



**Stark-Tuscarawas-Wayne
Recycling District**



**JULY 13, 2018
POLICY COMMITTEE MEETING**

roll
call



ROLL CALL



Meeting Agenda

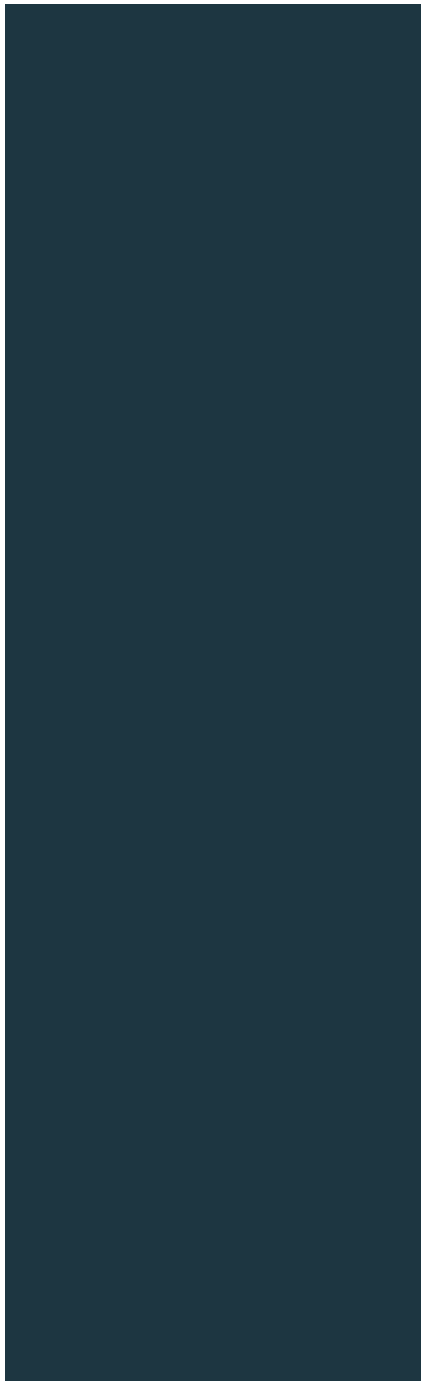
**APPROVE JULY 13, 2018
POLICY COMMITTEE
MEETING AGENDA**

POLICY COMMITTEE AGENDA
Friday, July 13, 2018 @ 10:15am

1. Roll Call
2. Approve July 13, 2018 Policy Committee Meeting Agenda
3. Approve February 16, 2018 Policy Committee Meeting Minutes
4. Executive Director's Report
5. Resolution to Adopt the Amended Solid Waste Management Plan
6. Other Business
7. Adjournment



**APPROVE FEBRUARY 16, 2018
POLICY COMMITTEE
MEETING MINUTES**





EXECUTIVE DIRECTOR'S REPORT

OEPA PLANNING UNIT

Susan Applegate, Ohio EPA Planner

Resigned

Current Ohio EPA Planning Unit

1. Harry Sarvis, Manager
2. Matthew Hittle, Environmental Specialist 2, SWMD Plans, Quarterly Fee Reports
3. Ernie Stall, Environmental Specialist 3, State Plan, SWMD Plans, MMAC

