

FINANCIAL & BUSINESS ASSISTANCE

BULLETIN

Working together to achieve economical and environmental results.



January 2014: Annual Report Edition

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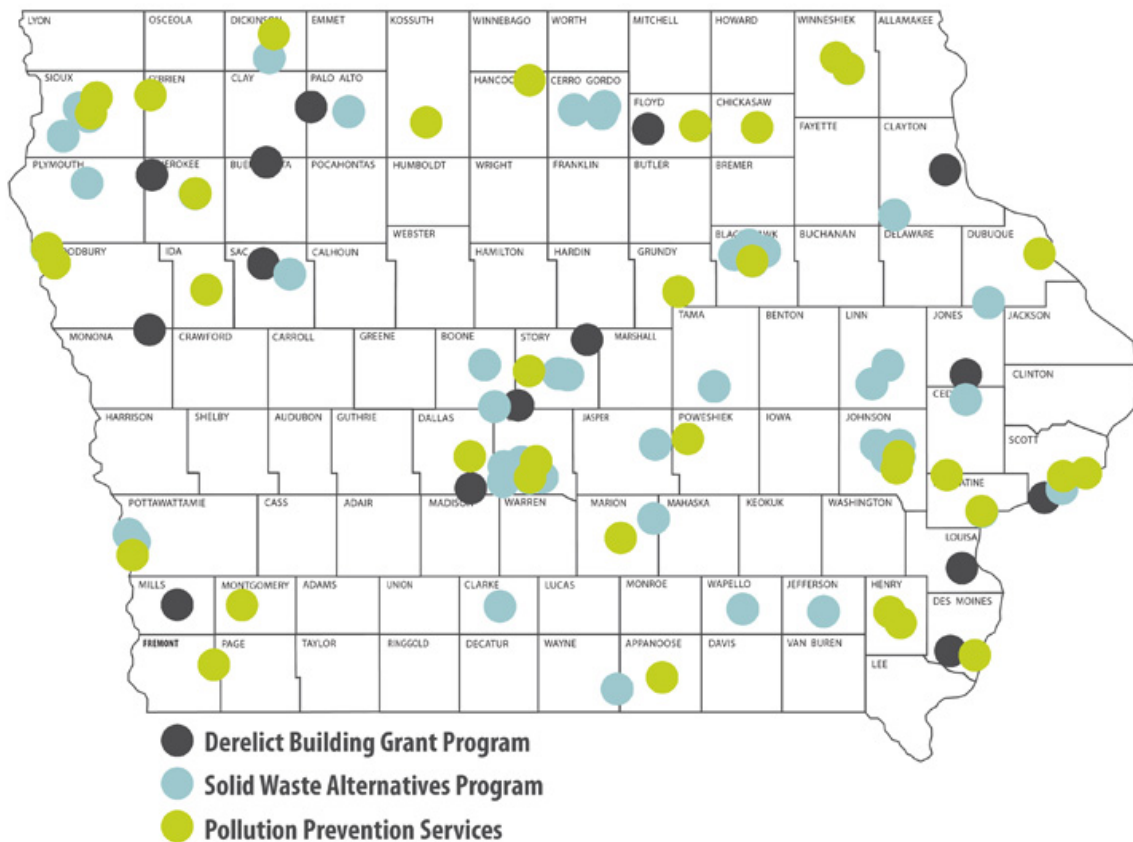
Executive Summary

As we start a new year, it is time again to reflect on our results and what we hope to accomplish in the upcoming year. True to our name and our goals, the DNR's Financial & Business Assistance (FABA) section continued to fund successful projects across the state, to work and collaborate more effectively with a variety of stakeholders and to sustain Iowa's environment through public-private partnerships. Below is a sampling of 2013 highlights that are detailed further in the newsletter:

- Participation and interest in the second year of the Derelict Building Grant program was just as robust as the first year. The grant program is designed to help rural communities with small populations (5,000 or less) deconstruct or renovate abandoned commercial and public structures. With 37 applications submitted in the second year requesting more than 1.5 million dollars, the grant program was able to fund 19 projects totaling \$491,000 with cash matches of \$290,000 from the communities.
- Solid Waste Alternatives Program (SWAP) grants and loans invested \$2 million and leveraged \$1.7 million of local dollars to implement waste reduction, recycling, market development, and public education projects statewide.
- The Iowa Waste Exchange (IWE) and its representatives matched almost 74,000 tons of materials in 2013 diverting these materials from the landfill, saving Iowa companies nearly \$2.9 million in disposal costs in 2013.

- The 2013 Pollution Prevention (P2) Intern program evaluated cost-saving and environmental projects for 19 Iowa businesses and industries, with implemented project savings of \$914,817.
- Almost \$500,000 in program investment to educate Iowans on Household Hazardous Materials (HHM) and to financially assist Regional Collection Centers (RCCs) in managing HHM wastes. More than 6.4 million pounds of HHMs were removed from the solid waste stream for proper management; poisonings attributed to HHMs have decreased for the sixth year in a row.
- The below map shows locations of various FABA projects implemented across the state in 2013.

2013 FABA PROJECTS



For further information on the programs or the stories reported in the newsletter, please contact me or one of the FABA team members; we welcome your questions or feedback. The FABA section is committed to continually improving our work, our programs and the environment.

