

Town of Hilton Head Island

Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

*Town Council
May 7, 2024*

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Overview of Presentation

- Background
- Conclusions
- Review of Strengths, Weaknesses, Opportunities, and Threats
- Next Steps
- Questions/Discussion

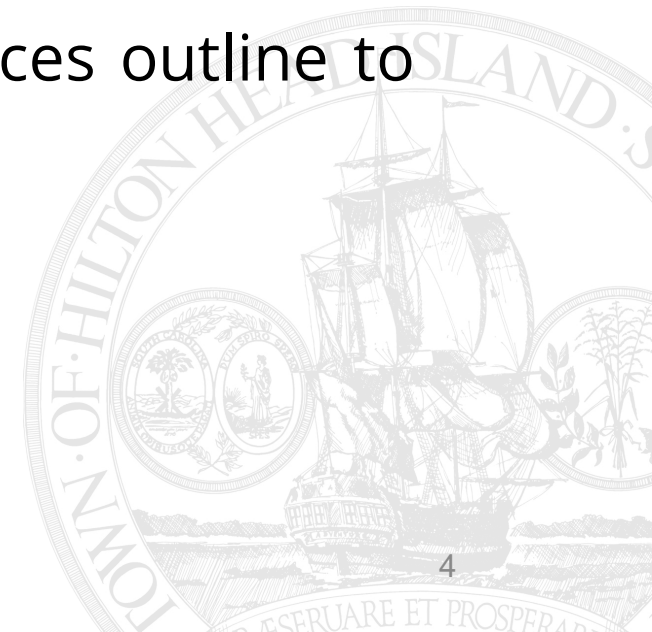


Background



Background

- Priority initiative in the Town of Hilton Head Island 2023-25 Strategic Action Plan to identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste and Recycling.
- May 2, 2023 - Town Council unanimously approved a Resolution supporting the proposed approach and scope of services outline to complete the SWOT assessment.



Background

1. Introduction
2. Goals and Objectives of the Analysis
3. Executive Summary
4. Applicable Town, County and State Regulations
5. Stakeholder Involvement (assistance by Town and County staff)
6. Gather and Review Relevant Data and Information
7. Assess Current Practices



Background

8. SWOT Analysis of Hilton Head Island solid waste and recycling infrastructure and program including but not limited to the following

- Committed team of professionals
- Southern County Materials Recovery Facility (MRF)
- Restraints of weekend landfill operations
- Consistent Ordinances
- Long-Term agreement for Convenience Center operations
- Improved commercial recycling and public facilities recycling
- Curbside Public contracted recycling and solid waste collection
- Public education and information campaigns
- Diversion credits to haulers for recycling loads
- Landfill Constraints
- Misinformation and Lack of Education regarding Recycling
- Short term guests – ease of recycling



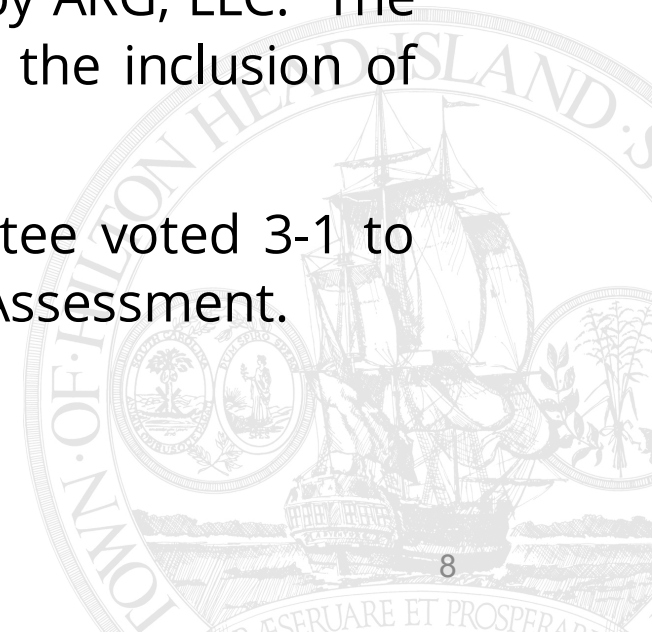
Background

9. Prioritized Recommendations for implementation of key strategies and projects
10. Recommendations for Future Studies and Analysis
11. References
12. List of Figures and Tables
13. Appendices



Background

- Staff procured A. Goldsmith Resources, LLC, an expert consultant in the field of solid waste and recycling, and the preparer of the recently updated Beaufort County Solid Waste Management Plan (2022-2041), to conduct this assessment.
- January 8, 2024 - Community Services and Public Safety Committee was presented with the findings and conclusions of the SWOT analysis provided by ARG, LLC. The committee requested explanation of select current practices and the inclusion of possible near-term actions as outlined below:
- March 18, 2024 - Community Services and Public Safety Committee voted 3-1 to recommend that Town Council adopt a Resolution supporting the Assessment.

