



Reimagine Phoenix
Transforming Trash Into Resources



Reimagine Phoenix:

The sustainability initiative

John A. Trujillo
May 20, 2014

Solid waste operations travel more than
7 million miles every year –
equivalent to going to the
moon and back **14 times**.



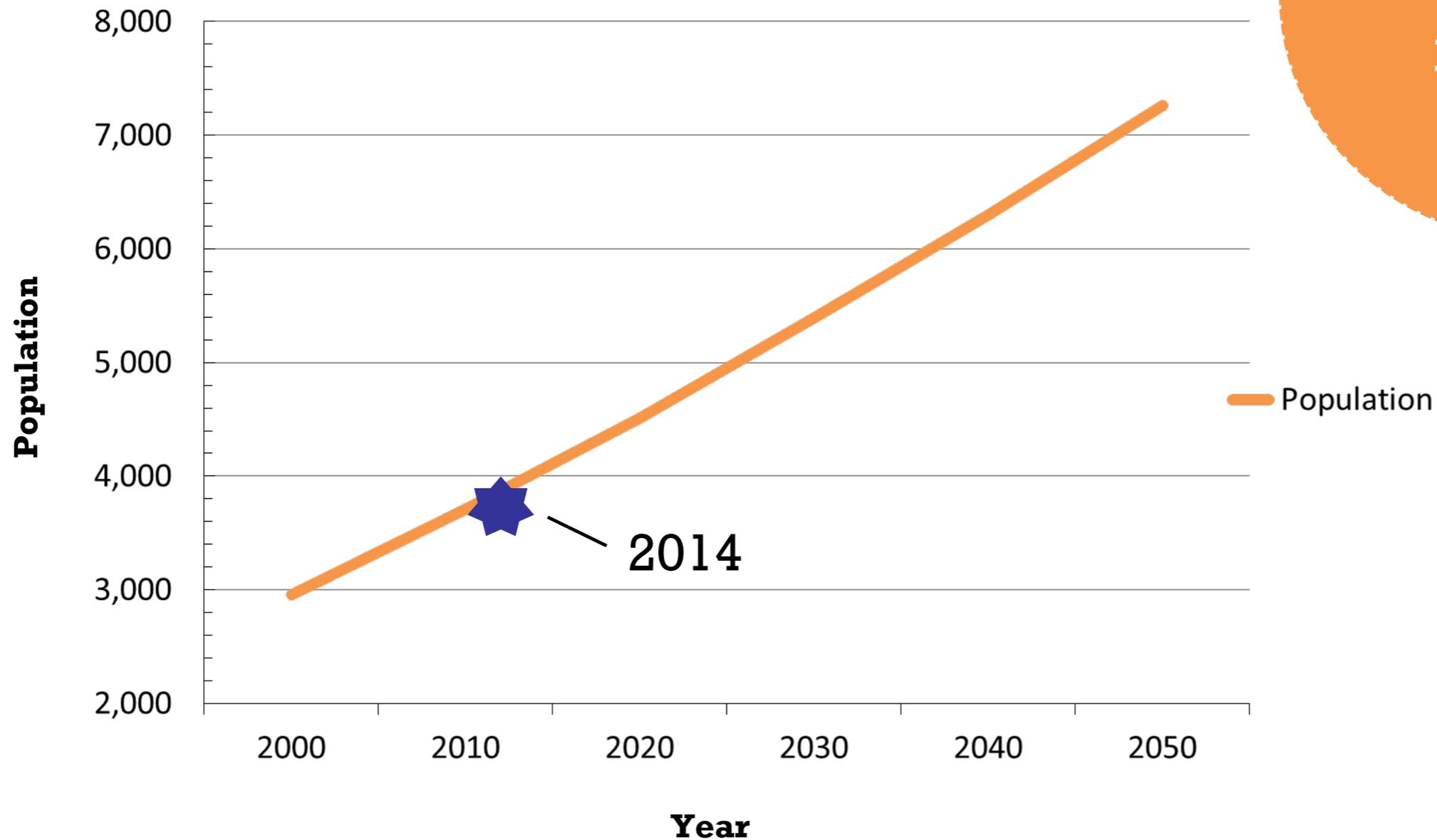


The amount of **trash Phoenix** sends to the **landfill**
each year could **fill Chase Field**
7 times.

Projected Population Growth

Maricopa County

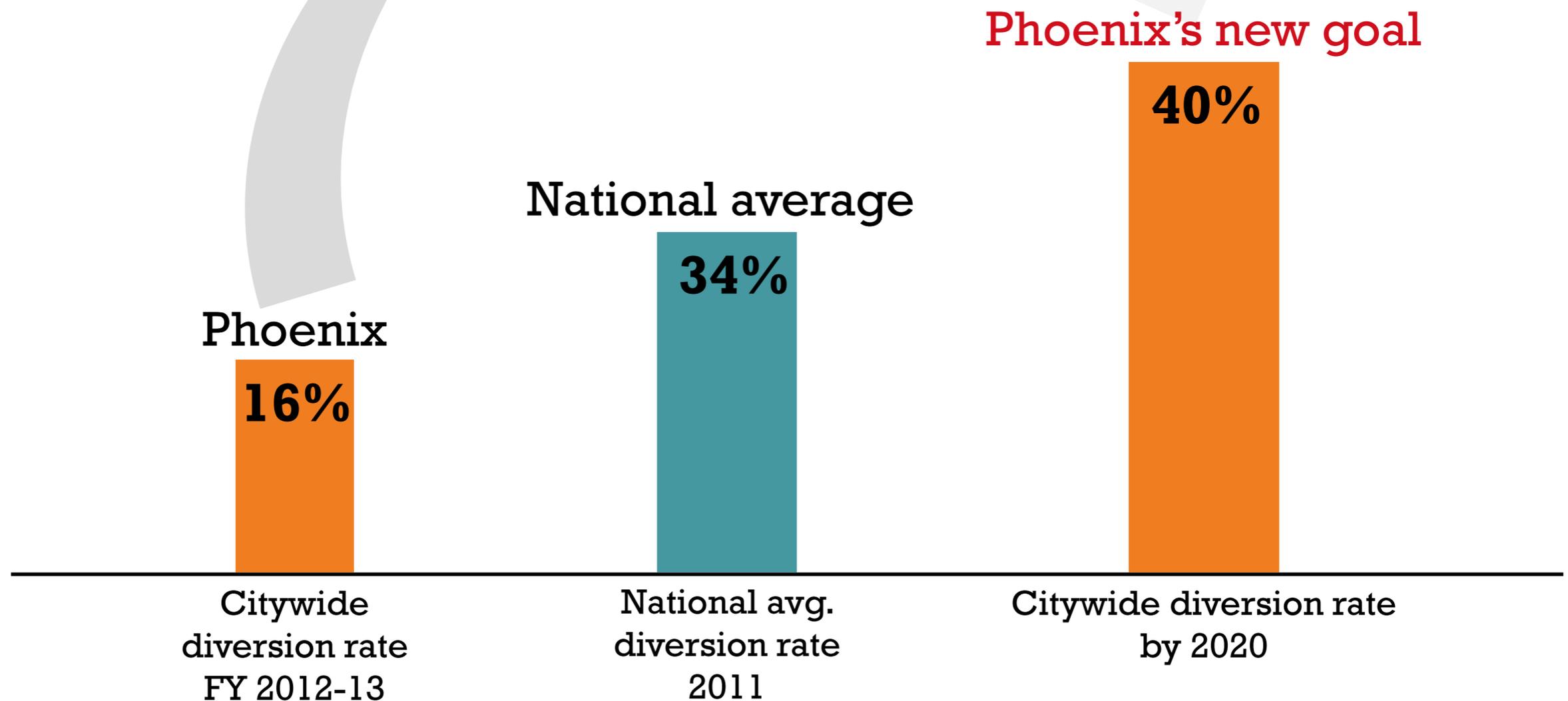
Population Growth
(in thousands)



