



**SOLID WASTE  
MANAGEMENT  
CONSULTANTS**

# WASTE OUTLOOK

Gershman, Brickner & Bratton, Inc. • FALL 2020

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## Celebrating GBB's 40th Anniversary!

Harvey Gershman, Bob Brickner, and Tim Bratton, with their passion for the environment and belief in a world where discarded materials are used as resources rather than wasted, founded Gershman, Brickner & Bratton, Inc. (GBB) in 1980.



*Bob, Harvey and Tim, in 2006.*

Forty years later, this passion is still the driving force behind GBB. Our team of enthusiastic professionals – creating synergies with complementary experience, expertise, and backgrounds – has a single focus and mission through its collaborative work: to help clients solve solid waste management issues by providing innovative, responsible, sustainable, and economical strategies and solutions that benefit communities and the environment.

We are thankful to GBB's founders, our great employees – past and present – associates, clients, colleagues, and friends! 🍀

## State-of-the-Art Organics Management Facility Opening Ceremony in Prince William County, VA

In December 2018, Prince William County, the second-most-populous County in Virginia, located about 35 miles west of Washington, DC, began construction on a brand-new facility to process yard waste, wood waste, and pre- and post-consumer food and animal-derived wastes after GBB's procurement guidance and assistance. On September 16, 2020, with the first of two phases of construction completed, the County hosted a ribbon-cutting ceremony for the opening of the advanced organics management facility.



*Thomas Smith (Prince William County's Acting Director, Department of Public Works), Freestate Farms, and other members of the Project Team cut the ribbon, signaling the opening of the facility and an expansion of the types of food waste accepted by the County.*

Per the innovative 20-year public-private partnership agreement and extension options with the facility's owner and operator, Freestate Farms, the County's previous traditional windrow composting facility was transformed into a state-of-the-art facility using open bunkers and aerated static pile technology. Prior to Phase I, approximately 25,000 tons of yard, wood, and limited pre-consumer, non-animal-derived food waste were processed per year. The County can now recycle approximately 75,000 tons per year of yard waste, wood waste, and pre- and post-consumer food and animal-derived wastes into high-value compost, soil amendments,

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## Eugenia Manwelyan Joins GBB as Principal Associate Focused on Sustainability and Resilience Planning



As planning practitioner with over 10 years of experience in sustainability, resilience, community engagement, and training/education, Eugenia Manwelyan joined the GBB team as a Principal Associate. Most recently a Senior Planner at Sullivan County, NY, she also has experience as a consultant, non-profit executive director, and entrepreneur. Through her multidisciplinary background, she has worked with municipalities on resilience planning and sustainability compliance; is adept at working with diverse constituent groups including staff, boards, committees, volunteers, and external audiences; and has initiated and strengthened community and institutional partnerships.

Based in the Catskills, in NY State, she can be reached at (917) 710-7496 and emanwelyan@gbbinc.com.

## GBB Consultants Achieving Zero Waste Certifications

Earlier this year, as part of GBB's commitment to environmental sustainability, responsible solid waste management and ongoing professional development for team members, Jennifer Porter (GBB Vice President) and Corinne Rico (GBB Project Manager) were certified as Practitioner in Zero Waste Principles and Practices and TRUE (Total Resource Use and Efficiency) Advisor.

### Jennifer Porter - Certified Practitioner in Zero Waste Principles and Practices

The Zero Waste Principles and Practices certification course is a joint undertaking of the Solid Waste Association of North America (SWANA) and the California Resource Recovery Association (CRRA), administered as part of the SWANA Certification Program recognized throughout the United States and Canada.

Covering public policy, programs, technology and measurement, the course provides a comprehensive knowledge of rapidly emerging public and private sector Zero Waste programs and the key principles that support them. It also provides tools to help draw together aspects of existing programs and new efforts into community specific Zero Waste programs.

### Corinne Rico - TRUE Advisor Certification

The TRUE Advisor certification is administered by Green Business Certification Inc. (GBCI), the premier organization independently recognizing excellence in green business industry performance and practice globally.

The certificate program provides a comprehensive curriculum on zero waste terminology, principles, tools, technologies, and implementation strategies to assist in the TRUE Zero Waste certification process in accordance with the TRUE Zero Waste Rating System. TRUE Advisors understand the requirements of the rating system, help projects achieve TRUE certification and are committed to holistically advancing zero waste values and policies.



Corinne Rico with Jennifer Porter.

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## State-of-the-Art Organics Management Facility Opening Ceremony in Prince William County, VA

and natural fertilizers. Allowing more types and greater amounts of food waste significantly expands the County's ability to divert organic waste from its landfill, thereby extending its life, minimizing the contribution of landfilled organic waste to climate change, and creating positive environmental benefits from the compost facility's outputs. The new facility will also greatly expand the overall Washington metropolitan region's ability to compost food waste and serves as a flagship center in the region and an inspiration for all surrounding communities.

