

# State of Louisiana Residential Recycling Access and Infrastructure Keep Louisiana Beautiful Annual Conf.

October 11, 2023



**The Recycling  
Partnership**  
Solving for Circularity

We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.



## The Recycling Partnership

We mobilize people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy.



## Building a recycling system that works for people, communities, and companies



### People

**Recycle consistently, correctly, & confidently**



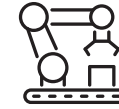
### Communities

**Provide equitable access to all households**



### MRFs

**Accept & process all materials**



### Manufacturers

**Transform recycled material into valuable inputs**



### Brands & Retailers

**Develop & market recyclable packaging**

Data driven decision making & well-designed recycling policy

## Who We Spoke With

1

Statewide  
Stakeholders



2

Parishes &  
Municipalities



3

Regional  
Processors



4

End Markets



# Results: Louisiana Residential Recycling Access



### Single-Family Recycling Programs in Louisiana

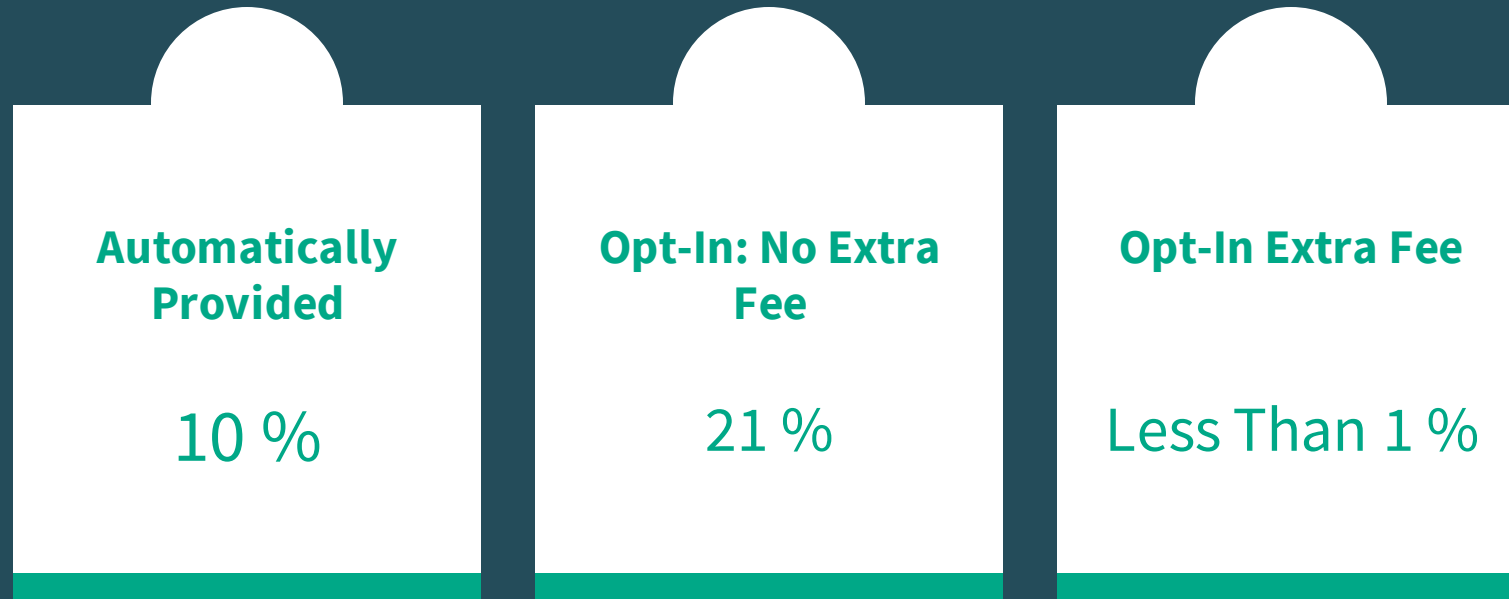
Recycling Program Type	Number of Recycling Programs
Curbside	23
Drop-Off - Staffed	21
Drop-Off - Unstaffed	6

### Single-Family Recycling Access

Recycling Program Type	Number of Single-Family Households	Percent of Single-Family Households*
Curbside	430,000	32%
Drop-Off - Staffed	367,000	27%
Drop-Off - Unstaffed	127,000	9%
No Public Access	417,000	31%

