

An update for Wisconsin Governments and Recyclers

DNR / BUREAU OF WASTE AND MATERIALS MANAGEMENT



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Editor's Note

The New Year is upon us, and people across the state are talking resolutions. Here at *Recycling News*, we're taking steps to improve our newsletter and give you the information that will help you reach out to your customers, call attention to the great projects you're working on and keep you informed on changing laws and issues. Thanks to all of you who responded to the survey in last summer's newsletter. With your responses in hand, I'd like to tell you about some of the changes you'll see around here.

First, we have a new look that we hope you'll like and be proud to share with colleagues, residents and others. A full-color copy of this newsletter is available on our homepage (<http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>) for you to print or direct customers to. We are also adding a few regular sections to keep you up-to-date on what's happening in recycling at the DNR. In "What's New on the Web" look for updates on Web content. In the "Education Corner," look for updates on educational opportunities, new initiatives and products to share.

Although we will continue mailing copies of *Recycling News*, we are also working to expand our Web presence. Because the newsletter only comes out twice per year, we have added a new feature to our *Recycling News* homepage. Recycling Updates is a subscription service that will be updated with current information on new legislation, grant opportunities and important issues. Once registered, (sign up here: <http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>), you will receive e-mail updates when new information is posted.

We are also hoping to expand our coverage of successful recycling efforts, especially in smaller communities across the state. In sharing our success stories with each other, it is my hope that this newsletter serves as a place to motivate and inspire one another to start new efforts in our own communities. If you know of a successful recycling effort or interesting project in your area, I would love to hear about it. You may reach me at kathleen.kiefaber@wi.gov or (608) 267-2463.

— Kathleen Kiefaber, Recycling News Editor



Wisconsin's new electronics recycling law ensures the proper collection and disposal of end-of-life electronics.

(See page 3)

Message from the Program Coordinator

— Cynthia Moore, DNR

Changes in the DNR affecting the Recycling Program

There have been a number of changes among DNR staff working with our recycling program. Please welcome these folks in their new positions.

■ **Ann Coakley**, the waste and materials program manager for the Northern Region, is filling in as director of the Waste and Materials Management Program.

■ **Kate Cooper**, longtime DNR employee with close ties to the recycling program since its infancy, has replaced Gene Mitchell as section chief for Recycling and Solid Waste.

■ **Mary Rose Teves**, section chief for Grants, is the acting director for the Bureau of Community Financial Assistance.

■ **Dan Fields, Tessa Jilot, Kathleen Kiefaber** and **Elisabeth Olson** transferred to the Waste and Materials Management Program from the Bureau of Education and Information. We are thrilled to have them in our program.

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Changes in DNR

(Continued from page 1)

The recycling program has also lost three staff members to retirement. We thank them for their years of service, and the knowledge and commitment they brought to their jobs. We wish them the best in their new life adventures.

■ **Paul Wiegner**, recycling specialist in the West Central Region, has worked in the recycling program since it started in the early 1990s. He will retire in early 2010. For questions on recycling or composting in the West Central Region contact Mike Wenholz, (715) 839-3750 or michael.wenholz@wisconsin.gov.

■ **Gene Mitchell**, former section chief for Recycling and Solid Waste, retired on September 4, only a few hours apart from his wife's retirement. Kate Cooper has assumed Gene's former role and can be reached at (608) 267-3133 or catherinee.cooper@wisconsin.gov.

■ **Randy Case**, community mercury reduction coordinator for the Bureau of Cooperative Environmental Assistance, retired in December 2009 after over 35 years with the DNR. For questions on Community Mercury Reduction Programs in northern or western Wisconsin, please contact Mark Harings, mark.harings@wisconsin.gov. For questions in eastern or southern Wisconsin, please contact Chuck Schuler, charles.schuler@wisconsin.gov.



Recycling News

Editor: KATHLEEN KIEFABER

Department of Natural Resources, EI/2

P.O. Box 7921

Madison, WI 53707-7921

(608) 267-2463

kathleen.kiefaber@wisconsin.gov

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This publication is available in alternative format (large print, Braille, audiotope etc.) upon request. Please call 608/266-2111 for more information.

Articles and descriptions of programs/ activities by non-DNR staff included in this newsletter are for informational purposes only and should not be construed as DNR endorsements of other organizations' opinions or programs.

For further information on any information in the newsletter, contact Cynthia Moore at Cynthia.Moore@Wisconsin.gov or by phone 608/267-7550.

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GRANTS

Update on 2010 Basic Recycling Grants to Responsible Units

— Sandy Chancellor, DNR

The final application deadline for the 2010 Basic Recycling Grant to Responsible Units (RUs) was October 30, 2009. We thank all RU staff who completed the application online using the new electronic reporting system. Of the 1,025 applications received, 947 were submitted electronically. Although we accepted paper applications this year, we ask that future applications be submitted online. We are available to assist any RU that needs help with the electronic filing process.

The DNR is in the process of determining total available funds for the 2010 Basic Recycling Grant to Responsible Units. An update to this information will be published in a future *Recycling News* and will also be posted on our Web site at:

■ <http://dnr.wi.gov/org/caer/cfa/grants/Recycle/recycle.html>.

