



The information contained in this report describes the successful results of the recycling initiatives implemented by Public Works in FY 24 between July and December under the East Hartford Recycling Program.





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05 Outcomes

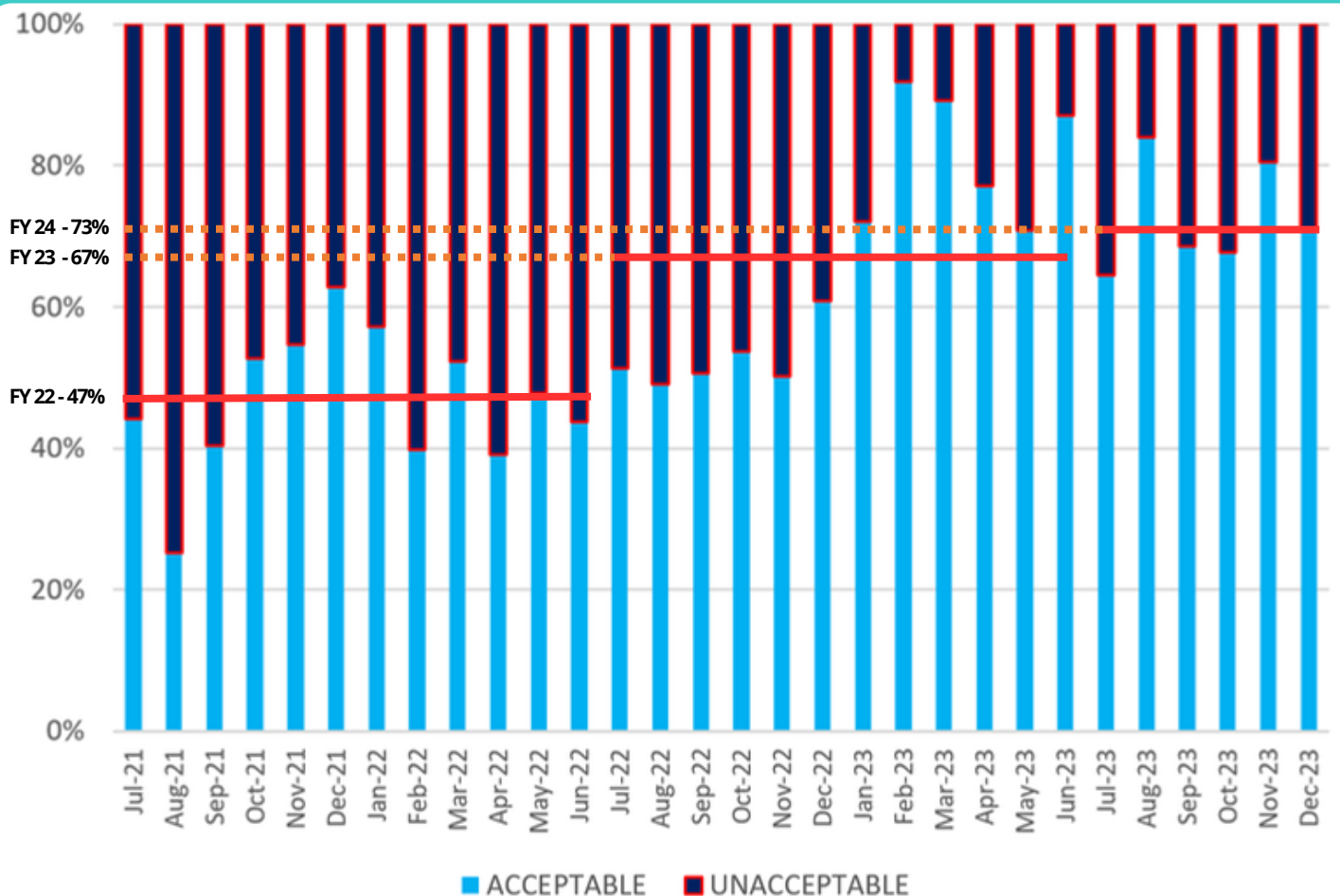
Waste management metrics review. Key performance indicators on Recycling.

