



MARATHON COUNTY SOLID WASTE MANAGEMENT BOARD AGENDA

Date & Time of Meeting: Monday, November 11th, at 2:00 pm

Meeting Location: Large Conference Room, 210 River Drive, Wausau, WI 54403, or Webex

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

Mission Statement: *To provide the residents, businesses, and organizations of the region with a cost effective, comprehensive integrated waste management system. The system consists of programming, education and consulting services on waste reduction, recycling, composting and hazardous waste management, along with landfill disposal, with landfill-gas-to-energy production.*

Members: Thomas Seubert – Chair, Jean Maszk - Vice-Chair, Tim Sondelski, Kerry Brimmer, Tim Sondelski, Jason Wilhelm, Harlyn Woodward, Al Christiansen, Allen Drabek and Marylin Bhend

Persons wishing to attend the meeting by Webex/phone may call into the **telephone conference ten (10) minutes prior to the start time indicated above using the following number:**

Phone Number: +1-408-418-9388

Access Code/Meeting Number: 2495 718 4126

Please Note: If you are prompted to provide an “Attendee Identification Number” enter the # sign. No other number is required to participate in the telephone conference.


When you enter the telephone conference, **PLEASE PUT YOUR PHONE ON MUTE!**

1. **Call Meeting to Order**
2. **Public Comment-**
3. **Approval of the Minutes of the October 14th, Meeting**
4. **Educational Presentations / Outcome Monitoring Reports and Possible Action:**
 - A. Future Meeting Dates and Locations for 2025
 - B. Pollution Liability – Memo Attached
 - C. Intent to Apply Submitted to Clean Water Fund Program – ITA
 - D. Leachate Pilot with Wausau - Update
 - E. Strategic Plan Update and Schedule
5. **Policy Issues Discussion and Committee Determination to the County Board for its Consideration and Possible Action:**
6. **Next Regular Meeting Time, Location, Agenda Items and Reports to the County Board–**
Committee Members are asked to bring ideas for future discussion; next meeting December 9th, 2024.
7. **Announcements / Requests**

8. Adjournment

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 one business day before the meeting.

EMAILED TO:
News Dept. at Daily Herald, TPP Printing, Marshfield News,
Midwest Radio Group, Record Review
Date: 11/7/2024 _____
Time: 2:00pm _____
By: BNS _____
Date/Time/By: _____

SIGNED /s/  _____
Presiding Officer or Designee

NOTICE POSTED AT COURTHOUSE:
Date: _____
Time: _____ a.m. / p.m.
By: _____

Marathon County Solid Waste Management Board 2020-2025 Strategic Goals

1. Maximize economic opportunities from landfill operations.
2. Engage Marathon County residents and businesses to divert solid waste into productive use such as but not limited to hazardous household, food, and construction and demolition.
3. Make recycling easy and understandable.
4. Shift the paradigm to alternative uses for waste.
5. Influence state policy in order to make the highest and best uses of waste resources.



**MARATHON COUNTY
SOLID WASTE MANAGEMENT BOARD
October 14th, 2024, MINUTES**

Attendance:

	<u>Present</u>	<u>Not Present</u>
Thomas Seubert - Chair	X	
Jean Maszk – Vice Chair	X	
Kerry Brimmer	X	
Allen Drabek	X	
Tim Sondelski	X	
Jason Wilhelm	X	
Harlyn Woodward	X	
Al Christensen	X	
Marylin Bhend	X	

Also present: Dave Hagenbucher- (SWD), Laurie Miskimins– Conservation, Planning, and Zoning (CPZ).
Tom Lovlien – Parks, Recreation, and Forestry

1. Call Meeting to Order

The agenda being properly signed and posted, and the presence of a quorum, the meeting was called to order at 2:00pm by Chair Seubert in the Large Conference Room, 210 River Drive, Wausau, WI 54403

2. Public Comment - NONE

3. Approval of the Minutes of the September 9th, 2024, Meeting

ACTION: MOTION / SECOND BY MASZK/WILHELM TO APPROVE THE SEPTEMBER 9TH, 2024, MINUTES. MOTION CARRIED BY VOICE VOTE, NO DISSENT.