Once that amount is finalized, grant awards will be determined by a calculation process set in Wisconsin Statutes that determines each RU's grant award based on the percentage received in 1999. We then apply that same percentage to the total available funding for grant year 2010, not to exceed an RU's projected net eligible costs for the year. Successful applicants can expect an award letter in April 2010 and the grant check by late May 2010.

If you are one of the RUs that did not apply online, we recommend you take a moment now to register so you are ready when it's time to complete the online report. This will allow immediate access to the 2009 Recycling Accomplishments and Actual Costs Annual Report that will be available at the end of February 2010. Instructions to complete the registration process are available here:

■ http://dnr.wi.gov/org/caer/cfa/grants/Forms/recycle_reg_instruct.pdf.

**For questions about recycling grants, contact:
Sandy Chancellor, Recycling Grants Manager
(608) 264-9207 or sandra.chancellor@wisconsin.gov**

RU Annual Reports, Grant Applications, MRF Self-Certification

— Sarah Murray, DNR

The DNR has successfully completed its first reporting cycle with the new online form for the Responsible Unit Accomplishments and Actual Costs Annual Report and recycling grant applications. Thank you to everyone who submitted your reports online for your patience in learning how to use the new system, and your understanding as we resolve remaining issues. Nearly 850 RUs completed their 2008 annual reports online, and almost 950 submitted their 2010 grant applications online.

The 2009 Recycling Accomplishments and Actual Costs Annual Report will look very similar to the 2008 form, and should be available by the end of February 2010. The deadline for submitting the form will be April 30, 2010.

We are currently reviewing 2008 annual report data and hope to be able to report results by early January. You can find information on recycling totals for previous years at:

■ <http://dnr.wi.gov/org/aw/wm/recycle/recycleldfrept/index.html>

The materials recovery facility (MRF) self-certification form was sent out this fall as a paper or fillable PDF form. We will also be using this format for the 2009 MRF self-certification form, due March 30, 2010. Look for information on the 2009 form by early February. We plan to move to an online self-certification form as soon as our resources allow for the programming work.

LEGISLATIVE UPDATE

— Dan Fields, DNR

■ Electronics

2009 Wisconsin Act 50 establishes a collection and recycling system for certain consumer electronic devices discarded by households and K-12 public schools, and bans landfilling or incineration of these devices in Wisconsin. Devices covered under the law include printers, computers, televisions and more.

For information on Wisconsin's electronics recycling law, see the article at the right.

■ Mercury

2009 Wisconsin Act 44 prohibits the sale of certain mercury-containing products including manometers, thermostats, other instruments and switches, and household items such as toys, clothing and cosmetics.



■ Safe burning

2009 Assembly Bill 114 and 2009 Senate Bill 119 would create penalties for illegal open burning and illegal storage or disposal of waste tires. AB 114 passed in committee in March 2009. The senate committee held a hearing in early October.

■ Used oil filters and absorbents

2009 Assembly Bill 258 would prohibit the disposal of used oil filters and absorbents in Wisconsin landfills and institute a penalty for violations. The bill has passed the assembly and senate and is awaiting signature from Governor Doyle.

■ Landfilling of invasive plants

2009 Senate Bill 123 was signed into law as 2009 Wisconsin Act 55. The law makes clear that landfilling of invasive plants is allowable. This ends the confusion between the ban on landfilling yard waste and the allowable disposal of invasive plants.



Governor Doyle signs Wisconsin's electronics recycling law, making Wisconsin the 20th state to pass legislation to manage end-of-life electronics.

Wisconsin's Electronic Recycling Law

— Cynthia Moore, DNR

On October 23, 2009, Governor Doyle signed a landmark bill into law, making Wisconsin the 20th state to pass legislation to ensure the proper collection and disposal of end-of-life electronics. Wisconsin's new electronics recycling law establishes a collection and recycling system for certain electronic devices discarded by households and K-12 public schools, and bans landfilling or incineration of these devices in Wisconsin. Once fully implemented, the law will provide Wisconsinites with convenient recycling locations across the state, reduce pollution from improper disposal of electronics and encourage an expansion of the recycling industry within Wisconsin.

The law is based on a product stewardship approach, which assigns primary responsibility for collection and recycling of products to the manufacturer. Under the law, manufacturers of covered electronic devices (CEDs)—including computers, televisions, printers and certain video display devices—will be responsible for financing and ensuring the recycling of these and other electronic devices within the state.

The law also establishes requirements for recyclers, collectors and local governments to ensure that recycling occurs in an environmentally sound manner. Residents play a key role by participating in collection programs and keeping electronic devices out of landfills.

We are currently developing a Web page and additional outreach materials to further explain Wisconsin's electronics recycling law. Stay tuned to the DNR homepage, or register for Recycling Updates (register here: <http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>) for notification on new materials.

