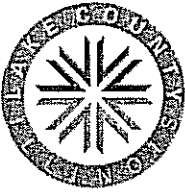


## ATTACHMENT A

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### **ATTACHMENT A TASK FORCE MEMBERS**



# Lake County Illinois

Agenda Item #

62

## Text File

File Number: 10-0554

Introduced: 5/27/2010

Current Status: Joint Committee

Version: 1

Matter Type: resolution

### Title

Joint resolution appointing members to the Solid Waste Agency of Lake County Recycling Task Force to address the goal of reaching a sixty percent (60%) recycling rate by 2020.

### Body

**WHEREAS**, Lake County, Illinois is responsible for the adoption of a Solid Waste Plan for Lake County and for an update every five years thereafter, pursuant to the Solid Waste Planning and Recycling Act; and

**WHEREAS**, Lake County has adopted the first such plan in the State of Illinois on September 12, 1989; and

**WHEREAS** Lake County has adopted subsequent 5 year updates in 1994, 1999, 2004 and 2010; and

**WHEREAS** Lake County has delegated the responsibility for creation of the Solid Waste Management Plan and the respective updates, to the Solid Waste Agency of Lake County, Illinois; and

**WHEREAS** the Solid Waste Agency of Lake County, Illinois has been created to implement the Lake County Solid Waste Plan, and

**WHEREAS** Recommendation R.3 of the Lake County Solid Waste Management Plan, as updated and approved on April 13, 2010, calls for the convening of a task force by July 1, 2010 to investigate, evaluate and develop recommendations on how SWALCO and Lake County can realistically achieve a recycling rate of 60% by 2020; and

**WHEREAS** Lake County, Illinois and the Solid Waste Agency of Lake County, Illinois recognize the difficulty of achieving a 60% recycling rate; and

**WHEREAS** the 60% recycling rate may only be attainable through the joint cooperation of government, private solid waste entities, and the public at large; and

**WHEREAS** Lake County, Illinois and the Solid Waste Agency of Lake County, Illinois desire to appoint a Task Force as recommended in the Lake County Solid Waste Management Plan, as updated and approved on April 13, 2010 with terms ending December 31, 2011 or upon the completion of the Task Force final report.

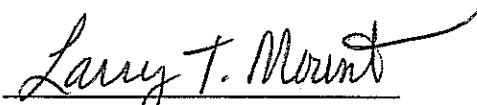
**NOW, THEREFORE, BE IT RESOLVED**, by Lake County, Illinois and the Solid Waste Agency of Lake County, Illinois that:


1. The following individuals, as named in the attached list, are appointed to the Lake County Recycling Task Force for the purpose of studying and recommending methods to reach a recycling rate of 60%;
2. That the Lake County Recycling Task Force shall be supported by Lake County, Illinois and the Solid Waste Agency of Lake County, Illinois.
3. That the Solid Waste Agency of Lake County, Illinois shall be responsible for coordinating the meetings and preparing the final report on achieving a 60% recycling rate by 2020.


4. That the Lake County Recycling Task Force shall meet as necessary, provide recommendations and assist the Solid Waste Agency of Lake County, Illinois in finalizing a report by March 1, 2011 to the Lake County Board and the Board of Directors of the Solid Waste Agency of Lake County, Illinois as how to realistically reach a recycling rate of 60% by the year 2020.

DATED, at Waukegan and ~~Hainesville~~ Libertyville, on June 8, 2010 and June 24, 2010 respectively.

  
Lake County Board Chairman

  
Solid Waste Agency Chairman

  
County Clerk

  
Secretary

**Lake County Recycling Task Force**  
**List of Members Jointly Appointed by Lake County, IL and the Solid Waste Agency**  
**of Lake County, IL**

<u>Member's Name</u>	<u>Affiliation</u>
1. Dennis Bahr*	Private Citizen
2. Larry Blacik*	Private Citizen
3. Pat Carey	Lake County Board Member
4. Beth Lewin Dean*	Private Citizen
5. Christine Gentes*	Lake County Municipal League
6. David Gorter*	DK Organics
7. Mike Hey*	Waste Management, Inc.
8. Frank Hillegonds*	Groot Industries
9. Dwight Houchins	Lake County Chamber of Commerce
10. Drew Irvin	Village Manager, Lake Bluff
11. Alan Josephsen*	Alan Josephsen Co., Inc.
12. Barbara Klipp	Incinerator Free Lake County
13. Mark Knigge	Mayor, Village of Wauconda
14. Ted Krueger*	Midwest Organics
15. Robert Lenzini*	MBL Recycling, Inc.
16. Jim Lewis*	Veolia Environmental Services
17. Ann Maine	Lake County Board Member
18. Amy McEwan*	Lake County Administrator's Office
19. Chris Pado	Sierra Club
20. Tim Peterson	Lakes Disposal Services
21. Sam Plum	WalMart, Round Lake Beach
22. Steve Schweinsberg*	Prairie Land Disposal Services
23. Ed Seidman*	Private Citizen
24. Marilyn Shineflug*	Private Citizen
25. Kimberly Thoede	Incinerator Free Lake County
26. Dan Tichenor*	Private citizen

27. Jean McCue Mayor Round Lake Park

\* Member of the SWALCO Citizens Advisory Committee

Staff Summary

- Lake County adopted the Solid Waste Management Plan Update (SWM Plan) on April 13, 2010.
- The SWM Plan included the convening of a task force to investigate, evaluate and develop recommendations on how SWALCO and Lake County can realistically achieve a recycling rate of 60% by 2020.
- This resolution appoints 26 members to the task force with terms ending at the completion of the report to SWALCO and the Lake County Board or by December 31, 2010.

## ATTACHMENT B

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### **ATTACHMENT B TASK FORCE MEETING MINUTES**

## MINUTES

60% Recycling Task Force  
September 29, 2010  
Lake County Central Permitting Facility  
Libertyville, IL 60031

Mr. Willis called the meeting to order at 6:35 p.m.

He asked the representatives from the waste industry to try to give the Committee a sense of their role in the county with respect to recycling and composting.

Mr. Willis hoped that by the end of this meeting there would be a consensus on what the committee wants to look at over the next several meeting and what the final document will include for implementation; the Committee should work and make progress and not worry about the deadline; the meetings should be kept to two hours or less; challenge each other respectfully with differences of opinion and try to bring facts and examples to back up arguments; the meetings will be recorded and minutes will be provided.

### *Sectors to be looked at:*

- 1) Residential
- 2) Commercial
- 3) Construction/Demolition (C&D)

Develop programs and ideas needed to reach the 60% recycling goal in each of these sectors.

Emphasis will need to be made on residential recycling, construction and demolition recycling; commercial franchising or mandatory programs or a combination of both; C&D development in Lake County.

### *Introduction of Members and Attendance:*

The members introduced themselves and if representing the waste/recycling/composting industry provided additional background on their companies' services in Lake County.

### *Public Comment:*

Jeff Marris, Vice Chairman, Sierra Club introduced himself.

### *Task Force Organization:*

Walter Willis, Facilitator/Advocate

Motion to elect Amy McEwan, Assistant County Administrator as Chairman of the Task Force. Motion was seconded and was approved unanimously.

### *Organization for subcommittees:*

The Task Force discussed that subcommittees could help get more information from other places

than Lake County; they could do research on the computer; it will be easier to have smaller groups working on more tasks and then bringing them together to discuss at a regular meeting of the whole group. Subjects could include: residential, commercial, C&D, education; resource recovery; food composting; scrap waste; and legislation. The subcommittee will have to have diversity among the members so that all groups are represented on all the subcommittees. What are the roadblocks to reaching our recycling goal - money, feasibility, do people really want this? How do we educate and communicate; using what technology. C&D recycling is moving in the right direction. The technology is getting streamlined and this needs to be done for any new program. We need to remove the roadblocks. Members need to educate themselves on their topic in their subcommittee. Our website can be used as an educational tool for the committee, subcommittee and the public.

The Task Force will be given residential recycling data and landfill data for each community in Lake County before the next meeting. Upcoming plans include SWANCC talking about food scrap composting; Prairie Crossing presenting information on their food scrap composting program; volume based and how we want to push that; optimize existing programs in our county; make every village/city aware; and possibly have ordinances to make recycling mandatory.

The subcommittees will each work on the same topics within their meetings: current analysis; case studies from other entities; challenges; legislative issues; source reduction issues; financial issues; education and public relations. The committee members will send their ideas to Amy and Walter who will give it structure and recommend a format at the next meeting for the subcommittees to follow.

#### *Operating Rules:*

Meeting schedule: October 20, November 17, December 15, 2010; 6:30 p.m.

Minutes will be taken.

It was agreed that issues would be decided by consensus and not by vote unless a member specifically wants a vote taken.

#### *Planning Approach and Scope/Format of Task Force Report:*

Look at residential, commercial and C&D sectors; this is how planners typically provide data by sector and how the waste industry looks at it from a management standpoint.

#### *Scope/Format of Task Force Report*

Concise Report with recommendations for each main sector; specific tasks to be done; categorize recommendations by short or long term; reality of implementation; back up data; policy recommendations and key stakeholders; and fiscal impact.

Have SWALCO Board adopt this report as part of the Plan; have Lake County Board adopt it as part of the Plan.

It was suggested to hire a college student as an intern to help with research and writing the Task Force Report.

SWALCO needs to find a community to do a pilot food scrap recycling program. Learn from that to see if the compost site has odor issues in summer and/or winter; if residents will keep their food scraps separate from their other waste; see if costs can be minimized by reducing pickups for non-organic refuse to every other week as one option. Per the statewide sorting study conducted in 2008 approximately 13% of what is landfilled is food scraps.

*Report will also address "Umbrella" program areas:*

Reduction of packaging and legislative initiatives, that SWALCO achieves for reduction of waste being recycled or going into a landfill, can work against our recycling goal. We need to get our per capita waste generation rate down and keep our recycling rate up. Source reduction is very hard to quantify for data purposes. Residential data from the haulers is good; commercial data is not as good; and C&D is event driven.

Producer responsibility is growing, as seen in the carpeting, paint and electronic industries. These programs can have a fiscal impact on SWALCO as we could receive revenue from the recycling and collecting of these products. We are already receiving revenue from e-scrap recycling.

*Review and Comment on Agendas for next three meetings:*

The Subcommittee guidance form will be handed out at the next meeting.

Current Data will be distributed on residential recycling.

Brief discussion of main ideas that would have the biggest impact on achieving 60% recycling goal for the residential sector.

- building on our existing programs
- volume based concept
- multi-family recycling programs
- drop off facilities
- food scrap
- mandatory recycling

Section 2 of the Plan Update should be read by the Committee. The Plan can be found on the SWALCO Website under Publications.

There will likely be two meetings on residential. The second meeting will include the subcommittee research.

Initial presentation on commercial may be given at the November meeting?

Work assignments: Read the SWALCO website; send information to be included on our website; links can be added and studies can be added.

Adjournment



## MINUTES

60% Recycling Task Force  
October 20, 2010  
Lake County Central Permitting Facility  
Libertyville, IL 60031

Amy McEwan called the meeting to order at 6:37 p.m.

Approval of Minutes from Sept. 29<sup>th</sup> 2010: Motion to approve D.Irwin/A.Maine – motion passed.

**Public Comment:** No Public Comments

### ***Presentations:***

Mary Allen, SWANCC – Pilot Food Scrap Collection Program in Barrington

*Handouts presented: electronic copy available on the SWALCO website under recycling task force - presentations*

Brian Bourdeau, City of Highland Park – Residential Collection Program, Pay As You Throw (PAYT) sticker program

*Handouts presented: electronic copy available on the SWALCO website under recycling task force – presentations*

Break: 7:39 p.m.

Return: 7:48

### ***Residential Programs, Current Status***

After the break Mr. Willis provided an update on the overview of residential data from Section 2 of the 2009 plan update (*Handouts presented: electronic copy available on the SWALCO website under recycling task force – task force agenda*) :

- Better routing and data from waste haulers
- Disposal #'s going down/recycling #'s going up

Mr. Willis then presented data on SWALCO members' existing curbside recycling programs:

- Focus on disposal without yard waste and pounds per household
- Need to increase program awareness for higher success rate
- Diversion rates for 2007-2009
- Percent of residential waste diverted through recycling and composting programs
- Comparison of members programs based on percentage diversion and pounds per household per year diverted

Mr. Willis then provided a brief overview of SWALCO's special collection programs

- E-scrap/Household Chemical Waste (HCW) – largest and most successful programs in the state

- Textiles
  - Partnering with YWCA
  - Lake County residents using clothing drop boxes/charities
  - Semi successful – education element needed
  - Does not include carpet/padding – EPR legislation enacted in California will soon add additional 5 cents per square foot for disposal at end of life

***Getting to 60%, Single Family Programs***

Mr. Willis then briefly introduced the recommendations developed by SWALCO staff with respect to potential programs to increase residential recycling. He clarified that these recommendation have not been approved by the SWALCO board. With the late time it was recommended that a date and time be set for the residential sub-committee to meet. The members agreed to meet on Wednesday, November 3<sup>rd</sup>, 6:30 p.m. at the Central Permit Facility.

The next meeting for the Task Force will be Wednesday, November 17<sup>th</sup>, 6:30 p.m. Central Permit Facility.

Adjournment - 8:35 p.m. Motion to adjourn – D.Irwin/B.Klipp – motion approved.

## MINUTES

60% Recycling Task Force  
November 17, 2010  
Lake County Central Permitting Facility  
Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:35 p.m.

Approval of Minutes from October 20<sup>th</sup> 2010: Motion to approve *D.Irvin/M.Knigge* – Motion Passed.

***Public Comment:*** No Public Comments

### ***Residential Sector, 60% Current Status***

Mr. Willis asked Pat Cary to give an update on Residential Sector, Draft Recommendations based on Sub-Committee Mtg. Nov. 10th (Handout: Table 1, Version 2)

1. Discussed enhancing existing programs
  - Recommendation A.1: Require all single family residences in Lake County municipalities/single family residences in unincorporated Lake County to use 65 gallon recycling carts - target date July 2013.
    - Implementation Timeframe: Short
    - Fiscal Impact: \$1.50-\$2.50
    - Political Feasibility: Medium

***Motion Unanimously Approved: W.Willis/L.Blacik***

- Recommendation A.2: Require all haulers providing residential recycling services to provide educational flyer. This recommendation was amended to include, in addition to hauler developed educational flyers, the use of newsletters, websites, utility bills and reverse CTY calls to inform residents about recycling related services.
  - Implementation Timeframe: Short
  - Fiscal Impact: None
  - Political Feasibility: High

***Motion Unanimously Approved: D.Irvin/B.Klipp***

- Recommendation A.3: January 2012 post quarterly material diversion results for SWALCO members on SWALCO website.
  - Implementation Timeframe: Short
  - Fiscal Impact: None
  - Political Feasibility: High

***Motion Unanimously Approved: D.Irvin/B.Klipp***

2. Discussed Expanding the use of franchising:

- Recommendation B.1: Lake County should pursue a geographically limited franchise pilot program in the unincorporated area to test its effectiveness for lowering costs, increasing recycling and composting by July 2012. This recommendation was amended to include the word “pilot” program and the phrase “and decreasing the burning of leaves” was replaced with the phrase “and composting”.
  - Implementation Timeframe: Short
  - Fiscal Impact: Not addressed
  - Political Feasibility: High

***Motion Unanimously Approved: D.Irvin/W.Willis***

- Recommendation B.2: In areas not covered by a municipal or township franchise, Lake County should amend its Solid Waste Hauling and Recycling Ordinance by July 2013 to require haulers to provide recycling service and include it in the cost for services regardless of whether residents choose to recycle or not.
  - Implementation Timeframe: Short
  - Fiscal Impact: Not addressed
  - Political Feasibility: Not addressed

***Motion Unanimously Approved: P.Cary/C.Pado***

3. Discussed Access to Unit Based Pricing (PAYT):

- Recommendation C.1: All Lake County municipalities and townships (with waste hauling franchises) should include a PAYT option in their franchise contracts with haulers by January 1, 2012. This recommendation was amended to include three options that meet the definition of PAYT: 1) a base rate for recycling (optional) plus a cost per can/sticker for each can/bag of refuse set out for disposal, 2) a graduated cost based on the size of the refuse can chosen by the resident, and 3) a limited refuse option with a sticker for any can/bag of refuse exceeding the cart limit. The recommendation was also amended so that PAYT options would be included in new or extended franchise contracts not by January 1, 2012.
  - Implementation Timeframe: Not addressed
  - Fiscal Impact: Not addressed
  - Political Feasibility: Not addressed

***Motion Unanimously Approved: D.Irvin/C.Pado***

- Recommendation C.2: SWALCO/Lake County should evaluate compliance with Lake County’s Solid Waste Hauling and Recycling Ordinance which currently requires haulers to offer a PAYT option to residents residing in unincorporated Lake County and take appropriate steps ensure compliance by 2012.

- Implementation Timeframe: Not addressed
- Fiscal Impact: Not addressed
- Political Feasibility: Not addressed

***Motion Unanimously Approved: D.Irvin/B.Klipp***

***Continuation of Residential Sector Draft Recommendations***

Mr. Willis suggested that due to time constraints, the remaining draft items be discussed at the next Task Force Meeting. Mr. Willis also stated that he would prepare a Recommendation C.3 to address PAYT requirements in the unincorporated areas of Lake County. Draft recommendations D through H were not discussed. The Residential sub-committee decided it was not necessary to schedule another meeting.

***Education***

Mr. Willis made the recommendation that a date be set for the education sub-committee to meet. SWALCO will contact the members to arrange the date.

The next meeting for the Task Force will be Wednesday, December 15<sup>th</sup>, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:30 p.m. Motion to adjourn – D.Irvin/J.McCue – motion approved.

## MINUTES

60% Recycling Task Force  
December 15, 2010  
Lake County Central Permitting Facility  
Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:37 p.m.

### ***Approval of Minutes from November 17<sup>th</sup> 2010:***

Barbara Klipp asked that the minutes be revised to note that during the discussion of the expanded use of franchising that the Task Force voiced concern about protecting the smaller haulers in some manner if the county decided to institute a county-wide franchise of the unincorporated area. The Task Force agreed with this revision.

***Motion to Approve as Revised: D.Irvin/E.Seidman – Motion Passed***

***Public Comment:*** No Public Comments

### ***Residential Sector, Getting to 60%: Please refer to Table 1, Version 3 - Handout***

Mr. Willis talked about two members who would no longer be on the committee – Chris Gentes and Dwight Hutchins. Mr. Willis is waiting for the Lake County Chamber to assign a new representative for Dwight.

Mr. Willis also discussed the meeting dates for 2011: Wednesday, January 19<sup>th</sup>, Wednesday, February 16<sup>th</sup>, Wednesday, March 30<sup>th</sup> and Wednesday, April 20<sup>th</sup>. These meetings are a continuation for the recommendation that needs to be made to County Board pertaining to best management practices and how can we meet the 60% goal.

The following is a listing of the recommendations that were discussed at length by the Task Force during the December meeting and the actions taken for each recommendation.

1. Expand access to unit based pricing (aka Pay as You Throw or PAYT)
  - Recommendation C.3: Amend Solid Waste Hauling and Recycling Ordinance to require waste haulers to offer a PAYT option to residents in unincorporated areas.
    - Implementation Timeframe: Short
    - Fiscal Impact: Neutral
    - Political Feasibility: High

***Motion Unanimously Approved: D.Irvin/P.Carey***

2. Implement food scraps/organics collection
  - Recommendation D.1: Conduct a pilot residential food scrap collection program with SWALCO member in 2011.
    - Implementation Timeframe: Short

- Fiscal Impact: Minimal for pilot
- Political Feasibility: High

***Motion Unanimously Approved: A.Maine/E.Seidman***

- Recommendation D.2: Based on knowledge gained from the pilot program and the status of processing capacity for managing food scrap continue to expand food scrap collection in franchise agreements. Depending on the infrastructure for composting food scraps and the lessons learned from the pilot program a decision should be made as to whether food scrap collection should be a requirement of franchise agreements or not. If it is decided it should be a requirement, amend the County's Solid Waste Hauling and Recycling Ordinance to require that food scrap collection be offered to residences throughout Lake County by July 1, 2013.
  - Implementation Timeframe: Short
  - Fiscal Impact: NA, unless decision to make it a requirement
  - Political Feasibility: NA

***Motion Unanimously Approved: D.Irvin/P.Carey***

### 3. Enhance and expand backyard composting

- Recommendation E.1: SWALCO should resume its compost bin sale program (but no longer subsidize the cost) in 2011 and annually thereafter as long as reasonable demand exists
  - Implementation Timeframe: Short
  - Fiscal Impact: Neutral
  - Political Feasibility: High

***Motion Unanimously Approved: D.Irvin/C.Pado***

- Recommendation E.2: Lake County Municipalities should modify local ordinances (if necessary) to not discourage backyard composting and to allow neighborhood garden site composting. (There was quite a bit of discussion regarding the wording of this recommendation.)

***Motion Unanimously Approved: P.Cary/D.Irvin***

- Recommendation E.3: SWALCO and its members should provide education to residents on greenscaping (e.g., mulching grass clippings and leaves) and backyard composting.

***Motion Unanimously Approved: P.Cary/B.Klipp***

### 4. Enact mandatory ordinances if voluntary measures are not successful

- Recommendation F.1: If Lake County has not achieved a 50%

recycling/composting rate for the residential sector for calendar year 2015, the SWALCO Board and the Lake County Board should enact a countywide mandatory recycling ordinance in 2016 requiring all residential units (single units) to recycle those items listed as recyclable per the SWALCO recycling guidelines.

