



COMMONWEALTH OF MASSACHUSETTS  
EXECUTIVE OFFICE OF ENERGY & ENVIRONMENTAL AFFAIRS  
**DEPARTMENT OF ENVIRONMENTAL PROTECTION**

ONE WINTER STREET, BOSTON, MA 02108 617-292-5500

DEVAL L. PATRICK  
Governor

TIMOTHY P. MURRAY  
Lieutenant Governor

IAN A. BOWLES  
Secretary

LAURIE BURT  
Commissioner

June 19, 2008

George Drew  
Environmental Compliance Specialist  
Covanta Haverhill, Inc.  
100 Recovery Way  
Haverhill, MA 01834

Dear Mr. Drew:

Thank you for the 2007 Material Separation Plan 4 ("MSP4") Annual Report. The Massachusetts Department of Environmental Protection ("MassDEP") has reviewed the Covanta Haverhill ("Covanta") facility report and found that the report included all relevant elements and provided good summaries of your MSP4 programs.

Covanta's report will be posted on MassDEP's website before the end of the month along with a summary comparison of MSP results across facilities. We look forward to working with you on the continued implementation of MSP4.

As a reminder, as stated in our letter to you dated May 15, 2008, a MSP4 plan budget for CY09 is due by July 1, 2008.

Sincerely,

Greg Cooper, Deputy Division Director  
Consumer Programs  
Bureau of Waste Prevention

cc: Daniel Harty, MSP Coordinator  
Tina Klein, MassDEP

Annual MSP Progress Report

**Covanta Haverhill, Inc.**  
**RR0128.008**

**Reporting Year 2007**

In accordance with 310 CMR 7.08(2)(i) and the Material Separation Plan Guidance for Municipal Waste Combustors, please find attached the annual progress report for reporting year 2007. This report documents the efforts and progress to date on educating the public to the hazards associated with mercury and programs designed to facilitate removal of mercury from the waste stream.

## Format for Mercury MSP Annual Reports

The Integrated Waste Services Association and its members, Covanta Energy and Wheelabrator Technologies, together with MA DEP, have agreed on the following reporting format for Annual Reports of their respective Material Separation Plans submitted to the MA DEP. For the 2007 Reporting Year (January – December, 2007), facilities will submit Annual Reports containing information as described below.

### **I. Summary of Plan Activities**

This summary may mirror the MSP Plan description, and would include notations of changes or alterations to that Plan description for the activity that do not rise to the level of an amendment to the plan. The description includes the following information where applicable:

- a. Summary/Goal of program/activity/task;
- b. Problems/issues experienced while trying to implement program/task;
- c. Changes to program between proposal and implementation, if appropriate;
- d. Manner of contacting appropriate audience, advertising, or providing notice of the program;
- e. Duration of program;
- f. Proposed number of individuals or organizations to be contacted, if appropriate for that task (from Plan description);
- g. Actual or estimated number of individuals or organizations contacted, if appropriate;

### **II. Spreadsheet Summary of Mercury-Containing Products Collected for each Community**

The listing will be sorted as follows:

- Listing by community or targeted audience, e.g., town, school, etc.;
- Type of product collected;
- Quantity of each product collected, and weight of mercury collected by product type.

### **III. Spreadsheet Summary of Mercury-Containing Products Collected for each Program/Activity**

The listing will be sorted as follows:

- Listing by program/activity/task, i.e., school cleanouts, thermometer exchanges household hazardous waste collection days;
- Total amount of products and total weight of mercury collected.

### **IV. Spreadsheet Summary of MSP Budget and Expenses**

The Report shall provide, at a minimum, a summary of the budget for programs and actual program costs sorted as follows:

- Administration Costs;
- Education Costs of IWSA, listed by program;
- Individual Program/Activity/Task Costs;
- Other Costs broken out as appropriate.

## **I. Summary of Plan Activities**

During 2007, Covanta Haverhill, Inc. (Covanta) began the implementation of the fourth Material Separation Plan (MSPIV) for mercury containing products. The MSP IV, with some variations, is a continuation of the goals and programs of the previous plans. A major addition is the inclusion of an activity for Health Care Facility Mercury Cleanout. MSP IV calls for various Hg collection and outreach activities to be continued to be conducted in the Covanta contract communities. In addition, other activities continue to be conducted with the hope of impacting and educating a broader population base. The following is an outline of the activities that were conducted between January 1, 2007 and December 31, 2007. Also included, where possible, is a quantification of the success of the activity. Where results of activities that were conducted are of a more subjective nature, we will attempt to indicate a level of success/participation.