# Single-Family Curbside Collection

## Service Types



## Generation and Capture of Recyclables



**Single-Family Generation:**  
The quantity of recyclables available in a single-family household.



**Single-Family Capture:**  
The quantity of recyclables a single-family household recycles.

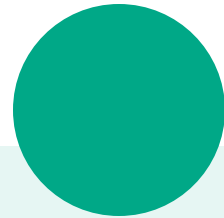




## Estimated Single-Family Curbside Tonnage

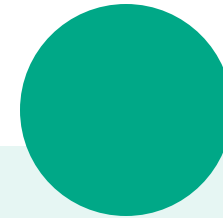
Commodity	State of Louisiana Total Single-Family Generation - 100% Participation	Curbside Access Single-Family Generation - 100% Participation	Curbside Access Single-Family Capture - 43% Participation	Curbside Access Single-Family Material Not Currently Collected
Cardboard	85,000	27,000	10,000	17,000
Mixed Paper	183,000	59,000	15,000	44,000
Aseptics & Cartons	5,000	2,000	-	2,000
PET	38,000	15,000	3,000	12,000
HDPE	19,000	6,000	2,000	4,000
Other #3 - #7 Plastics	23,000	34,000	6,000	28,000
Aluminum Cans	15,000	5,000	1,000	4,000
Aluminum Foil	5,000	2,000	-	2,000
Steel Cans	15,000	5,000	1,000	4,000
Glass	95,000	31,000	1,000	30,000
All Commodities	574,000	184,000	46,000	138,000

## Drop-Off Program



### Staffed Drop-Off Program

- 42 Percent of recycling programs in Louisiana are staffed drop-offs
- 367,000 single-family households in Louisiana have access to a publicly operated staffed drop-off site as their only source of recycling access



### Unstaffed Drop-Off Programs

- 12 Percent of recycling programs in Louisiana are unstaffed drop-offs
- 127,000 single-family households in Louisiana have access to a publicly operated unstaffed drop-off site as their only source of recycling access



## Estimated Single-Family Drop-Off Tonnage

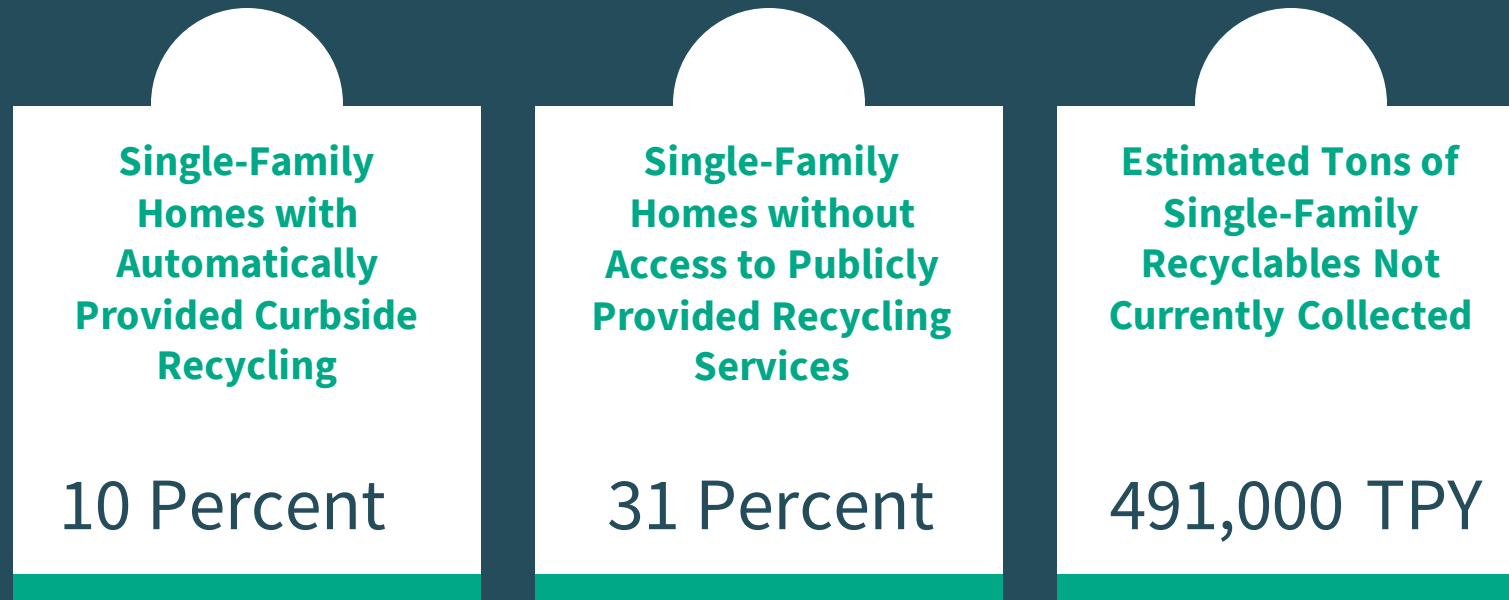
Commodity	State of Louisiana Total Single-Family - 100% Participation	Drop-Off Access Single-Family Generation - 100% Participation	Drop-Off Access Single-Family Capture - 30% Participation	Drop-Off Access Single-Family Material Not Currently Collected
Cardboard	85,000	31,000	8,000	23,000
Mixed Paper	183,000	67,000	12,000	55,000
Aseptics & Cartons	5,000	2,000	—	2,000
PET	46,000	17,000	3,000	14,000
HDPE	19,000	7,000	1,000	6,000
Other #3 - #7 Plastics	106,000	39,000	4,000	35,000
Aluminum Cans	15,000	6,000	1,000	5,000
Aluminum Foil	5,000	2,000	—	2,000
Steel Cans	15,000	6,000	1,000	5,000
Glass	95,000	35,000	7,000	28,000
All Commodities	574,000	212,000	37,000	175,000



