

Show-Me RECYCLING



**Expanding Our Economy,
Strengthening Our Communities,
Protecting our Environment**

**APWA Fall Conference
November 2, 2009**

**Angie Gehlert
MORA Executive Director**



Background Recycling/Solid Waste

SB 530 Passed in 1990

- Banned certain materials from landfills (yard waste, white goods, waste oil, and whole tires).
- Created regional solid waste management districts
- Created a solid waste management fund to finance the growth of waste reduction and recycling programs.

SWMDs SMR Report Page 107

Regional/Local
Solid Waste &
Recycling Experts

Missouri Solid Waste Management Districts

View the contact information and a direct link to contact information from each county at the Missouri Department of Natural Resources Web site: www.dnr.mo.gov/enr/swmp/swmd/swmdinfo.htm



REGION A - Northwest Missouri SWMD
114 W. Third, Maryville, MO 64468
(860) 582-5121 www.nwmoarcog.org

REGION B - North Missouri SWMD
1104 Main St., Trenton, MO 64683
(860) 359-5086 www.nmswmd.org

REGION C - Northeast Missouri SWMD
Box 248, Memphis, MO 63555
(860) 465-7281 www.nemopc.org

REGION D - Region D Recycling & Waste Mgt. Dist.
P.O. Box 139, Clarkdale, MO 64430
(816) 393-5250 www.regiondrecycling.com

REGION E - Mid-America Reg. Council SWMD
600 Broadway, Ste 300, Kansas City, MO 64105
(816) 474-4240 www.marcc.org/Environment

REGION F - West Central Missouri SWMD
P.O. Box 123, Concordia, MO 64020
(860) 463-7934 www.trailsrpc.org

REGION G - Mark Twain SWMD
42494 Delaware Lane, Perry, MO 63463
(573) 565-2203 www.marktwainoag.com

REGION H - Mid-Missouri SWMD
P.O. Box 6015, Columbia, MO 65205
(573) 874-7574 www.mmswmd.org

REGION I - East Central SWMD
P.O. Box 429, Warrenton, MO 63383
(636) 456-3473 www.boonslick.org

REGION J - Quad-Lakes SWMD
908 N. Second St., Clinton, MO 64735
(660) 885-3393

REGION K - Ozark Rivers SWMD
#4 Industrial Dr., St. James, MO 65559
(573) 265-2993 www.meramecregion.org

REGION L - St. Louis-Jefferson SWMD
7525 Sussex Ave., St. Louis, MO 63143
(314) 645-6753 www.swmd.net

REGION M - Region M SWMD
P.O. Box 388, Webb City, MO 64870
(417) 782-3515 www.hstoc.org

REGION N - Southwest Missouri SWMD
P.O. Box 27, Monett, MO 65708
(417) 236-9012

REGION O - Solid Waste District O
940 Boonville Ave., Rm. 305, Springfield, MO 65802
(417) 859-5786

REGION P - South Central SWMD
5436 Hwy. 17, Eunice, MO 65468
(417) 932-5345

REGION Q - Ozark Foothills Regional SWMD
3019 Fair St., Poplar Bluff, MO 63901
(573) 785-6402 www.ofrpc.org/lpc.html

REGION R - Southeast Missouri SWMD
P.O. Box 366, Perryville, MO 63775
(573) 547-9357 www.semorpc.org

REGION S - Region S Boothe of SWMD
105 E. North Main, Dexter, MO 63841
(573) 614-5178 www.bootrpc.org

REGION T - Lake of the Ozarks SWMD
P.O. Box 786, Camdenon, MO 65020
(573) 346-5616



SOLID WASTE MANAGEMENT DISTRICTS

Provide financial assistance for new or improved programs that will:

- Reduce the generation of solid waste
- Initiate new recycling programs or expand existing recycling programs
 - Create new or improved markets for recovered materials
- Improve the handling of items banned from landfills by Missouri law

Each district has a minimum of \$95,000/year for grant projects.



