



November 28, 2017

TO: Members of the MAG Solid Waste Advisory Committee

FROM: Rhonda Humbles, Peoria, Chair

SUBJECT: MEETING NOTIFICATION AND TRANSMITTAL OF TENTATIVE AGENDA

Tuesday, December 5, 2017 - 10:00 a.m.
MAG Office, Suite 200 - Ironwood Room
302 North 1st Avenue, Phoenix

A meeting of the MAG Solid Waste Advisory Committee has been scheduled for the time and place noted above. Members of the Solid Waste Advisory Committee may attend the meeting either in person, by videoconference or by telephone conference call. Those attending by videoconference must notify the MAG site three business days prior to the meeting. If you have any questions regarding the meeting, please contact Chair Humbles or Julie Hoffman at 602-254-6300.

Please park in the garage underneath the building, bring your ticket, and parking will be validated. For those using transit, Valley Metro/Regional Public Transportation Authority will provide transit tickets for your trip. For those using bicycles, please lock your bicycle in the bike rack in the garage.

In 1996, the Regional Council approved a simple majority quorum for all MAG advisory committees. If the MAG Solid Waste Advisory Committee does not meet the quorum requirement, members who arrived at the meeting will be instructed a legal meeting cannot occur and subsequently be dismissed. Your attendance at the meeting is strongly encouraged. If you are unable to attend the meeting, please make arrangements for a proxy from your entity to represent you.

Pursuant to Title II of the Americans with Disabilities Act (ADA), MAG does not discriminate on the basis of disability in admissions to or participation in its public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Leila Gamiz at the MAG office. Requests should be made as early as possible to allow time to arrange the accommodation.

TENTATIVE AGENDA

COMMITTEE ACTION REQUESTED

1. Call to Order

2. Call to the Audience

An opportunity will be provided to members of the public to address the Solid Waste Advisory Committee on items not scheduled on the agenda that fall under the jurisdiction of MAG, or on items on the agenda for discussion but not for action. Members of the public will be requested not to exceed a three minute time period for their comments. A total of 15 minutes will be provided for the Call to the Audience agenda item, unless the Solid Waste Advisory Committee requests an exception to this limit. Please note that those wishing to comment on action agenda items will be given an opportunity at the time the item is heard.

3. Approval of the June 20, 2017 Meeting Minutes

4. Municipal Diversion Rates

At the June 20, 2017 MAG Solid Waste Advisory Committee meeting, interest was expressed in the Committee discussing how municipal diversion rates are formulated and what factors are included in the rates. An opportunity will be provided for jurisdictions to discuss their diversion rates.

5. Regional Solid Waste Management Data

The MAG Solid Waste Advisory Committee has expressed interest in collecting updated regional solid waste management data. Data reflecting current solid waste management conditions on a regional level is useful in evaluating existing programs and opportunities for collaboration. Information compiled from the previous data collection effort and options

2. For information.

3. Review and approve the June 20, 2017 meeting minutes.

4. For information and discussion.

5. For information and discussion.

for collecting updated information will be discussed.

6. Tentative Meeting Schedule for the MAG Solid Waste Advisory Committee

The Tentative Meeting Schedule for the MAG Solid Waste Advisory Committee for March-December 2018 is attached for your convenience. Please refer to the enclosed material.

7. Call for Future Agenda Items

The Chair will invite the Committee members to suggest future agenda items.

8. Comments from the Committee

An opportunity will be provided for Solid Waste Advisory Committee members to present a brief summary of current events. The Committee is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action.

6. For information and discussion.

7. For information and discussion.

8. For information.

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

Tuesday, June 20, 2017
MAG Office Building
Phoenix, Arizona

MEMBERS ATTENDING

| | |
|---|--|
| # Steven Sandoval for Rhonda Humbles, Peoria, Chair | Richard Allen, Salt River Pima-Maricopa Indian Community |
| Conrade Fernandez for Patrick Murphy, Mesa, Vice Chair | Manuel Castillo, Scottsdale |
| * Cindy Blackmore, Avondale | Christina Betz, Surprise |
| Robert van den Akker, Buckeye | * Tony Miano, Tempe |
| # Traci Conaway for Sheree Sepulveda, Chandler | * Helen Heiden, Arizona Chamber of Commerce and Industry |
| # Nick Russo, El Mirage | Robin Thomas, Arizona Department of Environmental Quality |
| Frank Flores for Gilbert | Chris Coyle, Arizona Forward |
| Michelle Woytenko, Glendale | * Michael Denby, Arizona Public Service |
| Adam Kurtz, Goodyear | * Jill Bernstein, Keep Arizona Beautiful |
| * Chuck Ransom, Litchfield Park | * Brian Kehoe, Maricopa County |
| * Jerry Cooper, Paradise Valley | # Wendy Crites, Salt River Project |
| Lucas Mariacher for Ginger Spencer, Phoenix | |
| 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
Kara Johnson, Maricopa Association of
Governments

