


# Feet on the Street

## Wrap-up Report



# Project Overview

- 8-week recycling cart audit program
  - Each home in Canton was inspected four times during the 8-week program.
- Funded by \$85k grant from EGLE and the Recycling Partnership
- Project coordinated by MSD and Leadpoint USA
- Pre-program STATS
  - 20% contamination rate
  - \$169.52 per ton market value of recycled goods
  - Participated rate - unknown



**Post  
Program  
STATS:**

**Contamination  
Rate**

**14.5%**

**Increase Mkt  
Value**

**\$174**

**Participation  
Rate**

**77%**

**Set-Out  
Rate**

**56%**

**Warnings  
Issued**

**9,077**

**Rejections  
Issued**

**1,961**

# Contamination Rate

- A post-sort of Canton's recyclables was done in July to determine the success of the program. Canton's new contamination rate was determined to be 14.53%, a 28% improvement over the pre-sort rate. The top three contaminants identified in the post-sort included Plastic bags and wrap, Food or liquid, and bagged recyclables.

# Participation Rate

- Post program results showed Canton's curbside recycling participation rate at 77%. This percentage is based on residents putting their cart at the curb at least once a month. According to the Recycling Partnership, the national average is 72% so they were very pleased with Canton's 77% rate.

# Market Value

- Post-sort data also showed an improvement to the market value of Canton's recycling. The pre-sort showed a market value of \$169.52 per ton, the post-sort value was \$174.67 per ton.

# Set-out Rate

- During the 8-week program, Canton averaged a 56% set out rate. For comparison purposes, Auburn Hills is currently running the same tagging program. Their set out rate is 41% with weekly collection, however they use an 18 gallon bin and Canton has a 64 gallon cart. According to the Recycling Partnership, Canton's set-out rate of 56% is very impressive.



# What now?

- More education is needed! The high participation rates shows we have a community that wants to recycle, there's just a lot of confusion about what goes in the cart.
- Canton was recently awarded a \$28,241 App to Action Grant from EGLE and the Recycling Partnership. The money will be used to analyze data gathered during "Feet on the Street" to better understand the recycling behavior of Canton residents and amplify the results with targeted education and outreach.