

City of San Juan Capistrano

Bag 2 Bag Residential Curbside Recycling Program

Increasing Plastic Film and Container
Collection & Recycling Conference



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By

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The concept

- A success story for San Juan Capistrano meant that both the stormwater and recycling program must benefit.
- Commercial facilities Bag-2-Bag campaign, good, but not good enough!
- The most efficient way to capture plastic bags, is immediately as their use ends:

AT HOME !

The PARTNERS

The City of San Juan Capistrano

Hilex Poly

CR&R



THE PROMISE:

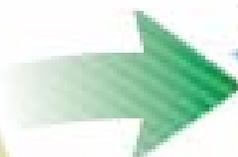
CLOSE THE LOOP

AND

PROTECT THE ENVIRONMENT

Residential Plastic Bag Recycling Program

Used bags are cleaned, processed and made into brand new bags.



San Juan Capistrano households collect used plastic bags.



Blue bags filled with the handles tied are placed in CR&R recycling cart with other recyclables.



Bags are collected and baled for shipping.



Bales are transported to the Hilex® Recycling Center.



A residential plastic bag recycling PILOT program

The program was rolled citywide to 8,500 single family homes, in March 2005.

All 8,500 single family homes received:

- A 4 gallon blue bucket with information on the program, in English and Spanish
- A year supply of blue bags in a roll (52)
- A flyer explaining the program with a message from the Mayor.

Where are we now ?

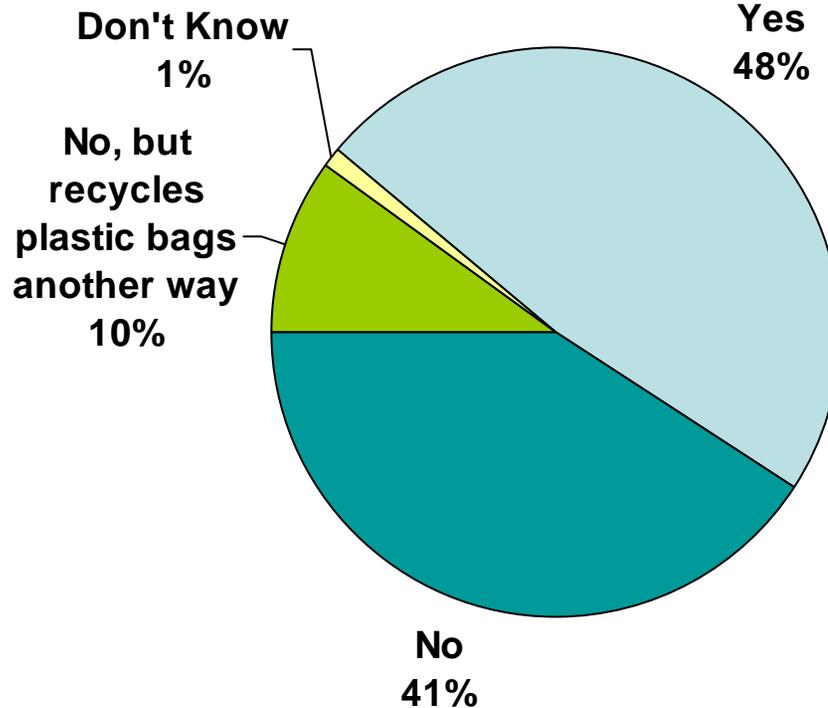
- Are we getting 8,500 full bags a week ? NO !
- Collected approximately 8400 lbs of film plastic so far.
- To determine the success of the PILOT program, we needed to some questions answered. We did a survey to find out what is the level of participation, what could be done to improve participation and a range of other questions to help make the PILOT a program that could be rolled in any city USA.
- The following are some samples of the survey.

Methodology

- Survey conducted August 18th - 21st 2005
- Interviews with 400 San Juan Capistrano Residents who live in Single Family Homes/Townhouses
- Margin of error for the full sample is of +/- 4.9%