## 1. Mercury Products Collection Routes

### a) Goal of program

The primary objective of this program is to create and coordinate a collection route system between mercury recyclers (Veolia ES Technical Solutions, LLC or Complete Recycling Solutions) and the larger, non-residential, generators of mercury content bulbs (fluorescent, HID, Metal-Halide etc.).

### b) Success\Problems encountered

In 2007, there was a large increase in the number of generators to accept the offer of a pickup at their location as opposed to having them transport to the transfer station or a Mercury Collection Event. This was accomplished at ten (10) schools, two (2) hospitals and two (2) municipal electric companies. This assistance could be offered with no increase in costs to Covanta as there are no transportation charges for non-business locations using Mass State Contract FAC26 (Category A, Collection and recycling/Disposal of Fluorescent Lamps, Mercury Devices and Ballasts).

One (1) pickup for Revere Tanning of Danvers was completed under Covanta's 50% reimbursement option for large generators.

All businesses were offered assistance in contacting Onyx for their mail in program, OnyxPac or having a pickup at their location. Covanta offered to provide a 50% reimbursement for the 1<sup>st</sup> year of these programs.

Although this assistance was offered in all advertisements, at all outreach activities, and in notices hand delivered, this program was not well received.

### c) Changes made

This option was continued to be offered when quantities warranted. It was stressed that this option minimized labor and breakage.

### d) Outreach conducted

A total of 723 businesses/organizations were visited to explain this program as well as upcoming collection events. 284 mass mailings were sent out. Also many phone calls were made to contacts before each event to remind them of the event or discuss other suitable collection options.

### e) Duration of program

This approach was used throughout 2007 in the contract communities.

### f) Proposed number of participants

Efforts were made to maximize the number of participants as time permitted.

### g) Number of individuals\ organizations contacted

See d) above

## 2. Mercury Product Collection Events

### a) Goal of program

The goal of this program is to hold collection events to target and facilitate the collection of mercury and mercury bearing products from small businesses, municipal departments, and residents of the Covanta contract municipalities. While larger businesses were allowed to participate with a maximum of 36 bulbs accepted for recycling, a separate program that was discussed earlier in this report was available and designed to more appropriately meet and satisfy their needs for the collection of mercury bearing wastes.

**b) Success\Problems encountered**

In general, Covanta observed an increase in the number of mercury products collected through this program.

In 2007, Covanta had five (5) communities agree to open their transfer stations' Mercury Collection Sheds to businesses:

- Groton, MA
- Harvard, MA
- Littleton, MA
- Melrose, MA
- Stoneham, MA

This option was advertised in local newspapers and notices of this option were distributed to businesses. No Mercury Collection Events were scheduled in these communities.

Seven (7) communities continued to restrict the Mercury Collection Sheds to residents and municipal /school depts. only:

- Ayer, MA
- Danvers, MA
- Essex, MA
- Lawrence, MA
- Lynnfield, MA
- Middleton, MA
- Reading, MA

In addition, two (2) communities continued to decline Covanta's offer to provide a Mercury Storage Shed or steel roll off box storage container:

- Haverhill, MA
- Wakefield, MA

As such, one day (2 hour) Mercury Collection events were held in these nine (9) communities.

A Mercury Collection Event is an advertised opportunity for residents and businesses to turn in spent mercury products on a scheduled day during the hours of 10 am-12 noon. The Covanta MSP Coordinator would manage the events.

At transfer stations with mercury sheds, no mercury recycling truck was needed. Mercury products were placed in the shed for later pickup. However, in Haverhill and Wakefield, where there is no shed, a mercury recycler truck and trained personnel were needed. A total of seventeen (17) collection events were held for these communities.

In April, June, August, and October, events were held in Haverhill and Lawrence.

In June and October, events were held in Middleton with the adjoining communities of Lynnfield and Danvers invited to participate.

In April and August, events were held in Danvers with the adjoining communities of Lynnfield and Middleton invited to participate.

In April and August, events were held in Ayer and Reading.

In July, an event was held in Essex.

