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From the President's Desk...

Detroit Hosts MWMA 2003 Fall Summit

By: Sarah Lile

Sustainable development, alternative fuels, e-cycling and clean water were on the agenda last month at MWMA's 2003 Fall Summit. I was pleased to host more than 60 urban environmental professionals as we explored new challenges, exchanged best practices and showcased some of Detroit's innovative environmental programs.

A trip to Detroit wouldn't be complete without hearing from Ford and General Motors. Andy Acho, World Wide Director, Environmental Outreach and Strategy, Ford Motor Company, kicked off the program with a presentation about Ford's innovative crumb rubber and recycling program. Attendees also had a chance to tour and explore the new Ford Field. Sessions also featured presentations on Detroit's ambitious new River Walk project and some innovations in alternative fuel technology from The Next Energy Think Tank and General Motors.

MWMA is committed to developing a legislative agenda reflecting the needs and interests of cities.

We began this process at the Summit, identifying key issues such as water, air, Brownfield redevelopment, waste-to-energy and electronics recycling. Our legislative task force will be working to finalize our agenda and work with USCM staff to become an effective voice for cities.

The Urban Summit, MWMA's public sector only roundtable, allowed attendees to speak candidly about some of the challenges they are facing. In addition to exploring budget issues, we shared our success and innovative programs. Newcomers and veterans alike left the Summit energized, excited and ready to implement some new strategies.

For more information about MWMA's legislative agenda, to review Fall Summit Presentations and speaker bios, log on to usmayors.org/mwma or contact Susan Jarvis, 202.861.6760; sjarvis@usmayors.org.

Five Factors for Successful E-Cycling Programs

- 1. Location, Location, Location.** What physical challenges will you face? Consider location, traffic and manpower needed to unload and pack equipment.
- 2. The Power of Partnerships.** Are there computer recyclers in the area? Electronics recyclers should get involved, as they may be able to take a greater variety of equipment and are aware of the latest trends in the industry.
- 3. Manage Expectations.** What costs will you incur? The costs for transportation and recycling must be taken into account. A problem that municipalities face is the public's expectation that computer recycling should be free.
- 4. Do your homework.** What regulations apply? Organizations wishing to organize a computer recycling event need to pay attention to any state or federal regulations regarding the handling of this material.
- 5. Out of sight doesn't mean out of mind.** What will be the final destination of the recycled computer equipment? Pay close attention to where the "recycled" material ends up and who the end users are. Ensure that all processing will be done in a safe manner that doesn't create pollution and health issues.

A Careful Look At Code Enforcement

By: Susan Jarvis

Code enforcement programs are interconnected and based on sustained community relationships.

MWMA President Sarah Lile and Carrie Gallagher Sussman, Program Manager for Keep America Beautiful, took a look at the challenges, opportunities and best practices of code enforcement. Keep America Beautiful, a national non-profit organization that engages individuals to take a greater responsibility for their community environment, bases its programs on the involvement of stakeholders. "Code enforcement programs are interconnected," said Ms. Gallagher Sussman. When developing a code enforcement program, communities need to identify the stakeholders and bring them to the table to discuss the types of ordinances and fines on the books, how the codes are enforced and how infractions are administered in courts. According to Keep America Beautiful, sustainable code enforcement is based on building community relationships.

Sarah Lile, Director of Environmental Affairs for the City of Detroit and MWMA's 2003 President shared Detroit's innovative SWAT Team approach to code enforcement. This multi-disciplinary task force, including professionals from the planning and development office, environmental affairs, public works, public health and the mayors office, is a coordinated and strategic effort to increase the frequency and consistency of environmental code

enforcements. These new enforcement mechanisms are based on the development, adoption and implementation of MCIs for solid waste and illegal dumping, zoning ordinance and property maintenance code. The civil enforcement process is two tiered, covering both the violation notice and citation. Team members are cross-trained on core ordinances and are developing customer service training models. Communications include an internal tracking system and external programs, including a media campaign and translation service.

