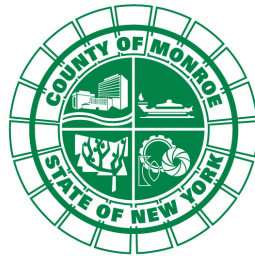


# eco park



A public/private partnership



**Maggie Brooks**  
*County Executive*



*“This one-of-a-kind facility demonstrates how Monroe County continues to lead the way in implementing sustainable energy initiatives with minimal cost to our local taxpayers.” – Monroe County Executive Maggie Brooks*

## Economy

### Putting the Taxpayer First

In these trying economic times, our leaders know that they must protect the pocketbooks of the residents that they serve. That is why there was no question that the residents of our community would not be fully burdened with the cost of the **ecopark** development. Prior to the selection of the **ecopark** site, a feasibility study was conducted to weigh the county's options for relocation of their household hazardous waste facility. The construction of a new facility was estimated to cost the county \$1.7 million whereas repurposing the Avion Drive building was estimated to cost \$184,000, which would also be split between the county and Waste Management of New York (WMNY). Through seamless coordination, the actual cost for the **ecopark** site improvements were \$105,700 (split between the county at \$63,200 and WMNY at \$42,500).

By partnering with WMNY and repurposing the Avion Drive building versus the construction of a new facility, approximately \$1.6 million was saved in project costs. Additionally, the project was under budget overall, which also was a result of the successful partnership between WMNY and the county. It was an economic win-win for all parties involved.

As a dedicated sustainability partner, WMNY works with the

county to develop and implement creative solutions that fuel Monroe County's economic growth while safeguarding its environmental integrity.

## Community

### Serving the Needs of the Community

In response to the overwhelming demand for expanded community recycling, the **ecopark** is now successfully recovering the very same materials that, historically, have been hauled to landfills. These recovered materials are re-purposed for further use, benefitting both the residents of the community and the



*At the ribbon cutting ceremony (R-L): Michael Garland, Monroe County Department of Environmental Services; David Dunning, Town of Chili Supervisor; Jeffrey Richardson, Waste Management of New York; County Executive Maggie Brooks; a representative from the Monroe County Sheriff's Office; Scott Chenet, Barton & Loguidice, P.C.; Scott Sheeley, NYSDEC Region 8 Natural Resources Permit Administrator; Jillian Blake, Barton & Loguidice, P.C.*



environment in the long-run. The **ecopark** also provides Monroe County and WMNY with a unique opportunity to educate the public about the importance of recycling and provides a resource which is unique and appreciated by the public.

It was the community and Monroe County's dedication to sustainability which incubated the concept for construction of the **ecopark** facility. Located within the Monroe County's Town of Chili, the **ecopark** concept and design was first presented to the Chili Town Board in a public setting. Public input and community participation were welcomed, and in 2011, the **ecopark** was officially opened to serve the needs of Monroe County residents. Due to the partnership and collaboration between government, private business and the public, the **ecopark** has received high accolades from the public interest that it serves. Some project items; such as the landscaped entrance, monument sign and improved signage and striping, are a direct result from suggestions and concerns raised by the Town of Chili during the design process.

The **ecopark** project is unique and its development highlights the public/private partnership between Monroe County and WMNY and the sharing of ideas and funding between the two entities with minimal impact to local taxpayers. Although this could have easily been a situation leading to many delays

due to the challenges of incorporating the needs of multiple agencies, both entities were able to work together in a timely manner to create a project that was mutually beneficial to them, the residents of Monroe County, and the environment.

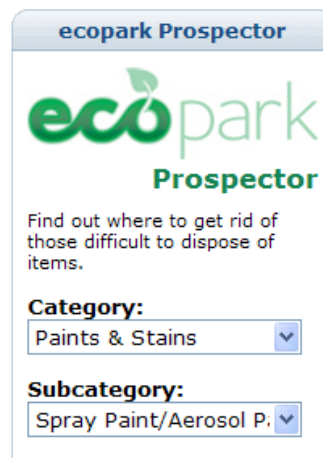
## Education

### *Educating the Community*

Public education plays a critical role in changing behavior and driving participation in the County's sustainability initiatives. The **ecopark** facility was developed with the sole purpose of serving the recycling needs of Monroe County's taxpayers. It was incumbent that the services of this one-stop-drop off recycling facility were properly communicated to the public to increase diversion and bring value to residents.