Problems continue to be the ability to attract new participants to these seasonal events. Covanta continues to make requests to municipal supervisors that businesses be accepted at transfer stations and that Haverhill and Wakefield accept storage containers.

**c) Changes made**

In 2007, an effort was initiated to establish a mailing list of businesses and contact names for Haverhill and Wakefield. Business names were secured from chambers of commerce and phone books. Calling or visiting businesses resulted in establishing a contact person that understood and agreed to the program. By the close of 2007, the mailing lists for Haverhill contained 173 businesses, and, for Wakefield, 111 businesses. Mass mailings were sent out to these businesses to reach out to them with our program. This list of businesses/contacts will be increased on an on-going basis.

In the past, events were poorly attended even though notices were hand delivered to businesses and the events were advertised in local papers. However, with the start of mass mailings to businesses before events, the volume of mercury items turned in immediately increased.

In 2007, special attention was paid to tanning salons. These locations are readily identified through board of health permits. This type of business, however, is highly volatile. Many salons open and close in the same year, making it difficult to establish communication.

During 2007, 39 salons were identified. Contact was made and both the collection route and collection event options were offered. One (1) pickup was completed at Revere Tanning of Danvers under Covanta's 50% reimbursement option. Tanning bulb volumes increased in 2007 to a total of 2,080 bulbs. These had not been separately tabulated in the past. They will be separately tabulated in RY 2008.

Also compact fluorescent bulbs were combined on spreadsheets in the past with u-tubes. For 2008, these counts will be separated in the annual report.

Also in 2007, an effort was made to get agreements from retail stores to collect spent fluorescent bulbs. Although most stores contacted were reluctant to accept this responsibility, Aubuchon Hardware in Haverhill agreed to collect bulbs. Covanta provided assistance in establishing this program. Throughout 2008, other retail locations will be contacted.

**d) Outreach Conducted**

During 2007, all of the Covanta contracted communities had extensive education/outreach conducted in their respective business communities.

Outreach conducted before each event included the placement of 46 newspaper advertisements, using local options (town websites, senior citizen newsletters, etc.) conducting physical visits to businesses/organizations and passing out 723 notices. Phone calls from a "reminder list" as well as 284 mass mailings described above were used to increase participation. The events were also listed on the mercury website-[www.keepmercuryfromrising.org](http://www.keepmercuryfromrising.org).

**e) Duration of program**

This approach was used throughout 2007 in target communities

**f) Proposed number of participants**

N/A

**g) Number of individuals\ organizations contacted**

Devoting a full day to visiting businesses in each community before each of the events resulted in outreach to many of the possible participants to this program as well. This also encouraged those businesses that had not collected bulbs in the past to set up a recycling program.

Number of visits made notifying businesses of upcoming Mercury Collection Event:

Ayer - 67

Danvers – 86  
Essex - 27  
Haverhill - 94  
Lawrence - 53  
Lynnfield - 10  
Middleton - 82  
Reading - 72  
Wakefield - 140  
Total: 631

In communities where transfer stations now accept bulbs from businesses, advertisements were placed in local newspapers advertising this option. Visits were also made to a number of businesses to educate them of the option.

Number of visits made notifying businesses of Transfer Station Mercury Collection Option:  
Groton - 14  
Harvard -16  
Littleton - 62  
Melrose-0  
Stoneham – 0  
Total: 92

### **3. Thermometer Exchanges**

#### **a) Goal of program**

The goal of this activity is to help educate people on the dangers of mercury type thermometers, help residents safely recycle these devices, and provide them with safe non mercury replacements.

#### **b) Success\Problems encountered**

Since Chapter 39 of the Act of 2002 banned the sale of mercury fever thermometers in Massachusetts, fewer and fewer fever thermometers are being exchanged. The volume decreased from 959 in 2006 to 454 in 2007.

A two-phase approach was used to conduct this program:

- 1) An outreach table at Wakefield's Festival by the Lake was advertised as an opportunity for a thermometer exchange.
- 2) Permanent exchange locations are maintained in each of the 14 contracted communities with advertising conducted in various ways including town websites, senior center newsletters, etc.

#### **c) Changes made**

More "Outreach" was done in 2007 at community events that seniors attended. At the 13 flu clinics that were attended, turning in fever thermometers was stressed.

#### **d) Outreach conducted**

In 2007, 15 local newspaper advertisements were placed advising local residents of this option. Outreach was conducted by the MSP coordinator for this option at each flu clinics. In addition, during all outreach presentations, tables and booths, the MSP coordinator informed participants of the many options contained in the MSP IV including thermometer exchanges.

#### **e) Duration of program**

In 2007, Covanta offered this program throughout the year.

#### **f) Proposed number of participants**

Efforts were made to maximize the number of participants as time permitted.

**g) Number of individuals\ organizations contacted**

This program was discussed at all outreach opportunities

#### **4. Municipal Reimbursement for Mercury Program Expenses**

**a) Goal of program**

To assist communities with the cost associated with mercury product recycling, Covanta continued to reimburse all Covanta contract communities for the cost incurred in collecting, storing, and recycling of residentially and/or municipally generated mercury containing products (fluorescent bulbs, thermostats, thermometers, etc) collected at HHW days or at permanent facilities (Universal Waste Sheds)

**b) Success\Problems encountered**

During 2007, Covanta continues to see some municipal departments and schools contributing bulbs to the program for the first time.

Of the contracted communities, two are still without storage sheds. Haverhill and Wakefield will not accept Covanta-donated buildings at this time.

**c) Changes made**

This year, Covanta Haverhill increased its participation in Household Hazardous Waste Days conducted by contracted communities. With the understanding that mercury products had to be collected at the HHW event and that they had to be included in the HHW advertisements\notices, Covanta offered to:

- 1) lend the community two (2) A-Frame signs with movable letters to advertise the event
- 2) purchase of fifty (50) plastic corrugated signs printed with specific information for each HHW to advertise the event
- 3) sponsor local newspaper advertising of the event
- 4) cover the cost for the recycling of mercury products collected at the event.
- 5) Provide the MSP Coordinator to act as a volunteer to assist at the HHW event.
- 6) Covanta also donated \$2,170 to help cover the costs for two (2) Haverhill HHW's.

**d) Outreach conducted**

It has been found beneficial to communicate with municipal contacts frequently to demonstrate the importance of the program and maintain their cooperation. This is done with personal visits, mailings, e-mails, and phone calls

**e) Duration of program**

This program continued throughout the year.

**f) Proposed number of participants**

N/A

**g) Number of individuals\ organizations contacted**

Besides the DPW, transfer station personnel, and the 14 recycling coordinators, there are people with various functions within their community that take an interest and take part in assisting the program. Volunteers are included in this list.

#### **5. Thermostat Collection Program**

**a) Goal of program**

A significant portion of mercury contained in the municipal waste stream is entering through the improper management/disposal of mercury containing thermostats. The goal of this activity is to promote thermostat recycling by educating, providing recycling incentives and assisting area tradesmen.

**b) Success\Problems encountered**

Increases in the number of supply stores/tradesmen have been accomplished in 2007. Johnstone Electric Supply in Danvers and Standard Supply in Ayer agreed to collect mercury thermostats from tradesmen customers. Advertisements were placed in local newspapers announcing this partnership.

Tradesmen turned in 1,078 mercury thermostats and received the \$5/each incentive. Other collection activities added another 132 thermostats to this total.

It continues to be difficult to contact these small business men as they generally work out of their homes and are reluctant to identify themselves with a particular municipality.

**c) Changes made**

The Massachusetts Mercury Management Act of 2006 calls for a phase out of mercury thermostats by May 1, 2008. This information was distributed in all correspondence to tradesmen.

**d) Outreach conducted**

In 2007, efforts continued to identify tradesmen in contract communities willing to collect spent mercury thermostats. A \$5/each incentive was offered as in past years. Many phone calls and mailings were made to increase the number of tradesmen in the program. This opportunity was particularly stressed at presentations before community groups.

**e) Duration of program**

This program was continued throughout 2007.

**f) Proposed number of participants**

During 2007, the number of participating supply stores/tradesmen increased from 68 to 77.

**g) Number of individuals\ organizations contacted**

A list of over 350 potential tradesmen is periodically being updated. Efforts to contact and add to participating list is done regularly.

