



RECYCLING NEWS



* Summer 2001 *

Governor's Budget Affects Recycling Program

The Governor's budget has been introduced and contains proposals that could significantly change the recycling program. The governor's budget would:

Distribute \$14 million in FY02 and \$13.5 million in FY03 for municipal recycling grants. (\$24.5 million was distributed in FY01)

Distribute \$2 million in FY03 for a competitive challenge grant program to reward regional approaches to recycling.

Provide \$500,000 in FY02 and FY03 for Demonstration Grant program.

Provide \$386,300 in FY02 and \$387,200 in FY03 to continue recycling of computers by inmates for use by local schools

Reduce administrative overhead for the recycling program by eliminating 11.0 positions annually and allowing 1.0 project position to lapse at the DNR (currently 19.0 positions total) and reduce 4.0 positions annually at UW-Extension (currently 4.0 positions) and a half position at UW-System (currently .5 position).

The budget proposal also eliminates \$190,100 that previously paid for waste reduction and recycling education and outreach programs, publications, studies and surveys to evaluate statewide recycling efforts.

The DNR is currently reviewing options for the recycling program in light of the cuts made in the governor's budget. Since the budget is subject to amendment, no final decisions have been made. However, preliminary discussions make it clear

that a decrease of positions will require a curtailing of the scope of the current program.

Once the budget takes effect, DNR will consult with stakeholders to determine what steps must be taken to revise the program. If you have any questions please feel free to contact Suzanne Bangert, DNR Waste Management (608-266-0014) or Kathy Curtner, DNR Community Financial Assistance (608-266-0860).

Legislative Initiatives on Recycling

So far this session, two bills have been introduced on recycling:

- * AB 275, Rep Balow, others, would increase the tipping fee for municipal solid waste to \$10.00 and use that funding to increase the grants to local governments to \$57 million.
- * AB365, Rep Johnsrud, others, capping the recycled newsprint requirement for publishers at 33% for post-consumer fiber.

Other legislation that has not been introduced but has been discussed:

- * Recycling of used oil absorbents
- * Recycling of used oil filters 



Recycling Outreach Survey

The Department of Natural Resources prides itself in customer service. To ensure that the recycling program is meeting its customers' communication and education needs, DNR's recycling team recently surveyed ten or more Responsible Units (RUs) in each of its five regions. We wanted to find out who Responsible Units' target audiences are, what outreach tools from the DNR or other sources are being used effectively, and which audiences we should focus on.

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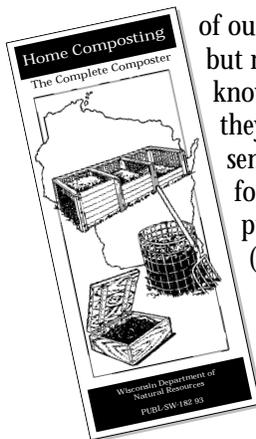
Recycling Outreach Survey Continued

Although the proposed budget cutbacks threaten to reduce DNR's involvement in recycling outreach, the survey results will help determine work remaining staff will do after the budget is passed. A summary of the survey follows:

When representatives from Responsible Units were asked who their, or their contracted hauler's targeted audiences were, the majority said residential audiences. The next category, (ranked far lower than Residential,) was businesses, followed by apartment owners, schools, apartment tenants, and other audiences such as farmers, civic groups, townships, libraries, fair grounds, churches, hospitals, and other institutions. Some respondents indicated that their outreach efforts are accomplished through work with organizations like Associated Recyclers of Wisconsin, National Recycling Coalition, and North East WI Global Marketing Group. Very few RUs indicated that their hauler did any outreach at all. Those that did respond on their hauler's behalf ranked the target audiences for the hauler in the same fashion as the RU.

Most use brochures as their outreach tool of choice. Posters, newspaper public service announcements, and other methods such as quarterly or annual newsletters, Shoppers Guide notices, activity guide distribution to schools, and informational workshops are popular tools.

