

MEETING MINUTES: City of Philadelphia Solid Waste and Recycling Advisory Committee (SWRAC)

DATE: May 25, 2017

ATTENDEES:

SWRAC Members

Fern Gookin, Revolution Recovery (co-chair)
Denis Murphy, Commerce Dept.
Scott McGrath, Streets Dept.
Robert Anderson, Curb My Clutter
Charles Raudenbush, Waste Management
Jack Embick, Environmental Law

Others Present

Sara King, Penn

City Staff/Consultants

Denise Diorio-McVeigh, Recyclebank
Erin Cartwright, Recycling Office/Recyclebank
Marisa Lau, Streets Dept./Recycling Office
Keith Warren, Streets Dept.
Jason Rossano, LevLane
Eric Spector, LevLane
Haley Jordan, MDO
Nic Esposito, MDO
LeAnne Harvey, Office of Sustainability
Laura Cassidy, Prisons
Maria Vamvakiadou, Streets Dept.

Call to order/introductions:

The meeting was called to order by SWRAC co-chair Fern Gookin at 3:05pm.

April Meeting Minutes:

Meeting minutes from the April SWRAC meeting were approved by voice vote (Raudenbush move, Anderson 2nd). Staff will check whether Sal Iadonisi should be included on the April attendees list.

Organics Subcommittee Report (P. Kohl):

No subcommittee report was given as P. Kohl was unable to attend due to an unexpected conflict.

Informational Items and Announcements:

- M.Lau said DEP comments on the draft plan had been received and need to be addressed. S. McGrath added that legal representation for the City and PADEP will be able to assist.
- M.Lau also reported that door-to-door recycling outreach to multifamily properties with City collection, and to commercial properties, has been underway for more than a month now. Canvassers will expand to single-family properties in neighborhoods with low diversion rates. Outreach will continue through the fall, but project results will be periodically shared with the SWRAC before then.
- A sign-up sheet for Phillies Red Goes Green is circulating. The SWRAC will be volunteering for a game at 7:00pm on Sept 12. Come out to the game and help pick up recyclables!
- N. Esposito recapped this month's Zero Waste and Litter Cabinet meeting, which focused on enforcement. Thirty-one proposals were presented to improve the City's ability to enforce existing laws on the books and strengthen regulations for commercial waste management. Proposals included requiring haulers to report tonnages to the City; implementing a coordinated commercial system similar to franchise zoning; and creating dumpster free streets.
- N. Esposito briefly mentioned a cooking oil recycling project initiated by a group of Southeast Asian immigrants in Philadelphia.
- F. Gookin announced that the co-chairs and Recycling Office will have recommendations later this summer for changes to SWRAC organization and governance. The full Committee will start a discussion this summer, and vote on whether to adopt these changes in the fall. Prospective changes could include creating membership requirements for attendance, having everyone participate in a subcommittee, and reducing the number of general meetings to 6 per year.
- M. Lau made KPB announcements at M. Feldman's request:
 - Link to the Chemical Heritage Foundation "Things Fall Apart" exhibit opening on June 17: <http://bit.ly/2q4Fi37>
 - KPB's next two cleanups with United by Blue & the Water Dept will take place in July and August. The July event will take place at Graffiti Pier, and the August event will take place at Little Tincum. (More details about the August event to come, including a special giveaway).
 - Applications for KPB's part-time position will be accepted through June 2. Here's the job description: <http://bit.ly/2r1xyRa>. If you know an interested candidate please have him or her email Michelle Feldman.

Group discussions and reports

The SWRAC formed two working groups for the remainder of the meeting to further develop the Zero Waste Partnership program, and to discuss how to track diversion for zero waste. Reports were given at the end of the meeting.

Outreach Coordinator Erin Cartwright updated the Partnerships group on Recyclebank's new rewards, technology, education, and engagement upgrades that will be ready for testing mid-summer. The full rollout of the rebranded "Waste Watchers" program is expected this fall. The group brainstormed ideas for the residential and business Waste Watchers initiative:

Residential - geo-specific check-ins on new app; educational video completion; household-specific curbside diversion in later phases

Business – Branded reusable cups/mugs/bags for which participating residents receive a discount at partner businesses; sticker/social media badges to identify and promote zero waste businesses; customize outreach strategies for different types and sizes of businesses

The Diversion Rate group reviewed and approved the final draft of the zero waste policy objective, diversion matrix, and diversion methodology to be presented to the ZWL in early June. Marisa Lau and Haley Jordan will continue to work on defining the categories of materials and processes in the diversion matrix prior to the June Cabinet meeting. The group also discussed strategic issues related to implementation, including how to collect the data, how to organize/use the data once received, and staffing needs for collection and analysis on an annual basis.

Adjournment: The meeting was adjourned at approximately 4:50 pm.