
  - Robust City website
- City & county ordinance require landlords share recycling information to tenants





# Recyclopedia

- Always in demand, especially with residents w/o internet access
- For the digital capable
  - MyWaste smart phone app
  - [Recyclopedia.org](http://Recyclopedia.org)

# Program history

- Curbside recycling began in 1991 with bags of material at curb
- Transitioned to automated collection and roll out carts in 2005
  - Single stream recycling
    - Saves time. Save tax dollars. Increases participation.

# Rollout Carts

- Residents given 3 cart options initially for refuse & recycling collection
  - 35 gallon
  - 65 gallon
  - 95 gallon



# What we learned about carts

RECYCLABLES ONLY				NO
PLASTICS	PAPER	METAL	GLASS	
 <ul style="list-style-type: none"> <li>» Containers #1 thru #7</li> <li>» Bottles – leave on lids</li> <li>» Dairy tubs and lids</li> <li>» Milk jugs</li> <li>» Laundry bottles</li> <li>» Berry and deli containers</li> <li>» Clamshell and blister packs</li> </ul> <p>Plastic bags must be bagged in clear or white bags:</p> 	 <ul style="list-style-type: none"> <li>» Corrugated cardboard</li> <li>» Phone books</li> <li>» Boxes</li> <li>» Newspaper &amp; all inserts</li> <li>» Envelopes &amp; junk mail</li> <li>» Paper bags</li> <li>» Magazines</li> <li>» Milk cartons</li> <li>» Juice boxes</li> <li>» Gable top containers</li> </ul> <p>Shredded paper must be bagged in clear or white bags:</p> 	 <ul style="list-style-type: none"> <li>» Aluminum cans</li> <li>» Steel &amp; tin cans</li> <li>» Pots &amp; pans</li> <li>» Small metal appliances</li> <li>» Empty aerosol cans</li> <li>» Metal less than 18 inches long and less than 10 pounds</li> </ul> <p>Bottle caps &amp; other small metal objects must be inside a pinched metal can:</p> 	 <ul style="list-style-type: none"> <li>» Bottles – remove caps</li> <li>» Jars – remove lids</li> </ul>	<ul style="list-style-type: none"> <li>» Trash</li> <li>» Electronics</li> <li>» Hazardous waste</li> <li>» Batteries</li> <li>» Styrofoam</li> <li>» Yard waste</li> <li>» Brush</li> <li>» Rocks, bricks, concrete</li> <li>» Hoses</li> <li>» Christmas lights</li> <li>» Fluorescent bulbs and tubes</li> <li>» Diapers</li> <li>» Clothes</li> <li>» Bubble wrap</li> <li>» Dishes</li> <li>» And other items that cannot be recycled in this system.</li> </ul>

## Rules

- » All recyclables should be free from debris.
- » Most recyclables should be loose in the cart.
- » Keep lid closed because rain and snow ruins paper.
- » Place cart for collection at least 4 feet from any obstruction.

[www.cityofmadison.com/streets/recycling/documents/RecyclingRulesRegs.pdf](http://www.cityofmadison.com/streets/recycling/documents/RecyclingRulesRegs.pdf)

## Questions?

- » **Streets West:**  
West of South Park Street  
608-266-4681
- » **Streets East:**  
Isthmus and east of South Park Street  
608-246-4532



[www.cityofmadison.com/recycling](http://www.cityofmadison.com/recycling)



- Don't need 3 sizes
  - 95 gallon only
- Opportunity to take more material
- Cart lids being different vs. entire cart being different
- People grumble, then adapt and grow to love them

# It takes a village

- Great collaborative relationship with local, family-owned MRF to handle recyclables
- City ordinances
  - And local government buy-in
- County ordinances
- State laws

# Questions?

- Bryan Johnson

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