Thank you and Best Wishes in the New Year,

Jennifer Wright
 Financial and Business Assistance Supervisor
Jennifer.Wright@dnr.iowa.gov

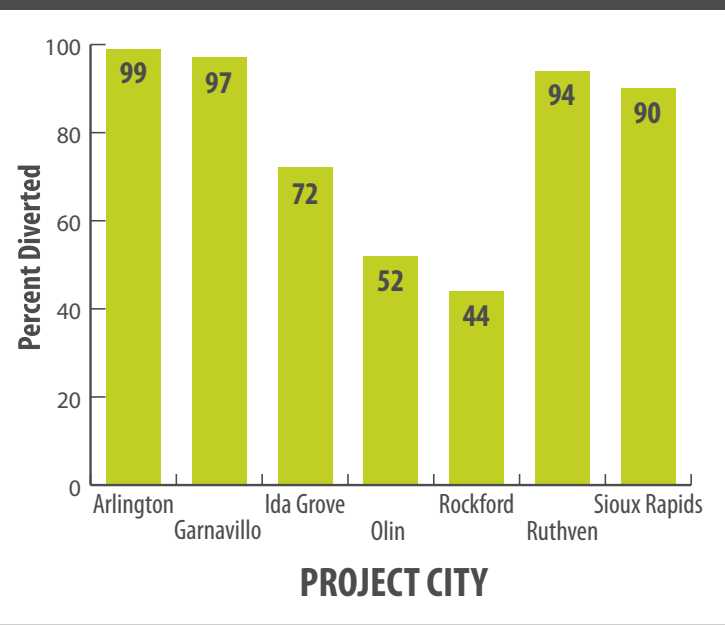
DERELICT BUILDING GRANT PROGRAM

The Derelict Building Grant Program works with communities of 5,000 or fewer people who need assistance with addressing abandoned commercial or public buildings all while diverting construction and demolition materials from the landfill.

Six deconstruction/renovation projects were completed in 2013. The cities of Arlington and Ida Grove carried over from the previous grant round, while the cities of Olin, Rockford, Ruthven, and Sioux Rapids were 2013 grantees that completed their projects. The projects combined for an average diversion rate of 75 percent.

In total, more than 5,300 tons of construction and demolition materials (wood, brick, concrete, metal, etc.) were diverted from area landfills providing a total savings exceeding \$256,000 for the six projects completed in 2013.

LANDFILL DIVERSION PERCENTAGES: 2013 PROJECTS



FOR MORE INFORMATION

To learn more about the Derelict Building Grant Program, go to www.iowadnr.gov/FABA

DNR Contact:
Scott Flagg • 515.281.4876 • Scott.Flagg@dnr.iowa.gov

2013 SUCCESS CITY OF IDA GROVE

The City of Ida Grove abated asbestos and deconstructed the Baxter Hotel building, achieving a **77% landfill diversion rate** for the total project by taking advantage of reuse markets for items like scrap metal, wood, and concrete.

The city sold the vacated space to Lewis Drug, who built a new pharmacy on site. By diverting the building materials from the landfill, Ida Grove **saved approximately \$34,300 in landfill fees.**



ENVIRONMENTAL MANAGEMENT SYSTEMS & COMPREHENSIVE PLANNING

The Solid Waste Environmental Management System (EMS) Program has been in existence five years and it has seen a steady growth in participation, now boasting 11 participants. In addition to the six original EMS "pilots," three additional participants achieved "Tier 2" status in October 2013 by successfully undergoing External Audits and submitting Annual Reports by September 1.

In the EMS program, participants utilize a management framework that is based on established procedures that emphasize continual improvement in six environmental "component" areas including:

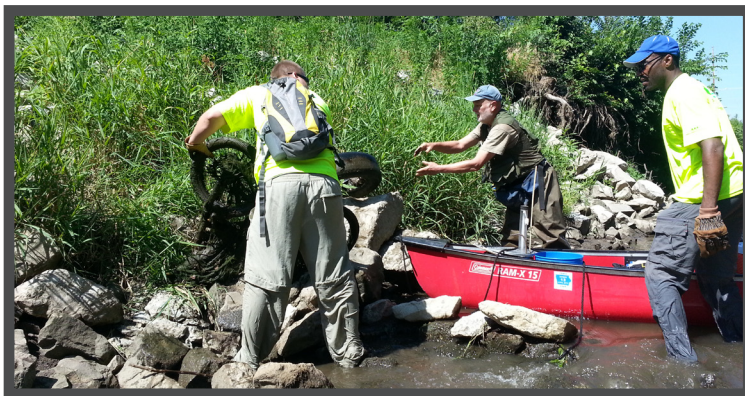
- Yard Waste Management
- Hazardous Household Waste Collection
- Water Quality Improvement
- Greenhouse Gas Reduction
- Recycling Services
- Environmental Education

The program participants set program objectives (goals) and report on the methods used to accomplish those goals. Participants collect results on whether or not targets were achieved, then reevaluate goals and set new ones on a regular basis.

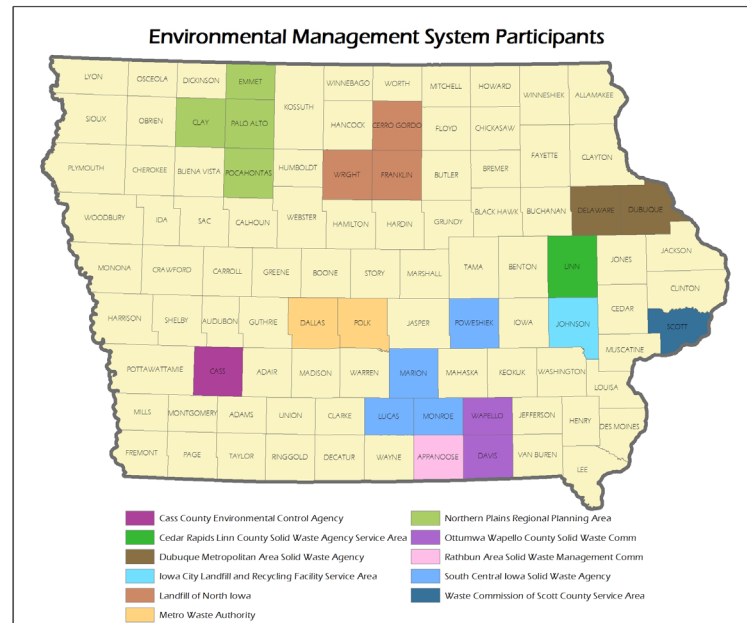
EMS program participants receive a number of incentives and benefits to assist them in their quest for continuous improvement:

- Potential reduced landfill tonnage fees paid to DNR
- Eligible to apply for special EMS Grant Funds
- Potential reduced Comprehensive Planning reporting requirements
- Special training and workshops with EMS consultants
- Other benefits such as improved organizational communications

The EMS program is a voluntary alternative to Comprehensive Planning. The program is open to Solid Waste Planning Areas and Permitted Facility Service Areas. **Applications for the next round of Tier 1 participants are due February 15.**



Above: Metro Waste Authority developed an Adopt-A-Stream program to facilitate annual clean-ups throughout the MWA service area.



TIER 2 PARTICIPANTS:

- Iowa City Landfill and Recycling Center (Landfill Service Area)
- Northern Plains Regional Planning Area
- South Central Iowa Solid Waste Agency
- Cass County Environmental Control Agency*
- Cedar Rapids Linn-County Solid Waste Agency (Landfill Service Area)*
- Dubuque Metropolitan Area Solid Waste Agency*
- Metro Waste Authority (Landfill Service Area)*
- Rathbun Area Solid Waste Management Commission*
- Waste Commission of Scott County (Landfill Service Area)*

*Pilot

TIER 1 PARTICIPANTS:

- Landfill of North Iowa
- Ottumwa Wapello County Solid Waste Commission

FOR MORE INFORMATION

To learn more about EMS and Comprehensive Planning, go to www.iowadnr.gov/FABA

DNR Contact:

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2013 EMS SUCCESS

A SAMPLING OF ACCOMPLISHMENTS FROM THE SIX EMS COMPONENT AREAS

- **Green House Gas Reduction** - Dubuque Metropolitan Area Solid Waste Agency (DMASWA) Goal: Reduce the carbon footprint at DMASWA facilities by 50% from the 2009 baseline. They instituted a landfill "Vehicle Idling Policy" that went into effect January 1, 2012. Notices were placed on all facility vehicles and fuel usage was documented.
- **Yard Waste** - Cedar Rapids-Linn County Solid Waste Agency (CRLCSWA) Goal: To direct food waste and other organics away from the landfill and to the local compost facility. CRLCSWA provides a composting incentive to interested parties by covering the costs of transportation/hauling for the first 3 months. Mount Mercy University, Green RU and CRLCSWA completed a pilot project over a three-month period and the result of the project was nearly 14 tons of organic waste collected and diverted from the landfill, along with additional data and information collection.
- **Recycling** - Waste Commission of Scott County (WCSC) Goal: Divert recyclable materials from the trash at the Mississippi Valley Fairgrounds. WCSC officials worked with leaders from the Fairgrounds to establish parameters and apply for DNR Solid Waste Alternatives Program (SWAP) grant funding to help cover the costs of the implementing recycling. When the fairgrounds secured grant funds from SWAP, the WCSC collaborated with the fairgrounds to provide educational materials, branding and press releases for the new recycling initiative. WCSC staff also created a guide and training materials for the program and staff at the fairgrounds. So far 6,724 pounds of material have been diverted from the landfill.
- **Water Quality** - Metro Waste Authority (MWA) Goal: To develop an Adopt-A-Stream program to facilitate annual stream clean-ups throughout the MWA service area. MWA engaged an engineering firm to map Polk County streams and a website was developed <http://www.goadoptastream.com/> for the project. Positive television coverage on two stream cleanup projects helped MWA publicize the project and several groups have signed up to work with MWA to adopt streams.
- **Environmental Education** - Cass County Environmental Control Agency (Cass) Goal: Prepare Household Hazardous Waste (HHW) disposal information brochures and place them at area lumberyards and other points of sale. In spring 2013, brochures and holders were delivered to vendors in Cass County to educate residents on the proper management & disposal of HHW. During the summer, staff then visited each of the sites to follow up on

the success and usage of the brochures. Cass has found this to be an effective means of providing educational material to the public.

- **Household Hazardous Materials** - Iowa City Landfill and Recycling Center Goal: Promote responsible Electronic Waste management. Iowa City created a baseline of data, working with the landfill compactor operators to log information about hazardous electronics that are being delivered to the working face of the landfill. A new load inspection form was created and implemented and promotional material offering information about safe disposal options was sent to commercial haulers.

COMPREHENSIVE PLANNING

What's the plan? Iowa Code requires that cities and counties file a plan detailing how they are implementing a comprehensive solid waste program. Round Seven of the Comprehensive Plan Update calendar kicked off September 1, 2013. Iowa's 44 Solid Waste Planning Areas are scheduled to submit Comprehensive Plan Updates to DNR now through May 2016.

Plan updates contain information about tons being landfilled, recycling, household hazardous waste and environmental education programs. During the plan update process, residents have a chance to weigh in on planning area goals and accomplishments. Cities are responsible for updating information about their solid waste and recycling services, and this information is entered into a database.

The planning areas handle Comprehensive Plan updates in several different ways. Some complete them in-house with staff writing the narrative and doing the online work; others utilize consultants or Council of Governments staff. Contact DNR staff for examples of completed Comprehensive Plan Updates or with questions.