When asked about the most useful DNR publications, RUs said *Home Composting, The Complete Composter* takes the cake. *Household HazWaste Management Guide* was second and *Recycle Used Oil*, sign, *Home Composting: Reap a Heap of Benefits*, and *A Tenant's Guide to Recycling and Waste Reduction* were tied for third. Out of the 59 DNR publications currently available, 53 were mentioned as being useful. On a disturbing note, we found that many RUs were unaware of the availability



of our publications, but now that they know about them, they would be sending in an order for a selection of publications. (Please note: *Yard Care Do Your Share!* was temporarily unavailable during the time of the survey and was not a choice to be ranked.)

Approximately two thirds of the RUs surveyed indicated they anticipated using specific DNR publications that they were unaware of initially, especially *Waste Reduction and Recycling: A Guide For the Workplace*, *Managing Used Computers* and the *Wee Recyclers Stickers*. In total, RUs anticipated using over 41 separate publications.

More than anything else, RUs want additional materials for business outreach. They also want more materials for residential audiences as well as apartment owners and tenants, schools, and recycling employees. Some additional suggestions included the need to focus more on apartment tenants than owners and the need to get businesses to participate more in recycling.

When the RUs were asked what specific subjects DNR should focus on, they said that non-banned recyclables, burn barrels, residential waste reduction, and banned recyclables were the most important (respectively.) In terms of the non-banned recyclable items, RUs want DNR to focus on computers and other electronics over other potential items such as mixed paper, carpets, and food waste. Also, some RUs said that DNR should focus its time on finding markets for banned recyclables.

In conclusion, Responsible Units currently target residential audiences the most, with business coming in second, and they use brochures, posters and newspaper PSA's for most

of their outreach. The RUs surveyed feel that haulers are not doing much outreach and that DNR needs to give top priority to developing materials for businesses. Home composting publications, *Recycle Used Oil* sign and *Household HazWaste Management Guide* have been very useful in RUs' outreach efforts. Now that they know more about them, RUs feel that that they can really use *Waste Reduction and Recycling: a Guide for the Workplace*, *Managing Used Computers*, and *Wee Recyclers Stickers*. Computer recycling, burn barrels, and residential waste reduction should also be DNR's top priority when creating new outreach materials.

If you would like to order your own copy(ies) of these highlighted publications, please fill out the order form in this newsletter. ♻️

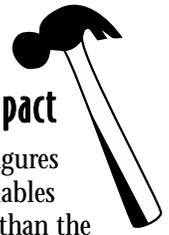
Future of Solid Waste Management

Earlier this year, the Department of Natural Resources, in cooperation with the University of Wisconsin Extension' Solid and Hazardous Waste Education Center, completed the *Future of Solid Waste Management Study* that was requested by legislature in the 1997-99 budget bill. This study explores current waste management trends and issues; makes recommendations for improving efficiency and effectiveness on recycling and solid waste management services; and suggests using the environmental systems management model with stakeholders to develop a shared vision and goals for managing solid waste materials in the future.

The Final Report, Executive Summary, and Appendices are available on DNR's web site at <http://www.dnr.state.wi.us/org/aw/wm/publications/wafuture.htm> . ♻️

Building A Future For Construction Debris –

Innovative, Large-Scale Construction Waste Reduction And Recycling Program Makes An Impact



In Dane County, 44% of the waste stream is construction or demolition debris. In an effort that could change the way construction waste is handled in the area, Alliant Energy Corporation, Opus North Corporation, subcontractors, Green Valley Disposal, and WasteCap Wisconsin are proving that many of the materials in this waste stream can be economically and easily recovered for reuse and recycling.

Alliant Energy recently began constructing their new headquarters in Madison, WI. They made a commitment to recycle as much construction waste as possible and measure the results. This project received a grant from the Wisconsin Department of Natural Resources for its innovative approach to comprehensive reduction, reuse and recycling of construction debris. As part of the project, all costs and quantities of construction debris generated, reused and recycled are being carefully tracked so that others can learn from their experience. The building is scheduled for completion in spring of 2002.

