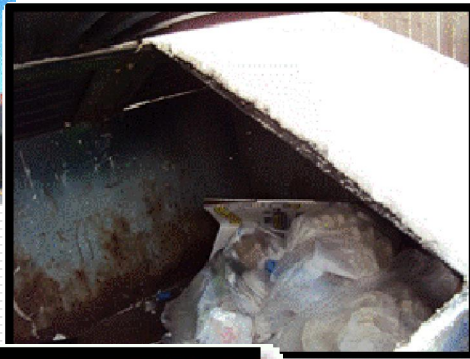


# ***COMMERCIAL RECYCLING PROGRAMS: WHAT DRIVES THESE BEHAVIORS?***

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***Gary Horton, Horton Consulting  
& Lisa A. Skumatz, Ph.D.  
Skumatz Economic Research Associates, Inc.  
303/494-1178***

***[skumatz@serainc.com](mailto:skumatz@serainc.com), [www.serainc.com](http://www.serainc.com)***

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# ***TOPICS COVERED***

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- Context
  - Traditional & non-traditional barriers
- Barriers
- Key drivers
- Actionable recommendations

# ***WHY CONSIDER ENTRY INTO COMMERCIAL WASTE MANAGEMENT?***

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- Why?
  - 40-60% of stream/Goals
  - Big bang/fewer actors
  - Low cost
  - A few key streams
  - Job creation (10:4:1), GHG
  - Program access, aesthetics...
- Why not / Barriers?



# TRADITIONAL BARRIERS



## Generator Side

- Space / screening
- Optional recycling → Cost / split incentives / volumes
- Management disinterest / non-local
- Hassle
- Training / retraining

### **BUT...**

- Less studied, but IMPORTANT, problems
  - Invoices & contract barriers
  - Knowledge gaps & right-size
  - Bidding and joint economies

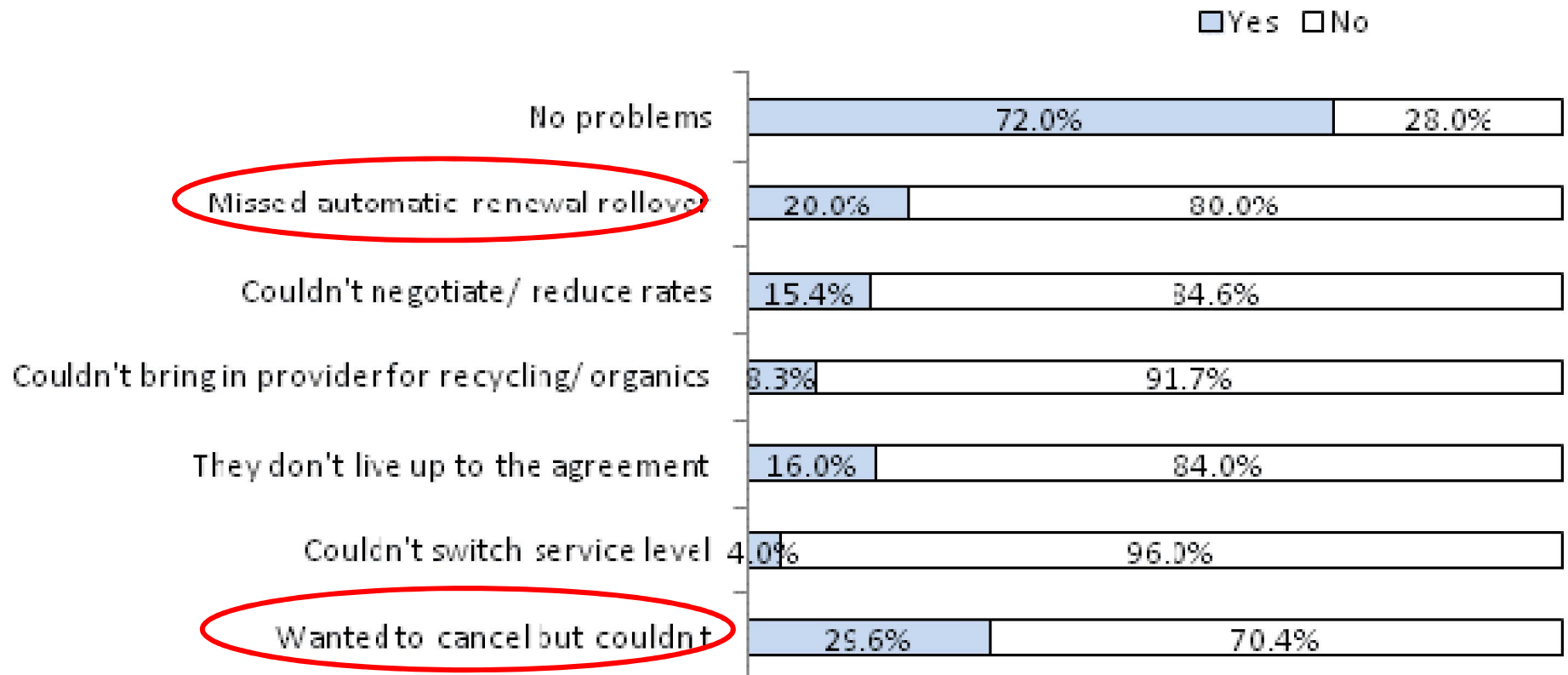
## City Side

- Heterogeneous
- Authority
- Politically tough
- Full plate
- Market “working”
  
- BUT...**
- False heterogeneity*
- Small / med / lg;*
- Several key materials*

CAN solve some (space); not others (\$?)

