



c a s e s t u d y

City of Haverhill Mandatory Recycling Enforcement Coordinator Program

The City of Haverhill received a mandatory recycling enforcement grant from MassDEP for \$50,000. The approach and results of implementing mandatory recycling in Haverhill are discussed below.

Community Population:	60,879
Households Served:	22,469
Services Provided:	Weekly curbside trash and bi-weekly single-stream recycling collection

Program Overview

- Funds for this project were disbursed over 30 months, beginning November 2011 and ending June 2014. Haverhill used the funds to hire two part-time Enforcement Coordinators.
- The goal of this program was to increase recycling tonnage collected, to be accomplished through an education and enforcement program to insure that the City of Haverhill's residents are separating recyclables from trash to the fullest extent possible, and placing them curbside for collection.

Implementation

- Using a GIS-based mobile application, baseline data was collected (set-out rate on three collection routes) to benchmark the progress of the recycling enforcement program. City-wide recycling and solid waste tonnage was monitored before, during and after the grant period.
- The City of Haverhill printed outreach materials and publicity tools (brochures, door hangers, etc) to notify residents of the City's intent to enforce mandatory recycling and to explain the benefits of recycling to the community.
- The Coordinator conducted two follow-up recycling set-out rate surveys six months apart for the three collection routes used for establishing a baseline.

Enforcement

- The Coordinator monitored all trash routes and, using the GIS-based mobile application, documented the number of residents found out of compliance with the City of Haverhill's Mandatory Recycling ordinance.
- The first time a residence was found out of compliance with the Mandatory Recycling ordinance, a written warning was mailed to the non-compliant household. If a residence violated the ordinance a second time, the Coordinator left a door hanger articulating mandatory recycling information. The third time a residence was found out of compliance, a photo of the infraction was taken and a copy of this photo and a \$50 fine was mailed to the property owner.
- Between April 2012 and June 2013, 1,439 first notices, 628 second notices, and approximately 5 fines were issued.

Lessons Learned

- Proper Identification – Coordinator should have a City or Town badge or identification, and vehicles should display City or Town seal.
- Communication – Coordinator should always carry means of communicating (phone, radio, and email) and have educational materials at hand. Communicating with the hauler is also important.
- Prepare – Coordinator should keep route maps and street directories handy. Consistency and timing, especially with enforcement follow-up, is crucial.

Results

Waste Reduction & Financial Results

- Solid waste went down by 663 tons in 2012, representing a 50.77% decrease.
- In FY2013, trash tonnage went down by 809 tons, avoiding \$46,460 in refuse disposal costs.
- The recycling rate increased from 8% to 21%
- Recycling tonnage increased 343 tons from FY12-FY13.

Other Positive Outcomes

- The program participation went up from 58% to 80%
- Recycling contamination decreased due to constant monitoring.
- After the grant term expired, the City of Haverhill was able to use the savings realized to fund a full-time Enforcement Coordinator.

For More Information

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For Information about MassDEP's grant program visit our website:

<http://www.mass.gov/eea/agencies/massdep/recycle/grants/smrp-grants.html>

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