7.3
Million
people in
2050

Solid Waste Diversion Rate

In his 2013 State of the City address, Mayor Greg Stanton announced his challenge to increase the city's waste diversion rate to **40 percent by the year 2020.**



Mission Statement



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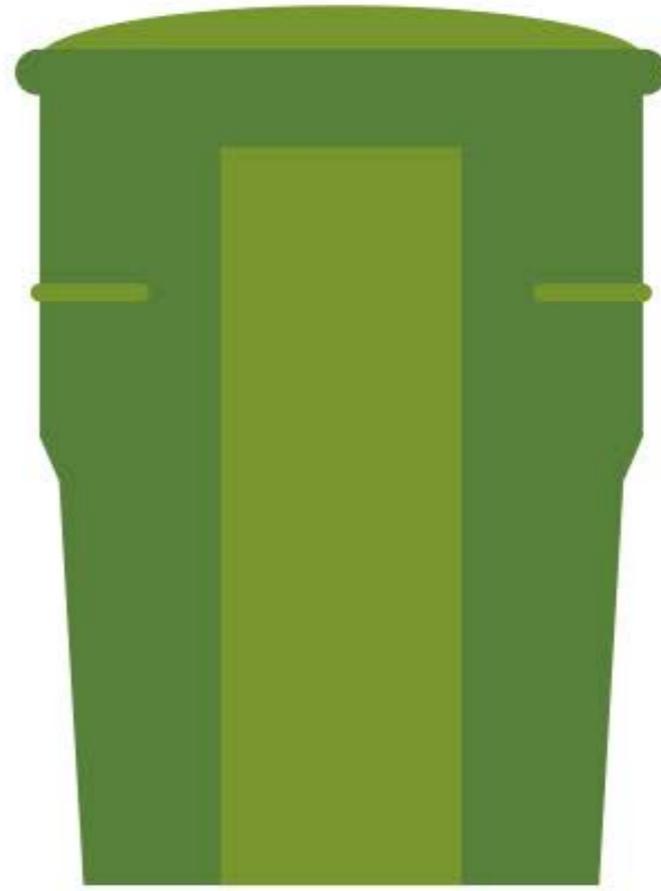
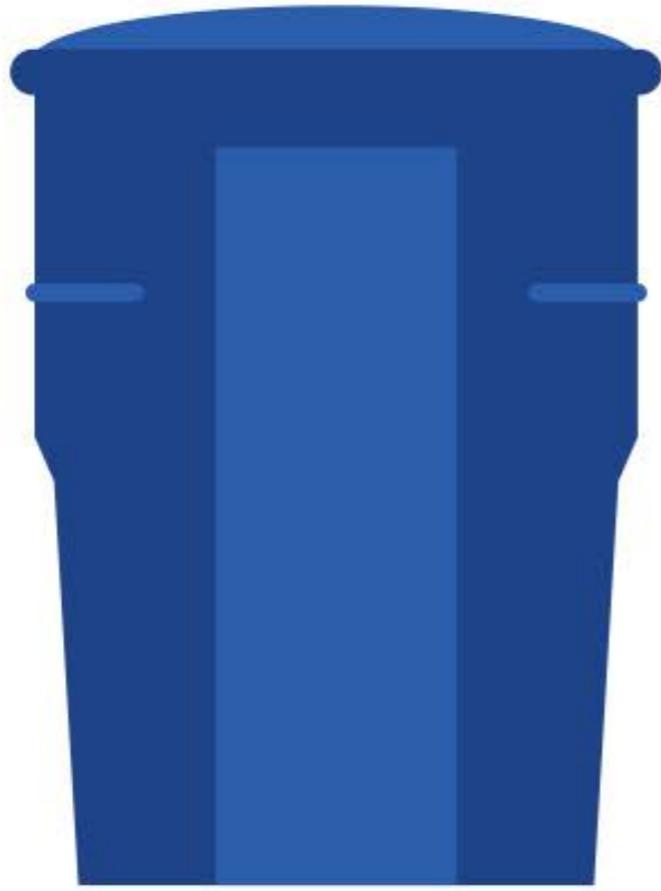
To educate, inspire, and engage everyone throughout Phoenix to increase their waste diversion to 40 percent by the year 2020 while considering all aspects of reduce, reuse and recycle in their daily lives.



