

HARVEST MID-ATLANTIC SELECTED TO HANDLE ANNE ARUNDEL ORGANICS

The Authority issued a Request for Proposals in September of 2017 for a contract to provide the acceptance, processing and sales of an end-product for certain commercial and residential organics collected in Anne Arundel County. An evaluation committee comprised of staff from the County's Bureau of Waste Management Services, the County's Purchasing Division and the Authority reviewed the proposals and

recommended award to Harvest Mid-Atlantic, LLC for the "Acceptable Organics Processing Agreement." The Agreement will optimize the County's on-site composting facility, which was recently expanded at the Millersville Landfill and Resource Recovery Facility (MLFRRF).

The County plans to direct acceptable organics collected from its curbside collection program, as well as some self-haul acceptable organics from its



Compost pad under construction.



Completed compost pad.

recycling centers and landfill, to Harvest Mid-Atlantic for processing. The company will be responsible for obtaining and maintaining a Composting Facility Operating Permit specific to the MLFRRF site for the life of the contract. These services are to be available under the Authority's Service Agreement starting this summer and will continue until December 31, 2018, plus nine optional one-year terms.

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Veolia will Continue to Run Baltimore City Compost Facility



CHALMERS HEAD OF BUREAU OF SOLID WASTE FOR CITY OF BALTIMORE

In February, Mr. John F. Chalmers was sworn in as Head of the Bureau of Solid Waste for the City of Baltimore's Department of Public Works. He has served in a supervisory capacity with the Bureau for the past quarter century. Before becoming Acting Head in 2017, he served for five years as Chief of the Division of Routine Services. He was responsible for managing the weekly curbside collection of mixed refuse and recycling from 210,000 households throughout Baltimore City, among many other duties.

As a Solid Waste Assistant Chief, Mr. Chalmers was instrumental in the 2009 implementation of the ONE PLUS ONE curbside collection program, which was the most significant change in solid waste collections in Baltimore City in more than 70 years. In 2016, he managed the citywide Municipal Trash Can Program. He also has completed Solid Waste Association of North America (SWANA) training in Landfill Operations Basics and Landfill Gas Basics.

As Bureau Head, he also is responsible for the cleaning of streets, alleys, lots and the harbor area within 80 square



miles of Baltimore. The Bureau also manages eviction and fire debris removal, mechanical street sweeping, graffiti removal, landfill and transfer station management, rat eradication and vacant yard cleaning, and boarding operations.

We look forward to working with Mr. Chalmers in his new role!

E-CYCLING WEBINAR SPARKS DISCUSSION OF EPR LAWS

In February, the Maryland Recycling Network held a webinar titled "Electronics Recycling - Who pays? What do they get?" It began with an overview of state programs, highlighting the differences between product stewardship and extended producer responsibility (EPR) laws across the country. Next up was an update on the status of the Conference of Mayors resolution for electronics recycling and a short discussion of Maryland's EPR law led by Kitty McIlroy, project analyst for the Authority. Kitty was followed by Doug Kobold, waste management program manager for Sacramento County, CA, who detailed the California product stewardship law, how it functions, and the benefits and challenges of the law that have been experienced in his County's local program.

The webinar pointed out that 25 states, including Maryland, have a variety of different state-wide electronics laws. Within these laws, fully funded electronics recycling programs generally use convenience standards.

These standards require manufacturers to operate enough collection sites in the state to meet a specific standard of convenience for residents and are required to pay the full cost of recycling. Maryland's form of EPR instead requires manufacturers to register with and pay a flat annual registration fee to the Maryland Department of the Environment (MDE). This law is called the State Electronics Recycling Program (SERP). The issue for local jurisdictions in Maryland is that the fees collected and the take-back programs implemented by manufacturers do not contribute to the vast majority of electronics recycled in the state. Thus, the bulk of electronics end up at municipal drop-off sites, with the operational obligation and cost of recycling left to the jurisdictions.

