



E-CYCLE
small effort • big return
ecyclewashington.org

E-Cycle Washington

2021 Local Government and Community Satisfaction Report Summary

Draft—May 2022

To request an ADA accommodation, contact Ecology by phone at 360-407-6900 or visit <https://ecology.wa.gov/accessibility>. For Relay Service or TTY call 711 or 877-833-6341.

Introduction

The E-Cycle Washington program completed its thirteenth year of operations in 2021.

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

The year's increase most likely resulted from some statewide Covid-19 restrictions placed on businesses being lifted. Some of the collection locations that temporarily closed during 2020 were able to reopen in 2021. Staffing still remains a challenge.

Even with the slight increase in 2021, we expect decreasing collection numbers to continue as the backlog of recycled CRTs decline and newer manufactured electronics become lighter.

Over 15.3 million pounds were recycled in 2021 compared to over 15.2 million pounds in 2020.

Funded by manufacturers, E-Cycle Washington's 233 collection sites and collection events 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 2021, and identify potential areas for improvement. Out of the over one hundred local governments contacted, Ecology received 31 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:

-  Chelan County
-  City of Clyde Hill
-  City of Issaquah
-  City of Kirkland
-  City of Lynnwood
-  City of North Bend
-  City of Olympia
-  City of Port Angeles
-  City of Richland
-  City of Seattle, Seattle Public Utilities
-  City of Sedro Woolley
-  City of Sequim
-  City of Spokane Solid Waste Department
-  Clark County Public Health
-  Grant County Solid Waste
-  King County
-  Kitsap County Public Works
-  Kitsap County Solid Waste
-  Kittitas County Public Health
-  Pierce County
-  Skagit County Public Works
-  Tacoma-Pierce County Health Department
-  Thurston County Public Works
-  Wahkiakum County
-  Wahkiakum County Health and Human Services
-  Whatcom County
-  Yakima County Solid Waste
-  Zero Waste Washington

-  Individual commenter

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	48%
No	29%
No response provided	23%

Other responses:

 Because many people in the community know my profession, I have a deluge of requests about what folks can do with electronics here on South Whidbey Island. Island Recycling has been an E-Cycle collection point in Freeland but their set up for containing the collected electronics is a very small shed with lots of electronics ending up outside in the rain. This didn't instill confidence that the electronics were being handled responsibly. And unless you saw the electronics there, and felt comfortable with what you saw, you wouldn't know it was part of E-Cycle WA and consider it a safe way to recycle your electronics. And there has been no promotion of the service that I am aware of. Because most folks are not aware of the location, there is not signage, the equipment is not handled in what appears to be a secure and responsible way, and there has been very little promotion, this location has not really been convenient, accessible, or effectively utilized.

 Covid-19 has had a great impact on the collection services provided for E-Cycle. According to the WMMFA's Annual Report for 2020, 41 collection sites closed in King County (40% of all collection sites) – half of these are thought to be Covid-19 closures and may reopen again. The past few years, there seems to be less amounts of electronic products collected by E-Cycle, while we are seeing increasing amounts of electronics being sent to our landfill. According to our waste characterization studies from 2015 to 2019, there were over four times as many computers sent to our landfill (from 130 tons in 2015 to 530 tons in 2019). A slight increase in televisions and monitors going to our landfill was also observed. This seems to indicate that collection rates by E-Cycle are decreasing and there is a need to boost collection efforts. As things start to return to a new post-Covid normal, it would be good to reassess the collection services and

locations to ensure that they are accessible, equitable and convenient, but also figure out how to increase collection rates. We are concerned that certain areas of the county may be underserved. It would be good to better understand how all residents are being served. We also have concerned about the outreach and collection services provided to non-residential covered entities such as small businesses, nonprofits, schools and local government agencies. According to our waste characterization studies from 2015 to 2019, there was a significant increase in computers, monitors and televisions showing up at our landfill from the non-residential sector (in 2015 there was 77 tons of computer monitors & televisions from the non-residential sector being sent to landfill, in 2019 there was 397 tons). Does the WMMFA assure that small businesses and institutions that are eligible to participate in E-Cycle WA know about the program? More reporting on the outreach and communication efforts would be helpful.