The Solid and Hazardous Waste Education Center (SHWEC) has released a document to help local governments understand their role in Wisconsin's electronics recycling law. That document, titled *Wisconsin's New E-Waste Law—Implications for Local Governments* can be accessed through this link:

■ http://www4.uwm.edu/shwec/publications/cabinet/recycling/Electronics%20Recycling_New%20Law1.pdf



Register Online! Want more frequent updates on grant opportunities, changing waste and recycling policy and current issues? Sign up for Recycling Updates, a new feature on our *Recycling News* homepage. Registration is easy, and once you're signed up, you'll get e-mail updates on changing policy, new grant opportunities, recycling events and more. You may also register for *Recycling News* online and receive an electronic copy of *Recycling News* each time a new newsletter is released. To sign up for either Recycling Updates or *Recycling News* online, see:

■ <http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>

New Initiatives in “Reduce, Reuse and Recycle” Around the State

— Cynthia Moore, DNR



Construction waste recycling is ensured through a new Madison city ordinance.

“Reduce, Reuse and Recycle” has taken on new meaning in the wake of tightened budgets across Wisconsin. Residents have reduced the amount they throw away and local governments are looking at recycling and reuse as a means to lower waste collection costs, extend the life of local landfills and earn revenue through the sale of recyclable commodities.

Learning from others is a powerful tool; we've compiled information from around the state on new recycling initiatives. This list is not complete, but we hope it will give you some ideas on projects that could be started within your communities.

■ **City of Milwaukee** has aggressively bolstered its recycling outreach, mailing its fall recycling newsletter to 190,000 households and distributing it to libraries and other public areas. The newsletter urges residents to “reduce, reuse and recycle for good” to help control city waste collection costs. The newsletter is available on the Milwaukee Recycles Web site: <http://www.milwaukeecycles.com>.

■ **City of Madison** adopted a new city ordinance requiring recycling on all new construction projects, all new remodeling projects over \$20,000 and all new roofing projects involving tear off shingles. This ordinance is in addition to the existing recycling requirement for demolition projects. Madison also adopted an ordinance requiring recycling of clean plastic bags at centrally located bag recycling bins. For more information on either of these initiatives, contact George Dreckman, (608) 267-2626 or gdreckmann@ci.madison.wi.us.

■ **St. Croix and Dunn counties** are drafting new recycling ordinances that harmonize key aspects of their programs to simplify recycling across county lines. St. Croix's draft ordinance, currently under legal review, addresses specifics such as open burning, composting, reporting by haulers, and recycling requirements in public spaces and businesses. For more information, contact Jennifer Havens, (715) 386-4675 or jenniferha@co.saint-croix.wi.us.

Wisconsin Recycling Markets Directory

— Joe Van Rossum, UW-Extension

The Solid and Hazardous Waste Education Center (SHWEC) is pleased to announce that the Wisconsin Recycling Markets Directory is again available for use. Through a partnership with the Wisconsin DNR, SHWEC has been able to re-launch this important waste management tool.

The Markets Directory provides a searchable database of businesses that provide recycling services. Users may search by material—including batteries, plastics, paper, electronics and many others—and sub categories of materials (for example, different types of batteries). Once a material is entered, users are provided with a list of businesses across the state that recycle that material. A mapping function allows users to see where businesses are located, and contact information is provided for each listing. Two new Web site functions allow businesses to update their information and visitors to suggest recyclers that may not be listed in the directory.

The Wisconsin Recycling Markets Directory can be found at:

www4.uwm.edu/shwec/wrmd/search.cfm

If you have questions about the directory, please contact Joe Van Rossum, SHWEC Recycling Specialist, (608) 262-0936 or vanrossum@epd.engr.wisc.edu.

Recycle More Wisconsin Web Site Expands Its Reach

— Karen Fiedler, Waukesha County



Recycle More Wisconsin, a Web site created as part of a campaign to increase recycling in Wisconsin, will expand with the merger of the Wisconsin Be SMART Coalition and Associated Recyclers of Wisconsin (see page 6). The site, www.recyclemorewisconsin.org, intends to provide a one-stop information resource for residents on what can be recycled in their communities, how to set out materials and what happens to recyclables after collection.

Based on survey research conducted by Be SMART, many residents who consider themselves “regular” recyclers want more

information about what to recycle and the positive economic and environmental impacts of recycling. Recycle More Wisconsin will provide this information, and more. Smaller communities that don't have staff to promote their program or develop their own Web site will also be able to list key recycling information on this site.

For information on how to participate in the Recycle More Wisconsin Web site, contact AROW Executive Director Toral Jha, (608) 243-8643 or execdirector@arow-online.org.



Paul and Judy Allen of Jackson Township place the first items in the Practical Cents trailer.



Items donated to Practical Cents Trailer are used to help families in need.

Practical Cents Reuse Project

— Kathleen Kiefaber, DNR

In these tight economic times, it is easy to think that we have to give up on giving back. But a slow economy means that waste reduction and reuse are more important than ever. Giving longer life to the things we already own saves landfill space and money. Some RUs are taking this message of reuse to heart and finding creative ways to cut down on trash and help their communities.

In Adams County, a new program called Practical Cents is reducing the number of reusable items that enter the landfill, while also helping Adams County residents who may need a little assistance. The program, run by the Adams County Landfill & Recycling Center, collects gently used household items to be restored and resold through the Practical Cents Resale Store. The store offers jobs to low-income and disabled people and merchandise assists low-income families who may not be able to afford retail prices. Some items are also donated to families affected by disaster like fires, tornadoes and floods.

