



## MEMORANDUM

**TO:** Mayor Laurel Lunt Prussing and Members of the City Council  
**FROM:** Courtney Rushforth, Recycling Coordinator *CR*  
William R. Gray, Public Works Director *WG*  
**DATE:** March 21, 2012  
**RE:** Commercial Recycling Update

### Action Requested

A commercial recycling update since ordinance 2011-07-060 went into effect on January 1, 2012, amending Chapter 10 of the City of Urbana Code of Ordinances.

### Background

A commercial recycling ordinance was passed by the Urbana City Council in summer 2011 requiring all City of Urbana licensed commercial garbage haulers to offer recycling services to their customers beginning on January 1, 2012. Haulers have the option to sub-contract recycling if unable to provide the service themselves. Haulers will be required to collect at minimum the same materials the City of Urbana U-Cycle program collects, and may set their own fees for recycling services.

### Update

U-Cycle staff has informed Urbana commercial garbage haulers and promoted commercial recycling through the following means:

Staff mailed letters to Urbana licensed haulers in August 2011, December 2011 and January 2012 informing haulers of the new ordinance and detailing ordinance requirements (e.g. haulers must provide the City of Urbana copies of the promotional literature they are sending their customers about recycling services offered).

In addition, staff began development of an Urbana business recycling recognition program (UR2), and secured a pro-bono designer to develop a logo for the recognition program in December 2011. Staff plans on promoting the recycling recognition program beginning in summer 2012.

Staff began promoting commercial recycling through the City of Urbana website (under the Business section), UPTV, social media, and through the Urbana Business Association's weekly e-newsletter beginning in January 2012, and continues to do so.

Staff to-date has received a handful of calls from Urbana businesses interested in starting a business recycling program, and asking for assistance. U-Cycle staff has developed a business recycling checklist that is online at the City of Urbana website under the business recycling link. Businesses are encouraged to use the checklist when starting a recycling program. U-Cycle staff is available to assist local businesses with the development of a recycling program and assist with waste audits.

In March 2012, staff mailed a letter to commercial garbage haulers that have not yet provided U-Cycle staff a copy of the literature they are mailing to their business customers informing them of recycling services offered.

**Future**

Staff anticipates developing a commercial hauler survey after one year (January 2013) to monitor recycling progress, barriers and other information from haulers through the survey.

**Attachments (6)**

- Copy of one letter sent to Urbana commercial haulers (December 2011)
- Commercial Recycling Logo as developed by designer Jaime Carpenter (December 2011)
- Two examples of advertising efforts by U-Cycle staff (City of Urbana Website and UBA E-newsletter)
- Business Recycling Checklist as developed by U-Cycle staff (January 2012)
- Copy of letter to commercial haulers requesting literature that haulers are sending business customers about recycling services offered (March 2012)

Attachment # 1



CITY OF URBANA, ILLINOIS  
DEPARTMENT OF PUBLIC WORKS  
706 S. GLOVER AVE.  
URBANA, IL 61802

## MEMORANDUM

**TO:** City of Urbana Licensed Haulers  
**FROM:** Courtney Rushforth, Recycling Coordinator  
**DATE:** December 6, 2011  
**RE:** Commercial Recycling Ordinance Reminder