-  North Kitsap County (Poulsbo, Suquamish, Kingston and Hansville) don't appear to have a collection option. This is one of the fastest growing areas in Kitsap County.
-  Covid-19 related closures have, understandably, resulted in reduced access to collection sites. As services reopen and reestablish, we think a well-planned and comprehensive relaunch of E-Cycle is warranted and should take a “build back better” orientation. We have not done an analysis of reopened collection sites within the city to ensure that services are equitable and accessible throughout the city. We would appreciate WMMFA reporting to us the current number and specific locations of collection sites pre and post Covid-19, and measures WMMFA can take to further reach diverse and underserved areas of the city, addressing gaps that are identified. Further discussion could determine collaboration on this analysis with the city. We are also concerned about and unaware of how non-residential covered entities are informed of their access to the program and encouraged to use it. How are the many eligible businesses, non-profits, and other non-residential eligible entities “recruited” to use the program? We recommend outreach and communications specifically for these covered entities. Could we be provided with details on how these entities are informed within the city? We think the WMMFA will need to be attentive to ensuring that electronic collection services continue to be available in areas of the city where real estate/warehousing costs are increasing, which could drive out collection/processing sites.
-  I'd say they were accessible. I had to check locations on E-Cycle WA. Two Goodwill locations, a Value Village and Best Buy. We have similar in cities next door. I guess they are accessible and convenient.
-  I am not aware of where the locations are.

- ♻️ There was some confusion on the E-Cycle listings on Ecology's website. Goodwill was often not taking materials, but was still listed.
- ♻️ Open hours are just fine but I still think the awareness in the community is nil. Even our re-use center, Around Again (a nonprofit), did not know about Goodwill as an e-waste collection center! Which means the public is being told there is no place, and/or people doubt the validity of Goodwill.
- ♻️ To my knowledge. This has not been an issue tagged by our customer service staff.
- ♻️ There is currently not a drop off location in Port Angeles and the one in Blyn has been closed periodically.
- ♻️ The only services provided to my community is the recycle event that the city holds each spring and yes, it is accessible, but the city of North Bend could use another vendor or business that accepts the E-Cycle items year round.
- ♻️ We receive a lot of electronics at our Horn Rapids Landfill. A lot of time when residents are cleaning up, they are not inclined to make stops at multiple locations to dispose of everything in its proper location. We see a fair amount of electronics go through our transfer station and especially have trouble with battery disposal.
- ♻️ We don't ever receive information on where collection sites are and have never seen any advertised. We have done E-Cycle collection events with Interconnection at our initiation. I did research and find some E-Cycle collection information online.
- ♻️ Yes, for the most part. There have been some changes due to the pandemic. Value Village closed in our county, and I believe that was a major location for drop-off. However, there has been a new site that has opened right next to the transfer station that accepts electronics, and that has been helpful. We don't take the e-waste here so it is nice to have some place nearby that does. I've heard that sometimes some businesses might turn people away if they run out of room, which isn't very helpful, but I haven't confirmed that. I do think it would be nice to have a site out in east county for those residents. Right now, people must drive into Sedro-Woolley for their nearest drop-off location.
- ♻️ Due to Covid-19, many sites do not accept electronics that require a "team lift." This means that residents with large televisions and monitors may not be able to use the E-Cycle WA program and must make a trip to the transfer station where they pay an additional fee meant to encourage electronic recycling. I understand the need for staff to keep distance from one another, but I hope a solution can be developed so the

program can accept these larger electronics that likely contain more of the materials we want to keep out of landfills. It's also been difficult that donation hours at Goodwill have been shortened and are somewhat unpredictable, and their staff don't always understand that program items are accepted for recycling.

-  There is no physical drop off available and people don't know how to access the service. I think every time I go to the transfer station there are electronics in the dumpster. They do accept appliances there, for a fee, with restrictions.
-  Accessible and convenient, but not known to the public.
-  The majority of the residents live within the area that a facility is located in.

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:

 The long-time local owners of Island Recycling have now retired <https://www.southwhidbeyrecord.com/life/reduce-reuse-recycle-retire/> and sold the business to DTG Recycle. <https://www.dtgrecycle.com/> DTG Recycle is in the process of cleaning up and reconfiguring the site. This is an ideal time to work with them to improve the handling of E-cycle eligible electronics at the site, utilize a more appropriate and secure collection box or trailer, and establish E-cycle signage. Then I would recommend that E-cycle/WMMFA partner with DTG to advertise/promote the service. It could be part of a “new owners” or “improved services” outreach effort. You will see in the article above that DTG states it will be adding new recycling services at the site. One effective way to get info out on South Whidbey, other than the local paper, is a local info/services/used goods/announcement list serve called Drew’s List.