San Juan Capistrano Plastic Bag Recycling Survey

Have You/Someone in Your Household Recycled Plastic Bags Using Program

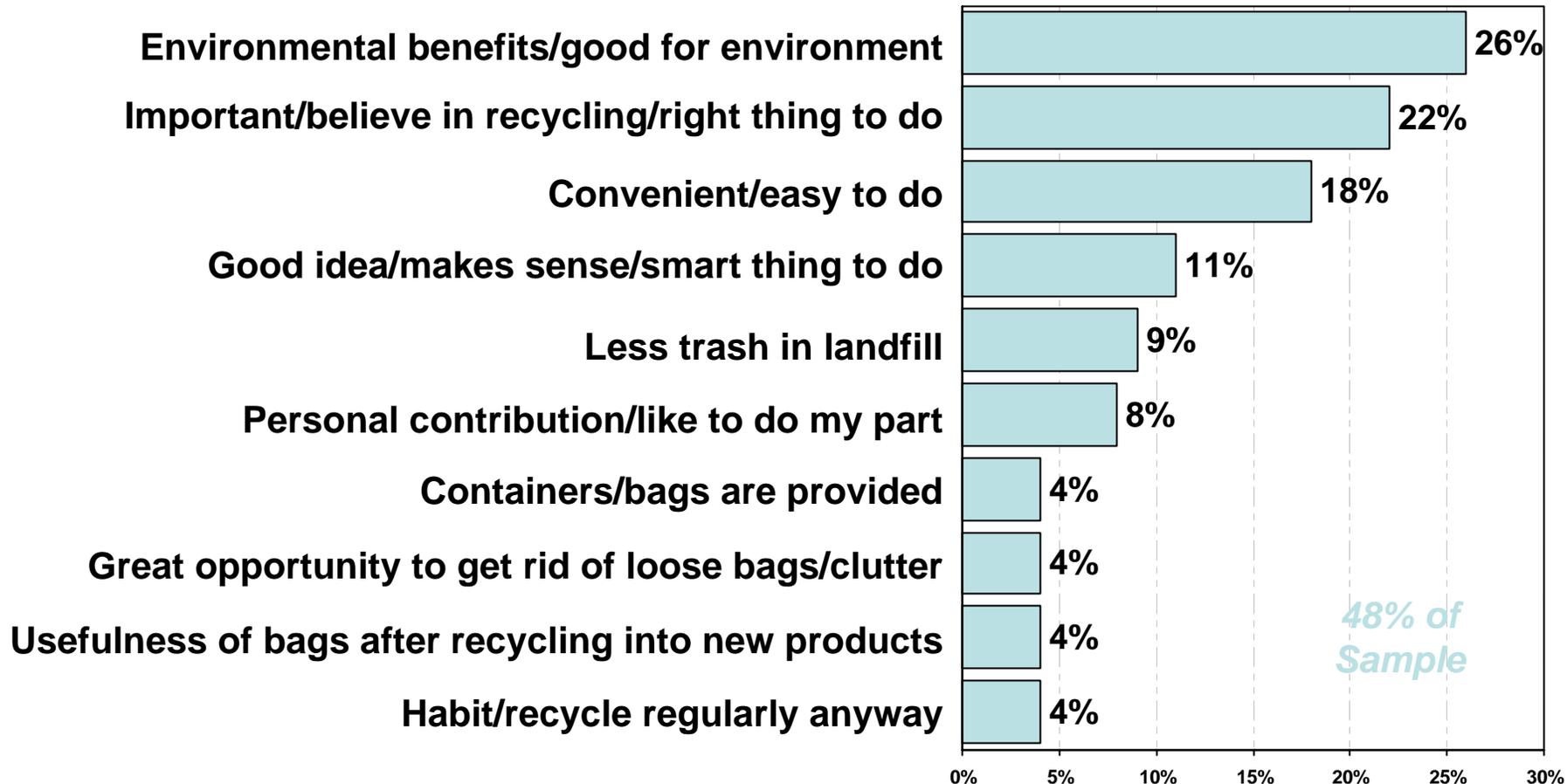


10. To the best of your knowledge have you or someone in your household ever recycled plastic bags using this program, also known as curbside Bag-to-Bag Program, which asks you to place your plastic bags in a blue bag and put the blue bag in your recycling cart for pick-up?

San Juan Capistrano Plastic Bag Recycling Survey

Top Primary Reason for Participating in Program

(Open-end; Grouped Responses)

