# Emmet County Recycling





# Recycling on a smaller scale: Best Practices for a thriving program

**Policies & Practices** 



### Rural Recycling Challenges

- Demographics
- Economies of scale
- Distance to markets
- Less-than-truckload quantities
- Limited resource base



#### Successful Rural Michigan Recycling



- Who we are
- What we do
- How we got here
- How to overcome rural challenges of distance from markets, demographics, challenging economies of scale



#### Who we are: Emmet County by the #s



30,000 people 14,000 households





#### **Emmet County Governmental Units**

# 22 government units:

- 2 cities
- 3 villages
- 16 townships
- Little Traverse Bay Bands of Odawa Native Sovereign Nation















#### State Plan encourages regional collaboration Create synergies by working together





Cheboygan County
Otsego County
Presque Isle County
Municipalities
Townships
Council-ofGovernments

# Recycling Together



Straits Area Services
Straits Regional Ride
Dozens of vendors
Contracts for services
Public Private Partnerships



# Recycling Together



Over

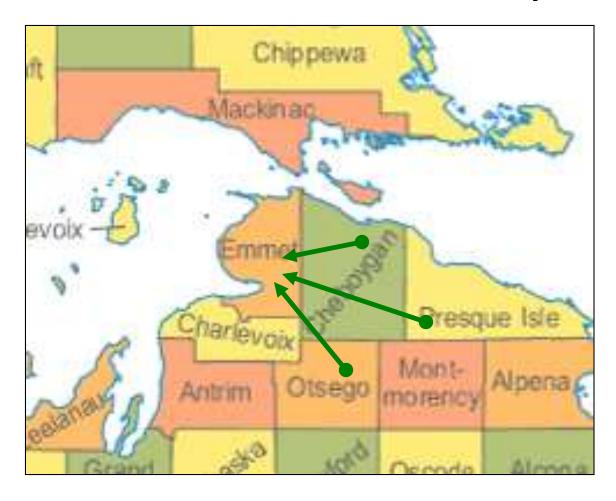
300

- businesses
- institutional
- nonprofit curbside customers

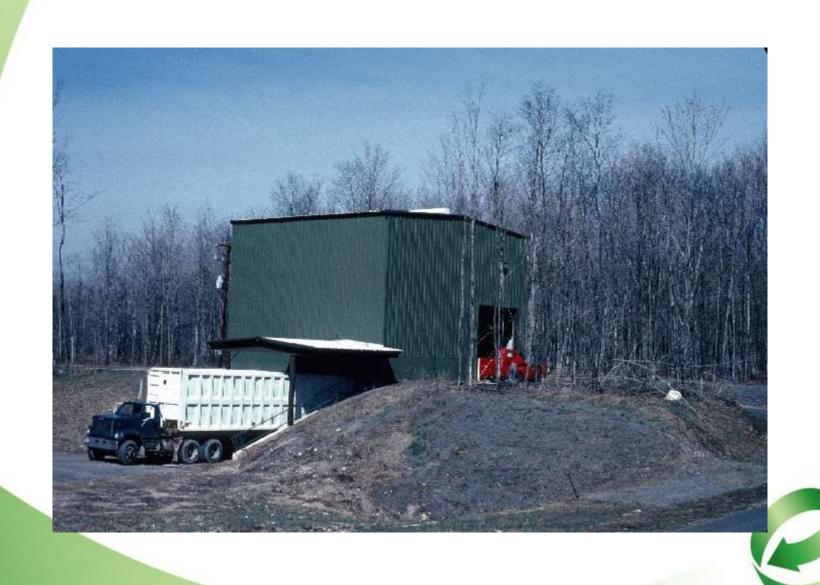
and so many more...



