Yes, New Yorkers,
Recycling Is Happening in NYC
NYC’s Recycling Program

- Sims has contract with NYC for the next 20 years
- Facilities process Metal, Glass and Plastic
- Market ½ of NYC’s Paper

**Metal**
cans / wire hangers / foils / pots and pans / household items

**Plastic**
bottles / jugs / detergent bottles / cups / containers / rigid plastics

**Glass**
newspaper / paper bags / phone books / loose paper / envelopes / shredded paper

**Cartons**
Anything that holds liquid like milk, soup, or juice

**Mixed Paper**
egg cartons / clean pizza boxes / notepads / folders / corrugated cardboard / small boxes

**Cardboard**

NYC Recycles

Rinse before you recycle.

NYC Recycles

Call 311 or visit nyc.gov for more information

If you can tear it, we can take it.
Recycling Rates in NYC

15% diversion rate

50% of what could be recycled is not making it into the recycling bin
Challenges to Recycling Participation in NYC

- Legacy of Bloomberg moratorium on recycling
- Lack of infrastructure in buildings & public spaces
- Multiple recycling programs (residential, food-service businesses, office buildings, subways, bottle bill, etc.)
- City of new-comers, immigrants, students, & tourists
Recycling Education Center

- Clear demand
- Right thing to do
- Business would benefit from this service
- Included in original proposal to NYC
Selected Whirlwind Creative to design the exhibits
Put together Recyclarium as prototype
  – Prototype of Ed Center
  – Education
  – Advertisement
  – Employee morale
Recyclarium

- 15,000 visitors to Recyclarium
  - Trips to schools
    - Especially good for classes that have difficulty travelling
    - No burden on school, could see 200+ children/day
  - Community events
    - Activity to offer at events, rather than just table
    - Answer questions about recycling
Recyclarium - Lessons

• Successful, but logistically challenging
  – Time commitment
  – Drivers
  – Staffing
  – Weather

• Suggestions
  – Use van instead of trailer
  – Better ventilation/heating
  – Lighting
The REC

- Officially opened – Sept. 2014
- Have had 2,000 visitors so far
- Focus on 3rd-8th grade
- Visitors of all ages welcomed
- Group appointments Mon.-Fri., one Sat./month
Typical visit to the REC

• Start in Media Center
  – Introduction & Movies
  – Make Booklets
Station 2: DSNY
Station 3: Sims Sorts It
Station 4: Recycling Jobs
Station 5: Complete Cycle
Younger Crowd: Liberator Shredder
High School Groups

Eddy current separator

Ballistic separator

Optical scanners
College classes

- Anthropology
- Architecture
- Visual Arts
- Human Resources
- Urban Planning
Professional & Community Groups

- Eco-minded groups
- Packaging design company
- Teachers
- Companies that produce disposable products
- Architects
- Religious groups
- Local community groups
Site Features

**Sims Municipal Recycling**
Sunset Park Material Recovery Facility

- Stormwater Detention Basin
- 100 kW Wind Turbine
- Green Space with Bioswales
- Visitor and Administration Building
- Bale Storage Building
- Processing Building
- Dock
- Barge Unloading Area
- 600 kW Solar Panels
- Area for expansion of future recycling activities
- Native Species Plantings
- Barges
- Entrance
- Guard House
- Reefs for birds & marine life
- Mussel Cultivation
- Tipple Building
- Scale House
- Rail
- 7-Can Sales for Rail Loading
Contact

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Please follow us on Facebook as “Sims Municipal Recycling”
and on Instagram and Twitter as @simsmuni