# CUSTOMER ISSUES – CONTRACTS & INVOICES

Majority report NO PROBLEMS, but...



# CITY CAN ENCOURAGE BIDDING – IMPORTANT BECAUSE...

*Oversubscribed service*

- ❑ Right-sizing
- ❑ Awareness of options
- ❑ Savings
- ❑ Options to avoid extra fees & improve conditions / clauses
- ❑ Joint services / economies
  - SERA Statistical analysis showed multiple services saw SUBSTANTIAL savings in pick-up/base fees
- ❑ → Businesses unaware!



❑ [City can educate](#)

Current Invoice Charges					
Administrative Fee					\$1.92
[REDACTED]					
1 - Front Load (2 Yd) Scheduled Service (S3)					
Date	Description	Reference	Quantity	Unit Price	Amount
01/25	Rate Adjustment 01/15/13-02/28/13		1.0000	\$106.56	\$38.98 ✓
01/25	Basic Service 02/01/13-02/28/13			\$81.56	\$81.56 ✓
1 - Front Load Recycling (2 Yd) Scheduled Service (S4) Single Stream Recycling					
Date	Description	Reference	Quantity	Unit Price	Amount
01/25	Recycling Service 02/01/13-02/28/13			\$52.14	\$52.14 ✓
	Total Fuel/Environmental Recovery Fee				\$52.61 ✓
	Total County Environmental Charge				\$83.35 ✓
	Total Solid Waste Management Tax				\$26.75 ✓
Current Invoice Charges					<b>\$337.31</b>



# ***ECONOMICS AS A DRIVER –***

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- ❑ Hauler fees – affected by tipping fees
- ❑ Government levers are limited
- ❑ One state has counties that work it TWO ways
- ❑ → Surcharges on tipping fees / enviro fees
- ❑ → AND exemption of recycling & organics from sales tax
  
- ❑ SERA statistical survey found 3x greater uptake in organics programs in counties with high differentials
  
- ❑ ***CITY CAN AFFECT***



# ***WHAT DRIVES COMMUNITY INTERVENTION? SURVEY & SERA STATISTICAL ANALYSIS***

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- ❑ Goals (local & state & variations)
- ❑ Authority (available, currently taken) & regulations
- ❑ Hauler situation
- ❑ Political support
- ❑ Residential progress
- ❑ Com'l success (local & regional)
- ❑ Cost
- ❑ Region
- ❑ Tip fees
- ❑ Demographics
- ❑ Size / urban / rural
- ❑ Processing
- ❑ Market access
- ❑ Activists & models
- ❑ Other...

➔ Analyzed “Drivers” –  
May not be what  
you think!





# COMMUNITY DRIVERS?...

May not be what you think...

## 3 Key factors:

- Goals / plans
- Activist Staff
- Residential progress
  
- Cities can MAKE THIS HAPPEN**

Topic	Driver	Not
Goals established	<input checked="" type="checkbox"/>	
"Green" image	<input checked="" type="checkbox"/>	
Business interest	<input checked="" type="checkbox"/>	
Residential progress	<input checked="" type="checkbox"/>	
Facility investment	<input checked="" type="checkbox"/>	
Size / urban / suburban	<input checked="" type="checkbox"/>	
Landfill shortage		<input checked="" type="checkbox"/>
Disposal tip fees		<input checked="" type="checkbox"/>
Region of the country		<input checked="" type="checkbox"/>
Market access		<input checked="" type="checkbox"/>
Staff activity	<input checked="" type="checkbox"/>	
Regional planning agency	<input checked="" type="checkbox"/>	
Council / commissioners (electeds)		<input checked="" type="checkbox"/>
Voters		<input checked="" type="checkbox"/>
Haulers		<input checked="" type="checkbox"/>
Local task forces		<input checked="" type="checkbox"/>
State planners		<input checked="" type="checkbox"/>

# THANK YOU!!



## Questions?

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**Gary Horton &**

**Lisa A. Skumatz, Ph.D.**

*Skumatz Economic Research  
Associates (SERA),*

*Phone: 303/494-1178*

*[skumatz@serainc.com](mailto:skumatz@serainc.com)*



**Thanks for filling out surveys** that help support analyses like these!

National: [www.garbageandrecyclingsurveys.com](http://www.garbageandrecyclingsurveys.com)