

MINUTES OF THE  
MARICOPA ASSOCIATION OF GOVERNMENTS  
SOLID WASTE ADVISORY COMMITTEE MEETING

Tuesday, March 22, 2016  
MAG Office Building  
Phoenix, Arizona

MEMBERS ATTENDING

Rhonda Humbles, Peoria, Chair	Richard Allen, Salt River Pima-Maricopa Indian Community
Patrick Murphy, Mesa, Vice Chair	Manuel Castillo, Scottsdale
Shawn Kreuzwiesner for Cindy Blackmore, Avondale	Christina Betz, Surprise
Robert van den Akker, Buckeye	* Tony Miano, Tempe
# Sheree Sepulveda, Chandler	* Helen Heiden, Arizona Chamber of Commerce and Industry
Wayne Smith for Robert Senita, El Mirage	* Robin Thomas, Arizona Department of Environmental Quality
Kelli Collins for Steven Pietrzykowsky, Gilbert	Chris Coyle, Arizona Forward
Ernie Ruiz for Glendale	Michael Denby, Arizona Public Service
Adam Kurtz for Willy Elizondo, Goodyear	* Jill Bernstein, Keep Arizona Beautiful
* Chuck Ransom, Litchfield Park	Brian Kehoe, Maricopa County
* Jerry Cooper, Paradise Valley	# Wendy Crites, Salt River Project
Ginger Spencer, Phoenix	
Debbie Gomez for Ramona Simpson, Queen Creek	

\*Those members neither present nor represented by proxy.

#Attended by telephone conference call.

+Participated via video conference call.

OTHERS PRESENT

Julie Hoffman, Maricopa Association of Governments	Karen Irwin, Environmental Protection Agency
Kara Johnson, Maricopa Association of Governments	Yvette Roeder, City of Phoenix Bobby Parks, City of Surprise

1. Call to Order

A meeting of the MAG Solid Waste Advisory Committee (SWAC) was conducted on Tuesday, March 22, 2016. Rhonda Humbles, City of Peoria, Chair, called the meeting to order at approximately 10:00 a.m. Sheree Sepulveda, City of Chandler and Wendy Crites, Salt River Project, attended the meeting via telephone conference call. Chair Humbles encouraged Committee members to speak into the microphones so that the audience and teleconferencing members can hear.

Chair Humbles indicated that copies of the handouts for the meeting are available. She noted for members attending through audio conference, the presentations for the meeting will be posted on the

MAG website under Resources for the Committee agenda, whenever possible. If it is not possible to post them before the meeting, they will be posted after the meeting.

2. Call to the Audience

Chair Humbles provided an opportunity for members of the public to address the Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG or items on the agenda for discussion, but not for action. She noted that according to the MAG public comment process, members of the audience who wish to speak are requested to fill out comment cards, which are available on the tables adjacent to the doorways inside the meeting room. Citizens are asked not to exceed a three minute time period for their comments. Chair Simpson noted that no public comment cards had been received.

3. Approval of the October 29, 2015 Meeting Minutes

The Committee reviewed the minutes from the October 29, 2015 meeting. Patrick Murphy, City of Mesa, moved, and Chris Coyle, Arizona Forward, seconded, and the motion to approve the October 29, 2015 meeting minutes, carried unanimously.

4. Environmental Protection Agency's Managing and Transforming Waste Streams: A Tool for Communities

Karen Irwin, Environmental Protection Agency, presented on the Environmental Protection Agency's (EPA) Managing and Transforming Waste Streams Tool. She stated that this tool is designed to aid local and tribal governments in shifting their solid waste stream away from disposal and to waste reduction and material reuse and recovery. Ms. Irwin indicated that the tool features 100 policy and program options that communities may implement across the waste generating sectors. She commented that it is a planning tool for communities in various capacities, including: local, regional, or tribal solid waste plan updates; zero waste plans and strategies; and community based initiatives.

Ms. Irwin noted that EPA is hosting a national webinar showcasing the Managing and Transforming Waste Streams Tool on April 14, 2016. She stated that the webinar will also feature Fort Collins, Colorado as a community example. Ms. Irwin encouraged webinar attendance.

