

# Anybody can be a recycling advocate in Muskegon County!

USE THESE RECYCLING TOOLS TO SHOW YOUR SUPPORT FOR RECYCLING!

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## TAGLINE

Keep it Clean, Keep it Green

## HASHTAG

#recycleMuskegonCounty

#cleangreenMuskegonCounty

## PRIMARY PLATFORMS

Social Media:

- Facebook
- Instagram
- TikTok
- LinkedIn
- X (Twitter)
- NextDoor

Newsletter

Website

## COLORS

- Dark Blue (#156789)
- Light Blue (#E9F3F7)
- Green (#9ACA3C)
- Black (#404040)

## PRIMARY MESSAGE

You can recycle in Muskegon County!

## SECONDARY MESSAGES:

- Recycling is good for the environment.
- Recycling is good for our community.
- Recycling is good for our local economy, creating American jobs in the recycling industry.
- Recycling supplies American manufacturers with raw materials.
- Recycling keeps valuable paper, plastic, metal and glass out of local landfills.
- Recycling conserves natural resources and energy.
- Recycling prevents pollution from raw materials extraction.

## LINK TO DESIGN TEMPLATES

## LINK FOR LOCALIZED INFORMATION:

**Muskegon County:** <https://www.co.muskegon.mi.us/1338/Recycling-Guide>

**City or Township office:**

**Fruitland Township Ecology Station:** <https://fruitlandmi.gov/ecology-station/>

**White Lake Area Transfer Station:** <https://www.facebook.com/whitelaketransferstation/>

**Dalton Township:** <https://daltonmi.gov/transfer-station>

**Cedar Creek Township:** <https://www.cedarcreektownship.org/public-documents/recycling-guidelines-what-can-and-cannot-be-recycled>

**City of Muskegon:** <https://muskegon-mi.gov/city-services/public-works/sanitation/recycling-program/>

**City of North Muskegon:** <https://www.northmuskegon.org/residents/utilities/>

**City of Roosevelt Park:** <https://rooseveltpark.org/city-hall/waste-disposal/>

**Muskegon Charter Township:** <https://muskegontwpmi.gov/sanitation-and-recycling/>

**Village of Casnovia:** <https://villageofcasnovia.org/>

**Village of Fruitport:** <https://www.fruitportvillage.com/waste/>

**Village of Ravenna:** <https://ravennami.com/recycling-info>

## BACKGROUND

West Michigan Environmental Action Council (WMEAC) initiated the Muskegon County Recycling Network to enhance recycling efforts within the county. An EGLE-funded feasibility study was conducted, comprehensively updating existing conditions and providing actionable recommendations. These recommendations are now being implemented by the Network's Recycling Leadership Team – a county-based network of recycling leaders from area municipalities, agencies, businesses, and programs.

One recommendation – a public awareness campaign which includes an education and outreach strategy utilizing the 'Existing Conditions Study' – is intended to raise awareness of the existing recycling opportunities in Muskegon County while Materials Management Planning activities identify recycling gaps and other landfill diversion needs across the county and region in the next 24 months and beyond.

Despite strong public support for recycling, there is growing distrust and even skepticism about the way recycled materials are handled after they are picked up at the curb or dropped off at a recycling center. Research from 2022 also shows that only half the people surveyed remember seeing or hearing positive stories or images about recycling in the media, compounding the problem.<sup>i</sup>

## WHAT IS A RECYCLING EDUCATION PLAN?

Similar to a communications plan that lays out the critical audiences, key messages, tactics to use to reach the intended audiences, and built in measurement techniques, an education plan spells out the key components that must be taught in order to achieve change. In this case, the recycling education plan will help Muskegon County communicate about recycling to achieve three actions:

The messages in this plan will:

1. Help Muskegon area recycling allies tell local truths about recycling that counteract recycling myths and misinformation.
2. Build confidence in current and future recyclers to affirm that their individual and collective actions are impacting their community.
3. Improve awareness and use of existing recycling programs and services to build a culture that includes reducing, reusing, and recycling and, as a result, extending the life of the local landfill.

## EDUCATION PLAN BASICS

There are four basic tenets to a recycling education plan are **Audience, Action, Timeline, and Impact.**



### AUDIENCE

#### WHO IS THE AUDIENCE?

The Recycling Partnership identified and characterized five “types” of recyclers in their 2022 Audience Segmentation Research Summary.<sup>ii</sup> The recyclers in the study had common reasons for supporting recycling, including reducing waste, protecting the Earth, and supporting the community through the creation of jobs. Additionally, these recyclers and potential recyclers need recycling to be easy, they need to feel confident that they know what and how to recycle, and they need affirmation that recycling is “worth it”.

There are a multitude of opportunities for improving recycling education within Muskegon County, but this education plan is focused on **general recycling awareness** for those **residents who are likely to recycle** but need additional resources AND those who **already recycle** but need more information.

