

# E-Cycle Washington

2016 Local Government

And

## Community Satisfaction Report Summary

Draft – April 2017



**Accommodation Requests:** To request ADA accommodation including materials in a format for the visually impaired, call Ecology at (360) 407-6900. Persons with impaired hearing may call Washington Relay Service at 711. Persons with speech disability may call TTY at 877-833-6341.

## Introduction

The E-Cycle Washington program completed its eighth year of operations in 2016. The program's eighth year shows a continued decrease in collection numbers for unwanted covered electronics (TV's, computers, tablets, and monitors). This decrease is expected to continue as the backlog of stored CRTs reduces and more recently manufactured electronics become lighter. Over 36.9 million pounds were recycled in 2016 compared to over 42.6 million pounds in 2015.

Funded by manufacturers, E-Cycle Washington's 352 collection sites provide a statewide network of free drop-off sites where Washington residents can recycle covered electronic devices.

The Department of Ecology (Ecology) asked local governments to fill out a survey to help Ecology determine the effectiveness of the program in 2016, and identify potential areas for improvement. Ecology received twenty-one survey responses out of the over one hundred local governments contacted.

# 1. Local Government Name

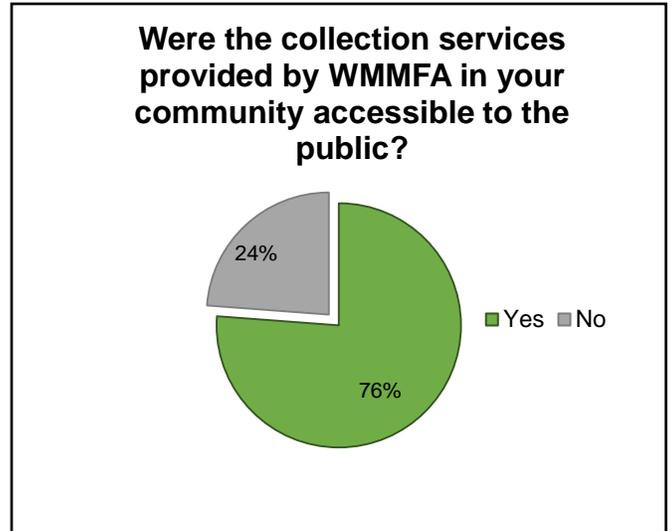
## Responses:

-  Chelan County
-  City of Everett
-  City of North Bend
-  City of Seattle
-  City of Sedro Woolley
-  City of Sequim
-  City of Spokane Solid Waste Disposal
-  City of Vancouver
-  City of Walla Walla
-  Clallam County
-  Island County Public Works
-  Pierce County Public Works
-  Spokane Regional Health District
-  City of Maple Valley
-  San Juan County
-  City of Richland
-  City of SeaTac
-  Columbia County
-  Pacific County
-  King County Solid Waste Division
-  City of Normandy Park

**2. Were the collection services provided by the WMMFA in your community accessible and convenient for the public? If there are services that are not working; please explain why in the comment section below.**

**Responses:**

- ♻️ Need a centralized facility that collects CF lightbulbs, household hazardous waste, and e-waste.
- ♻️ NW center truck is not clear that it is also an E-Cycle drop off location.
- ♻️ All services are operating great to my knowledge. However, there are many entities that are not registered collectors that are collecting equipment that we would prefer go through the E-Cycle WA system. They are collecting the same equipment, and in some cases implying they are part of E-Cycle WA when they are not, or they are, collecting equipment that is not currently included in E-Cycle WA and how those materials are handled is unknown and in some cases, fairly suspect.
- ♻️ The E-Cycle Center (NW Electronic Waste) east of Sequim is closed. Is this center going to be replaced?
- ♻️ We do not have any collection locations on the west side of the county. One of our three collection locations closed down.
- ♻️ I had to look up what WMMFA is because I had never heard of it.
- ♻️ Yes, collection services are provided in Maple Valley and they are very much appreciated. I did receive one or two complaints about the local Goodwill being selective as to which TVs they would take. It was related to the size of the TV and inability of staff at the collection door being able to deal with the larger TV sets. Being an avid Goodwill shopper as well as a donator, I think they may have mitigated that issue and as of recent, I have not heard of anyone being turned away due to the TV being too big for their collection staff person to handle.
- ♻️ The transfer stations on each of the 3 major islands collect e-waste from public and there is one transporter that takes it off-island (Consignment Treasurers). I would like to see more transporter options for San Juan County.
- ♻️ Goodwill pulled drop site from landfill facility. People arrive at landfill wanting to get rid of everything and not drive to Goodwill. Electronics end up getting thrown out with the garbage.
- ♻️ The service is provided at our local transfer station.



