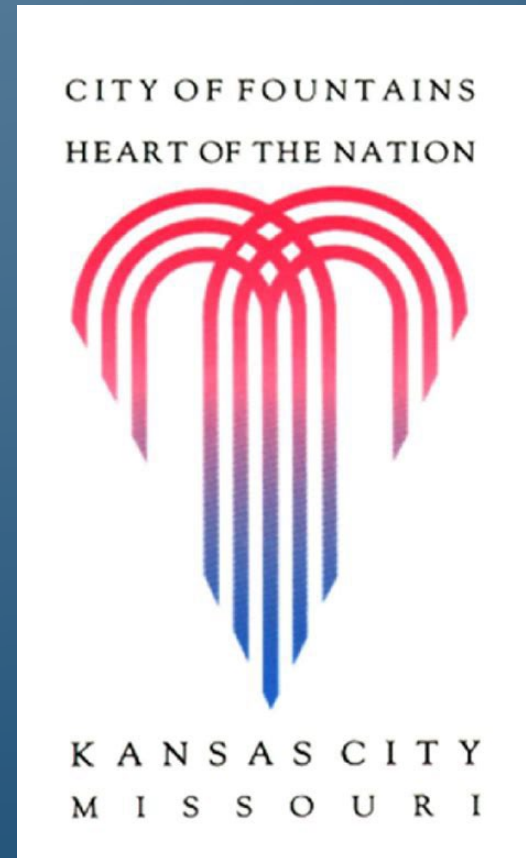
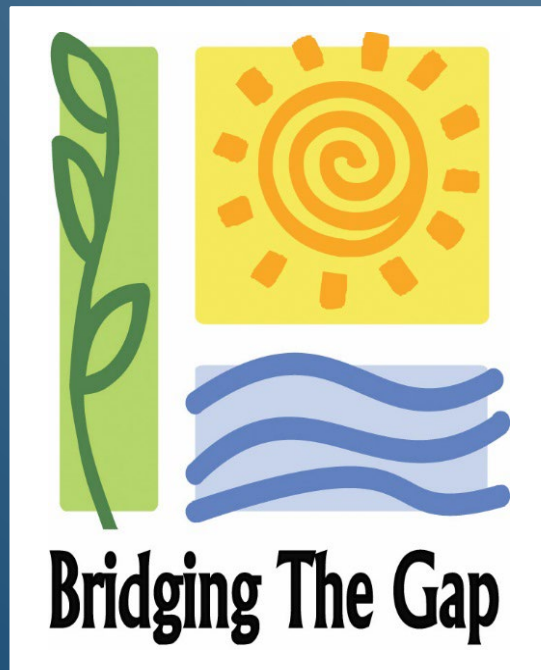
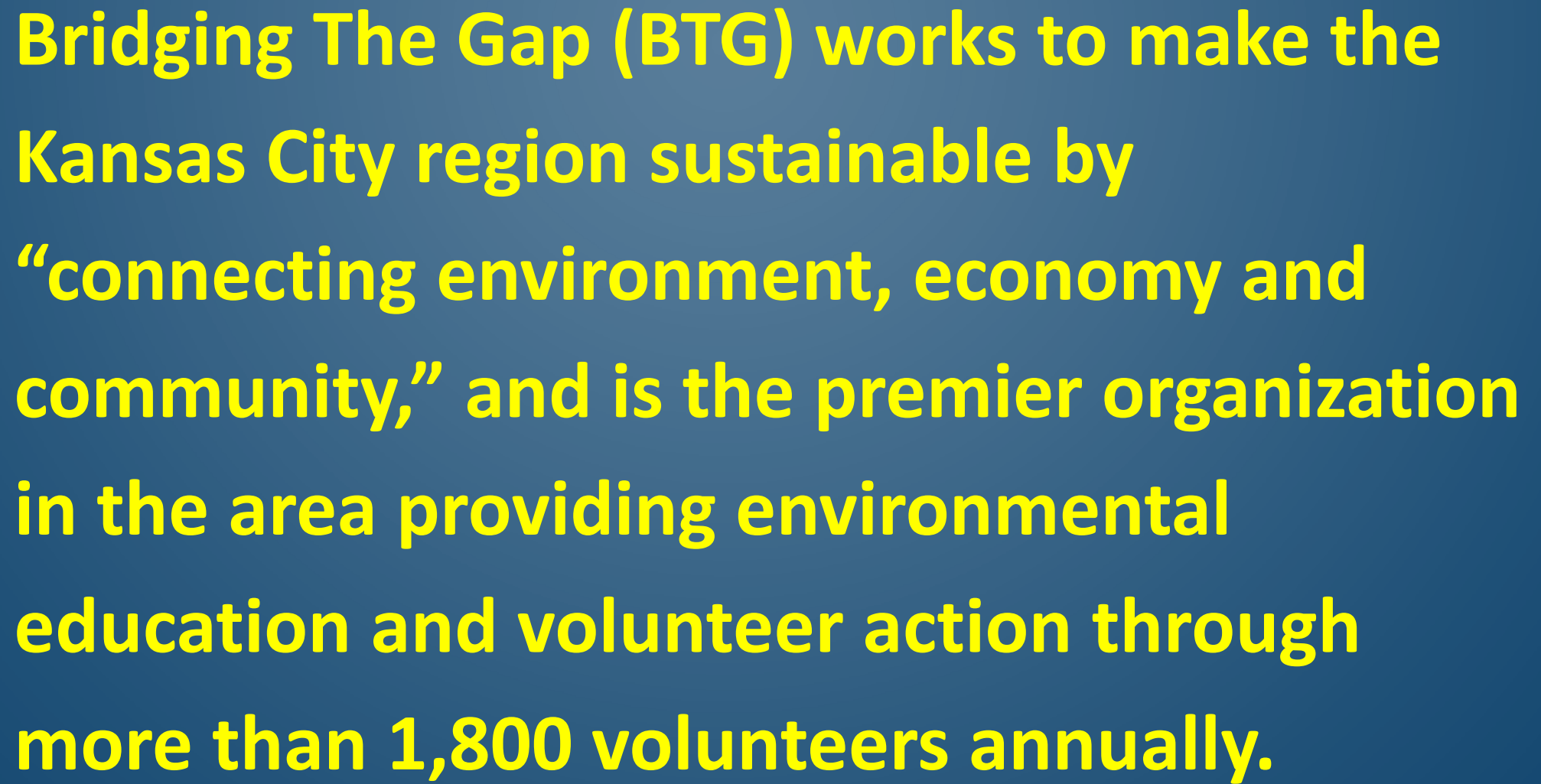


