



Household Pollutant Collection Facility

Annual Report 2019

Prepared By:

STORMWATER MANAGEMENT

Streets and Stormwater Department

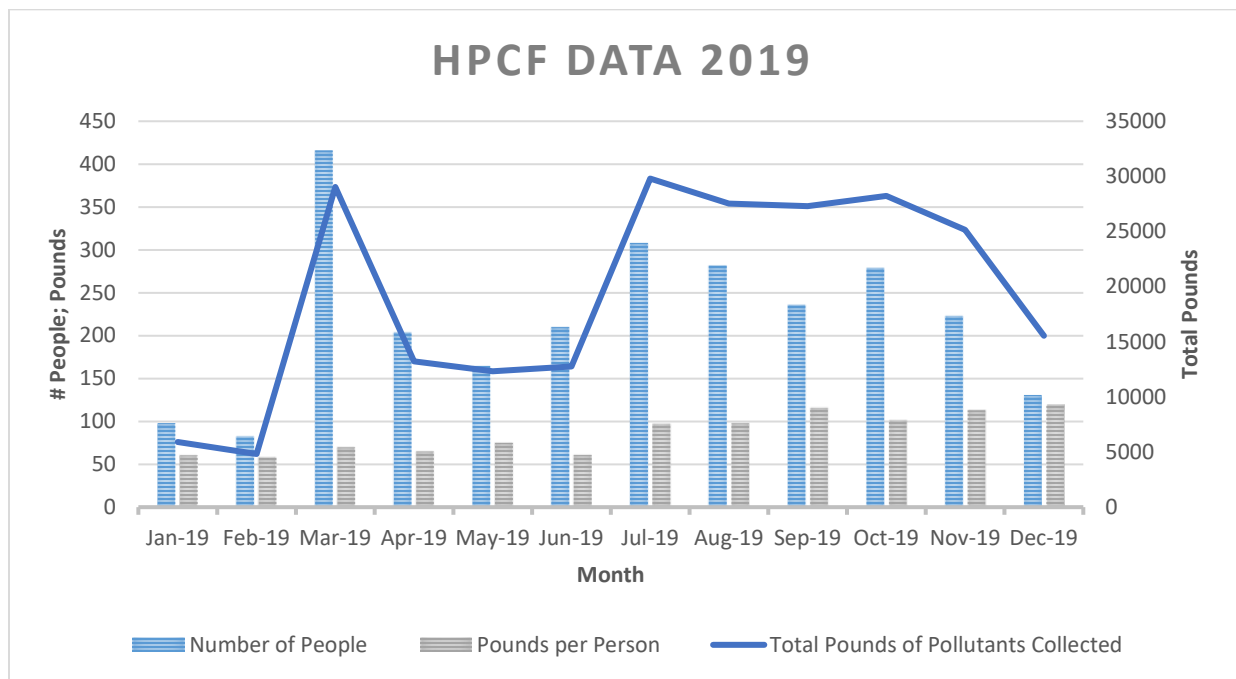
January 23, 2020



Household Pollutant Collection Facility

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This report summarizes the 2019 operations of the City of Tulsa Household Pollutant Collection Facility (HPCF). The goal of this facility is the collection of household generated hazardous waste in an effort to reduce the amount of pollutants discarded in household drains, storm sewer systems, or landfills, and to improve the environmental quality of the land and water in the City of Tulsa. After obtaining a permit from the Oklahoma Department of Environmental Quality (ODEQ), the Household Pollutant Collection Facility opened on January 6, 2016. With the acceptance of latex paint in July 2019, there has been a year-year increase of both customers and total poundage with 231,634 pounds of pollutants received from 2,635 customers compared to 2018's totals of 118,195 lbs from 2,061 customers. In 2019 the HPCF also hosted a special collection event in March which had very high customer participation. See below chart month-to-month customer and poundage trends:



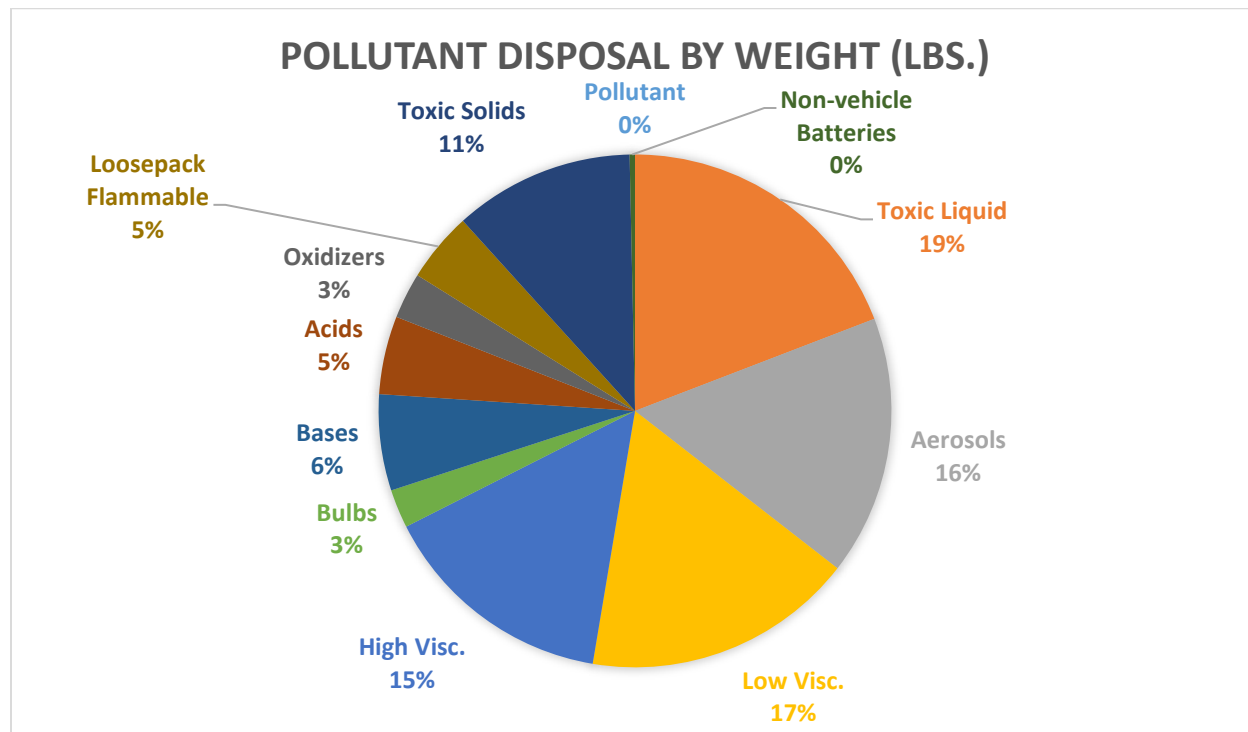
Customers: The Household Pollutant Collection Facility served 2,635 customers in 2019, an increase likely due to more citizens wanting to dispose of latex paint. Customer participation continued to grow from surrounding communities with participation of 514 customers, up more than 16% from the previous year. Citizens of Tulsa still made up the great majority of customers at about 80% of participants. The number of appointments made from other municipalities can be seen below

Tulsa – 2,121
Broken Arrow—223
Owasso—61
Jenks—58

Sand Springs – 54
Bixby – 55
Collinsville—9
Tulsa County – 5

Claremore – 10
Glenpool—22
Coweta—8
Other—9

Pollutants Collected: As previously stated, 231,634 pounds of household pollutants from 2,635 customers were properly disposed of through the Household Pollutant Collection Facility. This equates to 87.9 pounds per customer, which is more than triple the national disposal average of 28 pounds per customer. Compared to 2018, the HPCF collected far more pounds of pollutants (+ 113,439 lbs, 96% increase) from more customers (+ 574 customers, 28% increase). The most abundantly disposed of pollutant through our disposal contractor was toxic liquids, which accounted for almost 20% of the total pollutant weight disposed. Other materials included aerosols, and high/low viscous flammables, toxic solids (granular fertilizers and pesticides), flammable materials, oxidizers (bleach), acids (cleaners), bases (soaps and drain cleaners), NiCad batteries, and fluorescent lightbulbs.



