

# Rocky Mountain National Park CBSM Recycling Initiative

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# Rocky Mountain National Park (RMNP)

## RMNP Stats

- ~3 million annual visitors/250 employees
- Mostly transient population
- 2011: 400,000 lbs. of waste generated



# Increasing Landfill Diversion

- Master's thesis research
- Implemented CBSM process successfully
- Used commitments, convenience and prompts

# 2011 Waste Audit



- 6 waste categories
  - Recyclables, compost and trash
- 8 location types
  - Visitor and employee use areas
  - Recycling and campgrounds



# Moraine Park Campground Observations

## Campground/Campsite Observations



## Waste Disposal Observations (n=91)

- Recycling receptacles hidden
- Campsites lack waste storage areas
- Low recycling participation – 31%
- Half transported recyclables loosely in hands – 1-3 items

# Campground Intercept Surveys

- Asked two questions (n=63)
- Main Barriers:
  - Commitment, Convenience, Awareness
- Main Benefits:
  - Environmental reasons, human reasons
- Attitude/Behavior gap identified



# Strategy Development/ Implementation

- Strategies based on observations and intercept survey findings
- Developed with RMNP employees
- Strategies included entrance gate commitments, signage prompts, and Ranger programs



# Strategy Development/ Implementation (cont.)

**Recycling Bag Logo**



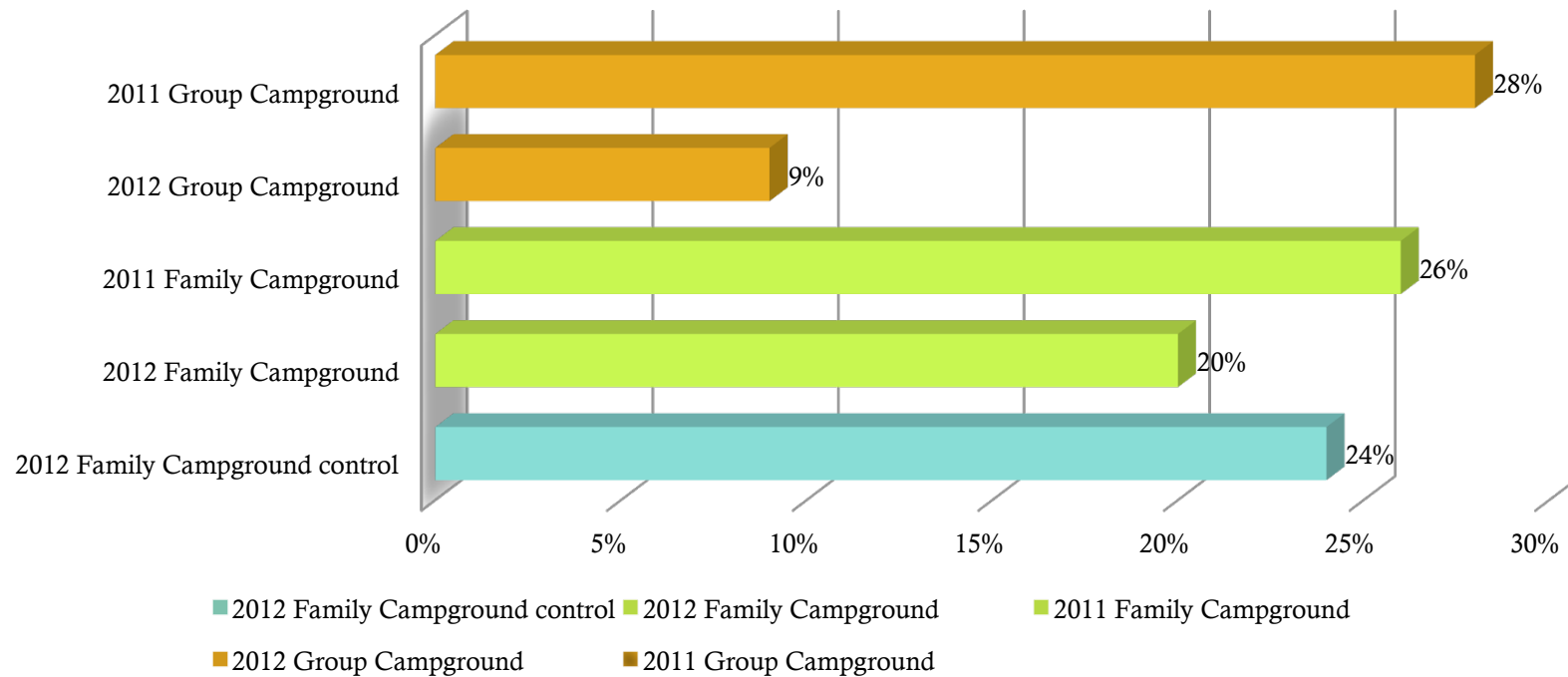
**Water Bottle Sticker**





# 2012 Waste Audit Results Comparison

## Comparison of Comingled Recyclables in the Landfill Wastestream



# Findings

- CBSM recycling initiative a success!
  - Family Campground recycling contamination decreased by 23%
  - Group Campground recycling contamination decreased by 68%
- Most effective strategies:
  - Entrance gate commitment with recycling bag handout
  - The use of prompts as recycling reminders

# Implications/Future Research

- Results applicable to other areas:
  - Other national, state, county or private campgrounds, Recreational areas
  - Amusement parks, movie theatres, dorms, temporary/emergency housing
- *Organizational, long-term* behaviors (within the National Park Service)

Questions?  
Thank You!

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