A LONG RUN: 32 YEARS OF DROP-OFF RECYCLING



The image features a dark blue background with decorative white circuit board patterns in the corners. The patterns consist of lines and small circles, resembling electronic traces and components. The text is centered and written in a bold, yellow, sans-serif font.

Bridging The Gap (BTG) works to make the Kansas City region sustainable by “connecting environment, economy and community,” and is the premier organization in the area providing environmental education and volunteer action through more than 1,800 volunteers annually.

OUR OTHER PROGRAMS



- Business Sustainability w/KC Industrial Council
- Water & Energy Savers
- Litter Abatement & Prevention
- Green Events

SETTING THE STAGE

- April 1990 Curbside Recycling Ballot Initiative failure
- Solid Waste Management Law of 1990
 - Reduce the amount of waste going into landfills by 40%
 - Required each county & city with population of 500+ to adopt a solid waste management plan
 - MARC Solid Waste Management District
- Closure of Central United Methodist Church recycling center

ORIGIN STORY

- Public meetings
- Waste Minimization Commission (August 1990)
 - Robert J. “Bob” Mann, Chair
 - Consensus decision-making model
 - All decisions must include citizens, government & business
 - Recommendations to City Council (January/February 1991)

ORIGIN STORY

- 1st Drop-off Recycling Center 48th & Troost July 1991 (UMKC)
- 4 additional centers Fall 1991
- Funded by KCMO through Heartland All-Species Project
- Deffenbaugh Industries (bins & hauling)
- Volunteer Coordinator
- Overseen by Waste Minimization Commission

