

2014 Solid Waste Progress Report:

Progress in Achieving
Objectives in the Solid
Waste Master Plan

Reduce
Reuse
Recycle



Contents

| | |
|---|---|
| Introduction | 2 |
| Executive Summary..... | 2 |
| Waste Reduction and Reuse | 2 |
| Total Recycling (Recycling + Organics)..... | 2 |
| Resource Recovery (Processing) | 2 |
| Land Disposal (Landfilling) | 2 |
| Outreach & Education..... | 2 |
| Household Hazardous Waste & Problem Materials | 2 |

Introduction

This 2014 Solid Waste Progress Report (Report) describes progress and achievements in implementing the Dakota County Solid Waste Master Plan (Master Plan). The Master Plan is Dakota County's (County) implementation guide steering the management of solid waste. The Master Plan provides direction to residents, businesses, municipalities, and other stakeholders involved with waste management.

Minnesota Statute section §115A governs waste management and requires Dakota County to develop a Master Plan. A revised Master Plan was adopted by the Dakota County Board of Commissioners on March 27, 2012, and approved by the Minnesota Pollution Control Agency (MPCA) on May 24, 2012. The 2010 Policy Plan establishes numeric waste management objectives for the Twin Cities Metropolitan Area (TCMA) counties (Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington). The 2013-2014 Legislative Session also included changes to Minnesota Statute section §115A to expand recycling in TCMA counties. Changes included: increased recycling rates (from 50% to 75% by 2030), mandatory commercial recycling, sharps disposal ban, and increased SCORE (Select Committee on Recycling and the Environment) funding.

The County Master Plan sets objectives to meet State goals. Master Plan strategies relate to implementing source reduction, recycling, and organics recovery; maintaining existing resource recovery facility capacity; and placing a ceiling on landfilling. The Policy Plan objectives adopted into the County Master Plan are:

TCMA Policy Plan Objectives

| MSW Management Method | 2008 System | 2015 | 2030 |
|--|-------------|--------|--------|
| Waste Reduction (cumulative) | - | 1-2% | 4-6% |
| Total Recycling (Recycling + Organics) | 43% | 48-54% | 75% |
| Resource Recovery | 29% | 32-34% | 24-28% |
| Maximum Landfill | 28% | 20% | 9% |

This Report summarizes trends, project and program activities, outcomes, and relevant data to identify progress implementing the Master Plan, and meeting TCMA Policy Plan objectives.

Executive Summary

Progress Toward Policy Plan 2015 Objectives

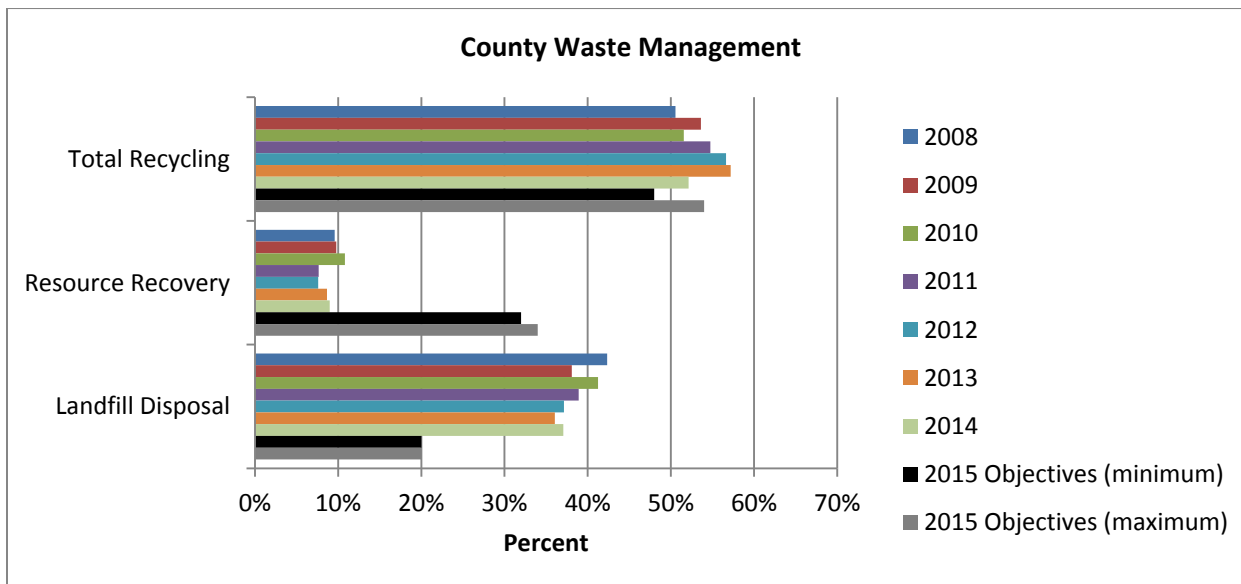
Overall, Dakota County is making progress to reach Policy Plan objectives for waste reduction, recycling, organics, resource recovery, and maximum landfill metrics.

In 2014, the County maintained diversion rates at 52%. Total waste generation in Dakota County decreased. Despite an increasing population, per capita waste generation dropped about 2%. Organics recycling increased to 9% while traditional recycling fell to 43%. Resource recovery rates remained around 9% and landfill rates increased slightly to 37%.

Progress-At-A-Glance

| General Progress Toward 2015 Policy Plan Objectives | | | |
|---|---------------|-------------------|---------------|
| | Good Progress | Moderate Progress | Slow Progress |
| Waste Reduction (cumulative) | | | |
| Total Recycling (Recycling + Organics) | | | |
| Resource Recovery | | | |
| Maximum Land Disposal | | | |

Progress Toward 2015 Policy Plan Objectives



Key waste metrics from 2014 include:

- **Total Waste Managed:** 482,840 tons of municipal solid waste (MSW) were managed, a decrease of 0.9% (4,398 less tons) compared to 2013.
- **Waste Reduction and Reuse:** Per capita waste generation decreased by about 2% from 2013, from 1.20 to 1.18 tons.

- **Total Recycling (Recycling + Organics):** 207,850 tons of MSW was recycled and 43,834 tons of organic waste, such as food waste and non-recyclable paper, was recovered from the MSW stream for a 52% recycling rate, a 2% decrease from 2013.
- **Resource Recovery:** 43,368 tons of MSW were processed at a resource recovery facility for a 9% resource recovery rate, roughly the same as 2013 (1,160 more tons).
- **Land Disposal (Landfill):** 179,016 tons of MSW were landfilled for a land disposal rate of 37%, an increase of 1% (3,352 more tons) compared to 2013.

