Electronic Recycling in Will County 2012

Presented by Marta Keane, Land Use Department Resource Recovery & Energy Division
Your Next 35 Minutes

• Will County Before the Ban
  – Will County’s Existing Collection
  – Involvement with IRA E-Task Force

• Will County’s Outreach Efforts
  – Retailers
  – Haulers
  – Residents
  – Businesses
Some Basics on Will County

- 849 Square Miles of Urban, Suburban and Rural areas
- 237,501 - 2010 Homes in Will (5% Vac)
- 677,560 - 2010 Population in Will
- 24 Townships
- 37 Municipalities fully or partially within Will County
- 32 offer curbside recycling services
- Rural areas rely on drop-offs
Will County’s Electronic Recycling Before the Ban

• 2000, 1st offered one-day events
• 2007, 4 permanent sites opened
• 2009, Illinois E-Scrap Law
• Highest Cost to County - $105,908
• 2010, manufactures helped fund
• 2011, Front-Door Service launched
  – April 2011, northern portion of Will
  – Added remaining over next 6 months
5 New Sites opened within 5 months
March 2009 - 9 Electronic Drop-offs
Will County’s Front Door Electronic Service Program

• 3-Year Pilot Program (April 2011)
• Vintage Tech / Manufacturers
  – Residents Call or Email Vintage Tech for Appointment
  – Have up to 4 weeks to service home
  – Home **must have** a computer (includes laptop, tablet), printer, monitor or TV
  – Up to 10 Items total
Will County Electronics Recycling Before the Ban

• Flyers to School Students 2000-2010
  – Changed due to Virtual Backpack

• Brochures on Electronic Recycling
  – Distributed to all municipalities
  – Distributed to all townships
  – Distributed to residents at events

• Will County Land Use Website

• WillCountyGreen.com as of 11/2010
Preparing for Ban

Notification to all residents and businesses

- Website
  - Front Page Graphic
  - Webpage devoted to Recycling Options
- E-Blast (monthly electronic Newsletter)
- Letter mailed to all mayors, township supervisors, offered printed materials
  - Utility bill inserts, flyers, brochures
- School Newsletter
Recycle-It Map

Map Instructions

Through the use of this interactive map you can quickly find the locations you need to drop off your recycling in the proper manner.

Blue Pins - Permanent Residential Electronic Recycling Centers

Green Pins - Permanent Traditional Recycling Centers

Turquoise Pins - Combination Electronic & Traditional Recycling Centers

Red Circles - Compact Fluorescent Light (CFL) Recycling (Also at Home Depot and Ace Hardware locations)

Red Pins - Pharmaceutical Take-Back

Red Thumbtack - Permanent Household Hazardous Waste Drop-Off

Flag - Styrofoam Recycling at Dart Corporation

Styrofoam is a trademarked name for polystyrene that has had air blown into it (also known as P5 or #6). It is a plastic that is commonly used to make foam cups, plates, and other disposable items.
Preparing for the BAN

Outreach to Retailers, Haulers & Press

• Mailed 425 Posters (8.5X11)
  - Included letter explaining Ban
  - Included legislation hotlink
  - Requirement to post information

• Invited 61 Haulers to Info Meeting

• Mailed Haulers Mins/Q&A from meeting

• Press Releases sent

• Newspaper Advertisements (series of ads)
Preparing for the BAN

Social Media Outreach

- 425 Fans on Facebook / 812 Friends
  - A variety of postings about ban
  - Links offered with State Information
  - Residents and Businesses Reached

- Twitter Outreach
  - Most followers are businesses/organizations

- You Tube Outreach
  - YouTube channel includes videos from contractor
$9,500 Cable Ad Campaign plus Radio Ad Campaign
Increase Internal Awareness

Recycling Ban and Options Discussed

• Resource Recovery & Energy Staff
• Land Use Main Receptionist
• All employees & Board received E-blast
• All employees encouraged to use Website
After the Ban

80% Increase

• Overwhelming Increase in Calls
  – Communities Requesting Printed Materials
  – Residents Requesting Assistance
  – Businesses/Organizations Confused

• Haulers’ Customer Service Referring to Us
After the Ban

• Continue to Partner with municipalities, townships, park districts to offer:
  – Traditional Recycling Drop-Offs
  – Electronic Recycling Drop-Offs

• Continue One-Day Community Event Recycling

• Continue to Promote Options
Issues Remaining

♦ Business / Organizations Recycling Options
   Small Businesses’ Cost
   Costs for low value items
   State Law for Residential, no manufacturer responsibility for schools or businesses

♦ Residents / Businesses cashing items at scrap yards

♦ Recyclers offering services that are not on IEPA’s list
Will County’s Additional Sustainability Programs

• 2012 Earned the Illinois Governor’s 2011 Sustainability Award

• Household Hazardous Waste Service
  – 1996 inaugural one-day event
  – 1998 six one-day events
  – 1999 began funding permanent site in neighboring county
  – 2010 began funding one-days recurring with local government partners
Will County’s Additional Sustainability Programs

• Tire Collection Events
  – 1997 began occasional annual events

• Book Reuse & Recycling Events
  – 1999 began offering collection events
  – 2003 began 3-day events same location

• Shoe Collection / Textile Collection

• Partnership Programs / Medication
  – 2007 inaugural one-day event
  – 2007 permanent collection sites began
Will County’s Additional Sustainability Programs

• Green Building Improvements
  – Roof Projects: Green, Cool, Reflective
  – Tankless Water Heater System
  – Energy Efficient Elevator Upgrade
  – Doors, Windows, Lights

• Landfill Gas-to-Energy Project
  – Public-Private $8 million project
  – Currently powers 3,000 homes, expected to power 8,000 in future
Conclusion

Visit our website and sign up for our monthly electronic newsletter to learn more of what we are doing to improve our environment.

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