

**MINNESOTA
WASTE WISE
FOUNDATION**

**Scott County Business Recycling & Waste Reduction
2017 Final Report**

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2017 Scott County Business Recycling & Waste Reduction

Contents

1. Introduction

1.1. Project Description	3
1.2. Document Description	3
1.3. Completed Activities	3
1.4. Project Summary	4

2. Results

2.1. Outreach	5
2.2. Technical Assistance	8
2.3. Final Results & Implementation	10
2.4. Success Stories	13

3. Discussion.....14

3.1 Barriers to Recycling Implementation.....	14
3.2 Successful Engagement Tactics.....	15
3.3 Recommendations for 2018 Grant Program.....	16

4. Conclusion18

List of Figures

Figure 1. Outreach Methods & Total Resulting Business Participation	7
Figure 2. Business Participants by City.....	7
Figure 3. Business Participants by Industry	8
Figure 4. Types of Technical Assistance	9
Figure 5. Number of Recommendations Made in Each Area of Assistance	10
Figure 6. Percent Compliance with 2016 Recycling Mandate.....	13
Figure 7. Real and Perceived Barriers to Implementation	15

List of Tables

Table 1. Business Outreach Methods & Participants Yielded.....	6
Table 2. Business Assistance Totals	9
Table 3. Quantifiable Waste Diversion.....	12
Table 4. Compliance with 2016 Recycling Mandate	12

Appendix A: Terms and Definitions19

Attachment A: Business Participant Summary

Attachment B: Success Stories

2017 Scott County Business Recycling & Waste Reduction

1. INTRODUCTION

1.1 Project Description

The Minnesota Waste Wise Foundation was contracted to assist Scott County in providing technical assistance, research, liaison services and active marketing and outreach for area businesses and non-profit organizations concerning commercial waste management. These efforts were concentrated on waste reduction, recycling, organic waste recovery, resource recovery and cost effective waste management service strategies. Through its programs and consulting services, Waste Wise provides guidance and leadership to assist businesses with environmental sustainability programs and initiatives.

The desired outcomes of the project included:

- Landfill abatement
- Additional understanding of barriers and opportunities for landfill abatement
- Assistance with achieving the Solid Waste Mater Plan objectives

Documentation of the project outcomes were to be demonstrated by the following:

- Reduction in the amount of commercial waste generated
- Increased recycling and food waste/organics recovery by commercial solid waste generators
- Increased awareness and knowledge of commercial solid waste generators concerning waste delivered to resource recovery processing facilities

1.2 Document Description

This is the final report for the 2017 Scott County Business Recycling and Waste Reduction Contract. The report includes information on all tasks included in the 2017 Scope of Services, along with results recorded for each. The results for tasks 1-3, including outreach, technical assistance, site visits and final results for businesses assisted are detailed below in the Completed Activities section.

1.3 Completed Activities

To achieve the desired project outcomes, Waste Wise completed and tracked the activities as they related to the following work plan tasks and deliverables:

Task 1 – Provide direct outreach, technical assistance and consulting services, including onsite, over the telephone, and electronic correspondence with businesses located in Scott County.

Deliverables:

- An agreed upon list of target businesses.
- A written work plan describing the outreach strategy.

2017 Scott County Business Recycling & Waste Reduction

- Outreach to a sufficient number of businesses to identify and provide detailed technical assistance and follow-up to 45-60 businesses during the term of the agreement.
- Provide a written report summarizing outreach services provided and recommendations for next steps. Include both qualitative and quantitative findings on the types of outreach services provided, reaction by businesses to outreach services, and types of actions/steps taken by businesses.

Task 2 – Provide technical assistance to Scott County businesses that make telephone, website, or email inquiries to the County.

Deliverables:

- Respond to technical assistance requests from businesses.
- Monthly written report outlining each of the calls, indicating type and number of calls and the resolution.

Task 3 – Evaluate and track technical assistance and outreach services.

Deliverables:

- A written report outlining the data identified in A – D in scope of services.
- Monthly reports that address E - G in scope of services for the 2017 calendar year.
- Up to two oral presentations to the Scott County Board committee of jurisdiction detailing the data in the written reports.
- Discussion with staff prior to committee presentation about the successes, new approaches recommended, lessons learned for future programs, and progress made toward meeting the objectives of the Solid Waste Master Plan.

1.4 Project Summary

The Minnesota Waste Wise Foundation developed a work plan and business outreach strategies with Scott County. These components were based on an agreed upon priority business list and geographic areas for outreach purposes. Outreach services focused on engaging businesses and raising awareness of waste reduction and recycling options. This included providing technical assistance on waste reduction, recycling, and cost effective waste management service strategies.

