

Thelma and Louise: a Success Story

Minnesota SWAA 2021 Virtual Winter Training

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(Solid Waste Officer)



Once upon a time.....



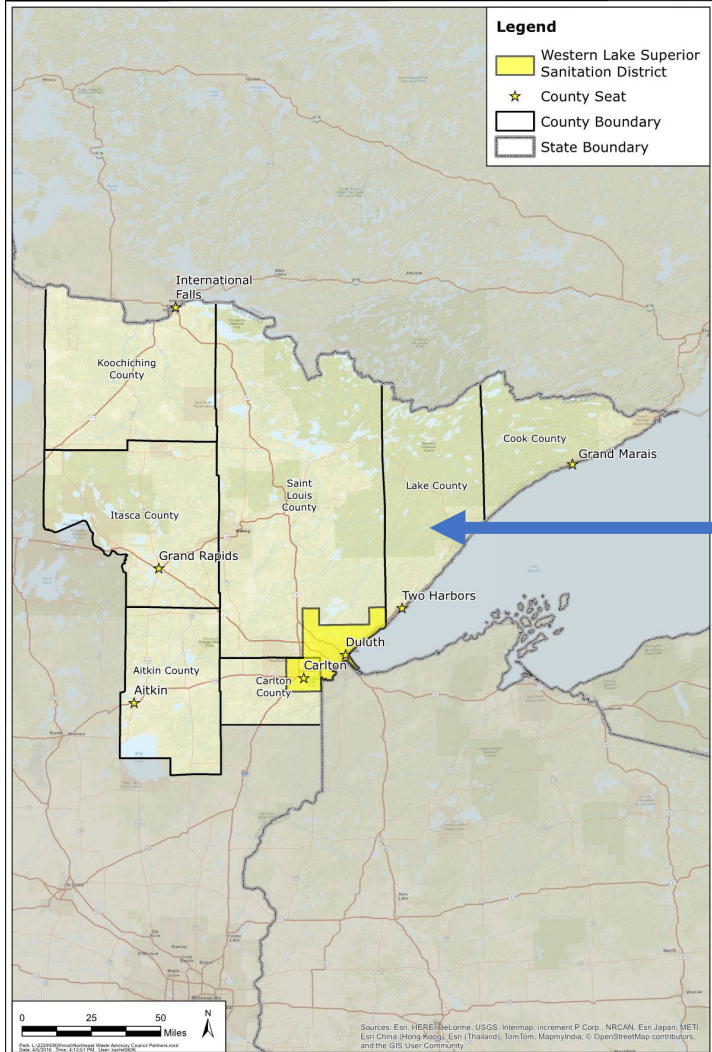
There were two GreenCorps Members:

2018 Kendra

2019 Rachel

- Rachel visited Pope and Douglas Counties Facility - mobile trailers
- Environmental Assistance (EA) Grant Program January 2018
- Purpose: Foster Behavior Change in the participation of recycling in Lake County through [Community Based Social Marketing](#) = sustainable behavior change is most effective when it involves direct contact with people and is carried out at the community level.
- Submitted Application March 2018
- Grant Awarded July 2018
- Agreement Signed October 2018

In a County far far away



Fall Lake Township



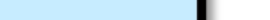
Finland



Silver Bay



Beaver Bay



Two Harbors



Lived Two Recycling TrailersThelma & Louise!



Decisions! Decisions!

- Where do it get them? **Pro-Tainer, Inc. – Alexandria, MN**
- How many compartments? **16 Cubic Yard Trailers (1 -Cardboard 2-4 yds and 7 – 2yd compartments)**
- Insurance?
- How do we label them for events? **Vendors? Usually cans and plastic.**
- How much? **2-trailers = \$37,635 & Decals = \$1829**
- How do we tell them apart when scheduling the trailers? **Give them names!**



We learned that when you have an American flag on your equipment that people tend not to vandalize it.



Introducing *Thelma & Louise*

Advertising

- Local Paper
- Facebook
- Lake County Webpage
- Staging on major road



Do you have the right truck?



How will you unload the trailer?

- Additional Costs to Consider:**
- Tires – New tires every 1 ½ years
 - Fuel
 - Labor – Staff needs to know how to handle a trailer with breaks.

Access to the bins.



March 16th & 17th 2019
St. Urhos Parade, Finland



Sign me up!!

Public – website
Office - Calendar

Other 2019 Events:

June 21st & 22nd: **Grandma's Marathon – Starts in Two Harbors**

July 4th : **Two Harbors Annual Pork & Pie on the 4th of July**

July 12th, 13th & 14th : **Bay Days (Beaver Bay and Silver Bay) Parade too!**

July 12th, 13th & 14th : **Heritage Days (Two Harbors) Parade too!**

July 20th & 21st : **Chalk-a-Lot (Two Harbors)**

August 8th thru 11th : **Lake County Fair (Two Harbors)**



2020 Covid – No events!

Remote Recycling Collection

There was a change in ownership of one of the haulers in a remote area of the county made it difficult for the collection of recycling for residents. You could no longer drop-off recycling materials at their facility in Silver Bay.

Isabella – 55 miles

Finland Community Center – 40 miles

Things to consider for residential drop off:

- Magnets with other materials (tin, glass etc.)
- Signs! Guidelines
- Township Possession
- City Envy





Lake County Recycling Trailer GUIDELINES

- . **No Dumping!** – Fines up to \$700 for items left which are not recyclable
- . Plastic #1 and #2 only - ♻️♻️
- . **Pasteboard** (ex. cereal boxes) can be mixed with **Cardboard**
Please break down all boxes
- . **Tin & Steel** can be mixed with **Aluminum**
- . **All paper** can be placed in the container labeled **PAPER**
- . **If you see something, say something!** We want to continue having Thelma and Louise available at our location



Any Questions?