To find out when your planning area's Comprehensive Plan update is due, check out the DNR Comprehensive Planning web page: <http://www.iowadnr.gov/InsideDNR/RegulatoryLand/SolidWaste/ComprehensivePlanning.aspx> Look under "Quick Links" for the Seventh Round Due Dates PDF.

Planning area contacts will receive a letter from the DNR regarding online Municipal Surveys one year prior to the plan due date. The letter will provide more information about this process.

The web page also contains information about what should be included in the plan update; look under "Quick Links," Plan Update Outline PDF.

DNR staff is available year-round to provide information and assistance to planning areas and individual cities and counties with recycling and waste diversion activities. For more information contact Leslie Goldsmith at leslie.goldsmith@dnr.iowa.gov or (515) 281-8499, or go to www.iowadnr.gov/swems.

FISCAL YEAR 2013

LEGISLATIVE REPORT

DNR HOUSEHOLD HAZARDOUS MATERIALS PROGRAM



SAFE, SMART,
SOLUTIONS FOR IOWA

The Iowa Department of Natural Resources (DNR) Household Hazardous Materials (HHM) program provides a wide array of opportunities for Iowans to learn about proper purchasing, use, storage, disposal and dangers related to common household products. HHM programs also provide Iowans with proper disposal opportunities. The DNR's HHM programs are funded through a portion of the solid waste tonnage fee and HHM retailer permits.

This report discusses actions undertaken and results from the DNR's HHM program and its stakeholder partners in Fiscal Year 2013.

WHAT EXACTLY IS A HOUSEHOLD HAZARDOUS MATERIAL OR HHM?

HHM is a term defining common household products that have one or more of the following characteristics:

TOXIC: poisonous, causing cancer or other health problems

CORROSIVE: destroys human tissue or corrodes metal

FLAMMABLE: easily ignitable

REACTIVE: explosive through exposure to heat, sudden shock, pressure or comes into contact with incompatible chemicals

Household hazardous waste (HHW) is commonly defined as waste from residential sources composed of old or unwanted products that exhibit any of the characteristics of HHMs. In Iowa, businesses generating small amounts of hazardous waste are included in the definition of HHW and eligible to participate in DNR programs.

THE IMPACT OF HHMs

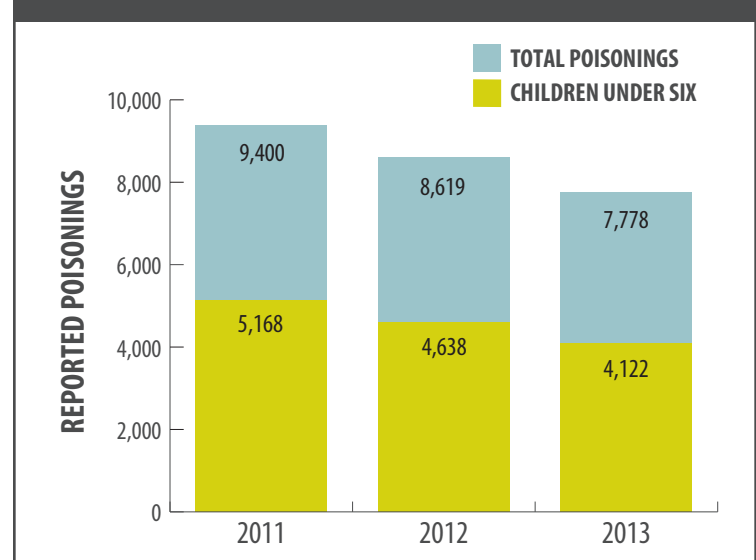
Household Hazardous Materials are found in nearly every home, under every sink, in closets, basements and garages. Consequently, nearly every household (and business) in the state generates household hazardous waste. Care should be taken to manage this waste independently from other household (and business) wastes. Improper disposal of HHMs has a negative impact on the environment and aquatic life; potentially contaminating groundwater, surface water and land, impacting air quality through fires, explosions and toxic fumes and compromising the effectiveness of septic systems and wastewater treatment plant operations.

HHMs are also associated with adverse health and environmental concerns. Health effects caused by hazardous waste can be acute (sudden or immediate onset of severe symptoms) or chronic (gradual onset of symptoms occurring through repeated exposure over an extended period of time). HHMs are the leading cause of poisonings in children. For the months of January-November in 2013, the Iowa Poison Control Center reported 7,778 exposures to HHMs. Of reported poisonings, 53 percent occurred in children under the age of six.



RCC and Iowa DNR education efforts have helped reduce the number of children poisoned by HHMs 56 percent over the past 6 years.

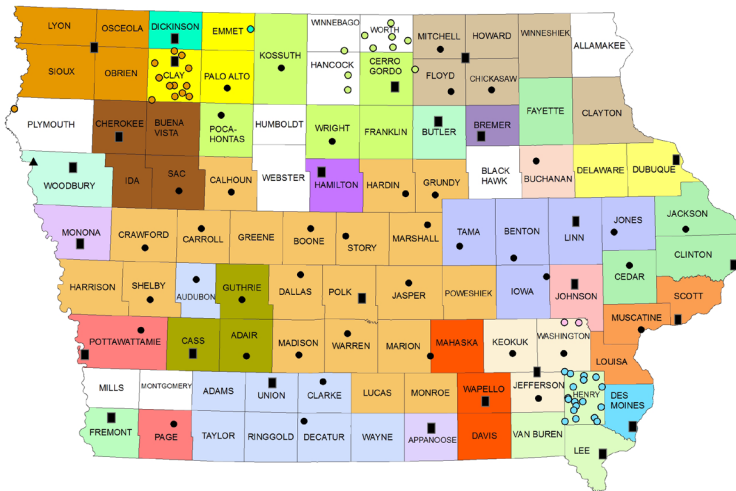
IOWA POISON CONTROL CENTER REPORTED HHM POISONINGS



REGIONAL COLLECTION CENTERS



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Regional Collection Center Service Areas

■ RCC Main Facilities ● Satellite Facilities ○ Serviced Towns ▲ Sioux City Only RCC

REGIONAL COLLECTION CENTERS IN IOWA

Regional Collection Centers (RCCs) are local permanent collection facilities designed to assist the public and conditionally exempt small quantity generator (CESQG) businesses with proper management and disposal of HHMs. RCCs accept specific types of hazardous waste for disposal either through local outlets or through contracted service and also provide a materials exchange (Swap Shop) and educate citizens about proper purchasing and management techniques for HHMs.

