



# Village of Arlington Heights Recycling Outreach Wrap-Up Report

---

## Arlington Heights Demographics and Background

- Total population: 745
- 80.7% white, 14.8% black
- Median household income: \$38,750
- Housing: owner-occupied 48.3%, renter occupied 51.7%
- 370 trash customers under community contract with Rumpke
- 13 customers subscribe for optional curbside recycling service

Given the large barrier of paying for curbside recycling service, the District focused efforts on gaining access to and promoting a no direct cost to the resident option: a recycling drop off.

## Selecting Behavior and Identifying Barriers

The ACTIONS involved with recycling using a drop-off include:

1. Deciding recycling is a worthwhile activity.
2. Figuring out where a drop-off is located.
3. Designating a container for recycling.
4. Putting materials in the recycling container instead of the trash.
5. Driving or walking the recyclables to the drop-offs.

Strategies to Increase Recycling	Action Addressed
1 Implement drop-off	
2 Install signage for drop-off	Two
3 Send direct mail piece (with magnet)	One and Two
4 Arlington Heights website	One
5 Article in newsletter	One and Two

### Strategies 1 and 2

Arlington Heights implemented a new drop-off program beginning in August 2017. Signage was installed in early 2018 to direct residents to the recycling drop-off.

### Strategy 3

After the drop-off was installed, a direct mail was sent with a removable magnet to all 269 households.



## Strategies 4 and 5

Due to limitations with the website, we were unable to get information directly about the recycling the website. However, we were able to highlight the drop off in the Village newsletter which is accessible on the website.

## Evaluating Effectiveness

The goal of this program was to increase recycling participation and recycling in the Village of Arlington Heights. Arlington Heights's recycling rate was 0.85% in 2016, having recycled 2.29 tons.

**The District's goal was to double the tons recycled and reduce waste to achieve a 3% recycling rate within one year. This goal was achieved.**

- 2016 Recycling rate 0.85%, 2.29 tons recycled**
- 2017 Recycling rate 3.11%, 10.17 tons recycled**
- 2018 Recycling rate 3.34%, 14.12 tons recycled**

**Arlington Heights Tons Recycled**