## Estimated Single-Family Recycling Generation and Capture

Commodity	State of Louisiana Total Single-Family Recycling Tons	Current Single-Family Curbside and Drop-Off Recycling Tons	Single-Family Recycling Not Captured
Cardboard	85,000	18,000	67,000
Mixed Paper	183,000	27,000	156,000
Aseptics & Cartons	5,000	-	5,000
PET	46,000	6,000	40,000
HDPE	19,000	3,000	16,000
Other #3 - #7 Plastics	106,000	10,000	96,000
Aluminum Cans	15,000	2,000	13,000
Aluminum Foil	5,000	-	5,000
Steel Cans	15,000	2,000	13,000
Glass	95,000	8,000	87,000
All Commodities	574,000	83,000	491,000

## Residential Recycling Access Summary



# Regional Processing and End Market Infrastructure



# Material Recycling Facilities



1

Location

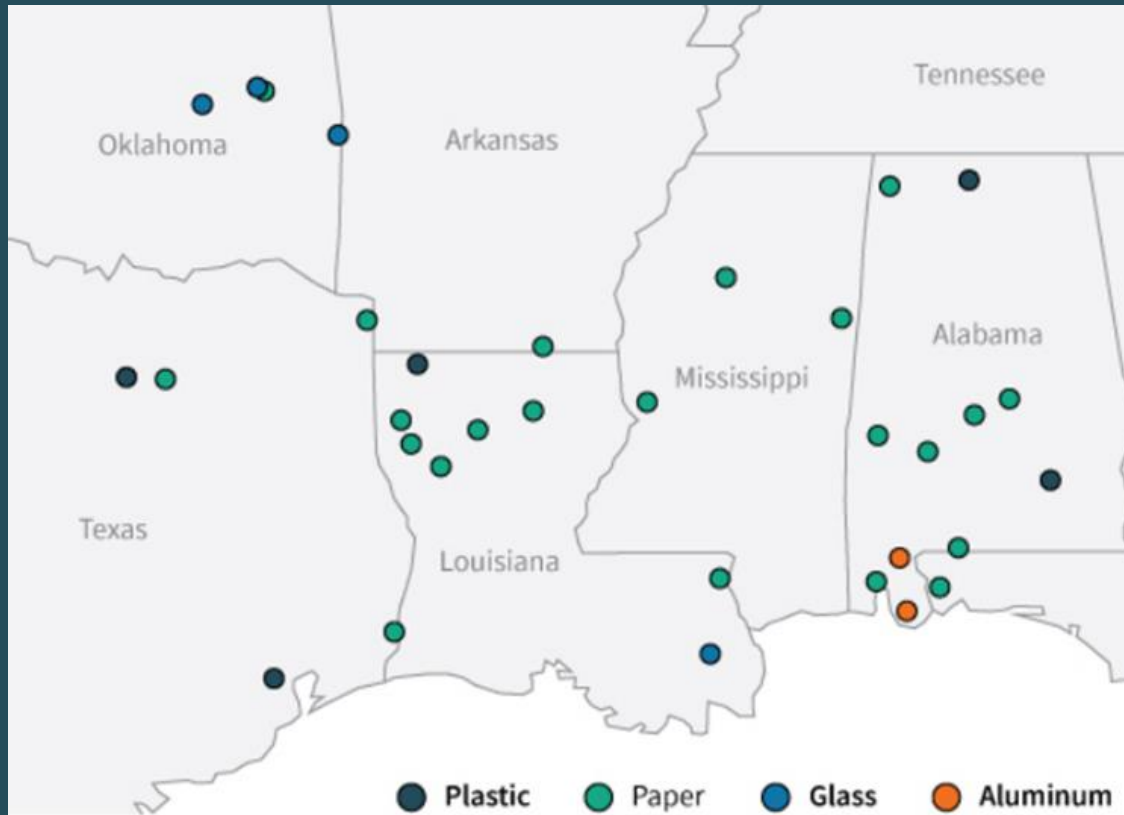
2

Processing Capacity

3

Consolidation Hubs

## Sample of Gulf Coast End Markets by Material Type



### Regional End Markets

- Strong end markets for a variety of recyclable materials
- High regional prices when compared to the national average (CY 2022)