Torrance McDonald, City of Glendale
Jason Jordan, Pinal County
Chuck Hamstra, City of Phoenix

1. Call to Order

A meeting of the MAG Solid Waste Advisory Committee (SWAC) was conducted on Tuesday, June 20, 2017. Ramona Simpson, Town of Queen Creek, Acting Chair, called the meeting to order at approximately 10:00 a.m. Traci Conaway, City of Chandler; Wendy Crites, Salt River Project; Steven Sandoval, City of Peoria; and Nick Russo, City of El Mirage, attended the meeting via telephone conference call. Acting Chair Simpson encouraged Committee members to speak into the microphones so that the audience and teleconferencing members can hear.

Acting Chair Simspon 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

Acting Chair Simpson 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. Acting Chair Simpson noted that no public comment cards had been received.

3. Approval of the March 15, 2017 Meeting Minutes

The Committee reviewed the minutes from the March 15, 2017 meeting. Ms. Crites requested a modification to the March 15, 2017 minutes to reflect that she attended the meeting by telephone conference call. Richard Allen, Salt River Pima-Maricopa Indian Community, moved, and Chris Coyle, Arizona Forward, seconded, and the motion to approve the March 15, 2017 meeting minutes, with the correction, carried unanimously.

4. Draft Solid Waste Best Practices in the MAG Region 2017 Update

Julie Hoffman, Maricopa Association of Governments, presented the Draft Solid Waste Best Practices in the MAG Region 2017 Update. In 2012, MAG prepared the Solid Waste Best Practices in the MAG Region Report that identified a variety of solid waste best practices being implemented by MAG member agencies. When the report was presented at the December 5, 2012 MAG Regional Council meeting, a follow-up report was requested after a few years to determine if the best practices have been implemented in other communities across the region. Ms. Hoffman stated that on March 29, 2016, a survey was distributed to the MAG Management Committee to collect information on the implementation of the best practices identified in the 2012 report and identify any new best practices. The information collected has been included in the 2017 update. The 2017 update highlights the effective and efficient programs being implemented by the MAG member agencies to address solid waste and promote recycling.

Ms. Hoffman provided an overview of the best practices in the 2017 update. She stated that same day trash and recycling programs has been implemented in 14 communities, eight of which have been implemented since 2012. Ms. Hoffman noted that the same day trash and recycling best practice has had the most significant increase in implementation since the 2012 report. She stated that 21 communities indicated that they have a Christmas tree drop off program and all of these communities had implemented this best practice prior to 2012.

Ms. Hoffman mentioned that commercial recycling for city commercial accounts and multi-family properties has been established in ten communities. Two communities have initiated commercial recycling for city commercial accounts and multi-family properties since 2012. Currently, 25 communities are implementing a curbside recycling collection program, which makes this the most widely implemented best practice in the report. Three of the 25 communities have initiated the curbside recycling collection program since 2012.

Ms. Hoffman stated that the solid waste/recycling education and outreach best practice is currently being implemented in 22 communities with one community implementing its solid waste/recycling education and outreach program since 2012. She mentioned that three communities have a trash to treasure type of program implemented and one of these programs has been put in place since 2012. Ms. Hoffman indicated that nine communities have noted that they have a permanent drop off location for their electronic waste recycling program. One community has initiated this best practice since 2012.

Ms. Hoffman stated that nine communities have indicated that they have a green waste program implemented. Two of these programs began following the completion of the 2012 Solid Waste Best Practices in the MAG Region Report. According to the 2017 update, there are currently six communities in the region with a permanent Household Hazardous Waste (HHW) facility available to its residents. Two communities have indicated that this best practice was implemented following the 2012 report. Ms. Hoffman noted that 16 communities hold HHW collection events including two that have been implemented since 2012.

