Memorandum

DATE January 9, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano, Chair; Voncief Jones Hill, Vice Chair; Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT Multi-Family Recycling

Attached is the briefing requested on the topic of Multi-Family Recycling. This briefing will be presented by Sanitation Services to the Quality of Life Committee at noon on Monday, January 12, 2009.

Please let me know if you need additional information.

Ramón F. Míguez, P.E.
Assistant City Manager

Attachment

C: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
Forest E. Turner, Interim Assistant City Manager
David K. Cook, Chief Financial Officer
Mary Nix, Director, Sanitation Services
Helena Stevens-Thompson, Assistant to the City Manager

"Dallas - Together, we do it better!"
Multi-Family Recycling

Briefing for:

Quality of Life Committee

January 12, 2009
Purpose of Briefing

- Background about multi-family recycling
- Progress to date
- Next steps
Background

Nov 2006  Briefing to Commission on Productivity and Innovation (CPI)
CPI adopts this as an initiative

Feb 2008  CPI recommends to Council Committee on Transportation and Environment:
- Enhancing current Drop-Off Facilities
- Initiating site-based recycling for multi-family using pilot trials, educational program, measurements, and incentives
- Budget of $296,000 for FY09 – to include a new Recycling Coordinator to champion the cause

Sep 2008  Council approves SAN budget
- with new funding of $296K for MultiFamily Recycling
Proposed Program Elements

- Enhance current recycling Drop-Off sites
  - Replace old igloos with new Single-Stream containers
  - Increase locations to meet residents’ needs

- Pilot several styles of On-Site Recycling
  - Use 6-month pilots
  - Styles to suit variety of complex types
  - Launch educational program to complement pilot sites
  - Offer incentives to stimulate interest
  - Measure results
  - Recommend broader application, if warranted

- Brief Council in March 2010 with findings and options
  - Costs and benefits; methods of financing program costs
  - Timeline for multi-year implementation
Where We Are Today

- Update the Community Drop-Off Sites
  - 32 old igloos removed Sept-Oct 2008
  - 70 new blue containers set in place
  - Site locations selected for visibility and access to multi-family settings
    (See Appendix A)
  - Single-stream recycling goal to raise diversion rate from 350 tons to 2,500 tons per year
  - Sponsored sites: revenue-share with sponsors as continued incentive
  - Sites will be added and/or modified based on resident needs and usage
On-Site Pilot Recycling

- Ten **pre-pilot sites** already underway
- Started as early as 2006
- 9 are downtown buildings, 1 in far north Dallas
- Service style is Big Blue roll carts placed at convenience points
- Early results

<table>
<thead>
<tr>
<th>Complex</th>
<th># of Units</th>
<th>Monthly average lbs</th>
<th>Avg monthly lbs / unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001 Ross</td>
<td>204</td>
<td>853</td>
<td>4.2</td>
</tr>
<tr>
<td>Davis</td>
<td>183</td>
<td>584</td>
<td>3.2</td>
</tr>
<tr>
<td>DP&amp;L</td>
<td>154</td>
<td>627</td>
<td>4.1</td>
</tr>
<tr>
<td>1505 Elm</td>
<td>67</td>
<td>2,518</td>
<td>37.6</td>
</tr>
<tr>
<td>501 Elm</td>
<td>29</td>
<td>644</td>
<td>22.2</td>
</tr>
<tr>
<td>Corgan business</td>
<td>1,313</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>Metropolitan</td>
<td>283</td>
<td>1,076</td>
<td>3.8</td>
</tr>
<tr>
<td>Third Rail</td>
<td>164</td>
<td>154</td>
<td>0.9</td>
</tr>
<tr>
<td>Republic</td>
<td>229</td>
<td>880</td>
<td>3.8</td>
</tr>
<tr>
<td>Bonaventure</td>
<td>348</td>
<td>12,470</td>
<td>35.8</td>
</tr>
</tbody>
</table>
Today’s Status, continued

Future Pilot Sites for FY09

- Identified ALL multi-family units registered with city
- Developed an initial list of 28 volunteer complexes
- Met with Greater Dallas Apartment Association (GDAA)
  - Received their input about styles of service
    - Blue container in convenient-access parking areas
    - Big Blue carts located on each floor – with single collection point for weekly pick-up
    - Blue bag valet service at each unit – with single collection point for weekly pick-up
  - Broaden list of volunteer sites to assure:
    - several pilots for each service style
    - differing sizes of complexes
    - geographic distribution of pilots
Pilots: Styles of Service