## **6. School Mercury Cleanouts**

**a) Goal of program**

Goal of this activity was to work with Covanta communities' schools to educate staff, identify mercury products, assist in safe removal of their mercury containing devices and supply non mercury replacements. To accomplish this, Covanta continued to use the services of Todd Dresser, C.H.M.M. of Cuoco & Cormier to: initially contact school representatives, secure a participation agreement, conduct a mercury inventory, coordinate replacement of mercury products with non mercury items, arrange safe pickup of mercury products and follow up.

**b) Success\Problems encountered**

The result of the school mercury cleanout in 2007 (5 schools) was 63 thermometers, 8lbs of elemental mercury, 2 blood pressure units, 2 light tubes, 1 barometer, and 7 containers of various chemicals containing mercury. The program was stalled temporarily as Todd Dresser was unavailable due to health problems from June 10 to November 1.

**c) Changes made**

For MSP IV, private schools have been added to this program.

**d) Outreach conducted**

Letters explaining the program were sent to everyone identified by recycling coordinators that may have an interest in using this opportunity. This included school administrators, boards of health, etc. Follow up

phone calls were also made. Also a description of this program was included in every outreach presentation.

**e) Duration of program**

This effort continued throughout 2007

**f) Proposed number of participants**

MSP IV targeted 10 schools to be serviced during its 2 year period. Those five (5) serviced in 2007 included the Tri-Town School Union in Middleton, the North Shore Technical High School in Middleton, the Bromfield School in Harvard, the Notre Dame High School in Lawrence and the St. Mary of the Assumption School in Lawrence.

**g) Number of individuals\ organizations contacted**

Through Todd Dresser, many outreach letters were sent to target communities to solicit participation in this recovery program.

## **7. Health Care Facility Mercury Clean-out Program**

**a) Goal of Program**

Goal of this activity is to offer to health facilities in Covanta communities an opportunity to educate staff, identify mercury products, assist in safe removal of mercury containing devices and supply non mercury replacements. As in the School Mercury Cleanouts, Covanta has contracted to have Todd Dresser, C.H.M.M. of Cuoco & Cormier to contact health facilities, secure a participation agreement, conduct a mercury inventory, coordinate replacement of mercury products with non mercury items, arrange safe pickup of mercury products and follow up.

**b) Success/Problems encountered**

The result of this program in 2007 was the removal of 63 mercury blood pressure instruments from the Greater Lawrence Family Health Clinics and the delivery of non-mercury replacements. As noted in 6 b. above, Todd Dresser's medical leave temporarily stalled this program.

**c) Changes made**

N/A

**d) Outreach conducted**

Letters explaining the program were sent to the facilities. Follow up phone calls were also made. Also a description of this program was included in every outreach presentation.

**e) Duration of program**

The program was stalled temporarily as Todd Dresser was unavailable due to health problems from June 10 to November 1. This program will continue though 2008.

**f) Proposed number of participants**

N/A

**g) Number of individuals\organizations contacted**

Four (4) clinics\organizations were serviced in 2007.

## **8. Facility Level Outreach/Education Efforts**

Along with the programs and activities described earlier in this report, Covanta conducted and/or participated in other outreach and educational activities designed to instruct the public on the problems associated with improper management of mercury containing products.

New printed material from IWSA was distributed at outreach opportunities. This included a handout “Don’t Put Items Containing MERCURY In The Trash” as well as wall posters notifying of mercury collections. These pass outs, as well as promotional items, stimulated interest from the public. All outreach material contained the website “KeepMercuryfromRising.org”.

In the past, outreach information was limited to an explanation of the Material Separation Plan. A very important change in outreach activities was the addition of information on the July, 2006 Massachusetts Mercury Management Act. Copies of the Fact Sheet updated the public on steps being taken by the state to:

- 1) inform the public on the dangers of mercury in the environment
- 2) phase out mercury items
- 3) insure proper labeling
- 4) advise schools and health care facilities of mercury bans

An additional outreach activity was a presentation by Todd Dresser of Cuoco & Cormier to the general public at the Nashua River Watershed Association in Groton in December. Covanta sponsored this presentation which covered the dangers of mercury in the environment as well as the services being provided in the Covanta’s MSP IV program to the neighboring Covanta-contracted towns of Ayer, Harvard, Littleton as well as Groton.

### **Presentations**

Covanta contacted a variety of community groups in our contracted communities to make outreach presentations. 62 local clubs were contacted by mail, phone, or e-mails including Rod & Gun, Rotary, Lions, Kiwanis, Exchange, Elks, and local cable.

