

NORTHLAND RECYCLING EXTRAVAGANZA

Tim Blakeslee

Assistant to the City Administrator

City of Parkville



What's the Northland Recycling Extravaganza?

- Annual recycling event on Earth Day.
- The goal of the Northland Recycling Extravaganza is to help people get rid of items that are traditionally hard to recycle or dispose of by providing a one-stop drop off location.



Who's Involved

Parkville: Population ~6,000



Riverside: Population ~3,000



N. Kansas City: Population ~4,300 (Joined in 2015)



What's Collected

- **Paper Shredding (2 box limit per person per trip)**
- Automobile Tires (4 tire limit per car/no rims)
- Car & NI-Cad Batteries
- Furniture
- Household Items
- Clothing
- **Electronics (fee to recycle TVs)**
- Iron
- Oil & Antifreeze
- Prescription Drugs
- Glasses and Sunglasses
- Bicycles in any condition & Accessories (helmets, tires, etc)
- Hardbound/Paperback Books & Textbooks (no spiral bound)
- Reusable Residential Building Materials
- Tennis Balls
- Unusable Athletic Shoes
- Clean and Dry Mattresses & Box Springs
- Items for the Homeless: Gently used clothing, travel size soap/shampoo/conditioner/lotion, gently used towels and washcloths



What's not Collected

- We only collect what's listed. This means no:
 - Trash
 - Curbside Recycling Items (Cans, Bottles, Cardboard, Etc...)
 - Paint/Most Household Hazardous Waste
- Be prepared!
 - Flyers for Paint/HHW drop locations
 - Have local "Community Clean Up" dates and times for people that bring trash

**Missouri Residents...
Got Old Paint?**



You can take your paint, lawn and garden chemicals, automotive fluids, cleaners, pesticides, batteries and other household hazardous waste (HHW) to the Kansas City and Lee's Summit HHW facilities. Serving participating communities in Cass, Clay, Jackson, Platte, and Ray counties only. To find out if your community is a participating member, visit recyclespot.org. Non-members can pay a fee to use the Lee's Summit facility only. **ID and proof of residency required.**

KANSAS CITY, MISSOURI

4707 Deramus, Kansas City, MO 64120
(816) 513-8400
Hours: Thursday and Friday, 9 a.m.-6 p.m.;
Sat. 9 a.m.-4 p.m.
No appointment necessary.

LEE'S SUMMIT

2101 SE Hamblen Road, Lee's Summit, MO 64082
(816) 969-1805
Hours: First Saturday of month (April - Nov. only)
7 a.m.-noon;
Third Wednesday of month (year round)
2-6:30 p.m.
(fluorescent light bulbs, antifreeze, batteries,
motor oil, and paint only on Wednesdays).
Appointment required.

 Greater Kansas City's
one-stop spot for
recycling information
RECYCLESPO.TORG
or call **816/474-TEAM**

 **MISSOURI**
DEPARTMENT OF
NATURAL RESOURCES
Funded in part by the Missouri
Department of Natural Resources

 Printed on recycled paper:
30% minimum PCW.

Who Collects What?

Item	Vendor
Glasses	
Tennis Balls	Parkville/North Kansas City (dropped at a local vendor)
Un-useable Shoes	
Drugs	Riverside Police
Homeless	Fred Ryan (Local Volunteer)
Thrift Store	Liberty Disaster Relief
Books	Rehabilitation Institute of KC
Paper	Shred-It
Electronics	MRC
Mattress	Avenue of Life
Oil/Antifreeze	Absolute Recycling
Building Supplies	Habitat Restore
Bikes	Revolve Bicycles
Batteries	
Metal/Iron	Riverside Public Works (dropped at a local vendor)
Tires	

Community Collaboration

- Evenly Split the Cost of the Event
- Pre-Event Marketing
- Split Duties
 - **Organization/Marketing**
 - Parkville
 - **Day of Event Staffing**
 - Riverside
 - **Materials**
 - North Kansas City

