



CITY COUNCIL REPORT

DATE: 3/5/2018

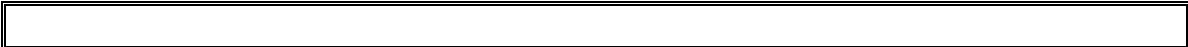
TO: Mayor and Council Members

FROM: McKenzie Jones, Sustainability Specialist  
Dylan Lenzen, Zero Waste Coordinator

THROUGH: Andy Bertelsen, Public Works Director

CC: Barbara Goodrich and Shane Dille

SUBJECT: Rethink Waste Plan Implementation



City Council adopted the Rethink Waste Plan on October 17, 2017, which outlines a future vision for materials management in Flagstaff, as well as operational challenges that need to be addressed in the near term. Since staff will be introducing multiple individual initiatives over the next twelve (12) months, this report serves as an update to Council on staff's plan and communicate how these individual initiatives fit into a greater picture.

**Schedule-at-a-Glance**

<u>Topic</u>	<u>City Council Meeting</u>
1. Recoloring of waste infrastructure	November 8, 2016
2. Require a Materials Management Plan for certain new or expanded development in conjunction with Site Plan Application through changes to Solid Waste Code	Approved February 20, 2018
3. Promoting a healthy Solid Waste fund balance	April 10, 2018
4. Implementing volumetric pricing for single-family households	June 12, 2018
5. Managing the flow of waste in Flagstaff	TBD
6. Concurrent efforts	On-going discussion

**1. Recoloring of waste infrastructure**

In an effort to reduce confusion over which colors represent recycling and trash, Solid Waste staff have begun replacing old infrastructure with blue and gray receptacles for recycling and trash respectively. Blue is the internationally accepted color for recycling and studies have shown that is the color most likely to be identified as recycling. This shift in colors will happen over time, as old carts need replacing.

So far, staff have replaced over 1,500 and 1,000 single-family recycling and trash carts respectively. Over 100 of the 2,000 commercial bins have been repainted as well. Staff will also be requesting an increase in funds dedicated to speeding up this recoloring process.

**2. Require a Materials Management Plan for certain new or expanded development in conjunction with Site Plan Application through changes to Solid Waste Code**

City Council approved these changes to the Solid Waste Code at the February 20, 2018 Council Meeting.

**3. Promoting a healthy fund balance and sustainable rate structure**

Landfill operations subsidize all other Solid Waste operations (hoist and haul, commercial and residential bin maintenance, administration, commercial recycling and trash, residential recycling and trash, as well as bulk pick-up). Staff intends to conduct a cost-of-service analysis to consider adjusting the current rate structure of Solid Waste operations. These potential adjustments will ensure that waste facilities and services are financially sustainable, as well as investigate possible for future diversion efforts.

**4. Planning for the implementation of a residential volumetric pricing program**

Based on the revenue generated from the changes to the rate structure and resulting cost-of-service analysis, staff will seek Council direction on whether to develop a plan for designing and implementing a volumetric pricing program. The plan will include the acquisition of necessary infrastructure, stakeholder engagement, the setting of rates, and a community rollout.

**5. Improving the management of material flow within Flagstaff**

The activity of private haulers is largely unregulated, which creates challenges related to the safety of Flagstaff residents, tracking of waste and recycling data, and loss of revenue as materials are disposed of or recycled outside of Flagstaff. Additionally, costs associated with private hauler operations, such as the degradation of roads and infrastructure, solid waste planning, education, and more are not currently covered. Staff will present multiple policy options to City Council to address these challenges. An example includes using a non-exclusive franchise agreement with private haulers to require data reporting and the implementation of service standards.

**6. Concurrent efforts**

While staff will be bringing the above policy measures to City Council over the twelve (12) months, the following efforts will be proposed during the FY19 budget process.

Funding of Zero Waste Coordinator position

Council approved one-time funding of a Zero Waste Coordinator as part of the FY18 budget process. The continuation of the position is necessary to carry out programs and initiatives planned for the coming year and beyond.

Establishing a baseline through a waste characterization study

In order to get an accurate baseline for evaluating the success of future materials management efforts, as well as recommend policy, staff will be requesting funds to conduct an in-depth waste characterization study.

Continued recycling education and outreach

Staff will be requesting the continuation of the one-time funds dedicated to community recycling outreach, which includes recycling education for all 1st- and 4th-grade classrooms, as well as city-wide marketing efforts to boost recycling rates and reduce contamination.

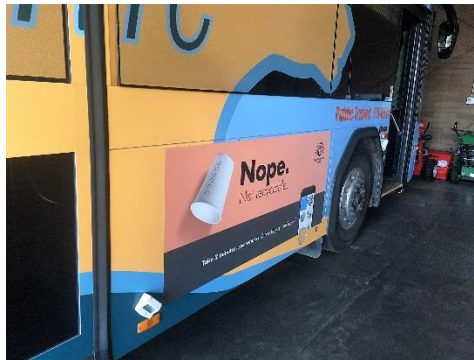
Increase access to convenient recycling service

In order for diversion rates to improve, recycling and the proper disposal of waste need to be convenient for all Flagstaff residents. Staff will be requesting funds necessary to expand access to recycling bins in public spaces, as well as increase the number of hazardous waste collection events that prevent hazardous material from being disposed of in our landfill.

Ongoing Outreach and Educational Efforts:

Since the adoption of the Rethink Waste Plan in October, staff continue to build on existing outreach successes through multiple efforts, including:

- Recycling advertisements on all NAIPTA buses.



- Food waste prevention advertisements on City trash trucks.



- Continuation of recycling lessons in all 1st and 4th grade classes in all Flagstaff public and charters schools.
- A multi-week food waste prevention education program with sixth graders at Alpine Leadership Academy and 4th/5th graders at Marshall Elementary School.

- Completion of a pilot program in the Sunnyside neighborhood that paired the rollout of new blue recycling bins with in-person outreach and print media to all households.
- Completion of a multifamily recycling pilot that saw the percentage of recyclables captured at a 200-unit apartment complex increase from 11% to 80% with only a 2% increase in the property's trash bill.
- The Master Recycler Program welcomed a new class of 31 volunteers with a course running from February 1, 2018 to March 29, 2018.
- Direct contact with over 12,000 Flagstaff residents and visitors through Master Recycler volunteers since March 2017.