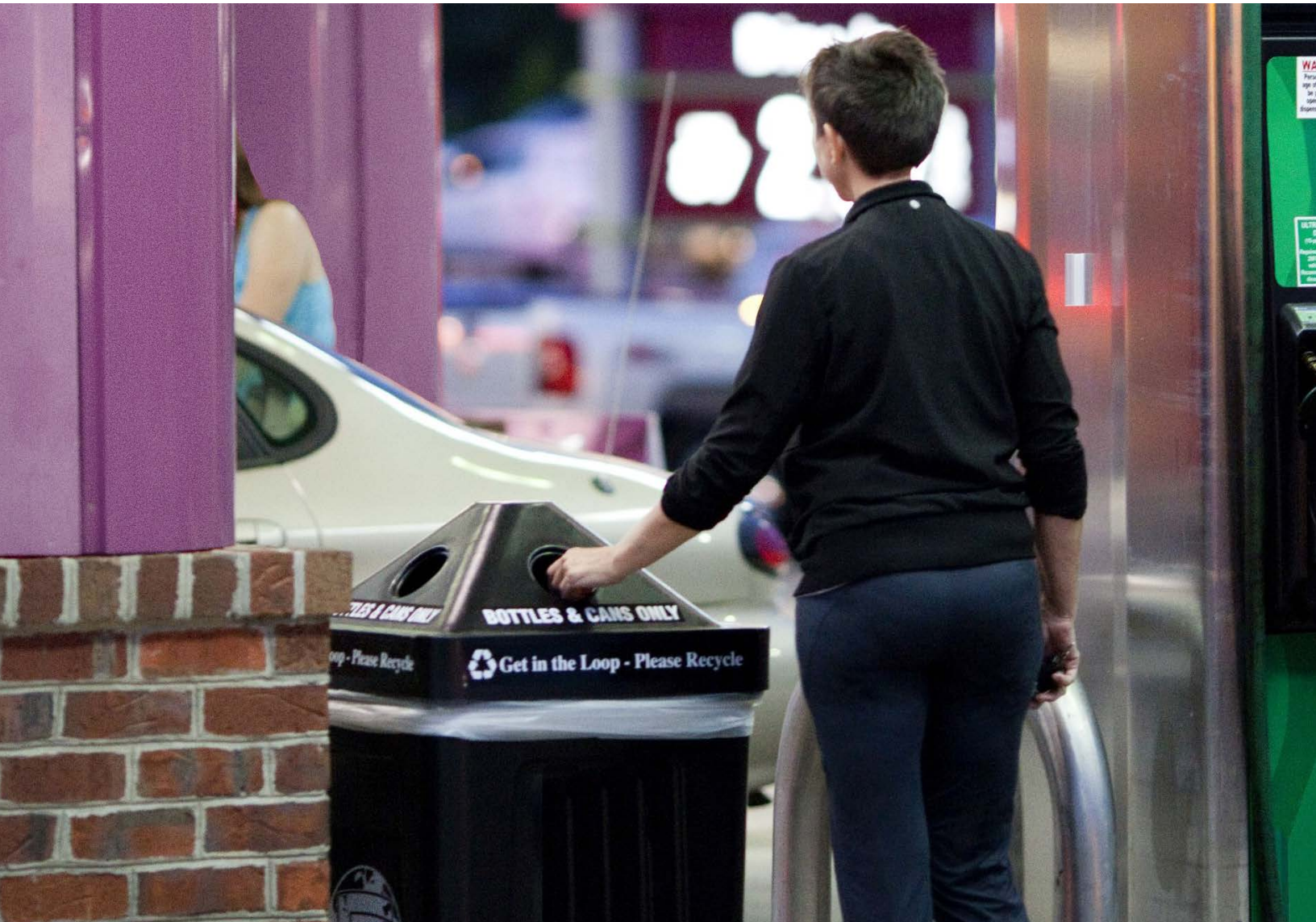


BEING A GOOD NEIGHBOR:

A Guide To Reducing Litter, Managing Trash and Encouraging Recycling



NACS



KEEP AMERICA
BEAUTIFUL
K.A.B.ORG

Prepared in partnership with NACS and Keep America Beautiful, Inc. 2017

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Convenience stores have a long and proud history of being good neighbors.

Part of that history involves proper management of waste, including preventing and reducing litter in and around convenience stores and the fueling island.

Litter can be a significant challenge, carrying a cost for businesses, the community and the environment. The National Association of Convenience Stores (NACS) and Keep America Beautiful recognize that foodservice and product packaging is a significant part of the litter stream, and we're pleased to partner on this guide to help convenience store operators reduce litter.