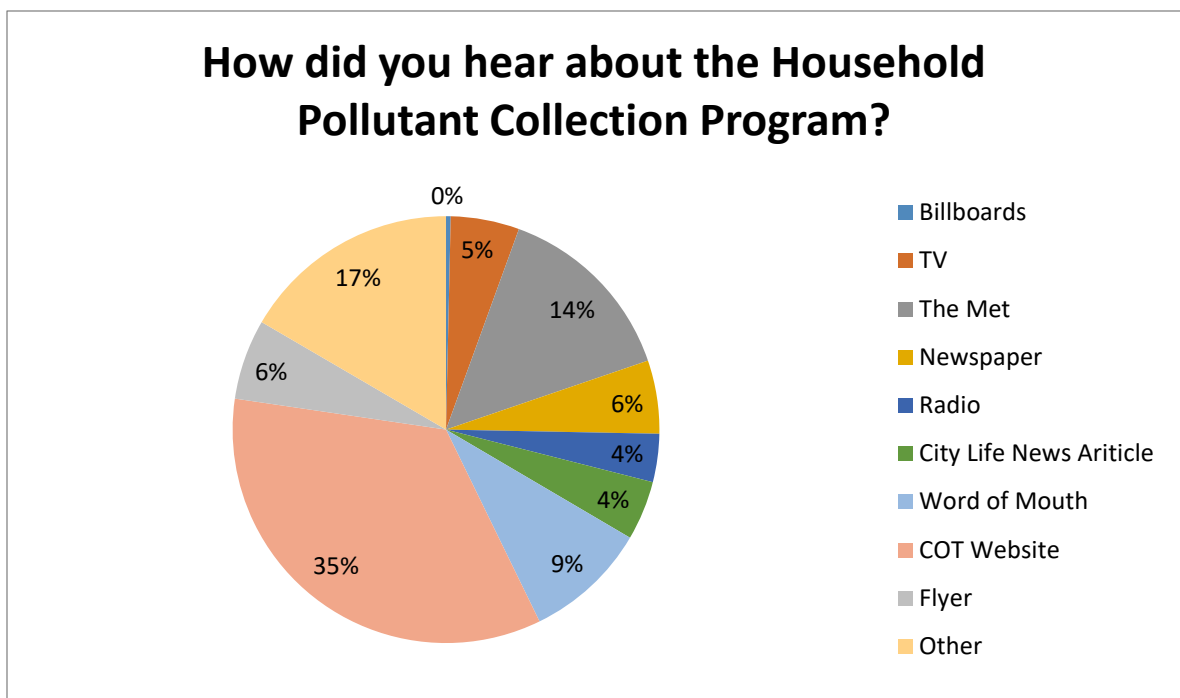
In addition to the proper disposal of the above household pollutants, the facility also collected and disposed of:

- 90,680 pounds of latex paint
- 1,700 gallons of used oil
- 450 gallons of antifreeze
- 4,563 pounds of batteries
- 200 gallons of cooking oil and grease
- 178 propane cylinders
- 216 fire extinguishers

The HPCF also repurposed some of the used oil with its used oil heater, which supplemented other sources of heat in the HPCF through the winter.

Promotion and Advertising: Tulsa promoted the HPCF through various media including radio, TV and social media advertising (see below) as well as at events and through handouts of literature (HPCF General Brochure, Disposal of Non-Accepted Items, and Proper Latex Paint Disposal). Recently Byers Creative was hired as media consultant to handle media and advertising duties. This has resulted in an overall increase in advertising with fresh spots and new avenues.

On all promotional literature, media campaigns and whenever possible in-person, citizens were directed to the website for the facility, www.cityoftulsa.org/resourcerecovery which has information about what is accepted for disposal as well as details how citizens can set up an appointment. Additionally, the new www.tulsastreams.com website for the Stormwater Quality group redirects to this information as well. Feedback from customer surveys list the website as the number one way of how they heard about the facility. Additional results are shown in the following chart.



Advertising has proved to be successful and will continue with hopes to increase outreach to underrepresented areas of Tulsa in the future. Below is a breakdown of advertising costs. These ads cover not just HPCF related outreach, but other Stormwater Quality topics as well. A combination of Stormwater and HPCF funds were used since the collection of household pollutants is a requirement of the Stormwater Quality Permit as well as the facility is jointly funded through other groups (Wastewater and Refuse). New advertising spots on social media and in theaters have contributed to an increase in pollutant disposal.