Subsequent versions of the education plan could be developed that are specific to other sectors of the population. The Recycling Partnership’s 2023 Knowledge Report<sup>iii</sup> confirms that “multi-layered interventions applied over time are likely needed to drive behavior change.” For example, school-aged children should have a recycling education plan developed specifically for them that is based on content aligned with the State education standards. To convince those who are unlikely to recycle, a different set of talking points should be developed to focus attention on aspects important to them.



### ACTION

#### WHAT ACTION DO WE WANT THE AUDIENCE TO DO?

These audiences will learn why recycling is important, which will **compel them to want to participate** in recycling in Muskegon County. The information from the plan will also provide enough (but not too much) detail to potential recyclers that they **gain confidence** in knowing what and where to recycle.

Education and communications are often part of the solution, but there is a significant base of research that shows awareness and education alone do not change behaviors. Therefore, this education plan is only a first step and a very basic layer of communication that will lead to behavior change.



## TIMELINE

## HOW LONG WILL IT TAKE?

The Materials Management Planning process and the adopted Materials Management Plan will likely have some community engagement components that will specify critical recycling education needs and the responsible entity that will become the repository for recycling-related information. As such, this education plan will span a period of **24 months**, at which time it should be revised and the timeline reset.



## IMPACT

## WHAT IMPACT WILL BE MEASURABLE?

Following implementation of this education plan, impacts will be gauged through **increases in material recovered** at existing recycling centers and **improved engagement**, both quality and quantity, through communication tactics utilized in the plan.

## KEY MESSAGES: WHY • HOW • WHERE

Research by the Center for Sustainable Behavior & Impact at The Recycling Partnership revealed that an empathetic message aimed at destigmatizing resident confusion successfully increased tonnage on an existing recycling collection route by 38%, equating to an additional 7 tons of recyclables per month per route.<sup>iv</sup> As such, guilt and shame are not the right approach to gain recyclers. Instead, the messages should be positive, showing support for individual contributions.

### WHY RECYCLE

- Recycling is good for the environment.
- Recycling is the right thing to do for our community.
- Recycling is good for our local economy, creating American jobs in the recycling industry.
- Recycling supplies American manufacturers with raw materials.
- Recycling keeps valuable paper, plastic, metal and glass out of local landfills.
- Recycling conserves natural resources and energy.
- Recycling prevents pollution from raw materials extraction.
- 8 out of 10 people living in the U.S. believe recycling has a positive impact and see it as a valuable public service.<sup>v</sup>

### HOW TO RECYCLE

- Recycling rules can vary from one community to the next. Check with your local recycling center or recycling collector on how to recycle right.

- Clean, empty, and loose are the three most important things to remember when recycling:
  - Rinse food and other debris off recyclables before tossing into the recycling bin.
  - Empty out liquids before recycling bottles.
  - Don't bundle or bag recyclables.
- Flatten cardboard so it fits into the recycling container and onto the sorting machinery.
- Leave caps on plastic bottles! Even though they're made from different kinds of plastic, caps can be captured at the plastic processing facility.
- Never put these things in your recycling bin:
  - No hazardous chemicals or waste, like batteries, electronics, propane tanks, gas, chemicals, ammunition, or other hazardous items.
  - Nothing that will tangle around equipment, like plastic bags, string lights, tarps, extension cords, clothing, hoses, hangers.
  - Nothing in bags. If someone can't see what's inside, it will be assumed to be a bag of trash.
- Recycling is important, but reducing and reusing should come first. Reduce, Reuse, then Recycle!

## WHERE TO RECYCLE *(as of February 2025)*

**Cedar Creek Township** operates a recycling center at its transfer station at 6871 Holton Duck Lake Road.

### **Hours of operation:**

Saturdays from 8:30 - 3:00

**Open to:** Recyclers in Cedar Creek and Holton Township are invited to use the recycling center located at Cedar Creek Township.

**Recyclables accepted:** cardboard, coated cartons, glass bottles & jars, plastic bottles/jugs/tubs, paper, magazines, metal cans, aluminum foil

**Fees:** \$2 – 20-gallon container, \$4 – 55-gallon container; \$20 – pickup truck load

More information on fees can be found at [https://cdn.prod.website-files.com/5d28aa4e0c377d83781d0682/5f99bc7485d7ac6553fdcecf\\_Fee%20Schedule%2010-21-2020.pdf](https://cdn.prod.website-files.com/5d28aa4e0c377d83781d0682/5f99bc7485d7ac6553fdcecf_Fee%20Schedule%2010-21-2020.pdf)

A list of what's recyclable can be found at [https://cdn.prod.website-files.com/5d28aa4e0c377d83781d0682/5f99bc2a3985c48e0736a8dd\\_Recycling%20Guideline%20-%20what%20can%20and%20cannot%20be%20recycled.pdf](https://cdn.prod.website-files.com/5d28aa4e0c377d83781d0682/5f99bc2a3985c48e0736a8dd_Recycling%20Guideline%20-%20what%20can%20and%20cannot%20be%20recycled.pdf)

**Dalton Township** operates a recycling center at its transfer station located at 291 E. Michillinda Road, off Russell Road.