To participate in the Practical Cents program, customers merely separate reusable items from the rest of their “trash” and place donations in the trailer on-site of the landfill. Accepted items include toys, household tools, furniture, kitchenware, antiques, working small appliances, clean mattresses and box springs, clothing, and baby furniture and accessories. Staff sort and refurbish items as necessary and pass them on to the Practical Cents Resale Store.

For more information on the Practical Cents program, contact Myrna Diemart, (608) 339-9178 or diemertm@co.adams.wi.us.

Minnesota Considers Beverage Container Deposits

— Brad Wolbert, DNR

Will Wisconsin's neighbor to the west become the 12th state to embrace deposits on bottles and cans to ensure they are returned for recycling? It's possible; state legislators in Minnesota have indicated that they will re-introduce a bill next session that would place a ten-cent deposit on beverage containers.

The “Minnesota Recycling Refund Act,” which did not come to a floor vote before the end of the previous legislative session, would have covered almost all beverages sold in containers up to one gallon in size. It would have allowed redemptions both at retail beverage outlets and at redemption centers. Half of the unclaimed deposits would have been remitted to counties for solid waste management activities; the other half would have bolstered the state's Environmental Fund.

Container recycling rates in the 11 “bottle bill” states are substantially higher than in other states. In addition to ensuring higher

recovery of energy-rich resources like aluminum and plastic, bottle bills reduce litter. Consumers that redeem their containers receive their deposit back; those that don't effectively pay a tax for not recycling. Unredeemed deposits fund a variety of environmental, recycling and other public programs in the bottle bill states. Several bottle bill states have recently expanded their programs—a testament to the success and acceptance of container deposits in places where they've been tried.

The authors of the Minnesota bill have indicated their desire to ensure that a beverage container deposit system complements, rather than competes with, curbside recycling programs. A bottle bill would benefit curbside recycling by removing much of the glass that has to be handled, in the process reducing the weight of collected recyclables and lowering paper contamination. Curbside programs could also opt to redeem the beverage containers

they do collect, using the revenue from container deposits to compensate for the loss of material.

For more information, contact Peder Sandhei, Minnesota Pollution Control Agency, (651) 757-2688 or Peder.Sandhei@state.mn.us.



Unredeemed bottle deposits fund a variety of environmental and recycling programs.

Can Going Smaller Work?

PLANS FOR MARATHON COUNTY'S BLUEBIRD RIDGE RECYCLING AND DISPOSAL FACILITY

— Meleesa Johnson, Marathon County Solid Waste Department

With every person in Wisconsin producing six-plus pounds of waste per day, having available landfill space is critical. But building larger and larger landfills only perpetuates the status quo of our “throw away” society. The Marathon County Solid Waste Management Board wants to change all that.

As Marathon County prepares to build the landfill that is part of the Bluebird Ridge Recycling and Disposal Facility, it is looking to build smaller, rather than bigger. A once 70-acre footprint has been scaled back to just under 30 acres. In the solid waste industry this may seem somewhat against the age-old business model of “bigger means greater economies of scale and greater profits.” With an eye to other methods of generating income, Marathon County hopes to set a trend that will lead to greater diversion of waste materials into other, better uses and fewer materials entering the landfill.

Key to this strategy will be the development of business plans for various recycling and reuse programs. Staging and processing areas for construction and demolition

materials, yard materials and tree stumps/large limbs will be sited along the roadway to the active fill area. Users of the new facility will be able to systematically off-load materials into the program areas and save only those items that must be landfilled for the last leg of the path. End-products of the programming, such as ground drywall, compost, mulch and saleable construction materials, will be marketed and sold to manage program costs.

In addition to on-site efforts, Marathon County will also be launching education, outreach and public relations efforts to aid its 63 responsible units (RUs) and hundreds of businesses cut back on their waste and increase their recycling. Staff and policy makers will actively advocate for initiatives such as product stewardship as Marathon County pursues a broad integrated solid waste management strategy. This strategy is “designed to minimize environmental, economic and social costs to the residents of Wisconsin...and maintain an integrated materials management system consisting of producer responsibility...effective recycling



Marathon County hopes to set a trend that will lead to fewer materials entering the landfill.

and recycling and responsible waste disposal...” (Governor’s Blue Ribbon Task Force on Waste Materials Recovery and Disposal).

For more information on Marathon County’s landfill, contact Meleesa Johnson, (715) 573-3165 or meleesa.johnson@co.marathon.wi.us.

AROW and Be SMART Merge

— Kathleen Kiefaber, DNR

Those familiar with recycling in the State of Wisconsin probably recognize AROW (Associated Recyclers of Wisconsin) and Be SMART (the Wisconsin Be SMART Coalition). Both organizations have worked to provide leadership, advocacy and education on recycling in the State of Wisconsin.

Earlier this year, the organizations decided to merge their efforts and create a unified organization under the AROW name. Given their similar missions and goals, both AROW and Be SMART agreed that establishing a unified and consistent statewide recycling and waste reduction education effort would benefit both residents and recycling professionals throughout the state. A Memorandum of Understanding between the organizations will officially transfer all aspects of Be SMART to AROW starting January 1, 2010.

In the interim, AROW has begun incorporating the Recycle More Campaign (www.recyclemorewisconsin.org), formerly a Be SMART project, into its fundraising efforts and program planning. The revised Recycle More Wisconsin site will provide Wisconsin residents with easy access to recycling program information no matter where they live, work or play. For more information on the Recycle More Wisconsin Web site, see the article on page 4.