Another discussion covered the United States Conference of Mayors Resolution titled, "Establishing Statewide Fully Funded Extended Producer Responsibility (EPR) Programs for Electronics." Specifically, the Municipal Waste Management Association (MWMA), an environmental

Electronics Recycling - Who Pays? What do they get?



affiliate of The United States Conference of Mayors, drafted a resolution calling for the passage of a federal law mandating the recycling of electronic material. At its 2017 Annual Conference, the United States Conference of Mayors adopted an amended version of the resolution that calls for legislation to establish convenience standards for free and accessible collection of electronics, funded by a visible consumer fee incurred upon sale of new electronics. Because the resolution is similar to the California state-wide law, Doug Kobold was asked to provide more detail as to how his program in Sacramento County functions and is funded under the law.

In an article for Resource Recycling's E-Scrap News titled "Local Government Rep Describes E-scrap Funding Problems," staff writer Colin Staub summarizes part of the webinar and highlights the challenges seen within the Maryland program: <https://resource-recycling.com/e-scrap/2018/04/05/local-government-rep-describes-e-scrap-funding-problems/>

SOCIAL MEDIA SEMINAR

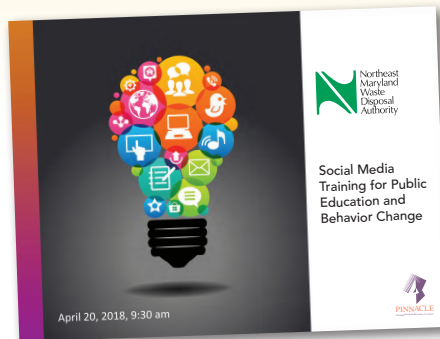
The Authority sponsored its second regional seminar on Social Media Training for Public Education and Behavior Change on April 20. Tracey Haldeman, president of Pinnacle Communications Resource Company conducted a workshop on leveraging social media as a tool to promote and support regional recycling and solid waste programs. The presentation featured segments on making social media work for recycling programs, how to create engaging content and how to use advertising dollars most efficiently in order to maximize reach and engagement. The workshop was attended by 20 government professionals representing seven city and county agencies.

Here are some key takeaways from the workshop:

Promoting Campaigns with Paid Social Media Ads

While it's common knowledge that today most people get the majority of their news and information from social media, Tracey discussed the importance (and simplicity) of increasing the reach of a campaign by utilizing paid ad features on Twitter, Facebook and Instagram. Each of these popular social media platforms allow you to design entire ad campaigns using your own content while

targeting specific demographics and areas in order to ensure that the right people will see your information. The presentation explained how to designate when the post will run, who will see it and how to pay for and analyze cost effectiveness. Participants also learned about best practices for presenting progress and evidence of the success of paid ads to agency administrations.



Creating Effective Social Media Ad Campaign

Facebook, Twitter and Instagram are the big three in social media and there are a myriad of ways to reach your desired audience by using ad boosting and sponsored post functions not only on these three platforms, but on other sharing platforms like Pinterest and YouTube. Tracey shared how to relate behavior change theory to create paid ad campaigns that will appeal to your target audience and expand the reach of your organization's social media content.

She also shared tips on which social media to use, how to gain followers and how to increase conversions. As part of a segment on content creation, Pinnacle's Education and Outreach Specialist Amy Weldon offered tips and tricks for creating digital videos with the iPhone iMovie app. These easy to create videos can be used as sharable content, sponsored content or as an element in a social media ad campaign. Creating engaging content that features familiar scenes and faces is an effective way to connect with social media followers and residents. When your content engages with people on social media, you will achieve expanded reach for your campaign.

Success Stories

Lastly, Leslie Wilcox and Cat Lee from the Montgomery County Department of Environmental Protection and Wendy Doring from the Harford County Office of Recycling shared how they have been practicing some of the methods for growing social media reach and creating successful campaigns for their respective agencies.

Pinnacle Communications is a marketing and communications company that provides behavior change social marketing services and produces the Authority's newsletters, brochures and website design.



SWANA ROAD-E-O

Registration is Open, Volunteers Needed

The SWANA Mid-Atlantic Regional Road-E-O is being hosted by the Maryland Environmental Service, **June 21 and 22**.

A kick-off dinner will be held at the American Legion-Denton Post 29, the evening of June 21. All dinner registrations must be received by June 1. The competition will take place on June 22 at the Mid-Shore II Regional Solid Waste Facility, 12236 River Road Rigely, MD 21660.