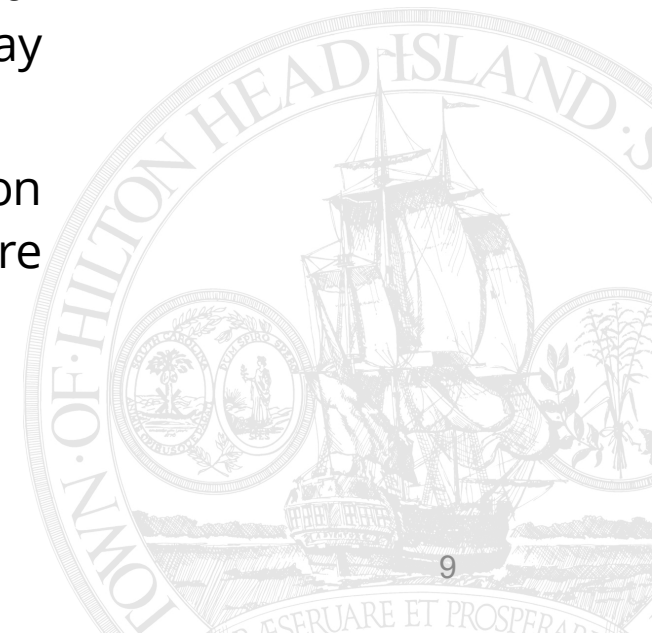


Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Conclusions

This analysis of Strengths, Weaknesses, Opportunities, and Threats lead to several overarching conclusions in addition to the five near-term actions:

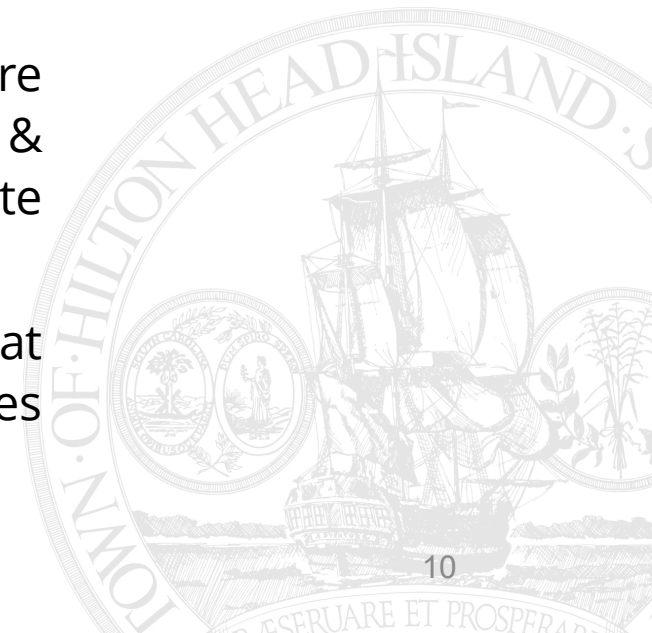
- The Town of Hilton Head Island will need to be proactive to achieve the goal from Our Plan “To work toward a Town-wide zero waste model”. Conducting this analysis and selecting options to implement is the first step.
- Ensuring waste haulers comply with existing requirements in the municipal code is a useful starting point for achieving goals. Additional ordinances may be required in the future.
- The Town has several options to make solid waste and recyclable collection from residents more efficient, more effective in reducing waste, and more consistent Town-wide, with varying degrees of oversight required.



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Conclusions

- To reduce waste through recycling and composting, Hilton Head Island will need to ensure facilities are available to receive, process, and market material before arranging to have materials collected. Because Beaufort County is responsible for ensuring recycling and solid waste management facilities are available, the Town will need to support and collaborate with the County to ensure long-term contracts at existing facilities, or the development of new facilities move forward.
- Excellent educational resources focusing on waste reduction and recycling are available from Beaufort County, DHEC's Office of Solid Waste Reduction & Recycling, among others. The Town can use these materials to increase waste reduction and recycling, tailoring them as needed to reflect its programs.
- Implementing any of the options presented in this report in a way that enables the Town to “work toward a Town-wide zero waste model” requires dedicated staff and funding.