### What we do: Hub and Spoke









#### How we started

County Solid Waste Planning Process

- County Recycling Funding Committee
  - Short term funding
  - Ongoing long term funding: Enterprise Fund



### Emmet's early steps

- Recycling Funding Committee
- Consider all: grants, millage, PA 185, PA 69, fee for service, ordinance, hauler licensing, etc.
- Hired consultant to facilitate process meetings of all stakeholders



#### **Decision Making Process**

- Initial Millage
- Recycle Funding Committee
- Solid Waste Ordinance
  - Pay-As-You-Throw
  - Flow Control for level playing field
  - License/Regulate Haulers





#### Start-up Funding

- Clean Michigan Fund grant
- Solid Waste Alternatives Program grant
- County millage (.25 mil, two year)



### Seed funding critical!

 Many long term programs successfully operating today received grant funding from the state in the late 1980s early 1990s







#### **Expenditures**

Buildings	\$146,842.00
Equipment	\$207,608.00
Truck/containers	\$144,274.00
Total	\$498,724.00

#### Contributions to Capital

County	' Millage	\$376,750.00
State Grants		\$218,920.00
	Total	\$595,670.00



# Recycle Drop-off Sites







#### Cost effective option for rural areas





## Funding Options in Michigan

General Fund

- Assessments
  - Act 185
  - Special Assessment Districts

- Tax Fees
  - Act 69, Act 138



### How our partners fund recycling:

- Out of their general fund
- With a millage

How some of our neighbors fund recycling:

- With PA 69
- With PA 185



- Millages
  - -- Voter Approved Program Millage
  - -- Voter Approved County-wide Millage
  - -- Legislative Millage Act 298
- Use Fees
  - -- Supplemental Fees for non-Universal Services
  - -- On/As Utility Bills
- •Via Haulers/Landfills
  - -- Hauler License Resource Recovery Fee
  - -- Landfill/Transfer Station Surcharge
  - -- Hauler Franchise with Hauler Collected Fees

List adapted from RRS (Resource Recycling Systems, Inc.)



# Diverse Funding Portfolio How we fund our programs

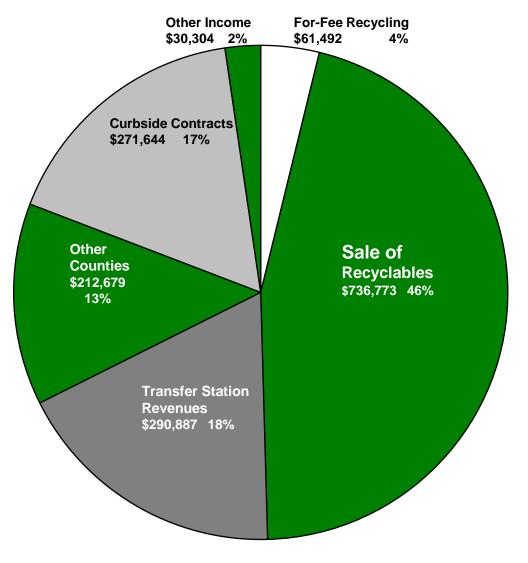
- Fees for Service
  - Solid Waste Disposal
  - Contracts for Service
    - Residential Curbside
    - Commercial Curbside
  - Incentive-based Pricing
    - Tires
    - Some electronics
    - Some C&D

- Recycle Matls Sales
  - MRF processing
  - Recycle Drop Sites
  - Education/Promotion
  - Capital Purchases
- Transfer Station
  - HHW
  - Hazardous Recyclables
  - Stabilize Fluctuations

#### Ongoing Funding

- Allocation from Transfer Station Funds
  - "Tip Fee Surcharge"
    - Used for HHW, Hazardous Recyclables, to Stabilize Fluctuations in markets
- Fees for Service
  - Tires, mattresses, some Construction & Demo materials
- Aggressive marketing of Recyclables
  - Funds processing
  - Drop sites
- Contracts for Services
  - Residential Curbside
  - Commercial Curbside





Recycling Revenue Sources: Total Revenue \$1,631,959.05



No County tax dollars since 1991.



### Policy is key

- Best practices set policy that incentivizes and funds waste reduction and recycling
  - Solid waste flow control
  - Bundling of services
  - Franchising/competitive bidding
  - Embedded pricing
  - Pay as you throw
  - 'Free' comprehensive, convenient services
  - Landfill bans
  - Hauler licensing requirements