With GBB's procurement, contracting, and construction monitoring assistance, the County anticipates the completion of Phase II in 2022, which will increase the processing capacity to a total of up to 210,000 tons per year through the construction of in-vessel advanced composting bunkers. It will also include the construction of solar panels to produce renewable electricity for on-site use and modular, containerized "greenhouses" heated with the waste heat produced by the in-vessel bunkers.

GBB is proud of its role in this project, which included helping with the feasibility study, planning and implementation of the Prince William Renewable Energy Park and the procurement process for this new state-of-the-art organics management facility.

Congratulations to Tom Smith (County's Acting Director, Department of Public Works) for successfully leading the initiative! approximately 25,000 households from the previous program participation, with a set out rate over 80%.



## Kent County, MI – One Step Closer from Innovative Sustainable Business Park

With an ambitious goal of diverting 90% of its trash from the landfill in the next 10 years, Kent County, MI has received responses from nine companies in the U.S., Canada and Europe to a Request for Proposals (RFP) for an anchor tenant at its future Sustainable Business Park, which is planned on 250 acres adjacent to its landfill.

The RFP process is the next step in implementing the Sustainable Business Park Master Plan, which was approved in the fall of 2018, and solidifying its progress toward reclaiming or converting a significant portion of the 2.1 million cubic yards of waste landfilled by residents and businesses in Kent County each year.

The objective is to identify innovative companies with proven track records to divert and process waste that is currently sent to landfills in West Michigan with the ultimate goal of selecting one that will occupy the anchor tenant role. The selected partner should have experience with mechanically sorting materials from the mixture of waste currently delivered to landfills, including residential, commercial, and industrial solid waste. Following the mechanical separation process, the sorted plastic, wood, organic and other materials will be further processed into new products or feedstocks, such as engineered fuel, compost, building materials, aggregates, and other usable materials. In addition to being better for the environment than landfilling, it will spur additional economic development activity and create more jobs.

Aiming to make the Sustainable Business Park a collaborative environment, the RFP was designed to encourage team responses by which an anchor facility could be supported by smaller secondary and tertiary tenants. The RFP specified that the anchor tenant facility will be designed, built, permitted, operated, and maintained by the selected company. Respondents were required to demonstrate that they have the capacity to convert at least 50% of the inbound waste materials. Kent County will be a partner in ensuring that there is material available to process, and that residuals that cannot be processed will be handled. Adequate infrastructure will also be provided by the Department of Public Works (DPW), which completed a site and infrastructure analysis and has projected \$17.5 million of infrastructure improvements at the 250-acre property, such as utilities, roads, and preservation of open space. The implementation schedule is dependent on responses to the RFP and review and approval by the Kent County Board of Public Works and Board of Commissioners.

The DPW is now working closely with its advisory team (The Right Place Inc., Fishbeck, Byrum & Fisk Advocacy Communications, and GBB) on reviewing and evaluating proposals. The review team, along with a stakeholder review committee appointed by the DPW, will begin evaluating proposals based on a set of criteria, including cost, technology maturity, capabilities, diversion rates and environmental benefits. Finalists will be determined by the end of 2020 with a final recommendation being presented to the Board of Public Works and Board of Commissioners in spring 2021.

GBB is a proud Planning Partner of this ambitious initiative! For GBB updates about the innovative Sustainable Business Park, visit [www.gbbinc.com/KentCounty!](http://www.gbbinc.com/KentCounty!)

2020

REDUCE LANDFILL WASTE  
20% by 2020 | 90% by 2030

2030

### GBB Promotions

Congratulations to Corinne Rico and Ricky Phillips, two valuable and key members of GBB's multi-disciplinary team with a diverse background and experience, for their well-deserved promotions!

#### Corinne Rico Senior Project Manager



*"Corinne has successfully tackled important and increasingly complex GBB projects in addition to advancing her position as a sustainability and circular economy subject matter expert. She's a valuable and key member of our team."*  
-- Steve Simmons, President

#### Ricky Phillips Consultant II



*"Ricky has the enthusiastic and can-do attitude that is needed and highly appreciated by our dynamic, entrepreneurial team. Coupled with her work ethic and sustainability background, she provides value-added contribution to GBB project teams."*  
-- Steve Simmons, President

*"Proposals came in from companies across the country and globe, and we are excited to begin reviewing them and finding a partner to achieve our landfill diversion goal."*

-- Dar Baas  
Director of the Kent County  
Board of Public Works

*"This is such an exciting moment in time for the Sustainable Business Park project and I am very proud of this team and the Kent County Department of Public Works leadership who are bringing this vision to fruition."*

*We are thrilled by the industry response to the RFP and are looking forward to advancing this project to the next level in early 2021."*

-- Jennifer Porter  
GBB Vice President and  
Project Manager for the  
Sustainable Business Park RFP process

## Harvey Gershman Honored with MSW Legacy Award



As it commemorates its 30-year anniversary, MSW Management magazine honored 30 professionals who have made significant contributions to the advancement of the solid waste management industry during the past 30 years.