Ms. Hoffman stated that a total of four communities in the region have indicated that they offer an HHW home collection service to their residents. One of the HHW home collection service programs was implemented since the 2012 report was prepared. Ms. Hoffman reported that three communities have a hydraulic leak prevention program in which one of these programs has been initiated since 2012. She stated that ten communities have indicated that an automatic vehicle location program is implemented in their jurisdiction. Three of the communities have implemented this best practice since 2012.

Ms. Hoffman reported that three communities have a Bag Central Station Program (plastic bag recycling), according to the 2016 survey. Since the 2012 report was prepared, one community has implemented its plastic bag recycling program. Eight communities have indicated that they have safety, emergency, and special waste procedures in place with one community developing the procedures since 2012. Ms. Hoffman stated that 17 communities have a residential curbside solid waste and recycling inspection program in which two have been implemented since 2012. She indicated that Glendale is currently the only community identifying a landfill gas-to-energy facility, which is located at the Glendale Landfill. Lastly, a metal bin refurbishment partnership project has been implemented in three communities, all prior to 2012.

Ms. Hoffman discussed the new best practices identified by the MAG member agencies in the 2016 survey. The new best practices include the following: the City of Buckeye municipal trash and recycling collection agreement; the City of El Mirage bulk trash collection program; the Town of Fountain Hills mail-in electronics recycling program; the City of Phoenix mattress diversion program; the City of Phoenix solid waste administrative internship program; and the City of Phoenix barrel delivery process. Ms. Hoffman stated that the City of Buckeye included in their residential contract that the contracted provider would collect the municipal trash and recycling from all present and future municipal buildings, including fire stations, at no additional costs, in an effort to reduce the municipal trash and recycling costs. The City of El Mirage bulk trash collection program has seen great success with two bulk trash collection events per year. The Town of Fountain Hills is exploring options for a mail-in electronics recycling program with their private hauler that would consist of mailing a pre-paid postage box to residents in which the resident could then ship their electronics directly to a recycling center.

Ms. Hoffman discussed the City of Phoenix new best practices identified in the 2016 survey. The City of Phoenix has partnered with Goodwill of Central Arizona on a mattress diversion program

in which mattresses are diverted from the landfill, de-constructed into base components, and recycled. In addition, the City of Phoenix solid waste administrative internship program was identified as a new best practice. The program attracts graduate level students interested in solid waste, sustainability, and environmentally focused careers. The City generally has two interns at any given time. Ms. Hoffman indicated that the Phoenix barrel delivery process, identified as a new best practice, is a new automated process that has reduced the amount of time drivers spend routing their barrel deliveries, reduced customer wait times to an average of three business days, and reduced miles driven. The City of Phoenix reported that the time to deliver new or replacement barrels has been reduced from at least seven business days to three business days.

Ms. Hoffman stated that any comments on the Draft Solid Waste Best Practices in the MAG Region 2017 Update are requested by July 14, 2017. The 2017 update will be presented to the MAG Management Committee and the MAG Regional Council in August 2017. Ms. Hoffman thanked the MAG member agencies for their participation in the survey and for their efforts in developing the Solid Waste Best Practices in the MAG Region 2017 Update.

Acting Chair Simpson inquired about the Solid Waste Best Practices in the MAG Region 2017 Update. Ms. Hoffman replied that any comments received will be incorporated into the draft document. The document would then be presented to the MAG Management Committee, which is comprised primarily of the city and town managers, and the MAG Regional Council, comprised primarily of the city and town mayors. The final Solid Waste Best Practices in the MAG Region 2017 Update will then be provided to the Committee. Acting Chair Simpson stated that this update showcases the information sharing done by the Committee and how the best practices that come from information sharing are helping communities. She encouraged the Committee to provide any updates or best practices by July 14, 2017 so that they can be incorporated into the document.

Traci Conaway, City of Chandler, asked if there has been discussion on including a page with phone numbers into the document. Ms. Hoffman replied that a page with solid waste/recycling phone numbers for the cities and towns can be included.

Acting Chair Simpson requested comments on the 2017 update by July 14, 2017.

5. City of Buckeye “do more blue” Recycling Campaign

Robert van den Akker, City of Buckeye, provided an overview of the new City of Buckeye “do more blue” Recycling Campaign. He thanked the City of Tucson and the Town of Queen Creek for their creation and development of the “do more blue” recycling campaign that Buckeye is now utilizing to aid in resident education on recycling. Mr. van den Akker noted that the City began working with its private hauler, Republic Services, in 2013. He indicated that the current campaign is looking to educate residents on how to recycle and what to recycle, with the goal of reducing contamination. Mr. van den Akker stated that in 2015, the City was utilizing the Top 10 in the Bin Campaign.