**Hours of operation:**

April-October: Wednesdays and Saturdays 8:00 – 4:00

November-March: Saturdays 8:00-4:00

**Open to:** Dalton Township residents only

**Recyclables accepted:** tin, glass jars, plastic #1 through #7 (previously listed items do not need to be separated), cardboard, office paper, junk mail, newspapers, and phone books.

**Fees:** Annual recycling pass is \$30 per year for unlimited recycling during open hours. A \$15 recycling punch card is also available (5 recycling visits, up to a 55-gallon bag full per visit)

More information can be found at <https://daltonmi.gov/transfer-station/>

**White Lake Area Transfer Station** operates a recycling center at their transfer station at 2100 Holton Whitehall Road in Whitehall.

**Hours of operation:**

Wednesdays and Saturdays 9:00 – 4:00

**Open to:** Residents of City of Whitehall, Whitehall Township, City of Montague, Montague Township, White River Township, and Blue Lake Township.

**Recyclables accepted:**

**Fees:** 20-gallon bin of sorted recyclables is \$3.

More information can be found at <https://www.facebook.com/whitelaketransferstation/about> or by calling 231-893-2405.



**Ecology Station** is a recycling center operated by Fruitland Township.

**Hours of operation:**

April – October: Wednesdays 10:00 – 4:00 and Saturday 8:00 – 4:00.

November – March: Saturday 8:00 – 4:00

**Open to:** Fruitland Township residents only

**Recyclables accepted:** metal, plastic bottles, glass bottles and jars, paper newspaper, phone books, magazines, cardboard

**Fees:** 20-gallon bin is \$2; 40-gallon bin is \$4.

More information can be found at <https://fruitlandmi.gov/ecology-station/>.

**Muskegon Township**

Recycling - Muskegon Township contracts with Republic Services for recycling collection every 4 weeks. More information at <https://muskegontwpmi.gov/sanitation-and-recycling/>.

**City of North Muskegon**

City of North Muskegon permits the following vendors to operate recycling routes in the city: Ames Disposal, Chester's Sanitation, Kuerths Disposal, Republic Services, Solid Waste Solutions, Waste Management. More information is at <https://www.northmuskegon.org/residents/utilities/>.

**City of Muskegon**

Monthly recycling services are provided by Republic Services through a contract with the city. More information at <https://muskegon-mi.gov/city-services/public-works/sanitation/recycling-program/>.

**City of Roosevelt Park**

Recycling is picked up by Republic Services on a bi-weekly schedule. More information at <https://rooseveltpark.org/city-hall/waste-disposal/>.



**Village of Casnovia**

Recycling is paid through taxes and is picked up every other Friday. More information is at <https://villageofcasnovia.org/>.

**Village of Fruitport**

Recycling is contracted through the village for all residential properties through Republic Services. More information is at <https://www.fruitportvillage.com/wp-content/uploads/2024/01/Recycling-and-Trash-Collection-Schedule-for-2024.pdf>.

**Village of Ravenna**

Recycling is collected by Republic Services once per month. More information is at <https://ravennami.com/recycling-info>.

*Other fee-based curbside recycling services may be available by contacting your waste hauling service provider.*

## MESSENGERS

The original coalition that originally formed to support improvements to recycling in Muskegon County was a group of invested community members, not an organization that has staff, an office, dedicated funding, or a natural platform for recycling-specific messaging. Because of this lack of centralized information sharing, and because there is value in positive recycling messages being shared by many different entities, the potential messengers for this education plan are vast, including all individuals, organizations, businesses, and entities in Muskegon County that want to show support for recycling in the county. Recycling information in this education plan can be distributed by many messengers, including:

- Schools, who can use resources developed in the recycling education campaign to raise awareness for recycling opportunities in Muskegon County as a celebration of Earth Day, as part of curriculum, and/or a way to engage youth in environmental awareness.
- Environmental organizations, which have a natural connection to recycling promotion and could share additional reasons for recycling, including local jobs and economic benefits.
- Local governments, who can share information about local opportunities to recycle, either one-time events or ongoing to keep their communities clean and free of litter and blight.
- Community leaders, who can engage with their residents about recycling and ask for feedback regarding recycling improvements that are being considered.
- Business leaders, who can show their commitment to environmental awareness by sharing how their employees recycle while at work.
- Individuals, who can share why recycling is important to them and influence their peers.
- Community organizations, including neighborhood groups and churches, that can share information with their members that shows a direct benefit to the organization or the member, or ideally both!