Drewslist@whidbey.com Make your payment to drewslist here or mail a check to: drewslist, P.O. Box 542, Langley WA 98260

Here is an example of 2 postings just today that show you the type of things that are posted:

- Recycling Electronics – Does anyone make runs to the places that recycle electronics such as Best Buy? I have an old phone and a power strips (the grounding piece broke off) to recycle. I know Best Buy takes anything. If anyone is making a trip to Best Buy or the equivalent could you take these items with you? Patricia Herlevi
- Good Cheer Thrift Store Furniture Pick-up – If you have furniture that needs a new home and would like to donate it, but don’t have a way to bring it to us, Good Cheer offers free pick-up. • Items must be in good, useable condition. • Pick-up area – south of Greenbank • Beds must be complete (mattress, box spring, and frame) Contact our Bayview Distribution Center with any questions, or to schedule a pick-up, at: (360) 221-6494 or kelly@goodcheer.org Kelly Schmidt Good Cheer Distribution Manager (360) 221-6494 kelly@goodcheer.org

 It would be good, if WMMFA could do a survey on how many residents, small business and other eligible entities are aware of / use E-Cycle, know how it works and how to access its services. This would be helpful in determining if the current outreach and communication efforts are effective. The website is not very easy to use and seems to only be provided in English. The WMMFA should consider how to make their services

more accessible for the diverse communities, including underserved communities. This could include providing collection services and sites closer to where people work and live; providing better access in terms of opening hours; and, communicating in ways that are effective for the diverse communities.

- ♻️ Poulsbo, at a minimum, needs a permanent collection site. This is reasonably centrally located to serve other North Kitsap Communities (Hansville and Suquamish and Kingston).
- ♻️ Expand collection to phones and other electronic devices.
- ♻️ Yes, several, and particularly in the area of outreach and knowledge of how to use the program. We would like to see dedicated direct outreach to eligible non-residential covered entities. We would like to see more in-language and transcultural outreach to our diverse communities, including underserved communities. A bit about transcultural: Transcultural means both “translating” and “recreating” the original content of a material or message both in a new language and using culturally relevant idioms, metaphors, symbols, colors, and images. Rather than starting with a finished product in English, the team starts with concepts and works to create a parallel material or message that is more meaningful and appropriate to the culture of the community they are attempting to reach. A successfully transcultural message evokes the same emotions and carries the same implications in the target language as it does in the source language. Through transcultural, we can communicate messages in ways that resonate better with the intended audience, thereby improving the outcomes of programs and services that rely on customer participation to be successful. Examples of firms that provide transcultural services: • TDW+Co - Full service, cross-cultural ad agency. (tdwandco.com) • C+C | Communications, Marketing and PR Agency – All About The Good (cplusc.com)
- ♻️ I think E-Cycle WA needs to add additional materials. And mostly, there needs to be better communication sent to our community members about the options.
- ♻️ A short link to Ecology's page on E-Cycle. It's harder to find than the other stewardship websites (LightRecycle, PaintCare, med-project). An embedded map of E-cycle locations would also be beneficial.
- ♻️ More publicity in the community on where recycling services are available. Drop off location by City Hall would be helpful.

- ♻️ We would love to see the covered materials list expanded. Pacific Power Batteries is currently the only Kirkland site that is confirmed right now, Goodwill is inconsistent. We would love to see an additional site.
- ♻️ Marketing, education, advertisements, flyers, posters. Be very explicit about the legitimacy of the program.
- ♻️ Keep up the outreach to maintain and increase program's visibility.
- ♻️ Yes, please start letting everyone bring their stuff, to our sites. Business and others are starting to hold their stuff. Let's get it to the right place, now.
- ♻️ We don't have an electronics store locally. But we do have thrift stores where maybe they would be willing to have a collection box? Nintendo has a shipping warehouse locally, maybe they would be willing to have a drop box? Does the E-Cycle program have containers they loan out to collect items? That would be great and we could try to find a place willing to let it be stored and used as a drop site.
- ♻️ Additional education for the public is needed. Largely, they still do not understand the program. They think taking a computer or TV to Goodwill cannot be done if it is not working, thinking it will be resold as is.
- ♻️ If you could at least annually notify us of collection sites then we can help make sure our citizens know where they are.
- ♻️ It would be great to add a drop-off location in east County, perhaps in Concrete, that would be open on the weekends.
- ♻️ It would help reduce miles driven (aka climate impact) if residents could recycle TVs and monitors at Best Buy or other businesses that currently accept non-program electronics for no cost. Residents currently have the option to recycle non-program electronics at Best Buy, but must pay to drop off TVs/monitors, make a second trip to a participating E-Cycle location, or put them in the garbage. Since Best Buy currently accepts TVs and monitors (for a fee), it seems like it would be ideal to partner with them since they're set up to accept almost any electronic item.
- ♻️ Add additional collection sites, perhaps where county drop boxes are located (KM Mountain, High School, Skamokawa Fire Hall, and Puget Island Fire Hall).
- ♻️ Do more outreach directly to businesses eligible for program.