Progress Summary

The County prioritizes waste reduction, recycling, organics recovery, and resource recovery over landfilling. Strategic improvements were made to the County waste reduction, recycling and organics diversion efforts and outreach was expanded to drive change in how solid waste is managed and move beyond current trends. Some improvements were preparatory actions that paved the way to drive desired outcomes in future years with benefits yet to be fully realized.

Waste Reduction and Reuse

The 2015 Policy Plan objective for the TCMA counties is to reduce waste by 1-2%; however, the MPCA has not defined actual reduction and reuse measures for reporting purposes. As a measure of waste reduction, waste per capita growth is compared to population. In 2014 the amount of County MSW managed per capita decreased to 1.18 tons, down 2% from 2012. The County supported local waste reuse/reduction efforts through ongoing reuse programs at The Recycling Zone and increased promotions of reuse outlets in the community.



Total Recycling (Recycling + Organics)

The County met the 2015 Policy Plan objective for the TCMA counties to recycle a total of 48 - 54%. In 2014, 207,850 tons of County MSW was recycled and 43,834 tons of County organics, representing a 52% total recycling rate. The County continued to support local recycling efforts through *ongoing* programs with cities and townships and through *enhanced* recycling initiatives at The Recycling Zone, community events and schools. The County implemented enhanced organics recovery efforts with expanded initiatives in-house and with schools, cities and townships. Dakota County continued to host a permitted source-separated organics facility that serves the TCMA, providing support as residential and commercial source-separated organics programs develop. Refinements were made to ongoing programs to advance recycling and organics diversion efforts that will be more fully implemented in 2014.



Resource Recovery

The County fell short of the 2015 Policy Plan objective for TCMA counties to process 32% to 34% of MSW. In 2014, 43,368 tons of County waste was processed, representing a 9% resource recovery rate. The County included waste processing as part of its Community Funding Program application, the Resource Management contract requires all County-managed MSW that is not reused or recycled be delivered to a processing facility, and continued to support resource recovery by leasing land in Empire Township for a transfer station to deliver MSW to a processing facility. Without significant changes in the TCMA's waste system, such as enforcement by the MPCA of statutory processing requirements and increased facility capacity and convenient access, the County will continue to be challenged to meet Policy Plan objectives for resource recovery.



Maximum Land Disposal

The County faces obstacles for meeting the 2015 Policy Plan objective for TCMA counties to landfill a maximum of 20% of MSW. In 2014, 179,016 tons of County MSW was landfilled, for a landfilling rate of 37%. The County's land disposal rate is contingent on the success of reduction, recycling, organics diversion and resource recovery efforts. However, as identified in the Master Plan, the County anticipates continued



challenges in diverting waste from landfills. Without changes in the TCMA waste system, and given the location of two MSW landfills that serve the TCMA operating within Dakota County, the County will continue to face substantial barriers.

Outreach and Education

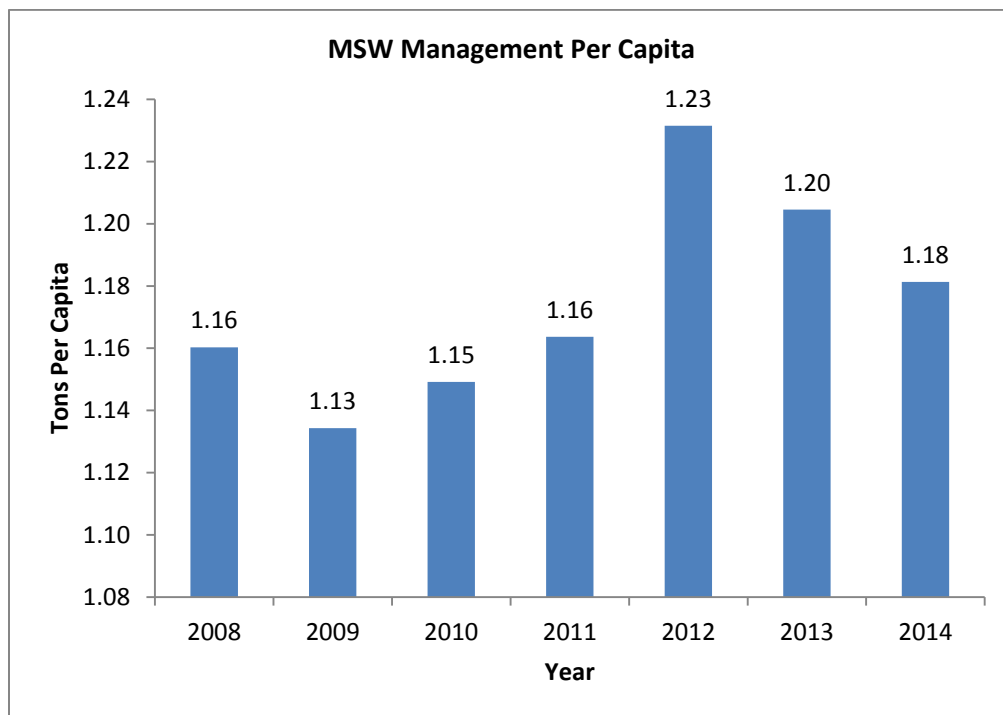
The Policy Plan does not establish objectives for outreach and education but strategies were included in the Master Plan to address public education requirements in State law (Minn. Stat. §§ 115A.552, subd. 3, 115A.96). In 2014 outreach and education efforts continued to play an essential supportive role in programs and were a primary tool used by the County to influence how waste was managed. The County continued to work cooperatively with cities and partners on a large number of outreach strategies. Strategies included enhancements to shift more waste up the Waste Management Hierarchy (reduce, reuse, recycle, organics recover, resource recovery, waste to energy processing, landfill) by targeting audiences of greatest need with specific information and improved distribution. Enhancements included a Recycling Zone media campaign to increase participation by 10% at the Recycling Zone in Eagan.

Household Hazardous Waste and Problem Materials

The Policy Plan does not include numeric objectives for household hazardous waste (HHW) and problem materials. However, the County included strategies in the Master Plan to support Policy Plan goals to protect the environment and public health and to address State law requirements (Minn. Stat. § 115A.96) for the County to implement a HHW management plan. The County continues to provide a premier HHW program at The Recycling Zone. In 2014 participation in HHW programs increased 19.9% with 61,523 vehicles served. A total of 4.2 million pounds of HHW and electronics were collected for a 9% increase. The increase from 2013 to 2014 is substantial and may be linked to the media campaign.