In addition to media outreach, printing collateral materials for countywide distribution and convening public meetings, Monroe County developed an interactive and innovative website (<http://www.monroecounty.gov/ecopark>) to assist residents in the use of the facility. A tool called the **ecopark** "prospector" was

developed to provide alternative recycling options to the community that may be more



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*“Innovative solutions like the ecopark, and creative thinking on the part of this team, solidly place Monroe County and Waste Management on the map as leaders in environmental stewardship.”*

*–Jeff Richardson, Senior District Manager at Waste Management of New York, LLC*

*“The ecopark’s location is isolated so it doesn’t add to the flurry of traffic to highly-traveled parts of town. Additionally, I encourage our residents to take advantage of this unique resource that they have waiting just around the corner.*

*- Chili Town Supervisor David Dunning*

convenient to the individual resident in the long run. This website enables users to be kept informed of items accepted at the facility, provides facility hours of operation, instructs patrons of special packaging and unloading requirements, discloses fees associated with drop-off items, enables residents to schedule appointments for Household Hazardous Waste drop-off, and most importantly, delivers alternate management options for materials through the use of the **ecopark** “prospector.” The focus is not just about utilizing the ecopark itself but to educate community members about the importance and availability of diversion options close to home.

With sustainability and material recovery at the forefront of solid waste management, the **ecopark** and its inventive website fulfills a vital community need by providing residents with a central, one-stop drop-off for materials, that, otherwise, may not be handled conveniently curbside.

Concurrently with the opening of the **ecopark**, Monroe County implemented a countywide recycling education campaign to promote the **ecopark** and the collection of the acceptable recyclable materials both curbside and at the **ecopark**. Specifically, unique items, such as



children’s plastic sand boxes or plastic lawn furniture, can now be accepted at the **ecopark** free of charge. Historically, these types of materials were destined for the landfill because the recycling equipment could not handle oversized recyclable materials. Monroe County, with the help of its other valuable partner, Cascades Recovery, has been able to expand the current recycling program within Monroe County to accept a more comprehensive list of recyclables that were not historically accepted at the curb.

# Safety

## Wayfinding and Visibility Enhance Safety

Several aspects of project construction were aimed to specifically address safety concerns during use of the **ecopark** facility. Avion Drive, where the **ecopark** is located, is a dead end road that had typically been used in the past for the traffic associated with the use and operation of the commercial transfer station. In order to assist residents in finding Avion Drive, additional signage was posted along Paul Road to alert drivers of the upcoming intersection with Avion Drive. In addition, the speed limit along Paul Road was reduced from 55 mph to 45 mph in the area of the Avion Drive intersection.

Additionally, way finding signs were installed along Avion Drive to guide residents to the



**ecopark**, located at the end of the road. Pavement markings were also added to Avion Drive in order to more adequately delineate designated driving paths.

Inside the actual facility, pavement striping was used extensively to clearly label the driving path throughout the expansive building. Great care was taken when developing the layout of the drop-off areas to provide for the most direct route through the building as possible. All drop-off areas are clearly labeled to help eliminate confusion among those using the facility and increase attentiveness to others within the **ecopark**. Considerable lighting improvements were made to the main **ecopark** and the attached Household Hazardous Waste collection facility. This increased visibility will improve the safety of the customers utilizing the **ecopark**, as well as the employees operating the Household Hazardous Waste facility.

The **ecopark** project construction was successfully completed without any reported injuries or safety issues.



*“At Waste Management, we strive to find new and better ways to provide our customers with valued environmental solutions and extract more value from the materials we manage, while reducing our operational carbon footprint and improving the environment.”*

*- David P. Steiner, Chief Executive Officer, Waste Management*



## Quality of Life

### Providing Valuable Resources

Since the initial opening of the **ecopark** last September, county residents and even non-residents have been thrilled with the resources it provides. A letter dated September 19th, 2011, from a woman residing in metropolitan New York City (340 miles away) was sent to the **ecopark** (along with her plastics that she couldn't find a place to recycle):

Since this woman's initial letter, she has continued to utilize the **ecopark** by sending her recyclables on a periodic basis. It is an example like this one that shows the importance of a type of facility like the **ecopark** that provides a necessary outlet to divert materials. Many other county residents share the same level of excitement about the convenience and availability of the **ecopark**.

Hello **ecopark**:

As an over 10-year resident of New York City, I am chagrined at the lack of plastic recycling programs. This is why I'm so excited to learn about the **ecopark**!

I try not to buy foodstuffs using plastic containers other than #1 or 2, but sometimes it's unavoidable - so I found myself with a slowly growing stash of #3-7 plastics. I've been trying to find a place I could take them for recycling - after encountering dead ends right and left, I stumbled across your SWM website today. I hope you won't mind accepting this bit of plastic at your center.