4. Educational Presentations / Outcome Monitoring Reports and Possible Action

5. Educational Presentations / Outcome Monitoring Reports and Possible Action:

A. Future Clay Locations

SWD is about 2 years away from needing a new location for clay. The costs associated can be expensive and the process could take time, so recommended we start looking now. County Forest parcels may be an option. County Forest Administrator, Tom Lovlien explained the assumed process to get clay out of County Forest. This is a new process for Marathon County, so steps will need to be confirmed. State statute 28.11 will apply if we go this route. We will need more guidance from DNR. First need to evaluate. Need to confirm permitting and approvals necessary from County Board. Overall, would need to understand how long we need to extract clay and the estimated amount. There would be approvals from County Board, DNR, possibly CPZ and or Towns depending on location chosen. There would also be some fees associated with this.

Lovlien went over 3 sites that might be a potential for exploration. Each site may have drawbacks (i.e. contract buyout, etc.). It is estimated an entire 40 acres would likely be needed for 15 years. Holes would be backfilled as we go. SWD can stockpile clay onsite if needed and this would shorten time, they need to extract from a County Forest site, but this would also involve managing for erosion. Reclamation of the site after extraction also needs to be worked out.

A desktop study is the next step, to include identifying the process, real costs, and conducting boring to confirm soils. DNR is not aware of any other county using their land for this purpose. Lovlien and Hagenbucher will also make updates to the Parks, Recreation, and Forestry Committee and the Environmental Resources Committee.

ACTION: MOTION / SECOND BY CHRISTENSEN/DRABEK TO CONDUCT RESEARCH AND ANALYSIS OF COUNTY

FOREST LANDS FOR CLAY RESOURCES. MOTION CARRIED BY VOICE VOTE, NO DISSENT.

B. Level of Service

There are numerous complaints every year regarding having to drive trucks/own materials into the landfill (an average of 1 person a week or less than 1% of all customers). If you have 4-wheel drive vehicle you are directed to drive your items into the landfill (vs. using a dumpster which costs the user an extra fee; and the more people who can drive in the more, we reduce our dumpster costs). There are about 150-160 transactions a day and 40-50 are pick-up trucks or trailers, usually capable of driving in. The signage can be hard to follow, and the route/terrain can be slightly uneven.

The question to the SWMB: Is this the level of service we want to provide, or do we need to budget funds for more dumpsters or better roads into the landfill? The general feeling was that gravel roads would be expensive, hard to maintain, and largely inefficient.

NEXT STEPS: Continue to offer the dumpster use at a fee to the user and improve signage for getting items into the landfill and unloading.

C. Farmhouse

House is not used at all. No departments have use for this. Maintenance is becoming too much. SWD recommends selling it. A new owner would remain eligible for well testing, unsure if they would receive annual payments. Need to work with CPZ to confirm any land divisions that might need to be done and confirm septic is working. Then SWD would work with Corporation Counsel on options to sell it.

NEXT STEPS: SWMB is in favor of exploring selling options. Work with Corporation Counsel and CPZ to determine options for selling.

D. Wausau Leachate Update

Around late 2019 Domtar said they did not want the Landfill's leachate anymore. We have been trucking it great distances. Wausau Wastewater would be a better location. On October 1st, met with Wausau Water Commission. They need to see what the PFAs impact on Wausau Wastewater effluent would be. Currently, Plover taking 80% of SWD leachate and Plover is maintaining required PFAs levels for effluent level standard.

6. Policy Issues Discussion and Committee Determination to the County Board for its Consideration and Possible Action – None

7. Next Regular Meeting Time, Location, Agenda Items and Reports to the County Board

Committee Members are asked to bring ideas for future discussion; next regular meeting November 11th, 2024. The location and time are to be determined.