Ms. Irwin discussed national statistics on Municipal Solid Waste (MSW). She indicated that 254 million tons of municipal solid waste is generated per year. Approximately one third, 34 percent, of MSW is recycled. Ms. Irwin stated that the total construction and demolition (C&D) debris generated per year is 530 million tons. She noted that there is not a national recycling figure for C&D, however EPA has statistics that indicate a large portion of C&D concrete is recycled. Ms. Irwin commented that the tool showcases communities and counties in the country that have high diversion rates. The tool allows for information sharing and easy access to ordinances and program websites.

Ms. Irwin displayed a systems-based view of the United States greenhouse gas emissions for 2006. She noted that the provision of goods and food make up 42 percent of the greenhouse gas emissions footprint for the United States. Ms. Irwin stated that this can be surprising because there is often an emphasis on buildings energy use and transportation. A large portion of the 42 percent is upstream extraction of natural resources, manufacturing products, and the processing of food. She stated that local programs can drive waste reduction and reuse that can impact these upstream emissions.

Ms. Irwin provided recycling statistics. In 2013, 87 million tons of municipal solid waste was recycled nationally that had the greenhouse gas effect of removing over 39 million passenger vehicles off the road. Ms. Irwin commented on the potential for waste management programs to reduce greenhouse gas emissions.

Ms. Irwin stated that the number one discarded material in municipal solid waste is food waste. Nationally, only five percent of food waste is composted or recovered. Ms. Irwin noted that there is significant room for improvement with regard to food waste. EPA has set a new national goal to reduce food waste by 50 percent by 2030. Ms. Irwin indicated that the Arizona Department of Environmental Quality (ADEQ) is a recipient of the EPA Pollution Prevention Grant with the goal of reducing food waste.

Ms. Irwin discussed the Managing and Transforming Waste Streams Tool. She stated that the tool features 100 measures spanning across waste generation sectors. The 100 measures include: ordinances, resolutions, policies, programs, incentives, facilities, and outreach efforts that communities have implemented. The measures are categorized by sectors, such as, government operations, residential, commercial, C&D, and cross-sectoral measures for communities and the general public. The tool utilizes interactive features to generate a priority list of measures tailored to the community's needs, interests, and capabilities. The customized list can be printed or copied into a planning document.

Ms. Irwin indicated that the tool was created so that communities could access information on what other communities have successfully implemented. She stated that certain measures could be short term and some may have a longer scope. Ms. Irwin encouraged communities to pilot the tool and provide feedback. Over 250 implementation examples are featured across the country. The examples feature communities of all sizes, as well as, rural and urban examples. The tool also features detailed best practices and case studies for contracts and franchise agreements with private haulers. Ms. Irwin noted that the tool provides online resources to explore. She stated that communities with successful examples may contact EPA to have the examples included in the tool.

Ms. Irwin discussed the target audience. The target audience for the tool includes: city, county, tribal, and regional agencies; states; non-profit organizations; and other interested parties familiar with their community's waste management system.

Ms. Irwin displayed a snapshot of the tool layout. She noted that the first column after the policy or program is the goal. A link to examples and resources related to the measure are also included. Ms. Irwin indicated that searches can be made by sector or material. She noted that there are also six qualitative rankings included for the measures as well. The tool can be customized through searches, hiding measures, highlighting measures, and filtering by qualitative rankings. Ms. Irwin stated a team of specialized consultants aided in creating the qualitative rankings. The qualitative ranking categories included: diversion potential; upstream impacts; local authority; receptivity; staff knowledge; and community led initiatives.

Ms. Irwin provided examples of detailed content from the tool. The first example is road construction that incorporates reusable and recycled materials. The second example displayed a food waste collection program with private haulers in which two communities have successfully established a voluntary program. A link of outreach materials is provided for those interested in food waste collection programs. Ms. Irwin stated that the goal is to identify as many successful models as possible to make accessible by the tool.

Ms. Irwin stated that a quick reference guide is available that provides a snapshot of what is included in the tool. She indicated that the 100 measures fall under one or more of the following local government actions: set community-wide goals/plans; address local government operations; expand and incentivize curbside collection; address construction and demolition debris; support product stewardship; provide assistance to businesses and institutions; conduct community outreach and education; establish disincentives or restrictions on disposal; and develop or expand infrastructure and markets for reuse and recovery.