2009 Legislative Session

HB661 Authorized Scrap Tire Fee Extension

- (1) Extends the expiration date for the fee for tire disposal collected under Section 260.273, RSMo, from January 1, 2010, to January 1, 2020;

- (4) Allows charitable, fraternal, and nonprofit organizations that voluntarily clean up land and water resources to be reimbursed if funds are available for the disposal of scrap tires collected during these activities and allows, subject to the availability of funds, municipal and county governments that voluntarily clean up illegal tire dumps to be reimbursed for the disposal costs of scrap tires;



2009 Federal Executive Order

- **President Obama signs new Executive Order on Sustainability**
- October 5, 2009 Press Release
- [President Obama signs an Executive Order Focused on Federal Leadership in Environmental, Energy, and Economic Performance](#)
- [Full Executive Order - FEDERAL LEADERSHIP IN ENVIRONMENTAL, ENERGY, AND ECONOMIC PERFORMANCE](#)

(LINKS TO FULL DOCUMENTS ON MORA WEBSITE WWW.MORA.ORG)



2008 Legislative Session

- SB 720 - COMPUTER EQUIPMENT RECOVERY
- This act creates the Manufacturer Responsibility and Consumer Convenience Equipment Collection and Recovery Act.
- The act requires manufacturers of computers to implement "recovery plans" for the collection of and the recycling or reuse of their obsolete equipment. The recovery plan must be implemented and a copy of the plan submitted to the Department of Natural Resources before the manufacturer can sell its computers in Missouri. Such manufacturers must also label their equipment to identify themselves as the manufacturer.



Attention to the Environment

- Keep America Beautiful (KAB) president stated that their latest research showed that the ENVIRONMENT was on the forefront of the public's minds, second only to the economy.
- When the average person thinks about helping or protecting the environment – they think recycling.
- KABs recent efforts to merge with the National Recycling Coalition.



Since 1990

- MO waste diversion increased from less than 5% to approximately 49% (according to Mo DNR Figures – 2009).

This is total diversion – not just recycling.

- Appr. \$70 mil. Invested in MO's recycling infrastructure (\$1/person/year) thru tipping fees.



Show-Me Recycling Campaign

The Missouri Recycling Association's statewide education campaign that showcases sustainable programs that improve the economy and community as well as benefit the environment.

Show-Me Recycling Report – Valuable Resource/Tool



Why is this important?



Recycling in Missouri is:

- Expanding our economy
- Strengthening our communities; and
- Protecting our environment!

Show Me RECYCLING



Investment is paying off

75% of Missourians report they recycle – more than vote!

- Manufacturing with recycled materials saves energy and water and produces less air and water pollution than manufacturing with virgin materials.
- According to a report in *Progressive Investor* (Huntington Station, New York), the **recycling industry accounted for approximately two percent of the U.S. gross domestic product in 2007**, with \$236 billion in revenues ...



Recycling stimulates economic development by reducing costs and generating resources to create good jobs and generate new tax revenues.

Expanding Missouri's Economy

- MO's recycling industry employs 28,000+ people with an annual payroll of \$700+ million and impacts MO's economy by \$10+ billion per year.
- MO companies rely on recycling programs to provide the raw materials they need to make new products



EXAMPLE: Nestle Purina PetCare (Springfield)



- Recycled 12,000 tons waste paper into pet litter in 2006
- 30+ full time employees
- Impacts local economy by \$3+ million



Recycling stimulates civic pride, promotes volunteerism, and fosters collaboration to improve the quality of life in Missouri communities.



Strengthening Communities



- Recycling is often a catalyst for community betterment.
- Citizen groups organize around recycling, improving services and creating a sense of neighborhood.

EXAMPLE: Neighbors Assisting Neighbors (St. Louis County)

- 146 volunteers reduced mosquito breeding sites through community education and tire cleanup.
- Effort reached 25,525 homes in 23 communities





Other Examples – SMR Report

- Page 47 – Meramec Reg Planning Commission
- Page 62 & 63 – Neighbors Assisting Neighbors
- Page 75 – Purdy R-II School District

ENVIRONMENTAL BENEFITS

Recycling & Composting Reduces Greenhouse Gas Emissions by:

- Less energy needed to make products using recycled materials.
- Reducing emissions from incinerators and landfills (major sources of methane gas emissions)
- Slows the harvest of trees and other natural resources.





