

Keep Pennsylvania Beautiful Special Collection Events Guidelines

The purpose of these guidelines is to provide individuals and groups with the information to conduct special collection events in their communities, to provide options for proper disposal and/or recycling of hard-to-dispose items, and to help make the environment cleaner, more beautiful, and healthier. These are suggested guidelines and are not necessarily policies of Keep Pennsylvania Beautiful.

Throughout this document, references are made to the Pennsylvania Department of Environmental Protection (DEP). If one is located in another state, please check with that state's environmental government agency for specific guidelines and regulations regarding special collection events.

SPECIAL COLLECTION EVENTS OVERVIEW

Special collection events are a proactive approach for dealing with hard-to-dispose items and provide residents with an opportunity to legally and environmentally dispose of materials that are no longer needed or useful. Companies are hired or other arrangements are made to have collected items recycled or properly disposed.

Both large urban areas as well as rural communities can experience dumping problems if waste collection systems are less than ideal and there are opportunities to dump illegally.

Whether urban or rural, there are several waste collection services that can make a difference in the amount of illegal dumping a community experiences. These include:

- Curbside recycling programs
- Mandatory waste collection ordinances
- Bulky waste collection programs
- Single hauler (contracted or municipal) collection systems

In most cases, the items collected can be reused or recycled. For example, tires can be used as a supplemental fuel source or as crumb rubber, the steel from white goods is recyclable, and electronics contain a number of reusable and recyclable components.

Special collection events are normally set up for residents, however, in some instances they can be set up to include small businesses. Generally, businesses are responsible for the proper disposal of wastes they generate. Tire dealers, for example, should be contracting with a licensed tire transporter and processor to handle their waste tires.

Special collection events can be held for many different materials. They are often single-day events, but can be set up for longer time periods as needed or, ideally, on a permanent basis. Materials targeted for special collection events often include:

- White goods (major household appliances such as refrigerators and hot water tanks)
- Mixed metals
- Automobile parts and batteries (auto and household)
- Tires
- Toner and printer cartridges
- Electronics (computers, televisions, stereos, printers, etc.)
- Christmas trees
- Magazines, newspapers and phone books
- Paper (all types)
- Furniture
- Latex paints

Important Information Regarding Household Hazardous Waste Collection Events

For the purpose of these guidelines, household hazardous waste (HHW) is not included. A considerable amount of time and resources are needed to conduct a safe and successful HHW collection event and licensed professionals must be hired to handle and process all HHW. For a list of resources Keep Pennsylvania Beautiful suggests contacting one's county solid waste department.

Additional information is also available through the DEP website at www.dep.pa.gov where the *Household/Small Business Hazardous Waste: Manual for Sponsoring a Collection Event* can be viewed and printed. The Environmental Protection Agency (EPA) also has a detailed downloadable manual entitled *Household Hazardous Waste Management: A Manual for One-Day Community Collection Programs* on its website at www.epa.gov.

PLANNING AND ORGANIZING A SPECIAL COLLECTION EVENT

The first step to organizing a special collection event is to approach the County Recycling Coordinator for information and support. Questions that should be asked of the County Recycling Coordinator include:

- Is there a need for a special collection event in the county?
- What waste types are already being collected and what types need to be collected?
- Are other organizations and agencies already coordinating special collection events within the county?
- If yes, do they serve a specific area or the whole county?
- What possible locations in the community could be used for an event?
- Are there local recyclers for the materials collected?

When possible, avoid competing for items already being collected by other charitable organizations or agencies. Partnering with other organizations on existing programs is an excellent way to maximize program effectiveness and strengthen local relationships to better serve the community.

Special collection events can be done on a variety of levels. An event might be conducted within the boundaries of a single community or municipality or can even be conducted across an entire county or multiple municipalities. Working with one or more municipalities to address disposal problems is a great way to be of service to the community, reduce illegal dumping, and strengthen partnerships.

