



Annual Report

2011

In 2011, the City of Madison/Dane County Clean Sweep Program collected over 787,000 pounds of paint and other household hazardous materials. This report presents program data from 2011 and provides an analysis of costs, trends, and issues relative to program delivery in 2011.

City of Madison/Dane County Clean Sweep Program



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Executive Summary

According to the U.S. Environmental Protection Agency (EPA), Americans generate 1.6 million tons of household hazardous waste (HHW) per year. The average home can contain as much as 100 pounds of HHW. Almost every home contains household products that are potentially hazardous, such as cleaning products, automotive products, paint and paint related materials, and lawn and garden chemicals. Improper disposal of HHW can result in damage to local landfills, wastewater treatment systems and soil, groundwater and surface water environments and has the potential to endanger the health and safety of all persons coming into contact with it.

Public Health Madison & Dane County operates the City of Madison/Dane County Clean Sweep program, which aims to mitigate the risks associated with improper disposal of hazardous materials by collecting unwanted or unused pesticides, chemicals and other household hazardous wastes for safe and legal disposal before they can cause problems. Currently, the program offers a seasonal (May-October), permanent household hazardous waste collection facility available to all Dane County residents and farms free of charge. Small businesses located in Dane County which qualify as Very Small Quantity Generators (VSQG's) of hazardous waste may also use the collection facility on a fee for service basis. This report summarizes the accomplishments of program staff during the 2011 season.

Quick View of Clean Sweep Operations, 2010-2011

Description	2010	2011	% Change 2010-2011
Grand Total of Waste Received (lbs)	704,819	787,044	+12%
Latex Paint Recycled (lbs)	286,557	343,199	+20%
Products Returned to Public through Product Exchange (lbs)	91,317	115,149	+26%
Number of Items Recovered through Product Exchange	25,519	32,334	+27%
Number of HHW Customers	6,817	9,451	+39%
Number of Product Exchange Customers	3,353	3,539	+6%
Number of VSQG/Business Customers	61	70	+15%
Waste Disposal Costs	\$192,479	\$210,858	+10%
Labor/Administrative Costs	\$188,962	\$205,815	+9%
Grant Revenue	\$0	\$18,483	+100%
VSQG/Business Program Revenue	\$28,573	\$36,248	+27%

Dane County Public Works supports the Clean Sweep program with revenues collected in the form of tipping fees at the Dane County Landfill. These fees continue to be the primary source of funding for the City of Madison/Dane County Clean Sweep Program, paying for approximately 86% of the program's total cost in 2011. Overall, net program costs were approximately 3% higher in 2011 than in 2010.

For the first time in the past three years, the total volume of waste materials received at the HHW facility increased, although the total volume of waste received in 2011 is still significantly less than the all-time high of 944,675 pounds seen in 2008. As shown in the table above, latex paint volumes also increased significantly in 2011 after two years of steady declines. This non-hazardous material has been targeted for enhanced educational and waste minimization efforts over the past few years.

The number of people visiting the collection site Product Exchange facility increased again in 2011, providing testament to the ever-increasing popularity of this aspect of the program. Overall, the 2011 season data suggest that, after 19 years of Clean Sweep operations, this is still a very popular program, and waste volumes and customer counts should continue to rebound as the economy recovers. Since the inception of permanent collection facility operations in 1993, the Clean Sweep program has captured over 10.1 million pounds of household hazardous waste, and the program continues to serve a critical role in pollution prevention and public health and safety enhancement.

Introduction

Hazardous materials are chemical products or chemical wastes which are potentially harmful to human health and/or the environment. Many products found in homes are potentially hazardous substances. They can poison, corrode, explode, or ignite when handled improperly. According to the U.S. Environmental Protection Agency (U.S. EPA), as much as 100 pounds of HHW can accumulate in the home, often remaining there until residents move or do an extensive cleanout.

The term hazardous waste has a legal definition. A hazardous waste is a discarded substance whose chemical or biological nature makes it potentially dangerous to living things. In 1976, Congress passed the Resource Conservation and Recovery Act (RCRA), which directed the U.S. EPA to develop and implement a program to protect human health and the environment from improper hazardous waste management practices. RCRA named several different characteristics that would make a waste hazardous. These include wastes that are:

- **Ignitable** - can catch fire or burn.
- **Corrosive** - can eat away the containers that hold them.
- **Reactive** - explosive or causes a reaction when mixed with other materials.
- **Toxic** - poisonous, can cause birth defects, cancer or other health problems.

Potential public health and environmental problems resulting from inappropriate disposal of HHW are evident. While the waste generated by one household may contain only small quantities of hazardous wastes, the accumulation of small quantities multiplied by millions of households has raised legitimate concern for their proper disposal.

HHW programs can benefit communities in several important ways. They can reduce the risks to health and the environment resulting from improper storage and disposal of HHW. They can reduce communities' liability for the cleanup of contamination resulting from improper HHW disposal. Finally, HHW programs can increase community residents' awareness of the potential risks associated with HHW and promote a better understanding of waste issues in general.

Many communities have established programs to manage HHW. The number of HHW collection programs in the United States has grown dramatically over the last decade. Since 1980, when the first HHW collection was held, more than 3,000 collection programs have been documented in all 50 states.

In Wisconsin, HHW collection programs are typically called "Clean Sweep" programs. There are currently 13 permanent HHW collection facilities in the State of Wisconsin. Of the counties that don't have permanent collection facilities, most have Clean Sweep collection events at regular intervals. Nearly every county in Wisconsin has conducted at least one HHW collection event.

Public Health Madison & Dane County (PHMDC) is the agency which operates the Clean Sweep program for Dane County. PHMDC's basic mission is to join with partners in the community to promote wellness, prevent disease and help ensure a healthy environment. As such, operation of the Dane County/City of Madison Clean Sweep program is an activity that fits well within the agency's mantra. The long-term partnership between Dane County and the City of Madison to provide HHW collection services for Dane County residents has proven very beneficial, resulting in the capture, treatment and proper disposal of over 10.1 million pounds of HHW over the past 19 years.



Scope of Services

The City of Madison/Dane County Clean Sweep program has evolved to consist of four basic elements or service offerings. These services include:

+ **Household Hazardous Waste (HHW) collection services**

Provides a permanent collection facility and satellite collection events offering free disposal of household hazardous waste to any household within Dane County.

+ **Agricultural Waste collection services**

Helps farmers and agricultural businesses to dispose of unwanted, unused, damaged or banned hazardous chemicals, including pesticides.

+ **Very Small Quantity Generator (VSQG) waste collection services**

Assists businesses who are very small quantity generators of hazardous waste by providing a convenient and cost-effective hazardous waste disposal service.

+ **Product Exchange**

Facilitates reuse of paints, chemicals and other household products which are delivered to the collection facility in a useful condition.

Objectives

Throughout its history, the primary objectives of the City of Madison/Dane County Household Hazardous Waste Collection Program have been to:

+ Facilitate convenient and cost-effective HHW collection and disposal opportunities for all City and County residents in order to mitigate the health hazards and environmental consequences associated with improper disposal of hazardous wastes.

+ Educate and enable residents to select, use, store and dispose of products in ways that

serve to minimize the generation of hazardous waste.

+ Encourage and facilitate the reuse and recycling of household hazardous waste.

+ Provide cost effective waste disposal options for farmers, VSQG's and agricultural businesses.

