DPASSF 16.3v1

S.F. 80

# ROUTING SLIP

DATE 5/30

TO Lori Cohen

ADDRESS

MAIL STOP

FROM Mike Gallagher

MAIL STOP PHONE

| | | | | | |
|---|---|---|---|---|---|
| | For Action | | Per Your Request | | Per Our Conversation |
| | For Approval | | Read and Return | | Read & Route to Files |
| | For Signature | X | For Your Information | | For Your Comments |

RECEIVED
JUN 3 1985
SUPERFUND BRANCH

USEPA SF
1371198

SF 80-255- 3

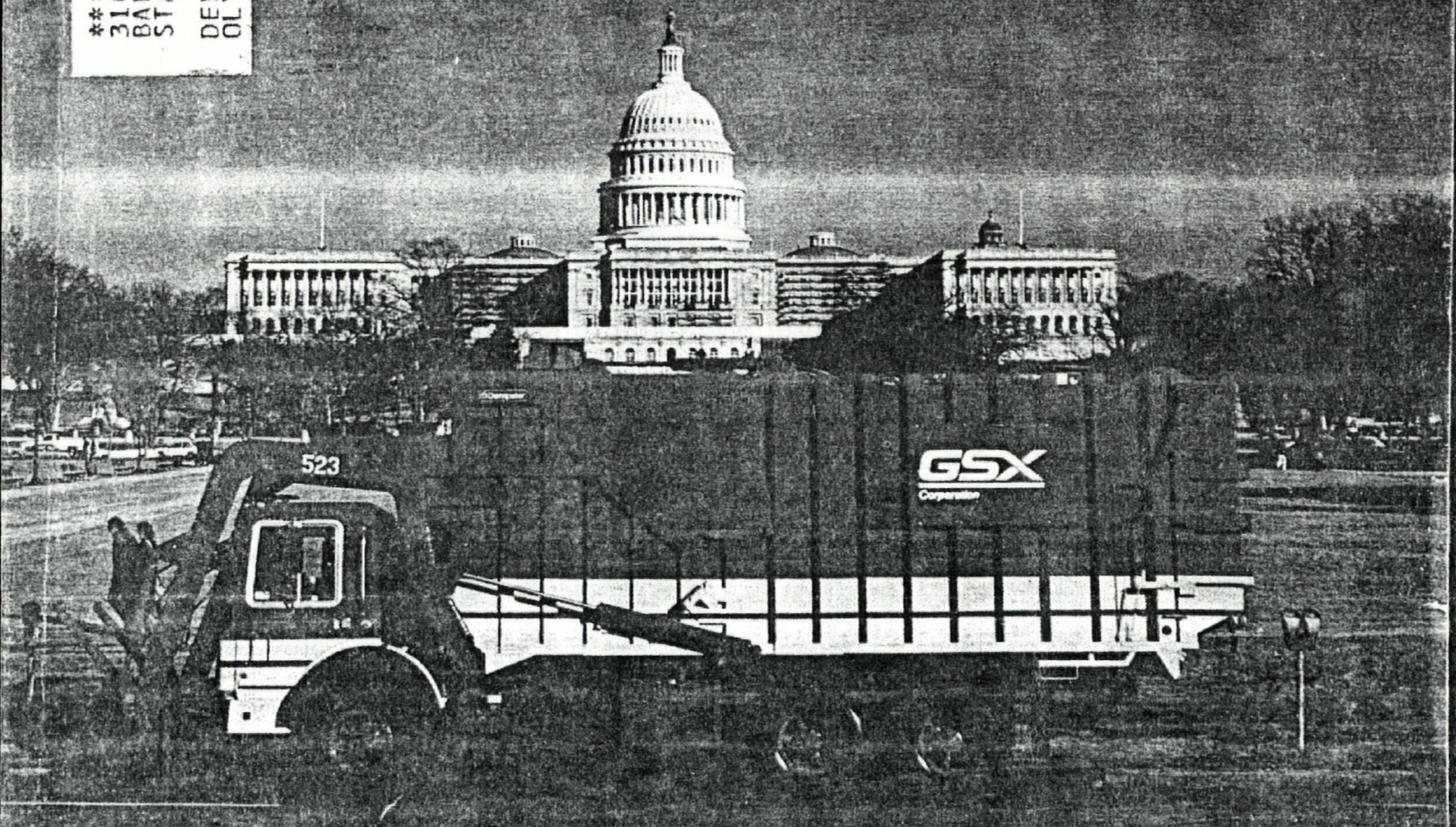
********** 3-DIGIT 985
310 00065882350511 WST 3
BARBARA S,CALQUHOUN LIB
STATE WASHINGTON
DEPT OF ECOLOGY LI PV11 98504
OLYMPIA WA

