

'Clean Your Recyclables' Campaign Final Report for San Juan County Public Works



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Provided by Kulshan Services, LLC
1010 C Street, Bellingham, WA 98225
360-595-5075

Project Team: Ryan Roberts, Alyssa
Rodriguez, and Allison Roberts

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'Clean Your Recyclables' Campaign
Final Report for San Juan County Public Works

Transfer Station on San Juan Island

Summary

Ryan Roberts spent four days at the Transfer Station over the course of two weekends in November 2018. During that time, he interacted with 108 people and distributed over 100 flyers.

Alyssa Rodriguez spent four days at the San Juan Transfer Station in the months May and June 2019. During that time, she interacted with 166 people and distributed 18 flyers.

The total number of interactions was with 274 people over a total of eight days in fall and spring during the contracted time period.

Interactions at the Transfer Station – Fall 2018 (Ryan)

This represents non-statistical, anecdotal observations during Ryan's time at the Transfer Station:

- About one in three people expressed (without prompting) a desire to return to self-sort. A noticeable number of people were observed bringing material that has already been self-sorted at home even though it all gets dumped into the commingled bin.
- About one in three people reported that they recycle correctly and have for some time. Many of these considered themselves the "recycling fanatic" in their own home or business.
- Approximately half of the people spoken to expressed concern that their efforts were being wasted considering the ignorance and non-compliance of others.
- About one in five people expressed concern about losing recycling services. Some people knew of or remembered times when recycling had been stopped.
- About four out of five people expressed surprise at learning that the islands may lose their recycling if issues with contamination persist.
- About half the people did not realize the connection between their recycling and an end market that purchases it.
- About four of five people expressed a belief that other people don't recycle correctly or at all.
- More than half of the people were observed bringing their recyclables in plastic bags to the station. They would have tossed the bags directly into the bins if Ryan had not stopped them. People are told when they enter and there are signs at the kiosk that say no plastic bags. When you must take it out of the bags, you must touch the icky stuff. People don't want to do that.
- Four out of five people expressed a belief that "Nobody else cares", often expressed exactly in those words. This belief was also heard expressed by those working at the Transfer Station. Three out of four people appeared to care quite a lot and most people want to do the right thing.
- Nearly all people removed non-compliant materials when they were educated and provided the flyer regarding recyclable and non-recyclable materials. Only once or twice did people dump non-compliant materials in the recycling once they had been educated and provided the flyer.
- About one in five people asked Ryan to go through their bags or Ryan offered to go through the bags and they accepted. The purpose of this was to go through their stuff one by one to be clear about what was permissible and not. All of them found this to be very helpful and in most cases, there were unrecyclable items removed before disposal in the bins.
- There were two instances where a language barrier prevented clear communication of the new expectations.

Interactions at the Transfer Station – Spring 2019 (Alyssa)

This represents non-statistical, anecdotal observations during Alyssa's time at the Transfer Station:

- Those who were aware of contamination issues had very clean recycling.
- About 2/3, said they knew that plastic bags were not recyclable and that they needed to clean recyclables for any food waste.
- Specific questions and issues point to confusion about recycling:
 - The 'Clean your Recyclables' poster says to remove lids but doesn't say if they are recyclable.
 - whether clear plastic bags were permissible vs. dark garbage bags vs. plastic food bags
 - if it was required to take labels off bottles
 - if plastic planting containers were recyclable
 - if scrap metals were recyclable and where to take it
 - if plastic wine bags/bladders were recyclable
 - why plastic bags can't be recycled
 - why the rules are always changing
 - whether receipts are recyclable
 - Some expressed it would help if someone was at the Transfer Station every weekend to help people with recycling "right."
 - Some wanted to recycle shredded paper and had put it in plastic bags.
- Customers seemed pessimistic about the end outcomes from their efforts., especially those that know that contaminated materials end up in the landfill. Most were worried about other customers they perceive to lack recycling awareness and who are contaminating the overall load especially when they personally take the time to clean their recyclables. The flyers with the lists were thought to be helpful, but they still thought that contamination would be likely.
- Customers from office buildings wanted the flyers, so they could post them; however, other customers declined to take one or said they didn't need the flyer.
- Larger apartment, office buildings, and rental property recycling appeared to have higher contamination rates. The recycling from rental properties comes with multiple small tied-up plastic bags inside a larger container. These smaller plastic bags contained either clean or contaminated recycling. The cleaners don't appear to be separating the recyclables out.
- People appear to be collecting or packaging up their recycling in clear plastic bags. Some people shared that years ago, recycling collection methods included a large trash container lined with a plastic bag with recyclables inside. These old habits take time and education to correct.
- Alyssa and Ryan shared ways to make recycling easier (i.e. use a plastic bottle rinse and remove the lids right after use instead of waiting to take all the lids off or collecting all paper recycling in a paper bag separate of glass etc.) Customers seemed to appreciate hearing these tips.
- Tad at the Transfer Station had some interesting insights on the waste issue on the island. He stated that they were simply "trading footprints" through recycling since they have to ship everything off the island anyways. I believe he was hinting that Islanders want to recycle and believe they are helping the planet but are unaware of the additional footprints of transporting ALL waste off the island.
 - He felt that efforts should be focused on yard waste and compost, since all of those organic materials currently are not separated out and end up with the landfill loads. If yard waste and compost were dealt with on the island, he felt they could reduce weight and volume (and therefore cost and transportation emissions) of waste transported off the island.

- He felt similarly about recycling. Tad felt that people should recycle only those things they are sure about – specifically glass and paper. He feels that plastic is a primary source of confusion and is the dirtiest of the items in a commingled system.
- In general, Tad felt that if all waste was dealt with on the island, people would be more inclined to make more of an effort across the board to use less, keep things clean, and do away with single-use items.
- Another man praised a local workshop organized by Friends of the San Juan’s, Kate Fleming, which explained how to recycle. He would like to see the County put on something similar in order to reach a wider audience.
- Regarding self-sort recycling, I heard from at least half of all customers I talked to a preference for separating their recycling, especially by those who know about the issues with commingled systems..
 - Two customers said that the current cost structure for garbage vs. recycling on the island is at odds with the behavior change needed to reduce contamination.
 - Customers felt that separating recycling would encourage cleaner recycling because if you had to take the time to separate, you would be more likely to take the time to clean the recyclables.
 - It appeared that separation was desired for both consumer convenience (since many people already bring in recycling pre-sorted) and for the operator/public entity that wishes to reduce the contamination that comes with commingled systems.