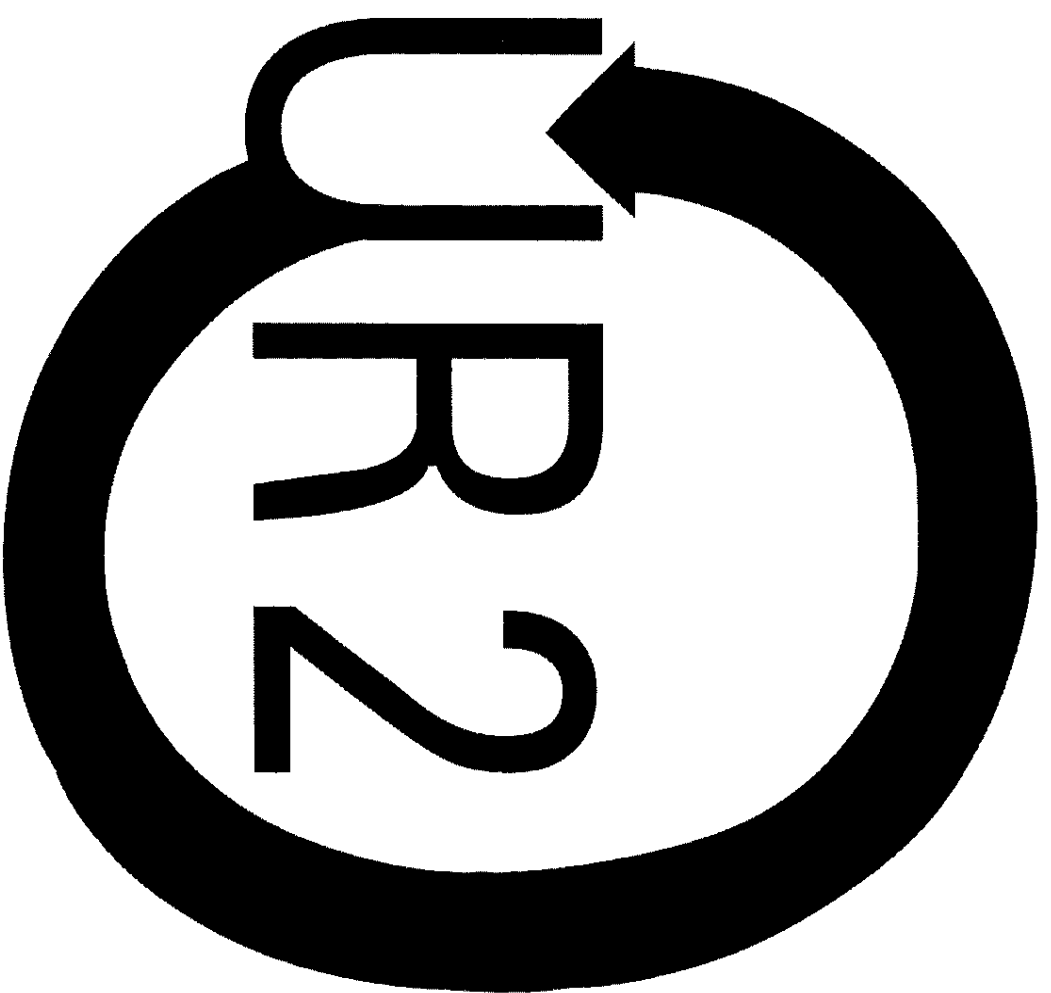
In August, your firm was sent a memo from the City of Urbana regarding the amended city ordinance on commercial recycling. This is a follow-up letter reminding you of the January 1, 2012, start date for offering your commercial customers in Urbana recycling services for multiple materials including cardboard, office/mixed paper, aluminum cans, metal (tin) cans, plastic food and beverage containers #1-7 (excluding expanded polystyrene), plastic shopping bags, six-pack ring carriers, and glass beverage containers.

As a recap, the amended ordinance requires that all haulers offer recycling service for multiple recyclables (same materials as collected in the U-Cycle program) to all commercial (non-residential) customers in Urbana. Haulers may continue to offer commercial recycling services for fewer materials (such as cardboard only), but *must* offer the multiple material collection service to customers as well. Haulers that do not wish to provide recycling service may sub-contract collection to another City-licensed hauler. Commercial properties are encouraged, but not required, to participate in recycling. Two types of haulers are exempt from the recycling service requirement: 1) Haulers that do not collect waste from commercial (non-residential) accounts; and/or 2) Haulers that only provide roll-off service.

The ordinance requires that haulers annually provide the City of Urbana with an example of written material that you provide to your commercial customers detailing the recycling services offered. The amended ordinance also requires haulers to annually provide the City with the following information: Weight of all municipal waste (including C & D), landscape waste and recyclables collected within Urbana during the previous calendar year, and the facilities used for disposal/recycling of that material.

