



TO: Elizabeth A. Pauli, City Manager
FROM: Michael P. Slevin III, P.E., Director, Environmental Services *for EMS*
Lewis T. Griffith, P.E., Division Manager, Solid Waste Management City
COPY: Council and City Clerk
SUBJECT: Request for Resolution to designate the Recycle Reset Project as a Special Project of Limited Duration - October 29, 2019
DATE: October 4, 2019

SUMMARY:

A resolution designating the Recycle Reset Project as a special project of limited duration from November 2019 through December 2021, and acquiring additional positions to assist with the implementation of changes to the residential recycling system and provide focused education and outreach around waste reduction, recycling contamination issues, and how the changes affect our customers.

STRATEGIC POLICY PRIORITY:

- Ensure all Tacoma residents are valued and have access to resources to meet their needs.
- Assure outstanding stewardship of the natural and built environment.
- Encourage and promote an efficient and effective government, which is fiscally sustainable and guided by engaged residents.

The City's recycling program benefits the environment through reduced use of raw materials and energy, as well as decreased greenhouse gas emissions compared with landfilling. Increased recycling education programming will help all Tacoma residents better understand the recycling services that the City offers and how to access those services. Customer engagement is needed to guide the education messaging and outreach strategies that will most effectively reach diverse audiences throughout the community.

BACKGROUND:

Information on the impacts of changes to the global recycling industry that are effecting the cost of processing, shipping, and marketing recyclable materials was provided to the Infrastructure, Planning, and Sustainability (IPS) Committee on August 22, 2018, with an update provided on December 6, 2018. Changes in international import policies have resulted in a worldwide reduction in capacity for processing recyclable materials. The remaining markets for recyclable materials have become much more competitive, resulting in increased costs. Staff identified four options and feedback was gathered from customers through an extensive outreach program conducted during the first quarter of 2019 that included focus groups, community meetings and events, and a survey that generated over 7,500 responses. The outreach results were presented to the IPS Committee on April 10, 2019 and to the City Council at the June 11, 2019 study session. Additional information and recommendations were presented to the City Council at the August 13, 2019 study session.

ISSUE:

The direct impact to Tacoma is a significant increase in the cost of processing, sorting, marketing, and shipping recyclables due to changes in the global recycling industry. Materials collected through the commingled curbside collection system are impacted the most because of the higher potential for contamination in commingled materials. Education and outreach to engage our



customers and provide information about how to access and properly use the recycling services offered to them will help to increase the value and marketability of the recyclable materials collected by Tacoma's recycling programs. Customer feedback received through the public outreach efforts indicated strong customer support and willingness to pay an increased rate to maintain residential curbside commingled recycling services, and also strong support and willingness to pay for additional recycling education efforts to improve customer participation and quality of recycled materials.

ALTERNATIVES:

If the City does not declare the Recycle Reset Project as a special project of limited duration, there will not be adequate staffing to successfully implement this project January 2020 to December 2021.

RECOMMENDATION:

Staff recommends adopting this resolution to designate the Recycle Reset Project as a special project of limited duration. This will allow adequate staffing to provide effective customer engagement, outreach, and education to support the necessary changes to the recycling system.

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4200 ES Solid Waste	514360	5110455 - Labor	\$1,140,000
4200 ES Solid Waste	514360	Various M&O	\$270,000
TOTAL			\$1,410,000

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
Surcharge	512000	4343134	\$1,280,000
Reserves	512000	5010100	\$130,000
TOTAL			\$1,410,000

POTENTIAL POSITION IMPACT:

POSITION TITLE	PERMANENT/PROJECT TEMPORARY POSITION	FTEIMPACT	POSITION END DATE
Project Lead Position (MAIL)	Project	1.0	December 2021
Project Specialist	Project	1.0	December 2021
Project Specialist	Project	2.0	December 2020
Solid Waste Worker	Project	3.0	December 2021
Customer Service Rep-Tech	Project	2.0	December 2020
TOTAL		9.0	

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$948,100

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? No

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED.

Contingent on City Council adoption, these project expenses will be covered by the Recycling Education surcharge collected from 2020-2023 with the difference covered by reserves. Budget authority is requested through the Mid-Biennial Modification process.