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*73% of residents are affiliated with a community-based organization.*

*-2024 State of Community Engagement Report*

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## MEDIA TACTICS

PublicInput recently released a 2024 State of Community Engagement Report<sup>vi</sup> that summarizes survey results from 1,000 voting-aged residents across the US. The report underscores what engagement techniques residents are expecting, particularly from their local governments, including:

- Engaging through preferred channels such as email, postal mail, and text
- Prioritizing the protection of their personal information
- Receiving information in their language without having to ask for it

- Having open access to the information needed to provide input
- Connecting through trusted community groups and affiliations.

There are three types of media that are typically used to communicate the message(s) that need to be conveyed – owned, earned, and paid. Owned media are those that are under the direct control of the messenger. Earned media are those that have been strategically distributed to others who help share the information on a broad basis. Paid media involves paying for advertising on a platform that provides visibility to the information or product.

**Owned media** where recycling information can be distributed in Muskegon County should include:

- website
- social networks (Facebook, Instagram, TikTok, LinkedIn, Twitter, NextDoor)
- discussion forums (Reddit, NextDoor)
- blogging and publishing networks (Facebook, Tumblr)
- newsletter/e-news lists
- signs
- public meetings, workshops
- informational flyers
- direct email
- image-sharing networks (Instagram, Flickr)
- bookmarking networks (Pinterest)
- consumer review networks (Yelp, TripAdvisor, Google)
- video-hosting platforms (YouTube, Vimeo, Snapchat, Instagram, TikTok)
- bill inserts
- text message

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Email is the preferred choice for communication among residents (66% English-speaking and 51% Spanish-speaking)

Postal mail is the second choice for delivering important information, with 56% of English-speaking and 46% of Spanish-speaking residents preferring it.

5 in 10 English Speaking Residents Prefer Text Outreach. Texting information is the third most preferred method of communication, with 53% of English-speaking and 39% of Spanish-speaking residents preferring it.

- 2024 State of Community  
Engagement Report

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**Earned media** opportunities are those that utilize existing media channels to disseminate important events or messages without a cost associated. In Muskegon County these opportunities include:

- media advisories that are intended to invite media (see listing below) to cover an event before it happens to call attention to a recycling event while simultaneously informing the media about other recycling opportunities in the county.

- press releases that are typically issued to media announcing the details of the event or the special news story, so the media has all the information needed to distribute the information.

**Paid media** advertising could include:

- Print media (MLive, Muskegon Tribune)
- Radio (WBLV [public radio], WLCS, WLAW, WMUS, WKBZ, WUGM, WMCQ, WUVS, WVIB, WOOD AM & FM, WFFR, WSNX, WMPA, WGHN, WHTS, WGVU [public radio], WHEY, WWKR)
- TV (WZZM, WXMI, WOOD, WWMT, WMKG, WXSP, WTLJ, WZPX, Channel 96/Muskegon Public TV)
- Billboards (Lamar)
- Direct mail

## EDUCATIONAL MATERIALS

To lay a solid foundation for the upcoming public education messaging plan, a few key digital educational materials can be created, starting with a concise fact sheet that outlines the "why," "how," and "where" of recycling. This fact sheet would also include links for follow-up information and resources, providing a consistent message for the community.

Over 6% of the residents in Muskegon County are Hispanic or Latino, so messages should consider Spanish language. An October 2024 State of Community Engagement Report by PublicInput noted that one-third of Spanish speaking survey respondents said that they are hesitant to request translations, and over one quarter were uncomfortable requesting an interpreter.<sup>vii</sup> Providing translations in languages that are native to the audience without requiring them to take another action to get the information is important.

Templates specific to Muskegon County can be found at the link below. Resources include:

- Branding tools
- Icons & graphics
- Facebook & Instagram post samples
- Flyer
- Instructions for use

**ACCESS EDUCATIONAL MATERIALS IN A DROPBOX FOLDER [HERE](#)**

## MEASURE IMPACT

Establish metrics to assess the effectiveness of the campaign at regular intervals during the plan timeline, such as:

1. Engagement metrics on social media.
2. Download rates on websites
3. Increases in local recycling rates (tonnages or participants)
4. Attendance at educational events or workshops

## BRANDING & CO-BRANDING

Future development of educational materials related to recycling could include a specific brand that identifies the information as Muskegon specific.

A tag line could become part of the brand that further defines a succinct message and creates a sense of familiarity with the campaign. Some examples include:

- The "Muskegon County: Recycle Right for a Brighter Future!"
- "Muskegon County: Reduce, Reuse, Recycle for a Sustainable Tomorrow!"
- "Keep It Clean, Keep It Green!"
- "Waste Less, Recycle More: Together for Muskegon County!"