By the Numbers

- Kulshan Services interacted with 274 individuals over eight days in late fall and spring. See the outreach results on the chart included on page 7 and 8 of this report.
- Results from the outreach indicates greater awareness about the more stringent commingled recycling rules and the challenges this has created in recycling markets.
- Results from the outreach indicates that the number of people observed by Kulshan Services to have contaminated recycling was consistent from fall to spring.
- Results from the outreach indicates a decline (from fall 2018 to spring 2019) in the number of people who did **not** know about clean recycling rules in the four focus areas of the campaign: removing lids, no dirty cardboard, rinsing jars, and no plastic bags.
- Results from the outreach indicates a large majority of people already knew (before their interaction with Kulshan Services) that the following are **not** recyclable: medical waste, Styrofoam, aerosol cans, and toxic containers.
- Results from the outreach indicates that the number of people wanting to take a flyer with them decreased from fall 2018 to spring 2019. The customers most interested in taking the flyer were those who bring garbage/recycling to the Transfer Station from rental or small office complexes.
- We observed that roughly 75% of all customers encountered at the Transfer Station went only to the landfill section. About 25% stopped at the recycling station (or both landfill and recycling).

Conclusions from Interactions and Observations at the Transfer Station

- **Interactive education is key**
 - One-on-one contact was felt to be effective in building awareness and we have heard reports from the Transfer Station and our contact at Public Works that there has been a market

- increase in ‘recycling right’ and efforts at compliance with the new rules. The key to success was being respectful, friendly, non-judgmental, and educational during interactions.
- Interacting with people appears to be effective in reducing contamination and increasing customer compliance and confidence. We encountered people who told us it was very helpful to have an attendant who was there to answer their questions about their particular load/bag. Many people found it helpful when Ryan or Alyssa were able to go through their bags of recycling and pull out things that were not recyclable. Had they not been there, it’s possible/likely they would have put bags and contaminated recyclables in the recycling bins. Alyssa and Ryan also reached into the bins with a hook provided by staff at the Transfer Station and pulled out plastic bags containing mixed materials and sorted them in front of willing customers. Several people specifically recalled meeting Ryan or Alyssa.
 - Offering to sort through customer’s bags of recycling was productive and educational. People felt reassured about their ability to recycle clean when showed what is compliant or not with their bag of recycling.
- **Awareness, confusion, apathy, frustration and hope**
 - Customers seem more aware of recycling challenges and changes to the rules. It’s possible that this increased awareness may be contributing to more confusion about other parts of their waste stream that “might” also be recyclable – i.e. overapplication of the Additionally, since they are trying harder to “recycle right,” this could be generating more questions regarding other things that “might” be recyclable. This desire to be better recyclers may contribute to aspirational recycling.
 - **Confusion:** Some people are still confused over what is good recycling behavior. For those that are confused, the message needs to be “if in doubt, throw it out.” For those that know about the rules, but still have contaminated recycling, a sign showing what IS or IS NOT recyclable at the recycling station and/or continued one-on-one interactions at the Transfer Station may “help” improve compliance over time.
 - **Apathy:** Some people are apathetic (don’t care) or don’t take time to practice good recycling behavior.
 - **Frustration:** Some people conveyed frustration over their efforts to recycle being wasted when other people contaminate the bins causing them to be landfilled. Also, people expressed dismay over the strictness of new purity requirements for recycled materials.
 - **Hope:** The messaging seems to be getting through and contamination levels have decreased from fall 2018 to spring 2019. Whether that holds for the summertime influx of visitors would be useful for future outreach efforts.
 - **Simple and Easy is key**
 - For all customers, making the act of recycling easier and simpler is key. Is it possible that the Transfer Station could install a large sign at eye level at the recycling station that shows the second side of the flyer (what IS and IS NOT recyclable)? A list would reinforce better recycling compliance. Perhaps include pictures of the items to overcome any language barriers.
 - **Signage:** The new sign with the super-hero and the four focus area messages is meant to create a positive and simple “recycle right” message. However, we observed people not

looking up to refer to the sign – perhaps it is too high to be helpful for people to refer to as they recycle. Or perhaps it would be more effective where people pay as they are leaving – providing a reminder for next time.

- Additionally, the recycling area would benefit from having a large sign with the list of what is NOT recyclable (backside of the flyer) clearly posted at eye level for people to easily reference as they are in the process of putting their materials in the bin. An additional message about NO plastic bagging, would be helpful.

- **Disincentives**

- Over time, the changing rules around recycling – what is permissible or not – has contributed to confusion about what is good recycling behavior. For example, some people pointed out to us that recycling in clear plastic bags used to be permissible, but now it's not. Others said that at one time flexible plastic thin-film was permissible as recycled material, and now it's not.
- It appears that there isn't much financial benefit to recycle. What could be done to encourage 'recycling right' by providing a financial incentive to do so?

- **Layout of the Transfer Station**

- Is it possible that the layout could be a contributor to the contamination? The sign that shows the need to clean the jars and lids provides this information at a time when people can't do anything about their current load of contaminated recyclables. We observed people not having a place to put these materials once they learn that their recyclables were contaminated. Some just tossed their bag into the bin. We believe that it's less likely that they will go back to the garbage disposal area to dispose of them. This could be contributing to contamination issues. In this case, it could be helpful to provide a bin right there into which they could deposit their contaminated recyclables.
- If people realize the bag in which they have their recycling is not recyclable, it's possible there would be better compliance if there were an image showing a person removing their plastic bag before. Or a big circle with a red line over plastic bags might make the message clear. Also, offering a clearly marked garbage can to put their used (often dirty) plastic bag might help with compliance.
- Most people bag their recyclables. Contamination from plastic bags might be reduced if there were a trash bin provided right at the recycling container for people to place their used plastic bags after they empty them into the bin.
- What could be done to provide a place for yard and food waste? Some people mentioned a desire to compost organic material on the island. It seems that separation of this material would reduce the amount sent to the landfill. (Tad at the station also hinted at this earlier). Reconsider exploring the potential for yard waste and restaurant composting on the island.
- We observed that commingled recycling leads to inefficient use of space in the recycling containers. We aren't certain what the Transfer Station is willing or able to do about this, but we observed that crushing the material down leads to further contamination from liquids and broken glass. Also, large items and unflattened boxes create unused space.

- **Online Information**

- The San Juan County (SJC) website (<https://www.sanjuanco.com/1371/Recycling>) could make it easier for people to find and print the two-page flyer. Currently, it's inconvenient to print this page. Also, the website could provide a flyer link clearly labeled for each of the two islands: Orcas and San Juan. We felt that the Lopez Island website does a good job of putting all of the useful recycling information on one page and includes a link to a recycling guide: (https://docs.wixstatic.com/ugd/824338_530458ac692c4590b28e4c009f40a164.pdf). Their website also explains where the recyclables go and specifics about agricultural plastics, batteries, automotive waste, and e-waste. Some of this information could be adapted to the San Juan County website.
- Where the recycling goes after being collected at the Transfer Station could be explained with an infographic on the SJC website showing the journey that garbage and recycling takes from the island to a processing facility. Could a stronger case be made here about costs of removing garbage/recycling off the island and future rates?
- The changeability of recycling rules is difficult. Could there be a consistently updated online forum about recycling to provide local re-use and helpful recycling advice and tips for Islanders? Such an online forum for people could be really useful and promote local ownership of the problem.
- Could the website make a better connection between the market for recycled materials and their disposal costs? Some do not seem to be aware that the sale of clean recyclables defrays disposal costs.