Ms. Irwin discussed underlying themes present in the tool. The underlying themes include: local governments taking action to address all sectors generating waste in the community; calling attention to ways for local governments to support source reduction and reuse, such as reuse centers or swap events in the community; addressing more types of materials in the waste stream and different ways to address traditional waste streams; variety of approaches are possible; setting requirements to reach higher levels of diversion; and phasing in more expansive measures over time. With regard to phasing in expansive measures over time, Ms. Irwin provided the example of procurement in that some communities began with voluntary procurement that have moved to mandatory procurement.

Ms. Irwin presented curbside collection options. The options vary by material and different community approaches to curbside collection. Ms. Irwin indicated that communities may have some of the options combined, however the tool provides the options separately by title. She listed some of the curbside collection options. Ms. Irwin commented that there are many variations on setting requirements. She noted that some examples of requirements include: access to recycling services and right sizing for bins.

Ms. Irwin noted that EPA provides resources for contracting best practices and franchise agreements. The tool contains pros and cons, as well as, case studies for the best practices.

Ms. Irwin discussed that a spreadsheet version of the tool is available for communities that would like to manipulate the information. She noted that the spreadsheet version is available for download.

Ms. Irwin discussed case studies from five communities. She commented that she identifies the drivers of change in each example. Ms. Irwin noted that the first three examples are suburban communities with a relatively small population.

Ms. Irwin commented that Lafayette, Colorado historically has low solid waste tipping fees. In 2015, the City expanded residential collection to include food and yard waste. Ms. Irwin stated that an involved and informed non-profit organization in the area built resident support and conducted the necessary outreach and education to support the food and yard waste program. The non-profit conducted a waste audit indicating that 40 percent of items thrown away are compostable. Ms. Irwin noted that this type of information is important for City Council. She stated that the community built the program upon an existing pay as you throw rate structure that incentivizes the smallest trash bin. The smaller bin that has a smaller monthly rate promotes education on recycling and composting. Ms. Irwin stated that the program was successfully adopted. She added that the compost is transported 50 miles for reuse.

Ms. Irwin discussed Hamilton, Massachusetts that began collecting food and yard waste weekly and switched to every-other-week trash collection in 2012. She recognized that Arizona law currently does not allow for every-other-week trash collection. However, communities with every-other-week trash collection were able to cut costs. The compostable material that may create odors are collected every week. The case study noted that the partnerships were “vital to the success of the program”

in which the town successfully negotiated with a local farm to process the compost and a local hauler to collect the material. Town volunteers created the Hamilton Recycling Committee that provided support and outreach for the program. Ms. Irwin stated that the program saves Hamilton money due to a tipping fee for organics that is less than the tipping fee for trash. She stated that the Town has seen a 32 percent decrease in solid waste from adopting the program.

Ms. Irwin stated that in 2014, Castro Valley, California adopted a Zero Waste Strategic Plan. A consultant was hired with zero waste expertise to conduct a Market Commodities Analysis that estimated the total value of discarded materials, the lost local economic opportunity, at approximately \$480,000 for Castro Valley. Ms. Irwin noted that Castro Valley is a small community, however the City of Austin also conducted a Market Commodities Analysis and found a total value of \$43 million for discarded materials. She stated that in the Phoenix area the value would be millions of dollars. Ms. Irwin commented that the values can vary due to market fluctuation, however a Market Commodities Analysis can be helpful for City Councils to make decisions based on economic opportunity. Ms. Irwin stated that Castro Valley adopted the plan in which the overall rate impact to customers was an estimated \$1.17 per month to implement the long term Zero Waste Strategic Plan.

Ms. Irwin indicated that the final two examples include food donation initiatives that do not require infrastructure. She stated that food donation initiatives focus on salvaging food from grocers and markets for donation to shelters. A food donation initiative was founded in Boulder, Colorado from five students conducting a university research project. The project began as a direct, just-in-time pickup of perishable food by volunteers on bicycles and has now grown into a non-profit organization. Ms. Irwin commented that this type of initiative can be initiated in any community.

