# "No Computer Should Go To Waste" Collection Event

## Gallatin Local Water Quality District
## Bozeman, Montana

## FINAL REPORT



**Prepared by:**

**Tammera Crone**
**Gallatin Local Water Quality District**
**311 W. Main St., Courthouse, Rm. 311**
**Bozeman, MT 59715**

**Submitted to:**

**Dell, Inc.**
**One Dell Way, Mailstop #8045**
**Round Rock, TX 78682**

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## I.  BACKGROUND

The Gallatin Local Water Quality District (*GLWQD*) was awarded a $10,000 grant from Dell, Inc. on August 30, 2004, to organize, promote and conduct a free, one-day "No Computer Should Go To Waste" recycling collection event in the fall of 2004.  Two computer recycling collection events were coordinated by the GLWQD:  A satellite event was conducted in West Yellowstone, Montana on November 6, 2004, and the main collection event was held in Bozeman, Montana on November 20, 2004.  ***Our goal was to collect 15 tons of computer equipment.***  This report contains a summary of event planning activities, event outcomes, and project expenses.

## II.  SUMMARY

### Event Partners
The following organizations partnered with the *GLWQD* to conduct the free collection event:
- City of Bozeman – Solid Waste Management Division
- Gallatin County – Environmental Health Department, Information Technology Services Department, County Commission
- Montana State University (MSU) – Information Technology Center, Safety & Risk Management Department, Property Management Department
- West Yellowstone Compost and Transfer Station

The planning committee met three times and had numerous communications via email.  The City of Bozeman, Solid Waste Management Division, also contributed considerable staff time and equipment.  They served a critical role in the success of both events.  The West Yellowstone Compost and Transfer Station staff was essential in assisting with advertising and for conducting the satellite collection event.  Additionally, several members of the event planning committee provided volunteer and in-kind services.

### Collection Event Focus Area
The event was open to all residents of Gallatin County and this was the focus of our advertising and outreach.  However, participants came from as far away as Yellowstone National Park (Wyoming), Livingston (Park County), Butte (Butte-Silverbow County), Ennis (Madison County) and Dillon (Beaverhead County).

### Hauler/Recycler Contractor
We followed Dell's *Recycler Selection Criteria* to ensure a reputable contractor that follows environmental guidelines was identified and selected.  It was important that the ultimate destination for the computer equipment remain within the U.S. and that none of the equipment would be destined for a landfill.  These concerns were echoed by many of the individuals and businesses who would call to inquire about the event and the final destination of the materials.  We selected SDS, Incorporated in Youngstown, Ohio, as our hauler/recycler contractor for the event.  SDS was responsible for transportation logistics to the computer equipment recycler, UNICOR in Atwater, California.

### Advertising and Outreach
Advertisement for the event began in mid-October.  The following venues for advertising and outreach were used:

a) <u>Press releases</u> sent and <u>Newspaper display advertisements</u> run in all local newspapers.
b) Message inserts in local <u>municipal water/sewer bills</u>.
c) Advertisement <u>flyers posted</u> at local businesses, MSU campus, and on event partner <u>websites</u>.
d) Announcements/flyer included in local <u>newsletters</u> (Gallatin County Scoop, Big Sky Owners Association, Bozeman Neighborhood News).

e) <u>Email and listserv</u> announcements (MSU internal listserv, Gallatin County employee listserv, Gallatin Watershed Network listserv, Montana Natural Resource Professionals listserv).

f) <u>Public service announcements (PSAs)</u> & <u>radio ads</u> on local radio stations.

g) <u>Media alerts</u> provided to local television stations. One TV station ran a 5-minute interview segment about the event with the *GLWQD* manager.

h) Event discussed on the local "Gallatin County In-Action" <u>radio talk show</u> by *GLWQD staff*.

i) <u>Brochure</u> containing information on hazardous materials found in computers, impacts to resources, recycling options, benefits of computer recycling, and tips for donating computers was developed by the *GLWQD* and distributed by event partners and the MSU Recycling Club, placed on the *GLWQD* website and handed out to participants at the collection events.

j) <u>Poster Display</u> in Gallatin County Courthouse lobby with educational brochure and ad flyers.

