



**E-CYCLE**  
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# **E-Cycle Washington**

## 2022 Local Government and Community Satisfaction Report Summary

*Draft—May 2023*

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## Introduction

The E-Cycle Washington program completed its fourteenth year of operations in 2022.

The program's fourteenth year showed a decrease in the weight collected of unwanted covered electronics (TVs, computers, tablets, e-readers, portable DVD players, and monitors).

The year's decrease was almost exclusively in the TV category, with the other covered products bringing basically the same numbers as the previous year. This could be because the large, heavy cathode ray tube (CRT) televisions have been disposed of in previous years. Most of the TVs getting recycled now are the thinner and lighter flat panels.

We expect decreasing collection numbers to continue as the backlog of recycled CRTs decline and newer manufactured electronics become lighter.

Over 13.3 million pounds were recycled in 2022 compared to over 15.3 million pounds in 2021.

Funded by manufacturers, E-Cycle Washington's 232 collection sites and collection events provide a statewide network of free drop-off sites where Washington residents can recycle covered electronic devices.










The Department of Ecology (Ecology) asked local governments to fill out a survey to help Ecology determine the effectiveness of the program in 2022, and identify potential areas for improvement. Out of the over one hundred local governments contacted, Ecology received 9 responses.<sup>1</sup>

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<sup>1</sup> Some responses in this report may have minor punctuation, spelling, and grammar corrections made by Ecology staff.

## 1. Local Government Name







### Responses:

-  City of Auburn
-  City of Port Angeles, Solid Waste Division
-  City of Seattle, Seattle Public Utilities
-  City of Spokane Solid Waste Department
-  Clallam County Environmental Health
-  Grant County Solid Waste
-  Kitsap County Public Works
-  Pierce County Planning & Public Works
-  Yakima County Solid Waste

**2. Were the collection services provided by the WMMFA in your community accessible and convenient for the public? If there are services that are not working; please explain why in the comment section below.**

Were the collection services provided by WMMFA in your community accessible and convenient to the public?	
<b>Yes</b>	<b>56%</b>
<b>No</b>	<b>33%</b>
<b>No response provided</b>	<b>11%</b>

**Other responses:**







-  Uptekk is working fine. Goodwill doesn't always take TVs.
-  Unfortunately, the only current provider of E-Cycling in our County is Goodwill, and occasionally they refuse to take large, older TVs which makes recycling of them difficult.
-  Although the program works generally well, MMFA could do a better job promoting the program, and continue to encourage partnering locations to give consistent messaging. Currently, a lot of the burden of promoting the sites is put squarely on local government agencies.
-  The only collection service on the north peninsula are Goodwills in Port Angeles, Sequim and Port Townsend; and the only take computers, monitors and small TVs. It would be great if another facility that took other electronics could be developed.
-  It is accessible in the middle part of the county, but there are no collection sites in the southern and northern regions of Grant county.
-  As noted last year, we remain concerned about reduced access to collection sites due to COVID related closures. We have not done a comprehensive analysis of collection sites within Seattle to ensure that services are equitable and accessible throughout the city, but a high-level review of sites listed on MMFA’s new website compared to sites listed in previous years’ annual reports suggests that the number of sites has decreased and resulted in less convenient access to sites in some parts of the city. We would appreciate receiving more clear and specific information reported from MMFA about

changes in the number and locations of collection sites within the city, and an assessment of the relative level and convenience of access to collection sites. We would also like to receive information about the measures MMFA is taking to address gaps and further reach diverse and underserved areas of the city.

We also remain concerned about and unaware of how non-residential covered entities are informed of their access to the program and encouraged to use it. How are the many eligible businesses, non-profits, and other non-residential eligible entities “recruited” to use the program? We recommend outreach and communications specifically for these covered entities. Could we be provided with details on how these entities are informed within the City?