01 We are making progress

The average acceptable rate in blue carts continues to go up. As we pointed out in the last Annual Report, the average acceptable rate increased from 47% (FY 2022 - Base Line) to 67% (FY 2023).

So far FY 2024 (July to December) acceptable rate is 73%. That means the average contamination or unacceptable rate in blue carts is 27% compared to the 33% and 53% in the previous fiscal years 2023 and 2022, respectively.

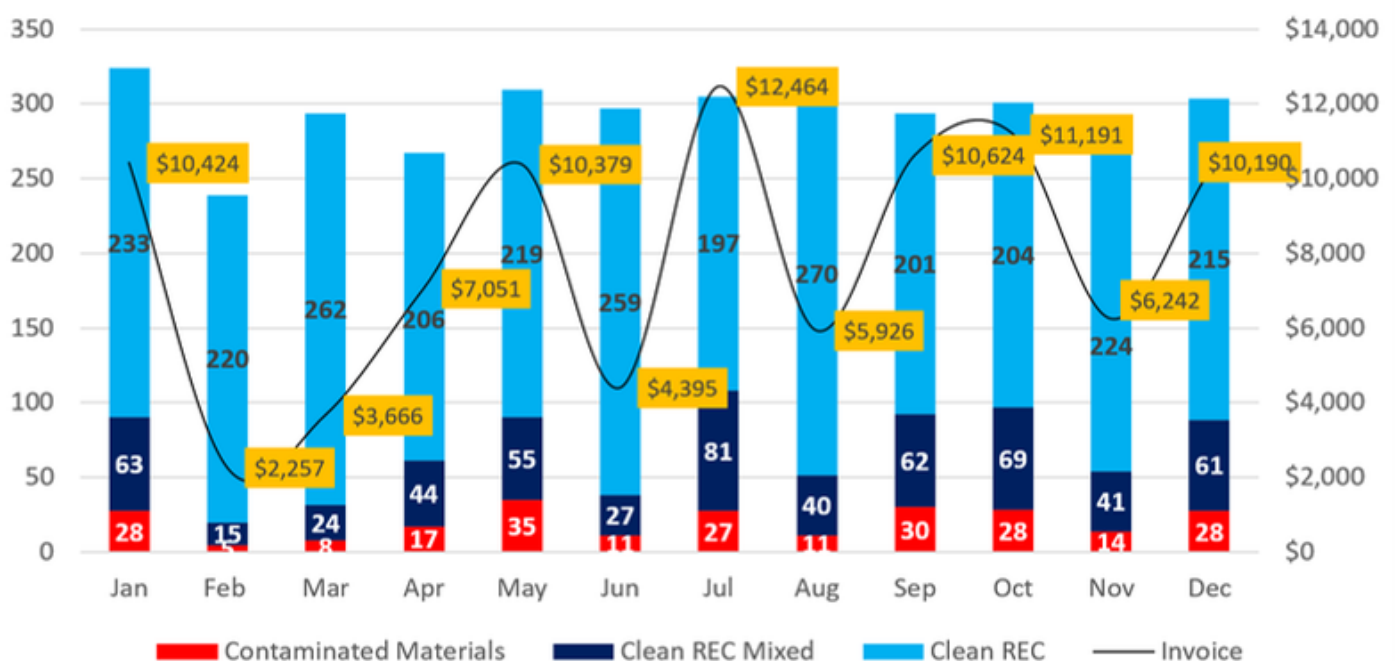
However, although we are making progress, the figures seem to indicate that education as the only strategy to reduce the contamination rate is insufficient.