Media	Cost	Comment
Radio	\$18,800	30 second ad on The Eagle, KRMG, Mix 96, K95.5, 105.7 The Bone, The Twister, The Beat, Radio Las Americas, La Diferente, and El Patrón
TV	\$43,000	Sgt Red and Mingo, Little Things, Yellow Duck, and HHP commercials on Ch. 6 and 8 and 23
Digital (Facebook)	\$6,000	HHP ad, lawn care, pet waste, and household chemicals animated ads
Movie Theater Ads	\$25,000	Sgt Red and Mingo and 30 sec Little Things ad running in all theatres and in lobby, 5 weeks of digital ads included in Oct/Nov

Swap Shop: In the swap shop new or lightly used household chemicals are distributed to people who properly use them rather than the City paying to dispose of them. This allows the product to be used for what it was manufactured for, reduces the overall disposal cost, and is popular with the public. The facility's solid waste transfer station permit did not allow for the giving back of this material, but through negotiations and minor changes to the permit, Tulsa received ODEQ approval to move forward with this change. The Swap Shop opened in March of 2017. When customers



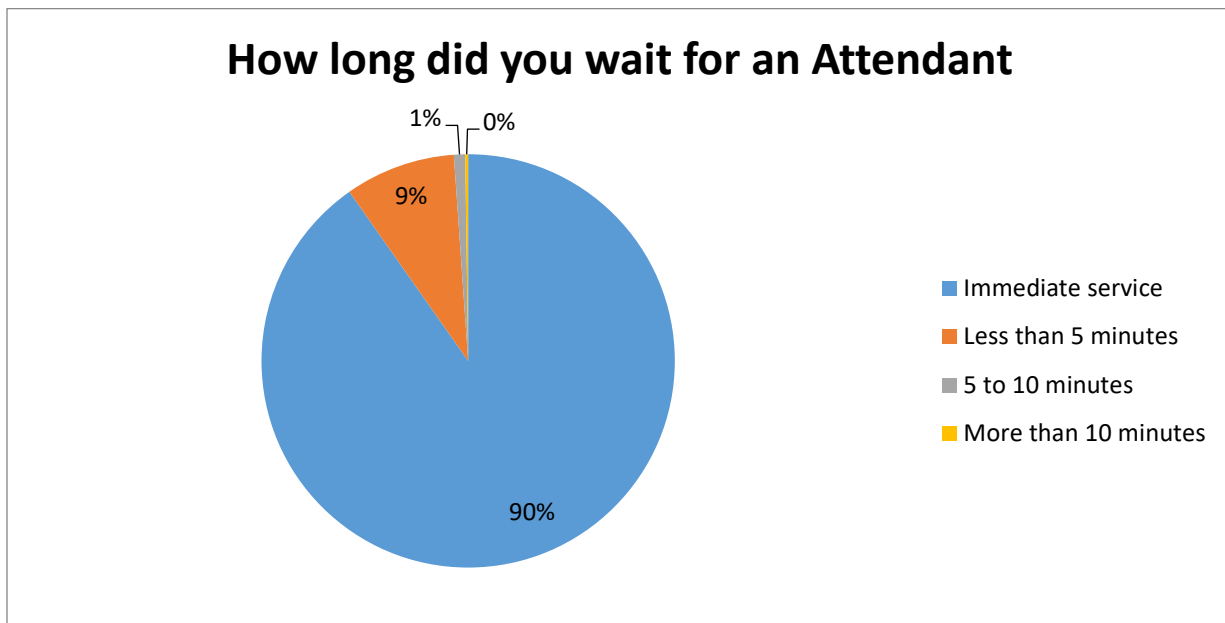
bring goods into the HPCF for disposal, they are asked if they are interested in taking up to 5 items home with them from the swap shop. Throughout the course of 2019, 951 items were logged into the swap shop. One hundred customers signed waivers upon taking things from the swap shop, totaling over 2,705 pounds of products. All of these metrics show increased use of the swap shop and reflect a cost-savings to the City of Tulsa instead of paying for the disposal of these products.