Mr. van den Akker discussed that the City conducted a recycling audit in late 2015/early 2016 that found an approximate 20 to 25 percent recycling rate and approximately 30 percent contamination. He indicated that the City began exploring options to reduce contamination. Mr. van den Akker stated that the Town of Queen Creek shared their “do more blue” Campaign experience and materials that originally came from the City of Tucson. He noted that he was looking for a simple campaign where he could educate children as well as adult residents. The City utilizes many different options to relay the “do more blue” message since the campaign was first implemented in

January 2017, including: local newspaper, canvassing, and monthly emails through Constant Contact to approximately three quarters of billed residents.

Mr. van den Akker reported that Buckeye performed a recycling audit in the beginning of 2017 to compare results from the recycling audit performed in late 2015/early 2016. He indicated that the 2017 audit found a recycling rate of approximately 19 percent and a contamination rate of five percent. Mr. van den Akker commented that this was a dramatic drop in recycling and contamination. However, through recycling inspections of residential recycling containers, the inspectors saw an approximate 20 percent contamination rate, which is contrary to the recycling audit conducted in 2017. Mr. van den Akker stated that Buckeye plans to continue with the “do more blue” outreach in 2017 with plans of canvassing entire areas of the City. Buckeye will continue to conduct specific area recycling audits in 2017 and another audit will be conducted in the beginning of 2018 to compare the one year of progress of the “do more blue” Campaign.

Mr. van den Akker discussed the City of Buckeye Youth Council, which is comprised of junior high and high school aged students who take part in local government. He indicated that he is working with the City of Buckeye Youth Council who will coordinate with their schools and aid in canvassing businesses. Additionally, Buckeye is also looking to promote the campaign at the four major business areas in the City with “do more blue” promotional materials. Promotional materials for the “do more blue” Campaign include: postcards; cups; containers; magnets; pencils; and more. Mr. van den Akker mentioned that three educational and outreach activities have been developed for kindergarten through 5th grade students. The educational and outreach activities are also helpful in educating adult residents.

Mr. van den Akker stated that on Earth Day, the City of Buckeye made a proclamation for the “do more blue” Campaign. He indicated that the results from the recycling audits have been inconsistent, however the activity for the “do more blue” Campaign has only begun in 2017. Mr. van den Akker thanked the Town of Queen Creek for networking and working with the City of Buckeye.

Rich Allen, Salt River Pima-Maricopa Indian Community, asked how the recycling audits are being conducted. Mr. van den Akker replied that currently the City is focusing on the Verrado area, which are newer homes with a generally younger and educated population. The audits are conducted by going street to street assessing the entire area. However, there is a challenge for Buckeye in that the residential areas are significantly large. The audits for larger areas will be conducted by random checks on a certain street in which the City will check the same street six months to a year later to conduct a comparison audit. Mr. van den Akker stated that the City utilizes two different notices for residential inspections: smiley face stickers and notice of violation flags that can be removed from the recycling containers. He commented that when containers with contamination receive a notice of violation flag, the inspectors will inspect a number of containers surrounding the bin with the notice of violation. The smiley face stickers are a positive enforcement tool for education and outreach.

Frank Flores, Town of Gilbert, inquired about the Buckeye set out percentage of recycling containers. Mr. van den Akker responded that Buckeye has not calculated the set out percentage. He stated that the set out rate is high due to same day trash and recycling collection.

Acting Chair Simpson thanked the City of Tucson for allowing other communities to utilize the “do more blue” Campaign.

6. RecycleWise in Surprise Campaign

Christina Betz presented the Recycle Wise in Surprise Campaign. She stated that she will provide an overview of the successful solutions that the City of Surprise has implemented in the last few years. Ms. Betz stated that the City of Surprise team has done a great job at reducing recycling contamination.

Ms. Betz discussed recycling program facts for the City of Surprise. The City serves 35,000 households with an annual recycling collection of approximately 9,000 tons. The revenue generated from the program is approximately \$200,000 annually. Prior to December 2015, the outreach and inspection staff included three full-time employees: two inspectors and one employee for container delivery.

