

**Public Works Citizens Advisory Committee (CAC)**  
*Tuesday September 16, 2008*  
*Public Works Asset Management Conference Room*

**CAC Representatives Present**

Mr. Thomas Herbert, Chairperson  
Mr. LaMonte Williams, Vice Chairperson  
Mr. Phil Bomersheim  
Mr. Douglas Coenen  
Mr. Jim Monahan  
Ms. Patricia VonOhlen

**CAC Representatives Absent**

Ms. Sandra Davis

**Public Works Representatives**

Mr. H. Reed Fowler, Jr., Director of Public Works  
Mr. Tim Shockley, Solid Waste Division Administrator  
Ms. Mayi Henriquez, Recycling Coordinator  
Mr. Roy Chesson, CAC Liaison

**Call to Order**

Because there was not a quorum when the meeting was scheduled to begin, the Recycle Bank Pilot Program presentation was begun by Ms. Henriquez prior to the meeting being called to order. By the end of the presentation, another member had arrived and Mr. Tom Herbert officially called the meeting to order at 6:45 p.m.

**Recycle Bank Pilot Program Presentation**

Ms. Henriquez gave a PowerPoint presentation on the Recycle Bank Pilot Program. The program tracks the number of times residents use their recycle carts through the use of radio frequency identification (RFID) chips in the carts. Points awarded to the residents for recycling can be used for discounts or other offers made by participating local merchants. RecycleBank, LLC provides all the start-up costs and runs the program. RecycleBank receives 50% of the total incremental landfill diversion saving that the City would realize from the increased recycling rate. The Recycling Office was proposing a pilot program for approximately 15% of the City's household to be conducted between January and June 2009. The PowerPoint presentation with more details is included at the end of these minutes.

The Committee was less than enthusiastic about this program but the consensus was that since there would be no cost to the City, it would be worth trying. Mr. Herbert suggested that the Recycling Office check to see if there were cities where this program had been tried but where it failed to work and see what problems they had encountered. Ms. VonOhlen stated that while this program might encourage residents to recycle more, it did nothing to promote the actual reduction of waste. However, while she didn't really like this idea, she didn't know of a better

way and would support a pilot program. One possible issue of concern was confidentiality of account information and whether RecycleBank would sell account information.

### **Approval of Meeting Minutes**

After the Call to Order, the minutes for the May 20, 2008 meeting were unanimously approved as submitted.

### **Election of Chair and Vice Chair**

The Committee elected Mr. Thomas Herbert as the Committee Chairperson. Although this should be a two-year term, Mr. Herbert will have completed his second term as a Committee member in October 2009 and will not be eligible for reappointment.

The Committee elected Mr. LaMonte Williams as the Vice Chairperson.

### **Recruitment of New Members**

Because time was running out, this topic was only briefly discussed. A suggestion was made that students in the Public Works Academy be recruited as student members.

### **Adjournment**

Mr. Herbert adjourned the meeting at 7:07 p.m.

# Recycle Bank Presentation

## City of Newport News Department of Public Works

### RecycleBank Pilot Program



#### City of Newport News - RecycleBank Pilot Program

### Presentation Overview

- City of Newport News Recycling Program current status
- Purpose of the pilot
- Logistics (who, what, when, where, why and how)
- Role of the participants
- Pilot Costs
- Shared Savings Service Fee

## Current City of Newport News Recycling Program Status

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- Collection services contracted with TFC Recycling
- Every other week collection using 64 or 96-gallon wheeled carts
- Past 7 years: average 35% recycling (waste diversion) rate

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## Current Recycling Program Status continued

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- Business Recycling 47%
- Residential Curbside 18%
- Municipal/Yard Waste/Tire/White Goods/Electronics 35%

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## Purpose

- Increase waste diversion
- Increase set out rates
- Renew interest in recycling program

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## Logistics

- Who: Public Works Solid Waste Division
- What: Six month pilot of 5,859 households (15% of the households receiving automated collection)
- When: January - June 2009
- Where: Proposed Central Newport News
- Why: Rejuvenate recycling program and increase waste diversion rates
- How: Contracted with RecycleBank with support from TFC Recycling

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## Role of Participants

- **Feedback**
  - ✦ ease/convenience of program
  - ✦ understanding of program

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## How Much Does It Cost?

- **Carts**
  - ✦ Retrofitted with Radio Frequency Identification chip (RFID)  
- \$0
- **Technology Maintenance - \$0**
- **Truck Equipment - \$0**
- **Scale House Computer - \$0**
- **RecycleBank Services – 50% of total incremental landfill diversion savings by the City of Newport News**

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City of Newport News - RecycleBank Pilot Program

## Shared Savings Service Fee

- **Example for City-wide Implementation**

- ✦ The City of Newport News identifies that the baseline recycling tonnage is 9,878 tons per year, based upon 39,063 households serviced.
- ✦ With RecycleBank, tonnage is estimated to double to 19,796 tons per year.
- ✦ Net financial benefit to the City will be \$30.51/ton (cost of disposal) x additional diverted tons (9,878) = \$301,378/year in disposal cost savings.

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City of Newport News - RecycleBank Pilot Program

## Win Win Situation for our Community

- Preserves our environment
- Saves the City money from avoiding landfill fees with increased recycling participation
- Reduces pollution
- Generates economic development
- Rewards residents

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“After all, our planet is just one  
big neighborhood.”

RecycleBank, LLC