

ATLANTA FEET ON THE STREET FAQs

WHAT IS FEET ON THE STREET (FOTS)?

Feet on the Street is a Recycling Education Campaign. The Department of Public Works (DPW) is working to improve the quantity and quality of recyclables collected from single-family homes across Atlanta, to better serve our residents and achieve the city's waste diversion goals. The Feet on the Street program puts a team of people on the streets of Atlanta to audit residential recycling carts for contamination, provides residents real-time feedback on the quality of their recycling through the "Oops" tags left on the cart if contamination is found, and delivers a broad-based educational campaign across the city to improve recycling outcomes.

WHAT IS THE PURPOSE OF FEET ON THE STREET?

DPW's goal is to raise the performance of the City of Atlanta's recycling program to be higher than the national average. This will benefit our residents and our environment, and help us meet citywide waste diversion goals, while sustaining a healthy recycling program. To move toward these goals, Feet on the Street Recycling Education Campaign has a goal to reduce contamination by 25% and increase participation by 20%.

WHEN DOES THE CAMPAIGN START AND HOW WILL IT MOVE THROUGHOUT THE CITY?

The Feet on the Street Recycling Education Campaign will start in early Fall 2019. Auditors will remain on a recycling route for four consecutive weeks, checking household carts for contamination. All five solid waste service areas across the city will have Feet on the Street auditors tagging carts in each of these four-week rotations until all single-family households have received this service.

HOW WILL RESIDENTS BE NOTIFIED?

City of Atlanta single-family households will receive in-home mailers at the beginning of the campaign starting in Fall 2019. The mailer will include a letter from the DPW Commissioner outlining the program and a magnetic info-card with additional resources. Various marketing and promotional tools will be implemented throughout the city during the program.

WHAT OUTCOMES ARE WE EXPECTING FROM THIS WORK?

The goal of Feet on the Street Recycling Education Campaign is to improve the quality of material that the City of Atlanta recycles and sends to end markets to ultimately make into new products. The intention of Feet on the Street is to increase the level of recycling education and awareness throughout Atlanta.

HOW IS THIS PROGRAM BEING FUNDED?

In 2019, Atlanta City Council accepted donated funds from The Recycling Partnership for educational purposes, as well as technical assistance related to provision of trained auditors for the Feet on the Street campaign, technical resources, strategic planning, customized education pieces, and research on optimizing education and outreach activities from 2019 through 2020.

WHAT TYPE OF INFORMATION WILL I RECEIVE ABOUT THE FOTS RECYCLING EDUCATION CAMPAIGN?

OOPS TAGS (CONTAMINATION CART TAG)



INFO CARD MAILERS & HANDOUTS



HOW DO I GET MORE INFORMATION?

For more information, please contact ATL311, or go to <https://www.atlantaga.gov/recycling>.

WHAT CITY DEPARTMENTS ARE INVOLVED?

The City of Atlanta's Department of Public Works is leading and managing this effort.

WHAT HAPPENS WHEN A RECYCLING CART IS TAGGED?

A resident's cart will not be serviced if contaminants are found. The resident should remove contaminants marked on the Oops tag. Once that/those item(s) have been removed from the cart, it will be serviced on the next scheduled collection day. Residents are responsible for removing the recycling cart from the right-of-way until the next collection day and removing the Oops tag prior to setting cart out for collection.

WHAT HAPPENS IF A RESIDENT DOESN'T COMPLY?

The resident's recycling cart will not be serviced if contamination is present in the cart. The Solid Waste Education & Enforcement team (S.W.E.E.T.) will be sent to residences which do not comply.

WHAT IS CONSIDERED CONTAMINATION?

The Feet on the Street auditors are only focused on a few dangerous and costly contamination categories in the blue recycling cart: food or liquid, plastic bags, recyclables within a plastic garbage bag, textiles or clothing, rope, cords, hoses, or chains, tanks, wood, plastic furniture, and scrap metal.

WHAT IS CONSIDERED RECYCLABLE IN A RECYCLING CART IN ATLANTA?

Residents are encouraged to recycle aluminum and steel cans, glass bottles and jars, paper, magazines, newspapers, office paper, mail, boxes, cardboard, cartons, and plastic bottles (like soda, water, shampoo, or detergent) and plastic containers (like yogurt or margarine containers).

WHAT ABOUT GLASS?

Currently, we are just accepting the glass in our curbside recycling program. Right now, there are challenges with recycling glass in the single stream model and it is currently being landfilled while we work with our partners to come to a solution for glass recycling. We are hopeful to find a solution that allows glass to be recycled in curbside carts in the near term. You may also take your glass to CHaRM to ensure that it is recycled (located at 1110 Hill St).

WHAT INFORMATION ARE YOU GATHERING THROUGH TAGGING?

Feet on the Street auditors utilize an app to gather information. The app only records whether the household has set their recycling cart out, the general types of contaminate materials present (of the 6 types identified on the oops card), and a picture of contaminate materials. No personal information will be obtained, nor will any items be removed from either recycling or trash carts.

ARE YOU LOOKING FOR PERSONAL INFORMATION IN MY GARBAGE OR RECYCLING CART?

No. Feet on the Street Auditors are only looking to identify the presence of contaminating materials. The only information being recorded is the presence of material type (i.e. plastic bags), not the specific information about the material or the types of material being recycled. A picture of the top of the cart may be taken to provide proof of contaminates presence. The contents of recycling or garbage carts will never be removed.

HOW WILL I BE NOTIFIED OF PROGRESS?

Residents should be encouraged by the absence of Oops Tag and continued servicing of recycling cart. Contamination and participation statistics will be shared with City Council, NPUs, Neighborhood Organizations, and via the recycling webpage. Residents should sign up for reminders and notification at www.atlantaga.gov/recycling.

HOW CAN I HELP WITH THE PROGRAM?

Take a look at the City of Atlanta's website (<https://www.atlantaga.gov/recycling>), or the postcard that is sent in the mail to see what is and is not recyclable. Participate in the curbside program weekly and share this important information with your neighbors.

WHAT TIME AND WHEN DO THE AUDITORS DO THE TAGGING?

Auditors will tag recycling carts ahead of pick up on collection days from 5 a.m. – 11 a.m., Monday through Friday, until all households across the city are audited. Auditors will be in a different service zone every day and will repeat the routes they are auditing for four consecutive weeks.