- **A bit about contamination sources**

The most significant observed sources of contamination can be divided into two categories:

- Off-site contamination sources:
 - Flexible thin-film plastics: people bagging up their recyclables in a plastic bag and disposing of it into the bin. Also, people were confused about whether bubble wrap, plastic grocery bags, newspaper bags and other forms of flexible thin-film contained in their recycling was recyclable.
 - Organic waste – primarily scraps of soiled paper towels and tissues.
- Contamination occurring on-site from:
 - Liquids from wine, beer, juice and liquid laundry detergent etc. leaking from open and broken containers and onto cardboard, newspaper, shredded paper and printer paper.
 - Cardboard that becomes wet or soiled once it's placed in the bin. The covered area only covers one of the containers, so cardboard gets wet and holds a lot of water which makes it heavier. Is there a way to prevent this from happening?

- **Customer Input**

- Customers wanted to know why certain materials cannot be recycled. We encountered a lot of specific questions such as: What do I do with the lids? Are lids recyclable? Can I recycle clamshells? Are plant containers recyclable? Can I recycle scrap metal? If so, where? Where can I put my thin-film plastic – why isn't it recyclable? What about this container – is it recyclable? Why not? Are liquid paperboard cartons recyclable? Since paper towels are paper, are they recyclable?

- People mentioned implementing local solutions. Some knew about ideas being implemented on Lopez (such as the Re-Make lab) and others mentioned composting.
- Is it possible to provide additional information for customers regarding hard-to-recycle, but re-usable items that cannot be recycled at the Transfer Station? This came up when discussing the black plastic planters, and the couple took them back home and were going to try to find somewhere else to take them where they could be recycled instead of the landfill. They cited that this type of information customers would like to see easily available on the county's website Local island solutions could be encouraged.
- **Outreach and education**
 - Consider an outreach campaign specifically to rental owners to promote/provide recycling receptacles for their guests. Once it gets bagged up by the house cleaners, it becomes garbage and is hard to intercept at the Transfer Station for potentially contaminated material. We observed many such plastic bags with small amounts of garbage from rental properties. They contained mixed garbage and some recyclables.
 - At the outset of this project, we thought people might respond to a social marketing technique which asks people to take a recycling pledge. However, people were reluctant to do this.
 - When customers leave the Transfer Station, the attendant could offer people the "Clean your Recyclables" flyer to take home with them. This positive messaging is more effective when they can refer to it later. That being said, in the spring (not so much in the fall) many of the residential customers declined our offer for a poster. However, office complex and customers with rentals DID want the flyers and wanted to post the list on the back showing what IS and IS NOT recyclable. This could be an educational opportunity for an outreach message, a video, and/or infographic on the SJC website for this specific client base. Additionally, the two-sided flyer could be mailed with the commercial customer bills, or at a minimum, provide a URL on their bill where it can be downloaded.

Statistics of San Juan Island Transfer Station interactions - fall 2018 and spring 2019

Questions	Day 1: 11/17/18	Day 2: 11/18/18	Day 3: 11/24/18	Day 4: 11/25/18	Day 1-4 Total	% for Days 1-4	Day 5: 5/10/19	Day 6: 5/11/19	Day 7: 6/1/19	Day 8: 6/9/19	Day 5-8 Total s	% for Days 5-8		Day 1-8 Total	% for all days
# talked to	37	20	32	19	108		26	33	52	55	166	100%		274	
# who knew about the current challenges with commingled recycling	24	14	21	17	76	70%	12	21	22	17	72	43%		148	54%
# who not aware of current challenges with commingled recycling	13	16	12	5	46	61%	6	8	6	16	36	22%		82	30%
Did they learn about the "Clean Your Recyclables" Campaign at the Transfer Station?	37	20	30	21	108	100%	15	17	35	40	107	64%		215	78%
# of people observed with known contaminated recycling	7	2	11		20	19%	10	5	9	7	31	19%		51	19%
# who did not know @ removing all lids	10	10	12	7	39	36%	9	11	2	9	31	19%		70	26%
# who did not know @ dirty cardboard is not recyclable	23	15	20	11	69	64%	4	5	3	6	18	11%		87	32%
# who did not know about rinsing jars and bottles	18	10	20	8	56	52%	7	5	1	6	19	11%		75	27%
# who knew plastic bags are not recyclable	11	15	12	8	46	43%	7	10	6	10	33	20%		79	29%
# who knew liquids and food waste are not recyclable	36	19	26	19	100	93%	21	28	46	53	148	89%		248	91%
# who knew that medical waste is not recyclable	37	19	26	19	101	94%	25	33	52	55	165	99%		266	

Questions	Day 1: 11/17/18	Day 2: 11/18/18	Day 3: 11/24/18	Day 4: 11/25/18	Day 1-4 Total	% for Days 1-4	Day 5: 5/10/19	Day 6: 5/11/19	Day 7: 6/1/19	Day 8: 6/9/19	Day 5-8 Total s	% for Days 5-8		Day 1-8 Total	% for all days
# who knew that Styrofoam is not recyclable	29	19	22	15	85	79%	25	33	46	55	159	96%		244	
# who knew that aerosol cans are not recyclable	32	19	26	19	96	89%	26	33	52	55	166	99%		262	
# who knew that toxic containers are not recyclable	34	19	26	19	98	91%	26	33	52	54	165	99%		263	
How many took a poster with them?	37	18	30	20	105	97%	6	8	3	1	18	11%		123	45%

Business Visits on San Juan Island

Summary

Ryan Roberts spent four days in November 2018 meeting directly with a predetermined list of 29 businesses which San Juan Sanitation indicated had previous clean recycling compliance challenges. During that time, he interacted with fourteen organizations on San Juan Island. Length of the visits was from 15 minutes to one hour. Most visits were with a decision maker.

At the direction of the Solid Waste Program Administrator, Kulshan Services did not reach out to any more businesses on San Juan Island in the spring of 2019.

Observations of businesses' recycling practices and challenges were consistent between both islands.

Interactions with businesses included three goals:

- Educate them about China's new Green Fence policy and draw the connection between international changes to the recycling market and direct, local impacts on island recycling.
- Provide them the educational materials and ideas for posting them around the business.
- When appropriate, learn about their waste streams, expenses, volume, types of material and proactive measures to better handle waste if they were willing or had time to provide this info.

San Juan Island Business Contacts

Ryan reached out to the list of 29 San Juan Island businesses provided to him by San Juan Sanitation.

- 52% - (15 out of 29) Ryan met in person with 15 out of 29 businesses on the list. Meetings lasted from fifteen minutes to one hour.
- 28% - (8 out of 29) received two phone calls/messages and Ryan never received a call back.
- 10% - (3 out of 29) had incorrect contact information.
- 7% - (2 out of 29) asked that he email the materials, which he did.
- 3% - (1 out of 29) said he would get the information from his business neighbor.

Refer to the Excel spreadsheet titled San Juan Island Business Contacts List in this report on pages 15-17.