The objective of this guide is to provide quick and easy tips for you to improve your customers' experience, help the environment and, ultimately, enhance your reputation and bottom line.

This toolkit reflects data from the following sources:

- Keep America Beautiful's [2009 National Visible Litter Survey and Litter Cost Study](#)
- Keep America Beautiful Survey of NACS members (March 2017)
- Keep America Beautiful Litter Index Research conducted at convenience stores (2017)
- NACS Consumer Survey (April 2017)



About NACS

NACS advances the role of convenience stores as positive economic, social and philanthropic contributors to the communities they serve. The U.S. convenience store industry, with more than 154,000 stores nationwide selling fuel, food and merchandise, serves 160 million customers daily—half of the U.S. population—and has sales that are 10.8% of total U.S. retail and foodservice sales. NACS has 2,100 retailers and 1,750 supplier members from more than 50 countries. Learn more at convenience.org.



About Keep America Beautiful

Keep America Beautiful, the nation's iconic community improvement non-profit organization, inspires and educates people to take action every day to improve and beautify their community environment. Established in 1953, we strive to End Littering, Improve Recycling and Beautify America's Communities. We empower generations of community stewards to deliver measurable environmental, economic and social benefits. The organization is driven by more than 600 state and local Affiliates, millions of volunteers, and the support of business partners, social and civic service organizations, academia, municipalities and government officials. Learn more at kab.org.

Convenience Stores and Litter: The Basics

Product and foodservice packaging generated at convenience stores are part of the litter stream. It comes in all shapes and sizes—most commonly as single-use cups, containers, wrappers, napkins, boxes, bags, lids, cutlery, straws, stirrers—and is made from a variety of materials, including paper, plastic and aluminum.

Product packaging allows convenience store operators to serve guests in a sanitary, convenient and economical manner. But it's not a benefit to the environment when it ends up as litter.

Litter or trash of any kind can have harmful effects on roads and waterways, with consequences for the economy, the environment and public health, as well as damaging customer perception of your business. A 2017 NACS survey of American drivers found that 84% of consumers fueling up said cleanliness of the store is an important factor when considering whether they go inside the store to make a purchase.

Packaging comprises nearly 47% of items in the “visible” litter stream, defined as items that measure more than 4 inches, according to Keep America Beautiful’s 2009 comprehensive national litter research. This includes fast food, snack, beverage and tobacco packaging. According to that report, litter cleanup costs the U.S. over \$11 billion annually, with businesses paying the largest portion (80%). Additionally, roadways near convenience stores were 11% more littered than other roadways.

When including all sizes of litter, cigarette litter is the most frequently littered item in the U.S. according to KAB’s 2009 litter research. In addition, based on the research, tobacco products comprise 38% of all U.S. roadway litter and 30% at “transition points,” places where smokers must discontinue smoking before proceeding. Further, in the 2017 Keep America Beautiful Litter Index Research conducted at convenience stores, staff found that cigarette litter was the number one littered item at convenience stores.

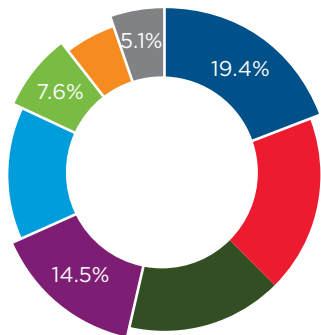


Most Frequently Littered Items at Convenience Stores

-  Cigarette Butts/Cigar Tips
-  Paper Pieces, Receipts, Straw Wrappers
-  Food Containers/Wraps
-  Candy/Gum Wrappers
-  Napkins
-  Bottles
-  Cups/Lids
-  Tobacco Packages
-  Aluminum Cans
-  Straw/Stir Sticks

Source: Keep America Beautiful Litter Index Research 2017

TYPES OF LITTER 4-INCHES PLUS (ALL U.S. ROADWAYS)



.... Fast Food Packaging	19.4%
.... Other Litter	18.3%
.... Miscellaneous Paper	16.1%
.... Beverage Container	14.5%
.... Other Packaging	13.7%
.... Snack Food Packaging	7.6%
.... Miscellaneous Plastic	5.2%
.... Tobacco Product Packaging	5.1%
Total Packaging	45.8%

Source: Keep America Beautiful, [National Visible Litter Survey and Litter Cost Study](#), 2009



You can't manage what you don't measure, so take some time to figure out what items are being littered in and around your facility. Download this handy checklist to help you.

LITTER OBSERVATION AND TALLY

Use this audit form to better understand what types of litter are prevalent in and around your facility, and where it's been found. This can help tailor your anti-litter message to your customers.

Instructions: Place a tick mark in the appropriate column and then tally them up.