 Unfortunately, I do not know of a facility willing to be a collection site.

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

Responses:

-  Both our Solid Waste and Hazardous Waste websites inform residents and businesses of E-Cycle WA. Our Take it Back Network recyclers lists electronics recyclers and designates authorized E-Cycle WA collectors (<https://kingcounty.gov/depts/dnpr/solid-waste/programs/take-it-back/electronics.aspx>). Our 'What do I do with...?' tool (<https://info.kingcounty.gov/Services/recycling-garbage/Solid-Waste/what-do-i-do-with/>) directs residents and businesses to E-Cycle WA's website. In 2021, we printed new brochures about the Take it Back Network. These are distributed at our transfer stations, when people bring in electronics for disposal, to direct them to collection sites and E-Cycle WA.
-  We generally refer people to the E-Cycle website via our website and some handouts.
-  We have provided information on E-Cycle WA program and local fairs and festivals and reference on our department website under 'hazardous chemicals at home'.
-  We include E-Cycle and other drop-off and stewardship program information in our annual customer solid waste mailer, and Where Does it Go Flyer. We also include information on our Where Does it Go Web site materials look-up tool. <http://www.seattle.gov/utilities/your-services/collection-and-disposal/where-does-it-go#/a-z> Our Beyond the Cart flier is translated into showing most common types of items for reuse, recycling, composting and proper disposal, including electronics and referral to E-cycle WA is translated into Amharic, Chinese, Oromo, Somali, Spanish, Tigrinya and Vietnamese and can be seen on the Where Does it Go web page.
-  We really don't anything directly. We have information available on our Recycle Coach Web-app. Occasionally we will put something in a utility billing insert.
-  Promoting E-Cycle to small businesses and residents through our recycling resources (recyclinga-z.com, clarkgreenneighbors.org, clarkgreenbiz.org, clark.wa.gov/hhw).
-  None that I'm aware of. We had staff transition this year.
-  We share in our annual recycling guide, on our website, social media, and usually in a billing insert.

- ♻️ Our county-wide Solid Waste Management Plan was adopted by all jurisdictions in 2021, so there was general outreach about that. Nothing specific about e-cycle by City of Sequim. Not a city program, so we aren't proactive on a regular basis about it.
- ♻️ Waste Less Wednesday - social media tips shared weekly to encourage proper disposal of items including e-waste.
Residential support - residents can email PCRecycle@piercecountywa.gov to ask about proper disposal for all items, including e-waste.
- ♻️ We list the program on our website and share social media posts. Other outreach has been limited due to reduction of in-person events.
- ♻️ Our public outreach opportunities were canceled this year due to Covid-19.
- ♻️ We do online, webpage and one or 2 mailings per year.
- ♻️ Just as part of our annual Special Recycle Event, event flyer. We also distributed info at the event.
- ♻️ None other than literature given out at transfer stations and County web site. We rely on the state to promote/educate.
- ♻️ We have online flyers on our website. We don't receive any educational [materials] from you, so we are pretty limited.
- ♻️ We pass out flyers at our scale house with updated information about locations and hours.
- ♻️ The main recycle guide for the county includes a section on the back about E-Cycle. We include E-Cycle information in our searchable Where Do I Take My directory (powered by ReCollect) on our website. We provide assistance to those reaching out to us with questions via email and phone, and occasionally post reminders on social media.
- ♻️ I usually include the information on our flyers and brochures. I also let people know when they contact me.

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?	48%	16%	35%
Are people recycling their electronics now when they may have thrown them in the trash before the E-Cycle program?	52%	6%	42%

*NR=No response provided.

