



**Peoria Recycling Citizen Advisory Committee
October 11, 2006
Meeting Minutes**

Member Present

Julia Babler
Karen Black
Fred Brill
Sharon Fletcher
Karen Garbe
Cindy Hammel
Laurene Hazen
Jacque Hook
Bill Jansen
Gregory Jones
Chris McClellan
Kim Price Olsen
Barry Spiegel

Members Absent

West Freas
Deborah Sapp
AnneWhitney

City Representatives

Cathy Carlat, Councilmember
Joan Evans, Councilmember
Carl Swenson, Deputy City Manager
Kelly Corsette, Manager of Communications
and Public Affairs
Jesse Duarte, Manager of Solid Waste
Petra Zeleski, Council Assistant

Consultants

Meredith Flinn
Marty Rozelle

1. Welcome

Cathy Carlat called meeting of the Recycling Citizen's Advisory Committee at 6:20 pm. Councilmember Carlat thanked everyone for their time. She told them they add great value to the City in volunteering their time, and Peoria's residents will be affected by the recommendations they make on this committee.

Councilmember Carlat explained that the ad hoc Council Sub-Committee was formed by the Mayor one year ago to study the pros and cons of bringing curbside recycling to Peoria. She referred to an advisory vote in 2001, which narrowly defeated the program. Five years later the city has a 27 % increase in population, and is the largest city in the Valley without curbside recycling. The ad hoc committee received information on diversion rates for recycled materials, studied ways in which other cities were handling recycling, visited Phoenix's Materials Recovery Facility, and commissioned a city-wide survey. Based on the survey results and other information the City chose to establish a Citizen Advisory Committee.

Membership of the committee includes two at-large citizens appointed by the Mayor, plus one representative each from the Parks & Recreation Board and Youth Advisory Board. Each Councilmember selected two citizens from their district for a total of 16.

The main goal of this committee is to recommend to the Council whether or not to implement curbside recycling in Peoria. And if the decision is yes, advise the Council on ways to address residents' concerns.

2. *Introductions and Committee Operating Principles*

Dr. Marty Rozelle will facilitate the committee meetings. Her job is to help the group communicate and move toward their goal. She will remain neutral, but will manage a process that is inclusive, fair, and respectful to all involved. The committee introduced themselves. She reviewed the agenda for the evening.

The committee reviewed the operating principles handout. They will operate by consensus. In the event that consensus on a specific issue cannot be reached, they will discuss other means to present the minority view. The committee will not have a chairperson, but will ask spokesperson(s) to present recommendations to the Council at their November 14th study session. Communications with members will be via email. Draft meeting summaries and agendas will be sent ahead of meetings when possible. Committee members should defer inquiries from the media about the work of the Committee to the City Communications Manager

The next meetings will be October 16, November 1 and, if needed, November 8 at 6:00 PM.

3. *Summary of City-wide Recycling Survey*

Marty reviewed the results of an April 2006 telephone survey of randomly selected 400 registered voters in Peoria. The full survey report is available on the City's website. Respondents were heads of household and lived in single family residences.

- More than 90% of the respondents believe current trash collection is satisfactory, and recycling is good for the environment.
- More than half the respondents use the annual bulk item pickup.
- Two out of three households do not fill their trash barrels to capacity twice a week.
- More than half use the drop-off sites.
- Households are split on whether the drop-off recycling program is adequate for their needs.
- When presented with several arguments for and against recycling, respondents, by nearly 2 to 1, agreed the favorable arguments were closest to their own views.
- Factors that need to be addressed include the potential for: hardship on large families, noxious odors and pests during the summer
- Additional cost.

4. *Options for Curbside Recycling in Peoria*

The committee watched a short video explaining how recycling works in the City of Tucson. Jesse reviewed the features of a program in Peoria.

- Once a week garbage collection, once a week recycling collection
- Assume a 15% initial trash diversion rate (State diversion average about 20%; EPA diversion goal of 35% by 2008)
- Assume \$25/ton resale of recyclables
- Voluntary program for single family residences
- Remove the drop-off recycling bins

Each residence will be offered the choice of a 30, 60, or 90 gallon blue recycling barrel, plus a 5-gallon tote for inside their home. Recyclable materials would include:

- Aluminum Cans
- Aluminum Food Trays, Pie Plates
- Cardboard
- Chipboard
- Metal (tin) Cans
- Milk Cartons (jugs)
- Newspaper
- glass containers
- Paper – brown bags, junk mail, magazines, office paper, telephone books
- Plastic bottles and jugs (#1 & 2)

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5. *Committee Issues and Concerns*

Marty asked the committee to name their issues and concerns or those their neighbors may be likely to have. These were written on half sheets of paper and organized into topic groups as shown below:

Environment

- Environmental consequences if we don't start now
- State and federal government incentives

Cost

- Full revenue and cost disclosure
- Risk of program being cancelled if not enough participation or don't meet diversion goals
- Consideration for low-income families
- What are my costs?
- Transparency about all costs
- If a household takes a smaller trash barrel and larger recyclable barrel would there be a cost reduction?
- Will it be 100% voluntary
- If a household elects not to participate would there be a cost reduction or increase?

Implementation

- Discuss benefits of not taking this to another vote but making it a public policy decision
- Would bulk pick-up still be offered?
- Consider options - choice in size of barrel, 2 trash pick-ups, or 1 trash and 1 recycle
- Volunteer program for the first year
- Leave bins at parks for large families (both for trash and for recyclables)

Compliance

- Include compliance/enforcement in City Code
- Gather opinions from residents with HOAs
- Are there fines due to violations?
- Monitor both barrels for compliance

Education (need, implementation program, cost, how to separate)

- KISS (Keep it Simple and Short)
- Hold public meetings
- Clearly define benefits
- Education with regard to managing odors and space
- Target older citizens
- Detail what is and is not recyclable
- Teach how easy it is to recycle
- Promote – how to's, savings, successes
- How to overcome lack of voter turn-out – motivating the apathetic resident
- Communications of all types
- Accurate information campaign
- Take a positive approach
- Use high school students' drama club to put on an educational play for the younger children
- Post the recyclable items on the containers.

6. Call to the Public

No one from the public was present.

7. Next meeting

The next meeting will be Monday, October 16 at 6:00 PM at the Desert Harbor Elementary School, 15585 N. 91st Avenue.

8. Adjournment

Meeting was adjourned by Councilmember Carlat at 9:00 p.m.

Approved by: _____

Cathy Carlat
City Councilmember, Mesquite District

Date: _____