Budget

Description	2015 Budget	2015 Actual
Expenditures		
Paper Shredding Vendor	\$ 1,400.00	\$1,400.00
11 x 17 Poster Printing	\$ 50.00	\$50.00
Damon Pursell Location Rent	\$ 100.00	\$100.00
Postage	\$ 60.00	
8.5 x 11 Poster Printing	\$ 20.00	\$19.53
Tire Disposal	\$ 250.00	\$216.00
Trash Containers	\$ 500.00	\$300.00
Riverside Labor and Materials (in-kind)	n/a	n/a
Parkville Labor and Materials (in-kind)	n/a	n/a
North Kansas City Labor and Materials (in-kind)	n/a	n/a
Lunch for staff/volunteers	\$ 100.00	\$46.87
Total Expenditures	\$ 2,480.00	\$ 2,132.40
Revenue		
City of Parkville - cash contribution	\$ 826.66	\$ 710.80
City of Riverside - cash contribution	\$ 826.66	\$ 710.80
City of North Kansas City - cash contribution	\$ 826.66	\$ 710.80
Total Revenues	\$ 2,480.00	\$ 2,132.40

Marketing

- Letter to local Community Development Departments
- Flyers to churches
- Posters to local businesses
- Press Release
- Newsletter
- Social Media/Website

Marketing Material Examples

2015 Northland
Recycling Extravaganza
Your one stop shop to recycle almost anything.
Open to All! **Businesses Welcome!**



Saturday, April 25 9 a.m. to 1 p.m.
6305 NW Riverpark Drive
(off 9 Highway between Riverside and Parkville)

Free Collection for Most Items:

- Paper Shredding (2 box limit per person)
- Automobile Tires (4 tire limit per car/no rims)
- Car & Ni-Cad Batteries
- Furniture
- Household Items
- Clothing
- Electronics (fee to recycle TVs)
- Iron
- Oil & Antifreeze
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www.facebook.com/NorthlandRecyclingExtravaganza



Parkville, Missouri
CITY OF RIVERSIDE, MISSOURI
NORTH KANSAS CITY, MISSOURI
Virtually Urban. Superbly Suburban.

Mardi, 9, 2015

Do you have homes or businesses in your community that look like this?



Send Them Our Way!
The cities of Riverside, Parkville, and North Kansas City have joined together to host the 4th annual **Northland Recycling Extravaganza**. This is a free event and is open to everyone – not just residents of our communities. The goal of the Northland Recycling Extravaganza is to help people get rid of those items that are traditionally hard to recycle or dispose of by providing a one-stop drop off location. There is free collection for all items except for TVs (\$20 for Televisions up to 27" and \$40 for Televisions 28" and larger).

Help Us Spread the Word!
I have enclosed some flyers about the event and would be happy to provide any additional marketing materials you are interested in (newsletter articles, ads, social media posts, etc.). This event is open to all, including businesses. More information about the Northland Recycling Extravaganza is also available at www.facebook.com/northlandrecyclingextravaganza.

Thank you for your help spreading the word about the Northland Recycling Extravaganza. Please feel free to contact me with any questions at palmer@parkvillemo.gov or (816) 741-7676.

Sincerely,
Lauren Palmer
City of Parkville, Missouri

Marketing Material Examples

NORTHLAND
RECYCLING EXTRAVAGANZA

2013 Green
Event Award
Winner!

Saturday, April 25, 2015 • 9 a.m. to 1 p.m.
6305 NW Riverpark Drive
(off 9 Highway between Riverside and Parkville)

FREE Event! Your one stop shop to recycle almost anything!
Open to all. You do not need to be a Riverside, Parkville, or NKC Resident!

Sponsored by the cities of Riverside, Parkville, and North Kansas City.
Open to All! Businesses Welcome!

