



MEMO

FROM: Kayla Lyon, Director, Dept. of Natural Resources

Cc: Ed Tormey, Division Administrator, Environmental Services Division
Alex Moon, Deputy Director, Dept. of Natural Resources
Todd Coffelt, Legislative Liaison, Dept. of Natural Resources
Amie Davidson, Bureau Chief, Land Quality Bureau

DATE: December 21, 2021

RE: Household Hazardous Materials Program and Household Hazardous Waste Account Annual Reports

The Department of Natural Resources submits the attached reports to the General Assembly as required in 455F.8 and 455E.11(2)"c". As directed, the reports provide information on the costs and results of the Household Hazardous Materials collection and disposal program as well as an itemization of the moneys collected and expended from the Household Hazardous Waste Account, respectively. Because of the interrelationship between these two reports the Department is providing them as a single submittal.

Inquiries related to these reports should be directed to Jennifer Wright, Supervisor of Financial and Business Assistance, Land Quality Bureau, at 515-452-1794 or jennifer.wright@dnr.iowa.gov

**Fiscal Year 2021 Report on Revenues and Expenditures for
Household Hazardous Waste Account**

The Household Hazardous Waste Account and its report requirements are established in 455E.11(2)"c". As stipulated the account is funded by moneys collected pursuant to section 455F.7 and from 29C.8A designated for deposit. The account is to be used by the department to deliver the programs and conduct the activities set forth in chapter 455F. The primary responsibility is to establish and support a statewide collection system for household hazardous materials or what is known as the Regional Collection Center (RCC) Network. This includes public education programs, training for collection center staff, and consultation of local governments in the establishment, operation and management of permanent collection sites. The department is authorized to use moneys from the account for administration of the programs funded by the account.

REVENUE

Household Hazardous Materials' Retailer Permit Fees (455F.7)	\$256,372
Civil Penalties and Fines (collected pursuant to 29C.8A)	\$0
Interest	\$2,460
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TOTAL REVENUE	\$258,832

EXPENDITURES

Administration (includes but is not limited to issuing and managing contracts and grants, producing and disseminating educational materials, issuance of retailer permits, and providing technical assistance to RCCs and local governments)	\$346,205
Contracts & Grants for conducting the Educational Programs required pursuant to 455F.8B and 455F.9	\$118,887
Transfer to Department of Public Health for maintaining database to track poisoning incidents	\$2,000
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TOTAL EXPENDITURES	\$467,093

HOUSEHOLD HAZARDOUS MATERIALS

DNR ACTIVITIES REPORT | FISCAL YEAR 2021

Household Hazardous Materials (HHMs) are found in nearly every home—under sinks and in closets, basements and garages. Through local partnerships with the Iowa Department of Natural Resources' HHM program, Iowans are able to access Regional Collection Centers (RCCs) in 95 of Iowa's 99 counties for proper HHM management to protect public health and the environment. Although the pandemic closed RCC facilities for a number of months, they were still able to help Iowa residents and small businesses properly dispose more than 7 million pounds of toxic, flammable, corrosive and reactive materials.

This report discusses actions undertaken and results from the DNR's HHM program and its stakeholder partners in Fiscal Year 2021.

WHAT IS A HOUSEHOLD HAZARDOUS MATERIAL?

HHM is a term defining common household products that have one or more of the following characteristics:

TOXIC: poisonous, causing cancer or other health problems

CORROSIVE: destroys human tissue or corrodes metal

FLAMMABLE: easily ignitable

REACTIVE: explosive through exposure to heat, sudden shock, pressure or comes into contact with incompatible chemicals

Household hazardous waste (HHW) is commonly defined as waste from residential sources composed of old or unwanted products that exhibit any of the above characteristics.

In Iowa, businesses generating small amounts of hazardous waste are included in the definition of HHW and are eligible to participate in DNR HHM programs.

REGIONAL COLLECTION CENTER FY 2021 SUMMARY & ACCOMPLISHMENTS

PROGRAM INVESTMENT FOR RCC FACILITIES

INNOVATION AND ESTABLISHMENT FUNDING	\$118,887
SUPPORT FOR CURRENT FACILITY OPERATIONS	\$711,990
TOTAL PROGRAM INVESTMENT FOR FY 2021*	\$830,887

MATERIALS MANAGED BY HAZARD TYPE

TOXIC insecticides, pesticides, poison	192,845 lbs.
CORROSIVE drain cleaners, mercury	100,091 lbs.
FLAMMABLE lighter fluid, aerosols, thinners	294,519 lbs.
REACTIVE pool chemicals, toilet bowl cleaners, ammonia	4,955 lbs.

MATERIALS MANAGED BY COMMON PRODUCT TYPE

E-WASTE computers, televisions, cell phones	1,814,275 lbs.
BULBS CFL, LED, halogen	312,213 lbs.
BATTERIES lead acid, lithium-ion, nickel-cadmium	138,369 lbs.
AUTOMOTIVE oil, antifreeze, oil filters, lead acid batteries	821,730 lbs.
PAINTS	1,656,452 lbs.
OTHER MATERIALS sharps, scrap metals from appliances	2,829,803 lbs.
OIL-RELATED filters, oily debris, oil	606,788 lbs.