# WASTE AGE

THE AUTHORITATIVE VOICE OF WASTE SYSTEMS AND TECHNOLOGY

ECOLOGY LIBRARY

APRIL 1985




**NSWMA Show Issue**
**Come to WasteExpo!**
**May 7–10**
**in Washington, D.C.**

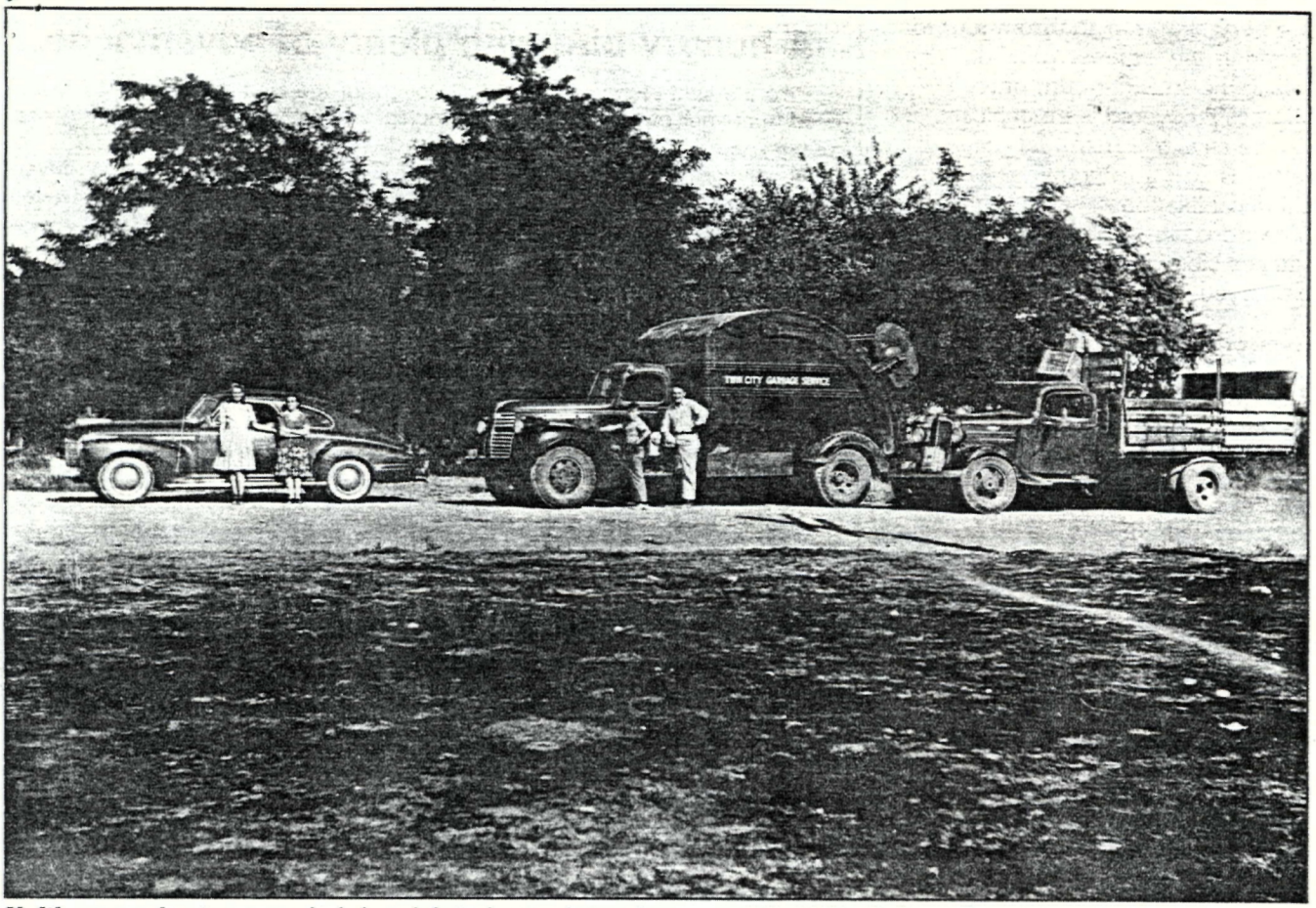
WasteExpo '85 IS A CAPITAL IDEA!