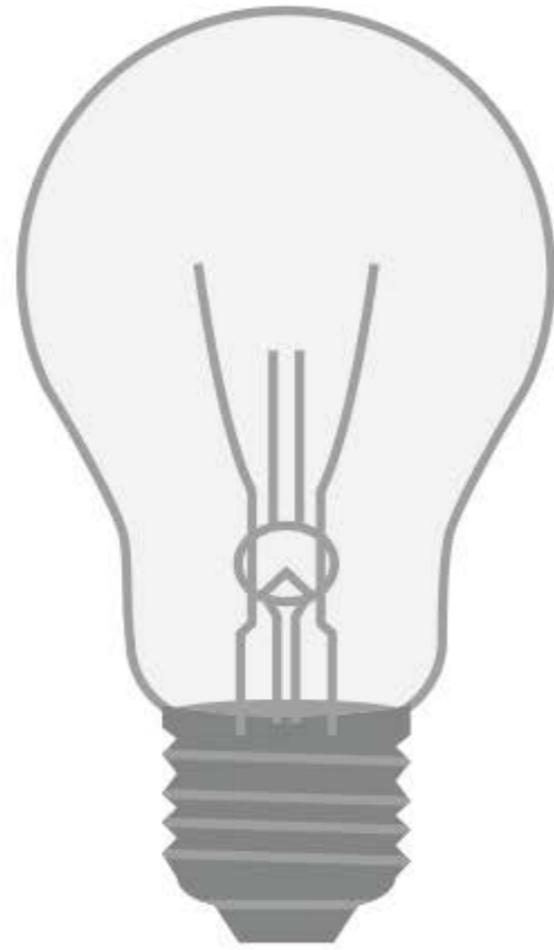
Reduce



Reuse



Recycle



Reconsider



Reimagine

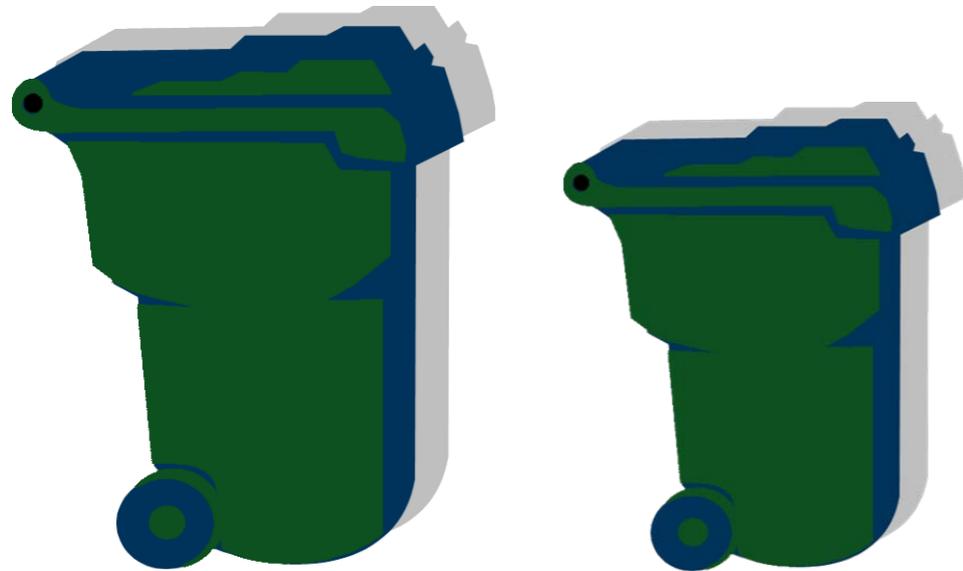
Focus Areas

- 1. Enhance the current solid waste programs to encourage more sustainable practices.**
- 2. Increase communication and education about sustainability to residents and businesses.**
- 3. Partner with industry and other community leaders.**