Ms. Betz discussed challenges the City has encountered. She stated that the Surprise private contractor, Waste Management, alerted the City in April of 2015 that the recycling contamination was high. Ms. Betz indicated that the City failed recycling audits with their private contractor for five consecutive months in spring/summer 2015. The contract requirement with the private contractor was to maintain contamination below 25 percent. The contamination rates ranged between 26 percent to as high as 35 percent during the monthly waste audits from April to August 2015. Ms. Betz stated that the private contractor gave one free month, however the City did not receive recycling revenue from May to August 2015 which was a \$15,000 monthly/\$60,000 total revenue loss in 2015.

Ms. Betz stated that after failing the August 2015 recycling audit, the City worked with the private contractor to perform a recycling blitz where teams went out in the areas being audited to physically remove contamination from recycling containers. She indicated that two to three inspectors would inspect each of the three to four routes being audited and once inspected a bright green sticker was placed on the recycling container. Ms. Betz noted that if the recycling truck driver did not see a green inspection sticker, the driver would physically inspect the container. She stated that this was a collaborative effort between the inspectors and drivers. Ms. Betz reported that the largest contamination found was recycling items that were bagged and tied in which the private contractor would not accept bagged recycling items. The recycling blitz aided in determining the following: what the City was doing right with regard to recycling; what the City was doing wrong with regard to recycling; the biggest recycling contaminants; and improvements that could be made to the inspection program and operational processes. Ms. Betz commented that an operational issue that the City realized was that drivers would collect all recycling containers even if the containers were tagged as having contamination; she stated that this only adds contamination to the recycling route. Ms. Betz indicated that after the recycling blitz, containers that are tagged more than three to four times are not to be collected. The contamination rate after the recycling blitz, which involved inspectors physically removing contamination, ranged from approximately eight to 18 percent.

Ms. Betz discussed the steps of implementing solutions to the operations, inspection, and outreach programs. The steps included: step one, reorganize the solid waste program; step two, update the recycling campaign; step three, revise the inspection program; step four, revamp the outreach activities; and step five, update the advertising and promotions.

Ms. Betz discussed reorganizing the solid waste program. She stated that operationally, the City reorganized and added staff. The programs were previously organized in a way that the inspection staff would often be pulled from duties to aid the operations staff, such as aiding with bulk trash and collection routes, due to under staffing. Previously, there were two supervisors in which one

supervisor oversaw both recycling and operations. Ms. Betz indicated that with the reorganizing the City created a Solid Waste Supervisor - Support Services who is in charge of recycling coordination, the outreach program, and the inspection group. This provides a separation from the operations group. She noted that in December 2015 the City Council approved the Solid Waste Supervisor position and the addition of a fourth inspector. Currently, there are three inspectors and one employee for container delivery.

Ms. Betz discussed updating the recycling campaign. She displayed photos of the previous recycling campaign that ran for approximately 10 to 15 years as well as images from the new recycling campaign, Recycle Wise in Surprise, which has seen significant success. She commented that the City of Surprise has a skilled marketing division who aided in designing the new campaign. Ms. Betz indicated that the marketing division stated that marketing campaigns do not last longer than five years. She stated that the marketing group has coordinated the promotion and advertising for Recycle Wise in Surprise. Ms. Betz noted that the new campaign launched in November of 2015 on the Surprise Channel 11 and in the Surprise Progress magazine. In July 2016, Surprise created a Recycle Wise in Surprise Facebook page.

Ms. Betz discussed revising the inspection program. She stated that inspectors are now assigned to specific routes as opposed to random inspections. The City has been performing monthly audits of three to four routes with the private contractor. Ms. Betz noted that the audits are decreasing due to the high volume of data received from the previous audits. She presented tables with inspection and contamination data. The data trend is that the routes being inspected have gone from high contamination rates marked in yellow and red to low/acceptable contamination rates marked in green. Ms. Betz reported that the contamination rates have been reduced to eight to ten percent on some routes.

Ms. Betz displayed a map of Surprise with routes and contamination rates marked in green, yellow, or red. She stated that Surprise has been working cooperatively with the private contractor to canvas the entire City. The map provides a snapshot of the entire area to evaluate areas that may need extra inspections for increased education and outreach.