Thank you for your commitment to responsible management and recovery of our limited resources. I wish you much continued success!



*“The development of [the] ecopark is a testament to our collective commitment to the residents of Monroe County. This facility will help redirect materials out of landfills and back in to the supply chain for re-use. We will be extracting materials that can be used in ways that create more value than if they were simply thrown away.”*

*—Jeff Richardson, Senior District Manager at Waste Management of New York, LLC*

*“When it comes to going green, there is one stand-out priority for residents, and that is recycling.”*

*– Monroe County Executive Maggie Brooks*

Letter to The Suburban News, Spencerport, NY, February 19, 2012:

### **“ecopark:” An alternative to curbside recycling**

Upon the closing of (the Sweden) recycling center, we went in search of alternatives to putting our recyclables on the curb and came up with a gem which folks need to know about: “ecopark.”

“ecopark” is located at 10 Avion Drive (near the airport). The park is a joint effort between Monroe County and Waste Management. The park accepts just about every recyclable imaginable (garbage not being a recyclable).

One drives up to the door and drives around a prescribed route in a gigantic warehouse stopping at well marked bins for everything from batteries to fluorescent lights to paper/cardboard to glass/plastic/metal to styrofoam and electronics. They even recycle old tennis shoes and have locked bins for documents to be shredded. Also, there are bins for donations to the Salvation Army and Goodwill. Anything with a refrigerant in it or medicines must wait for a special twice a month collection, otherwise the park is open every Wednesday through Saturday from 7:30a.m. to 1:00 p.m. There is an attendant on duty to help you. As he told us upon a recent visit to the park, “Nothing in here gets put in a landfill.” Aside from tires and anything with a refrigerant in it, dropping off your recyclables is free. Waste Management wins by getting money from selling the stuff, the environment (meaning our children) wins by decreasing the number of landfills in our community and state, and we win because it costs nothing but a little time and gasoline.

The park has a website ([www.monroecounty.gov/ecopark](http://www.monroecounty.gov/ecopark)) and a telephone number (753-7600, select option 3). A flyer is available at the Sweden Town offices.

Happy recycling.

Jim and Kathy Goetz  
Brockport

On February 8, 2012, County Executive Maggie Brooks noticed that someone tagged her in a post on her Facebook wall regarding the user-friendliness of the **ecopark**. Here's what the resident had to say:



In a world where sustainability is a common household word, the services that the **ecopark** provides are increasing resident's outlets for reducing the county's waste streams. The goal of the **ecopark** is to make it easier for residents to find a sustainable outlet for their unwanted yet recyclable items.

## Environment

*Reduce,  
Reuse,  
Recycle*

The entire **ecopark** project was born from the strong desire by both Monroe County and WMNY to do everything in their power to protect the environment through the diversion of materials

from the county's landfill. They remained vigilant regarding the proper handling, reuse, recycling and management of these materials; particularly of those presenting a hazard to the environment through their improper management. Each item collected at the facility can potentially adversely affect the environment and pose a human health concern. Extracting these materials from the waste stream and diverting them from the landfill brings value to the materials while helping to protect the land, air, and water environments and human health.

## Local Landfill Diversion

The **ecopark** is unique to other similar facilities given that it is open all year long and provides numerous opportunities for residents to handle their unwanted materials in a safe and effective manner. Below is a summary of unique items collected at the **ecopark** and the potential environmental impact related to these items that has in turn been controlled through the development of the **ecopark**. Various hazards exist should these materials be released to the environment in an unmanaged way. Many communities do not have opportunities for the diversion of these materials nor do they educate the importance of proper management. Monroe County and WMNY, together with their partners, do both.

*E-waste and Portable Electronic Devices.* Many of these items such as computer monitors and televisions contain heavy metals, including mercury. Once released into the environment, mercury persists for long periods of time and does not degrade into harmless chemicals. Mercury can have local impact or be carried across whole continents by the wind.



The **ecopark** provides an outlet for these types of materials to be collected and properly dismantled to extract the valuable materials for reuse or proper management.

*Propane Tanks.*

Collecting these tanks and diverting them from local landfills is important both for public safety and resource recovery. When it comes to managing unwanted propane tanks, residents are left with few no-cost options. Residual propane is removed and recycled and the metal tanks are refurbished or sold for scrap. This protects public and hauler safety by properly removing a potential explosion hazard and recovers valuable steel.

