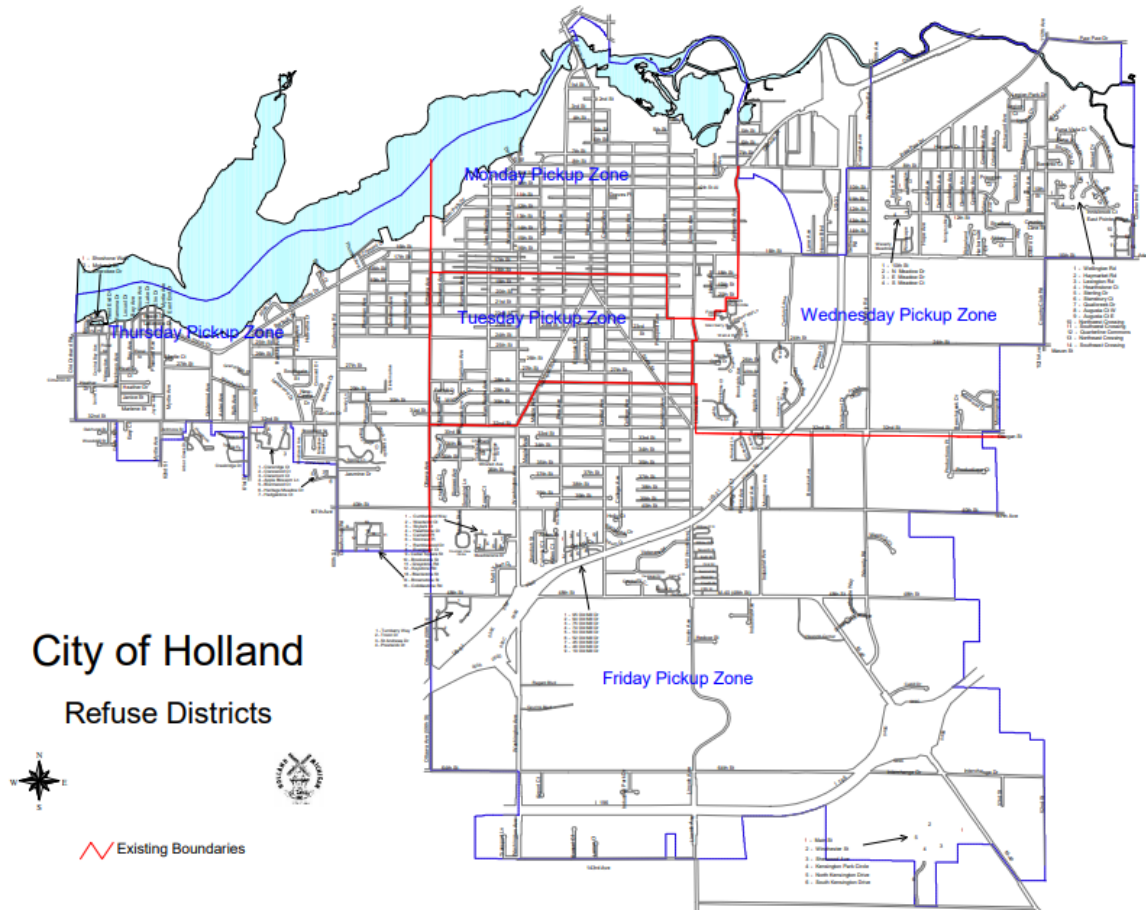


*LEVERAGING RESOURCES TO  
MAKE THE CASE AT THE LOCAL  
LEVEL*

# City of Holland Background

- Population: 33,366
- Approx. Jurisdiction : 17.6miles
- 5 Pick-up routes (Monday – Friday)
- Program Includes:
  - Refuse (mandated)
  - Recycling (mandated)
  - Yard Waste (optional)
  - Project Pride Program

- Designated Hauler (Republic Services) for residential service users
- Residential User = any residential unit (4 units or less) in City limits
- Approx. 11,000 residential service users



# Project Pride

- Coupon based program
- Good for one free drop off at Designated Hauler's transfer station
- Up to 1,000lbs of general refuse (no hazmat or construction debris)
- Refuse accounts must be paid up-to-date
- Each user is allowed up to two coupons per calendar year

# Refuse & Recycling Program

- Refuse Size Options:
  - 12 Bag
  - 24 Bag
  - 32, 65, or 96 Gallon Cart
- Recycling:
  - Yellow Bag Program
- Holland's is a "Co-mingled" program