SPECIAL COLLECTION EVENTS PROJECT FILE AND DOCUMENTATION

Be sure to start and maintain a hard copy file for each special collection event. Besides demonstrating due diligence, the information will also be useful for future events. The file should include the following information:

- Special collection checklist
- Volunteer liability release forms
- Parental consent forms
- Event survey forms
- Required documentation from the DEP
- Collection contractor agreements, permits, and insurance documents
- Weigh slips
- Press releases and photos
- Sponsor and donor information
- Thank-you letters to volunteers and sponsors
- *DEP Application for Registration* (HHW collections, electronics collections and tire collections)
- *DEP Record of Operations* (HHW, electronics, or tire collections)

BUDGETING FOR SPECIAL COLLECTION EVENTS

Special collections events can be expensive ventures, particularly for nonprofit organizations. Before pursuing a special collection event, it is important to verify that one can cover the costs of the event. Items to budget for include:

- Collection contractor costs (collection, transportation, and processing)
- Freon removal
- Insurance
- Location for the event
- Traffic cones and caution tape
- Safety supplies (vests and gloves)
- Printing (fliers, posters, etc.)
- Postage
- Signage
- Publicity
- Supplies (receipts, cash aprons/fanny packs, clip boards)
- Refreshments for volunteers
- Staff time
- Travel

This is not an all-inclusive list and will vary depending on the type of event one is coordinating. Generally, special collection events may be funded through the following:

- **Grants.** In some instances, grants may be available to help offset expenses. State governments and municipalities occasionally provide grant funds for certain

types of special collection events. Check with the DEP and the County Recycling Coordinator to see if any grants are available for the project.

- **Donations.** Donations are a vital part of any nonprofit organization's programming, including special collection events. Typically, one can secure donations of items such as event space, supplies, refreshments, printing, traffic cones, vests, gloves, and some forms of publicity. On very rare occasions, one may be able to receive larger donations, such as collection contractor services. Because special collection events tend to be high-profile events, seeking donations from the local business community should be pursued. Many businesses already support local public events and the publicity from sponsoring a high-profile event is an attractive incentive to many businesses.
- **Fees.** Charging fees for items brought to special collections events serve a dual purpose. First, fees will help offset expenses. Secondly, they help educate the public that trash and recycling services do indeed cost money. Fees should, at a minimum, cover the collection contractor(s) costs. For example, if the collection contractor cost is \$30 for a television, this should be included in the minimum fee since collection contractor costs tend to be the biggest expense. Therefore, if the event budget is \$1,000, a total of 200 televisions need to be collected at \$35 each to break even.

Most Special Collection Events work well when fees collected are cash only. Cash aprons donated from a local home improvement store or fanny packs work well for keeping collected fees and for making change. Checks may also be accepted however this would be up to the individual organization(s) sponsoring the event.

- **Taxes.** If tax dollars have been designated for community recycling, this money may serve as a possible funding source. Contact local government officials or the County Recycling Coordinator for information.
- **General Funds or Unrestricted Funds.** Other available monies may be used to supplement funding for short falls if donations are not available.

INSURANCE

Special collection events have inherent hazards associated with them and should not be pursued unless the organization(s) are properly insured. Keep Pennsylvania Beautiful affiliates are covered under Keep Pennsylvania Beautiful liability insurance. For more information on starting a Keep Pennsylvania Beautiful/Keep America Beautiful affiliate call 1-877-772-3673.

In Pennsylvania, DEP requires that all collection contractor(s) used for HHW, electronics, and tire collection events carry a general liability policy with a minimum of \$2 million for registered events. Regulations may vary from area to area, so check with local and state government offices for specific requirements.

PLANNING FOR VOLUMES AND PARTICIPATION

Estimate the volumes of materials anticipated. One-day special collection events typically draw one to two percent of the population. Free events will have a higher participation rate than an event where the participants will be charged a fee.

Work with the collection contractor(s) to determine potential volumes and participation. A good collection contractor should have data that will help determine these numbers and, they will need this information to determine their equipment and staffing needs as well as fees.