#### The Emmet County Model



Convenient

Comprehensive

**Cost-Effective** 

**Ordinance** 

Flow Control

Pay-As-You-Throw



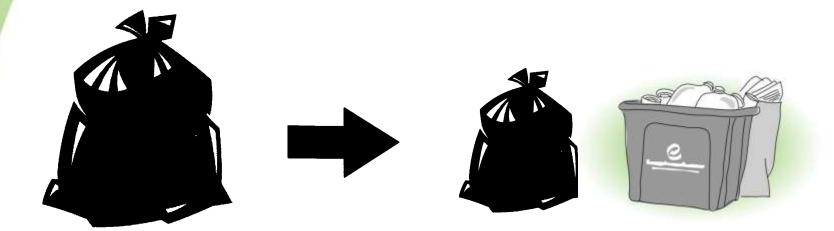
#### Flow Control Supreme Court Decision

- Flow Control "...is a convenient and effective way to finance... integrated package of waste-disposal services..."
- "create enhanced incentives for recycling..."
- "increase ability to enforce recycling laws..."







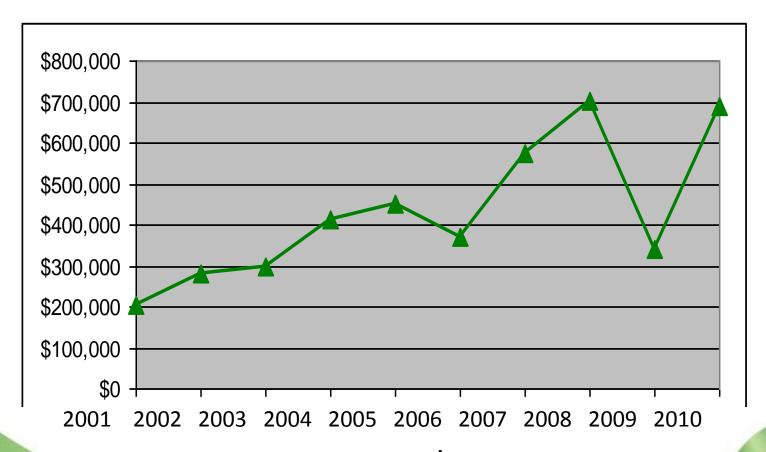






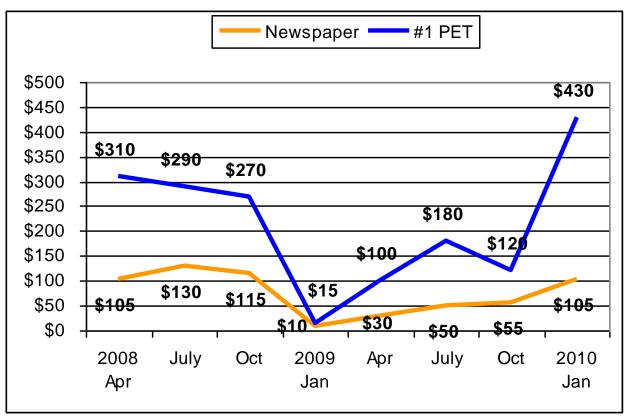


#### Aggressive Marketing of Recyclables



Decade Total \$4,320,224.04 2011: \$1,064,066.53

# Market Volatility (value per ton)







The Emmet County Recycling Program, which does not rely on tax dollars, "...is a dream for Republicans."

Bonnie Lucas, Chair Emmet County Republican Women





# Creating Economies of Scale

- Hub & Spoke regional MRF
- High Quality Grades
- Processing & Shipping

## Emmet County Transfer Station and Recycle Processing





### **Curbside Recycling Collection**











## Hoteliers Happy With Recycling "We get it to the curb and Emmet County Recycling does the rest." —David Marvin Stafford's Hospitality



Call 231-348-0640 to learn how easy recycling can be!





#### We love curbside recycling!

"Harbor/Brenn always made a concerted effort to recycle the paper that came through our office. But, back when we were using messy boxes in the back to store it and taking turns hauling it to Harbor Springs, no one really liked it. Now with curbside recycling, we just put it all in the bin and have it at the curb each week--and for such a nominal charge! We love it!"

--Ashley Whitney, Harbor-Brenn Agencies



Call





#### **Restaurateurs Rave About Recycling**

"We love the curbside service, especially the wheeled carts. They're easy to maneuver and they look good."

-Mary Keedy

"Recycling is a no-brainer with curbside collection. It just makes sense—it's cheaper to recycle it!"

-Bob Keedy

Bob and Mary are the proprietors of Roast & Toast Coffee & Cafe and are partners in the City Park Grill.



