

# Credits, Sources, and Alt-Text for HERC RECAP Social Media Post

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## **Sources:**

Slide 1:

- Group photo: Mallory Ferguson
- Construction photo:  
<https://digitalcollections.hclib.org/digital/collection/CPED/id/22220/rec/1> (Accessed April 7, 2025)
- Protest at the site of HERC before it was built: Hennepin County Library:  
<https://digitalcollections.hclib.org/digital/collection/p17208coll9/id/25> (Accessed April 7, 2025)

Slide 2:

- NA

Slide 3:

- Construction photo:  
<https://digitalcollections.hclib.org/digital/collection/CPED/id/22220/rec/1> (Accessed April 7, 2025)
- “Burn, Baby, Burn” Article:  
<https://digitalcollections.hclib.org/digital/collection/p17208coll7/id/3437/rec/8> (Accessed April 7, 2025)

Slide 4:

- Flier by Paula Holden and Ricardo Levins Morales: [Link to flier](#)

Slide 5:

- Protest at the site of HERC before it was built: Hennepin County Library:  
<https://digitalcollections.hclib.org/digital/collection/p17208coll9/id/25> (accessed Friday March 14, 2025)

Slide 6:

- Clips from *the alley* newspaper, September 1988 issue. <https://alleynews.org>

Slide 7:

- Clips from The Horn newspaper, November 1988 issue, Volume VII, Number 11

Slide 8:

- Stills from Kare 11 archival video, which appeared in a news story covering the release of the People's HERC Transition Plan in February 2024:  
<https://www.kare11.com/article/news/politics/renewed-push-to-close-trash-burning-generator-herc-minneapolis/> (accessed Friday March 14, 2025)

Slide 9:

- Clips from *the alley* newspaper, October 1996 issue. <https://alleynews.org>

Slide 10:

- "Hennepin County ends garbage fight with Minneapolis", By Rochelle Olson, February 12, 2014, Star Tribune: <https://www.startribune.com/article/245006371> (accessed Friday March 14, 2025)
- "Victory: Environmental Justice and Zero Waste Win over Increased Trash Burning in Minneapolis, MN", By Energy Justice Network:  
<https://energyjustice.net/victory-environmental-justice-and-zero-waste-win-over-increased-trash-burning-minneapolis-mn/> (accessed Friday March 14, 2025)

Slide 11:

- Photos contributed by MN EJ Table

Slide 12:

- "Hennepin County's trash incinerator loses renewable energy designation; deadline for closure remains evasive", By Andrew Hazzard, May 3, 2023, Sahan Journal:  
<https://sahanjournal.com/climate-environment/hennepin-energy-recovery-center-herc-zero-waste-plan-deadline/> (accessed Friday March 14, 2025)

Slide 13:

- "Residents, environmental advocates disappointed in Hennepin County incinerator closure timeline", By Christopher Magan, October 10, 2023, Star Tribune:  
<https://www.startribune.com/residents-timeline-closure-of-herc-trash-incinerator-window-2028-2040-hennepin-minneapolis/600311210> (accessed Friday March 14, 2025)

Slide 14:

- "Hennepin Co. trash incinerator needs to be shut down by next year, environmental activists say", By Adam Duxter, February 7, 2024, WCCO:  
<https://www.cbsnews.com/minnesota/news/hennepin-co-trash-incinerator-needs-to-be-shut-down-by-next-year-environmental-activists-say/> (accessed Friday March 14, 2025)
- "Renewed push to close trash burning power plant", By John Croman, February 8, 2024, KARE11:  
<https://www.kare11.com/article/news/politics/renewed-push-to-close-trash-burning-generator-herc-minneapolis/89-834b53ce-cc3b-4345-abf3-10dc8cc27b1e> (accessed Friday March 14, 2025)

Slide 15:

- Photo of people cheering the passage of the Minneapolis HERC Resolution taken by Mallory Ferguson

Slide 16:

- Coalition photos contributed by MN EJ Table and Zero Burn Coalition

## ***Alt-Text:***

**Slide 1:** A collage of pictures and text including a group of people holding handmade signs shaped like flames and outlines of people and other shapes, with messages such as “Stop Burning Trash”; “There’s No Future Without Breathable Air”; “We Deserve to Breathe”; “Stop Burning Away Our Kids’ Futures”; “Enough”; “Asthma is killing me!”; “This Guy Wants to Close the HERC!”; “No Trash, Let’s Compost and Recycle”; “Stop The Burn”; “Hey, People Live here”; “Shut it Down”; “Stop Killing Us”; “We Deserve to Breathe”; “Let Minneapolis Breathe”; “Power Up the People, Power Down the HERC”; “Clean Air is a Homerun”; “HERC is a Block Away.” Another picture is an aerial view of HERC’s construction. Another picture is archival and blurry, of people at the site of HERC before it was built holding picket signs.