Presentations were made to instruct the public on the problems associated with improper management of mercury products as well as review the MSP in regards to their local community. These presentations were made at:

- Jan 18 Presentation on Haverhill Cable TV
- Jan 22 Presentation to Stoneham Finance & Advisory Board
- Feb 22 Presentation to 21 members of Harvard Lions Club
- Feb 28 Presentation to 33 seniors at Groton Council on Aging
- Mar 13 Presentation to 21 members of Haverhill Kiwanis
- April 5 Presentation to 58 members at Haverhill Rotary
- April 12 Presentation to 12 members of Melrose Lions Club
- June 21 Presentation to 20 members of Groton Rotary
- Aug 13 Presentation to Danvers Board of Health
- Sept 5 Presentation to 26 attendees NARFE(National Active &Retired Federal Employees)/Reading
- Sept 11 Presentation to Danvers Downtown Business Committee
- Sept 13 Presentation to Reading Board of Health
- Oct 11 Presentation to 23 members of Haverhill Exchange Club
- Nov 14 Presentation to 26 members of Wakefield Lions
- Dec 5 Presentation to 32 members of Essex/Manchester Rotary

### **Educational booths**

Covanta sponsored educational booths at numerous environmental and business/Chambers of Commerce events including:

- Jan 12/13 Booth at MMA/Boston
- Feb 27 Booth at NSCC Businesses Expo/Danvers
- April 4 Booth at MVCC Spring Business Expo
- April 14 Table at Step it Up event (Wakefield Climate Action Project)
- April 21 Table at Reading Light’s Earth Day Fair 2007
- May 1 Ayer Council on Aging May Day Celebration

- May 3 Table at Melrose DPW Day
- June 4 & 5 Booth at NRRA's Recycling Conference & Expo
- June 16 Table at Wakefield's Festival by the Lake (thermometer swap)
- June 29 Table at Devens July 4<sup>th</sup> Celebration
- July 22 Table at Littleton Triathlon
- Sept 15/16 Table at Lions Harvard Festival
- Sept 22 Table at Grotonfest
- Oct 6 Table at MVCC Fall Expo
- Oct 8 Table at LWV Harvard Flea Market
- Oct 20 Table at Essex Clam Festival
- Nov 11 Table at Melrose Energy Fair

### Flu Clinics

At each flu clinic, the MSP coordinator was on hand to discuss the facets of MSP IV program with attendees. Clinics included:

	Date	Location
Ayer	11/21	Ayer Senior Center
Danvers	11/2	North Shore Community College
	11/9	Danvers Senior Center
Essex	10/29	New Senior Center
Groton	11/28	Senior Center
	12/26	Senior Center
Harvard	11/6	Congregational Church
	11/20	Hildreth House
Littleton	12/27	Shattack Street
Melrose	11/13	Memorial Hall
	11/28	Milano Center
Wakefield	11/14	Civic Center
	11/28	Civic Center

### HHW outreach

As noted previously, whenever the Covanta MSP coordinator volunteered assistance for a community HHW day, he also used the opportunity to provide additional MSP outreach. Assistance and outreach were provided at Household Hazardous Waste Days:

- April 28 Haverhill HHW
- May 5 Devens HHW (for Ayer/Groton)
- May 19 Essex HHW
- June 9 Harvard HHW
- Sept 29 Lunenburg HHW (for Ayer/Groton)
- Oct 27 Haverhill HHW
- Nov 3 Middleton HHW
- Nov 17 Lynnfield HHW

### Newspaper Advertisements

47 newspaper advertisements were placed to promote the collection events and the collection route program. 15 newspaper advertisements were placed to promote the thermometer collection options.

### Bus Advertisements

Advertising space continued on two school buses in Haverhill. Approved by the MA DEP, Covanta has implemented this activity since 2004. Not only does this advertising present the mercury recycling message in a mobile way, but the majority of the monies go to the city schools. With this program, these buses not only carry the children (and the message) throughout the city of Haverhill each morning and afternoon, but are then scheduled for supplemental activities during the day. For field trips and school sports events, these

buses travel throughout the state as well to neighboring states. In addition, these buses were utilized during the summer season for other programs.