Currently 27 main facilities and 39 satellite facilities are operating across the state serving a total of 93 counties. Nearly 6.5 million pounds of HHMs were removed from the solid waste stream including 361,735 pounds of materials which were placed in the RCC materials exchange area as a no cost alternative to buying new HHM's for Iowa citizens.

For local RCC contact information and service areas, go to www.safesmartolutions.org.



Above: A worker at the Bondurant RCC uses a new electric pallet jack purchased with the DNR's RCC innovation grant to move boxes of HHMs.

REGIONAL COLLECTION CENTER FY 2013 SUMMARY & ACCOMPLISHMENTS

PROGRAM INVESTMENT FOR RCC FACILITIES

Establishment Facility Funding	\$23,552
Support for Current Facility Operations	\$464,245
TOTAL PROGRAM INVESTMENT FOR FY 2013*	\$487,797

MATERIALS MANAGED BY HAZARD TYPE

TOXIC Ex: insecticides, pesticides, poison	136,758 lbs.
CORROSIVE Ex: drain cleaners, mercury	77,818 lbs.
FLAMMABLE Ex: lighter fluid, aerosols, thinners, oil-based paint	293,885 lbs.
REACTIVE Ex: pool chemicals, toilet bowl cleaners, ammonia	8,153 lbs.

MATERIALS MANAGED BY COMMON PRODUCT TYPE

E-WASTE Ex: computers, televisions, cell phones	2,079,101 lbs.
FLUORESCENTS	111,559 lbs.
LEAD-ACID BATTERIES	113,658 lbs.
MOTOR OIL	589,854 lbs.
OTHER MATERIALS Ex: sharps, scrap metals, used oil filters, antifreeze, rechargeable batteries	1,483,616 lbs.
PAINTS	1,526,200 lbs.

HHMs REUSED LOCALLY THROUGH EXCHANGE/SWAP SHOP	361,735 lbs.
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CONTRACTED HHM DISPOSAL	2,303,037 lbs.
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HHMs MANAGED LOCALLY	3,775,955 lbs.
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TOTAL AMOUNT OF HHMs MANAGED	6,440,726 lbs.
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* The DNR's RCC Facilities are funded through solid waste tonnage fees remitted to the solid waste account of the Groundwater Protection Fund.



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www.iowadnr.gov

www.safesmartolutions.org

IOWA DEPARTMENT OF NATURAL RESOURCES
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IOWA WASTE EXCHANGE

The Iowa Waste Exchange (IWE) is the product of a partnership of the Iowa DNR and the Economic Development Authority, with assistance from the Iowa Waste Reduction Center.

Many industries, businesses, and institutions dispose of items and materials that others can use. IWE Resource Specialists help anyone looking to obtain specific items or materials, and match them up with anyone who has items or materials they are looking to give.

Businesses, schools, hospitals, communities and individuals are encouraged to take advantage of the IWE's free, non-regulatory, and confidential services.

IWE Resource Specialists can provide a wide range of assistance:

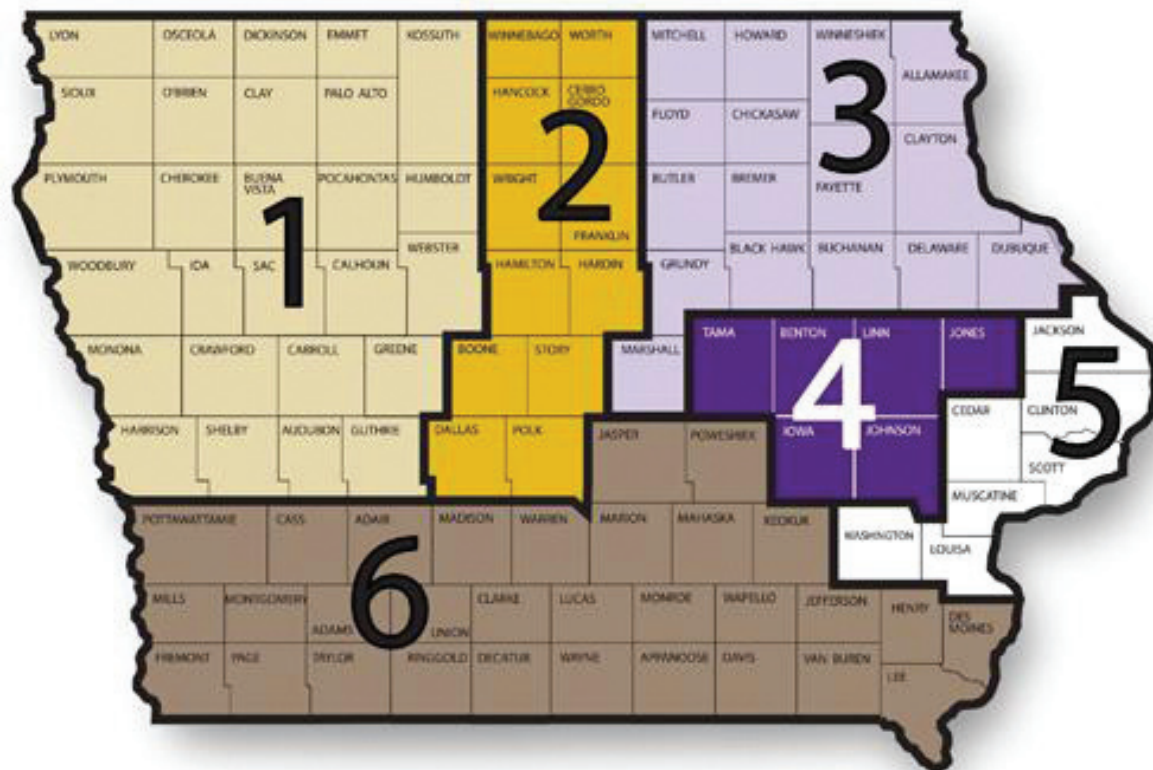
- Identifying viable markets for waste materials. A basic IWE principle – never rule out a waste stream.
- Helping locate and access markets for recyclable commodities.
- Finding environmentally stable solutions for unmarketable waste streams, such as outdated chemicals.
- Drafting and/or reviewing standard operating procedures for handling waste streams.

