

Putting the Environment Center Stage:

A SPECIAL EVENTS RECYCLING RESOURCE KIT



Thank You for CHOOSING TO RECYCLE at Your Special Event!

The Monterey Peninsula is among the premier tourist destinations and special event locations in the world. Renowned for its natural beauty and scenic coastlines, beloved by locals and travelers alike, this is a perfect place to host a world class special event.

Whether you are organizing a modest gathering or a sporting event attracting tens of thousands of participants, a conference, a bike race, a music festival, a dance performance, a wedding reception, or a hometown parade, this guide has been carefully crafted to help you deliver a world class recycling and waste reduction program worthy of the backdrop where it is hosted. **Recycling is Easy. We'll show you how.**

Happy to Help!

There are several local agencies and organizations that provide free technical assistance, coordination, and support for your recycling efforts. Free service may include:

- Consultation with Experienced Waste Reduction Professionals
- Individualized Identification of Your Recycling and Waste Reduction Needs Prior to Event
- Custom Recycling Program Design Specific To Your Event
- Coordination With Your Local Waste Hauler
- Coordination With Local Agencies for Cooperation and Compliance, If Applicable
- Janitorial And/or Event Staff Training
- Educational And/or Promotional Materials & Signs

LOCAL AGENCY	AGENCY CONTACT INFO	AREA OF EXPERTISE
 Monterey Regional Waste Management District (MRWMD)	(831) 384-5313 www.mrwmd.org	Peninsula cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, Seaside, and Pebble Beach Community Service District.
	(831) 755-4579 www.co.monterey.ca.us/recycle	Unincorporated Monterey County
	(831) 372-7977 www.montereyrecycles.org	Incorporated City of Monterey
	(831) 426-5925 www.ecoact.org	Environmental Consultation Services in Monterey & Santa Cruz Counties



The work upon which this publication is based was funded in whole or in part through a grant awarded by the California Department of Conservation.

GETTING THE SHOW ON THE ROAD

What Can I Recycle?

Although there are some minor variations in accepted recyclables from one location to the next, both franchised haulers on the Monterey Peninsula accept the same basic materials. You can consult the list below for a brief list of accepted materials typically generated at special events, but please contact the hauler in your area for a complete list.

RECYCLABLES



- Glass bottles & jars
- Tins cans & trays
- Aluminum cans and trays (free from food contamination)
- Plastic containers #1-7 (no #6 styrofoam)
- Mixed paper & Paper bags
- Catalogues, Newspapers, Brochures
- Cardboard & Chipboard
- Empty cooking oil jugs (please make sure that all waste oil has been properly emptied into waste oil collection containers; separate cardboard & jug for recycling)

Avoiding Contamination

Some items commonly contaminate an events recycling stream. You can reduce contamination by looking for possible composting or reuse options for these items, special recycling programs, or identifying alternative materials or bulk packaging, which can be locally recycled or composted. Please make sure that any trash generated finds its proper bin.

COMMON CONTAMINANTS



- Plastic Cutlery: knives, forks, spoons
- Wrappers from candy, chips, condiment packets, etc. (consider bulk packaging to reduce waste)
- Polystyrene/Styrofoam plates, bowls, cups & clamshells (consider recyclable or biodegradable alternatives)
- Polystyrene/Styrofoam packaging peanuts and blocks*
- Paper Coffee Cups** (plastic lids and cardboard jackets are recyclable)
- Food Soiled Paper/Cardboard**
- Foil* (may be recycled by some haulers if free from food contamination)
- Plastic Bags/Plastic Film (may be recycled in some areas; accepted by local supermarkets or in large quantities from special non-hauler recyclers)*

* Special Arrangements necessary to Reuse/Recycle

**May be Composted

CAST OF CHARACTERS

As the Director, It's in Your Hands



As an organizer, you are in an unique position to control the waste generated at your event. Consider incentives, voluntary, or mandatory requirements in vendor contracts and applications to encourage the use of recyclable and/or compostable products. For instance, banning Styrofoam serviceware can result in higher collected recyclables, decreased trash generation and lower overall disposal fees.

Who Can Pick-Up Collected Recyclables?

Recycling service providers vary between jurisdictions. In most cases the local franchised hauler provides exclusive hauling for typical recyclables including: glass, plastic, aluminum, tin, cardboard & paper. If the local hauler does not provide recycling/reuse services for other materials such as plastic film, pallets, rope, cables, etc. an outside recycler may be able to haul these materials to be reused or recycled. Alternatively your event may wish to separate out valuable recyclable materials like CRV bottles & cans, and self-haul materials for redemption without using the franchised hauler. Check for restrictions in your area.