*Also inside:*

**Q&A with John Skinner, US EPA**

**Cities & Contracting Out**

**Recycling in Pasco, Wash.**




***Unlike many businesses*** *which found their demise during the years of World War II, Basin Disposal—with the additional handicap of being new—was able to pull itself through the difficult years. In her husband's absence, Marj Dietrich hired transients to keep the company afloat.*

# Recycling and Community Relations are a Perfect Fit

**Community relations are very important to the owner of a Pasco, Wash., hauling company. His recycling efforts capitalize on that awareness.**

Pasco, Wash., and the Dietrich family have worked together through some difficult times.

The best example occurred in 1941. John and Marjorie Dietrich's company, Basin Disposal—a 1½-truck operation—was virtually brand new when the Japanese attacked Pearl Harbor.

John answered his country's call to military duty; Marj worked to keep the fledgling company operating. It was difficult to keep a steady crew on, she soon found, due to the shortage of men in the then-thinly populated southeastern Washington area.

Marj created an answer: she negotiated an arrangement with Pasco, whereby she would hire (on a per-diem basis) transients—who otherwise might have found themselves lounging in the city jail.

During the war years, a great number of these individuals worked with Marj, loading refuse onto the open-top flatbed trucks that Basin Disposal was running.

Thanks partly to this effort, Basin Disposal survived the trying war years. Today, Leonard Dietrich—the youngest of two sons of John

and Marjorie—runs the company.

Another occasion in which the Dietrich-Pasco combination has worked to everyone's benefit came in the early '60s—when Pasco asked the company to find a landfill site.

Essentially, the city discontinued landfill operations, shifting them to the Dietrichs.

Today, Larry Dietrich, the oldest son, owns and operates Pasco Sanitary Landfill, Inc.; the operation has the distinction of having been the first sanitary landfill to be certified by the state of Washington as meeting all state operating criteria.

### Race weekend

These and other cooperative efforts punctuate the community service history of Basin Disposal. The company's service area encompasses the Pasco-Richland-Kennewick metro area (population 80,000).

"Community-wise, we try to be as helpful as we can in any way that we can," says Leonard Dietrich. "We cooperate in things like newspaper drives, city cleanups and the like.

"Every year in August, the Tri-Cities Water Follies Association brings unlimited hydroplane racing to the Columbia River—and we provide the cleanup and garbage disposal.

"This event attracts in excess of 80,000 people from all around the country, and because we don't have that many hotels here, some people who attend stay in hotels in cities a 90-minute drive from here!"

Basin Disposal bills the race sponsors for only the hourly wages paid to the cleanup crews; containers are provided free of charge and dump fees and fuel consumed during the long race weekend of service are donated.

How can the company afford this? Leonard Dietrich explains: "We schedule purchases of new containers around this event," he says, "and we also schedule employee vacations so there is no personnel shortage.

"The impressive fact is that, on the first day after the race weekend, the river banks and race viewing areas are virtually spotless. You wouldn't know that 80,000 people had spent the previous three days there."

### Recycling at schools

Community service can help a company turn a profit, Leonard Dietrich says. One such effort involves the setting up of containers for newspaper recycling in area schoolyards—part of Basin Disposal's recycling work.

"We place the containers on the school grounds and we pay the going market rate for the newspaper to the school organization that sponsors the newspaper collection—the letterman's club, the PTA or whatever. We're impartial," says Dietrich.

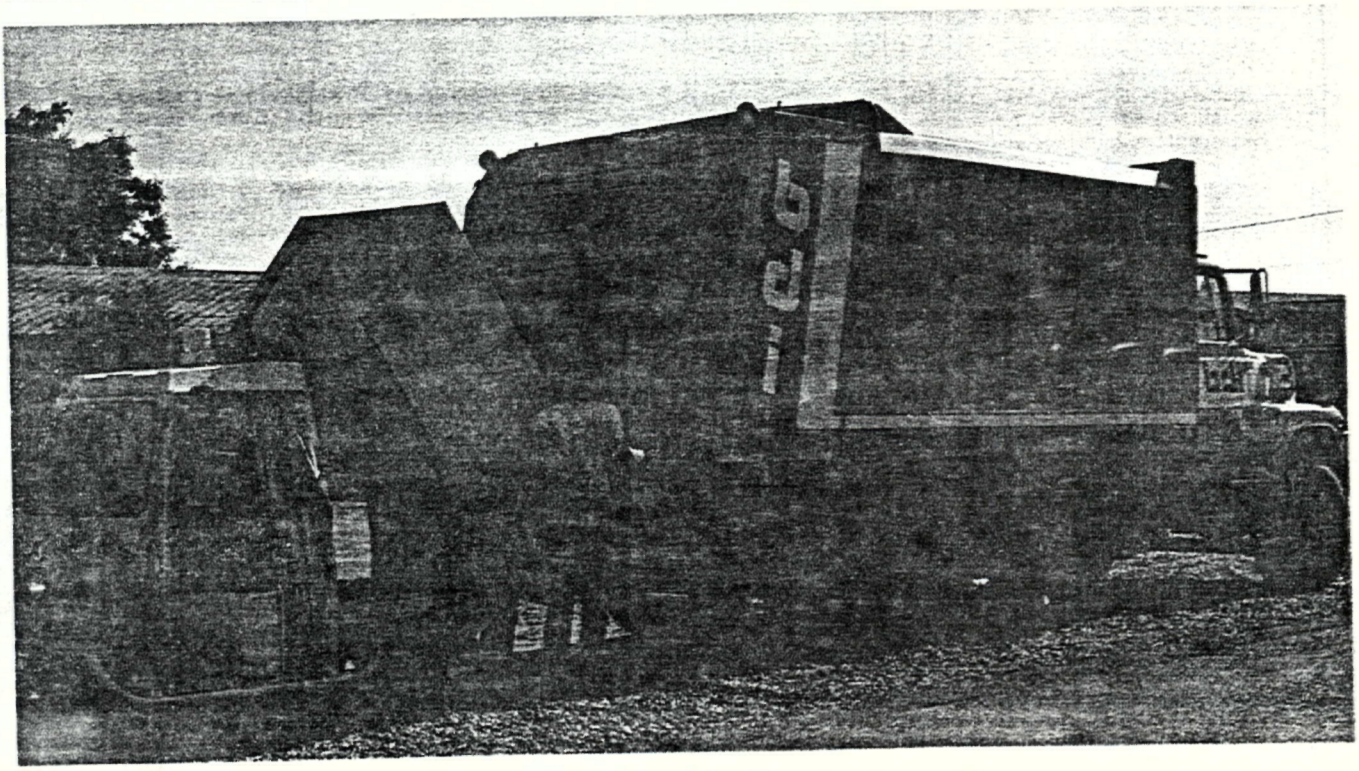
"This program was only recently introduced, but we've had a pretty good reception. The containers are custom-built six-yard front loaders; we have 17-inch-square portals in their sides, to allow deposit of newsprint.