Responses:

-  E-Cycle WA has diverted several thousand tons of e-waste from our landfill. Besides the volume of materials, e-waste contains many hazardous substances such as lead, mercury and chromium. We aim to achieve zero waste of resources and enhance the environment through collaboration and innovation, which is why we would like to see all e-waste managed responsibly. Computers, TVs and other electronic devices are designed with little or no thought to recycling and are difficult to disassemble. Recovering the high-value recyclable materials and the toxic components from these devices when they are discarded is costly due to the amount of labor or expensive equipment required to separate out the recyclable materials. We appreciate that it is up to industry to finance these costs and figure out the most effective and responsible way of managing their own products at their end of life.

-  The program did decrease illegal dumping of electronics in Kitsap County, at least from visual and anecdotal evidence.

-  Opportunities to access responsible recycling for covered products has greatly increased for our residents and at no cost to the city. The minimum value of this to the city can be calculated based on the number of pounds of electronics collected through the program multiplied by the cost per pound paid to the WMMFA by producers to manage their legislated obligations. Additional savings result from decreased illegal dumping of covered electronic products and decreased handling of these products at our disposal facilities.

- ♻️ I frankly can't answer those two questions well. We don't know what people do with all their waste, or how habits have changed. We've only added Goodwill and Value Village. And I think Best Buy, but not sure.
- ♻️ Those are pretty leading questions! Unlikely that either would ever be no. I believe there is a lot of e-waste going into the landfill now because the majority of public does not know about E-Cycle Washington.
- ♻️ Have not been with agency long enough to compare before and after program behaviors. Anecdotally, we still see TVs on our tipping floor, but unsure about the other accepted items as they are smaller and more easily hid in trash bags.
- ♻️ This has been a huge success in our city, we use to find electronics everywhere now, and it's hard to find them at all. Please add everyone else to the list like business and we will get it all to the right spot.
- ♻️ Some people are recycling electronics, while a large portion of population does not understand and continues to throw items in the garbage.
- ♻️ Not sure what our consumers are doing.
- ♻️ These questions are difficult to answer since we don't know what other programs might have developed in the last 13 years without E-Cycle WA. We don't have staff who have been with the Solid Waste Division since 2009, so our story is not easily accessible. I'm not sure how much money the program saves our residents or local government, but it saves residents and businesses a minimum of an \$18 special fee per CRT television/monitor not taken to the transfer station (\$32 total if that was the only material they disposed of). The transfer station doesn't charge special fees for non-CRT televisions, computers, or other program materials, so the savings is unknown.
- ♻️ No positive spin I am afraid.

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

Responses:

-  This is a great program and can be far more effective with some additional effort and promotion here on Whidbey Island.
-  It is worrying that the amounts collected by E-Cycle WA are decreasing while greater amounts of covered products are being sent to landfill (both for us in King County and also at the state level according to the most recent waste characterization studies. Over 17,000 tons of televisions, monitors and computers were sent to landfill in 2020/21 according to Ecology's latest waste characterization study. Compared to what is reported by the WMMFA in 2021, only about 30% of the covered products are collected by E-Cycle WA. There is an urgent need to boost recovery rates to ensure that e-waste is managed responsibly in Washington. As mentioned before the WMMFA should ensure that its collection services and sites are accessible and convenient to all eligible entities including underserved communities, small businesses and institutions. Is it only certain populations and communities that use the program? The communication and outreach efforts should be assessed and made broader and much more effective. Surveys among eligible entities about their knowledge of E-Cycle WA should be conducted regularly. Local governments and the Northwest Product Stewardship Council should be engaged to improve the programs performance. Finally, there are many other types of electrical and electronic products, e.g., printers, battery containing products, computer peripherals, etc., that are not covered by E-Cycle WA and should be managed more responsibly. Ecology and/or WMMFA should look into how all e-waste can be managed responsibly through a product stewardship/extended producer responsibility program, so that these products do not end up in landfills or incinerators and are instead repaired and reused, and their valuable resources are recycled.
-  The program needs its own website. Burying it in the 1-800-RECYCLE site doesn't help it maintain good visibility. The program needs to expand to collect peripherals and should also start collecting battery-containing devices like toys and appliances when the battery can't easily be removed from a product. Newer lithium batteries are a fire hazard and products like this aren't suitable to be taken to household hazardous waste facilities. This program is the best fit for these kinds of products. The WMMFA could do a better job doing outreach to the business, non-profit and government communities to tell them what they can and can't bring in for recycling.
-  As mentioned above, we think a well-planned and comprehensive relaunch of E-Cycle is warranted and should take a "build back better" orientation post-Covid and to address