- Drop-off containers located throughout parking areas
- Roll cart usage
- Valet style blue bags
Next Steps

- New Recycling Coordinator to promote the program
  - Primary duty is to cultivate enthusiasm
  - Develop educational materials and incentives
  - Borrow features from other cities’ successful programs (Appendix B)
  - Seek out and nurture “champions in recycling” for each pilot site
  - Develop multi-family recycling market for transition to private industry

- Initiate pilot activity in 2009
  - First pilots to start by April
  - All sites under way by August

- Return to Council in March 2010
  - Present findings; discuss successes and challenges
  - Consider options to expand program
    - Describe means to finance, hauler responsibilities
    - Projected environmental benefits
    - Gage community interest
APPENDIX A:

New Recycling Drop-Off Containers
Location:
Half Price Books at Northwest Highway and Greenville Ave

Location:
Tietze Park on Skillman Rd
Location:
Town North Bible Church at Northwest Hwy and Abrams
Screening of recycling container diminishes its usefulness
APPENDIX B:

Multi-Family Recycling Programs in Other Cities
<table>
<thead>
<tr>
<th>City</th>
<th>General Population</th>
<th>Percent of MFR</th>
<th>No. MF units in city</th>
<th>No. of MF units served</th>
<th>Collection by city or private?</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>569,101</td>
<td>42%</td>
<td></td>
<td>108,828</td>
<td>private</td>
<td>City oversees contract service, charges fee to complexes; reusable blue bags provided; fines for placing recyclables in trash carts</td>
</tr>
<tr>
<td>Portland</td>
<td>550,000</td>
<td>22%</td>
<td>65,000</td>
<td>65,000</td>
<td>private</td>
<td>All pts. must have recycling; private haulers set fees; more than 50% of apt waste is recycled</td>
</tr>
<tr>
<td>San Francisco</td>
<td>780,000</td>
<td>40%</td>
<td>135,000</td>
<td>67,500</td>
<td>Norcal</td>
<td>City (via Norcal) collects recyclables; SAN rate covers the cost using Pay-As-You-Throw; est. diversion rate is 30%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3,819,951</td>
<td>42%</td>
<td>760,000</td>
<td>760,000</td>
<td>both</td>
<td>Changed in 2008 to require pvt haulers to provide service under city franchise</td>
</tr>
<tr>
<td>San Diego</td>
<td>1,266,753</td>
<td>40%</td>
<td>271,000</td>
<td>40,000</td>
<td>both</td>
<td>Provides service only where resident can bring cart or bin to the curb. Cost Is recouped in SAN fee and franchise fee.</td>
</tr>
<tr>
<td>Austin</td>
<td>672,011</td>
<td>32%</td>
<td>123,741</td>
<td>100,000</td>
<td>private</td>
<td>MF recycling required for large sites (&gt;100 units). Residents must use 90-gal rollcarts; haulers set fees.</td>
</tr>
<tr>
<td>NYC</td>
<td>8,085,742</td>
<td>all</td>
<td></td>
<td></td>
<td>City</td>
<td>Recycling is mandatory; program cost borne by tax rate</td>
</tr>
<tr>
<td>Baltimore</td>
<td>628,670</td>
<td></td>
<td></td>
<td></td>
<td>both</td>
<td>Voluntary program; all data combines SFR and MFR</td>
</tr>
<tr>
<td>Memphis</td>
<td>645,948</td>
<td></td>
<td></td>
<td></td>
<td>both</td>
<td>Voluntary program; all data combines SFR and MFR; drop-off sites are prevalent</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>362,618</td>
<td></td>
<td></td>
<td></td>
<td>both</td>
<td>Minn uses a credit-if-you-recycle incentive for rate-payers; subsidizes program cost with county grants each year.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,517,550</td>
<td></td>
<td></td>
<td></td>
<td>both</td>
<td>Recycling is mandatory, but all stats combine SFR and MFR</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>534,694</td>
<td></td>
<td></td>
<td></td>
<td>private</td>
<td>Provides drop-off centers at 6 key locations</td>
</tr>
</tbody>
</table>

**No Multi-Family Recycling program in these surveyed cities:**
Houston, San Antonio, Phoenix, Detroit, Indianapolis, Chicago, Miami-Dade