

ASHLAND CONSERVATION COMMISSION

Meeting Agenda

September 24, 2014

Community Development Building, Siskiyou Room
51 Winburn Way

1. **Call to Order**
2. **Consent Agenda / Reports** (5 min)
 - 2.1. Minutes August 27, 2014 Commission meeting
3. **Announcements** (5 min)
 - 3.1. Next Regular Meeting: October 22, 2014
 - 3.2. Upcoming Sub-committee meetings
 - Sustainability – October 1st, 15th
 - 3.3. Other Announcements from Commissioners
4. **Public Forum** (10 min to be evenly divided by public wishing to speak)
5. **Reports / Presentations/Updates** (45 min)
 - 5.1. Council - Councilor Rosenthal (5 min)
 - 5.2. City Conservation & Operations – Hanks (5 min)
 - 5.3. Quarterly Report – Ashland School District - Hartman (5 min)
 - Recology in October
 - 5.4. Recycling Center Ad-Hoc – Beigel-Coryell/Beam (15 min)
 - 5.5. Sustainability Sub-Committee – STAR framework Study Session Recap (15 min)
6. **Old Business**
 - 6.1 Commission Goals – Final Document (5 min)
 - 6.2 Commission Monthly Column in Sneak Preview (10 min)
7. **New Business**
 - 7.1 Cigarette Butt Collection Pilot Project – Hanks/Beam (10 min)
8. **Wrap Up**
 - 8.1 Items to be added to next agenda
 - 8.2 Adjournment (8 PM)

Memo

DATE: September 18, 2014
TO: City Council
FROM: Ad-Hoc Recycle Center Committee
RE: Recommendation Regarding the Recycle Center, waste reduction and recycling
(Continued from August 14, 2014 meeting)

At its meeting of August 14, 2014, the Committee reviewed the attached draft memo with recommendations to Council that were generated from prior meetings. It was my impression that the Committee felt generally comfortable with the recommendations, but also wanted to further discuss the issue of mandated service and how that may or may not meet the desired objectives of the Committee.

Additionally, the Committee appeared interested in making the recommendations more action oriented with suggested implementation dates and associated funding sources/allocations. The following are suggested edits to the original recommendations for discussion purposes:

1) Create curbside recycling sticker program

Description

The implementation of a sticker program for Recycling would provide another opportunity for residents and businesses to participate in curbside recycling and create a financial incentive/reward for minimizing the volume of recycled materials by using the pre-paid stickers only when the bin is completely full which could significantly reduce costs for those that are able to reduce recycle materials volumes.

This provides higher participation in Recology curbside services with only an incremental additional cost as the sticker customers already reside within an existing collection route. Sticker program revenue would offset the incremental additional costs incurred.

Actions Required

Modification of Solid Waste Rate Resolution to include a Recycle Only Sticker rate. A suggested rate structure would be four stickers for \$20 or 10 stickers for \$40 (to be calculated and formalized with Recology staff).

Timeline

Resolution including the new fee in the rate structure could be developed and presented to Council within 60 days of Council approval of recommendation.



2) A. - Remove comingle recycle collections from the Recycle Center

Description

The committee recommendation to discontinue the collection of comingle recycling at the Recycle Center has three primary objectives:

- Maximize participation in the existing curbside comingle services already in place and available to all Recology subscription customers
- Transition the Center to be a recycling resource primarily for materials that are not a part of the comingle curbside collection service.
- Reduce the operating costs of the Recycle Center. As noted in previous committee and Council meetings, the Recycle Center costs are primarily driven by hauling costs from the Center to the Valley View Transfer station. Cardboard has the highest hauling volume, with comingle second. While cardboard has a resale value in the market and provides revenues of between \$20,000 and \$30,000 annually, comingle recycling has no associated revenue. It is estimated that the removal of comingle recycling would save \$25,000 to \$30,000 in annual hauling costs.

The removal of comingle recycling would also provide additional physical space at the Center to offer recycling services for additional materials that are not a part of the curbside collection program and do not currently have a collection point available to the public (see Recommendation #3).

Actions Required

Onsite advance notice of removal (30-45 days)

Physical removal of two 25 yard dumpsters

Timeline

Noticing and removal could be accomplished within 60 days of Council approval.

2) B. – Change Fee Methodology for Recycle Center Surcharge

Description

The Committee reviewed a series of potential methodologies for billing and collection of fees to cover the operational costs associated with the Recycle Center. Concepts discussed included:

- Maintain existing monthly flat fee surcharge, currently \$1.60/mo per account (7,000 +/-)
- Use City Utility bill and charge each water meter account (roughly equivalent to every property/parcel in Ashland).
 - Approximately 8,200 water meter accounts would equate to a fee of approximately \$1.40/mo per account
- Use City utility bill and charge each electric meter account (roughly equivalent to every residence/business in Ashland)
 - Approximately 11,350 electric meter accounts would equate to a fee of approximately \$1.00/mo per account
- Create a “pay to play” fee collection system at the Recycle Center. Fee would need to be calculated based on estimated use of the Recycle Center



- Average of 100 customers per day would require a fee of approximately \$4.50
- Average of 200 customers per day would require a fee of approximately \$2.25
- Create a donation system with signage to describe how the Recycle Center is funded and by whom and provide an unmanned collection option for users (targeting non Recology customers) to contribute to the continued operation and availability of the Recycle Center. Recommended donation could be \$1.00 into a highly secured collection container that is emptied by either Recology or City staff on a regular basis.

3) Expand (non-curbside collections) materials available to reuse/recycle at the Recycle Center

Description

Over time, the Recycle Center has expanded its menu of materials accepted for recycle or re-use, the most recent being the soft plastic collections. The Committee would like City staff to work with Recology to develop a list of items currently in the waste stream that could potentially be collected at the Recycle Center that are not part of the curbside collection program. The list would provide information and analysis on the following:

- Current and potential volume expected
- Costs associated with their collection and distribution
- Regulatory issues associated with the materials
- Other pertinent information needed to determine likely new materials to be accepted.

