

E-Cycle Washington

2018 Local Government and Community Satisfaction Report Summary

Draft – March 2019



E-CYCLE
small effort • big return
ecyclewashington.org

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Introduction

The E-Cycle Washington program completed its tenth year of operations in 2018.

The program's tenth year showed a continued decrease in the weight collected of unwanted covered electronics (TVs, computers, tablets, e-readers, portable DVD players, and monitors).

This decrease is expected to continue as the backlog of stored CRTs reduces, and more recently manufactured electronics become lighter.

Over 25.3 million pounds were recycled in 2018 compared to over 30.9 million pounds in 2017.

Funded by manufacturers, E-Cycle Washington's 312 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 2018, and identify potential areas for improvement. Out of the over one hundred local governments contacted, Ecology received twenty-four survey responses.¹

¹ Some responses in this report may have minor punctuation, spelling, and grammar corrections made by Ecology staff.

1. Local Government Name









Responses:

-  Asotin County Regional Landfill
-  City of Everett
-  City of Kent
-  City of Kirkland
-  City of North Bend
-  City of Sequim
-  City of Shoreline
-  City of Spokane Solid Waste Department
-  City of Sultan
-  Clark County
-  Ferry County Solid Waste
-  Grant County Solid Waste
-  Island County Solid Waste
-  Kitsap Public Health District
-  Klickitat County Solid Waste
-  Lewis County Solid Waste
-  Lincoln County Public Works
-  Pacific County
-  Pend Oreille County Solid Waste
-  Pierce County Planning and Public Works
-  San Juan County
-  Spokane Regional Health District
-  Town of Yarrow Point (two responses received)

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.

| Were the collection services provided by WMMFA in your community accessible and convenient to the public? | |
|---|------------|
| Yes | 79% |
| No | 13% |
| No response provided | 8% |

Other Responses:

- 
 However, it is not very clear if all TVs can be returned or just flat screen TVs. Many people still have large box TVs. Are those accepted at the return sites?
- 
 We don't have a collection site in town, but E-Cycle does capture the cost of collection at the event I hold every spring at the local high school.
- 
 The Goodwill in Sequim is very accessible. But residents don't know that Goodwill accepts electronics. Maybe you can contact the local newspaper, counties, or cities with education materials or informational articles to put in their newspapers or newsletters?
- 
 We have one collection site in the county at our Goldendale Transfer Station. Having only one location is very inconvenient and a major deterrent for county residents that live 50+ miles from the Goldendale site. Many residents have ended up throwing their old electronics in the landfill bins because they have no way of driving to the Goldendale site. Adding a drop site in White Salmon, Bingen, or at our BZ Corners Transfer Station would eliminate this issue.
- 
 The program should only collect what is marketable, and local governments should not have to bear the costs to recycle. Local jurisdictions are looking at charging per commodity or per vehicle to recycle.
- 
 Collection services for the E-Cycle program are not coordinated through county programs.
- 
 We have E-Cycle collection locations on three of the ferry-served islands. It would be great to have a location on Shaw Island.
- 
 Unaware how accessible and convenient they are to the public. We hand out the E-Cycle brochures during our visits.

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:

- ♻️ No.
- ♻️ I did not see the Kent Goodwill on the list of acceptable places to return these items. And again, it should be very clear (maybe it is?) that either both box TVs and flat screen TVs and monitors are accepted or not.
- ♻️ Yes, please have a drop-off bin or business location that accepts collection. Maybe the Verizon, Ace Hardware, or even the Cedar Falls Transfer station, or other place that sells electronics?
- ♻️ What do you do with other items? Cell phones, batteries, copiers, printers?
- ♻️ Provide more options and resources for recycling of peripherals.
- ♻️ Continued education and outreach to build awareness of this program, and how to find convenient locations.
- ♻️ Expansion to more electronics types beyond just TVs, computers, and so forth. It is too difficult to educate the public about which is in and which is out. Anything that has a power cord or takes batteries should be accepted.
- ♻️ It would be nice to have a collection locations in the southern and northern regions of Grant County.
- ♻️ A collection location in Stanwood would be helpful. There are several Stanwood residents crossing county lines to dispose of their electronics at Camano Island.
- ♻️ None.
- ♻️ As stated before, adding a location at our BZ Corners Transfer Station would make electronic recycling available to more of our county residents.
- ♻️ Absolutely WILL NOT ADD SERVICES OR SITES. As a county we are looking at either stop accepting paper, gable ends or all but 1's & 2's, and institute a per vehicle fee to recycle. This is due to the fact we pay out \$159 per ton to recycle which is ridiculous!
- ♻️ Taking copy machines, printers, faxes, scanners, mice would also be helpful.
- ♻️ No suggestions. There are many electronics recycling opportunities in Pierce County, including, but not limited to E-Cycle program locations.
- ♻️ Shaw Island - location to be determined.
- ♻️ More advertisements about E-cycle WA and participation in Eastern Washington.

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

Responses:

- ♻️ We, do none. We have an E-Cycle contractor located at our landfill facility. All information and advertising is up to them. We only supply the site and let customers know it's here and available for use.
- ♻️ Information is included on collection guidelines.
- ♻️ We hold three local recycling collection events and accept electronics but do not accept the monitors. On our flyer (distributed to over 45,000 residents yearly) we encourage people to visit your website and bring their materials to the local acceptable stores in our area.
- ♻️ Directed callers to Recycle Hotline to E-Cycle collection locations, promoted locations in annual recycling guides.
- ♻️ We advertise their name in our flyer for our annual special recycle event that collects electronics.
- ♻️ We would like help with outreach.
- ♻️ We do 2-3 social media posts, 1 newsletter mention, featured on our website and flyers provided at events and City Hall.
- ♻️ We list the program on our website, distribute handouts at events, and supported utility bill inserts.
- ♻️ We list it on our ReCollect app and our search widget online, and our Master Composter Recyclers are trained in this. We also do tabling and have our collection contractor do tabling as well.
- ♻️ When we go to community events and to the public schools and talk about recycling we also educate about this program.
- ♻️ We include E-cycle Washington program information in our educational flyers. These are available on Grant County Solid Waste's webpage. We answer hotline calls regarding electronics and inform residents on where they can dispose of their electronics.
- ♻️ E-Cycle is advertised on our solid waste, recycling, and hazardous waste brochures, and on our website. We also promote this in our public education at schools and events.
- ♻️ Provide brochures at our office, and to violators when they need info on electronics disposal.
- ♻️ We provide information on our website, social media, mailed flyers, and recycling information hotline.







- ♻️ Lewis County has numerous E-Cycle collectors in the county and the Solid Waste division is not one of them. The outreach and education is listed on our website and flyers along with word of mouth.
- ♻️ We advertised the dates and times that our facility was open to the public.
- ♻️ We post information on our County Website, we advertise collection in our local newspapers, we talk to our customers face to face, and we pass out pamphlets.
- ♻️ Information about the E-Cycle program is provided on Pierce County's Recycling menu – Electronics section: <https://www.co.pierce.wa.us/1552/Electronics>
- ♻️ Each operator of our solid waste facilities on San Juan, Orcas and Lopez Islands advertises on their websites. The County plans on including an advertisement in the local newspapers this spring.
- ♻️ Our program conducts Local Source Control Visits to small quantity generators and we provide the E-Cycle brochure to the businesses during our visits.

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?)

| How has E-Cycle Washington affected your community since it began in 2009? | Yes | No | NR* |
|---|-----|-----|-----|
| Are businesses providing recycling in your community who were not providing that service before E-Cycle Washington? | 50% | 33% | 17% |
| Are people recycling their electronics now when they may have thrown them in the trash before the E-Cycle program? | 79% | 0% | 21% |

*NR=No response provided.

