

Eastside MRW Coordinator Meeting 10/28/09

The meeting started with Marni Solheim (Ecology) giving a power point presentation with a brief history of MRW programs. Argyle Baukol, from Living Green (Spokane), gave a presentation about safer alternative cleaning products.

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:

- Have good coordination via web, webinar, meetings, emails
- Create a good website, advertised, not buried within county, link to other good websites to avoid duplicate work
- Connecting with people who have done similar projects
- Demonstrations as education, partnering with a retailer or other organization
- Educate policy/decision makers to get better support for programs
- Change CPG eligibility/guidelines, higher scores for prevention
- Seize media opportunities
 - Highlighting “green” programs/activities
 - Focus messages on health, not “green”
 - Save money – do you need that?
- Offer re-use at facilities
- Tap into local academics, teach to be critical consumers
- Collaboration/partnering/orchestrating – get people on the same page
- Research on getting people to change behavior, focus on consumers, use academia for projects (they’re always looking)
- Common message (example - Away with Waste program). Currently Hazards on the Homefront for teachers

- Programs working together for funding coordinated projects
- Support Product Stewardship
- Support product reform (example - Children's Safe Product Act)
- Send letters of support for legislation
- Engage customers at collection site, provide handouts on alternatives, need for item
- Enforcement
 - Local ordinances
 - State level
 - Product development
- Institute Environmentally Preferable Purchasing in government contracts
- Market sustainable products (ex. refined oil, recycling of paint)
- Refrigeration units
- Technical assistance to small businesses, examples - EnviroStars, Green Seal, local source control programs, shop sweeps, industry specific, business licensing- add industry specific info, chamber associations
- Networking – share knowledge for innovative ideas for prevention
- Community events, infomercial-style highlighting alternatives, ex green cleaners vs. toxics
- News releases, advertising web site with events
- Newsletters & offers to speak - church, utility, newspapers, YMCA, boy/girl scouts, school camps
- Reach those that educate new parents - MOPS – Mothers of Preschoolers, nurses who do home visits
- Train the trainer programs to expand education, business assistance
- Change school curriculum, presentations k-12, reaching teachers, projects, science experiments
- Word out about effective alternatives; demo in store, brochure in store
- Work with extension offices (pesticides, fertilizer)
- Get involved in environment groups – WA Toxics Coalition, SAFER, NW Product Stewardship Council, etc.
- Communicate with manufacturers, associations to change products, ex American Chemistry Council, DuPont

COST SAVING DISCUSSION:

- Latex – dry out/dispose as MSW, allowable by state regs, check local/facility restrictions
- Alkaline batteries – stop taking
- Charge customers – people often ask what they owe anyway
- Do away with free events (appliances)
- CFLs – work with utilities to cover costs
- If take oil, take antifreeze free too – bid out together
- Be sure product stewardship programs take care of business - cover all costs, cover manpower
- Reuse programs - paint to fairgrounds, Habitat for Humanity

- Limit/phase back collection
- Find local outlet for certain products
- Reuse “waste oil good” for heating (cleaners, paints, etc)
- Use latex paint for alternative daily cover at landfill
- Direct public to private business for scrap metal (refrigerators)
- Train volunteers, avoid contractor cost
- Limit days and hours to lower personnel costs
- Transport HHW to central facility to reduce disposal costs
- Do materials exchange to use product completely
- Gauge-can the facility/county support itself
- Donations instead of charge
- Refer people to other disposal options (maybe re-use)
- Don’t handle CESQG waste, re-direct to private companies
- Restrict quantities taken from each customer, will prevent businesses inappropriately using site
- Identify priority chemicals/HHW, concentrate on collecting those materials over less harmful
- Use offender and Goodwill Industry labor

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 - East-Side Meeting 10/28/09

Idea	Votes
1. Education – Youth	7
2. Education – General Public/Outreach	6
3. Focused Messaging	0
4. Media/PR	4
5. Finding Funding	2
6. Collaboration	7
7. Customer Outreach at Facilities	2
8. Demonstrations (booth at fair, during collection event)	4
9. Education – Internal to county/city government	1
10. Supporting Legislation	4
11. EPP (environmentally preferable purchasing)	3
12. Product Stewardship/Producer Responsibility	7

We then asked the group if they could come up with specific actions or commitments that they would be willing to make in coming months/year.

COMMITMENTS:

- Educate Youth, Hazards on Homefront (Ecology)
- Coordinated, thematic approach to education by working within region on messaging

- I.D. what is out there, prioritize (Children's Safe Product Act)
- Focus messages on prevention, use same terms, use focus groups FOR message
- Supporting product stewardship/producer responsibility
 - Letters of support from jurisdiction, Ecology to do template, others sign (paint)
 - Educate local leadership on what producer responsibility means
- Send letters of support for other legislation/actions, Ecology to do template, others sign on
- Push for EPP internally
- 20 things to do with kids
- Outreach to schools – presentations, handouts, piggyback with “green schools” (Kittitas)
- Include demo at fair booth (Kittitas)
- Outreach to schools – presentations, handouts, piggyback with “green schools” (Lincoln)
- Landscape demo/signage at site (Lincoln)
- Resume fair booth, include demo (Pend Oreille)
- Updating/developing web, include FAQ on MRW-related (Pend Oreille)