Waste Reduction and Reuse

Measuring changes in the total amount of MSW managed is not sufficient in tracking progress for source reduction efforts. Total amount does not take into account increases in population or trends in how much money American households spend on goods and services such as food, clothing, vehicles and recreational services. As a measure of source reduction, waste per capita growth is compared to population. In 2014 the amount of MSW managed per capita decreased slightly to 1.18 tons, down 2% from 2013.



Summary of Waste Reduction and Reuse Strategies Implemented. Waste reduction and reuse initiatives were implemented through County programs including:

1. Expanded Reuse at The Recycling Zone

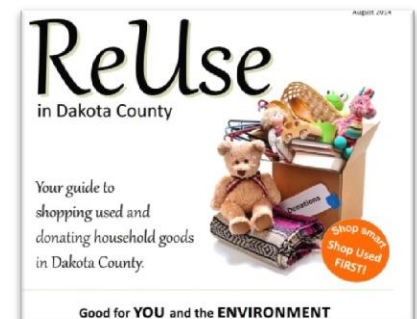
Master Plan Strategy: Provide reuse program.

Reuse at The Recycling Zone was promoted through a widespread campaign, tours, brochure distribution, and the County website. Twenty-four tours of The Recycling Zone educated 323 participants and reuse was promoted as a first waste management option. Over 135 tons of materials were reused through The Recycling Zone's Reuse program.

2. Increased Promotion of Community Reuse Outlets

Master Plan Strategy: Provide education program.

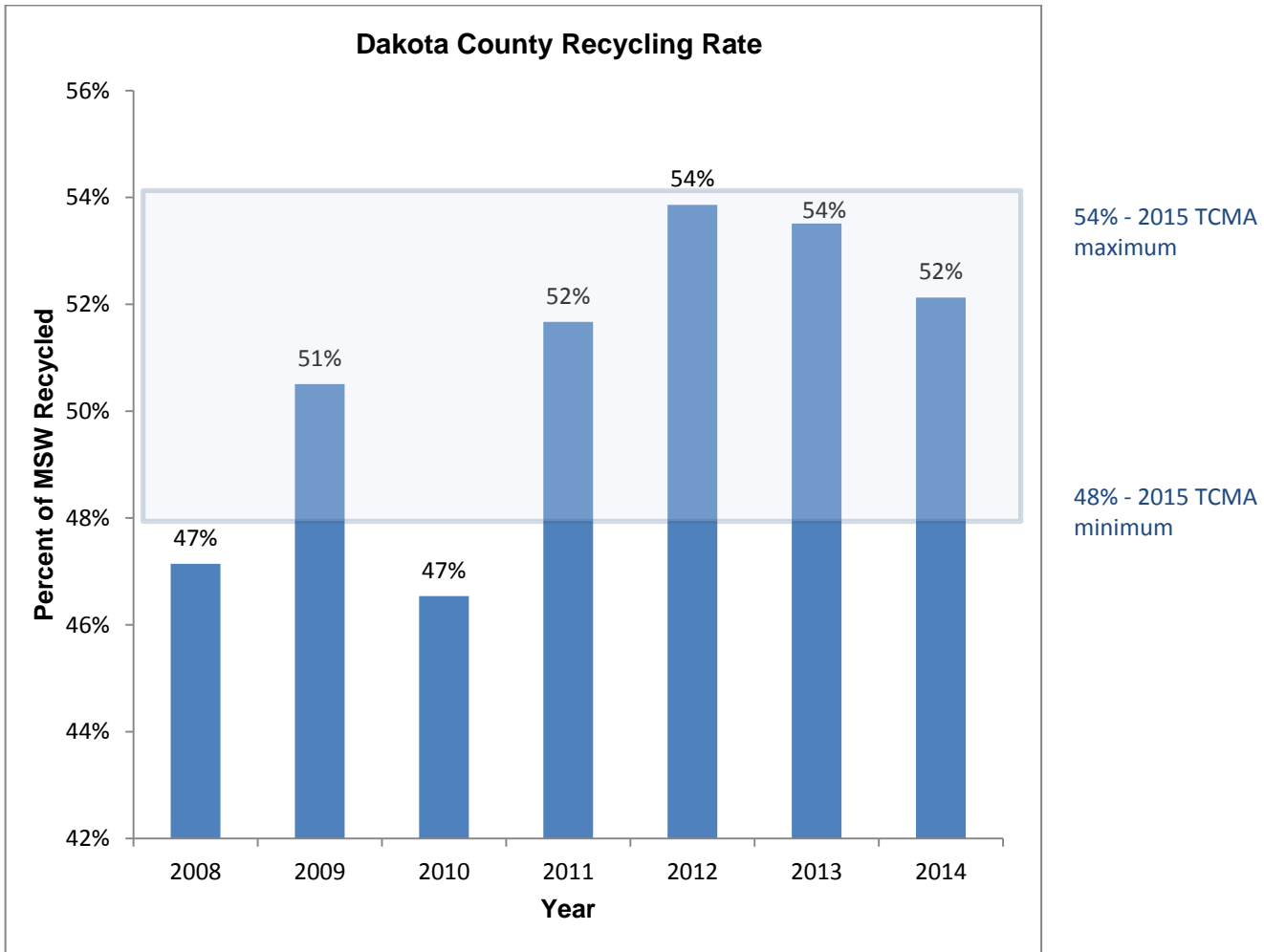
Dakota County's [ReUse Guide](#) was updated in 2014 to include newly-identified outlets and new additional information. The ReUse Guide is available to download, print, or access through an online [map-based format](#) for residents. Commercial sector reuse is promoted on the County's [business pages](#) and includes links to Minnesota Materials Exchange and Rethink Recycling for buying, selling, and donating. In 2014, Dakota County staff identified four additional second-hand businesses for a total of 37 outlets and 67 locations.



Updated ReUse Guide provides residents with reuse outlets and information

Total Recycling (Recycling + Organics)

In 2014, 251,684 tons of MSW were recycled and 43,833 tons of organics were recovered from the MSW stream for a 52% recycling rate. The amount of traditional recycling was down compared to 2013 with 34,958 less tons recycled. Of the organics diverted, about 2,880 tons of food went to food-to-people programs to help people in need, 15,207 tons were recovered for animal feed, 3,405 tons were managed through commercial source-separated organics composting programs, and 22,340 tons of yard waste was composted.