Actions Required

Two to three meetings with City and Recology staff to generate draft document, research issues, develop final report.

Timeline

City and Recology staff could initiate the work immediately and have report available for review within 120 days of Council approval.

4) Develop and implement a waste reduction and recycling education and outreach program for the community

Description

The Committee felt that a critical component to the future success in reaching higher levels of waste reduction and recycling is expanded and targeted education and outreach. While the ongoing efforts by Recology have paid dividends and have played a large role in achieving our current levels of waste prevention and recycling, a more formal and expanded education and outreach program in addition to and in coordination with that of Recology is critical in future success and achievement in the community. Program elements could include:

- Coordinated City/Recology promotional campaign focusing on waste reduction initiatives, best practices and education highlighting existing services available to the community in these areas including and beyond Recology services.
- Curriculum development for use in Elementary and Middle School classrooms



- Targeted action/results activities for Elementary, Middle and High Schools (collections contests, videos, public awareness, etc
- Hardcopy and web based packets targeted and tailored specifically for each customer group (single family, multi-family and commercial) providing existing services available, best practices, on site assessment self-checklists, details for on-site technical assistance, etc

Actions Required

City and Recology staff research, meetings and development of program objectives, tools available to achieve objectives and task allocation and scheduling to implement programs

The Committee recommends that options and recommendations for dedicated funding beyond the existing franchise agreement for the implementation and ongoing activities of the program be included in the development of the plan. Options include expanded participation in the Jackson County Recycling Partnership of which both the City of Ashland and Recology are members.

Timeline

Initial development of program could be done within 120 days of Council approval with implementation schedules guiding each program element launch.

5) Explore a pilot program or system to offer pre and/or post consumer food waste diversion options

Description

The committee recommends that City staff work with Recology to research and report back to Council potential options for the implementation of one or more pilot programs for pre and/or post consumer food waste handling, which makes up between 15 to 30 percent of the waste stream.

This could include the following:

- Free or reduced cost compost bins to customers for their own separation and compost use
- Centralized location for drop off of approved food waste materials
- Food waste collections service for commercial and/or residential customers
- Other pilot programs that would assist Recology, the City and the community in a long term sustainable solution to remove food waste from the local waste stream.

Reporting shall include potential regulatory issues, estimated customer uptake, program costs, sources of funding, operational impacts and other relevant issues for each of the potential programs researched.

Actions Required

City and Recology staff research, meetings and analysis of different pre/post consumer food waste program opportunities.



Timeline

Development of a final report could be completed within 180 days of Council approval with implementation dependent on the type and scope of pilot project selected.

6) Update Ashland Municipal Code 9.22 – Opportunity to Recycle

Description

AMC 9.22 was adopted in 1992 and requires all owners or managers of multi-family sites within Ashland to provide an “opportunity to recycle site” to ensure that all occupants of multi-family dwellings that do not typically have individual trash service have the ability to recycle if they so choose. These sites “shall meet the reasonable requirements of the local solid waste franchisee”.

Additionally, AMC 9.22 requires the owner or manager of a multi-family site to annually inform all tenants of the location of the site and provide information on how to use the site for recycling purposes.

Rather than taking the step of instituting mandatory trash service throughout the community, the committee recommends that City and Recology staff develop formal minimum standards for recycling facilities required to be located on multi-family properties. Standards could be tiered based on the number of units on the property, with more minimum features required for larger complexes with more potential for waste diversion.

The noticing requirement could also be reviewed and updated to require the owner or manager to contact the City or Recology each year to verify their compliance with the noticing requirement and to ensure that they have provided tenants with the most current information available. AMC 9.22 could also include a requirement for an annual or bi-annual on site assessment of the facilities for the larger facilities that have higher minimum standards to ensure that they continue to meet the standards and to offer suggestions or educational opportunities for the owners/managers or the tenants.

Actions Required

City and Recology staff research, meetings with coordination of City Legal Staff when appropriate. Contact and coordination with multi-family property owners and managers would also be required to ensure a code that is functional and can be practically applied in the community.

Timeline

Development of draft ordinance changes and additions could be completed within 180 days of Council approval with implementation beginning after ordinance adoption, which could add an additional 60-90 days.



1)	Create curbside recycling sticker program	60 Days
2)	Remove comingle recycle collections from the Recycle Center	60 Days
3)	Expand materials available to reuse/recycle at the Recycle Center	120 Days
4)	Develop and implement a waste reduction and recycling education and outreach program for the community	120 Days
5)	Explore a pilot program or system to offer pre and/or post consumer food waste diversion options	180 Days
6)	Update Ashland Municipal Code 9.22 – Opportunity to Recycle	180 Days

Additional Considerations

The Committee had several discussions regarding the concept of mandated trash/recycling services as a method of addressing cost equity of the Recycle Center operations, as well as potentially increasing overall recycling/diversion rates within the City. The committee’s preliminary conclusion was that the move to mandated services could potentially contribute to cost equity improvements for the Recycle Center, but that administrative, operational and political challenges would need to be studied further before a formal recommendation could be made.

The Committee suggests that City and Recology staff continue discussions on the merits and challenges of imposing mandated services, including researching other similar communities that have implemented mandated service but does not recommend moving forward until the formal recommendations have been implemented and reviewed for their effectiveness.

Summary

The committee recommends that the Council approve the recommendations of the committee and direct staff to begin work on the six recommendations and work with the City Administrator to develop a schedule for their development and implementation that includes appropriate review and approval by Council as needed.