By assuring safe waste management practices, encouraging pollution prevention, reuse and recycling, and assuring proper disposal, the program helps to prevent hazardous material from entering local landfills, thereby protecting public health and the environment.

Did You Know?

Businesses which are small and large quantity generators of hazardous waste are not permitted to use the City of Madison/Dane County Clean Sweep Program. Only very small quantity generators (VSQG's) are permitted. It is the responsibility of the business owner to determine if they are a very small, small or large quantity generator. To qualify as a VSQG, a business must generate less than the following amounts of hazardous waste in any one calendar month:

- 220 lbs. of hazardous waste;
- 2.2 lbs. of acute hazardous waste;
- 220 lbs. of residue from cleaning up a spill of acute hazardous waste.



Facility Description

The City of Madison/Dane County Clean Sweep Facility is located on the north end of the Dane County Highway Garage property at 2302 Fish Hatchery Road in Madison, Wisconsin. The site is classified as a HHW collection facility. The facility continued to operate seasonally in 2011, receiving materials only during the months of May through October. Materials collected at the site continue to be accumulated or stored less than one year from the time of receipt. The facility, which is owned by Dane County, was designed and constructed according to Wisconsin Administrative Code NR 666 and NFPA 49 and is operated in accordance with them.



sump area is enclosed within a 4-1/2' poured concrete wall topped with an 8' chain link fence and is situated on a concrete pad sloped inward to contain spills. The fenced-in area is sheltered with a wood truss, steel-paneled roof canopy. A chain link fence completely encloses the canopied area.



The Clean Sweep HHW collection facility consists of an office trailer; two pre-fabricated chemical storage buildings; a sumped bulking area (15'-6"L x 8'-6"W); one pre-fabricated chemical storage building for the product exchange; a 40-foot semi-trailer for dry storage of empty containers and spill supplies; and during the season, a 40-foot semi-trailer supplied by the hazardous waste contractor for storage of filled containers of waste awaiting shipment; a 20-cubic yard lined roll-off container for solid waste, and a covered 30 c.y. roll-off container for stacking latex paint cans for recycling. The two chemical storage buildings and



The complete facility occupies approximately 2,000 sq. ft. of the 9 acre Dane County Highway Garage property. The office trailer is equipped with telephone, fax, a high speed internet connection, electrical service, air conditioning and heat using propane gas. A multi-camera video system provides surveillance of the facility.

Program Administration

The Clean Sweep program is operated by Public Health Madison & Dane County under contract with Dane County Public Works. Dane County Public Works provides the funding and collection facility for the program, while Public Health Madison & Dane County provide the administration and staffing for day-to-day operations. This long-term partnership has resulted in a very successful collaboration between Dane County and the City of Madison.

Program administrators and staff are as follows:

Dane County Public Works:

- ❑ **Gerald J. Mandli**, Commissioner, Dane County Department of Public Works, Highways & Transportation
- ❑ **Mike DiMaggio**, Solid Waste Manager, Dane County Department of Public Works

Public Health Madison & Dane County:

- ❑ **Dr. Thomas L. Schlenker**, Director, Public Health Madison & Dane County
- ❑ **Doug Voegeli**, Director of Environmental Health, Public Health Madison & Dane County
- ❑ **John Hausbeck**, Environmental Health Services Supervisor, Public Health Madison & Dane Co.

Clean Sweep Program Staff:

- ❑ **David L. Radisewitz**, Hazardous Waste Coordinator, Public Health Madison & Dane County
- ❑ **John Carroll**, Hazardous Waste Technician, Public Health Madison & Dane County
- ❑ **David Myhre**, LTE Hazardous Waste Assistant, Public Health Madison & Dane County

Standard Operating Procedures

The facility accepts household hazardous waste (HHW) from households, agricultural herbicides and pesticides from farmers, and hazardous materials from businesses classified as very small quantity generators (VSQG's). The facility accepts most forms of HHW except for ammunition, explosives, pharmaceuticals, tires, biological and infectious wastes, and radioactive material.

For the 2011 season, the facility was open to the public from 7:30 am to 2:00 pm on Tuesdays, Wednesdays, Fridays and Saturdays. Thursdays were typically reserved for business customers by appointment only, although numerous appointments were taken on other weekdays in 2011. Additionally, Thursdays were opened to the public late in the 2011 season.

Activities associated with the collection, sorting, and management of hazardous materials are conducted within the confines of the fenced area of the facility, with the following exceptions:

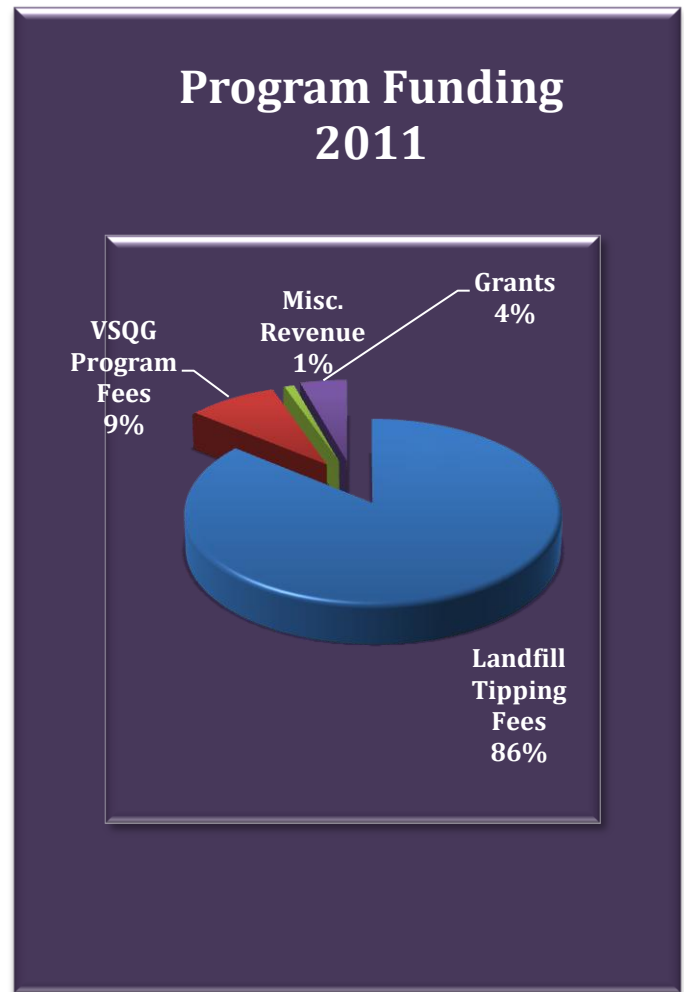
- ✚ Four lined cubic-yard boxes on spill containment pallets are moved outside of the fence during collection hours for ease of sorting and packing. The boxes are moved behind the fence for storage when the facility is closed.
- ✚ Cans of latex paint are stacked in a 30-cubic yard roll-off container. The roll-off is covered with a tarp whenever it is raining or the facility is closed.
- ✚ Filled, labeled, and logged cubic yard boxes are moved onto the shipping trailer to await shipping.

On a typical day, most customers arrive at the site in their automobiles. After the customer has parked their vehicle and turned off their ignition, a Clean Sweep staff member greets them and collects the customer's materials on a cart for sorting.