Call 348-0640 to learn how easy recycling can be!



### Recycling

- 80%+ of residents using Recycling Program
- Over 300
   businesses using
   Curbside
   Recycling service





This Earth Day, Emmet County Recycling says

#### THANK YOU!

to the following businesses and institutions for recycling through our curbside collection program.

A Salon & Spa . Active Brace & Limb . Adelaine Construction . American Legion Post #281 . American Red Cross, Greet Lakes Region Angela Savard Interiors, Inc. + Dr. Mark Antonishen + The Appleyard Childcare & Preschool + A.R. Portius Flower Shop Avio, Inc. (Home Theater Specialists) . b. may bags . Bahnhof Sport . Bay Area Pet Resort . Bay Bluffs Bay Front Park Marina (City of Petoskey) - Bay Harbor Company - Bay Harbor Equestrian Club - Bay Harbor Golf Club & Restaurant Bay Harbor Properties · Bay Marbor Yachi Club · Bayside Family & Sports Medicine · Bay Street Cottages · Bay Street Orthopedics Bay Street Professionals • Bay Tennis & Fitness • Bear Creek Turenship Hall • Bearcub Outlitters • Beards Streeery Birchwood Farms Golf & Country Club • Blackbird Farms • The Boethouse of Harbor Springs • Bob-in Again • Boyne Highlands Boyne Resorts + Brother Den's Food Fantry + Brown Motors + Burker, Clark, Winnell & Nuonala + Burns Professional Building CCE Central Dispatch-911 . Circuit Controls Corporation . City Park Grill . Classic Catinets & Interiors . Client First Mortgage, Inc. Collins & Associates . Colwell Wangeman Construction . Concord Academy Petoskey . Contractors Supply . Commack's Deli Cotting interfeces \* Country Club of Registers \* Creatives \* Considering Petroscop \* Commerces supply \* Commerces Delication \* Cotting\* (Cotting interfeces \* Country Club of Registers \* Considering Club \* Cuttler's Cygus Inc. \* David \* Place \* John & Magniel Picture \* Medinest \* Paulitaria & David Schools \* Control \* The Depth Club & Resiliarianis\* of High-day Springs \* Destinationing \* Abacidency of Lingthern Michael \* Paulitaria & David Schools \* Destinationing \* Abacidency of Lingthern Michael \* Destinationing \* Destinationi Cottage Interiors . Country Club of Boyne . Cottage . Creative I . Crooked line Arts Center . Crooked Tree Golf Club . Cuttler's Korthase Firm Immans & Frances Sentium. \* La Doice Vita Salam & Spe. \* The Lake Elevet Design Shadio. \* Laboriew Academy

(Expril Antiques Jim., \* Little Hawares Sentium. \* La Doice Vita Salam & Spe. \* The Lake Elevet Design Shadio. \* Little Hawares Sentium.