Focus Area #1

Solid waste program enhancements

Save As You Reduce and Recycle
or SAY R&R

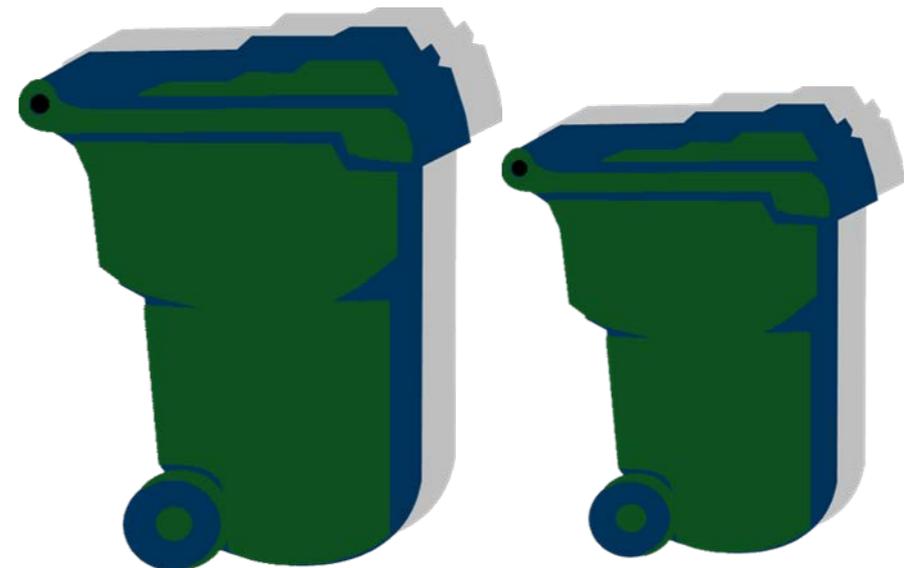


Green Organics Curbside Collection



Save As You Reduce and Recycle

- A program that offers a medium trash container, with a monthly savings of \$3.
- Must be enrolled in the curbside recycling program.
- Not available to alley trash collection customers.
- Delivery of medium containers will begin on July 7, 2014.





Green Organics Curbside Collection

- Program offers a large tan container for an additional \$5/month
- Available to curbside and alley collection customers.
- Delivery of containers begin July 7, 2014 in a phased approach.



Green Organics: Accepted materials

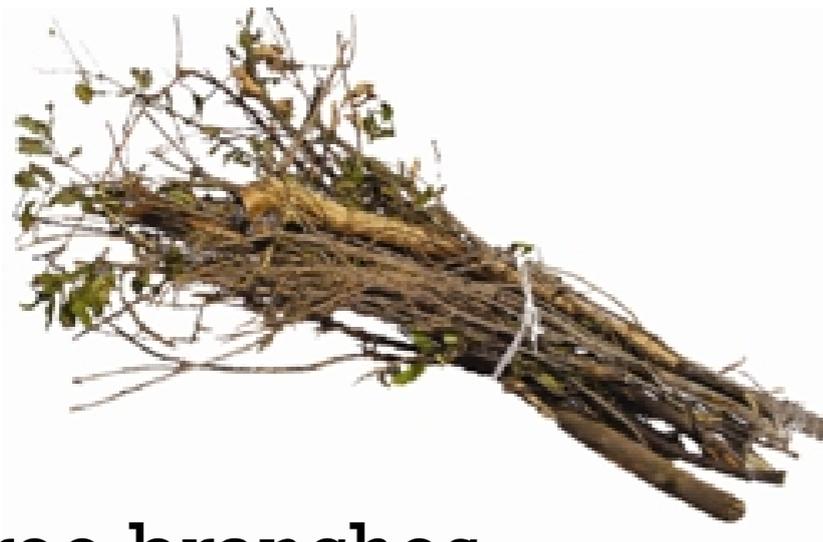
What goes into your Green Organics container:



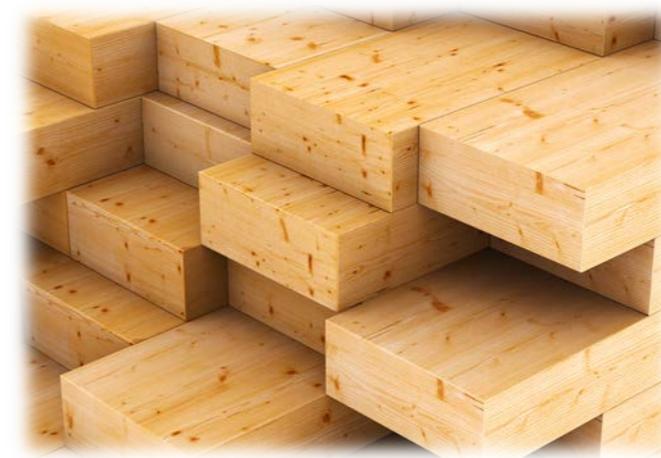
yard waste



grass clippings



tree branches



untreated wood

Focus area #2

Communication and outreach

City-owned media

- Website
- Newsletters
- P@YS
- Listserve
- Social Media

Community outreach



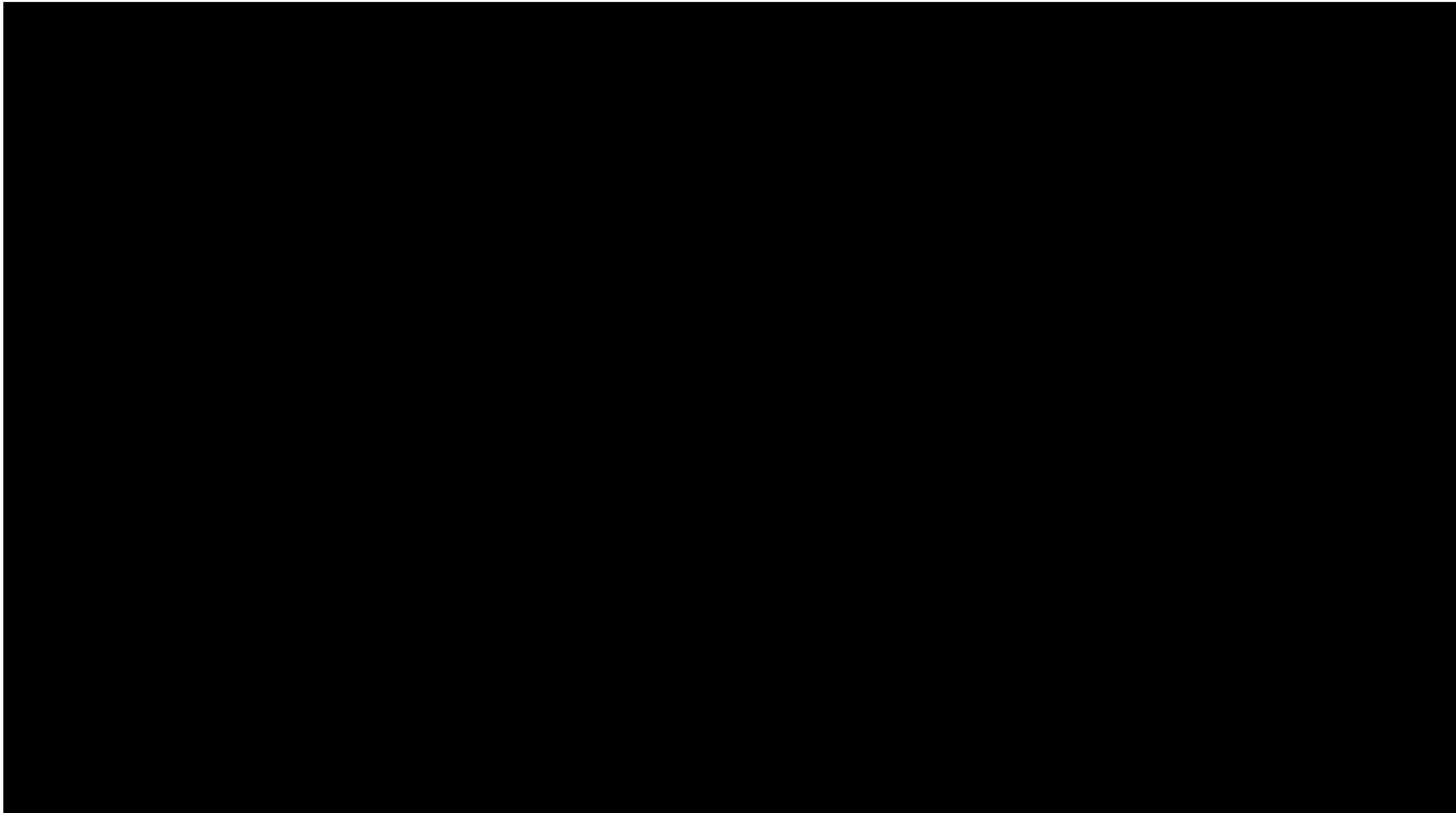
Community events



Paid media



:30 Reimagine TV Ad





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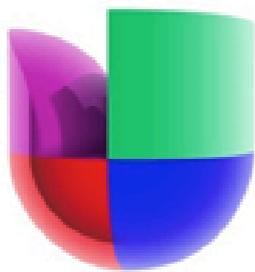


Partnership Development

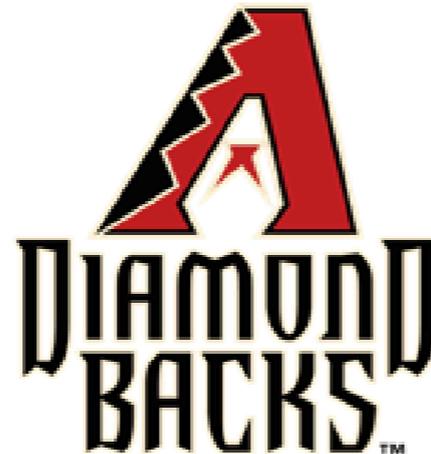


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ARIZONA STATE
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UNIVISION





GATE
A

SECTION 135-145

Reduce
the amount you consume, and the amount of waste you create.

Reuse
materials you already have, or share them with others to be reused.

Recycle
more of your trash, by properly sorting it into compost or recycling, rather than throwing it into landfill.

Reconsider
everything you discard, and how smarter choices can save you and your community money & resources.

Reimagine
the future of Florida when we all do our part to lessen our impact, use resources wisely, and support a beautiful, sustainable future.



Resource Innovation and Solutions Network

**RESOURCE
INNOVATION
through public/private
PARTNERSHIPS**



Emerging Technologies

Emerging Technologies

Four Horsemen of Emerging Technologies or HETIC:

- Nanotechnology
- Biotechnology: "Synthetic Biology"
- Robotics
- Applied Cognitive Science