Civil judgments allow the city to manage a more efficient collection system. Offenders wages may be garnished, judgment attached to income tax and notes made on credit reports. Since the new system began, payment of fines have increased, there is a system to document areas in most need of enforcement, identifiable training needs and an overall cleaner Detroit. Next steps include implementing GPS technology, allowing inspectors to write tickets at the location and developing an institutional model.

For more information about Code Enforcement programs, log on to the mwma website, www.usmayors.org/mwma.



2003 MWMA President and Director of Environmental Affairs for the City of Detroit, Sarah Lile, outlines Detroit's ambitious and innovative Code Enforcement SWAT Team.

Innovations in Solid Waste Management

By: Derrick L. Coley

Rudy Davidson, Cabinet Secretary, Solid Waste Services of the Louisville-Jefferson County Government and Rich Hays, Environmental Services Director for the City of San Diego spoke about the management innovations used to maintain a consistent level of customer service for residents in light of shrinking budgets due to the contracting economy.

Mr. Davidson began by discussing the challenges his department faced when Louisville and Jefferson County merged into one metropolitan government. Louisville and Jefferson County had unsuccessfully tried to merge governments for the last 20 years in order to combine services and be more attractive to businesses. The government merger combined 90 small cities, with solid waste services being supported by this combined tax base. The new government combined several areas, which include water and sewage, public works, solid waste

department, metro animal control, inspections, permits and licenses and facilities management. The solid waste department was divided into Waste Management Service and Urban Service District departments. The newly merged government also needed to address \$18 million budget shortfall. In addition to layoffs, the new government implemented an aggressive plan to streamline and consolidate services.

Fleet vehicles were audited and switched to a lower octane gasoline, pay scales were re-evaluated and negotiated for consistency, and management positions, engineering programs, and enforcement officers were combined. Contracts were reviewed and opened for re-bidding, hoping the competition would result in lower costs. Office space was analyzed to maximize space and opt out of lease agreements to create cost savings and eliminate rent, and federal

agencies were encouraged to lease space, so the new government could receive rent payments.

Rich Hays showed a video the City of San Diego had produced to study the future possibilities of creating a smart growth design to offset global warming in the Southern California region. The rising population of Southern California region will reach or exceed over 15 million residents by the year 2103, requiring vast amounts of energy including petroleum for transportation and utilities for residents and businesses. San Diego and the neighboring community of Tijuana have been working together on this, and other regional issues, for the last 10 years. The video featured a high-speed rail system, linking residents to city centers. The rail system would also utilize solar energy to move trains throughout the region. ■

MWMA Explores the Compatibility of Waste to Energy and Recycling Programs

By: Susan Jarvis

Katie Cullen, Vice President for the Integrated Waste Services Association (IWSA) and Nancy McCann, Urban Environmental Coordinator for the City of Tampa (FL) shared the results of a 2002 IWSA survey designed to re-examine whether waste to energy and recycling programs were compatible. A 1992 IWSA survey indicated that the two programs were compatible.

Key findings of the 2002 Survey include that 100% of Waste to Energy Communities are linked to offsite recycling program, 82% of waste to energy facilities have on-site recycling programs and all participants cited evidence that waste to energy and recycling programs are compatible. Communities indicated that waste to energy facilities provide an alternative to stockpiling, when the markets for recycled goods are unavailable. Additionally,

communities with both waste to energy and recycling facilities noted that they are self sufficient in terms of managing waste locally.

In Florida, more than half of the population is served by waste management systems that include 13 waste to energy facilities. In Tampa, the McKay Bay Waste to Energy Facility burns 320,000 tons of garbage a year, generating 150,000,000-kilowatt hours of electricity for

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15,000 homes. The City of Tampa recycles 80,000 tons yearly, through both curbside and commercial programs. The city has found the waste to energy facility benefits its recycling program by reducing the quantity of ash, removing lead and mercury from the stream and relieving the waste stream of recyclables that can't be sold. Tampa believes its successful waste to energy and recycling programs are due to a properly sized waste to energy facilities and a secure financing structure.