Truck Driver events include: Rear Loader, Roll-Off, Front Loader, Recycle Truck, and Tractor/Trailer. Landfill Operator events include: Compactor, Dozer, Articulated Dump Truck and Wheel Loader. The Chapter also needs volunteers for this event. Volunteers do not need to be SWANA members but do need to register (no fee for the competition on the 22nd, but there is a cost for the dinner if you wish to attend).

Slots for volunteers include: Judging, Time Keeping, Runner and

Administrative Score Keeping. An Awards Luncheon will take place immediately following the end of the competition at the Mid-Shore II operations building.

If you have questions about registration or volunteering please call Tim Ford (410) 729-8303 or Angie Irwin (410) 729-8207.

Links to the registration materials can be found at: <http://www.swana-midatl.org/Events.htm>



VEOLIA WILL CONTINUE TO RUN BALTIMORE CITY COMPOST FACILITY

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altimore City's Board of Estimates has approved amended agreements with the Authority and Veolia Water North

America-Central, LLC to continue operating the Baltimore City Compost Facility (BCCF) through 2023. The City has the option to renew with Veolia for an additional one or two years. With other City contracts in place, this ensures that Baltimore will have reliable

sludge disposal into the middle of the next decade.

The amended agreements also will provide for approximately \$1.5 million in improvements to the facility, which has undergone no major upgrades since it was constructed 30 years ago. Areas to be addressed include the storage area roof, machinery and infrastructure.

The BCCF accepts sludge, or biosolids, from the City's Back River Waste Water Treatment Plant and converts it during a 30-day process into compost that is used to enhance the growth of grasses, plants and flowers. The compost, named ORGRO, has been used on golf courses and nurseries and for many other commercial uses in the Mid-Atlantic area. For more information on ORGRO and the Baltimore City Compost Facility, go to its website at www.orgro.cc.

ELECTRONICS RFP ISSUED BY AUTHORITY

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he Authority issued a Request for Proposals (RFP) for Electronic Materials Collection and Recycling Services for

one or more of the Authority's Member Jurisdictions on May 1, 2018. Proposals are due Friday, July 6, 2018 at 4:00 p.m. This RFP is posted on the procurement

page of the Authority's website at the following link: <http://nmwda.org/procurement-opportunities/> The Authority held a pre-proposal conference call on May 14 and site visits for interested proposers at electronics collection sites in Member Jurisdictions, May 22 - 24.



AUTHORITY THANKS LOCAL BUSINESSES

The Authority would like to thank the following businesses for providing Maryland Recycling Act (MRA) CY 2017 Recycling Tonnage Data to assist our Member Jurisdictions in their annual reporting to the Maryland Department of the Environment:

1. Baltimore City Composting Facility/Veolia
2. BGE
3. BWI
4. Clean Harbors/Safety-Kleen Systems, Inc.
5. Clorox
6. Dollar General
7. Food Lion
8. Frito Lay/Pepsico
9. Georgetown Paper
10. Giant Foods
11. Hanna Paper
12. Home Depot
13. Honeygo Run Reclamation Center
14. Interstate Battery System
15. JBS Souderton Inc., dba Mopac
16. Kohl's
17. Lowe's
18. Save-a-Lot (Supervalu)
19. Shoppers (Supervalu)
20. Soil Safe, Inc.
21. Staples
22. Stericycle (Shred-it Baltimore)
23. Target Stores
24. Wal-Mart/Sam's Club
25. Wawa



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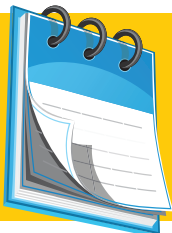
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WasteWatch is published quarterly by the Northeast Maryland Waste Disposal Authority, an independent agency of the State of Maryland governed by its Member Jurisdictions – Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Frederick County, Harford County, Howard County and Montgomery County.



**SAVE
THE
DATE**

MRN & SWANA Mid-Atlantic Annual Conference
Tuesday, June 19, 2018 at 8:00am to
Wednesday, June 20, 2018 at 2:00pm
Turf Valley Conference Center, Ellicott City, MD
For details and registration go to:

www.marylandrecyclingnetwork.org/2018-MRN-SWANAMA-Conference-Program