02 Overcoming a Stubborn Challenge: The contamination threshold is 20%

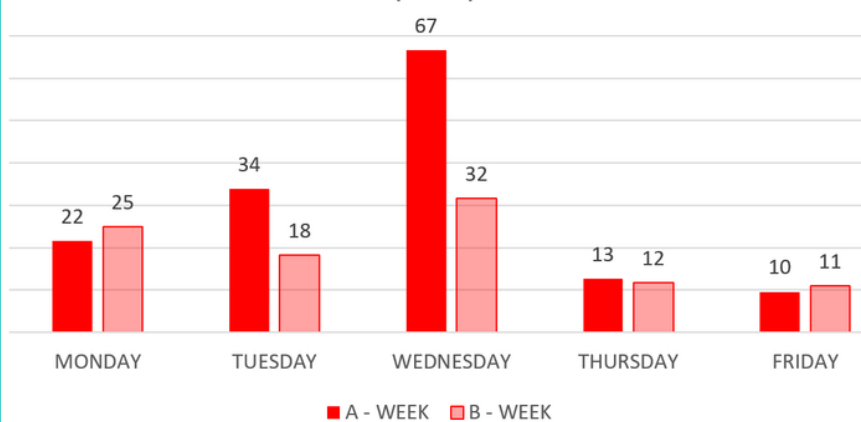
- The graph below indicates that in the last 12 months (FY 23 - Q3 & Q4) and (FY 24 - Q1 & Q2), the Town of East Hartford recycled 3,534 tons.
- Clean REC - Light Blue Bars:** 2,709 tons were graded Clean Recyclables. That means that the contamination rate of these materials is less than 20%. Clean recycling costs the town zero dollars, meaning there are no charges for delivering these materials to the recycling facility.
- Clean REC Mixed - Dark Blue Bars:** 583 tons were graded Clean Recyclables but mixed with Contaminated Materials (red bars). This grading criterion means that although these materials are clean, the sorting process cannot separate them from the contaminated part due to wet material, and excess plastic bags, among other reasons.
- Contaminated Materials - Red Bars:** 242 tons were graded Contaminated Materials. That means that the contamination rate of these materials is greater than 20%.
- Curved Black Line:** The cost of disposal of rejected material in the last 12 months was \$ 94,808. That means that from January to December, the town paid to dispose of 825 tons (583 tons + 242 tons) instead of paying only for the 242 contaminated tons, which is 6.8% of the total.
- In summary, although only 6.8% of the materials were graded as Contaminated Materials (242 tons), when they were mixed with Clean Recyclables (583 tons) the town had to pay to dispose of 23.3% of recyclable materials (825 tons).

Billing for Contaminated Materials Mixed with
Clean Recyclables
(Tons & Dollars)



WHAT NEIGHBORHOODS PLACE THE MOST UNACCEPTABLE AND/OR CONTAMINATED MATERIALS INTO BLUE CARTS?

Contaminated Materials by Collection Week & Day (Tons)