Type of Litter	Inside Your Store	TOTAL	Outside Your Store	TOTAL
Bags				
Bottle Caps				
Bottles				
Candy / Gum Wrappers				
Cans				
Condiment Packaging				
Cups / Lids				
Food Containers / Wraps				
Napkins				
Plates / Platters / Bowls				
Straw or Utensil Wrappers				
Straws / Stirrers				
Tray Liners				
Utensils (Forks, Knives, Spoons)				
Food Scraps				
Receipts				
Cigarette Butts / Cigar Tips				
Tobacco Packaging / Wrappers				
Clothing / Shoes / Shirts				
Diapers				
Personal Hygiene Products				
Tissues				
Other				

Source: Keep America Beautiful Litter Observation Tool

What Leads to Littering

While self-reported littering rates have declined in the past 40 years, individual littering—and litter—persists.

According to Keep America Beautiful's National Visible Litter Survey and Litter Cost Study, researchers observed the vast majority of people properly disposing of trash in receptacles. But nearly one in five disposals (17%) ended up as litter. Most of this was done intentionally, such as by dropping the litter (54%) or flicking/flinging the item (20%).

About 85% of littering is the result of people's attitudes, according to Keep America Beautiful's research. Changing individual behaviors is the key to preventing litter—and environmental cues can make a difference. People who see existing litter are more likely to litter. KAB research shows about 15% of littering is affected by the presence of existing litter.

The location of trash receptacles also makes a difference. Where people were observed littering in public spaces, the nearest trash receptacles averaged about 29 feet away, according to Keep America Beautiful's research. The rate decreased to 12% when people were within about 10 feet of a trash receptacle. This echoes research by Walt Disney Co., which studied customers at entertainment parks and shopping areas and found that trash receptacles must be placed at intervals of about 30 steps to ensure proper disposal.

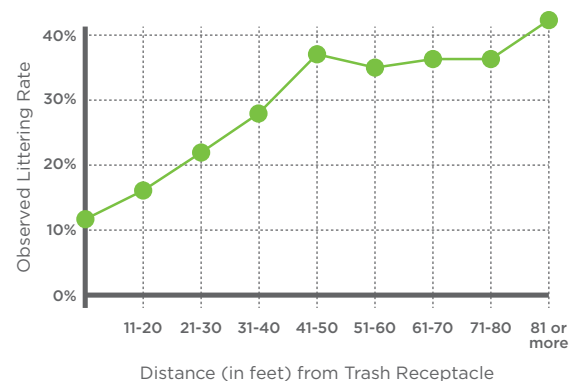


Change the environment to reduce littering

Use these four tips to ensure customers avoid littering:

- 1. Make proper disposal convenient and accessible.** Provide sufficient trash, ash, and recycling receptacles inside and outside your establishment.
- 2. Ensure consistent and frequent scheduled cleanup.** Littered environments attract more litter, so keep your convenience stores and fuel islands clean and litter-free.
- 3. Use landscaping and maintenance to promote a sense of personal responsibility.** Making an effort to “beautify” your establishment results in lower rates of littering behavior.
- 4. Make the most of motivational messaging.** Encourage customers to properly dispose of litter through direct customer engagement and/or on-site print and digital messaging.

Observed Littering Rate by Distance to Receptacle



Source: Keep America Beautiful, National Visible Litter Survey and Litter Cost Study, 2009

CASE STUDY

The Walt Disney Co. determined through observation at its entertainment, parks and shopping areas that trash receptacles must be placed at about every 25-30 paces for proper disposal. A Disney study of containers has found that “open front/side (no flap)” or “front/side (push flap)” receptacles are better for preventing litter from blowing out of container.



Working with Guests and Employees to Manage Litter and Encourage Recycling

What goes on inside a convenience store affects littering outside the establishment. You can discourage littering by where you place trash and recycling receptacles, the type of receptacles you use, the cleanliness and maintenance of your store and grounds, as well as direct messages to customers.

1. Start with your employees. How your employees behave and interact with customers can help set the right tone. Employees who are trained in litter-prevention and recycling best practices and are asked to demonstrate these practices develop a sense of ownership and responsibility. They also set an example for customers. Consider the following ways to get employees involved:

- **Include litter education as part of employee training.** Talk to your employees about the economic and environmental impacts of litter. Help them understand that the presence of litter affects a brand's reputation and may even result in fines to the business.
- **Incorporate litter prevention and recycling into regular employee tasks.** This could include monitoring bathrooms and fuel islands, property maintenance, and transferring trash and recycling to outside storage areas. Also, encourage your employees to properly use trash, recycling and cigarette ash receptacles. A good practice is: If you see litter, pick it up. Remind employees that they are being a good role model by picking up litter when they are on break or arriving and leaving work. While regularly scheduled pickups are important, emphasizing practicing the behavior of employees properly disposing of litter or recycling also demonstrates commitment.
- **Create a “checklist” for employees around litter prevention and trash pick-up.** Employees are