Plan Development Tasks	Start Date	End Date	GT Meetings	Meetings with Policy Committee	Completed
Information Request to District	September 2016	September 2016			100%
Project Kick-Off, PC Introduction	September 2016	September 2016		September 16, 2016	100%
Plan Update Work Book	September 2016	December 2017			100%
Appendix A - Reference Year, Material Change	October 2016	January 2017		January 20, 2017	100%
Appendix B - Inventory	October 2016	January 2017			100%
Appendix C - Population	October 2016	January 2017			100%
Appendix D - Disposal Data	October 2016	January 2017			100%
Appendix E - Res/Com Reference Year Recycling	October 2016	January 2017			100%
Appendix F - Industrial Reference Year Recycling	October 2016	January 2017		June 16, 2017	100%
Appendix G - Historical Waste Generation	October 2016	January 2017			100%
Appendix H - Strategic Evaluation (13 Analysis)	January 2017	August 2017		September 15, 2017	100%
Appendix I - Conclusions, Priorities and Programs	April 2017	August 2017			100%
Appendix J - Goal 1 Demonstration	April 2017	October 2017	September 29, 2017		100%
Appendix K - Goal 2 Demonstration	April 2017	October 2017			100%
Appendix L - Education Program Demonstration	April 2017	August 2017			100%
Appendix M - Capacity Demonstration	October 2016	January 2017			100%
Appendix N - Greenhouse Gas Emissions	May 2017	November 2017			100%
Appendix O - Financial Data	June 2017	November 2017	October 24, 2017	November 17, 2017	100%
Appendix P - Designation	August 2017	November 2017			100%
Appendix Q - District Rules	August 2017	November 2017			100%
Appendix R - Survey Forms	August 2017	November 2017			100%
Appendix S - Siting Criteria	August 2017	November 2017			100%
Appendix T - Resolutions	August 2017	November 2017			0%
Appendix U - Ratification Results	February 2019	April 2019			0%
Appendix V - ORC Requirements	August 2017	November 2017			100%
Section i - SWMD Information	March 2017	March 2017			100%
Chapter I: Introduction	August 2017	November 2017			December 15, 2017
Chapter II: District Profile	September 2017	November 2017		100%	
Chapter III: Waste Generation	September 2017	November 2017		100%	
Chapter IV: Waste Management	September 2017	November 2017		100%	
Chapter V: Waste Reduction and Recycling Programs	September 2017	December 2017		100%	
Chapter VI: Budget	October 2017	December 2017		100%	
Plan Development Summary					
Draft Plan Resolution from Policy Committee	December 2017	December 2017		December 15, 2017	100%
Ohio EPA 45-Day Comment Period	December 24, 2017	February 6, 2018			30%
Revise Plan Based on NBO Comments	February 2018	April 2018			0%
Meet with OEPA to Review Changes	April 2018	May 2018	May 2018		0%
Public Comment Period	June 1, 2018	June 30, 2018			0%
Public Hearing	July 6, 2018	July 6, 2018	July 6, 2018		0%
Revise Plan Based on Public Comments	July 6, 2018	July 13, 2018			0%
Policy Committee Adopts Draft Plan	July 13, 2018	July 13, 2018		July 13, 2018	0%
Ratification (90 Days)	July 23, 2018	October 20, 2018			0%
Policy Committee Certifies Ratification	November 2, 2018	November 2, 2018		November 2, 2018	0%
Final Ohio EPA Review (90 Days)	November 12, 2018	February 9, 2019			0%
Plan Approval	February 2019				



STW NON-BINDING ADVISORY OPINION COMMENT ADDRESS (5-15-18)

Draft Plan Submitted December 20, 2017: 335 pages

Non-Binding Advisory Opinion from Ohio EPA: 9 pages

- 1 Key Deficiency (due to new format requirements): The Plan does not demonstrate that the District meets or will meet Goal 4 of the 2009 State Plan.

*Goal #4: The SWMD shall provide **education, outreach, marketing** and technical assistance regarding reduction, recycling, composting, reuse and other alternative waste management methods to identified target audiences **using best practices**.*

- 50+ minor adjustments (clarifications, typos, etc.)

1A. PLAN DOESN'T DEMONSTRATE HOW THE DISTRICT ALIGNS ITS OUTREACH AND EDUCATION TO AVAILABLE INFRASTRUCTURE.

Added to APPENDIX L, SECTION B. Evaluation of Existing Outreach, Education, and Technical Assistance (overview of each audience):

Residents: All of the District's programs are intended for use by the residential sector. This includes the drop-off recycling program, yard waste collection program, household hazardous waste collection program, and scrap tire drop-off program and promotion of this available infrastructure is done through advertising campaigns, the District website, District publications, and presentations done at civic groups, fairs, and festivals. The District also provides information on landfills, recycling haulers and trash haulers through some of these outreach methods.

Schools: The District's school recycling program (detailed in Appendix H) describes the infrastructure available for schools. The District primarily educates the schools about infrastructure as well as other recycling topics through presentations done at the schools by the Outreach Coordinator as well as occasional e-newsletters sent to some schools. The District also plans to add a section to its new website which describes the available infrastructure for this audience as well as technical assistance and other resources.

1B. PLAN DOESN'T DEMONSTRATE HOW THE DISTRICT ALIGNS ITS OUTREACH AND EDUCATION TO AVAILABLE INFRASTRUCTURE.