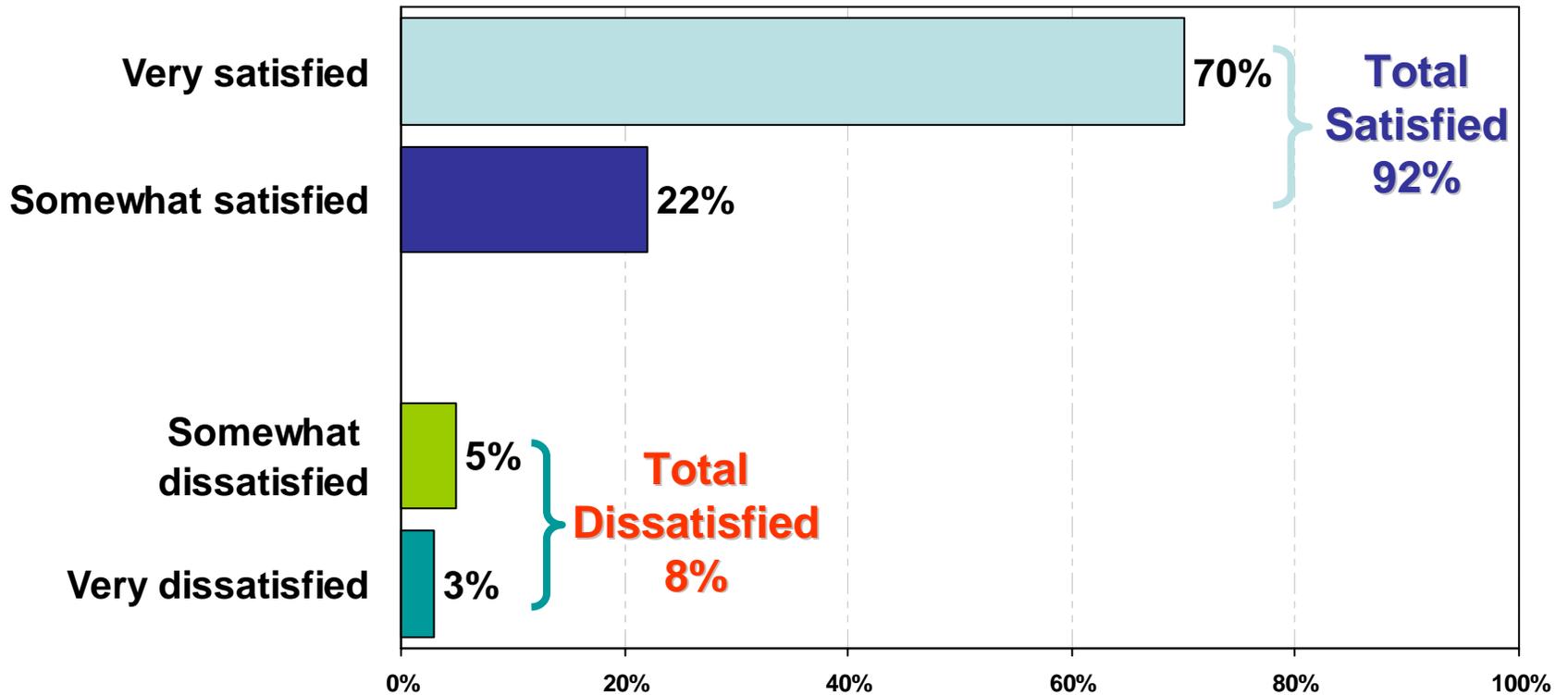


11. In a few words of your own, what would you say is the primary reason why your household participates in the plastic bag recycling program?

San Juan Capistrano Plastic Bag Recycling Survey

Participants Satisfaction with the Program

(48% of Sample)

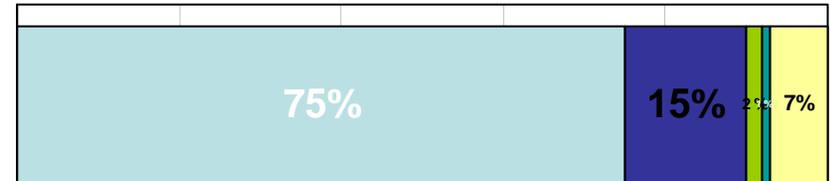


17. Overall how satisfied would you say you were with the plastic bag recycling program?

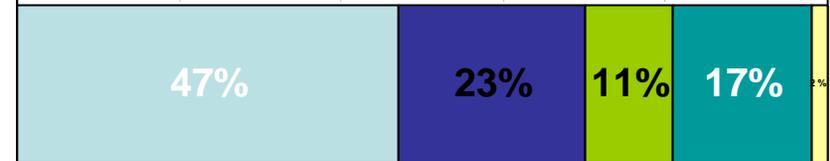
Knowledge of Plastic Bag Recycling

Very Acc. S.W. Acc. S.W. Inacc. Very Inacc. DK/NA

In addition to plastic grocery bags, dry cleaning bags can also be recycled



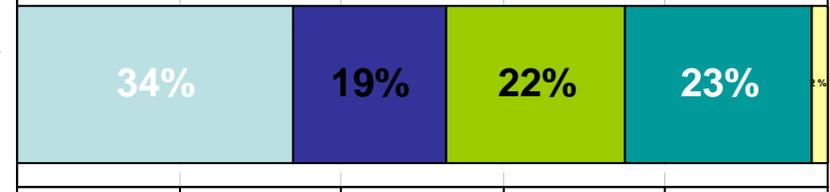
Residents of San Juan Capistrano do not need a new plastic bag recycling program because they are already able to recycle their plastic bags by placing individual bags in their curbside recycling bin



