

Rethink Waste Update

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Outline



1. Review of Rethink Waste goals
2. Updated diversion and contamination metrics
3. Upcoming policy initiatives
4. Other efforts

Rethink Waste Plan Framework for Action

Plan Adopted in September 2017

Three-phased approach

- Phase 1: Years 1-3
 - Establish a foundation
- Phase 2: Years 4-5
 - Reevaluate goals
 - Develop a long-term strategic plan
- Phase 3: Years 6+
 - Implement policies and programming identified in strategic plan



Rethink Waste Plan Framework for Action

Phase 1 - Establishing the foundation

- Institutionalize a Materials Management approach
 - Prioritize waste reduction initiatives over recycling or diversion
- Implement foundational policies and initiatives
 - Volumetric pricing
 - Increase access to recycling in apartment complexes
- Calculate accurate baseline metrics
 - Recycling and diversion rates
 - Waste generation per capita



Rethink Waste Plan Framework for Action

Long-term Goals

- Reduce overall waste generation
- Divert 90% of waste by 2050
- Measure and reduce the greenhouse gas emissions associated with Flagstaff's consumption



What We've Accomplished



What We've Accomplished



Highlights

- Policy
 - Materials Management Plan requirement for new development
- Programming
 - Permanent funding for recycling outreach included in Solid Waste rates
 - Successful outreach pilots
 - Reduced contamination by 40%
 - Increased amount of recyclables captured
- Infrastructure
 - Expanded public spaces recycling
 - Construction waste diversion pilot





Data and Baseline Metrics

Working towards more accurate and useful metrics

New recycling and diversion rates

- Incorporates additional landfill and diversion categories
- Accounts for contaminated recyclables that are sent to the landfill

Recycling and Diversion Rates by Sector					
Sector		2015	2016	2017	2018
Single-Family Residential	Recycling Rate	15%	11%	13%	13%
	Diversion Rate	17%	13%	15%	15%
Commercial and Multifamily	Recycling Rate	3%	2%	3%	6%
	Diversion Rate	49%	51%	32%	6%
Community-Wide	Recycling Rate	6%	4%	6%	8%
	Diversion Rate	42%	43%	27%	9%



Data and Baseline Metrics

Challenges

Still gaps in existing data

- Private hauler data is missing

Contamination significantly impacting recycling rates

	2015	2016	2017	2018
Contamination Rate	26%	39%	34%	34%

What We're
Working On



Regulation of Private Haulers

Seeking Council input on scope of regulation

Basic elements of a licensing system:

- Reporting requirements
- Proof of insurance
- License fee – based on infrastructure impacts, other externalized costs

Additional considerations

- Service requirements - recycling, bin coloring



Recycling Outreach

Need to reduce contamination

34% of collected recyclables are not being recycled

- Significantly increases costs
- Current contract protects us from additional costs
 - Future contract is unlikely to do so

OOPS!

Recycling Improperly increases costs and contaminates other materials.

Next time, please leave these items out:

-  **Glass**
Sign up for glass recycling service for only \$3.55/mo. Call (928) 213-2110
-  **Non-recyclable plastics**
Only bottles, jugs, and jars can be recycled. All other plastics go in the garbage.
-  **Paper cartons & cups**
Buy milk/juice in a plastic jug. Try a reusable mug!
-  **Food and liquids**
Empty all containers.
-  **Plastic bags**
Recycle bags at local stores and please don't bag your recyclables.
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Thank You!



Recycling Outreach



Need to reduce contamination

In advance of volumetric pricing rollout, staff recommend

- Expansion of recycling checkups and resident feedback
 - Best-practice in every successful recycling program
 - Proven results
 - Essential for success of volumetric pricing program

LOOKING
Good!



Thanks for recycling the right stuff.

We're committed to conserving our natural resources and appreciate that you are too. Thank you for helping to keep Flagstaff resourceful.

NEW RESOURCES AT YOUR SERVICE:

NEW Interactive Recycling Guide
Test drive our new guide to discover drop-off locations for those tricky to recycle items and hazardous stuff too.

NEW Pick Up Reminders
Get a digital reminder so you never miss a collection or bulky item pick up.

Visit flagstaff.az.gov/recycle

Have a great one!



Other Initiatives

Master Recycler Class continues to grow

3rd annual course wrapped up this month – 20 new graduates

Over 70 trained volunteers





Other Initiatives

Rollout of volumetric pricing program

- Outreach and open houses to begin next fiscal year (FY 2020)
- Distribution of new cart sizes to begin in (FY 2021)

Exploring composting opportunities

- Identified target waste streams
- Working with City and NAU partners
- Expansion of marketing efforts
 - Increased reach on social media
 - 71% increase in reach, 112% increase in engagement on Facebook
 - Updates to Recycle by City
 - New digital media

Questions

