



PBAD 7030: Local Government Practicum 



Recycling: Washington & Statesboro

Shaun Ferguson, Kea'erra Wilson & Robshanda Reason



Presentation Overview



So, what is recycling? 





Recycling Overview

Kea'erra Wilson

What is recycling?



“...the process of collecting and processing materials **that would otherwise be thrown away as trash** and turning them into new products (Environmental Protection Agency, 2015).”



- Paper products
- Batteries
- Plastics
- Glass
- Used Oil
- Household hazardous waste
- Metal

What drives recycling motivation?

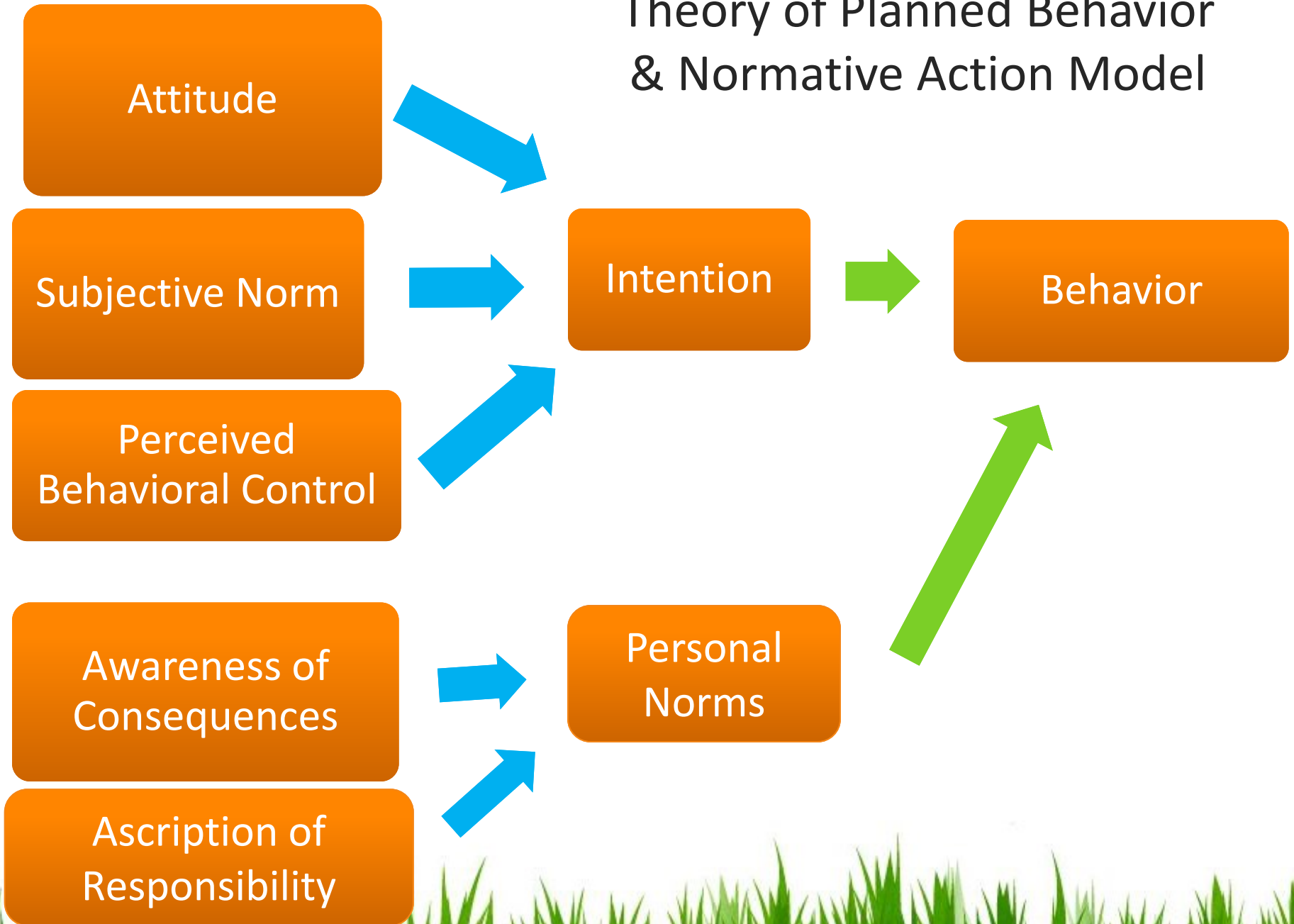
Do we all want to save the **world**?