In addition to expanding their Web presence, AROW will also expand statewide recycling education in other ways. A new Education Committee is bringing together recycling education professionals from across the state to share programming tools, resources and experiences. The committee will also advise AROW in the creation of media messages and communication plans, and assist in the creation of a central

repository for existing education and outreach materials. If you are interested in joining this committee, contact co-chairs Elisabeth Olson, (608) 264-9258 or elisabeth.olson@wisconsin.gov, or Meribeth Sullivan, (262) 896-8317 or sullivan@waukeshacounty.gov.

Both AROW and Be SMART are excited about the possibilities this merger provides, and look forward to expanding the breadth and reach of recycling education in Wisconsin. To learn more about AROW, see their Web site: <http://www.arow-online.org>.

For more information, contact AROW Executive Director Toral Jha, (608) 243-8643 or execdirector@arow-online.org, or Angie Lemar, (715) 347-5979 or angie@recyclingconnections.org.

Fitchburg Waste Sort

— Kathleen Kiefaber, DNR

On the afternoon of June 24, volunteers from the DNR, the city of Fitchburg, and staff from Pellitteri Waste Systems gathered at the Fitchburg Public Works Maintenance Facility armed with masks, gloves and safety glasses. They were there to sort through a week's worth of garbage and two week's worth of recycling collected from 40 randomly selected Fitchburg homes.

No, the volunteers weren't crazy; they were helping Fitchburg at its second waste sort. Volunteers spent an afternoon sorting through piles of bottles, cans, paper, food waste, cardboard and trash and came away with a better picture of what citizens were throwing away, what they were recycling and what they could be doing differently.

The first Fitchburg Waste Sort was completed in 1999. From that study, city officials gained a clearer understanding of their city's waste and recycling streams. When it came time to sign a new hauler contract for 2009, the city made sure to include a stipulation for a waste composition study in its request for proposals. Pellitteri Waste Systems, the company that was awarded the contract, agreed to help plan and execute such a study.

Results from the Fitchburg sort showed that, in general, residents understand what should be recycled and what should not. Because the study collected garbage and recycling from the same homes, it was able to



determine the capture rate of various recyclable materials—which recyclable materials were generally recycled, and areas where improvements could be made. In general, Fitchburg residents did a good job of recycling newspapers, catalogs, mixed paper and tin (see the table at right for full results). Results showed, however, that residents were not always recycling aluminum, corrugated cardboard, office paper and plastic #1—all of these materials frequently showed up in trash cans, not recycling bins where they belonged.

(Continued on page 8)

This table shows the most common recyclables and household wastes that were sorted as part of the 2009 Fitchburg Waste Sort. Because the study collected garbage and recycling from the same homes, it was able to determine the capture rate of recyclable materials. In other words, the sort showed what percentage of recyclables ended up in a recycling bin, and what materials were commonly thrown away.

City of Fitchburg June 2009 Waste Sort – Refuse and Recycling Streams

Material	Recycling Stream		Refuse Stream		Capture Rate
	Weight (lbs)	% by Weight	Weight (lbs)	% by Weight	
Old Corrugated Cardboard	134.5	14.39%	61.0	6.22%	69%
Newspapers	246.0	26.32%	17.0	1.73%	94%
Magazines and Catalogs	106.0	11.34%	10.5	1.07%	91%
White Office Paper	30.0	3.21%	43.0	4.38%	41%
Untamated Mixed Paper	98.0	10.49%	18.0	1.83%	84%
Plastic # 1 PETE	25.0	2.68%	18.5	1.89%	57%
Plastic # 2 HDPE	29.5	3.16%	7.0	0.71%	81%
Plastic # 3 PVC, #4 LDPE and #7 Other Resin	19.5	2.09%	4.0	0.41%	83%
Plastic # 5 Polypropylene	9.0	0.96%	1.0	0.10%	90%
Plastic # 6 Polystyrene	2.0	0.21%	0.5	0.05%	80%
Bulk Plastic (toys, furniture, etc.)	1.5	0.16%	0.0	0.00%	100%
Tin	19.5	2.09%	2.5	0.25%	89%
Aluminium	18.5	1.98%	7.0	0.71%	73%
Glass	127.0	13.59%	39.0	3.98%	77%
Food Waste	0.0	0.00%	268.5	27.37%	N/A
Construction and Demolition Materials	0.0	0.00%	2.5	0.25%	N/A
Contaminated Mixed Paper	10.0	1.07%	144.5	14.73%	N/A
Totals (including materials not listed here)	935	100.00%	981.0	100.00%	



The Fitchburg waste sort collected trash and recycling from 40 area homes. Volunteers sorted through the material.



Trash and recyclables were put into different bins to see how much of each material was collected.

Fitchburg

(Continued from page 7)

In addition to showing recycling successes and shortfalls, the Fitchburg sort also gave an indication of what new materials could be recycled in the future. Food waste, says Rick Eilertsen, Fitchburg environmental engineer, represents the largest potential area for improvement. Food waste made up about 27% of the waste stream by weight and, from Eilertsen's perspective, didn't need to be in the trash at all. Contaminated mixed paper, including compostable items like pizza boxes and soiled napkins, made up about 15% of the waste stream by weight. Eilertsen says the city is considering a pilot compost program to reduce the amount of organic and paper materials entering the landfill.

