

Solid Waste Alternatives Grant Final Report  
Contract Number 00-G550-13  
January 4, 2001

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The Ottumwa/Wapello County Solid Waste Commission staff has completed all the major components of this grant.

All of the newsletters were completed. Staff feels like these had a very positive effect. Many citizens called with questions in regards to the newsletters and many people made positive comments about them.

The Public Information Coordinator completed the six commercials and they ran on Ottumwa's Government Access Channel, GOTV. Also FOX (our local cable channel) indicated they would run them. The ABC affiliate, KTVO, has been extremely hard to catch up with but we're still working on it.

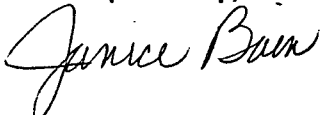
The bin surveys were conducted in the spring and fall. We saw a one percent increase in the curbside recycling participation rate in the fall and staff feels like there was definitely a reduction in non-recyclable items in the bins in the fall. We believe this may be due to an intensive educational campaign, via GO-TV and flyers regarding what items should go into the recycling bins. At the end of the first survey, the Excellence in Recycling Awards were given out during an Open House held at the Ottumwa/Wapello Recycling Center. Staff heard many good comments from the award recipients.

The Business Brochure was developed and mailed out to over 450 businesses. As a result seven new businesses signed up for the small-business recycling program. Recycling Center staff continues to get inquiries about this program and is considering developing another mailing.

The PowerPoint presentations are being shown to civic groups, business people and others, upon request. We have informed the Ottumwa Community School District Schools of the availability of the presentations and that they may request to have them shown any time. Additionally the Landfill has been doing their Enviroscope presentation to area schools. Enclosed are pictures from one of their tours for your records.

If you have any questions or need further information, please do not hesitate to call me at 641-683-0685. Thank you so much for all your assistance during this grant.

Respectfully,



Janice Bain, Recycling Coordinator

# SOLID WASTE ALTERNATIVES GRANT

Contract Number 00-G550-13

Milestones for January 15, 2000



2415 Emma Street  
Ottumwa, Iowa 52501

(515) 683-0685

- 1) Outline of the newsletter layout. See attached. Staff anticipates subsequent newsletters to use the same layout.
- 2) Outline subject matter for commercials:
  - a. Buy-Recycled
  - b. Encouraging Businesses to Recycle
  - c. Getting your materials out to the curb on time
  - d. Bulky item collection
  - e. Encouraging people to recycle
  - f. HHM education

The commercials will be run 10-20 times daily, 7 days each week, 24 hours a day.

- 3) Strategies to get commercials on network TV. I have spoken to all of the local TV stations and the cable company. While it is inexpensive to advertise on the local cable, this cable station does not reach into Davis County. Fox does reach into Davis County and is reasonably priced, but the target age for this station is young. Not that that isn't one of our targeted age groups – but we have mostly older people in Davis County. The ABC affiliate, KTVB, is extremely expensive and is unwilling to work with me to give us any PSA free of charge. At this point, it is my recommendation to purchase some ad time on the cable channel to see what impact TV commercials have on our overall educational effectiveness.
- 4) Submit draft copy of the business brochure, see attached.
- 5) The Excellence in Recycling award is given yearly. The winners are chosen through a combination of feedback from both the recycling collectors and the staff that we have conducting setout rate and participation rate surveys. Criteria used to judge the bins include frequency of setout, proper packing of the bin and the overall cleanliness of the materials in the bin. The award includes a variety of items made with recycled content and a note encouraging the recipients to continue to buy-recycled. Staff tries to get a product made with each item collected at the curb, (see attached list from last year). Donations are solicited from local merchants by asking for their participation and offering to publicize their donations. Additionally, staff contacts some of the recycling trade associations for donations as well. Staff has been very successful getting materials donated.

\*Phone Conversation: Will get brochure + newsletter printed at Women owned business no need to inquire about Permit.



To: Jody Gates, Solid Waste Coordinator  
From: Mary Kirk, Gatekeeper  
Date: November 10, 2000  
Re: Results of Bin Survey

The following is an approximate count of households and participants in the recycling program. I have them broken down by weekdays and neighborhoods.

**1<sup>st</sup> Monday, Southside-Chester, Hamilton, Ferry area:** 329 households-215 participants or 65%.

**1<sup>st</sup> Monday, North side-Market, Green, North Court area:** 252 households-124 participants or 49%.

**1<sup>st</sup> Wednesday, Southside-Swanson, Wildwood, Albia Road area:** 299 households-183 participants or 61%.

**1<sup>st</sup> Wednesday, North side-Locust, N. Fellows, Hackberry area:** 199 households-112 participants or 56%.

**1<sup>st</sup> Friday, Southside- S. Ward, S. Davis, S. Sheridan area:** 271 households-126 participants or 46%.

**1<sup>st</sup> Friday, North side- W. Second, Clay, Sheffield area:** 181 households-87 participants or 48%.

**2<sup>nd</sup> Monday, Southside- N. Sheridan, E. Williams, Clinton area:** 303 households-167 participants or 55%.

**2<sup>nd</sup> Monday, North side- Kenwood, Clearview, Elmdale area:** 226 households-152 participants or 67%.

**2<sup>nd</sup> Wednesday, Southside- Willard, Schuyler, Ward area:** 585 households-382 participants or 65%.

**2<sup>nd</sup> Wednesday, North side- N. Wapello, Oakwood, Alta Vista, Golf area:** 371 households-290 participants or 78%.

**2<sup>nd</sup> Friday, Southside- W. Mary, Lynwood, Appanoose area:** 401 households-279 participants or 69%.

**2<sup>nd</sup> Friday, North side- Center, Elm, Brentwood area:** 337 households-204 participants or 60%.

**3,754 total households with 2,321 participants or 61%**

THANK YOU!!!

Your presentation to our  
Enrollees is truly appreciated.

I know the two men who train with you were "proud as punch" to be part of your team,  
and sharing the facts and styles of agencies is important for providing real service to the  
Enrollees.

I did find your notes, and thought you would want to have them back, so I have them  
enclosed.

Have a good day.

Sincerely,



Karen Lentsch  
December 7, 2000



Ottumwa/Wapello  
Recycling Center  
2415 Emma St.  
Ottumwa, IA

The Ottumwa/Wapello Recycling Center will be having a paint-bulking day on Saturday, October 21st for Wapello and Davis County residents. This is a one time only event. You must call the Recycling Center to make an appointment for this event. You can do that between October 9th-20th from 8 a.m.-4 p.m. Call 641-683-0699. If you are not able to make it at this time or have paint at a later time, paint may be dried with cat litter, oil dry or sand and disposed of in regular trash to go to the Landfill. Call the Recycling Center for more information at 641-683-0685.



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*The Ottumwa/Wapello  
Recycling Center*

# **PAINT BULKING EVENT**

## **OCTOBER 21 8 AM - NOON**

On this day we will be accepting Latex paint only, for disposal for citizens of Wapello and Davis Counties.

**This will be by appointment only,  
so call 641-683-0699 between  
8:00 am and 4:00 pm from**

October 9 through October 20 for your appointment.

### **THE DISPOSAL IS FREE**

so gather up all your old unusable latex paint & call us.



For more information on  
drying out old paint or for  
a paint brochure call the  
**RECYCLING CENTER**

at

**641-683-0685**



# Ottumwa/Wapello Recycling Center Survey Results

*Done at paint-bulking  
event*

- 1.) You are a resident of
  - a) Wapello County -17
  - b) Davis County-1
- 2.) Do you recycle?
  - a) yes-18
  - b) no-0
- 3.) Where do you get most of your information about recycling?
  - a) recycling handbook-3
  - b) asking friends-1
  - c) Government Ottumwa TV-2
  - d) newspaper-6
  - e) city-wide newsletter-8
  - f) radio-2
  - g) other-2
- 4.) Which of these Ottumwa/Wapello Recycling programs are you aware?
  - a) sharps-1
  - b) Ni-Cd battery-3
  - c) paint exchange-16
  - d) small business recycling-4
  - d) used oil/antifreeze-11
- 5.) Which of these Ottumwa/Wapello Recycling programs have you participated?
  - a) sharps-0
  - b) Ni-Cd battery-3
  - c) paint exchange-13
  - d) toxic clean-up-8
  - e) used oil/antifreeze-7
  - f) drop-off program-7
  - g) small business recycling-3
  - h) tire amnesty day-6
  - i) parks recycling program-1

*These are the results of the survey we did at our Paint Bulking Event.*

## **Paint Clings, Stickers, Flyers & Lids**

Ace Hardware  
Iowa Paint  
K-Mart  
O'Hara Hardware  
Proctor's Paint  
Sherwin Williams  
Sutherlands  
Landfill

## **Paint Bulking Advertising**

Hy-Vee (South)  
Ottumwa Laundromat  
Clean Shot Laundry  
Busy Bee Laundry  
Casey's (Westend)