SWMB asked at a future meeting to discuss capital improvements shared costs that we have with Portage and Shawano.

8. Announcements / Requests

9. Adjournment

ACTION: MOTION / SECOND BY CHRISTENSEN/MASZK TO ADJOURN THE MEETING AT 3:18PM. MOTION CARRIED BY VOICE VOTE, NO DISSENT.

Respectfully submitted,
David Hagenbucher
Director- Solid Waste Department
DH:LM October 14th, 2024

2025 SOLID WASTE MEETING CALENDAR

Location: Large Conference Room, 210 River Drive
Note: Location to change March 2025
To: Wisconsin Room at 1000 Lake View Drive

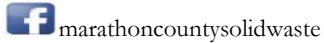
Date: Every 2nd Monday of the Month

Time: 2:00pm-4:00pm

January 13 th , 2025	Large Conference Room, 210 River Drive
February 10 th , 2025	Large Conference Room, 210 River Drive
March 10 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
April 14 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
May 12 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
June 9 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
July 14 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
August 11 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
September 8 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
October 13 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
November 10 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive
December 8 th , 2025	Wisconsin Conference Room, 1000 Lake View Drive



marathoncountysolidwaste.org



Marathon County Solid Waste Department

172900 Hwy 29
Ringle, WI 54471

Director:	715-551-5864
Operations Manager:	715-297-0429
Business Office:	715-446-3101 X100
Scale Office:	715-446-3101 X103
Solid Waste & Recycling Info Line:	877-270-3989 toll-free

MEMORANDUM

SUBJECT: POLLUTION LIABILITY FOR MARATHON COUNTY SOLID WASTE DEPARTMENT

The Solid Waste Department provides Marathon County residents, businesses and organizations with a cost effective and comprehensive waste management system consisting of multiple recycling programs and solid waste landfill disposal. As a landfill disposal site, Marathon County must follow NR520.05 which provides the Wisconsin Department of Natural Resources proof of owner financial responsibility for closure and long-term care. Due to historical concerns of pollution associated with other area dump sites (Holtz Krause), the Marathon County Solid Waste Management Board developed a supplemental Pollution Liability Fund very early in the Ringle site's operation.

The Solid Waste Department is not statutorily required to hold a pollution liability fund. This is a legacy concern after issues occurred with the Holtz Krause location which was an unlined dump site located near Wausau, WI. The pollution that came about during the Holtz Krause situation resulted in users/waste generators needing to provide a significant portion of the financial resources for the cleanup efforts.

In the event of large-scale environmental pollution, the State would still request funding assistance from the original users of a disposal facility. It was felt, at that time, that a Pollution Liability Fund would offset some costs associated with environmental damage caused by any of the Marathon County landfills. Additional details are outlined in the bullets below.

- Pollution Liability fund was developed by SWMB Marathon County in 1980s
- Pollution Liability Fund is not statutorily required
- Very few landfills in Wisconsin have a pollution liability fund
- The fund does not offer legal protections
- Current Value sitting at \$2,810,225.28

Marathon County Staff from Solid Waste Department, Risk Management and Corporation Counsel have worked in collaboration with Robertson Ryan Insurance to determine options for Pollution Liability Insurance Coverage for the landfill facility. This is being considered, as insurance could take the place of the current fund, or it could be used in conjunction with current policies and framework to provide added protection.

Robertson Ryan Insurance – Pollution Liability Insurance Summary

Site Pollution Liability protects the County from the liability associated with a pollution incident that may occur at the scheduled locations (Landfill). While a primary function of this policy is to

provide the County with coverage for clean-up of contaminated areas, the primary reason the County would purchase this policy is for the Third-Party Liability coverage also included. The Third-Party Pollution coverage protects the County's financial liability associated with a pollution or contamination event. The policy provides coverage for alleged Bodily Injury, Property Damage, Clean-up Costs, Legal Defense, Mitigation, Monitoring, Remediation of the surrounding neighborhoods and businesses. This policy does not include Property coverage for our buildings and equipment. (That would be coverage provided by MPIC.) The Site Pollution Liability policy also does not include Business Interruption coverage.