After seeing the results of the sort, Eilertsen says the city also has a much better idea of where to focus recycling education. Because recycling was only collected from households where recycling bins were set out for collection, the city knows that misplaced recyclables were not the result of apathetic residents. What, then, was causing otherwise conscientious people to toss recyclable materials? Eilertsen believes it is a matter of education, and is considering a program to put illustrated and written guidelines on every recycling bin in the city to clearly explain what can and can't be recycled.

For communities interested in conducting their own waste sort, Eilertsen recommends incorporating a provision for the sort in hauler contracts. Many waste companies have experience conducting waste sorts in other communities and can help you plan and execute your own event. Eilertsen also recommends holding the event during a cooler part of the year to cut down on smells, and notes that large facilities with good ventilation are key to a successful sort.

A full report from the Fitchburg waste sort will be available on the city's Web site:

http://www.city.fitchburg.wi.us/refuse_recycling/documents/2009WasteSortResults.pdf



A PAYT program is based on the idea that garbage should be treated like any other utility service—residents pay for the collection of garbage based on the amount they produce.

Pay-as-you-throw Programs Offer Communities a Way to Save Money and Reduce Waste

— Amanda Bidwell, DNR Summer Intern

Garbage disposal is often a service we take for granted. You put your trash can or bag on the curb and it disappears. You may notice a charge on a property tax bill, but probably don't think about how much it costs to get rid of your trash each week.

Without a clear picture of the costs of garbage, many people see no economic benefit in reducing the amount of waste they create. The most common methods of charging for refuse removal are based on property taxes, or set as a fixed fee. With both of these methods, residents are not able to see the direct benefit of diverting more of their waste to recycling, composting or reuse. As a result, many communities struggle to reduce the overall amount of waste their residents and businesses generate—and the funds to dispose of it.

Some communities—including about 500 in Wisconsin—have found a way to put waste reduction incentives in place. Pay-as-you-throw (PAYT) programs—also known as variable-rate pricing or volume-based fee—are based on the idea that garbage should be treated like any other utility service. Residents pay for the collection of garbage based on the amount they produce—either paying based on the size of cart or bin they have, by purchasing special bags for trash, or buying stickers or tags for trash bags and/or large items.

A PAYT program is not only equitable to residents, it can also promote environmental sustainability. If residents are charged to dispose of garbage, they are more likely to

invest in services such as recycling and yard waste collection. Associating a cost with each load of garbage also makes consumers think more about what they buy and what they throw away, and promotes reuse and donation of items. In many communities, revenue generated through PAYT programs have helped cover recycling collection costs or funded additional services, such as yard waste collection.

Given the current state of the economy and growing concerns for the environment, PAYT programs offer communities throughout Wisconsin the opportunity to create economically sound and sustainable solid waste programs.

The DNR is developing a webpage with more information on how PAYT works and examples of Wisconsin communities using PAYT programs. This page will be live by early 2010. Those registered for Recycling Updates (register here: <http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>) will receive an e-mail when this page is live.



Turning Tight Budgets into New Waste Reduction Opportunities*

— Cynthia Moore and Sarah Murray, DNR

No question about it: these are difficult economic times for everyone. We know low commodity prices are affecting some recycling service contracts and the state budget's increase in landfill tipping fees are squeezing some communities' waste disposal budgets.

But tight budgets can also be a trigger for better economic footing down the road. Reconsidering how solid wastes are managed could produce changes that reduce management and landfill tip fee costs and earn revenue from recovery or reuse of waste resources.

There are several well-proven approaches communities can take to reduce costs while maintaining or expanding service levels. These can often be implemented with minimal up-front costs:

- Implement a pay-as-you-throw (PAYT) system, in which households pay for trash pickup based on the amount they throw away. Such programs incentivize waste reduction and more equitably distribute disposal costs. For more information on PAYT systems, see the article on page 8.
- Negotiate contracts with haulers that share recyclable commodity revenue or add services (such as drop-off sites for additional materials). Alternately, partner with other communities to negotiate a joint contract.
- Partner with other communities to increase efficiencies in outreach and other program services.

For communities that already have cost-controlling measures in place, there are opportunities for broader initiatives taking advantage of new technologies and resources:

- Advances in technology have made diverting key parts of the municipal waste stream more feasible. There is growing state infrastructure for recycling tear-off shingles and other construction and demolition waste, and for composting or digesting food waste. These initiatives not only result in lower landfill tip fees but also offer opportunities for revenue generation and job creation.
- Look for federal and state grants or cost sharing related to climate change initiatives, energy efficiencies and use of renewable

energy sources. Waste reduction and recycling reduce greenhouse gas emissions and save energy, so changes in solid waste management programs may be eligible for these grant funds.

- On the horizon, some compost facilities may qualify to earn income through the Chicago Climate Exchange (CCX) based on the methane emissions avoided by composting instead of landfilling organic materials.

DNR staff will be working this year to provide information on these and other

opportunities to divert waste materials and put them to productive use. Among new resources, look for a new DNR Web page with information on PAYT programs in early 2010. In addition, completed responsible unit (RU) annual reports will allow RUs to compare their costs and recycled tonnages with those of other communities.

