



August SWRAC Meeting
Recycling Plan Discussion
8/18/14

VISION: *Overall vision statement for Recycling Plan.*

1) Overall-City:

- Philadelphia as a leader in innovation and sustainability.
- SW & R Plan should strive to sustain and enhance quality of life for the community
 - Cleaner waste streams
 - Public health and safety
 - Protecting the land, air and water
- Shared responsibility: City, residents/community, and business
 - Equitable distribution of costs and burdens
- Continuous focus on education and outreach
 - Identify community stakeholders, assign accountability and support

2) Proactive Management of the Waste Stream:

- Decrease waste disposal and grow recovery of recyclables
 - Change waste management to total materials management (on front end)
 - Manufacturer responsibility and policies: better manage waste stream on front end proactively
 - Rethink procurement policies to better affect processes
 - Look at materials management strategies to maximize recoverables as economic opportunities
 - Integrate with economic development strategies
 - Maximize revenue
 - Minimize cost
 - Local job creation and sustainability
 - Consider metrics/analytics
 - Need to be adaptable for changes in commodity marketplace

- Organics/Composting: figure out way to capture organics in waste stream
- Consider more E-waste collection options

BREAKOUT SESSION #1: Recycling Program and Initiatives - A detailing of the programs and efforts employed to meet the 35% Act 101 goal

1) Aspects of the Program (residential, commercial, institutional, public space)

- Ongoing recycling education (how and what to recycle)
- Consider pay as you go options/pilots
 - Pioneer model that works for Philadelphia
- Separate glass recycling stream (for material value, less contamination)
 - Does this hurt single stream mindset already established?

2) Public-Private Partnerships

- Business and Institutional waste audits
 - Educate, promote, and compel
 - Policy creation for more rigorous review and sharing of waste stream data
 - Encourage shift to organics
- Challenge companies/manufacturers to think of recycling or second life benefit of their products/packaging
 - Identify problem items in waste stream and work with companies to develop creative solutions
 - Encourage proper front end management of material
- Educational institutions
 - Mandate education programs and recycling programs in elementary schools
 - Develop waste stream management curriculum and programs for HS and colleges
 - Encourage student involvement in cleanup and citywide recycling initiatives
 - Consider Recyclemania model applications

3) Other materials and organics

- Add Construction and Demolition (C&D) waste
 - Expand collection sites, education, policies, enforcement, and partnerships. Consider pilot programs, Big Box Retailer partnerships, other City Departments (L+I), etc.
- Add organics
 - On-site composting
 - Collection areas for residents (public space, community gardens, collection centers)
 - Pilot program
 - Bio bins

BREAKOUT SESSION #2: Public Participation - *Review and detailing of advertisements, hearing minutes, SWRAC meetings, etc.*

1) Transparency and Accuracy:

- Need for flexibility of messaging for wide-ranging target audiences
- Mix of media approaches to engage spectrum of targets (use of new/social media with traditional media approaches)
- Need for ongoing messaging
 - Use community partners and schools for ongoing education
 - Better coordinate with all City agencies and partners
 - Provide consistent education tool (resource guide)

2) Communication and Education

- Overall goal should be to change behavior
- Recognize power of younger target (grade school children) to engage entire household in proper recycling behaviors
 - Embrace emerging technologies
- Messaging options
 - Enforcement vs. positive messaging
 - Emphasize community successes and progress
 - Show future impact of material use and current behavior
- Need for simple, easily understood messaging, encouraging simple and easy behavior changes

3) Public Outreach

- Community events and meetings
- One-on one education, word of mouth

BREAKOUT SESSION #3: MSW Management Program and Technologies

1) Technology

- The EPA Waste Management Hierarchy is endorsed as a guiding principle for selecting waste management technologies.
- This means a greater emphasis on waste reduction (minimize front end input) and treating disposal as a last resort.
- Specific emerging technologies/techniques that should be addressed
 - Spec Fuel: Goal or stop-gap? (evaluate based on EPA model)
 - Mixed waste processing (Dirty MRF)
 - Reduces quantity and quality of recovered materials in general waste stream, undoes years of public education around waste
 - Understand where the model could/should be used with care/relevancy in small cases or specific waste streams
 - Organics management strategies: Composting and Anaerobic Digestion both will have a role in diversion.
- A greater focus on improving the quality of recovered material

2) Policy considerations

- Consider reviving/changing City procurement processes to better manage front end material development
- Re-initiate “Buy Recycled” program for City agencies
- Consider creating incentives or requirements for city contractors to use recycled/recyclable products
- Identify legal barriers for private sector management of organics

BREAKOUT SESSION #4: Implementing Entity – *Who is responsible for implementing plan on behalf of jurisdiction?*

1) Streets and Other Stakeholder Groups: Need to identify all stakeholder groups, assign responsibilities, foster coordination and provide consistency of message (resource guide / toolkit). Groups include:

- STREETS Dept.
- RecycleBank
- Keep Philadelphia Beautiful (KPB)
- Philadelphia More Beautiful Committee (PMBC)
- PennFuture
- PWD
- Mayor's Office of Sustainability
- City Procurement Dept.
- Philadelphia Airport
- Philadelphia Housing Authority
- Commerce Department
- School District
- Parks and Recreation
- City Council
- 311
- Police and Fire Departments

2) Private Involvement: Identify potential private partners for assistance in education, embracing of proper methods and resources. Need to foster coordination and provide consistency of message (resource guide / toolkit).

Those include:

- Universities and Colleges
- Corporate (Comcast, Lincoln Financial, Sports teams, etc.)
- Local Business
 - Business Corridors
 - CDCs
 - Landlords / Property Owners (need education, policy and enforcement for this group)
- Environmental Community

- Public Domain: need joint responsibility to ensure clean areas and public health and safety

3) Resources and Capacity: Recognize that the City and STREETS Dept. cannot be responsible for all aspects of plan execution and direction, will need support, assistance and resource help to achieve all plan goals.

- Prioritization of Responsibilities
- The Bin: City cannot continue to “re-bin” over and over again
 - New policy
 - Corporate partner to fund larger bin
- Provide public space and under used facilities for private contractors and citizens to use as holding areas / transfer stations for new material collections
- Recognize resources: engage passionate citizens and experts in the community to champion effort
- Better coordination and leadership
 - City leadership to embrace effort
 - City employees
 - Create network of reliable CDCs
- Evolve RB Rewards program to make more Philly-specific/relevant (e.g. cost off water bill, etc.)

4) SWRAC Organizational Roles Moving Forward (post plan creation):

Recognize the positive impact of engaging passionate citizens and experts and including them in the planning process

- Plan implemental oversight
- Media outreach
- Ability to evaluate and adapt plan over time
- Annual reports
- Evaluate emerging technologies
- Holding bank for all ongoing initiatives
- Foster advocates and partnerships
- Sub-committee creation and direction for specialized content development