MINNESOTA WASTE WISE FOUNDATION

2017 Scott County Business Recycling & Waste Reduction

The following is a summary of the outreach and service results for the 2017 contract:

- Completed **287 outreach contacts** (39 more than in 2016) to 253 Scott County business prospects
- Completed **38 initial site visits** with business participants and an **additional 24 site visits** to further assist business participants
- Provided assistance and services to **50 business participants** (11 more than in 2016)
 - Completed **128 instances of technical assistance** (42 more than in 2016) including meetings, calls, and emails to participating businesses
 - Assisted **20 businesses** (10 more than in 2016) in implementing or expanding recycling programs resulting in **9 instances of measurable waste diversion**
 - Assisted businesses in diverting at least **45,073 pounds of waste from disposal annually**
 - Assisted 17 businesses in applying for **\$93,875** (\$18,298 more than in 2016) worth of grant funding to start or improve waste reduction programs
 - Over **\$1,200** in cost savings were realized as a result of implementing or expanding waste reduction programs

2. RESULTS

2.1 Outreach

Minnesota Waste Wise engaged business participants through multiple strategies and received referrals from several sources. **Table 1** displays the methods in which Waste Wise identified and contacted prospective business participants and how successful each method was. **Figure 1** displays the percentage of each method and its contribution to Scott County's business participants throughout the year. The strategies used to reach out to businesses included:

- **Waste Wise Outreach:** Direct Waste Wise outreach including cold calling, door knocking, and e-mails
- **Waste Wise Partner Referral:** Referrals from outreach partners, such as Scott County Community Development Agency (CDA) and businesses who received Waste Wise services at their locations in other metro area counties
- **Scott County Referral:** Referrals from Scott County
- **MN Chamber or Energy Smart Referral:** Referrals from leveraging business relationships with Waste Wise affiliates Energy Smart and the Minnesota Chamber of Commerce

In total, 253 new businesses were contacted during Waste Wise's outreach efforts, yielding 50 new program participants. This year's outreach efforts and resulting successes have provided Waste Wise with useful information to incorporate into future outreach efforts.

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2017 Scott County Business Recycling & Waste Reduction

In 2017, Waste Wise utilized a lead generation and appointment-setting service to conduct an outbound phone calling campaign. These campaigns focused heavily on specific businesses and industries, including food service, convenience stores, and places of worship, known to have opportunities for recycling improvements and high waste diversion potential. In addition, Waste Wise made direct contact to businesses of interest via cold calls, emails, and door-knocking. Waste Wise outreach yielded 24 of the 50 program participants (48%) in 2017.

Scott County referred 13 business participants, 26% of the year's participants. This outreach method has almost doubled since 2016, and as word of mouth spreads and 2017 success stories are published, it is anticipated that this referral method will continue to grow.

Waste Wise received nine referrals (18%) from other partnering sources. Eight partner referrals came through the Scott County CDA and one referral came through a business located in another metro area county. Waste Wise hopes to increase this partner referral method by continuing to identify prospective partnering organizations and businesses. Specifically, Waste Wise plans to connect with local chambers, cities, and Scott County's Master Recycler Composter group to offer presentations about Waste Wise and the Scott County Business Recycling Grant Program.

Three of 2017's business participants came to Waste Wise from the Minnesota Chamber of Commerce and one business participant came from Energy Smart. These referrals, categorized as *MN Chamber or Energy Smart Referral* made up 8% of program participants. Because of the limited activity in Scott County by these sources, they are not a primary outreach method for garnering business participants, but targeted outreach to Minnesota Chamber members will continue in 2018 and Waste Wise expects to see this referral method grow slightly.

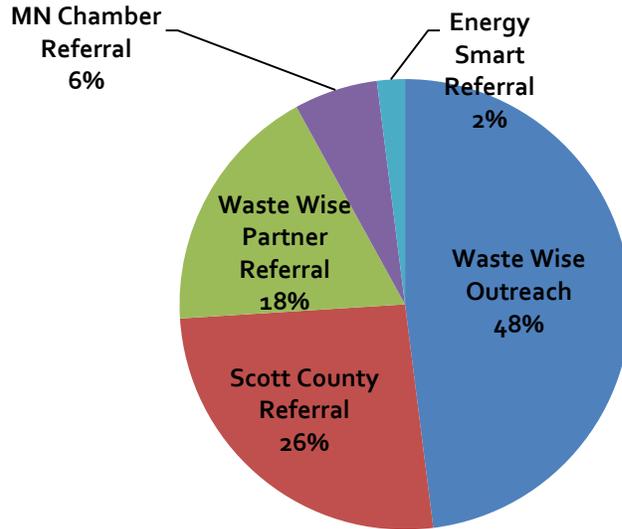
Table 1: Business Outreach Methods & Participants Yielded

	Business Participants Yielded	Percent of 2016 Business Participants
Waste Wise Outreach	24	48%
Scott County Referral	13	26%
Waste Wise Partner Referral	9	18%
MN Chamber or Energy Smart Referral	4	8%

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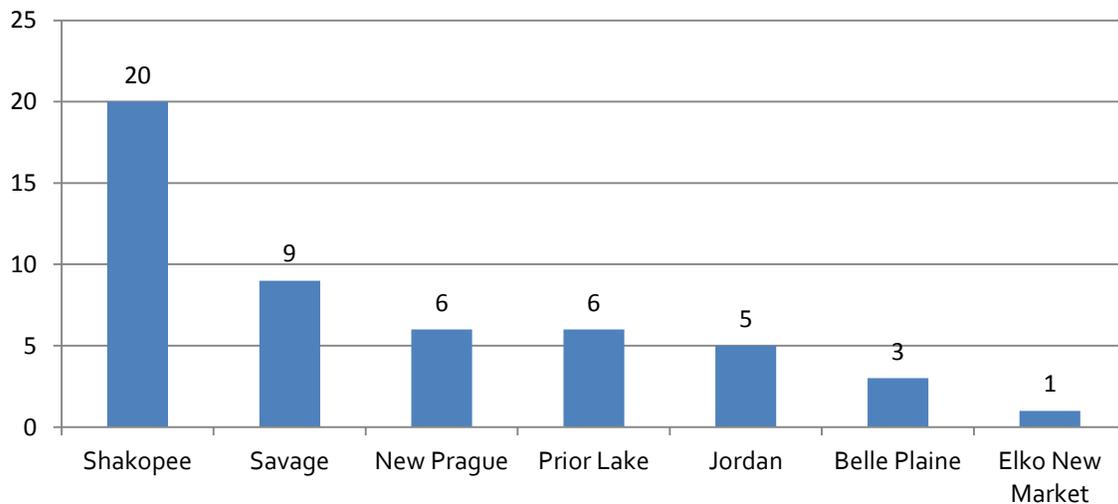
2017 Scott County Business Recycling & Waste Reduction