Industries: The District provides information on landfills, recycling haulers and trash haulers on its website and also plans to add a section to its new website which describes the available infrastructure for this audience as well as technical assistance and other resources.

Institutions and Commercial Businesses: The District provides information on landfills, recycling haulers and trash haulers on its website and also plans to add a section to its new website which describes the available infrastructure for this audience as well as technical assistance and other resources.

Communities & Elected Officials: The District's government recycling program (detailed in Appendix H) describes the infrastructure available for government offices. The District primarily educates the government offices about infrastructure through routine communication with these offices due to partnership with the District hosting drop-off sites or participation in District grant programs. In addition, the District's Executive Director meets with elected officials when they are considering a program change or implementation. The District provides information on landfills, recycling haulers and trash haulers on its website and also plans to add a section to its new website which describes the available infrastructure for this audience as well as technical assistance and other resources.

2. PLAN DOESN'T DEMONSTRATE THAT THE DISTRICT FOLLOWED THE BEST PRACTICES WHEN DEVELOPING AND SELECTING OUTREACH PROGRAMS (UNDERSTANDING THE DIFFERENT NEEDS OF DIFFERENT AUDIENCES).

Added to APPENDIX 7, SECTION B: Evaluation of Existing Outreach, Education, and Technical Assistance

Table L-2. Engagement Philosophies: The District believes it is important to utilize the best tools to address the needs of different audiences. The tools/philosophies below help the District focus on the method a message is given to the audience and best fulfill their needs in education and outreach strategies.

Strategies	Target Audience				
	Residents	Schools	Industries	Institutions & Commercial Businesses	Communities & Elected Officials
Detail Oriented			✓		
Hands-On Activities		✓			
Concise Concepts	✓		✓	✓	✓
Handouts	✓	✓		✓	
Presentations	✓	✓	✓	✓	✓
Discussions		✓	✓	✓	
Audience Participation	✓	✓			
Overarching Summative (Brief Statements & Main Points)			✓	✓	✓
Visual Aids	✓	✓	✓	✓	✓
Strategies per Audience	4	5	4	4	2

3A. THE PLAN DOESN'T DESCRIBE MEASUREMENTS THAT ARE APPROPRIATE FOR EVALUATING BEHAVIOR CHANGE.

Added to APPENDIX L, SECTION C. Measuring the Results and Effectiveness

Special Collections:

- For special collections, such as HHW collections, **the District tracks car counts**. This is a great way to see the number of cars (like households) which participate in an area for the collection event.
- For the special collection events, when car counts are tallied up, the District can **use these numbers and compare them to the weight of the materials collected**. This allows for the District to measure effectiveness by the number of households reached but also that amount per household may bring on average to help prepare for other events with similar materials collected.
- **The District is exploring a container loan program for recycling**. This would open more options for measuring the number of organizations which may request recycling containers for special events. The District would be able to **measure the demand and the types of events which request materials**. This data would allow the District to focus on outreach to specific and different types of events in the three counties.

3B. THE PLAN DOESN'T DESCRIBE MEASUREMENTS THAT ARE APPROPRIATE FOR EVALUATING BEHAVIOR CHANGE.

Drop-off Sites

- District is developing a “clean up tracking sheet” for those who maintain recycling drop-off sites. In time, this sheet will help the District to identify which sites are most frequently dumped, target an outreach campaign, and then measure if dumping decreased after campaigns.
- The new District website will feature analytics, as does the District’s Facebook page, so the District will be able to track if visits to the site or interaction with the page increases after outreach campaigns. This should also help the District to identify which types of outreach are most effective.
- The District occasionally distributes a recycling survey in conjunction with the publication of its publications. The District can evaluate how to increase survey participation as well as use the data from the responses to better target outreach campaigns.
- The District could evaluate if an increase in the amount of tires collected/participation in the tire drop-off program due to an outreach campaign about it results in a decrease in the number of mosquito sprayings per community or number of mosquitos caught in traps. It would accomplish this by working with the Health Departments, who track this data.
- Drop-off sites can be tracked over time for contamination rates. This will allow the District to know which areas certain outreach methods work and others that may not respond as positively.

4A. THE PLAN NEEDS TO DEMONSTRATE HOW THE DISTRICT WILL INCORPORATE BEHAVIOR CHANGE TOOLS INTO ITS PROGRAMS.