***Reusing plastic bags for different purposes such as lining garbage cans, picking up after a dog or carrying a lunch can be considered to be recycling**



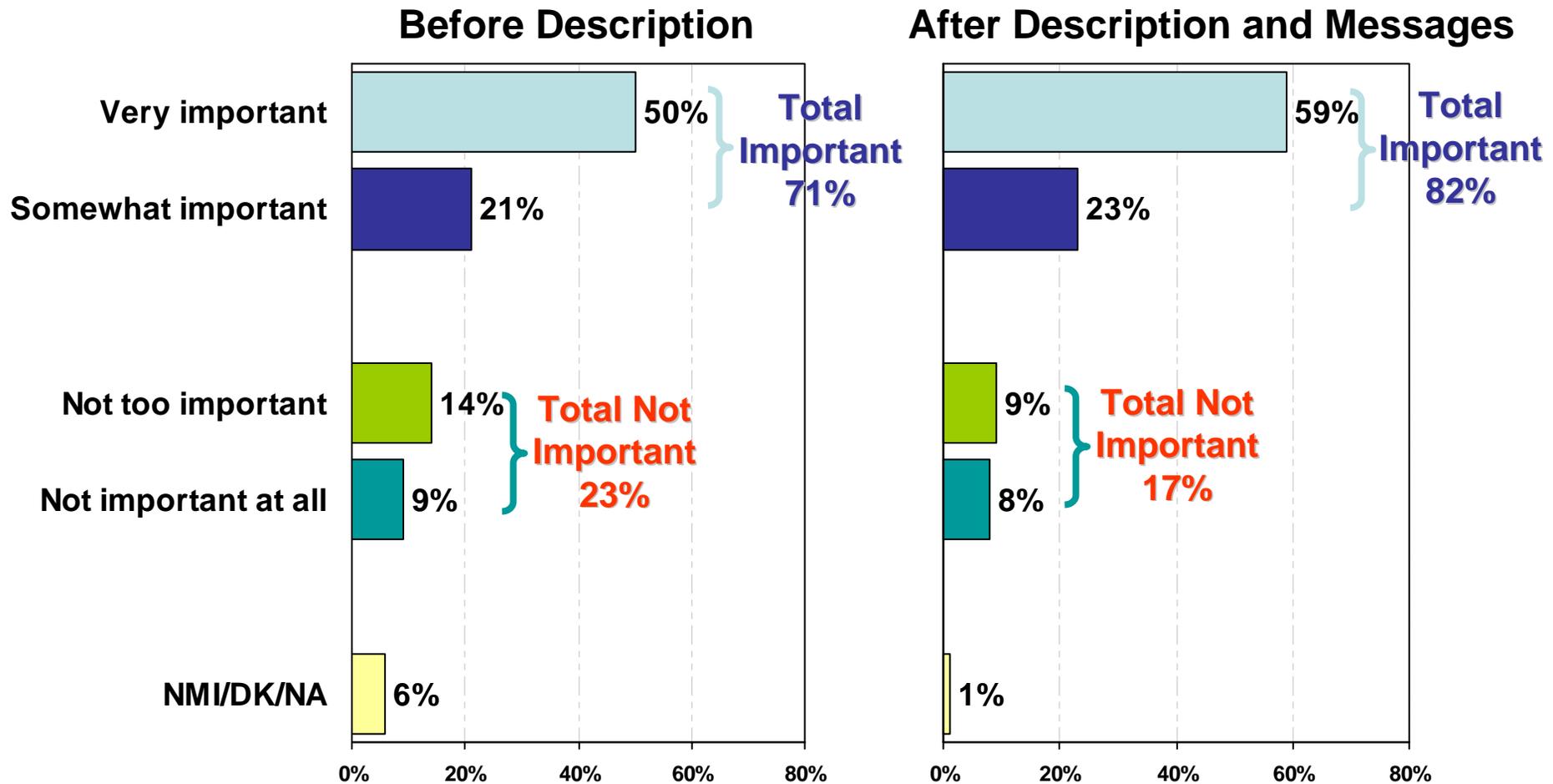
***Reusing plastic bags for different purposes such as lining garbage cans, picking up after a dog or carrying a lunch cannot be considered to be recycling**



