Memorandum

CITY OF DALLAS

DATE January 9, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano, Chair; Vonciel 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

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

Where We Are Today, continued

- 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

Complex	# of Units	Monthly average lbs	Avg monthly lbs / unit
1001 Ross	204	853	4.2
Davis	183	584	3.2
DP& L	154	627	4.1
1505 Elm	67	2,518	37.6
501 Elm	29	644	22.2
Corgan	business	1,313	na
Metropolitan	283	1,076	3.8
Third Rail	164	154	0.9
Republic	229	880	3.8
Bonaventure	348	12,470	35.8

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

Survey of Cities with Multi-Family Recycling

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