

SOLID WASTE/AIR QUALITY COMMITTEE
2013 Wisconsin Integrated Resource Management Conference
AROW/SWANAWCSWMA
Conference Summary – February 20-22, 2013

Attendance: Don Reese-Chair, Carlton Zentner, Greg David-Vice Chair, Vic Karaliunas-Recycling Manager Town of Ixonia, Rick Schultz-Street Superintendent, City of Watertown and Sharon Ehrhardt-Solid Waste/Clean Sweep Specialist

Wednesday, February 20, 2013

AROW Annual Meeting

Sharon, Rick, Vic and Don attended the annual meeting. They had election of officers and reported on annual activities and budget. AROW is trying to expand their membership and is also trying to get more communities on the RecycleMoreWisconsin webpage. Jefferson County is a member of AROW and also supports the RecycleMoreWisconsin webpage by paying for all communities in Jefferson County to have their own page.

Thursday, February 21, 2013

Council on Recycling Meeting

They had election of officers and reported on annual activities and projects they would like to support. They did not have the location or time of the next meeting. They post all their information on the DNR website: <http://dnr.wi.gov/topic/Recycling/council.html>

Welcome & Keynote:

Don, Carlton, Vic, Rick and Sharon attended the welcome session. The Keynote: "What Makes People Behave the Way They Do?" was presented by speaker Dr. Attari Shahzeen, Indiana University-Bloomington. Dr. Shahzeen had a lot of statistics on why people act the way they do and how that behavior can affect the business environment.

Improving Recycling from Multiple Angles

Moderator: Sharon Ehrhardt

Speakers: Rick Meyers, City of Milwaukee; Mike Tolvstad, City of Tomahawk; Rick Schultz, City of Watertown; Jennifer Havens, representing St. Croix County

At this session we had standing room only. I think 75 to 100 people attended this session. The speakers discussed single stream conversion, community education, new diversion programs and exercising local power. Rick S. got a lot of questions on how he was able to get Watertown to support diversion programs like Clean Sweep, mattress recycling, electronic/appliance recycling and two more new programs construction debris and composting of organics and meat waste. Rick explained that even if the programs had a small cost, he is saving on landfill costs. Most of the time his programs break even. After the session Jefferson County got a lot of positive feedback about our programs. Rick S. did a great job and he also complimented Jefferson County for being a good partner in recycling. Rick M. talked about Milwaukee changing to single stream, but Jefferson County has been single stream for years and we know it works well. Mike T. talked about how to educate the community on your programs. He said it never stops because people forget or people move. He said whenever you have the opportunity to get free education take advantage of it. Jennifer said it took five years to get a new Solid Waste and Recycling Ordinance passed in St. Croix County. She said it was worth it because it is clean and cleared up language and now makes it easier to

prosecute. St. Croix County is a RU (responsible unit); Jefferson County is not an RU. Jefferson County works with RUs in promoting our recycling programs.

Outstanding Recycler of the Year Award

Rick S. received his award at lunch. This was very special because we all were able to attend the luncheon and congratulate him for his award. Rick S. does a great job of diverting materials out of the waste stream and also trying to find new recycling resources.

Carton Recycling in Schools and In Your Community

Don, Carlton, Vic, Rick and Sharon attended this session. Greg D. attended a different session. Over 32,000 pounds of cartons are generated annually in the average elementary school. The potential diversion for schools can lead to reduced trash costs and drive increased volumes of cartons at the local recycling facility. The Carton Council is willing to help a school or community get started in carton recycling. At this session they said more and more products will be put into cartons instead of bottles or plastic. I'm hoping that in the future we could get schools in Jefferson County to recycle their cartons. The process to do this looks very easy.

Plastics Recycling: Wisconsin's Healthcare & Economy

Cynthia Moore from the WDNR had presented statistics and information about plastic recycling in Wisconsin. Cynthia said that by recycling plastic we keep used plastics in productive use, providing feedstock to Wisconsin industries and creating jobs. Zeus Recycling in Sheboygan has containers for plastic recycling in hospital and clinics. The biggest problems healthcare facilities have is the room to store the plastic for recycling. When facilities are built, recycling or recycling storage doesn't always enter into the equation. This was a very interesting topic, but only the healthcare facilities can make the effort to change their recycling. By recycling all the plastic they can they could possibly cut waste hauling costs.

Friday, February 22, 2013

Establishing a Statewide Sustainable Take-Back Program for Pharmaceuticals

A panel of stakeholders representing pharmacists, legislators, environmental organizations, and law enforcement shared their perspectives on a strategy to establish a statewide pharmaceutical collection program. More and more counties are setting up drug drop-off collection containers. A big concern is the cost of disposal. They said that only 2% of the unused drugs in Wisconsin are collected for proper destruction. The Jefferson County Sheriff thinks we are at about 10-15%, but it is hard number to prove. There is no easy solution, but everyone needs to work together.

Hazardous Household Waste (HHW): Battery Recovery and Lessons Learned

The presenter will provide updated information on the status of battery recycling by national organizations in the U.S. and Canada, projects being implemented to enhance battery collections, goals for improving battery infrastructure efficiencies and new communication tools to expand consumer and employee awareness and motivation. We use **Call2Recycle** in the courthouse and URT and Veolia takes all our other batteries for recycling. We are charged for this service. I think a lot of people still throw their batteries in the trash. We need more education on this subject.

Closing Session

Branding Strategy: "Defining Your Program – Before Someone Else Does!"

This was an interesting session, but I was surprised that Marathon County Solid Waste paid over \$20,000 for educational and promotional items for their Solid Waste Program. Marathon is a

responsible RU and must have had trouble getting the message out to their residents. I don't think we will be doing this in the near future unless we have lots of money to spare.

There were more sessions than I summarized, but these were the ones I attended. Don said we would discuss the conference with the Committee at the March 16 Solid Waste/Air Quality Meeting. All agreed that this was one of the better conferences and most of the information learned could be applied to our county programs.