Graphic text says: “HERC RECAP: How did we get here? Where are we going? 2024 was a big year for the fight to shut down the HERC trash burner. Hennepin County acknowledged the need to close HERC, and Minneapolis called on Hennepin County to do so by the end of 2027. Read on to learn about the 35+ year struggle to shut HERC down and what’s ahead.” A Zero Burn Coalition logo is included, which has an illustrated image of the HERC with a large smoke plume coming out of it.

## **Slide 2:**

A map of Minneapolis that has an icon labeled as HERC where HERC is located between downtown and Near North Minneapolis. Text reads: “HERC RECAP: In the 1980s Hennepin County (HC) was planning for a new waste disposal facility. A landfill was being planned in the suburbs, yet a lawsuit by suburban residents led to HERC being sited in downtown Minneapolis, next to neighborhoods that had already been dealing with pollution from factories, highways, and other toxic sources for decades.”

## **Slide 3:**

An aerial view of HERC construction with label, “Photo of Construction of HERC 1988.” Text reads: “At this time incinerators were being sold as a solution to the growing amounts of waste. Millions of dollars in subsidies were available to cities that agreed to build these incinerators. However, residents knew this was a false solution and that HC’s decision to build HERC would

be detrimental to their health and future generations. And they resisted.” An image of a news clip with ripped looking edges is on top of the photo with the text: “Page 4 WEDGE: Burn, Baby, Burn: Solid waste. Trash. Garbage. The residue of everyday living. That’s the problem. Mass burn facility. Garbage burner. Waste-to-energy plant. Resource-recovery project. That is the somewhat simplistic Hennepin County solution.”

#### **Slide 4:**

A collage of snippets from a flier with explainer text, “Organizer Paula Holden made this flier, with art by local artist Ricardo Levins Morales for an “anti-burner coalition” to prevent HERC from being built.” An arrow points to a small, illegible image of the full flier (that is available at the sources link in our bio) The closeups of the snippets say, “WARNING! PROTECT YOUR BABIES ON AUGUST 1ST! GARBAGE DOES NOT DISAPPEAR WHEN IT IS INCINERATED; IT CREATES HEALTH HAZARDS! - Incineration turns batteries, plastics and other household goods into deadline toxins. - The Minnesota Pollution Control Agency has not been shutting down MN burners when they exceed permitted levels of toxic emissions. - Local officials are questioning the air quality data upon which the decision to build the burner was based.” There is an illustration of smoke that makes the image of a skull above a line of houses with text over it: “The burner will produce: Particulates, Sulfur Dioxide, Hydrogen Fluoride, Carbon Monoxide, Dioxins, Arsenic, Cadmium, Furans, Nitrogen Oxides, Lead, Hydrogen Chloride, Chromium, Mercury. Burning our garbage will not make our landfill problems go away! Every 3 tons of burned garbage produces one ton of toxic ash. The solution to our garbage problem is to reduce, reuse & recycle. 70% of the garbage Americans treat as trash could be recycled. The incinerator does not make sense! Help the burner before it stops us.”

#### **Slide 5:**

A picture of people with picket signs standing on a bare dirt field with a skyline in the background. Title, “1988”, with text, “Residents protested at the planned site before HERC was built.”

#### **Slide 6:**

Snippets of a newspaper with the title of “Community Calendar: September 1988.” A closeup of the page says: “Saturday, September 24: STOP THE INCINERATOR RALLY sponsored by the Citizens’ Coalition to Stop the Incinerator and U-MPIRG. Rally in Loring Park, speakers and music at the bandstand at noon (bring bag lunch). March to the incinerator site at 1pm.” Explainer text reads, “Opponents of the incinerator worked together to raise awareness and counter Hennepin County’s propaganda.”

#### **Slide 7:**

Snippets of the newspaper called The PPNA Horn, with text “Volume VII, Number 11, November, 1988.” Highlighted text from the newspaper page reads: “Waste to What? The

Hennepin County incinerator is a year away, by John Akre.” Another highlight reads, “‘Everyone feels confident that [emissions] will be considerably lower than permit levels.’ - Luther Nelson, Hennepin County.” A third highlight is of a cartoon illustration of a large hand with a spoon holding the incinerator with traffic surrounding it and lots of smoke everywhere, insinuating that the incinerator is being spoon fed to the population. Text underneath the image reads, “‘The burner is a boondoggle and an economic liability of huge proportions’ - Rachel Lord, Stop the Incinerator Coalition.”

#### **Slide 8:**

Two separate pictures from archival KARE11 news footage. One is a wide angle of HERC with people in front of a fence with protest signs. A car from the 1980s is driving by. The other photo is a closeup of the people putting protest signs on the fence. Text reads, “Hennepin County ultimately built HERC in 1989, despite the opposition from residents.”