### 3. Did you have any suggestions for improving the services in your community? Please be specific if you are recommending additional collection locations/services.

#### Responses:

- ♻️ Invest in Ecology Waste 2 Resources to fund counties' MRW facilities to support central sites (one stop shopping).
- ♻️ Outreach should be in Spanish.
- ♻️ Have an E-Cycle a-board sign to set up outside the NW Center Blue truck so it's clear those are also accepted. Most people only bring reusable household goods.
- ♻️ The WMMFA has gone beyond the minimal requirements for collection in Seattle, and that is much appreciated. Even so, we are all coming to understand that there are accessibility issues, race, and social justice issues that are unlikely to be adequately addressed through legislated collection convenience standards. Instead, these issues need to be addressed through a social equity and corporate responsibility lens. It would be great for WMMFA and City of Seattle to look at accessibility of the program by our diverse communities and see if improvements can be made. Not because the WMMFA has not done the job tasked to it, but because it is now better understood that other approaches and locations may be needed to provide opportunities to properly recycle electronics to all citizens and small businesses.
- ♻️ It is working great as it is.
- ♻️ Replace NW Electronic Waste and move closer to Sequim.
- ♻️ Continue the aggressive outreach - many people still unfamiliar with options.
- ♻️ In the past, we have had a non-profit that supported reuse for many of the covered electronics as well as for many related items not included in the program. I think that economics were the main reason they folded. We would favor future opportunities by industry to support this sort of operation where it makes sense.
- ♻️ More help with promoting the program (i.e. brochures, materials for info booths, stock ads in local media, etc.) because I cannot use our Coordinated Prevention Grant funds to promote the program.
- ♻️ Please find a collection location in Forks, WA.
- ♻️ We have a locally sponsored [waste directory](#) that will gladly incorporate this service.
- ♻️ Maple Valley is fortunate to have three locations.
- ♻️ The collection services seem to be working fine but we only have one transporter that is licensed to transport e-waste off-island. More options for transporting off-island may be helpful.
- ♻️ Put all of these types of programs at landfill's and transfer stations. Most people do not want to go to multiple locations to get rid of their waste.
- ♻️ Expand the E-Cycle program to include peripherals and other electronics; verify proper recycling with tracking devices; establish an Advisory Committee, to provide input to Ecology and the WMMFA.

#### 4. Briefly describe the E-Cycle Washington program public outreach and education conducted by your Agency/organization this year.



Of the twenty-one responses, 67% indicated the use of their local government website to promote E-Cycle Washington. Additionally, 48% of respondents indicated the use of literature, and 20% mentioned recycle site identification.

#### Responses:

- ♻️ We simply refer to the E-cycle site. Surprisingly, a lot of people are still not aware of the program. We tell them to take it to the Salvation Army and they still think it just gets re-sold. NW center truck is not clear that it is also an E-Cycle drop off location.
- ♻️ I designed recycling flyer, which has an image of electronics and notes [ecyclewashington.org](http://ecyclewashington.org). Recycling flyer is in seven languages.
- ♻️ None
- ♻️ Recycling instructions mailed to residents each year include info on E-Cycle WA and reference the website to find specific locations. Our website refers to E-Cycle WA. Reference to E-Cycle WA is included in other outreach and mailings as appropriate.
- ♻️ Online and posters at the site.
- ♻️ Because of staff limitations, we have not done public outreach.
- ♻️ Program brochures and magnets are taken to all outreach events, information is listed on websites and in our regional waste directory. Information is also provided at HHW sites.
- ♻️ We do frequent reminders on social media and post information on our website. Also, the Recycle Right App tells residents where E-Cycle items can be taken.
- ♻️ I have received some brochures, I put them out at events, and I list the program on our website. Other than that, I have no funding to help promote the program (see note in question #5).
- ♻️ We advertise the E-Cycle program in our website and brochures. We inform people about E-Cycle when they call into the County.
- ♻️ E-Cycle is advertised on County Solid Waste, MRW, and Recycling fliers, and on the County's Solid Waste webpage.
- ♻️ Our website has a recycling menu ([piercecountywa.org/recyclemenu](http://piercecountywa.org/recyclemenu)) that includes an e-waste page. We usually mention E-Cycle WA in our April edition of the Earth Matters newsletter.
- ♻️ N/A
- ♻️ Maple Valley has a small staff. I occasional put articles in our quarterly newsletter and to the local newspaper. When I do, I typically try to include mention about E-Cycle WA, Lightcycle WA, and Threadcycle.
- ♻️ Each transfer stations/drop-box facility advertises the acceptance of e-waste and cost for accepting. We also have information on the County website.

