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yes

SOLID WASTE ALTERNATIVES PROGRAM

Project Title:	Recycling Education Program
Applicant Name:	Ottumwa/Wapello County Solid Waste Commission
Street Address:	105 East Third Street
City/State/Zip:	Ottumwa, Iowa 52501
Mailing Address (if different):	
PO Box:	
City/State/Zip:	
County:	Wapello
Contact Person:	Jody Gates, Solid Waste Coordinator
Telephone Number:	(515) 683-0694
E-mail Address:	gatesj@ci.ottumwa.ia.us
Applicant Type:	
<input checked="" type="checkbox"/> Local Government <input type="checkbox"/> Private For Profit <input type="checkbox"/> Private Not For Profit	
Primary Project Type	
<input type="checkbox"/> Best Practices <input checked="" type="checkbox"/> Education <input type="checkbox"/> Market Development	
Amount of Funding Requested:	\$ 14,687.00
Amount of Applicant Match Committed:	\$ 14,908.50
Total Project Cost:	\$ 29,595.50
Facility Location:	Ottumwa/Wapello Recycling Center
Project Service Area Description:	Wapello and Davis Counties
Signature:	<i>Dale M. Uehling</i>
Title:	Chairman Ottumwa/Wapello County Solid Waste Commission
Date:	September 28, 1999

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OFFICE OF  
NATURAL RESOURCES

## FORM B

### Project Description

The Ottumwa/Wapello Solid Waste Commission has developed a program to reach residents of the planning area with current and consistent recycling and waste reduction information. As the last comprehensive plan update has shown, the waste reduction goal was not met for this planning area. Education is needed on all levels to work toward meeting the next reduction goal.

*print to*  
The first phase of this project will include a quarterly newsletter to be created by staff and distributed through the *Ottumwa Courier*. This local paper has a free, weekly, edition that will increase the saturation of the information throughout the planning area. Also included in this phase will be the commercial production. With the help of the City's Public Information Coordinator, staff will create six, 60-second commercials on a variety of recycling and waste reduction topics. These will air on Channel 16 "GoTV", the local government access channel. Staff will also offer them to the local TV stations for possible use.

*Is it consistent w/ IRA project*  
*schools/business*  
*must be general in nature or TV will not entertain*

The second phase of this project will be the development of a multi-media presentation. This presentation will be designed to be flexible enough to be used with school children and then altered slightly and used with business owners and operators. The message will be to encourage recycling. Recent waste audits show that 70% of the materials going into the landfill are from the commercial waste stream, so it is important that this audience is reached. Along with the presentation, a brochure attracting business owners and operators to recycling will also be produced. This brochure will answer the basic questions related to implementing a new recycling program.

*speaking engagements*  
The third phase of this project will focus on getting the message out through a variety of speaking engagements. Staffs from both the Recycling Center and the Landfill intend to reach school-aged children with both the multi-media presentation and the enviroscape. This should bring the information full circle to students by discussing all aspects for waste reduction and recycling. Presentations will also be made to area businesses through an assortment of channels. Weekly meetings of service organizations will be sought as possible audiences. The area Chamber of Commerce meetings will also be targeted as an audience. Finally, upon request, presentations to single businesses will also be done.

*evaluation*  
The final phase of this project will focus upon evaluating the effect of the first three phases. Staff will review the tonnage figures on a monthly basis and compare them to the previous year. Additionally, staff will do a walking survey of 12 neighborhoods in Ottumwa to gauge recycling participation and set out rates. Staff will use this survey to also assess the quality of the materials placed in the recycling bins. The information garnered in this survey will be compared to information gathered in a similar survey that was completed in August of 1999. Correlating the information in both surveys will help indicate what effect the education program has had on recycling rates. Staff will also be able to track the number of businesses that have begun a recycling program during the grant period and compare this number to

*include business award*

*rewards*  
previous commercial totals. Also included in this phase will be a rewards program to 24 households that are selected by survey-takers. Households will be selected based upon the quality of the materials in their recycling bins. An "Excellence in Recycling" award will be given. The award will include variety of gifts. Some donated by local merchants. All will have recycled content. For example, paper towels and pencils made with post consumer waste paper; welcome mats made with rubber recycled from old tires; and night-lights made from recycled steel. It is the hope of staff that this program will not only encourage good recyclers but also entice residents into buying other items made with recycled content.