The City will follow up with you after the January 1 start date to obtain annual waste and recycling information from 2011, and request a copy of written materials that your firm sent to your commercial customers regarding recycling options. Enclosed is a copy of the August letter, FAQ's and commercial recycling ordinance.

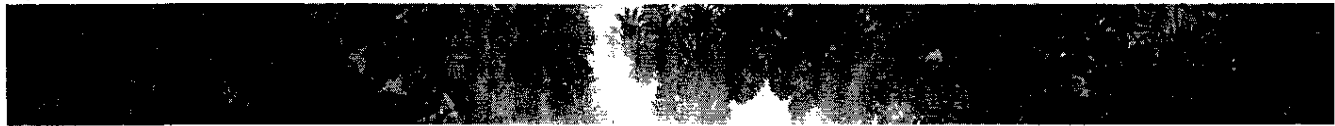
If you have any questions, please contact Courtney Rushforth, Recycling Coordinator, at 217/384-2302 or [crushforth@urbanaininois.us](mailto:crushforth@urbanaininois.us) or contact Bart Hagston, Sustainability Manager, at 217/384-2381 or [bwhagston@urbanaininois.us](mailto:bwhagston@urbanaininois.us). Thank you.



U r b a n a R e c y c l i n g R e c o g n i t i o n P r o g r a m

## Attachment 3

City of Urbana



[Home](#) - [Businesses](#) - [Business Recycling](#)

## Business Recycling

Starting January 1, 2012, all Urbana businesses have the opportunity to recycle through their private garbage hauler, per a new City ordinance.

All haulers operating in Urbana are required to offer recycling services to their business and commercial customers. This service is not associated with the City of Urbana's residential U-Cycle program.

Businesses can contact their private hauler to set up recycling and obtain pricing for the service.

City of Urbana U-Cycle staff can assist businesses with ways to set up or develop a recycling program, upon request. Call (217) 384-2302 for more information.

Haulers are required to collect an expanded list of recyclables from businesses, per requirements of the ordinance. This includes, but is not limited to, cardboard, paper/fibers (office paper, newspaper, chipboard, mixed paper), plastics #1 - 7 (no Styrofoam), shopping bags, aluminum cans, tin (bi-metal) containers and beverage glass.

Haulers set their own recycling collection rates.

For more information about the ordinance, call U-Cycle at (217) 384-2302.

### Contact Reference:

*Courtney Rushforth* [crushforth@urbanaininois.us](mailto:crushforth@urbanaininois.us) (217) 384-2302

Last updated on Feb 03, 2012 (Created on Jan 26, 2012) - Author: Courtney Rushforth

### Businesses

- [Sidewalk Snow Removal](#)
- [Adopt Urbana Program](#)
- [Available Buildings and Sites](#)
- [Building Safety Permit Applications](#)
- [Business Forms](#)
- [Business Incentive Programs](#)
- [Business Recycling](#)**
- [Business Recycling Checklist](#)
- [Business Survey 2010](#)
- [Codes and Ordinances](#)
- [Commercial Haulers LRC Rules](#)
- [Demolition Permits and Guidelines](#)
- [Downtown Market Study](#)
- [Erosion Control](#)
- [Fire Prevention Permit Application](#)
- [Green Infrastructure](#)
- [Home Occupations](#)
- [License Applications](#)
- [Planning & Zoning Forms](#)
- [Rental Registration](#)
- [Reserving Parking Meters \(Meter Bags\)](#)
- [Right-Of-Way Permits](#)
- [Sanitary Sewer Construction](#)
- [Site Plan Review](#)
- [Subdivision Ordinance](#)
- [Taxicabs & Limousines](#)
- [Urbana Comprehensive Plan](#)
- [Zoning Ordinance & Map](#)

# Attachment 4

we would like to thank our customers with this special offer!