Ms. Irwin discussed the Portland, Oregon food donation initiative called Fork It Over. It is an online website linking businesses with food rescue agencies. A regional government funded the initiative that utilized community-based social marketing. She stated that the project included: conducting food industry surveys to identify barriers; equipping food rescue agencies; asking businesses to make a public commitment to regularly donate; recruiting industry spokespersons for testimonials and presentations; and placing advertisements in industry publications and local newspapers. Ms. Irwin indicated that a food donation initiative can be successful in any community. She stated that the tool provides resources for measures that can be replicable in other communities, such as Phoenix and the surrounding areas. Ms. Irwin asked if there are any questions on the Managing and Transforming Waste Streams Tool.

Chair Humbles inquired if the case studies have additional attachments that outline the project. Ms. Irwin responded that there are a few case studies that contain detailed information, such as, contract coordination, goals, and franchise agreements. She stated that a majority of the examples provide goal implementation information. Multiple communities who have successfully implemented individual measures are showcased in which links to the community plans are provided. The goal of the tool is to provide easily accessible information on the model measures. The tool provides communities examples of successfully implemented measures so that interested parties may contact the communities for more information. Ms. Irwin stated that EPA hopes this tool will help inspire more measures to be included in planning.

Brian Kehoe, inquired about ADEQ grant funding. Ms. Irwin replied that ADEQ applied for the EPA Pollution Prevention Source Reduction Grant in which the funding is being provided for interns to conduct outreach to businesses on food recovery.

Ms. Irwin thanked the Committee. She stated that EPA would appreciate it if communities would pilot the tool. Ms. Irwin indicated that communities may contact her with questions.

Sheree Sepulveda, City of Chandler, asked about the webinar on April 14, 2016. Ms. Irwin responded that those interested in attending the webinar may go to [www.epa.gov/smm](http://www.epa.gov/smm).

5. “Top 10 in the Bin” Recycling Campaign

Chair Humbles introduced Ginger Spencer and Yvette Roeder, City of Phoenix, to present the Top 10 in the Bin Recycling Campaign. Ms. Spencer stated that the City of Phoenix is relaunching its Recycling Program using a national initiative created by EPA, Keep America Beautiful, the National Waste & Recycling Association, and the Solid Waste Association of North America. She noted that the Top 10 in the Bin flyers are being provided to the Committee and are also available on [www.kab.org](http://www.kab.org). Ms. Spencer inquired if there is interest in other communities to adopt the national campaign. She stated that the region has been recycling for approximately three decades. The national diversion rate is approximately 34 percent. Ms. Spencer indicated that the City of Phoenix diversion rate is currently 20 percent with a goal through Reimagine Phoenix to achieve 40 percent waste diversion by the year 2020. She noted that the City hopes that the Top 10 in the Bin Campaign will create an easy, clear recycling message for residents.

Ms. Spencer introduced Ms. Roeder, City of Phoenix Public Information Officer. She indicated that Phoenix has been working closely with Keep America Beautiful to add the Reimagine Phoenix logo to the Top 10 in the Bin flyer and create a video. Ms. Roeder stated that the City is looking to distribute the flyers to re-educate residents on the ease of recycling. She noted that the materials included on the Campaign flyer are accepted in the Phoenix single stream Recycling Program. Ms. Roeder indicated that the City is seeking to make the Campaign fun and simple to be used on social media and as a Public Service Announcement (PSA).

Ms. Roeder discussed the Campaign PSA video clip. She stated that she wrote a script for the video and worked with a contractor on the video animation that incorporates the Reimagine Phoenix logo. Ms. Roeder played the one minute video for the Top 10 in the Bin Campaign. She added that a 30 second and the one minute version of the video are available in English and Spanish. Ms. Roeder indicated that the animator is working closely with Keep America Beautiful who has requested to customize the video for use by other partners.

Ms. Spencer asked for feedback and comments on the Campaign. She noted that the 10 items are recycled by Phoenix. Ms. Spencer inquired if other communities recycled all of the items listed. She mentioned that there was discussion on glass being recycled by communities in the Valley. Ms. Spencer asked if other communities would be interested in joining the national Top 10 in the Bin Recycling Campaign.