Check with other government agencies or organizations that have coordinated special collection events in the past for additional assistance in determining volumes and participation rates.

EVENT LOCATION

The location chosen to host a special collection event is an essential part of a safe and successful event. Different types of collections require different locations. Collections of electronics, or other materials that will generate a lot of traffic, demand an area with limited access where traffic can be controlled. If less traffic is expected, areas such as large parking lots or municipal building parking lots can be used. In either case, the location should be convenient for the public, and always be set up with a separate or divided entrance and exit with traffic running only one direction. Visit multiple sites prior to site selection. When selecting a site, prepare and plan for the location of trailers, roll-off boxes, volunteers, and traffic flow. Remember to involve collection contractor(s) when putting a site plan together so that delivery of equipment can easily be accommodated. This will ensure that, on the day of the special collection event, equipment is in the best possible place to allow for traffic flow and the safety of those attending and volunteering.

The organization(s) hosting the event will need to obtain written permission from the property owner(s) before using any property for a special collection event. DEP requires such written permission as part of the registration process for HHW, electronics and tire collections. Personally contact the property owner(s) to obtain permission. Share the organization's successes and provide them with information about the organization. Make contingency plans with the property owner(s) in the event that more materials are collected than can be handled on the day of the event. Coordinate these contingency plans with the collection contractor(s) so that excess materials are handled in a manner agreeable to the property owner(s), emphasizing that the site will be left clean.

Note and follow any special requests or requirements that the property owner(s) may have in place for the use of the property. Be prepared to provide the organization(s) certificate of liability insurance, should the property owner request one. Confirm the details of the property owner(s) requests in a letter to the property owner(s). Finally, contact the property owner(s) several weeks prior to the special collection event to verify that all details are finalized and acceptable.

If the event site is being donated, try to determine a value for the use of the property whenever possible. This "lease value" represents what it would cost for the organization(s) to rent the event space and this can be used in reporting results and to help show the total value of donations to the special collection event.

CONTINGENCY PLANNING

Organizations must have a contingency plan for potential problems that may arise, such as inclement weather or too many items. Although initial estimates and past experiences may be reasonable, always "expect the unexpected." If the collection of a certain item has never been done in the community, the organization might collect more than estimated. The contingency plan may include how to address unacceptable materials brought by participants. For example, what will be done if a participant brings HHW to an electronics special collection event or what to do if items are dropped off at the event location prior to the event or after the event if finished? Also be prepared to provide information on local proper disposal options. A positive experience from event participants is extremely critical for public relations and can help enhance future events. All of the sponsors and partners as well as the property owner(s) should agree upon the contingency plan.

Part of the contingency plan should include procedures for shutting down the special collection event due to an emergency or other extenuating circumstance(s). DEP requires a contingency plan as part of the registration for HHW, electronics, and tires collection events.

COLLECTION CONTRACTOR(S)

Professional collection contractor(s) will be needed to properly manage the material that will be accepted at the special collection event. Some examples include:

- DEP authorized waste tire transporters
- DEP permitted waste tire processors (some processors are also transporters)
- DEP permitted electronics processors
- Certified freon removal technicians

Regardless of what items will be accepted, always ask for references and take the time to research the collection contractor(s) before signing an agreement. It is recommended that agreements be executed with each contractor. When procuring services, every effort should be made to do so with reputable, qualified, and ethical businesses.

Bidding out the job of recycling or proper disposal may require the organization to issue a Request for Proposal (RFP). This can be done by placing a bid proposal request in the Legal Notices section of a major local newspaper or by contacting the DEP to publish the RFP in the *Pennsylvania Bulletin*. Some newspapers may only publish Legal Notices on certain days, so be sure to check with the newspaper before publishing the RFP.

In Pennsylvania, permits and authorizations obtained through various agencies are required for many environmental activities. Be sure to request copies of applicable permits, certificates of liability insurance, etc. Final payment should be made after all collection results (i.e. weigh slips, etc.) are received.

