

# **SOLID WASTE MANAGEMENT COMMISSION OF MARSHALL COUNTY**

**P.O. BOX 217, MARSHALLTOWN, IA. 50158 PHONE: 641-752-0646 FAX: 641-752-4562**  
[www.marshallcountylandfill.org](http://www.marshallcountylandfill.org)

Final report for  
Agreement # 21-G550-15EMS

This recycling education project was prepared with the support of the Iowa Department  
of Natural Resources 21-G550-15EMS.

However, any opinions, findings, conclusions, or recommendations expressed herein are  
those of the author and not necessarily reflect the views of the IDNR.

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The Solid Waste Management Commission of Marshall County, on behalf of Marshall County Landfill, was awarded an EMS Grant for \$9,044.64 to promote Marshall Co. Landfill's recycling program and how to recycle right. The project started June 1, 2021, and the final report is due September 15<sup>th</sup>, 2022, with the information gathered thru August 31<sup>st</sup> 2022.

The Commission was awarded funds to promote residential recycling of #1 & #2 plastics, tin, paper, cardboard, and glass. The total project was estimated to cost \$12,059.52 and the commission was awarded a grant for a total of \$9,044.64 with a cost share of \$3,014.88.

75 recycling bins and decals were purchased. 13,558 "every door direct mailers" were created and mailed to fenceline residences. 3 months of digital and print advertising was purchased through the local newspaper to direct people looking for recycling information to our website. In person events were attended by the Recycling Education Coordinator to interact with the public. The Landfill's website was completely redesigned to be more user and mobile friendly.

The landfill purchased 75 standard size recycling bins. Originally, it was expected to purchase 200 smaller bins, but the EMS team decided it was best to buy the larger size which would be used to gauge how much a customer was bringing into the landfill so we could charge all customers equally. A local print shop created vinyl stickers which landfill staff applied to every container to display what could be recycled. The total cost of the bins and decals was \$2,294.71. The recycling bins were given out on site at the landfill, at local farmers markets, and at a local Sr. Expo event. Customers were appreciative of the free bin and they were frequently seen when customers came to recycle at the landfill.



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The local newspaper, The Times Republican, provided online digital marketing as well as print ads in the local paper for 3 months for a total cost of \$4,250. The advertisements gave recycling information to residents in the fenceline as well as information on the landfill. BDH Technologies completely redesigned the Marshall County Landfill website and created an interactive recycling guide page for people to learn what they can and cannot recycle for \$2,795. <https://www.marshallcountylandfill.org/recycling-guide/>

A local print store created a mailer that was in both English and Spanish and was mailed to over 13,000 residents in Marshall County for \$4,229.49. The mailer used pictures as well as words to demonstrate the right and wrong things to recycle.

Recycling drop off containers were checked 3-4 times a week by landfill staff. Contamination was removed as possible prior to delivery to MIW for processing. Contamination continues to be an issue as some customers are not cleaning out their items or attempting to recycle things that are not allowed at this time such as plastic bags, #5 & 7 plastics. The landfill works diligently to give clear and concise information about how to recycle.

**Recycle Right:**

**Not sure what to recycle?**  
When in doubt throw it out or contact us:  
**641-752-0646**  
[www.marshallcountylandfill.org](http://www.marshallcountylandfill.org) or Facebook  
2313 Marshalltown Blvd. • Marshalltown, IA 50158

**#IAMRecycler**

**Environmental Management Systems**

**Solid Waste Management Commission of Marshall County**

**Recycling Acceptable:** Cardboard, Glass, #1 Plastics, #2 Plastics, Paper, Tin

**Not Accepted:** No Co Items, No Plastic, No To-Go Containers, No Food or Liquid, No Sharps, No Batteries or Electronics, No Tanglers

**Reciclar Bien:**

**¿No está seguro que reciclar?**  
En caso de duda, deséchelo o contáctenos:  
**641-752-0646**  
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**Environmental Management Systems**

**Solid Waste Management Commission of Marshall County**

**Recycling Acceptable:** Carton, Vidrio, Plástico #1, Plástico #2, Papel, Latas

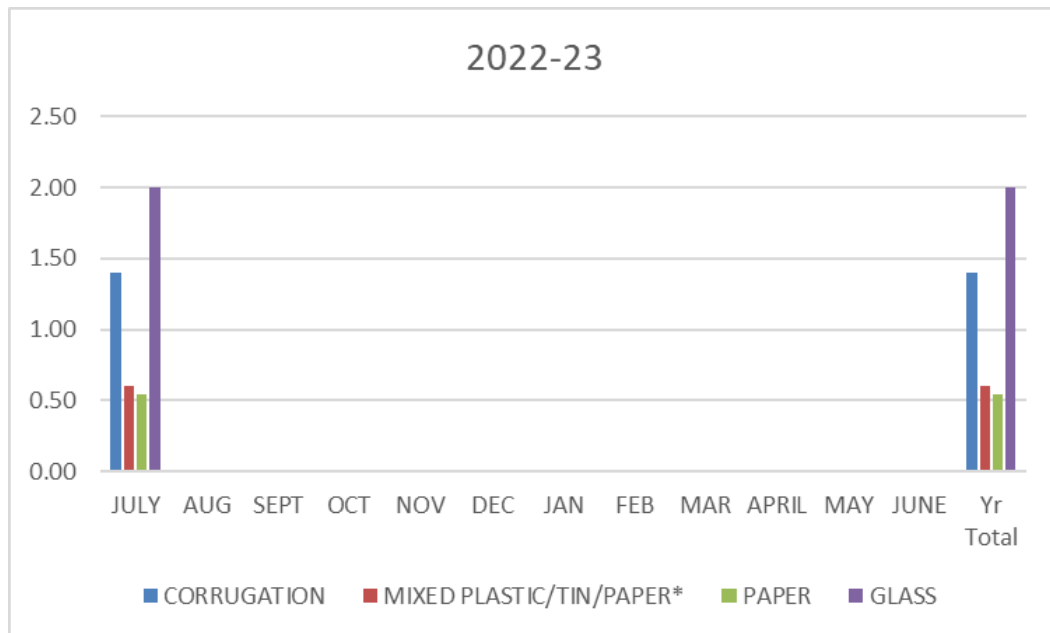
**Not Accepted:** Estos Artículos No, No Plásticos, No Contenedores Desechables, No Comida Ni Líquidos, No Objetos Pícosos, No Baterías Ni Electrónicas, No Alambres