Added to APPENDIX L, SECTION E. Outreach and Marketing Plan

Contaminations at public recycling drop-off sites: The District would like to see a decrease in the amount of contamination at its public recycling drop-off sites and public yard waste drop-off sites. Possible behavior change tools include:

- increased signage stating dumping is prohibited,
- changing the decals to make it clearer which items are acceptable,
- calling out in a simple way what is and is not acceptable in District publications,
- targeted radio/print campaigns,
- installation of cameras of high dumping sites (their presence alone could deter some contamination, but if that doesn't work, then the camera could at least help to identify and cite the responsible party),
- installation of fencing/gates at high dumping sites or possible relocation to a nearby site that already has this infrastructure in place, and
- posting pictures of illegally dumped items at drop-off sites on social media and/or the website to draw more attention to the fact that the sites are being monitored and those who intentionally dump may be identified and cited.

4B. THE PLAN NEEDS TO DEMONSTRATE HOW THE DISTRICT WILL INCORPORATE BEHAVIOR CHANGE TOOLS INTO ITS PROGRAMS.

Commercial use of public residential intended yard waste drop-off sites: The District would also like to see a decrease in the amount of commercial use at its public yard waste drop-off sites as they are intended for residential use. **Possible behavior change tools include:**

- **increased signage** stating the sites are intended for residential use and commercial entities may be cited if they use the site
- **reminding residents** (some of whom work at commercial businesses) in District publications/print ads that the sites are intended for residential use
- In addition, if the District does identify commercial entities using the sites via the camera surveillance systems, it can use the follow up as a chance to **distribute information about available recycling infrastructure and District technical assistance.**

5. OHIO EPA COULDN'T IDENTIFY AN OUTREACH PRIORITY THAT FULFILLS THE INTENT OF THE 2009 STATE PLAN.

Added to APPENDIX L, SECTION F. Outreach Priority – Public Recycling and Yard Waste Drop-off Site Contamination

Goals

- Decrease contamination rate of public recycling and yard waste drop-off sites.
- Increase public education of drop-off sites acceptable materials.
- Increase security at sites.

Targeted Audience

- Establishment of the program: District Staff & Communities
- Implementation of the program: Residents

Milestones

- Consistent signage for contamination education on all drop-off sites.
- Contamination site incidences reduced 15% by 2023
- Contamination site incidences reduced 30% by 2028
- Collection of decreasing volume of contaminate materials each year.

Who Implements the Strategy: The District provides promotion and education related to public drop-off sites and provides assistance to political subdivisions or organizations that host collection sites.

Measurements of Success

- Quantify the type and amount of material in tons or loads.
- Number of residents who visit the drop-off section of the website.
- Number of high dumping drop-off sites within District.
- Tracked contamination site incidences over time.

A RESOLUTION DECLARING THAT THE AMENDED SOLID WASTE MANAGEMENT PLAN FOR THE STARK-TUSCARAWAS-WAYNE JOINT SOLID WASTE MANAGEMENT DISTRICT HAS BEEN ADOPTED.

Whereas, the Stark-Tuscarawas-Wayne Joint Solid Waste Management District (District") completed the draft amended Solid Waste Management Plan ("Plan") and submitted it to the Ohio Environmental Protection Agency for review and comment on December 19, 2017 and the Ohio Environmental Protection Agency provided comments in a non-binding advisory opinion on February 2, 2018.

Whereas, the District's Policy Committee has reviewed the non-binding advisory opinion received from the Ohio Environmental Protection Agency and taken their comments into consideration and incorporated changes into the amended Plan as appropriate;

Whereas the District has conducted a 30-day comment period from Friday, June 1, 2018 until Saturday, June 30, 2018 and a public hearing held on July 6, 2018 to provide the public an opportunity to have comment on the Plan. No public comments were received through the above processes.