Weigh slips will not only prove that items collected were disposed of properly but also provides a permanent record for the project file. Using an irresponsible collection contractor(s) can lead to the organization(s) being held liable for cleanup and damage costs associated with improperly managed materials from the special collection event.

Discuss the following with the collection contractor(s) and include in the agreement:

- Their ability to participate
- Charges for their services
- Materials they will and will not accept
- Contingency plans
- Location of disposal site or transfer station prior to proper disposal
- The date, time, and location(s) of the special collection event and when they are expected to set up
- References
- Copies of applicable permits and licenses and certificates of insurance
- Verify collection contractor(s) needs. i.e. electricity, equipment space, etc.
- The disposal and/or end use of collected materials

Establish the appropriate language of what the collection contractor(s) can and will accept before the special collection event to verify that the event's printed materials are accurate. For example TV's come in various sizes and some collection contractor(s) may only accept up to a certain size screen or may not take plasma televisions. Be sure to specify with the contractor(s) on any exclusions. This will reduce participants' bringing unacceptable items to the event.

MANAGING TRAFFIC

Managing traffic at the event calls for the utmost care in planning and implementation. To manage traffic at the site location, it is strongly advised to develop a traffic control plan. Fire fighters, police officers, or municipal officials who are experienced in traffic management may assist in traffic flow.

If the organization does not have access to such experienced personnel and must manage the traffic on its own, all organization representatives (staff, volunteers, collection contractors, etc.) working with vehicles must:

- Wear brightly colored safety vests and work gloves (usually available from the local Pennsylvania Department of Transportation/Adopt-a-Highway Coordinator at no cost).
- Know the standard and emergency entrances and exits for the site.

- Halt traffic when necessary.
- **NEVER** physically step in front of traffic to slow it down or halt it.

Designate several volunteers for traffic management only. Having a few people who are specifically focused on traffic flow will keep the event successful and safe.

Additionally, the organization is strongly advised to use highly visible cones or other devices to facilitate a smooth traffic flow. “Work Crew Ahead” signs may also be helpful. Temporary entrance and exit signs should be constructed and posted to help minimize confusion.

PUBLICITY

Publicity is directly tied to the success of special collection events. The public must be aware of the program in order to participate. The more publicity the organization(s) generates the better the turnout will be. At least four weeks of pre-event publicity is recommended as a minimum, even longer is better.

It is vital to include specifics on the types of acceptable and unacceptable items, fees, and item limitations. There are a variety of sources of publicity available to the organization(s). They include:

- Newspapers (Writing one’s own press release is recommended because it ensures that the information released to the public is correct.)
- Public service announcements (PSA’s). These are free short announcements about public events. They are normally run via radio or television courtesy of that medium.
- Radio advertisements
- Community publications
- Church bulletins
- Posters and Flyers
- Newsletters
- Shopper guides
- Letters to municipalities and other interested agencies
- Websites that offer free listings
- Flyer inserts in water and sewer bills of partnering municipalities
- Social Media

If funding is available, running ads in local shopper guides and in local newspapers will be beneficial. PSA’s can also be effective. For publicity and advertising, be certain of deadlines and check and confirm the accuracy of the information before it is distributed. Advertising incorrect information, especially dates, can compromise the success of the event.

Have printed copies of press releases, advertising, and promotional materials on hand the day of the event to verify prices and items being collected. Inevitably, someone will try to leave unacceptable items or refuse to pay the designated fees. Fee schedules

and the types of specific items need to be published along with the event announcements. If the medium that is promoting the event is unable to announce the fee schedule, be sure to provide an event contact name/person in the advertising piece. This will ensure someone from the organization is available to discuss the fee schedule for the event or can be designated to send out an official flyer with the fee schedule.

Have someone present to take pictures for newsletters, social media, the organization's website, and the special collection events project file. Photos can also be used for post-event media follow-up about the event details in case the media is unable to attend the event.

Finally, after the event, send out letters of thanks and appreciation to all of the partners, sponsors, and volunteers. If information on the amount of items collected is not available shortly after the event, be sure to contact the collection contractor(s) to request official counts on how much or how many items were collected. This information should be used when writing letters of appreciation, documented in the project file, or for post-event press releases and reported to any agency that requires the information.

