

South Wake Landfill Citizens Committee

April 27, 2022



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wakegov.com

Tonight's Agenda

- Introductions and Committee Overview
- South Wake Landfill Communications
- Member Feedback and Survey
- South Wake Landfill Operations
- Solid Waste Education & Outreach
- Other Items
- Other Business



Introductions and Committee Overview

Chairman Hank Dickson



South Wake Landfill Communications

John Hamlin

Senior Communications Consultant

I Want to Hear from You!

Reach Out to Me At:



John.Hamlin@wakegov.com



919-986-9370



Keys to Improving Communications

- Build Trust with Stakeholders
- Collaborate with Partners
- Make the Website Easier to Use
- Continue to Grow Newsletter
- Use Plain Language and Multimedia
- Keep the Conversation Going

Milestones

1

Odor Forecasts and Alerts

Weekly odor forecast meetings with GFL, SCS and Wake County staff

Weekly updates to Holly Springs

Considering public odor alerts

2

Unified Design Language

Established unified and flexible brand to be used across multiple media

Rolling out to all new materials, starting with website and newsletter

3

Newsletter Relaunch

Resumed Distribution with Winter 2022 Edition

Sharing Newsletter Elements to a Wider Audience

4

Landfill Website Overhaul

Transitioned South Wake Landfill Webpage to a landing page

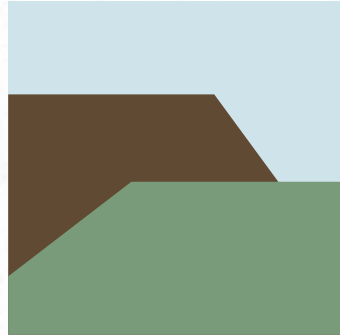
Made new page easier to find

Odor Forecasts and Alerts





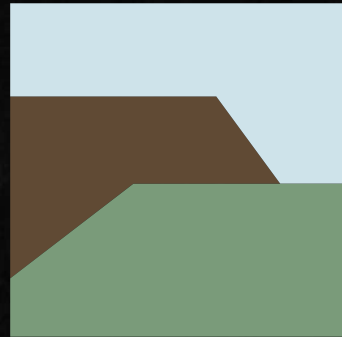
Unified Design Language



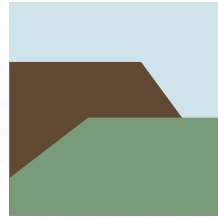
SOUTH WAKE LANDFILL



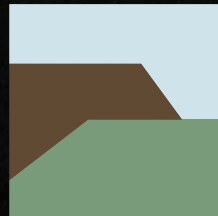
SOUTH WAKE LANDFILL



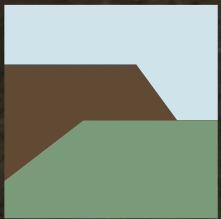
SOUTH WAKE LANDFILL



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**SOUTH WAKE
LANDFILL**

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Have questions about the landfill?

 919-123-4567

 wakegov.com/Landfill



**SOUTH WAKE
LANDFILL**



Newsletter Relaunch

Newsletter Relaunch



Welcome to Your New South Wake Landfill Newsletter!

We've got a new look and a whole lot of news to share

Hello! I'm John Hamlin, Wake County's senior communications specialist dedicated to you – our neighbors at the South Wake Landfill.

The County created my position to answer your questions, listen to your concerns and share the latest progress on the issues that matter about the landfill. Of course, above all, that means odor. We have a number of promising developments in the works, and I can't wait to share them with you.



As you can see, we've revamped the newsletter with a crisp new look and feel. I hope you'll find the content to be just as fresh. Going forward, you can expect to hear from us more often than our past schedule of twice a year.

If you have questions or concerns about what's going on at the landfill, I'm here. Just [shoot me an email](#) or call my cell at 919-986-9370.

Odor Control Update

We've been working hard and making major investments to reduce odor around the South Wake Landfill. We've made some encouraging progress over the past year, and there are many more improvements to come.

Read the [full report](#) to learn how we:

- Plan to reduce odor reports by up to 30% by investing \$3.7 million in interim cover next fiscal year.
- Turned a corner on odor reports in August 2020.
- Continued to expand our odor management and collection.

Join the Litteratti and Clean Up Wake

There's a new high-tech way to make a difference for our environment! **Wake County teamed up with Litterati** to use artificial intelligence that categorizes the trash collected from our roadsides, trails and open spaces.

A New Website Built for Your Needs

The newsletter isn't the only thing that got an overhaul this month. We built a new landing page for the South Wake Landfill with buttons that take you directly to the tools and information you need.

Check it out at [wakegov.com/landfill](#) and keep an eye out for updates. We'll be improving and adding content in the weeks to come.