Three different organizations have recycling-related collateral that anyone in Muskegon could take advantage of for co-branding:

1. **The Recycling Partnership** has several resources available to communities in Muskegon County <https://recyclingpartnership.org/recycling-education/>. Small communities in Michigan have a resource to help them educate households about how and what to recycle. The *Michigan Small Community Education Grant Program*, an effort funded by the Michigan Department of Environment, Great Lakes and Energy (EGLE) along with The Recycling Partnership, the nonprofit action agent transforming the U.S. residential recycling system for good, is open and available for communities to apply.
  - Answer 5 questions and a **campaign builder** will then generate a mailer focusing on a 'top issue', a 'oops tag' (to hang on a recycling cart), and a general recycling information card with vetted images that are specific to your community.

<https://recyclingpartnership.org/pdf-builder-login/> (Refer to the Appendix for a sample mailer.)

- A sign maker tool offers open-sourced templates that can be personalized and downloaded to show what's recyclable in your community.  
<https://recyclingpartnership.org/diysigns/>
- A Recycling Matters social media kit includes a year's worth of content that covers holidays, seasons, specific material, and general recycling topics to boost engagement.  
<https://recyclingpartnership.org/social-media/>
- A partnership with Michigan Department of Environment, Great Lakes, and Energy (EGLE) for a Recycling Quality Improvement Grant Program. The program is intended to ensure that communities are conveying clear instructions about how and what to recycle. Once designed, the information will be printed and mailed directly to your residents at no cost to you. <https://recyclingpartnership.org/michigan-department-of-environment-great-lakes-energy-and-the-recycling-partnership/>

2. **Michigan Department of Environment, Great Lakes, and Energy (EGLE) Recycling Raccoon Squad** is a team of experts, each with a specialty and a personality that reflects that focus – plastic, cardboard, metal, paper, glass and everything else.

Michiganders believe in recycling and support it, but many curbside recyclers don't know how to do it properly. The squad will teach them the specifics about how to recycle correctly. Confident recyclers will improve both the quality and quantity of Michigan's recycling.

- A media kit is available with graphics and video that can be used in Muskegon

3. If recyclables are going to Kent County's recycling center, **Kent County's Reimagine Trash campaign** is very active, and assets could be shared:

- Website - <https://www.reimagnetrash.org/recycle/recycling-accepted-material/>
- Facebook - <https://www.facebook.com/reimagnetrash/>
- Instagram - <https://www.instagram.com/reimagnetrash/>
- Seasonal recycling guides
- Printed recycling guides (English & Spanish) - [www.reimagnetrash.org/download/59/documents/25228/kent-county-recycling-guide-english.pdf](http://www.reimagnetrash.org/download/59/documents/25228/kent-county-recycling-guide-english.pdf) (could be co-branded with permission from and coordination with Kent County)

# Appendix

1. Muskegon County demographics
2. The Recycling Partnership resources
3. EGLE Recycling Raccoon Squad resources
4. Kent County Reimagine Trash resources



# MUSKEGON COUNTY DEMOGRAPHICS



## QuickFacts Muskegon County, Michigan

QuickFacts provides statistics for all states and counties. Also for cities and towns with a population of 5,000 or more.

All Topics	Muskegon County, Michigan
Population estimates, July 1, 2023, (V2023)	176,564
<b>PEOPLE</b>	
<b>Population</b>	
Population estimates, July 1, 2023, (V2023)	176,564
Population estimates base, April 1, 2020, (V2023)	174,736
Population, percent change - April 1, 2020 (estimates base) to July 1, 2023, (V2023)	1.0%
Population, Census, April 1, 2020	175,824
Population, Census, April 1, 2010	172,188
<b>Age and Sex</b>	
Persons under 5 years, percent	5.6%
Persons under 18 years, percent	22.3%
Persons 65 years and over, percent	18.9%
Female persons, percent	50.1%
<b>Race and Hispanic Origin</b>	
White alone, percent	81.0%
Black or African American alone, percent (a)	13.6%
American Indian and Alaska Native alone, percent (a)	0.9%
Asian alone, percent (a)	0.7%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%
Two or More Races, percent	3.7%
Hispanic or Latino, percent (b)	6.4%
White alone, not Hispanic or Latino, percent	75.8%
<b>Population Characteristics</b>	
Veterans, 2018-2022	10,494
Foreign born persons, percent, 2018-2022	1.9%
<b>Housing</b>	
Housing Units, July 1, 2023, (V2023)	75,701
Owner-occupied housing unit rate, 2018-2022	77.3%
Median value of owner-occupied housing units, 2018-2022	\$162,300
Median selected monthly owner costs -with a mortgage, 2018-2022	\$1,218
Median selected monthly owner costs -without a mortgage, 2018-2022	\$493
Median gross rent, 2018-2022	\$915
Building Permits, 2023	312
<b>Families &amp; Living Arrangements</b>	
Households, 2018-2022	66,593
Persons per household, 2018-2022	2.55
Living in same house 1 year ago, percent of persons age 1 year+, 2018-2022	86.9%
Language other than English spoken at home, percent of persons age 5 years+, 2018-2022	3.5%
<b>Computer and Internet Use</b>	
Households with a computer, percent, 2018-2022	91.5%
Households with a broadband Internet subscription, percent, 2018-2022	84.5%
<b>Education</b>	
High school graduate or higher, percent of persons age 25 years+, 2018-2022	92.1%
Bachelor's degree or higher, percent of persons age 25 years+, 2018-2022	20.7%
<b>Health</b>	
With a disability, under age 65 years, percent, 2018-2022	10.5%
Persons without health insurance, under age 65 years, percent	5.1%
<b>Economy</b>	
In civilian labor force, total, percent of population age 16 years+, 2018-2022	59.1%
In civilian labor force, female, percent of population age 16 years+, 2018-2022	56.8%
Total accommodation and food services sales, 2017 (\$1,000) (c)	288,021
Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c)	1,416,040
Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c)	190,491
Total retail sales, 2017 (\$1,000) (c)	2,191,221
Total retail sales per capita, 2017 (c)	\$12,607
<b>Transportation</b>	
Mean travel time to work (minutes), workers age 16 years+, 2018-2022	22.3