*Textiles (including clothing and small unwanted household goods).*

Due to the unexpected quantity of textiles found in a 2010 residential waste characterization study completed as part of Monroe County's local solid waste management plan update, the county now provides convenient diversion options for textiles at the **ecopark**. The **ecopark** currently operates with two charitable textile recyclers (Goodwill and Salvation Army) that allows for the diversion of these textiles from our local landfill.



*Sneakers.*

In 2006, Monroe County entered a partnership with the National Recycling Coalition that allowed for the recycling of gently used sneakers via an agreement with Nike's Reuse-A-Shoe Program. Rather than plaguing the local landfill (and the environment) with unwanted sneakers, Monroe County has shipped over 75,000 pairs of sorted sneakers that will be recycled into sporting goods and athletic fields. When the **ecopark** opened in September 2011, it began serving as a drop-off location for the Reuse-A-Shoe-Program. This program is exceptionally unique to communities throughout the nation and Monroe County is proud of being a part of this reuse program.

*Syringes/Sharps.*

These items pose a public health and safety concern if not properly handled. They also pose a potential environmental concern if not disposed of properly. The **ecopark** allows for the collection and appropriate disposal of these delicate items.

*Plastic Shopping Bags/Product Wrap.*

Since curbside recycling bins do not allow for the recycling of plastic bags, the New York State Plastic Bag Reduction Act requires that most retailers that provide plastic bags allow for customers to return plastic bags to that





damaging to humans and wildlife. For items like these that require special handling and cannot be thrown away with regular household waste, the **ecopark** offers a convenient way to properly recycle energy-saving CFL light bulbs.

location. Unfortunately, the majority of plastic bags wind up back in the waste stream. The **ecopark** accepts shopping bags and certain product wrap for recycling via Cascades Recovery. In the short four months since the facility has opened, the facility has captured a large volume of plastic bag/wrap material (one 20-yard dumpster) for recycling. Recycled bags/wrapping can be made into useful products such as fencing, decking, building and construction materials and new bags. Plastic bag diversion from local landfills will help out tremendously since they can take up to 1,000 years to degrade.

**Rechargeable and Button Cell Batteries.** Batteries contain various heavy metals which can imbed themselves the food chain, becoming concentrated in animal species, thus presenting a health risk to both the animal and the humans who may consume them as a food source. The **ecopark** provides a receptacle for the collection and proper management of these types of batteries, which supports the diversion of these materials from the environment.

**Fluorescent Lighting and High Intensity Discharge Light Bulbs.** These bulbs contain mercury, and if they are not properly disposed of, they are potentially

**Confidential Document Shredding.** This service provides a secure management option, as well as ensure the recycling of the paper materials subsequent to shredding. With the advent of the **ecopark**, the county and WMNY offer this service free of charge to county residents. Documents can be dropped off during all **ecopark** operating hours and an astounding 1.5 tons of materials have already been collected for recycling in the short four months since the facility opened.

**Cooking Oil.** The County has partnered with Rochester Institute of Technology to collect cooking oil from residents and reuse it for the production of biodiesel. Nearly 200 gallons of cooking oil have been accepted since the program began in September.





In addition to the items collected above, special collections allow for the drop-off of other difficult-to-manage materials such as household hazardous waste, appliances containing refrigerant, tires and pharmaceutical waste. The following contains a brief description of each, as well as their potential impact on the environment if not handled properly:



*Household Hazardous Waste (i.e. Oil-Based and Latex Paint, Wood Stain and Preservatives, Automotive Fluids, Pesticides and Fertilizers, Flammable Products).* Leftover household products that contain corrosive, toxic, ignitable, or reactive ingredients are considered to be “household hazardous waste” or “HHW.” Products, such as paints, cleaners, oils, batteries, and pesticides, that contain potentially hazardous ingredients

require special care. Improper management of household hazardous wastes can include pouring them down the drain, on the ground, into storm sewers, or in some cases putting them out at the curb. The dangers of such methods might not be immediately obvious, but improper disposal of these wastes can pollute the environment and pose a threat to human health. To help prevent these types of things from happening, Monroe County has accepted these materials through their household hazardous waste program since the program started in 1991.

*Appliances Containing Refrigerant.* Freon is an extremely hazardous material that can be detrimental to the environment if not managed properly. Since many waste handling facilities charge a fee for the management of these types of devices to cover the cost of special contractors to remove the freon and recycle it properly, these items are often discarded illegally or improperly. In an effort to ensure the proper handling of residential freon-containing air conditioners and





dehumidifiers, the county (through a grant from the New York State Energy Research and Development Authority), has been able to hold separate management events to collect these devices free-of-charge and have them handled properly, in an environmentally-responsible manner. Additionally, the **ecopark** provides residents with a drop-off service for these appliances at a lower rate (\$15/appliance) than is generally charged by haulers collecting these appliances curbside.