Resource In
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Sustainable

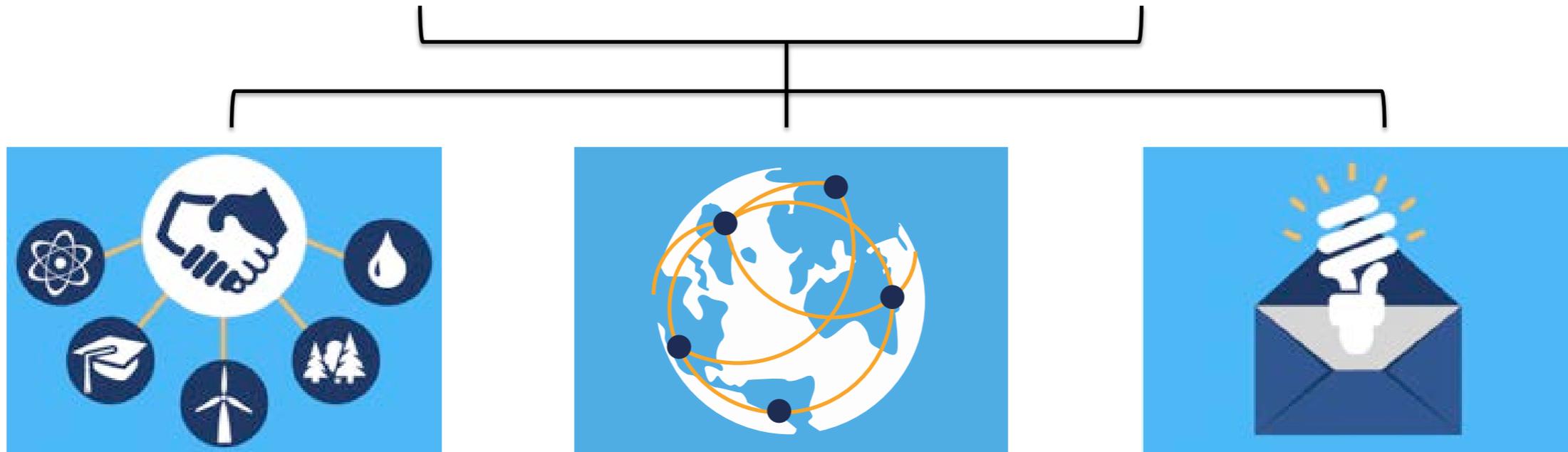
Opportunities

- 1. All Data is a Resource
- 2. Data is the New Oil
- 3. Data is the New Gold
- 4. Data is the New Silver
- 5. Data is the New Copper
- 6. Data is the New Iron
- 7. Data is the New Steel
- 8. Data is the New Aluminum
- 9. Data is the New Zinc
- 10. Data is the New Lead
- 11. Data is the New Tin
- 12. Data is the New Nickel
- 13. Data is the New Cobalt
- 14. Data is the New Manganese
- 15. Data is the New Selenium
- 16. Data is the New Tellurium
- 17. Data is the New Vanadium
- 18. Data is the New Chromium
- 19. Data is the New Molybdenum
- 20. Data is the New Niobium
- 21. Data is the New Tantalum
- 22. Data is the New Zirconium
- 23. Data is the New Hafnium
- 24. Data is the New Rhenium
- 25. Data is the New Ruthenium
- 26. Data is the New Rhodium
- 27. Data is the New Palladium
- 28. Data is the New Silver
- 29. Data is the New Gold
- 30. Data is the New Platinum
- 31. Data is the New Iridium
- 32. Data is the New Osmium
- 33. Data is the New Iridium
- 34. Data is the New Osmium
- 35. Data is the New Platinum
- 36. Data is the New Iridium
- 37. Data is the New Osmium
- 38. Data is the New Platinum
- 39. Data is the New Iridium
- 40. Data is the New Osmium

Big Data:
Standards, Data
Collector, Analysis



Resource Innovation and Solutions Network



Become a partner

Create a global hub

Share a solution



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Transforming Trash Into Resources





Resource Innovation and Solutions Network



THE
SUSTAINABILITY
SCHOOL *at* LAGOS

Take the Pledge!



Together, we can
Reduce,
Reuse,
Recycle,
Reconsider,
and Reimagine
a better Phoenix

For more information, latest news and tips, visit
phoenix.gov/ReimaginePhoenix