Thought Starter:

At the **Stop and Go Mini Mart** in Bend, OR, where full service is required at the fueling station, the store has a training program and incentives for attendants to enhance customer service and reduce litter. “When a car pulls in for fuel service, they greet the customer, wash windows, and ask customers if there are any trash or recyclables they can take,” according to Kent Couch, Owner, Stop and Go Mini Mart (Bend, OR).

critical to ongoing monitoring of bathrooms, fuel islands, air machine and vacuum areas, as well as self-serve beverage counters. Encourage employee monitoring of trash cans and interactions with customers around proper trash disposal.

- **Ask for employees’ input.** Employees are in the best position to identify day-to-day changes to help maintain a litter-free environment. You’ll encourage a sense of ownership by asking them for input.

2. Be aware of customer use of disposable items. Stop litter before it’s even generated.

- **Look at how you distribute straws and condiments.** Use single dispensers for straws, and consider eliminating paper straw covers when possible.

“Employees are part of our protocol and commitment to cleanliness—they are our **role model for customers: cleanliness, quality, safety**. We take litter and cleanliness extremely seriously and try to go the extra mile.”

– Derek Gaskins, Chief Customer Officer, Rutter’s (York, PA)

PLASTIC STRAWS

Millions of straws are used every day in the U.S., and they are increasingly cited as a major waste stream problem, both in the local community and in oceans around the world. To encourage responsible straw use and reduce littering, consider using single-serve straw dispensers.

- **Question the need for receipts.** Many businesses are eliminating customer receipts or providing them only on request.
- **Think about napkin delivery.** A loose stack of napkins can encourage more napkin use and increase the potential for litter. Consider napkin dispensers that offer a single napkin at a time, and make sure the dispenser is filled correctly. These dispensers can reduce waste by up to 25%.
- **Attend to self-serve beverage islands.** Consider using cup and lid dispensers. Lid dispensers that allow customers to take from the top ensure customers take only what they need and reduce litter. A hole in the beverage counter for trash at these areas also makes it easier for customers to immediately and properly dispose of any trash to avoid littering.



3. Rethink paper towels.

Bathrooms at convenience stores can be a high traffic area. To reduce litter and clean-ups, install hand dryers rather than using paper towels for wiping hands. This reduces both costs and litter. For example, at E-Z Mart Stores Inc., switching to hand dryers saves between \$500 to \$1,000 annually at each store location in paper costs alone. Another option is to install automated paper towel dispensers that regulate the amount of paper per usage.



4. Make a first impression at forecourts.

Outside fuel islands, where 70% of American drivers say they dispose of trash from their cars, is an opportunity for trash management.

Full-service and self-serve fuel islands are an opportunity to interact with customers.

Employees can set an example and help make it easy for customers to dispose of trash properly. Ensure trash and recycling bins are close by and properly marked. Consider landscaping at forecourts that present a “clean” brand to discourage littering.



- **Look at your trash and recycling receptacles.** Placing a sufficient number of trash, recycling and ash receptacles in high-traffic areas is one of the best ways to help employees and customers eliminate litter.
- **Identify the proper location and quantity.** Most operators place trash and recycling receptacles inside or just outside entrance/exit doors, as well as restroom exit doors. Most convenience stores also put receptacles at forecourts and next to parking areas. Identify high-traffic areas and places where litter tends to accumulate. Make sure you have enough receptacles, that they’re the right size and that they’re located where they are most convenient for customers.
- **Determine the best type of receptacle for your location.** Most (44%) convenience store operators report using open top containers. However, “open front/side (no flap)” or “front/side (push flap)” receptacles are recommended to better prevent litter. If the trash receptacle frequently has litter around it, that’s a sign that the receptacle is inconvenient for customers, not big enough or not being serviced adequately.
- **Service receptacles regularly.** Most convenience stores set a schedule for employees to regularly empty receptacles located inside and outside of the store. If you’re accumulating litter around

“Keep your store and yard clean of litter. **Your customers will respect your cleanliness and your business will grow.**”

— Jeff Armbruster, Armbruster Energy Stores (Grafton, OH)

your trash receptacles, take a look at your service schedule. Train your employees to pick up any trash outside the receptacle as they empty it, and to replace the trash liners if appropriate.