- Theory of Planned Behavior (TPB)
- Normative Action Model (NAM)
- Personal norms, subjective norms, attitude, and perceived behavioral control
- Awareness of consequences

Park, J., & Ha, S. (2014). Understanding Consumer Recycling Behavior: Combining the Theory of Planned Behavior and the Norm Activation Model. *Family & Consumer Sciences Research Journal*, 42(3), 278-291

Theory of Planned Behavior & Normative Action Model



Education in the Recycling Process

According to Dr. Lissa Leege at the Center for Sustainability, education is the most important component of a successful recycling program.

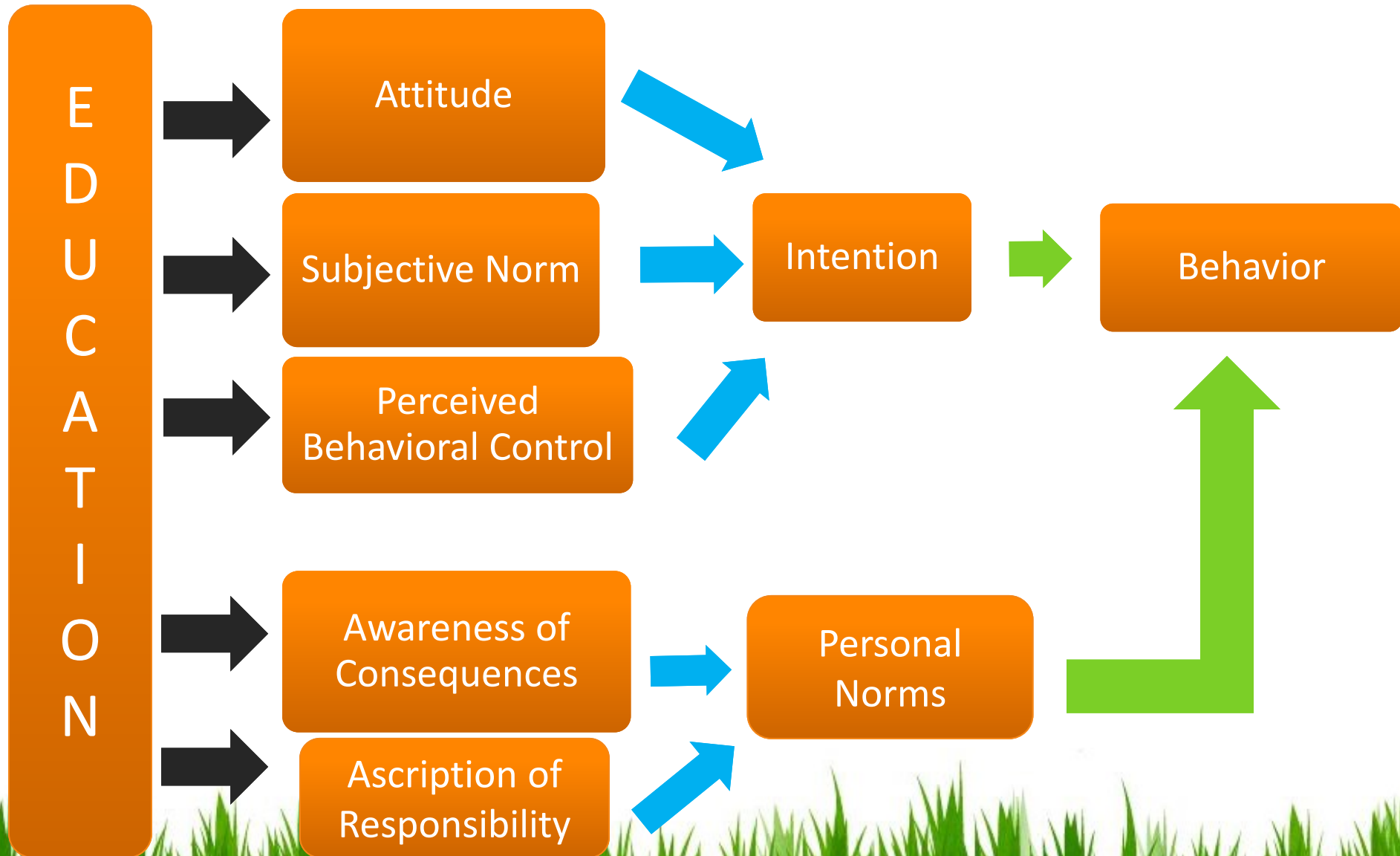
Furthermore, recycling education programs have been proven to:

- Increase residents' accurate knowledge of recycling issues
- Increase overall concern for the environment
- Increase recycling behavior



Vining, J. & Ebreo, A. (1989). An evaluation of the public response to a community recycling education program. *Society & Natural Resources: An International Journal*, 2(1), 23-26.

Theory of Planned Behavior & Normative Action Model



Why recycle?

Do my plastic bottles really **mean** anything?



- Reduces
- Conserves
- Prevents
- Saves
- Helps

Environmental Protection Agency. (2015). Recycling basics. Retrieved from <http://www2.epa.gov/recycle/recycling-basics>



Washington Project

Robshanda Reason

HOW THE CITY WORKS



Washington
GEORGIA

Background Info

- Population of about 5,000
- About 1,800 use the trash pick-up and recycling services
- No charge for recycling at this time
- Charge \$5 for the rollout carts
- Charges are as follows
 - \$20 Residential
 - \$37.50min Commercial
 - \$57.50 Dumpster for one pickup/WK and \$25 for ea. Additional pickup



Comparable Municipalities

Proximate cities:

- Tignal
 - Crawfordville
 - Thomson
-
- City of Washington runs its own sanitation and waste department
 - Benefit: contracting out sometimes saves money because of the economies of scale.



"We're not in Kansas anymore, Toto.
Our garbage pickup was yesterday."

Financial Data At A Glance

COST ANALYSIS

➤ Expenses outweigh the revenue

- Can anything be cut?
- How can we break even?



Operating Revenues	
San-Refuse Collection Charge	\$522,763
Sanitation Fees	\$135
Sanitation-Recycling Rev	\$248
Workers Comp-Wage Reimb.	\$134
Total	\$523,280

Operating Expenses		Column1
Regular Employees/Salaries	\$232,693	
Total Purchased/Contracted SVC(Repairs & Maintenance)	\$152,399	
Depreciation	\$15,723	
Workers Comp	\$5,256	
Group Insurance	\$53,573	
Overtime	\$15,128	
FICA and MC Taxes	\$16,769	
Retirement Contribution	\$21,096	
Building Cost	\$0 Owned	
Administrative Costs (Billing, staff, office supplies, Office Bills)	\$46,907	
Bad Debt	\$3,239	
Total	\$562,783	
Operating Income	(\$39,503)	

Recommendations Considered



1. Pay As You Throw

- Raises overall rates
 - Based on the amount of waste that is thrown away
- Reduce rates for those who recycle

2. Purchase Bigger Truck(s)

- Loans and Grants
 - Georgia Fund Program
 - Solid Waste Management Assistance Grant

3. Penalty Structure

4. Educational Program

Adopting the "Pay-As-You-Throw"

\$20 = \$28.60

14,224.40/month
(\$170,692.80/annually)

It more than offsets the \$40,000 loss
and leaves \$130,692.80 in surplus



35 gallon

55 gallon

90 gallon



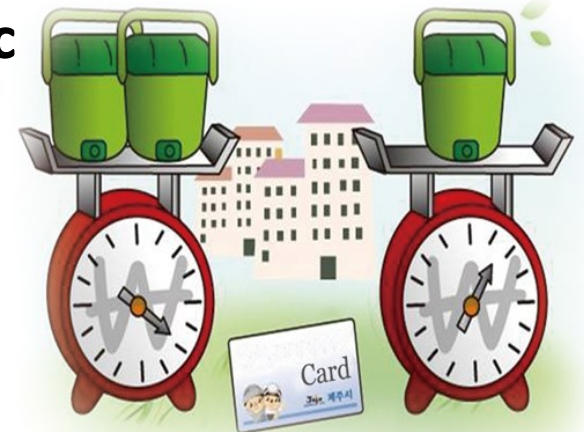
\$17.60

\$21.60

\$28.60

PAYT Benefits

- Provides incentives for customers to recycle without making it mandatory
- Provides strong economic incentive to recycle
- Win-win: high recycling rate and economic stability with covered costs.





Statesboro Project

Shaun Ferguson, Kea'erra Wilson & Robshanda Reason

Comparative Analysis

- Current Usage/Demographics
- Programs/Description of Services
- Public Needs and Indicators
- Budgeting
- Recommendations



Recycling Programs & Description Services

- **Bulloch County**

- Recycling Offered



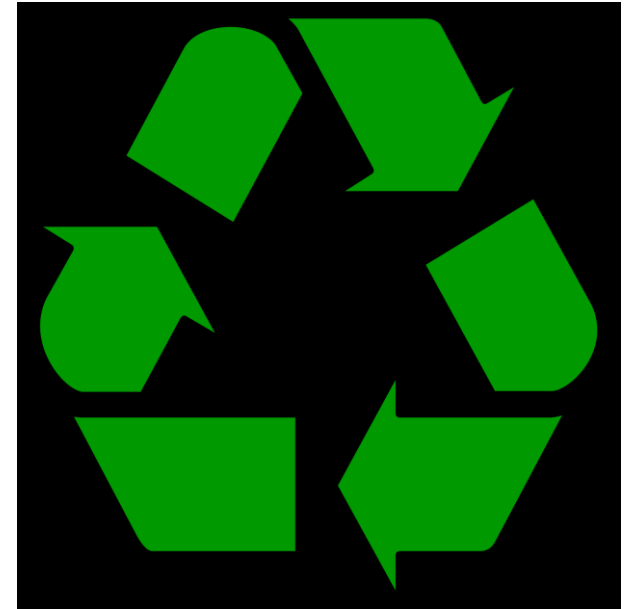
- **Floyd-Rome**

- Recycling Offered



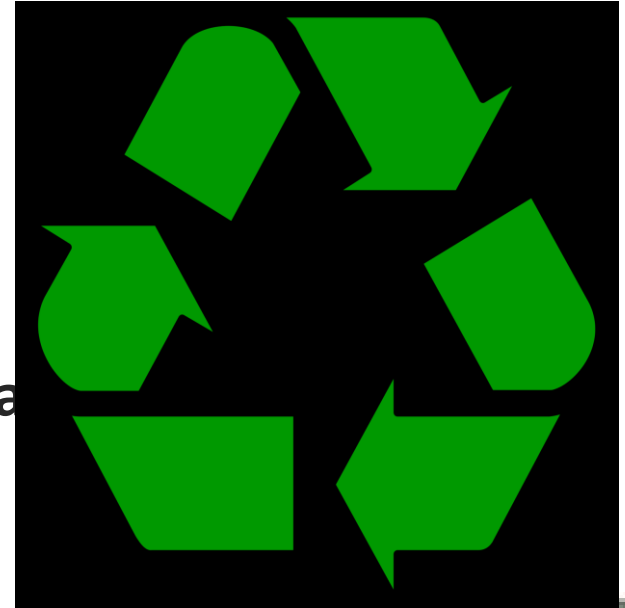
- **Griffin**

- Recycling Offered



Current Usage

- **Bulloch County**
 - Marginal Usage at its Peak
- **Griffin**
 - Considerable percentage of residential population
- **Floyd-Rome**
 - Gold Bar Standard



Current Demographics

- **Bulloch County**
 - Poverty Line equity
 - Rural Area/ Expansive
- **Griffin**
 - Proximity to a Metropolitan
 - Residential vs. Commercial
- **Floyd-Rome**
 - Median Income comparatives
 - Mandatory Recycling Education



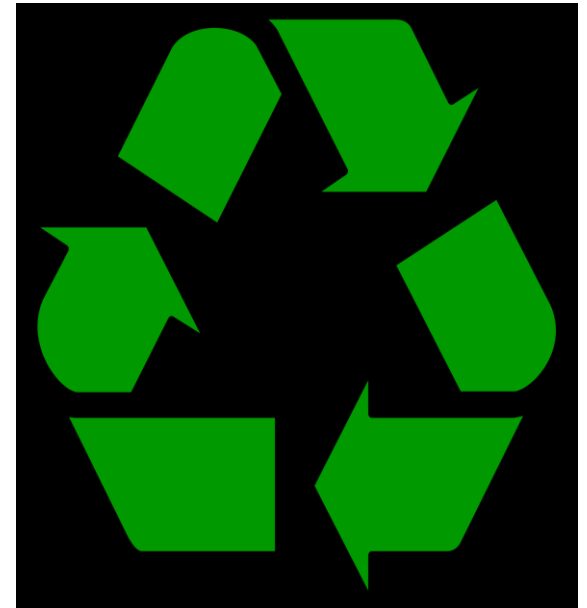
Programs and Description Services

- **Enforcement Concerns**
 - Mandatory Recycling
 - Facility Capability
- **Types of Materials Recycled**
- **Mandatory Recycling**
 - Successful adaptation
 - Citizen Support



Description of Services

- **Bulloch County**
 - Curbside service no longer offered
 - Multisite drop off points throughout County
- **Floyd-Rome**
 - Curbside Recycling service provided
 - Mandatory Recycling with weekly pickup
- **Griffin**
 - Curbside Recycling service provided
 - Convenience of scheduling



Survey Analysis

- Sample size of 600 plus
- Distribution Medium
- Metrics & Variables
- Limitations



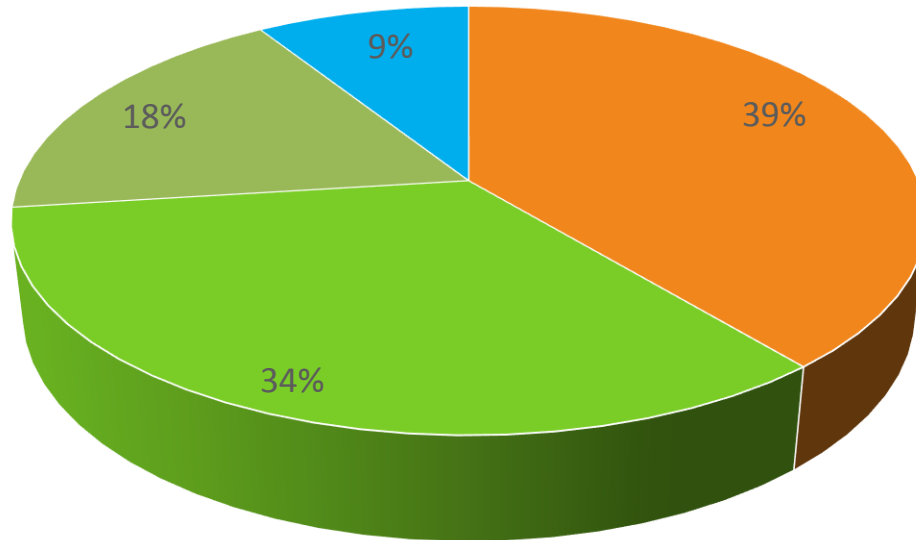
Survey Findings – Cross Tabulations

- The amount individuals are willing to pay for a recycling program is dependent on income and age group.
- The amount individuals are willing to pay for a recycling program is not influenced by where they live in the city, homeownership status, or education level.

Tabulation

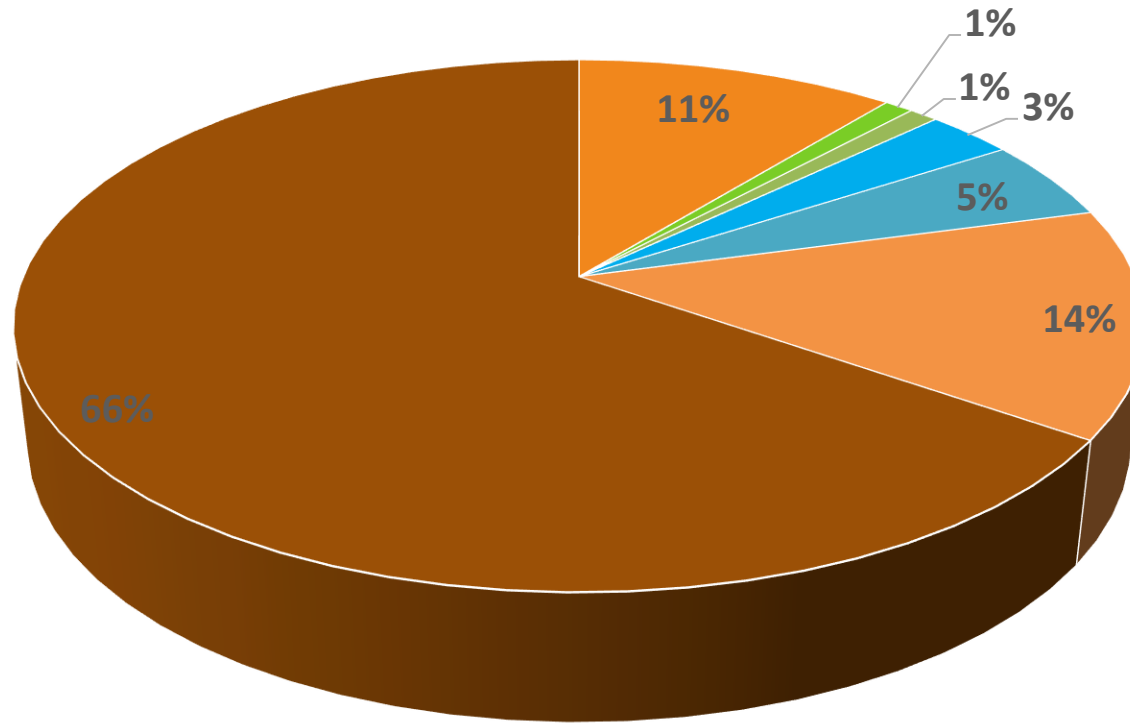


How much would you pay to recycle?



- \$0. The cost should be included in our regular garbage bill
- \$5 per month (\$60 annually)
- \$10 per month (\$120 annually)
- \$15 per month (\$180 annually)

If Recycling was voluntary how likely are you to participate?



Very Unlikely
Undecided

Unlikely
Somewhat Likely

Somewhat Unlikely
Likely

Public Need and Indicators

Driving your City Forward



**Citizen across income demographics want to recycle.
69% of the survey sample are currently recycling in Statesboro
with a substantial portion of the survey sample are not satisfied
with current service.**

Survey Findings – Cross Tabulations

- Beliefs in the necessity of a recycling program that is MANDATORY is dependent on education level.
- Belief in the necessity of a recycling program that is MANDATORY is not dependent on age group or income.

Tabulation



Public Need and Indicators

Revenue Potential



47% All Funds Revenue is Charge For Services with similar municipalities revenue structure being atypical for providing a recycling service.

Survey Findings – Cross Tabulations

- Curbside pickup was the preferred method for collection.
- Implementation preferences were not dependent on: Age group or Income Level

Tabulation



Survey Findings – Cross Tabulations

- Most individuals feel like recycling is important.
- This variable, along with willingness to participate, was not dependent on income.

Tabulation





Recommendations



Recommendation for the City of Statesboro

- **Recycling Program Expansion**
- **Education Program**
- **Expenditures/Costs**
- **Recycling Centers**



Recommendation for the City of Statesboro

- **Recycling Program Expansion**
 - Fleet Expansion
 - New Hires
 - Charge for Services Expectations



Recommendation for the City of Statesboro

- **Education Program**
 - **Keep Bulloch Beautiful**
 - **Education to Explain How to Recycle**
 - **Continuous Process with a National Platform**



Recommendation for the City of Statesboro

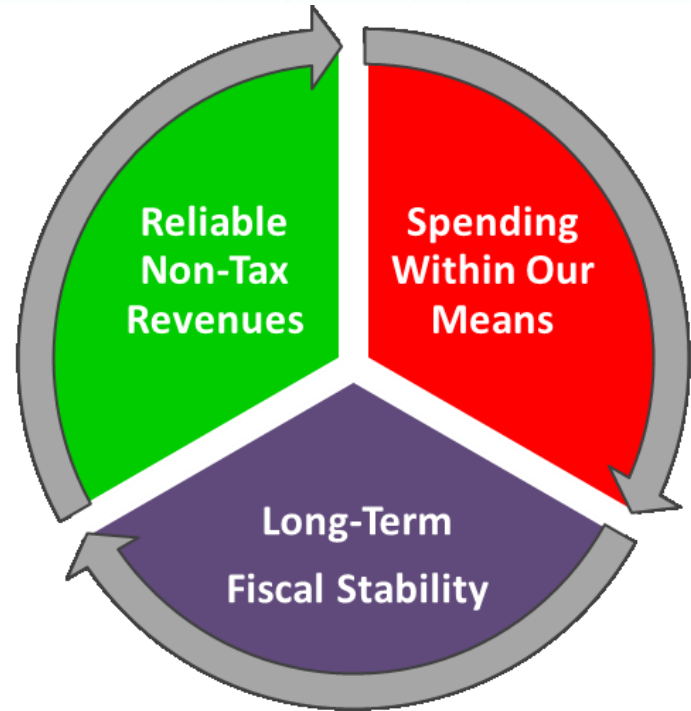
Expenditures & Considerations

- **B.L.U.F- Transfer Stations**
- **Facility Expansion- \$6 Million Dollar Renovation Needed**
- **New Hire- 6-8 New positions**
- **Increase in Fees-Cost Benefit Analysis**
- **Purchase of Equipment- (Carts & Trucks)**
- **Initial funding sources- (S.P.L.O.S.T. & Contracting)**



Feasibility

- 68% of the Survey Sample agree with Mandatory Recycling
- Only 18% agree to a monthly charge of \$10
- Projected Facility Expansion
- Funding Options



Planning for Recycling in Statesboro

- Residents Are willing to Recycle in large numbers
- Statesboro Residents are willing to pay for recycling, is it enough?
- Substantial Capital needed to facilitate curb side recycling
- Labor force consideration for sorting- (prisoner liability)
- Curb side service is a long range objective



Planning for Recycling in Statesboro

- Resolution: Manned Recycling Stations in Statesboro
 - Supported by vast majority of residents willing to drop off recyclables
 - Cost-effective
 - Implementation is fiscally responsible
 - Opportunity for expansion





Questions?

