

Kearney Missouri is 15 miles North East of Kansas City with a population of 10,049. Kearney covers 12.77 square miles or 8,174 acres.

Kearney began a Recycle Center drop off in 1992. Kearney began with collecting plastics, tin cans and glass @ the First Baptist Church Parking Lot. Then Kearney secured roll offs containers from Walmart (who got out of the recycling business), and placed them in their present site 504 E. 19th Street. Later worked with Deffenbaugh then Republic.

Residents may now drop off electronics, mattress - for a small fee \$10 each collected. We also offer drop off yard waste & brush.

The Recycle Committee of Kearney - Campaign 2011, to sell voters on the idea that this relationship would pay dividends - voters passed curbside recycling in 2012 election. (we had door hangers, brochures, postcard)

Describe relationship with Republic:

The relationship we have with Republic and I quote: "excellent, trusted, collaborative and cooperative partner supporting the implementation of the cart system and voter supported curbside. Their expertise has been a vital ingredient to Kearney's Solid Waste collection program."

What motivated City of Kearney to educate residents on contamination?

In 2017 the City was notified by our hauler we had become one of the worse @ Recycling. Republic offered pictures of what was being placed in the recycle bins. The driver place stickers on bins that would not be hauled off and why. It was atrocious what was being placed in the bins.

Once again the Recycle Committee reunited with a plan to educate our residents on how to recycle better.

On average, 7 pounds of trash per person per day goes to the landfill. An observation when driving through the neighborhoods there were few recyclable bins out for pick up. Or the recycle bins that were out had items that were not recyclable.

Our 2017 Education Campaign we could begin right away the following :

-School District social media page out to Teachers, Students & Parents. We contacted to share our campaign.

-The Recycle Committee Facebook page updated with recycle better information

-The Committee plan was to make educating an annual campaign:

-We used our mailing list from our water bill residents, and created an oversized postcard to be mailed.

-Offer residents an additional bin for household trash for an additional small fee each month.

-As MARC Board member made aware of Mini Grant and apply for this campaign (\$2,240.00)

-We asked Eco Elvis to come out to two of our Grade Schools to do his Recycle Better skit for the kids Summer School program.

The committee will continue an annual education campaign .

- 2018 Campaign MARC SWMD offered to write an article for our I-35 Northland magazine and has come out in our September issue. ( Which goes out to 6800 residents)
- 2018 applied for Mini Grant to place ad in our I-35 Northland magazine four issue's (\$1,600.00)
- Community Hospitality for new residents gave flyer/postcard & recyclemore.org magnet.
- At the Annual Senior Center Fair hand out flyer, recycle better.org magnet and HHW brochure

What did Kearney do? Applied for funds to support costs for educational postcard. 2017 (Have sample-we can also put this postcard on a screen.) Eye Catching mailer is not trashed before they take a second look

We created this postcard and the mini grant paid for printing cost and postage.

Results of the postcard getting out. Less contamination? Phone Calls?

We learned from Republic/Hauler in July 2018 we had less contamination.

City Hall received calls requesting additional carts for trash after postcard mailing

Did Kearney do follow up education?

MARC SWMD created a poster that listed all recyclables flyer which was posted on City Hall door entry

We distributed @ Senior Center Fair flyer, magnet recycle more.org,

HHW brochure available at City Hall

HHW pick up date printed on residents water bill

Large Item pick up date printed on Water bill

Community Hospitality for new residents include our flyer, HHW brochure, recyclebetter.org magnet

Facebook page

Future Efforts? Goals?

Continue Annual Education Campaign -

Apply for MARC SWMD Grant in 2019 to go towards our education campaign

Facebook Page Recycle Committee of Kearney

Hauler tag Recycle bins when not recyclable and why

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