<b>Income &amp; Poverty</b>	
Median household income (in 2022 dollars), 2018-2022	\$61,347
Per capita income in past 12 months (in 2022 dollars), 2018-2022	\$30,812
Persons in poverty, percent	14.5%
<b>BUSINESSES</b>	
<b>Businesses</b>	
Total employer establishments, 2022	3,145
Total employment, 2022	52,813
Total annual payroll, 2022 (\$1,000)	2,614,304
Total employment, percent change, 2021-2022	7.1%
Total nonemployer establishments, 2021	10,175
All employer firms, Reference year 2017	2,406
Men-owned employer firms, Reference year 2017	1,376
Women-owned employer firms, Reference year 2017	335
Minority-owned employer firms, Reference year 2017	S
Nonminority-owned employer firms, Reference year 2017	1,848
Veteran-owned employer firms, Reference year 2017	S
Nonveteran-owned employer firms, Reference year 2017	1,816
<b>GEOGRAPHY</b>	
<b>Geography</b>	
Population per square mile, 2020	348.9
Population per square mile, 2010	344.9
Land area in square miles, 2020	503.91
Land area in square miles, 2010	499.25
FIPS Code	26121

#### About datasets used in this table

#### Value Notes

Methodology differences may exist between data sources, and so estimates from different sources are not comparable.

Some estimates presented here come from sample data, and thus have sampling errors that may render some apparent differences between geographies statistically indistinguishable. Click the Quick Info icon to the left of each row in TABLE view to learn about sampling error.

The vintage year (e.g., V2023) refers to the final year of the series (2020 thru 2023). Different vintage years of estimates are not comparable.

Users should exercise caution when comparing 2018-2022 ACS 5-year estimates to other ACS estimates. For more information, please visit the [2022 5-year ACS Comparison Guidance](#) page.






#### Fact Notes

- (a) Includes persons reporting only one race
- (b) Hispanics may be of any race, so also are included in applicable race categories
- (c) Economic Census - Puerto Rico data are not comparable to U.S. Economic Census data

#### Value Flags

- D Suppressed to avoid disclosure of confidential information
- F Fewer than 25 firms
- FN Footnote on this item in place of data
- NA Not available
- S Suppressed; does not meet publication standards
- X Not applicable
- Z Value greater than zero but less than half unit of measure shown
- Either no or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest or upper interval of an open ended distribution.
- N Data for this geographic area cannot be displayed because the number of sample cases is too small.

QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.

CONNECT WITH US     

Information Quality | Data Linkage Infrastructure | Data Protection and Privacy Policy | Accessibility | FOIA | Inspector General | No FEAR Act | U.S. Department of Commerce | USA.gov

Measuring America's People, Places, and Economy

## THE RECYCLING PARTNERSHIP RESOURCES

Small communities in Michigan have a resource to help them educate households about how and what to recycle. The *Michigan Small Community Education Grant Program*, an effort funded by the Michigan Department of Environment, Great Lakes and Energy (EGLE) along with The Recycling Partnership, the nonprofit action agent transforming the U.S. residential recycling system for good, is open and available for communities to apply.