Protecting Missouri's Environment

Recycling in Missouri

- Saves Energy
- Conserves Resources
- Preserves Landfill space
- Reduces Greenhouse Gas Emissions
- Reduces Water Pollution
- Protects Wildlife



**EXAMPLE: Advantage Metals Group,
(formerly Galamba - page 31.)**

Compared to virgin ore,
recycling scrap metal
accounts for:

- 80% less air pollution
- 40% less water used
- 76% less water pollution
- 97% less mining waste
- 105% less consumer waste



Challenges



- Missourians generate over 7 lbs of waste daily, right in line with the national average according to the 14th annual “State of the Garbage in America” survey.

Challenges

- Economic downturn – many programs viewed as non-essential are being cut or downsized.
- Consumer purchasing down – less products sold – less packaging needed.
- End markets for collected recyclables dropped drastically in fall of 2008.
- Less resources available to grow programs
- Insufficient recycling opportunities for all citizens
- Insufficient capacity to handle changing needs (electronics)



Opportunities

- 45% (1.9 million tons/yr) of municipal waste deposited in Missouri's landfills is recyclable
- If recycled, the potential economic value of these materials is apprx. \$208 million (this based on early 2008 market values).



Opportunities

- As additional materials are collected, there is a strong potential to attract manufacturers who can use these resources.
- This can increase jobs, payrolls, tax revenues and multiply to support other parts of our economy
- Green Jobs are receiving a lot of attention support from federal/state governments.





Show-Me Recycling Partners

Funding for the Show-Me Recycling education campaign was provided by:

MORA

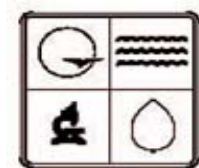
EPA Region 7

St. Louis-Jefferson Solid Waste Management District

Missouri Department of Natural Resources

Mid Mo. Solid Waste Management District

Region K Solid Waste Management District





RECYCLING IS IMPORTANT!



RECYCLING
Expands Missouri's Economy

RECYCLING
Strengthens Missouri's Communities

RECYCLING
Protects our Environment &
Natural Resources.



Responding to the Public Impact of Individual/Group Efforts

- City of Columbia
- University of Missouri – Columbia
- City of Fulton
- State Fair Recycling Efforts
- Purdy School
- City of Chesterfield
- Truman State University - Kirksville



City of Chesterfield (Page 11)

Curbside Recycling Participation

Highest curbside participation rate (over 60%) than anywhere in the state.

Citizens Committee for the Environment – Darcy Capstick

Truman State University (Page 90)

**Collection Program Began – Efforts of Howard Worcester
Now the program services surrounding communities and partners
with local high school.**



Huge Movement by Colleges and Universities (Recyclemania Efforts)

- Missouri State University
- Missouri University of Science and Technology
- Northwest Missouri State University
- Park University
- Stephens College
- Truman State University
- University of Central Missouri
- University of Missouri—Columbia
- University of Missouri-Kansas City
- Washington University