- Writing waste management grant applications for clients, and reviewing and commenting on client-drafted applications.
- Getting involved in numerous special programs and projects, including participating on recycling committees, in workshops, and at recycling events.

IOWA WASTE EXCHANGE STATISTICS: 2013	
Number of companies assisted (in house)	1,609
Number of companies assisted (on-site)	1,597
Number of material matches	585
Tons of materials matched	74,000
Total cost savings for Iowa companies	~\$2.9 million

IOWA WASTE EXCHANGE STATISTICS: 1990 - 2013	
Number of material matches	12,200
Tons of materials matched	3.3 million
Total cost savings for Iowa companies	~\$80 million

IOWA WASTE EXCHANGE PRIMARY SERVICE AREAS



2013 IWE SUCCESSSES

ORGANIZATIONS BENEFIT FROM EQUIPMENT DONATION

In 2013, Black and Veatch, a company that provides energy, water, telecommunications, and government services made the decision to decommission their facility in Belle Plaine. The facility contained a wide variety of usable equipment, including pressure washers, air compressors, pumps, weather monitoring components, and self-contained breathing apparatus (SCBA) equipment. Moving equipment to an alternate facility or disposing of outdated equipment would be costly, so Black and Veatch contacted the Iowa Waste Exchange to assist with the process.

Alicia Presto, IWE Area 4 resource specialist, worked with a Black and Veatch engineer for several months to identify reuse opportunities in the area. Equipment was donated to several organizations across the state. With each donation, Black and Veatch was able to avoid the cost of moving or disposing of the equipment. In addition, each donation provided usable equipment and cost savings to the receiving organizations.

A generator and air compressor were donated to Coe College in Cedar Rapids to use in their shop. Weather station equipment was donated to Iowa State University in Ames for students and faculty in the Geological and Atmospheric Sciences Department to use during classes. Pumps and SCBA equipment were donated to local governments; pressure washers and air compressors went to a company in central Iowa that recycles used pallets.



FOOD TRAYS FOR RELIEF

Through the cooperative efforts of the IWE, ConAgra Foods and Feed the Hungry, humanitarian workers were provided with 381,466 new food trays for serving meals to tornado victims in Moore, Okla. and food-insecure individuals in Detroit, Mich.

Due to production changes, ConAgra Foods' Council Bluffs plant had 40 pallets of unused plastic food trays available for reuse. Nick Babic, ConAgra manager, reached out to Jim Reimer, IWE Area 6 resource specialist for assistance in finding a new use for the trays.

Feed the Hungry accepted the tray donation to be put to good use in Moore and Detroit. The cooperative efforts of the three organizations not only helped feed individuals in need but also resulted in the use of nearly 10 tons of material.

STUDENT KICKS WASTE OFF THE CURB

When Ankeny Taekwondo student Henry Loch realized just how many new pine boards from his martial arts class were going into the trash, he wanted to make a change and enlisted his father to help. Loch's father researched options and was eventually referred to Shelly Codner, IWE Area 2 resource specialist.

"If someone was willing to take that initiative and responsibility, I thought it was a great idea," Codner stated. "Witnessing Henry's enthusiasm for this project made me determined to make it happen."

After receiving input from Loch on ideas of what could be done with the wood waste, Codner reached out to various woodworkers and builders, and received a reply from Luke Wright, who coincidentally works for the Iowa DNR. Wright used the boards to construct bird houses for various locations throughout the state. Codner and the Lochs have also heard from several other organizations that are interested in receiving boards in the future.

Loch hopes the project will get students interested in recycling. "I think recycling is a very good idea, stated Henry, "throwing good boards in the trash is just a waste."

Left: Donations of equipment to Iowa organizations included SCBA rescue tanks, an air compressor and more.

FOR MORE INFORMATION

To learn more about the IWE and its progress over the past year, go to www.iowadnr.gov/FABA

DNR Contact: Bill Blum • 515.281.8176 • Bill.Blum@dnr.iowa.gov

POLLUTION PREVENTION SERVICES

Pollution Prevention Services offers confidential, non-regulatory environmental technical assistance at no cost to Iowa business and industry, institutions and governmental agencies using pollution prevention or source reduction strategies. An assortment of assistance opportunities and services are offered to assist clients including:

- Opportunity assessment
- Nationally recognized Pollution Prevention Intern Program
- Environmental Management Systems assistance
- Workshops and educational training



In 2013, 19 top engineering students from various Iowa colleges and universities worked at selected host facilities to analyze waste streams and research alternative processes or technologies to save money while benefiting the environment.