Mailer example developed through The Recycling Partnership:



**RECYCLE**  
*RECICLE*

**THANK YOU FOR RECYCLING THESE:**  
*GRACIAS POR RECICLAR ESTOS MATERIALES:*

<p><b>Paper</b> <i>Papel</i></p>  <p><b>Mixed Paper and Paperboard</b> <i>Cajas de cereales, periódicos, revistas</i></p>	<p><b>Cardboard</b> <i>Cartón</i></p>  <p><b>Cardboard (flattened)</b> <i>Cartón (aplane los envases de cartón o cartón)</i></p>	<p><b>Metal</b> <i>Latas</i></p>  <p><b>Cans</b> <i>(empty and clean)</i> <i>Latas de aluminio y acero (vacío y seco)</i></p>	<p><b>Plastic</b> <i>Plástico</i></p>  <p><b>Plastic Bottles, Jars and Jugs</b> <i>(empty and clean)</i> <i>Cocina, lavadero, baño: botellas y recipientes (vacío y seco)</i></p>	<p><b>Glass</b> <i>Vidrio</i></p>  <p><b>Glass Bottles and Jars</b> <i>(empty and clean)</i> <i>Botellas y frascos (vacío y seco)</i></p>
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**NO!**



**Do not Bag Recyclables**  
*(no garbage)*  
*No coloque artículos que se puedan reciclar en una bolsa. (no reciclar basura)*



**No Plastic Bags or Plastic Wrap**  
*(return to retail)*  
*No reciclar bolsas de plástico (devolver a la tienda)*



**No Tangles, Cords, Hoses, or Chains**  
*No reciclar mangueras, cables ni cadenas*



**No Yard Waste**  
*No reciclar residuos de jardinería*



**No Food or Liquid**  
*(empty and dry)*  
*No reciclar alimentos ni líquidos (vacíe todos los recipientes)*



**Holland**  
MICHIGAN



**616-355-1500 ext 2**  
[www.recycleholland.com](http://www.recycleholland.com)




## EGLE RECYCLING RACCOON SQUAD

# KNOW IT BEFORE YOU THROW IT!

We're here to help Michigan  
recycle better



# LEARN THE RULES OF RECYCLING!



**Plastics, glass and metal:**  
rinsed and dry



**Cardboard:**  
break it down flat



**No recyclables**  
in plastic bags



[RecyclingRaccoons.org](https://RecyclingRaccoons.org)



MICHIGAN DEPARTMENT OF  
ENVIRONMENT, GREAT LAKES, AND ENERGY



## KENT COUNTY REIMAGINE TRASH CAMPAIGN RESOURCES



# RECYCLING GUIDE

Kent County Recycling & Education Center | [reimaginetrash.org](https://www.reimaginetrash.org)



KENT COUNTY  
DEPARTMENT OF  
PUBLIC WORKS

## RECYCLE THESE ITEMS

CLEAN, EMPTY & LOOSE (NOT BAGGED OR BUNDLED)

### CARDBOARD & PAPER



### PLASTIC BOTTLES, CUPS & CONTAINERS

Rigid plastics #1-7; no foam or flexible plastics



### GLASS BOTTLES & JARS



### METAL CANS, BOTTLES & FOIL



### MILK, JUICE & SOUP CARTONS



If the cap/lid and container are the same material, keep them attached. If they're different materials, detach and recycle separately.

## KEEP OUT OF RECYCLING CONTAINERS!



No hazardous waste or chemicals:  
Batteries, electronics, propane tanks, fuel, chemicals, ammunition or other hazardous waste.



Nothing that would tangle:  
Plastic bags, flexible plastics, string lights, extension cords, clothing, hoses, tarps, hangers, etc.



No bundled or bagged recycling:  
Recyclables need to be loose in order to be sorted properly.



No foam plastics:  
Foam take-out containers or cups, blocks of styro-foam, packing peanuts, foam coolers, etc.

Have an item you'd like to recycle that's not on this guide? We can help!  
[www.reimaginetrash.org](https://www.reimaginetrash.org) | [recycle@kentcountymi.gov](mailto:recycle@kentcountymi.gov) | 616-632-7920

June 2022

# DO YOU RECYCLE?

## Economic Benefits

- Recycling creates American jobs in the recycling industry
- Recycling supplies American manufacturers with raw materials
- Recycling keeps valuable materials out of landfills

## Environmental Benefits

- Recycling conserves natural resources and energy
- Recycling is an investment in our community's environmental health
- Recycling prevents pollution and other environmental impacts from raw materials extraction

**BUT  
WHERE  
DOES IT  
ALL GO?**



## TO START RECYCLING

[www.reimagine trash.org/recycle](http://www.reimagine trash.org/recycle)



# 2024 *Fall* RECYCLING GUIDE

Fall clean-up doesn't mean a bunch of stuff has to go to the landfill. Make sure these items go in your recycling bin!

## 1 PAPER CUPS

Your enjoyment of that fall-inspired latte or hot cup of joe can go that much farther when you know that paper cup is recyclable!

## 2 SOUP CARTONS

Tis the season for soup! Make sure those broth and soup cartons get rinsed and recycled. Fall flavored creamers in cartons are also a win!