- 1. First party function – spill clean-up and contamination*
- 2. Third party function – pollution exposure to ground water and soil impacting surrounding owners. Would cover monitoring, new wells, etc.*

In conclusion, it should be noted that if there were environmental issues beyond what could be provided through the closure and long-term care funds, that the Solid Waste Management Board/Marathon County would be the responsible party. Therefore, having a plan with safeguards in place is fully aligned with the responsible operation of the landfill. Below are current options that are being considered for this matter.

Current options:

- A. Secure pollution liability insurance while maintaining some level of available funding.
- B. Keep the current Pollution Liability Fund as is.
- C. Generate pollution coverage completely through insurance policy.

At this time, Marathon County staff feel it is most appropriate to pursue opportunities under Option A.

Thank you,

David Hagenbucher
Solid Waste Director
Marathon County Solid Waste Dept
172900 State Highway 29
Ringle, Wisconsin 54471
C: 715-551-5864
David.Hagenbucher@marathoncounty.gov

Environmental Site Pollution Liability

Named Insured: Marathon County Solid Waste

Carrier: Crum & Forster Specialty Insurance Company

Policy Effective Dates: TBD (12 Month Term)

OPTION 1 - \$1,000,000 LIMIT OPTION	
General Aggregate Limit	\$2,000,000
Onsite Cleanup Each Pollution Condition Limit	\$1,000,000
Third Party Pollution Liability – Each Pollution Condition Limit	\$1,000,000
DEDUCTIBLE – PER POLLUTION CONDITION	
ONSITE CLEANUP	\$10,000
THIRD PARTY POLLUTION LIABILITY	\$10,000
RETROACTIVE DATES	
ONSITE CLEANUP	Inception
THIRD PARTY POLLUTION LIABILITY	Inception
Annual Premium: \$8,800.32 (Incd Taxes & Fees)	

OPTION 2 - \$5,000,000 LIMIT OPTION	
General Aggregate Limit	\$5,000,000
Onsite Cleanup Each Pollution Condition Limit	\$5,000,000
Third Party Pollution Liability – Each Pollution Condition Limit	\$5,000,000
DEDUCTIBLE – PER POLLUTION CONDITION	
ONSITE CLEANUP	\$10,000
THIRD PARTY POLLUTION LIABILITY	\$10,000
RETROACTIVE DATES	
ONSITE CLEANUP	Inception
THIRD PARTY POLLUTION LIABILITY	Inception
Annual Premium: \$15,063.75 (Incd Taxes & Fees)	

Additional Coverages

1. Limited Defense Expense – Outside the Limit of Insurance - \$1,000,000 Limit
2. Transportation Pollution Coverage for Owned Listed Automobiles
3. Transportation Pollution Cleanup Including Loading and Unloading - Third Party

Subjectivities

1. Signed TRIA Waiver Form.

Wisconsin Department of Natural Resources

Intent To Apply (ITA) / Priority Evaluation and Ranking Form (PERF)

Form : Intent to Apply

Program : Clean Water Fund Project (CWFP)