In Case You Missed It We're Turning Landfill Gas into Renewable Natural Gas

We work hard to capture the gas generated as trash breaks down at the South Wake Landfill. Otherwise, it can carry odors to our neighbors and contribute to global warming.



We put that gas to work too. Since 2011, we've contracted with Ingenco to turn it into electricity. Now, the company plans to invest \$30 million in a new plant that will produce renewable natural gas instead.

Ingenco pays Wake County a percentage of its revenues, and the conversion could boost our income by \$600,000 to \$1.5 million a year. As Wake County continues to work for the latest

Progress to Collecting 20,000 Pieces of Litter

74%

These volunteers are collecting valuable data alongside all that trash. Using the Litterati app, they upload photos of their collections, and the app uses AI to break it into categories. Knowing the kinds of litter we find can guide our efforts to fight it at the source.

Here's a look at the most common kinds of litter our volunteers are finding:

Wake's Top 10 Litter

- 628 cigarette butts
- 410 wrappers
- 392 bottles
- 254 cans
- 253 cups
- 191 bags
- 125 lids
- 124 bottle caps
- 117 labels
- 114 face masks

Join the Litterati

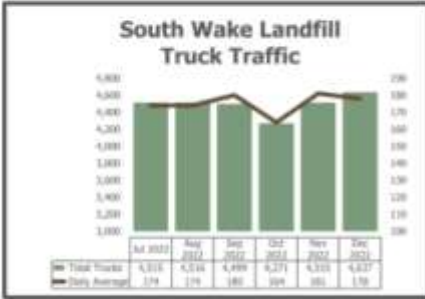
TAKE A LANDFILL TOUR



Ever wondered what happens to your trash when it leaves the curb?

South Wake Landfill Traffic Report

It takes a lot of garbage routes to serve Wake County's 1.1 million residents, and all those trucks end up at the South Wake Landfill. Here's a look at how much traffic we saw in the past six months.



The Gull Report

Each year, from November to March, the South Wake Landfill becomes a daily hang out for about 15,000 migratory gulls nesting at nearby Jordan Lake.



They leave the lake around sunrise to come look for a free meal at the landfill's working face. You'll also find them preening their feathers in the nearby Target parking lot before flying back to Jordan Lake around sunset. Once the warm weather returns around mid-March, the gulls depart for their permanent home in the Great Lakes region.

Learn more about the South Wake Landfill

We strive to keep residents well informed on activities taking place at the landfill and welcome all feedback. If have questions or concerns, please contact [John Hamlin](#).

Wake County Solid Waste Management

Telephone: 919-856-6424

Address: Wake County, Solid Waste Management Division, P.O. Box 550, Raleigh, NC 27602

processing the garbage from more than 1.1 million residents.

Get a group of 10 or more interested in taking the tour? Let us know and we'll schedule a private tour on our bus. Rather tour from the comfort of your couch? Check out our [virtual tour](#), which includes access to behind-the-scenes areas and drone footage.

Take a Tour

Mark Your Calendar South Wake Landfill Citizens Committee

Our next meeting is Wednesday, March 23 from 6-7:30 p.m. We'd love to see everyone in person but, depending on Wake County's COVID-19 positivity rate, we may have to meet virtually.

Get Involved

Newsletter Relaunch

Sent

 SWLF Newsletter Winter 2022

Copy

Share on Social



Details

Reporting

Heat Map

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent		Open Rate		Click Rate (i)	
2981		59.6%		5.4%	
Opens		1754	Clicks		160
Sent		2981	Did Not Open		1188
Bounces		39	Unsubscribed		19
Successful Deliveries		2942	Spam Reports		0
Desktop Open Percentage		88.4%	Mobile Open Percentage		11.6%




Webpage Overhaul

Landfill Website Overhaul

Home › Departments & Government › Get Trash & Recycling Info › Facilities › Municipal Solid Waste Landfills › South Wake Landfill

South Wake Landfill

The South Wake Landfill in Apex is the primary disposal method for municipal solid waste generated by residents and businesses in Wake County. The landfill does not accept waste from out of county.



The landfill accepts waste from [licensed haulers](#), with limited access for homeowners. Wake County residents should refer to [Convenience Centers](#) first for drop-off information.

Report an Odor

Location

6300 Old Smithfield Road, Apex NC 27539

Hours of Operation

- Open: Monday–Saturday, 7 a.m.–4 p.m.
- Closed: Sundays, New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Eve (at 1 p.m.) and Christmas Day.

Acceptable Items

The South Wake Landfill is permitted to accept municipal solid waste. Municipal Solid Waste includes residential waste from households, commercial waste from businesses, and non-hazardous waste from industry.

Mattresses and box springs: Limit 40 mattresses and/or box springs per day, per organization.