Key Findings:

- 100% of WTE plants linked to off-site recycling programs
- 82% of WTE facilities higher recycling rates than the 28% national rate
- 100% of respondents surveyed provided evidence supporting WTE and recycling compatibility



Nancy McCann, City of Tampa, Everett Bass, Waste Management, Inc and Frank Giordano, Pollution Control Financing Authority explore the compatibility of Waste to Energy and Recycling..

Alternative Fuel and Fuel Cell Technology Options: MWMA Opportunity

More communities than ever are beginning to realize the advantages of adopting alternatives to conventional fuels in their vehicle fleets and citywide operations. In addition to the potential for long-term cost savings and the imperative to do more with less, innovations in alternative fuel technologies provide significant gains in fuel economy and emissions reductions.

To begin the MWMA 2003 Fall Summit plenary session on Alternative Fuels and Fuel Cell Technology, Dion Johnson of the City of Detroit's Executive Office provided an overview of Mayor Kilpatrick's Urban Agenda and its emphasis on applying new technology to innovate existing city infrastructure. Among its interrelated initiatives dubbed "Kids, Cops, Clean," Detroit is formulating a new mindset, shaking what Mr. Dion calls the

"rust belt mentality." With the goal of becoming the Silicon Valley of the Northeast, and noting that the big three automobile manufacturers represent the biggest technology companies in Michigan, Mr. Johnson set out the objectives of not only continuing research and development, but also becoming the leading manufacturer of Alternative Energy products.

To follow up with Mr. Johnson's remarks, Rachel Kuntzsch of NextEnergy, a Michigan Economic Development Corporation program, offered her organization's work and perspectives in addressing jobs, the environment, energy security, and lifestyles in the region. Much of NextEnergy's work involves the use of alternative fuels and fuel cells for both automotive and stationary applications through several avenues.

Through addressing future economic security, NextEnergy is working to retain and attract talent in energy technologies, educate consumers to create markets for new energy technologies, upgrade the workforce through outreach to universities and K-12 programs and provide financial incentives to attract alternative energy industries while supporting existing supply chains. In addition, NextEnergy will soon build a 40,000 square foot headquarters with space for public education activities, research and testing, industry/university collaboration and alternative energy technology acceleration services. The facility itself will operate via a microgrid composed of fuel cell generators.

John Gaydash, Director of Marketing, Fleet and Commercial Operations for the General Motors Corporation, gave a compelling

By: Brett Rosenberg

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presentation of the corporate perspective on alternative fuel vehicles, with a special emphasis on providing for large metropolitan fleets. Mr. Gaydash described several vehicles currently available that use alternative fuels such as E85 (85% ethanol), compressed natural gas (CNG), liquified petroleum gas (LPG), biodiesel, and hybrid technology. GM manufacturers several vehicles types, including vans, panel trucks and several automobile models that municipalities can use to raise fuel economy and reduce hazardous emissions from their fleets.

An example of particular interest is the City of Seattle's decision to purchase 235 buses

equipped with the Allison Hybrid Electric Drive. According to various estimates, these transit buses will generate fuel savings equivalent to replacing 8,000 conventional cars with hybrids. Furthermore, Mr. Gaydash mentioned that if the nine largest US cities outfitted their 13,000 buses with hybrid electric drives, they would save 40 million gallons of fuel annually, the equivalent of selling half a million small passenger car hybrids.

With regard to fuel cell technology, Mr. Gaydash spoke very enthusiastically about industry-wide progress in advancing vehicle design and hydrogen fuel infrastructure,

developments that could drastically reduce or even replace fossil fuel use in the future. Currently, there are several fuel cell demonstration projects in operation, including one in Washington, DC, in which mini-vans equipped with fuel cells are available for legislators on Capitol Hill. This highly visible program allows for data collection, experience with real world use, and additional engineering knowledge for programmatic advancement and technological development. ■

MWMA Examines Electronics Recycling: Challenges, Opportunities and Best Practices

By: Derrick L. Coley

By the year 2010, 3 billion consumer electronics, including 1 billion computers, will be scrapped, creating a host of new recycling challenges. Clare Lindsay, Project Director, Extended Producer Responsibility for EPA's Office of Solid Waste, Pat Nathan, Senior Executive for the Environment, Dell Corporation and Willie Rhodes, Director, Solid Waste Services for the City of Austin (TX), explored some of the challenges and identified best practices in e-cycling.