ORIGIN STORY

- Landfill fee provided a source of grant funds for solid waste reduction initiatives through MO Department of Natural Resources & MARC SWMD
- Bridging The Gap, Inc. June 1992
 - Formalized contract w/KCMO to manage 5 drop-off recycling centers
 - Received grants

ORIGINAL MODEL

- Pop-up centers
- Saturdays & Sundays
- Part-time managers & volunteers
- Materials accepted:
 - Cardboard, Paperboard, Office Paper, Magazines, Newspaper, Glass, Aluminum Cans, Tin Cans, Plastic Bottles #1 & #2 w/neck

BUMPS IN THE ROAD

- 1993 Curbside Recycling Ballot Question
- 1999 Curbside Recycling Ballot Question

KCMO CURBSIDE RECYCLING!

- Passed by City Council March 2003
- Rolled out in 2004
- Drop-off Recycling Centers still needed
 - Curbside doesn't service most multi-family buildings
 - Materials not accepted curbside

CURRENT OPERATIONS

- Three Community Recycling Centers 9 AM-5 PM Wed-Sat
 - Northland: Pleasant Valley Park
 - Central: Deramus Environmental Campus in the East Bottoms
 - South KCMO: RideKC Park & Ride I-49 & Red Bridge Rd.
 - Full-time managers
- Funded by contract with KCMO Solid Waste Division
- Bins owned & hauled by KCMO

CURRENT OPERATIONS

- Materials processed by:
 - Waste Management MRF Kansas City, KS
 - Ripple Glass
 - Advantage Metals
- Primary materials accepted: Cardboard, Paperboard, Mixed Paper, Glass, Plastic Bottles, Jars, Jugs & Tubs, Tin Cans, Aluminum Cans

CURRENT OPERATIONS

- Hard-to-recycle materials:
 - Scrap metal
 - Hardcover books
 - OEM inkjet/toner cartridges
 - Cellphones, mp3 players, tablets, laptops, digital cameras, pagers
 - Light strings
 - Big Brothers Big Sisters for clothing & shoes
 - Packing materials

IT AIN'T EASY BEING GREEN

Continual packaging 'innovation'

- Full body shrink sleeve labels
- Coated & laminated cardboard & paperboard
- Proliferation of black plastic
- Opaque pigmented PET
- Pouches
- Molded fiber forms

















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IT AIN'T EASY BEING GREEN

'Recycling Triangles'

Table 1. Resin identification code (RIC), old and new symbols

RIC Code	Material	Symbol "Chasing arrows"	Symbol "Triangle"
1	PET		
2	HDPE		
3	PVC		
4	LDPE		
5	PP		
6	PS		
7	others		

WAS IT ALWAYS A LIE?

FRONTLINE

DOCUMENTARIES PODCASTS TOPICS ▼ SCHEDULE

Plastics Industry Insiders Reveal the Truth About Recycling



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CLIMATE
INTEGRITY**

CASES

NEWS

LIE-BRARY

LEADERS NETWORK

ABOUT

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The Fraud of Plastic Recycling

How Big Oil and the plastics industry deceived the public for decades and caused the plastic waste crisis



VOLUNTARY STEPS

How2Recycle is designed to empower people.



Widely Recycled

At least 60% of Americans can recycle this package at curbside recycling or drop-off recycling.

***Not recycled in all communities**

Sometimes Recycled

Between 60% and 20% of Americans can recycle this package at curbside recycling or drop-off recycling. Check your local program.

Not Yet Recycled

Either less than 20% of Americans can recycle this package, or, it could cause a problem in a recycling facility.

Store Drop-off

Anyone who lives near a store that accepts plastic bags and wraps for recycling can take this packaging to that store and recycle it there.

LESSONS LEARNED

- Be careful what you ask for
- Be careful where you squat
- Wishcycling is forever (or so it seems)
- Cleanliness (still) counts
- Sign, but verify
- It hasn't gotten easier
- Hope for the best, prepare for the worst