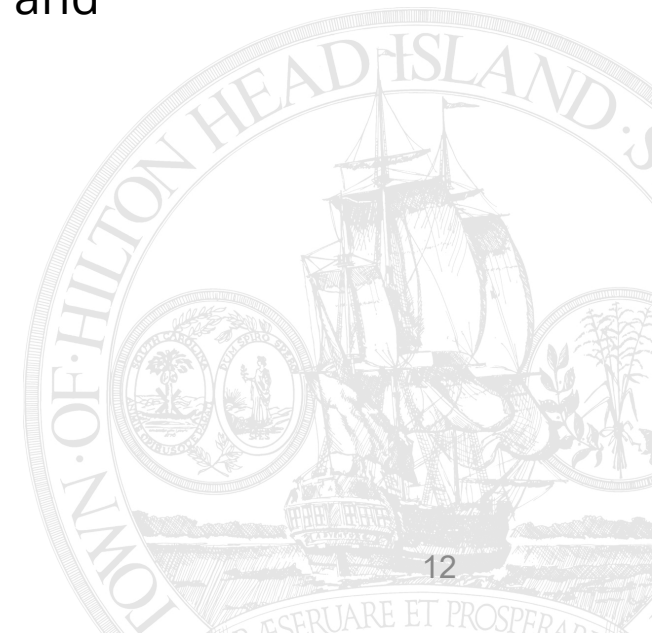
Review of Strengths, Weaknesses, Opportunities, and Threats



Strengths

Demonstrated Support from Elected Officials and Public

- Goal in *Our Plan* to “Work toward a Town-wide zero waste model” with associated strategies and tactics
 - Actions in *Hilton Head Island Strategic Action Plan for 2023-2025* to begin to implement starting with this SWOT analysis
- Town Council resolution to work with County to develop new long-term agreement that will secure landfill and recycling needs of Hilton Head Island and Beaufort County (4/19/22)
- Existing provisions in Town ordinance (Title 9, Chapter 6) provides strong foundation for residential recycling



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Strengths Existing Resources