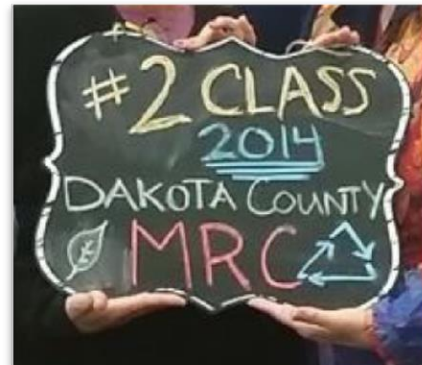


Summary of Recycling Strategies Implemented. The County continued to support local recycling and organics diversion efforts through *ongoing* programs with cities and townships and through *enhanced* recycling initiatives at community events and in schools. In addition, new community educational programs were developed, recycling in County parks was enhanced, and refinements were made to ongoing programs. The County implemented enhanced organics recovery efforts with expanded initiatives in-house, at the County Fair, in the Juvenile Service Center, and at public events. Dakota County continued to host a permitted source-separated organics facility that serves the TCMA, providing support as residential and commercial source-separated organics programs develop. The following are highlights of 2014 efforts:

1. New Master Recycler/Composter Program

Master Plan Strategy: Increase recycling opportunities and education.

- In 2014, Environmental Resources Department staff developed the County's first-ever waste management education program for adults. Two separate classes were held over a six-week period. Participants learned about solid waste reduction, reuse, recycling, organics composting, and proper hazardous waste management. At the end of the course each participant is required to complete 30 hours of community service related to waste diversion in Dakota County. Several MRCs volunteered at County and city events providing 502.75 hours of community service in 2014.



In 2014, 42 Master Recycler/Composters graduated!

2. Expanded Recycling at County Parks

Master Plan Strategy: Collaborate to improve recycling at public spaces.

- County Parks. The entire County park system infrastructure was inventoried: trash and recycling container location, condition, type and signage was identified and mapped. Over 300 containers were classified. Best practices for both waste management and park operations were researched to improve recycling. Containers have been strategically located by pairing trash and recycling containers. Deteriorated containers have been removed reducing maintenance needs and increased recycling opportunities for park visitors. These changes along with waste sorts, a visual assessment survey, and a park user survey indicate infrastructure improvements can considerably increase recycling rates and decrease contamination.

3. Expanded Recycling in Programs for Schools, Cities, and Townships

Master Plan Strategy: Provide support to public entities to improve recycling in their operations.

- Enhanced School Recycling Program. For the 2013-14 school year, Dakota County staff worked with ten schools and one community education/daycare facility from Independent School District (ISD) 194 to improve waste diversion. The County provided recycling containers, container labels, educational resources, and training. Baseline assessments, ongoing technical assistance, and waste and cost analyses were conducted. Participants increased their waste diversion rate by an average of 29% and approximately 148 tons of material was diverted.
- Community Funding Program. The County continued to provide performance-based funding to 13 cities and the Rural Solid Waste Commission (6 rural cities and 13 townships) to ensure recycling services and residential education. Program efforts in 2014 resulted in 1.69 million impressions of recycling messages to residents through online, print, TV and in-person outreach.

In addition, city parks and recycling staff with help from County interns and staff focused on improving public space recycling opportunities. By the end of the year, 34 city and County parks followed best management practices with matching signs and labels and bin pairing. Residents were educated about several of these efforts including banners at civic arenas and a newsletter article on park recycling. Staff was asked to showcase the park recycling program at the annual Recycling Association of Minnesota Conference. City and County staff were also involved in working with 25 community events to divert recycling and organic material. Although data is only available for five events, city staff have reported 10,872 lbs of recycling and 15,316 lbs of organic material were captured.

4. Environmentally-Preferable-Purchasing

Master Plan Strategy: Improve waste contracts to reduce waste and increase recycling in County operations.

- In 2014, the County launched a Green Initiative for internal purchases. The initiative adopted new County standards requiring the use of 30% recycled-content copy paper and remanufactured toner cartridges. The initiative also resulted in a reduction of 724 non-recycled content cartons of paper.

5. Offered Businesses Recycling Assistance

Master Plan Strategy: Help businesses develop recycling programs.

Dakota County's website was updated to include the new State recycling requirement for sports facilities and commercial establishments. Information about the 2016 commercial recycling requirement was distributed in the County's quarterly e-news to over 330 businesses and in flyers mailed to 500 businesses in the City of West Saint Paul along a targeted corridor.

6. Modified Reporting to Improve Recycling Data

Master Plan Strategy: Work to improve recycling data.

County staff worked with the MPCA to streamline and improve recycling data collection. Improvements to reporting data will be heard in the 2014-2015 Legislative session.

7. Recycling Programs Enhance Organics Collection

Master Plan Strategy: Build on public recycling program infrastructure to introduce organics diversion in County and city buildings, at County and city events, and in public schools.

- Organics Collected at County Park Events. The County incorporated permanent recycling containers into the design for the new Whitetail Woods Regional Park. In addition, recycling and organics diversion opportunities and waste station education was provided at the Park's Grand Opening event, resulting in 80.9% diversion.
- County Building Implements Organics Collection. Internal organics diverted 6 tons and increased organics recycling from zero to 1.3% during the 2014 pilot project. Eighty-nine percent (89%) of source separated organics diverted came from the Juvenile Service Center (47%) and Western Service Center (42%). The other 11% is attributed to Dakota Lodge at Thompson County Park.
- Organics Collected at City Festivals. The Rural Solid Waste Commission (RSWC) implements waste diversion activities in rural areas. The County and MRCs worked with the RSWC to successfully introduce organics diversion for food and paper waste at Randolph's 47th annual chicken BBQ fundraiser. The event also expanded recycling cans, bottles, and plastic. To facilitate the diversion, recycling waste stations and educational signage were used. Thirty waste stations were spaced throughout the venue. It is estimated that over 3,000 people attended the event. Public feedback about organics diversion and recycling was positive.
- School Recycling Program Expanded to Include Organics. The Enhanced School Recycling Program was expanded in 2014 to implement organics diversion. Results demonstrated an average of 53% diversion with 23% diversion from organics collection. Organics diversion increased 6% from 2013. Over 102 tons of organic material was collected from eleven schools.



Waste Stations at the grand opening of Whitetail Woods Regional Park provided visitors opportunities to recycle



Visual cues like different colored containers and labels help students sort waste in the school cafeteria

8. County Lease Supported Source-Separated Organics Capacity for the TCMA

Master Plan Strategy: Manage the lease on County-owned land in Empire Township to provide organics management capacity. The County continues to lease County-owned land in Empire Township to a private company that operates both source-separated organics composting and yard waste composting facilities. This facility is one of only two source-separated organics composting facilities that serve the TCMA.