**TV Advertising**

In January 2007, the final 32 TV spots (of a total of 306) were broadcast over Comcast Spotlight's Haverhill Zone Spots included audio for supporting a mercury-free environment by Covanta Haverhill and advertising the website [www.keepmercuryfromrising.org](http://www.keepmercuryfromrising.org)

**9. Regional Outreach/Education: IWSA Component**

See Attachment 1.

**Summary**

Overall, the results of MSPIV for 2007 were quite good. Over 56 lbs of mercury were diverted from the waste stream. In most cases, number of products collected in 2007 increased vs 2006.

	<b>2006</b>	<b>2007</b>
Fluorescent bulbs (Feet)	186,363	176,844
U-Tubes/Compacts bulbs	4,411	5,057
HID	978	989
Blood Pressure Instruments	14	66
Thermostats	968	1,220
Thermometers	959	454
Elemental Mercury	40,374 g	9,217 g

See Sheets II, III and IV for more information on the results of 2007.

**ATTACHMENT 1**  
**Integrated Waste Services Association (IWSA)**  
**Materials Separation Plan Activities**  
**Annual Report on the Results of the Mercury Recovery Program**  
**RY 2007**

# **Integrated Waste Services Association (IWSA) Materials Separation Plan Activities Annual Report on the Results of the Mercury Recovery Program RY 2007**

## **1. Introduction**

The Integrated Waste Services Association's activities in support of Massachusetts' Waste-to-Energy Facilities' Materials Separation Plan for 2007 continues the direction set in prior years. This report describes the activities involved in the design, implementation and operation of IWSA's Program in support of the five waste-to-energy plants operating in Massachusetts and their Mercury Recovery Programs (MRP). Each facilities' MRP is community focused, locally based and operated; and the IWSA activities are designed to support in a coordinated fashion the MRPs on a regional basis.

IWSA Regional Program activities for 2007 consisted of the following elements:

- Radio Advertising for "Keep Mercury From Rising"
- Evaluation & Analysis of the "Keep Mercury From Rising" campaign
- Revision & Update of Website [www.keepmercuryfromrising.org](http://www.keepmercuryfromrising.org)
- Availability of print and video materials to facilities, the public and media

## **2. Regional Education Program "Keep Mercury From Rising"**

The Integrated Waste Services Association coordinated the regional education/outreach program for five Massachusetts' waste-to-energy facilities including facilities located in Saugus, North Andover, Millbury, Haverhill, and SEMASS.

### **a) Objectives**

In 2007, the Regional Outreach Plan supported individual facility programs by the continued promotion of the media campaign, "Keep Mercury from Rising". This campaign included two waves of radio advertisements to designed to reach the broadest possible audience. The campaign used targeted advertising educating the listeners about the concerns related to mercury. The advertisements also encouraged residents to contact their local health departments to receive more information about mercury and find out where in their communities they could dispose of mercury containing devices.

The objectives for 2007 were met and included the following:

- The Regional Outreach Program continued to raise awareness about mercury-containing products in the home and the proper handling and disposal of these products;
- The Program provided information and promote local recycling events;
- The Program continued to build an integrated communications program that leveraged opportunities for incremental, free media, and worked synergistically with the efforts of individual waste-to-energy facilities.

### **b) Tactics**

A public survey was completed in mid-2007 measuring the effectiveness of the educational campaign "Keep Mercury From Rising." Findings from this survey guide the development of the Regional Program. The website, [www.keepmercuryfromrising.org](http://www.keepmercuryfromrising.org), continues to be more user-friendly, and includes more

contact information and contractor material, as well as continuing to provide information and assistance with recycling of mercury-containing products to the general public. IWSA produced five videos in 2003 for each waste-to-energy plant, and these videos are available on the website. The videos show the unique and effective programs now in place to keep mercury containing products out of the waste stream.

#### **i) Survey**

The effectiveness of the regional education campaign is in large part measured by an annual research survey. The polling is designed to measure positive changes in public attitudes and behaviors, as well as the receptiveness of the message. The survey questionnaire was in the field during June 2007, and consisted of 400 completes, providing a 95% confidence level.

The Spring 2007 Massachusetts Study displayed an expected mix of perspectives: on the one hand, we measured continued improvement in mercury awareness and responsibility; however, we observed some warning signs of complacency, skepticism, and price resistance for alternative products without mercury.