Figure 1: Outreach Methods & Total Resulting Business Participation



Waste Wise conducted outreach in every city within Scott County, yielding business participation from seven municipalities. The cities with the greatest number of participants were Shakopee, Savage, New Prague, and Prior Lake. **Figure 2** displays program participation by city in 2017.

Figure 2: Business Participants by City

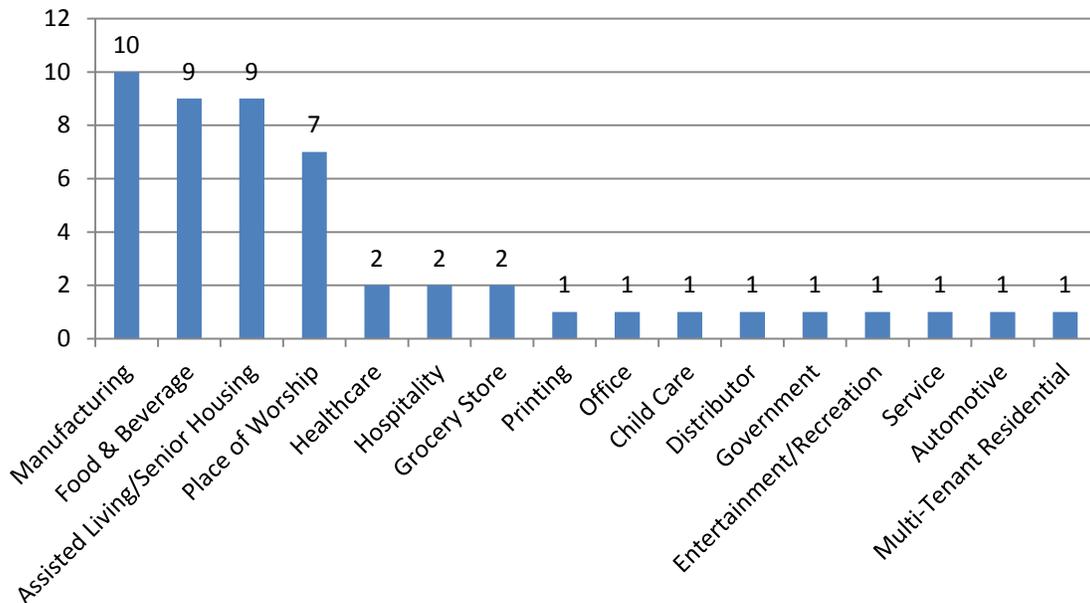


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2017 Scott County Business Recycling & Waste Reduction

Waste Wise assisted businesses across 16 different industry sectors in 2017. The manufacturing, food & beverage, place of worship, and assisted living/senior housing were the most well represented industries. **Figure 3** displays business participants by industry.

Figure 3: Business Participants by Industry



2.2 Technical Assistance

Waste Wise provided 38 initial site visits to 50 participating businesses in order to identify opportunities for waste reduction, recycling, and organic waste diversion. During these visits, Waste Wise documented individual barriers to enhanced recycling efforts and addressed each business' unique concerns and challenges. Keeping in mind these barriers, preliminary recommendations were made regarding the best practices to improve waste and recycling collection; in addition, Waste Wise outlined critical next steps for ensuring the overall success of recycling programs. Beyond the initial site visit, Waste Wise was on site at participating businesses 24 additional times. These follow-up site visits occurred for a variety of reasons, including aiding in the grant application process, assisting with bin placement and labeling, providing staff training, and gathering information for the purposes of producing success stories.

Based on information gathered during initial contacts and site visits, participating businesses received tailored assistance leading to improved recycling and waste management procedures. In addition to site visits, Waste Wise provided ongoing technical assistance such as generating educational materials, connecting businesses with service providers, identifying bins for implementation, assisting with new recycling collection procedures, and leading businesses through the grant application process. **Table 2**