VOLUNTEERS AND SAFETY

The safety of volunteers and the public should be a top priority. It is important that careful planning occurs before the event and that at least one person from the organization is addressing volunteer and public safety throughout the event. Different types of special collection events demand different numbers of volunteers, so carefully plan according to the event needs. **Safety always comes first.** Some sample volunteer roles include:

- Directing traffic
- Collecting fees
- Taking photos
- Unloading vehicles
- Surveying participants
- Counting participants

It is recommended that:

- All volunteers must sign a volunteer release form prior to participation.
- Volunteers under 18 years of age must also have a signed parental consent form.
- All volunteers must dress for the occasion by wearing sturdy shoes/boots etc.

Before starting work, volunteers should participate in a "safety talk" to be informed of:

- Their specific volunteer role
- What to expect during the event
- Location of gloves and safety vests
- Traffic flow plans
- Location of first aid supplies
- Location of cell phone or other communication devices

- Keeping a safe distance from heavy equipment, if it is being used at the event
- Who to see if they have questions or concerns
- Location of restrooms, hand-washing areas, refreshments, and water
- Any other information pertinent to the event

When planning for safety, discretion and consideration are needed to identify which volunteers should handle what types of materials. It is suggested to establish volunteer age and job restrictions for certain tasks. For example it is recommended, volunteers under the age of 18 should not be directing traffic. Be sure to remind volunteers not to lift items too heavy for them and to always ask for help from fellow volunteers. Most special collection events are held from early morning to mid-afternoon or longer. Plan on providing refreshments and washroom/restroom facilities to accommodate volunteers during the event.

ADDITIONAL INFORMATION FOR SPECIFIC COLLECTION ITEMS

Special Collections Events for Tires

Waste tire disposal has been a problem for years. Like most states, Pennsylvania has banned the disposal of whole tires in landfills. Unstable tire markets and "here today, gone tomorrow" tire operations have also contributed to the tire problem. Besides being unsightly, tires provide ideal breeding grounds for mosquitoes and are a fire hazard with a high potential for pollution. Tire pile owners and generators are liable for the costs associated with handling a tire fire.

In addition to the aforementioned policies, organizations conducting waste tire collections must also abide by the regulations set forth by the Commonwealth of Pennsylvania's Waste Tire Recycling Act.

Contact your regional DEP office at www.dep.pa.gov and click on the regional resources. Contact the Solid Waste Specialist for that region to discuss the latest information on requirements for holding a special collection event for tires as it applies to the Waste Tire Recycling Act.

To obtain approval, the organization must demonstrate that it will be using an authorized tire transporter and that transporter has a legitimate market for the tires that will be collected or has secured disposal at an approved landfill site. DEP requires that records of the numbers of tires collected and transported as well as the authorized waste tire hauler(s) license number be kept on file. The DEP reserves the right to request these records at any time from the event organizer.

Collected tires cannot be stockpiled at the collection site longer than 24 hours. An authorized transporter must be used to haul the tires from the collection point to the processor or landfill. A complete list of Authorized Tire Haulers can be obtained from the DEP's website at www.dep.pa.gov, choose business, land, waste, solid waste, waste tire program, transportation compliance (excel document) or <http://www.dep.pa.gov/Business/Land/Waste/SolidWaste/Tires/Pages/default.aspx>. If

the organization has a partner such as a municipality that is helping to move the tires from satellite locations, they do not need to be authorized by the state for such isolated collections. However, all tire loads must be tarped prior to transportation to the central collection point.

Collected tires can be disposed of in or out of the Commonwealth of Pennsylvania. Pennsylvania and other states require processors to be approved/registered with their appropriate environmental agency. Make sure to verify that the processor being used is authorized by the state in which it is located.