Conclusions Regarding Interactions with San Juan Island Businesses

Each organization expressed a unique set of challenges when it came to disposal. Waste streams and customer base varied from organization to organization. To varying degrees, people expressed some confusion about what is recyclable. Many mentioned the rising cost of waste disposal on the island. Those most impacted by the cost of disposal mentioned they were exploring ways to reduce their costs. Most had a desire to fix the problems and have tried their own creative fixes for their recycling issues. Among the businesses spoken to, they conveyed varying levels of understanding about the actual costs for garbage and recycling. Most of those that mentioned this noted a perception that recycling costs more than garbage. If recycling costs more than garbage, it's a disincentive to encouraging recycling behavior. It appears that the cost of recycling is higher for those businesses that have a high quantity of waste. Essentially, it appears that the price structure for recycling vs. garbage disincentivizes recycling.

Challenges/Barriers - Interactions with San Juan Island Businesses

- Two businesses – both which experience customers that contribute significantly to their waste stream (Roche Harbor and Port of Friday Harbor) – expressed that there is little incentive to recycle more because it doesn't cost them any less than if were garbage. They indicated they would recycle more if the cost for recycling cost less
- If recycling were to be more incentivized, one business expressed willingness to invest money in personnel and equipment to recycle more and reduce their garbage waste stream.
- Many businesses in downtown Friday Harbor expressed they struggle with other people dumping (poaching) garbage or recycling into their bins.
- Cost of recycling and garbage is nearly the same. There are no incentives/disincentives in place to encourage the desired behavior.
- Visitors can generate a lot of waste and they often do not have the same recycling system at home, so they may be confused, unaware, or non-compliant about the rules on the islands.
- Cardboard and bottles were most problematic and prevalent recycled materials.
- A significant amount of cardboard comes from other places: with visitors to the island, via Amazon, or with packing boxes for food and cleaning items at restaurants.
- The School District, Roche Harbor, Port of Skagit, and various restaurants produce or must handle a lot of cardboard. There appears to be an opportunity here to capture specific materials more narrowly.
- Some businesses that produce a lot of cardboard waste mentioned that Kings Market also deals with a lot of cardboard and bales it for shipment off the island. They mentioned a desire to partner with Kings to bale and ship their cardboard off island as well.
- Cardboard is somewhat problematic. First, businesses must devote personnel time to flattening them. Some would like a baler, but that's an expense they don't want to invest in. Also, when mixed with other recyclables, cardboard is a high-volume product and low weight (unless it becomes wet which it often does). It doesn't fit into the dumpsters of other materials very well and takes up space. While the recycling bins look full, the cardboard in them makes for inefficient filling even when the back hoe is used to smash down the content of the bins. This seems important to note since a bin with cardboard won't hold as much, but it's our understanding that the businesses are charged by the volume not the weight.
- Some businesses mentioned a desire to compost restaurant food waste. There is a pig farmer who takes some material, but the supply isn't consistent.

Business Visits on Orcas Island

Summary

Ryan Roberts spent three days in December 2018 meeting directly with a predetermined list of businesses which San Juan Sanitation indicated had previous clean recycling compliance challenges. During that time, he interacted with nine organizations on San Juan Island and a total of 16 people. Many of the businesses on Orcas Island are dormant this time of year, and so reaching owners was challenging. Suggestion is to follow up in the spring with the unavailable businesses. Length of the visits was generally 15 minutes to an hour. Most visits were with a decision maker.

Alyssa Rodriguez spent one day (April 29, 2019) on Orcas Island meeting with four additional businesses that were willing to meet with her. Phone calls were made to all businesses on the list provided to Kulshan Services. (See Business Contact list for notes and updates to contact information.)

Observations of businesses' recycling practices and challenges were consistent between both islands.

Interactions with businesses included three goals:

- Educate them about China's new Green Fence policy and draw the connection between international changes to the recycling market and direct, local impacts on island recycling.
- Provide them the educational materials and ideas for posting them around the business.
- When appropriate, learn about their waste streams, expenses, volume, types of material and proactive measures to better handle waste if they were willing or had time to provide this info.

Orcas Island Business Contacts

Ryan reached out to the list of 26 Orcas Island businesses provided to Kulshan Services by San Juan Sanitation.

- 35% - (9 out of 26) Ryan met in person with businesses for fifteen minutes to one hour.
- 35% - (9 out of 26) Ryan called twice and left messages and never received a call back.
- 15% - (4 out of 26) These businesses were contacted but did not want to meet.
 - (3 of the 4) These businesses did not meet with Ryan but requested that information about recycling be emailed to them.
- 12% - (3 out of 26) had incorrect contact information.
- 4% - (1 out of 26) was a no-show to the scheduled meeting.

Alyssa reached out to the remaining 12 Orcas Island businesses (on the list provided to Kulshan Services) who were closed for the season when Ryan contacted them in the late fall.

- 33.33% - (4 out of 12) Alyssa met in person with businesses for fifteen minutes to one hour.
- 25% - (3 out of 12) Alyssa called twice and left phone messages and never received a call back.
- 8.33% - (1 out of 12) When Alyssa was on Orcas, she left flyers with employee at one business that had not called her back.
- 25% - (3 out of 12) These businesses were contacted but did not want to meet.
 - (3 out of 3) These businesses did not meet with Alyssa but requested that information about recycling be emailed to them.
 - 2 out of 3 people responded to a survey sent in the email with the same questions as asked during in-person meetings. See survey results on page 22 of this report.
- 8.33% - (1 out of 12) This business is switching ownership and declined to meet with Alyssa.

Refer to the Excel spreadsheet titled Orcas Island Business Contacts List in this report on pages 18-21.

Conclusions Regarding Interactions with Orcas Island Businesses

Observations of businesses' recycling practices and challenges were consistent between both islands. Please reference the preliminary conclusions on page 4 and 5.

- Businesses voiced that separating recyclables might be a better solution for them.
- Business customers stated that an additional permanent sign on the large containers at the Transfer Station on what can and cannot be recycled would be very helpful to them. It would be a reminder right before recycling an item if it could truly be recycled.
- The list on the back of the flyer was noted as particularly helpful. Businesses felt the list of what is recyclable and not recyclable is the side they would display.
- Specifically, the camps noted the impact of large population increase from summer to winter. Kulshan Services felt it would be helpful if employees could receive a training on the clean recycling rules which could be passed on their customers/youth at the camps and employees.

Challenges/Barriers - Interactions with Orcas Island Businesses

Observations of challenges were consistent between Orcas and San Juan Islands, with the exception that some businesses on Orcas Island noted that they had received educational materials in their last bill prior to Ryan's visit to Orcas Island in November 2018.

Please reference the preliminary conclusions on page 5.

- For some businesses mentioned that they are reliant upon a well and believed that conserving their water resource was more important than using too much water to rinse out recyclables.
- At Deer Harbor, they were struggling particularly with marina guests dumping contaminants into their recycling bins and having no viable way to monitor or change that.
- Main educational outreach was observed to mainly be focused on the kitchens at these businesses, especially with the camps who deal with a large amount of kitchen/cooking supply waste three times a day.