the rapidly declining tonnage being managed through E-Cycle WA. We understand that part of decline in tonnage is due to fewer heavy CRTs requiring collection and processing. However, the 2020-2021 Washington Statewide Waste Characterization Study reports a state-wide disposed waste stream estimate for televisions, computers and computer monitors of 17,251 tons of equipment (34,502,000 lbs.). For comparison, WMMFA reports that 15,328,614 lbs. of covered electronics were collected in 2021. Therefore, and generally speaking, of the 49,830,614 estimated lbs. generated, only 30% were captured by E-Cycle WA for responsible management. Clearly there needs to be an amplified and more effective strategy to capture this equipment. Rather than be content to see poundage (and costs) decrease in the program and consider that a consequence of fewer CRTs, there should be a doubling down on efforts to capture the covered electronics that the producers should be responsible for managing. We recommend that WMMFA/Ecology conduct a consumer awareness survey soon and then periodically to measure the awareness by the public, and separately, by other covered entities, regarding the program, how to use it, what it covers, etc. There are likely many examples of such surveys in BC programs. One example covering a range of stewardship programs in BC can be found on this page:

<https://www2.gov.bc.ca/gov/content/environment/waste-management/recycling/extended-producer-responsibility/related-resources>

Early in the establishment of the program, there was an informal stakeholder group that advised on outreach, a public information campaign as called for in RCW 70A.500.120 (5) and other elements of the program. We recommend that a similar informal stakeholder group be reestablished to interact with the WMMFA and Ecology on current and new outreach and educational efforts and other activities to improve the program. Review of issues with existing EPR programs throughout the country, and as new legislation has been considered, have made it clear that ongoing stakeholder engagement, beyond what is possible through annual commenting, would be beneficial. RCW 70A.500.120 (4) requires “A retailer who sells new covered electronic products shall provide information to consumers describing where and how to recycle covered electronic products and opportunities and locations for the convenient collection or return of the products. This requirement can be fulfilled by providing the department's toll-free telephone number and website. Remote sellers may include the information in a visible location on their website as fulfillment of this requirement.” We are seeing less obvious promotion of E-Cycle by retailers and would like to know how this is tracked and what can be done to relaunch retailer efforts. The 2020-2021 Washington Statewide Waste Characterization Study reports a state-wide disposed waste stream estimate of 24,190 tons of additional electronic consumer products that were disposed that are not covered electronics managed by the WMMFA/E-Cycle WA. We suggest that the WMMFA embark in a process to determine which additional electronics should be incorporated into the WMMFA’s program (through legislation) and which categories of

electronics should be managed through separate legislated stewardship programs managed by other Producer Responsibility Organizations.

-  We'd like to see more materials added and better communication about the program, what's accepted and where by WMMFA, or Ecology.
-  It's far under the radar for most people. Please allocate budget to visit the sites and make sure adequate signage is present. And offer posters to local jurisdictions that can be shared with appropriate businesses to help spread the word. Thanks for listening!
-  It's great, thank you. It ends up being a HUGE part of what is collected our events and I think residents would like to see more options throughout the year.
-  I do not have enough staff or funding for storage to provide a collection for e-waste at transfer stations.
-  We appreciate the program and want to see it continue.

Summary

Ecology continues to work with the Washington Materials Management & Financing Authority (MMFA) 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 MMFA.

In 2021, E-Cycle WA was advertised through print media, signage, and through in person outreach efforts. E-Cycle WA was advertised on social media platforms, and the program was featured in the Chinook Book from March to December.

Additional 2021 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. In September 2021, E-Cycle WA was promoted in the Central Washington State Fair guide in a bilingual ad both in English and Spanish, as well as several other ads placed in the Yakima Valley Business Times throughout the year. In November 2021, E-Cycle WA was promoted at the TRENDS Property Management Tradeshow, a virtual tabling event in Seattle.

Ecology's outreach in 2022 will include participating 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. Additionally, there are plans to coordinate with local governments to share information about the program through literature and social media, and outreach opportunities are explored throughout the year to increase awareness of the E-Cycle WA program, including some in-person tabling events.

This year the most common suggestion from local governments for improving the program is that the program needs better promotion. Respondents feel that people in their communities are unaware of the program. Workers at transfer stations see residents drop off televisions for disposal because they do not know of the recycling opportunity E-Cycle WA provides.

Ecology agrees that more outreach is needed. Ecology will continue to work the MMFA to ensure the requirement that covered entities are informed about where and how to recycle their covered electronics and ensure outreach is shared throughout the state.

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