Mina Makiki Gurshi Health Pari. \* Little Tawares Instantial Society. \* Little Frances Bay Humane Society. \* Little Tawares Boy Little Frances Bay Humane Society. \* Little Tawares Boy Little Tawares Boy Little Frances Bay Humane Society. \* Little Tawares Boy Little Tawares Boy Little Tawares Boy Little Tawares Boy Little Tawares Bay Humane Society. \* Little Tawares Bay Humanes Society. \* Little Tawares Bay Humanes Society. \* Little Tawares Bay Humanes Food Project. \* Macritist, Imc. \* Mack Budge Philames Machines Bay Architect, PLLC Markewace & Co. \* Masswell Brothers Cytte Shop. \* Midniget Constituction, Inc. \* McCandel Culligan. \* McCondel Gorber Boodersting McLeres Boylets Bay McLeres Boylets Bay McLeres Boylets Bay McLeres Boylets Bay McLeres Boylets Boylets Bay McLeres Boylets Bay McLeres Boylets Bay McLeres Boylets Bay McLeres Boylets Bay Constitution Boylets Aerospect Technology, Inc. \* Monarch Gantleo & Floral Design Michael park Center - Multiples Street Pub. - Noorber Austropens technology, Isc. - Monaton Cannels on York Design Minigraps (food) - Muschiel Mean Melvice Design Design - The New Port Residuant - N. I. Write Associates - North Bay Opthiamology - Noorb Central Michael Cologo - Noorb Country Central Published - Norther Michael - Norther Street - Norther Street - Norther Michael - Norther Photosky Durifitted + Qui To Lunch + Pace Indexions + Palette Bistro + Papil + Perry Farm Village + Personal Graphics 
Personal Auto Sales + Petitology Boy View Country Colin + The Crity of Petitology - The Petitology Colin + Petitology Country Colins + Petitology Graphics 
Petitology Diversions Offices - Petitology Sarring Destital Care + Petitology Country Destital Petitology Sarring S Petoskey Upperform Chrises - Petoskey Parring Bend Larer - Petoskey Cyrecology in Intelligity - Petoskey NAM
The Petoskey New Petoskey Heritage Mortescept Christowers House - Petoskey Hastics, inc. - Fetoskey Public Library
Petoskey Public Schook |- Petoskey Regional Chareber of Commercia - Petoskey United Methodot Charch - Pytoskey Urgent Care
Pet Phonoscopide - Pierce Patting Gabery - Patters Midwest - Hammed Inventings of Derutham Michigan, 2009 Peronomial Services inc.
Polyty Planting & Pluckling, Inc. - Fromier Flamming Professionals - Piercon Easther Bending Conters - The Print Shop
Prudential Preferred Properties Rehapoth—Hondor Springs - Libe Public Letter Shop - Quick Care Medical Center - The Quiet Moose
Bellinger & Associates - Resort Inventible Hell - Rising Hope Rolling Conter - Boast & Tossi - Rothert Frost Fine Foottwar Root Health . Ross Cottages Association . Buff Life Pet Outfitters . Saint Francis Xayler Federal Credit Union Saint Francis Xavier School • Salon Nouveau Vous • Seventh Day Adventist Community Services • Shingle Rooting Service Ship Shape \* Signature Kitchens \* Signature Motorcoach Resort at Bay Harbor \* Sleep Diagnostics of Michigan \* Sara E. Smith, CPA Stafford's Perry Hotel • Stafford's Pier Restaurant • Studio Health & Fitness • Sturgeon River Pottery • Summit Park Eye Care Specialists Sunset Shores Condominiums . Super 8 Motel of Petoskey . Superior Steel Supplies + Susan J. S. Malone, DDS., PC Tabilu Beauty Lounge \* Taylor Rental \* Tedity Griffin's foedhouse \* Then & Now Antique & Consignment House Thomas Sebold & Associates, Inc. . Tim Bondy Physical Therapy . Tip of the Milt Watershed Council . Tom's Morn's Cookies. Traverse Woods Apartments . Trillium, A Complete Selon . Tri-Rivers Collision . Trout Creek Condominiums . Turkey's Cafe & Pizzeria Twisted Olive + U.S., Inc. - VerBurg Gynecology + Vidosh - Virtage to Vogue - Vogue Salon - Walloon Lake Country Club Walstrom Marine • Ward & Eis Gallery • Websterworks • Wells Fargo Home Mortgage • Wellspring Women's Health Care Wentworth Builders - Wolverine Cabinet Company - The Women's Resource Center - Woodpecker Industries - Woods Way Association Wright & Filippis + Joel D. Wurster, PLC + Yoga Roots + Zion Lutheran Church + Zipp Professional Building

Our thanks go out, too, to all of the businesses which hauf their own recyclables!

If you would like to join this outstanding group, call 348-0640.



### Bulky Recyclables Drop-off





# Hazardous Recyclables Drop-off





# Electronics: All Free All the Time



### 1,810 Mattresses Recycled April-December 2012 Michigan Mattress Recyclers in Gaylord







### Latex Paint Recycling

ePaint



#### Recycling latex paint!

- Only one option, so started as a pilot
- A former headache:
  - Not solid waste, not a hshld haz waste
  - The 'dry it out with kitty litter' very unpopular
  - People willing to pay for convenience