- **Consider adding cigarette ash receptacles.** While ordinances may require these receptacles to be a certain number of feet from the entrance, it is important to put them at transition points (the point where smoking is allowed outside a building). One of the strongest predictors of cigarette butt littering is the lack of ash receptacles. For every additional ash receptacle, the littering rate for cigarette butts decreases by 9%. There are vendors that have created personal pocket ashtrays and cupholder ashtrays which you could consider merchandising near your tobacco display. KAB recommends a hard plastic case with metal lining. For additional information on cigarette litter prevention, visit preventcigarettelitter.org.
- **Properly handle and dispose of any hazardous items.** Follow your community’s lead for handling and disposing of wastes related to cars and car maintenance, such as oil, batteries, etc. Hazardous materials may also be left behind by customers or people who come on your property. If employees encounter littered used needles, unless there is a specific ordinance or regulation around handling of this waste in your state or municipality, follow the U.S. Food & Drug Administration guidelines or visit Safe Needle Disposal. To mitigate risks, train employees to not pick up trash bags from the bottom and use gloves when handling any waste.

5. Maintain your efforts. Managing litter is an ongoing effort. Consider the following best practices.

- **Incorporate litter cleanup into your maintenance schedule.** Maintaining and emptying trash and recycling receptacles helps create an environment that discourages littering. Include litter pickup as part of maintaining your grounds, both inside and outside the store. Consider a daily inspection of trash receptacles to ensure they don’t overflow. According to KAB’s observational

litter behavior research, littered environments attract more litter.

- **Ensure that litter transfer to dumpsters is litter-free.**
 - **Trash:** Most convenience stores use liners in their trash receptacles and then remove, tie and transfer these liners to the dumpster area for hauling. Train employees to pick up any trash that spills out. Make sure storage is adequate to properly contain the trash bags.
 - **Recycling:** If employees are emptying recycling and trash bins at the same time, consider using different colored bags to avoid confusion when they toss them into the respective dumpsters. Keep in mind, some recycling service providers may want cans and bottles to be inside transparent bags when placed in the recycling dumpster, while others may specifically not want them bagged at all for operational reasons. Check with your service provider to confirm specific requirements.
- **Confirm haulers do not create litter during the pickup process.** In your contracts with haulers, specify ways to reduce litter during the transfer from dumpster to truck. Monitor pickups to ensure any litter is cleaned up immediately.
- **Address border areas around property.** Research shows that areas that are clean and litter-free are more likely to stay that way. If there is persistent litter around the periphery or entry to your property, try to identify the source of the litter. Then work with a local business improvement district, Keep America Beautiful affiliate, property manager, neighborhood business group or similar organization to reduce the source.

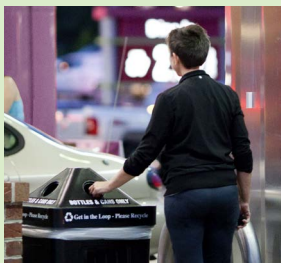
“Litter impacts how people perceive your brand—even if they litter a cup with your logo on it somewhere else.”

— Lisa Dell’Alba,
President & CEO,
Square One
Markets
(Bethlehem, PA)

6. Use customer messaging. Consider litter prevention messaging as part of store signage. The following are opportunities for consumer-facing messaging around litter prevention.

- **Ask employees to engage customers.** Train staff to use appropriate opportunities to ask customers to help reduce litter. Employees can make customers aware that litter reduction is the

Sheetz Rolls Out Recycling with Focus On Convenience



Over the past few years **Sheetz** (Altoona, PA) has rolled out recycling at 359 of its 560 stores where collection services are available. “Our customers asked us to give them the opportunity to recycle at our stores and to focus on reducing our environmental impact more broadly,” says Matt Michrina, Sheetz sustainability coordinator. A largely standardized layout allows public area bins to be placed in similar positions across all locations, and a guidance document helps each store to independently implement the program.

reducing our environmental impact more broadly,” says Matt Michrina, Sheetz sustainability coordinator. A largely standardized layout allows public area bins to be placed in similar positions across all locations, and a guidance document helps each store to independently implement the program.

THE RESULTS: All stores combined collect nearly 4,000 tons of recyclable material annually, averaging 11 tons per year for each location. In addition, this resulted in a reduction in labor costs as additional recycling bins at gas pumps reduce the frequency of employees emptying trash. Sheetz also found that about 68% of recycling at the fuel pump area was plastic beverage containers.

LESSONS LEARNED:

- **Bin selection is key**—clearly differentiate recycling bins from trash bins by color, signage and specialized openings.
- **Position recycling bins close to existing trash cans** to maximize convenience for customers.
- **Work with your trash haulers** to understand what they will and won't recycle.

For more public space recycling tips, see Keep America Beautiful's public space recycling guide at americarecyclesday.org/public-space-recycling-resources.



reason for certain practices around dispensing condiments, napkins or straws.

