

Santaquin City Recycling Informational Update

March 4, 2015

Why did Santaquin City begin a Recycling Program?

Benefits of a Recycling Program:

- Protects the Environment
- Energy Savings
- Reduces Landfill Solid Waste
- Reduces Solid Waste Tipping Fees

What has Republic Services Accomplished in Utah?

- Currently provide curbside recycling services to over 65,000 homes in 16 different cities and 2 counties
- Cities are saving approximately \$350,000 in combined disposal costs per year

What is the Environmental Impact?

- For every ton of paper recycled, 60,000 gallons of water are saved
- We use 70% less energy using recycled products in manufacturing than with raw materials
- Recycling 1 aluminum can saves enough energy to power a TV for up to 3 hours

What did our Neighbors save in 2013?

- Spanish Fork:
 - 2,270 recycling homes.
 - 594.54 tons or 1,089,080 pounds of recyclables in 2013.
 - \$18,728.01 in savings for the city.
- Elk Ridge:
 - 371 recycling homes
 - 73 tons or 146,000 pounds of recyclables in 2013
 - \$2,299.50 in savings for the city
- Lindon:
 - 827 recycling homes
 - 196.72 tons or 393,440 pounds of recyclables in 2013
 - \$6,196.68 in savings for the city

What were the Recycling Options the City Council choose from?

Participation Method	Anticipated Participation Level	Cost per Participant	Anticipated Savings in Landfill Disposal Costs	Freedom of Choice to Participate
No-Recycling	None	None Direct*	None	None
“Opt-In”	Some	High	Some	Yes-Active
“Opt-Out”	High	Lower	Higher	Yes-Passive**
Mandatory	Full	Lowest	Highest	None

* **None-Direct** – Although under this option citizens do not pay for the disposal of recycled materials, all citizens still pay for the disposal of these same materials through their solid waste collection at a cost of \$30/ton.

** **Yes-Passive** – To ensure all residents had the right choose, the city council provided a two-month “opt-out” period and initiated an extensive communications plan.

Did I really have the “Option” to Participate?

- Every residence had the option to “Opt-Out” of the program through a “no charge” opt-out period which took place from November 1st thru December 30th 2014
- New move-ins are given a chance to opt-out when they sign up for utility services
- Future “Opt-Out” windows allowed each March starting in 2016

I didn’t hear about it...How was it Communicated?

Medium	Dates
City Council Meetings	Multiple meetings were held over several months
Newsletters “Pre-Opt-Out”	Oct 1, Nov 1, Dec 1 <i>(mailed in every bill or emailed in every electronic bill)</i>
Website	Detailed document & web page- by Sept 15 Regular Updates and Posts <i>(Weekly)</i>
Signs Posted	Every City Facility
Roadway Banners	Three Roadway Banners at Major Intersections
Facebook Posts/Email Blasts	Sept 15 - Dec 30 <i>(Weekly)</i>
Senior Citizen Presentation & “Opt-Out” Assistance	October 23, 2014
City Wide Phone Dialer	December 15 th & December 29 th
Newsletters “Education”	Jan 1, Feb 1, March 1

What was the Program’s Timeline Line?

Date	Action
September 4 - November 1	Communication Period
November 1 - December 30	“Opt-Out” Period with Continued Communication
January - Early March	Order & Deliver Cans Educational Period
March 10, 2015	Program Begins
March 2016	2 nd “Opt-Out” Window
March 2017...	3 rd “Opt-Out” Window

So when is the next time I can “Opt-Out” and...What do I have to do?

March of 2016 is our next opt-out window

- In order to “Opt-Out”, during the month of March, a resident will need to:
 1. Complete an “Opt-Out” form and submit that form and associated fee (*either electronically, by mail, or in person*) between March 1st 2016 and March 31st 2016.
 2. Turn-in your recycling can by scheduling a pickup of that can with our front office staff. (*Opting Out will not be allowed without turning in your recycling container*)

So why can’t I “Opt-Out” anytime I want?

Costs:

There is a significant cost in the ordering and delivering of recycling containers. Orders had to be placed well in advance to ensure we had an accurate number of cans orders, assembled and delivered. Allowing for opt-outs at this time would not cover upfront costs and would create a storage issue for unused recycling containers.

Participation Levels:

The \$5.15 cost per can per month was based on an anticipated participation rate. If the number of participants fluctuates, the costs to the remaining participants would also fluctuate.

This especially holds true since Santaquin City cannot buffer fluctuations since we are not charging an administrative processing fee and we are only requiring those who are “using this service” to “pay for this service.” (*No subsidizing from other city funds*)

Who is making money on this program?

Costs:

- The cost to the participants is \$5.15/month
- The costs to the city is \$5.15/month
- *The city is not charging any surcharges or administration fees. This is a direct flow-through cost. The city is not getting a per-can “kick-back” as suggested by social media.*

Financial Benefits:

- Reduced amount of solid waste deposited into landfills at a cost of \$30/ton
- At the end of each year of service, based on the market for recycled goods and the amounts collected, Santaquin City may receive a small repayment or be assessed a fee for the sale/processing of recycled materials.

So why isn't my garbage bill going down right now?

There were many unknowns at onset of this proposal which included:

- *How many residents will participate?*
- *How much of a reduction of solid waste can we anticipate? (Increased revenue)*
- *How many residents who currently have two garbage cans will turn in their 2nd garbage can in lieu of having a recycle bin? (Lost revenue)*

*** After one full year of this program, Santaquin City will be in a better position to evaluate both the solid waste and recycling programs to determine if we are covering our costs. The Santaquin City Council has committed to reevaluate the fees the city charges for its garbage and recycling program after the 1st year of operations are complete.*

What was that can exchange message?

For those who have “Opted-Out” of the program AND who currently have a “Blue” container for your garbage, your “Blue” can will be exchanged with a “Gray” can for your garbage needs.

For those who have not “Opted-Out” and are considered participants in the program:

- If your current garbage can is “Blue”, Republic Services will be delivering you a “Gray” colored can for your garbage and you can begin using your “Blue” can for your recycling needs.

--OR--

- If your current garbage can is any other color besides “Blue”, please continue using your current can for your garbage and Republic Services will be delivering you a “Blue” can for your recycle materials.



I didn't sign a contract for this service, why do I have to participate?

For those who have not "Opted-Out" during the "Opt-Out" window, you are required to participate pursuant to Santaquin City Ordinance 01012015, which is the law.

What happens if I don't pay?

The non-payment of services would result in the assessment of late fees, penalties, the potential shut-off of utility services as well as associated collection costs.

What happens if I willfully put garbage into my recycling container?

Solid waste can contaminate an entire truck load of recycled materials which can result in the need to dispose of the full load into the landfill at a cost of \$30/ton plus the transportation costs, etc. Willful contamination is also a prosecutable offence for which restitution would be sought.

Can I use only a recycling can and not have a garbage container?

No. Garbage services are mandatory for the preservation of the health and safety of our community.

But I'm Not Happy!

We are very sorry if the communication methods we used did not meet your needs. We encourage you to call the city to update your contact information (e.g. cell, email, house)

We are also sorry if you feel forced or if you feel this program was implemented in an unethical or immoral manner. We have tried to be as open and transparent as possible.

Please give it a try!

If you are a participant in this program and you already are paying for this service and you already have your recycling can available...

...We encourage you to give it a try for this next year to see if you like it and if it works for you.

It really is a great program with many positive benefits.

Thank you!