Hauler Coordination

There are two solid waste & recycling haulers on the Monterey Peninsula. Within the City of Monterey, the hauler is Monterey City Disposal. Waste Management services all other Monterey Peninsula cities and unincorporated county areas. Accepted materials and collection rates may vary.

HAULER	CONTACT NUMBER	SERVICE AREA
 Monterey City Disposal	(831) 372-7977	City of Monterey
 Waste Management	(831) 384-5000	All other Monterey Peninsula cities and unincorporated county areas.

What About Reuse, Recycling, Resale, Of Other Materials?

Several businesses may offer special diversion services to reuse or recycle materials that cannot be placed into the normal commingled recycling stream and serviced by the local franchised hauler. These materials may include: wooden pallets, plastic film, food waste, rope, tires, scrap metal, C&D material, carpet, lumber, landscape fabric, signs, Styrofoam/polystyrene peanuts/blocks, furniture, phone/data cables, electronics, and more.

Consult the Monterey County Commercial Recycling Guide for a list of vendors:
www.co.monterey.ca.us/recycle

SETTING THE STAGE

How Can I Get Recycling Bins?

Proper recycling containers are the key to any successful recycling program. Containers must be well marked, well placed, well monitored and well serviced. If you do not already have recycling containers, there are several places to get them—for free!

All of the local agencies listed on page two have recycling containers available for special events. Local haulers may also offer recycling public containers for events. In addition, the Department of Conservation (DOC) offers limited supplies of reusable collapsible boxes for bottle & can recycling.



Bin Styles

Description	MRWMD	City of Monterey	MCHD	DOC
Blue Recycling Barrels 32 gallon	X		X*	
Blue Clear Stream Recycling Containers	X	X		
Recyclable Brown Cardboard Recycling Boxes with Blue Labeling			X	
Black Reusable Corrugated Plastic Recycling Boxes	X			X
Mobile SER Unit: 50-100 Clear Stream Containers; 200-800 Clear Plastic Liners; Safety Equipment; 4 Promotional Signs; 4 Drop-box Signs	X	X~		

*Available at limited venues

~May not include all listed items

Coming Soon!

Our region is currently working to establish a **Mobile Special Event Recycling (SER) Unit**, which will include a supply of recycling containers, clear plastic liners, signs, labels and safety equipment—everything you need for recycling success! This unit will be available for loan with a deposit. All materials must be returned cleaned and in their original condition, less plastic liners. This service is already available for events within the City of Monterey. Local waste reduction agencies may also be able to provide free recycling training and/or educational materials for your recycling crew so your complete recycling unit is complimented by an informed recycling crew with the knowledge to succeed!

PUBLICITY: CREATING A BUZZ FOR YOUR BINS

Color: Blue is Best!

Blue is the industry standard for recycling containers. Although many sites and jurisdictions may use other colors such as green, yellow, red, purple, etc., Blue is the Best Choice for Recycling Bins!

For many people, throwing waste into the trash is an unconscious act. By creating consistent and clear differences between blue recycling containers and other trash containers, event attendees will be more likely to place recycling into the blue bin and trash into the “other” bin. The more automatic recycling becomes for your patrons, the easier recycling and trash collection is for your staff.



What color should your trash container be?

Although recycling containers should be blue, trash containers do not need to be a specific color. What is necessary, however, is that the trash containers you do select are clearly and easily differentiated from the recycling containers. This means trash containers can be **virtually any other color besides blue**. It is also recommended that all trash containers be labeled “Trash” in the appropriate languages.



Spotlight on Monterey County Fairgrounds (MCF)

MCF has selected bright yet distinctive colors for both trash and recycling containers and has observed several unexpected positive effects. This facility has selected yellow trash containers and blue recycling containers. Placed side by side and paired at each setout site throughout the facility, the following benefits were noted.

- The bins are easily spotted and clearly differentiated from each other both at a distance as well as up close.
- This difference reduces contamination of recyclables and increases overall program effectiveness and diversion.
- When patrons can easily locate brightly colored bins at a distance, they are more likely to hold on to their debris until they pass by a setout site.

