

Lake Forest residents are rethinking how they recycle.

Planned months before the outbreak of coronavirus disease, the City is moving forward with a consumer education campaign aimed at significantly reducing contaminated items in the City's recycling bins. Why? Even before the state's Stay at Home order, changing international markets as well as high levels of contamination of collected recyclables have raised recycling processing costs for communities across America, Lake Forest included. Residents can reduce contamination in Lake Forest's single-stream recycling from the current 25% to 10% simply by following four easy guidelines. By putting the right items in your cart, you will pitch in to reduce your City's recycling processing costs by 25% — and save taxpayers approximately \$50,000 per year!

RETHINK RECYCLING

WITH BART THE CART

For more information, contact:
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Introducing Bart the Cart!

Bart the Cart will help guide residents in a friendly and knowledgeable way as they rethink their recycling activity. His character is designed to keep all ages interested and involved. When residents follow the guidelines they help keep Bart's tummy happy.

Keeping count.

To encourage recycling contamination reduction, the City will be reviewing contamination rates on key dates.

Measuring months:

June

Sept

Check www.bartthecart.com for info and updates

Four simple guidelines.

By following these guidelines, Lake Forest residents make a direct impact on lower recycling costs.

1 Empty & rinsed

Recyclables should be well-rinsed and empty, lids on.



2 No Plastic Bags

No plastic bags should be among recyclables.



3 No styrofoam

Styrofoam and #6 plastics are not recyclable.



4 No tanglers

They can damage the sorting equipment.



More information and a [media tool kit](#) is available at BarttheCart.com.