Form 1100-001N (Rev. 10/12)

Wisconsin Department of Natural Resources
Natural Resources Board Agenda Item

Item No. 4.B.1.

SUBJECT: One Team One Planet Spent Tire Program – Bridgestone Retail Operations

FOR: December 2013 Board meeting

TO BE PRESENTED BY: Cathy Stepp, Secretary

SUMMARY:

As one of the NRB Citizen Recognition items the Department recognizes Bridgestone Tire's Retail Operations. Bridgestone Tire and the Department of Natural Resources have forged a partnership in the proper recycling of illegally dumped tires on state properties. Bridgestone receives tires to further their mission of "One Team One Planet Spent Tire Program", and the DNR is released from the financial burden of properly disposing of tires that were not the Department's responsibility.

This program does not allow for privately held tires to be recycled for free, nor does it relieve the department's own recycling responsibility of department owned tires. This program is strictly for the recycling of the hundreds or thousands of tires illegaly dumped on public lands throughout the year. In the past, property managers would stockpile tires and request additional money from their home program to recycle these tires, along with numerous couches, appliances, and other refuse people don't want to pay the recycling costs or landfill tipping fees on.

This partnership was initiated in 2012, and in November 2012 over 600 scrap tires illegally dumped on public forests in Northeast Wisconsin were collected. The program was continued in 2013 and expanded statewide to include 40 drop off sites at Firestone, Tires Plus, and Expert Tire retail locations. Over 654 tires were collected and disposed of in 2013. Providing a two year savings to the DNR of over $5,000.00.

This is a mutually beneficial program for Bridgestone and DNR. The Bridgestone "One Team One Planet" program is focused on reducing waste, wildlife and water conservation, and carbon efficiency.

Board recognition of this program will acknowledge and gratefully thank the Bridgestone company for this program that helps protect and manage DNR's public lands. Special recognition goes to Bridgestone manager, Ms. Debra Hamlin who coordinated this service for Bridgestone, and to DNR Forester Shelley Wrzochalski, who worked with Bridgestone to initiate this partnership for DNR.

RECOMMENDATION: To thank Bridgestone Retail Operations for their work and partnership with WDNR.

LIST OF ATTACHED MATERIALS (check all that are applicable):

☐ Background memo ☐ ☐ NA

☐ NA

Approved by	Signature	Date
Steve Miller, Bureau Director	Steve Miller	11-26-13
Kurt Thiede, Administrator		11/24/13
For Cathy Stepp, Secretary		11-27-13

cc: Board Liaison – AD/8