Interns with the Pollution Prevention Intern Program have a very unique opportunity to experience a partnership with academia, industry and government all working together toward a common goal. After one week of training in pollution prevention methodologies, interns help manage projects in Iowa industries. Interns work on-site to identify and implement

FOR MORE INFORMATION

To learn more about Pollution Prevention Services, go to www.p2services.com

DNR Contacts:

Pollution Prevention Services
 Jeff Fiagle • 515.281.5353 • Jeff.Fiagle@dnr.iowa.gov

Pollution Prevention Intern Program
 Danielle Dilks • 515.281.8063 • Danielle.Dilks@dnr.iowa.gov

2013 ASSISTANCE STATISTICS	
Technical assistance on-site requests	266
Assessments	12
Follow-up Assessments	12
Thermal Imaging Assessments	1
Informational/marketing presentations	11
Informational Materials Sent	3,532
Intern Projects	19 (18 12-week & 1 24-week projects)
Workshops/conferences sponsored	2

2001 - 2013 ANNUAL CUMULATIVE IMPLEMENTED SAVINGS		
CATEGORY	REDUCTION	COST SAVINGS
Water Conservation	1,347,180,975 gallons	\$5,971,196
Solid & Special Waste	207,605 tons	\$14,967,643
Hazardous Waste	1,532,075 gallons 838 tons	\$10,223,725 \$559,321
Mercury Abated	42,817 grams	—
Energy	350,482,752 kWh 8,458,155 therms	\$19,880,521 \$6,823,046
Other	—	\$13,362,840
		TOTAL \$71,788,292

cost-effective and environmentally feasible improvements for their host company. Eleven of this year's intern projects were hosted by companies new to the program, while one of the 19 projects was a 24-week internship that ended in November.

A total of two workshops were conducted in 2013 to provide pollution prevention and compliance information to clients from various industrial sectors. These events hosted over 150 attendees and included:

- A two-day Environmental Management Systems (EMS) Implementation/Certification Workshop held with the assistance of EPA. This workshop provided information regarding implementing an EMS, an organizational tool that can help any entity reduce costs and liability while improving market position.
- A one-day workshop that provided compliance information regarding the Reciprocating Internal Combustion Engine (RICE) Rule, Boiler Maximum Achievable Control Technology (MACT) and Stormwater regulations.

2013 POLLUTION PREVENTION INTERN PROGRAM BY THE NUMBERS

2013 POLLUTION PREVENTION INTERN PROGRAM IMPLEMENTED SAVINGS		
CATEGORY	REDUCTION	COST SAVINGS
Water Conservation	29,818,107 gallons	\$57,445
Solid Waste	3,787 tons	\$320,901
Hazardous Waste	12 tons	\$31,836
Energy	9,047,357 kWh 540,286 therms	\$356,414 \$112,284
Other	—	\$35,937
		TOTAL \$914,817

2013 DIVERTED TONS OF AIR POLLUTANTS & GREENHOUSE GASES			
CO2	SO2	CH4	N2O
26,505.71	74.97	2,955.86	230.66
CFC	NOx	VOC	PM-10
190.03	40.67	11.07	3.29



2013 POLLUTION PREVENTION INTERN PROGRAM RECOMMENDED SAVINGS (not yet implemented)		
CATEGORY	REDUCTION	COST SAVINGS
Water Conservation	2,691,020 gallons	\$11,092
Solid Waste	15,038 tons	\$535,541
Hazardous Waste	4 tons	\$62,227
Energy	24,966,327 kWh 2,435,991 therms	\$1,161,1774 \$1,037,510
Other	—	\$26,855
		TOTAL \$2,834,402

Funding for the program comes from the Solid Waste tonnage fees including the Solid Waste Alternatives Program and grants from the Environmental Protection Agency and the US Department of Agriculture.

SOLID WASTE ALTERNATIVES PROGRAM

The Solid Waste Alternatives Program (SWAP) was established in the landmark Groundwater Protection Act of 1987 to offer financial assistance for the development and implementation of solid waste management projects to reduce the amount of solid waste generated and the amount of solid waste landfilled.

Since its inception, the program has diverted well over 16 million tons of solid waste from Iowa landfills through a variety of waste reduction, reuse and recycling programs and public education.

In 2013, more than \$10 million was requested in funding assistance and **\$2 million was awarded** to selected applicants. SWAP awards, leveraged with nearly \$1.7 million in applicant cash match, allowed 40 new projects for solid waste reduction, education and recycling to benefit Iowans.

Funded projects include establishing and expanding community and corporate recycling programs, K-12 school recycling programs, teacher workshops to introduce environmental curriculum into the classroom, college and university recycling programs, asphalt shingle recycling and many more - all leading to conserving natural resources and minimizing reliance on landfills for disposal. Selected projects anticipate more than 32,000 tons of solid waste diverted from sanitary landfills in the first year of project implementation.

More than 40,000 tons of solid waste was reported as being diverted from Iowa landfills in 2013 by SWAP recipients required to submit data.

SWAP receives a portion of the tonnage fee assessed on solid waste landfilled in Iowa. Solid waste agencies collect the tonnage fee from landfill customers, retain varying amounts for local programs and remit the balance to the state to fund several statewide programs.