Congratulations to Harvey Gershman (GBB Founder Owner Associate), who was presented with a 2020 MSW Legacy Award!

He has been active in the Solid Waste Management field for over 40 years, leading projects that resulted in sustainable, efficient integrated waste management systems accepted by communities nationwide and their leadership.

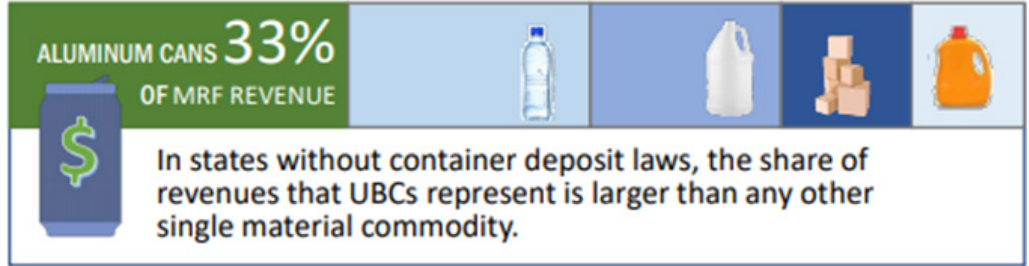


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MANAGEMENT  
CONSULTANTS**

2010 Corporate Ridge  
Suite 510  
McLean, VA 22102  
703.573.5800  
hello@gbbinc.com

[www.gbbinc.com](http://www.gbbinc.com)

## Aluminum Beverage Cans: Driver of the U.S. Recycling System



Did you know that aluminum used beverage cans (UBCs) were the most valuable commodity in recycling? Without the revenue stream from UBCs, most material recovery facilities (MRFs) in the United States would not be able to operate without making significant changes that would ultimately affect the cost of recycling to consumers. In fact, UBCs represent 33% of the revenue for a typical material recovery facility in a non-deposit state.

Earlier this year, the Can Manufacturers Institute (CMI), the national trade association representing the metal can manufacturing industry and its suppliers, tasked GBB with quantifying the relative value of UBCs in domestic municipal recycling programs and investigating how they can further impact the national recycling system. The intent of this research was to:

- Describe the sorting process and the accuracy by which cans are sorted and recovered at MRFs;
- Identify the role of UBCs in the national average recycling stream and its associated MRF revenues based on current commodity pricing;
- Analyze the impact of UBC recycling and recovery rates on MRF revenue streams;
- Find opportunities to improve UBC recycling and capture rates;
- Outline the high-level market drivers and impacts of UBCs within the recycling industry.

In order to accomplish these goals, GBB developed a proprietary model for the U.S. municipal recycling stream materials composition coming in to MRFs and the associated revenues from the major recovered commodity materials including UBCs, ferrous cans, PET and HDPE containers, mixed plastics, old corrugated cardboard (OCC), old newsprint (ONP), mixed papers, and glass. The model distinguished states with and without container deposit laws, as these regulations impact the share of UBCs that arrive at MRFs for sorting and capture, and thus the relative share of UBCs in the incoming MRF stream and the resulting revenues.

The model was further used to generate scenario analyses to predict how typical MRF revenues might vary with changing UBC input and capture rate assumptions. In addition, GBB provided a high-level overview of several emerging technologies and their application to MRFs—specifically, how these technologies would apply to the sorting and recovery of UBCs—and a review of market and supply chain conditions that can either help or hinder UBC recycling and capture.

The report is available on CMI’s website at [www.cancentral.com/CansDriveRecycling](http://www.cancentral.com/CansDriveRecycling) along with a webinar summarizing the report.

## GBB Helping Baltimore County with Five-Year Plan

On October 16, 2020, Baltimore County Executive Johnny Olszewski signed an Executive Order to create the Baltimore County Solid Waste Work Group, composed of County leadership, community members and industry representatives, to examine current solid waste collection and disposal policies and practices, and make recommendations for implementing innovative industry practices and trash diversion strategies to reduce the overall volume of trash produced in the County.

Baltimore County is partnering with the Northeast Maryland Waste Disposal Authority to facilitate the work group’s efforts and a multidisciplinary team led by GBB, which includes EA Engineering, Science, and Technology, Inc., to provide support and insight throughout the initiative. We’re excited to work closely with the County and help in the development of the holistic Tactical Five-Year Plan for its Recycling & Solid Waste System!