Jim Shebesta, Project Manager for the Alliant Energy construction project notes that the “recycling program is a success so far – 50% by weight of the debris from the site has been recycled. Alliant Energy’s building project will demonstrate techniques to achieve diversion, begin to build capacity for construction material recycling in the area and produce educational materials to expand construction-material recycling statewide.”

The subcontractors are separating wood, cardboard, office paper, metal, cans, bottles, and clean fill for recycling. Josh Babiasz, Associate Project Manager for Opus North Corporation, the design build firm, is pleased with the results he has seen on the site

and notes that “this project has generated interest from other architects and builders who are considering setting up recycling on their job sites. Separating materials for recycling has been pretty simple, and it’s cheaper than disposal at this site. If this continues, in a few years, recycling construction waste is going to become a routine part of doing business.”

The subcontractors are going beyond recycling by reducing and reusing waste. All suppliers are contacted to review their corporate policy on recycling and reuse of their products at the end of their useful life. All suppliers are being asked to use materials and processes to maximize reuse. “We’re shipping over 100 large wooden spools back to their supplier for reuse. Also, to reduce waste, the indirect light fixtures are going to be shipped on pallets with shrink wrap and styrofoam supports instead of individually wrapped in cardboard,” noted Mike Brozek, Electric Construction Incorporated.

The recycling program is a time-based management approach, which means that the recycling containers are on the building site only when the majority of that material is being generated. “Just in time delivery of special boxes for waste can result in waste construction materials being source separated and the individual materials being low in contaminants,” according to J. Walter Spear, solid waste consultant.

Green Valley Disposal was selected as the hauler on site. Pete Runhaar, Construction Service Specialist for Green Valley is glad to see that “the subcontractors are keeping the recyclables free of trash – which we need in order for the materials to be recycled. We put out really large signs to let them know what to put in the bins. It’s working.”

Current financial figures indicate that the recyclables will be recycled at less than the cost of trash disposal. Actual costs will be measured at the completion of the program.

WasteCap Wisconsin was brought in to develop, monitor and measure results of a reuse and recycling program for the building site. Jenna Kunde, Executive Director of WasteCap Wisconsin expressed caution about the success of the program: “So far, everything is going great. However, it’s early in the building process, and success will depend on the builders and subcontractors continuing to be as committed as they’ve been.” To assist them, WasteCap, Green Valley Disposal, and Opus North Corporation staff are in regular contact with the subcontractors, providing site visits, assistance, and information about the program.

WasteCap Wisconsin is a state-wide, private, nonprofit, 510(c)(3) organization whose mission is to provide waste reduction and recycling assistance through business-to-business peer exchange. WasteCap assists and encourages companies and institutions to effectively drive costs out of their operations through improved solid waste management practices.

For more information, please contact: Dan Presser, Alliant Energy Corporation (608-252-3187; danpresser@alliant-energy.com) or Jenna Kunde, WasteCap Wisconsin (414-961-1100; jkunde@wastecapwi.org). 



Most Useful/Sought After Publications Available from DNR

Home Composting: The Complete Composter, SW-182

This very informational twenty-four page brochure teaches the home owner the specifics for managing yard and food waste. It includes facts on types of compost systems (i.e. cold vs. hot compost), food scrap composting (including vermicomposting,) various bin designs, and answers to commonly asked questions.



Home Composting: Reap A Heap of Benefits, SW-072

A shortened version of the Complete Composter, this publication includes composting equipment, composting recipes, and trouble shooting. Another name for this publication could be "Composting Made Easy."

Yard Care Do: Your Share!, SW-073

This popular guide for managing yard waste with an emphasis on lawn care and mulching is now available again.

Household HazWaste Management Guide, SW-738

This is a double-sided card that gives a quick and convenient list of potentially hazardous household materials. Many residents like to place this card on the inside of their cupboard door where they keep household chemicals.