San Juan Island Business Contacts List

Account Name	Address	Phone Number	Email (if provided)	Contact Person	Type of Contact	meeting	emailed flyer	Notes
Lakedale Resort	4313 Roche Harbor Rd	360-378-2350 / 360-378-2350 ext. 105		Carla / Richard	In-person	y/n		Left a message, out of the office, he should return the call tomorrow. Stopped by , but they were not much interested in talking.
FH Elementary School	95 Grover St.	360-378-4133 / 360-370-7501		Jill/Mod/Brock Hauck	In-person	y	y	Spoke with Mod, forwarded me to Brock, who did not answer Met Friday 2:00pm
Friday Harbor House	130 West St	360-378-8455		Tom/Megan	In-person	y	y	Met Friday 9:00am
Harrison House	235 Nichols St	360-378-3587	am@tuckerhouse.com	Anna-Maria	In-person	y	y	Met Friday 4:00pm am@tuckerhouse.com - sent email followup. Met in person.
JAC Star Storage	52 Malcom St	360-317-4223		Alicia	In-person	y	y	Sent an email. RESPONDED - connected me with her commercial clients. Met Friday 11:00am
Port of Friday Harbor	204 Front St	360-378-2688		Todd/Shane	In-person	y	y	Left a message Met Wednesday 1:00pm
Backdoor Kitchen	400 A Street	360-378-9540		Sasha	In-person	y		Met Wednesday 3:00pm
Cask & Schooner	1 Front St. #1	360-298-4002		John/Israel	In-person	y		Met Thursday 9:00am
Rocky Bay Café	229 Spring St	360-378-5051		John/Ashley	In-person	y		Spoke with Ashley, who will speak to John the owner, await a return call. In-person meeting: Met Friday 1:00pm
SJ County Park	50 San Juan Park Rd / 849 Argyle Avenue Friday Harbor	360-378-2992		Toby	In-person	y		Wednesday 1:00pm - Meeting with Toby alone and/or as a group 849 Argyle Avenue Friday Harbor. Office building and parking on the left.

Account Name	Address	Phone Number	Email (if provided)	Contact Person	Type of Contact	meeting	emailed flyer	Notes
SJ Golf & Country	806 Golf Course Rd	360-378-2254		Micah	In-person	y		Met Thursday 3:00pm
Cakes by Felicitations	52 Malcom St			Felicity Milne	In-person	y		Met Friday 11am
San Juan Pasta Co	54 Malcom St			Tim Bair and Angel Michaels	In-person	y		Met Friday 11am
Custom Catering	55 Malcom St			Deb Nolan	In-person	y		Met Friday 11am
Roche Harbor				Brett Snow	In-person	y		Drop-in, no appointment. Check with Port Director Tim/Todd? Harbor master or general manager, Brian?
San Juan Property Management	111 Cordova Ln	360-378-2070	info@sanjuanpm.com	Erin/Audrey	Phone Email	n	y	Spoke over the phone, Emailed materials instead.
Ron's Island Meats	53 Malcom St			Ron Puetz	Email	n	y	Emailed. Could not be there, but promised to get info from Felicity (Cakes by Felicitations) - next door
Anchor Management	1785 Douglas Rd Ste 71	360-317-8245				n		1st call: left a msg; 2nd: call no answer
Sunrise Unit	473 Grover St.	360-378-5541		Nancy/ David Gow	Phone	n		Reached one person, but never spoke to the person in charge. They didn't return my call.
Sybil Mager	84 Dakota Way	360-298-0627				n		1st call: left a message 2nd: call no answer
West Point Condo Assoc.	Armadale Road	360-317-6862				n		1st call: left a message 2nd: call no answer
Surina - Star Center	50 Malcom St.	360-378-4555		Dina		n		1st call: left a message 2nd: call no answer
CDMCO	350 Carver St.	360-378-1015		Desiree		n		1st call: left a message 2nd: call no answer

Account Name	Address	Phone Number	Email (if provided)	Contact Person	Type of Contact	meeting	emailed flyer	Notes
Cannery Village Condos	241 Warbass Way	360-378-6360				n		1st call: left a message 2nd: call no answer
Friday Harbor Village Apartments	445 Carter Ave	360-378-6537				n		1st call: left a message 2nd: call no answer
Michael Gladstein	2553 Cattle Point Rd	360-472-1020		Jess		n		1st call: left a message 2nd: call no answer
Sandpiper Condos	250 Tucker Ave, Friday Harbor, WA 98250	360-317-4223		Tim Daniels	Phone	n		In Florida, contracted w/ SJS, J1 Visa problems, does not recycle anymore due to contamination. Open to meeting mid-December. Spoke extensively on the phone. No longer managing these condos. May still be on the Board.
Rocky Bay Condo Assoc.	6312 Roche Harbor Rd	360-378-0650		Natalie		n		Not able to contact. Kim Nibler and Edgar Plaza listed as agents of the condo association. Check apt. E.
Casa SJ Assoc	310 Spring St.	360-378-2222						Wrong number/address

San Juan Island Business Outreach Results

Name of Company	Interviewer	Challenges	General
Backdoor Kitchen	Ryan Roberts	Backdoor Kitchen has employees who were unsure what's recyclable or not. There may be some "wishful recycling" going on there, because they want to recycle everything.	They get a lot of cardboard and glass, with some waxed cardboard, tin and plastic.
Cakes by Felicitations	Ryan Roberts	Struggled with other people and other businesses dumping their garbage and their recycle in her bins. Contamination was occurring from overfilling, because it couldn't fit in the bin and was exposed to the elements. Landowner was unresponsive in handling the garbage/recycling poaching. After two years, landlord got a lock for the containers, but SJR had to break them to get into the bins.	N/A
Cask and Schooner	Ryan Roberts	Struggling with shared recycling with Tops'l, the business upstairs, who don't break down their boxes well. They have a lot of cooking oil. Extra bins for recycling and garbage are expensive. Prep is often an area where the kitchen produces quite a bit of waste, as fluctuations in seasonal intensity mean sometimes the food goes to waste.	Kitchen scraps are sent to a pig farmer on the island, but the donating is inconsistent, because the pig farmer doesn't always need it, as much as the compost is produced. Have partnered with a company called Sequential in Oregon that takes their used frying and cooking oils for free every week or so.
Custom Catering	Ryan Roberts	(Same as Cakes by Felicitations) Struggled with other people and other businesses dumping their garbage and their recycle in her bins. Contamination was occurring from overfilling, because it couldn't fit in the bin and was exposed to the elements. Landowner was unresponsive in handling the garbage/recycling poaching. After two years, landlord got a lock for the containers, but SJR had to break them to get into the bins.	N/A
Friday Harbor House	Ryan Roberts	Large amounts of cardboard, glass bottles and Styrofoam. Summer recycling exceeds the 1 bin per week, to significant expense.	Back of house sorting for both kitchen and the room service. "Clean the World" half-bars of soap are collected and recycled. Shampoo bottles are sent to a site for recycling and reuse, which helps keep the volume of recycling and garbage down. They are moving away from plastic water bottles and purchasing reusable and saleable hydro flasks. Installing water dispensers throughout the hotel.