- **Communicate your anti-litter message on take-out packaging.** Consider printed messaging on bags, napkins, tray liners and other packaging that asks customers not to litter. For example, consider placing a “Keep it Clean” on single-serve items such as beverage cups and carryout bags.
- **Share messages on receptacles.** Display signage directly on trash and recycling receptacles or at eye level above or near receptacles to remind customers to properly dispose of items.
- **Identify other opportunities for communicating the message.** For example, Keep America Beautiful has recycling public service announcements (radio, print and video) for your use in donated media such as your gas pumps and in-store video monitors. Find those resources at berecycled.org.



Rutter's Partners With Local Hauler To Boost Recycling Messaging

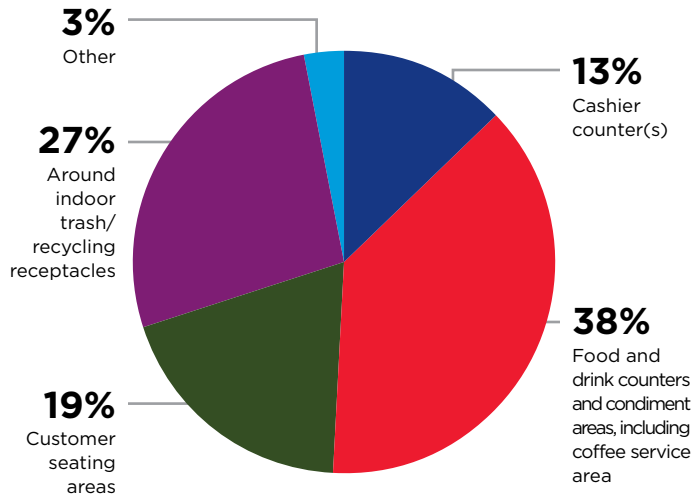
Rutter's, which has 69 stores, has been voluntarily recycling since 2008. It partners with local hauler Penn Waste to include recycling messaging on on-site digital media, in-store messaging, billboards, and signage. It is also focused on environmentally friendly packaging. “Recycling is part of our culture,” says Derek Gaskins, Chief Customer Officer, Rutter's. “When customers see the recycling bins and the packaging changes, we raise our brand profile.”



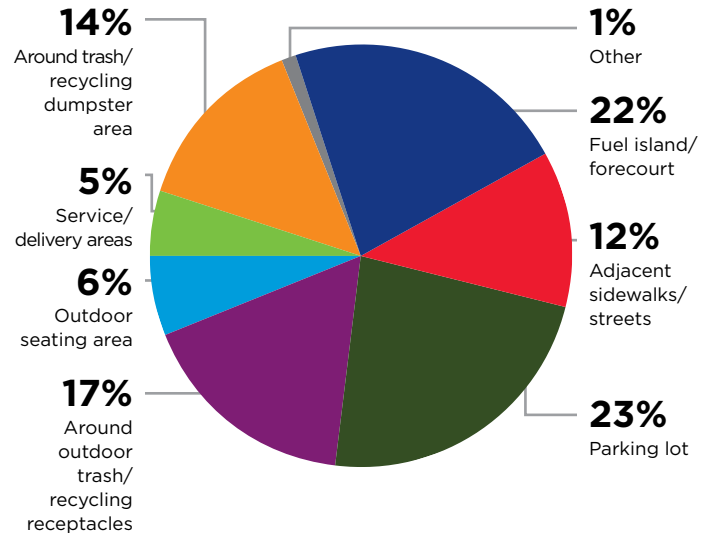
WHERE THE LITTER IS — IN / OUTSIDE OF CONVENIENCE STORES

Convenience store operators say this is where they find the most litter.

Most Common Indoor Littering Area



Most Common Outdoor Littering Area



Source: Keep America Beautiful Survey of NACS members (2017)

KNOW WHAT'S IN YOUR WASTE STREAM



The owners of **Forest Park Fuel** worked with a local nonprofit focused on zero waste, Sustainable Connections, to conduct a small trash inventory. They found that 35% of their waste is trash and the rest is either recyclable in their community or compostable. "It was really helpful. We learned a lot about what is recyclable and compostable. The biggest impact this had was to get us focused on starting with the low hanging fruit," said Patrick McEvoy, Owner, Forest Park Fuel (Bellingham, WA).



CONVENIENCE STORE LITTER CHECKLIST

This checklist was developed by Keep America Beautiful to help retailers ask the right questions related to their litter control programs. Retailers who can affirmatively address most of the questions on this checklist are more likely to minimize litter at their location.

