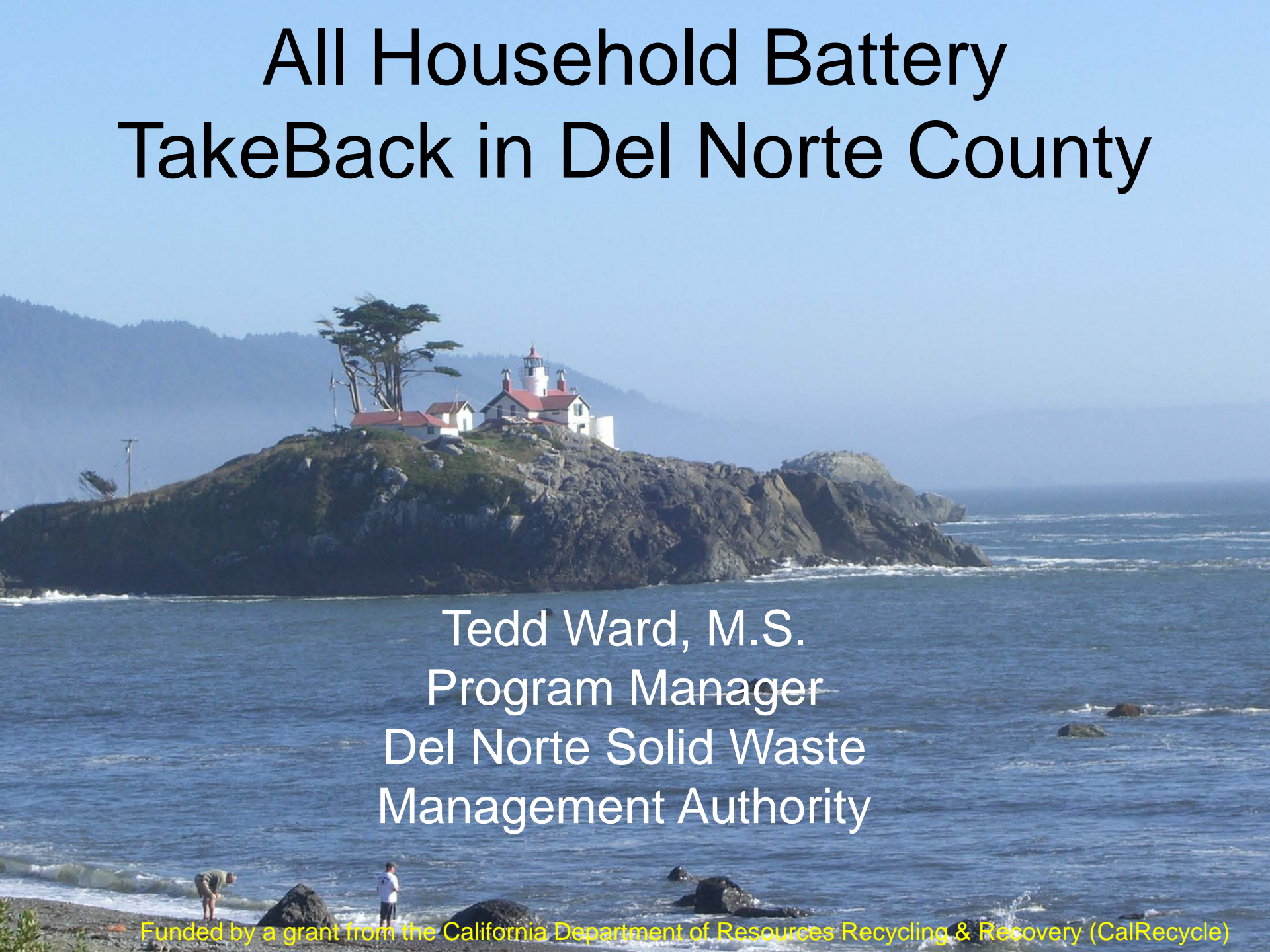


# All Household Battery TakeBack in Del Norte County



Tedd Ward, M.S.  
Program Manager  
Del Norte Solid Waste  
Management Authority

Funded by a grant from the California Department of Resources Recycling & Recovery (CalRecycle)

# CA Battery TakeBack Milestones

- Cellphone & Rechargeable TakeBack req'd, but enforcement very unclear
- CIWMB (now CalRecycle) HD16F-07-01 Grant, including pilot projects
- RBRC (Call2Recycle) Agrees to Partner
- Requirement to Tape or Bag all Batteries
- Roll-out of All Household Battery TakeBack Program in Del Norte
- 'Alkalines don't need to be taped' determination
- Household Battery Recycling Legislation?