Special Collection Events: In an effort to accommodate a wider range of disposal needs, the City of Tulsa hosted a special collection event in which the HPCF partnered with the M.e.t., Oklahoma Department of Environmental Quality, and the Tulsa Police Department to accept additional items outside of those normally permitted. The additionally accepted items at these events include electronic waste, tires, medications, and ammunition.

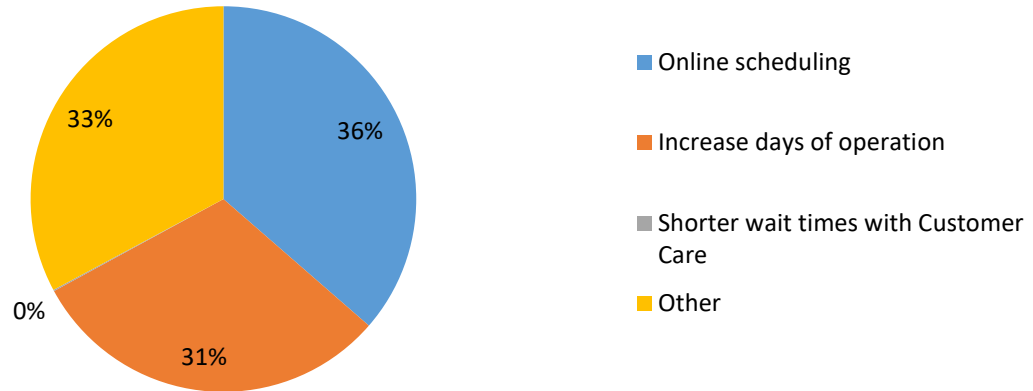


In 2019, there was one special collection event in the Spring: March 30th. On this day, the HPCF serviced 579 customers and disposed of 605 pounds of medication, 884 tires, 8,968 pounds of electronic waste, and 125 pounds of ammunition on top of collecting 20,139 pounds of household pollutants.

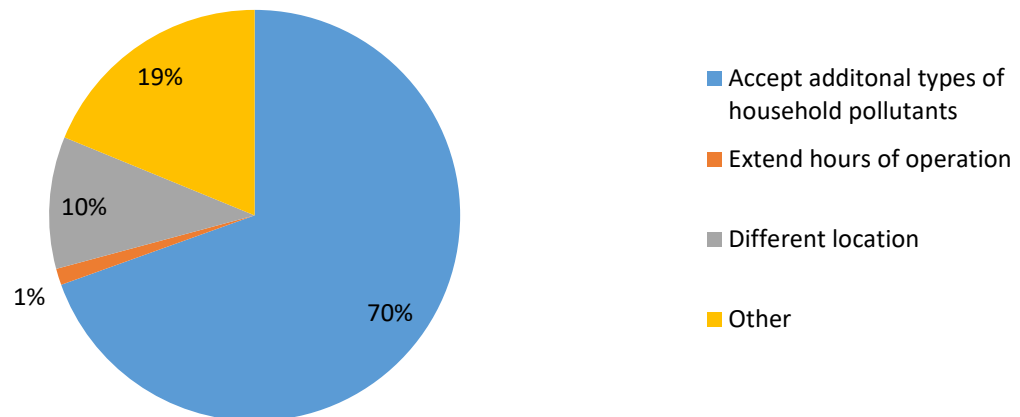
Customer Surveys: According to survey results, customers who visit the HPCF are overwhelmingly pleased with their service. They have noted that staff is friendly and helpful and enjoy short wait times. Relating back to the poundage of material that citizens bring in, we've seen through survey results that this can partially be accounted for by the number of vehicles coming to the facility with pollutants from multiple households. For suggested improvements, the most common requests were to eliminate the appointment scheduling and to accept other wastes (medicine, large electronics, etc....). Additional survey results for 2019 are found on the following graphs:



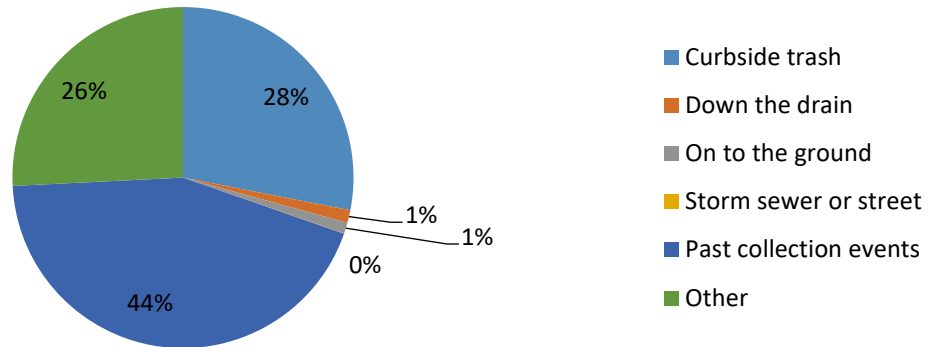
To improve your experience; check all that applies



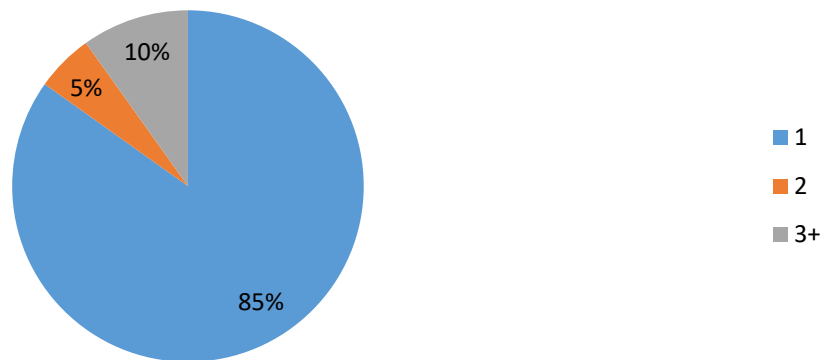
Optional Improvements



How did you previously dispose of household pollutants



Number of Households



Hours Worked: The facility was open 102 days of 2019. The labor hours for the facility were shared among the Solid Waste and the Stormwater funds. Solid Waste added two additional full-time employees in early 2019 in anticipation of increased traffic due to the acceptance of latex paint. The facility is currently staffed by one employee from the Tulsa Land Reclamation Site both Wed. and Sat., one Stormwater employee (Sat. and as needed Wed.) and two full-time Solid Waste employees managed by Stormwater on both Wed. and Sat.. Hourly contributions made by each group are shown below:

- Solid Waste: 1,949 hours
- Stormwater: 865 hours

In addition to hours worked in the facility, several hours were spent by the Stormwater Quality group to prepare for and execute each of the contractor pickups.

Incoming Revenue: The HPCF received revenue through battery sales and services to non-Tulsa residents (both M.e.t. and non-M.e.t. communities). Compared to 2018, all revenues increased, generating a 33% addition to revenue from the previous year.

Revenue Source	Amount
M.e.t.	\$19,600.00
Batteries	\$1,148.56
Customer Payments	\$13,461.43
Total	\$34,209.99

Future Plans and Concerns: Many long-planned goals were executed in 2019 including the acceptance of latex paint and the hiring of additional manpower to help staff the facility. These improvements brought increased customers and poundage into the facility as expected. Further refinement of the latex paint handling and disposal will be researched with some small steps taken already in 2019 to blend the paint and offer it back to the public. As noted on surveys, further exploration will be done as to opening the facility more days. The trend of increasing numbers of customers coming into the facility without an appointment has grown now to approximately 26% of our total customers. The facility has been able to handle these unexpected customers, but this could pose a traffic and customer service problem in the future if this continues to grow. A possible remedy to this issue would be eliminating appointments, but this may have to be paired with opening the facility more days in hopes of spreading the appointments out and not overwhelming the facility on any single day. The Household Pollutant Collection Facility should continue its trend of expansion and growth to further meet the needs of its customers. Some future plans for 2020 include:

- Explore opening more days to increase availability
- Increasing advertising to reach underrepresented areas of the Tulsa metro
- Research latex paint blending