Fees

- Municipal Solid Waste: \$32 per ton, includes \$2 per ton State of North Carolina excise tax.
- Corrugated Cardboard: \$62 per ton. Surcharge applies to loads with 10% or more corrugated cardboard.

Payment Methods

Additional Information


Unacceptable Items


Key Features

Frequently Asked Questions

Archived Newsletters

Get Involved

 **Stay in Touch**
Sign up for our newsletter

 **Take a Tour**
See what happens to your trash


Contact Us


The landfill is for commercial garbage trucks to dispose of waste. For questions about residential household garbage, recycling or bulky waste, go to the [Convenience Center](#) trash disposal and recycling sites.

For general inquiries about waste and recycling, please call 919-856-7400.

Facility Manager: Roy Baldwin

Location

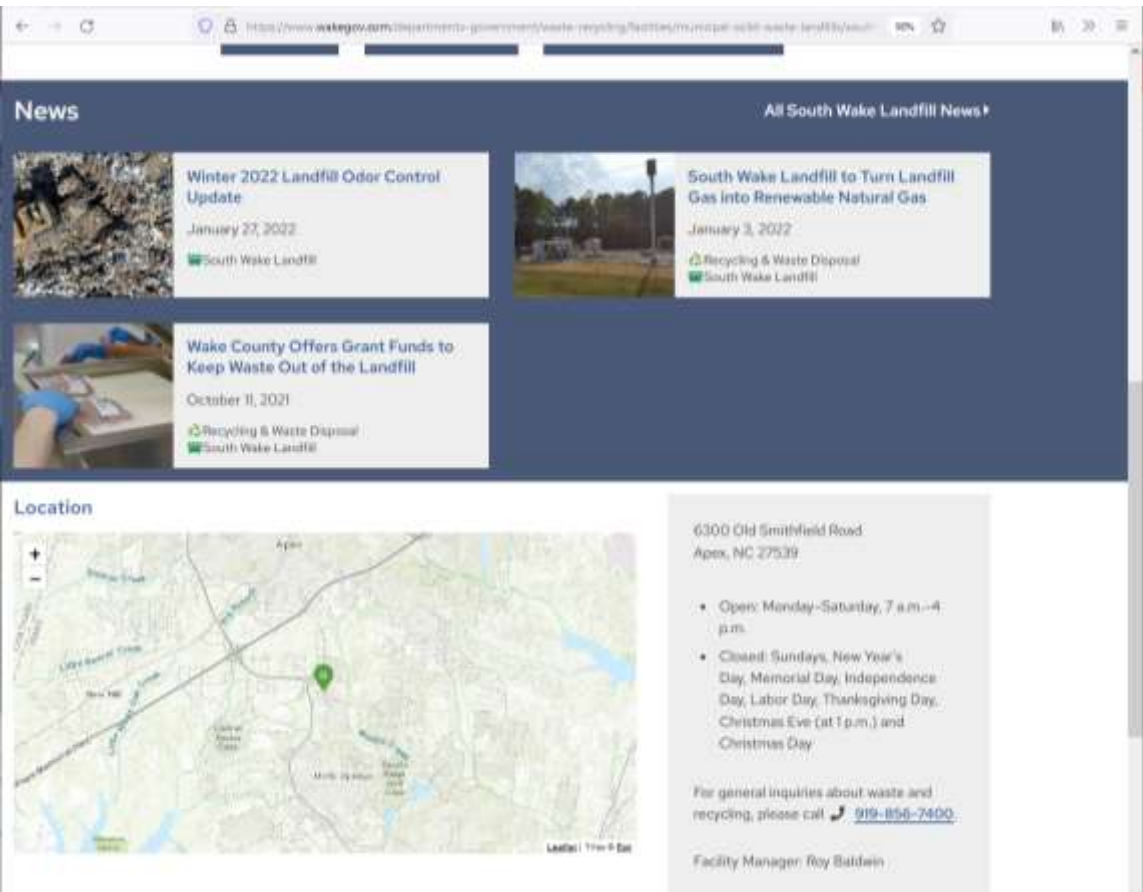
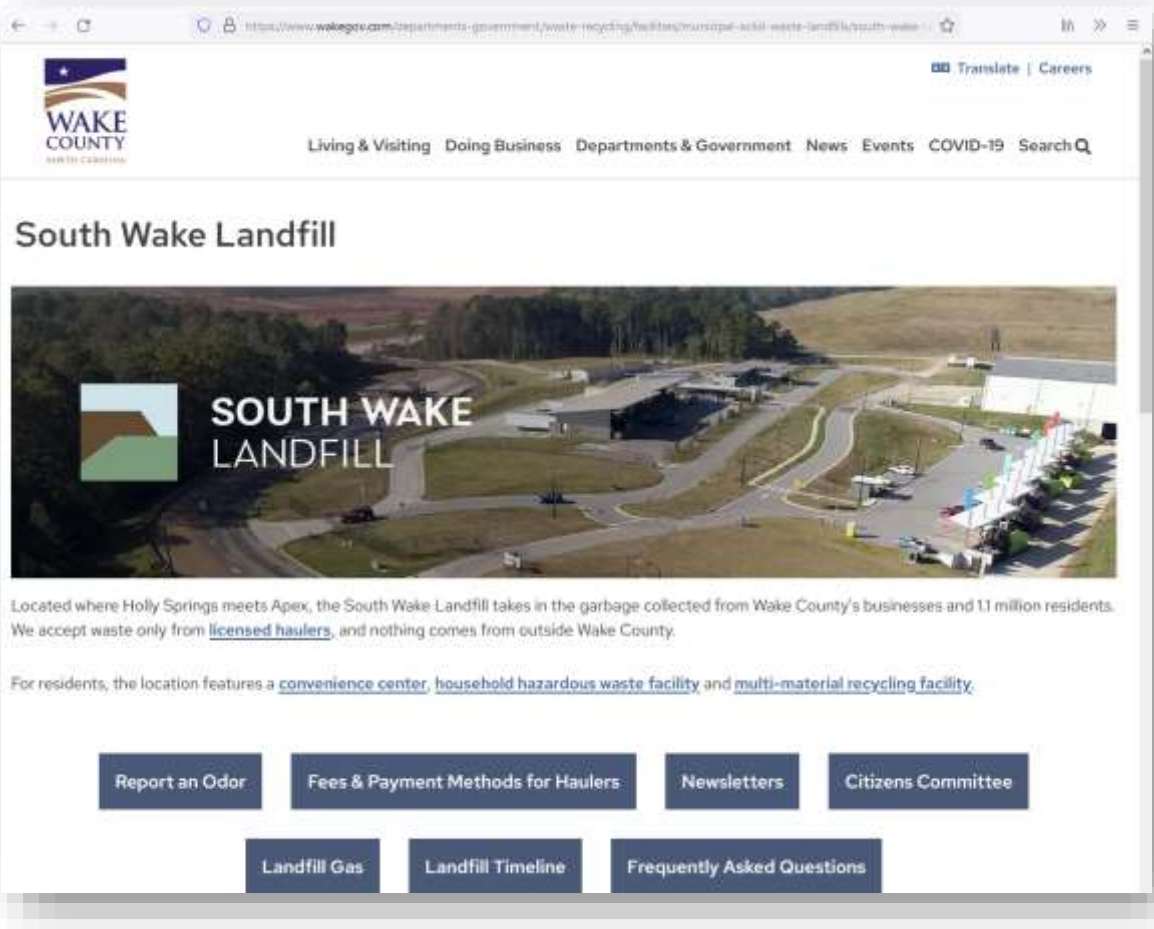
 South Wake Landfill
6300 Old Smithfield Road
Apex, NC 27539