Recycling participation is enjoying its highest two-year average (85%) in the past seven years. Over half (53%) of all households said they used *several bins* for different types of products (plastic vs. newspaper). More people would properly dispose of a broken mercury-containing item with a significant decline in the number of people throwing it in the trash. Circular wall thermostat awareness maintained 65% awareness vs. 58% in the year 2005. Fluorescent light bulbs, although only a point higher than last year, are at 47% awareness vs. 29% in the year 2001. Respondents gave owners of mercury products a higher responsibility number over last year's number, while much lower responsibility ratings were given to waste companies and the government.

While 89% of respondents considered mercury to be a hazardous material, 89% of respondents do not look for how much mercury is in household products before purchased, causing a potential dangerous disconnect. A more casual attitude towards mercury was observed, as fewer respondents (50% today vs. 61% in 2006) would immediately stop using a mercury item in the home, if labeled, and would wait to replace it, as needed. Signs of a tighter economy were seen in the willingness of people to find cash to pay for an equivalent thermostat that did not contain mercury. Last year, more would pay \$45 for a non-mercury replacement of a \$30 circular wall thermostat. This year, more chose the \$33 replacement threshold.

#### **ii) Advertising**

IWSA developed a new radio spot for its wave of advertisements in 2007. The new spot capitalized on the educational outreach in past years and offered listeners a proactive message on what to do with items that contain mercury. Set to a catchy jingle, the advertisement reminds people which products are most likely to contain mercury and "Don't Put Mercury in the Trash!". The advertisement directs listeners to the Keep Mercury From Rising website or their local health departments for more information. The radio spot is available for download on [KeepMercuryFromRising.org](http://KeepMercuryFromRising.org).

IWSA purchased two separate two-week radio buys in 2007 and advertised on radio stations that broadened our geographic outreach. Radio is a targeted medium that provides cost-efficient mass communication and built frequency of message delivery.

The first three-week radio buy was implemented May 28 through June 10, 2007. Markets targeted by the radio buy were Boston, Worcester, New Bedford, and Cape Cod. In order to maximize the dissemination of the message, IWSA purchased another two-week radio buy that aired September 24 through October 7, 2007. Based on the results of the survey conducted after the radio ad, we believe the plan was successful in increasing public awareness.

**iii) Web-based Tool**

The website, [www.keepmercuryfromrising.org](http://www.keepmercuryfromrising.org), is user-friendly and provides additional information:

The site provides navigation under the masthead and incorporates information in the following categories:

Home – includes background on Keep Mercury From Rising and information on calling 1-866-9MERCURY for more information about safe disposal options.

Drop-off sites – provides information on where to drop-off mercury containing items.

Spills – provides a variety of information on actions one should take in the event of a mercury spill.

FAQs –provides answers to five common questions.

Video/Audio – provides the five videos developed by the facilities as well as an audio file of the new radio advertisement that aired in 2007.

Links – links were proactively sought and added to this page and efforts were made to increase the number of other website that link to <http://www.keepmercuryfromrising.org>.

Contractors - contains useful information and links for sources of mercury related information.

**iv) Print Materials**

IWSA developed fresh, new print materials in 2007 to reinvigorate the regional campaign. The new materials include posters identifying items containing mercury and where you can bring those items in for exchange. IWSA also developed an eye-catching handout in the shape of a trash can that opens and discusses the types of mercury containing items that should not be put in the trash. These trash can flyers were extremely popular and demand was high. More than 70,000 of these flyers were printed in 2007.

**v) Video**

The five-minute “Keep Mercury from Rising” educational video was completed for each facility in 2003. The video explains the need to recycle mercury-containing products and the efforts undertaken by the state of Massachusetts and waste-to energy facilities to reduce the amount of mercury entering the environment.

The video now is being used at the five waste-to-energy facilities for educational purposes during tours and other meetings. Copies of the video have been made available to local cable access television stations and a “B-roll” of visuals and sound is available for media covering MSP events. Copies of the video also have been given to local public officials to be shown at meetings, schools, senior citizen centers, and other organizations that would benefit from viewing the video. As noted above, the video also may be viewed at the website.

**c) 2007 Expenditures**

<b>Activity</b>	<b>Actual Expenditure</b>
Survey	\$18,000
Media Buys	\$90,256
Website	\$367
Print Materials	\$19,427
<u>Radio Spot Development</u>	<u>\$17,846</u>
Total	\$145,896