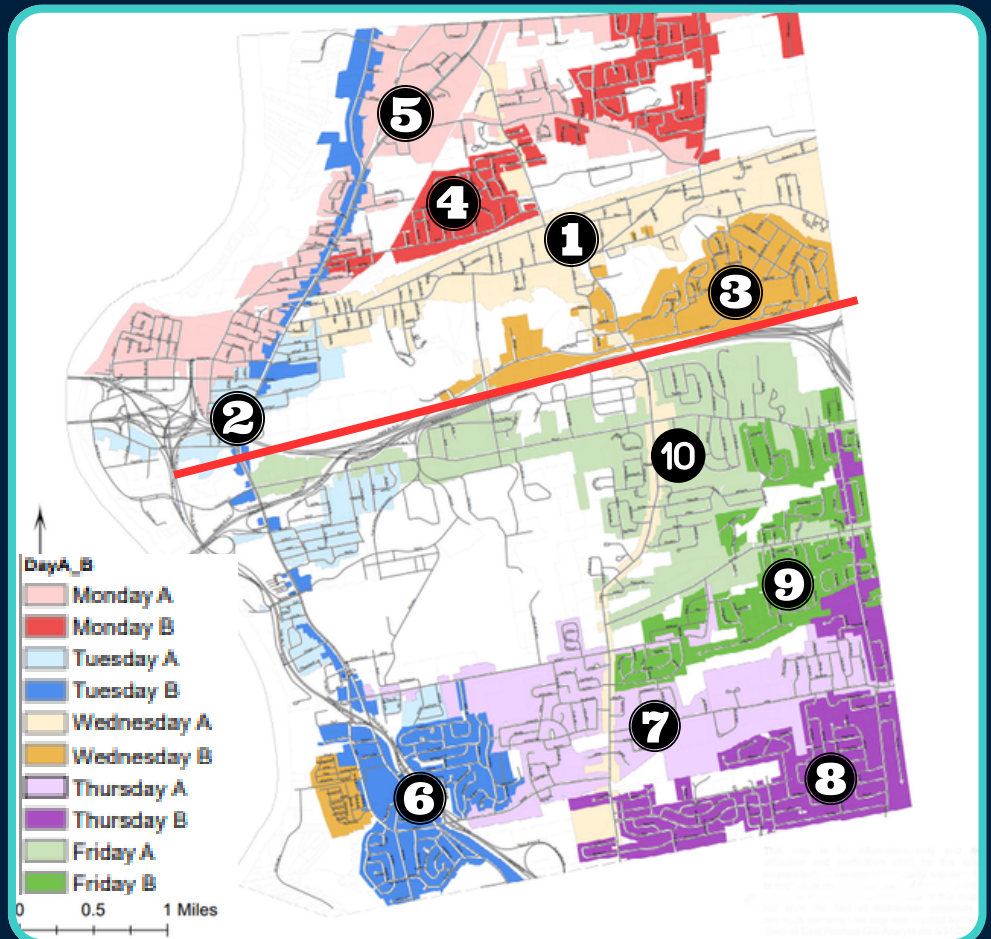


Underperformers recyclers place 20% or more of contaminated or unacceptable materials in the recycling blue carts. Recycling is unaware or aware but inactive. They need more education to commit to the program.

Based on the recycling monthly reports, we can break down the red bars in the previous graph (Contaminated Materials = 242 Tons) to identify the neighborhoods that contaminate the most.

According to the recycling calendar (published on the website and is known to all East Hartford residents), the week and days of highest contamination rates from highest to lowest are as follows:

1. Wednesday, A - Week
2. Tuesday, A - Week
3. Wednesday, B - Week
4. Monday, B - Week
5. Monday, A - Week
6. Tuesday, B - Week
7. Thursday, A - Week
8. Thursday, B - Week
9. Friday, B - Week
10. Friday, A - Week



We are focusing our educational efforts on the north area of the Town (above the red line which is route I-84) on neighborhoods whose collection days are Monday, Tuesday, and Wednesday. That is neighborhoods off of Burnside Ave, Tolland St, Main St with Silver Ln, Governor St, Central Ave, Elm St, King St, Ellington Rd, Goodwin St, Park Ave, Woodlawn Cir, Great Hill, and Cannon Rd. The neighborhoods off of Forbes St with Silver Ln, Forest St, Hills St, Oak St, Brewer St, and Maple St, deserve a special mention because they have been doing a great job. However, we know that they can do it even better.

03 Public Schools Workshops: Learning by Doing

RECYCLING WORKSHOPS AIMED AT MIDDLE AND HIGH SCHOOL STUDENTS

According to our Communication Plan, we have continued working in public speaking presentations and recycling workshops with our stakeholders such as Public Schools. The workshops were held from Friday the 15th to Thursday the 21st of December. I conducted 18 workshops addressed to 374 High School and CIBA 9th-grade students. It has been a great experience, and I firmly believe it will significantly impact the contamination rates in blue carts.

The workshop called “Learning by Doing” is to become more aware of the waste each student/family produces while learning how to separate household waste and single-stream recycling both at home and at school through real-life examples and discussion.

In addition, the High School Science Team decided that the activity will be used as an engaging phenomenon. That means recycling workshops will be incorporated into their curriculum as it truly aligns well with what they do around human impact on the environment.



Strategic Communication Keeps Going: Education Saturation

MONTHLY NEWSLETTER

The Pulse of East Hartford

- [12/2/2023 - Christmas Recycling Tips](#)
- [11/1/2023 - America Recycles Day](#)
- [10/2/2023 - Contamination Tracking](#)
- [9/1/2023 - Acceptable Items in Blue Carts](#)
- [8/1/2023 - Recycling Annual Report](#)
- [7/3/2023 - Electronic Devices & Lithium Batteries](#)



The Solid Waste Official Reports
Cesar Zapata

**Mayor's monthly newsletter
called: The Solid Waste
Official Reports**

TOWN WEBSITE & SOCIAL MEDIA MAYOR'S OFFICE



8/9/2023 - Acceptable
Items in Blue Carts



9/14/2023 -
Contamination Tracking



10/3/2023 - Middle
School Workshop



11/27/2023 - Why Should I
Replace or Repair a Damaged
Recycling Blue Cart?



