



SUSTAINABILITY CASE STUDY

BOROUGH OF FAIR LAWN

RECYCLING THE RIGHT WAY

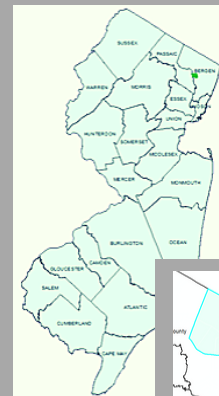
Fair Lawn Borough is a leader in municipal recycling in the state of New Jersey. **In 2015, Fair Lawn achieved a recycling rate of 46%, one of the best in the state!** The Borough recycled over 10,000 tons of materials for a net revenue of almost \$16,000!

Fair Lawn accomplished its 46% recycling rate by combining enforcement with extensive outreach efforts. By utilizing warnings and the occasional violation letter, coupled with a recycling outreach campaign, Fair Lawn has changed its residents behavior. Residents are now recycling the right way, creating a more sustainable community and reducing municipal costs.

This effort was spearheaded by the Fair Lawn Recycling Division. The Division is responsible for planning, implementing and educating residents about its recycling program. Fair Lawn used a number of strategies to build its enforcement program and educate its residents. These strategies are applicable to other communities in New Jersey, and municipalities should consider adapting these practices to improve recycling participation.

FAIR LAWN DEMOGRAPHICS

Location
Bergen County, NJ



Population
32,457

Median Household
Income
\$99,536

Total Area
5.2
sq mi

2015 RECYCLING STATS

46%
Recycling Rate

10,300
Tons Recycled

\$15,933
Net Revenue

Learn more at:
<http://www.fairlawn.org/>

ENFORCEMENT TIPS



Review Municipal Recycling Ordinance & Policy

Learn who has enforcement power and make sure your staff understand your enforcement policy.



Utilize a Variety of Notification Materials

Use hang tags, barrel stickers, written warnings and verbal notices to educate residents.



Document Everything

Keep documentation of violations with photos, evidence such as envelopes with names, and witnesses. Track warnings with a computer database.

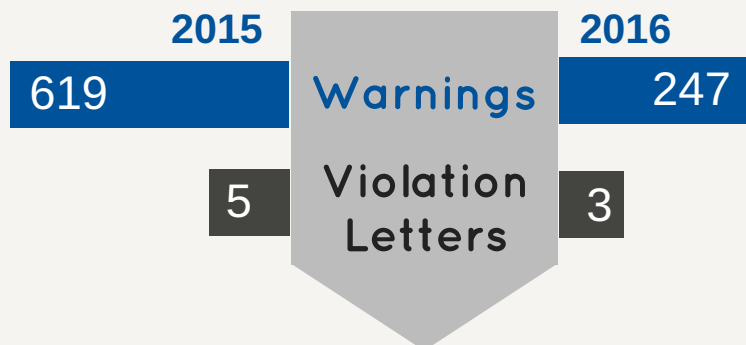
FAIR LAWN'S ENFORCEMENT PROGRAM

Fair Lawn's Enforcement Program has been incredibly successful and serves as a model for other New Jersey municipalities looking to improve their town recycling efforts.

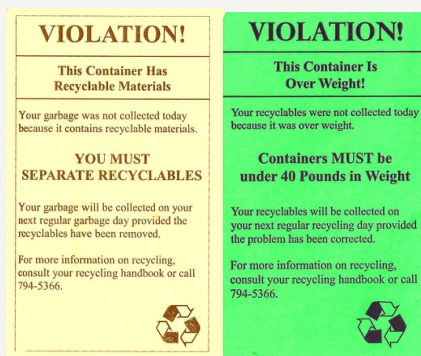
Recycling enforcement powers and penalty structures can vary across New Jersey municipalities and counties. Fair Lawn staff created an effective program by first understanding its Municipal Recycling Ordinance and aligning its enforcement policy to the local law. This ensured that Fair Lawn had the legal authority to take enforcement actions for non-compliance. Additionally, reviewing and updating its enforcement procedures provided an opportunity to educate and engage its staff in the enforcement program.

Fair Lawn's enforcement policy is structured around utilizing a variety of notification techniques for non-compliance, including hang tags, barrel stickers, written warnings and verbal notices. These enforcement notices are tracked in a computer database. Staff also collect evidence, such as photos, witness contact information, and identifying materials like envelopes with names and addresses in the event of the violation being adjudicated in court.

Fair Lawn's Enforcement Stats



In 2016, Fair Lawn had a 60% reduction in the number of warnings issued compared to 2015.



Example of Fair Lawn's Enforcement Materials

FAIR LAWN'S INCLUSIVE ENGAGEMENT

Fair Lawn's recycling success can also be attributed to its educational and outreach efforts. The Recycling Division raised awareness to Fair Lawn residents and businesses by promoting recycling through the use of creative recycling decals, flyers, pamphlets and social media.

Like most municipalities, Fair Lawn has limited resources and staff time to develop and implement outreach programs. The Recycling Division was strategic in its efforts and identified low and no cost resources to aid in its outreach campaign. Fair Lawn promoted recycling using social media platforms, such as Facebook and Twitter, along with sharing information on the municipal website. Outreach materials were crafted by staff using graphic design programs.

Staff also utilizes pictures on recycling outreach materials as a strategy to reach community members. Providing educational materials with easily decipherable visuals helps Fair Lawn engage with its ethnically diverse community. This type of inclusive engagement is necessary to ensure that all residents and business owners understand recycling requirements.

OUTREACH STRATEGIES

1

Use Social Media

Use low cost methods to promote recycling, like Facebook, Twitter and your Municipal Website

2

Hire Interns

Hire Interns to help create promotional materials and manage social media accounts

3

Utilize Decals

Use educational decals that highlight recycling program requirements

4

Find Free Resources

Use free online graphic design resources to create recycling calendars, brochures and flyers

5

Translate Materials

Provide recycling information in different languages based on local demographics or use images to convey your message

The Fair Lawn Recycling Division

\$55,000

REDUCING YOUR GARBAGE SAVES YOUR TAX DOLLARS!
Fair Lawn pays a fee for each pound that is thrown away.
If every resident reduced their garbage by 1 pound per week, Fair Lawn would save \$55,000 per year of your tax dollars!
If you recycled more instead of throwing it away, that number could double!

Ways to Save

- *Recycle more
- *Buy in bulk
- *Composting
- *Grass Cut-it-and-leave-it
- *Give away items
 - Freecycle.org
 - Habitat for Humanity
 - 973-782-6996



Call
201-794-5304
to learn how to
reduce your garbage!



Examples of Fair Lawn's Promotional Materials