

Westside MRW Coordinator Meeting 10/27/09

The meeting started with Marni Solheim (Ecology) giving a power point presentation with a brief history of MRW programs. Penni Lempere, from Whatcom County, gave a presentation about cost savings measures the County has considered.

We then broke into small groups to brainstorm prevention activities. The questions given to the groups to spur conversation were:

- **What opportunities exist to incorporate prevention activities into MRW programs?**
- **What specifically might those activities be?**

After lunch, Megan Warfield (Ecology) gave a brief presentation on what we know about the costs of MRW programs. We then broke into small groups again to discuss:

- **How should we gauge the success of these programs?**
- **Could you put limitations on certain waste streams as a costs savings measure?**
- **Are you running your program efficiently?**
- **How reliant are you on CPG? Can you make your program more sustainable?**
- **What data needs are there?**

After each small group discussion, each group shared their ideas with the larger group. What follows is a transcription of the notes pages from each small group.

PREVENTION DISCUSSION:

- Point of sale information
- Promote buying safe alternatives
- Keep message consistent
 - key websites
 - key logos
- Promote cooperation between Ecology, HDs, and Counties
- Promote local source control programs CESQGs (BMPS, CESQG audits)
- Give coupons for green products
- Credible source for what is green
- Partner with cancer community
- Limiting what waste stream (like non-toxic waste such as latex and alkaline batteries) program will accept.
- Product stewardship influencing manufacturers to produce less toxic products – support legislation through letters. Build a bigger coalition.
- Safer alternatives education – Green Chemistry
- Certification for Toxic Products (tax on the more toxic products) (EPEAT)
- Public awareness of Green Chemistry. Support of a “UW” Green Chemistry Department.

- Strategically collaborate with other government agencies and venues on outreach messages. (public utilities, housing authorities, parenting classes)
- Incorporate cost analysis into public messages, so people have a better sense of true costs. It's not "free."
- Utilize newsletters, websites, hotlines and email to get the message out about safer alternatives.
- Display information at libraries, public events, agency lobbies, collection sites and events
- Support related legislations through by writing letters of support
- Ecology possibly does this collaboration (template letters?)
- Regional coordination (meetings, summits)
- Work to get EPP into agency
- IMP policies
- Involvement with NGOs
- Contact/Pester manufacturers (by calling and asking how to safely dispose)
- Change tax structure to make bad products more expensive.
- Education programs for new mothers – hospitals and HDs.
- Ad campaigns countering bad products.
- Environmental /Toxics Reduction Education in Schools (K-12)
- Marketing to change purchasers habits
 - Counter act manufacturers
 - Shelving placement should be in completely separate sections.
- Use of green labels
 - Ecology rating system for products sold to public (including fluorescent bulbs)
- Remodel or Deconstruction
 - Identify sources at sales
 - Encourage or mandate safe replacements
- Discourage use of old mercury thermostats "bad actors education"
- Buy back liquid mercury
- Target safe disposal of home auto products (brake fluid).
- Labels should list warning symbols – long terms effects i.e. cancer (fed)
- Ads need to state toxic effects like surgeon general warning or pharm marketing (fed)
- Local/state have active forum with feds
- Testing of products/enforcement to support banned products and labeling laws
- Outreach on safer alternatives
- CPG – less points for prevention more for collection?
- Distribute info aft Dr's offices
- HDs and SW dept need to collaborate on prevention- Ecology role?
- Product Stewardship – support Hg lamp, Pharm take back, Paint take back legislation
- Join NWPSC
- Build local gov't coalition – endorse bills, testify
- TSCA Reform – an educational platform for the public

COST SAVING DISCUSSION:

- Know your true costs of operations (recognizing any hidden costs)
- Prioritize and accept most toxic materials
- Limit waste streams (latex and alkaline batteries)
- Limit quantity (lbs) per trip or per person
- Reduce acceptance of high cost, high staff time items (e.g. latex paint)
- Facility management of latex paint (bulking)
- Treat treatable wastes (e.g. acid neutralization)
- Make sure regulated waste is not accepted.
- More active management of CESQGs.
- Easily changeable rate structure for CESQGs.
- Equipment upgrades at (CESQGs)
- Develop a local source control program that outreaches to CESQGs
- Starting or expanding upon any reuse /materials exchange/swap shop program at the facility.
- Consider an inter-local agreement with border counties to share MRW facility (e.g. Kitsap and Mason)
- Charge customer minimal fee (e.g. \$2)
- Consider buying equipment (e.g. forklift) rather than renting.
- Take back purchasing from contractor - 25% cost savings on admin fee!
- Taking over operations from contractors?
- Recycle! Use free drums from local shipyard
- Transition into product stewardship funded programs
- Promoting other take back locations like E-cycle and Home Depot (or even some local businesses)
- Include educational materials about toxicity in all PS programs
- Consider leasing of space of facility space if/when space becomes available.
- Access to facility for product stewardship only if covers all costs.
- Product deposits
- Proactively educate on alternative disposal options and safer alternatives
- Charge more when business uses more haz option
- Build WA State "Metro Paint Recycling Facility"
- The group reported that the % of CPG funding for MRW programs is highly variable (5%-75%)

The group then helped prioritize activities. The table below shows the results of voting on certain activities that will help us plan future meetings and projects.