Facility staff sort the waste materials in order to eliminate the possibility of incompatible chemicals mixing, reacting, and/or causing injury to workers or the environment during processing or transport. First, reusable products are segregated from the waste stream and placed in the product exchange for customers to take, free of charge. Next, automotive and other rechargeable batteries, latex paint and anti-freeze are segregated and packaged separately for recycling. Finally, household hazardous waste that is not reusable or recyclable is sorted by compatible chemical properties and safely packaged into drums or cubic yard boxes. These containers are then transferred to the storage areas at the facility in preparation for transport to recycle, treatment, or disposal facilities.

At the City of Madison/Dane County HHW collection facility, sorted wastes are packaged for transport by one of two basic methods: bulking and loose/labpacking. Bulking involves pouring off or transferring compatible waste materials from their original containers to a larger container, such as a 55 gallon drum. Loose/labpacking involves placing original containers of waste with similar characteristics into larger containers, such as a cubic yard box or drum. Depending upon the loose/labpack container's contents, it may or may not include a written inventory of the materials inside. Reactive wastes such as oxidizers, flammable solids and spontaneously combustible materials are examples of materials that are loose/labpacked with inventories.

Once there are enough materials accumulated for a shipment, Veolia Environmental Services, the hazardous waste services vendor, is contacted to ship the packaged materials to the appropriate disposal/recycling site. The wastes are then disposed of based on the waste disposal hierarchy of beneficial reuse: recycling, treatment, incineration, and lastly, landfilling. Historically, greater than 90 percent of the waste materials received at the facility have been beneficially reused or recycled by utilizing this strategy.



Funding Mechanism

The City of Madison/Dane County Household Hazardous Waste Program is funded entirely from non-levy sources, with the bulk of the program funding being derived from tipping fee revenues collected at the Dane County Landfill. Some program costs are offset by user fee collections (e.g., VSQG's) or via reimbursements for costs incurred during special events (e.g. Satellite collections). Clean Sweep grants, administered by the Wisconsin Department of Agriculture, Trade and Consumer Protection (WDATCP) make up the balance of the funding for the program.

This funding strategy has permitted Dane County households to use the Clean Sweep program free of direct charges or user fees.

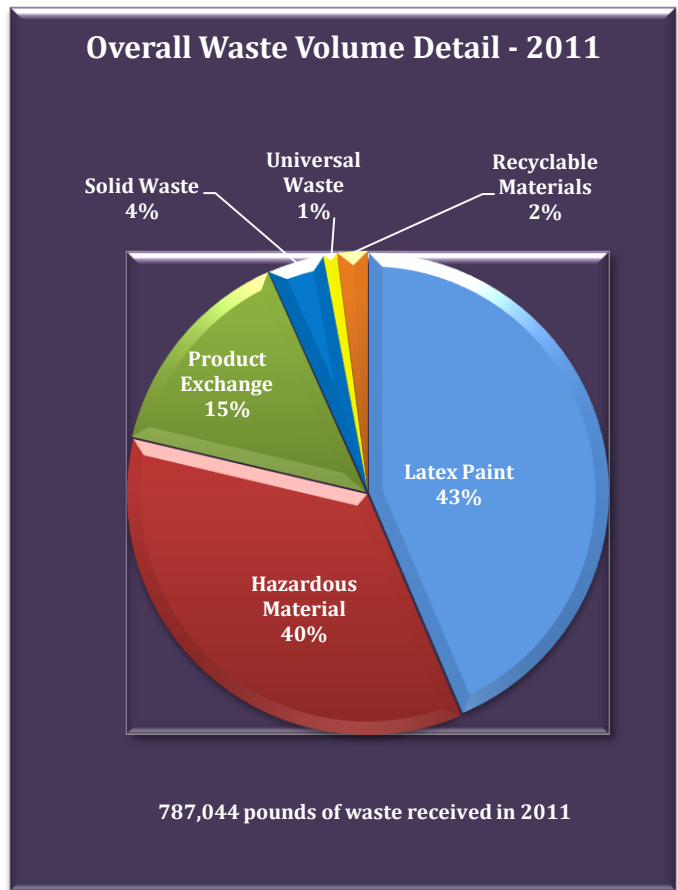
2011 Program Data

Overall Waste Volumes

Historically, the 2011 Clean Sweep season ranks fifth highest in terms of total waste volumes received. As shown in the following table and charts, a grand total of 787,044 pounds of waste material was handled by facility staff in 2011, an increase of 12% from 2010. This is the first time in the past three years that the total volume of waste materials received at the HHW facility increased, although the total volume of waste received in 2011 is still significantly less than the all-time high of 944,675 pounds seen in 2008. As shown in the table below, latex paint volumes also increased significantly in 2011 after two years of steady declines.

Waste Volume Summary, 2008-2011

Description	2008	2009	2010	2011
Latex Paint Recycled	500,634	345,558	286,557	343,199
Hazardous Material	317,073	328,791	284,985	276,080
Product Exchange	87,778	106,150	91,317	115,149
Solid Waste	30,840	27,120	28,780	30,040
Rechargeable & Auto Batteries	8,250	5,350	6,794	6,982
Thermostats to TRC	100	100	50	150
Recyclable Materials	N/A	7,896	6,336	15,444
TOTALS	944,675	820,965	704,819	787,044



Latex Paint

Typically, latex paint accounts for about one half of all the waste received annually at the collection facility. This past season was no exception, as latex paint accounted for 43% of all the wastes received in 2011. The City of Madison/Dane County Clean Sweep program is one of the few HHW programs in the State of Wisconsin which accepts latex paint free of charge. Latex paint is not considered hazardous, due to the fact that it does not exhibit any of the characteristics of a hazardous waste. However, it is a liquid waste and, as such, it is banned from disposal in Wisconsin landfills in its liquid form. If dried completely, leftover latex paint can safely and legally be disposed of with regular household trash.

While not a hazardous waste, it is generally believed that the current policy of accepting of latex paint at the HHW facility is an important factor in boosting participation in the program. When people bring latex paint to the collection facility, they also bring their unwanted hazardous materials. Anecdotal evidence suggests that accumulating latex paint



volume in the home is a triggering factor in prompting people to seek out Clean Sweep services.

For the past several years, program staff have actively encouraged latex paint waste minimization and in-home management of leftover latex paint. The 31% reduction in latex paint volumes between 2008 and 2011 is seen as a positive manifestation of these efforts.