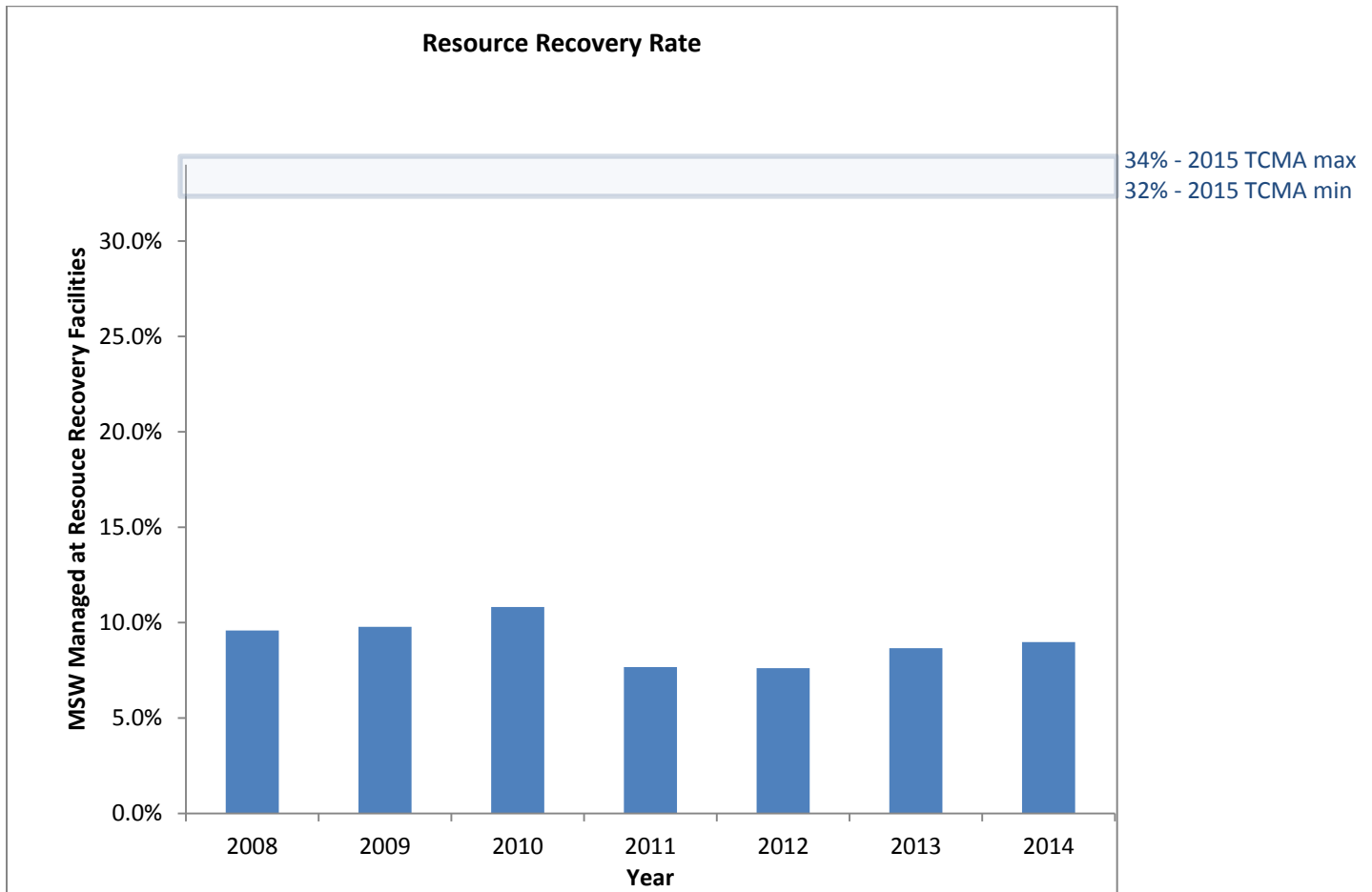
9. Engaged Stakeholders to Advance Organics Recovery

Master Plan Strategy: Research and develop organics management programs to provide technical assistance to targeted generators of organics waste.

To gauge stakeholder support and explore partnership opportunities that grow organics recovery programs in the County, staff issued a Request for Expressions of Interest in 2013. Eighteen concept briefs with project ideas were received. Ideas encompassed a variety of project approaches that included technical assistance, funding, infrastructure, regulatory changes, and varied management methods (e.g., food recovery for people, composting, and anaerobic digestion). Results were presented to the County Board of Commissioners for future planning.

Resource Recovery (Processing)

Processing of waste generated in Dakota County is below the 2015 Policy Plan objective for TCMA counties to process 32% to 34% of MSW. In 2014, 43,368 tons of County waste was processed, representing a 9% resource recovery rate. As identified in the Master Plan, the County anticipates continued challenges to advance processing. The County needs support by the State and private-sector waste management through enforcement of statutory processing requirements. To meet processing goals, Dakota County also requires infrastructure expansions to increase access and capacity of resource recovery facilities.



Summary of Resource Recovery Strategies Implemented. The County’s Resource Management trash and recycling contract states that all County-managed MSW that is not reused or recycled be sent to a processing facility. The County included waste processing as part of its Community Funding Program criteria, and continued to support resource recovery by leasing land in Empire Township for a transfer station to deliver MSW to a processing facility.

1. Supported Statutory Requirements

Master Plan Strategy: Support statutory requirements that MSW from public entity operations is delivered to a resource recovery facility.

- Required Waste Be Processed from County Buildings. All MSW generated by County operations (27 locations) was reused, recycled, composted, or delivered to a resource recovery facility. The County internal Resource

Management contract requires the waste hauler to comply with State statute requirements for recycling and waste processing (Minn. Stat. §§ 115A.471. 473.848).