Public Education Tools



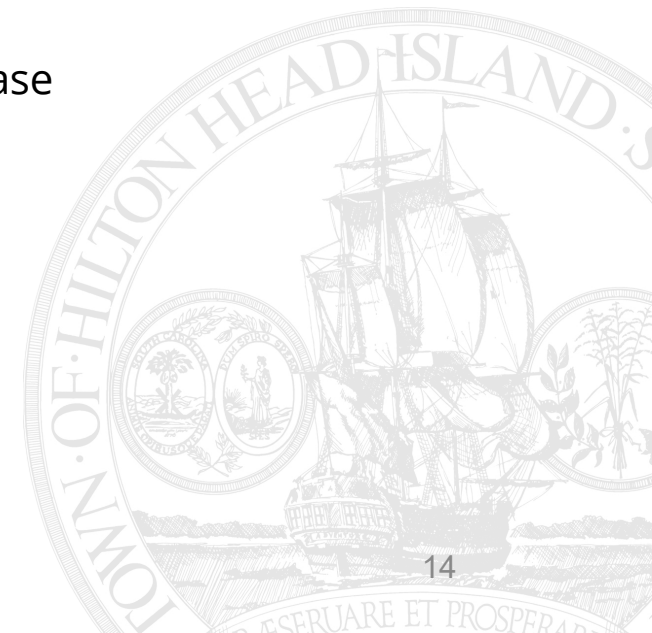
County Convenience Centers



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Weaknesses

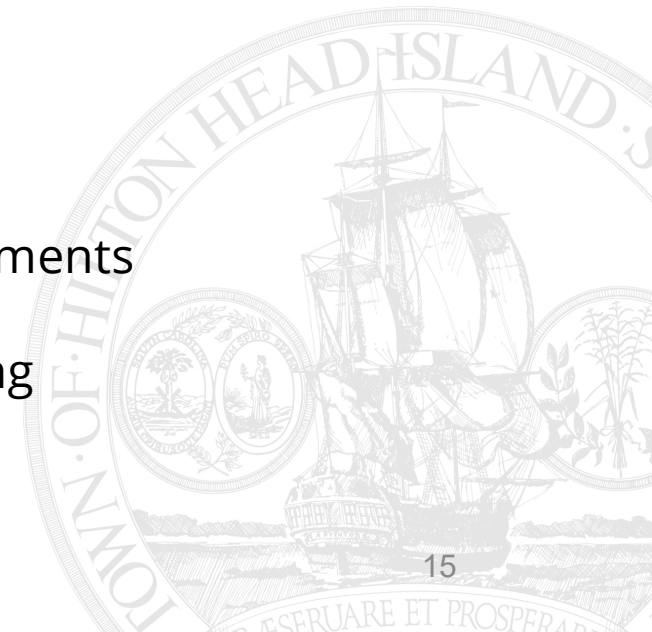
- Limited control of recycling and solid waste
 - Reliance on County for convenience center, disposal, and recyclable processing
- No consistent curbside collection
 - HHI is only municipality that does not provide curbside collection to residents
 - Consider lessons learned from previous Town contract for collection
- Haulers not always in compliance with all ordinance requirements
 - Not consistently reporting required information biannually
 - No evidence that haulers consistently offer recycling to all customers as part of base monthly fee
 - No evidence that haulers affix sticker/tag approved by HHI to contaminated recyclables left with customer



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Weaknesses

- Solid waste and recyclable collection from beaches not handled by a dedicated solid waste & recycling company
- Ordinance inconsistencies
 - List of materials private waste haulers must collect for recycling is different than County list and what processors accept
 - Not clear that Town processing facility has been identified as stated in ordinance
- Constraints at Hilton Head Island convenience center
 - Current footprint is limited
 - Over 300,000 visits in FY22
- Significant financial disincentive for haulers to recycle under current arrangements
- No dedicated Town staff or funding for solid waste management and recycling



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Opportunities

- County paying for residential disposal at Hickory Hill landfill
- County considering developing processing facility for recyclables south of Broad
- Existing framework exists for contracting for Town-wide collection
 - Previous contract in HHI
 - Precedent in other Towns
 - County policy and 2018 RFP for collection by Solid Waste District could serve as example
- Potential for diversion from commercial and public facilities
 - Relatively homogenous materials generated at many businesses
 - Interest and experience in recycling from some corporate entities, especially in hospitality industry
- Enhance solid waste and recyclable collection on beaches and beach parks
 - Incorporate outreach and education as part of enhancements



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats

Demographic and Geographic

- Limited access increases transport costs/time on and off island
- Large visitor population and high turnover of residents requires constant public education and outreach
- Potential impact of climate change on infrastructure, access, and debris/waste generation and management as identified in *Our Plan* (Environment Goal 6)



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats

Limited Facilities

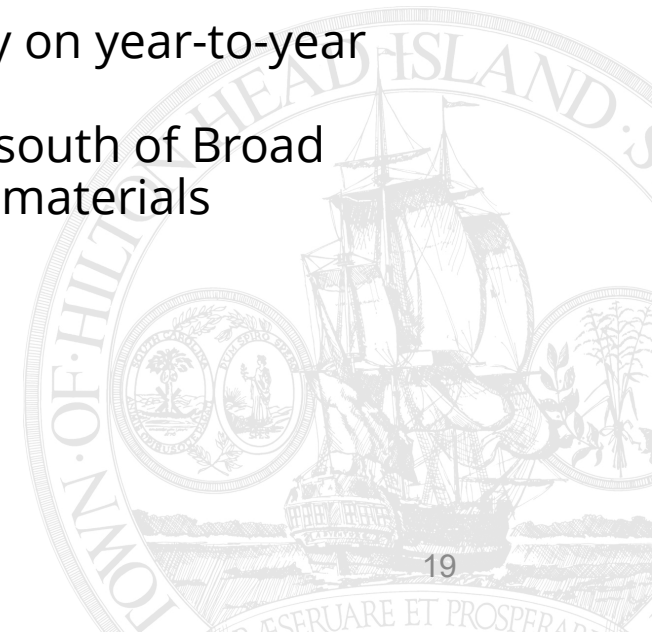
- Limited disposal options
 - Hickory Hill is only landfill within direct haul distance
 - Permit to expand Hickory Hill beyond few years capacity not yet approved
- Convenience center limitations
 - Space and configuration at HHI center makes it challenging to add activities
 - “County transitioning to curbside collection for residents” (Goal 4 of Beaufort County Solid Waste Management Plan, 2022-2041)
- Limited locations to develop or expand facilities on HHI and in southern Beaufort County



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats Recycling Challenges

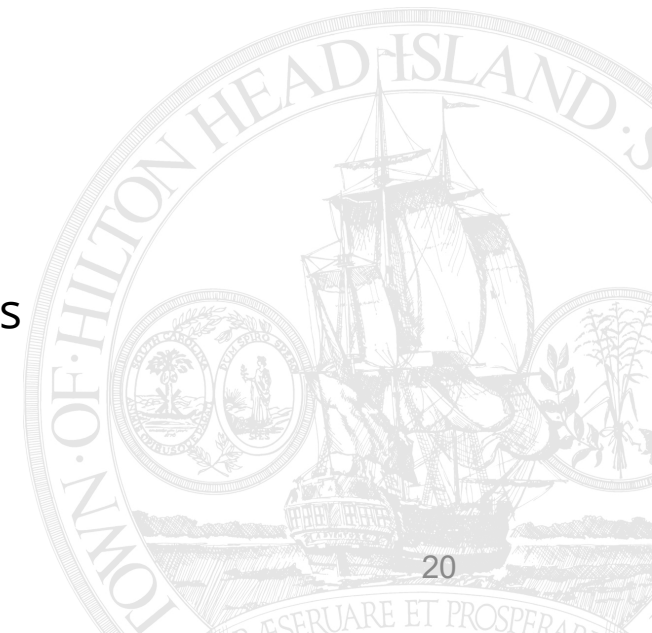
- Markets for recyclable materials fluctuate
- Minimizing contamination of recyclables, especially in single-stream, requires constant education and monitoring, increasing costs
- Recycling often costs more than disposal depending on what materials are collected and how
- Future recyclable processing
 - County's contract for processing at Hickory Hill expired 6/30/23, currently on year-to-year extension
 - County has not identified acceptable site to develop for recycling facility south of Broad
 - Hickory Hill MRF not designed to maximize diversion from single-stream materials
- Misinformation about recycling and about past curbside collection contract



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Possible Near-Term Actions

- Coordinate with Beaufort County to share approved SWOT and determine County's short-, mid-, and long-term plans for solid waste and recycling.
- Evaluate potential approaches and associated costs to provide curbside solid waste and recycling for all HHI residents.
- Establish a best-in-class recycling program at beach park facilities, incorporating outreach and education for residents and visitors.
- Establish a best-in-class recycling program at HHI facilities, incorporating outreach and education for residents and visitors.
- Continue to strengthen enforcement of reporting and recycling requirements for licensed haulers in Town ordinance.



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Next Steps

Pending Town Council adoption of Resolution to support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island, next steps are as follows:

- Develop action plan to implement the near-term actions.
- Use the Strengths, Weakness, Opportunities and Threats assessment as a resource to aid in immediate and future decision making and planning.



Questions / Discussion



Committee Feedback



Committee Feedback from January 8th Presentation

- Describe multifamily solid waste and recycling collection
- Provide example of solid waste and recycling in POA
- Clarify what is recyclable
- Include grant funding as an opportunity
- Add possible near-term actions

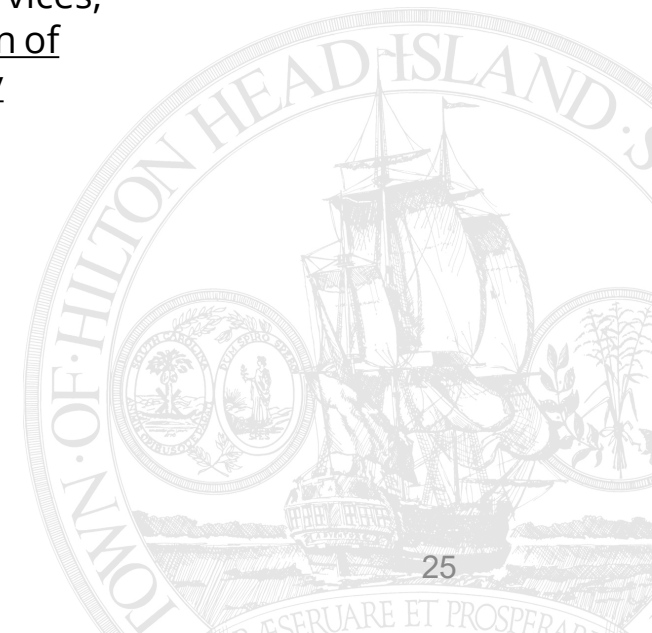


Multifamily Collection

Multifamily dwellings are generally classified as commercial establishments for the purpose of solid waste and recycling services. Town code defines commercial establishments as follows:

Sec. 9-6-10. - Definitions.

