

## Containers Case Study – Albuquerque, NM

**MUNICIPALITY:** City of Albuquerque, NM

**WEBSITE:** <https://www.cabq.gov/solidwaste/recycling/residential-curbside-recycling>

**POPULATION:** 557,169

**IMPLEMENTATION OF CURBSIDE RECYCLING:** 1994

**INITIAL MATERIAL LIST:**

- Aluminum
- Tin Cans
- Glass
- Plastic #1-2
- Paper
- Cardboard

**CURBSIDE RECYCLING EXPANSION:** 2013

**EXPANDED MATERIALS LIST:**

- Added Plastics #3-7 Bottles and Tubs
- Rigid Plastic Toys and Hampers
- Mixed Paper
- Cartons
- Small Electronics and;
- Pots and Pans

**REASONS FOR EXPANDING:**

- City signed an agreement with Friedman Recycling
- Partnership aligned with the City's newest processing needs and met their goals for increasing diversion through the addition of cart-based curbside recycling and expanding the number of acceptable materials collected to include all plastics.
- In 2013, City distributed over 140,000 carts to their residential customers.

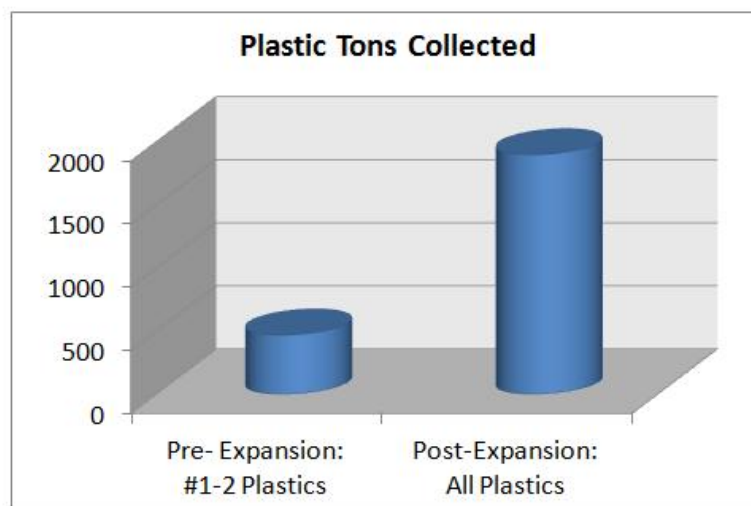
### EDUCATION AND OUTREACH:

- The city educated residents on the new expanded material list through flyers, social media and website updates. The City also uses short [Educational Videos](#) to educate their residents on how to recycle at home.
- **HOW OFTEN DO THEY EDUCATE:** Education is never complete and continues to be an ongoing effort. The City uses campaigns such as their current “2 More Pounds” effort to remind residents to recycle and educate the community on the materials accepted in their program.

### PLASTIC RECOVERY VOLUMES:

**PRE-EXPANSION:** 469 tons of #1-2 Plastics

**POST-EXPANSION:** 1,897 tons of all plastics (total recycling program tonnage: 34,890 tons)



### CHALLENGES:

- The main challenge Friedman Recycling encountered were not related to the addition of new plastics, however, in general the MRF saw a slight increase in contamination, approximately 11.8% in their routine recycling composition audits
- Contamination levels continued to rise in 2015, approximately 20 percent compared to 11 percent pre-expansion levels.
- The City believes these increased levels of contamination were due to an insufficient continuous education program to residents. Friedman is willing to work with the city to educate residents in order to decrease their current contamination levels.

### LESSONS LEARNED:

- Encourages cities to concentrate on educating residents early
- Recommend researching how to best describe and represent certain materials to avoid resident confusion from vague or general terminology. Using specific examples instead of just using “Plastics” to describe your accepted materials.

- Employ creative educational messaging and communicate to residents simply and clearly about what is and what is not accepted in the recycling program.

### EXAMPLE OF EDUCATIONAL RESOURCES:



DO RECYCLE: RECICLE:		DO NOT PLACE IN CART: NO PONGA EN SU CARRETA:		
<b>PAPER</b>	<ul style="list-style-type: none"> <li>Newspapers/Magazines</li> <li>Junk Mail</li> <li>Office Paper</li> <li>Corrugated Cardboard</li> <li>Cereal / Cracker Boxes</li> <li>Milk and Juice Boxes</li> <li>Phone Books</li> <li>Books</li> <li>Brown Paper Bags</li> <li>Paper Egg Cartons</li> </ul>	<ul style="list-style-type: none"> <li>Periódicos y Revistas</li> <li>Basura del Correo</li> <li>Papel de Oficina</li> <li>Cartón Prensado</li> <li>Cartón del Cereal</li> <li>Cartones de Leche o Jugo</li> <li>Directorios Telefónicos</li> <li>Libros</li> <li>Bolsas de Papel de Color Marrón</li> <li>Empaques de Cartón de Huevos</li> </ul>	<ul style="list-style-type: none"> <li>Pizza Boxes</li> <li>Glass</li> <li>Garbage</li> <li>Food</li> <li>Light Bulbs</li> <li>Hazardous Waste</li> <li>Sharp Metal</li> <li>Wood &amp; Yard Waste</li> <li>Batteries</li> <li>Motor Oil Bottles</li> <li>Medical Waste/Needles</li> <li>Styrofoam</li> <li>TVs</li> <li>Computer Monitors</li> <li>Plastic Grocery Bags</li> </ul>	<ul style="list-style-type: none"> <li>Cajas de Pizza</li> <li>Vidrio</li> <li>Basura</li> <li>Comida</li> <li>Sombillos</li> <li>Residuos Peligrosos</li> <li>Metales Afilados</li> <li>Madera y Residuos del Jardín</li> <li>Baterías</li> <li>Aceite de Motor en Botellas</li> <li>Residuos Médicos/Agujas</li> <li>Espuma de Poliestireno</li> <li>Televisores</li> <li>Monitores de Computadoras</li> <li>Bolsas de Plástico del Mercado</li> </ul>
<b>PLASTIC</b>	<ul style="list-style-type: none"> <li>#1 - 7 Plastics Bottle/Tubs</li> <li>Rigid Plastic Toys/Mampers</li> </ul>	<ul style="list-style-type: none"> <li>Botellas de Plástico #1 - 7</li> <li>Juguetes/Canastas de Plástico Duro</li> </ul>		
<b>METAL</b>	<ul style="list-style-type: none"> <li>Aluminum Cans</li> <li>Tin Cans</li> <li>Foil &amp; Pie Pans</li> <li>Small Electronics</li> <li>Pots &amp; Pans</li> <li>Small Appliances</li> </ul>	<ul style="list-style-type: none"> <li>Latas de Aluminio</li> <li>Latas de Enlatados</li> <li>Papel de Aluminio/Moldes de Pastel</li> <li>Electrónicos Pequeños</li> <li>Ollas y Sartenes</li> <li>Electrodomésticos Pequeños</li> </ul>		

Cart must be at least five feet away from trash cart and other objects. Do not put recycling in clear plastic bags.  
 Haga el favor de separar la carreta a cinco pies de la carreta de basura o de otros objetos. No aceptaremos reciclaje en bolsas de plástico transparente.



For more information, visit [ABORECYCLES.COM](http://ABORECYCLES.COM)

### Educational Video Series

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