

# Teaming Up to Change Your Community's Solid Waste Management Program



NEBRASKA  
RECYCLING  
COUNCIL



# Gene Hanlon

Recycling Coordinator, City of Lincoln



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# Long and Winding Road



- Lincoln Solid Waste Management System
- Solid Waste Management Plan Overarching Goal
- Recycling Working Group Recommendation
- Proposed Ordinance
- City Council Action
- Compromise Achieved

# Lincoln and Lancaster County Solid Waste Management System

- Private Waste and Recycling Collection System
  - ❖ Subscription-based curbside recycling
  - ❖ 29 recycling drop-off sites
- Publicly owned and managed Disposal Facility
  - ❖ MSW Landfill
  - ❖ C&D Landfill
  - ❖ Transfer Station
  - ❖ Yard Waste Composting Facility
- Private Material Recovery Facilities
- Private Composting Operations

# Solid Waste Management Plan

## Overall Goal



- Reduce the per capita rate of municipal solid waste disposed of in landfills to :
  - ❖ 1,940 pounds per capita per year BY 2018 (10% Reduction from 2011)
  - ❖ 1,720 pounds per capita per year by 2025 (20% Reduction from 2011)
  - ❖ 1,510 pounds per capita per year by 2040 (30% Reduction from 2011)

Note: The metrics used for this were derived from 2011 data - indicating 2,150 pounds per capita per year.

# Residential & Commercial Recycling - Recycle Work Group Recommendation...

## ➤ Phase I:

- ❖ All haulers offer recycling to residential and commercial customers
  - Voluntary Subscription– allows use of drop-offs or choice of refuse/recycling collection company.
- ❖ Comprehensive educational / behavior change program.
- ❖ Data retrieval as part of hauler license to determine progress.

## ➤ Phase II:

- ❖ Disposal ban of corrugated cardboard from residential and commercial waste generators.

## ➤ Phase III:

- ❖ Progressive future material disposal bans
- ❖ Continuing education program updated with new material disposal ban.



# Meet with Stakeholders



- Waste and Recycling Collection Companies
- Recycle Processors
- Property Managers - business, multi-family
- Small retailers, restaurants, Downtown Lincoln Association
- Large retailers and companies
- Human resources groups - Aging Partners, Center for People in Need
- Local Tech Companies
- Neighborhood Associations
- Home builders and construction companies

# Key Elements of Recycling Ordinance

- Progressive Landfill Disposal bans
  - ❖ Recyclable April 1, 2017.
  - ❖ Newsprint April 1, 2018
  - ❖ Recyclable paper April 1, 2019.
- Recyclable Collector License
- Minimum once per Week Collection of Recyclables
- Annual Reporting
- Receptacle Requirements
- Duty to Recycle



# If the 57,500 tons of recyclable paper fibers were recycled instead of landfilled, we would...

- Save 82,000 cubic yards of landfill space annually valued at \$1 million.
- Recover close to \$2.7 million in the economic value of the recyclables.
- Conserve close to 757,000 million BTU's in energy.
  - ❖ This is equivalent to the annual energy consumption of 6,730 homes or over 6 million gallons of gasoline.
- Create new jobs to collect and process the recyclables.
- Serve as a model for resource conservation to other communities in the region.



# City Council/Mayor/Citizens Action

- City Council Action - August 2016
  - ❖ Removed material specific disposal bans
  - ❖ Limited what waste and recycling collectors reported annually
  - ❖ All other elements in ordinance approved
- Mayoral Veto - August 2016
- Citizen initiative to place ordinance on April, 2017 local election ballot - November 2016
- January, 2017 Compromise between Mayor and City Council
  - ❖ Included Corrugated Cardboard Disposal Ban April, 2018



# Comprehensive Recycling Education Effort

- Residential, Commercial, Industrial and Institutional Sectors
- 3 year contract awarded to Carson+co Global
  - ❖ Promote Recycling
  - ❖ Promote Recycling Right
  - ❖ Prepared for Corrugated Disposal Ban
  - ❖ Develop Performance Metrics



The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern, layered effect on the right side of the slide.

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# Roger Behrns

Mayor, City of Louisville



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# Epiphany Ramos

Wastewater Operations Manager, City of Bellevue



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# 2018 Solid Waste Contract



# Scope of Services

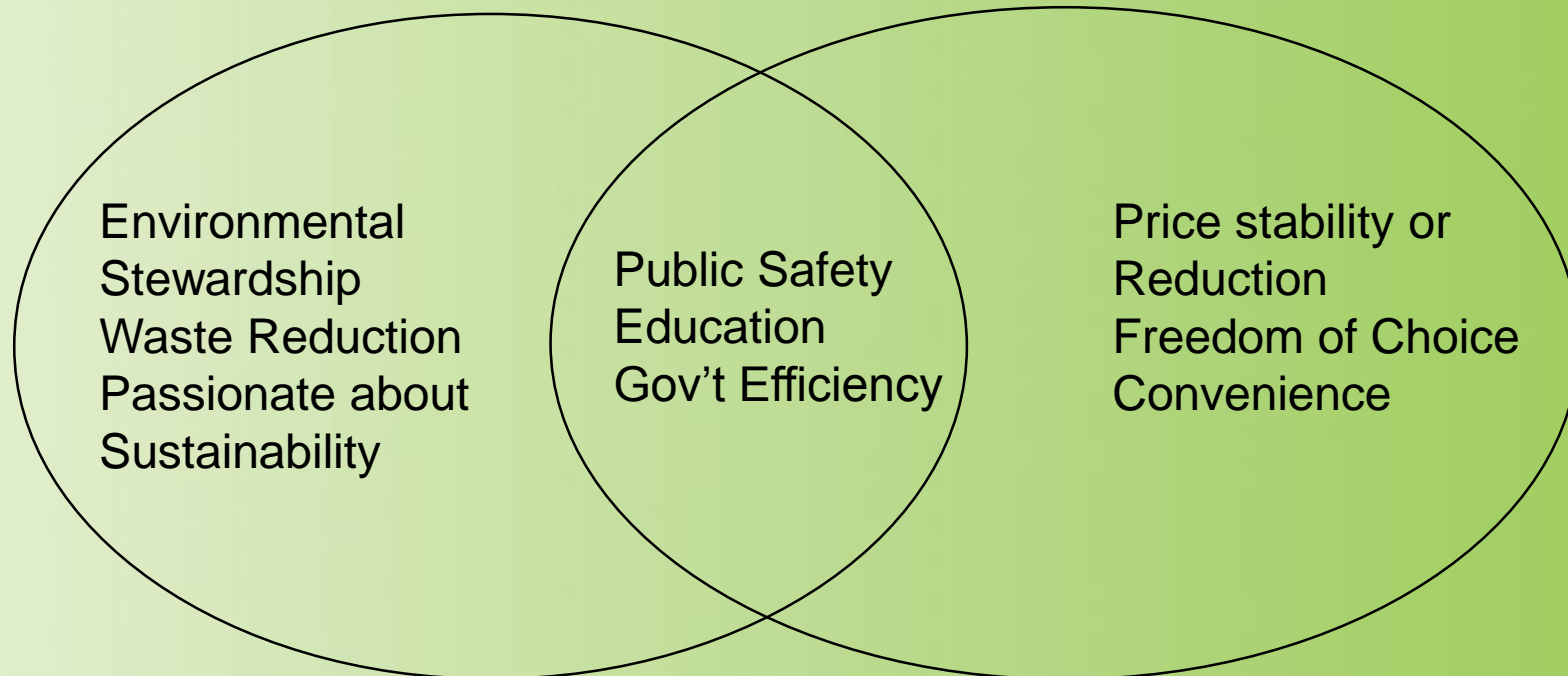
- 35,65,95 Solid Waste Cart
- ANY size Yard Waste, unlimited – composting required
- ANY size Recycling
- Annual Energy Bag supply
- Seasonal City-wide clean-up
- 2x annual curbside bulk
- Public Space Recycling, City facilities included
- Variable pricing (15% & 30%)
- Vacation holds, walk-up services
- Comprehensive implementation and annual education





# Environment of Change

- Environmental Scan
- Understanding all constituent bases
- Finding common ground, developing messaging
- Finding the opponents and LISTENING



# Big progress, little steps

- Research all options available, local or not
- Know your existing data, track trends of today
- Create a diverse development group
- Set additional metrics and realistic goals, GET BUY IN
- GO PUBLIC, GO TRANSPARENT
- Test it!
- LISTEN, Change, then get back to your goals...repeat



- Questions





# Sandy Brown

Chair, Wayne Green Team, City of Wayne



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# Wayne Green Team Changing our Community's Behavior

Sandy Brown, Wayne Green Team Chair  
NRC Annual Luncheon & Workshops, Lincoln  
October 19, 2017





# What the Wayne Green Team does

- ▶ Public outreach & education
- ▶ Host events & projects
- ▶ Create partnerships
- ▶ Apply for grants - over \$25,000 received in last 5 years

# Zero Waste Work in 2017



# Trash Talk in Wayne

- ▶ 2 private haulers provide curbside trash and recycling service
- ▶ All trash taken to landfill 30 miles away
- ▶ 2014 Waste Sort = 92% of Wayne's trash recoverable

# Our Transfer Station



**CITY OF WAYNE  
TRANSFER STATION**  
**Operated By:**  
**Gill Hauling Inc.**  
**Jackson, NE**  
**Hours Of Operation**

Monday	9:00 - 1:30 pm
Tuesday	11:00 - 2:00 pm
Wednesday	Closed
Thursday	Closed
Friday	9:00 - 1:30 pm
Saturday	8:00 - Noon
Sunday	Closed



# Challenges

- ▶ Tension with private companies in the business of trash not waste reduction
- ▶ Rural location and limited access to recycle unique items, HHW, electronics
- ▶ Reliance on volunteers

# What works for Wayne

- ▶ Close working relationship with City Administrator
- ▶ Regular updates before City Council
- ▶ Ongoing communication with public on impact & opportunities
- ▶ Partnering with others



# Look at the Difference We've Made this Year...



## Household Hazardous Waste Collection

PAINT  
3,420 lbs.



PESTICIDE  
400 lbs.



BATTERIES  
240 lbs.



FLUORESCENT  
LIGHT BULBS  
236



**POUNDS** of strings  
of holiday lights

*(217 lbs in 2015) = 74% increase*

**377**

**17** tons of glass  
recycled in 8 months



**16,000** pounds of electronics  
recycling collected



**5,525**

pounds of cans  
recycled by the  
Boy Scouts

\$2056.25 Raised  
Enough to send 7  
scouts to a week-long  
summer camp.

**14,300**  
cans/mo

**\$25,000 AWARDED IN GRANT FUNDS  
SINCE 2013**



[www.cityofwayne.org/greenteam](http://www.cityofwayne.org/greenteam)  
Wayne Green Team on Facebook



# Lynn Rubinstein

Executive Director, Northeast Recycling Council



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# Regional Scheme for Complying with State Requirements

Lynn Rubinstein, Executive Director, Northeast Recycling Council (NERC)

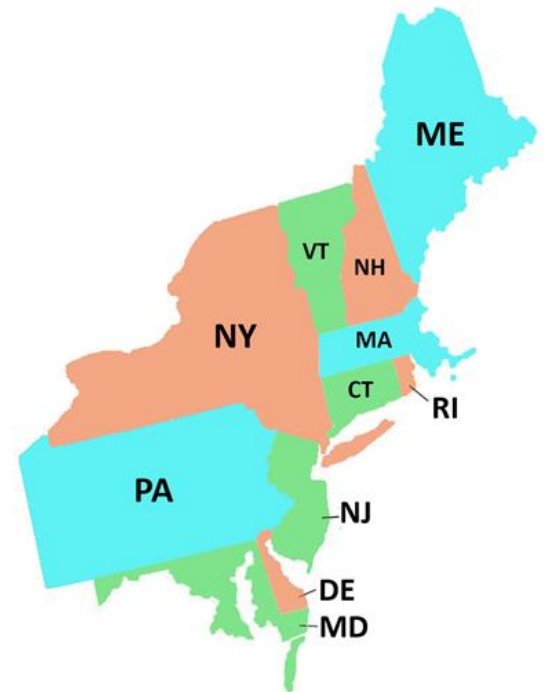
October 19, 2017



# NERC

- Regional non-profit (11 states), with national programs
- Source reduction, recycling, composting, environmentally preferable purchasing, and decreasing the toxicity of the solid waste stream
- Conducts research, hands-on projects, and outreach
- Provides technical assistance and training
- Develops best management practices, tools, & informational resources

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



# Vermont Universal Recycling Law (Act 148)

- Disposal bans
- Public education & outreach
- Schools, businesses, special events
- Minimum requirements for:
  - Recyclables
  - Organics
  - C&D
  - HHW
  - Textiles
  - Sludge & septage



# Solid Waste Implementation Plan

## Required:

- Public education – schools & general public – multi-media campaign, website
- Pay-as-you-throw
- Equal access to solid waste disposal & recycling (including curbside)
- Drop-off/collection sites for:
  - Yard, leaf, food waste collection/composting
  - Clean wood, asphalt shingles, drywall
  - Minimum of 3 HHW events/year or permanent facility
  - Year-round collection: batteries; fluorescent lamps; mercury thermostats; 1 & 20 pound propane tanks; electronics; paint; and used oil

# Bennington County, Vermont

- Rural area with town-by-town programming
- Regional planning commission was providing assistance with HHW events, some invoicing, limited outreach
- No recycling coordinators or other dedicated solid waste staff in towns
- 13 towns
  - 7 municipal transfer stations & 2 commercial
- No disposal facilities
- Solid waste & recycling paid for by pay-as-you-throw, property taxes, & tipping fees

# Project Goal

- Figure out least expensive & most effective strategy for implementing requirements of Act 148
  - Recommendation about formation of Alliance or District, or remain unaffiliated
  - Analyze costs for compliance with Act 148
  - Develop initial plan for implementation of requirements

# Research

Interviewed town clerks, facility operators, haulers, Selectmen, & commercial operators

- Effectiveness of current trash, recycling, & HHW programs
- Total disposal costs & per capita disposal rates
- Total costs per participant town for recycling & HHW
- Recycling & hazardous materials diversion tonnages & rates
- What works, what doesn't

# Research

Interviewed alliances & districts

- How created, organized & administered
- Responsibilities & decision-making delegation, including negotiations for contracts with haulers & HHW services
- Public outreach efforts & annual budget
- Staffing & annual budget
- Trash, recycling, & HHW & annual budget
- Per capita trash & diversion rates
- Recycling rate
- What works, what doesn't

## Alliance vs. District

- All towns wanted shared solution to minimize time burden & maximize cost efficiency of services
- All but one wanted Alliance
- All agreed to out-source delivery of outreach, education, & technical assistance requirements
- No desire to create new capacity, rely on private sector

# Decision

- Bennington County Solid Waste Alliance
- Contract with cost sharing agreements
- Staffed by regional planning commission
- Adopted SWIP
- Developed website, outreach, publicity program
- Contracted for outside assistance to implement SWIP for businesses, institutions, schools, special events
- Relying on private sector for many Act 148 requirements



# NERC Can Help



**NERC**  
NORTHEAST RECYCLING COUNCIL  
2017 ★ 30 YEAR ANNIVERSARY

## We're experts in

- Waste reduction & recycling
- Recycling program design & implementation
- Organics management
- Green procurement
- School reuse, recycling & composting
- Textile recycling programs
- C&D reuse & recycling
- Electronics recycling
- Multi-stakeholder dialogues & negotiations
- & More!

Our Consulting Services makes  
NERC's sustainable materials  
management expertise available at a  
reasonable price with outstanding  
results

Lynn Rubinstein

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COLLABORATION  
IS THE KEY



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ANNUAL

**AWARDS LUNCHEON**

**& WORKSHOPS**



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