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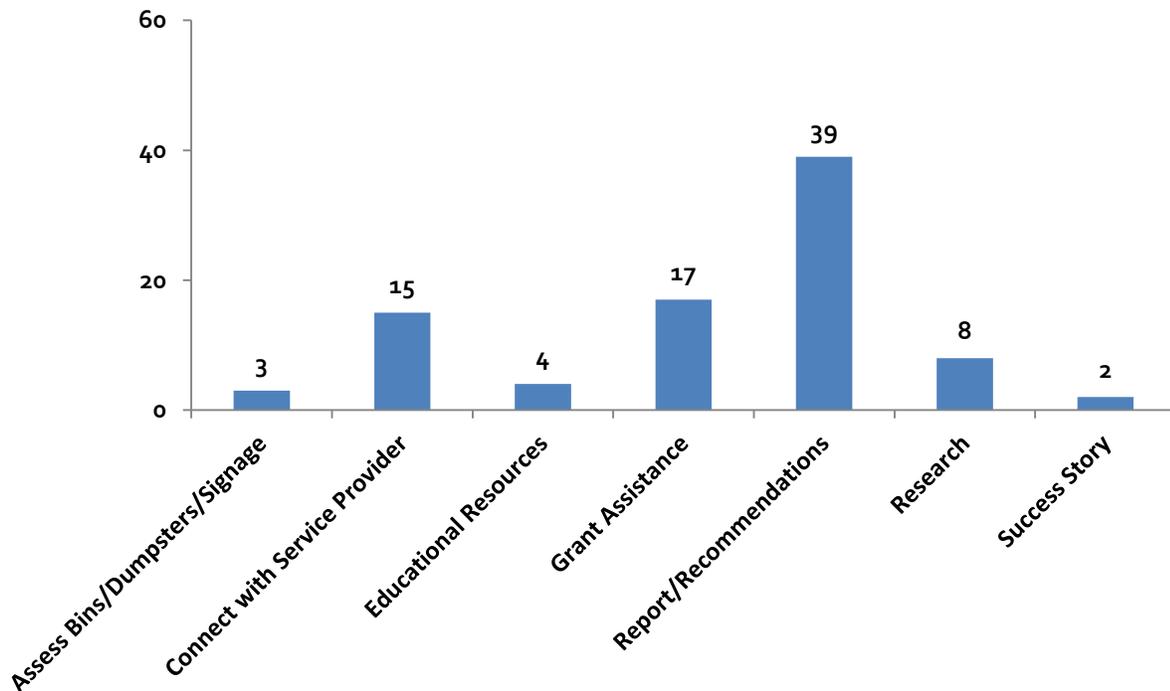
2017 Scott County Business Recycling & Waste Reduction

and **Figure 4** outline the service totals and types of assistance provided by Waste Wise. The different types of technical assistance and report recommendations offered are defined in **Appendix A**.

Table 2: Business Assistance Totals

Business Assistance Category	Quantity
Businesses Served in 2017	50
Basic Site Visits Provided	38
Additional Site Visits (<i>includes any on-site assistance after the initial evaluation</i>)	24
Technical Assistance Provided to Businesses	129
Participant Follow-up Contacts	522

Figure 4: Types of Technical Assistance

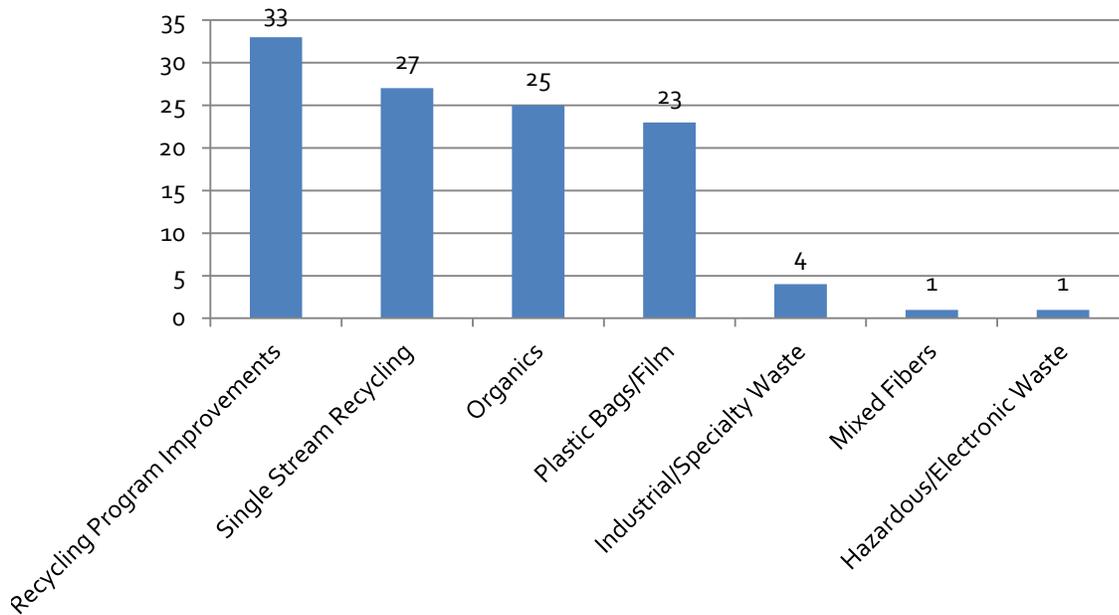


A total of 129 individual instances of technical assistance were provided to Scott County businesses in 2017. The most prominent reason for technical assistance was to provide a formal written report with recommendations, which occurred 34 times. Of these reports, 33 included recommendations to improve the overall recycling program, 27 included recommendations for adding single stream recycling, and 25 included detailed information regarding the implementation of an organics recycling

2017 Scott County Business Recycling & Waste Reduction

program. Waste Wise helped participating businesses with the grant application 33 times. There were 18 instances of technical assistance that connected businesses to a service provider, whether to their current hauler or to an outlet for material outside of their regular waste stream. **Figure 5** details the specific recycling recommendations that were made within the 34 reports provided to participating businesses.