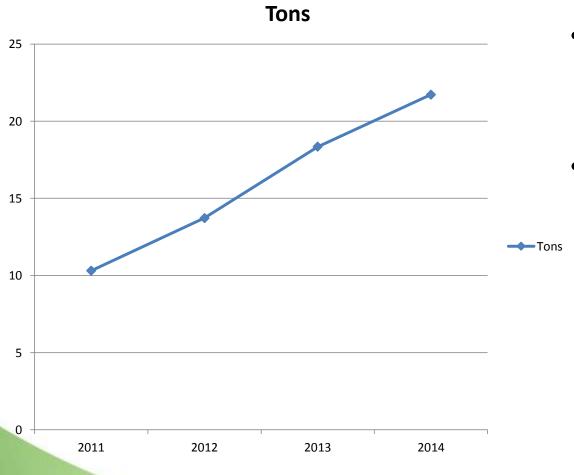
#### e paint closing the loop







#### Paint Recycling Takes Off!



2,062 gallons
 in 2011

4,346 gallons in 2014







#### **Event Recycling**

- Festival by the Bay
- Petoskey Soccer Tournaments
- July 4 Parades
- Art in the Park
- Bliss Fest Music Festival
- And many more!





#### **Public Space Recycling**



#### Comprehensive











#### **2010 Processing Expansion**



Budgeted \$4.3 million

Approved \$3 million loan

Borrowed to date: \$2.2 M

22,750 sq. foot expansion

2 additional processing lines

2 additional balers

**Recycle More Sort Less** 



### Dual-stream expansion 2010



#### 2 Categories

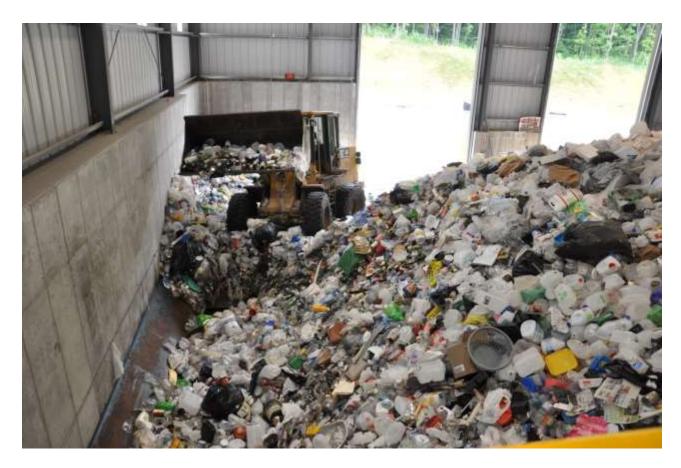


Paper, Boxes and Bags



#### **Mixed Containers**













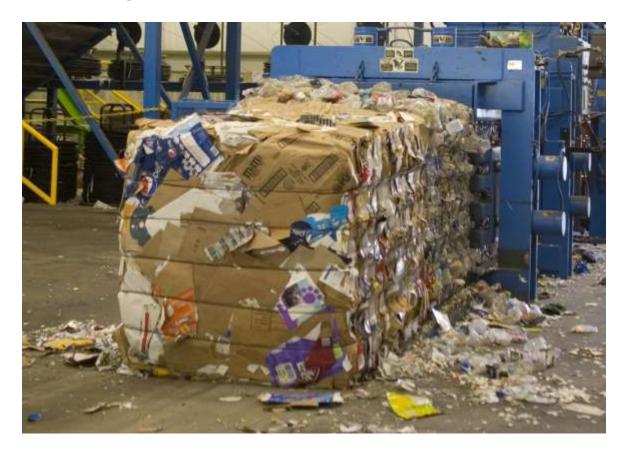






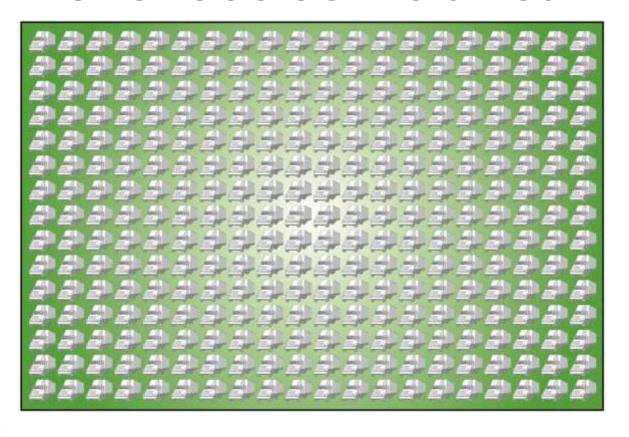


#### Nearly 10,000 tons in 2013

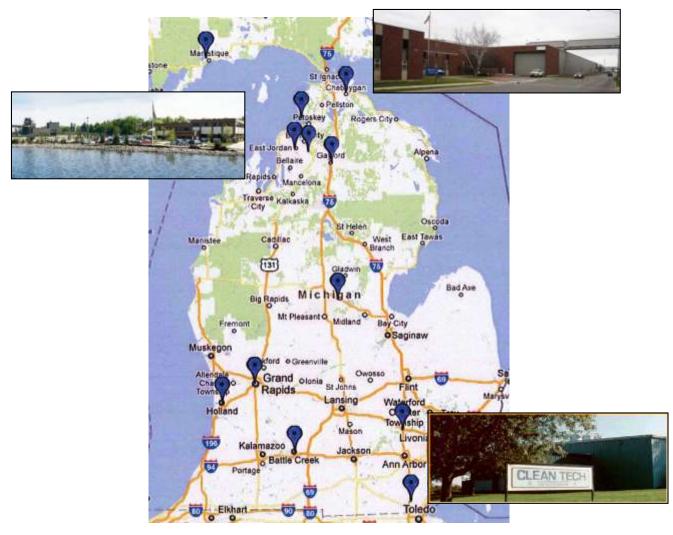




#### Over 300 Semis a Year









#### Local Markets, Win-Win

• Improving processing & transportation efficiencies



















#### Roofs to Roads: Asphalt Shingles Recycling



#### First year (2010)

- 1,621 cubic yards recycled
- equivalent to 270 roofs







# Yard Waste Composting









### Activity #1

 Orient by where your county is located in the state; introduce yourself to your neighbors