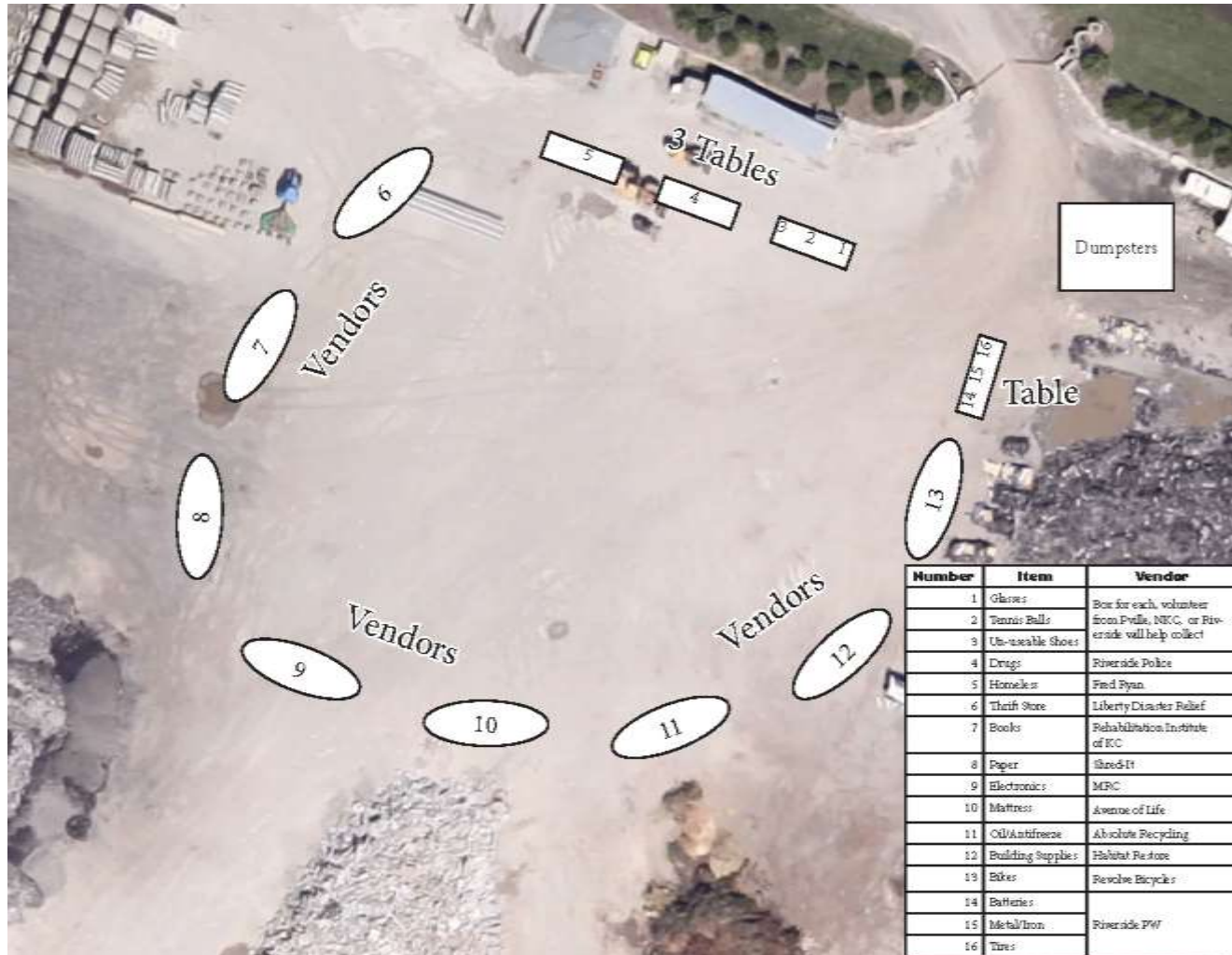
Help Us Spread the Word!

The cities of Riverside, Parkville, and North Kansas City are presenting the 4th Annual Northland Recycling Extravaganza on April 25. This is a FREE event that is open to everyone! Both Residents and Businesses! Please help us spread the word by hanging this flyer in a common area in your church. If you would like a blurb or ad to include in a bulletin or newsletter, please contact Tim Blakeslee at tblakeslee@parkvillemo.gov. Thank you!

Planning

- Reserve location/date well in advance
- Contact vendors 6 months in advance
 - **Follow up 1 month, 1 week before, and the day before!**
- Clear signage
- Check-in Material
- Vendor layout (Next Slide)

Layout



Number	Item	Vendor
1	Gloves	Box for each, volunteer from Pville, NCC, or Riverside will help collect
2	Tennis Balls	
3	Un-useable Shoes	
4	Drugs	Riverside Police
5	Homeless	Fred Ryan
6	Theft Store	Liberty Disaster Relief
7	Books	Rehabilitation Institute of KC
8	Paper	Shred-It
9	Electronic	MRC
10	Mattress	Avenue of Life
11	Oil/Antifreeze	Absolute Recycling
12	Building Supplies	Habitat Restore
13	Bikes	Resolve Bicycles
14	Batteries	
15	Metal/Iron	Riverside P/W
16	Tires	

Day Of



How'd we do?