Hazardous Material

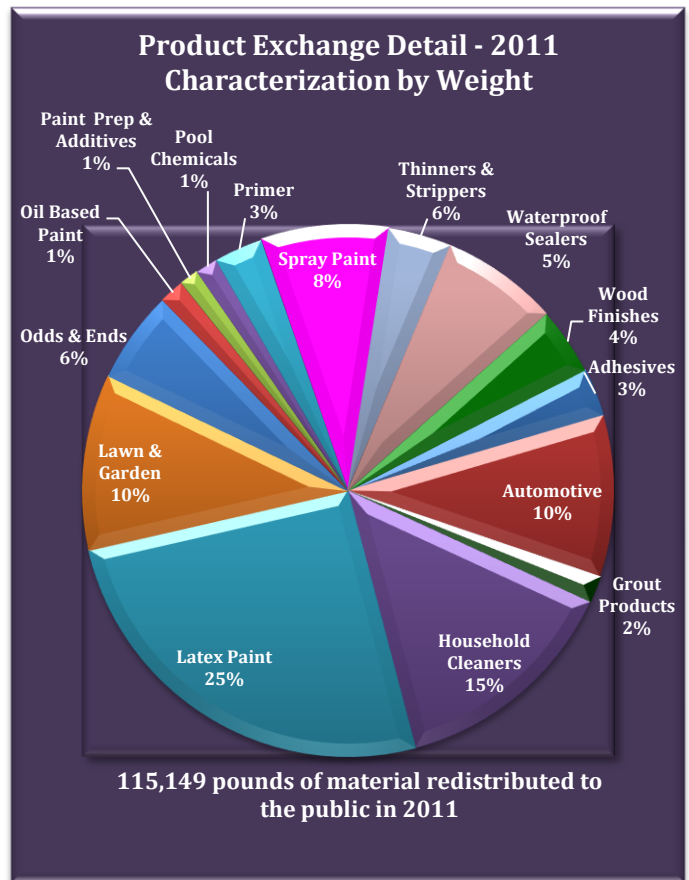
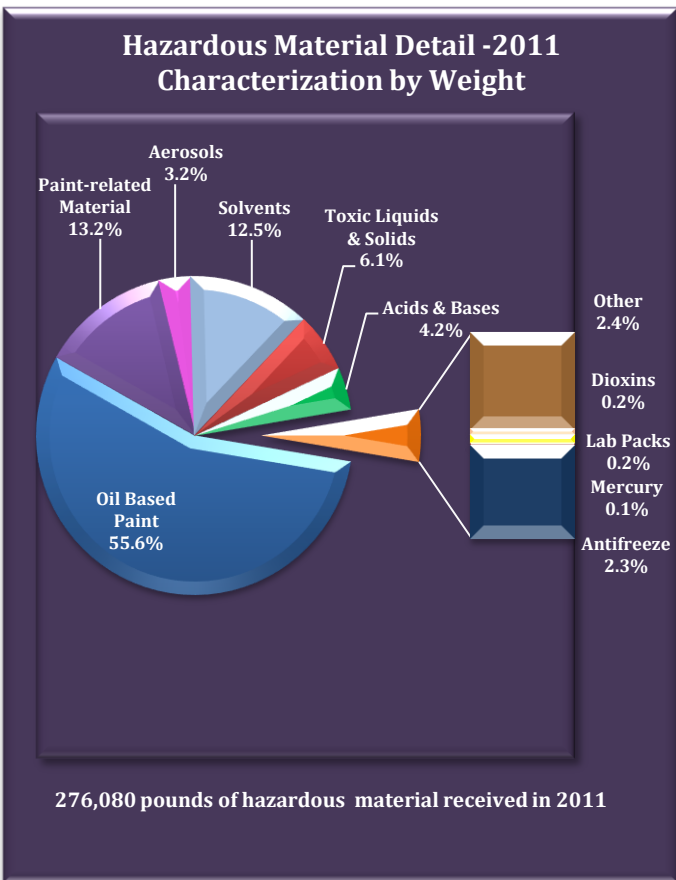
Hazardous materials accounted for 40% of the total waste volume in 2011. This category includes chemicals and household hazardous waste delivered to the facility by farms and other residential customers, as well as hazardous waste delivered to the facility by businesses and municipalities under the VSQG program. The 276,080 pounds of hazardous waste delivered to the collection facility in 2011 was the lowest amount received in any of the previous five years, and is approximately 13% below the average volume seen over the past five years.

A breakdown of the hazardous material delivered to the collection facility in 2011 is presented in the following chart. Oil-based paint and paint related

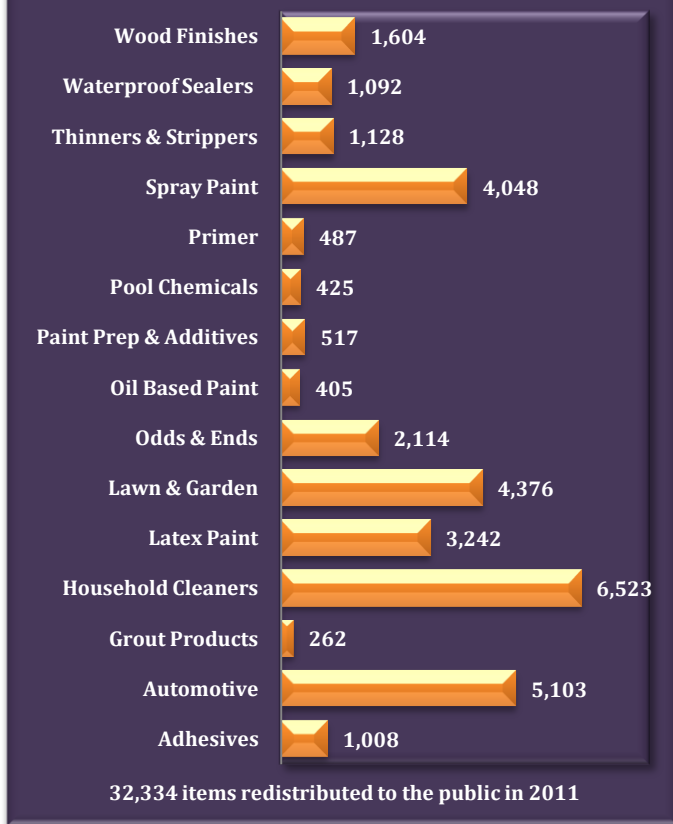
products continue to be the dominant type of hazardous material delivered to the facility, accounting for nearly 69% by weight of all the hazardous material received in 2011.

Product Exchange

The volume of waste set aside for product exchange purposes increased approximately 26% in 2011. The product exchange is used by facility staff to re-distribute paint and other usable products to the public that were delivered to the facility by residential and business entities. A total of 32,334 items, having an estimated overall weight of 115,149 pounds, were turned back to the general public in 2011. A characterization of the waste materials received for product exchange in 2011 is presented in the following charts. The first chart shows the product exchange materials broken down into categories by weight and reveals that latex paint waste was the dominant product by weight in 2011. In the next chart, product exchange materials are broken down into product category and item count. In terms of sheer numbers of products, household cleaners and automotive products were the most numerous products returned to the public in 2011.



Product Exchange Detail - 2011 Characterization by Item Count



Acids & Bases

Many of the household cleaning products delivered to the Clean Sweep facility have corrosive characteristics. Some examples of common acids and bases include detergents, floor strippers, drain cleaners, bleach, battery acid, and naval jelly. Prior to 2008, most of the pourable acids and bases brought to the Clean Sweep facility were disposed of through aqueous treatment (neutralization, dilution, and biodegradation) at Madison Metropolitan Sewerage District (MMSD) wastewater treatment facilities. In 2008, this practice was discontinued because the volume of acids and bases was becoming increasingly burdensome for MMSD staff. To save costs, Clean Sweep facility staff endeavor to divert as many useable acids and bases as possible to the product exchange area. Unusable acids and bases are now shipped out for aqueous treatment and disposal at Veolia Environmental Services approved facilities.

Solid Waste

Clean Sweep operations inevitably generate or

receive non-regulated or solid waste materials. At the collection facility, this waste is generated primarily as a result of solvent bulking operations, and is comprised mainly of empty solvent containers, gasoline cans, or other containers of dried or cured non-regulated solid waste or trash inadvertently delivered to the facility by customers. These wastes are placed into a 20 cubic yard, lined roll-off container, and transferred to the Dane County Landfill. Dane County Public Works contracts with a private vendor to provide the roll-off container and transportation services for this waste. During 2011, clean sweep operations yielded 30,040 pounds of solid waste, approximately 4% more than that which was generated in 2010.

Universal Waste

Universal Waste is a category of waste materials not designated as "hazardous waste", but containing materials that need to be prevented from free release into the environment. It is defined in 40 CFR part 273, by the United States Environmental Protection Agency and the State of Wisconsin has corollary regulations regarding these materials.

At the City of Madison/Dane County Clean Sweep facility, Universal Waste includes:

- ✚ Batteries
- ✚ Mercury-containing devices (including many thermostats)
- ✚ Lamps containing mercury (e.g. fluorescent lamps, including compact fluorescent lamps)
- ✚ Antifreeze

Businesses and other generators of such waste are required to provide for their proper disposal.

Approximately 200 automotive batteries weighing an estimated 6,432 pounds were received in 2011. Northern Battery provided a storage bin and the recycling services for automotive batteries in 2011. Additionally, Clean Sweep staff received approximately 550 pounds of rechargeable Ni-CD, Ni-MH, Li-ion, and small sealed lead batteries of the type commonly found in cordless power tools, electronic devices and toys. These batteries were recycled through the Rechargeable Battery Recycling Corporation (RBRC), who provides a shipping container for battery storage, shipping and recycling at no cost to the facility.

Most of the mercury containing devices which are collected at the Clean Sweep facility are recycled through Veolia Environmental Services facilities. However, the 635 thermostats that were recovered in 2011 were recycled through the Thermostat Recycling Corporation (TRC) at no cost to the facility. TRC is a non-profit corporation founded and operated by thermostat manufacturing companies. TRC facilitates the nationwide collection and recycling of used wall mounted mercury switch thermostats through a collection network comprised of HVAC wholesale outlets, HVAC contractors and local household hazardous waste collection facilities.

As shown in the following table, collection totals for mercury-containing devices increased in 2011 to the second highest level seen in the history of the program.

Antifreeze collections decreased slightly in 2011 to the third highest levels seen in the history of the Clean Sweep program. 6,471 pounds of antifreeze was recycled in 2011.

Device Type	2008	2009	2010	2011
Sphygmomanometer	4	10	1	10
Thermostats	321	583	115	635
Fever Thermometers	268	319	141	160
Other Thermometers	40	174	18	22
Switches	19	277	39	41
Arc Lamps	5	1	1	10
Manometers	1	3	0	0
Barometers	0	0	0	0
Other	5	36	0	3
TOTALS	663	1403	315	881

Recyclables

As part of an ongoing effort to minimize the amount of waste requiring disposal at the Dane County Landfill, facility staff arranged for the City of Madison to place several recycling carts at the facility in 2008 for the purpose of recycling the empty glass, plastic and steel containers arising from solvent and antifreeze bulking operations. Additional recycling carts were added in 2009, 2010 and 2011, and staff successfully recycled nearly eight tons of recyclable containers, paper and cardboard during the 2011 season.

Customer Counts

As shown in the following table, Clean Sweep traffic was up dramatically compared to 2010 operations, particularly in the HHW customer category, which was up nearly 39% from 2010. Customer count data for the City of Madison/Dane County Clean Sweep facility in 2011 is presented in the following table.

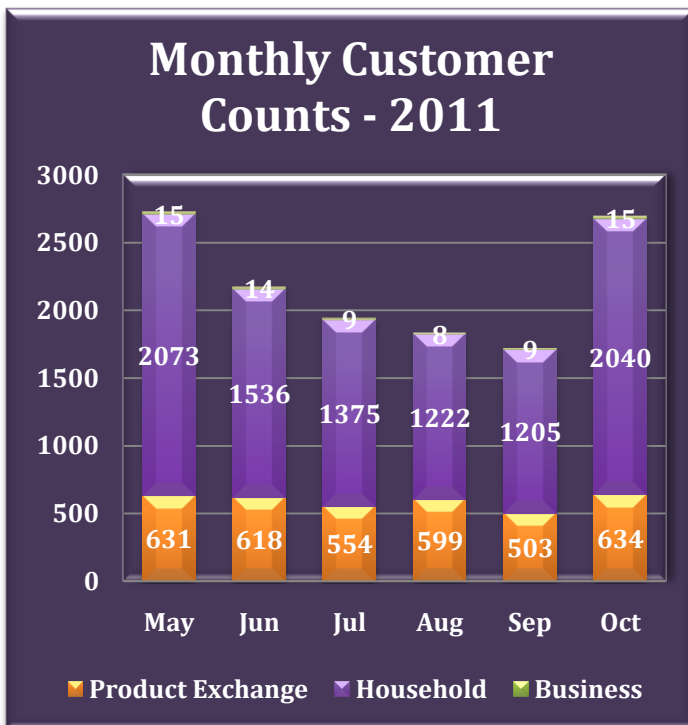
In 2011, a record high of 3,539 customers visited the product exchange at the Dane County/City of Madison facility, taking home an average of nearly 33 pounds of useable product per customer visit, up slightly from an average of approximately 27 pounds per customer visit in 2010.

Customer Category	2008	2009	2010	2011
Household (HHW) Customers	7,304	6,966	6,807	9,445
Product Exchange Customers	2,339	3,057	3,353	3,539
Agricultural Businesses	3	4	3	2
Farmers	14	8	2	8
Municipalities	14	4	5	9
VSQG's	43	55	51	51
Columbia County	5	3	10	6
Satellite Events	0	0	0	0
TOTALS	9,722	10,097	10,231	13,060

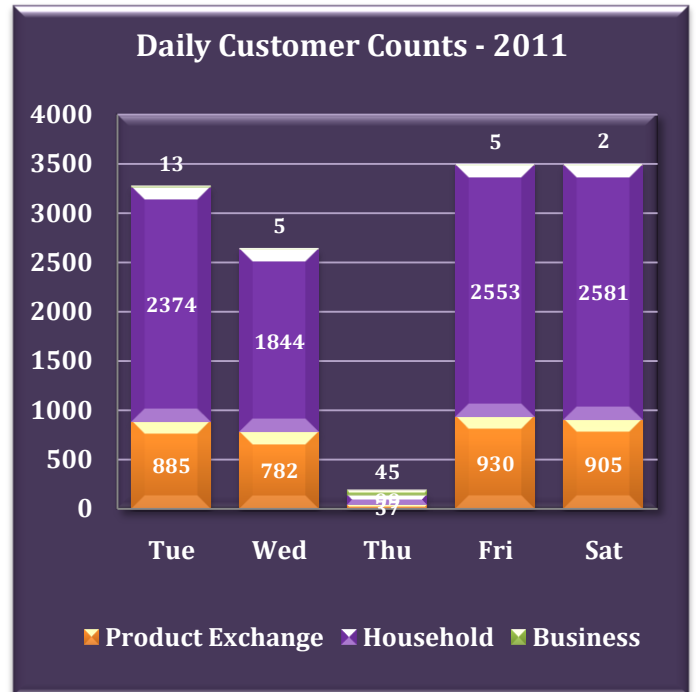
In 2011, 70 farmers, municipalities or other VSQG program participants delivered 23,949 pounds of waste to the facility, a 36% increase from 2010. In general, agricultural participant totals continue to follow relatively stagnant trends observed in recent years. Even though the overall number of participants in the business program decreased slightly 2010, the total amount of revenue captured through the business waste program reached \$36,248, up nearly 27% compared to 2010.

Customer Distribution Patterns

Customer distribution patterns in 2011 essentially mirrored patterns observed in previous years, with the highest number of customers utilizing the facility during the first and last months of the season (May and October). However, in 2011, more customers utilized the collection facility in the first half of the collection season, rather than the latter half, as has been the case in most previous years. The following chart illustrates the monthly customer counts for Household, Business, and Product Exchange in 2011.



The next chart shows that Fridays and Saturdays proved to be the busiest collection days in 2011, with each day showing equal overall traffic numbers. An average of 91 household customers utilized the facility per day in 2011, over 104 days of operation. The product exchange averaged 34 customers per day in 2011 over 103 days of operation.



Waste Shipments

For the past five seasons, Veolia Environmental Services has been the City of Madison/Dane County Clean Sweep program’s hazardous waste contractor. Veolia Environmental Services performed six hazardous waste shipment events from the collection facility in 2011. Additionally, Veolia transported eight 30-cubic yard roll-off containers of latex paint to Amazon Environmental, in Fridley, Minnesota for recycling in 2011. HHW shipments originating from the collection facility were routed to Veolia’s HHW facility in Menomonee Falls, Wisconsin for further sorting and processing prior to treatment and/or disposal at other facilities. All shipments were properly manifested in accordance with applicable rules and regulations.

Recycling/Treatment/Disposal Destinations

With the exception of latex paint shipped in roll-off containers directly to Amazon Environmental, Inc., all other waste materials transported by Veolia E.S. in 2011 were first shipped to Veolia Environmental Services Controlled Waste Division (VES-CWD) HHW Facility in Menomonee Falls, Wisconsin for further processing and handling. This facility possesses a Part B Permit, issued in June of 1988, for RCRA drum and bulk storage of liquids and solids. Additionally,

the facility offers drum processing, fuels bulking and labpack depack operations. This allows the materials to be separated and/or consolidated for eventual shipment to appropriate final treatment and disposal destinations. This included the following facilities in 2011:

- ✦ VES – Port Washington, WI: Lamp recycling and mercury retort facility
- ✦ VES – Port Arthur, Texas: RCRA/TSCA Incineration Facility
- ✦ VES – Phoenix, AZ: PCB Ballast Recycling
- ✦ VES – Sauget, IL: RCRA Incineration Facility
- ✦ Green America Recycling/Continental Cement Company - Hannibal, MO: Beneficial Reuse/Fuel Blending
- ✦ Dupont Secure Environmental Treatment – Deepwater, NJ: Wastewater Treatment Facility
- ✦ Giant Resource Recovery, Inc. – Arvonnia, VA: Beneficial Reuse/Aerosols
- ✦ Amazon Environmental, Inc. – Roseville, MN: Latex Paint Recycling
- ✦ Safety Clean – Madison, WI: Oil and Antifreeze Recycling
- ✦ Stablex – Quebec, Canada: Mercury Compound Treatment & Disposal
- ✦ Inmetco – Ellwood City, PA: Battery recycling
- ✦ Northern Battery – La Crosse, WI: Automotive battery recycling

Program Promotion

In 2011, information pertaining to the Dane County/City of Madison Clean Sweep program was disseminated to the public through direct mail to select customer groups, press releases, publications and newsletters, television coverage, and brochures. In addition, the program maintained an information hotline and website devoted to the Clean Sweep program.



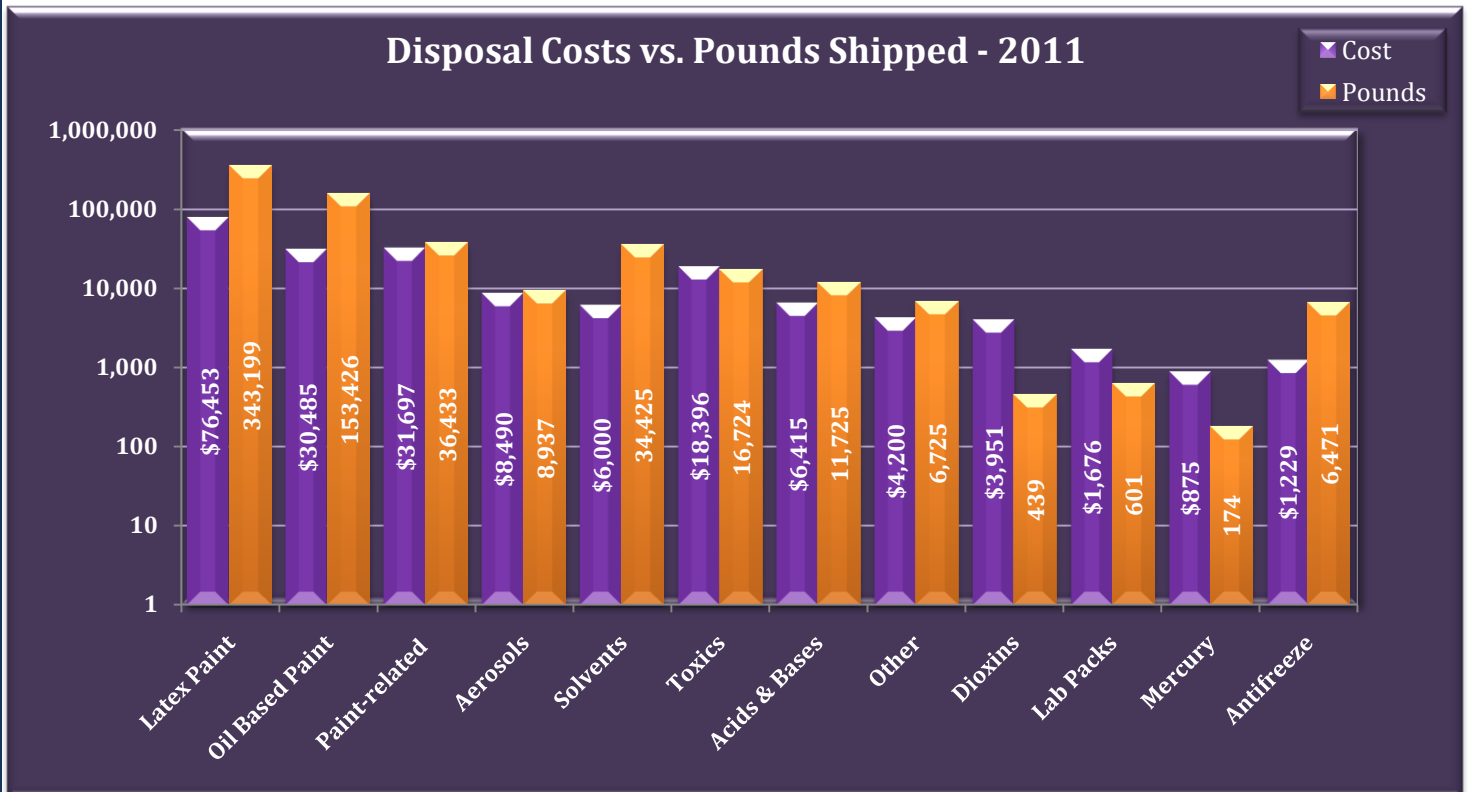
Program Costs

The following table presents a comparison of Clean Sweep program costs for the past five seasons. Waste disposal and material costs represents the largest expenditure category, consuming approximately 1/2 of total annual expenditures for the program. Overall, net program costs increased approximately 3% between 2010 and 2011. Not reflected in the data in this table are the additional financial contributions made by Dane County in 2011 for expenditures such as utilities, capital improvements and repairs, and equipment.

	2007	2008	2009	2010	2011
Waste Disposal Costs	\$209,476	\$238,436	\$201,519	\$173,719	\$189,867
Material & Misc. Costs	\$20,250	\$20,355	\$22,293	\$18,760	\$20,631
Admin/Labor Costs	\$147,696	\$168,785	\$172,415	\$188,962	\$205,815
Revenue: DATCP Grants	-\$27,140	-\$28,000	-\$23,055	\$0	-\$18,483
Revenue: Business Program	-\$23,860	-\$27,391	-\$24,275	-\$28,573	-\$36,248
Revenue: Columbia County	-\$2,600	-\$3,100	-\$3,060	-\$3,250	-\$3,150
Revenue: Satellite Events	-\$3,417	\$0	\$0	\$0	\$0
Revenue: Auto Batteries	-\$150	-\$250	-\$500	-\$768	-\$804
Net Program Costs	\$329,749	\$380,144	\$345,337	\$348,850	\$357,988

A total of 619,279 pounds of waste was shipped through Veolia ES in 2011. The total cost of the Veolia ES contract in 2011 was \$210,858 (disposal costs + material & misc. costs), yielding an average cost per pound shipped of approximately \$0.34 per pound.

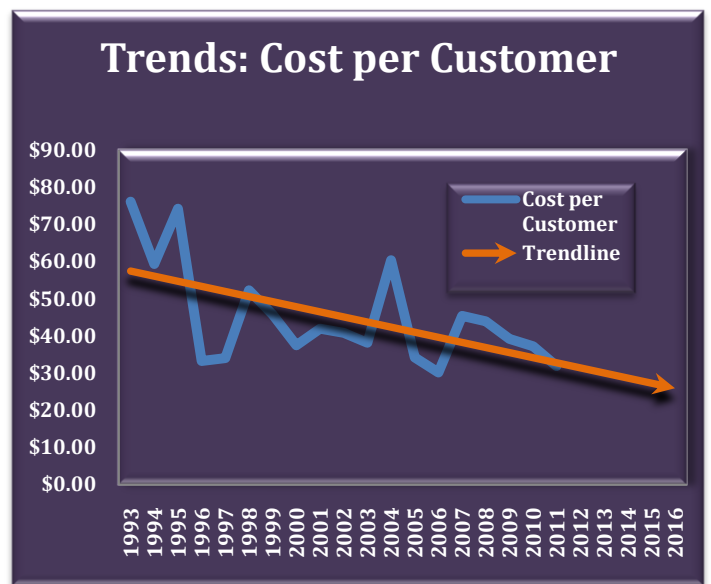
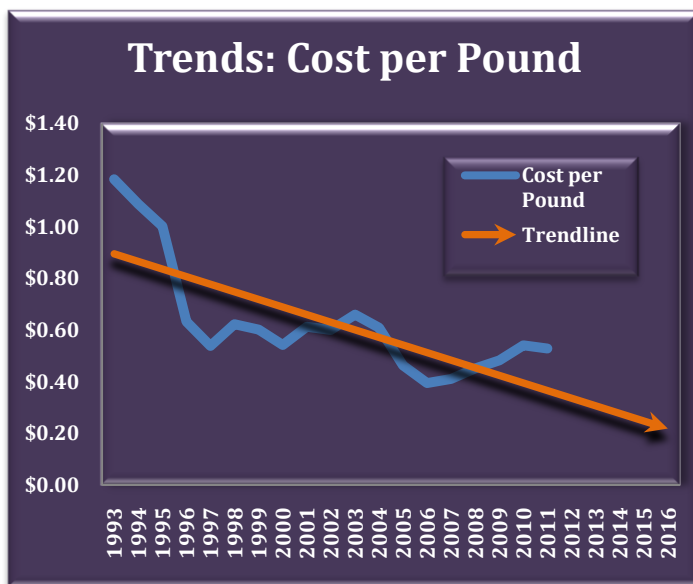
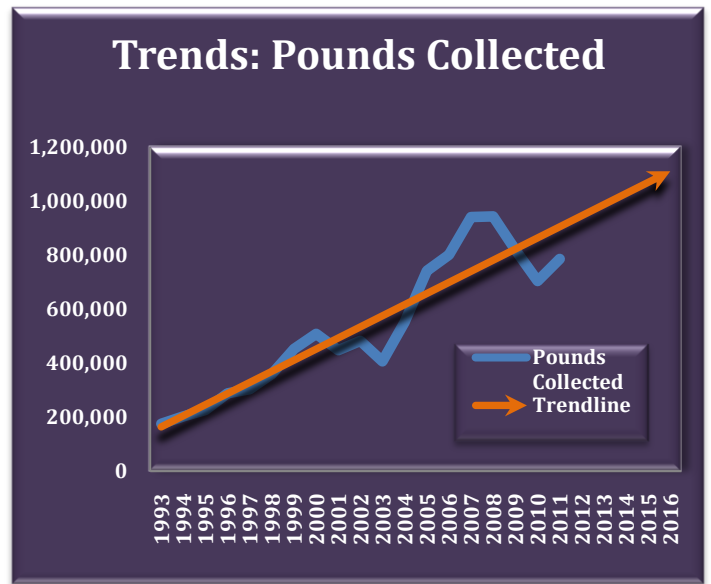
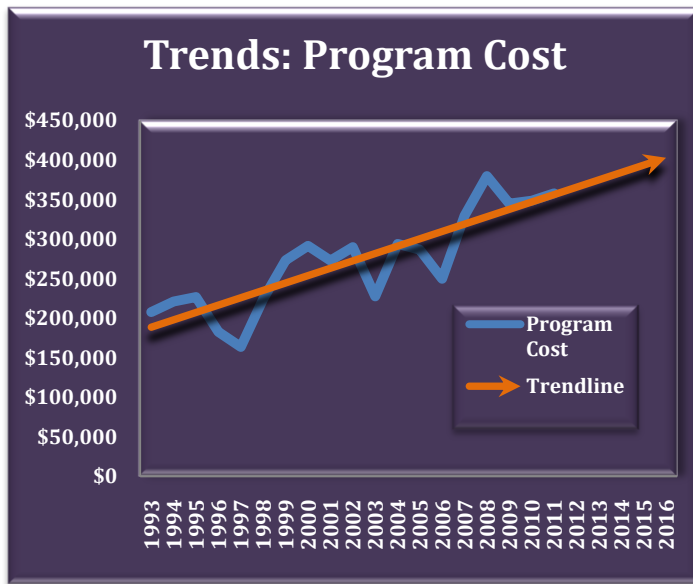
The following chart illustrates the disposal costs and poundage for each of the major waste categories handled in 2011.



Trends

Clearly, the two most significant trends affecting the operation of the Dane County/City of Madison Clean Sweep program are the ever-increasing volume and cost of managing the waste materials received. To date, the program has been somewhat limited in growth potential because of its seasonal nature and existing facility constraints.

Growth of the program at the existing facility has been managed efficiently over the past 19 years, as evidenced by the following charts. As volume and overall costs have increased, the cost per pound of waste material managed and cost per customer served have each trended downward. These charts show that there are economies of scale realized as HHW operations grow.

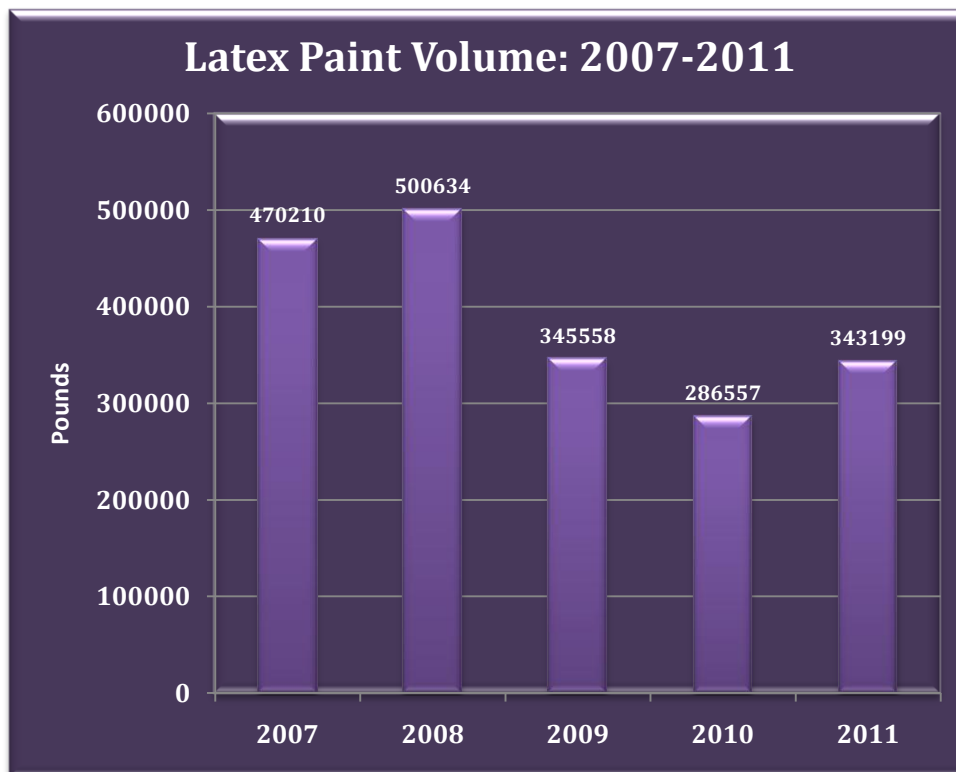


Conclusion

Reflecting on the past season's data, there are a few facts and observations which characterize the 2011 season.



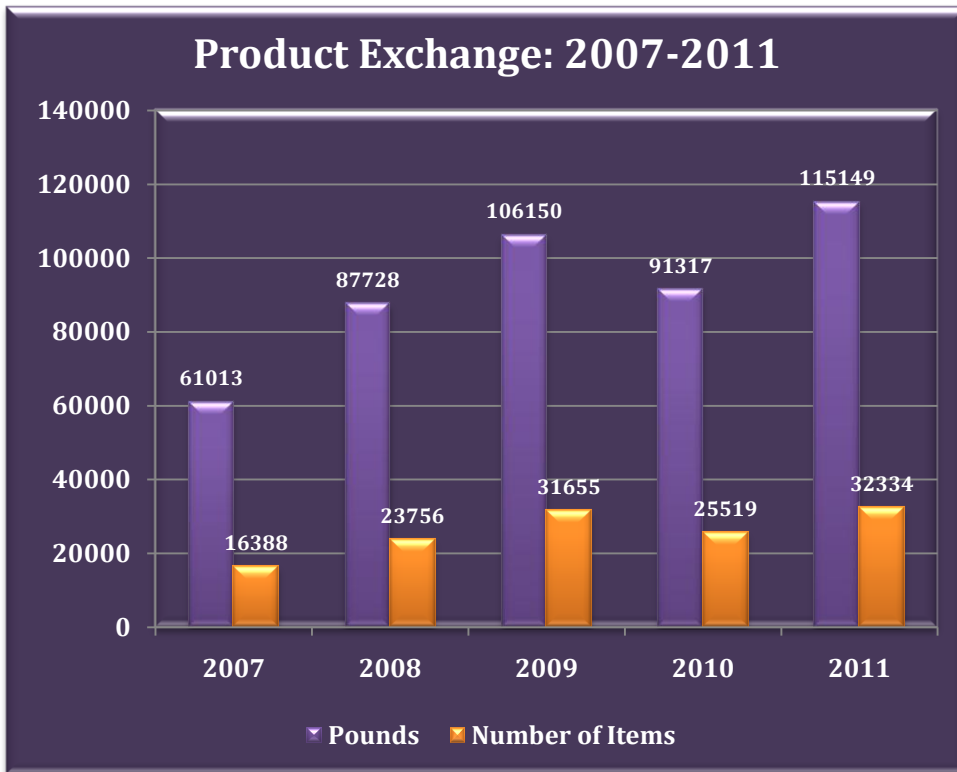
First and foremost, the number of HHW customers increased dramatically in 2011, up 39% from 2010. The number of HHW customers seen in 2011 represents an all-time high for the Clean Sweep program.



After falling for two consecutive years, the volume of latex paint received at the HHW facility increased significantly in 2011, although the amount received in 2011 is still much below the half-million pounds seen in 2008. Over the past several years, the Clean Sweep program has promoted latex paint waste reduction and alternative methods of latex paint disposal. Historically, latex paint has been the most dominant waste type brought to the HHW facility, even though the material is non-hazardous and can be legally disposed of with regular trash when dried out. The reduction in latex paint volume is seen as a positive development for the program – one which will allow program funds to be used to handle other wastes which have a much higher potential to harm human health or the environment.

The Product Exchange experienced its highest traffic volumes ever in 2011, and staff successfully redistributed over 32,000 useable products to the public, avoiding approximately

\$56,000 in disposal costs. The number of useable items placed on product exchange shelves in 2011 was an all-time high for the program, having an estimated retail value of nearly \$150,000.



The volume of hazardous waste accepted at the HHW facility in 2011 was the lowest amount seen in any of the past five years. Although the reason for the decline in hazardous waste volume is not entirely clear, it is thought that the general state of the economy is having a negative effect on waste volumes. Economic factors are also viewed as at least partially responsible for the decline in latex paint volumes seen in two out of the past three years.

In summary, the 2011 Clean Sweep season was very successful. Over 780,000 pounds of waste was saved from improper disposal in 2011, the fifth highest annual total in program history. Since 1993, approximately 133,000 customers have disposed of 10.1 million pounds of waste through the Clean Sweep program. To put this into perspective, this amount of waste would fill enough semi tractor trailer rigs to occupy a stretch of the Madison Beltline from Fish Hatchery Road to Old Sauk Road, a distance of nearly 3 miles.



Still, much work remains. Although there are limits to what can be achieved with the current budgetary, staffing, equipment and facility constraints, staff believes that the program will experience considerable growth in waste volumes in 2012 as the economy

recovers and additional initiatives aimed at increasing participation in the program are implemented.