### **3. Did you have any suggestions for improving the services in your community? Please be specific if you are recommending additional collection locations/services.**

#### **Responses:**

-  We would like a collection site in the Lea Hill area (East Auburn) and Lakeland Hill area (South Auburn). We have two in the mid-valley of Auburn.
-  Our only location for collection is Goodwill and their options for recycling are quite limited. Many electronic products have to either be taken out of county for recycling or are thrown into the garbage.
-  There's always room to improve access/convenience, so MMFA should explore that. Additionally, peripheral acceptance would be beneficial.
-  Locations are great, but the public needs a reminder of how the program works and where they can take things.
-  If Grant County Solid Waste offered a collection event in a remote area, what would be the requirements?
-  We appreciate that MMFA has established a new website and interactive site locator – this is helpful. However, we believe more needs to be done in the area of outreach. As noted last year, we would like to see dedicated direct outreach to eligible non-residential covered entities. And we would like to see more in-language and transcultural outreach to our diverse communities, including underserved communities.










Also reiterating our comments from last year, we appreciate that Ecology conducts a survey of local governments to gather input, but we strongly recommend that MMFA/Ecology go further to conduct a periodic consumer awareness survey to measure the awareness by the public, and separately, by other covered entities, regarding the program, how to use it, what it covers, etc.

We also believe that there is a need to reestablish a stakeholder group to interact with the MMFA and Ecology on current and new outreach and educational efforts and other activities to improve the program, as was done early in the establishment of the program. It is clear, from a review of issues with existing EPR programs throughout the country and as new legislation has been considered, that ongoing stakeholder

engagement, beyond what is possible through annual commenting, is important for sustained program success.

#### **4. Briefly describe the E-Cycle Washington program public outreach and education conducted by your Agency/organization this year.**

##### **Responses:**

-  Pierce County has links on our website talking about the E-Cycle Washington program and it is also called out in our annual Earth Matter Newsletter. There are signs at the transfer stations as well to make people aware to separate these from normal MSW.
-  We promote through a flyer (Sustainable Auburn), social media, at educational table events, solid waste & recycling “Reduce, Reuse, Recycle, Disposal” webpage.
-  We provide information directly to people who call our department looking for how to dispose/recycle their e-waste. We also conduct public outreach via Facebook and Instagram for e-waste recycling and disposal.
-  We regularly get inquiries from the public about where to take e-waste and list all drop off locations on our online searchable "What Do I Do With It?" database.
-  Include information on website, at transfer stations and during public outreach events.
-  E-Cycle is mentioned on our brochures which are distributed at the county fair and the Home Show and are available at City Hall and the Chamber of Commerce.
-  It is part of our outreach and education at events and landfill tours.
-  We include E-Cycle information in our recycling brochures. Also, when residents call, we provide E-Cycle information.
-  We include E-Cycle and other drop-off and stewardship program information in our annual customer solid waste mailer, and “Where Does it Go” flyer. We also include information on our “Where Does it Go” website materials look-up tool.  
<http://www.seattle.gov/utilities/your-services/collection-and-disposal/where-does-it-go#/a-z> Our “Beyond the Cart” flier is translated into showing most common types of items for reuse, recycling, composting and proper disposal, including electronics and referral to E-Cycle WA is translated into Amharic, Chinese, Oromo, Somali, Spanish, Tigrinya and Vietnamese and can be seen on the “Where Does It Go” webpage. We also provide handouts to customers at our transfer stations who bring in electronics or who ask about e-waste recycling options.









**5. Please tell us your story in the comment box below: How has E-Cycle Washington affected your community since it began in 2009? (For example: if this program did not exist, what would happen to unwanted electronics in your community? How much money does this program save your residents and local government?)**

How has E-Cycle Washington affected your community since it began in 2009?	Yes	No	NR*
Are businesses providing recycling in your community who were not providing that service before E-Cycle Washington?	67%	22%	11%
Are people recycling their electronics now when they may have thrown them in the trash before the E-Cycle program?	89%	0%	11%






\*NR=No response provided.