# Outreach to TakeBack Locations

- Introductory Letter
- Follow-up phone calls
- Pledge of Participation
- Initial Training
- Window Stickers
- 2 boxes / location
  - Site-specific labels
  - Bags & tape
  - Fill up & mail in
  - New empty box mailed back
- Outreach Brochures
- Follow-up Survey



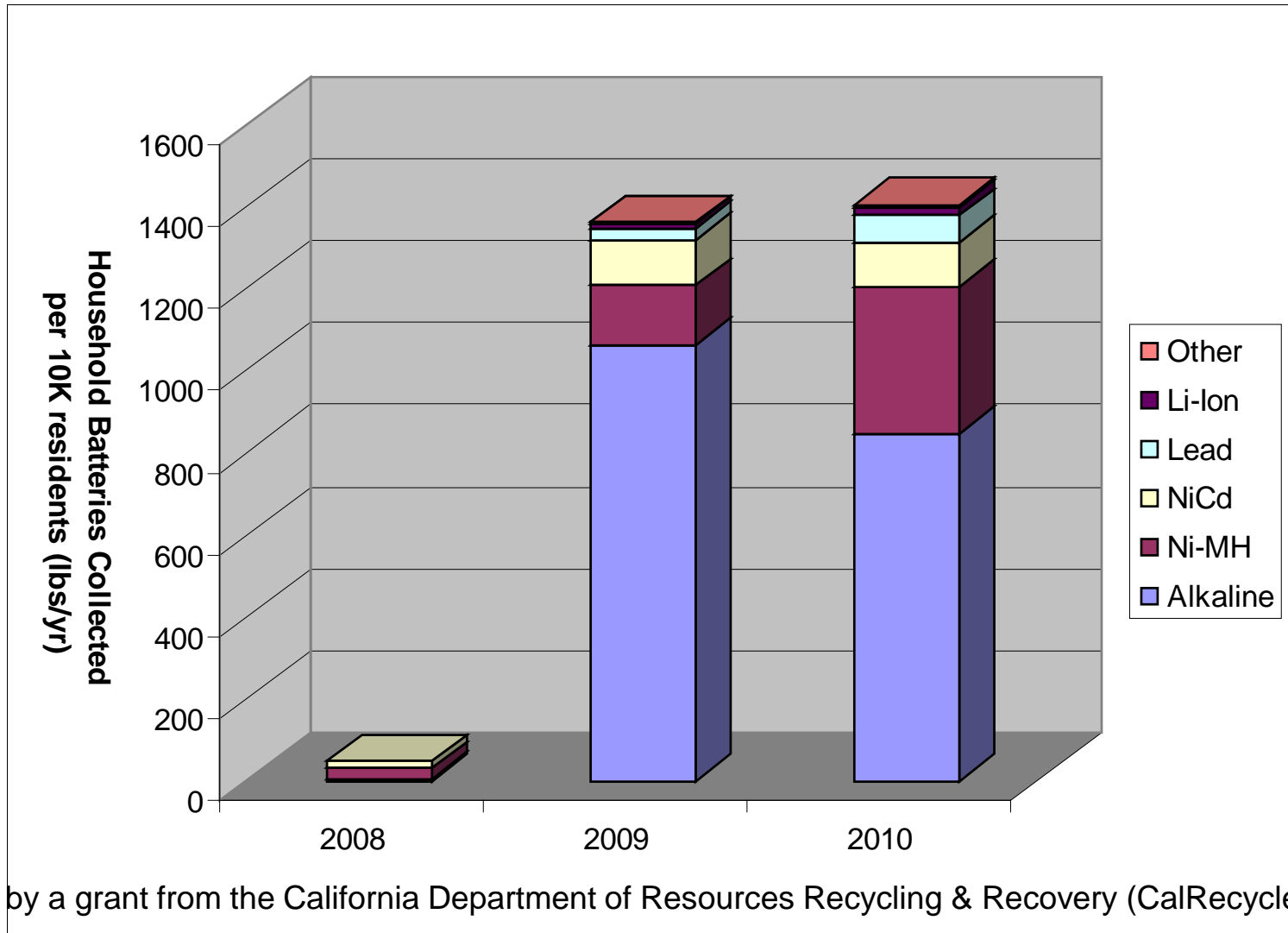
# TakeBack & MailBack Locations

	2008	2009	2010
Public Household Battery TakeBack Sites	3	24	23
Internal Battery MailBack Sites	0	5	4
Total Del Norte Household Battery Recycling Sites	3	28	27
Number of Sites holding boxes, none mailed yet	0	15	10
Equivalent number of Battery TakeBack sites per capita in SF	80	745	713
Equivalent number of Battery TakeBack sites per capita in CA	362	33781	32465