LOAN TYPES AWARDED IN 2013	
TYPE	FUNDING
Forgivable Only	\$663,451
Zero-Percent	\$779,662
Three-Percent	\$598,694
SWAP INVESTMENT TOTAL	\$2,041,807
LOCAL INVESTMENT TOTAL (cash)	\$1,714,986
APPLICANT TYPES AWARDED IN 2013	
Local Government	15
Private for Profit	17
Private Non-Profit	8
TOTAL	40

2013 SWAP SUCCESS

DIFFERENT LANDFILL SERVICE AREAS, ONE COMMON GOAL

In late 2012, seven rural solid waste agencies from four solid waste comprehensive planning areas in western Iowa partnered to achieve a common goal: implementing an efficient and cost-effective asphalt shingle recycling program called the Western Iowa Initiative.

The Western Iowa Initiative agreed to apply for funding through the Solid Waste Alternatives Program and contracted with Barker-Lemar Engineering and Consulting to prepare an economic and operational feasibility study. The resulting joint program involved:

- Shingles collected at participating landfills and transfer stations
- Collected shingles are then tested for asbestos, at processor expense
- Once shingles are confirmed as asbestos-free, they are loaded on to the processor's trucks and transported to the processing center
- Processed shingles marketed to a local asphalt paving company

The feasibility study was completed in late spring and presented to the Western Iowa Initiative partners. The partnering agencies then developed a 28E Agreement and contracted with Save & Pave, located in Sioux City, to:

- Educate and market services to roofing contractors
- Train landfill and transfer station staff in sampling procedures
- Pay shingle testing fees
- Coordinate collection and transportation to the processing center
- Market processed shingles to asphalt plants



With the asphalt shingle recycling program just recently underway, nearly 1,000 tons of shingles have already been diverted from the landfill. Save & Pave is in negotiations to open a second processing location to further reduce transportation costs, better serve western Iowa Initiative participants and expand services to additional landfills and transfer stations.

FOR MORE INFORMATION

To learn more about SWAP, go to www.iowadnr.gov/FABA

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SOLID WASTE & RECYCLING INITIATIVES

IOWA GREENLIST MARKETING CAMPAIGN

This past fall the Iowa DNR completed a marketing campaign promoting the Iowa Greenlist to the Cedar Rapids area. The Iowa Greenlist is a website that features a searchable database that allows the public and businesses to find local recycling and reuse opportunities.

The campaign ran the entire month of November and used several types of media to promote the Greenlist including digital billboard ads, post-it notes on the front of the Cedar Rapids Gazette, a web banner ad placed on the KCRG weather website, radio ads placed on IPR east, television ads placed with local cable provider Mediacom in Cedar Rapids and a mailing of postcards to targeted neighborhoods in the area.

The proposal aimed to measure the effectiveness of the campaign by tracking searches on www.iagreenlist.com. Previous months averaged 50 searches on the Iowa Greenlist, but the November campaign caused the amount to jump to nearly 650 searches. The top three searched items in November were televisions, electronics and tires. Most searches originated in Cedar Rapids, but the campaign also registered with neighboring communities (see chart at right).

The campaign's success will be used to evaluate and develop future opportunities to promote the Iowa Greenlist across the state.



CEDAR RAPIDS-AREA SEARCHES

Anamosa	15
Blairstown	1
Cedar Falls	11
Cedar Rapids	115
Center Pointe	6
Delhi	7
Ely	5
Grinnell	1
Iowa City	21
Johnston	20
Manchester	8
Maquoketa	13
Marion	12
Marshalltown	15
Monticello	8
Mount Auburn	1
Mt Pleasant	7
Muscatine	1
New Hartford	1
North Liberty	4
Oelwein	11
Palo	2
Strawberry Point	3
Swisher	6
Vinton	3
Williamsburg	3

Left: The creative concept for the Iowa Greenlist campaign included the catchphrase "Set Your Junk Free!" accompanied by silhouettes of various materials that can be searched for and recycled via the Greenlist.

SWA MARKETING WORKSHOP

The DNR's FABA Section will be hosting a Marketing Workshop for Solid Waste Agencies on January 23 in Des Moines. The workshop will be focused on solid waste marketing related to services including recycling, composting, household hazardous material collection, and more.

Topics covered include:

- How to develop the steps/processes for creating a Solid Waste Agency (SWA) comprehensive marketing plan
- Branding your agency, or working with your current brand to increase public awareness
- Identify your audience and ensure your message is reaching your audience
- Ensuring your message is being delivered in the most cost effective manner
- Measuring the effectiveness of your public awareness message

The workshop content and delivery will be provided by ME & V, a successful Iowa-based marketing and public relations company with offices in Cedar Falls, Cedar Rapids and Des Moines. Attendees will leave with a personalized plan and outline for immediate and multi-year marketing needs.

Registrations are still being accepted! To download the form, go to www.iowadnr.gov/p2 and click on the "P2 Workshops & Conf." link; completed registration forms must be emailed to Kathleen.Hennings@dnr.iowa.gov as soon as possible.

WE RECYCLE BUILDINGS, TOO!

Add one more thing to the list that central Iowa's Metro Hazardous Waste Drop-Off team recycles: buildings. A Haz-Store building, previously used at the Metro Hazardous Waste Drop-Off, is now serving the Newton Landfill.

FOR MORE INFORMATION

To learn more about FABA's solid waste and recycling initiatives, go to www.iowadnr.gov/FABA

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The Newton Landfill recently underwent a managerial change and wanted to improve the appearance of the landfill, but new Haz-Store buildings cost nearly \$30,000. Luckily that cost was avoided by reusing the existing Haz-Store building. The "new" building received a face-lift with a fresh coat of paint and offers more storage space, better spill containment and brighter lighting than the previous wood building that was showing signs of disrepair.

OLD BUILDING:



NEW BUILDING:

