

Memorandum



DATE February 22, 2013

TO Honorable Members of the Transportation and Environment Committee:
Linda L. Koop (Chair), Sheffie Kadane (Vice Chair), Sandy Greyson,
Delia Jasso, Vonciel Jones Hill, Pauline Medrano

SUBJECT **Local Solid Waste Management Plan Update**

Attached is the Local Solid Waste Management Plan Update briefing. This briefing will be presented to the Transportation and Environment Committee on Monday, February 25, 2013.

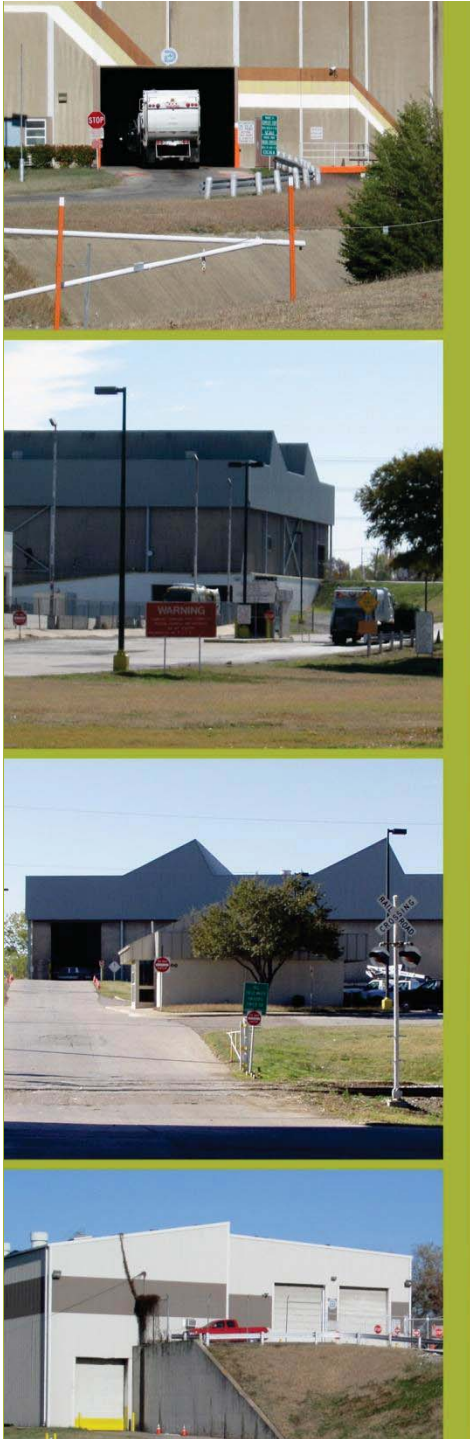
Please let me know if you need additional information.



Forest E. Turner
Assistant City Manager

Attachment

Cc: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Judge Daniel F. Solis, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ryan S. Evans, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Libro, Public Information Office
Theresa O'Donnell, Director, Sustainable Development and Construction
Rick Galceran, Director, Public Works
Stephanie Cooper, Assistant to the City Manager – Council Office



Local Solid Waste Management Plan Update

Transportation and Environment
Committee – February 25, 2013





Background

- The City of Dallas manages disposal, recycling, diversion and reuse for 1.2 million people who generate 2.2 million tons of waste annually
- Dallas has been proactively managing solid waste in Dallas for years through:
 - Disposal, recycling, diversion and re-use efforts
 - McCommas Bluff Landfill (50 year remaining capacity)
 - Recycling collection (household & drop-off sites)
 - Re-use/Diversion of brush, concrete, asphalt and soil
 - Household hazardous waste and electronics collections



Background

- In order to meet the future solid waste needs of Dallas' growing population, the City is planning now
 - BENEFITS: avoid running out of valuable landfill space and realize benefits from a reusable solid waste stream
- In August 2012, the TEC was briefed on the City's Local Solid Waste Management Plan (LSWMP)
 - The plan sets achievable, targeted goals and timelines consistent with Dallas' priority for "Zero Waste" by 2040
 - Identifies policies, programs and infrastructure needed to manage municipal solid waste and recyclables



Background

- In August of 2012 Dallas City Council adopted the LSWMP, and instructed staff to refine the timelines in the plan by:
 - Developing a communication plan that included significant stakeholder input
- In December of 2012 staff briefed and received input from the TEC on plans to hold additional stakeholder and community meetings on the LSWMP.



Stakeholder Meetings

- In the first week of January 2013, six stakeholder meetings were held to receive input on the timelines in the City's LSWMP
 - Four of the meetings were targeted to specific groups that had expressed interest in the development of the plan
 - Two other meetings were community meetings open to the general public
- January 26, 2013 an all day stakeholder meeting was held
 - The purpose of the meeting was to discuss input received from the six stakeholder meetings and to discuss areas of consensus and differences in the plan



Stakeholder Meetings

- The January 26, 2013 stakeholder meeting was held at City Hall
 - The meeting was advertised in the Dallas Morning News and Al Dia
 - Over 270 radio spots played on KLUV, KRLD, Mega 107.5 and 97.9 the Beat
 - Advertisements were posted on Clear Channels electronic billboards
 - Over 50 people attended with representatives from environmental groups, apartment associates, restaurant associates, solid waste industry and several interested citizens



January 26th Meeting

- During the meeting there were some clear areas of support, such as:
 - Social Marketing and Community Outreach
 - Support for accelerated timelines and expanded outreach
 - Support for surveys and focus groups related to recycling
 - Support for developing recognition programs
 - Increase City Facility Zero Waste Program
 - Support as originally recommended
 - Support Producer Responsibility Legislation
 - Continue support of Texas Product Stewardship Council
 - Consider support for statewide legislation (e.g., bottle bill)
 - Support for Commercial Technical Assistance
 - Support for review of pilot programs and best practices



January 26th Meeting

- Areas of support (cont'd):
 - Support for Organics Collection and Community Composting
 - Support from the restaurant community for technical assistance
 - Identifying and reviewing best practices



January 26th Meeting

- Areas with differing opinions included:
 - Universal Recycling Ordinance (URO) for commercial/multi-family properties
 - Some supported accelerated timelines for implementation of a URO in order to achieve long term “Zero Waste” goals
 - Some supported voluntary programs and milestones
 - Concerns exists for smaller and older multi-family properties with inadequate recycling infrastructure
 - Concerns exist for smaller restaurants that may not have the space for recycling and composting
 - A suggestion was made to move up the timeframe for consideration of a URO, but make it contingent upon the success of voluntary efforts



Additional Stakeholder Meeting

- After the January 26th meeting staff reached out to specific groups to help build consensus on the following topics:
 - The possibility of achieving the City’s “Zero Waste” goals without a URO
 - Moving the consideration of establishing a URO from 2021 to 2019
 - Some considered the move too aggressive; however, others thought it was not soon enough
 - Establishing a baseline for current commercial recycling efforts and long term commercial recycling milestones



February 13th Meeting

- On February 13th, 2013 a meeting was held with representatives from:
 - Apartment Association of Greater Dallas (AAGD)
 - Building Owners and Managers Association (BOMA)
 - Texas Campaign for the Environment
 - Other representatives with environmental affiliations
- The group worked collaboratively to support Dallas in achieving long term “Zero Waste” goals:
 - Commercial and Environmental representatives supported quarterly meetings to discuss issues related to waste diversion and recycling efforts



February 13th Meeting

- Commercial representatives agreed to voluntary participation in establishing and sharing baseline data about their current recycling efforts and establishing long term milestones
- The timeline for considering a URO was moved back from 2021 to 2019, but was contingent upon voluntary programs not meeting their goals
- Although full agreement was not reached, there was agreement that substantial progress was made in the interest of the “Zero Waste” goals



Summary of Plan Recommendations

As a result of feedback from the eight stakeholder meetings regarding the LSWMP city staff is recommending the following changes to the plan:

- **Social Marketing**
 - Surveys and focus groups starting in 2013
 - Reach out to neighborhoods across the City
 - Accelerate development of recognition programs from 2017 to 2015
- **Commercial Technical Assistance**
 - Review status of hotel and apartment recycling pilots starting in 2013
 - Work with commercial generators and service providers to establish baseline diversion rate starting in 2013
 - Establish timelines and milestones for increasing commercial recycling starting in 2013