1. LITTER PREVENTION

- Are self-serve items (straws, napkins, coffee and soda cups, utensils, condiments, etc.) in appropriate dispensers placed to encourage taking only what's needed?
- Are trash receptacles placed near self-serve items?
- Are trash and recycling receptacles at exits and fuel islands to help deter customers from littering?
- Is there appropriate/sufficient signage or other messaging to encourage customers to properly dispose of trash at fueling islands, self-serve areas and restrooms?
- Are ash receptacles conveniently placed to encourage proper tobacco product disposal and cigarette butts, especially before entering the store?

2. RECEPTACLES

- Are there sufficient trash and recycling receptacles? (Determined by size of premises, kind of traffic, volume of business, etc.)
- Are receptacles the most effective style/type/volume container?
- Are receptacles placed where litter tends to accumulate?
- Do receptacles have closed tops or lids to reduce the likelihood of items blowing out and becoming litter? Are receptacles secured if necessary?
- Do you need to add an ash receptacle?

3. MAINTENANCE

- Is there a written maintenance schedule? (Receptacles may overflow during rush hours when personnel are busiest elsewhere.)
- Is the maintenance schedule based on usage or volume? (Monitor to determine frequency of collection to prevent overflow of receptacles and dumpsters.)
- Is there a written procedure for employees to provide for frequent, regular maintenance of the following:
 - Trash and/or recycling receptacles
 - Self-serve counters
 - Common seating areas, if applicable
 - Floors
 - Restrooms
 - Fuel islands (as well as vacuum and air stations)
 - Parking lot

4. SERVICE AREA TRASH DISPOSAL (BULK REFUSE CONTAINER SYSTEM)

- Does the container have enough capacity to hold all refuse generated between collections?
- Do lids close tightly?
- Are overflows or spills cleaned up quickly?
- Are pick-ups scheduled to meet volume needs?
- Where private trash haulers are used, does the contract specify use of covered trucks for collection?
- Is the area visible and accessible to the public?

5. DELIVERIES

- Are suppliers required to stack deliveries in loading area to prevent litter at loading dock or back doors?
- Are delivery truck personnel encouraged to use trash/recycling receptacles for any delivery packaging waste?
- Do employees compact shipping cartons and boxes and put in recycling containers immediately?
- Do employees put all loose shipping material in trash or recycling receptacles?

6. GROUNDS MAINTENANCE

- Is trapped or accumulated litter removed wherever it occurs on property?
- Are there frequent, regularly scheduled cleanups of the entire property?
- Are planted areas maintained regularly? Is the parking lot weed-free?
- Are customers encouraged with messaging to properly dispose of trash and recyclables?
- Are any outdoor seating areas cleaned after each customer?
- Is entire outdoor area well lit, with no dark corners to hide litter?

7. SIDEWALKS AND STREETS

- Is there a written schedule for frequent sidewalk and drainage/gutter cleaning?
- Is litter put into receptacles, and not swept or pushed into gutters?
- If possible, are additional receptacles installed on the sidewalk beyond the property line in all directions?
- Is there increased maintenance when construction or demolition is being carried out in the area?
- Are contractors encouraged to maintain a high level of cleanliness at construction and demolition sites?

Understanding Litter Laws

Most jurisdictions have codes in place to help businesses reduce litter. Identifying and understanding your community's code for litter and solid waste and partnering with local officials can help you develop an effective litter-control program.

Regulations related to litter and solid waste are usually found in fire, housing, building, health and public safety codes. Check with local officials or jurisdiction websites for information about applicable regulations.

- **Dumpster/bulk containers.** Some municipalities specify an optimal size for dumpsters (6 to 8 cubic yards, for example) and prohibit other sizes. Dumpsters and containers should be big enough to completely contain all solid waste.
- **Collection schedules.** What are the trash and recycling collection schedules? Are there any mandates on frequency of collection by your municipality? Are there any mandates related to food-waste collection? In your contracts with waste haulers, spell out procedures for weekends and holidays, when trash tends to accumulate more quickly.
- **Collection trucks and techniques.** Some codes require businesses to locate their dumpsters in an enclosed area. Carefully review the requirements for enclosed areas, including maintenance by the waste hauler and/or convenience store operator. Be aware of any procedures governing the transfer of waste from containers to collection trucks.
- **Sidewalk maintenance.** Most communities require property owners to keep the sidewalks in front of their establishments clean. Most prohibit sweeping refuse into the gutter or drainage facilities. Communicate with employees to ensure that litter is properly picked up and disposed.
- **Parking lot maintenance.** Many communities require convenience stores to install a certain number of trash receptacles in parking lots, often based on the number of parking spaces. If you provide sufficient receptacles for disposal, you'll reduce both litter and parking-lot clean-up time.