"These openings allow us to keep the lids locked; this provides needed security for the newsprint. Originally, we left them unlocked, but the containers never filled up; we had to conclude that someone was removing the newsprint before we could get to it."

What's more, the Washington Department of Ecology is joining in the school newspaper recycling act. It is reportedly designing a "recycling bag" with a logo—and accompanying educational material—in which students can bring newspapers to the bins.

The bag will be generic (not spe-

***Satellite vehicle use** has allowed the company to service areas where use of a full-size truck would be more costly. The small side roads shooting off from the rural routes are perfect targets for satellite pickup.*



cific to any company). But it is certain to help Basin Disposal's efforts, and those of other recyclers in the state.

Currently, the company is picking up the newsprint on a once-weekly basis. Leonard Dietrich notes that some of the schools will soon need twice-weekly service, and he adds: "The school newsprint program is a good example of an everybody-wins situation.

"We'll make a small profit on selling the commodity. The money we pay the schools—which we project at $800 to $1,000 per school based on current volume—is additional revenue that the schools don't have to spend an extra dime to bring in!

"An added benefit, of course, is that it teaches the students about recycling and gets them into the habit of thinking about recyclables."

This last benefit helps not only society at large, but Basin Disposal. The company operates two recycling centers in the area.

***Provision of six-yard front-loading** containers for newspaper collection and recycling is one Basin Disposal service which turns a profit, as well as benefits the community. The containers are placed in schoolyards.*

### Recycling centers

Basin's recycling centers are located in Kennewick. Dietrich notes the existence of competition from non-profit recycling entities, but contends that his centers maintain a small profit margin.

"One reason we do well is that we make the centers as clean as possible," says the hauler. "We have a one-woman operation; she greets people with a smile and transacts the business in a neat and clean environment.

"Floors are swept frequently and mopped down many times each day with a pine scent cleaning disinfectant solution. It's a friendly

## Regulation is okay, annexation terrible in Dietrich's book

Government is a big factor in Basin Disposal's business, in two ways:

1. Waste haulers in Washington are regulated by the state.
2. Kennewick, the fastest-growing local municipality, is actively annexing adjacent territory—and transferring the right to collect the annexed areas' refuse from Basin to another company.

On the first, Leonard Dietrich—a member of NSWMA's Waste Haulers Council—is enthusiastic.

"I know some haulers in other parts of the country do not like regulation, but I think both the hauler and the customer get a good deal from the way it works in Washington," he says.

"Companies are assigned territorial franchises. Periodically, the assignments are reviewed. If local residents think a hauler hasn't done a good job or is charging too much, they can complain.

"And if another hauler wants to come into your territory, he can file for it.

"But what the franchise system does is to level the cost of refuse disposal for all residents of a local area. For instance, in our case, if we were going by the cost of servicing each customer, those we serve in rural areas would pay much more—a high multiple—than those in the downtown area.

"The regulated nature serves to provide the citizen with a reasonable collection and disposal cost. The hauler gets an assured territory, allowing him to invest in things like recycling, transfer stations and new equipment with confidence.

"These investments, in turn, provide the public with better service."

### Annexation

Kennewick's annexation policy really nettles Dietrich. As the city grabs another block or two here and there, the company servicing that small area changes from Basin Disposal over to its larger competitor—which has the Kennewick contract.

"We lose roughly $20,000 in total sales annually due to annexation," says Dietrich.

"Kennewick is aggressive in expanding; it's roughly doubled its size in the past eight years. Under state law, we keep working the annexed areas for five years from the date of annexation.

"But you don't stop buying equipment just because you've lost some accounts. In my opinion, if an area is annexed and the accounts get turned over from one hauler to another—which is the case here—the hauler losing the business should be compensated."

place to come to, and the people walk out with money in their pockets."