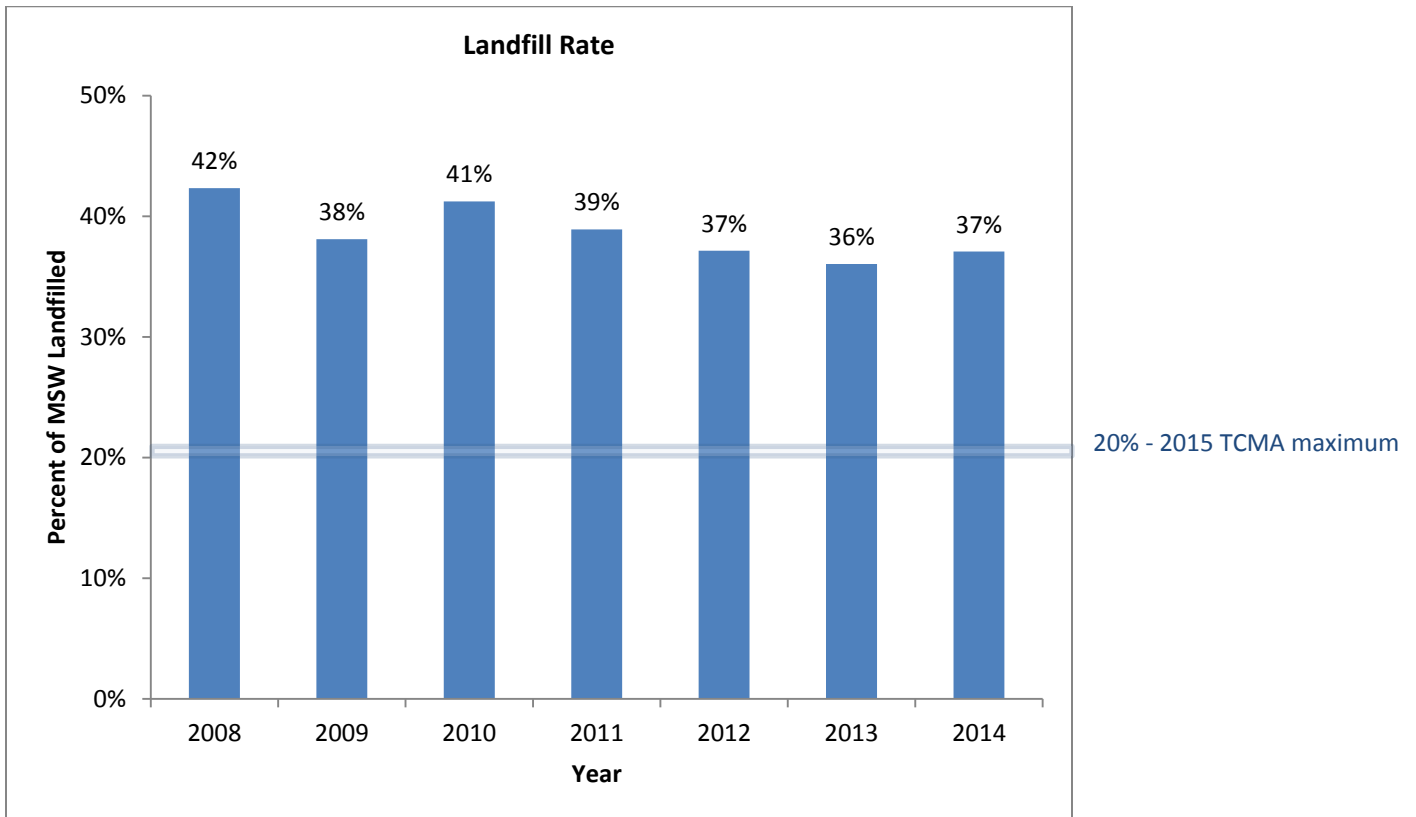
- Notified Public Entities of Processing Requirements. The County notified 49 public entities and 170 schools of its obligation to comply with State statutory requirements for waste processing. These public entities also received notification about statutory requirements that public entities must recycle at least three broad materials.
- Community Funding Program Notification for Cities and Townships. The Community Funding Program annual funding application requires cities and townships to identify whether waste generated from their operations that is not reused or recycled is delivered to a resource recovery facility.

2. County Lease Supported Resource Recovery Capacity for the TCMA

Master Plan Strategy: Manage the lease for County land in Empire Township to provide transfer to a resource recovery facility. The County continued to lease land in Empire Township for the Empire Transfer Station as a privately-owned and operated facility. This is the only transfer station in Dakota County that direct hauls MSW to RRT Processing Solutions in Newport. During 2014, 10,866 tons of MSW, generated in Dakota County, were transferred from Empire Transfer Station to RRT Processing in Newport. Overall 25,988 tons of MSW were transferred from Empire to RRT Newport.

Land Disposal (Landfilling)

The County continues to face obstacles for meeting the 2015 Policy objective for TCMA counties to landfill a maximum of 20% of MSW. In 2014, 37% of MSW generated in Dakota County was landfilled, a total of 179,016 tons. Two landfills are located in Dakota County making it less expensive to transport waste to the landfill compared to a resource recovery facility. The County's land disposal rate is contingent on the success of reduction, recycling, organics diversion, and resource recovery efforts. Without enforcement of processing laws or increased access to resource recovery facilities the County will continue facing barriers to reduce landfill rates.



Summary of Master Plan Strategies Implemented. The County sustained regulatory approaches to ensure proper management of solid waste and explored new efforts to divert waste from landfills. Highlights of those efforts include:

1. Regulated Facilities that Manage Solid Waste

Master Plan Strategy: Regulate land disposal facilities to ensure compliance with Ord. 110 and license conditions. County staff worked on efforts to ensure the proper management of solid and hazardous wastes by regularly inspecting landfills, materials recovery facilities, and transfer stations to ensure compliance with Federal, State and local requirements, including regulating material bans and prohibitions. In 2014, the County completed 114 compliance inspections of solid waste facilities with all compliance issues corrected.

Outreach & Education

The Policy Plan does not establish objectives for outreach and education but strategies were included in the Master Plan to address public education requirements in State law (Minn. §Stat. 115A.552, subd.3 and 115A.96).

Summary of Outreach and Education Strategies Implemented. In 2014, outreach and education efforts continued to play an essential supportive role in programs and were a primary tool used by the County to influence how waste was managed. The County continued to work cooperatively with cities and partners on a large number of outreach strategies. Strategies included enhancements to shift more waste up the Waste Management Hierarchy by targeting audiences of greatest need with specific information and improved distribution. Enhancements included a media campaign to increase participation by 10% at the Recycling Zone in Eagan. Other outreach efforts included the expansion of existing resources, development of new online and print resources, targeted outreach through collaborative work with cities and townships on waste collection and reuse outreach, and collaborative education through the Solid Waste Management Coordinating Board (SWMCB) regional education and grant programs. Highlights of education and outreach efforts included:

1. Provided Recurring and Expanded Landfill Abatement Education

Master Plan Strategy: Provide recurring and consistent education... using a variety of communication methods.