**Responses:**

-  If we did not have a couple collection sites for e-waste it would mostly end up in the landfill or as illegal dumping. We have seen a very large decrease in illegal dumping of computers and TVs.
  
-  Goodwill is the only E-Cycle partner in our county, and much of what they currently take in they were already taking as donations, so it is unclear how impactful their participation in the E-Cycle program is. There were more options for e-waste recycling previously through your program but currently it is very limited.
  
-  This question seems a little bit loaded. Of course the market developed after the legislation passed...
  
-  There are still many electronic items that are thrown in the trash here in Port Angeles, including big screen TVs that Goodwill will not accept.
  
-  We feel it is a helpful program that diverts electronic waste from the landfills.
  
-  Opportunities to access responsible recycling for covered products has greatly increased for our residents and at no cost to the City. We have also benefitted from decreased illegal dumping of covered electronic products and decreased handling of these products at our disposal facilities.

## 6. Other comments about the E-Cycle Washington program.

### Responses:

-  Do you have a tool kit on the website for city government (for social media)?
-  We need more locations and a broader array of accepted e-waste.
-  There's still a lot of room for improvement in this program. I would encourage MMFA to go a bit further to make sure they meet minimum service level standards. This is currently not happening in Kitsap County.
-  Would be happy to post social media graphics or distribute updated materials at events.
-  As mentioned last year, we think more needs to be done to address the rapidly declining tonnage being managed through E-Cycle WA. We understand that part of decline in tonnage is due to fewer heavy CRTs requiring collection and processing. However, the 2020-2021 Washington Statewide Waste Characterization Study reports that over 34.5 million lbs. of covered electronics are disposed annually statewide – predominantly televisions, including both CRTs and LCDs. MMFA reported that approximately 13.3 million lbs. of covered electronics were collected in 2022. Therefore, and generally speaking, of the nearly 48 million estimated lbs. of covered electronics generated, less than 30% were captured by E-Cycle WA for responsible management. Clearly there needs to be an amplified and more effective strategy to capture this equipment, especially televisions.

## Summary

Ecology continues to work with the Materials Management & Financing Authority (MMFA) to make improvements to the E-Cycle Washington program. Suggestions for improvements provided by local governments are a key part of that process and are greatly appreciated by Ecology. Public outreach and education about the availability and benefits of the program is a priority for Ecology and the MMFA.

In 2022, E-Cycle WA was advertised through print media, signage, on social media platforms, and through in person outreach efforts.

Additional 2022 outreach included a partnership with the Walla Walla Sweets baseball team to provide outreach to the community, and a sign advertisement was used throughout the year in the Yakima SunDome. Some other outreach throughout the year included:

- **April:** E-Cycle was represented at an Earth Day tabling event at Centralia college.
- **May:** E-Cycle was represented at a Seattle Sounders game tabling event.
- **July:** E-Cycle was represented at a Walla Walla Sweets game tabling event, as well as ads in Spanish and English in the El Sol and Yakima Herald.
- **September:** E-Cycle was promoted in the Central Washington State Fair guide in a bilingual ad both in English and Spanish.
- **November:** E-Cycle WA was promoted at the TRENDS Property Management Tradeshow, a tabling event in Seattle.

Ecology's Outreach in 2023 will include participating through community partnerships. The program will again partner with the Walla Walla Sweets to provide outreach to the community. The sign advertisement at the Yakima SunDome will continue through the year. Additionally, there are plans to coordinate with local governments to share information about the program through literature and social media, and outreach opportunities are explored throughout the year to increase awareness of the E-Cycle WA program, including some in-person tabling events.

This year the most common suggestion from local governments for improving the program is that the program needs better promotion, specifically to non-residential covered entities. Respondents feel that there is still a lack of awareness and understanding of the program.

Ecology agrees that more outreach is needed. Ecology will continue to work the MMFA to ensure the requirement that all covered entities are informed about where and how to recycle their covered electronics and ensure outreach is shared throughout the state.

This report will remain in "Draft" form to accommodate any additional comments/suggestions received from local governments in the coming months.