21

WAKE COUNTY

Landfill Website Overhaul



What's Next?



Spring/Summer Newsletter

Presentation to Holly Springs Town Council

New Odor Reporting App



Member Feedback and Survey

John Hamlin

Senior Communications Consultant



South Wake Landfill Operations

John Roberson
Solid Waste Director

Recent Progress

- Full-time on-site LFG Tech
- Odor misting systems (2 projects)
- LOCI installation & FT tech on-site
- Extensive erosion repairs
- Additional weather station and three new eNoses
- LFG well and pump project completed in February 2022 (11 wells, 15 pumps)
- GFL Installed LFG/Leachate surface collector(s)
- Interim Cover design started



Envirosuite (Ongoing)

2nd Weather Station installed in November

Three on-site eNoses added

- Installed in November but removed last week for firmware upgrades.
- Should reinstall this week.

New off-site eNoses to come

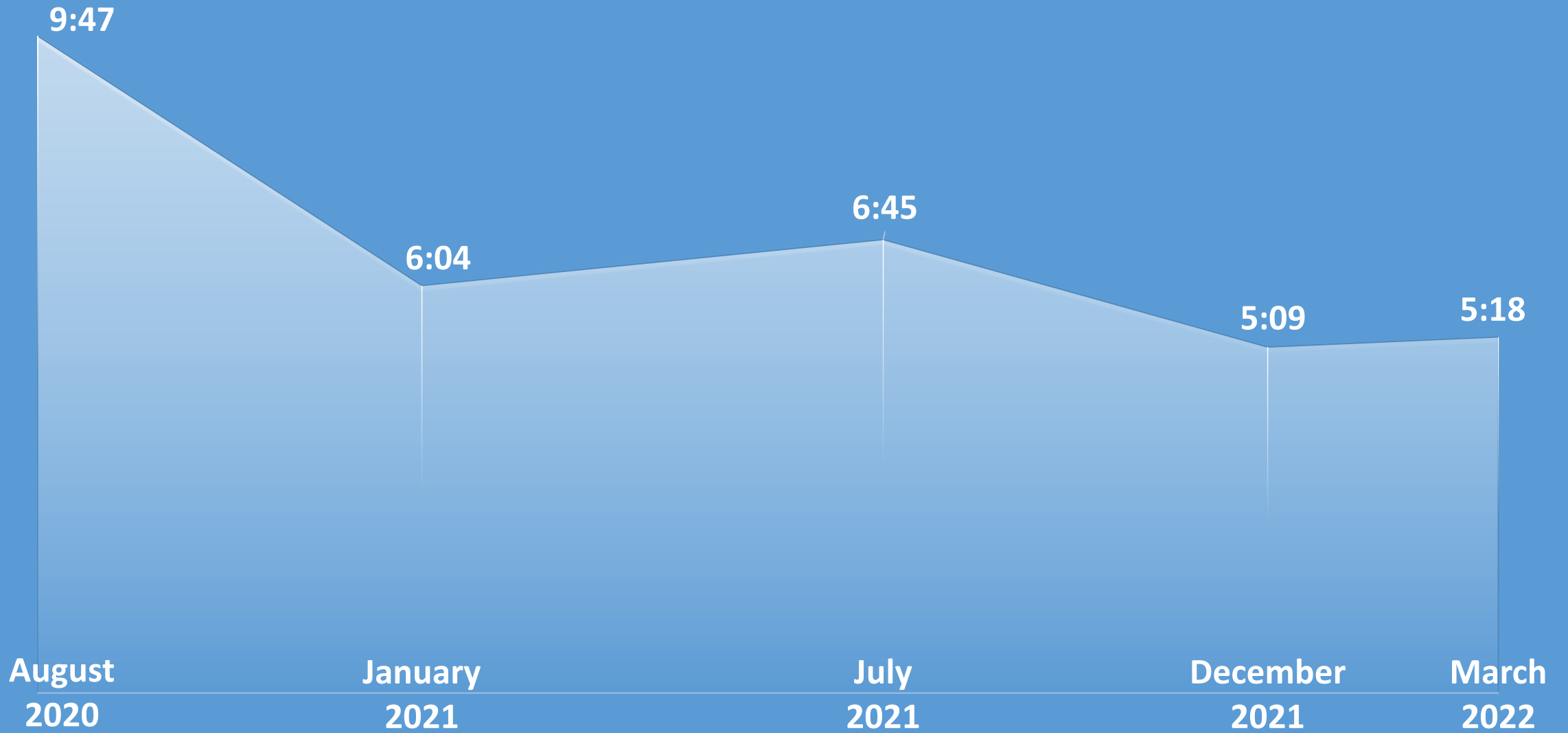
- Equipment on order
- Holly Springs will pick locations