# Conclusions and Recommendations



# Conclusions and Recommendations

### Education and Outreach

- Residents
- Elected Officials and Solid Waste Managers
- Technical Assistance

### Access to Recycling Programs

- Program Improvements
- Drop-Off to Curbside
  - Multi-Family

### Processing and End Market Awareness

- MRF Investment
- Hub and Spoke Systems

### Policy

- Extended Producer Responsibility
- Local Ordinances

# Thank You to Our Partners!



Get in Touch:

# Marissa Ambrosi or Craig Wittig

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🌐 [recyclingpartnership.org](https://recyclingpartnership.org)



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# Ascension Parish Drop-Off Grant

October 11, 2023



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# Background



- Ascension Parish is in Southern Louisiana.
- They had one staffed drop-off center on the east side of the Mississippi River which bisects the Parish. Residents on the east side of the river had relatively convenient access to the staffed drop-off center where they can recycle plastic bottles, metal cans and paper.
- Ascension Parish has 46,000 households formerly served by one drop-off center.
- Residents on the west side of the Mississippi River did not have convenient access to this recycling site.
- The grant established a second staffed drop-off location on the west side of the Mississippi River to provide more convenient access to recycling for Parish residents.

# West Bank Drop Off – TRP only

## KLB Co-Funder

January – December 2023



# New Signage



## WEST BANK RECYCLING CENTER

**OPEN**

Monday-Thursday 7-4  
(Closed all Holidays)

**225-450-6937**



Scan to learn  
more about other  
materials accepted.

[ascensionparish.net/keep-ascension-beautiful](http://ascensionparish.net/keep-ascension-beautiful)



Funded in part by



 **Paper**



**Paper**  
(all colors and types)

 **Cardboard**



**Cardboard**  
(empty and clean)

 **Metal**



**Aluminum and  
Steel Cans**  
(empty and dry)

 **Plastic**



**Plastic Bottles,  
Jars and Jugs**  
(empty and dry)

**NO!**



**No glass**



**No pizza boxes,  
takeout containers,  
or Styrofoam™**



**No plastic  
bags or film**



**No hazardous  
or medical  
waste**



**No wood or  
yard trimmings**



# Education & Outreach – Postcard Mailer

 **RECYCLE** THANK YOU FOR RECYCLING THESE:

 <b>Paper</b>	 <b>Cardboard</b>	 <b>Metal</b>	 <b>Plastic</b>
			
<b>Paper</b> (all colors and types)	<b>Cardboard</b> (empty and clean)	<b>Aluminum and Steel Cans</b> (empty and dry)	<b>Plastic Bottles, Jars and Jugs</b> (empty and dry)

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**NO!**

				
<b>No glass</b>	<b>No pizza boxes, takeout containers, or Styrofoam™</b>	<b>No plastic bags or film</b>	<b>No hazardous or medical waste</b>	<b>No wood or yard trimmings</b>

  Scan to learn more about other materials accepted.  
[ascensionparish.net/keep-ascension-beautiful](http://ascensionparish.net/keep-ascension-beautiful)

Funded in part by  **The Recycling Partnership**  
SOLVING FOR CIRCULARITY

 **RECYCLE**

**AT THESE DROP OFF SITES**

**East Bank Recycling**  
42077 Church Point Road, Gonzales, LA 70737  
Monday-Thursday 7-4, Saturday 9-1  
(Closed all Holidays)  
**225-450-1506**

**West Bank Recycling**  
2171 Thibaut Drive, Donaldson, LA 70346  
Monday-Thursday 7-4  
(Closed all Holidays)  
**225-450-6937**