Cleanliness, friendliness—and good locations—combined last year to bring in 660,000 pounds of aluminum to the two centers (plus a monthly average of 800 cases of beer bottles).

"The key to success in recycling lies in volume," says Leonard Dietrich. "My expenses are high: rent is $2,500 a month, labor is $5.50 an hour plus benefits.

"That's why I have a hard time envisioning the non-profit centers breaking even; they all must be subsidized in some way. Trash haulers like myself can make a profit in recycling, however—due to our knowledge of waste stream management."

**Other activities**

Basin Disposal is not a recycling-only operation, of course. The company collects refuse from residential and commercial customers. The highlight of these operations is satellite vehicle use.

"You can't apply satellite vehicles everywhere," says Dietrich, who says he got the idea from Ed Rubatino, who runs a hauling company in Everett, Washington.

"They work for us on rural routes, where there are two to five residences on side roads. Instead of sending a rear loader down the side roads, we use the Cushman scooters; the big truck stays on the main road."

The scooters each have 1.6-cubic-yard hoppers. A three-man crew using two scooters serves 1,000 customers a day; the previous average for a two man crew was 550 to 600 stops daily.

Where the company once used two rear loaders and two two-man crews working eight hours a day, it now has three men—one on each of two scooters and one in one rear loader—working seven hours.

Savings for Basin:

- two $9,500 scooters substituted for one truck of $80,000 (or more);
- three men do the work of four (in one less hour daily) and
- big fuel savings (in powering the small scooters instead of a second rear loader and in mileage not covered by the one working rear loader).

A 10-year-old Kennewick transfer station is another facet of Basin Disposal's operations—and yet one more commitment it has fulfilled to its community.

Recyclables are separated at the transfer station; local citizens use it as a drive-in disposal site; and Basin's competition also uses the site, which is located 12 miles from the landfill.

But, Leonard Dietrich says, the transfer operation's utility goes beyond operating advantages.

"Truthfully, we probably were ahead of ourselves when we built it; the operation there has probably lost money in more years than it has made money," says Dietrich.

"But I'm glad it's there. If you plan on being in a place for a long time, you have to make a commitment. The citizens in the Tri-Cities area have done plenty for me as a businessman and for my family; this is something we do for the community and to show the community that we're here to stay." WA


# What makes a Cushman® Refuse Vehicle worth the investment:

New Cushman 222 22-hp engine

Return this coupon for all the details on the money-saving Cushman "satellite" system of refuse collection. Can't wait for the mail? Then call us toll-free: **1-800-228-4444.**

Name

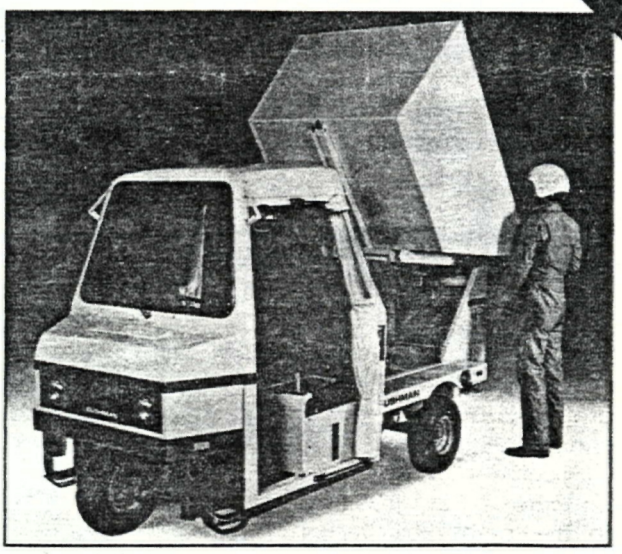
Title

Company

Address

City State

ZIP Telephone



CUSHMAN®

4118 Cushman, P.O. Box 82409
Lincoln, NE 68501

©Outboard Marine Corporation, 1984.
All rights reserved.

CUIC 5-5057

Circle No. 128 on reader service card