Name of Company	Interviewer	Challenges	General
Lakedale Resort	Ryan Roberts	None stated	Cagey about recycling, conversation was brief and terse.
Port of Friday Harbor	Ryan Roberts	They get a lot of cardboard from Amazon packages, and people don't break down the boxes, so the containers fill up quickly. Disposal costs are also \$150,000 (\$90,000 in waste, \$50,000+ in recycle) annually. People don't sort on their boat, so they dump their plastic bags full of recycling in the recycling. Lots of known contamination.	Port would like to find an alternative to comingled where they could sell what they produce. Considering a cardboard bailer, a new covered shed to contain all the bailed cardboard and keep it dry for shipment off the island to Skagit. Wants to explore working with other local organizations to create a more intuitive recycling system.
Roche Harbor	Ryan Roberts	Customers are unhappy that all the recycling at Roche Harbor all goes to the trash, even though they have separate bins. Cost of an additional recycling compactor and a person to manage waste on-site is prohibitive. Frustrated that there is no incentive to recycle, because the price is the same for garbage and recycle. Frustrated by the cost of waste disposal as a whole, approximately \$150,000 annually. Spending \$209/ton (approx. 10c per lb) on waste.	Wishes there were compost on the island and that more waste and recycle could be dealt with on the island. Lots of glass, and food waste. 10 containers on-site. Glass and compost are the largest sources of waste. Would spend the money to improve their waste streams if there was a cost reduction associated with action (up to \$40k). Wants to see viable compost service on the island.
Rocky Bay Café	Ryan Roberts	People put trash and recycle in his bins, often improperly. Installed a lock. Lock was removed by SJR. Finding time to ensure the recycle is properly sorted is challenging. Didn't know Styrofoam wasn't recyclable. His dumpster fills up with cardboard, which eats up a lot of space.	Uses all composable containers for food and liquid. Interested to see if Kings had a trash compactor, they could piggyback on for cardboard. Gives compost to the pig farmer as well.
San Juan County Golf and Tennis	Ryan Roberts	None stated	They recycle their mechanic oil, anti-freeze and send their 2.5-gallon fertilizing jugs to Skagit County for recycling.
San Juan County Park	Ryan Roberts	When people camp, they drink, so the parks accumulate quite a bit of glass, cans and plastic containers. Cleaning of plates, jars, bottles etc. at the water spigot causes backups in the drains onsite, which are problematic and expensive to clean. Campers coming from off-island, may have no recycling at all where they came from, or a different recycling system with different requirements and permissible materials.	Would like to explore encouraging campers to minimize what they bring to the island, building off their "Leave No Trace" message they use with their other land managing partners on the island. Interested in coordinating with other agencies to reduce contamination. Wants to know if Lautenbach accepts green waste. The parks benefit from having a captive audience, which may help them distribute their message.

Name of Company	Interviewer	Challenges	General
San Juan Island School District	Ryan Roberts	90% of their recycling is cardboard with 10% glass and plastic.	Refillable water stations with no vending machines on site. Fresh food served on site. Food scraps go to the pig farmer. Each room has multiple recycling bins. Feel like they are ahead of the curve on recycling.
San Juan Pasta Company	Ryan Roberts	None stated	Weren't interested in talking about recycling.

Orcas Island Business Contacts List

Account Name	Address	Phone Number	Email	Contact Person	Type of Contact	meeting	emailed flyer	Notes: Ryan Roberts, Kulshan Services (December 2018)	Notes: Alyssa Rodriguez, Kulshan Services (April 2019)
Brown Bear Baking	29 North Beach Rd	360-855-7456		David/Lee/Brett	Phone	y		David & Lee returning from a trip early Thursday . Probably meet as a drop-in. Likely happy to meet! Dropped in at 10:00am	
Deer Harbor Resort	31 Jack & Jill Pl	360-376-4420		Darren/Sheryl/ Kevin White		y		Called, spoke with reception, put through to General Manager's voicemail (Kevin White), left a message.	emailed 4/19, message 4/23, message 4/25; Met on 4/29
Doe Bay				River		y		Left a message	emailed 4/19; Met on 4/29
Enzos Café	365 North Beach Rd	360-376-3732		Jada/Heines	In person	y		Left a message with Jada, said would pass along to the owner Heines. Met on Thursday 4pm.	
Four Winds Westward Hotel	286 Four Winds Rd	360-376-2277 360-376-6849		Mariah and Rick	Phone	y		Recommends speaking to Rick Molner, Head of Maintenance. Left a message to try to follow up with Rick.	emailed 4/19, message 4/23 Mariah; Met on 4/29
Kaleidoscope Daycare	1292 North Beach Rd	360-376-2484		Amber	Phone	y		Met on Wednesday 3:00pm	
Orcas Christian School & 7th Day Adventist Church	107 Enchanted Forest Rd	360-376-6683		Terry	Phone	y		Met on Wednesday 1:00pm	

Account Name	Address	Phone Number	Email	Contact Person	Type of Contact	meeting	emailed flyer	Notes: Ryan Roberts, Kulshan Services (December 2018)	Notes: Alyssa Rodriguez, Kulshan Services (April 2019)
Orcas Island School Dist.	High School Parking Lot	360-376-2284	cferran@orcas.k12.wa.us; jnichols@orcas.k12.wa.us	Cathy (Catherine)				Left a message	emailed Cathy 4/19. Emailed materials 4/25; She and their custodian both took an online survey we created and shared with them.
Orcas Montessori School	1147 North Beach Rd	360-376-5350		Maddy/Teresa	Phone	y		Met on Wednesday 2:00pm Left a message with Maddy, said she would call back when she was less busy.	
Rosario Resort	1400 Rosario Rd	360-376-2222		Scott Kantrud	Phone	y		360-376-2152 ext. 545. Left a message. Scott returned call Met on Thursday 1:00pm	
Ship Bay Restaurant	326 Olga Rd	360-376-5886		Geddes	Phone	y		Met on Wednesday 4:00pm.	
West Sound Marina	525 Deer Harbor Rd	360-376-2314		Jan/Betsy	Phone	y		Met on Thursday 3:00pm	
YMCA Camp Orkila	End of Mt. Baker Rd	360-376-2678		Steve		y		Left a message	emailed 4/19, message 4/23, returned call 4/25; Met on 4/29
Aviator Condos	200 Seaview St	360-391-2628	kiketbay@hotmail.com	Tom Keel	Phone	n	y	Didn't want to talk. Unhappy his number was shared. Open to receiving an email with information. Email materials.	Ryan already tried to meet with them.