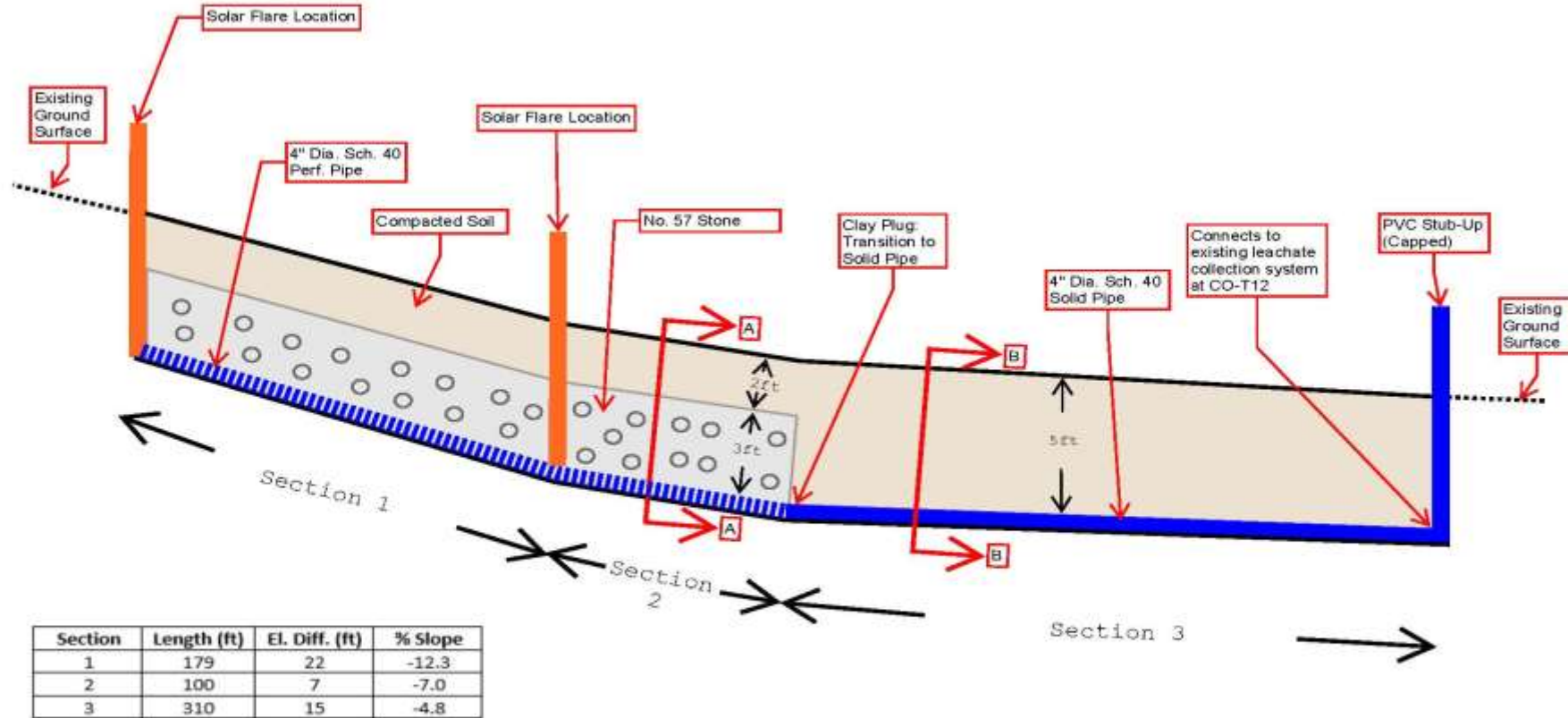


Operational Update – GFL

- Consistent Closure Times
- Odor Remediation Project
- Waste Fill Plan
- Erosion Control Measures
- Recent Closure Photos