11/30/2023 - Why Is
Styrofoam Unacceptable?



12/8/2023 - Why Cannot
Plastic Bags Be Recycled in
Your Blue Cart?

Strategic Communication Keeps Going: Tours & Meetings

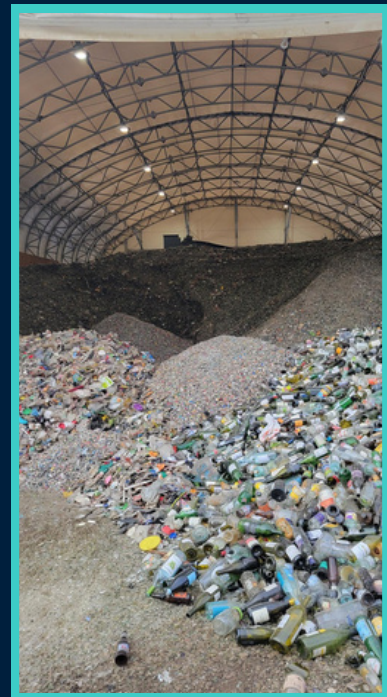
EDUCATIONAL VIDEOS (ENGLISH & SPANISH)

USA Waste & Recycling, which operates the Berlin's recycling facility, is working on a series of educational videos on various recycling topics. They had me as a guest star on their video shoot. I had the opportunity to talk about my experiences in my role at East Hartford, and previously. They are also planning to record some footage in Spanish about general recycling practices so we can connect with our Spanish-speaking audience.

CONNECTICUT RECYCLING COALITION TOURS



On December 14th, CRC members did a tour of this state-of-the-art facility located in Connecticut. Urban Mining CT takes the glass, and turns it into Pozzitive, which can replace up to 40% of the cement in concrete. The resulting concrete is stronger than traditional concrete and with a much lower carbon footprint. All while helping Connecticut recycle more glass.



MEETING WITH EXPERTS

- [9/19/2023 - CCSMM Full Coalition Meeting](#)
- [10/4/2023 - CRC Forum and Annual Meeting](#)
- [10/17/2023 - Increase Reuse and Recycling Working Group \(IRRWG\)](#)
- [10/24/2023 - Solid Waste Management Advisory Committee \(SWAC\) Meeting](#)
- [11/13/2023 - CCSMM EPR Working Group Meeting](#)

04 What is coming?

Analyzing an Enforcement Protocol

We are analyzing an Enforcement Protocol for the recycling program. This measure will require the approval of the Municipal Council. Although the contamination rate has dropped significantly, the violations are slowly increasing. In other words, the frequency of violations committed by the same residents/addresses that have already received at least one notice tag is growing. That may occur because East Hartford has many rental apartment buildings, and there is an active flow of new residents who are not familiar with the recycling program.

On the other hand, those who have already received more than one notice tag and/or warning letter may assume that there will be no further sanction for failing to comply with recycling regulations, which could lead to an increase in offenders.

Town of East Hartford



Oops!!!

Your recycling needs improvement.


The following items (check below) are unacceptable. It must be removed before recycling is collected. Please call the Solid Waste Official at (860) 291-7332 to discuss this matter.