0% 20% 40% 60% 80% 100%

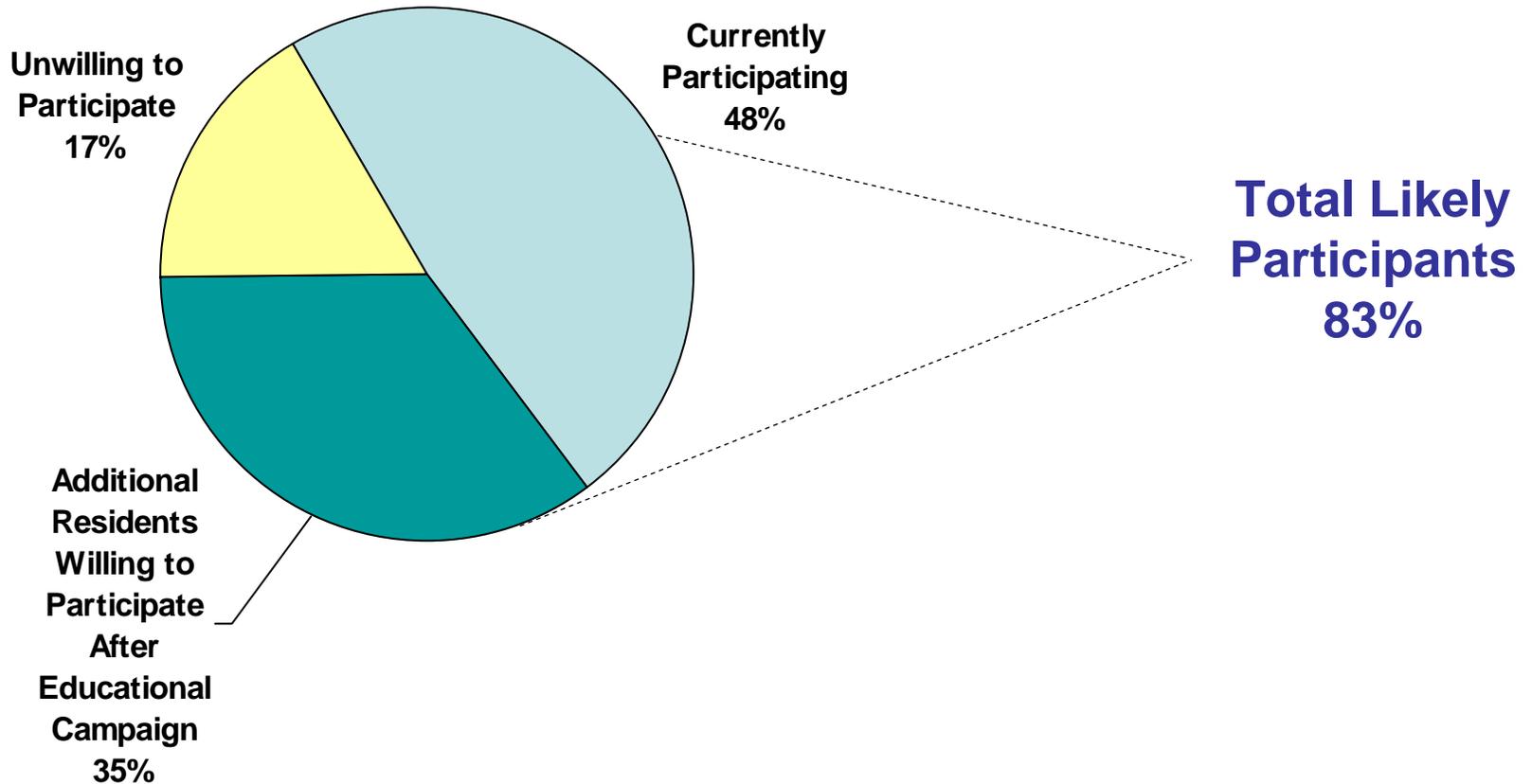
San Juan Capistrano Plastic Bag Recycling Survey

Importance of San Juan Capistrano Having a Plastic Bag Recycling Program



San Juan Capistrano Plastic Bag Recycling Survey

Total Likely Residents to Participate in Recycling Plastic Bag Program



What next ?

- A public education campaign is being developed based on the findings from the survey.
- Following development, the city will be implementing the campaign to increase participation in the program.
- Increase in the tonnage of bags received at the recycling facility will be the measure of success.