 Ascension Parish Government  
605 E. Worthy Road #1  
Gonzales, LA 70737

 **Keep LOUISIANA Beautiful**  
KEEP AMERICA BEAUTIFUL OUTSIDE

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SOLVING FOR CIRCULARITY

# Digital Campaign – Ongoing thru December in Display, Emails, and Broadcast TV



## DISPLAY

### Overview

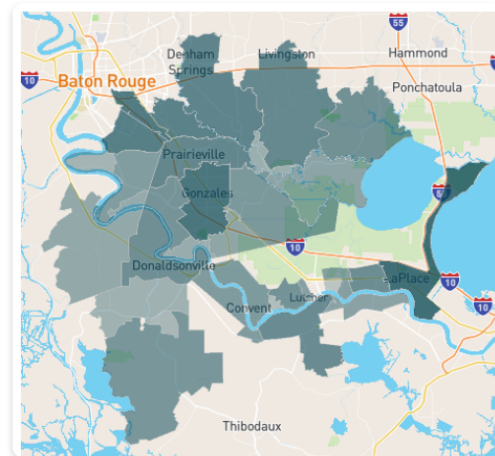
Impressions <b>54,127</b>	Clicks <b>108</b> 0.20%
Visits <b>108</b> 0.20%	Engagements <b>286</b> 0.53%

### Top Creative

IMPRESSIONS	CTR
18,104	0.23%

IMPRESSIONS	CTR
17,982	0.21%

### Target Geography



### Top Cities

CITY	IMPRESSIONS	CTR
Baton Rouge, Louisiana	15,683	0.16%
Gonzales, Louisiana	6,342	0.22%
Laplace, Louisiana	6,676	0.19%
Prairieville, Louisiana	5,185	0.25%
Denham Springs, Louisiana	7,082	0.10%
Reserve, Louisiana	1,219	0.49%
Donaldsonville, Louisiana	1,151	0.52%
Vacherie, Louisiana	883	0.57%
Napoleonville, Louisiana	454	0.88%
Saint Amant, Louisiana	1,212	0.25%

### Top Placements

WEBSITE	CTR
ew.com	1.17%
foxbusiness.com	0.46%
al.com	0.14%
apnews.com	0.16%
cnn.com	0.12%
usatoday.com	0.27%
cbsnews.com	0.27%
nbcnews.com	0.14%
wkrg.com	0.53%
townandcountrymag.c...	0.86%

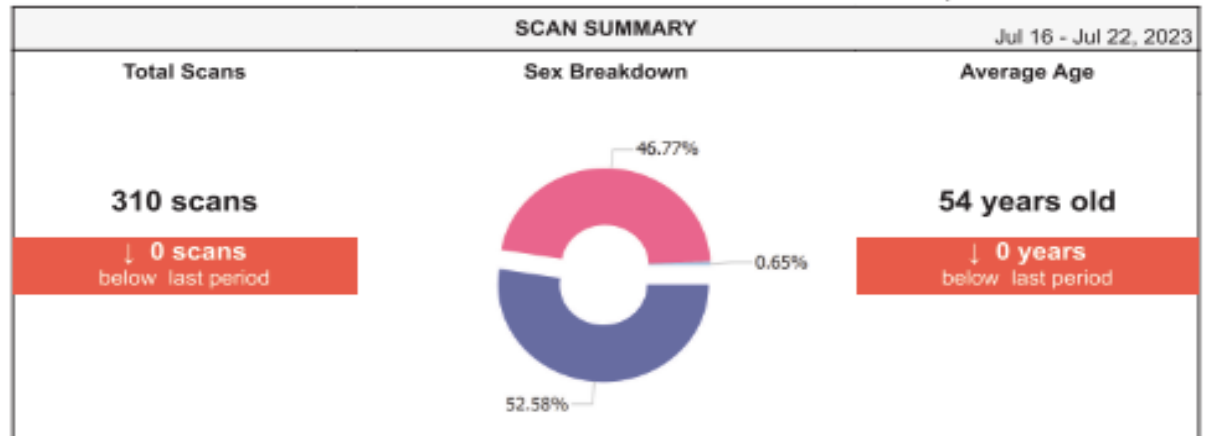


# Measurement – Scanner Delivers Demographic and Geographic Usage Patterns



Ascension Parish Government

Report includes all locations



TOP DAYS		TOP CITIES	
Date	Scans	City	Scans
Sat 07/22	123	GONZALES	126
Tue 07/18	68	PRAIRIEVILLE	92
Thu 07/20	63	ST AMANT	37
Wed 07/19	54	GEISMAR	25
Mon 07/17	2	DONALDSONVILLE	17
		BATON ROUGE	3
		DARROW	3
		SORRENTO	3
		not specified	2
		prairieville	1

SCANS BY DAY			
Day	Total / Repeat	New / Repeat	Male / Female
Sat 07/22	123 / 0		
Thu 07/20	63 / 0		
Wed 07/19	54 / 0		
Tue 07/18	68 / 0		
Mon 07/17	2 / 1		