Always ask questions about the markets or end uses for the collected tires. Avoid using collectors or processors who may be stockpiling tires for long periods of time. Many problem tire piles are the result of legitimate businesses that were not able to market their tires. Additionally take good notes and document the details of conversations with tire contractor(s) and verify the information you receive. Also be sure to verify what size tires the Authorized Waste Tire Hauler will accept and what the fees are for each type of tire. For example car tires, light truck tires, tractor-trailer tires, farm equipment tires etc.

Special Collection Events for White Goods

The term "white goods" is used to define major household appliances. At one time household appliances were available almost exclusively in white, hence the term "white goods." Their bulkiness and sometimes-limited disposal options are often a barrier to proper disposal. Some examples of common white goods include:

- Refrigerators
- Freezer
- Ovens
- Stoves
- Ranges
- Clothes washers
- Clothes dryers
- Dishwashers
- Water heaters

There are health and safety issues associated with illegally dumped or improperly stored white goods. Like tires, white goods can collect water, providing an ideal environment for breeding mosquitoes. Additionally, those with the doors still attached present a threat to children or wildlife that could become trapped inside.

The special collection event organizer(s) must comply with all Federal Laws regarding freon removal. A certified technician with certified equipment must remove any freon from refrigerators, dehumidifiers, air conditioners, etc., and verify that the units are empty by applying certification stickers to each unit. **Recycling of white goods without a certification sticker is illegal.**

White goods are very heavy and should not be moved without the help of dollies or appliance carts. No volunteer under the age of 18 should be permitted to move or to assist in the movement or positioning of white goods since there is a risk of injury.

When working with the collection contractor(s), be sure to get the specifics on what items they will and will not accept. Although the majority of white goods are comprised of mostly metal, appliances such as microwaves or air conditioners may contain plastic, making them undesirable to the collection contractor(s). The organization(s) will need to include this information on any advertisements to reduce the number of unacceptable items and will need to have a contingency plan to handle those unacceptable items.

Special Collection Events for Electronics

Electronics in the waste stream have increased dramatically over the past several years. As these items start to wear out in large quantities, consumers are not sure what to do with their old units.

Electronics collection events take a lot of work to organize. Care must be used when handling electronic items because of their heavy metal content, most notably lead and mercury.

Some examples of common household electronics include:

- Answering machines
- Copiers
- Camcorders
- CD players
- Fax machines
- Hard drives
- Laptops
- Mainframe computer equipment
- Personal computers
- Modems
- Pagers
- Cell phones and other electronic devices
- Printers
- Printed circuit boards
- Radios
- Remote controls
- Scanners
- Stereos
- Tape players
- Telephones
- Televisions
- VCR's
- Transparency makers
- Word processors
- Uninterruptible power supply systems

Electronics collection events are a relatively new concept, although some county governments and other organizations, such as Keep Pennsylvania Beautiful, currently have programs in place. Guidelines for electronics recycling collections have not yet been finalized by the DEP, however, a list of permitted electronic processors is available on the DEP's website at www.dep.pa.gov, choose business, land, waste, recycling, electronics or <http://www.dep.pa.gov/Business/Land/Waste/Recycling/Electronics/Pages/Electronic-Recycling-Facilities.aspx>. Additionally, the publication *Plug-In To eCycling Event Tool Kit* is available for download from the EPA's website at www.epa.gov.

SUGGESTIONS FOR THE DAY OF THE SPECIAL COLLECTION EVENT

Organizing Volunteers

Depending on the size of the community that is interested in conducting a special collection event or how many municipalities are working together, volunteers will be necessary to help pull the event together and keep event costs to a minimum.

In a special collection event where multiple types of items are being collected, it is essential to assign volunteers to manage specific tasks. For example, volunteers should be designated to direct vehicles entering the special collection event, to direct participants through the event site, and to collect fees.

It is very likely that some participants will arrive before the official start time of the event, therefore, it is important to designate a group of volunteers to arrive at least an hour prior to the event start time to set up and handle participants arriving early.

Processing Participants Through the Event

A well-organized processing system is essential in order to avoid traffic congestion and to minimize the number of volunteers handling money. When each participant arrives at the event area, a volunteer should greet him or her, conduct an event survey, and hand the participant a charge slip. Event surveys are a means to collect information about your customers' demographics, their disposal needs, as well as how you can improve upon your event. Example survey questions include:

- What other items would you like the opportunity to properly dispose of/recycle?
- Is this location and time convenient for you?
- How did you hear about the event today?
- How far did you drive today to participate in the event?
- What county/municipality are you from?

Charge slips are slips of paper detailing items being collected at the event. Print enough event surveys and charge slips according to the estimated participation rate. As the participant recycles items at the various collection stations, volunteers should mark the type and quantity of items on the charge slip. Before exiting the event area, a volunteer collects the completed charge slips and receives payment from the participant. Completed charge slips can be used to determine how many participants attended the event, as well as other information such as quantities and types of material collected.

Collection Contractor Setup

Arrange for roll-off boxes, trailers, or other containers to be in place the evening before the event or at least two hours prior to the planned start time.

THINGS TO CONSIDER

The following list will provide a good basis on what to start thinking about the various facets of a special collection event that will need to be planned:

1) What will be the funding sources for the event and who will pay for which event costs?

- Grants
- Donations
- User fees

2) Who are the partners for the event?

- Local Keep Pennsylvania Beautiful affiliates
- Other organizations
- Municipalities
- Counties
- Government agencies (DEP, EPA, Penn DOT, Dept. of Agriculture)
- Public safety departments
- Sheriff's departments
- Fire departments
- Waste haulers
- Local businesses

3) How will the event site be organized?

- Are dollies or appliance carts available if needed?
- How will the site accommodate traffic?
- Is the facility under roof?
- Is there a bypass traffic exit to avoid congestion?
- Does the organization have access to safety cones, safety vests, and event day traffic signage?

4) How will fees and money be handled at the event?

- How will fees be collected?
- How much money will be needed for giving change?
- What is the method for giving participants receipts?
- How will the organization balance cash received vs. items collected?
- What will be the policy to deal with angry customers?

5) What are the advertising options to be used for the event?

- Radio/Television
- Websites/Social Media
- Newspaper
- Posters/flyers (make sure the flyer states **CASH ONLY**)
- Brochures
- Handouts
- Coupons (if applicable)
- PSA's

6) What type of education will be provided in association with the event?

- Pre and post-event education of targeted audiences
- Event Survey Forms (quick, easy and private)

7) What refreshments will be made available to volunteers at the event?

- Donated refreshments for volunteers/collection contractor(s)

8) How will volunteers and supporters be recognized after the event?

- Thank-you letters
- Small promotional gifts

SPECIAL COLLECTION EVENT PLANNING TIMELINE

The following planning timeline is a valuable tool to help stay organized and focused throughout all stages of the special collection event:

Four to Five Months Before the Event

- Contact County Recycling Coordinator for the county in which the event is being held.
- Determine the type of event and which items will be collected.
- Determine participants (residents, businesses).
- Determine date and time of the event.
- Establish a planning committee to address the following issues:
 - Advertising and education
 - Site selection
 - Traffic control
 - Safety
 - Site cleanup
 - Collection contractor(s) selection
 - Funding for the special collection event
- Identify possible event sites (site should be able to handle 80-100 participants an hour).
- Obtain permission from property owner(s) of site that has been selected.
- Identify resources for funding.
- Identify specific collection event sorting processes and activities needed for the event.
- Determine what activities the organization(s) will perform and what activities will be contracted out.
- Determine the type(s) of publicity the organization(s) will use.

Two to Three Months Before the Event

- Identify prospective collection contractor(s).
- If needed, Complete a Request for Proposal (RFP) for potential collection contractor(s) and vendor(s).
- If needed, place a RFP in the local newspaper or have DEP publish the RFP in the Pennsylvania Bulletin.
- Investigate possible funding, including assistance from an Act 90 grant.
- Explore possible partnering with other groups for co-sponsoring the event (industries, environmental groups, municipalities, and civic organizations).
- Select collection contractor(s) and confirm date and time of the event and verify compliance with DEP environmental laws and regulations.
- Arrange any additional recycling services for items such as batteries, cardboard, or paper recycling.
- Comprise contingency plan for emergency shutdown of the event or for excessive items collected during the event.
- Make arrangements to deal with any HHW that may show up at the event.
- Plan traffic control.

- Contact safety officials (police or fire departments).
- Finalize details of publicity and advertising materials (location, time and dates).
- Send out notices and information in newsletters or municipal bill inserts.
- Create on-site signage and pre-print a sufficient quantity of event survey form and charge slips for participants.
- Establish an event checklist to be used on the day of the event.
- Confirm funding.

One Month Before the Event

- Solicit volunteers.
- Determine roles of volunteers.
- Determine and set date for safety training of volunteers.
- Review contingency plan for emergency shutdown of event and for excess materials collected.
- Confirm collection contractor(s) participation.
- Confirm special collection event date with property(s) owners.
- Confirm donations for refreshments.

One Week Before the Event

- Reconfirm event with all staff/volunteers, collection contractor(s), and property owner(s).
- Confirm that restroom facilities will be available for volunteers.
- Get supplies (safety cones, vests, refreshments etc.).
- Send out pre-event press releases to local newspapers and reporters at least seven days prior to the event.
- Have emergency numbers written down and given to those in charge as well as a list of emergency numbers to contact the collection contractor(s) in case of miscommunication on event specifics.

Day of the Event

- Use event checklist for the day of the event.
- Review safety training.
- Review how to handle angry participants.
- Have enough cash on hand for making change & cash aprons/fanny packs.
- Have copies of all advertisement for verification of event publicity.
- Have literature and proper disposal contact information for items not being accepted at the event.
- Have dollies or appliance carts on hand if collecting white goods.
- Have several volunteers arrive early to handle participants who show up early.
- Bring receipt book/tablet and a supply of pens and pencils.
- Conduct event surveys.
- Have a method for determining how many participated in the special collection event. Hand counters, tickets, or charge slips work well.
- Restore the event site to original condition before leaving.

Month After the Event

- Tabulate survey results.
- Evaluate collection and public education results.
- Publicize the results.
- Write a summary report.
- Submit grant information if applied for Act 90 funding.
- Send thank-you notes to supporters and volunteers.
- Review the special collection event project file to be sure it contains:
 - Copies of invoices
 - Documentation of donations made
 - Weigh slips
 - Signed permission from property owner(s)
 - Completed event surveys
 - Collection contractor(s) insurance information and licensing or permits
 - Signed volunteer waivers/parental consent forms
 - Completed special collection event checklist
 - Copies of advertisements and press releases as well as photos from the event
 - Copies of thank-you letters to supporters and volunteers
 - Any other written correspondence or documentation pertaining to the event

CONCLUSION

Planning and conducting a special collection event can be a challenging process, but the ultimate rewards of a cleaner, healthier environment are worth the effort. Careful planning, coupled with utilization of the tools and resources provided in this document, will reduce some of the stress of organizing a special collection event and will increase its chances for success.

If you have any additional questions regarding special collection events planning or about this document, please contact Keep Pennsylvania Beautiful at (877) 772-3673 or info@keepbeautiful.org.

ADDITIONAL SPECIAL COLLECTION EVENTS PLANNING RESOURCES AND ATTACHMENTS

The following items include sample forms, checklists, and templates from real-life organizations that conduct special collection events. These samples will help you to create your own event tools.

- Special Collection Checklist
- Special Collection-Volunteer Directions and Safety
- Charge Slip/Tally Sheet
- Checklist for the Selection of Electronic Recycling Services

- Sample Event Flier
- Sample letter-Permission to enter property
 - Collection contractor(s) confirmation of services
 - Request for In-Kind Donation
 - In-Kind Donation confirmation
 - Certificate of insurance to property owner(s)
 - Certificate of insurance to business holding the event