



BIZRECYCLING
LESS TRASH = MORE SAVINGS

Ramsey & Washington Counties' *East Metro Organics and Recycling* Project

SWMCB County Staff

July 31, 2013



EMOR's Goal:

Promote job growth and protect the environment by helping schools, healthcare facilities and local businesses and institutions to recycle more.



Why are the Counties involved?

- *Counties responsible to meet State goal*
 - *Recycling and organics management targets have been increased by MPCA*
 - *Solid Waste Master Plans guide decision-making*
- *Policy Direction*
 - *Promote the East Metro economy, while meeting environmental goals*
 - *Do it without mandates*



*Strategic direction:
Waste is inefficiency – use the
market to encourage recovery of
resources from waste, and reduce
cost to business.*



Counties' Approach: Use the market

Structure public costs to encourage efficiency

- County Environmental Charge for Non-Residential Generators: Ramsey 53%, Washington 38%
- State Solid Waste Management Tax – 17%
- Recycling and organics management is exempt. By diverting waste from the garbage to recycling, it is possible for costs to go down.

Provide resources to assist businesses to change waste management approaches



Four-Pronged Approach

1. Create a website to serve as an anchor for resources
2. Provide no-cost consulting and technical assistance services tailored to generators types
3. Market the website and services
4. Implement ways to assist the industry and businesses with financial barriers



- MN Waste Wise:

- Focused on for-profit businesses
- Priority target is large volume organics generators, but will serve any business

- 2012:

- 475 initial contacts; assistance to 63 businesses.



- JL Taitt and Associates:
 - Focused on institutional generators
 - Health care facilities
 - Assisted living and elderly housing
 - Colleges, universities, large institutions
 - K-12 Public and private schools



- MnTAP

- Focus on research and developing standard methods
- 2012: worked with Land-o-Lakes and targeted restaurants
- 2013: food processors, large corporate kitchens, local events, two universities



New Website: BizRecycling

Online resources at LessTrash.com

- Raise awareness
- Tools for self-help
- Access to free consultation
- Business-to-business assistance



BizRecycling Home Page

http://www.lesstrash.com/

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McAfee

BIZRECYCLING LESS TRASH = MORE SAVINGS

CHOOSE YOUR BIZ TYPE EDUCATION + RESOURCES SUCCESS STORIES

Search... GO

GIVE US YOUR FEEDBACK!

Improve worker safety + efficiency

Cut down on trips to the dumpster and reduce heavy lifting of garbage bags.

WHO IS BIZRECYCLING?

We provide information on local recycling resources to businesses in Ramsey & Washington Counties.

GET STARTED, IT'S FREE!

Take advantage of our free technical assistance program provided by our private consultants.

SUCCESS STORIES

Not convinced? Check out these East Metro businesses that are already doing it successfully.

STAY IN TOUCH

Enter your email address and we'll keep you up to date on local recycling news and events.

http://www.lesstrash.com/education-resources

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Success Stories

Browser window showing <http://www.lesstrash.com/success-stories>

Navigation: [CHOOSE YOUR BIZ TYPE](#) | [EDUCATION - RESOURCES](#) | [SUCCESS STORIES](#) | [GIVE US YOUR FEEDBACK!](#)

Success Stories

GET STARTED TODAY!
Our consultants are available to provide free help.

A JOHNSON & SONS FLORIST SAINT PAUL, MN  LEARN MORE	BOUTWELLS LANDING SENIOR HOUSING OAK PARK HEIGHTS, MN  LEARN MORE	CAREMATE HOME HEALTH CARE SAINT PAUL, MN  LEARN MORE
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Put less **HERE.**



You could spend
30 minutes **DOING THIS.**



What you're really
THROWING AWAY...





Get Started



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Put less in the trash, and **MORE** in the bank.

SIGN UP FOR OUR FAST, FREE 30-MINUTE MAKEOVER AND START SAVING MONEY.

Business recycling programs succeed when management and employees are organized, involved and committed to making change. After completing your free 30-minute makeover, a BizRecycling consultant will sit down with you to review options for reducing what goes in the trash dumpster at your business. Options may include starting a food waste recycling program or putting more paper, plastic, metal and glass in the recycling bin. Ultimately, these changes could save your business money by reducing the size of your trash dumpster or its frequency of pickup. For more information, check out our [Save Money page](#).

Fill in the Contact Us box or call 651.266.1199 to get started!



EMPLOYEES

Get management on board by showing how a recycling program can save your company money and boost employee morale.



MANAGERS

Identify a "champion" in your company to lead the effort, coordinate activities, and keep people informed and engaged in the process.



GREEN TEAM

Organize a Green Team to lead your recycling efforts. Learn more from [Minnesota Waste Wise's fact sheet \(PDF\)](#).

Contact Us

CALL US: 651.266.1199

EMAIL US: GETSTARTED@LESSTRASH.COM

Your Name

Your Biz Type

Your Email

Your Phone

County

Your Comments or Questions

[GET STARTED NOW](#)



- Targeting and measuring service delivery using Counties' GIS and new database
- Consultant reports and feedback
- Web and social media data
- Business survey and focus groups



Up next

- Continued free consultations
- Continually improving the BizREcycling website
 - Expand information on organics;
 - Added focus on recycling;
 - More success stories
 - Calculators
 - Best practices advice for contracting and hauler selection
 - 2014: P2 and hazardous waste information
- Increased level of promotion and outreach
- Twitter: twitter.com/BizRecyclingMN
- Targeted “starter grants”
- Addressing route density issues for organics recyclers



Lesstrash.com



Action Requested

Direct staff to prepare implementation plans to address, first, organic waste collection and transportation efficiency, either through hauler rebates or generator incentive grants, and, second, for targeted grants to non-residential waste generators, and to bring those plans back to the Project Board for consideration at the September meeting.



Goal:

Assist the industry to increase the collection efficiency for organic waste from non-residential generators, leading to an economically sustainable collection system.

Originated in discussions with industry in 2011



Four Options

1. Pay for transfer station capacity
2. Rebates to haulers
3. Rebates to generators
4. New accounts pilot program



- Foth had multiple conversations/inquiries to industry members
- Each option had varying degrees of support
- All supported robust education and training
- General, but not unanimous support for hauler rebates and new organic waste accounts pilot
- Some, but mixed interest in direct rebates and transfer station



- Purpose: to help businesses bridge barriers to starting or improving recycling and organics management
- Variety of barriers have been documented
- Staff examined similar programs
- General structure proposed:
 - Eligibility, administration, amounts, reporting