10.11.2018 10:30



# Why An Audit?

1. Big Questions regarding effectiveness of Yellow Bag System
2. Lack of comprehensive/available data
3. Lack of baseline data
4. Lack of data = inability to set meaningful goals
5. China Sword

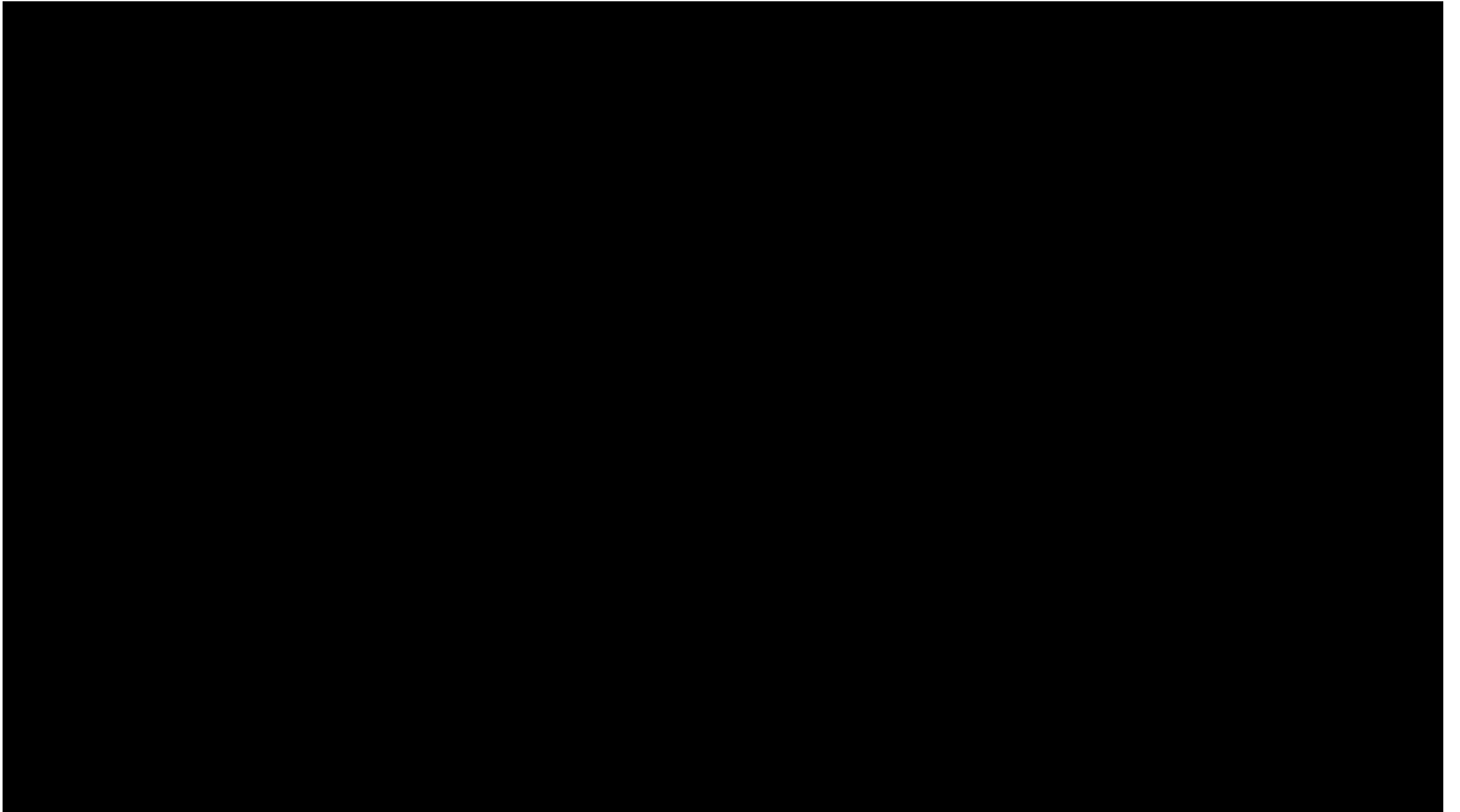
# Waste Characterization Audit - Protocol

- ASTM Standard D5231-92 (Internationally recognized standard for municipal waste audits)
- October 8<sup>th</sup> – 12<sup>th</sup>, 2018
- Monday – Friday pick-up zones
- Random sampling from each pick-up zone/load
- Sample size between 250 – 300 lbs./load