Account Name	Address	Phone Number	Email	Contact Person	Type of Contact	meeting	emailed flyer	Notes: Ryan Roberts, Kulshan Services (December 2018)	Notes: Alyssa Rodriguez, Kulshan Services (April 2019)
Deer Harbor Inn Restaurant	33 Inn Ln	360-376-1040	carp@rockisland.com	Matt		n	y	Called, closed for the season but still taking catering, left a message.	emailed 4/19, message 4/23 emailed materials 4/25
Island Hardware & Supply	21 Wet Beach Rd	360-376-7200 360-376-4200	ihsmarce@rockisland.com			n	y	Wrong number	Corrected phone number; emailed 4/19, wants material emailed; emailed materials 4/25
OPAL Community Land Trust	286 Enchanted Forest Rd	360-376-3191		Jeanie Beck/ Judy?/Crystal	Phone	n	y	Jeanie Beck, Crystal - communications and education. Email materials.	Ryan already tried to meet with them.
Outlook Inn/New Leaf Café	171 Main St	360-376-2200	sara@outlookinn.com	Sara	Phone	n	y	Didn't want to meet. Email materials.	
Driftwood Condo Assoc.	Lovers Ln	949-300-8888		Wess	Phone	n		Didn't want to talk.	Ryan already tried to meet with them.
Hogstone Pizza	460 Main St	360-376-4647		Geddes		n		Left a message.	emailed 4/19, message 4/23
Lavender Hollow Apts	Off Enchanted Forest Rd 38 Orion Ln, Eastsound, WA 98245	360-376-5479 360-376-2023		Erin	Phone	n		Appt. on Wednesday 12:00pm Jeremy King, manager of the complex, 22 units. NO SHOW	emailed 4/19, message 4/23
Northern Heights	418 Pine St	949-300-8888		Wess		n		Left a message, out of state, cannot meet.	
The Inn on Orcas Island	114 Channel Rd	360-376-5227		Jeremy		n		Left a message.	emailed 4/19, msg 4/23, sold business effective 5/1/19

Account Name	Address	Phone Number	Email	Contact Person	Type of Contact	meeting	emailed flyer	Notes: Ryan Roberts, Kulshan Services (December 2018)	Notes: Alyssa Rodriguez, Kulshan Services (April 2019)
White Horse Pub	246 Main St	360-376-7824		Shelby		n		Left a message.	emailed 4/19, message 4/23, dropped off a couple flyers for the owners on 4/29 when in Orcas. Owner was not in.
Wildwood Apartments	154 Seaview St	360-376-2222				n		Wrong phone number	Found correct phone number; left message 4/23; These six units at Wildwood Apartments sold to Rosario Resort in 2014. Wildwoods' owner was a Phil Miller.

Orcas Island Outreach Results

Name of Company	Interviewer	Challenges	General Observations
Brown Bear Bakery	Ryan Roberts	They feel that their customers don't know how to properly recycle, as evidenced by the contamination in their recycling bins. They put all of their recycling in the lobby in the garbage, despite the fact they are separated visually to the customer. They are frustrated that people have such different recycling practices in other places. Coffee cups are a major problem for disposal, because people think they are recyclable.	Their recycling is fairly clean, except that they were bagging all of their recyclables in plastic bags.
Enzos Café	Ryan Roberts	Paying about \$500/month for disposal (4 bins/month) Coffee cups account for most of the contamination and confusion for customers. Frustrated at lack of Federal leadership to streamline the system.	They steam milk containers to clean the inside and soften the material for compression. They have their own signage for customers. Would like it if their suppliers didn't send them so much to dispose of.
Kaleidoscope Daycare	Ryan Roberts	Struggling with a neighbor who is poaching their garbage and recycling. Addressed this by working with SJR to get a lock for their recycling bin. They pay about \$400/month for disposal each week, which is occasionally exceeded. They get a lot of cardboard from their AMZ subscription, cardboard is the most prevalent thing they recycle.	Kaleidoscope was doing a ton of work with their kids to educate them and involve them with recycling. They will be laminating and posting the materials provided above the garbage and recycling bins. They will be sending the kids home with the materials we provided them for their parents. When the coop was getting rid of hard clamshells, Kaleidoscope took those and turned them into small toy containers for their shelves. They collect their compost (5 gallons a day) and have it picked up by a pig farmer (West Beach Farm, Cathy and Ron Thompson). Kids are very intentional and curious about recycling. Kids wash their recyclables before they put it in the bin. They put out Facebook ads for extra stuff they have (books, cardboard, games etc.). They involve the kids in creating art out of recyclable materials. Styrofoam containers are used for holding paint before they are disposed of in the garbage.
Lavender Hollow Apartments	Ryan Roberts	NO SHOW	NO SHOW

Name of Company	Interviewer	Challenges	General Observations
Orcas Christian School + Adventist Church	Ryan Roberts	Confused about bundling up cardboard next to the bin.	75% of the waste is cardboard pickup 1x/week. Had heard a rumor that SJR doesn't take glass. Wished that recycling were cheap and garbage were more expensive to create an incentive to recycle.
Orcas Montessori School	Ryan Roberts	Food packaging from crackers and cereal - mostly cardboard boxes paper and mail. Their upstairs tenant doesn't have good recycling practices. Spiral rings on the books are something they have been wondering about. Tin candle holders?	Garbage and recycling services are 2x/month, not always full. They will be sending kids home with the posters for their parents.
Rosario Resort	Ryan Roberts	200 people per night. Approximately 45 bins per month, representing a significant disposal expense. Concerned about leaving bales of cardboard in the rain where they get wet and contaminated. They employ H-1 workers who come from places that have different recycling systems or no recycling at all.	Cardboard is about 75% of their recycle. They used to have a cardboard baler but ditched it when SJR told them that it all went to one place unsorted. They process all of their food waste into compost, which they use on-site. This resulted in a big reduction in cost for disposal and material purchases. They will laminate signs for framing and placement in employee housing.
West Sound Marina	Ryan Roberts	Confusion about the color of the containers, which is different on the islands than where they live. Issues with neighbors poaching their garbage and recycle. Boat debris is problematic. Some folks try to recycle appliances. Discussed locking the containers.	They stenciled their containers to clarify for their customers. 1 bin, 1/week in the winter, 2x/week in the summer. Will share the recycling information with their customers in the upcoming newsletter. Approximately 150 boats in their marina.
Ship Bay Restaurant	Ryan Roberts		Will post the materials provided in their kitchen, and potentially in the buildings on site.