- Education Displays, Kits, and Activities. On a check out basis, education resources were provided for residents, community organizations, and schools. Materials included visual displays and self-guided instructions that were used in five presentations at local elementary schools, community safety events, scout groups, local churches, 4 –H groups, city roadside clean-up events, and business recognition events that focused on toxicity and waste reduction and recycling.
- Tours at The Recycling Zone. Tours engaged 323 adults and children (24 tours). Tour groups included schools and Scout troops. Post-tour surveys indicated that as a result of the tour participants had a better understanding of what items are accepted at The Recycling Zone and why recycling is important.



Tours at The Recycling Zone teach children and adults what to recycle and why it is important



Burnsville's Sustainability Man visited kids at The Recycling Zone display during the County Fair

- Interactive Education Displays at the County Fair. Everything in the County Government Building at the 2014 County Fair encouraged recycling and was designed to help people understand what recycled materials turn into, how recycling protects the environment, and what can be brought to their very own local facility - The Recycling Zone – for recycling.
- Education Resources for Residents. The County uses diverse communication to reach residents to expand opportunities to recycle. News articles, press releases, e-news, handouts, reuse and recycling guides, and expanded information on the County website provided information for residents and businesses about waste reduction and what, where, when, and how to recycle and compost organics. In 2014, over 900 residents and other interested parties subscribed to the e-newsletter. Residential e-news topics included: medication disposal, junk mail, household hazardous waste

events, choosing a recycling hauler, batteries, and green gatherings.

- Education Resources for Businesses. Dakota County's website was updated to include the new State recycling requirement for sports facilities and commercial establishments. Dakota County has one sports facility that falls within the new mandate. Environmental Resources Department staff verified that they are currently recycling. Information about the 2016 commercial recycling requirement was distributed in the County's quarterly e-news to over 330 businesses and in flyers mailed to 500 businesses in the City of West Saint Paul.

2. Conducted Outreach Campaign to Promote Recycling and Proper Management of Household Hazardous Waste

Master Plan Strategy: Promote proper management of problem materials and materials banned from land disposal.

- Targeted Residential Outreach for Proper Management of Problem Materials and Household Hazardous Waste. The County launched a targeted media campaign to promote residential use of The Recycling Zone to manage household hazardous waste, electronics, and other problem materials. The goal was to increase residential participation by ten percent and increase materials collected by eight percent. Campaign tactics targeted municipalities with the lowest residential participation and included: digital billboard, TV press releases, direct mail pieces, newspaper advertisements, newsletter articles, advertisement in community news letters, website enhancements, signs, and more. Combined, thirty-five media pieces were presented. To supplement the campaign, signage at The Recycling Zone and facility brochures were redesigned into multi-page booklets to better describe how to identify hazardous waste and the varied services offered at the facility. A total of 7,399 residential and 4,469 business brochures were distributed to city partners, County service centers, libraries, and at public events. Overall, residential use of the Recycling Zone increased almost twenty percent.



The Recycling Zone campaign used a variety of different outlets to advertise to residents including a vehicle wrap and billboards. Additionally, the interior of The Recycling Zone got a facelift with new signs and redesigned layout



The CompostaBULL made its debut appearance in rural townships schools

3. Provided Outreach Tools to Audiences to Public Schools (K-12)

Master Plan Strategy: Identify sectors and recyclable materials most needing improvement and address findings.

- Education Resources for Schools. Education resources were provided to assist schools in implementing the Enhanced School Recycling Program education requirements in public K-12 schools. Resources included informational classroom posters, container labels, program education guides, and activity sheets (Grades K-2, 3-5, and 6-8). A plantable bracelet and hand stamps were also created to incentivize and reward behavior change.

4. Provided Outreach Tools and Educational Messages to Cities and Townships

Master Plan Strategy: Strengthen partnerships with cities and townships to provide outreach and education to the community.

- New Outreach Resources for Cities and Townships. The County developed outreach resources to assist cities and townships to implement Community Funding Program outreach requirements. Resources included pre-written articles, social media posts, and images. The purpose of the outreach resources are to provide a consistent message to residents throughout the County and provide consistent messaging on topics not covered in SWMCB outreach toolkits. Cities and townships used County and SWMCB outreach resources on their websites, newsletters and other communication channels, and provided more than 1.69 million impressions of recycling messages to residents; in other words residents and businesses saw the recycling and waste reduction message almost 1.7 million times in 2014



Farmington hosted the annual Pollution Prevention Day for all 4th graders

5. Strengthen Partnerships with Waste Service Providers

Master Plan Strategy: Strengthen partnerships with waste service providers to provide outreach and education to the community.

- The County led efforts with the SWMCB to revise the 2014 regional MSW hauler licensing application to include a recycling material acceptance list and information of recycling collection frequency, as a method to collect contemporary recycling information for each hauler licensed in Dakota County. The checklist information was provided in handouts, presentations, and on the County website as a way for residents to get recycling acceptance information, as well as identify which haulers collect recycling weekly. Resident inquiries identify that weekly collection of recycling materials would encourage more recycling.
- Haulers were made aware of County resources including the handouts listing all haulers by city and what each hauler accepts. County staff also offered more partnership opportunities for event recycling.

6. Provided Grants for Education to Underserved Groups.

Master Plan Strategy: Identify sectors and recyclable materials most needing improvement and address findings.

- Education to Underserved Groups. Dakota County continued to provide financial and technical assistance to non-profit, underserved organizations through the SWMCB's Community Partners on Waste Education and Reduction (POWER) Program. In 2014, the County partnered with one organization to provide environmental education. The Eagan YMCA taught 20 middle and high school Y Leaders Club students about the benefits of composting and the steps to create and manage composting bins. Then the students educated about composting to 200 younger children, and their families, in school-based settings

Household Hazardous Waste & Problem Materials

The Policy Plan does not include numeric objectives for household hazardous waste (HHW) and problem materials but the County included strategies in the Master Plan to support the Policy Plan's goals to protect the environment and public health and to address State law requirements (Minn. Stat. § 115A.96) for the County to implement a HHW management plan.