Responses:

-  Although I answered yes to both, many people still do not know about this program nor know how to dispose of these types of electronics appropriately. Education and advertising must continue to be a priority.
-  I do not have enough information to answer this accurately.
-  I'm not sure about the growth of businesses around this material.
-  Before the program started, the only way people could recycle their electronic waste was to pay a local hauler that offered an electronics recycling program. Only a select few would participate in their program which means that the landfill would receive a lot more electronic waste for disposal. I can't quantify how much it saves our residents and local government though. I know that the program means residents who would not normally have recycled their electronics previously now do. We also have one non E-Cycle Washington collection site operating in Grant County which has been helpful. Because Grant County is such a large geographical area, we do have areas that are not served. Most of these people are not going to make a 100 mile round trip to recycle their electronics.
-  Unfortunately, there are still a lot of electronics going into the garbage. Printers, copiers, stereo equipment, power tools, vacuums, etc. It would be nice to have a program that collected all electronics.
-  We would not allow E-Cycle to go in the garbage, so NO they didn't throw in the garbage. Public takes E-Cycle to a collection site.

- ♻️ Pierce County Recycling, Composting, & Disposal LLC, the disposal contractor for Pierce County, started their own electronics recycling program in 2002. They continue to offer their own electronics recycling program (TVs, computers, and appliances) at Hidden Valley, Prairie Ridge, and Purdy Transfer Stations for a fee: <http://www.lriservices.com/rates.aspx>. A Goodwill truck offers E-Cycle collection at Purdy Transfer Station. We do not have sufficient data to know if people are recycling electronics now when they may have thrown them in the trash before the E-Cycle program. We do track electronics waste in Pierce County's annual waste sort. Please let us know if you would like additional information.
- ♻️ This includes San Juan County personnel, who transport unwanted, outdated electronics to the solid waste facilities for recycling.

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

Responses:

- ♻️ None, it's a pretty good service for all small communities and our county.
- ♻️ This is a fantastic program and we are lucky to have it here in our state. It is not clear whether box TVs are accepted or not. I hear from people saying the collection site won't accept them. Is this true? The website is functional and I can get what I'm looking for, but it could use some spiffing up as it seems a little dry.
- ♻️ We just need more outlets for drop-off.
- ♻️ As said before, we would like help in education outreach.
- ♻️ It would be great to include peripherals in the take back program as well as electronics.
- ♻️ None.
- ♻️ Works well.
- ♻️ It's a great program. Customers really love it, but we wish they could have more items that are recyclable.

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 are greatly appreciated by Ecology. Public outreach and education about the availability and benefits of the program is a priority for Ecology and the WMMFA.

In 2018, E-Cycle WA was advertised through print media, commercials, signage, and through outreach efforts. E-Cycle WA was advertised in Spanish in *Eco-Lógica Magazine's* summer issue, and local collectors were featured in a year long campaign through the Tri Cities Nickel Nick Flyer. From February to the beginning of April, the WMMFA funded advertisements during the Winter Olympics, the NBA All Star Game, and the NCAA Tournaments on major networks including: USA, MSNBC, CNBC, and CNN. The WMMFA also funded outreach through utility inserts in Spokane and Douglas County.

In April of 2018, the E-Cycle Washington program celebrated being in the 10th operating year of the program. This outreach campaign included Earth Day press releases and a social media campaign that promoted the benefits of the program. On Earth Day, E-Cycle WA attended Colville Confederate Tribes' annual Earth Day celebration.

Additional 2018 outreach included a partnership with the Walla Walla Sweets baseball team to provide outreach to the community, and a sign advertisement was used throughout the year in the Yakima SunDome. Throughout 2018, E-Cycle WA was promoted at tabling events in western, central, and eastern Washington.

Outreach in 2019 will include participating in public fairs, advertising the program during sporting events, and through community partnerships. The program will again partner with the Walla Walla Sweets to provide outreach to the community. The sign advertisement at the Yakima SunDome will continue through the year, and the WMMFA intends to fund billboard and utility insert outreach efforts throughout the state. Additionally, there are plans to coordinate with local governments to share information about the program through literature and social media, and outreach opportunities will be explored throughout the year to increase awareness of the E-Cycle WA program.

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 WA law.

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