TOTAL OF ALL MATERIALS

HHMs REUSED LOCALLY THROUGH EXCHANGE/SWAP SHOPS	321,319 lbs.
CONTRACTED HHM DISPOSAL	912,555 lbs.
HHMs MANAGED LOCALLY	6,671,575 lbs.
PERCENTAGE OF MATERIALS COLLECTED THAT ARE RECYCLED	74%

TOTAL AMOUNT OF HHMs MANAGED PROPERLY 7,905,448 lbs.

* The DNR's RCC Facilities are funded through solid waste tonnage fees remitted to the solid waste account of the Groundwater Protection Act.

Regional Collection Centers (RCCs) are local, permanent collection facilities designed to assist the public and very small quantity generator (VSQG) businesses with proper management and disposal of HHMs. RCCs accept specific types of hazardous waste for disposal. Either through local outlets or through contracted service, RCCs provide a materials exchange (Swap Shop) and educate citizens about proper HHM purchasing and management. Currently, 28 main facilities and 44 satellite facilities operate across Iowa, serving a total of 95 counties. From July 2020 to June 2021, more than 7 million pounds of HHMs were removed from the solid waste stream, including 321,319 pounds of materials placed in RCC materials exchanges, where residents can shop for free products. **RCC contact information, service areas: www.iowadnr.gov/hhm**

BRING IT IN. WE ALL WIN!

To meet its goals of educating Iowans on identifying and properly disposing unwanted hazardous materials they may find in their home or small business, the DNR embarked on an educational digital marketing campaign in FY2021 in partnership with an Iowa targeted small business.

Over the course of the six-month “Bring It In. We All Win!” campaign, its digital ads, including paid social media posts, were seen almost 2 million times.

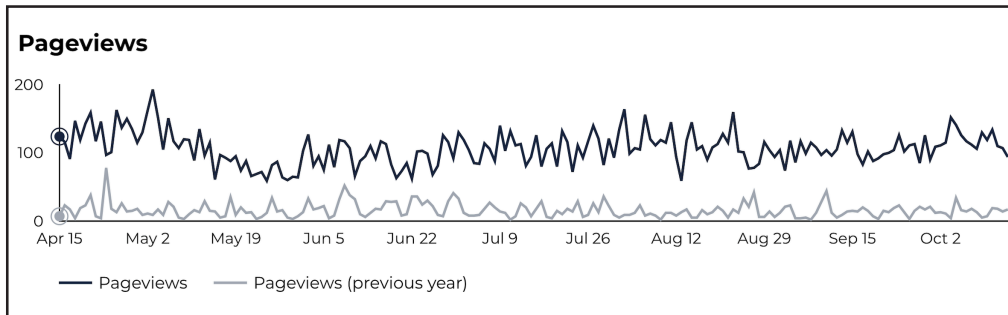
Of that audience, male Iowans ages 35–44 were the most engaged demographic, which aligns with previous survey results and the campaign’s goals. The campaign received interaction from people in every Iowa county, with the most engagement in Polk, Linn and Scott counties.

Videos created for this campaign were often top-performing ads. While more than 65 percent of people typically skip pre-video ads on YouTube, more than 20 percent of viewers watched the DNR’s ads in their entirety. Video-based ads also received

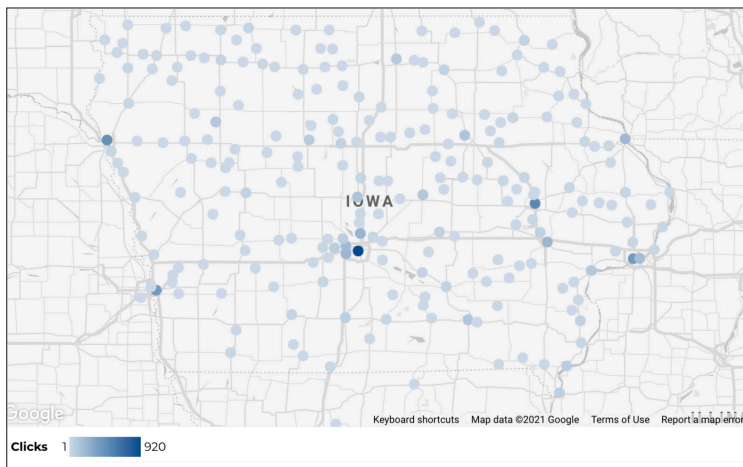
consistently high engagement on Facebook and Instagram for a relatively low cost in comparison to search or display ads.

People took action after seeing the ads, resulting in 26,750 clicks to iowadnr.gov to learn more about properly disposing household hazardous materials. As a result of this campaign, traffic to the HHM pages of the DNR website increased more than 1,000 percent from the previous year.

For reference, in 2019, the HHM web page on iowadnr.gov received only 218 page views. In 2020, it received 1,426 page views, and in 2021, more than 16,000.



Iowans across the state were already using the Internet to search for information about potentially hazardous items in their household and how to dispose them properly. This campaign better positioned the Iowa DNR as the expert and go-to source for this information, and resulted in Iowans taking action by visiting the DNR’s website to help them dispose HHMs safely.



www.iowadnr.gov/hhm

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