Ms. Betz discussed revamping the outreach activities. She stated that previously a different department conducted outreach activities and visibility at the events was low. Ms. Betz stated that with the new campaign, the City updated the following materials: banners, table cloths, and giveaways. She displayed two banners that the City of Surprise uses at outreach events in which one of the banners displayed an interactive game, designed by a local advertising company, that can be played with residents and children at events. Ms. Betz stated that the game was inspired by the first Recycle Wise in Surprise Campaign outreach event in which a variety of materials were sorted into trash and recycling containers as a game. She reported that there has been an increase in events attended, from four events in 2015 to 25 events in 2016 and 2017. In addition, the school presentations have increased from no presentations in 2015 to 12 presentations in 2016 and 2017. Ms. Betz added that a successful strategy at events is to have residents “like” the Recycle Wise in Surprise Facebook page to receive the popular promotional item - a recycling container pencil holder.

Ms. Betz discussed updating the advertising and promotions. In January 2016, new magnets were sent to every household on door hangers. Ms. Betz stated that the door hanger and magnets featured the new campaign while trying to keep consistent recycling messaging with other communities in the valley. She indicated that new truck signs with a fairytale theme were developed with the City’s marketing team, which were debuted in January 2017. Ms. Betz displayed a few of the fairytale

theme signs. In March 2017, the new mascot called Recyclebot debuted in a coloring book. A mascot suit for Recyclebot is being developed that will replace the Ricky the Raccoon mascot suit that is currently being used.

Ms. Betz reported the results of the campaign. She stated that the average contamination rate was reduced to 19 percent by the end of 2016 and that the contamination rate has been maintained below 20 percent for the first half of 2017. Ms. Betz indicated that Surprise will continue working to reduce the contamination rate below the average 19 percent. She noted that there are still areas in the community that have higher contamination. Ms. Betz noted that areas of higher contamination in the community are still reporting contamination rates lower than 25 percent on a consistent basis. An estimated 122 tons of trash is diverted from the recycling stream every month. Ms. Betz added that the recycling revenue and/or rebates have been restored and steadily maintained.

Ms. Betz stated that the focused efforts towards improving the recycling inspection, education, and outreach program accomplishes the City's strategic goal of providing a sustainable community. She commented on a quote published in an article on Resource Recycling discussing an Environmental Protection Agency webinar that stated, "If a municipal recycling program wants to increase performance, local government engagement is needed." Ms. Betz noted that this quote echos what has been realized in Surprise. She stated that the City has successfully reached goals with a targeted focus, increased engagement, and a re-energized recycling campaign. Ms. Betz thanked the Surprise team for all of their hard work over the last two years. In addition, she thanked the private partnerships for aiding the City in its efforts by conducting multiple solid waste audits. Ms. Betz commended other communities who are also working to lower their contamination rates and strengthen recycling programs.

Mr. van den Akker inquired about the Surprise promotion and advertising budget. Ms. Betz responded that the budget for promotion and advertising are \$25,000 each, with a total budget of \$50,000.

Michelle Woytenko, City of Glendale, asked about what Surprise would suggest to other communities and any lessons learned with the Recycle Wise in Surprise Campaign. Ms. Betz replied that it depends on the state of a community's operations and if they are experiencing similar issues to what Surprise experienced. She stated that she would recommend not continuing to collect contaminated recycling. Ms. Betz added that she would suggest a targeted inspection program that after numerous violations of a recycling container, the material is not collected. She commented that collecting contaminated recycling only continues the issue of contamination. She stated that she would recommend that other communities focus on operations and the recycling container inspections as well as updating education and outreach.

Ms. Woytenko inquired about which communities do not have blue recycling containers. Manuel Castillo, City of Scottsdale, responded that the City of Scottsdale has mauve recycling containers. Adam Kurtz, City of Goodyear, stated that City of Goodyear has tan trash and green recycling containers. Steven Sandoval, City of Peoria, indicated that Peoria has dark brown recycling containers. Chris Coyle, Arizona Forward, stated that Fountain Hills trash and recycling containers are tan with different colored lids.

Acting Chair Simpson noted the Surprise City Council and management buy-in on the robust inspection program. She asked what kind of feedback Surprise has received from residents on the inspection notices or if recycling cans are not collected. Ms. Betz replied that the inspection issue had not come up when staffing was brought to the City Council. She indicated that Surprise has not

received much negative feedback and they have not had to turn many cans around not to be collected. Ms. Betz commented that she has received positive feedback with regard to the inspections. She noted that the inspectors do not turn cans around right away, there are many inspections and education and outreach that come into play before a can is turned around. Ms. Betz discussed that some of the feedback received is that residents like the positive, smiley face tag that says thank you. The thank you tag encourages residents to recycle properly.