**Receive 10% discount with every \$50 of total bill, or better yet, 15% discount of \$100 total bill.**  
*Dine in only, before tax & gratuity, can't combine w/ other offers*

So, it is a good time to bring in your friends, colleagues or family to enjoy Thai cuisine and fresh sushi. Hurry up, this offer is available only this March!

**All of March**  
**Siam Terrace**  
 212 W. Main St., Urbana

### Gallery Showcase

March Art Now! Featuring Jamie Kruidenier  
 Spirit of Place



Using many different media, artist Jamie Kruidenier brings out the subtle beauty of everyday things and places in her work. From sweeping landscapes to the smallest seeds, she captures these images in the moment. Her joy and wonder in looking at the world come through in

her art. View her art and find out more about how she created it in this month's Art Now!

Art Now! is a half hour TV show produced by the Urbana Public Arts Commission and UPTV that features a new local artist every month. You can see it every Monday at 8:30pm or Tuesday at 11pm on channel 6 or you can watch current and previous shows online at <http://urbanaininois.us/artnow>



Celebrate St. Pat's Day early! Piato will be serving up an Irish Feast fit for kings! The cost is only \$10 and will get you all you can eat:

- Guinness Beef Stew
- Browned Butter Irish Soda Bread
- Corned Beef
- Cabbage
- And More!

Friday, March 16th  
 11am - 2pm  
 Piato Cafe  
 Lincoln Square, Urbana

### Commercial Recycling



Did you know that all Urbana businesses now have the opportunity to recycle through their private garbage hauler, per a new City ordinance?

All haulers operating in Urbana are now required to offer recycling services to their business and commercial customers. This service is not associated with the City of Urbana's residential U-Cycle program.

Businesses can contact their private hauler to set up recycling and obtain pricing for the service.

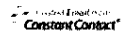
City of Urbana U-Cycle staff can assist businesses with ways to set up or develop a recycling program, upon request. Call (217) 384-2302 for more information.

## UBA Business Members

Use this space for coupons and/or discounts  
 for no charge!

Just email [marketing@urbanabusiness.com](mailto:marketing@urbanabusiness.com) to let us know what you would like to have inserted.

Forward email




This email was sent to [cmushforth@city.urbana.il.us](mailto:cmushforth@city.urbana.il.us) by [marketing@urbanabusiness.com](mailto:marketing@urbanabusiness.com)  
 Update Profile | Email Address | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

Urbana Business Association | 111 West Main Street | Urbana | IL | 61801

## Business Recycling Checklist

- 1) Designate a "recycling coordinator" or contact person for your business recycling program.
- 2) Contact your facility's garbage hauler, and ask the following questions:
  - a. How much will recycling cost?
  - b. What recyclables will you accept?
  - c. Will you provide outdoor recycling cart(s) or an outdoor recycling dumpster to collect recyclables?
  - d. Should recyclables be separated dual-stream (papers and containers source separated) or single-stream (recyclables commingled together)? Does corrugated cardboard have to be separated from other recyclables?
- 3) Conduct a facility waste assessment: Examine what is mainly thrown away by staff or patrons, focusing on the top 3-5 items.
- 4) Try to gauge how much recycling makes up your waste stream (for example, 50%) and then that will determine the outdoor recycling cart or dumpster size you will need to purchase or obtain from your garbage service provider. For example, you may need a 2-yd dumpster for cardboard and 95-gallon recycling carts for commingled recyclables, etc.
- 5) Purchase indoor recycling bins or retrofit plastic containers into recycling bins with signage explaining the program and photos of the acceptable recyclables. Keep signage simple and uncluttered, but bright and noticeable. Companies online (such as Rubbermaid©) offer desk side and indoor recycling containers. Desk side recycling containers are convenient for office staff, while larger recycling containers (20-50 gallon containers) would suffice for central office areas or facility areas where patrons dispose of trash. Purchase or retrofit custodial cart to include recycling.
- 6) Locate all indoor recycling bins next to garbage containers at your facility. This will urge staff and patrons to recycle items, and staff/patrons will not have to search for recycling containers. Recycling should be easy and convenient.
- 7) Inform staff about the recycling program:
  - a. At a meeting
  - b. Through a memo or e-mail
  - c. With signage
- 8) Educate custodial staff of recycling program
  - a. Inform custodial staff to keep recyclables and garbage separate
  - b. Show custodial staff recycling locations, indoors and outdoors

- c. Ensure that custodial staff has a large cart to collect recycling from all indoor areas and can easily place recyclables in outdoor bin
  - d. Note that when collecting recyclables from patrons, in particular, there may be garbage contamination in the recycling bins. Notify custodial staff of this issue, as someone will have to remove contaminants from the recycling bins before material can be recycled.
- 9) Educate patrons/staff about the recycling program. Develop promotional materials including signage and outreach materials for patrons and staff at your facility. This can be done in-house to reduce costs, and bi-lingual signs (e.g. English/Spanish) are preferable.
- a. Recycling signs can be computer generated. List the recyclables accepted in your program with a photo next to it. Photos of proper recyclables are important!
  - b. Make signs simple, readable, noticeable
  - c. Always include the recycling symbol  on signage/recycling bins as that symbol will inform staff/patrons that only recyclables can go into those bins.
  - d. Post signs near recycling bins at your facility, and other areas such as break rooms, copy rooms and common areas to inform staff and patrons about the recycling program.
  - e. Post signage or decals on your recycling bins listing/showing acceptable materials.
  - f. Include information about your commitment to recycling via your website, newsletters, social media, etc.
- 10) Gauge your recycling success. Ask your hauler for monthly or quarterly totals of recycling pounds/tons collected at your facility.
- 11) Develop a database to store and analyze that data to show annual progress.
- 12) Inform staff and patrons of the recycling progress they have made!
- 13) Make recycling easy and fun! Let staff and patrons get involved in recycling related projects.

\*These are tips provided by the City of Urbana's U-Cycle program. This is not comprehensive, and each facility will be different. This is a guide to get your business recycling program started. Please note that the business recycling program is NOT part of the U-Cycle program. However, U-Cycle staff would be happy to assist your business with any recycling questions. Call U-Cycle at (217) 384-2302 for more information.





March 16, 2012

Public Works Department  
706 South Glover Avenue  
Urbana, IL 61802  
(217) 384-2342  
FAX (217) 384-2400

Dear Urbana Hauler:

On January 1, 2012, ordinance 2011-07-060 went into effect, amending Chapter 10 of the City of Urbana Code of Ordinances. You were notified last year that as part of the amended ordinance, your firm is required to offer recycling services to commercial customers.

In addition to requiring haulers to submit an annual report, the amended ordinance requires haulers to provide the City "with an example of the written material that it [hauler] disseminates to commercial establishments to communicate the availability of recycling collection services" as found in Section 10-78 (e), Commercial Recycling.

The City of Urbana is requesting an example of written material your firm is sending to your commercial accounts by **Monday, April 30**. Please send materials either by snail mail or e-mail. To send by e-mail, please e-mail me at: [crushforth@urbanaininois.us](mailto:crushforth@urbanaininois.us) and by snail mail to: Urbana Public Works, Attn: Environmental Management, 706 S. Glover Ave., Urbana, IL 61802

In accordance with the ordinance, all haulers must follow Section 10-78 (c), which states that "recyclable materials that are required to be offered for collection shall be, at a minimum, the same materials required to be collected in the residential and multifamily [U-Cycle] programs as may be amended from time to time by the City. In addition, haulers may offer recycling collection services for other recyclable materials..., but such service shall be in addition to, not in place of, the range of materials collected in the residential and multifamily [U-Cycle] programs." Please visit <http://www.urbanaininois.us/recyclables> for a list of acceptable materials in the U-Cycle program to assist in developing written promotional materials.

If you need assistance in developing written materials, or have any other questions please contact me at (217) 384-2302.

Sincerely,

Courtney Rushforth  
Recycling Coordinator, U-Cycle Program  
City of Urbana