Pat Nathan gave an overview of Dell's mission to incorporate computer recycling in their business model. "No computer should go to waste" drives Dells on-line recycling initiative. Many of the computers that Dell collects are refurbished and donated to the National Cristina Foundation. As a new member of MWMA's Solid Waste Advisory Council, Dell and MWMA are working to further promote and expand e-cycling at collection events across the country, hosted in

coordination with local governments. Dell continues to expand and streamline their computer recycling program in order to lower the price customers pay to recycle online by shipping outdated equipment back to Dell. Dell has also voluntarily joined the U. S. Environmental Protection Agency's "Plug-In to eCycling" campaign, which recognizes industry leaders that actively promote and encourage electronics recycling.

"Who should shoulder the responsibility for disposing of old and outdated electronics equipment," asked Willie Rhodes, as he began his discussion of the City of Austin's education and outreach efforts for a computer recycling program. Austin's successful event resulted in over 23 tons of equipment from 436 households being collected. He also highlighted the loopholes in Texas landfill regulations that don't ban the disposal of computers.

Mr. Rhodes also shared Austin's marketing strategy, which included publicity through newspaper ads, coverage on the City's website and handouts that were distributed at the Household Hazardous Waste facility one month prior to each collection. Additionally, local television stations carried the story because of the novelty of the program. Austin no longer hosts collection events because the city promotes the use of privately run facilities that best meet the needs of residential customers. The increased awareness of electronics has spurred the creation of a viable network of reuse and recycling organizations, which provide a sound alternative to disposing electronic equipment.

Clare Lindsay gave a summary of national and state initiatives in electronics recycling, including the four pillars of the National Electronics Product Stewardship Initiative, which incorporate green design, green

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purchasing, increased recycling and ensuring safe recycling. The National Electronics Product Stewardship Initiative (NEPSI) was created to develop a national financing system, shared by manufacturers, retailers, government and consumers to recover and recycle used computers and televisions.

Ms. Lindsay identified some of the environmental issues such as toxics used in manufacturing, energy consumption in

manufacturing and use. Other issues include, who pays to collect, transport and process discards, how to make sure recycling is safe and how to encourage reuse of used materials throughout the life cycle of electronics which present the biggest challenges to widespread computer recycling?

Ms. Lindsay also showcased the “Plug-In to eCycling” initiative, a national recycling outreach campaign that also drafts national

guidelines to ensure safe recycling and discussed the work of several states that have moved forward in drafting legislation to finance and regulate electronics recycling, such as California, Maine, Minnesota and Virginia.

For more information about the Plug-In to eCycling campaign, log on to www.usmayors.org/mwma.

MWMA Members Tour Detroit’s Ford Field

By: Brett Rosenberg

Shock and Awe:

Waste Management Professionals Marvel at Facility’s Recycled Materials Content

The Municipal Waste Management Association kicked off its 2003 Fall Summit with a tour of Ford Field, the new home of the Detroit Lions. This year marks the second football season of operations at Ford Field, a former Brownfields site and possibly the most environmentally friendly stadium in the world. The facility replaces the Silverdome, an indoor suburban stadium, bringing sports fans by the thousands into Detroit’s central business district and catalyzing downtown economic redevelopment.

Following a presentation about his company’s numerous environmental programs, Andrew Acho, Worldwide Director of Environmental Outreach and Strategy for Ford Motor Company, briefed MWMA members on Ford’s involvement in facilitating the stadium’s construction and operations.

During the tour, MWMA members gleaned a number of strategies for reusing common discarded material. Ford Field incorporates bamboo, a fast-growing renewable resource, in the flooring of its elevator foyers and luxury suites. In the club and suite levels, the terrazzo flooring contains recycled glass and stall dividers in the more than 100 restrooms are made from recycled plastic soft drink bottles. Perhaps the most impressive aspect of recycling efforts at Ford Field is the playing field. The artificial turf looks and feels like grass but the turf fibers are actually made from a polyethylene and polypropylene blend overlying a fill of silica sand and crumb rubber recycled from over 25,000 used tires.