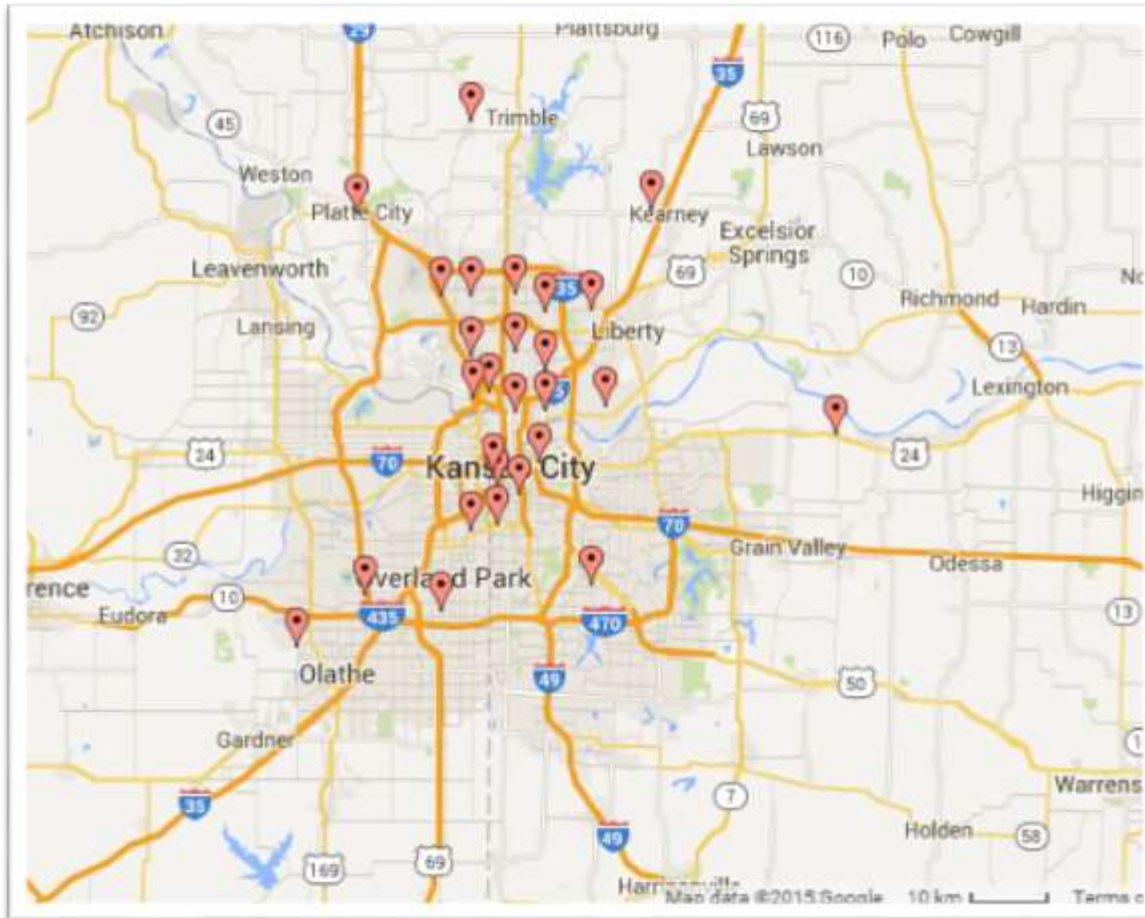
- 346 Cars (Slightly down from 2014), however more total weight collected!
 - Inclement Weather

Vendor Visits*	
Batteries	25
Bikes	19
Books	19
Building Supplies	27
Drugs	44
Electronics	154
Glasses	9
Homeless	9
Mattress	11
Metal-Iron	23
Oil	
Anti-freeze	37
Paper	139
Tennis Balls	6
Thrift Store	76
Tires	31
Unusable Shoes	6
* Multiple Answers Allowed	

Item	Amount
Antifreeze	40 gallons
Oil	300 gallons
Bikes	25 bikes
Building Materials	1,500 pounds
Books	10 Moving Boxes
Prescription Drugs	125 pounds
	2 18-foot trucks
Electronics	~15,000 Pounds
Mattresses	1 18-foot tuck
Paper	~10,000 pounds
Tires	72
Thrift Store	2 18-foot trucks

How did you hear about us*	
Friends	31
Newsletter	118
Website/Facebook	107
Other	117
* Multiple Answers Allowed	

Where did people come from?



Attendees by ZIP code

64152	170
64150	42
64151	40
64116	21
64119	11
64118	10
64117	6
64155	5
64153	4
64157	4
64109	3
64112	3
No Zip Given	3
64154	2
64156	2
64168	2
61430	1
64060	1
64066	1
64079	1
64102	1
64108	1
64115	1
64124	1
64138	1
64161	1
64189	1
64444	1
64539	1
65150	1
66061	1
66205	1
66212	1
66219	1
Total	346

Questions?