

**PASCO COUNTY
RECYCLING AND
EDUCATION**

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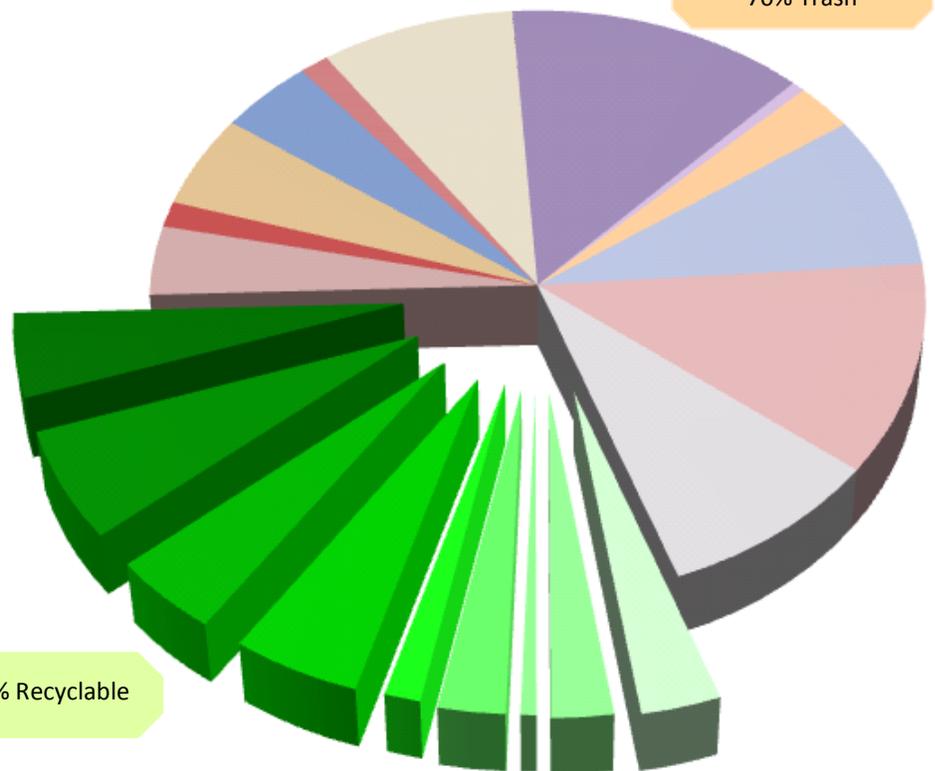
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Recycling Update

JANUARY 2015

What's Left In Your Trash

- Glass Containers
- Metal Cans
- Other Narrow Neck Plastics
- PET Containers
- HDPE Containers
- Other Recyclable Paper
- Office Paper
- Corrugated Containers
- Newspaper
- Textiles
- Scrap Metals
- C&D Debris & Wood
- All Other Plastics
- Styrofoam
- Non-Rigid Plastic Film
- Other Non-Recyclable Paper
- Aseptic Containers
- Special Wastes
- Other Garbage, Grit, Etc.
- Food Waste
- Yard Waste



30% Recyclable

70% Trash

In the year since June 2013, the start of Pasco's Choose And Use Your Own Container recycling program, curbside residential recycling tonnage has increased by over 23%. This shows that Pasco's recyclers have the potential to be great. The pie chart above shows recyclables still in trash collected in Pasco County. Office papers, corrugated containers, and newspapers can be recycled through our Green Fiber drop-offs. Glass containers, metal food cans, aluminum cans, and plastics #1,2,3,4,5 and 7 can go in curbside recycling. Pasco County received 323,065 tons of trash in fiscal year 2014. In that time, if people recycled everything they could, over 96,900 tons of recycling might have been rescued from the trash can. In fiscal year 2014, approximately 4,441 tons of recycling made it to our recycling operation. The start of a new year is a great time to think about the future; why not make a recycling resolution and encourage others to do the same?

Since You Asked....

◆Water Bottle Caps:

These are small enough to become debris in the material separation process. They are a lesser grade of plastic from the bottle. Throw the caps away.

◆Plastic Grocery Bags:

Pasco County does not recycle them as our processor doesn't recycle them. Many grocery stores have in-house recycling. Check with the store manager the next time you go buy your milk.

Choices

A study done in Buenos Ares, Argentina showed that a new 2.5¢ to 4¢ grocery bag tax effectively encouraged shoppers to bring their own re-usable bags³. At its core, the new bag tax forces consumers to make a conscious choice about their purchases. When presented with the choice to pay a (comparatively) tiny price, people chose to use their own bags.



We Moved!

It's official! We moved our operations and office to a new building. You won't have to go far; we are at the same Resource Recovery Facility on Hays Road. You can ask the front scale operators to direct you, or find us at 14230 Hays Road. Here are a few pictures of our operation. We're very proud of it.

Peer Pressure

Everyone has heard of peer pressure. It can make people do things they'd never consider doing just to "fit in". Everyone is vulnerable to social pressure, but what if peer pressure could be used to benefit the environment and local community?



Several studies examined the effect of social pressure on recycling behavior, and the results are interesting. Neighborhood recycling rates increased when there was personal contact with a "Block Leader" who encouraged his or her neighbors to recycle¹.

A second study pointed out

the difference between symbolic beliefs and instrumental beliefs². Symbolic beliefs are not acted on, while instrumental beliefs actually influence behavior and result in action. In short, people talk the talk, but don't walk the walk.

If you are reading this newsletter, you already have some interest in recycling. Challenge yourself to talk to others about recycling. Friends, family, and neighbors might just need a gentle push to turn their symbolic beliefs into instrumental positive action.

Interestingly, there did not seem to be a "statistically significant" link between people's opinions and whether or not they brought their own bags. For or against the bag tax, people made changes in their shopping habits due to cost, not philosophy.

Join the bag-less revolution and leave a few cloth reuse bags in the trunk of your car.



1. <http://www.psychologytoday.com/files/attachments/124123/social-psychology-and-the-stimulation-recycling-behaviors-the.pdf>
2. <http://sapiens.revues.org/905>
3. <http://www.treehugger.com/environmental-policy/why-taxing-plastic-grocery-bags-actually-work.html>