Summary of HHW and Problem Materials Strategies Implemented. The County provides collection, storage and proper management of HHW, and problem materials through collection services at The Recycling Zone, community collection events, and drop-off locations. Highlights of 2014 initiatives include:

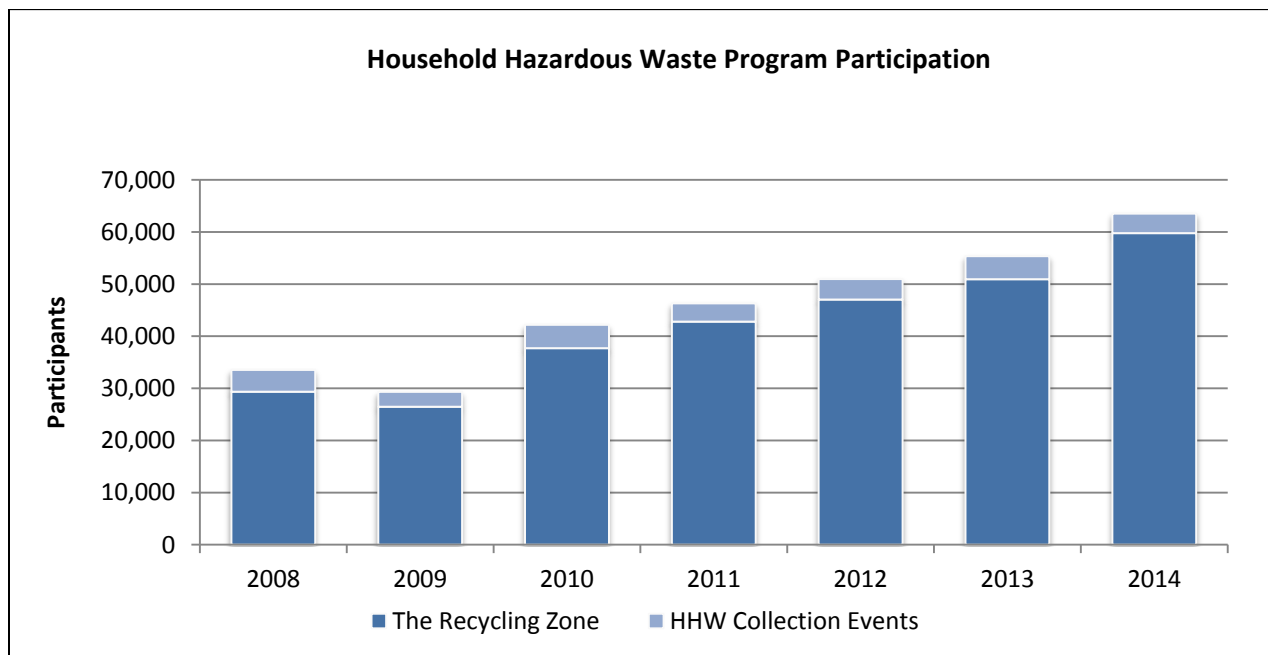
1. Expanded Hours at The Recycling Zone

Master Plan Strategies: Provide for consistent and cost-effective services; increase opportunities to manage problem materials and HHW.

- **Expanded Hours.** Beginning January 1, 2014, Dakota County expanded the household hazardous waste drop-off hours at The Recycling Zone, giving residents nineteen more hours each week to drop off household hazardous waste for recycling.



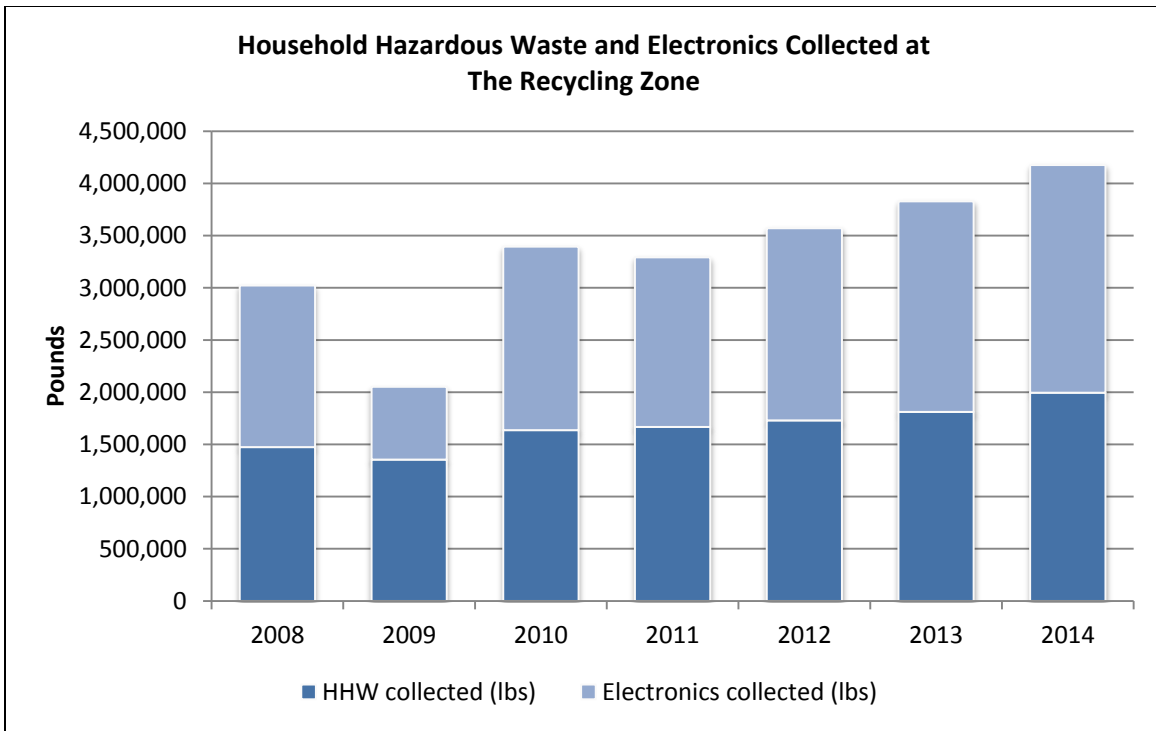
Residents dropped off 4.2 million pounds of HHW and electronics at The Recycling Zone and collection events



2. Media Campaign

Master Plan Strategy: Provide broad-based education on hazardous waste management to the community.

- **Media Campaign.** To increase participation and hazardous waste management, the County launched a targeted media campaign to promote residential use of The Recycling Zone. Methods to engage residents included: digital billboard, TV press releases, direct mail pieces, newspaper advertisements, newsletter articles, advertisement in community newsletters, website enhancements, signs, and more. Combined, thirty-five media pieces were presented from February 2014, through December 1, 2014.



3. Household Hazardous Waste Collection Events

Master Plan Strategies: Provide convenient opportunities to manage problem material and HHW.

- HHW Collection Events: Four HHW collection events were held in Hastings, Lakeville, Farmington, and Burnsville. Over 3,700 residents participated collecting over 650,000 pounds of hazardous waste.