

E-Cycle Washington

2017 Local Government and Community Satisfaction Report Summary



E-CYCLE
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Introduction

The E-Cycle Washington program completed its ninth year of operations in 2017. The program's ninth year showed a continued decrease in collection numbers for 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 30.9 million pounds were recycled in 2017 compared to over 36.9 million pounds in 2016.

Funded by manufacturers, E-Cycle Washington's 322 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 2017, and identify potential areas for improvement. Ecology received sixteen survey responses out of the over one hundred local governments contacted.¹

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

1. Local Government Name




Responses:

-  Chelan County
-  Cities of Edmonds & Lynnwood
-  City of Bellingham
-  City of North Bend
-  City of Sedro Woolley
-  City of Shoreline
-  City of Spokane Solid Waste Disposal
-  City of Vancouver Public Works
-  City of Walla Walla Public Works
-  Clark County, WA
-  Ferry County
-  Island County Solid Waste
-  Kitsap County
-  Lewis County
-  San Juan County Public Works
-  Yakima County Solid Waste

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	81%
No	13%
No response provided	6%

Other Responses:

-  Don't know what WMMFA stands for?
-  Walla Walla is not involved with the Program.
-  Although they are convenient, the services are not very well publicized at the state level. We try our best to make the public aware of their options, but trying to balance that with other priorities is difficult. I wish there was more of an effort to inform people about the program. It's quite shocking that after 9 years, there isn't more awareness of the program's existence, and the mechanism that funds it.

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:

- ♻️ Additional locations with services would be helpful.
- ♻️ I would like to see printers included as one of the acceptable items.
- ♻️ More outreach to improve community awareness.
- ♻️ Have the Blue Truck (NW Center) have an A-board sign that lets citizens know they are also an E-Cycle partner.
- ♻️ I would like to see the rules changed on who can bring it in. It should include all commercial and residents alike. It would be beneficial for all electronics to be under one system.
- ♻️ No.
- ♻️ Need to expand the program to include more electronic types. The community doesn't understand the "this but not this" model, when to them it is all the same material.
- ♻️ A collection location in Stanwood, Washington would be nice. Many of the residents from Stanwood bring their e-cycle across county lines to the Camano Island collection location.
- ♻️ More collection sites wouldn't hurt, but the main issue at this point is lack of public awareness.
- ♻️ Yes, get more collection locations.
- ♻️ None, the feedback has been generally positive.

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

Responses:








- ♻️ Only upon request, information was provided for the local collection sites.
- ♻️ Constant availability of E-Cycle flyers at public info locations, and info and web links on City web page.
- ♻️ None.
- ♻️ Only advertised on the Flyer for our annual Special Recycle Event we hold in the spring.
- ♻️ Website, mailers, flyers.
- ♻️ Listed on website, in collateral HHW materials distributed at events, and in an online, searchable waste directory for the county.
- ♻️ We provide details on recycling options for all materials through promotion of our [Recollect App](#).
- ♻️ None.
- ♻️ We have locations on our A-Z online widget and recycling mobile app. Teach recycling education volunteers so they can spread the word. Have booths at community events where questions about this can be answered along with other disposal questions.
- ♻️ We collect E-Cycle at our transfer station and many people like this service.
- ♻️ E-cycle collection is advertised on our Solid Waste, Hazardous Waste, and Recycling brochures, and on the solid waste webpage. The brochures are distributed at each site and at various locations around the County.
- ♻️ We regularly promote the program through a variety of methods-primarily printed materials, and all sites listed on our online disposal.recycling database.
- ♻️ Website/Flyer/Signage.
- ♻️ Orcas and San Juan Transfer Stations, Lopez Solid Waste, and San Juan County advertis this service through our websites. With recent changes on San Juan Island (loss of Consignment Treasures but gain at the San Juan Transfer Station), the County has advertised through local papers.
- ♻️ We have promoted E-Cycle Washington on our movie theater ads as well as radio ads. We also host information on our [website](#).

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?	63%	25%	12%
Are people recycling their electronics now when they may have thrown them in the trash before the E-Cycle program?	86%	6%	6%

*NR=No response provided.

Responses:

-  There is still a lack of knowledge, maybe it is just in our rural eastern Washington, that people do not understand? More education for rural and eastern Washington is needed.
-  We have not been getting calls for illegally dumped electronics a serious cost savings.
-  We still see quite a few electronics on our tipping floor. Continued program outreach is very important as the program visibility has seemed to wane, or at least has become less noticeable.
-  We did have a regional program focused on County/City supported options and computer reuse through our non-profit Empower Up (aka CREAM) program prior to the E-Cycle program.
-  The only “business” that is collecting E-Cycle is the County’s contract recycler. The contract requires the contractor to collect E-Cycle. There are no other businesses or organizations, other than the County’s Solid Waste which collect E-Cycle. Without E-Cycle these items would end up in the solid waste stream. The County collects over 187,000 pounds of E-Cycle products annually.
-  If the program didn’t exist there would be options, but definitely not as many.
-  Since I’m relatively new as the Solid Waste Program Administrator, I can’t comment on the cost savings but the E-Waste service available to the public significantly reduces the amount of E-Waste thrown into the garbage (and ultimately the landfill) by residents and businesses.

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

Responses:

- ♻️ Fabulous collection program. Full circle needs improvement such as better disposal and actual recycling facilities in the US should be developed.
- ♻️ Same comment – please add printers.
- ♻️ We appreciate the great support and the data being collected and shared through E-Cycle Washington.
- ♻️ It would be great if we collected printers and other peripheral items in the program.
- ♻️ I would recommend that the program focus on educating the public more. The current sites serve the area adequately, but the awareness of how the program works and its availability is limited. Establishing a better public understanding of the program may also help garner more public recognition that other product stewardship programs would benefit them.
- ♻️ Thank you!
- ♻️ I think it would be great to market to teens/youth who have laptops/tablets or other items that could be recycled. Perhaps some posters for schools?

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.

In 2017, E-Cycle WA was advertised in Spanish in *Eco-Lógica Magazine's* summer issue. In April and August, a billboard promoting the program was featured on I-5 near Tacoma. E-Cycle WA partnered with the Yakima Pippins baseball team to provide outreach to the community, and a sign advertisement was used throughout the year in the Yakima SunDome.

Additional 2017 outreach included advertising in cinemas, participation in public fairs, and working with the Chambers of Commerce across the state to deliver information about the program.

Outreach in 2018 will include participating in public fairs, and advertising the program during sporting events, including the Winter Olympics and NCAA March Madness. E-Cycle WA will be joining the Colville Confederate Tribes for their annual Earth Day celebration, and 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.

Additional 2018 outreach will include coordinating with local governments to share information about the program through social media, and an outreach campaign to celebrate 10 years 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.

