

TELEVISION RECYCLING OPTIONS

Background

On February 17, 2009 all full-power broadcast television stations in the United States will stop broadcasting on analog airwaves and begin broadcasting only in digital. Televisions that are not hooked up to cable or satellite will need to purchase a convertor box to continue to receive over the air signals. Given the switch to digital broadcasting and the increasing popularity of televisions with new technology, the District is concerned that televisions are becoming a problem waste stream.

Program Options

The District has identified two options to assist residents in managing their old/obsolete televisions:

- 1). Provide an informational campaign identifying private sector outlets available for television recycling;
- 2). Conduct a 1-2 day television collection event.
 - a). District-funded event
 - b). District-sponsored event; residents are charged per television

Information Campaign

An information campaign can be launched to inform residents of the private sector outlets available for television recycling. While there are not outlets for all types of televisions, the District has identified businesses that will accept many types. The recycling outlets are listed below:

- Technology Recycling Group – As a partner in Sony's Take Back program, Technology Recycling Group will accept the following televisions at no charge: Sony, Zenith, and LG. Will accept other televisions for a \$30.00 fee.
- Best Buy – Best Buy will remove an old television at no charge when a new one is purchased and delivered to the home by Best Buy Home Delivery.
- USA Lamp & Ballast – Will accept televisions for a fee of ~\$30.00.

The information campaign could include the following outreach:

- Development of webpage, with link emailed to the District's distribution list.
- Press releases
- Community newsletter articles
- Editorial in Enquirer and Community Press
- Articles in the District's e-newsletters

The cost to implement the program only involves staff time. Because the take-back programs change periodically, the District is not recommending a printed piece as it could be out-of-date very quickly.

Collection Event

Option 1 – District-funded event

The District could conduct a 1-2 day collection event where residents drop-off old televisions at a central location. In 2007, the District conducted a pilot television event in which the District was charged \$10/television. The cost for the event was \$4,630.00 (not including advertising). In determining the participation and cost for the District to conduct a 1-2 day event, Staff researched other Ohio solid waste district television events.

Solid Waste District	# TVs	Charge to Resident
Stark-Tuscarawas-Wayne	5,252	No
Summit-Akron	1,242	No
Butler	1,230	No
Lucas	354	No
Portage	2,111	\$5-\$10 (depending on size of tv)
Ashland	287	\$8
Wyandot	129	\$5-\$10

Based on the District entering into a contract for recycling at \$10/television, the expected cost of the program could **range from \$12,300 - \$52,520**. The actual cost will depend on the number of televisions collected.

Option 2 – District-sponsored event with residents being charged per television

It is not uncommon for solid waste districts to charge residents during a television collection event. In an effort to reduce costs while still providing a television collection event, the District could contract with a private sector recycler to process televisions; however, residents would pay the per unit cost. Currently, if a resident chooses to recycle a television other than a Sony, LG, or Zenith, the charge is \$30.00. If the District contracted with a private sector recycler, the cost per unit should lower. Residents would be charged the contract price. Under this scenario, the only cost to the District would be advertising, anticipated to be ~\$2,000.