Figure 5: Number of Recommendations Made in Each Area of Assistance



2.3 Final Results and Implementation

As part of the consulting process, Minnesota Waste Wise gathers and tracks results from all participating businesses. All businesses begin at various stages of implementation and improve at different speeds. This means that businesses receiving assistance in 2017 may not be able to report accurate diversion or cost savings until 2018. Waste Wise will continue to collect information and track results for these participants in an ongoing capacity. This includes tracking of waste diversion and cost savings for businesses that have already adopted changes to their waste management programs.

Minnesota Waste Wise quantifies waste diversion results using the following methods:

- Working closely with each business to gather waste reduction and recycling volume data. If available, data from invoices and internal tracking is used.
- Working with a business to observe and document waste containers during each site visit.

2017 Scott County Business Recycling & Waste Reduction

- Working with a business' waste hauler to gather estimates on how full the containers are when they are serviced.

Most businesses are unable to directly track exact weights of waste and recycling via their waste haulers because most haulers do not utilize scales in their trucks. Most determinations of waste diversion are made using reported changes in trash and recycling volumes, or reported levels of fullness of individual recycling bins that were received from the Scott County Business Recycling Grant. These volumes are converted into weight estimations by applying industry standard weight conversion factors based on material type (88 pounds per cubic yard for single stream recycling and 200-500 pounds per cubic yard for organics recycling). In 2017, Waste Wise adopted an updated volume-to-weight conversion factor based on the most recent EPA information available. The 88 pounds per cubic yard of single stream recycling that Waste Wise now uses is provided to the EPA by the Washington State Department of Ecology and aligns most closely with anecdotal information gathered from area haulers, MRF's, and other waste and recycling professionals who are struggling to find a standardized conversion factor for the region.

In addition to waste diversion figures, Waste Wise attempts to gather information regarding cost savings that businesses experience resulting from improved recycling, however these instances are rare in counties where an environmental charge or tax is not placed on commercial trash in addition to the state commercial trash tax. Cost saving figures are generally self-reported by business participants and only realized when drastic reductions in trash services are coupled with recycling increases. It is also worth noting that added recycling activities can involve additional staff time or ongoing purchasing expenses that negate savings on waste bills.

In 2017, eight different Scott County businesses were able to implement and record nine unique improvements that resulted in over 45,073 pounds of waste diverted from the landfill. Of the nine measurable diversion activities, seven involved new or improved single stream recycling programs, one involved the implementation of a plastic binding recycling program, and one involved the implementation of a new glass recycling program. **Table 3** summarizes the instances in 2017 that resulted in quantifiable waste diversion.

The total diversion for 2017 is down significantly from 2016's diversion, which was 157,088 pounds. This decrease is likely due to a number of factors, including the use of a smaller conversion factor for recycling (88 pounds per cubic yard versus 139 pounds used in 2016 reporting) as well as the fact that Waste Wise has not yet received diversion numbers for businesses that implemented in the latter half of the year. These businesses are expected to report diversion in early 2018 and thus diversion for next year is expected to increase well above 2017 figures.

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2017 Scott County Business Recycling & Waste Reduction

Table 3: Quantifiable Waste Diversion

Waste Category	# of Instances	Annual or One-Time	Estimated Diversion (lbs.)
Single Stream Recycling	7	Annual	31,723
Glass	1	Annual	9,150
Plastic binding	1	Annual	4,200
TOTAL RECYCLED	9		45,073

A primary goal of the Minnesota Waste Wise Foundation is to help businesses reduce costs through improved recycling. Since adding a service from a waste hauler represents additional cost, it is important for businesses to monitor their waste and right size their trash and recycling dumpsters to realize any potential savings. Waste Wise verified one instance of a recycling program that created cost savings of \$1,200 per year.

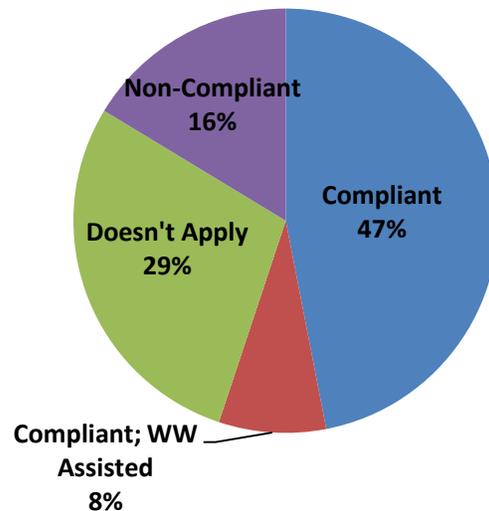
Waste Wise has noted that the MPCA’s business recycling mandate is a motivating factor in many business’ decisions to implement new and improved recycling programs. As such, Waste Wise gathers information regarding the number of participants that are compliant with this mandate. Beyond compliance, Waste Wise tracks how many businesses that can be directly assisted in order to gain compliance. Of the 35 Waste Wise business participants that were impacted by the mandate, 27 were compliant by the end of 2017. The recycling mandate does not apply to 14 of the business participants, while the remaining eight business participants are still non-compliant as of December 31st, 2017. **Table 4** and **Figure 7** outline mandate compliance across 2017 business participants.

Table 4: Compliance with Recycling Mandate

Recycling Mandate Status	# of Business Participants
Compliant	23
Doesn’t Apply	14
Non-Compliant	8
Compliant; Waste Wise Assisted	4

2017 Scott County Business Recycling & Waste Reduction

Figure 6: Percent Compliance with Recycling Mandate



Waste Wise tracked instances of recycling implementation for business participants throughout 2017. A business was considered to have implemented if they made a recycling improvement following Waste Wise recommendations. This includes adding or improving a recycling program, improving signage, pairing recycling bins with trash, training their staff, putting together a public awareness campaign, or even implementing non-traditional recycling endeavors such as Styrofoam or plastic film recycling. In total, **20 business participants implemented verified recycling improvements following Waste Wise recommendations, resulting in an implementation rate of 40%.**

Scott County's Business Recycling Grant Program experienced ongoing success in 2017. In 2017, **17 different businesses applied for grant funding totaling \$93,875.** The average grant award was \$5,522 per business. The availability of grant funding and technical assistance continues to be an incredible motivator in a business' decision to increase recycling efforts frequently resulting in measurable waste diversion.

2.4 Success Stories

In order to showcase the recycling improvements made by Scott County business participants and advertise the grant program, Waste Wise created success stories that highlight individual business achievements. These stories highlight some of the businesses that were able to make improvements to their waste and recycling programs that resulted in enhanced waste diversion. Success stories are provided to Scott County to be used on their website and in the Scott County SCENE. They are also provided to the businesses so they can advertise their achievements. Waste Wise created seven success stories in 2017. These stories are included as **Attachment B** to this report. As new programs are implemented and resulting diversion data is collected, Waste Wise will continue to assemble success stories for Scott County.

2017 Scott County Business Recycling & Waste Reduction

3. DISCUSSION

3.1 Barriers to Recycling Implementation

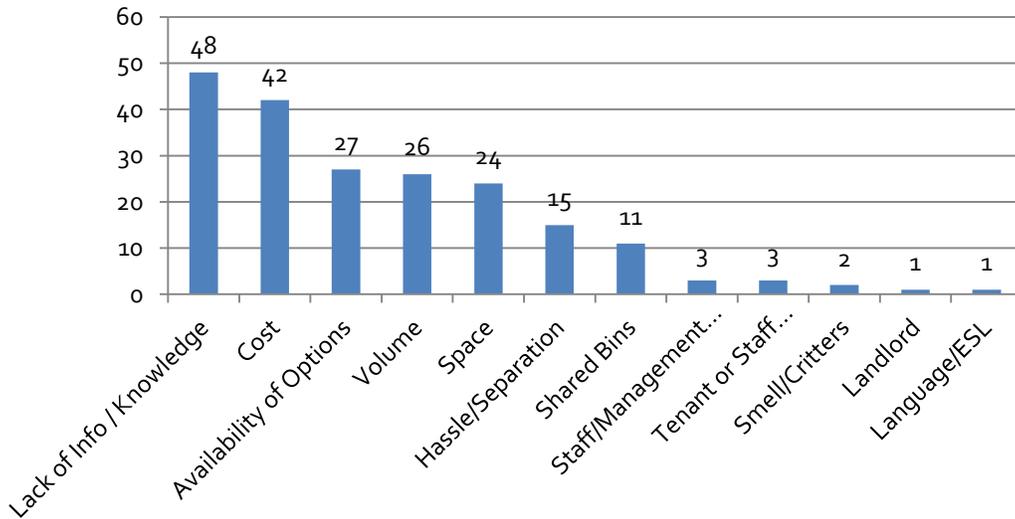
Waste Wise witnessed various barriers to recycling implementation among the Scott County business community in 2017. In order to improve future outreach and implementation efforts, Waste Wise recorded how often certain barriers are reported or perceived. **Figure 6** shows a breakdown of the types of barriers and how many businesses reported each type.

- **Lack of Information/Knowledge** was the most often cited barrier for business participants. This barrier encompasses both a lack of information/knowledge about proper recycling practices as well as a lack of knowledge/ information about the benefits of recycling. A primary goal of Waste Wise technical assistance is to provide the on-the-ground knowledge and support to overcome this barrier. Technical assistance services to businesses include education and training, as well as in depth recommendations that clearly outline the path to recycling implementation or improvements.
- **Costs involved in adding recycling services** was the second most common barrier reported or perceived by businesses. In some cases, this barrier is overcome by obtaining accurate pricing from service providers and explaining state trash taxes which financially favor recycling outlets over trash. Scott County grant funding also helps alleviate this barrier by covering the purchasing costs of bins, signage, and compostable materials that often burden businesses when implementing waste reduction programs. However, even with the grant assistance, cost is still an inhibiting factor in regards to beginning organics programs as businesses are concerned with the ongoing cost of compostable supplies, such as bags and food service ware.
- **Availability of Options** was the third most common barrier reported. This barrier has been particularly prominent for industrial plastics recycling. Plastic film, for example, has become a more difficult item to recycle due to its decrease in market value resulting in fewer recycling outlets. Availability of organics recycling is also a barrier since not all haulers in Scott County offer the service. Waste Wise works to overcome these barriers by researching service providers and connecting businesses to any outlets available.
- **Lack of time/commitment** is a primary barrier that Waste Wise has witnessed among businesses, though it is underreported in the data because it is often identified several months after the initial site visit when barriers are first recorded. In 2017, several businesses cited that they were interested in receiving a site visit from Waste Wise to help them improve recycling, but they lacked the time to focus on any new projects. A similar barrier is management commitment, where one employee may be motivated to make changes, but management or a decision maker is not committed or doesn't have time, making it difficult to move forward.

2017 Scott County Business Recycling & Waste Reduction

While this barrier cannot always be overcome, Waste Wise works to motivate these “still interested but not committed” businesses by conducting regular outreach and reminding them about the various benefits of implementing a recycling program. In some cases, this continued follow up has eventually resulted in successful implementation.

Figure 7: Real and Perceived Barriers to Implementation



3.2 Successful Engagement Tactics

The information gathered by Waste Wise through outreach efforts, on-site consultations, and technical assistance reveals that there are several barriers and opportunities involved in continuing the effectiveness of outreach and implementation. The following depicts successful engagement tactics, including the Scott County Business Recycling Grant Program, Scott County partnerships, the MPCA Recycling Mandate, and similar business’ successes as incentives.

- **Scott County Business Recycling Grant Program** – In 2017, more participants utilized the Scott County Business Recycling Grant Program than in 2016, indicating increasing success of the program. The grant program continues to be one of the most influential resources for encouraging decision makers to undertake recycling initiatives.
- **Scott County Partnerships** – Eight referrals came to Waste Wise through the Scott County CDA resulting in improved recycling programs at five senior living complexes. Working with the Scott County CDA not only provided a strong list of prospects, but the lead contact was available and willing to provide additional outreach to keep participants engaged and on track. Partnerships like these tend to yield better-engaged prospects than direct outreach and cold calls.

2017 Scott County Business Recycling & Waste Reduction

- **MPCA Recycling Mandate** – Waste Wise continues to inform all business participants of the MPCA recycling mandate which requires businesses that use at least 4 yards of waste collection services per week (and have non-manufacturing NAICS codes) to be recycling at least three unique materials. With the knowledge of this mandate, many businesses are motivated to consider improving their waste reduction programs. In 2017, Waste Wise helped four businesses become compliant with the mandate.
- **Highlighting Similar Business' Successes** – When a business representative sees an account of a successfully implemented recycling program within their industry (often achieved by a competitor) they are likely to become more motivated to implement similar improvements. These success stories are also useful in detailing the recycling improvement process and making recycling projects appear achievable.

3.3 Recommendations for 2018 Grant Program

Taking into account the successes and barriers identified in the 2017 contract year, Waste Wise offers the following recommendations to maximize future technical assistance efforts and create greater recycling diversion within Scott County for the 2018 contract year.

- **Continue the Scott County Business Recycling Grant Program**
The Scott County Business Recycling grant program has demonstrated itself to be crucial to successful business recycling program implementation. Business participants have cite this program as the determining factor to make recycling upgrades or implement new programs. **Waste Wise recommends maintaining the Business Recycling Grant Program, as it has had a definite impact on business engagement with their recycling programs throughout Scott County.**
- **Increase Advertisement and Outreach of the Scott County Business Recycling Grant Program**
With the grant program being the most convincing factor in a business participant's decision to make a recycling improvement, Waste Wise believes that the promotion and advertisement of this program have great potential to increase the flow of incoming participants. Waste Wise made a strong cold-call outreach push at the end of 2017 and will continue this type of outreach in 2018 in order to boost outreach numbers. Waste Wise will also utilize a lead-generation service to conduct another outbound calling campaign in 2018 and will continue to provide success stories to advertise in the Scott County SCENE. In addition to these continued outreach tactics, Waste Wise seeks to strategize with Scott County to find new forms of outreach. **Partnering with cities and chambers, presenting to the Scott/Carver Master Recycler Composter group, and implementing a form of online referral through the county website are a few recommendations for new outreach channels.**

2017 Scott County Business Recycling & Waste Reduction

- **Direct Shipping of Grant Materials and Separate Grant Request Form**

Some businesses expressed concern about paying for grant items upfront and receiving reimbursement from the county later. Having Scott County order and ship bins directly from the vendor helps mitigate this concern and reduces the number of steps that businesses need to take. **Waste Wise recommends continuing and expanding the catalog of items that Scott County can order directly from the vendor. Additionally, to help streamline the process and allow room for more grant items to be listed, it is recommended that the “grant request” form be on a separate spreadsheet from the “grant application.”**
- **Bin Signage**

The availability of free recycling, organics, and trash labels has proven effective in implementing new programs, as the color-coded labels provide a clear and concise educational tool. Waste Wise recommends making the following alterations to further improve the effectiveness of these labels:

 1. Offer two organics signs; one for “food only” and one that has both food and certified compostable packaging
 2. Clean up and update images to be more consistent with other metro-area counties
 3. Add a straw on the trash sign
 4. Consider changing the color of the trash sign to be gray or black to align with the universal bin color coding system
- **Streamline the Grant Approval Process**

To improve efficient communication among all parties throughout the grant process, **Waste Wise recommends that Scott County send notifications to signal when various stages of the grant process are completed.** Status updates regarding when grant agreement documents have been sent, when they have been signed and returned, and when bins are purchased by the county are helpful in order for Waste Wise to provide timely assistance to grant applicants.
- **Consider an Organics Reimbursement Aspect of the Business Recycling Grant**