Commercial establishment: Any income-producing establishment, for profit or nonprofit, including, but not limited to, those used for retail, wholesale, industrial, manufacturing, dining, offices, professional services, automobile services, hotels, motels and restaurants. For purposes of this title pertaining to collection of solid waste and recycling only, commercial establishments shall include dumpster-based multifamily residential dwellings, and shall exclude all other residential dwellings.



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Example of POA Approach - Sea Pines

- Residential collection like rest of Hilton Head Island
 - Each property owner contracts for their own service
 - Most of the “regimes” arrange collection for their villa or condo complex
 - Once per week drop-off center provided by 3rd party vendor for mixed paper, plastic, glass, aluminum, tin bottles and cans, electronics, and batteries at retail area
 - CSA requires trash cans and recycling bins must be kept in service yards at all times
- CSA programs
 - Work with vendors to “harvest” recyclables from commercial facilities: cardboard, glass, plastic/aluminum, food residuals, coffee, oyster shells
 - Weekly collection and drop-off of vegetative debris which is mulched and available to residents



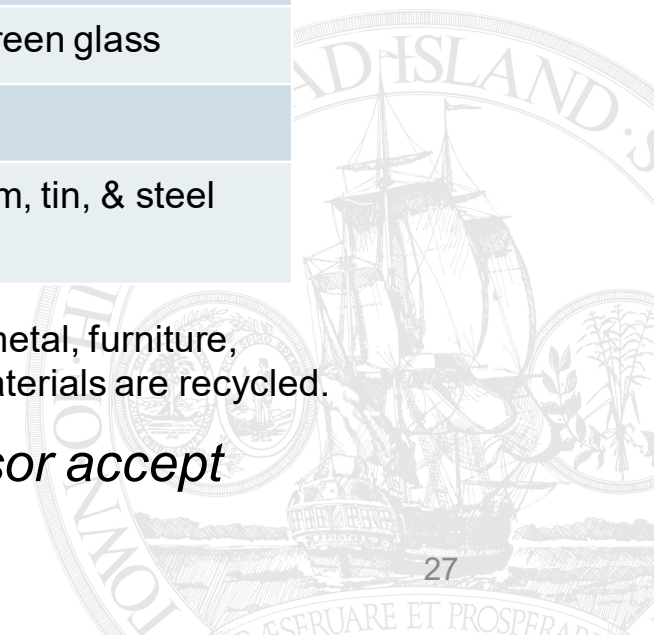
**Solid Waste and Recycling
Strengths, Weaknesses, Opportunities, and Threats**

What is recyclable?

HHI Ordinance (Sec. 9-6-30) Requirement for Private Hauler Collection	County Convenience Centers
Cardboard	Corrugated cardboard
Newspapers, newspaper inserts, cardboard, pizza boxes, magazines, catalogs, phone books, residential mail, junk mail, office paper, paper bags, box board, cereal cartons, beverage cartons, gift wrapping paper, shredded office paper	Mixed paper: junk mail, newspaper, magazines, phone books, office paper, cereal boxes, soda boxes and shoeboxes, or any paper that doesn't fall into the category of corrugated cardboard
All closed-mouth plastic bottles, #1 through #7 household plastics (no styrofoam)	Plastics #1 and #2: Plastic bottles, jugs and jars
Glass containers of any color	Glass bottles and jars: Clear, brown & green glass
Milk/juice cartons and aseptic containers	
Aluminum cans, other aluminum, aluminum foil, steel cans, tin cans, aerosol cans, and other small household scrap metal	Metal food and beverage cans: Aluminum, tin, & steel cans

HHI convenience center also accepts yard waste, tires, cooking oil, motor oil, oil filters, appliances, scrap metal, furniture, mattresses, construction & demolition debris, plastic film, household hazardous waste. Some of these materials are recycled.

In reality, what is recyclable depends on what specific hauler and processor accept



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Opportunities Funding

- SC DHEC Solid Waste Reduction and Recycling Grant
 - Scope: Projects that can demonstrate a positive impact on a local government's efforts to reach their recycling and waste reduction goals
 - Eligibility: Counties, cities, towns, or regions within South Carolina that provide solid waste services
 - Source: Funded by a \$2 fee on appliances and lead-acid batteries charged upon purchase at the retail level
 - Schedule: Applications for FY25 opened in February 2024;
 - \$15,000 max grant in Category 1 (General Recycling)
 - \$50,000- \$100,000 grant in Category 2 (Creativity with waste reduction)
- Recycling Partnership Community Grant Program
 - Curbside Recycling Cart Grants
 - Multifamily Recycling Program Grants
 - Drop-Off Program Grants

