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/
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Warnings</th>
<th>Violation Letters</th>
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</thead>
<tbody>
<tr>
<td>2015</td>
<td>619</td>
<td>5</td>
</tr>
<tr>
<td>2016</td>
<td>247</td>
<td>3</td>
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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