Name of Company	Interviewer	Challenges	General Observations
Camp Orkila	Alyssa Rodriguez	<p>Frustrated that consumer now has to do the washing of recyclables, this is of particular concern to Orkila because they are on a well. Due to their sheer volume of recyclables at any given meal, it seems very unrealistic to clean all food soiled containers (e.g. 30 milk cartons from one breakfast). Washing all containers would require manpower that they don't have in addition to wasting their well water. "What is the lesser of two evils, wasting water or plastic?" Said that since there are such high expectations from processors, that they should be willing to help customers more, both with education, signage, and washing of contaminated containers.</p>	<p>Even when they are doing a good job at the main kitchen, they still have backpackers who come in and may be recycling without rinsing. Noted that separating recycling would be a huge time-sink, it but might help their recycling to be cleaner. Seemed to want a multi-stream vs. co-mingled.</p> <p>Added that it would be very helpful if there were permanent sticker decals on all commercial recycling dumpsters. This would help them determine if what they are trying to recycle is truly recyclable when they are at the container.</p> <p>They will laminate and post flyers at all recycling containers (specifically the ones in the kitchen), in addition to circulating the online copy to all directors, kitchen staff, and camp counselors. In general, a very strong message from Orkila is that since there are a lot of expectations from recycling customers, they would like to see more from Sanitation Services i.e. more decals, signage, lists. Also, would it cost less if they were willing to pre-sort? They want more from waste management. "If someone is already being paid to sort at waste management facilities, why can't they also wash?"</p>

Name of Company	Interviewer	Challenges	General Observations
Worldmark: Deer Harbor Resort	Alyssa Rodriguez	Deer Harbor Resort's challenges with recycling were voiced as a culmination of island logistics, current cost structure, and marina guests contaminating their recycling. Said that they currently are paying for cardboard to be recycled, however he finds this to be a somewhat "tough" expense as he feels it shouldn't cost so much. They are trying to ease the recycling hassle on behalf of the guest by having employees go through their recycling near the end. Mr. White mentioned he was currently talking to San Juan Sanitation Services about getting locks back on both their trash and recycle containers. Locks are needed in order to combat marina guests who walk up the hill and freely dump both trash and recycle in both Deer Harbor Resort trash and recycle containers. Monitoring and tracking this issue is particularly difficult. Mr. White would like to see some sort of shift in cost structure that incentivizes recycling, rather than the current cost structure which he said deters it. It would be much easier for them to recycle and care about it if it was a cheaper expense for them. Main frustration voiced from Mr. White was the expense of recycling, and now "they" want more specifics done at the consumer end, which is on top of their high price. "might as well just throw it away"	In general, Mr. White was generally pessimistic about the topic. He said that signs on the containers (like Camp Orkila had suggested) wouldn't be helpful since people don't really read. Despite this, he said he would laminate and post the flyers as well as send in an email to all staff. Mentioned that they would be interested in separating their recycling if they had the manpower for it, so for now he likes the co-mingled stream. Mr. White mentioned some frustration towards the constantly changing rules regarding recycling, and the many steps consumers have to take in order to recycle, which just adds to consumer confusion. For Deer Harbor Resort, monitoring is particularly hard, and once something hits the recycle can, it is not looked at again. Despite their wide variety of visitors, he said they were pretty good about recycling in their rooms. They have worked with the changing rules before (mentioned they no longer hold recycling in plastic bags and no longer said plastic bags) but seem less willing to take any more than required steps now.

Online Survey

We tried an online survey (Survey Monkey) to solicit responses from businesses/organizations unable to meet with us or with multiple contributors. Here are the two responses we received.

Recycling on Orcas Island Survey

#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, April 29, 2019 1:35:29 PM
Last Modified: Monday, April 29, 2019 1:38:40 PM
Time Spent: 00:03:11
IP Address: 207.32.160.36

Page 1: Recycling Markets are Changing. Your thoughts?

Q1 What's your contact information?

Your Name	Catherine Ferran
Company	Orcas Island School District
Address	557 School Rd
City/Town	Eastsound
State/Province	WA
ZIP/Postal Code	98245
Email Address	cferran@orcas.k12.wa.us
Phone Number	360-376-1510

Q2 Do you recall receiving any recent mailers providing information about current recycling on the islands? **No**

Q3 Are you aware of challenges created by China's Green Fence policy that has affected the recycling markets in the United States? **Yes**

Q4 Which items below have you experienced uncertainty about whether they are recyclable? Please check all that apply. **dirty cardboard boxes, dirty containers (containing food or other materials)**

Q5 Check all items you are already aware of regarding commingled recycling. **Jars and cans need to have lids removed, Plastic bags are not recyclable.**

Q6 In your own words describe challenges or frustrations your business has experienced with recycling.

Please send this survey to our head custodian, Jason Nichols - Jnichols@orcas.k12.wa.us

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 06, 2019 11:14:29 AM
Last Modified: Monday, May 06, 2019 11:19:16 AM
Time Spent: 00:04:47
IP Address: 172.58.44.234

Page 1: Recycling Markets are Changing. Your thoughts?

Q1 What's your contact information?

Your Name	Jason Nichols
Address	Orcas Island School Dist
City/Town	Eastsound
State/Province	WA
ZIP/Postal Code	98245
Email Address	jnichols@orcas.k12.wa.us
Phone Number	3604720705

Q2 Do you recall receiving any recent mailers providing information about current recycling on the islands? **No**

Q3 Are you aware of challenges created by China's Green Fence policy that has affected the recycling markets in the United States? **No**

Q4 Which items below have you experienced uncertainty about whether they are recyclable? Please check all that apply. **styrofoam**

Q5 Check all items you are already aware of regarding commingled recycling. **Pizza boxes are not recyclable.**

Q6 In your own words describe challenges or frustrations your business has experienced with recycling.

Haven't personally had any issues. What I do is empty recycle bins from classrooms and such.

For Further Consideration

Problems are opportunities in disguise. Within every problem there is a potential opportunity. Explore ways to look at problems and help businesses to be better at recycling and ultimately help the island to recycle more of their waste. Whether it's coffee cups that aren't recyclable or cardboard that gets wet, these problems point to a specific thing to focus on and educate people about. While they are problems, they are opportunities as well.

- Highlight businesses taking initiative on the issue with a recycling shout out in the local paper. For instance, Rosario is a great example for reducing their disposal costs by composting their food waste. They process their food waste into compost which they use on-site. This resulted in a big reduction in cost for disposal and material purchases.
- Organizations with a customer base or tenants could be encouraged to do share the recycle flyer with their clients/suppliers. West Sound Marina indicated they were going to share the 'Clean Your Recyclables' outreach flyer in their newsletter which would go out to 150 boats in the marina.
- Kids are open to recycling messages. Reaching out to the schools would be an effective way to reach the parents. The camps on the islands also have a great opportunity to take the recycling message home through the youth they serve. Work within the schools to practice recycling and composting on-site or with food composting with local livestock farmers.
- Highlight businesses taking initiative on the recycling issue with a recycling recognition in the local paper.
- Develop methods to address or discourage poaching of commercial dumpsters. Perhaps a 'No Dump' sticker (Think Mr. Yuk) on the bins themselves.
- Look at the commercial and residential pricing structure to incentivize recycling or disincentivize garbage destined for the landfill.
- Explore ways to create access to on-island composting opportunities to reduce yard waste, restaurant, and gardening business waste going to the landfill.
- Educate visitors about the system on the island at their point of contact with businesses. Educate visitors while they are on the ferries while they are a captive audience.
- Provide materials, videos, workshops, or infographics to educate J-1 workers regarding the recycling rules on the island.
- Explore ways to collaborate among businesses to separate and bale their large quantities of cardboard.
- Explore ways to do mobile outreach through clubs, schools, farmer's markets, other community gatherings using an interactive recycling demonstration showing what IS and IS NOT recyclable. Maybe this could be designed as an interactive quiz or game.
- Explore ways to limit cardboard getting wet at the transfer station.
- Explore how to start a hard-to-recycle disposal program or encourage local information pathways for re-use options.