



LOCAL GOVERNMENT CASE STUDY:

ROWAN COUNTY - COMMERCIAL/ INDUSTRIAL WASTE REDUCTION PROGRAM

Jurisdiction:	Rowan County
Best Management Practice:	Commercial/Industrial Waste Reduction Program
Purpose:	To reduce the volume of commercial waste going into the Rowan County Landfill and to help Rowan County meet state-recommended waste reduction goals
Ordinance:	None
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DESCRIPTION

A significant portion (60 percent) of Rowan County's waste stream is generated by the commercial/industrial sector. The county's Environmental Services/Recycling Division, with the support of upper-level county management, began networking with county merchants, businesses and industries to reduce commercial waste going into the Rowan County Landfill.

The recycling coordinator is the pivotal person in the program, providing waste reduction education, training and on-site technical assistance to local businesses. The coordinator works in tandem with the N.C. Division of Pollution Prevention and Environmental Assistance (DPPEA), in the event that businesses request state level involvement with waste reduction technical assistance. Rowan County's recycling coordinator provides active assistance for marketing commercial waste commodities and continuing support with the overall waste reduction programs of businesses.

IMPLEMENTATION

The recycling coordinator periodically mails out letters to Rowan County's larger businesses, promoting the availability of the county's free, non-regulatory waste analysis program services. When businesses contact the county to request technical assistance services, the recycling coordinator encourages them to first seek "buy-in" from the company's upper management. Once upper management gives its support to the development of a waste reduction program, the recycling coordinator schedules a facility visit. During this visit, the recycling coordinator interviews the facility manager and any key staff to determine the organization's needs. After the interview, the recycling coordinator conducts a facility "walk-through", visiting the various departments of the business,

paying particular attention to waste commodities generated in the course of business. Departments visited include offices and administrative areas, shipping and receiving, production areas, break areas and disposal/recycling areas.

During the assessment, the recycling coordinator carries plastic bags to collect samples of wastes generated by the company. The recycling coordinator uses these samples to assist the company with the marketing of these waste commodities. DPPEA's Recycling Markets Directory is used to research markets for the materials. The samples are sent to several potential markets to ensure the markets will accept the materials as-is. Once a market is established, a meeting is scheduled with all parties to discuss shipping requirements, i.e. weights, packaging, etc. If at any time a problem develops between the company and the recycler, the recycling coordinator can be contacted to help work out the problem. Once a company contacts the recycling department, a relationship is established that lasts long past the initial waste assessment.

RESULTS

Rowan County's Environmental Services/Recycling Division has developed good, long-term relationships with many businesses in the county by assisting them in developing waste reduction programs. So far, Rowan County has assisted at least 25 companies through providing technical assistance, facility visits, marketing assistance, toxicity reduction or a combination of these types of assistance. The response to the waste assessments and technical support, after the fact, has been very positive. Businesses like the fact that there is a person in county government that they can contact to discuss program successes/failures.

