



Leaders at the Core of Better Communities

## 2012 Annual Awards Program

### Program Excellence Awards Nomination Form

**Deadline for Nominations: March 16, 2012**

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

#### SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Annual Recycling Event

Jurisdiction(s) where program originated: Schaumburg, IL

Jurisdiction population(s): 74,227

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented by or before January 31, 2011, to be eligible. The start date should not include the initial planning phase.)

Month: April Year: 2010

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Phoenix, Arizona, October 2012. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Ken Fritz

Title: Village Manager Jurisdiction: Schaumburg, IL

Name: Paula Hewson

Title: Assistant Village Manager Jurisdiction: Schaumburg, IL

**SECTION 2: Information About the Nominator/Primary Contact**

Name of contact: Martha Dooley  
Title: Landscape and Sustainability Planner Jurisdiction: Schaumburg, IL  
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## VILLAGE OF SCHAUMBURG

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### **Problem assessment, the challenge or need that prompted the local government to develop the program**

Thousands of pounds of electronics and other recyclable materials are needlessly tossed into the landfills in Illinois every day. Residents have become more aware of the need to recycle but are discouraged because of the challenge to find suitable locations to drop off their recyclables. The need for the event came to the attention of village staff 5 years ago and continues through the voices of the many residents that call and e-mail the village in search of an easy way to dispose of their recyclables; particularly electronics, batteries, motor oil, clothing, and CFL bulbs.

The State of Illinois responded to the need to reduce the amount of materials that are disposed in landfills by passing a new law prohibiting the disposal of electronics in landfills. This law became effective January 1, 2012. In order to meet the needs of the residents to properly dispose of electronics, the demand for an annual recycling event is greater than before.

Now more than ever, Schaumburg, the Village of Schaumburg Environmental Committee, and School District 54 are committed to providing an opportunity to make it easier to recycle. The Committee stepped up to meet this challenge by organizing and hosting it's first Annual Recycling Event in 2007. The recycling event began as a way to celebrate Earth Day and has grown larger every year. Over the past 5 years, the number of participants increased by 200% while the amount of electronics recycled increased 700%. Acknowledging requests to recycle items other than electronics, the Committee has also expanded the scope of the event

over the years.

### **Program implementation and costs**

In 2006 when Village staff and the Village of Schaumburg Environmental Committee began discussing the need for a recycling event, a major barrier was finding a location that was central in the community and large enough to accommodate an event that was likely to grow. School District 54 stepped up and donates the use of their parking lot every year. Expansion of their parking lot in 2010 made it easier to enlarge the scope of the project to accommodate the collection of more items and additional participants. This partnership brings together the expertise of School District staff, Village of Schaumburg staff, and volunteers from the Village of Schaumburg Environmental Committee to plan and implement the event.

Planning begins 6 months before the event by creating a list of the various items that will be collected at the event and securing the vendors to provide services at the event. Staff from the Village and School District 54 then work closely together to develop the site plan to locate the different services throughout the parking lot, and to route the participants through the event.

Village of Schaumburg staff creates the outreach campaign to the community. A flyer to publicize the event is created and distributed throughout all village buildings and to other agencies such as School District 54, the Schaumburg Township District Library, and the Schaumburg Park District. Forms of publicity include a webpage on the Village of Schaumburg website, press releases, event information on the local cable channel, date and time information on village marquee signs, an article in the weekly electronic newsletter, and an article in the quarterly printed newsletter. As the event approaches, daily updates via social media such as Facebook and Twitter are sent out. School District 54 also reaches out to the elementary school families by posting information on their website and including information about the event in the

weekly bulletins distributed to all the students.

In addition to Village and School District staff, the event could not take place without volunteer help from across the community. Volunteers from the Village of Schaumburg Environmental Committee, Citizens Police Academy Alumni Association of Schaumburg, various businesses, and residents all come out to make this event a success. Approximately 20 volunteers assist by setting up, directing traffic, unloading recyclables from cars, stacking and boxing up the collected items, answering questions, and keeping the site neat and clean. The work is hard, but the rewards are many. All volunteers receive general training before the event opens so they are able to assist in all areas.

Costs and funding for the event have changed over the years; however the Village continues to offer this service free of charge. School District 54 contributes to the event by providing their parking lot for the event free of charge. Historically the village provides the funding to pay for paper shredding (\$700) and wages for village staff (\$400) at the event. In 2010, the cost for the collection of electronics (\$10,000) was provided by the Energy Efficiency and Conservation Block Grant program awarded to the Village of Schaumburg. CFL bulb and household battery collection is provided by the village contracted refuse disposal company.

### **Tangible results or measurable outcomes of the program**

The first event took place in 2007 and collected only electronics and offered paper shredding for the first couple years. At the suggestion of the Environmental Committee, additional items have been added each year to enhance the event and provide a broader service to the community. The event continues to evolve to meet the needs of the residents. This has been met with an increase in the number of participants as well as the quantity of items collected.

<b>Annual Recycling Event Totals Collected by Year</b>					
<b>Material Collected</b>	<b>Type of Measurement</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Attendance	Number of cars			575	950
Electronics/Plastics	Weight in pounds	9,272	23,439	40,481	63,173
Document Shredding	Weight in pounds	3,190	6,160	6,100	7,000
Batteries - household	Weight in pounds			712	1,100
CFL bulbs	Weight in pounds			60	60
American Flags	Each				81
Eyeglasses	Pairs - Each				158

Other than the number of cars that pass through the event, it is difficult to accurately estimate the number of people that benefit from the event because many participants drop off items from several households. There are no residency restrictions and the event is open to all.

The integrity of “electronics recycling” varies from vendor to vendor. The Village of Schaumburg verifies the integrity of the vendor used for the electronics portion of the recycling event to ensure the proper recycling process of electronic components is followed. The vendor must hold several certifications that have been acquired by following the strict regulations of the following standards: ISO 9001, ISO 14001, R2/RIOS, and OSHAS 18001.

Although it is difficult to measure efficiencies and cost savings, this is truly a community benefit that has been creatively funded so that it can be offered free of charge to all that participate. This annual event has significantly improved recycling rates throughout the village and can be easily replicated by municipalities across the nation. Using the EPA Greenhouse Gas Equivalencies Calculator, the greenhouse gas emissions avoided by recycling 35 tons of waste instead of sending it to a landfill is equivalent to the annual greenhouse gas emissions from 19.9 passenger vehicles, or the CO<sub>2</sub> emissions from the electricity use of 12.6 homes for one year.

Feedback from elected and appointed officials, residents, vendors, participants, and volunteers has been extremely positive. Overall, the consensus is that the program is very

effective and should be continued on an annual basis.

The Village was recognized for the 2010 event with a Governors Home Town Award from the Illinois Department of Commerce and Economic Opportunity. The award category was Beautification and Sustainability - for cities with a population over 70,000. After reviewing the success of the 2010 event, the Village of Schaumburg Environmental Committee recommended that a broader range of materials be collected at the 2011 event.

### **Lessons learned during planning, implementation, and analysis of the program.**

The Annual Recycling Event began at the request of a Village Trustee to host a paper shredding event. Village staff included electronics recycling just to make sure that the event would draw enough participants. At that time, the village could have anticipated that the event would experience such significant growth in such a short period of time. When reviewing the quantity of materials collected, it is clear that Schaumburg residents as well as members of nearby communities benefit from this event.

After much discussion, it was decided that it would be best to increase the number of accepted items in smaller increments so the increase in participation could be monitored. By increasing the accepted items in smaller increments, the Village has gained first-hand knowledge of how these increases impact participation, costs, and the need for staff and volunteers. This has been invaluable when planning the next year's event.

The most important lesson learned is that several months are needed to plan this event to ensure the implementation is successful. Even with the best planning, a simple thing like a rain storm (one year it rained 8" on the day of the event), or a significant increase in the number of participants can throw things off. So, it is also crucial to have staff on hand that can make decisions quickly and engage services where necessary in order for the event to be a success.