Top Prevention Ideas - West-Side Meeting 10/27/09

Idea	Votes
1. Education on Safer Alternatives (specific audiences, venues, consistent messaging)	22
2. RCW/Ordinances	0
3. Certification Programs/Labeling	7
4. Collaboration (within counties, between counties and regionally)	17
5. Product Stewardship – supporting legislation	20
6. Greening your own organization	14
7. Promoting reuse	2
8. Advertising	2
9. Supporting legislation (more than PS)	2

ADDITIONAL NOTES:

There is overlap in top 2 activities since improved collaboration would help promote safer alternatives. The overarching themes seemed to be:

- Certification/Labeling → Provides basis for streamlined messaging for safer alternatives
- Marketing/Education → Change in awareness and behavior including purchasing
- Audience/Venues → Creates strategic partnerships and messaging

Promoting safer alternatives ideas:

- Need credible source for what is green
- Need testing of products/enforcement to support banned products and labeling laws
- Need certification/labels for Toxic Products (tax on the more toxic products) (EPEAT)
- Labels and ads should list warning symbols – long terms effects (e.g. cancer, pharm commercials (fed)
- Develop interim rating system for products sold to public (including fluorescent bulbs) (locals & Ecology)
- Push point of sale information
 - Shelving placement, should not be in completely separate sections.
- Change tax structure to make bad products more expensive.
 - Promote public awareness of Green Chemistry
 - Support of a “UW” Green Chemistry Department.
- Utilize newsletters, websites, hotlines and email to get the message out about safer alternatives.
- Ad campaigns countering bad products.
- Work to get EPP into your agency
- Implement IMP policies at your agency, schools, parks, facilities.
- Encourage or mandate safe replacements for remodel and deconstruction

- Give coupons for green products
- Discourage use of old mercury thermostats “bad actors education”
- Buy back liquid mercury

Improving regional collaboration ideas:

- Better collaboration between HDs, SW departments, facilities, counties and Ecology. (this was mentioned 3 times)
 - Apply for CPG projects together
- Partner with cancer community and NGOs
- Strategically collaborate on outreach messages with public utilities, housing authorities, parenting classes, new mother classes
- Distribute info at Dr’s offices
- Keep message consistent: key websites and key logos
- Support related legislations by writing letters of support. Ecology possibly does this collaboration (template letters?)
- Regional coordination through meetings/summits
- Environmental /Toxics Reduction Education in Schools (K-12)
- Local/state have active forum with feds on safer alternative and PS issues
- TSCA Reform – an educational platform for the public

Supporting Product Stewardship ideas:

- Join NWPSC. Build a bigger government coalition.
- Support, endorse or testify for Hg lamp, Pharm take back, Paint take back legislation
- Contact/pester manufacturers (by calling and asking how to safely dispose)

MRW Measure of Success:

- Decrease of MRW for which alternatives are available
- Decrease of MRW in MSW
- Decrease in illegal dumping
- Decrease in number of repeat customers at facility
- Managing more wastes higher on the waste hierarchy
- Less toxicity in the MRW that does come in
- More waste stream paid for via product stewardship programs
- Increased customer knowledge of available product stewardship programs
- Increased number of customers
- Increase in number of new customers
- Count apples to apples (compare facilities that are collecting the same wastes)
- Consider the age of MRW coming in.
- Less shelf space of toxic items relative to “green” items.
- Fewer toxic releases to the environment (how do you measure that?)

MRW Data Needs:

- Need an accurate statewide waste characterization/composition study for MRW as % of MSW
- Need policy agreement on what constitutes success.
- Identify and prioritize most toxic wastes
- Need product generation rates. What is being sold and used?
- Accurate and consistent cost data
- What are the costs associated with reduced access to MRW disposal (e.g. more illegal dumping? More down the drain?)

Challenges:

- Manufacturers and retailers pushing as much as they can.
- Tested, available and effective alternatives aren't always easy to find. (e.g. hornets and fleas).
Want to see more availability of products and information that will still really work. How do you reach the masses to encourage safer alternative use?