- Mr. Willis to develop and present disposal target at next meeting
- Recommendation F.2: If Lake County has not achieved a 55% residential recycling/composting rate for calendar year 2017, the SWALCO Board and the Lake County Board should enact a countywide mandatory food scrap collection ordinance in 2018 requiring all residential units (single family) to compost food scraps either through backyard composting or a program provided by the hauler.
  - Mr. Willis to develop and present disposal target for next meeting

***Continuation of Residential Sector Draft Recommendations***

Mr. Willis suggested that due to time constraints, the remaining draft items be discussed at the next Task Force Meeting. Draft recommendations G and H were not discussed.

***Other***

Mr. Willis discussed a list of speakers (Handout) for the Recycling Task Force presented by Barbara Klipp. The ideas presented were for presentations to be via Skype or Webinar. Amy McEwan was going to look into technology options and location options, such as the College of Lake County.

The next meeting for the Task Force will be Wednesday, January 19<sup>th</sup>, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:45 p.m. Motion to adjourn – *A.Maine/J.Molnar* – motion approved.



## MINUTES

60% Recycling Task Force  
January 19, 2011  
Lake County Central Permitting Facility  
Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:37 p.m.

***Approval of Minutes from December 15<sup>th</sup> 2010: A.Maine/D.Irvin – Motion Passed***

***Public Comment:*** No Public Comments

***Residential Sector, Getting to 60%: Please refer to Table 1, Version 4 - Handout***

The following is a listing of the recommendations that were discussed at length by the Task Force during the January meeting and the actions taken for each recommendation.

1. Enhance existing programs
  - Recommendation A.1: Require all single family residences in Lake County municipalities and unincorporated areas with franchises to use recycling carts (35, 65 or 95 gallon as appropriate) and single family residences in unincorporated Lake County without franchises to use either 18 gallon recycling bins or recycling carts (35, 65 or 95 gallon as appropriate) for curbside service. Municipalities should implement the transition to carts when their current contract expires or sooner. (This motion made a minor change to this recommendation which was originally approved on November 17, 2010)

***Motion Unanimously Approved: P. Carey/D. Irvin***

2. A motion was made to accept all the remaining tracked changes in Table 1, Version 4 regarding recommendations and expected implementation timeframes, fiscal impact and political feasibility.

***Motion Unanimously Approved: D. Irvin/D. Bahr***

3. A motion was made to use pounds per capita per day disposed (pcd) as a measurement of diversion program success along with the traditional approach of tracking the amount recycled and composted. The Task Force asked that SWALCO staff develop new recommendation for F.1 and F.2 that used the pcd for disposal as the measurement as opposed to the percent diverted through recycling and composting, and present this at the next meeting.

***Motion Unanimously Approved: B. Klipp/M. Shineflug***

#### 4. Expand Multi-Family Recycling

- Recommendation G.1:  
All Lake County municipalities and the County of Lake should either include multi-family units in new or extended franchise contracts and require that recycling options be included in the services provided to multi-family units or enact ordinances requiring that property owners provide on-site recycling services to their tenants. (With this revised recommendation there is no longer a recommendation G.2.)

***Motion Unanimously Approved: B. Pfister/P. Carey***

#### 5. Target Specific Materials in the “Waste Stream” for recycling

- Recommendation H.1: E-scrap: continue to expand SWALCO’s collection infrastructure so that all residents of Lake County have a convenient year round option for managing e-scrap.
- Recommendation H.2: Pursue EPR paint legislation by 2013 to cover costs for collecting, processing and managing latex and oil-based paints on a statewide basis
- Recommendation H.3: Pursue EPR plastic bag and film legislation in the 2011 session for collecting, processing and recycling plastic bags and film.
- Recommendation H.4: Pursue EPR legislation(CA just enacted first carpet law in nation) in the 2012 session for collecting, processing, and recycling carpeting and padding.

***Motion Unanimously Approved: D. Irvin/J. Molnar***

The next meeting for the Task Force will be Wednesday, February 16<sup>th</sup>, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:46 p.m. Motion to adjourn – ***A. Maine/D. Irvin*** – motion approved.

## MINUTES

60% Recycling Task Force  
February 16, 2011  
Lake County Central Permitting Facility  
Libertyville, IL 60031

*Walter Willis* called the meeting to order at 6:35 p.m. – The Chairperson, *Amy McEwan*, was not in attendance.

*No Meeting Minutes from January 19<sup>th</sup> 2011 mtg.: Office Manager out of the office due to the passing of father and meeting did not get recorded due to malfunction with recorder. Will have both meeting minutes available for comment at next meeting on March 16<sup>th</sup>, 2011.*

**Public Comment:** No Public Comments

Mr. Willis suggested that before they get started going over the remaining recommendations that the Task Force review the handout. He then explained data in the two tables regarding the amount of waste disposed of by Lake County (Table 1) and the corresponding pounds per capita per day (pcd) estimates and goals (Table 2). Mr. Willis discussed the three data sources for the disposal data in Table 1 for 2008, 2009 and 2010 :

- County licensing ordinance
  - ✓ Summit annual reports to SWALCO
- Hauler contracts require reporting on residential refuse, recyclables and landscape waste collected
- Landfill reported data

As the Task Force had been discussing over the past meetings, tracking the disposal data is easier and likely more reliable than tracking the recycling and composting data. While SWALCO will continue to track both waste diversion and disposal, the disposal data has new significance as a metric for program evaluation.

***Residential Sector, Getting to 60%: Please refer to Table 1, Version 5 - Handout***

The Task Force then began its review of Table 1, Version 5 which contains the draft residential sector recommendations. The underlined text is the new text that was voted on by the Task Force, the text that is bold shows the amendments made to the language and voted on by the Task Force.

1. Enhance existing programs
  - Recommendation A.1: Require all single family residences in Lake County municipalities and unincorporated areas with franchises to use recycling carts (35, 65 or 95 gallon as appropriate) and single family residences in unincorporated Lake County without franchises to use either 18 gallon recycling bins or recycling carts (35, 65 or 95 gallon as appropriate) for curbside service . Municipalities should implement the transition to carts when their current contract expires or sooner. (This motion made a minor change to this recommendation which was

originally approved on November 17, 2010)

***Motion Unanimously Approved: E.Seidman/D.Tichenor***

2. Enact Mandatory Ordinances if Voluntary Measures are Not Successful

- Recommendation F.1: If Lake County has not achieved a 25% reduction in the amount of residential waste disposed (a disposal rate of 1.5 pound per capita per day) for calendar year 2015, using 2010 as the base year, the SWALCO Board **members** and the Lake County Board and **all of the municipalities located primarily in Lake County**, should enact mandatory recycling ordinance in 2016 requiring all residential units (single units) to recycle those items listed as recyclable per the SWALCO recycling guidelines.

***Motion Approved: P. Adrian/E.Seidman (1 no vote)***

- Recommendation F.2: If Lake County has not achieved a 50% reduction in the amount of residential waste disposed (a disposal rate of 1.0 pcd) for calendar year 2020 using 2010 as the base year, the SWALCO Board **members** and the Lake County Board **and all of the municipalities located primarily in Lake County** should enact mandatory food scrap collection ordinances in 2021 **requiring the diversion of food scraps from the final disposal in landfill.**

***Motion Approved: B.Pfister/L.Black (1 no vote)***

The Task Force discussed the methodology used to set the pcd goals of 1.5 and 1.0 pounds per person per day. The Task Force agreed that Jim Lewis should review the data and recommend a mathematical approach for setting the disposal goal consistent with the approach used to set the diversion goal from 38% to 60%. This approach would be discussed and voted on at the next meeting.

3. Expand Multi-Family Recycling (per census approx. 21% of homes are multi-family)

- Recommendation G.1: All Lake County municipalities and the County of Lake should either include multi-family units in new or extended franchise contracts and require that recycling options be included in the services provided to multi-family units or enact ordinances requiring that property owners provide on-site recycling services to their tenants. If units of local governments do not have a franchise contract, they must enact ordinances requiring that property owners provide on-site recycling to the tenants by July 1, 2013.
  - Implementation Timeframe: Medium
  - Fiscal Impact:
  - Political Feasibility: Medium

***Motion Unanimously Approved: B.Pfister/S.Schweinsberg***

4. Target Specific Materials in the “Waste Stream” for Recycling

- Recommendation H.1: E-Scrap: Continue to expand SWALCO’s collection

infrastructure so that all residents of Lake County have a convenient year round option for managing e-scrap.

- Estimated Diversion (%): 0.2% increase (assumes growth to 4 lbs/pers./yr. from 2 lbs)
- Recommendation H.2: Pursue Extended Producer Responsibility (EPR) paint legislation by 2013 to cover costs for collecting, processing and managing latex and oil-based paints on a statewide basis.
  - Estimated Diversion (%): 0.1 % increase (assumes 0.15 gallons/person/year recovered)
- Recommendation H.3: Pursue EPR plastic bag and film legislation in the 2011 session for collecting, processing and recycling plastic bags and film.
  - Estimated Diversion (%): 0.75% increase (film 2.5% of disposal, assume 30% recovery rate)
- Recommendation H.4: Pursue EPR legislation (CA just enacted first carpet law in nation) in the 2012 session for collecting, processing and recycling carpet and padding.
  - Estimated Diversion(%): 1% increase (carpet and padding 3.2% of disposal, assumes 30% recovery rate)

***Motion Unanimously Approved: D.Irvin /J.Molnar***

***Status of need for infrastructure***

- MRF Capacity
- Role of municipal waste transfer stations
  - Encourage development of “dirty MRF’s”
- Role of Existing landfills
  - Encourage development of “dirty MRF’s”
- Encourage development of “resource parks”
- Composting capacity
  - Transfer stations and compost sites
  - Capacity for food scraps and other organics

The Task Force discussed these agenda items but did not take a vote on them. Mr. Lewis offered to look into whether scavaging recyclables at landfills was permissible, and both he and Mr. Willis were going to look into whether a dirty MRF at a landfill would require siting approval or not.

The next meeting for the Task Force will be Wednesday, March 16<sup>th</sup>, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:23 p.m. Motion to adjourn – ***D.Irvin/E.Seidman*** – motion approved.

## MINUTES

60% Recycling Task Force

March 16, 2011

Lake County Department of Transportation, Conference Room

Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:37 p.m.

***Approval of Minutes from January 19, 2011 and February 16, 2011: M. Knigge/S. Schweinsberg – Motion Passed***

***Public Comment:*** There were no public comments.

***Update from Education Subcommittee:*** Ms. Rampale provided a brief overview of the work being done by the Education Subcommittee. At its last meeting on March 10, 2011 the Subcommittee continued its discussion of targeting messages to different segments of people based on their current perception of recycling and the perceived benefits of recycling.

***Final Review of Changes Made to the Residential Recommendations:*** Mr. Willis briefly reviewed the final changes made to recommendations F.1, F.2 and G.1. and asked for a final vote by the Task Force approving the Residential Sector Recommendations contained in Table 1, Version 6.

***Motion Unanimously Approved: P.Carey/E. Seidman***

***Commercial Programs, Current Status:*** Mr. Willis reviewed the handouts provided in the meeting packet which included portions of the PowerPoint presentation developed by Shaw Environmental and presented at the Task Force's meeting in June 2010 on current waste generation and management in Lake County, data from Highland Park's commercial franchise regarding waste and recycling quantities and participation rates in recycling programs, and data from a State study on waste composition of commercial waste landfilled by urban regions in Illinois.

***Getting to 60%, Commercial Sector:*** The Task Force discussed some of the current impediments to greater levels of recycling in the commercial sector including: cost, landlord/tenant disconnect, lack of space, burdensome and lack of knowledge of recycling options. The primary impediment appears to be the cost impact to local businesses and trying to implement recycling programs that do not add to the cost of doing business.

The Task Force then spent the majority of its time discussing the recommendations developed by SWALCO (SWALCO staff, it was stated by Mr. Willis that these had not been formally reviewed or approved by the SWALCO Board of Directors). The following are some of the comments made by Task Force members for several of the Commercial Sector Recycling Objectives.

A. Enhance Existing Programs:

- As part of the business licensing process recycling could be promoted or required. If recycling was required the business owners would have to submit copies of their hauling invoice to demonstrate that recycling service was being provided as part of the licensing process.
- Create a standard that could be used to judge the merits of recycling programs, with the example being a “golden dumpster level” for those with programs that met certain established metrics.
- As part of a business recognition program, the public should be encouraged and invited to nominate businesses that have outstanding recycling programs.

B. Expand Use of Franchising:

- Discussed the pros and cons of commercial franchising. The pros included lower costs, greater levels of recycling, and more efficient collection of commercial waste in a given jurisdiction. The cons included anti-competitive, not having that dramatic of an impact on recycling (Highland Park success was questioned by hauler representative, why wasn't it better), and the data on the number of businesses that save money under a franchise as reported by SWALCO was questioned as to its accuracy.
- Discussed the legislative changes that have been made to the state statute regarding commercial franchising.
- Hauler representatives spoke in favor of a legislative mandate to recycle as opposed to commercial franchising.

C. Expand Use of Licensing Powers:

- Discussed whether there was a need for this or not, SWALCO feels it is worth investigating as a means to ensure that competition stays strong by shortening the length of contracts and making it easier for businesses to hire a new hauler if they are unhappy with the current hauler. SWALCO has also reviewed contracts used by several haulers in Lake County and thought the terms were rather one sided toward the hauler.
- Several hauler representatives did not agree and didn't understand why government should get involved in the relationship with their customers (where else does government do this), that the recommendation had little to do with increasing commercial recycling, and that they often customize contracts based on input from customers.
- One hauler representative suggested that the Task Force look into having a fee or tax on refuse dumpsters (City of Chicago does this now) and not on recycling dumpsters to encourage businesses to recycle and to create a funding source to further increase recycling in Lake County.

The Task Force ran out of time to discuss the remaining items and took no formal positions on those items discussed above.

Mr. Lewis reported his findings regarding whether scavenging of recyclable material can be done legally at a landfill. According to his discussion with the IEPA, the IEPA indicated that the

landfill operator would need to apply for a special permit to scavenge on the active face and that if the IEPA's concerns were met it would likely issue such a permit. Mr. Lewis also informed the Task Force that Tom Riek, VP of Recycling for Veolia, would be available to speak to us at our April meeting.

Mr. Willis informed the Task Force that SWALCO is holding a truck sale for composters and rain barrels on May 21<sup>st</sup> and therefore is already implementing one of the recommendations for the residential sector.

The next meeting for the Task Force will be Wednesday, April 20th, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:40 p.m. Motion to adjourn – *E.Seidman/J. Lewis* – motion approved.



## MINUTES

60% Recycling Task Force

April 20, 2011

Lake County Central Permitting Facility, Conference Room

Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:31 p.m.

***Approval of Minutes from March 16, 2011: E. Seidman/P. Carey – Motion Passed***

***Public Comment:*** There were no public comments.

***Presentation by Tom Riek, VP of Recycling, Veolia ES:*** Jim Lewis introduced Tom Riek, VP of Recycling for Veolia ES. Mr. Riek spoke to the Task Force for about 20 minutes and highlighted what he has seen in Europe, with its higher landfilling costs (due to a substantial landfill tax which is aimed at diverting material from landfilling) and more prevalent access to diversion programs. He also discussed the benefits of single stream recycling and the importance of thinking about keeping the dry waste separate from the wet waste. The Task Force asked numerous questions regarding programs in Europe and how they may or may not transfer to the U.S.

***Getting to 60%, Commercial Sector:*** The Task Force discussed the draft recommendations prepared by SWALCO staff and outlined in Table 2, Version 1. Planning objectives A through E were each discussed, and modifications were proposed by the Task Force. The modifications are presented in Table 2, Version 2 which is included in the May meeting packet. No formal votes were taken on the proposed changes, but instead the Task Force will review the proposed text changes and vote on them at its May 2011 meeting.

Mr. Willis briefly discussed the item he sent the Task Force regarding potential funding for an education campaign to assist in getting Lake County to 60%. The item was a board item that was presented to the SWALCO Executive Committee at its meeting on April 21, 2011 for discussion. The recommended funding source is the per ton payments that 33 SWALCO members receive from Waste Management Recycle America for their recyclables delivered to the MRF. Mr. Willis also suggested that corporate sponsorship of the education campaign will also likely be explored by SWALCO.

The next meeting of the Task Force will be Wednesday, May 20th, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:30 p.m. Motion to adjourn – ***E. Seidman/J. McCue*** – motion approved.

## MINUTES

60% Recycling Task Force

May 18, 2011

Lake County Central Permitting Facility, Conference Room

Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:34 p.m.

***Approval of Minutes from April 20, 2011: J. McCue/D. Bahr – Motion Passed***, with the correction to the date in the minutes from May 20<sup>th</sup> to May 18<sup>th</sup>.

***Public Comment:*** There were no public comments.

### ***Commercial Sector, Getting to 60%***

The Task Force spent over two hours discussing the recommendations contained in Table 2, Version 2. The outcome of these discussions is contained in the updated version of Table 2, Version 3 (included in the packet for the June 22, 2011 meeting). The following is a brief overview of the discussion and the motions made for the recommendations approved on May 18, 2011.

#### 1. Enhance Existing Programs

- Recommendation A.1: The discussion focused on expanding the responsibility for recognition programs beyond just the local chambers to include units of local government as well. ***Motion Unanimously Approved: D. Irvin/D. Tichenor***
- Recommendation A.2: Minor text changes made to clarify intent. ***Motion Unanimously Approved: D. Irvin/B. Pfister***
- Recommendation A.3: Discussed the fact that some units of local government do not license local businesses, therefore text was added to recognize this fact. ***Motion Unanimously Approved: M. Shineflug/J. McCue***

#### 2. Expand Use of Franchising

- Recommendation B.1: This recommendation was discussed at length. The haulers did not like the title for this objective because it implies that expansion of commercial franchising is being supported by them. After much discussion a motion was made to approve this recommendation and to change the objective title to "Assist units of local government evaluate the use of franchising". ***Motion Passed with 4 No Votes: D. Irvin/M. Shineflug***

#### 3. Expand Use of Licensing Powers

- Recommendation C.1: This recommendation was also discussed at length. The haulers did not see how this recommendation addressed recycling. SWALCO stated that the intent was to enhance competition amongst the haulers and to drive down the cost of recycling services in non-franchised towns. There was also much discussion of whether the model contract should be legislated by the units

of local government. Ultimately a motion was made to approve the recommendation, which was then amended by a motion to change the recommendation by removing the last sentence and to change the name of the objective to “Develop model contract for commercial sector businesses”. ***Motion to Amend passed with 3 no votes: B. Pfister/J.McCue; Motion to Approve the Recommendation Passed with 3 No Votes: B. Pfister/J. McCue (The Chairman asked that the minutes reflect that the overall intent of this recommendation is to provide business owners with information to assist them when negotiating a contract for hauler related services.)***

- Recommendation C.2: This recommendation was also discussed at length regarding the issue of requiring the haulers to offer recycling in writing (how would this be done?) and having the businesses respond in writing if they chose not to add recycling services. There was concern that the businesses that indicated no would be targeted by SWALCO and this raised some concerns about privacy and how SWALCO might use this information. ***Motion to Table this Recommendation to Next Meeting Unanimously Approved: D. Tichenor/D. Irvin***

4. Provide Waste Audit Assistance

- Recommendations D.1 and D.2: ***Motion Unanimously Approved: B. Pfister/J. Molnar***
- Recommendation D.3: Minor text change made and discussion focused on whether this was a mandate to the haulers or a recommendation. It was agreed this was a recommendation that hopefully the haulers would abide with. ***Motion Unanimously Approved: B. Pfister/B. Klipp***

5. Expand Food Scrap Collection Programs

- Recommendation E.1: Clarified that website would identify composting sites in contiguous counties due to them being more proximate to Lake County from a hauling standpoint. If other sites are being used SWALCO will make an effort to include them on the website as well. ***Motion Unanimously Approved: D. Irvin/D. Tichenor***
- Recommendation E.2: ***Motion Unanimously Approved: D. Irvin/M. Shineflug***
- Recommendation E.3: Minor text change was made to limit the scope of businesses that haulers must provide food scrap service to those that generate sufficient quantities. ***Motion Unanimously Approved: D. Irvin/S. Schweinsberg (The Chairman wanted the minutes to reflect that this recommendation is targeted at major food scrap generators and that the details for defining such generators be addressed when the ordinances are prepared.)***

6. Enact Mandatory Ordinances if Voluntary Measures Are Not Successful

- Recommendations F.1 and F.2: ***Motion to Table this Recommendation to Next Meeting Unanimously Approved: D. Irvin/J. Molnar***

The next meeting of the Task Force will be Wednesday, June 22nd, 6:30 p.m. at Central Permit Facility, Libertyville, IL.

Adjournment - 8:40 p.m. Motion to adjourn – *D. Irvin/J. McCue* – motion approved.

## MINUTES

60% Recycling Task Force

June 22, 2011

Lake County Central Permitting Facility, Conference Room

Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:32 p.m.

***Approval of Minutes from May 18, 2011: J. McCue/D. Irvin – Motion Passed***

***Public Comment:*** There were no public comments.

### ***Commercial Sector, Getting to 60%***

The Task Force spent approximately one hour discussing the remaining recommendations contained in Table 2, Version 3. The outcome of these discussions is contained in the updated version of Table 2, Version 4 (attached to these minutes). The following is a brief overview of the discussion and the motions made for the recommendations approved on June 22, 2011.

#### 1. Expand Scope of Hauler Licensing Ordinances

- Recommendation D.1: The Task Force again discussed the intent of this recommendation, especially with respect to whether units of local government might try to obtain from the haulers their customer lists and especially a list of those businesses that had declined recycling service. It was pointed out that the recommendation had no such language regarding units of local government requesting this data, and that the intent was to have businesses make a conscious decision not to recycle. Subsequently, by forcing the issue it might make businesses think twice about their decision and hopefully decide to at least try the recycling service. ***Motion approved with 2 no votes: D. Irvin/P. Carey (The Chairman wanted the minutes to reflect that the haulers do not want their customer lists or lists of those choosing not to recycle to be obtainable by units of local government.)***

#### 2. Enact Mandatory Ordinances if Voluntary Measures Are Not Successful

- Recommendations G.1 and G.2: The Task Force confirmed that these recommendations were similar to those passed for residential programs. Having agreed to mandatory provisions under the residential programs it was consistent to do so with commercial programs as well. Jean McCue expressed concern about municipalities that may not regulate waste collection now with local ordinances and how difficult it would be for them to take make services mandatory. ***Motion approved with 2 no votes : P. Carey/B. Pfister***

This concluded the discussion of commercial sector programs and the Task Force moved on to the final sector – C&D debris.

### ***C&D Debris Sector, Getting to 60%***

The Task Force began its review of the recommendations for the C&D debris sector listed on Table 3, Version 1 and discussed these recommendations for approximately 30 minutes. The recommendations were modified slightly as shown on Table 3, Version 2 (attached to the minutes).

#### **1. Enact Mandatory Ordinances**

- Recommendation A.1 and A.2: These recommendations address the development and enactment of mandatory C&D debris recycling ordinances by both municipalities (A.1) and Lake County (A.2). Recommendation A.1 was amended by inserting a deadline of January 1, 2013 for actual passage by the municipalities of a mandatory C&D debris recycling ordinance that would be triggered when a C&D recycling facility was within a reasonable travel distance and competitive with the price of landfilling the material. ***Motion to approve both recommendations was unanimously approved: D. Irvin/P. Carey (Amy McEwan abstained from this vote due to her representing a diverse body (the County Board), anticipating that it may have differences regarding this recommendation.)***

This concluded the Task Force's action on recommendations for the three targeted sectors: residential, commercial and C&D debris. Walter Willis thanked the Task Force, on behalf of SWALCO, for its hard work and dedication. He mentioned that he had presented the recommendations at Illinois' annual recycling conference and had received several compliments on the scope and direction of the recommendations.

Mr. Willis then outlined a rough schedule for moving forward. First, the Education Subcommittee would meet in July to finalize its recommendations. Then in August the draft recommendations would be presented to the SWALCO Board of Directors and the Lake County Public Works and Transportation Committee for review and comment. SWALCO staff would begin preparing the actual Task Force Report and hope to have a draft by late August/early September. At that time the draft report would be sent out to the Task Force and a final meeting held in September to adopt the report. After adoption by the Task Force the report would be formally submitted to the SWALCO Board and Lake County Board in November for adoption. After adoption by both bodies, SWALCO would begin the educational campaign and initiate implementation of the various recommendations.

The next meeting of the Task Force will likely be in September, a specific date will be identified later.

Adjournment - 8:00 p.m. Motion to adjourn – ***J. McCue/B. Pfister, motion approved.***

## MINUTES

60% Recycling Task Force

October 12, 2011

Lake County Central Permitting Facility, Conference Room

Libertyville, IL 60031

*Amy McEwan* called the meeting to order at 6:35 p.m.

***Approval of Minutes from June 22, 2011: D. Irvin/P. Carey – Motion Passed***

***Public Comment:*** There were no public comments.

### ***Review and Comment on the Draft Task Force Report***

Walter Willis provided a brief overview of the Task Force report and indicated that several changes were made in the Report and had been highlighted in yellow. These changes primarily dealt with pushing back the implementation dates for several of the recommendations in Section 3 of the Report. He also indicated that based on feedback received from Drew Irvin on the Report that he intended to prepare a short Executive Summary and include an estimate of the recycling impact of the recommendations (not all can be estimated easily or will have a direct impact on recycling and this will be noted in the Report).

Several Task Force members asked questions clarifying the intent of the text and the Task Force ended up changing one date in the Report on page 9, Recommendation C.2, from July 1, 2012 to May 1, 2012.

Next the Task Force spent about 40 minutes discussing Section 5 and more specifically the implementation of the Report. Mr. Willis explained that his recommendation was that each of the 42 SWALCO members (41 municipalities and the County of Lake) would pass resolutions approving the Report, and that after that the SWALCO Board of Directors would take a final vote approving the Report. Several Task Force members questioned how that would work if members starting making changes or removing recommendations in order to “approve” the Report. Mr. Irvin suggested that members be asked to “accept” the Report as opposed to “approve” the Report. There was also much discussion on how SWALCO would inform its members about the Report, who would attend meetings to explain the Report and the overall logistical challenge involved with implementing the Report.

Finally, the Task Force decided that the decision on how the Report should be presented to SWALCO members (and the other municipalities not part of SWALCO or suspended from SWALCO) should be made by SWALCO’s Executive Committee and that the Executive Committee should be the starting point for the Report as it winds its way through the “approval” process.

A motion was made by ***D. Irvin and seconded by K.Thoede*** to approve the Task Force Report, contingent on the addition of an Executive Summary, and to have SWALCO develop an implementation plan in conjunction with the Executive Committee. ***Motion approved, unanimously.***

This was the last meeting of the Task Force and Mr. Willis thanked the members for their hard work.

Adjournment - 8:00 p.m. Motion to adjourn – ***K. Thoede/P. Carey, motion approved.***



## ATTACHMENT C

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### **ATTACHMENT C EDUCATION SUBCOMMITTEE POWERPOINT**

# Recycling Educational Strategy

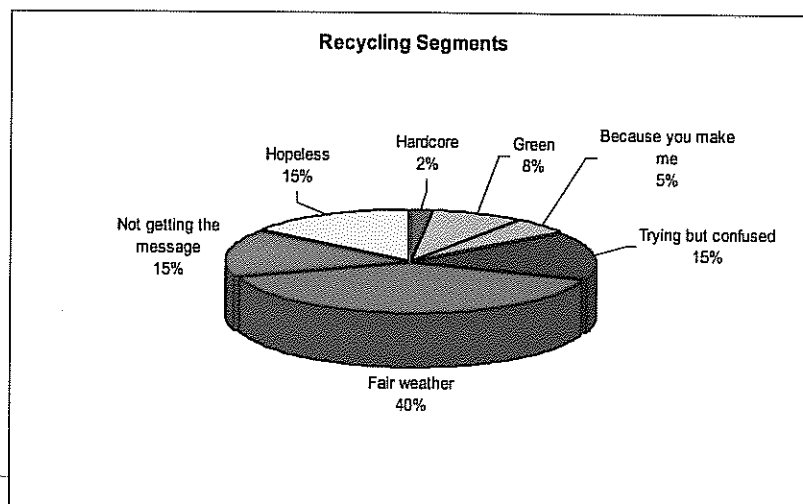
## Strategic Intent

**Drive 60% diversion in 10 years**

## Segments

- Hardcore
- Green
- Fair weather recyclers
- Trying but confused
- Because you make me
- Not getting the message
- Hopeless

## Approximate Segment Size



### Hardcore – 2%

- Make eco-conscious purchasing decisions
- Generate very little solid waste
- Recycle everything
- Attend drop off events
- Search out information on the internet

### Green – 8%

- Care about the environment
- Try to do their part
- Believe in recycling – have bins and use them
- May still have room to improve
  - Batteries
  - Light bulbs
  - Gym shoes
  - Paper plates and napkins

## Fair weather – 40%

- Know that recycling is important
- Not truly important to them personally
- Recycle occasionally
- Barrier is really convenience
- If it is easy and not too invasive, they will participate
- Financial incentive or consequence
- Cynical about where recycling goes

## Trying but confused – 15%

- Try to recycle, but really don't know what to do
- Don't fully understand importance of recycling
- Barrier is really education
- If given education and tools, behavior would change
- Don't understand the program
  - Particularly multi-family where access is challenging

## Because you make me – 5%

- Don't really understand the importance of recycling
- Occasionally recycle due to pressure
  - From neighbors
  - From kids
  - From spouse or roommate
- Barrier is having a compelling reason to act
- Need education

## Not getting the message – 15%

- Not recycling due to lack of education and information
- Barriers exist to receiving information
  - Language
  - Socio-economic
  - Cultural

## Hopeless – 15%

- Do not recycle
- See no compelling need to recycle
- Not interesting in learning more
- Will not seek out information, will not listen to information
- Will not be pressured into action
- Cost

## Targeted Segments

Segment	Size	Target?
Hardcore	2%	No
Green	8%	No
Fair weather	40%	Yes
Trying but confused	15%	Yes
Because you make me	5%	No
Not getting the message	15%	Yes
Hopeless	15%	No

■ = Selected segment to target

### Barriers to recycling for *Fair Weather*

- Convenience
- Storage
- Lack of time
- Lack of space
- Pests
- Too few drop off sites
- Can't move bin to curb
- Access (multi-families)
- Cynical
- Financial

### Barriers to Recycling for *Trying But Confused*

- Not sure what to recycle
- Not sure what to do
- Don't know where to get information
- Financial



## Barriers to Recycling for *Not Getting the Message*

- Language
- Don't understand importance of recycling
- Doesn't see the big picture
- No WIIFM
  - Therefore not invested or committed
- Don't know what can be recycled
- Financial

## Critical Success Factors

In order for us to meet our strategic intent of 60% diversion in 10 years, we must accomplish the following with our target segments:

1. **Targets need to see the big picture around waste generation and disposal, and their role in it**
2. **Targets need to understand that resources can be recovered**
3. **Targets need specific information and direction on how to recycle and divert waste**

## Tactical Plan for *Fair Weather*

Influencer Segment	Fair Weather Recyclers							
<b>Description:</b>	They recycle occasionally when it is easy and convenient. They don't/won't go out of their way or make the extra effort.							
<b>Objective:</b>	Change their understanding of the importance of recycling and make it easy so that they will make greater efforts to recycle.							
Tactic	Description	Critical Success Factor			Timing			
		1	2	3	Q1	Q2	Q3	Q4
Video for website	Video trip to landfill and video of what happens to a can (YouTube)	X	X					
Increase information on how to recycle on the SWALCO website	<ul style="list-style-type: none"> <li>» Recycling wizard</li> <li>» Info on satellite drop off sites</li> <li>» Guidelines on what to recycle</li> <li>» FAQs</li> </ul>			X				
Increase education outreach	» eBlast or mail newsletter on how to recycle an what to recycle			X				
Establish social media presence	Facebook and Twitter	X	X	X				
Develop recycling apps	Recycling wizard			X				
Classroom education materials	Educate children & give them tools for home	X	X	X				
Outreach programs	Develop a program in a box that can be used to educate local organizations. Also train speakers	X	X	X				
PSAs		X	X	X				

## Tactical Plan for *Trying but Confused*

Influencer Segment	Trying But Confused recyclers							
<b>Description:</b>	They know at some level that recycling is important, but don't fully appreciate it. They want to do the right thing but don't know what to do, or more likely, don't have access							
<b>Objective:</b>	Provide them with easy to access information on why recycling is important and how to do it. Special emphasis on recycling for multi-dwelling residents without access.							
Tactic	Description	Critical Success Factor			Timing			
		1	2	3	Q1	Q2	Q3	Q4
Increase education outreach	» eBlast or mail newsletter on how to recycle an what to recycle. Include Spanish version.							
Increase information on how to recycle on the SWALCO website	<ul style="list-style-type: none"> <li>» Recycling wizard</li> <li>» Info on satellite drop off sites</li> <li>» Guidelines on what to recycle</li> <li>» FAQs</li> </ul>			X				
Develop recycling apps	Recycling wizard			X				
Develop leave behind tools	Reminders on how to recycle / recycling locations such as magnets, stickers, bookmarks, mouse pads, etc.	X	X	X				
Outreach programs	Develop a program in a box that can be used to educate local organizations. Also train speakers.	X	X	X				
PSAs		X	X	X				

## Tactical Plan for *Not Getting the Message*

Influencer Segment		Not Getting the Message recyclers							
Description:		They are not recycling at all. This is probably due to language, cultural, or socio-economic issues.							
Objective:		Start with the basics and use education to help them understand why recycling is important. Then, make recycling easy and convenient to get them on board. Also use children as influencers in the household.							
Tactic	Description	Critical Success Factor			Timing				
		1	2	3	Q1	Q2	Q3	Q4	

## Tactics brainstormed

- ✱ Video trip to landfill (You Tube)
- ✱ Video on what happens to a can (YouTube)
- ✱ Increased web presence
  - Recycling wizard
  - Info on satellite drop off sites
  - Guidelines on what to recycling
  - FAQs
  - eBlast or email newsletter
- ✱ PR around launch campaign
  - Get info on SWALCO member websites
  - America Recycles Day
  - Earth Day
  - Churches

## Tactics brainstormed (con't)

- ⌘ Social media presence
  - Facebook
  - Twitter?
- ⌘ Apps for smart phones and devices
- ⌘ Education of children to drive household behaviors
  - Develop new tools
  - Determine what we want them to do
- ⌘ Libraries???
- ⌘ Outreach and education to local organizations
- ⌘ PSAs
- ⌘ Get municipalities more involved
- ⌘ Direct mail, co-op or email with education or information

## Public Relations Campaign

- ⌘ Need an umbrella campaign and logo
  - "Bin there, Done that"
  - "What goes around, comes around"
  - "Rethink Recycling"
  - "When's there doubt, don't throw it out!"
  - "Do it for the kids – recycle"
  - "Recycle today for a better tomorrow"
  - "Waste wise"
  - "Hooked on recycling"
  - "Don't waste our future – recycle"
  - "Wipe out waste"
  - "Once is not enough. Recycle."
  - "Don't be trashy. Recycle."
- ⌘ Public Service announcements (radio)
- ⌘ America Recycles Day
- ⌘ Earth Day

## E-Program

- ❖ SWALCO website
  - ❑ Why recycle?
  - ❑ Recycling wizard
  - ❑ Guidelines
  - ❑ Satellite drop off sites
  - ❑ FAQs on how to recycle
  - ❑ Video trip to a landfill
  - ❑ Downloadable apps
  - ❑ Top 10 reasons to recycle
  - ❑ Video on the life of a can
  - ❑ English and Spanish
- ❖ Social Media
  - ❑ SWALCO facebook page

## Community Outreach Program

- ❖ Recycling 101 in a box
  - ❑ Speakers training and guide
  - ❑ Educational presentation (slides, handouts)
  - ❑ Reminder items (stickers, magnets, bookmarks)
  - ❑ BRCs or opt-in for website
  - ❑ English and Spanish
- ❖ eBlast quarterly newsletter
  - ❑ English and Spanish
- ❖ Develop a monthly set of factoids that other stakeholders can use
  - ❑ Schools
  - ❑ County Board members' newsletters
  - ❑ Chamber of Commerce
  - ❑ Municipalities
- ❖ Supply books on the 4 Rs to school libraries
- ❖ Direct mail content in bills for municipal hauling (co-op)
- ❖ Develop posters for copy machines, recycling bins showing what to do

## Other

- Earth Flag program
- Zero Waste grant application