A main goal of Waste Wise is to increase organics recycling activities. As hauler route density increases, the costs of these services decrease, making it more financially feasible for businesses to engage in this type of recycling program. However, the cost of adding organics recycling service is still a barrier for businesses. A service reimbursement could prove beneficial for those businesses that are wavering on implementing organics recycling due to the added service costs. This service reimbursement method, usually 3 months of service, has proven successful in other counties’ grant programs to engage businesses in beginning new organics recycling programs. **As such, Waste Wise encourages Scott County to consider adding an organics recycling service reimbursement aspect to their grant program.**

2017 Scott County Business Recycling & Waste Reduction

4. CONCLUSION

During the 2017 Scott County Business Recycling and Waste Reduction contract:

Waste Wise provided assistance to 50 businesses, 20 of which implemented new or improved recycling programs resulting in 9 measurable instances of waste diversion totaling an estimated 45,073 pounds annually. Waste Wise assisted 17 businesses in securing \$93,875 of grant funding to improve waste diversion, and realized \$1,200 in cost savings. Waste Wise continued to solidify its role in the Scott County business community as the go-to provider of free on-the-ground technical recycling assistance.

In addition, valuable information was collected on effective outreach methods, best practices to encourage changes in behavior, and barriers impacting commercial recycling. In 2018, Waste Wise will continue to track useful data, document savings, and provide beneficial waste consulting services by utilizing the information gathered during 2017. These ongoing efforts will continue to build business awareness of recycling options while increasing landfill abatement in Scott County. Thank you for the opportunity to work with Scott County on commercial waste management efforts.

2017 Scott County Business Recycling & Waste Reduction

Appendix A: Terms and Definitions

New Participant

A business that has agreed to work with Waste Wise and is interested in receiving waste reduction and recycling assistance.

Participant Served

Waste Wise has provided a business with technical assistance or waste consulting services that allows the business to make improvements to their existing programs.

Carried-Over Participant

A “new participant” agrees to work with Waste Wise at the end of one contract year, but did not receive direct assistance and services until the next contract year. This participant will be counted towards the goals of the new contract year, since that is when direct assistance will be provided.

Closed Participant

All necessary work and follow-up has been completed for a participant and they no longer require assistance from Waste Wise. Participants may also be “closed” if they fail to respond to repeated follow-up attempts by Waste Wise (at least three attempts).

Re-Opened Participant

A “closed participant” that has previously received services from Waste Wise under a county contract and has requested assistance on a new issue that was not originally addressed. A participant may also be “re-opened” if the business was “closed” after no response with three attempts from Waste Wise, and later contacts Waste Wise with new or similar requests.

Basic Site Visit

The first occurrence of an on-site walk through of a building or facility for the purpose of identifying opportunities for waste recycling, reduction, composting and other resource conservation initiatives.

Other Site Visit

Include any on-site visits to participants that are not for the purpose of the initial evaluation. The purposes included checking implementation progress, meeting with haulers, helping set up bins and signage, tracking data, staff trainings and gathering information for success stories.

Technical Assistance

A direct service or dissemination of specific information meant to cause a change in behavior or lead to a quantifiable action taken by a business or organization. Technical assistance can be in the form of report/recommendations, educational resources, connecting with a service provider, assessing bins/dumpsters/signage and reviewing bills/contracts (all defined below).

2017 Scott County Business Recycling & Waste Reduction

Report/Recommendations

Providing recommendations and information to a business on waste and recycling opportunities. Topics include single stream recycling, commingled containers, mixed fibers, organics recycling, plastic bags/film, hazardous/electronic waste, service related issues and recycling program improvements (all defined below).

Single Stream Recycling

Recycling programs that accept all recyclables in the same bin, no sorting required.

Commingled Containers

Recycling systems that accept mixed recyclable plastic, glass and metal containers and packaging. Paper and cardboard are collected separately.

Mixed Fibers

Recycling programs that accept fiber only (mixed paper and cardboard).

Organics Recycling

Recycling programs that divert food scraps and other compostable material from the landfill. This includes commercial composting and food to hogs processes.

Plastic Bags/Film

Recycling outlets and collection programs for recyclable plastic wrap, film, bags and other similar material.

Hazardous/Electronic Waste

Recycling outlets and collection programs for hazardous waste, e-waste, batteries and other unit waste.

Service-Related Issues

Information and recommendations on how to address service related issues, usually pertaining to the business's hauler(s).

Recycling Program Improvements

A broader category used to define any recommendations made to help improve recycling programs internally. Can include employee training, signage, bin placement, outlets for hard to recycle items and any other program improvements unique to an individual business.

Educational Resources

Posters, flyers and other informational materials that can be used to help businesses with recycling efforts and train employees on what goes where.

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2017 Scott County Business Recycling & Waste Reduction

Connect with Service Provider

Waste Wise either provides contact information for service providers to a business, sends an email to both the business and service provider or schedules an on-site meeting to discuss new collection programs or adjustments to existing services.

Assess Bins, Dumpsters, Signage

Conduct an assessment of a facility's collection bins, recycling posters and other signage and outside dumpsters in an effort to promote recycling.

Reviewing Bills/Contracts

Review copies of service provider invoices or contracts. Intended to help Waste Wise gauge current service levels and pricing structures.

Order Labels

Time spent on estimating label needs and distributing to participants.