Because the public can easily find receptacles, and once found the containers are easily distinguished from each other, the public tends to do an overall better job of cleaning up after themselves. Less material is littered in the facility and actual work load of janitorial crews related to litter abatement and/or contamination prevention is greatly reduced freeing up facilities staff to address other event operations.



SPECIAL EFFECTS: LITTLE EFFORT, LARGE IMPACT

Liners—Color Coordinate Collection Bags

By recycling, you are separating your waste into two distinct waste streams. We suggest that **each waste stream be collected in different color bag: Recycling stream in Clear Plastic Bags and Trash stream in Black Plastic Bags.** This color coordination allows your janitorial crews more flexibility in servicing each stream.



At the consolidation area, clear bags containing recyclables demonstrate the bag is uncontaminated and can be tossed into the recycling consolidation drop box or dumpster. The black trash bags containing the materials from the trash waste stream are tossed directly into the trash consolidation bin.

Talk to your local waste reduction professional to learn how color coordination can help your existing janitorial service crew to handle both trash and recycling.

Put a Lid on it!

Although it may seem unnecessary, placing a lid on your recycling container provides another key visual cue for the public to easily recognize the recycling container. Be sure the hole in the lid is small enough to provide this recycling visual cue to deter trash contamination, but big enough that it does not exclude common recyclables used at your event.



Labeling is Essential!

Be sure to label your recycling container as "Recycling," and include the standard chasing arrows or recycling symbol. If possible include a label that specifically lists and/or pictures the major accepted recyclables to help reduce contamination from over zealous recyclers. Depending on your event's demographics, it may be necessary to include multiple languages on your bins. In the Monterey Bay area, English and Spanish are preferred. By including photos or images on your labels, you may achieve the same effect without having to specially list each material type in more than one language.



Public containers provided by your local agencies will likely already be labeled. These agencies may also have extra label supplies for local events or businesses, or be able to provide free artwork for you to purchase your own supply.

LOCATION, LOCATION, LOCATION

In order for your recycling program to be successful and effective, the public must have the same opportunity to recycle every time they have the opportunity to throw something into the trash.

Use the Buddy System— Pair your Bins!



Every Recycling container should be paired with a trash container and every trash container should be paired with a recycling container. Lone bins of either type are bound to attract the wrong material. Improper pairing can result in contamination of your recycling stream, reducing your diversion and increasing your trash disposal fees.

If you do not have enough recycling bins to pair each trash bin with a recycling buddy, consider the following strategies.

Reduce the Number of Trash Containers.

If you are adding recycling containers, you do not need to maintain the same high level of trash containers. Remember, you are collecting the same amount of “stuff” you have always collected, so if you add 25 recycling containers, you could eliminate 25 trash containers without increasing the total number of bins your staff needs to monitor and service.



Create Setout Stations.

An alternative approach is to place at least one recycling container at each trash setout location. Rather than distributing single trash containers throughout the event, place evenly distributed setout stations (clusters) with multiple trash containers and at least one recycling bin at each setout site.

Consolidation Stations

Sometimes even the best recycling programs can break down at the consolidation areas. Different color liners will help your crew differentiate recyclables and trash, but don't forget to label the consolidation bins. Large signs, in appropriate languages, will direct staff to the proper bin. Placing a “consolidation gatekeeper,” or a staff member dedicated to monitoring this process. (especially during setup and breakdown) may help reduce contamination.

Cardboard Service

Many events provide direct cardboard service to vendors, exhibitors and concessionaires during the event. By requesting that vendors, exhibitors and concessionaires flatten and neatly stack cardboard/chipboard/paper next to their tent or area, many events improve recycling rates for these materials. In this way, cardboard also remains largely out of the public view, reduces potential safety hazards, and improves efficiency for the operator who may be reluctant to travel to a recycling container during a busy lunch rush.

BEHIND THE SCENES

Make Recycling The Standard.

Part of having a successful recycling program is training janitorial crews to handle materials in a different, not harder, but different way. One aspect of this is changing consciousness to think first of recycling, before thinking of trash. Crews should be trained not only to encourage vendors to handle wastes correctly, but also to recycle as a default when vendors or participants may not be doing the right thing. That means that cardboard, bottles & cans or other recyclables, encountered by your crew as litter, debris, or just obviously in the trash should be immediately pulled for recycling.

To Crew or Not to Crew?

Is it necessary to have a separate recycling crew to service recycling containers? The simple answer is “No” your existing janitorial crew can easily service both recycling and trash without any additional work.

