

DRAFT Strategies for Discussion

Waste & Recycling Working Group

July 26, 2012

Goals

1. Achieve a **5% reduction in the total waste stream** from an annual growth baseline by 2025¹.
2. **Recycle 50% of the waste stream** (commercial and residential) in Minneapolis by 2025.
3. **Increase organics collection to 15%** of the waste stream by 2025.
4. Support Metropolitan Council Environmental Service's goal to **reduce energy use by 25%** below 2006 levels by 2015.
5. Increase awareness of the **lifecycle impacts of products** to address GHGs occurring outside the community.

Reducing Waste

1. Identify consumer products and packaging that are neither recyclable nor compostable and engage companies, consumers and retailers in a campaign to reduce the disposal of such products and packaging through reuse efforts, switch to alternative materials, or make changes to the supply chain.
2. Identify and promote reuse and repair businesses and opportunities which can reduce the disposal of used goods. Connect with the State's reuse network. Examples include repair cafes or promoting existing businesses with a reuse focus.
3. Work with Hennepin County and other partner organizations to encourage businesses and residents to purchase reused and reusable goods (Choose to Reuse campaign).
4. Expand Green Building programs (such as a requirement for city-financed new construction and renovation projects) to promote a reduction in construction and demolition waste.
5. Expand neighborhood and household organic composting through community initiatives and advocate for updated composting rules at a state level.
6. Develop innovative marketing and behavioral strategies. For example, clearly label residential garbage carts "Trash for Incineration."
7. Undertake a public education campaign to inform residents about opt-out opportunities for material like phone books and junk mail. Additionally, explore requiring that businesses like phone directories operate as an opt-in service in Minneapolis.
8. Work with Hennepin County, regional groups and the State of Minnesota to develop better data collection tools and sources, especially for commercial and multifamily waste data.

¹ Consistent with Hennepin County's adopted Solid Waste Master Plan, this goal uses an assumption of 1.2% annual growth in the total waste stream as a baseline from which to measure reductions.

Increasing Recycling

1. Support implementation of a single-sort recycling program for curbside pickup.
2. Continue to expand the types of materials accepted by the City's recycling program.
3. Complete a comprehensive assessment of pricing incentives and penalties for residential waste and recycling services and identify strategies that could increase recycling with minimal negative impact to residents. This could include strategies like volume-based variable rate pricing for waste collection or reward programs from recycling.
4. Enforce the commercial recycling ordinance and undertake an educational campaign to expand recycling options in multi-family housing.
5. Identify financial and other barriers to recycling in multi-family buildings (different priorities between property management company and tenants, lack of knowledge of costs, etc)
6. Work with the County to increase the rate of recycling of construction and demolition debris in the city.

Increasing organics collection

1. Identify major organic waste producers (food service, schools, hospitals, etc) and conduct a targeted campaign to increase organics recycling.
2. Based on the results of pilot programs, consider expanding the residential organics collection program to more Minneapolis neighborhoods each year.
3. Support more options for the local processing of organic waste at both large and small scales.

Addressing product lifecycle impacts

1. Work with Homegrown Minneapolis to incorporate more information on food choice impacts, particularly as it relates to greenhouse gas emissions.
2. Develop educational materials that illustrate the emissions impacts of common products or behaviors, and include these materials in city utility bills.

Reducing wastewater treatment impacts

1. Work with the Metropolitan Council to achieve their energy use goals and track associated impacts on GHG emissions from Minneapolis contribution to wastewater flows.
2. Achieve a 75% participation rate in the Community Energy Services program for eligible Minneapolis properties, which includes low-flow water fixture information and installations.

3. Explore options for expanding the use of greywater systems and water conservation measures in public and private buildings. This could be included in the local adoption of the new state building codes as an elective or promoted in city-financed projects.