*what about business recognition they account for 70% of landfilled materials*

### Project Need

The planning area has recently submitted its comprehensive plan update. During the preparation for this submittal, it was discovered that this planning area has lost the reduction it had achieved in 1996. Moreover, several recent waste audits conducted at the Ottumwa/Wapello County Landfill indicate that there is still a sizable quantity of easily recyclable items being landfilled on a daily basis. This program will target corrugated cardboard, office papers and newspaper from the commercial entities, since they are the most easily removed from the waste stream. For the residential program, this program will target all materials currently collected in area curbside programs, including plastic #1 and #2, steel and aluminum cans, container glass and the fibers outlined above.

This project will service all residents living in Wapello and Davis Counties, a population of 44,050. Currently, these residents have access to some form of recycling, either curbside or drop-off. Commercial entities have to arrange for recycling services independently.

*↳ what about municipal contracting*

All items outlined in this grant support the most recent comprehensive plan for this planning area by providing additional resources to targeted areas, like the commercial sector.

### Project Objectives and Participation

The goal for this project is to increase the amount of recyclables being collected for recycling.

The objectives for this program are:

- 1) To create and distribute a quarterly newsletter to all residences in Wapello and Davis Counties. Total distribution would be 19,500 households.
- 2) To design a series of six (6) television commercials on recycling and waste reduction topics to support currently available written materials.
- 3) To develop a brochure for businesses to encourage them to recycle
- 4) To create a multi-media presentation that can be altered for appropriate audiences, with the main focus on commercial entities and school children.
- 5) To reach 30% of school children in the planning area with the presentation.
- 6) To reach 50 commercial entities with the presentation.
- 7) To develop a reward system to encourage residents to recycle and prepare materials correctly.
- 8) To evaluate, through a survey and tonnage statistics, the percentage change in participation in the Ottumwa curbside program.

- 9) To increase overall tonnage coming into the recycling center by 10% during the grant period.

These objectives are designed to be will be obtained through a variety of ways. For example, a consultant will be hired to assist in the development of the multi-media presentation for both school-aged children as well as for commercial entities. Access to targeted audiences will be obtained through contacting the schools and business organizations. Newsletter and TV commercials will be developed with the assistance of the Public Information Coordinator for the City of Ottumwa.

Performance measures and evaluations will also be done in a variety of ways. Changes in tonnage will be gauged through the participation and set out survey and monthly tonnage figures. Readership of the newsletters and understanding of the information contained within them will be evaluated through better prepared recycling bins, better understanding of the materials taken in the recycling programs and increased participation in the recycling program. The success of the presentations to area businesses will be evaluated upon the number that begin recycling programs.

The goal for this project can be justified by the most recent comprehensive plan, which was submitted, to the IDNR in the fall of 1998. The planning area lost the waste reduction that it had achieved in 1996. Moreover, most current waste audit numbers indicate that 70% of the trash disposed of in the local landfill is generated by commercial entities and 15% of that is corrugated cardboard. On the residential side, a participation and set out rate survey was completed in mid-August 1999 and found that, on average, only 60% of Ottumwans were recycling at the curb at least once during the month. While figures do show that the amount of curbside materials has grown over the last year, staff believes that it is important to increase participation in this program. Increasing the participation in the curbside program is important because this planning area lost its overall waste reduction in the latest comprehensive plan.