### *Volunteer Recruitment and In-Kind Donations/Contributions*

<u>Satellite Event – West Yellowstone</u>: Five volunteers staffed the 5-hour event for a total of 25 hours. The West Yellowstone Compost Facility (WYCF) provided 10 hours of staff time for event planning. The West Yellowstone Chamber of Commerce provided assistance with event outreach to their members for a total of 2 hours staff time. The City of Bozeman provided staff time and equipment to transport the collected computer equipment from West Yellowstone to Bozeman for an in-kind donation of $264.

<u>Main Collection Event – Bozeman</u>: Recruitment efforts yielded 31 volunteers. Of these, 26 assisted on the day of the event. A total of 453.5 volunteer and in-kind manpower hours were utilized. This included six event partners' staff time at three planning meetings; supplies, equipment and staff time from the City of Bozeman on the day of the collection event; and 179.5 *GLWQD* staff hours for event organization, promotion and post-event wrap-up. The Gallatin County Commission reimbursed the $580 of indirect costs from the $10,000 grant to the *GLWQD* to be used for collection event expenses. Contributions from local businesses on the day of the event for accepting their computer equipment totaled $120. Several retail businesses made in-kind donations of supplies and refreshments. Volunteers and in-kind contributors from both events were acknowledged and thanked for their participation through newspaper articles, electronic correspondence and a letter to the editor of the Bozeman Daily Chronicle.



Figure 1. Volunteers sorting, stacking and palletizing computer equipment at the collection event.

## III. EVENT EVALUATION, SURVEY AND STATISTICS

Overall comments from the public about the event were positive. The level of participation and the volume of computer equipment collected far exceeded our expectations and estimates. A survey was conducted at the Bozeman event. Detailed results from that survey are presented below. Table 1 itemizes event statistics including volunteers, volunteers and in-kind hours, participant numbers, pallets filled and numbers of monitors, CPUs, printers, periphery and other equipment dropped-off.



Figure 2. Computer equipment drop-off on a cold and snowy morning.

### *Evaluation and Survey*

<u>Satellite Event – West Yellowstone</u>: Public comments were positive. A total of 27 vehicles passed through the gates. Enough computer equipment was collected to fill 4 pallets.

Main Collection Event – Bozeman:  A total of 77 pallets were filled.  All feedback from the public at the event was positive.  People were glad to see such a great community service.  A short survey was prepared for the day of the event.  A copy of a completed survey is in the appendix.  Surveys were completed for 520 participants.  Approximately 20-30 additional participants bypassed the main facility entrance to drop off computer equipment that did not get surveyed.  The three basic questions asked and results from that survey are:

*1) Are you a resident of:*

| Community | Belgrade | Big Sky | Bozeman | Manhattan | Amsterdam/ Churchill | Gallatin Gateway | Three Forks | Gallatin County | Other* |
|---|---|---|---|---|---|---|---|---|---|
| Number of participants | 45 | 5 | 403 | 15 | 3 | 8 | 2 | 30 | 9 |

| TOTAL = 520 |
|---|

 *Livingston (5), Dillon, Ennis, Wyoming:  Mammoth and Yellowstone National Park.

*2) How many of the following did you bring today?*

| Equipment | Monitor | CPU | Printer | Mouse, Keyboard, Speakers | Other* |
|---|---|---|---|---|---|
| Number | 1,148 | 1,074 | 490 | 595 | 226 |

| TOTAL = 3533 |
|---|

 *Scanner, modem, tape drive, laptop computer, fax machine, VCR, typewriter.

*3) How did you hear about today's event?*

| Ad/Outreach Format | Radio | T.V. | Newspaper Article/Editorial | Newspaper Ad | Flyer | Email | Other* |
|---|---|---|---|---|---|---|---|
| Number | 73 | 3 | 261 | 106 | 39 | 71 | 78 |

| TOTAL = 520 |
|---|

 *Friend (word of mouth), water bill, courthouse display, newsletter

### Statistics Summary

Three semi-trailers (six pups) were used to transport the computer equipment from both collection events to the recycler.  Total tonnage for equipment collected at both events was **44.4 tons**.  ***This exceeded our collection event goal of 15 tons***.  The population of Gallatin County on July 1, 2003, totaled 73,243 (source:  www.ceic.commerce.state.mt.us) for an estimated 1.21 pounds/capita of computer equipment collected.  Table 1 provides a quick reference to the event statistics.