Summary of Plan Recommendations

- Organics Collection
 - Continue to support development of Community Gardens, on-site composting and home composting starting in 2013
 - Identify pilot neighborhoods for organics collection, pilot costs, and expansion opportunities starting in 2013
 - Target neighborhoods for organics collection
 - Consider partnering with local composters for capacity
- Universal Recycling Ordinance
 - Conduct stakeholder meetings to identify strategies for “maximal feasible recycle” at all multifamily buildings and commercial establishments starting in 2013
 - Revise timeline to consider adoption of Universal Recycling ordinance starting in 2019 (from 2021), if participation rates fall below established milestones



Summary of Plan Recommendations

- Disposal Bans
 - Conduct research on materials appropriate for disposal bans (e.g. yard waste, cardboard, etc.) starting in 2013
 - Monitor diversion and disposal levels of targeted materials starting in 2015
 - Conduct stakeholder meetings to identify material types appropriate for disposal bans starting in 2015
- Product Bans (e.g., plastic bags and foam cups)
 - Product ban considerations will be removed from the LSWMP and will be considered separately as an environmental and litter related issue
- A detailed timeline of plan revisions is in Appendix A
























































Summary


- In August 2012 Council requested that staff seek additional stakeholder input to the LWSMP and revise the timelines
- Staff held eight stakeholder meetings from January to February and received significant input regarding timelines in the plan
- Based on feedback received from the stakeholder meetings staff is recommending a revised timeline to the LSWMP for TEC consideration
- On February 27th a revised timeline to the LSWMP will be on the Council agenda for consideration



Appendix A

Dallas Local Solid Waste Management Plan Appendix - A Action Plan Tasks

Programs	Voluntary Programs			
	2013-2014	2015-2016	2017-2018	2019-2020
Voluntary Programs 2013-2020				
I. Social Marketing				
a. Surveys and focus groups b. Reach out to neighborhoods across the City c. Use multiple outreach approaches, including on-line and hard copy surveys				
d. Marketing plan				
e. Media buys				
f. Volunteer training				
g. Outreach materials				
h. Provide Support to School, Community, and Faith Organizations, to assist with environmental stewardship, outreach and education efforts				
i. Work with stakeholder community to develop recognition guidelines j. Hold business recycling recognition awards event				
k. Work with stakeholder community to develop Green restaurant guidelines l. Green restaurant list published				
m. Case studies published on website, newspaper, Chamber newspapers, church bulletins, etc.				
n. Evaluate the effectiveness of Social Marketing Activities				
o. Update Social Marketing tools				
2. City Facility Zero Waste				
a. Establish City "Green Team" representing City departments				
b. Department goal setting (e.g., 75% diversion)				
c. Increase recycling and organics collection, decrease solid waste collection				
d. Quarterly report to Green Team on Department progress				
e. Department technical assistance in diversion and purchasing				
f. Program monitoring				
g. Department recycling recognition awards event				
h. Evaluate the effectiveness of City Facility Zero Waste Activities				
i. Implement new City Facility Zero Waste tasks, as developed				

Task initiation 
































On-going activities 

Newly identified tasks 

Items marked for deletion (e.g. abc)

Dallas Local Solid Waste Management Plan

Action Plan Tasks

Programs	Voluntary Programs			
	2013-2014	2015-2016	2017-2018	2019-2020
Voluntary Programs 2013-2020				
3. Producer Responsibility				
a. Develop Council Resolution to support Product Stewardship				
b. Consider support to statewide legislation (bottle bill, e.g.)				
c. Continue to provide staff support to the Texas Product Stewardship Council				
d. Promote voluntary take-back efforts with local retailers				
4. Commercial Technical Assistance				
a. Review status of hotel and apartment recycling pilots and evaluate for expansion				
b. Work with commercial generators and services providers to establish baseline diversion rate				
c. Facilitate quarterly meetings with commercial service providers to identify specific generators for technical assistance (such as restaurants and large generators)				
d. Establish timelines and milestones for increasing commercial recycling				
e. Share information on priority generators				
f. Concentrate activities on generators without recycling or organics collection				
g. Evaluate the effectiveness of Commercial Technical Assistance Activities Implement new Commercial Technical Assistance tasks, as developed				
5. Organics Collection				
a. Continue to support development of Community Gardens, on-site composting and home composting				
b. Identify pilot neighborhoods for organics collection, pilot costs, and expansion opportunities				
c. Target neighborhoods throughout the City				
d. Consider partnering with local composters for capacity				
e. Conduct pilot project providing weekly collection of source-separated organics, including yard trimmings and food scraps				
f. Evaluate results of pilot and consider expansion				
6. Bulk Item Collection				
a. Conduct pilot project providing on-call collection of bulk items for reuse and recycling				
b. Evaluate results of pilot and consider expansion				