Do not put these items in your blue recycling cart

<input type="checkbox"/>	NO Paint, motor oil or antifreeze (Transfer Station FREE disposal)
<input type="checkbox"/>	NO Household chemicals (Check for FREE hazwaste disposal days)
<input type="checkbox"/>	NO Plastic bags of any kind. NO recycling in plastic bags.
<input type="checkbox"/>	NO Plastic toys, storage bins, 5 gal buckets, etc.
<input type="checkbox"/>	NO Black plastic of any kind: food trays, bags, etc. (Put in trash)
<input type="checkbox"/>	NO Bulky waste of any kind. (Use Transfer Station – Bulky Permit required)
<input type="checkbox"/>	NO Building debris. (Private hauling arrangements/Manchester Landfill fees apply)
<input type="checkbox"/>	NO Brush. (Use Transfer Station – Bulky permit required)
<input type="checkbox"/>	NO Leaves. (Deliver for FREE to Transfer Station in paper bags or loose)
<input type="checkbox"/>	NO Styrofoam of any kind: eggs crates, packaging material. (Put in trash)
<input type="checkbox"/>	NO Electronics: nothing with a cord. (Transfer Station FREE disposal)
<input type="checkbox"/>	NO Shredded paper. (Put in trash)
<input type="checkbox"/>	NO Things that tangle: garden hoses, Christmas lights, ropes, wires, cords. (Put in trash)
<input type="checkbox"/>	NO Needles/sharps. (Collect in plastic container, tape shut, label "SHARPS" and put in trash)
<input type="checkbox"/>	NO Regular household trash. (It goes in the green cart)

Other _____

Town of East Hartford



Oh no!!!

Su reciclaje necesita mejorar.

Los siguientes artículos no son aceptables (revisar abajo). Debe retirarlos del carrito de reciclaje antes de que sean recogidos. Por favor llame al Oficial de Reciclaje al (860) 291-7332 para conversar sobre este asunto.

No ponga estos artículos en su carrito azul de reciclaje

<input type="checkbox"/>	NO Pintura, aceite de motor o anticongelante (Deséchelo GRATIS en la estación de transferencia)
<input type="checkbox"/>	NO Productos químicos domésticos (Deséchelo GRATIS. Consulte los días de eliminación de residuos peligrosos)
<input type="checkbox"/>	NO Bolsas de plástico de ningún tipo. NO reciclar en bolsas de plástico. Coloque sus materiales sueltos en el carrito azul.
<input type="checkbox"/>	NO Juguetes de plástico, contenedores de almacenamiento, baldes de 5 galones, etc.
<input type="checkbox"/>	NO Plásticos negros de ningún tipo: bandejas de comida, bolsas, etc. (Bótelos en el carrito verde)
<input type="checkbox"/>	NO Desechos voluminosos de ningún tipo (Se requiere un permiso para desechar objetos voluminosos)
<input type="checkbox"/>	NO Escombros de construcción (Se requiere agendar un transporte privado. Se aplican tarifas en el vertedero)
<input type="checkbox"/>	NO Ramas de árboles ni arbustos (Se requiere un permiso para desechar objetos voluminosos)
<input type="checkbox"/>	NO Hojas de plantas o árboles (Entréguelos GRATIS en la estación de transferencia en bolsas de papel o sueltas)
<input type="checkbox"/>	NO Espuma de poliestireno de ningún tipo: cajas de huevos, material de embalaje (Bótelos en el carrito verde)
<input type="checkbox"/>	NO Objetos electrónicos: nada con cables (Deséchelo GRATIS en la estación de transferencia)
<input type="checkbox"/>	NO Papel triturado (Bótelos en el carrito verde)
<input type="checkbox"/>	NO cosas que se enreden: mangueras, luces navideñas, cuerdas, alambres, cordones (Bótelos en el carrito verde)
<input type="checkbox"/>	NO agujas/objetos punzantes. (Colóquelos en recipiente de plástico, ciérrelo con cinta adhesiva, etiquételo "PUNZOCORTANTES" y tirelos a la basura)
<input type="checkbox"/>	NO Basura doméstica regular. Va en el carro verde

Other _____

ENFORCEMENT PROTOCOL

The enforcement protocol will seek to ensure that the Town may take any of the following actions: Contaminated cart rejection, giving out cart contamination fines after repeat offenses, and cart confiscation in extreme situations.

When enforcement efforts are combined with educational and promotional initiatives, recycling programs flourish.

