



CITY OF PHILADELPHIA

DEPARTMENT OF STREETS
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CLARENA I. W. TOLSON
Commissioner

DONALD CARLTON
Deputy Commissioner

MEMORANDUM

Date: December 13, 2012

To: Solid Waste and Recycling Advisory Committee

From: Phil Bresee, Recycling Director

RE: **SWRAC MEETING STAFF REPORT**

This memo updates the status of various recycling and solid waste related programs and projects in the City of Philadelphia.

New Streets Department Deputy Commissioner: Donald Carlton has been appointed Deputy Commissioner for Sanitation. The announcement was made on Monday, December 3rd. Mr. Carlton had previously served as the Sanitation Division's chief of operations.

Solid Waste Management Plan Update: Staff met with PA DEP via conference call in late October to discuss plan, timeline, and related issue. Staff has begun to edit the existing plan's data tables, and perform benchmarking reviews of other jurisdictions.

Curbside Recycling Collections: Some 29,838 tons of recyclables were collected from residences during FY 2013's 1st quarter (July 1st through September 30th), a decrease of 1.6 percent compared to the same time period from last year. However, the diversion rate actually *increased* by about 2.5 percentage points to 20.4 percent due to less trash and overall solid waste generation. The attached map shows overall tonnage trends as well as diversion rates by sanitation district.

City Council Recycling Days: The last of the 10 City Council recycling bin distribution events was held on Saturday, November 17th. Nearly 2,500 bins were distributed and about 800 residents signed up for the Recycling Rewards program. Participants included a cross section of new recyclers and current recyclers who were in need of a new recycling bin or who wished to sign up for the rewards program. Council members from six of the 10 districts attended the events.

2011 MSW Reporting to PA DEP: Staff reported 2011's solid waste and recycling statistics to DEP in late September. Results – which are still considered unofficial – showed considerable increases in recyclables collected in both the residential and commercial sectors. This report only includes PA Act 101 materials (paper and cardboard grades, and plastic, metal, and glass food and beverage containers). Tables 1 and 2 below detail unofficial results for both sectors. Compilation and review of the non-Act 101 MSW and recyclables (includes

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green waste, food waste, C&D debris, etc.) generation is not complete as of this memo, and are not discussed. However, consideration and inclusion of these materials will increase the City's overall recycling rate.

Table 1: Residential	2010	2011
Recycling	90,475	105,248
Disposal	528,793	530,779
Total Waste Generation	619,268	636,027
Recycling Rate:	14.6%	16.5%

Table 2: Commercial	2010	2011
Recycling	90,122	154,052
Disposal	866,751	859,663
Total Waste Generation	956,873	1,013,715
Recycling Rate:	9.4%	15.2%

Recycling Program Rebranding: Staff and the Department's media consultant LevLane, have developed a new recycling program "brand", which is expected to be officially introduced in early 2013. The message "recycle-full-cycle: home base, work space, every place" will be included in new outreach materials, and as part of redesigns to recycling web pages, with the goal of reminding Philadelphians of the many opportunities they have to recycle, including at home, work, and in many public areas. The effort should help reinforce the good recycling habits Philadelphians have developed at home, and help extend those habits to work and public areas.

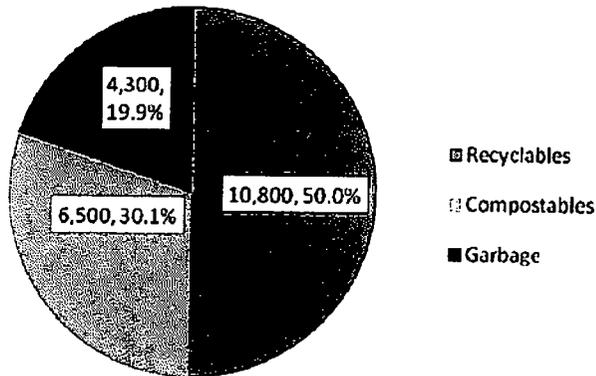
The "soft" roll-out includes mailing of redesigned residential recycling flyers to City residents in December (inserted in water bills), and distribution of similar materials to City agencies and employees to boost recycling in municipal buildings. A project plan for the official roll-out is forth coming. The new residential recycling flyer is attached to this memorandum.

America Recycles Day: The City recognized America Recycles Day (ARD) on November 15th by coordinating or participating in a number of events including:

- Second-grade assembly event at John B. Kelly Elementary School which included remarks by Commissioner Tolson and Deputy Commissioner Carlton. Special appearances were made by Curby Bucket and one of the Street's Department's mural-arts recycling trucks, as well as distribution of recycling promotional materials.
- A proclamation from Mayor Nutter that proclaimed November 15th as America Recycles Day in Philadelphia.
- Participation at Philadelphia International Airport's ARD event.

Recycling at Philadelphia Marathon: Unofficial results show that approximately 80 percent of the solid waste generated during November's marathon event was recycled or composted (see Figure 1). The 80 percent recycling/diversion (made up of 50 percent recyclables and 30 percent organics) rate surpasses efforts from prior years and is comparable to other high performing similar efforts around the U.S. The recycling and waste management element of the race's sustainability efforts were managed primarily through the Streets Department and WasteWatcher volunteers recruited by the Mayor's Office of Sustainability (MOS). The marathon was also the first deployment of the tri-sort event recycling, composting, and garbage bins stations supplied by SCA (100 hundred units were used).

**Figure 1. MSW at Philadelphia Marathon
(Results Unofficial)**



An official and more comprehensive report on overall sustainability efforts for the marathon is forthcoming.

Insinkerator Project: In-sink disposer installations were completed in the two targeted neighborhoods (Breezy Point, West Oak Lane) were completed in November. MSW characterization reviews of the participating neighborhoods and of a control group began during the week of December 3rd. The MSW characterizations are being conducted to determine relevant impact on food waste generation.

Pennsylvania Resources Council: The City and Mayor Nutter were honored with the 2012 Leadership in Sustainable Government award at the Pennsylvania Resources Council's annual awards dinner in November. The success of the City's recycling efforts were highlighted during the announcement of the award and helped strengthen the consideration. Commissioner Tolson was recognized at the event and delivered keynote remarks.

USDN Mixed Waste Processing Research Grant Proposal: Staff provided comments on an application by the Urban Sustainability Directors Network for grant funds to research innovative recovery technologies, notably mixed-waste processing. USDN is a consortium of sustainability directors from among the nation's largest cities. The cities of Houston and Orlando are the co-leads on the project, and the cities of Austin, Dallas, El Paso, San Jose, Washington DC, Providence, Iowa City, Dearborn Michigan, Loveland Colorado, and Philadelphia are project partners.

Please feel free to contact me at 215/686-5504 or at phil.bresee@phila.gov if you have additional questions.

C: Donald Carlton
Scott McGrath

Attachments