

Programs to Increase Recycling at Businesses and MFUs in Fort Collins

Caroline Mitchell
Environmental Planner
City of Fort Collins

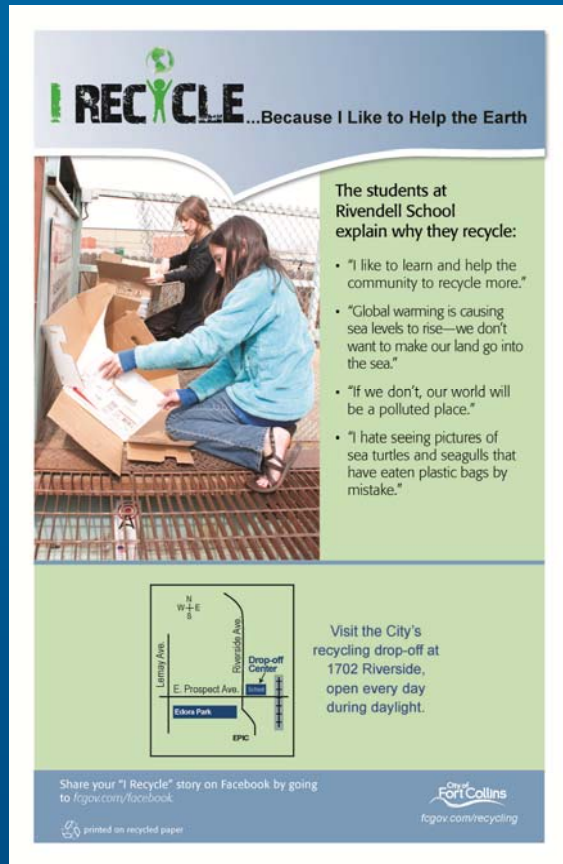
Recycling Outreach

Recycle Everywhere You Go campaign

- Stickers
- Banners on light poles
- Website with map of public recycling bin locations in town



Recycling Outreach



I RECYCLE...Because I Like to Help the Earth

The students at Rivendell School explain why they recycle:

- "I like to learn and help the community to recycle more."
- "Global warming is causing sea levels to rise—we don't want to make our land go into the sea."
- "If we don't, our world will be a polluted place."
- "I hate seeing pictures of sea turtles and seagulls that have eaten plastic bags by mistake."

Visit the City's recycling drop-off at 1702 Riverside, open every day during daylight.

Share your "I Recycle" story on Facebook by going to fcgov.com/facebook.

printed on recycled paper

City of Fort Collins
fcgov.com/recycling

- ## I Recycle campaign
- Posters
 - Facebook
 - Community profiles

New Programs for Businesses and MFUs

Assessments and advice

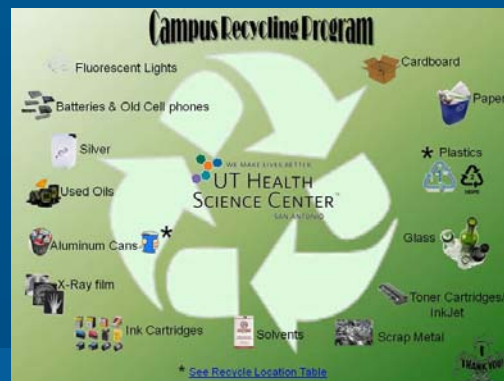
Working with local haulers, City's Climate Wise program to identify businesses or apartment complexes that want recycling assessments

- Starting up program
- Improving program



Free guidelines posters

Available to businesses or MFUs



Rebates



- Starting recycling or compost service
 - 50% of costs for first six months service
 - Up to \$500
- Start-up costs
 - 75% of costs for start up
 - Liner bags, bins, other pre-approved costs
 - Up to \$250
- Referral incentive
 - \$50 downtown bucks gift card

Awards

- Will be in conjunction with Climate Wise recognition event
- Awards for:
 - most increased diversion rate, new recycler
 - most increased diversion rate, existing recycler
 - most referrals made



Working with CSU Students to Increase Recycling at MFUs

- Program will be developed next year
- Working with service learning class and/or interns
- Encourage an MFU to start recycling or increase recycling participation rate