AVERAGE CLOSE TIMES



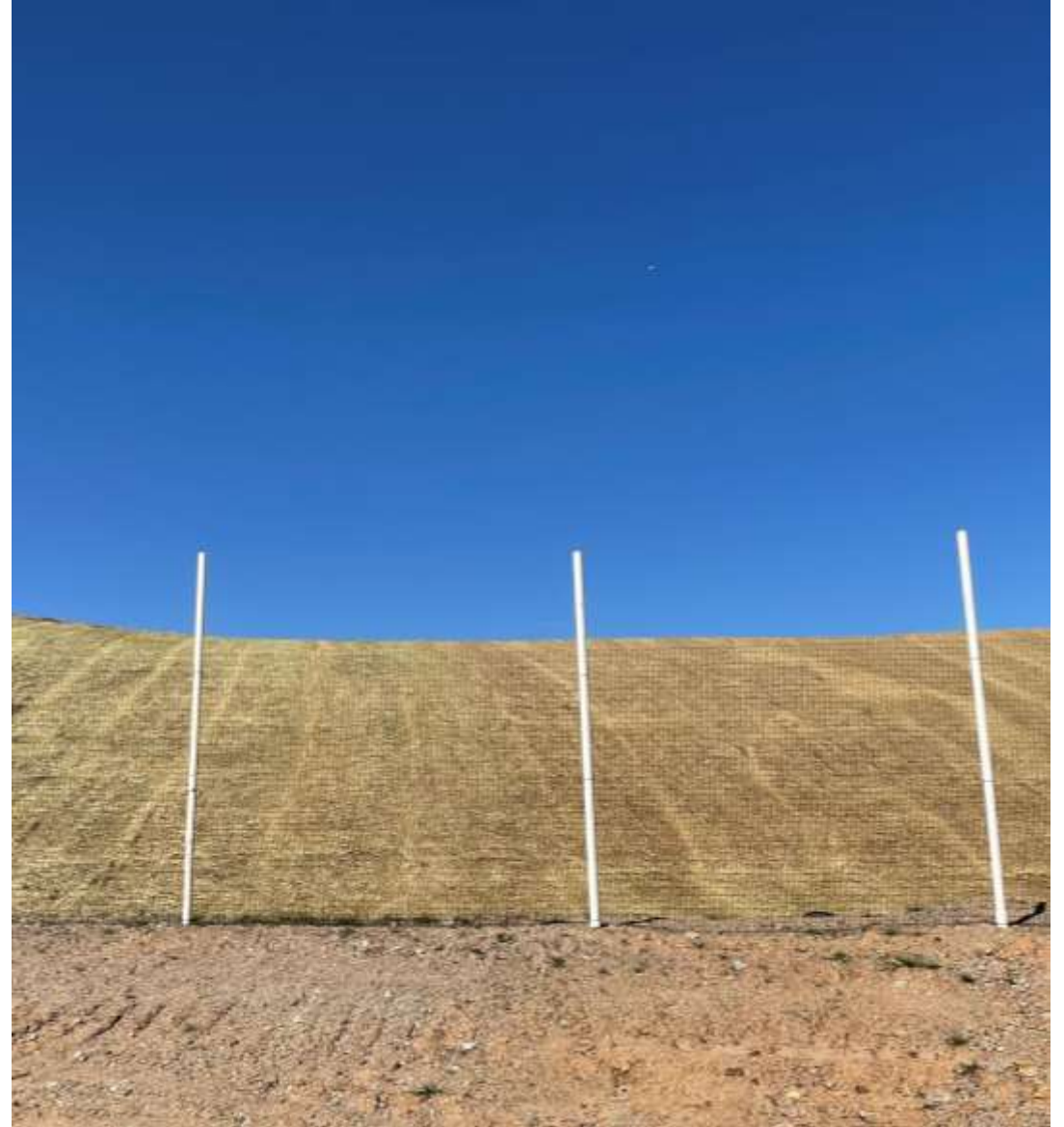


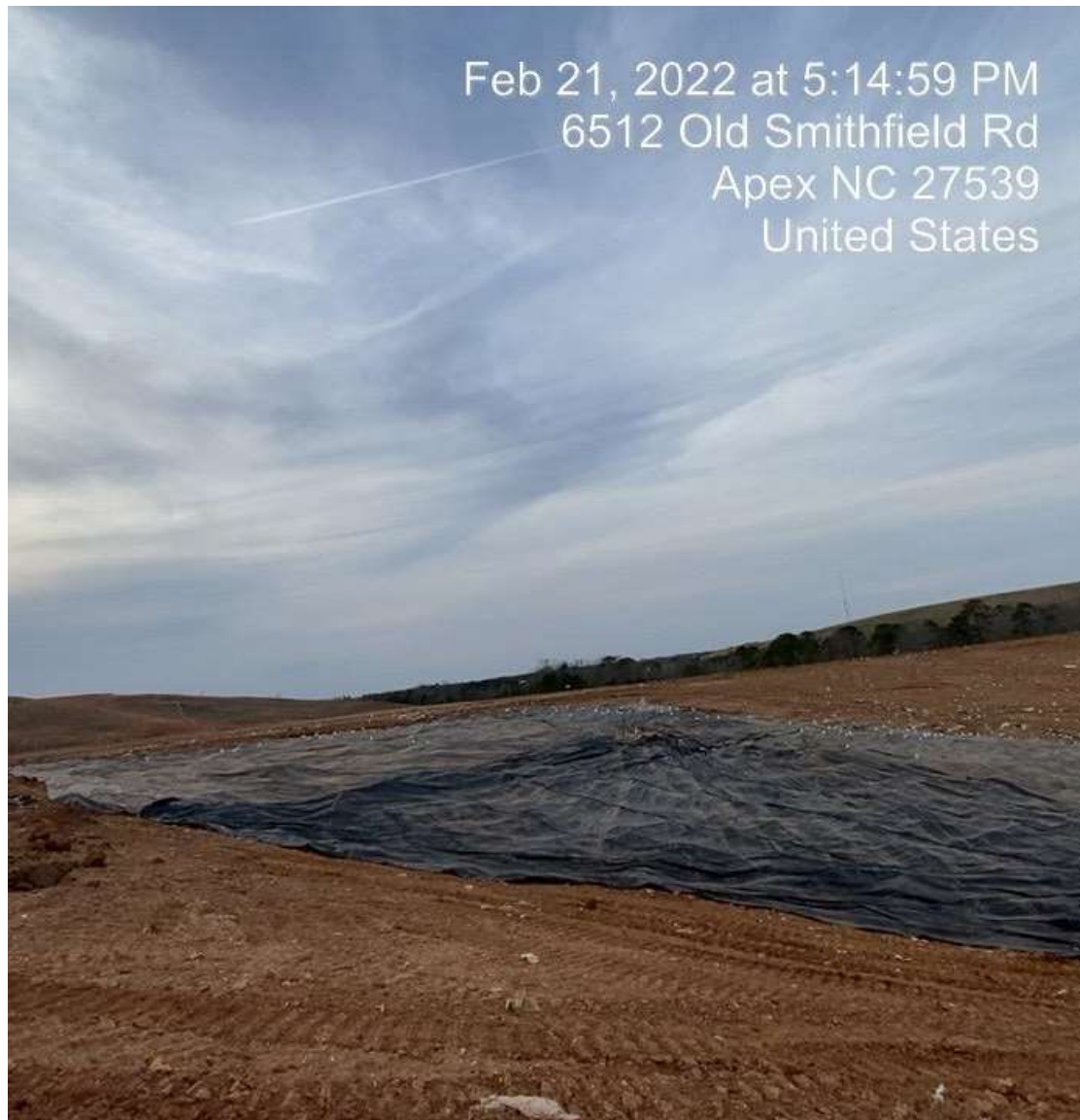
Notes:

1. Elevations from January 6, 2021 topography used in calculations.
2. Approximate drain alignment field survey completed by S+G using ArcGIS collector.
3. All dimensions provided by GFL Environmental Inc.
4. Section 1 (including installation of both solar flares) completed in January 2022.
5. Sections 2 and 3 completed in December 2021.