05 Outcomes: Recycling Metrics Review

BEFORE THE LAUNCH OF THE PROGRAM

AFTER THE LAUNCH OF THE PROGRAM

FY 2022

FY 2023

FY 2024**



CONTAMINATION
RATE IN BLUE
CARTS

53%

33%

27%



ACCEPTABLE
RATE IN BLUE
CARTS

47%

67%

73%



EXPENSES FOR
DISPOSAL OF
RECYCLABLES
RENDERED MSW

\$203,738

\$123,911

\$56,636

**FY 2024, July to December

**ESTIMATED SAVINGS FOR LESS DISPOSAL OF
RECYCLABLES RENDERED MSW \$ 108,930
(53.4% COMPARED WITH THE BASE LINE FY 2022)**

FY 22, 23 & 24 (July to December)

Recycling Metrics

Key Performance Indicators - December 2024

FISCAL YEAR (FY)	MONTHS	BLUE CARTS: SINGLE STREAM RECYCLING (Tons)			BILLING FOR UNACCEPTABLE RECYCLABLES (\$)		CONTAMINATION RATE IN BLUE CARTS (%)	
		ACCEPTABLE RECYCLABLES (1)	UNACCEPTABLE RECYCLABLES (2)	TOTAL COLLECTED RECYCLABLES (1) + (2) = (3)	BILLING PER MONTH	TOTAL FISCAL YEAR (FY)	MONTHLY CONTAMINATION RATE (2) / (3)	AVERAGE CONTAMINATION RATE PER FISCAL YEAR (FY)
FY 2022	Jul-21	156.89	198.04	354.93	\$22,775	\$203,738	55.8%	53%
	Aug-21	83.26	246.25	329.51	\$28,319		74.7%	
	Sep-21	101.26	149.47	250.73	\$17,189		59.6%	
	Oct-21	125.03	111.97	237.00	\$11,592		47.2%	
	Nov-21	136.58	113.42	250.00	\$11,751		45.4%	
	Dec-21	155.92	92.08	248.00	\$9,312		37.1%	
	Jan-22	133.99	100.01	234.00	\$9,942		42.7%	
	Feb-22	127.12	191.79	318.91	\$19,000		60.1%	
	Mar-22	157.93	144.51	302.44	\$14,411		47.8%	
	Apr-22	123.44	192.20	315.64	\$19,497		60.9%	
	May-22	169.89	185.33	355.22	\$18,255		52.2%	
	Jun-22	170.25	219.41	389.66	\$21,696		56.3%	
FY 2023	Jul-22	148.13	140.49	288.62	\$14,470	\$123,911	48.7%	33%
	Aug-22	147.60	153.51	301.11	\$15,885		51.0%	
	Sep-22	156.20	152.51	308.71	\$15,918		49.4%	
	Oct-22	141.99	122.67	264.66	\$12,635		46.4%	
	Nov-22	147.97	146.97	294.94	\$15,138		49.8%	
	Dec-22	173.62	111.74	285.36	\$11,692		39.2%	
	Jan-23	233.22	90.64	323.86	\$10,424		28.0%	
	Feb-23	219.57	19.63	239.20	\$2,257		8.2%	
	Mar-23	261.74	31.88	293.62	\$3,666		10.9%	
	Apr-23	206.27	61.31	267.58	\$7,051		22.9%	
	May-23	219.07	90.25	309.32	\$10,379		29.2%	
	Jun-23	258.80	38.22	297.02	\$4,395		12.9%	
FY 2024	Jul-23	196.74	108.38	305.12	\$12,464	\$56,636	35.5%	27%
	Aug-23	269.93	51.53	321.46	\$5,926		16.0%	
	Sep-23	201.36	92.38	293.74	\$10,624		31.4%	
	Oct-23	203.58	97.31	300.89	\$11,191		32.3%	
	Nov-23	224.05	54.28	278.33	\$6,242		19.5%	
	Dec-23	215.14	88.61	303.75	\$10,190		29.2%	

PREPARED BY CESAR ZAPATA

A woman with long dark hair, wearing a red and black plaid shirt, is placing a yellow container into a large blue recycling bin. The bin has the official seal of the Town of East Hartford, Connecticut, on its side. On top of the bin sits a green box of Supreme brand paper towels. The background shows a white house with several windows. The entire image is overlaid with a semi-transparent dark blue filter.

Visit our website for more
information about
East Hartford Recycles Clean

EASTHARTFORDCT.GOV