Remarkable still is Ford Field’s history as a former Brownfield site. With financial assistance from the local and county governments and several private sources, Detroit was able to construct the 65,000-seat Ford Field where a large cotton warehouse facility operated 80 years ago. Major structural elements of much of the warehouse complex, including several brick facades, remain as integral parts of the stadium’s architecture. While the entire facility is enclosed, a major interior

thoroughfare resembles Detroit’s commercial past, with traditionally styled shops and restaurants lining what used to be the intersection of Adams and Beaubien Streets, with the original front of the Old Hudson Warehouse composing the primary street side structure.

Above the pedestrian concourse, the 80-year-old buildings have been renovated to include luxury suites situated over three levels facing the playing field, as well as stores and restaurants. A hotel is planned to open in this area in 2004. The renovated warehouse structure also incorporates the press box, food courts, lounge areas, banquet facilities, entertainment venues and commercial space.

Ford Field integrates a number of other green strategies in its architecture and operations. The south entrance is a six-story glass atrium bringing natural light into the building. A computer-controlled monitoring system regulates electrical consumption, and all mechanical motors in the facility feature variable frequency drives that allow them to run at their most efficient setting. Fluorescent lights and other fixtures use energy efficient ballasts. In many instances, motion sensors deactivate the lights when a room is no

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longer occupied. Artificial lighting is frequently unneeded in large areas of the stadium because the facility's extensive windows allow abundant natural light. Electrical consumption is further reduced by refrigeration systems that use highly efficient motors. And finally, the facility's trash compactor crushes waste more efficiently than standard models. These smaller cubes take up much less landfill space, an issue of great concern to MWMA members.■



Fall Summit attendees see how Ford Field tackles an environmental challenge like tire recycling.

MWMA Explores the Future of Recycling

In an ever-changing environment of co-mingled trash and the land filling of paper and aluminum, the recycling and buy recycled industries are searching for solutions to long-term industry challenges. Janet Kincaid, Manager Fiber Recovery and Utilization, for the American Forest and Paper Association and Brenda Pulley, Vice President, Government Relations for Alcan Aluminum Corporation facilitated a lively discussion about the future of recycling and anticipated shortfalls in the recycling industry.

Ms. Kincaid told the audience the paper faces two challenges, an increased export of recycled goods, which could lead to a lower amount useable recycled materials in the United States and decline in the quality of recovered paper, which threatens the

operation of factories that operate within the United States.

The American Forest and Paper Association and EPA are working on an initiative designed educate schools on the importance to recycling. AFA&PA has also set a goal of 55% of all paper to be recovered by 2012.

Brenda Pulley, spoke on the depletion of the aluminum market and the need to re-invest in education to promote more recycling. Alcan owns and operates recycling facilities worldwide and has recycled over 10 million tons of aluminum. Ms. Pulley stressed to the audience, that Aluminum is the cleanest and most easily recycled commodity presently on the market. Recycled aluminum can even be recycled as quick as a 60 day “can to can” loop, which makes it easier to re-sell and save

on precious resources. The United States currently has a 53% recycling rate in aluminum.

Ms. Pulley and Alcan have been working with cities and mayors on a way to increase the amount of aluminum that gets recycled yearly. Alcan even has a way to calculate how much each city can save in the number of cans recycled at their website (www.recycle.alcan.com.) Alcan is working to educate and re-energize the recycling market place with featured ads on Nickelodeon, and an active voice in programs such as EPA's “Plug-into Recycling.”

For more information please see the MWMA website at www.usmayors.org/mwma.■

By: Ted Fischer

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When: Monday, December 15, 2003 2:00p.m.—3:15p.m. EST

Where: You're office. Connect with the conference call by dialing 800.244.9194; pass code 905303

Cost: The call is free to all MWMA and SWAC members and their staff. Just RSVP by Thursday December 11, 2003; sjarvis@usmayors.org; 202.861.6760

Questions? Need more information?

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