

CITY COUNCIL MEMORANDUM
08-38

DATE: September 3, 2008
TO: Honorable Mayor and Members of City Council
FROM: James R. O'Connor, City Manager
SUBJECT: WORK SESSION AGENDA – SEPTEMBER 8, 2008

A work session is scheduled for Monday, September 8, 2008, at **6:30 p.m. in the Multipurpose Room at the Central Services Complex.**

The agenda is as follows:

- | | | |
|-----|----------------------------------|--|
| I. | Welcome and Introductory Remarks | James R. O'Connor
City Manager |
| II. | Refuse Recycling Changes | Doug McGill
Municipal Marketing Manager
Waste Connections of Tennessee, Inc. |

As always, feel free to contact me at 425-3550 should you have any questions.



James R. O'Connor


Attachments

Copy: Kenneth R. Krushenski, City Attorney
Steven W. Jenkins, Deputy City Manager
Amy Fitzgerald, Government and Public Affairs Coordinator
Gary M. Cinder, Public Works Director

PUBLIC WORKS MEMORANDUM
08-33

DATE: September 2, 2008

TO: James R. O'Connor, City Manager

FROM: Gary M. Cinder, P.E., Director of Public Works 

SUBJECT: SEPTEMBER 8-WORK SESSION ITEM

Our Solid Waste and Recycling contractor, Waste Connections of Tennessee, has requested a work session with Council to discuss planned changes in their collection practices for curbside recycling and the possible addition of a new program that should greatly increase the materials collected including a financial incentive program.

The proposal is discussed in detail in the accompanying letter from Mr. Doug McGill, Municipal Marketing Manager with Waste Connections. Corporate representatives from both Waste Connections and Recycle Back will also be in attendance.

The change to a single stream collection for recyclables will allow a dramatic increase in the number of different materials collected curbside. This involves the collection of all materials at the curb without sorting. The sorting will be done at a central processing facility under contract to Waste Connections. This enhancement will be done at no additional cost to the City.

The Recycling Rewards Program will provide financial incentives to residents for recycling. Due to the investment in new larger bins, other equipment, and services, it is being proposed that a \$2.00 charge per month per household be added to the City's contract with Waste Connections. Also included in their proposal is a contract extension for an additional five (5) years. Both programs will have the effect of increasing the materials diverted from the landfill, increasing City efforts to improve sustainability.

Both items have been discussed with the Environmental Quality Advisory Board (EQAB) at their August meeting. I would expect a lengthy question and answer session will conclude the presentation.

ks



WASTE CONNECTIONS OF TENNESSEE, INC.
Connect with the Future®

August 29, 2008

Mr. Gary Cinder
Director
Public Works Department
City of Oak Ridge
Oak Ridge, TN 37831-0001

Dear Gary,

Waste Connections of Tennessee, Inc. would like to introduce to the Oak Ridge City Council two new items concerning our curbside recycling program.

First is our expansion of the current program to go to single stream. The expanded material list will be collected with a different type truck than we currently use. Residents can use plastic bags and/or their own bins, or may purchase additional 14-gallon bins from us, at a cost of \$10.00 for each bin, for the additional materials.

Effective October 1, 2008, we will expand the recycle materials to be collected at the curb from our current list of 3 colors of glass (brown, clear, and green), aluminum and steel cans, newspaper, and #1 (PETE) and #2 (HDPE) plastics to the list below:

- Paper – Office Paper, Newspaper, Magazines, Junk Mail, Phonebooks and file folders.
- Cardboard – Corrugated and Boxboard
- Glass – Brown, Clear and Green – Please do not recycle broken glass.
- Metal Cans – Aluminum and Steel.
- Plastics - #1 through #7; Please see bottom of containers for these numbers, Plastic Bags.
- Unacceptable Materials – No Styrofoam, No Ceramics, No tempered or glass windows.

We have provided information detailing the change to single stream that you are putting in the City's Newsletter. In addition Waste Connections will distribute (the last 2 weeks of September) to each home a door hanger explaining the change for October 1, 2008.

Second we would like to introduce to the Oak Ridge City Council a proposal for a Recycling Rewards Programs. This new program is offered by Waste Connections through a partnership with Recycle Bank, Inc. We will be explaining this program in detail in the Council's workshop scheduled at 6:30 p.m. on September 8th. Please see attachment detailing the Recycle Bank program.

Recycle Bank Pricing Options:

With a contract extension for 5 years, your current per home rate of \$11.22 per month will increase by \$2.00 with the Recycle Bank program.

The 5-year extension would allow Waste Connections to decrease the added cost to the City due to a significant investment for trucks, carts and other equipment it will take to get Oak Ridge online with Recycle Bank.

Should a contract extension not be desired then based on the current contract ending on June 30, 2016 the additional charge would be \$ 2.37 per home.

Waste Connections thanks you for allowing us to service Oak Ridge over the past 20 years and we look forward to a long working relationship.

We will be happy to answer any questions you may have on this outstanding recycling program.

Sincerely,

Waste Connections of Tennessee, Inc.

A handwritten signature in black ink, appearing to read "Douglas McGill". The signature is written in a cursive, flowing style.

Douglas McGill
Municipal Marketing Manager

1.0 RecycleBank Incentive Based Recycling Program Overview

RecycleBank's Incentive Based Recycling Program will be used to complement the City of Oak Ridge's curbside recycling. Waste Connections will collect recyclable materials with 65-gallon carts using a semi automated collection system. The goal being to increase the amount of waste recycled and at the same time reward those recycling.