Dallas Local Solid Waste Management Plan

Action Plan Tasks

Programs	Voluntary Programs			
	2013-2014	2015-2016	2017-2018	2019-2020
Voluntary Programs 2013-2020				
7. Resource Recovery Park				
a. Identify features of Resource Recovery Park, including new composting operation, expanded self-haul drop-off facility for reuse, recycling, and organics (past fee gate, prior to tipping at landfill face), and new recyclables processing operation				
b. Develop basis of design				
c. Based on research and basis of design implement new reuse, recycling and composting activities				
8. Construction & Demolition Debris Ordinance				
a. Consider new C&D ordinance				
b. Consider developing new non-exclusive C&D franchise agreements				
c. Develop C&D ordinance				
d. Evaluate the effectiveness of C&D ordinance changes				
9. Commercial Service Provider Requirements				
a. Review compliance with existing permit system, enforce existing standards for reporting diversion and disposal tonnages, identify opportunities for enhancement of existing permit system non-exclusive franchise ordinance				
b. Consider developing a new non-exclusive franchise agreement ordinance requiring commercial haulers to provide recycling services to all of their customers				
c. Hold stakeholder meetings				
Mandatory Programs (initial action steps)				
10. Universal Recycling Ordinance				
a. Conduct stakeholder meetings to identify strategies for "maximal feasible recycle" at all multifamily buildings and commercial establishments				
b. Identify thresholds and milestones for participation in recycling programs (e.g., 50%, 75%, 80%)				
c. Evaluate status of voluntary achievement of recycling goals				
d. Monitor status of recycling program implementation				
e. Design elements of future universal ordinance				
f. If participation rates fall below established milestones, initiate consider adoption of universal recycling ordinance (in phases, over time, based on generator size or type)				

Dallas Local Solid Waste Management Plan



Action Plan Tasks

Programs	Voluntary Programs			
	2013-2014	2015-2016	2017-2018	2019-2020
Voluntary Programs 2013-2020				
II. Disposal Bans				
a. Conduct research on materials appropriate for disposal bans (e.g., yard trimmings, cardboard, metal, C&D)				
b. Monitor diversion and disposal levels of targeted materials				
c. Conduct stakeholder meetings to identify material types appropriate for disposal bans				
d. Ensure that infrastructure is in place for banned materials				

Programs	Mandatory Programs	Plan Update	Plan Update Implementation
	2021-2025	2026-2030	2031-2040
Mandatory Programs 2021-2030			
10. Universal Recycling Ordinance (cont.)			
a. Consider Continue implementation of universal recycling and composting requirements (if approved and based on timelines developed through stakeholder process)			
b. Consider Complete implementation of new universal recycling ordinance (if approved and based on timelines developed through stakeholder process)			
c. Continue Hold stakeholder meetings			
d. Consider changes to the non-exclusive franchise ordinance agreements			
11. Disposal Bans (cont.)			
a. Consider implementation of disposal bans, such as yard trimmings and cardboard (based on timelines developed through stakeholder process)			
b. Conduct research on bans or requirements applicable to the City			
c. Hold Continue stakeholder meetings			
d. Report to City Council			
12. Product Bans (cont.)			
–Consider implementation of product bans, such as single-use plastic bags and non-recyclable take-out packaging (if previous reduction strategies are not achieving desired results)			
–Conduct research on bans or requirements applicable to the City			
–Report to City Council			
Plan Update 2026-2030			
13. Mixed Waste Processing			
a. Conduct research on new residual waste processing technologies (on-going, as appropriate)			
14. Plan Update			
a. Review regional and state priorities			
b. Evaluate the Plan elements and identify modifications and updates			
c. Identify improvements to recycling, organics, bulk item, technical assistance, and social marketing programs			
Plan Update Implementation 2031-2040			
15. New Recycling and Organics Collection Activities			

Dallas Local Solid Waste Management Plan

Action Plan Tasks

Programs	Mandatory Programs	Plan Update	Plan Update Implementation
	2021-2025	2026-2030	2031-2040
Mandatory Programs 2021-2030			
16. New Social Marketing Activities			
17. New Technical Assistance Activities			
18. New Materials Processing Activities			