Mr. Castillo inquired how the recycling audits are conducted. Ms. Betz responded that the audits are conducted at the Waste Management Northwest Regional Facility. She indicated that 200 tons of material is audited from the recycling load being audited. Ms. Betz added that City staff are able to attend the audit for accountability by both parties.

Mr. Flores asked if the 9,000 tons includes the contaminated materials or if that is the net total after contamination is removed. Ms. Betz replied that the total is the net total after cleanup.

Acting Chair Simpson thanked Ms. Betz for information sharing about the Recycle Wise in Surprise Campaign.

7. Call for Future Agenda Items

Acting Chair Simpson provided the opportunity for Committee members to suggest future agenda items. Mr. Flores suggested information sharing on how municipal diversion rates are formulated in the region and what factors are included in the diversion rate. He stated that he is looking to calculate the municipal diversion rate for the Town of Gilbert. Acting Chair Simpson stated that a discussion on diversion rates is a very timely topic and that there are differences between communities in the region. Ms. Betz commented that the City of Surprise diversion rate is based on tonnage in which the diversion rate has slightly declined with the contamination reduction. She stated that Surprise will be going to the City Council on potentially setting a diversion rate after the focus on decreasing contamination rates. Ms. Betz stated that the timing of bringing a potential diversion rate to the City Council would require consideration due to the potential of raising residential fees and implementing programs that have costs associated with them.

Mr. Flores asked if a 25 percent diversion rate in Surprise would include commercial recycling. Ms. Betz replied that the diversion rate would only include residential recycling.

Mr. Allen stated that there are some important factors to keep in mind with regard to tonnage based diversion rates. He noted that materials in the recycling stream have become lighter in which the weight of the recycling stream has lowered in the last ten to 15 years. Mr. Allen stated that the composition of the recycling stream has changed as well in that there is less paper in recycling containers, which affects the tonnage.

Acting Chair Simpson stated that many communities like to compare with one another, however with different recycling composition this may be difficult. She stated that diversion rates would make for good discussion as a future agenda item. Acting Chair Simpson added that any other possible future agenda items can be emailed to MAG staff.

8. Comments from the Committee

Acting Chair Simpson asked for any comments from the Committee.

Mr. Castillo stated that Scottsdale is currently restructuring the program representatives that conduct the inspections and education and outreach. He indicated that the positions will be able to do more, which will also aid with recycling diversion.

Lucas Mariacher, City of Phoenix, shared that the City of Phoenix compost facility will be accepting food waste and green waste in the fall of 2017. He added that Phoenix just rolled out the Green Business Leader Program that will recognize commercial businesses or entities that recycle. The City of Phoenix cannot haul commercial business recycling, however the program recognizes businesses that choose to offer and promote recycling. Mr. Mariacher stated that communities may contact him if they have any questions.

Mr. Coyle discussed the 37th Annual Environmental Excellence Awards sponsored by Salt River Project. He stated that entries are due by 4:00 p.m. on July 7, 2017 and that the Awards Gala will take place September 23, 2017 at the Westin Kierland Resort and Spa.

Mr. Allen reported on the 2017 WASTECON that is being held in conjunction with the International Solid Waste Association World Congress located in Baltimore, Maryland in September 2017. He stated that people will be traveling from all over the world to attend the event. Mr. Allen indicated that the discounts for early ticket purchases are available through the end of June. He stated that there will be many talks on a variety of topics including marine litter. He noted that the program is being updated daily on the website. Mr. Allen commented that an island off the coast of New Zealand is littered despite being uninhabited. In addition, after analysis of sea salts from different purveyors, there are microscopic amounts of plastic in the sea salt due to marine litter. Mr. Allen stated that the event will be hosting an activity to pick up litter in Baltimore Harbor as well as many other tours and activities.

Mr. Kurtz stated that the City of Goodyear is conducting a service survey that will analyze many aspects of their solid waste program. He indicated that the City hopes to have the results by November 2017. Mr. Kurtz noted that the Goodyear contract with Waste Management will be ending in 2019. He added that the City will be conducting an HHW event in fall 2017.