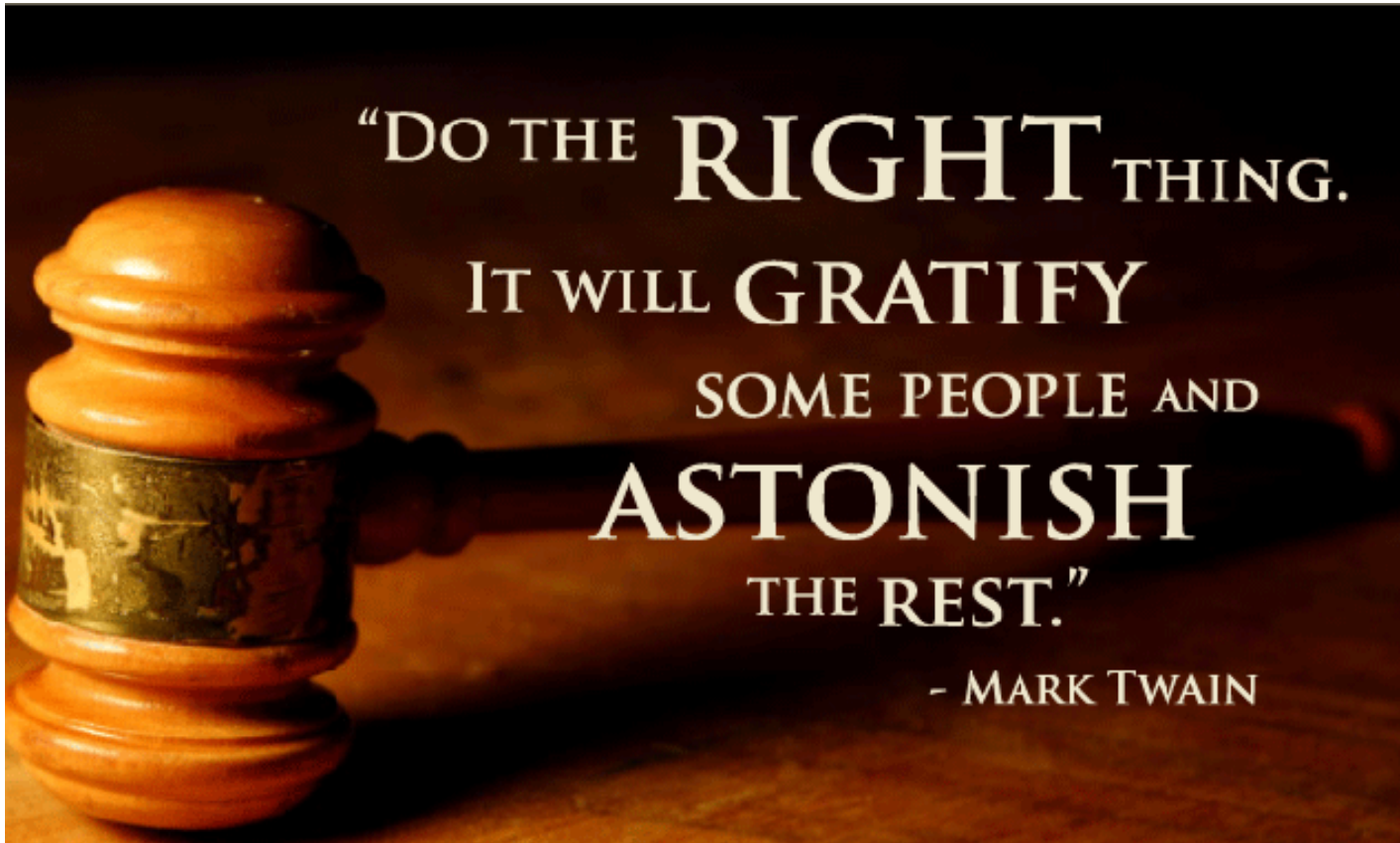
NOW, THEREFORE, BE IT RESOLVED that the District Policy Committee:

1. Adopts the amended Plan as the District Plan, as amended by the Policy Committee for clerical and language clarifications.
2. Certifies that, to the best of its knowledge and belief, the statements, demonstrations and all accompanying materials that comprise the District's Plan, and the availability of and access to sufficient solid waste management facility capacity to meet the solid waste management needs of the District for the ten-year period covered by the Plan, are accurate and are in compliance with the requirements of the District Solid Waste Management Plan Format Revision 4.0.
3. Directs that copies of the adopted Plan be delivered to the Boards of County Commissioners of Stark, Tuscarawas and Wayne Counties and to the legislative authority of each municipal corporation and township under the jurisdiction of the District for ratification.

This resolution shall be in effect immediately upon its adoption



OTHER BUSINESS



“DO THE **RIGHT** THING.
IT WILL **GRATIFY**
SOME PEOPLE AND
ASTONISH
THE REST.”

- MARK TWAIN

ADJOURNMENT

Next Policy Committee Meeting:
November 2, 2018 @ 10:15am