## 3 METAL CANS + FOIL

Cans of pumpkin or apple pie filling, cranberry sauce, soup, and pie trays are all infinitely recyclable thanks to the metal they are made out of.

## 4 CIDER JUGS

Whether they are made out of glass or plastic, apple cider jugs can be recycled in your curbside recycling bin. Cheers to that!

## 5 RIGID PLASTIC

Clean and empty caramel dip tubs and candy apple or fall doughnut clamshell containers are recyclable!

## 6 CARDBOARD BOXES

Nothing says fall like a box of fresh, doughnuts! Remove the wax paper liner and recycle. Paperboard bulk candy and fall décor boxes are also great for your recycling bin!



KENT COUNTY  
**Public Works**



If it's a **NO** for your recycling bin, don't worry! There are still options for your stuff to avoid going to the landfill.

## COSTUMES + WIGS

Seeing Halloween costumes, wigs, and masks tangled around recycling sorting equipment gives us a fright!

*Give those Halloween items a second chance through a neighborhood costume swap or thrift store!*

## YARD WASTE

Organic waste like branches, leaves, and garden plants can muck up recyclables, making them unrecyclable.

*Yard waste is not handled by the Department of Public Works. But you can check out our Yard Waste resource page in our Waste & Recycling Directory.*

## SWEATERS + COATS

For similar reasons to costumes and wigs, textile items like sweaters, coats, and scarves have no place in your recycling bin.

*Let others reuse your once-loved cozy clothing through a coat drive or via a second-hand clothing or thrift store.*

## GARAGE CLEAN OUT

Old gas-oil mixes, pool chemicals, 1 lb. propane tanks from grilling and camping -- hazardous waste can really pile up!

*All household hazardous waste can be brought to any SafeChem location for FREE responsible disposal during hours.*

## BACK TO SCHOOL

Out-grown school uniforms, lunch boxes, and backpacks may no longer be a good fit for your kid but could for another!

*See if your school has a school supply drive you can donate to. And use up last year's school supplies prior to buying more!*

## SCRAP METAL

Lawn mower blades, old grills, car parts, and tools made of metal can be recycled BUT NEVER in your recycling bin!

*Scrap metal can harm our sort line workers! Recycle it through one of the outlets on our Scrap Metal resource page in our online Waste & Recycling Directory.*

## FOR MORE INFO:

[www.ReimagineTrash.org](http://www.ReimagineTrash.org)

[recycle@kentcountymi.gov](mailto:recycle@kentcountymi.gov)

# References

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<sup>i</sup> The Recycling Partnership, Recycling Confidence Index, 2022 [https://recyclingpartnership.org/wp-content/uploads/dlm\\_uploads/2023/06/Recycling\\_Confidence\\_Index\\_Final.pdf](https://recyclingpartnership.org/wp-content/uploads/dlm_uploads/2023/06/Recycling_Confidence_Index_Final.pdf)

<sup>ii</sup> The Recycling Partnership, Audience Segmentation Report, 2023, [https://recyclingpartnership.org/wp-content/uploads/dlm\\_uploads/2023/06/Audience\\_Segmentation\\_Report\\_Final.pdf](https://recyclingpartnership.org/wp-content/uploads/dlm_uploads/2023/06/Audience_Segmentation_Report_Final.pdf)

<sup>iii</sup> The Recycling Partnership, Knowledge Report, 2023, [https://recyclingpartnership.org/wp-content/uploads/dlm\\_uploads/2023/11/Knowledge-Report-Summary\\_Nov2023.pdf](https://recyclingpartnership.org/wp-content/uploads/dlm_uploads/2023/11/Knowledge-Report-Summary_Nov2023.pdf)

<sup>iv</sup> The Recycling Partnership, Knowledge Report, 2023, [https://recyclingpartnership.org/wp-content/uploads/dlm\\_uploads/2023/11/Knowledge-Report-Summary\\_Nov2023.pdf](https://recyclingpartnership.org/wp-content/uploads/dlm_uploads/2023/11/Knowledge-Report-Summary_Nov2023.pdf)

<sup>v</sup> The Recycling Partnership, Knowledge Report, 2023, [https://recyclingpartnership.org/wp-content/uploads/dlm\\_uploads/2023/11/Knowledge-Report-Summary\\_Nov2023.pdf](https://recyclingpartnership.org/wp-content/uploads/dlm_uploads/2023/11/Knowledge-Report-Summary_Nov2023.pdf)

<sup>vi</sup> PublicInput, The State of Community Engagement, 2024, <https://publicinput.com/wp/state-of-community-engagement-report/>

<sup>vii</sup> PublicInput, The State of Community Engagement, 2024, <https://publicinput.com/wp/state-of-community-engagement-report/trend-3/>