All project objectives will be sustained through diligence on the part of the area solid waste staff and others involved. Many new programs have been developed recently, which should encourage area residents to recycle more items, take personal responsibility for waste items, and teach proper disposal methods for some hard-to-dispose of items, such as sharps and NiCd batteries. There is every reason to believe that recycling, especially among area businesses, will continue to grow. The additional support and information supplied to the commercial sector from this grant will make the commitment to recycling easier for business operators. Children need to continue to have access to recycling information. Children are one of the easiest populations to educate about recycling and waste reduction issues. These two things will remain consistent. Staff will continue to provide information and services to sectors of the population beyond the grant period.

There are many deliverables contained with in this grant request. Tangible ones would include the six TV commercials; the commercial recycling brochure, the flexible presentation(s), the quarterly newsletters and the survey results from the walking survey. The non-tangible deliverable would include: increased recycling rate, an increase in the amount of recyclables being collected and behavioral changes in residents, school-aged children and area business owners and their employees.

All staff involved in this project has done similar activities before. The Recycling Coordinator has many years of experience in developing newsletter, brochures and giving presentations. Along with the Public Information Coordinator, a vast amount of knowledge about recycling, public service announcements and television production will ensure the success of the TV commercials. Landfill staff has had much experience working with the public and talking to others about landfills. In total, the staff assembled to work on this project is very knowledgeable and willing to carry out the activities in the grant request.

## **Project Impact**

The materials to be diverted from the landfill will include all materials currently taken in the area curbside recycling programs. This includes newspaper, catalogues, magazines, phone books, office-type paper, box board, corrugated cardboard, steel and aluminum cans, glass food containers and plastic #1 and #2. Staff anticipates a greater increase in corrugated cardboard due to the focus on commercial entities. To obtain the goal of a 10% increase in the monthly tonnage, recyclables will have to increase by more than 25 tons per month.

The costs per ton for the materials diverted during the first year are estimated to be \$115.00/ton. Of course, behavioral changes cannot always be measured in monetary units. Staff expects that continued reinforcement of the message will continue to affect the recycling totals. In five years the expected cost per ton would be \$14.20 per ton. The ten-year cost would be similar based upon increase in staff costs.

The targeted population will include all residents of Davis and Wapello Counties, with special emphasis placed on commercial entities and school children. It is the design of the project that residents will have a greater understanding of area recycling programs and have access to more current information about waste reduction and recycling. It is also hoped that through this greater understanding will come a willingness to recycle and thus more recyclables. Another desired result would be that more businesses would institute recycling programs in the workplace. This too, will help to reinforce the message to all residents.

The anticipated reduction in toxicity will come from the awareness, primarily from the enviroscape landfill unit. Staff will education audience members about a working landfill, leachate and the effects of toxic or hazardous waste being disposed of in the landfill. It is also anticipated that through the general education program, residents will receive information about proper disposal of household hazardous materials.

The materials targeted in this project are all materials that are currently being collected and processed at the Recycling Center. No new markets will be developed; however, the relationships with markets that are currently being used will be strengthen due to the increase in materials.

This project is totally replicable. Any community in Iowa could pattern a rewards program after this one. Interested parties would be welcome to use the TV commercials produced in accordance with this grant. Other recycling coordinators could use the multi-media presentation developed for this grant. Currently, other communities are using the enviroscape system with good results.

## FORM C

### PROJECT TIMETABLE

#### SOLID WASTE ALTERNATIVES PROGRAM

Applicant Name: Ottumwa/Wapello Solid Waste Commission  
Program Beginning Date: October 1, 1999  
Program Ending Date: September 30, 2000

This timetable should account for planning and if applicable, construction phases for the project as well as the first year of project implementation.

