

Issues Management *A Rational Debate on Landfills*

Brown County Solid Waste Management Authority

Challenge: To present a compelling case for two proposed landfills, given the likely neighborhood opposition, and to meet the growing solid waste and recycling needs of individuals and businesses in Wisconsin's third-largest county.

Target: News media, key opinion leaders, county and city government officials, and community members.

Solution: Working closely with the county, its lawyers and solid waste consultants, Bottom Line researched and prepared a major position paper on the area's solid waste disposal needs and the county's comprehensive plan to address those needs. The position paper, released at the Solid Waste Board's monthly meeting, detailed the comprehensive nature of the solid waste planning process, catalogued the solid waste needs of the area, explained the new state recycling mandates and presented solutions to the solid waste and recycling needs of the area. In addition, the position paper examined the critical relationship between continued economic growth and the need for solid waste and recycling programs. The paper was mailed to key opinion leaders in the area, including the local media. Both local daily newspapers and the three local television stations carried major stories based on the position paper. Copies of the position paper were made available at local libraries and neighborhood centers. The chairman of the Solid Waste Board also made presentations to business, consumer and environmental organizations in the local area.

Outcome: The county moved ahead successfully on its timetable to develop the additional landfill sites. Opposition was limited to select neighbors with property directly adjacent to the proposed sites.