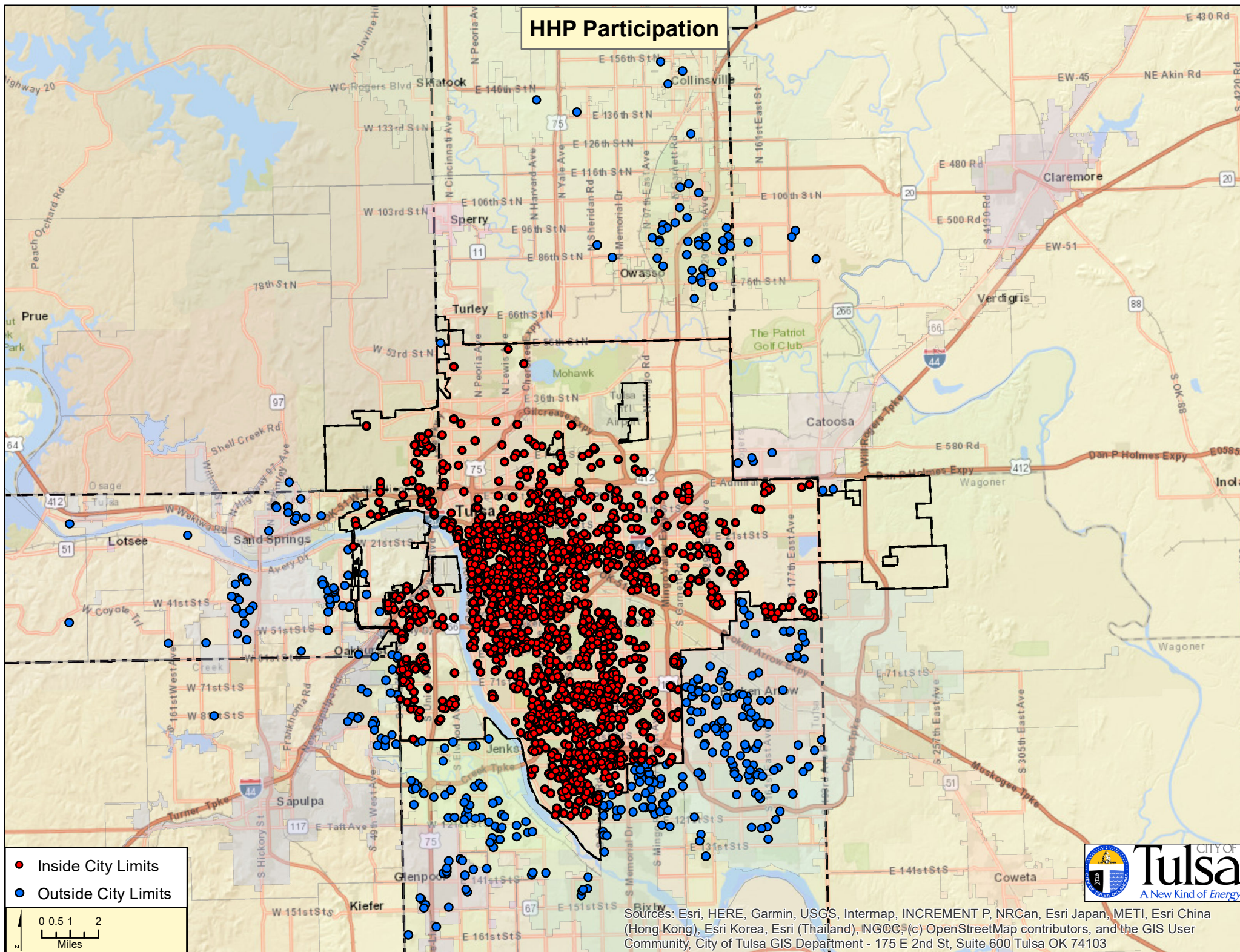


Updates and improvements continue for the HPCF building. The ability to regulate the temperature inside the building for both citizen and worker comfort is paramount. Further maintaining the proper temperature for latex paint blending will become more important as that program develops.

In Summary: This year of HPCF operations maintained its high level of customer service and increased participation and poundage collected. The swap shop increased in popularity and the special collection event was very well attended. Looking to the future, expanded promotions and advertising will be implemented to reach those who have not heard of the Facility. Facility workers will continue to receive training to maintain safe knowledgeable service and disposal of household pollutants. The facility will continually look to ways to improve customer service and provide efficient and proper disposal of household pollutants.



HHP Participation



HPCF ZIP CODE PARTICIPATION LEVELS 2019