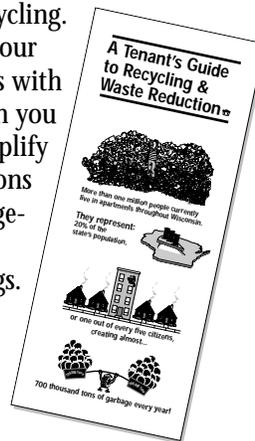


Recycle Used Oil, sign, IE-100

According to the recycling law, businesses that sell oil are required to post a sign with information of where to recycle used oil. Why not help out businesses comply in your area by providing them with these FREE bright green signs? There is space provided on the sign for adding local information.

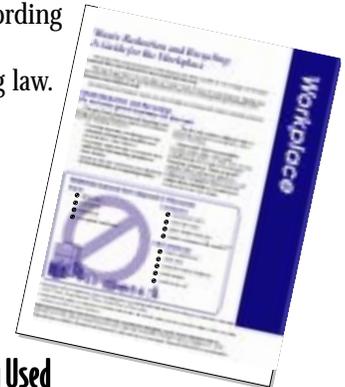
A Tenant's Guide to Recycling and Waste Reduction, CO-070b

This brief publication describes responsibilities of apartment tenants in terms of recycling. By supplying your local land-lords with this publication you could help simplify the complications of waste management in multi-family dwellings. (Also available in Spanish, CO-070c.)



Waste Reduction and Recycling; A Guide For the Workplace, CE-278

This six-page fact sheet visually explains the waste management hierarchy and describes a business' role according to the recycling law.



Managing Used Computers, WA-420

By 2007, over 500 million computers will be obsolete! This publication gives an excellent picture of the waste management concerns associated with used and obsolete computer equipment, and offers suggestions on how to appropriately handle the issue.

Wee Recyclers Stickers, IE-126

Sheets of 24 small round red and white stickers that say, "Wee Recyclers" on them can be used at a variety of events. Many municipalities use these during open house days. Others make them available at drop off sites to give to children who are helping out. Kindergarten, Pre-K and Elementary Teachers can use them during their recycling unit as recognition for good work and participation.

Other Business Resources

The recycling program offers publications specifically designed for various industries. We have just updated *Greening the Lodging Industry* (CE-279), *Recycling & Waste Reduction at Convenience Stores* (CE-280), *Special Events: Recycling and Waste Management* (CE-281), and *Recycling and Waste Reduction in the Restaurant Industry* (CE-282). ♻️

Publications - June 2001

The DNR provides free publications covering a variety of waste reduction and recycling topics. If you would like copies of any of the publications summarized in this Recycling News, please provide the information requested below and mail the folded form to DNR Recycling Publications - WA/3. (Address on Reverse.)

- Withhold personal information collected on this form from disclosure on any list of 10 or more individuals that the DNR is requested to provide to another person. [s. 23.45(2) and (3)].*

Your Name: _____ Phone: _____

Organization Name: _____

Address: _____ City/State: _____ Zip: _____

Please indicate how many copies of each publication you wish to receive (note the maximum quantity allowed):

- ___  *Home Composting: The Complete Composter, SW-182 (max 500)*
- ___  *Home Composting: Reap a Heap of Benefits, SW-072 (max 500)*
- ___  *Yard Care Do Your Share! WA-073 (max 500)*
- ___ *Household HazWaste Management Guide, SW-738 (max 500)*
- ___ *Recycle Used Oil, sign, IE-100*
- ___ *Recycle Used Motor Oil Here, sign, IE-101*
- ___ *Recycle Vehicle Batteries, sign, IE-103*
- ___  *A Tenant's Guide to Recycling and Waste Reduction, CO-070b (max 100)*
- ___ *A Tenant's Guide to Recycling and Waste Reduction, Spanish CO-070c (max 500)*
- ___ *Wee Recyclers Stickers, IE-126 (max 10)*
- ___  *Managing Used Computers, WA-420 (max 25)*
- ___  *Waste Reduction and Recycling In the Workplace, CE-278 (max 50)*
- ___  *Greening the Lodging Industry, CE-279 (max 50)*
- ___  *Recycling and Waste Reduction at Convenience Stores, CE-280 (max 100)*
- ___  *Special Events: Recycling and Waste Management, CE-281 (max 100)*
- ___  *Recycling and Waste Reduction in the Restaurant Industry, CE-282 (max 100)*
- ___ *Waste Reduction and Recycling Publication Request form, 8500-148 (max 10)*