Year : 2026

Applicant		
Name : MARATHON COUNTY County(ies) : Marathon Address : -- Phone No :	Municipal Official or Municipal Authorized Representative Name : David Hagenbucher Title : Director Direct Phone No : 715-551-5864 Email : david.hagenbucher@co.marathon.wi.us	Main Contact Name : David Hagenbucher Title : Director Address : -- Direct Phone No : 715-551-5864 Email : david.hagenbucher@co.marathon.wi.us
Consulting Engineer		
Firm Name : CORNERSTONE ENVIRONMENTAL GROUP Address : Suite 160 8413 Excelsior Drive Madison - WI - 53717 Phone No : 877-633-5520	Contact Person at Consulting Firm : Name : Jalen Thomas Title : Project Manager Direct Phone No : 630-410-7225 Email : jalen.thomas@tetrattech.com	
Project Information		
Existing Project Number : DNR will assign number for new projects Project Category : Wastewater Treatment Plant Project Is this a Pilot Project? A Pilot Project is an adaptive management project, water quality trading project, or other non-traditional project for compliance with a municipality's WPDES permit (i.e. not a wastewater treatment plant upgrade or collection system project) : No Facility Plan Submittal Date : 09/30/2025 Plans & Specifications Submittal Date : 12/19/2025 Construction Start Date : 04/06/2026 Construction End Date : 04/05/2027 List all municipalities, if this is a joint project : Marathon County Solid Waste Facility Wausau Water Works Shawano County Solid Waste Portage County Solid Waste		

Project Description

Reason for this project including the problem to be solved :

The Marathon County Solid Waste Department (The County) owns and operates a Municipal Solid Waste (MSW) Facility in Ringle, WI. Leachate generated on-site from three (3) facility IDs (Area A Landfill (Area A) [WDNR License No. 02892], Area B Landfill (Area B) [WDNR License No. 03338] and Bluebird Ridge Recycling and Disposal Facility (BRRDF) [WDNR License No. 4228]) is hauled to two (2) wastewater treatment plants distanced 44.8 and 37.1 miles from the facility. The closest municipal potable water treatment plant has upgraded its treatment process to remove per- and polyfluoroalkyl substances (PFAS) from the water supply using granulated activated carbon (GAC). The wastewater treatment plant serving the same municipality has recently completed an upgrade to its treatment process to provide tertiary treatment for biological nutrient removal and disinfection using ultra-violet (UV) light prior to discharging to the Wisconsin River.

Leachate contains high concentrations of PFAS and UV quenching substances, specifically humic and fulvic acids which give leachate its characteristic color. Even at low concentrations, the acids can significantly reduce the transmissivity of UV light and impair the efficacy of UV disinfection. The scientific literature and empirical studies have shown that leachate contributions as low as 3% of the wastewater flow can reduce UV transmissivity below the levels considered safe. The acids and PFAS are not amendable to biological treatment and require more advanced treatment processes to meet PFAS discharge limits or to maintain UV transmissivity within the acceptable range.

Advanced wastewater treatment processes can alleviate the issues, including multi-media adsorption, advanced oxidation processes, ultra- and nano-filtration, and reverse osmosis (RO). These processes, with the exception of RO, require pre-treatment to increase the efficacy of removal processes for PFAS, humic acid, and fulvic acid.

In a feasibility study evaluating leachate treatment options for the County, RO was determined to be the preferred alternative based on cost. Multi-stage, high-pressure RO systems can produce an effluent that is suitable for discharge to surface water, eliminating the need for hauling leachate for treatment and disposal to offsite locations. RO is essentially a unit treatment process that is highly effective in removing organic and inorganic leachate constituents.

For the implementation, the County would modify the Solid Waste Facility's existing leachate conveyance system and install additional on-site raw leachate and concentrate storage. Concentrate from the RO process would be applied to the working face of the current landfill active area, and treated effluent would be discharged to an on-site infiltration basin. The proposed treatment system would be installed in an existing structure on site equipped with a containment system.

The project will significantly reduce the amount of PFAS released into the environment, provide enhanced leachate treatment, and eliminate leachate hauling. Marathon County Solid Waste also aims to provide regional leachate treatment services for north-central Wisconsin, focusing its work on municipal partners throughout Marathon, Portage, and Shawano Counties including but not limited to the Shawano and Portage County Landfills.

The above scope has been modified from Marathon County's intent to apply submission from 2024 open Project number 5668-01

Overall scope of this project :

The scope of work for this project includes the funding application, development of a basis of design, engineering design, procurement, construction, construction administration, and funding program management.