# Goals

- Provide baseline data for overall make-up of residential waste stream, by material type
- Provide baseline data for current recycling rates
- Identify potential to increase recycling rates
- Identify potential to increase diversion rates through additional programmatic efforts (i.e. organics)





Play (k)











10.9.2018 10:52





# Making it Happen

- Uncertain environment driving need for more information
- New/willing partner in Hauler
- Partnership with West Michigan Sustainable Business Forum
- Substantial interest from Council to benchmark
- Support from Community Organizations & partners
- Mandating Audit in City's Contract





**Holland**  
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&



**REPUBLIC**  
*SERVICES*

accesses. Furthermore, the Contractor shall partner with the City in conducting and sharing the costs of a Waste **Characterization** Study as more fully described in Exhibit E, Special Specifications, Section 10 of this Agreement. The City and the Contractor shall arrange for a mutual exchange of information to facilitate and expedite the implementation of this Agreement (or “Contract”), and both parties, to the extent permitted by law, shall treat as confidential any proprietary or other information exchanged pursuant to this provision.

J. For failure to comply with Section 10, entitled “Waste **Characterization** Study,” of Exhibit E, Special Specifications, of this Agreement by failing to timely complete the Waste Characterization Study or failing to comply with the benchmarked goals and objectives based off of that Study: **Five Hundred Dollars (\$500.00) per day.**

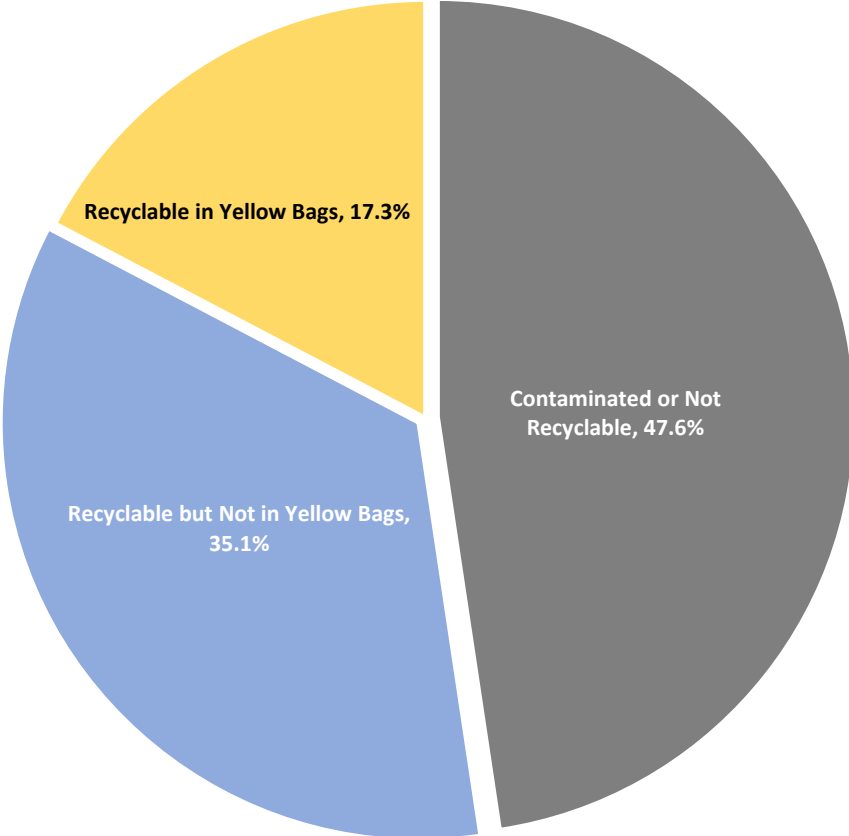
**9. REPORTS.**

9.1 Annual Reports. At the end of each calendar year of this Agreement, the Contractor shall furnish to the City an annual report on all services showing the following information:

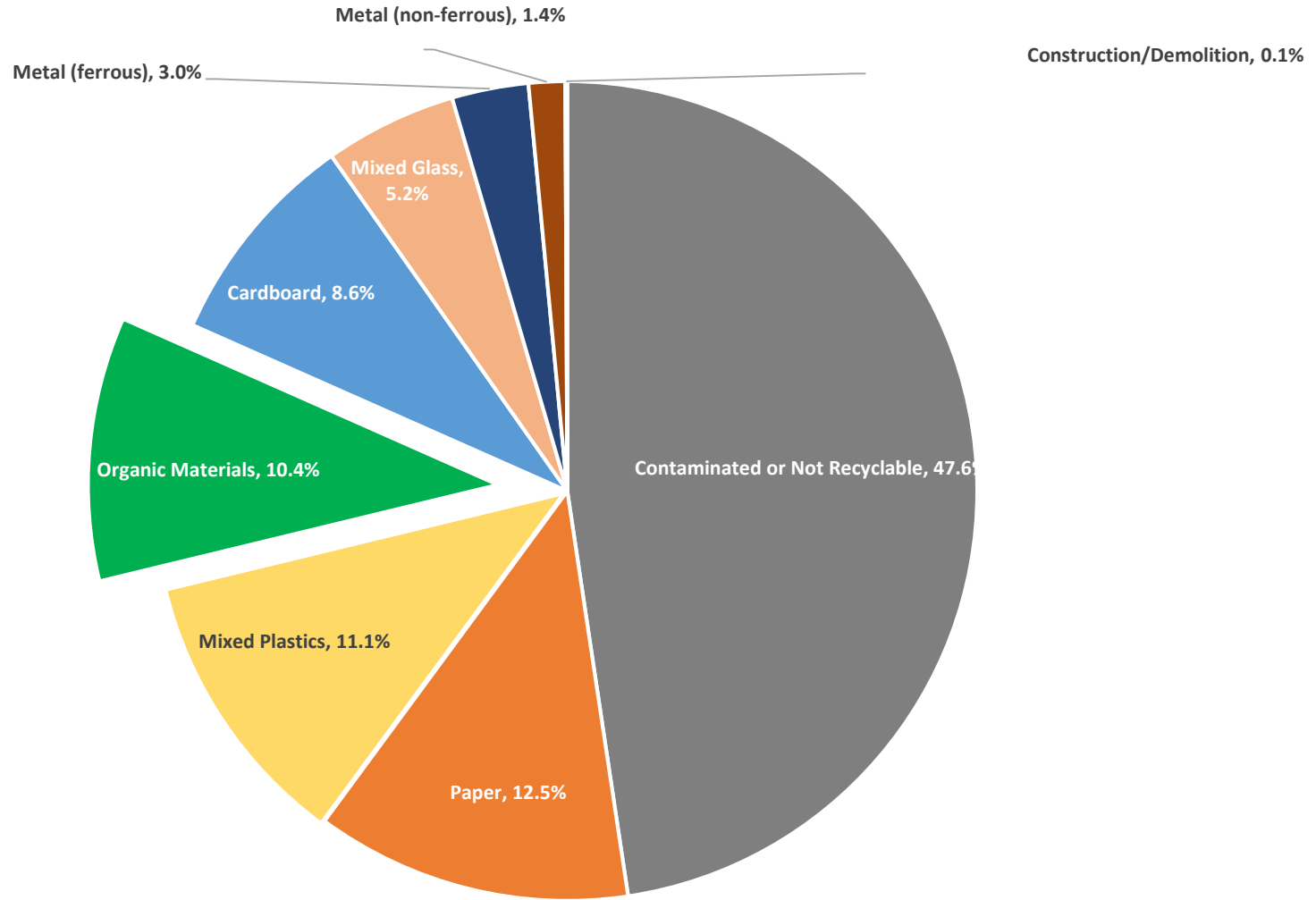
- a. The number of Residential Service Users served for rubbish, refuse and garbage collection and recyclable materials collection;
- b. The number of Residential Service Users served for yard waste collection;