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Zero Waste - You Make It Happen

# Batteries Collected per 10K residents



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# Outreach to the Public

- Outreach Brochures
- Window Stickers
- Radio Ads
- Face-to-face at Earth Day & County Fair



*Don't forget to tape your terminals*



**Now you can recycle  
all household batteries  
wherever you see  
this sign  
in Del Norte County**

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### **At these locations in Crescent City:**

- Coast True Value Hardware at 900 Northcrest Drive
- Crescent Uniforms at 1317 Northcrest Drive
- Del Norte Office Supply at 240 'I' Street
- Del Norte County Transfer Station at 1700 State Street
- Fort Dick Market at 6670 Lake Earl Drive

### **At these locations in Klamath:**

- Pem-Mey Fuel Mart at 125 Ehlers Way
- Woodland Villa Market 15870 Highway 101

### **At these locations in Smith River:**

- La Joya Mexican Market at 10700 Highway 101 North

### **At these locations along Highway 199:**

- Hiouchi Hamlet at 2100 Highway 199
- Gasquet Market at 10350 Highway 199

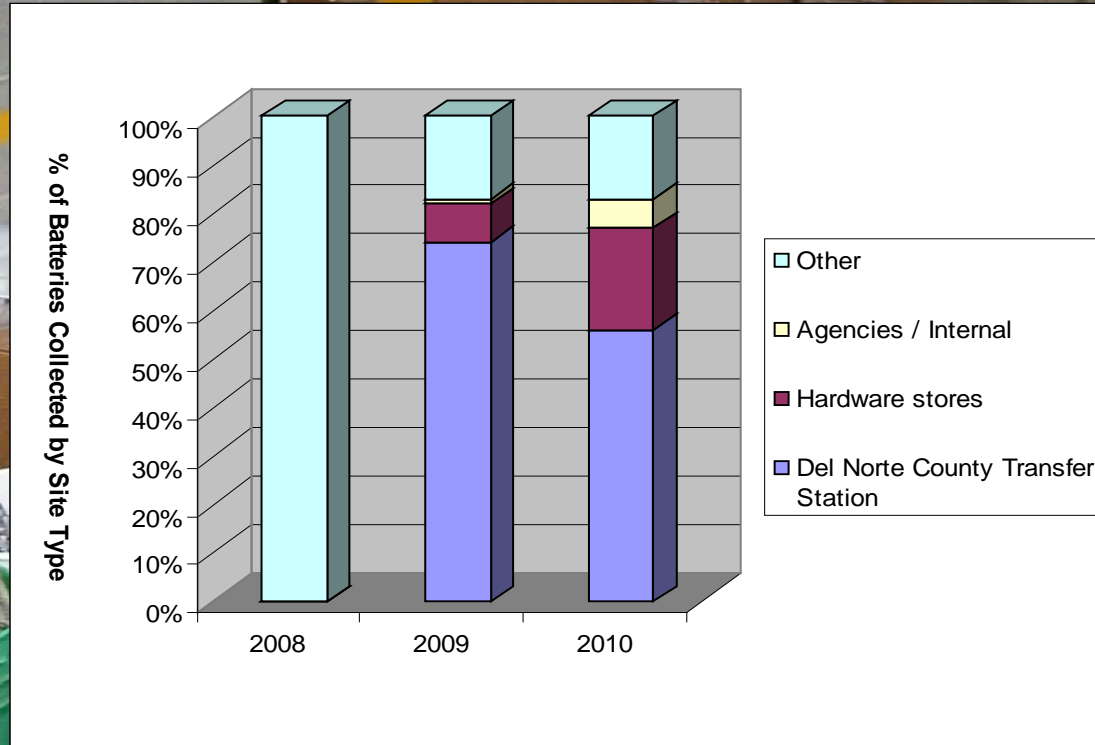


# Public Support

- More recycling locations for batteries than any other commodity
- 3000% increase in pounds of batteries recycled over baseline
- Survey at County Fair (Aug08):
  - 95% support bans, TakeBacks, Adv. Recovery Fees, or some combination of these
  - 45% support TakeBack at stores that sell hazardous products
  - 88% support more convenient opportunities for disposal of household hazardous wastes.



# Which Sites Collect Most?



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# Lessons Learned So Far...

- From DNSWMA's perspective, RBRC is a model EPR organization
- 61% of retailers said battery TakeBack took less time than they had expected
- 65% of retailers reported receiving un-taped batteries
- Key Factors to Entice Sites to TakeBack:
  - Make it free and easy for retailer participation
  - Advertise so retailers benefit from TakeBack
  - Provide sticker, initial training and information
- To increase battery collection, it would help if there was a way to move past the taping and bagging requirements

# Questions?

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