UNDERSTANDING RECYCLING ORDINANCES AND RESOURCES

Many jurisdictions have voluntary guidelines or even mandatory codes for businesses in place to help increase recycling rates. Identify and understand your community's recycling codes and any commercial recycling assistance programs in your municipality or solid waste district to help develop an effective recycling program for your store.

Regulations related to recycling are usually found in waste management, natural resource management, or sanitation codes. Check with local officials or jurisdiction websites for information about applicable regulations. Examples of recycling ordinances:

- **Landfill ban.** Some states or local government agencies ban certain recyclables items from the landfill as a way to increase recycling. These items may include aluminum cans, plastic bottles, and cardboard, as well as potentially hazardous items such as electronics, paint or solvents.
- **Mandatory bin placement.** Depending on your community, businesses that sell prepared or prepackaged food for takeout or immediate consumption may be required to provide waste and recycling bins close to public entrances.
- **Public areas.** Many municipalities require public areas such as parks, hotels, restaurants, and offices to place recycling bins in the vicinity of all waste bins.

New Public Space Recycling Laws Target Small Format Stores



Government officials are taking action to reduce litter. In Philadelphia, for example, in 2015, the city council approved a plan requiring corner stores and restaurants to place trash and recycling bins within 10 feet of their entrances in an effort to reduce litter. “The intent of these bills is to get to the root of the issue, which in most cases is about a lack of access to trash cans and recycling

bins,” said Councilwoman Blondell Reynolds Brown. The bill is modeled on the Walt Disney Co.’s determination that if trash cans are more than 25-30 steps apart, people will litter. Violators will face fines of up to \$100.

NACS: EXAMINING OUR COMMUNITY ‘UNFAVORABLES’ – CONSUMER FEEDBACK

Q: Why are you unfavorable to a new c-store?

(%) Gas Consumers

Litter / trash	64
Traffic / congestion	59
Noise	47
Crime	46
Alcohol or tobacco sales to youth	35
Lower home values	31
Light pollution	21
Drunk driving	21

Source: NACS Aug. 2017 consumer survey

Over the past year, many of the **commercial establishments in the City of Philadelphia** have complied with the trash and recycling receptacle requirement and it is making a noticeable difference around the City. As a result of the positive effects the receptacles are having, the City is exploring the option of providing a Uniformed Decorative receptacle to business operators to be obtained from the City with the acquisition of the business operating license in order to achieve 100% compliance,” says Keith Warren, Deputy Commissioner of Streets Sanitation Division, City of Philadelphia.

“With one in four transactions in the U.S. taking place through convenience stores, we see a higher volume of customers. We have the **unique opportunity to not only reduce litter, but also to improve recycling in this country** unlike any other industry.”

– Lonnie McQuirter, Owner,
36 Lyn Refuel Station
(Minneapolis, MN)



Partnering with Your Community

Convenience store operators can build the power of their brands by engaging with their communities to help prevent litter and encourage recycling. In addition to keeping your own locations litter-free, consider these opportunities:

- **Participate in annual neighborhood clean-ups.** Partner with a Keep America Beautiful affiliate during the “Great American Cleanup” held each spring or “America Recycles Day” (on November 15), or participate in a community or school initiative to create litter-prevention awareness.
- **Take part in year-round cleanup programs.** Ongoing engagement helps to expand your business’s involvement. Consider “Adopt-a-School,” “Adopt-a-Highway” or other “Adopt-a-Spot” programs sponsored by Keep America Beautiful affiliates or state and local groups.
- **Engage other businesses to participate in litter-prevention activities.** Recruit local businesses to join a litter-prevention or cleanup event. Sit on the board or participate in state or local business associations, Chamber of Commerce, or work with these groups to foster community programs that help reduce litter and encourage recycling with an eye on reducing costs and boosting brand image.
- **Submit your best-practices program to local, state, and national awards programs.** Keep America Beautiful solicits nominations for its national awards program each October. Apply at kab.org/about-us/annual-awards.
- **Public events and block parties.** Public events can help boost your brand, but avoid getting fined for not recycling at them. Check with your local municipality to see if there are mandatory recycling ordinances for public events in your area.
- **Find a Keep America Beautiful Affiliate.** Identify and partner with your local Keep America Beautiful affiliate on an ongoing or special litter prevention program. Find an affiliate at kab.org/volunteer.



CASE STUDY

Casey's Partners with Keep Iowa Beautiful to Strengthen Communities



When you drive into any one of the nearly 1,900 Casey's General Stores spread across 15 states, you can expect friendliness and courtesy that gives you that comfortable feeling. Casey's has been a strong, long-time founding supporter of the Keep Iowa Beautiful work to build stronger communities. In addition to serving on the Board, Casey's promotes the statewide hotline to report littering by placing the Report Littering decals on trash receptacles at front doors and fuel islands.