Project Description

The planning and engineering phases of the project are comprised of the following tasks:

- Preparation of the Project Plan
- Development of the Basis of Design Report
- Permitting of the effluent discharge
- Permitting of the leachate treatment system
- Engineering design of the modifications to the leachate conveyance system, leachate treatment system, effluent conveyance system, and concentrate management facilities

The County has self-funded the feasibility study to identify the preferred approach for leachate treatment.

Significant portions of the project :

- Modifications to the existing leachate conveyance and storage facilities, consisting of force mains, pump stations, and raw leachate storage
- Installation of the multi-stage, high-pressure RO system and ancillary equipment within the existing onsite structure, i.e., the former transfer station
- Construction of the effluent pump station, force main, and discharge facilities into the existing stormwater basin
- Construction of the concentrate storage and load-out facility

Applicant’s Name for Project :

Marathon County Solid Waste Department: On-Site Leachate Reverse Osmosis Treatment System and Site Improvements

Explain any modifications, additions or deletions to this project since the last ITA submitted:

Project Cost Estimates

CWFP Categories	Project Costs (in \$)	EPA Categories	Project Costs (in \$)
Compliance Maintenance :		Secondary Treatment :	
New/Changed Limits :		Advanced Treatment :	6,000,000.00
Unsewered :	6,000,000.00	Infiltration/Inflow Correction :	
Stormwater, WPDES Permitted :		Sewer System Rehabilitation :	
Stormwater, non-WPDES Permitted :		New Collection Sewers :	
Violator :		New Interceptor :	
Septage receiving & treatment :		Combined Sewer Overflow Correction :	
Pilot Projects :		Gray Infrastructure :	
		Green Infrastructure :	
		Energy Efficiency :	
		Renewable Energy :	
		Water Efficiency :	

Project Cost Estimates			
		Water Reuse :	
		Pilot Projects :	
CWFP Total Project Costs:	6,000,000.00	EPA Total Project Costs:	6,000,000.00
Source of cost estimates :			
High level estimates based on comparable projects and cost estimates prepared for other clients. Above costs are based on the following assumptions and cost categories: Capital Expense-Reverse Osmosis \$6,000,000 Operating Expense (Annual): \$1,275,000 Unit Treatment Cost (\$/gallon): \$0.088 *Cost estimates are in 2024 dollars and are not escalated.			
Other Funding Sources :			
Marathon County Solid Waste's budgeted capitol			
Please indicate whether you expect your project to include costs eligible under any of the following Green Project Reserve (GPR) categories. Include a brief description of the GPR activities in your project scope.			
Green Infrastructure :		Energy Efficiency :	
Water Efficiency :		Environmentally Innovative :	
GPR activities in your project scope:			
Emerging Contaminants :	Yes	Estimated Emerging Contaminants costs :	6,000,000.00
Emerging Contaminants Project Type :			
Biosolids :			No
Landfill Leachate Treatment :			Yes
Treatment at WWTP :			No
Treatment – Groundwater Dewatering Discharges :			No
Submitted By		DNR Use Only	
First Name : Jalen Last Name : Thomas Title : Project Manager Email Address : jalen.thomas@tetrattech.com Phone : 608-630-4850 Date Submitted : 10/28/2024 09:12:57 AM		Project Number : Project ID : 5503999 Project Description : Region : West Central Region Project Manager : CME : Adjusted MHI : Population : Date Accepted : ITA Status : SUBMITTED	

The Official Internet site for the Wisconsin Department of Natural Resources
101 S. Webster Street . PO Box 7921 . Madison, Wisconsin 53707-7921.