Show Me RECYCLING

Recycling On the Go – Chiefs Go Green

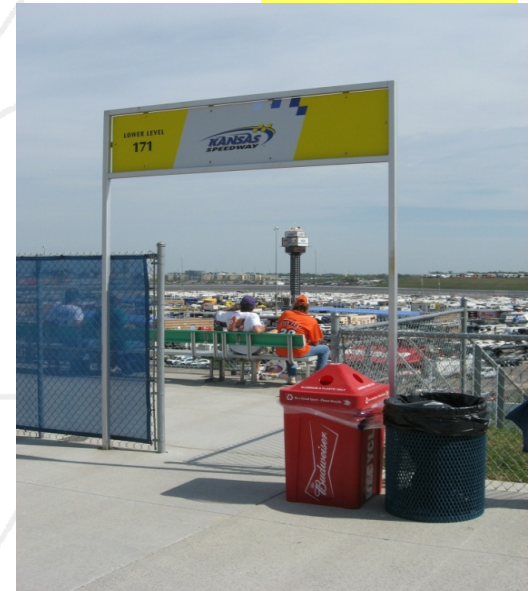


Show Me RECYCLING

Recycling On the Go - St. Louis Fans

4 GREENER
GAME

Look for red recycling bins
at Busch-Stadium – Cardinals Games

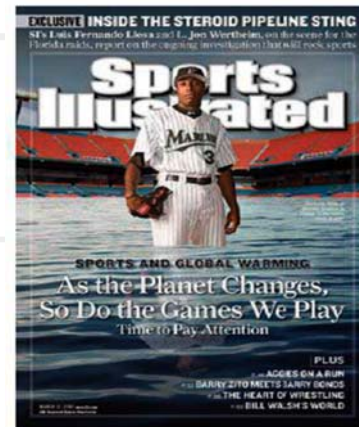
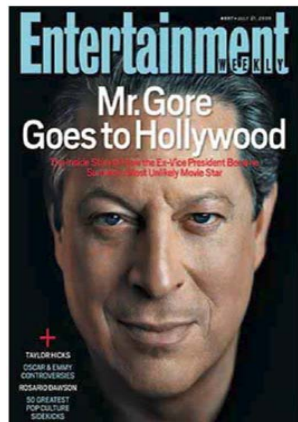
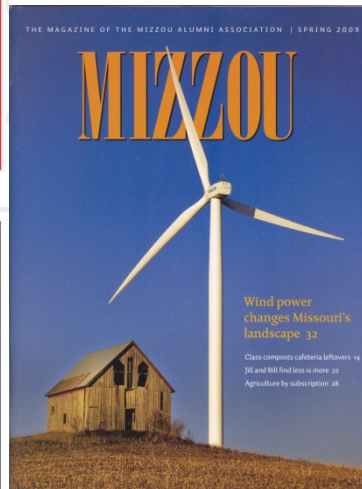


Springfield Cardinals –AAA Ball
Has also started recycling

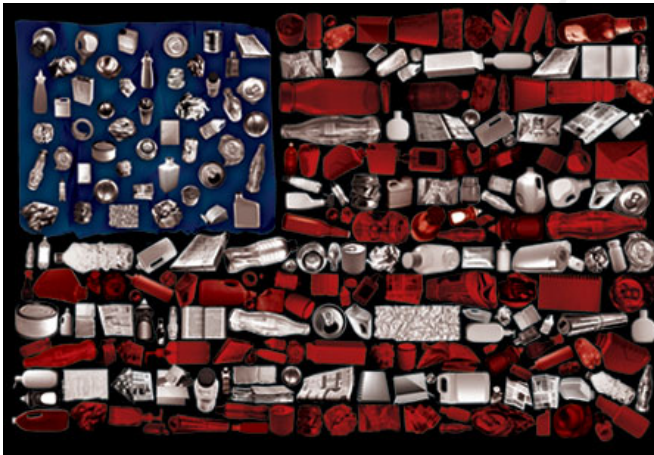
Show Me RECYCLING



Everyone is Talking About It



MORE Attention



11/7/09 Environmental Summit, Fulton
SW Issues: Yard Waste in landfills,
Recycling of Televisions, Plastic Bottle and
Plastic Bag Recycling

11/15/09 Missouri/America Recycles

11/18/09 Gov Nixon's Open House
Proclamation Signing

2/3/10 Conservation Lobby Day

5/24-5/26/10 MORA Annual Conference
Kansas City



recycling yet?

(McDonalds, Walmart, Target, Home Depot, Dell,
Coca Cola, Time Warner, Nike, Pepsi)

Be environmentally responsible

Keep it simple

Make it convenient

It should make \$ense

Make it fun



Use your SMR Report as a Resource!

Check out the index beginning on page 101

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