The various components of the RecycleBank Incentive based recycling program are described in this section. Oak Ridge's residents will experience a dynamic and interactive experience as depicted in pictures below.



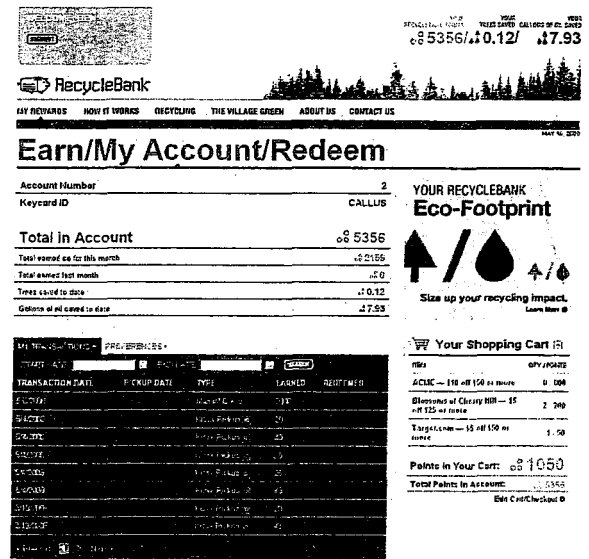
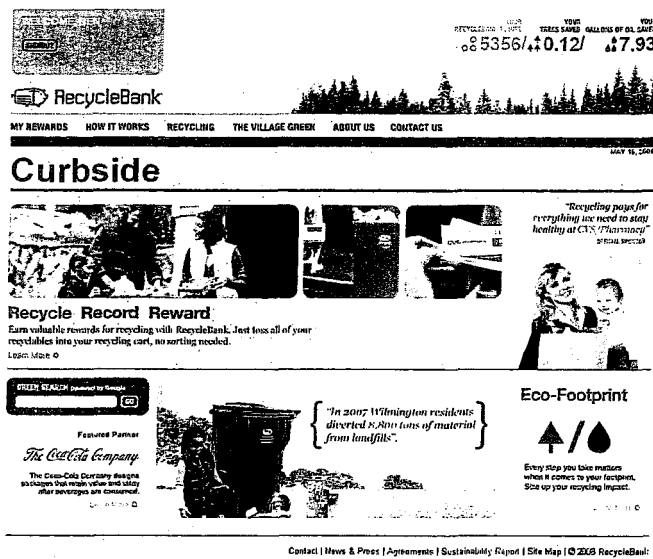
a. **RecycleBank Points and Account:** Each household will have an RFID chip/Bar code on their Recycling Cart that identifies that they recycled.

- Each household will receive their own personalized RecycleBank account where they can track the amount they recycle and redeem their RecycleBank points.

- Each household will be able to access neighborhood and environmental information in their accounts.

b. Environmental Footprint: Each household will be able to track their “Environmental Footprint” – the impact their recycling efforts have on the environment – in their RecycleBank account. They will be able to view environmental metrics to measure the impact of their diversion efforts. Additionally, neighborhoods will be able to view their collective environmental footprint.

c. Reward Partners: Every household will have access to stores (Reward Partners) where they can spend their RecycleBank rewards. Reward partners will include local, regional, and national partners (to view RecycleBank’s 300+ reward partners, please visit the “partners” section at RecycleBank.com).



d. Donation Program: RecycleBank currently provides an option for RecycleBank Points to be donated. Each donated point is matched by a donation from RecycleBank Corporate partners to local schools and charitable organizations. RecycleBank will work in conjunction with the City of Toledo to develop a list of charitable organizations and/or non-governmental organizations to be included in the donation program.

e. Reporting: RecycleBank shall provide the City with:

- Monthly reports outlining recycling participation by street, neighborhood, route and postal code
- Monthly reports summarizing collection route tonnage and efficiency

f. Customer Service: RecycleBank will field all RecycleBank related calls via toll-free line as well as respond to email inquiries from City residents, including the type of materials that can be placed in their recycling Carts.

g. Community Outreach: The City of Oak Ridge and RecycleBank will create a joint team to provide community outreach. RecycleBank will be responsible for designing all materials with final approval from the City. Community Outreach may include pre-roll-out communication material, welcome kit, and presentations.

Example of rewards for a family of four living in Oak Ridge, TN

<p>Flowers \$20 for gift for wife</p> <p>BED BATH & BEYOND \$20 for a new picture frame</p> <p>movie tickets.com \$40 on tickets</p> <p>CVS \$10 at CVS</p>	<p>STARBUCKS COFFEE \$10 for coffee</p> <p>ORIGINS \$20 at Origins</p> <p>light bulbs \$10 light bulbs</p>	<p>PETCO \$10 for a flea collar</p> <p>WHOLE FOODS \$70 for groceries</p> <p>RecycleBank \$20 Donation to Green Schools Fund</p> <p>Total savings \$240 Dollars</p>
---	---	---



2.0 Proposed Contract Team

RecycleBank will ensure that Oak Ridge is properly serviced by our various organizational branches including Sales, Operations, Marketing, Rewards and Customer Service.

RecycleBank is committed to increasing the recycling rates from the City of Oak Ridge's curbside single stream recycling program. Mr. Atul Nanda, Vice-President of the Midwest Region, will coordinate the RecycleBank program. Mr. Nanda has over twenty years of recycling industry experience including management positions within the City of Toronto and private waste and recycling companies.

RecycleBank will also dedicate an Account Manager along with a Local Rewards and Community outreach staff to ensure the success of the Oak Ridge partnership with RecycleBank.