*** This article originally appeared in the Associated Recyclers of Wisconsin Summer 2009 newsletter.**

Grantsburg Recycling Program

— Bob Germer, DNR

What's black, fuzzy and made of recycled tires, cardboard, milk jugs and unused disposable diapers? Students at the Grantsburg Summer Reading Program, held at the Grantsburg Public Library, found out.

Jennifer Barton of the Northwest Regional Planning Commission and Bob Germer of the DNR Waste and Materials Management Program, talked to 30 pre-K through third-grade students this summer as part of the Grantsburg Summer Reading program. Over the course of the program, students were introduced to the concepts of reducing, reusing and recycling. Barton and Germer showed the students examples of common recyclables and talked about how and where to recycle materials in their community. They also discussed the importance of waste reduction to save

landfill space and protect the environment. The students didn't need much prodding though—most were keenly aware of what items must be recycled and how to recycle them.

After going over the basics, Barton and Germer showed students a series of products made of recycled materials, including a bird house made of compressed newsprint, gardening tools made from recycled #1 and #2 plastics, a clipboard made from a stripped computer circuit board, shingles made from recycled rubber and #2 pencils made from recycled currency.

What item caught the students' attention the most? The Déjà Shoe, a pair of black, fuzzy clogs made from rubber, recycled #1 and #2 plastics, unused diapers and a host of other recycled materials.



The Déjà Shoe and some of its component materials.

Education Corner

— Elisabeth Olson, DNR

Free Recycling Bins Available to Green & Healthy School Program Participants

A new grant program being offered through the Green & Healthy Schools Program provides eligible elementary, middle and high schools with recycling bins for their school. The grant gives schools that have successfully completed steps one and two of the Green & Healthy Schools Program up to 50 recycling bins to be used in classrooms, lunchrooms, staff lounges and hallways.

The Green & Healthy Schools Program is a partnership program between the DNR and the Department of Public Instruction (DPI) and is designed to support and encourage schools in their quest for a healthy, safe and environmentally-friendly learning environment. By participating in the program, students learn about the environmental, health and safety challenges facing our state, and are given skills to address these challenges throughout their lives.



Green & Healthy Schools Recycling bins are available to schools that have completed steps one and two of the Green & Healthy Schools Program.

For more information on the Green & Healthy School Recycling Bin Grant Program eligibility and application, see:
<http://dnr.wi.gov/org/caer/ce/greenschools/recycling.htm>

For more information on the Green & Healthy School Recycling Bin Grant Program or the Green & Healthy Schools Program, contact:
Tessa Jilot, (608) 267-7622 or tessa.jilot@wisconsin.gov

Wee Recyclers Early Childhood Education Program Now Available!



The Wee Recyclers Early Childhood Program, originally developed in 1992, has a new look and more activities! The program is designed for use with 3-5 year olds in early childhood settings, although most activities can be modified for use with other age groups.

Wee Recyclers uses fun, hands-on activities to teach children the basics of how to recycle and the importance of recycling. The program contains two components: a printed activity guide and online resources. Activities in the **Wee Recyclers Activity Guide** are simple, entertaining and require minimal preparation time. They contain teacher background information, easy to follow directions and suggestions for additional related activities.

Online materials include: Wee Crafts, stories and plays, songs, games, take-home recycling ideas, a complete glossary and a list of resources.

The entire program is available for download at:
<http://www.dnr.wi.gov/eek/teacher/weerecyclers.htm>

Printed copies of the **Wee Recyclers Activity Guide** are available for order. To get your copy, contact:
Elisabeth Olson, (608) 264-9258 or elisabeth.olson@wisconsin.gov

WHAT'S NEW ON THE WEB



Staff in the DNR's Waste and Materials Management Program have been busy updating several of our pages. See these links for new and updated information. See the online version of *Recycling News* for easy navigating:

■ <http://dnr.wi.gov/org/aw/wm/recycle/resources/newsletter.htm>

Tips for Hosting a Successful E-cycling Event:

■ <http://dnr.wi.gov/org/aw/wm/ewaste/events.htm>

Tips on how to plan and host an e-cycling event that is environmentally friendly, safe and successful.

Green Your Move:

■ <http://dnr.wi.gov/org/aw/wm/recycle/greenmoving.htm>

Tips on how to pack, move and settle in to a new home—green!

Wisconsin's Electronics Recycling Law Media Kit:

■ http://dnr.wi.gov/news/mediakits/mk_electronics_recycling.asp

Provides general information on Wisconsin's electronics recycling law, including fact sheets, an implementation timeline and an overview of the law.

Wisconsin's Waste Imports and Exports:

■ <http://dnr.wi.gov/org/aw/wm/solid/landfill/outofstate.htm>

Data on how much waste Wisconsin imports and exports, updated with 2008 numbers.

