

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

DATE: December 6, 2016

ATTENDEES:

SWRAC Members

Michelle Feldman, Keep Philadelphia Beautiful (co-chair)

Fern Gookin, Revolution Recovery (co-chair)

Bob Anderson, ReCommunity Recycling

Jack Embick, Environmental Law

Scott McGrath, Director of Environmental Services, Streets Dept.

Charles Raudenbush, Waste Management

Maurice Sampson, Clean Water Action

Others Present

Amy Cornelius, Citizen

Craig Roncace, U Penn Urban Park Manager

City Staff/Consultants

Erin Cartwright, Recycling Office/Recyclebank

Marisa Lau, Streets Dept./Recycling Office

Justine Bolkus, Commerce

Tamika Davis, Philadelphia International Airport

Nic Esposito, MDO

Call to order/introductions:

The meeting was called to order by SWRAC co-chairs Fern Gookin and Michelle Feldman at approximately 3:15 p.m.

Minutes:

Meeting minutes from the October SWRAC meeting were approved by voice vote.

Goals Subcommittee Report (S. McGrath):

McGrath announced that the Sanitation Division will prepare a technical document discussing how the City can achieve zero waste by 2035. Subcommittee members have been informed that the next meeting will be postponed until a draft of this document has been circulated, which can provide a focal point for the subcommittee's discussions moving forward.

Organics Subcommittee Report

Due to cancellation of this month's subcommittee meeting (which was subsequently rescheduled for January 10th) there was no report to the SWRAC.

Solid Waste Plan Update (S. McGrath):

- The Recycling Office is continuing to revise the draft plan based on comments received from SWRAC and others during the public comment period, which ends next week. With the help of consultants, they are also preparing a required response document.
- Lau announced that the office has begun work on an abridged version of the Act 101 plan, to serve as a guide for residents, City officials, and other interested parties. The interagency discussion around waste reduction strategies that has taken place during the last few months can be integrated into this new document.
 - Sampson suggested that we explain more clearly to the public that Act 101 plans are not planning documents, but technical documents. A planning document is still needed that outlines a strategy to achieve the plan objectives.

Informational Items and Announcements:

- *RAIR/Revolution Recovery Update* – Gookin reported that RAIR's Trash Bash fundraiser in November was a success: more than 300 people attended and the event has seen considerable growth over the last few years. Revolution Recovery recently acquired the property adjacent to their Philadelphia location. The property will give more room to their existing operations and allow for some growth in the regional market.
- *MDO Update* – Esposito gave an update to the forthcoming Zero Waste and Litter Cabinet that will be announced at the end of the month and the desire to work with SWRAC on a Zero Waste definition and planning
- *Green Schools Update* – Cartwright let SWRAC members know that the deadline to apply has been extended to Sunday, December 11th. She encouraged SWRAC members to spread the word to any school contacts they have.
- *America Recycles Day PSA and Op-Ed* – SWRAC members viewed the new recycling public service announcement and received a copy of the Philly.com op-ed co-authored by Deputy Commissioner Carlton Williams, Recyclebank Senior Account Manager Denise McVeigh, and KPB Executive Director Michelle Feldman.
 - Lau asked for ideas to increase the impact of this video or build on these outreach efforts.
 - Sampson suggested that the video/op-ed links be cross-marketed with the Recycle by City quiz for Philadelphia, and recipients urged to test

their knowledge after viewing. New videos can even be structured around different quiz questions. This would allow quiz results to more directly track the effectiveness of City outreach.

- Another suggestion was to use this type of video as an outreach tool to students, and ask organizations like Campus Philly or Post-Landfill Action Network to help distribute it. It was noted that Penn has struggled with BigBelly recycling contamination on its campus.
 - Recycling competitions like RecycleMania have been proven to successfully improve campus recycling.
- *Parks & Rec Recycling Launch* – Esposito recapped this project to bring outdoor recycling to all 23 facilities in District 4. Streets Department and PPR Operations team coordinate on collections using a PPR-procured recycling truck and a dumpster serviced by Streets’ condo collections truck. At staffed facilities, Center Caretakers set out bins for regular curbside collections. PPR is reviewing the costs and materials needed and writing a blueprint for how to roll out recycling to other parts of the city.
 - *Leaf Recycling Results & Holiday Recycling* – McGrath reported that 550 tons of leaves have been collected through the end of November, and tonnages are expected to increase by the time the program ends this month. Lau reported that the City’s first e-blast about its efforts to promote recycling during the holiday season went out today. The program info is now up on PhiladelphiaStreets.com. Sanitation is prepared for a substantial increase in recycling tonnages during the holiday season, and offering a Christmas tree recycling drop-off program again this year.
 - *Parks & Rec Leaf Recycling* – Esposito reported that food waste diverted from the Marathon was brought to Fairmount this year to be mixed into leaf mold compost and is being monitored.
 - *PROP conference in King of Prussia* – Raudenbush announced the next statewide recycling conference is taking place in southeastern PA this year (last held here 14 years ago). A tour of Covanta’s facility will be offered and conference topics will focus on issues facing this region. Any suggestions for speakers are welcome.
 - *Next meeting date TBD* – A meeting invite with the schedule for the full year will be emailed in January.

Adjournment: The meeting was adjourned at approximately 4:30 pm.