Marathon County Solid Waste Management Board Strategic Plan Summary 2020-2025



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Resolution

ACKNOWLEDGMENTS

Solid Waste Management Board Members

Roger Zimmerman – Board Chair, Citizen member

Jean Maszk – Board Vice-Chair, County Supervisor

Alan Christensen – County Supervisor

Brad Lenz – Citizen member

Kerry Brimmer – Citizen member

Jim Bove – County Supervisor

Maynard Tremelling – County Supervisor

Myron Podjaski – Citizen member, Town of Ringle

Thomas Seubert – County Supervisor

Staff

Meleesa Johnson, Director Marathon County Solid Waste Department

Brenda Iczkowski, Administrative Coordinator-CPZ

MISSION STATEMENT

To provide the residents, businesses and organizations of the region with a cost-effective, comprehensive integrated waste management system. The system consists of programming, education and consulting services on waste reduction, recycling, composting and hazardous waste management, along with landfill disposal, with landfill-gas-to-energy production.

VISION STATEMENT

We are the integrated waste management system of choice, fostering economic development, while protecting the environment and public health.

What does the Marathon County Solid Waste Management Board **DO** to ensure success?

We **manage** financial resources efficiently and effectively.

We **empower** residents to manage waste to their benefit.

We **advance** recycling efforts.

We **enable** alternative uses for waste.



STRATEGIC PLANNING PROCESS:

In April 2013, the Solid Waste Management Board began the work of building its first strategic plan. That plan would set the direction and work plan of the Solid Waste Department for the three to five years following adoption of the plan. It took over ten months of work and great collaborative efforts between the Board, department staff and other stakeholders, to evaluate the strengths, problems, opportunities, and threats of not only the department, but the entire waste industry, to complete the Plan. Ultimately, the Plan served as the overarching framework, along with the County's Strategic Plan, for everything from daily operations of the Solid Waste Department to the creation of new programs and partnerships that would help both the department and the county achieve its goals. In early 2019, the Board started the process all over in order to evaluate and update the next Strategic Plan. That Plan sets the direction for the next five years and is designed to make the Marathon County Solid Waste Department the "integrated waste management system of choice, fostering economic development while protecting human health and the environment" and in helping Marathon County be the "healthiest, safest, most prosperous count in the State."



STRATEGIC GOAL 1

Maximize economic opportunities from landfill operations

Objective 1: Incubate businesses that maximize resource recovery

Objective 2: Maintain and build positive relationships with current and future customers

STRATEGIC GOAL 2

Engage Marathon County residents and businesses to divert solid waste into productive use such as but not limited to hazardous household, food, and construction and demolition

Objective 1: Collaborate with schools and community to learn about solid waste options

Objective 2: Engage the agricultural community in managing solid waste

Objective 3: Enlist the media to raise awareness in the community

STRATEGIC GOAL 3

Making recycling easy and understandable

Objective 1: Collaborate with community partners to reward recycling

Objective 2: Advocate for policies which encourage recycling

Objective 3: Create educational opportunities that support recycling

STRATEGIC GOAL 4

Shift the paradigm to alternative uses for waste

Objective 1: Maximize the efficiency of the landfill

Objective 2: Facilitate productive uses of wasted food

Objective 3: Assess current construction and demolition waste resources

Objective 4: Reward construction and demolition recycling and reuse

STRATEGIC GOAL 5

Influence state policy in order to make the highest and best uses of waste resources

Objective 1: Strengthen relationship with legislators and educate them about recycling and responsible units

Objective 2: Clarify understanding of current laws for the county, municipalities and businesses

Objective 3: Provide leadership in Marathon County in developing policies

Objective 4: Develop recommendations based on case studies of success from other states

Objective 5: Collaborate with community partners and organizations to influence business recycling

Objective 6: Provide leadership to Marathon County, municipalities and businesses to enforce current laws and standards on recycling



To access the strategic plan, please go to

www.co.marathon.wi.us or www.marathonsolidwaste.org

Marathon County Solid Waste Department

172900 State Highway 29

Ringle, WI 54471

Phone: 715-446-3101

Toll Free: 877-270-3989

Fax: 715-446-2906