Ms. Sepulveda asked the cost associated with joining the Campaign. Ms. Spencer replied that there is no cost to join the Campaign. She indicated that the only cost incurred by the City of Phoenix was in printing the flyers and creating the video which was not a requirement. The flyer is available online. Ms. Spencer noted that Keep America Beautiful was cooperative with adding the community logo to the flyer. She stated that the Campaign can be implemented for low cost and that the City of Phoenix is willing to share Campaign elements that can be modified for other communities.

Manuel Castillo, City of Scottsdale, inquired where the video will appear. Ms. Roeder responded that the video will run as a PSA on Phoenix 11, social media, and there is discussions with Channel 3 on a potential partnership.

Ms. Sepulveda asked if the Valleywide Recycling Partnership (VRP) has been included in terms of the Campaign promotion. Ms. Roeder replied that the MAG Solid Waste Advisory Committee is the first to see the video, however Phoenix intends to speak with VRP and other organizations to assess interest in the Campaign. Ms. Sepulveda noted that there are many communities in the region that contribute funds to support VRP. She commented that there is value in contacting VRP with regard to community promotions of recycling. Ms. Sepulveda mentioned that there are members of the Committee that are affiliated with VRP. Ms. Spencer thanked Ms. Sepulveda and indicated that Phoenix will follow up with VRP.

Mr. Castillo commented that the materials are specific to the City of Phoenix, Scottsdale looks at categories such as electronics and household hazardous waste (HHW) separately. Ms. Roeder responded that the video is customizable in that language can be modified slightly or a material can be removed with another added. Ms. Spencer added that the language on the flyer states “Also Recyclable but not in the Curbside Bin” in that it is not determining a location for those items, rather that those materials should not be placed in the curbside bin and taken to the appropriate place in the community.

Chair Humbles stated that the flyer is a nice, easy layout with minimal text. She stated that the flyer is a good reminder for residents. Chair Humbles stated that consistent messaging is key. A partnership of communities that accept the Top 10 in the Bin items could be formed for the consistent messaging. She stated that the Campaign has clear and concise messaging.

Michael Denby, Arizona Public Service, inquired why the Phoenix diversion rate is lower than the national average. Ms. Spencer replied that there are a few factors. She stated that the 34 percent diversion rate is a national average that compares all states, such as Arizona to California and East Coast states that utilize mandates, fees, and fines. Mandates, fees, and fines encourage higher recycling and diversion rates. Ms. Spencer commented that Phoenix reaching a 20 percent diversion rate through outreach and education is impressive. She noted that Reimagine Phoenix will continue work on increasing the diversion rate. Ms. Spencer commented that other communities in the region have a similar 20 percent diversion rate.

Christina Betz, City of Surprise, replied that the City of Surprise has had a consistent diversion rate of approximately 23 percent over five years. She commented that the Top 10 in the Bin Campaign is a simple way to relaunch the recycling message. Ms. Betz stated that the City has received feedback that the recycling message can get confusing. She added that the national average diversion rate includes organics and food waste which are not mandated in Arizona. Ms. Betz noted that food waste and organics have the potential to increase the waste diversion to the national average. She indicated that the City of Surprise is looking into the feasibility of food waste and organics programs. Ms. Betz mentioned that relaunching a recycling program may increase diversion by three to five percent, however other types of programs will help reach higher diversion rates. She commented that Phoenix is exhausting all opportunities to reach the 40 percent diversion rate by 2020.

Mr. Denby commented that “What’s in it for me?” is a common phrase in marketing. He indicated that he is unsure why people do not recycle, however the question is what is in it for them to recycle. Ms. Spencer thanked Mr. Denby for his feedback. She stated that Phoenix will be conducting a

Community Outreach and Awareness Campaign that will include surveying residents for detailed information on why they do or do not recycle.

Richard Allen, Salt River Pima-Maricopa Indian Community, commented that it is important to keep in mind that the waste stream is changing with regard to the calculation of waste diversion rates. For example, water bottles have a lower weight due to packaging. Mr. Allen indicated that a community may still be capturing the same amount of water bottles, however due to a lighter waste stream, based on weight, the diversion rate may go down. He added that the types of materials in the waste stream are changing. He noted that newspapers are disappearing that were once a large portion of recycling. Mr. Allen stated that the cardboard waste stream is increasing due to online shipping boxes. He stated that it can be useful to keep in mind the what the waste streams percentages represent with regard to what the program is looking to accomplish.