Ms. Woytenko reported that in June the Glendale City Council was updated on a rate study that is currently being conducted. She indicated that current solid waste rates are not sustainable long term in which an engaging public process was proposed to the City Council. Ms. Woytenko stated that the public process would be conducted July through August and a workshop would be conducted in September. The proposed rate adjustment would be recommended in the fall 2017. She stated that the City Council requested that a public process be conducted as well as an analysis of what services other communities provide to residents. Ms. Woytenko noted that residents have indicated that services such as bulk trash pickup are popular, but that they were also interested in seeing the cost breakdown for each service individually. She commented that if other communities are interested in the Glendale rate study, presentations are available. Ms. Woytenko introduced Torrance McDonald, City of Glendale Solid Waste Superintendent. She stated that he will oversee many of the solid waste programs except landfill services.

Ms. Conaway stated that the City of Chandler is currently conducting their annual customer service survey that is provided to residents online. She indicated that a postcard with the survey information was sent to every Chandler home in which the postcard also included other information such as holiday collection for July 4, 2017. Residents are asked to rank interactions with various Chandler services such as the customer service phone agents, drop off at the Chandler Household Hazardous Waste Facility, and Waste Management. Ms. Conaway noted that residents are asked how they find

out about the programs and an area is also provided for recommendations. The results are shared with staff for improvements. Ms. Conaway stated that increased participation and feedback is received when the opportunity to be entered to win a \$25 gift card to a movie theater is present. She indicated that Chandler would be happy to share the results of the customer service survey.

Nick Russo, City of El Mirage, indicated that City of El Mirage will be conducting a HHW collection event in spring 2018. He stated that El Mirage has not hosted a HHW collection event in approximately five years.

Mr. Sandoval stated that Peoria is investigating redrawing the service area boundary lines due to growth in the northern area of the City.

Acting Chair Simpson encouraged attendance at the 2017 WASTECON in September. She stated that she will be the Director of the International SWANA Communication, Education, and Marketing Technical Division. Acting Chair Simpson indicated that anyone can follow the Communication, Education, and Marketing Technical Division online, which focuses on improving programs, reducing contamination of recycling, and increasing participation in recycling. She mentioned that SWANA is looking into developing a certification program for communications that would focus on solid waste and recycling marketing.

Acting Chair Simpson stated that she will be speaking on August 3, 2017 at the Arizona Public Works Association Conference on middle school environmental outreach. She indicated that she would be presenting the Queen Creek Environmental Education Program that includes: trash and recycling; air quality; and water conservation. Acting Chair Simpson encouraged attendance at the APWA session if communities are interested in leaning how to engage middle school children.

Acting Chair Simpson reported on the recent Earth Day event in Queen Creek. She stated that the event included recycling for the following materials: electronics, metals, appliances, tires, and latex paint collected by Green Sheen. Acting Chair Simpson noted that Green Sheen is now providing paint collection services for the City of Phoenix in which the Town of Queen Creek will also be included cooperatively in the Phoenix contract with Green Sheen for paint recycling services. She commented that partnering with Green Sheen for the last Earth Day event was a pilot project available for Queen Creek residents, however this was a challenge because many of those that participate in the event are not residents of Queen Creek. Acting Chair Simpson reported that 316 cars came through the event which is a success since Queen Creek has less than 12,000 accounts. She added that 33,000 pounds of material was collected at the event and of that 6,000 pounds of the material was paint. She indicated that the pilot project of accepting latex paint at the Earth Day event was highly successful. Acting Chair Simpson stated that Queen Creek has an Intergovernmental Agreement (IGA) with the Town of Gilbert for a HHW voucher program that accepts paint in which the Town pays for each voucher that is used. She indicated that a majority of the material taken to the Gilbert HHW Facility is paint. Acting Chair Simpson noted that the contract with City of Phoenix for use of Green Sheen services will cost a quarter of the price than paint being taken to Gilbert for the voucher program. She indicated that the voucher program with Gilbert will still be in place for all other HHW materials except latex paint that will now only be accepted at events.

Acting Chair Simpson stated that the next Committee meeting is tentatively scheduled for September 19, 2017. With no further comments, Acting Chair Simpson called for adjournment of the meeting at approximately 11:20 a.m.

TENTATIVE MEETING SCHEDULE FOR THE
MAG SOLID WASTE ADVISORY COMMITTEE

March - December 2018

Ironwood Conference Room

Tuesday, March 20, 2018 - 10:00 a.m.

Tuesday, June 5, 2018 - 10:00 a.m.

Tuesday, September 18, 2018 - 10:00 a.m.

Tuesday, December 4, 2018 - 10:00 a.m.