#### **Slide 9:**

Snippets from The Alley Newspaper from 1996. Highlights include the Commentary & Opinions section with an article titled, “Garbage burner still there, spewing toxins into the air”, a clip from the article reads, “Standing about four stories high and surrounded by perfectly-pruned trees and bushes, it looks so clean to appear almost sterile. Some know it as the garbage burner or the incinerator. To others, the Hennepin Energy Recovery Center is simply known as ‘the burner.’ Not many people know about the burner, which has not been featured much in the mass media since its construction. The garbage burner itself takes up an easy-to-miss space, a few blocks north of downtown, blending very well into its concrete background. Surrounded by the pruned forest, it looks like an expensive highway divide. However, as the burner incinerates the county’s garbage, it spews toxins in neighborhoods like Phillips and Elliot Park.” Explainer text underneath reads, “While officials promised HERC would only be in operation for 20 years, it is now 35 years old. Opposition has continued throughout.”

#### **Slide 10:**

Explainer text reads, “In 2014, a coalition of residents defeated a 5 year effort by HC to expand HERC.” Two articles are highlighted. One headline and byline reads, “Hennepin County ends garbage fight with Minneapolis: Minneapolis balked at request to burn more refuse at HERC, so city asked to come up with composting plan, by Rochelle Olson, February 12, 2014 at 9:50 AM.” The other headline reads, “VICTORY: Environmental Justice and Zero Waste Win over Increased Trash Burning in Minneapolis, MN”

#### **Slide 11:**

Explainer text reads, “Starting in 2019, the fight to shut down HERC intensified as community members, longtime advocates, and members of the global movement united through the MN EJ Table.” A collage of photos of people engaging with each other surrounds the text. Some are

outside at an event talking to each other. Some are posing for a large group photo with a banner that says, “MN Environmental Justice Table: Stop HERC, Let MPLS Breathe!”

#### **Slide 12:**

Explainer text at the top reads, “In order to continue growing the movement, MN EJ Table and partners formed the Zero Burn Coalition in 2023. The coalition fought to remove HERC from the state’s renewable energy definition, making it ineligible to count towards MN’s 100% carbon-free standard.” Underneath is a snippet from an article with headline stating, “Hennepin County’s trash incinerator loses renewable energy designation; deadline for closure remains evasive.” Sub-header and byline reads, “The Hennepin Energy Recovery Center’s location on the north edge of downtown Minneapolis has made it an environmental concern for decades. But as Hennepin County works on a zero waste plan, there’s no timeline for shutting it down. By Andrew Hazzard, May 3, 2023. Updated May 25, 2023.”

#### **Slide 13:**

An article snippet at the top with the headline, “Residents, environmental advocates disappointed in Hennepin County incinerator closure timeline.” The sub-header and byline read, “The Hennepin County Board voted unanimously Tuesday to work on a plan to close the Minneapolis facility between 2028 and 2040. By Christopher Magan, October 10, 2023 at 5:22pm.” Explainer text reads, “2023 ended with Hennepin County passing a resolution to close HERC between 2028-2040, an unacceptable timeline for community members affected by HERC. But this was also a major milestone: after 35 years of resistance, HC finally had committed to shutting down HERC.” Underneath the text is a photo of people sitting in the Hennepin County board room. They are surrounded by signs shaped as flames with statements like “There’s no future without breathable air”; “Stop trashing our kids”; “We deserve to breath”; “#ShutItDown”, etc.

#### **Slide 14:**

Pictures of news media at the top with headlines, “WCCO, CBS NEWS MINNESOTA: How to Close the HERC”; “WCCO: Hennepin County trash incinerator needs to be shut down by next year, environmental activists say. By Adam Duxter, Updated on February 7, 2024 / 4:16 pm CST / CBS Minnesota”; “KARE11: Renewed push to close trash burning power plant: The Hennepin Energy Recovery Center, or HERC, has long been a target of environmental advocates. Author: John Croman. Published: 4:18 am CST February 8, 2024.” Both headlines include a photo of a person with dark skin, blue lipstick, shirt, and headwrap speaking at a podium with several microphones. Explainer text reads, “The People’s HERC Transition Plan was released in February 2024 by Zero Waste USA, showing that it was feasible to close HERC by the end of 2025, and that this would be the fastest way to reduce waste.”

#### **Slide 15:**

Explainer text at the top reads, “Later in the year, in order to get the City of Minneapolis to take a stance on HERC, the Zero Burn Coalition led an effort to pass a resolution calling on Hennepin County to shut down HERC by the end of 2027 - as well as providing restitution for harm caused by HERC and supporting frontline community members to lead the visioning of what comes next at the site. The resolution also included a commitment by the City to greatly reduce waste.” Below the text is a photo of people in a City Council chambers cheering.

**Slide 16:**

Explainer text reads, “The Zero Burn Coalition is calling on Hennepin County to respect its own 2023 resolution and initiate the closure process. Visit [zeroburncoalition.org](https://zeroburncoalition.org) to join the campaign and help secure a HERC shutdown date.” The slogan “HERC NOW GONE TOMORROW!” is at the bottom. The page is filled with a collage of group photos with similar signs as earlier slides. The Zero Burn Coalition logo is included.