Shawn Kreuzwiesner, City of Avondale, asked about the success of Phoenix's program that incentivizes the smaller bin size. Ms. Spencer indicated that the City conducts a voluntary modified pay-as-you-throw program that offers residents the opportunity to pay a lower rate for a 65 gallon container instead of the 90 gallon container. Ms. Spencer indicated that Phoenix will be working on increasing participation for this program.

#### 6. Call for Future Agenda Items

Chair Humbles provided the opportunity for Committee members to suggest future agenda items. She asked if recycling messaging and marketing is a topic that the Committee would like to explore. Chair Humbles inquired if the Committee would like to continue discussion on the following topics that were discussed at the last Committee meeting: revamping public outreach, electronic waste, and cathode ray tube (CRT) glass recycling. Ms. Betz responded that those topics are of interest. Chair Humbles indicated that future agenda items of interest may be emailed to MAG staff. She commented that good topics were discussed today. Chair Humbles noted that many communities have had staff rotating positions with new staff coming in, as well as, staff leaving. She indicated that the City of Peoria has an approximate diversion rate of 23 to 25 percent. Chair Humbles mentioned that some residents may think that recycling is a trend that may be phased out in a few years, however this is not the case. Chair Humbles commented that the recycling message continues to be important.

Mr. Denby commented that a lot of the topics discussed by the Committee play into sustainability. He indicated that corporate sustainability is growing. Mr. Denby suggested discussion on how the topics discussed by the Committee play into corporate sustainability. He indicated that the general public is looking for sustainability in corporations therefore corporations are now integrating sustainability.

#### 7. Comments from the Committee

Chair Humbles asked for any comments from the Committee.

Mr. Allen stated that SWANA has coordinated with the California Resource Recovery Association to develop a zero waste training course that may be released this year. He indicated that the training course may help communities with the goal of zero waste. Mr. Allen commented that the Salt River Pima-Maricopa Indian Community will be holding an Earth Day event on April 9, 2016 that will include HHW collection.

Chris Coyle, Arizona Forward, stated that the Arizona Forward 2016 Stewardship Summit will be held on May 12, 2016 at the Hyatt Regency in Phoenix from 8 a.m. to 1:30 p.m.

Robert van den Akker, City of Buckeye, indicated that Buckeye will be discussing solid waste during Public Works Week at a local school.

Ms. Betz added that the City of Surprise has launched a public outreach campaign through magnets and door hangers. She added that the City will also host a HHW event on March 26, 2016. Ms. Betz indicated that Surprise is looking to do more and revamp programs in place.

Ms. Spencer commented that Phoenix is currently accepting proposals for two Request for Proposals (RFPs). She stated that an RFP for palm fronds is due March 31, 2016. Ms. Spencer indicated that the second RFP is seeking a company to operate and market materials for the City of Phoenix composting facility that will open later this year. The RFP deadline for the composting facility is April 27, 2016. More information on the RFPs can be found at [www.phoenix.gov](http://www.phoenix.gov).

Adam Kurtz, City of Goodyear, stated that the City of Goodyear is conducting a biannual HHW event with the City of Avondale and City of Tolleson on April 2, 2016.

Patrick Murphy, City of Mesa, indicated that the City of Mesa is looking to recruit an Operations Administrator.

Mr. Kehoe referred to the every other week pickup discussion from a previous meeting. He noted that ADEQ had indicated that they were going to inquire on the subject. Mr. Kehoe indicated that he can follow up with Environmental Services at Maricopa County if necessary. Mr. Murphy replied that he has been in correspondence with ADEQ in which they stated that they would get back with him. He stated that any Maricopa County feedback would be helpful.

Chair Humbles indicated that Peoria is participating in a River and Trails Clean Up event for Earth Day. She noted that an HHW event will be held in the month of April.

Julie Hoffman, Maricopa Association of Governments, stated that MAG will be sending out a survey on the Solid Waste Best Practices in the MAG Region Update. She noted that this was discussed at the last Committee meeting. Ms. Hoffman encouraged survey participation.

Chair Humbles thanked the Committee for their survey participation. She stated that the next Committee meeting is tentatively scheduled for August 30, 2016. With no further comments, Chair Humbles called for adjournment of the meeting at approximately 10:55 a.m.