 Learn 3 things about recycling in their community: how they are funded, what they do best, what their current challenge is



#### Affordable Education & Outreach

- Focus on clear, visual message: on bins, in recycle guide, on website, on message boards
- Evaluate who your audience is, how they get their information, and what sort of message will reach them
- Schools!



#### Affordable Education

#### The Corner Stones of Recycling Education

1. Read up on Community Based Social Marketing ("CBSM")

2. Work with a graphic designer



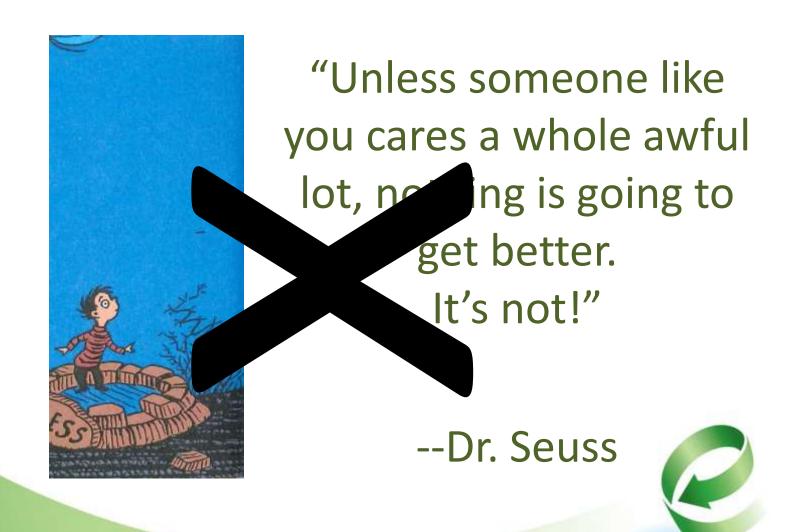
#### Community Based Social Marketing

What specifically do you want people to do?

Who next?

What are the barriers to them doing it?
Where can you reach them and what should you say?

#### Community Based Social Marketing



# Community Based Social Marketing Resources



#### We love curbside recycling!

"Harbor/Brenn always made a concerted effort to recycle the paper that came through our office. But, back when we were using messy boxes in the back to store it and taking turns hauling it to Harbor Springs, no one really liked it. Now with curbside recycling, we just put it all in the bin and have it at the curb each week--and for such a nominal charge! We love it!"