Recycling is not MORE work, Recycling is DIFFERENT work.

Remember, you are still servicing the same amount of “stuff”. When you choose to recycle, the total solid waste, (total solid waste = total trash + total recycling) being handled has not changed. By carefully designing your recycling program, you can use the same crew you have always used without adding additional personnel, labor costs or volunteer groups.

Some facilities or events however, prefer to have a separate designated recycling crew to handle all recycling elements. Separate crews can be beneficial and potentially more effective at increasing recycling.

Recycling Crews:

- Provide focused services, which can streamline material handling and increase efficiency.
- Often come to the table with a strong conservation ethic and already versed in conservation techniques.
- May help simplify pre-event training procedures.
- Can provide an opportunity for community involvement and/or community fundraising.
- May draw more attention to your event sustainability efforts, helping to increase publicity potential or garner additional community support or sponsorships.
- May result in more effective overall recycling programs, increased diversion tonnage and reduced trash fees.

The choice to join or separate your crews depends on the specific needs and preferences of your event. Your local waste reduction agency may be able to assist you in making this determination. In either case, it is a good idea to identify a Recycling Team Leader or broader Sustainability Coordinator to oversee, track and monitor the program before, during and after the event.

What about CRV Collection for Money?

Local community groups may request to collect California Redemption Value (CRV) bottles & cans as a fundraiser. Such programs require special consideration, contact your local waste reduction professional for the pros and cons.

FOLLOW THE SCRIPT: A COMPLETE PLAN FOR EVENT RECYCLING

The Prologue: Six Months to One Year

- Connect to Local Resources. Contact your waste company and local agencies for the guidance and resources necessary to complete your Recycling Plan. www.ecoact.org
- Identify a Recycling Team Leader or Sustainability Coordinator (your point person for recycling issues).
- Meet with your local waste reduction professionals.
- Determine if you are required to complete a waste reduction plan and report under AB2176.
- Estimate the amount of and types of waste materials that may be generated by your event.
- Investigate reusable, recyclable and compostable alternatives to traditional disposable items.
- Add information about recycling and waste reduction plan into vendor application and contract packages.

ACT ONE: Three to Six Months

- If necessary, complete your AB2176 Solid Waste Reduction Plan and Implementation Timeline.
- Meet with your local hauler to determine your trash needs (number of containers and consolidation drop boxes/dumpsters).
- Determine your recycling needs and plans.
- Identify recycling service staff. Whether or not you choose not to have a separate crew, your staff will need training.
- Those planning large events should make arrangements for free recycling bins (or if necessary, purchase bins).

ACT TWO: One to Three Months

- Those planning smaller events should make arrangements free recycling bins (or if necessary, purchase bins).
- Purchase proper bin liners for your event; clear for recycling and black for trash.
- Determine the best location for recycling/trash set outs, and design your consolidation area.
- Educate, Educate, Educate! Plan how you will inform participants, vendors, staff, and volunteers about your recycling program.

ACT THREE: Final Two Weeks

- Confirm the details of your service. Check to make sure that everything from recycling bins to janitorial service scheduling is in line for the event.
- Deliver recycling materials to the site. Consolidation drop boxes and signage should be placed as soon as the first waste is generated; other materials may closer to the event date.

DRESS REHEARSAL: The Day Before

- Strategically place recycling and trash bins in set out stations throughout the site.
- Post recycling promotional signage around the venue.
- Train staff and volunteers.

THE FINALE: Day of Event

- Monitor and service recycling containers during the event.
- Pick up stacked cardboard from vendor areas.
- Pull obvious contamination from recycling bins and rescue recycling from trash.
- Relocate bins to higher traffic areas if necessary.
- Recycle, Recycle, Recycle!

Spotlight: The Curtain Call

With all of the activity surrounding your event, it is easy to forget to track, monitor, evaluate improve and promote your recycling program. For best results, it is important to monitor your recycling program successes and failures during your event. You can request diversion tonnage from your local hauler or waste reduction agency and carefully track your progress. Reflect with your recycling staff and others to document aspects that worked well and identify areas for continued improvement in the following year. In this way your recycling program will not only be successful this year but will continue to improve in the future.

Finally, be sure to toot your own horn a little! Promote your recycling achievements and environmental leadership in the public sphere through advertisements, press releases, newsletter articles and/or website call-outs so your hard work may be recognized by others!