 **Waste Tires.**

The management of waste tires poses a significant challenge to municipalities across the board, as they are not allowed in landfills for disposal and therefore not collected by commercial trash collectors. Waste tire storage and disposal regulations in New York have become increasingly stringent and considerable progress has been



made through the state-wide effort to clean up and eliminate the existing tire stockpiles. Through the existing partnership with DES and WMNY, the **ecopark** offers county residents the option to recycle waste tires at the facility for a small \$3.00 fee per tire.

 **Pharmaceutical Waste.**

It has been found that many of the chemicals found in pharmaceuticals are not removed during typical wastewater treatment processes and therefore can make their way into local waterways and into the water supply if not properly managed; affecting the health and overall growth and development of humans and wildlife. The **ecopark** offers pharmaceutical waste collections to provide Monroe County residents with a safe and proper way to dispose of their unused or unwanted medications.

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*“We’ve all been taught to flush pharmaceuticals down the drain but now we have a place to properly dispose of them for incineration which is a much better method than flushing them into the sewer system.”*

*- George Thomas, Executive Director, Center for Environmental Information*

## Diversion Quantities

In 2011, seven **ecopark** Household Hazardous Waste Collections served 1,056 households in Monroe County. So far in 2012, two Household Hazardous Waste Collections have served 294 households. The following quantities were collected in association with the Household Hazardous Waste Facility:

- Antifreeze- 385 gallons
- Automotive batteries- 744 pounds
- Hazardous paint- 2,520 gallons
- Solid pesticides- 3,498 pounds
- Liquid pesticides- 505 gallons
- Mercury containing devices- 27 pounds
- Fluorescent bulbs- 2,315 pounds
- Other HHW solids- 10,060 pounds
- Other HHW liquids- 7,581 gallons
- Miscellaneous Solid Waste- 18,500 pounds
- Pharmaceutical Waste: 2011: 7 collections served 172 households, where 400 pounds of pharmaceutical waste was collected
- 2012: 2 collections, served 110 households, where 225 pounds of pharmaceutical waste was collected

As for regular collections, 417 households have been served in 2012 thus far, and the following represent the total pounds of regular collection recyclables:

- Electronics- 40,115 pounds (2011) and 26,942 pounds (so far in 2012)
- Cardboard/paper- 8,700 pounds
- Scrap metal- 3,380 pounds
- Bulk plastic- 400 pounds



## Summary

### *Sustainable Solid Waste Management*

With sustainability and material recovery at the forefront of solid waste management, the **ecopark** fulfills a vital community need by providing residents with a central, one stop-drop off location for materials that may not be handled conveniently curbside. With its development, the **ecopark** allows for non-traditional reuse/recycling or proper management of these materials. The advent of the **ecopark** was unique in many aspects and presented many challenges and opportunities from conception to completion. Most notably was the strong public/private partnership between Monroe County and WMNY and the sharing of ideas that minimally impacted the local taxpayers. The **ecopark** will continue to serve the needs of Monroe County's residents and will ultimately protect the local environment for future generations.



# Project Partners

Monroe County and Waste Management of New York would like to extend credit to the following partners:

*Engineering/Permitting*

Barton & Loguidice, P.C.  
Rochester, NY

*Primary Contractor*

Wolcott Contracting and Consulting  
Rush, NY









## HOURS OF OPERATION

### Regular Collections

**Wed-Sat, 7:30AM to 1:00PM**

• Electronic Waste	• Propane Tanks- 1#&20#
• Appliances (without CFC/Freon)	• Bulky Plastic Items
• Scrap Metal	• Fluorescent Lights
• Paper & Cardboard	• Sharps & Syringes
• Document Shredding	• Sneakers
• Recyclable Glass/Metal/Plastic Containers	• Clothing

• Compost Give-Back (seasonal)

### Special Collections

The following will be accepted/offered on scheduled dates up to 3 days per month:

- Regular Collection Items- Listed Above
- Pharmaceutical
- Disposal Fee Items- Passenger Vehicle Tires, Appliances Containing CFC/Freon and On-Site Documents
- Household Hazardous Waste(HHW)- *Appointment Required*

Call 753-7600 (Option #3)  
[www.monroecounty.gov/ecopark](http://www.monroecounty.gov/ecopark)  
 for more information