*Table 1.  Computer Recycling Collection Event Statistics for November 6 and 20, 2004.*

| DESCRIPTION | TOTAL #'s Collected |
|---|---|
| Volunteers | 31 |
| Volunteer & in-kind hours | 484.5 |
| Vehicles/Participants | 547 |
| Pallets/Gaylords filled | 77 |
| CPUs | 1,074 |
| Monitors | 1,148 |
| Printers | 490 |
| Keyboards, mouses, speakers & other periphery equipment | 595 |
| Other equipment | 226 |
| Total tonnage (excluding pallet/gaylord weights) | 44.4 |
| Pounds collected per capita (Gallatin Co. population July 1, 2003  = 73,243)* | 1.21 |

*Source:  www.ceic.commerce.state.mt.us

Figure 3. Palletized computer equipment ready for loading onto semi-trailers. Loading semi-trailers at the event.

## IV. BUDGET vs. EXPENSES

Total costs for conducting the collection event were $28,003.11. In-kind contributions provided by the *GLWQD,* City of Bozeman, event volunteers and local businesses totaled $12,323.12. Freight and disposal costs were $13,678.60. Revenue received from the Dell grant of $10,000 along with additional funds from the *GLWQD* and contributions from several participating businesses covered the event expenses.

*Table 2. Budget and Expenses for Gallatin Local Water Quality District Computer Recycling Collection Event held November 6 and 20, 2004, Gallatin County, Montana.*

| Description | Expenses | In-Kind | Revenue |
|---|---|---|---|
| Dell Grant Award | | | $ 10,000.00 |
| Business contributions day of event | | | $ 120.00 |
| Advertising | | | |
| Newspaper display ads | $ 923.30 | | |
| RBC radio PSA ads | $ 540.00 | $ 270.00 | |
| Photocopies - Kinkos & District | $ 75.00 | | |
| Mileage for T.V. interview in Butte & day of event | $ 83.94 | | |
| Gallery Signs - Advertising display sign | $ 30.00 | | |
| Manpower | | | |
| Gallatin Local Water Quality District (179.5 staff hrs) | $ 4,429.12 | $ 4,429.12 | |
| City of Bozeman (4 staff, 36 hrs @ $36.66/hr) | $ 1,320.00 | $ 1,320.00 | |
| WY Transfer Station (1 staff, 10 hrs @ $30/hr est) | $ 300.00 | $ 300.00 | |
| Gallatin Co. Fairgrounds (4 staff, 9 hrs total, est. @ $20/hr) | $ 180.00 | $ 180.00 | |
| Volunteers (227 hrs @ $15/hr) | $ 4,035.00 | $ 4,035.00 | |
| Miscellaneous | | | |
| Indirect Administrative Costs - Gallatin County | $ 580.00 | $ 580.00 | |
| Supplies & Equipment | | | |
| Food/Refreshments | $ 470.82 | $ 35.00 | |
| Gaylord boxes (CoB) | $ 120.00 | $ 120.00 | |
| Cardboard inserts | $ 96.25 | | |
| Tape & supplies (gloves, box cutter) | $ 42.32 | | |
| Forklift (CoB) | $ 100.00 | $ 100.00 | |
| Pallet jack (GLWQD & CoB) | $ 54.00 | $ 36.00 | |
| Dump trucks (for transporting cardboard for recycling) | $ 522.00 | $ 522.00 | |
| Shrink wrap (CoB) | $ 326.36 | $ 300.00 | |
| Freight & Recycling | | | |
| Transportation (West Yellowstone - CoB) | $ 96.00 | $ 96.00 | |
| Transportation (6 pups = 3 trailers) @ $1600/trailer | $ 4,800.00 | | |
| Recycling @ $0.10/pound* | $ 8,879.00 | | |
| **TOTALS** | **$ 28,003.11** | **$ 12,323.12** | **$ 10,120.00** |
| **Remaining Funds (cash match from GLWQD)** | | | **$ (5,559.99)** |

## IV. CONCLUSION

The event was successful and public participation and acknowledgement was positive.  Event partner involvement was encouraging and helped to build upon a foundation for future collaboration. Participation in the Dell "No Computer Should Go To Waste" program has helped the *GLWQD* and City of Bozeman identify environmentally responsible e-waste recyclers.  We plan to use the knowledge and information obtained from this event as we prepare for e-waste collection at our spring 2005 Household Hazardous Waste Collection Event.

## V.  APPENDIX

- Advertisement flyer/display ad – West Yellowstone Event and Bozeman Event
- Brochure
- Newspaper articles
- Volunteer "thank you" Letter to the Editor – Bozeman Daily Chronicle