Figure 2 - Profile
LFG/Leachate Drain Installation
As-Built

NOT TO SCALE

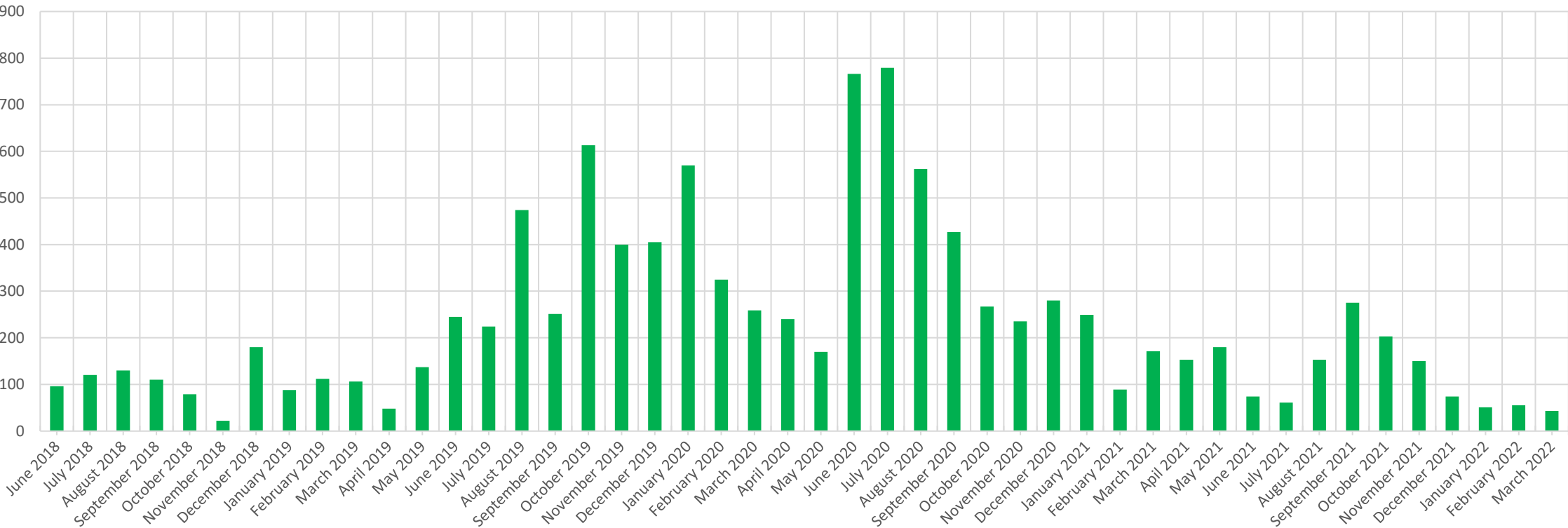




Ongoing Odor Reduction Efforts

(monthly data including pre-Envirosuite Data)

South Wake Landfill
Total Reports per Month
JUNE 2018 - FEB 2022



Ongoing Odor Reduction Efforts

Comparing Odor Reports for the Same Month in Different Years

Month to Month Odor Reports									
	2018	2019	% change from 2018 to 2019	2020	% change from 2019 to 2020	2021	% change from 2020 to 2021	2022	% change from 2021 to 2022
January	18	88	389%	570	548%	249	-56%	51	-80%
February	15	112	647%	325	190%	89	-73%	55	-38%
March	29	106	266%	259	144%	171	-34%	43	-75%
April	14	48	243%	240	400%	153	-36%		
May	14	137	879%	170	24%	180	6%		
June	96	245	155%	766	213%	74	-90%		
July	120	224	87%	779	248%	61	-92%		
August	130	474	265%	562	19%	153	-73%		
September	110	251	128%	427	70%	275	-36%		
October	79	613	676%	267	-56%	203	-24%		
November	22	400	1718%	235	-41%	150	-36%		
December	180	405	125%	280	-31%	74	-74%		



Solid Waste Education and Outreach

Bianca Howard

Solid Waste Outreach and Marketing Supervisor

Outreach & Education

Upcoming Events



- May 1-31
- Bins, kitchen pails, turners
- Visit wakegov.com/compost
- International Compost Awareness Week: May 1-7
- Facebook: "Wake County Waste And Recycling"



Other Items and Other Business



Questions and Discussion