# FINDINGS

# Municipal Waste - Recycling Potential



# Composition of Municipal Waste

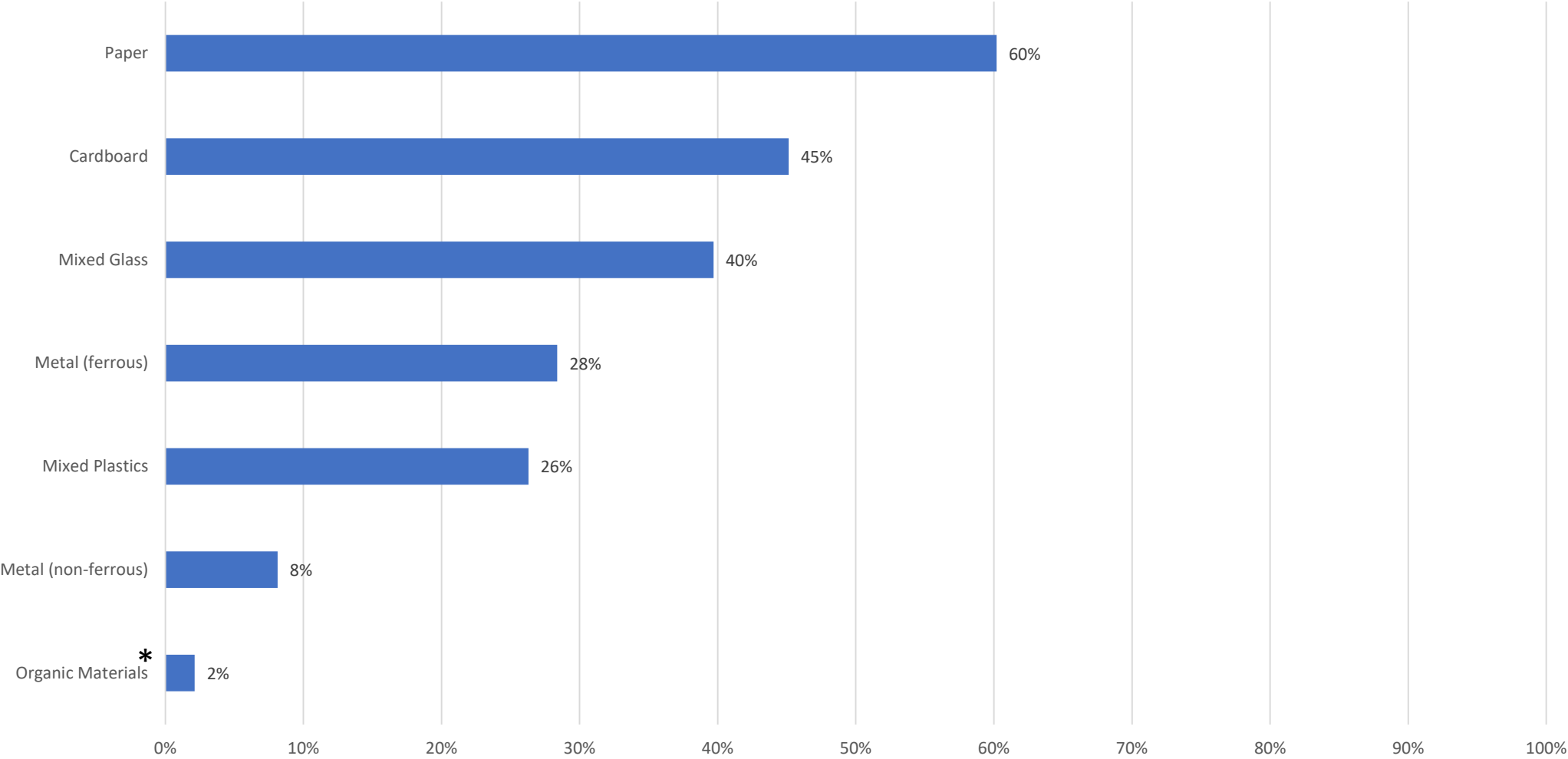


# Municipal Waste Recycling Potential - Detailed





### Percent of Each Material Currently Being Recycled



\* Organics not part of approved recyclables, but found in Yellow Bags

Market Valuation (approx.):

**\$1,602,593 of potential economic impact**

(Courtesy of the West Michigan Sustainable Business Forum)

# Next Steps: Formation Materials Management Taskforce

- Plan Follow-up Audit (Tulip Time)
- Identify options for curbside audits
- Explore options to increase diversion
- How does our program stack-up?
- Benchmarking community knowledge
- Clear up confusion/misconceptions
- Where can we improve?
- What does the future hold?



**Holland**  
MICHIGAN

REUSE  
RETHINK  
RECYCLE

# Reuse, Rethink, Recycle

- Reuse – We are not a society that reduces; how can we emphasize reuse?
- Rethink – The face of refuse & recycling is changing. We need to rethink our past approaches and innovate/adapt for the future.
- Recycle – How do we increase recycling now while adapting to market uncertainty?

# Recycling – Back to Basics

- Education (k-12)
- Recycle right, not more
  - What *is* recyclable vs what *was* recyclable
- When in doubt Throw it Out
- Making a seat for ourselves at the table (regional vs local approach)
  - Local municipalities
  - County (Ottawa)
  - Broader region (Kent County, Muskegon, WMSBF)

# Take Aways

- China – an opportunity in disguise?
  - Major disruption = new rules
  - Everyone is on the same (or similar footing)
  - Expansion of State resources
  - The public spotlight is on recycling
  - Nowhere left to go but up



What's happening in your communities?