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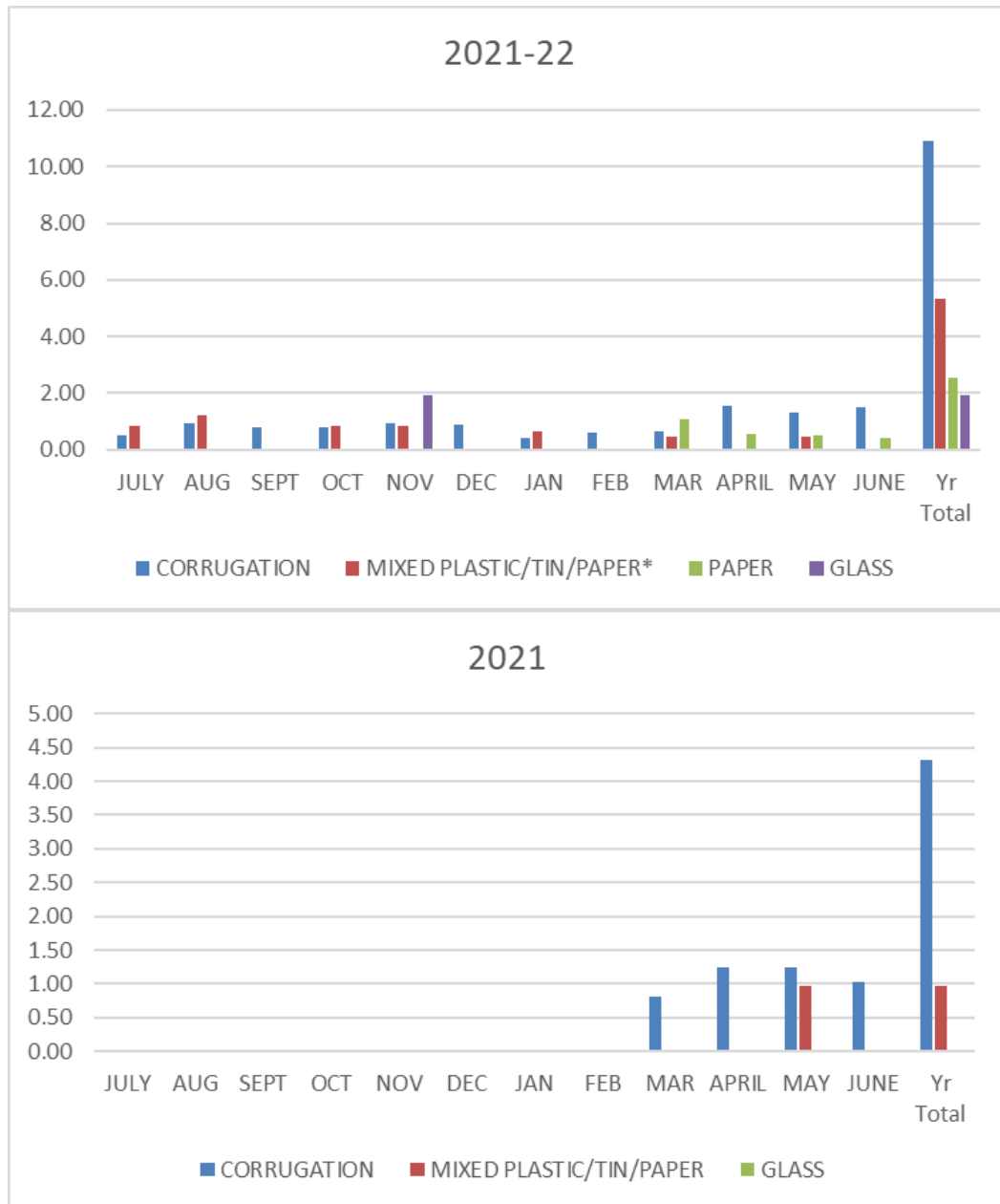
The commission started accepting recycling at the Landfill in March of 2021. From March to June 2021, 4 tons of recycling was diverted from the landfill, averaging 1.33 tons a month. Diverted recyclable material for Fiscal Year 2022 totaled 20.74 tons. (1.73 tons per month average) This showed a 30% increase in diverted materials after the educational materials were created and distributed which is a direct environmental impact by increasing space available at the landfill. The original target was to divert 10 tons of material from the landfill. It was quickly re-evaluated by the EMS team, and the target was increased to 20 tons a year. It is anticipated that the recycling totals will continue to increase as people are more aware of the recycling program at the landfill thanks to the multiple platforms used to inform customers. Customers have commented they are pleased to have another recycling option in Marshall County with more convenient hours.



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The Marshall County Landfill continues to move forward with finding more ways to connect with the community and promote recycling efforts.