- ♻️ Info on our website.
- ♻️ E-Cycle information is provided at five community events, listed on our two recycling collection events, and available at our City Hall and Community Center.
- ♻️ Advertisements, public school information.
- ♻️ Directing people who contact us to the collection site and posting site locations on our website.
- ♻️ We shared the information on our [website](#), in brochures and over the phone via customer service reps.
- ♻️ Flyers, Facebook postings, City Website listing, email blasts.

**5. Please tell us your story in the comment box below: How has E-Cycle Washington affected your community since it began in 2009? (For example: If this program did not exist, what would happen to unwanted electronics in your community? How much money does this program save your residents and local government?)**

	Yes	No	NR*
Are businesses providing recycling in your community who were not providing that service before E-Cycle Washington?	57%	33%	10%
Are people recycling their electronics now when they may have thrown them in the trash before the E-Cycle program?	77%	14%	9%

\*NR = No response provided

**Responses:**

- ♻️ E-Cycle has been a success, but there is more improvements that can be made. Consider joining forces to enhance a centralized site for other recyclables and hazardous waste.
- ♻️ What is needed is PSAs on Spanish radio about [ecyclewashington.org](http://ecyclewashington.org).
- ♻️ We used to have a PC business in town that accepted E-Cycle waste, but no longer. I host an annual special recycle event for local residents, but otherwise, E-Cycle does not have a big presence within North Bend.
- ♻️ E-Cycle WA, due to producers providing financing and a robust collection network, has reduced illegal dumping of televisions and vastly increased convenient and safe recycling for Seattle's residents and small businesses. Since inception, the program has provided collection and processing of about 37 million lbs. of electronics from Seattle, with manufacturers investing about \$9.3 million to do so. Without this investment, at least that amount would have been spent by Seattle residents and businesses to recycle that equipment, and likely far more.
- ♻️ We would find electronics in alleys, abandon lots and stacked in garages just to name a few. People did not know what to do with them. Now they love to bring them in and when you say free, they will get the biggest smiles and say thank you.
- ♻️ Having closer access and outreach from local companies that take E-Cycle at no charge (Goodwill). To make this program work better in Sequim we will probably need your help.
- ♻️ Spokane County's method of MSW disposal is Waste to Energy. It is important that we keep electronics from being incinerated and that we find other uses for the valuable resources contained in those items.
- ♻️ The program has been well received. We had some government supported reuse and recycling programs before, however, E-Cycle has greatly expanded the number of locations and also the volumes being handled. We now have much better data on volumes being diverted.
- ♻️ The program has helped with our costs for handling electronics at the landfill tremendously.

We received very few electronics now (they now typically go to in-town collection sites) so we are not spending as much on recycling them.

- ♻️ Island County Washington has diverted over 3 million pounds of electronic waste thanks to E-Cycle Washington.
- ♻️ The local E-Cycle program could use a little better promotion locally.
- ♻️ Before E-Cycle Maple Valley used to collect TVs and computer for a fee of \$15, and \$10 respectively at our grant funded residential recycling events. Considering the flat screen TV resolution and rapid antiquation of computer devices, I can only imagine the cost savings have been enormous. During those years when people had to pay for TV recycling, I used to see more TVs illegally dumped on the side of the road.
- ♻️ Having an option for e-waste reuse and disposal is important to San Juan County.
- ♻️ Could recycle more if more convenient.
- ♻️ Unwanted electronics would be put in the trash. E-Cycle has availed best disposal options to the overall community.
- ♻️ Every item we receive for CEP would end up in the waste stream, as there are no other alternatives in our county for residents to recycle these items.
- ♻️ Having electronics recycling has helped to minimize the amount of illegally dumped electronics in our area.

## 6. Other comments about the E-Cycle Washington program.

### Responses:

- ♻️ Thank you for your fine work.
- ♻️ It has become clear that some additional efforts are needed to ensure the program benefits from the on-going engagement of stakeholders and ensures that collectors and especially processors are operating within the rules of the program. Ecology should immediately establish an ongoing advisory committee to advise Ecology and the WMMFA, and any future independent plans. This advisory committee can provide important input and advise on current needed actions, improvements, issues, next steps, etc. Also, it is clear that only the use of tracking devices can provide protections to the program to prevent the illicit export of collected equipment and expose bad actors. Ecology needs to launch a tracking program as part of its administration and oversight of the program, and this oversight, like all other E-Cycle administrative costs, should be charged to the manufacturers. If legislation is needed to put such a program in place, then that legislation should be developed in 2017 and submitted to the Legislature as Governor Request legislation in 2018. Also, it appears that some collectors are not consistently submitting equipment provided to it for E-Cycle WA to the program. Not equipment that they are reselling or refurbishing for reuse, but that which they are recycling through other sources. WMMFA and Ecology need to reinforce these rules, ensure required signage is posted, and do what can be done to stop this activity, which diverts equipment from processing through the E-Cycle WA system. Once all regain confidence in the E-Cycle WA system, we should expand it to include additional electronics. There is no transparency and apparently, no oversight capability for what is being done with these other electronics that are not part of E-Cycle. I am interested in serving on an ongoing stakeholder advisory committee and otherwise meeting with Ecology and the WMMFA on these issues.
- ♻️ We appreciate your efforts and responsiveness!
- ♻️ It is a great program and would like to keep seeing new items added.
- ♻️ We receive a lot of calls about recycling printers. They are not part of the E-Cycle Washington program, but we receive a lot of inquiries about how to recycle printers. The closest location to recycle printers is 60 miles away.
- ♻️ It would be great if we could get the rest of the electronic waste into recycling programs. I answered "No" to question 7 because there are no recycling outlets for other electronics.
- ♻️ It is a fabulous program. I just hope Washington can move forward with a Paint Product Stewardship program that is as successful as E-Cycle has been.
- ♻️ It would be great to make it more publically known that E-Cycle Washington provides an extra layer of oversight on e-waste recycling that is not experienced by service providers outside of the program. Thus, it provides more assurances that equipment is getting recycled in a safe manner. Some people that are not proponents of E-Cycle WA are saying that the program is not working because of the exporting incident by Total Reclaim. In reality, the program allowed WMMFA to change where they were sending equipment for processing and they were able to take action fairly quickly. That could not have happened without an E-Cycle stewardship program.

## Summary

Ecology continues to work with the Washington Materials Management & Financing Authority (WMMFA) to make improvements to the E-Cycle Washington program. Suggestions for improvements provided by local governments are a key part of that process and greatly appreciated by Ecology.

Public outreach and education about the availability and benefits of the program is a priority for Ecology and the WMMFA. Billboards advertising E-Cycle Washington in Spanish are in Yakima and use of a backlit sign continues at the Yakima SunDome. E-Cycle Washington also partnered with the Walla Walla Sweets and Yakima Pippins baseball teams to provide outreach to the community. Advertising over the radio, on billboards, and participation in public fairs and other public outreach efforts will occur throughout the year.

A common suggestion from local governments and others for improving the program is to expand the scope of electronic products accepted for free recycling. Ecology supports adding more products to the program's scope of eligible electronics. Ecology will work to accomplish this by looking for legislative opportunities to expand the scope of products covered by the E-Cycle law.

This report will remain in "Draft" form to accommodate any additional comments/suggestions received from local governments in the coming months.