 Available on the DNR's website at: <http://www.dnr.state.wi.us/org/aw/wm/publications>

*Place
Postage
Here*

**DNR Recycling Publications - WA/3
P.O. Box 7921
Madison, WI 53707-7921**

Recycling in Wisconsin

Economic Impacts

- * At 40%, Wisconsin leads the U.S. in the rate of recycling, when yard wastes are included.
- * Waste diversion efforts over the past 10 years have avoided the need to construct 5 landfills (each having a capacity of 4.4 million cubic yards).
- * The annual amount of waste recycled from the commercial and residential sectors in 1999 was nearly triple that recycled in 1990 – in 1999 the amount was 1.49 million tons. The recycling of paper products alone was projected to prevent landfill disposal of 850,000 tons of paper in 2000.
- * The recycling industry directly employs over 30,000 workers in Wisconsin. Another 50,000 jobs result indirectly from or are induced by the recycling sector.
- * The recycling program has cost approximately \$383 million in state funds over the past ten years. To put that in perspective, local governments spent \$124 million in 1998 just to dispose of their garbage.
- * In 1998, the average cost of landfilling solid waste was about \$85/ton and the average costs for all recycling services was about \$95/ton (Legislative Audit Bureau).
- * If materials are not recycled, then they'd be managed as solid waste.



- * The higher recycling cost is partly offset by the reduction in materials that communities managed previously and no longer have to as a result of waste reduction and home composting efforts. Approximately 290,000 tons of yard waste are managed by homeowners annually.

Quality of Life Impacts

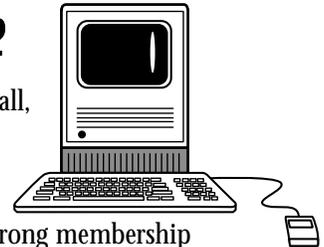
- * 75% of Wisconsin residents are strongly committed to recycling; 98% report recycling at least some of their waste.
- * Manufacturers who use Wisconsin recyclables save enough energy to provide 302,000 homes with all their heating, cooling and electrical needs annually.
- * Manufacturers who use Wisconsin recyclables reduce greenhouse gas emissions by 32,000 tons, decrease pollutants that contribute to ozone by 12,500 tons and decrease air emissions equivalent to those produced by more than 2 million cars annually.

Electronics Recycling Task Force

The Council on Recycling's Task Force on Computers and Other Electronics Recycling was formed to foster recycling of this important, and growing, waste stream. The Task Force has met three times with a fourth meeting scheduled for May 17th. The Task Force has generated quite a bit of interest from municipalities, recycling companies and trade associations. Twenty to thirty people have attended each meeting and the e-mail list is over fifty. Some manufacturers are represented but more would be welcome.

The Task Force has created several subcommittees to pursue various topics. One subcommittee has distributed a survey (courtesy of WasteCap Wisconsin) to solicit information on the infrastructure in place for collection, hauling and processing in Wisconsin. Another subcommittee will review options for collection and processing and another is reviewing recycling models and legislative barriers/opportunities.

Overall, the Task Force is active,



with a strong membership base, a good cross section of participants and a significant issue that is popping up on radar screens across the country. More information can be found on the Task Force web site (designed by UW-Extension) <http://site21106.dellhost.com/wiscomputer>. If you would like to join the Task Force or receive information about the Task Force, including meeting notes and agendas, contact: Dan Fields, DNR (608-266-5334 or fielddb@dnr.state.wi.us) or Steve Brachman, UW-Extension (414-227-3160 or brachman@uwm.edu). 

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