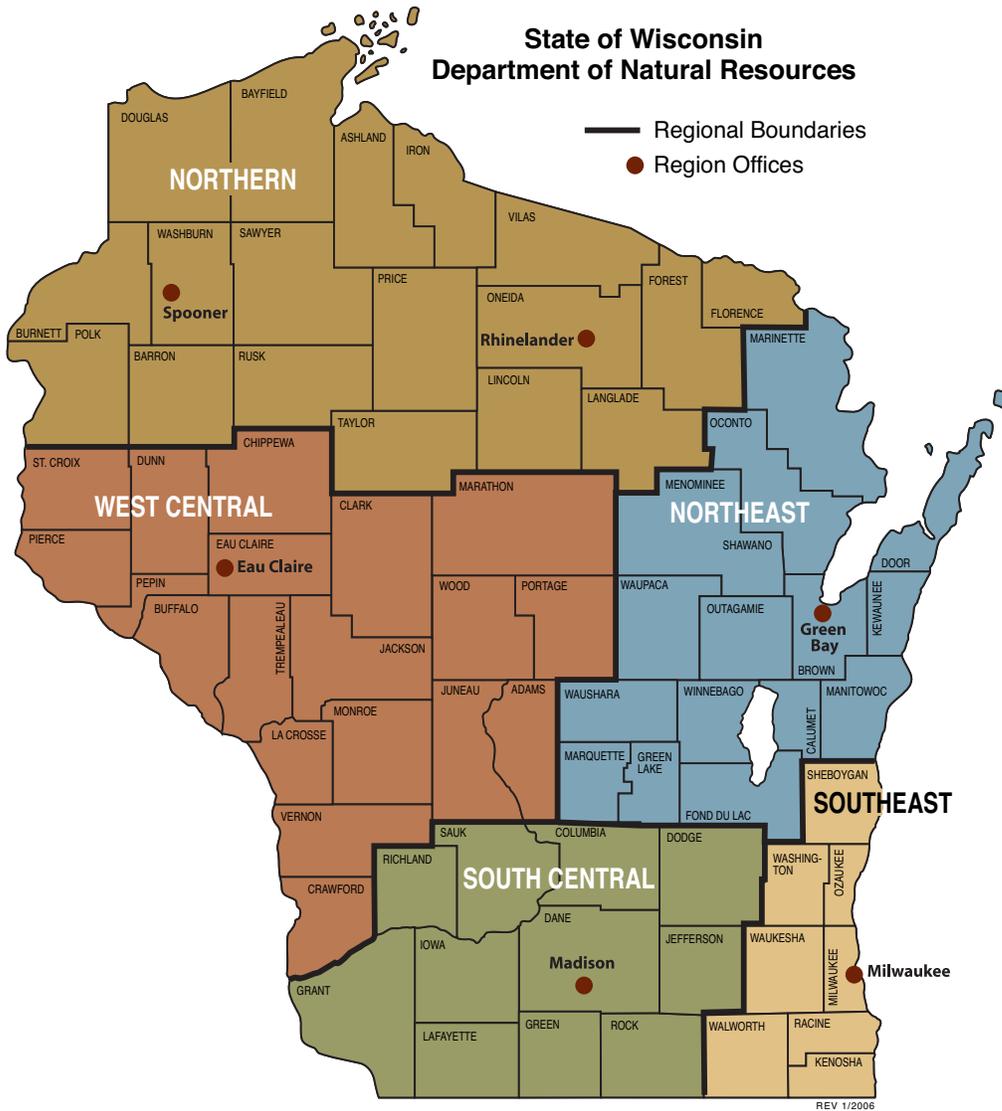
Local Governments/Responsible Units:

■ <http://dnr.wi.gov/org/aw/wm/recycle/locgov-ru.htm>

Includes general information on RUs, RU annual reports and recycling grants.



Wisconsin Department of Natural Resources REGIONAL RECYCLING CONTACTS



Northern Region

Bob Germer
(715) 635-4060
robert.germer@wisconsin.gov

COUNTIES SERVED: Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, Washburn

Sherry Otto
(715) 365-8982
sheryla.otto@wisconsin.gov

COUNTIES SERVED: Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas

Northeast Region

Marcy McGrath
(920) 662-5493
marcy.mcgrath@wisconsin.gov

COUNTIES SERVED: Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, Waupaca

Dave Misterek
(920) 424-2104
david.misterek@wisconsin.gov

COUNTIES SERVED: Fond du Lac, Green Lake, Marquette, Outagamie, Waushara, Winnebago

Southeast Region

Nancy Gloe
(414) 263-8369
nancy.gloe@wisconsin.gov

COUNTIES SERVED: Milwaukee, Ozaukee, Sheboygan, Washington, Waukesha

Ken Hein
(262) 574-2104
kenneth.hein@wisconsin.gov

COUNTIES SERVED: Kenosha, Racine, Walworth

West Central Region

Mike Wenholz
(715) 839-3750
michael.wenholz@wisconsin.gov

COUNTIES SERVED: Adams, Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Marathon, Monroe, Pepin, Pierce, Portage, Saint Croix, Trempealeau, Vernon

South Central Region

Percy Mather
(608) 275-3298
percy.mather@wisconsin.gov

COUNTIES SERVED: Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk



- Have questions about how to develop a media campaign for residents in your area?
- Want help with general recycling outreach and education?
- Looking for a publication to use at an upcoming event?

Elisabeth Olson, DNR Recycling Educator, is here to help you.

Contact Elisabeth with questions about outreach, education and available materials:

(608) 264-9258 or elisabeth.olson@wisconsin.gov