

COUNTY OF YORK

MEMORANDUM

DATE: February 28, 2025
TO: York County Board of Supervisors
FROM: Mark L. Bellamy, Jr., County Administrator
SUBJECT: "Feet on the Street" Recycling Audit



Background:

In the August 5 correspondence package, an announcement was included that the HRPDC Recycling and Beautification Committee received a \$1.9 million grant to strengthen recycling outreach and education. This Committee will assess recycling behaviors in multiple Hampton Roads localities in collaboration with The Recycling Partnership (TRP). York County is included in this "Feet on the Street" audit.

Timeline:

The identified curbside routes for this audit have been selected, and communications are being developed. Customers on these routes will receive information in March to notify them of the upcoming audit. The audit team will be deployed in April and continue through May. Findings will be evaluated in June, and the final report is expected from TRP in July.

Addressing Contamination:

During the audit, the tagging team will inspect recycling carts for contamination (items that should not be included in the recycling bin). The attached "Oops" tag will notify customers that items in their cart should not have been included. The first tag will be a courtesy communication that continued contamination will result in the cart being rejected during the audit. A second tag will communicate that the cart has been rejected due to contamination. The residents will be responsible for removing the contaminated items and putting the cart out on the next available pickup day. TRP has found that behavior change after notification ("tagging") is roughly 22 percent, but if the cart is rejected, behavior changes 45 percent.

The committee plans to share the findings once results are available.

McNeil/3775

Attachments:

- York County Information Card
- Hampton Roads Cart Tag
- Recycling Cart Tagging



RECYCLE

RECICLE

THANK YOU FOR RECYCLING THESE:

GRACIAS POR RECICLAR ESTOS MATERIALES:



Paper
Papel

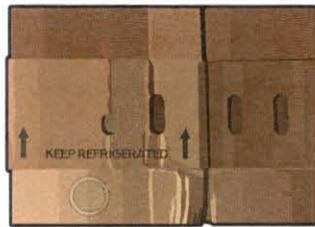


Paper Products
(empty and clean)

Translate
(vacío y limpio)



Cardboard
Cartón



Cardboard
(flatten)

Cartón
(desdoblado)



Cans
Latas



Aluminum and Steel Cans
(empty and dry)

Latas de aluminio y acero
(vacíos y secos)



Plastic
Plástico



Plastic Bottles
(empty and dry)

botellas de plástico
(vacíos y secos)



Glass
Vidrio



Bottles and Jars
(empty and dry)

Botellas y frascos
(vacíos y secos)

NO!



No Bagged Recyclables
(no garbage)

No coloque material reciclable en bolsas
(no basura)



No Plastic Bags or Plastic Wrap

No Bolsas de plástico o envolturas de plástico



No Flammables, Fuel Tanks, or Batteries
(drop-off only)

No reciclar materiales inflamables, depósitos para combustible ni baterías



No Cords, Hoses or Chains

No reciclar mangueras, cables ni cadenas



No Food or Liquid
(empty all containers)

No reciclar alimentos ni líquidos
(vacíe todos los recipientes)



No Clamshells
(no Styrofoam™ or plastic)

No envases tipo "clamshell"
(no se aceptan poliestireno ni plástico)



askHRgreen.org/recycle
757-890-3780



The Recycling Partnership
Solving for Circularity

DO NOT BAG RECYCLABLES

*NO COLOQUE MATERIAL
RECICLABLE EN BOLSAS*



York County
PO Box 532
Yorktown, VA 23690

For more information visit
www.askHRgreen.org/recycle
or call 757-890-3780



OOPS!

This cart will not be collected the next time wrong items are found. Continued contamination may result in the recycling cart being removed.

Este bote no será recolectado en la próxima vez que se encuentre materiales equivocados. Contaminación continua puede resultar en la remoción del bote de reciclaje.

PLEASE LEAVE THESE ITEMS OUT! *¡NO INCLUYA ESTOS ARTÍCULOS!*



No Bagged Recyclables
(no garbage)

No coloque material reciclable en bolsas (no basura)



No Plastic Bags or Plastic Wrap

No Bolsas de plástico o envolturas de plástico



No Flammables, Fuel Tanks, or Batteries

No reciclar materiales inflamables, depósitos para combustible ni baterías



No Cords, Hoses or Chains

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No Food or Liquid
(empty all containers)

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No Clamshells
No Styrofoam™ or Plastic

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askHRgreen.org/recycle

757-420-8300



Start Smart
Recycle Right



The Recycling Partnership
Solving for Circularity

Thank you for recycling these:

Gracias por reciclar estos materiales:



Paper
Papel



Paper Products
(empty and clean)

Productos de papel
(limpio y vacío)



Cardboard
Cartón



Cardboard
(flatten)

Cartón
(desdoblado)



Cans
Latas



Aluminum and Steel Cans
(empty and dry)

Latas de aluminio y acero
(vacíos y secos)



Plastic
Plástico



Plastic Bottles
(empty and dry)

botellas de plástico
(vacíos y secos)

Glass curbside acceptance varies by region.

Check the website below to confirm if your program accepts glass curbside.

La recolección de vidrio en la acera depende de cada región. Consulta el sitio web a continuación para verificar si tu programa acepta vidrio en la recolección en la acera.



Glass
Vidrio



Bottles and Jars
(empty and dry)

Botellas y frascos
(vacíos y secos)

askHRgreen.org/recycle

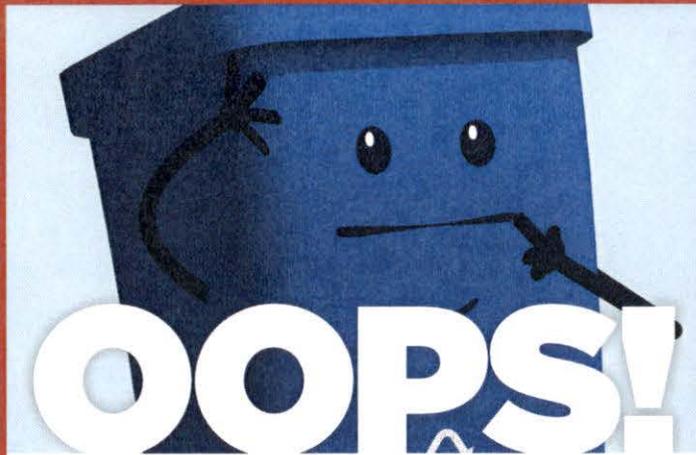
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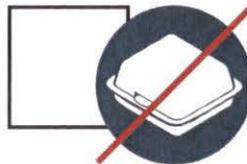
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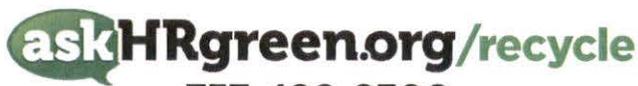
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FEET

ON THE STREET

Recycling Quality Improvement Initiative in Hampton Roads

7 communities | 40,000 households

Hampton, James City County, Newport News, Norfolk, Suffolk, Virginia Beach, York County



MEASURE

Before & after MRF inbound audit of each community's recycling routes to determine contamination rates & top contaminants



INFORM

Information cards mailed to households, press release, website tools and information, social media



ENGAGE

Quality inspectors check carts and leave personalized recycling feedback via warning and rejection "oops" tags



REPORT

Tagging frequency, set out frequency, participation, top contaminants



**The Recycling
Partnership**

Building a Better Recycling System