--Ashley Whitney, Harbor-Brenn Agencies



"Over 300 Emmet County businesses recycle"

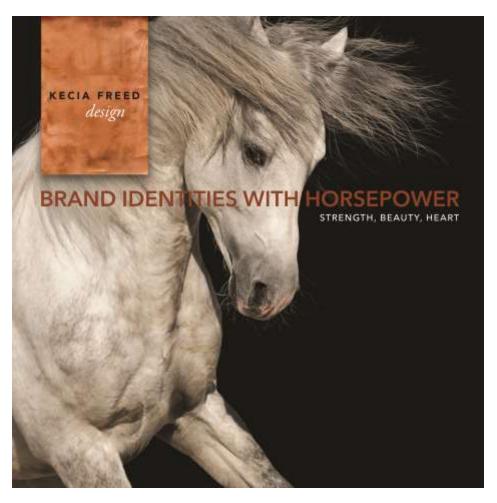


# Community Based Social Marketing Resources

CBSM.com
I-SocialMarketing.org
ToolsofChange.com



## **Graphic Designer**





## "Develop a Brand"

Use the same two or three **COLORS** in roughly the same shades each time

Use the same **FONT** everywhere possible plus just 1 more (*secondary*)

Repeat **GRAPHICS** over and over

Use **SIGNATURE ELEMENTS**, i.e. graduated fill is one of ours

Applies to **AUDIO** too, i.e. "the voice of"





# Coca Cola



#### The Basic Four

- 1. Bin/Tote/Cart Labels
- 2. Website
- 3. Paper Recycling Guide
- 4. Phone number and someone answering

 THEN, take on press releases, school outreach, events, advertising, parades, promo items, etc.

#### Drop site bins as message centers



- Labeling of bins critical education opportunity (Teachable moment!)
  - No scavenging
  - Recycling info website address
  - Phone number
  - Visuals for what is (and is not) accepted
  - No littering



#### **Brochure Racks**





## Message Centers





#### Gotta have some fun!

- Addressing the never-ending issue of quality control
- 24/7 Drop site management:
  - Part time help
  - Waste hauler contract
  - Sites hosted by service clubs
  - Include in someone's job description
  - Ask host of site (township hall, grocery store) to help "we can't clean up what we don't know about!"

## Activity #2

Power Stance!



#### To the tune of "Ghost Busters"

#### Who Ya Gonna Call?





when there is trash in the drop site bins?



when a curbside customer is chronically mixed up?



when sharps show up in the recyclables?



when scavengers scare the citizenry at our fair drop sites?



# Call your dynamic quality-control duo:

## Lindsey "Stalker"



A militant tree hugger since 1974, she's on the case looking for clues. She tells it like it is—and not quietly!

### Jiu-Jitsu Jayna



Appears mild mannered on the surface, but this gal uses her nimble mind and law enforcement training to turn the tables on those who cross the line.

#### Your QC Hotline:



348-0640

# That's



348-0640



...Or go incognito, and put your information in the suggestion box.

We can look for information in the materials to identify "the perp" and contact them.

When we have done this, we've generally gotten excellent results –and apologies!



# **Building Community**









#### **Great Staff!**

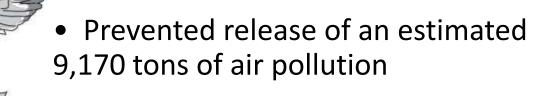


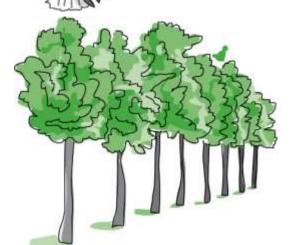


# Collaboration keeps resources and jobs in our communities



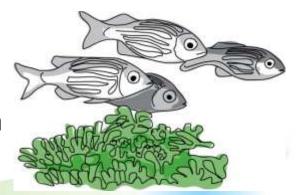
#### **Environmental Benefits**





Saved an estimated 45,800 trees

Prevented release of an estimated35 tons of water pollution



#### **Environmental Benefits**

 Saved enough energy to power roughly
 1,440 households for a year









# Keeping the Green in Northern Michigan







Elisa Seltzer, Director
Emmet County Dept. Public Works
<a href="mailto:eseltzer@emmetcounty.org">eseltzer@emmetcounty.org</a>
231 348-0640
<a href="mailto:www.EmmetRecycling.org">www.EmmetRecycling.org</a>