Task or Activity	Beginning Date For Each Task	Ending Date For Each Task	Group/Person Responsible
Receive Grant	10/1/99		
Prepare Bid for Projector	10/4/99	10/8/99	Recycling Coordinator
Prepare 1st Newsletter	10/15/99	11/1/99	Recycling Coordinator
Begin commercial Production	11/15/99	ongoing	PIC & RC
Begin airing 1st commercial	12/15/99	ongoing	Public Info Coordinator
Begin development of presentation	12/15/99	2/15/00	Recycling Coordinator
Begin creation of commercial recycling brochure	1/1/00	3/1/00	Recycling Coordinator
Create & distribute 2nd newsletter	2/1/00	2/15/00	Recycling Center Staff
Give presentations to various audiences	3/1/99	ongoing	Solid Waste Staff/PIC
Create & distribute 3rd newsletter	5/1/00	5/15/00	Recycling Center Staff
Conduct curbside survey	6/1/00	8/15/00	Recycling Center Staff
Present rewards to recyclers	7/1/00	8/15/99	Recycling Center Staff
Prepare reports to the DNR as required	1/1/00	10/1/00	Recycling Center Staff

**FORM D****BUDGET**

<b>Item/Quantity</b>	<b>DNR Request</b>	<b>Local Share</b>	<b>Total Cost</b>
Projector	\$4725.00	\$1575.00	\$6300.00
Laptop Computer	-0-	2400.00	2400.00
Educational program/ Consultant	3750.00	1250.00	5000.00
Enviroscape - landfill	738.00	246.00	984.00
Newsletter (3)	5474.00	1826.00	7300.00
Printing/educational	-0-	500.00	500.00
Staff			
Recycling Coordinator 100 hrs. @ \$ 19.50	-0-	1950.00*	1950.00
Public Info Coordinator 50 hrs. @ \$ 15.93	-0-	796.50*	796.50
Survey staff 100hr @\$ 6.90	-0-	690.00 *	690.00
Recycling Center Staff 50hrs. @ \$11.75	-0-	587.50*	587.50
Landfill Staff 50hrs. @ \$11.75	-0-	587.50*	587.50
Office Supplies, reward items & Misc.	-0-	2,500.00*	2500.00
<b>TOTAL</b>	<b>\$14687.00</b>	<b>\$14908.50</b>	<b>\$29595.50</b>

\* Denotes items that are existing local match.

# FORM E

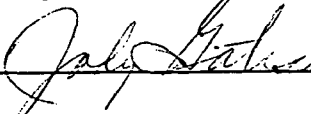
## Responsible Agency Review and Comment Form

### SOLID WASTE ALTERNATIVES PROGRAM

Applicant Name: Ottumwa/Wapello County Solid Waste Commission

Date Application Received: September 15, 1999

Responsible Agency Name: Ottumwa/Wapello County Solid Waste Commission

Signature: \_\_\_\_\_

Title: Solid Waste Coordinator

Date: September 15, 1999

1. Is the proposed project consistent with the solid waste comprehensive plan or subsequent plan? Please elaborate.

Yes. The projects listed employ education and the use of a variety of media to continue the message of reducing and recycling in the planning area.

2. Is the Agency aware of competitors for the targeted solid waste materials identified in this application? If yes, will the proposed project adversely affect the operations of the competing entity and how?

No.

3. Is all or a portion of the targeted solid waste materials currently landfilled? If not, please elaborate.

Yes.



4. Can the project, as proposed, be considered to have a regional impact on the targeted solid waste stream? If not, is there the potential for it to be expanded to have a regional impact and how?

Yes

5. Are the landfill diversion figures proposed in the application consistent with the solid waste comprehensive plan figures? If not, how are they inconsistent?

Yes.

6. In the Agency's opinion, does the applicant's project staff have the experience and knowledge to successfully implement the proposed project? Please elaborate.

The Recycling Coordinator and Public Information Coordinator have many years of experience in their respective fields

7. Does the responsible agency feel the project is viable as proposed, given current and projected populations, the available solid waste stream and proposed landfill diversion activities? Please elaborate.

Yes.

8. Other Comments: