

**Case: 00-G550-13**

Contractor: Ottumwa/Wapello County Solid Waste Commission

Areas served: Wapello and Davis counties

Contact: Jody Gates

DNR Award Amount: \$14,687.00

Organizational Match: \$14,908.00

Total Project Cost: \$29,595.00

Term of contract: 12/01/99 – 02/15/01

*Goal:* The applicant seeks to develop an educational campaign to increase recycling and meet reduction goals. The project will produce a quarterly newsletter, six television commercials, a brochure, and a multimedia presentation. The project will also develop a reward system to encourage recycling and an evaluation system to measure the program's affects. The contract had a de-obligated balance of \$2680.91.

*Equipment Purchased:*

- Projector
- Enviroscope – landfill model
- Microphones
- Recycling bins

*Budget Summary:*

	DNR Grant	Actual Expenses
Equipment	\$5,463.00	\$5,369.21
Educational program/consultant	\$3,750.00	\$1,875.00
Newsletter	\$5,474.00	\$4,761.88
Total Paid:	\$14,687.00	<u>\$12,006.09</u>

*Project Results:*

- ◆ The education project was successful and generated concerns and questions from many residents. All newsletters were completed. The Public Information Coordinator completed six commercials, which ran on Ottumwa's Government Access Channel, GOTV.
- ◆ Bin surveys showed a reduction of non-recyclable items in the bins. The Contractor gave out Excellence in Recycling Awards after the first surveys.
- ◆ Seven new businesses signed up for the small-business recycling program after receiving the recycling brochures via mail.
- ◆ PowerPoint presentations are being shown to civic groups, business people, and others upon request. The Landfill is doing Enviroscope presentations at area schools.

*Future expectations:* The Recycling Center staff continues to get inquiries about the programs and is considering developing another mailing.

*Additional information:* Pictorial history, newsletters, and other materials are available. Please contact Jennifer Reutzel, Iowa DNR, for more information. E-mail:

[[jennifer.reutzel@dnr.iowa.gov](mailto:jennifer.reutzel@dnr.iowa.gov)]