



sanitation

Kathryn Garcia Commissioner

Kathryn Garcia, Commissioner

Oversight Hearing
Before the New York City Council Committee on
Sanitation and Solid Waste Management

*Getting to Zero Waste by 2030 and
Intro No. 1573 - A Local Law to amend the administrative code of the city of New York, in
relation to establishing a goal of zero waste for New York City by 2030*

Monday, September 18, 2017
1:00 P.M.

City Hall – Council Chambers

Good afternoon Chair Reynoso and members of the Committee on Sanitation and Solid Waste Management. I am Kathryn Garcia, Commissioner of the Department of Sanitation. With me here to answer your questions is Bridget Anderson, Deputy Commissioner for Recycling and Sustainability for the Department.

As Commissioner of the agency responsible for developing and managing the most ambitious and comprehensive sustainable solid waste management programs of any city in the nation, I welcome this opportunity to share with you our experiences, observations and progress to date in achieving this Administration's goal of sending zero waste to landfills by 2030. My testimony today will highlight just a few of the many aspects of the City's zero waste initiatives. But this is fundamentally about how we as a city view our waste – it can be and is a valuable resource.

It is especially fitting to mention that today is the beginning of Climate Week 2017, a time when cities across our nation and the globe are coming together to raise awareness and inspire action on climate change. Waste management – including both solid waste and wastewater treatment – accounts for four percent of citywide greenhouse gas emissions, and achieving zero waste to landfills is a key part of the City's 80 x 50 commitment.

History of Solid Waste Management over the Last 30 Years

Management of New York City's solid waste has evolved considerably over the last three decades. By the 1980s New York City came to symbolize the modern garbage crisis – with a growing volume of waste and declining options available for in-City disposal. By this time, the Fresh Kills Landfill had become the largest municipal landfill in the country, and the City's incinerators burned garbage with few of the environmental controls of today's energy-from-waste facilities.

Over time, the City improved its waste management operations by closing its outdated incinerators and landfills, and in 1989, the City created the nation's largest municipal residential

recycling program. At the time, New York City became the only major city to collect recyclables at the curbside from *all residents*, regardless of building size.

The 2006 Solid Waste Management Plan was a landmark achievement for long-term waste planning and environmental justice. The plan was designed to reduce the City's reliance on a network of land-based transfer stations and long-haul trucking to export residential waste, by switching to an equitable framework of marine and rail transfer stations located in all five boroughs. Two weeks ago the Department opened the Hamilton Avenue Marine Transfer Station in Brooklyn, the second of four MTSs that will open under this Administration. We are working to bring the remaining marine transfer facilities on board over the next two years. When the final marine transfer stations are opened, we will have reduced truck travel associated with waste export by more than 60 million miles per year, including more than 5 million miles in and around New York City.

Understanding our Waste Stream

The New York City Department of Sanitation collects more than 3.5 million tons of waste and recyclables each year. Last year, we collected 3.2 million tons of waste for disposal and another 640,000 tons of recyclables and organics. Since 2005, the amount of refuse collected by DSNY has decreased by 12 percent, while the city's population increased by six percent. As a result, the average New Yorker today throws out an average of 14 pounds of garbage at home each week – lower than or on par with other cities around the country, even those on the West Coast.

The amount of waste is not the only thing that has changed over time. To understand what New Yorkers throw out, the Department regularly completes waste characterization studies. A comprehensive residential study was conducted in 2005 and updated in 2013, and we are currently in the process of it again. The results of this year's study will be published in early 2018. These studies give us valuable information about how well New Yorkers are recycling and help us identify realistic opportunities to divert other materials from disposal.

These studies have shown the rapidly changing nature of our waste stream over time. And they have reaffirmed trends that the rest of the nation is experiencing: in the last decade the amount of overall waste has decreased due to changes in what people are throwing out. The volume of paper and newsprint has declined significantly as a result of the growth of the digital economy. Many manufacturers are eliminating glass containers, more costly to transport and prone to breakage, in favor rigid plastic containers, which the City added to the curbside recycling program in 2013. As we look forward, we expect economic and social trends to continue to influence what is in our waste and the nature and scope of the programs we must develop to sustainably manage it.

The waste characterization study shows us that our waste should be viewed as a resource from which we can extract value, energy, nutrients, and new products. Today, we recycle more than 20 percent of our waste. We are moving in the right direction and achieving positive change compared to just a decade ago, but we know New Yorkers – and the Department – can do more.

How New York City will get to Zero Waste by 2030

The Department has developed a set of interrelated initiatives that, together, create a roadmap to meeting our goal of sending zero waste to landfills by 2030. We have already taken great steps to implement these initiatives, many at a scale and scope unparalleled in the United States and in some cases the world. With a coordinated effort, we CAN – as a City – eliminate the need to send our waste to landfills, and we will minimize the overall environmental impact of our trash.

At Sanitation, we take our role as heralds of this movement very seriously, and in the last several years we have already put in place transformative expansions to the services we offer New Yorkers, and the infrastructure to handle it. And we will continue aggressively on this path. But we also know that full realization of the City's vision is going to require all hands on deck. Change may not be linear, and growth of programs is not instantaneous. But with the full backing of the City Council and of New Yorkers we are confident that the approaches we are pursuing, as I will outline below, will result in significant step changes over the next 13 years to get us to our collective goal.

Develop and Expand Waste Diversion Programs: For much of the twentieth century, the Department of Sanitation was primarily engaged in the carefully choreographed art of collecting and disposing of whatever New Yorkers decided to “throw away.” Today, however, we know that “away” does not exist. Our greatest ability to influence New Yorkers' path toward zero waste, though, lies in curbside collection and drop-off programs that divert waste from landfills for beneficial use.

As I mentioned earlier, the City has had a mandatory curbside recycling program for more than 25 years. Today, we are collecting more recyclables than at any point in the last decade, and we are the only major city in the United States that collects recyclables in two streams – commingled paper and metal, glass, plastic, and cartons. Advances in sorting and recycling technology have now made it both feasible and economical to separate mixed material into high-value commodity bales. The Department is currently working with our recycling processing vendor, Sims Municipal Recycling, to develop a plan to retrofit the City's recycling system to accept single stream recycling starting in 2020. This will make it easier for New Yorkers to recycle and will allow us to more efficiently collect recyclable materials.

Food scraps, yard waste, and food-soiled paper suitable for composting – also known as organics – make up one-third of the City's residential waste stream. In 2013, the City began a pilot curbside organics collection program on Staten Island. Today, the program serves nearly 570,000 households and over 800 schools across the City, and by the end of this year, nearly 3.3 million New Yorkers will have regular DSNY curbside organics collection service. No other city provides a curbside organics service that is operated on such a large-scale as New York City's program. By the end of next year, NYC Organics will serve all New Yorkers with either curbside collection service or convenient neighborhood drop-off sites. From the beginning of our voluntary organics pilot to today, we have collected more than 55,000 tons of organics from participating households, schools and agencies.

In 2011, the City launched re-fashionNYC, a partnership with Housing Works to place clothing recycling bins in apartment buildings at no cost to the City. Today, nearly 1,500 buildings with 146,000 individual households participate in the program. As clothing and textiles make up six percent of the residential waste, we continue to work with our partners to expand opportunities and convenience to donate, reuse and recycle these items. We support efforts by

GrowNYC to offer weekly clothing collections at Greenmarkets and to host community scale clothing donation and “Stop–n–Swap” events citywide. Last fiscal year, we collected and reused or recycled more than 14,500 tons of clothing and textiles through these programs.

Although it comprises less than one percent of the waste stream, electronic waste often contains toxic materials like mercury, cadmium, lead, and other heavy metals. In order to prevent these materials from polluting the environment upon disposal, the Department has developed several options for residents to properly recycle e-waste. The e-cycleNYC program, developed at no cost to the City in partnership with ERI, has grown to be the most expansive and convenient e-waste collection program in the country, serving more than 12,500 apartment buildings with nearly 800,000 households and 2 million residents.

We have also added on-demand e-waste collection service for residents of the outer boroughs, expanding next month to northern Brooklyn. The Department also continues its popular SAFE Disposal program, offering 5 permanent drop off sites and 10 borough-wide SAFE Disposal events per year, plus smaller pop-up events hosted by community partners. In 2015, New York State banned the collection of electronics for disposal, which has helped to dramatically grow the participation in each of our e-waste services. Last fiscal year, these programs together diverted over 6,000 tons of electronics for safe and proper recycling.

Supporting the Reuse Community: New York City has a robust reuse sector, comprised of non-profit and commercial enterprises, that collects and redistributes unwanted goods. Reuse is considered to be a higher and better use, than recycling, as products can continue to be used for their original intended purpose. These efforts reflect a changing focus – how we export and dispose of waste has become an opportunity for us to build industries and develop a local economy around materials that can be recovered. Last year, we launched our donateNYC website and mobile app to provide an easy way to find local opportunities to reuse unwanted goods. We also provide support to the local non-profit community to expand their capacities and reach more New Yorkers. Last year, the donateNYC partners successfully diverted over 29,500 tons of used or surplus materials (not including textiles). In the next year, we will continue to grow donateNYC to include food recovery and donation pursuant to Local Law 176, signed into law two weeks ago.

Working Closely with our Fellow Agencies: DSNY has proudly served our partner agencies in City government for decades. Recently, we have redoubled efforts to engage these agencies not only in safe and effective waste management practices but also as partners in our efforts to achieve our zero waste goals. More importantly, the New York City Housing Authority and the Department of Education, with more than 400,000 residents and 1 million students, respectively, are our two largest customers, and the success of our zero waste initiatives depends on their commitment and dedication.

Over the past two years, the Department and the New York City Housing Authority have entered into a historic partnership to bring NYCHA developments into compliance with the City’s recycling laws for the first time and to encourage residents to recycle. As of December 2016, all NYCHA developments have consistent recycling infrastructure and have received an unprecedented amount of staff training and resident outreach. Over the next year, we will review voluntary incentive programs to that may increase resident participation, as required by Local Law 49 of 2017.

Schools, which generate more than 40,000 tons of refuse per year, have been another point of focus in our zero waste efforts. New York City schools are educating our next

generation of recyclers, and in 2016 we partnered with DOE to launch the first 100 Zero Waste Schools, with the ambitious goal of diverting all recyclable or compostable waste from those schools within five years. Through additional resources, and the collaboration of teachers, principals, custodians, and cafeteria staff, it is our hope that schools will become models for others and will advance a culture of recycling and sustainability throughout the school system.

Changing hearts and minds – and behaviors: So far, my testimony has focused on efforts by the Department to give New Yorkers the access to programs to reuse or recycle waste. However, education, outreach and enforcement are critical to participation in these programs and achieving our zero waste goals. Today, the Department has a staff of 50 in our Bureau of Recycling and Sustainability that develops and operates programs, conducts training and outreach, and deploys communication and promotional tools, from mailers to technical guides to social media and advertising. Just last year, we spent \$4.5 million on communication and promotional tools, including mailers, flyers, advertisements, and reusable bag giveaways.

However, marketing and promotion alone are not enough to achieve our ambitious goals. We have found, through decades of experience implementing recycling programs, that direct and personal conversations with everyday New Yorkers are the best way to achieve behavior change. So, we have implemented a diverse set of outreach programs, including partnerships through the NYC Compost Project, GrowNYC, NYC Service, and other organizations, to reach as many New Yorkers as possible.

In addition, we have specifically targeted outreach assets in low-income communities that have historically had the City's lowest recycling rates with the goal of doubling recycling diversion rates in the community districts with the lowest diversion rates. We have translated recycling education materials into the City's eight most commonly spoken languages, and we continue working with local community organizations to give all New Yorkers the tools they need to reduce waste and recycle more. So far, this strategy has led to demonstrable success – in the first two years the target districts have increased their diversion rates by an average of 1.3 percentage points, a 14 percent increase since 2015.

Challenges Looking Ahead

Today, we are incredibly proud of the work we have done so far to lay the groundwork for achieving our zero waste goals. However, we face a number of challenges on the road to achieving zero waste to landfills in the next 13 years.

Changing Attitudes and Behavior: Surveys conducted by the Department have shown that New Yorkers generally know what is recyclable and have a favorable view toward recycling. The overall diversion rate of NYC has increased from 14.8 percent to 20.5 percent. However, despite the multitude of convenient collection programs and the amount of marketing and outreach we conduct, we know that we can achieve much more with the current suite of programs by continuing to change mindsets and behaviors.

One of the greatest challenges to recycling in New York City, when compared to other American cities, is the incredible density and diversity of the building stock. Storage space, signage, and the level of custodial service are the most important factors for recycling compliance in our large, dense city. Our work with landlords and building managers has helped many to come into compliance with the City's recycling law in their buildings, and we applaud them for their efforts. But we still see fewer separated recyclables than we expect based on our waste characterization studies. To further change behavior among New Yorkers, we must

continue to evaluate options available, including penalties like stricter enforcement and the expansion of mandatory participation programs, as well as additional marketing, education and outreach tactics.

Develop equitable incentives to reduce waste. The Department anticipates spending more than \$380 million next year to dispose of waste in out-of-city landfills and energy-from-waste facilities. While the amount of waste we create has decreased steadily over the past decade, the costs of disposing and transporting that waste have increased, and space in landfills has decreased. However, New Yorkers are largely insulated from the growing cost of disposing their waste, as these costs are paid out of the City's general tax revenues.

Monetary incentives for residents and property owners have been proven to lead to lower waste volumes and higher recycling rates, thereby reducing disposal costs and decreasing the environmental impacts of landfilling waste. In New York City, implementing a "Save-As-You-Throw" program that rewards those who waste less and recycle more could reduce waste generation by as much as 30 percent, representing the largest potential step toward achieving our zero waste goals. To evaluate this policy and develop a fair, equitable blueprint for waste reduction, the Department is currently finalizing a contract with a consultant to assess the range of options available to help New Yorkers save money as they reduce waste. However, any such program is likely to be controversial, and the Administration will depend on the support of the Council to implement a successful program.

Consumer Choices Matter: Zero waste is not simply an "end of pipe" concept. While the vast majority of the initiatives overseen by the Department focus on finding solutions for products that New Yorkers no longer want, we have also shifted focus upstream to influence the choices that manufacturers, retailers, and consumers make as they create, sell, and purchase products. However, the amount of influence we as a city, even as the largest city in the country, have over these choices is strikingly small. We have joined in partnership with several consumer goods manufacturers, waste management enterprises, and other states and municipalities to work toward a Circular Economy, where products and resources can be continuously reused, refurbished, and regenerated for ongoing use as new products.

Product Restrictions and Extended Producer Responsibility: Some products simply do not belong in our waste stream. While the City has shown aggressive leadership in limiting or prohibiting certain products, including single-use carryout bags and food service foam products, from use in New York City, we have time and again faced litigation and state preemption as threats to sound solid waste management policies.

The Department will continue to evaluate policy options to identify and reduce the use of other non-recyclable and non-compostable products, seek environmental stewardship, and explore options such as bans and fees to reduce the overall impact these products have on our local environment, while encouraging New Yorkers to use more sustainable options. We will rely on the partnership of the Council and our state legislators to ensure that sensible policies that help lead toward zero waste can be put in place for the benefit of New Yorkers.

Commercial Waste: While my testimony so far has not addressed the topic of commercial waste, I must acknowledge that this sector plays an important role in achieving our zero waste goals. Offices, stores, restaurants, and other commercial establishments generate an estimated 3 million tons of waste a year, only one-third of which is currently recycled. The Department is focused on implementing the City's recently revised commercial recycling

regulations and expanding the commercial establishments required to separate commercial organics.

In addition, we are pursuing the implementation of commercial waste zones in New York City. This policy represents a wholesale reform of the commercial waste industry and will significantly reduce truck traffic while simultaneously achieving our goals of reducing waste disposal, improving safety and working conditions, and establishing clear, consistent customer service standards. We look forward to working with the Council and a range of stakeholders in developing the implementation plan for this new strategy.

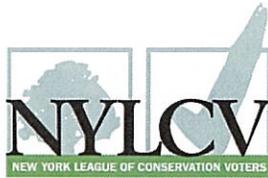
Intro No. 1573

Lastly, Intro No. 1573 under consideration today seeks to codify into law the Administration's ambitious goal of sending zero waste to landfills by 2030. As I have outlined today, the Department firmly supports this goal, and our efforts to date demonstrate the measures we are taking to achieve it.

Achieving this ambitious goal will require a combination of new policies and programs, legislative reforms, and partnerships with the private sector, and I look forward to working with the Council, as well as our advocates in the state, on legislative initiatives that are necessary to reach this goal.

Conclusion

Together, we as New Yorkers have an incredible opportunity to achieve our goal of sending zero waste to landfills by 2030. I firmly believe that all of the initiatives I have outlined today will place us on a clear path to achieving this goal, and I thank the Administration and the Council for their past, present and future support as the Department leads the City on this ambitious journey. Thank you for the opportunity to testify on this important subject today, and I am now happy to answer your questions.



**Statement of Adriana Espinoza
NYC Program Manager
New York League of Conservation Voters**

remarkably inefficient way to collect the waste. The prospect of disposing of organics through our sinks should be fully explored, as an easier process could lead to much higher participation rates and lower emissions than curbside pick up.

In 2015, NYLCV's Education Fund released a series of policy recommendations for an effective organic waste program in NYC.¹ These recommendations asked the City to maximize the use of anaerobic digestion at the Department of Environmental Protection's (DEP) Wastewater Treatment Plants (WWTP). We urge the Department of Sanitation to work with DEP to make provisions for high-quality organic waste, similar to capacity at the Newtown Creek, at other WWTPs that could accommodate such material.

There are two programs currently being studied that have great potential for reducing waste sent to landfills and emissions from truck traffic. Pursuing franchise zones for commercial waste carters will result in significantly reduced truck traffic and their associated emissions. A volume-based "Save-as-you-Throw" pricing system, charging NYC residents for refuse disposal, while allowing free or discounted disposal of source-separated organics and recyclables, would also provide an economic incentive for generating less waste and recycling more.

Stimulate Demand

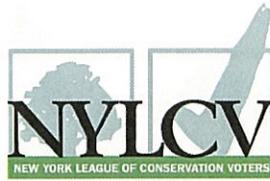
Making substantial progress on diversion rates is futile without regional processing capacity and demand for processed recyclables and compost. More focus is needed on developing capacity and incentivizing the private sector to invest in practices like anaerobic digestion at their existing facilities.

The City can lead by example in this respect by investing in their own anaerobic digestion. Biogas produced from this process could be used to fuel the Department of Sanitation (DSNY) fleet therefore reducing diesel emissions around the city.

With the expansion of the City's organics program, there will be an abundance of compost and biogas available. The city should plan ahead for this with policies that can align the demand with supply. A Low carbon fuel standard is just one example that can spur demand for biogas.

I would like to thank Chair Reynoso and the entire Committee on Sanitation and Solid Waste Management for your leadership, and I look forward to working with you all closely moving forward.

¹ <http://nylcvef.org/wp-content/uploads/2017/08/Organic-Waste-Recommendations-for-NYC-2014.pdf>



**Statement of Adriana Espinoza
NYC Program Manager
New York League of Conservation Voters**

City Council Committee on Sanitation and Solid Waste Management
September 18, 2017

Good afternoon. My name is Adriana Espinoza, and I am Manager of the New York City Program at the New York League of Conservation Voters (NYLCV). NYLCV represents over 31,000 members in New York City and we are committed to advancing a sustainability agenda that will make our people, our neighborhoods, and our economy healthier and more resilient. NYLCV would like to thank Chair Reynoso and members of the Sanitation Committee for holding this important hearing on reaching our city's goal of zero waste to landfills by 2030 (0x30).

Reaching the City's zero waste goal will require work from all New Yorkers--cooperation of city officials, private industry, and buy-in from the general public. As of FY 2017, curbside recycling rates are approximately 17.5%. While this is an increase from 2005 levels, it is moving far too slowly to reach the 2030 benchmark of 90%. More aggressive actions are necessary to keep us on track.

NYLCV suggests focus on the following areas:

Invest in public education

To improve below-target diversion rates for recyclables and organic waste, the City must invest heavily in a massive public education campaign. Current marketing for Vision Zero should serve as a template. This outreach should teach New Yorkers how to properly sort recyclables and organics but solely focusing on how is not enough. The campaign should explain *why* these changes are necessary, and make a direct connection to the City's sustainability goals.

In addition to traditional marketing, the City should expand its targeted outreach. In particular, maintenance staff in large buildings should be seen as key ambassadors to the City's zero waste goals. Sustainability training for this sector could have an exponential impact on diversion rates.

Finally, child and youth engagement is key. The earlier we can instill the importance of eco-friendly, the more likely they are to carry it into adulthood. The City should continue to expand its educational programs in schools and encourage better source separation in cafeterias.

Trigger Behavior Change

Diverting organic waste from landfills is a critical components of 0x30, as organics represents 31% of the residential waste stream. To date, however, participation rates are strikingly low, and city blocks sprinkled with a dozen half-empty brown bins seems to be a

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The Mayor has set a goal of zero waste to landfills by 2030. While this is an awesome goal, I see no conceivable way he can hope to achieve it given the current outreach efforts of the Sanitation Department and his current pro-real estate development policies. Two months ago a deputy commission from Sanitation made a very well-put-together presentation about the Zero Waste program to the Brooklyn Solid Waste Advisory Board (BWAB). When I asked if we could get a copy, the speaker said that wouldn't be possible as it was subject to change. It's just this insular, cautious mindset that will defeat Sanitation's best efforts.

Sanitation needs to market its plan, not hide it!

The BSWAB has set itself the goal of reaching out to every one of the 18 community boards in Brooklyn to tell them about Zero Waste. To do that, we need a clean, short and compelling presentation from DSNY. I'm here to ask for that presentation. Who can I contact to get it?

A goal I am proposing with the Organics Committee at BSWAB is to create a medium scale composting center in each of our 18 community boards in Brooklyn. At present we have just two: Red Hook Composting Center and the soon-to-be rebuilt Gowanus Conservancy site, both in CB 6. City-wide we have just the Earth Matters site on Governors Island and the BIG Reuse site under the Queensborough/Koch Bridge.* By putting similar sites in each of the 18 community boards we can achieve a number of goals:

1. Give tangible evidence that organics, soon to be collected citywide, are actually being composted. Anecdotal evidence suggests that many residents and even Sanitation workers believe these materials are simply going to landfills. One way to counteract this believe is to have a community based composting or anaerobic digester facility that residents see Sanitation trucks going to, and that can be visited by community groups, school science classes, merchant associations and other interested parties.
2. Create real proof waste is actually a resource, that can be beneficially reused. As we like to say in Brooklyn – seeing is believing. An actual facility in each

community will say far more than an infinite number of PowerPoint presentations.

3. Provide green jobs for composters, gardeners and other greenies. While there is much hype about “green jobs” and the “circular economy”, having composting / AD facilities that can actually handle 5 tons of organics a day (our definition of “medium scale”) in each of 18 communities will actually build a foundation under the hype.

How do we “walk the talk”? The City needs to set aside land in each of the 18 community boards for these medium scale organics sites. Each City agency needs to be mandated by the Mayor’s Office of Sustainability to identify and “freeze” potential sites in the M1 zones throughout the City, before they’ve all been turned into luxury condos. In my community board in Prospect Heights, a vacant lot in an M1 zone was rezoned as residential because the developer, who had just paid \$6 million for the former parking lot, claimed residential development was the only realistic use. Of course it is, if you pay \$6 million for it! The developer created the problem when he paid that outrageous price. The City needs to put a freeze on these sites before they’re all gone. One possible way might be, on designated M sites, to put a 100% tax on any profit where the price exceeds 10% per year over the previous sale. If an M1 lot sold for \$60,000 in 2014, then a 100% tax would be paid by the seller on profit made on a sale price over \$70,860 in 2017. That would remove the incentive to sell for prices way beyond previous sales and stop the conversion of M zones to R zones.

Outrageous you say? Real estate developers would never stand for it? Let’s see who really runs our city – the people or a hand full of rich developers. If we’re to take back our city from the speculators, stern measures are called for. If we are to actually achieve our goal of “Zero Waste”, we need to effectuate real change, not just lip service that sounds nice but achieves little.

* What will happen to these facilities once residential organics pick up goes city-wide is anybody’s guess. At present Sanitation refuses to allow commercial organics at these sites. Hopefully that will change.

ORAL TESTIMONY
Jacquelyn Ottman

WHY NYC NEEDS TO CONDUCT A MASSIVE
MARKETING AND OUTREACH CAMPAIGN

City Council Committee on Sanitation and Solid Waste Management
Zero Waste Oversight Budget Hearing
September 18, 2017

Good afternoon, Chairman Reynoso and the other members of the Sanitation and Solid Waste Management Committee. My name is Jacquie Ottman. I'm an expert in the area of green marketing. My 40 years of experience includes over a decade working at NYC advertising agencies.

The Department of Sanitation has in place many laudable programs to make it easy for residents to divert a host of recyclable items from the waste stream. However, infrastructure alone cannot guarantee compliance. And neither can the stick of enforcement. New York City's 8.5 million residents and millions of tourists and visitors must be **motivated** to recycle and take other steps to **reduce** our waste. Only a massive marketing and outreach campaign can reinforce the 'Why' and 'How' necessary to make 'reduce, reuse and recycle' a core value of our consumption culture.

Planning for such a campaign must begin with an updated understanding of what New Yorkers know and feel about the City's recycling program. Surprisingly, no large scale market research has been conducted since 2005 to track New Yorkers' recycling-related awareness, attitudes, understanding and habits. In the interim, much has changed. Many more items are now being collected for recycling, including organics. 400,000 NYCHA residents and employees of large firms have access to recycling but little relevant education. And a new generation of recyclers has grown up without the social force of a public campaign.

Meanwhile, attitudes have also changed, some with the potential to seriously undermine our efforts to get to zero waste. Recently published market research shows that skepticism runs high (33%), especially among Millennials, that whatever is collected for recycling will actually be recycled. Research also shows that recycling can actually encourage consumers to waste. Want to feel less guilty about buying bottled water? Easy! Just remind yourself "The bottle is recyclable!"

There's hope! We here in NYC have what it takes to develop a compelling marketing and outreach campaign — and for a fraction of the \$400 million we spend to export our waste each year. Our advertising and media community is capable of tapping into New Yorkers' pride that ours is the greatest city in the world. The long running "I Love New York" campaign is just one example. The creativity and environmental passions of today's Millennials can be enlisted to create cost-effective viral-bound videos, hashtags, images and more that can make the daily and sometimes unseemly aspects of sorting our waste, cool.

Who should be responsible? We believe the Mayor's Office of Sustainability GreeNYC group would be ideally suited to overseeing such a campaign. It can all start by convening a high level 'Zero Waste Marketing Advisory Board' including senior executives (both active and retired) of major firms capable of helping us tap into the best talent in the City.

For the record, I'm submitting this testimony with more details and ideas attached. Thanks for allowing me to submit this testimony today. I'd be happy to take any questions you may have.

Jacquelyn Ottman is a native New Yorker and author of five award-winning books on the subject of green marketing. Since 1989 she has advised Fortune 500 companies and the U.S. EPA (Energy Star label) and USDA (U.S. Certified Biobased label) on strategies for credible green marketing. She is certified as a Zero Waste Professional by the U.S. Zero Waste Business Council. She founded WeHateToWaste.com in 2012, a platform for exploring a new consumption culture based upon resource efficiency and zero waste.

SUPPORTING DOCUMENT FOR ORAL TESTIMONY

WHY NYC NEEDS TO CONDUCT A MASSIVE MARKETING AND OUTREACH CAMPAIGN

City Council Committee on Sanitation and Solid Waste Management Zero Waste Oversight Budget Hearing September 18, 2017

Premise

Without a massive outreach and education campaign targeted to NYC's 8.5 million residents, we will not be able to make "reduce, reuse and recycle" a core value of our consumption culture, and this core value is needed to make sure that we can make our NYC's 'zero waste by 2030' goal. Such an outreach and education campaign needs to create awareness of NYC's multi-faceted recycling and reuse infrastructure and must address residents' and visitors' motivations to recycle and reuse. This will require educating them on the correct ways to recycle. Planning for such a campaign must begin with an updated understanding of what New Yorkers know and feel about the City's recycling program and lead to fresh insights into why the City is not — and historically has not been capable of — achieving higher rates of diverting both mandatory and voluntary recyclables.

Discussion

74% of NYC's residential waste stream is recyclable, yet we are only diverting 17%. Of the recyclable tons collected, Sims estimates that 11% is contamination. Several efforts outlined in the Mayor's OneNYC 'Zero Waste x 2030' plan are underway to make it easier to divert a higher percentage of our waste stream, among them: voluntary collection programs for organics/ food scraps (30%), clothing/ textiles (15%), and electronics (1%). Plastic bags (2%) are being considered by Albany for a fee-based or other reduction system, and DSNY claims to be on track to converting the collection of mandatory recyclables to a 'single stream' system, with the potential to increase the collection by an estimated 18% (although contamination may increase by as much as 30%). In addition, DSNY is also exploring financial incentives for residents to recycle more. Meanwhile, current efforts are challenged by the City's great diversity, lax enforcement, and a preponderance of residents who live in multi-family buildings with their own specific challenges of limited space, lack of face-to-face communications, and resident anonymity.

Although the City's collection efforts are laudable, they represent 'infrastructure', and as such cannot lead to significant increases in the City recycling diversion rate on their own. The only way to move the needle — which has been stuck at 16% for years — is by conducting a massive education and outreach effort that, via its awareness building potential, frequency, and compelling (emotional) messaging can trigger new recycling and reuse habits among NYC's 8.5 million residents. Thanks to the cost efficiency of social media, the power of big ideas that NYC's advertising community is capable of, and the potential to stimulate policy and voluntary initiatives across sectors, an impactful, coordinated marketing and advertising effort can be run for a fraction of the \$400 million it costs the City to export our waste each year. Developing such a campaign must start with an in-depth assessment of New Yorkers attitudes, awareness, and perceptions of current recycling efforts.

No large scale advertising and outreach campaign and accompanying market research has been run on behalf of NYC's recycling program since 2005, the year the popular long-running "blue and green recycling bins" campaign ended. At that time, New Yorkers expressed interest in recycling, felt good about its potential to help the environment, and expressed confidence that they knew *what* to recycle while noting confusion about what specific items *not* to recycle. As is still the case today, they also expressed more confidence in the power of recycling over waste reduction as a

sustainable waste management strategy.

Since then, much has changed in the marketplace:

- recycling collection was stopped and started again with a broader array of items that are collected for recycling, including organics (what may be the most challenging new 'recyclable' of all); and

- the portion of the waste stream that is not recyclable (26% as of 2013 – DSNY Waste Characterization Study) appears to be growing, reflecting an aging population (disposable diapers) and the introduction and growth of high tech, multi-material packages (e.g., pouches, squeeze tubes).

- Demographically, NYC's population has grown, 400,000 NYCHA residents have been given access to recycling but very little education, employees of major firms are now required to recycle but likely don't have any relevant training, Air BnB and other 'sharing' platforms are bringing new visitors into the City who either don't care or are confused about what to recycle; and a new generation of recyclers has grown up without public 'pressure'/ positive attitudes about what and why to recycle.

- Attitudes have changed: Research indicates that skepticism runs high (33%) especially among Millennials, that whatever is collected for recycling will actually be recycled, and not wind up in the trash <https://resource-recycling.com/plastics/2016/11/16/surveys-show-recycling-skepticism-in-younger-generation/> Research also shows that recycling can lead consumers to waste more—"It's recyclable!" (<http://www.npr.org/2017/06/02/531173499/why-recycling-options-lead-people-to-waste-more>)

- Finally, the U.S. EPA has found that 42% of climate change emissions trace to the production, consumption and disposal of consumer goods and food (https://19january2017snapshot.epa.gov/climatechange/climate-change-and-waste_.html), underscoring the importance of making this linkage for consumers and policymakers and other leaders alike.

Meanwhile, among other things, social media are now able to reach the majority of residents in a short space of time. Digital platforms allow all consumers to share, swap and borrow as a form of reuse; and Millennials, the demographic component with the strongest digital skills, have emerged as a vigorous force for social change.

Data Needed On Residential Attitudes Towards Mandatory Recycling Programs

- Resident motivations (and de-motivations) to recycle); how do these differ by different cultural and demographic groups?
- What portion of residents believe it is important (even mandatory) to recycle? That what they put out for recycling actually gets recycled? What portion understands the role of recycling in preserving resources, or that economically, markets need to be created including the purchase by residents, businesses and governments, of goods made from recycled content?
- What portion of residents know how to sort recyclables correctly? Know what not to drop into the recycling bin as well as what is actually collected for recycling?
- Among those who have access to voluntary collection programs, what are attitudes and program usage? Which attitudes in particular have to be changed?
- How do New Yorkers get their information on recycling? How do they determine what is recyclable? Made from recycled content?
- What are best practices for engaging residents within multi-family buildings (where the majority of NYC residents live) in mandatory and voluntary recycling programs? What portion of residents believe it is easy to recycle in their building?

- What portion of the population makes linkages between recycling and climate change? What is the role of empowering consumers to affect climate change play in their decisions to reduce and recycle?

Specific Opportunities Exist to Enlist Residents, Businesses, Schools in a Concerted Waste Reduction Effort

- Tap into the Power of Madison Avenue. History has shown that consumer behavior can be changed with a high impact advertising campaign that taps into consumer motivations in a compelling, memorable way. Behavior surrounding seat belts, forest fires, contraceptive use, smoking, and litter ("Don't Mess with Texas") all have been transformed with high impact campaigns – all likely developed by NYC's own advertising agencies. In developing such a campaign much can be learned from major cities with zero waste plans — Sydney, Austin, SF, Minneapolis, Boulder, Seattle, among them, as well as from NYC's own past successful recycling campaign.

Taking a lesson from the successful and long-running 'I Love New York' campaign, opportunities exist to tap into regional chauvinism and New Yorkers' belief that their city is the greatest in the world, with waste reduction being connected to an enhanced resident quality of life and visitor experience.

It would appear that the Mayor's Office of Sustainability GreenNYC would be the ideal group to take this on, or perhaps a special public/private partnership developed with a major NYC advertising agency. Relatedly, to help tap into the best marketing and communications talent in NYC, an opportunity exists to convene a high level 'Zero Waste Marketing and Advertising Advisory Board' composed of senior executives (active and retired) of major advertising and branding firms.

- Social Media and Digital Platforms: The bulk of today's young communications talent are Millennials whose creativity and environmental passions can be tapped to create cost-effective viral videos, hashtags, images and more that can make the daily, and sometimes unseemly aspects of sorting our waste, cool. Opportunities also exist to tap into the existing digital platforms that Millennials frequent including ebay, CraigsList, Freecycle, numerous apps, and the new NextDoor.com platform that unites neighbors, to encourage more explicit understanding of the environmental benefits of peer-to-peer sharing, swapping, borrowing, donating, gifting, and other forms of reuse, repair and extended product life.

- Local Businesses: Thanks to changes in commercial recycling laws, local employers have a new role to play in engaging their employees in proper recycling and waste reduction practices. Opportunities may exist to leverage their training budgets to require compulsory recycling education for large NYC employers, with resultant learning transported into homes and families.

- Local Schools: Waste education could be integrated into STEM education with the goal of instilling in children a sense for the issues involved in wasting food, as well as other resources including water. Waste reduction and recycling and reuse should be explicitly linked to carbon balance and climate change lessons.

- Real Estate Sector: With 80% of New Yorkers renting their apartments, lease agreements requiring acknowledgement of recycling laws could become mandatory. An opportunity may also exist to make recycling education mandatory for landlords, coop boards and building superintendents.

Jacquelyn Ottman is a native New Yorker and author of five award-winning books on the subject of green marketing. Since 1989 she has advised Fortune 500 companies and the U.S. EPA (Energy Star label) and USDA (U.S. Certified Biobased label) on strategies for credible green marketing. She is certified as a Zero Waste Professional by the U.S. Zero Waste Business Council. She founded WeHateToWaste.com in 2012, a platform for exploring a new consumption culture based upon resource efficiency and zero waste.

Testimony to the New York City Council Regarding Zero Waste Disasters **Maggie Clarke, Ph.D. Zero Waste New York | 9/18/17**

I am Maggie Clarke, Ph.D., founder of Zero Waste New York, and on the National Recycling Coalition's Disaster Debris mitigation committee.

- In the past, disasters have always meant unplanned, uncoordinated, and hasty reactions to natural and manmade disasters, resulting in huge amounts of misallocated resources, but it doesn't have to be that way.
- Zero waste principles, applied before disaster strikes, can massively reduce wasted resources and save lives.

So what can we do to work towards Zero Waste Disasters?

First we have to respect that flood zones are areas that will, with certainty, be flooded, create storm debris, and possibly loss of life. We shouldn't keep doing this! The 3 steps to zero waste are:

- Prevent generation of disaster debris
- Maximize Reuse, Recycling, and Composting after disasters
- Minimize Disposal and Export of waste after disasters

Why do we want to reduce waste from hurricanes and flooding?

- Flooding is getting worse not only because of climate change, but the existence of buildings and streets prevents infiltration of the water, and makes the water go higher and farther.
- The cost, in dollars and lives, is higher with every new disaster because we are building more and more in flood zones.

How do we prevent waste in disasters?

- Prevention is the most effective way to manage a disaster. We need to be prepared before it happens.
- New York needs to create a plan to stop building more structures in our flood plains. We need a law and zoning that supports this. Many localities have such legislation including Jacksonville, Sacramento, and Los Angeles, according to the American Planning Association.

- Then we need to stop rebuilding in flood zones after disasters. Instead we should institute programs that cover the entire 100 year flood zone that enforces a government buy-out of damaged properties, rather than the spotty voluntary buy-outs that occurred in a few places after Sandy. It's insane to keep building in flood zones.
- Finally, we need to create a plan to reuse, recycle and compost as much as possible so we are ready when the next storm hits. We need to educate the public to have separate debris piles at the curb to enable recycling and composting of as much waste as possible. Vegetative debris, metal, hazardous materials and electronics are a few. The City needs to have preplanned contracts to go into effect to collect the separate resource streams and bring them to market.
- For what is left, the City should not engage in the highly polluting open burning as was done at Floyd Bennett field after Sandy.

Further reading:

<http://www.maggielclarkeenvironmental.com/Zero-Waste-Disasters-MSWAB-2015.pdf>

<http://www.maggielclarkeenvironmental.com/AWMA2012-The-Importance-of-Zero-Waste-in-Climate-Action-Plans-Paper-484-v.2.pdf>

Maggie @ maggielclarke.com



To whom it may concern,

The undersigned food service establishments and other businesses have joined together to strongly oppose Intro 1480, a bill that would designate expanded polystyrene (EPS), commonly known as “styrofoam”, as recyclable. The restaurant and business communities have voiced instead to support Intro 1596, a bill to restrict the sale and use of EPS foam food containers in New York City. A ban of EPS is the only solution to stem the tide of the major public health problem of EPS use, disposal, and contamination.

The NYC Department of Sanitation recently concluded that recycling polystyrene foam in New York City cannot be accomplished in an economically feasible and environmentally effective manner. In addition, the extensive shipment and collection of EPS disproportionately impact low income and communities of color where truck dependent transfer stations are clustered, and along the truck routes used to haul garbage. To achieve waste equity and environmental justice, NYC needs strong policies to minimize the impact of traffic and pollution in these neighborhoods.

It is highly attainable for food service establishments to use alternatives to EPS containers, as there are many alternatives to EPS that can be recycled properly, such as paper products, cardboard, and reusable plastic containers. After the previous 2013 City Council proceedings to ban EPS in NYC, many food service establishments have already removed these products from their food package order inventory in order to serve current consumer demands and stay ahead of the law.

In order to have an equitable transition to an EPS ban, Intro 1596 details how certain businesses can apply for a renewable financial hardship waiver. This will provide ample time for those to find alternatives to EPS products at an affordable cost. According to Trash Free Maryland, who evaluates the effect of the EPS ban in the Washington D.C. area; every business has been able to find an affordable alternative and not one business has applied for a waiver. With the progress already made in New York City and the rest of the country, there should be no concern for making a successful transition.

The undersigned businesses respectfully stand up to the plastics foam lobby to defend the true interests of New York City. The purpose of banning EPS is to contribute to one of the goals of OneNYC, which is for New York City to reach zero waste by 2030. If we are to step forward with more sustainable materials, we will be taking a step forward in being a healthier and more lasting society.

Sincerely from the undersigned businesses,

1) Jose Gonzalez	Estevez Deli Corp.	804 Knickerbocker Ave. Brooklyn, NY 11207
2) Nicolas Estevez	Los Limones Deli	1330 Halsey St. Brooklyn, NY 11237
3) Rayhan Rahman	Bombay Kitchen	733 Knickerbocker Ave. Brooklyn, NY 11221
4) Yuli Hernandez	El Conuco Acevedo Corp.	718 Knickerbocker Ave. Brooklyn, NY 11221
5) Alberto Tejada	Hola Delicious Market	716 Knickerbocker Ave. Brooklyn, NY 11221
6) Hector Marte	Fresh Food Market & Deli	711 Knickerbocker Ave. Brooklyn, NY 11221
7) Amy Chen	Good Chinese Restaurant	663 Knickerbocker Ave. Brooklyn, NY 11221
8) Andy Jacobi	Untamed Sandwiches	60 Prospect St, Brooklyn, NY 11201
9) Jose Marrero	La Isla	1439 Myrtle Ave, Brooklyn, NY 11237
10) Jessica Aguirre	RISE Products Inc.	63 Flushing Ave. Building 280, Suite 814 11205
11) Benjamin Tretout	Jolie Cantina	241 Smith St, Brooklyn, NY 11231
12) Laura Rosenshine	Common Ground Compost	407 E 12th St, New York, NY 10009
13) Naama Tyeeb	Light House BK	145 Borinquen Pl, Brooklyn, NY 11211
14) Caroline Bell	Cafe Grumpy	199 Diamond St. Brooklyn, NY 11222
15) Lane Sanders	Sander's Bakery	159 Lee Ave., Brooklyn, NY 11211
16) Ashley Taylor	Brooklyn MicroGrid	621 Degraw St, Brooklyn, NY 11217
17) Netty Davitashvili	Cheeseboat	80 Berry St, Brooklyn, NY 11249
18) Mitchell Rosen	Hometown Bar-B-Que	454 Van Brunt St, Brooklyn, NY 11231
19) Joel Kulp	The Richardson	451 Graham Ave, Brooklyn, NY 11222
20) Eric Finkelstein	Court Street Grocers	485 Court Street, Brooklyn, NY 11231
21) Edgar Guerrero	Anella	222 Franklin St, Brooklyn, NY 11222
22) Kerry Diamond	Smith Canteen	343 Smith St, Brooklyn, NY 11231
23) Kerry Diamond	Wilma Jean	345 Smith St, Brooklyn, NY 11231
24) Kerry Diamond	Nightingale Nine	329 Smith St, Brooklyn, NY 11231
25) Roberto C	Via Roma Pizza	445 Court St, Brooklyn, NY 11231

26) Mark Ehrhardt	Movers, Not Shakers!	131 3 rd St. Brooklyn, NY 11231
27) Marc Fahrer	Baron's	564 Dekalb Ave. Brooklyn, NY 11205
28) Vanessa Shanks	Bar Velo	394 Broadway, Brooklyn, NY 11211
29) Jon Gneezy	The Deep End	1080 Wyckoff Ave. Queens, NY 11385
30) Toni Binanti	Rudys Bakery & Caf�	905 Seneca Ave, Queens, NY 11385
31) Ryan King	Kings Juice Bar	95 Seneca Ave Queens, NY 11385
32) Daniel Zheng	Grace Chinese Cuisine	952 Seneca Ave. Queens, NY 11385
33) Sam Patel	Marra Deli & Grill	59-02 Myrtle Ave. Queens, NY 11385
34) Kenny Zheng	Mr. Chen	59-05 Myrtle Ave Queens, NY 11385
35) Mohammad Zaman	Rakria Grocery	58-14 Myrtle Ave. Queens, NY 11385
36) Jia Liang Li	Happy Fresh Taco	1693A Putnam Ave. Queens, NY 11385
37) Ali Mohamed	Ridgewood Cafe & Grill	54-28 Myrtle Ave. Queens, NY 11385
38) Sue Leni	El Montaf�ero Bakery & Restaurant	55-21 Myrtle Ave. Queens, NY 11385
39) Pedro Dominguez	Bill's	985 Wyckoff Ave. Brooklyn, NY 11385
40) Bikash Kharel	Bikash Kharel	907 Seneca Ave. Queens, NY 11385
41) Alessandra Abdelwahed	B& H Dairy Kosher Restaurant	127 2nd Ave, New York, NY 10003
42) Jae Shim	Green Symphony	255 W 43rd St, New York, NY 10036
43) Chloe Vichot	Ancolie	58 W 8th St, New York, NY 10011
44) Jamie Gaul	Cafe Mogador	101 Saint Marks Pl # 1, New York, NY 10009
45) Thomas Birchard	Veselka	144 2nd Ave, New York, NY 10003
46) Selina Ang	Ox Verte	63 Reade St. New York, NY 10007
47) Jennifer Pope	BioBag Americas	1059 Broadway, Suite F Dunedin, FL 34698
48) Sarah Martinez	EcoProducts	4755 Walnut St. Boulder, CO 80301
49) Camilo A Ferro	Renew Packaging	2444 W 16th St. #4R Chicago, IL 60608
50) Sedy Tran	GET Enterprises	7041 Security Way, Suite# 200 Jersey Village, TX 77040
51) Ray Alvarez	Ray's Candy Store	113 Avenue A, New York, NY 10009

52) Naj Boustany	Manousheh NYC	193 Bleecker St, New York, NY 10012
53) Paul Rothman	littleBits	601 W 26th St M274, New York, NY 10001
54) Chef Melissa Rodriguez	Del Posto	85 10th Ave. New York, NY 10011
55) Chef Dave Pasternack	Esca	402 West 43rd Street New York, NY 10036
56) Chef Anthony Sasso	La Sirena	88 9th Avenue New York, NY 10011
57) Mario Batali	Casa Mono	52 Irving Place New York, NY 10003
58) Mario Batali	Babbo	110 Waverly Place New York, NY 10011
59) Mario Batali	Otto	1 5th Avenue New York, NY 10003
60) Mario Batali	Lupa	170 Thompson Street New York, NY 10012
61) Unis Ali	Grab & Go Food Inc.	2096 5 th Ave. New York, NY 10035
62) Robert Payton	Watkins Health Food	46 West 125 th St. New York, NY 10027
63) Sedina Simmons	Uptown Veg & Juice Bar	52 East 125 th St. New York, NY 10035
64) Antonio Rodriguez	Casa Bonita Gourmet Deli	2 West 125 th St. New York, NY 10027
65) Adnan Mukbel	Best Way Deli	619 Lenox Ave. New York, NY 10037
66) Alma Espaillat	El Valle Restaurant	588 Lenox Ave. New York, NY 10037
67) Semos Kehagias	Morningside Coffee & Biscuits	547 Malcom X Blvd. New York, NY 10037
68) Red Musaed	Harlem Up Deli Market	585 Malcom X Blvd. New York, NY 10037

The Manhattan Solid Waste Advisory Board (MSWAB) is a non-profit, non-governmental organization dedicated to helping NYC achieve its zero waste goals. We advise the Manhattan Borough President, City Council and City Administration on policies and programs regarding the development, promotion and operation of the City's waste prevention, reuse and recycling programs. We are a Board comprised of solid waste management industry, zero waste/consumption experts, and concerned citizens, appointed by the Manhattan Borough President's Office, representing individuals and organizations located in Manhattan.

**City Council Committee on Sanitation and Solid Waste Management
Oversight - Getting to Zero Waste by 2030
Monday, September 18, 2017**

Testimony – Clare Miflin, Architect

American Institute of Architects New York (AIANY) Zero Waste Design Guidelines

Hello, my name is Clare Miflin, and I am an architect leading the process of developing the AIANY Zero Waste Design Guidelines. This has been a year long process, we've visited over 50 buildings, had 5 workshops with staff from DSNY, DCP, DOT and other city agencies, developers, building managers and porters, architects, urban designers and more. It is clear that the way our buildings are set up, and the way we set out our waste for collection, play a crucial role in getting to zero waste.

These guidelines will be launched on October 18th, and our grant funding is complete apart from the exhibition at Center for Architecture next summer. The guidelines contain many strategies that designers and building managers can use immediately, but also contain many other ideas that need to be piloted, evaluated, and will require code changes or policy changes to implement.

Research needs to be done to provide evidence to determine how best to implement the strategies for managing waste, and which codes or policies need to be changed. In high density neighborhoods with small sidewalks the best solutions may be on the street rather than the sidewalk, and may include permanent shared waste collection infrastructure. Planning at a neighborhood scale is required to develop many of these solutions.

My request

The momentum building during development of the guidelines has been powerful, and we have been impressed to see the level of engagement and collaboration between agencies and other stakeholders. This process should continue in an ongoing process, to determine how the design of our buildings and sidewalks need to be modified to enable our city to achieve zero waste.

Achieving Zero Waste will not be easy, and I recommend that the city sets up a working group of representatives from multiple agencies and the private sector (architects, developers, urban planners and building operators) to continue the work of implementing the suggestions of the AIANY Zero Waste Design Guidelines.



JOINT TESTIMONY OF THE MANHATTAN AND BROOKLYN SOLID WASTE ADVISORY BOARDS

*City Council Committee on Sanitation and Solid Waste Management
Oversight - Getting to Zero Waste by 2030
Monday, September 18, 2017*

Hello my name is Sarah Currie-Halpern, I am the Chair of the Manhattan Solid Waste Advisory Board (MSWAB) and I am testifying for both the Manhattan and the Brooklyn SWABs (BKSAB). This testimony represents the work of a Zero Waste Oversight Hearing Task Force, formed this summer by members of both SWABs and other stakeholders and citizen activists. Task force members also wrote three (3) policy briefs being distributed to you today. These papers are on waste management topics that the City needs to consider in light of New York's growing population and continued economic vibrancy; given the Administration's zero waste goals, they are topics of vital concern.

Defining Zero Waste in NYC

The Manhattan and Brooklyn SWABs are greatly encouraged by the City's goal to send zero waste to landfills by 2030. However, diverting waste from landfill, while laudable, is not a true measure of achieving "zero waste". We therefore urge the City to adopt the Zero Waste International Alliance's (ZWIA) definition, which states "zero waste" as achieving 90% diversion from landfills, as well as incinerators and the environment; incineration should not be included in the city's plan to achieve "0x30."

Given the City's current 25 year contract to supply at least 10,000 tons of waste per week for incineration, the city is contractually blocked from being able to achieve its zero waste goal under ZWIA's globally accepted, standard definition of zero waste.

How will the city meet the challenge of adapting to a more sustainable definition of zero waste while at the same time honoring the city’s existing contracts and planning for the contracts of tomorrow? The Zero Waste hierarchy is a useful tool to guide new projects and aid in decision making when awarding contracts.



Through funding programs that support and promote the more favorable methods near the top of the hierarchy -- including waste prevention, reuse, composting and recycling -- rather than less desirable methods of incineration and landfill, we will be better situated to achieve true zero waste while creating a healthy city and region. We ask that the SWABs and other community stakeholders be involved in these long range planning discussions and we encourage the Council to get involved too. By expanding the conversation in a meaningful and lasting way beyond city agencies and the waste industry, we’ll be better equipped to develop novel and sustainable solutions that address waste issues while ensuring that the environmental burden is equally shared, all while creating new economic opportunities.

Focus on Reducing Waste

The Manhattan and Brooklyn SWABs strongly support the reduce, reuse, and recycle programs highlighted in OneNYC. With the amount of waste NYC has produced *growing* since 2015’s zero waste commitment, the City needs to develop initiatives specifically aimed at *reducing* waste generation, and begin setting metrics for waste reduction. One great example of this is GreenNYC’s Stop Junk Mail Campaign which has eliminated 20 million pounds of paper waste since its inception. More creative programs like this which help improve quality of life while reducing waste, are needed. Only then will we be able to start progressing towards reducing waste, and measuring this progress.

Intro 1573 & Reporting

The legislation being heard today, Intro 1573, echoes the Administration's current goals but could go further. The city already has policies and programs to foster recycling, reuse, and composting. We ask the Council to work with the Department of Sanitation and the Mayor's Office to develop legislation that codifies waste reduction, reuse, and composting metrics, sets measurable targets and requires regular reporting to the public on these metrics. We see a need for a more robust quantification of waste metrics so that we can accurately gauge progress and create targeted solutions that will help us achieve true zero waste by 2030.

Intro 1573 states a 100% diversion from landfill goal which we, the members of the SWABs, advise to be reduced to the more internationally accepted rate of 90%. Not everything in our waste stream can be reused or recycled safely, and it is dangerous economic policy to require recycling at any cost when often markets do not exist for many recycled materials. 90% diversion is a more universally held and attainable goal, recognizing that while recycling is a necessary component of the zero waste plan, it is also a very resource intensive process and is a less preferred method than waste reduction and reuse policies. We also recommend adding a more practical waste reduction target to this legislation such as: reduce the amount of waste disposed by 75 percent by 2030 from a 2005 baseline.

Incentives & Enforcement

Other cities with aggressive zero waste plans, such as San Francisco and Austin, TX, have robust incentive programs and large enforcement teams issuing penalties for lack of compliance, helping them move the needle. Programs like Save as you Throw, when introduced in NYC, will presumably offer residents incentives to reduce waste and divert more, but incentives, and programs to engage residents and businesses, should not stop there. Department of Sanitation also needs to make regular increases in its enforcement team in order to hold all businesses and residents accountable to our recycling and organics rules and laws.

Our Asks

We think the City Council would agree that increasing recycling and organics

collection capacity will not on its own get people to separate recyclables and organics from their trash. Changing personal behavior has always been a public policy challenge- seat belts, condoms, even the position our babies sleep in, all needed aggressive outreach campaigns to educate the public on the desired behavior modification and the reason behind it. The Manhattan and Brooklyn SWABs see the behavior change needed for New Yorkers to reduce, reuse and recycle as something that can be successfully influenced through an ongoing awareness campaign and educational program. What *Don't Mess with Texas* did for litter, NYC can do for reducing waste with a catchy, well funded PSA campaign.

We would also like to see the City expand the Zero Waste Steering Committee or create a new Zero Waste Task Force that includes not only employees of city agencies and Mayor's Office working on the Zero Waste program and policies, but also people from a broad range of backgrounds who play a part in helping the City achieve zero waste. This task force should be transparent, and collaborative, reporting publicly on the city's progress towards zero waste while developing creative solutions to the difficult hurdles we will face while trying to reach these goals.

Conclusion

In summation, the Manhattan and Brooklyn SWABs support the City's aggressive goals for diverting waste from landfills and reducing the volume of waste collected, but these goals will only be achieved by making the necessary investments in behavior change, focusing on waste reduction and reuse over diversion, and measuring progress while reporting on it regularly and publically so that New Yorkers can engage in zero waste.

We would like to thank the Council for this oversight hearing and the opportunity to have a robust discussion on what it will take to get the City to zero waste by 2030.



Committee on Sanitation and Solid Waste Management
Oversight - Getting to Zero Waste by 2030.
Int. No. 1573 - In relation to establishing a
goal of zero waste for New York city by 2030.

Monday, September 18, 2017 1 PM
City Hall (Council Chambers)

Good Morning

My name is Vandra Thorburn and I appreciate the opportunity to testify before this Committee today regarding Intro 1573 (including the threat that reaching Zero X 2030 might not happen).

I am the founder of Vokashi – kitchen waste solution - a unique composting service in NYC that is now eight years old. Through this compost collection service, I have demonstrated the viability of using an alternative, low tech solution to the zillions of plastic bags involved in particular in organic waste collection. We have shown the profound efficacy of the 5 gallon bucket and introduced the Japanese method of fermenting food scraps as the cleanest, safest, most environmental friendly and cost-effective way of managing “incidental food waste.” We collect food scraps from households, offices, and small businesses with kitchenettes and pantries and compost at public and private gardens.¹

I have testified many times before this Committee to get support for community-based, small and medium-sized composting facilities. Today, I am again pleading for support for the growth of micro-haulers in the waste sector. For far too long the waste sector has been monopolized by large government agencies (DSNY and DEP) and corporate waste management enterprises. As you know, in the Comptroller’s 2016 report card on MWBE participation in city agency procurement, BIC got an “F” and DSNY got an “F.”² We need contracts between the city and

¹ **Fermentation and Civilization are Inseparable:** As we all know, there are challenges to urban composting. Fermentation delivers us from the first problem: “rotting food.” At Vokashi we have introduced ‘bokashi’ – fermenting food scraps – to dozens of homes, office pantries and small cafeterias and catering kitchens. For the past 8 years, we have regularly collected hundreds of buckets of fermented food scraps. It is remarkably simple, safe and easy. Bokashi is a composting method advocated by Town Councils throughout England. Bokashi’s main ingredient, EM-1®, (effective microorganisms) is the world’s leading microbial inoculant developed by EMRO Japan and is an OMRI¹ registered product produced and distributed through Texas and Arizona.

² Current NYC Law -- Local Law 1 of 2013, now Section 6-129 of NYC Admin Code.

1. MWBE participation program administered by Small Business Services, specifically the division of economic and financial opportunity.
2. Citywide targets are based on annual agency expenditures. Agencies are to adopt their own goals taking citywide goals taking nature of procurement and MWBE availability rates into consideration.



haulers to focus on the significant opportunity to boost MWBE participation in this industry that has very high barriers to entry and participation. And I urge this Committee to look at the requirements in Los Angeles' "RecycLA".

Last year the Mayor's official 80X50 plan "New York City's Roadmap" was released. The Waste section suggests there might be some light in this tunnel.³ The report references the Private Carting Study and the commitment of DSNY and the BID to work with broad group of stakeholders including businesses, the private carting industry, and environmental justice advocates to develop an implementation plan for commercial waste reform in NYC.⁴ I do hope the independent community-based composting entrepreneurs and initiatives will be invited to partake in this process.

The 80X50 goals are based on GHG-reduction strategies yet NYC's community-based composters have long been considering the intersection between climate change mitigation and local capacity building for organic waste management. We have created green infrastructure like roof top gardens, which reduces heat island effect and considered how the city's brownfields could be remediated with composting and other bio-remediation efforts. With support from DSNY, community-based composting initiatives have developed sustainable and learning centers and urban farms. Super-sonic, large scale Anaerobic Digestions should not be the only new waste management measure adopted by the city for the 80X50 plan.

Green Infrastructure / Green Jobs: As I have testified in the past we have opportunities to generate healthy neighborhood green jobs as community composters and recycling educators. According to recent reports, recycling creates far more jobs than landfilling or incinerating it. To invest in Marine transfer stations, which directs waste to those irresponsible means of disposal, is to miss out on major job creation opportunities. If New York City were to increase its recycling rate from 24% to 70%, it could create more than 3,000 local jobs processing materials at recycling facilities.⁵ For the past 8 years, Vokashi has been collecting, composting and cleaning between 300 to 400 buckets of food scraps (approximately 3 to 4 tons) a month with just two of us. It is still a mom & pop initiative. We need legal and regulatory support for our service and similar micro-hauling services to grow. We can broaden the commercial organic collection to the thousands of small restaurants, bodegas, delis, bakeries, cafes and juice bars because we have a

3. Each city agency has an assigned MWBE officer and is supposed to train agency staff.

³ "... City is also seeking to support safe, smaller-scale anaerobic digestions."

⁴ "The plan will layout a framework for establishing commercial waste collection zones that will improve customer service standards, achieve the City's environmental goals, set clear standards for worker safety, and allow for new investments in recycling infrastructure and cleaner trucks, thereby dramatically reducing GHG emissions and improving air quality."

⁵ Transform Don't Trash "Dirty, Wasteful and Unsustainable"



simple treatment for source separating wet waste. And there is incidental organic waste in commercial office buildings that have pantries and kitchenettes and cafeterias.

NYC has thousands of acres of green space, community gardens and urban farms and brownfields that require mulch, soils, and compost. At the center of this restoration there needs to be vigorous composting initiatives to maintain healthy vibrant soils for growing foods. Here is a network waiting to be serviced by fleet of community composters.

Over the years I have repeatedly requested reasonable RFP's from DSNY so that small businesses can apply for contracts to develop community scale initiatives. You can imagine how upset I am to learn that DSNY has awarded three year contracts to big businesses without one invitation to small business community.

Support for Small Businesses in the Waste Sector: The Council is floating a new version of Intro 495 to cut back on the amount of waste that is processed in North Brooklyn, Southeast Queens and the South Bronx. Concerns about displaced waste workers can be addressed with alternative investments in community-based recycling and composting opportunities.⁶

Community composting should be considered a bona fide green job by the city, and it should more assertively support the attendant training and education. Workers need to understand the sciences involved in composting including study and testing of soils, microorganisms, worms and fungi. Composting also requires carpentry and building skills and Vokashi introduces workers to all the dimensions of food waste fermentation.

Finally, we need the Council to consider ways to support labor in this sector. For many of us, composting is not a full time job. Part-time labor needs help in a couple of ways:

1. We urge you to consider regulation to help with medical and unemployment insurance
2. We also urge you to consider raising the minimum on 1099 forms from \$600. Reasonable disclosure should start at \$6,000.

Thank you for your consideration.
Vandra Thorburn

⁶ <http://nylcv.org/news/new-bill-distribute-waste-processing-equitably-across-nyc/>

FOR THE RECORD

Jennie R. Romer, Esq.
P.O. Box 48
New York, NY 10159
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September 18, 2017

Council Member Antonio Reynoso
Chair – Committee on Sanitation and Solid Waste Management
New York City Council
250 Broadway, Suite 1740
New York, NY 10007

RE: Oversight - Getting to Zero Waste by 2030 (Int. No. 1573)

Dear Committee Chair Reynoso,

I'm here to discuss plastic carryout bag reduction laws as a way to get to Zero Waste.

I'm a lawyer and a national expert in plastic carryout bag policy. I'm pro bono counsel to New York City Council Members Brad Lander and Margaret Chin regarding carryout bag policy and I was instrumental in helping them develop the 5-cent carryout bag fee that passed City Council last year, but was blocked by the New York state legislature in February of this year via a Moratorium bill (S.4158/A.4883).

First, some background on carryout bag laws. There are three main types of bag laws:

- Bag Fee: fee mandated for all carryout bags
- “Second Generation” Ban or “Ban/Fee Hybrid”: ban on thin plastic bags, fee for all other carryout bags (paper, reusable, compostable)
- X “First Generation” or “Straight” Ban: ban on thin plastic bags only

The best practice for carryout bag laws is to include a fee component so that all bag types are addressed and an increase in the use of any bag type is discouraged (the first two structures above). Data from all over the world shows dramatic reductions in carryout bag consumption as the result of bag fees. Also, industry groups - namely the Food Industry Alliance - have sued or threatened to sue other New York municipalities looking to adopt Straight Bans, because the FIA claimed that Straight Bans could spur increased paper bag use, which could be worse for the environment. Given this background, it's important to get the structure of the law exactly right.

Carryout bag law structure varies slightly by state, but generally in order to have the bag fee money go to a government entity the law would have to be adopted at a statewide level or the state legislature would have to adopt "enabling legislation" allowing cities to levy taxes on carryout bags. Without permission from the state for cities to collect a tax, the entire amount of the bag fee must stay with retailer to avoid claims of “unconstitutional taxation.” Hilex Poly, the biggest plastic bag manufacturer in the country, sued LA County over their bag law (a Ban/Fee Hybrid) and LA County won because the entire amount of the fee collected stayed with the retailer and thus could not be classified as a tax.

The Moratorium adopted by the New York legislature prohibits “the adoption and/or implementation of any local law or ordinance, or any rule or regulation, by a city with a population of one million or more, related to charging a fee for carryout bags.” However, the bill allows for the City Council to adopt a new law charging a fee for carryout bags in the next City Council term, which commences January 1, 2018.

Upon signing the Moratorium bill, Governor Cuomo announced that he would appoint a Task Force that would “work to develop a uniform and equitable statewide plan to address New York’s plastic bag problem” and stated that the Task Force would conclude with a report and proposed legislation by the end of the year. As we await the Task Force recommendations, New Yorkers are busy discussing what the best structure for NYC’s “Bag Law 2.0” might look like.

One main criticism of the original bill is that several people instead called for an outright ban with no fee; however, I do not recommend this structure. The Governor and the Mayor have each made several public statements conveying that they think banning plastic bags is preferable to a fee. Most of the environmental groups and local politicians that pushed for NYC’s bag fee were open to a ban, but *only* if it included a free component because the fee component is essential to an effective state-of-the-art carryout bag policy. The Ban/Fee Hybrid structure has proven to be incredibly effective in other cities in changing consumer behavior by encouraging people to bring their own bags to the store. This structure has also taught people to eschew a bag altogether if they only get an item or two. Moreover, the Ban/Fee Hybrid structure ensures customers don’t merely switch to whichever “free” alternative carryout bag is made available, in particular plastic bags more than 2.25 mils thick and qualify as “reusable bags.”

The Governor and the Mayor have each also made public statements that if a fee is imposed the money collected shouldn’t stay with the retailers, but rather go to a fund for environmental projects. The state legislature alone, not the City, has authority to direct the money collected to a fund, rather than staying with the retailers. Having most of the money going to a fund would be ideal, but until the state legislature allows for this, cities’ only choice in adopting effective fee policies is to have money stay with the retailers.

A per bag discount was also suggested as a way to incentivize customers to bring their own bags. BYOBag discounts have not been shown to be effective on their own, but were incorporated into Washington DC’s carryout bag law, which has a fee component.

“Bag Law 2.0” Structure Recommendation for Discussion

Based on lessons learned in other cities that have adopted carryout bags laws as well as specific criticisms of NYC’s original bag fee, a comprehensive “Bag Law 2.0” structure worth considering is:

- A Ban/Fee Hybrid:
 - ◆ ban on thin plastic bags (under 2.25 mils thick)
 - ◆ 5-cent fee on all other carryout bags: paper, thicker plastic, compostable plastic
- Environmental Fund: Most of the money collected goes to an environmental fund rather than staying with the retailer. (This would require either a statewide law or enabling legislation passed by the state legislature allowing cities to collect a bag tax.)
- BYOBag discount: Stores required to offer a 5-cent discount for each carryout bag provided by customers for their purchases, regardless of whether that bag is paper, plastic, or reusable.

I’m also attaching a fact sheet that I put together providing an overview of carryout bag laws in the U.S.

Thank you for inviting me to testify.

Sincerely,

Jennie Romer, Esq.

FACT PLASTIC BAG LAWS SHEET IN THE U.S.

BAG LAWS ACROSS THE COUNTRY



MAP KEY

- state preemption (AZ, ID, IN, IA, MI, MO, WI)
- statewide preemption on bans only (MN) or on fees only (DE under recycling law)
- statewide preemption law allegedly in place but local bag laws recently adopted (FL only)
- several local laws adopted, but NYC's bag law preempted by state moratorium (NY only)
- states with locally adopted bag laws that aren't preempted (AK, CA, CO, CT, HI, IL, ME, MA, NJ, NM, NC, OR, RI, TX, WA) (note: pending lawsuit in TX)
- statewide bag laws (CA & HI*)



CALIFORNIA IS THE ONLY STATE WITH A UNIFORM STATEWIDE PLASTIC BAG REDUCTION LAW

*Hawaii has a de facto statewide law because all inhabited counties have their own law



AT LEAST 293 LOCAL BAG ORDINANCES HAVE BEEN ADOPTED IN 22 STATES IN THE U.S
and Washington, D.C.

TYPES OF BAG LAWS

**Best practice: include fee component so all bag types are addressed & increase in the use of any bag is discouraged

****Bag Fee:** fee mandated for all carryout bags

****"Second Generation" Ban or "Ban/Fee Hybrid":** ban on thin plastic bags, fee for all other carryout bags (paper, reusable, compostable)

"First Generation" or "Straight" Ban: ban on thin plastic bags only

TYPES OF PREEMPTION

Preemption: the action of forestalling, especially of making a preemptive attack

American Legislative Exchange Council (ALEC) boilerplate language preempting local laws on plastic bags or "auxiliary containers"

Statewide plastic bag recycling law that includes a clause preempting local ban and/or fee

State law intended to block a bag law in a specific city



In most states the entire amount of the fee must stay with retailer to avoid claims of "unconstitutional taxation" because generally the state must give permission for cities to collect a tax. (Depends on the state constitution, "enabling legislation" can allow cities to adopt taxes.)

DO PLASTIC BAG LAWS WORK?

WASHINGTON, D.C.

60%+ reduction in single-use carryout bag consumption in first year

Corresponding reduction in plastic bag litter in D.C.'s Anacostia River

83% of D.C. residents and 90% of D.C. businesses support the law or are neutral



CALIFORNIA



Statewide ban on thin plastic bags (under 2.25 mils) & min 10-cent fee for paper & reusable

Law was adopted by the legislature and later approved by statewide voter referendum

151 local jurisdictions had adopted bag laws prior to upholding statewide law

A similar local law in San Jose, CA: reusable bag use increased from 4% to 62%, plastic bag litter decreased 59% on streets and 89% in storm drains

CHICAGO



Initially adopted a straight ban on all thin plastic bags (under 2.25 mils) but large chains, including Walmart, simply switched to giving away thicker plastic bags that qualify as reusable bags

In reaction, environmental groups and some retailers united to push for a 7-cent tax on all carryout bags

In the first month after the tax, the number of plastic and paper bags Chicagoans consumed at grocery stores dropped 42%

WHY REGULATE PLASTIC BAGS?

WINDBLOWN LITTER



Even if disposed of properly, plastic bags get caught in the wind

Visible in environment as litter (often caught in trees)

Litter clean-up costs taxpayers

MARINE IMPACTS

Plastic bags can entangle or choke marine life

Break down into small pieces

Sea turtles mistake for jellyfish



WASTE MANAGEMENT



There is no viable market for dirty plastic bags

Clog recycling machinery

Contaminate other recyclables

RECYCLING IS NOT THE ANSWER



Recycling is a commodities market: some materials more valuable than others & dirty plastic bags don't have a viable market.

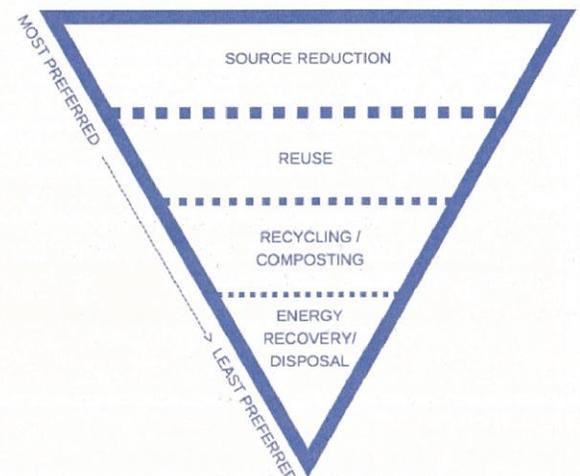
Plastic bag recycling rates are difficult to measure, estimated at ~5%.

Plastic bags often clog municipal recycling machinery when recycled curbside.

Instead of take-back recycling programs at retailers, focus should be on customers bringing their own bags (BYOBag).

Bag recution laws (bans & fees) encourage BYOBag behavior.

WASTE MANAGEMENT HIERARCHY





September 18, 2017
Testimony from The Cleaver Co.
Mary R. Cleaver, President

Good morning and thank you Committee Chair Reynoso and others in attendance for your time today.

I am Mary Cleaver, owner of The Cleaver Company and The Green Table. We are a catering and event-planning business dedicated to creating and producing high quality events, while striving to improve the food supply. We also have a farm to table restaurant, called The Green Table, and operate two kiosks at The Battery, known as Table Green, during the six warmer months of the year.

For more than 35 years, we have been committed to creating a healthy, sustainable, local food and farm economy. We care about where our food comes from – sourcing seasonal ingredients from responsible local farmers and producers. We also care where it goes: we train our kitchen and off premise catering staff to always separate waste into recycling, compostable and landfill waste.

Through the years, we have been outspoken advocates for handling commercial waste in a responsible manner that is good for the environment. We pushed to begin commercial composting in the Chelsea Market where our commissary is located – and where many other food businesses are tenants. We enthusiastically joined the Mayor's Food Waste Challenge in spring of 2013, and we were here before City Council to support the 2013 commercial food waste law.

We welcome Commissioner Garcia and DSNY's recent and gratefully ambitious initiatives to help move the whole city closer towards the vision of zero waste to landfill by 2030. This includes the application and enforcement of recycling laws to businesses, commercial and mixed use buildings, as well as residential units, so that all businesses are required to responsibly and systematically separate their waste.

However, it is concerning that while stores and restaurants across the city are now diligently separating out their waste streams, there continues to be a lack of transparency around where this waste is taken, and the extent to which it is actually being recycled and composted. We just don't know what happens to the recyclables, and other compostable materials we conscientiously separate and return from events we produce around the city, after it is taken from the loading dock by our hauling company.



A year ago, The Chelsea Market did proactively consolidate the building's waste to one loading dock and installed a bio digester, so we now separate in 4 streams – organic waste/vegetable scraps acceptable to the bio digester; industrial composting such as meat and chicken bones, fish carcasses, citrus, paper towels and compostable serveware; recyclables; and landfill. We had to insist on the recycling as it was not common practice, and I am happy to say that is in full affect. More often than not the bio digester is nonfunctioning. This means that, although we continue to separate accordingly in our kitchen, on the dock, we must consolidate these composting streams once again, with all compostable matter going into the industrial compostable bins. To the best of my knowledge this is then taken to the Newtown Creek Waste Water Digester Egg in Greenpoint.

A second problem for customers is that the pricing system lacks transparency and consistency. It is very difficult to know if you are getting a fair rate for waste hauling, and often businesses along the same street pay different rates to the same hauler. As part of the consortium of Chelsea Market we now pay slightly less that we did as a single business pick up, but as we plan our move from Chelsea after 21 years to an affordable space in one of the outer boroughs, we do not know what to expect or how to negotiate waste pick up at our next location.

The system also operates differently for large and small businesses. While large businesses are able to negotiate their contracts with carters and adjust prices on the basis of how much waste they generate, small businesses have far less bargaining power. Studies have found that over sixty percent of NYC small businesses do not have a written contract with their waste hauler, which leave them at the hauler's whim with respect to price increases, while 90 percent pay a flat rate for waste collection – disconnected from the amount of waste they generate.

Additionally, there is a lack of infrastructure for compost in the city and its environs. As far as I know, since the Peninsula composting facility was shut down by the state of Delaware in 2015, there is now only one commercial composting facility available to some of the NYC haulers. We would like to see far greater investment in this infrastructure, which in turn will bring the creation of good, green jobs. There are many farms – particularly dairy farms - in neighboring counties who have no succession plan or cannot afford to stay in business. It seems to me that we could help the regional farm and food economy by creating organic composting facilities on nearby farms to help families keep the land in some form of agricultural use.

We are hopeful that the reforms underway will provide a major opportunity to address the problems with NYC's commercial waste system across the board, by enabling a robust, transparent composting and recycling system, fair, consistent and transparent pricing for businesses of all sizes, and the creation of green jobs.

Thank you again for your time.



**Green Map
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GreenMap.org
Think Global, Map Local!

FOR THE RECORD

TESTIMONY on ZERO WASTE

I am the Director of Green Map System, a NYC-based nonprofit that support the mapping of local environments and green living resources here and in 65 countries. Longtime proponents of waste reduction: in 1993, the Times Square Alliance (then called the BID) hired us to create public space recycling bins and to design waste reduction campaigns for cafes. As a member of the Manhattan SWAB, I also worked with Sanitation to reduce junk mail citywide. More recently, our nonprofit published the Less = More Green Map, a youth-centric map that provides cheap, free and cool ways to reduce waste in NYC (download at <http://bit.ly/LMnycGM>).

I'm writing now, concerned the City is not involving the average New Yorker in waste reduction. We are rarely encouraged to bring a water bottle, to select quality over single use products, or to choose food wisely. As a result, **we are trashing more than the city**: New Yorkers contribute massive amounts of Greenhouse Gas to the atmosphere, without realizing the extent of the damage we are causing. There are other costs as well, but the compounding effects of climate change make the climate costs of our waste exceedingly high.

Missed opportunity example: My neighborhood, the Lower East Side, is selected to be part of the Neighborhood Rat Reduction program.

The July 2017 forum I attended included nary a mention of the **people**. It was all about bigger garbage cans, better compactors, paved dirt floors at NYCHA buildings, as described here - <http://bit.ly/ratsout17> - but no waste reduction campaign, no signage, no waste ambassadors to help people get on board, no celebrity or giant rat character to come to the community, schools, etc., and get people thinking and acting differently!

Organics generate methane, making it critically important to segregate them and compost locally. The LES has commuter composting. Why doesn't the City promote this program and others that already work, while getting buildings on board.

Corner garbage cans are overflowing. With what? Mostly bottles, cups, packaging, and recyclables. That's why food waste ends up on the ground, no room in the bin. So no matter what waste is being targeted, I urge City Council and the Department to have a **comprehensive, all in, waste reduction program** that will deliver long term benefits. Get the retailers, businesses, schools and everyone involved, and make waste reduction the norm.

As a designer, I would happy to come brainstorm on creative ways to engage New Yorkers and elevate the status of waste reduction to 'high priority'.

Wendy Brawer, Director
Green Map System

Good Afternoon. My name is Sarah Martin and I'm Co-Chair of the Morningside Heights/West Harlem Sanitation Coalition. Our organization is delighted that New York City is working towards the goal of zero waste.

We are most concerned, however, about the New York City Housing Authority, the largest landlord in the City. As a 57 year resident of public housing, I had the honor to work with the Sanitation Coalition in developing a most successful recycling program for Grant Houses in West Harlem. Unfortunately, I also saw the unraveling of the program because of neglect by all levels of Management from the Chair to the Caretakers. Grant Houses was recycling at 30% at the height of our program. This was well above the City average.

There are several principles that we followed which made our program so effective.

- 1. The ownership of the program belongs to the residents. They need to run it and feel it is theirs for it to succeed.**
- 2. The resident leadership of the program must see that EVERY person in the development gets recycling education. Our organization went floor by floor, building by building doing our hands-on workshops. Everybody got word of it and wanted to participate.**
- 3. For recycling to succeed, the recycling leaders must have the cooperation of all levels of management and the Department of Sanitation**

We know that funds are short but recycling education must be a priority if Public Housing is to succeed. If our principles are put in place, moving to zero waste will be possible.

September 18, 2017.

**TESTIMONY OF
THE SOLID WASTE ASSOCIATION OF NORTH AMERICA (SWANA)
September 18, 2017**

Good afternoon. Chairman Reynoso, distinguished members of the City Council, and guests, my name is David Biderman, and I am the Executive Director and CEO of the Solid Waste Association of North America (SWANA). With more than 9,000 members, we are the largest association in the world for waste and recycling professionals. Our growing New York chapter has about 350 members, and our New York City members include people who work at the Department of Sanitation, private sector recycling facilities, and many waste and recycling collection companies.

SWANA is pleased to testify today about Zero Waste, an important policy issue that will require engagement from legislators, regulators, the industry, environmental advocates, and the general population in New York City, for the City to achieve its Zero Waste goal.

Earlier this year, SWANA and the California Resource Recovery Association rolled out the first Zero Waste certification course for municipal managers and waste industry representatives. From developing the principles and practices included in our new course, we know Zero Waste has many definitions. To some, zero means NO wasted resources. To others, zero means NO waste to landfill. Zero might mean zero or it may mean a reduction of 80 or 90 percent by a given target year. Dozens of municipalities and counties in the United States have Zero Waste plans or goals, and most have different definitions and different target years. SWANA supports all of these diverse efforts, as all of them reduce greenhouse gas emissions, and because local decision-making and a commitment to progress are important principles to successful Zero Waste initiatives.

SWANA fully supports the Department of Sanitation's Zero Waste plan, which calls for zero waste to landfill by 2030. We acknowledge the difficulty, as no major east coast city diverts even half of their waste from disposal, and there is not sufficient infrastructure in or near New York City to manage the array of materials currently being generated. One of the challenges and also a benefit of Zero Waste is that it does not rely solely on the development of new processing capacity.

The waste stream consists of a wide variety of components, generated from a diverse variety of sources. This is particularly true in New York City, where 8.5 million New Yorkers generate nearly 12,000 tons of waste every single day, with a similar amount generated by stores, offices, factories and other businesses. It would an incredible, historic accomplishment to greatly reduce landfill disposal of the millions of tons of waste collected annually by the Department of Sanitation.

Achieving the City's Zero Waste by 2030 goal means asking all New Yorkers to change their consumption habits, which is much more difficult than passing laws or developing catchy Zero Waste slogans. The road to Zero Waste also has to engage manufacturers to change their understanding of a product's end-of-life and to revisit product packaging. New York City is one of the few cities with the stature and scale to engage at that level.

In addition to increasing recycling, New Yorkers should look for opportunities to donate or share usable items. Zero Waste also means encouraging the use and recovery of food to feed people or use for energy recovery, and developing new technologies to process and use material diverted from disposal. It may also include increased enforcement, regulation and costs, which are not popular with residents or the business community.

Zero waste is a lofty goal. SWANA appreciates the opportunity to provide a national perspective, and supports the Department of Sanitation's Zero Waste efforts. Thank you.



166A 22nd Street
Brooklyn, NY 11232 NYC-EJA.org

On the ground – and at the table.

To the New York City Council Committee on Sanitation and Solid Waste Management, Regarding NYC's Zero Waste Goals

September 18th, 2017

Good afternoon. My name is Priya Mulgaonkar, and I am here to testify on behalf of the New York City Environmental Justice Alliance (NYC-EJA). Founded in 1991, NYC-EJA is a non-profit citywide membership network linking grassroots organizations from low-income neighborhoods and communities of color in their struggle for environmental justice. NYC-EJA empowers its member organizations to advocate for improved environmental conditions and against inequitable environmental burdens. NYC-EJA has been a leader in advocating for a more equitable and sustainable solid waste system for over 20 years.

NYC-EJA has led efforts for comprehensive policy reforms to address solid waste and the impacts of dozens of transfer stations on a handful of low-income communities of color throughout New York City. New York City creates roughly 35,000 tons of garbage every day. Garbage trucks needlessly travel thousands of miles throughout New York City polluting our air with diesel fuel, clogging our streets, and diminishing our quality of life. These impacts are greatest in those few low-income and communities of color where truck-dependent transfer stations are clustered, and along the truck routes used to haul garbage. Not surprisingly, these same communities deal with many sources of pollution and the negative health consequences thereof – such as asthma, heart disease, and cancer. Because a number of NYC-EJA's member organizations come from communities overburdened by garbage, we advocate for strong zero-waste policies that minimize the impact of truck traffic and trash in our neighborhoods.

One year ago, we released a report that outlined the specific air quality concerns of communities in the South Bronx, North and South Brooklyn. Our volunteers counted waste trucks and collected data on particulate matter associated with diesel exhaust. Volunteers in the South Bronx at one particularly bad street corner counted 304 commercial trucks per hour, almost half of which were commercial waste trucks. That's one commercial waste truck every 24 seconds. The South Bronx also reported between 2x and 7x greater than average PM2.5 pollution for that area. Our volunteers in North Brooklyn measured PM2.5 at levels 5x higher than the average.

As the City moves forward with its Zero Waste goals and its new zoned system for commercial waste, the Mayor's OneNYC commitment to Equity must direct implementation. We need to advance the long-awaited shift from an unjust, polluting truck-based system, to a cleaner, fairer, Zero Waste system that fully capitalizes on the new DSNY-run Marine Transfer Facilities, and more equitably distributes the necessary burden of solid waste management.

Zoning provides an opportunity to design a truly Zero Waste, efficient and equitable commercial waste system that distributes the impacts of waste across all the boroughs—not just in low-income communities of color.

Exclusive collection zones are critical to reducing excessive vehicle miles travelled (VMTs) by trucks and achieving high diversion rates in an efficient, lowest cost way. By creating rational commercial districts, haulers can better facilitate separate collection of recyclables, compostable organic waste, and garbage without adding to citywide vehicle miles travelled by collection trucks. Indeed, the 2016 DSNY study of the commercial carting industry's routes found that every neighborhood would likely see a decrease in truck traffic and related emissions, with the greatest VMT reductions occurring in the EJ communities in Bronx and along the BQE and LIE.

As the City prepares its zoning strategy, DSNY should consider using a high-standard RFP process for its commercial waste zones to ensure that contracts are awarded to haulers with the strongest proposals for waste diversion, lowering emissions, and reduction of negative community impacts. The City should also consider both the locations and community impacts of private, truck-based transfer stations to be used by commercial haulers when awarding contracts under a zoned waste system. DSNY could facilitate this by structuring tipping fees to incentivize haulers use of more efficient, more equitably dispersed facilities such as the upcoming, state-of-the-art Marine and Rail Transfer Stations. Each facility could be scored based on criteria such as indoor truck queuing, strict anti-idling policies, and record of compliance with safety and environmental regulations.

Thank you for this opportunity to testify. We look forward to continued work toward the complimentary goals of Equity and Zero Waste.

Testimony to the Committee on Sanitation and Solid Waste Management, New York City Council
Sean Campbell, President of Teamsters Local 813
September 18, 2017

Good afternoon. I am Sean Campbell, President of Teamsters Local 813. We represent private sanitation workers in New York City. The Teamsters are by far the largest private sanitation union in America and represent collection, processing, disposal, and recycling workers.

Thank you to Council Member Reynoso for holding this hearing, and for being a champion for sanitation workers in your time as chair of this committee.

We are fully in support of New York City's Zero Waste by 2030 goal. As the men and women who handle our city's trash, we feel the environmental and other impacts more than anyone. We want to live in a city where unsustainable materials are not used and where everything is recycled or composted.

Some opponents of the city's plan try to say that sustainability and jobs are at odds. That could not be further from the truth. The greenest waste transfer stations in the city, the Department of Sanitation's new Marine Transfer Stations, are also those with the best labor conditions, pay, and benefits, guaranteed by a Teamster contract. The more New Yorkers recycle, the more jobs that will be created at the Sims plant in Sunset Park, where workers recently approved their first Teamster union contract and have high quality pay, healthcare, and safety protections.

It is also why we campaigned for years for a commercial waste zone system to create jobs and dramatically improve jobs in the private sanitation industry. We commend New York City for adopting this policy. Several investigative journalists and advocates have exposed the widespread exploitation of workers in this industry. The commercial waste zone system, if structured correctly, will require good wages and strong safety programs. Companies that fail to do so, will face losing multi-million dollar contracts.

We also fought for a commercial waste zone system because it will finally allow the city to set the aggressive diversion targets we need to achieve zero waste in commercial sanitation. High diversion is good for sanitation workers because we will live in a greener city.

But let's be honest. The Teamsters are also excited about commercial waste zones and higher diversion because it means creating a lot of good, green jobs for working New Yorkers. Our coalition, Transform Don't Trash NYC, recently reviewed the jobs and recycling rates of leading green cities in the US. Cities with high diversion rates have 60 percent more recycling jobs – both collecting and processing recyclables – than New York City, per ton of waste generated. We calculated that if New York City were to raise its recycling rate to 70%, we would create 3,300 new, local jobs.

But it's not going to happen without the big carrot and the big stick of the commercial waste zone plan. Commercial sanitation companies, rather than engaging in the race to the bottom of the last 20 years, will have the long-term contracts and predictable revenue they need to invest in 21st century recycling facilities and equipment. And if they fail to meet the goals, the City can require remedies or even give their zone to another company who takes recycling seriously. I can tell you that many sanitation companies still are not recycling a single can or bottle, more than a year after the new recycling regulations went into effect.

We need that accountability because there could easily be unintended consequences of leaving increased recycling up to the free market. Private sanitation workers tell me that the companies that do offer recycling are often not hiring new workers to collect metal, glass, and plastic. Many companies are giving those additional duties to existing workers on top of their existing workload. At non-union companies in particular, this results in severely overworked employees, who may be in violation of federal work-hour regulations for commercial drivers and who are more susceptible to injury or falling asleep at the wheel.

New York City can and must reach our zero waste goal. The Teamsters commend Mayor de Blasio and the Department of Sanitation for moving aggressively to implement the commercial waste zone policy. Our members look forward to being partners in the zero waste future.

Hello, I am a member of grassroots organization Cleanup North Brooklyn. We're a group of families, small business owners and artists fighting for cleaner air quality in Bushwick.

Thank you for inviting us to this hearing and thank you to Councilman Reynoso for continuing to be an advocate for environmental justice and waste equity for our community.

Cleanup North Brooklyn is strongly in favor of the 80by50, ~~90~~90by30 and the new Organics program moving NYC to a more Sustainable city.

However we come today with some words of caution. Too often when environmentalists talk about Sustainability, the issue of Environmental Racism is not addressed or included in the vision for attaining sustainability.

As you all may know, North Brooklyn is home to many families, schools, playgrounds and sadly, 19 waste transfer stations handling about 40% of the city's waste.

As well the South Bronx and Southwest Queens, predominantly communities of color have suffered for decades by *Waste Station Clustering*. Our communities are saddled with dangerous truck traffic, unbearable stench, and so much idling from short and long haulers that it has led to a generation of children with respiratory problems.

As the Organics program expands, these three communities will shoulder the burden of processing of more food waste. More food waste means more trucks, more traffic, more idling, more diesel fume particulate matter, and ultimately more asthma.

Getting to Zero Waste is a unique opportunity for the city to build waste infrastructure in an *equitable* fashion, and help reverse the tide of environmental racism that plagues communities in the outer boroughs.

In particular, we recommend better enforcement of private haulers and Waste Transfer Stations. Our community's environmental report Profits Before Safety identified 1200 violations of city and state law from a local Waste Transfer station, during a single week. However zero citations were issued by any city or state agency.

As DSNY and the city of New York hammer out the rules of moving towards Zero Waste, they have to ask themselves "Do we want to repeat this same mistakes made with the closing of Fresh Kills? Will these same three communities be forced to shoulder the *environmental burden* of moving to Zero waste?"

To put it more bluntly, Is the Zero Waste campaign meant to help New Yorkers overall while devastating certain poor communities with diesel fumes, stench, and methane gas?

Please look carefully at the closing of Fresh Kills, and the clustering of Waste Transfer Stations. While everyone wants to get to Zero Waste by 2050, the *burden* of getting to Zero Waste should be distributed *equitably to all New Yorkers*.

CLEANUP NORTH BROOKLYN

cleanupnbk.org

**Testimony of Melissa Iachan and Justin Wood,
New York Lawyers for the Public Interest,
Before NYC Council Committee on Sanitation & Solid Waste Management
Zero Waste Oversight Hearing
Dated September 18, 2017**

Good afternoon, my name is Melissa Iachan, and I am a Senior Staff Attorney in the Environmental Justice program at New York Lawyers for the Public Interest. I am here with my colleague Justin Wood, the Director of Organizing and Strategic Research at NYLPI. NYLPI is a core member of Transform Don't Trash NYC. Thank you to Chair Reynoso and the Sanitation Committee for holding another timely oversight hearing on the critical issue of waste reduction in our city. As the city has acknowledged, there is simply no way our city can meet its greenhouse gas reduction targets without dramatically reducing the amount of waste we send to landfills and incinerators.

I want to begin on a positive note by thanking DSNY Commissioner Garcia and her staff, and the City Council for all of the positive changes we are seeing in our city's approach to waste management. The adoption of ambitious zero waste goals for both the residential and commercial waste streams, the return of MGP recycling on the residential side, and the expansion of organic waste recycling on the residential side should be recognized as critical first steps that must now be aggressively multiplied to approach zero waste by 2030.

We also want to applaud the innovative moves DSNY and the Mayor are making to reform the commercial putrescible waste sector, which produces as much or more waste than the residential sector, but has historically operated with far less city oversight, monitoring, and accountability. Specifically, we wanted to highlight two great initiatives--

1. First, the Mayor and DSNY's plan to implement a "zoned" commercial waste collection system has enormous potential to increase diversion if the new system is set up to properly incentivize business owners

and private waste haulers to recycle far more waste, and to invest in the processing capacity our city needs to approach zero waste being sent to landfills.

2. Second, the City's adoption of new commercial recycling rules and the possible expansion of mandatory food waste recycling rules are a step in the right direction. Given the huge amount of waste generated by our commercial sector -- a third of which is estimated to be organic food waste -- recycling and composting cannot be treated as optional, voluntary activities if we are to move the needle on diversion at all, let alone get to zero waste.

However, the adoption of new rules will not be enough to reform a commercial waste system that remains fundamentally built around trucking massive amounts of waste through land-based transfer stations who do very little recycling, by haulers who have very little experience or desire to expand recycling and composting services.

I now want to draw the council's attention to troubling evidence that even in the wake of the positive developments by the city, the private waste industry -- including many companies that take pains to portray themselves as "green" -- are simply continuing to ignore the city's recycling rules.

The following video is an example of what happens to recyclables and compost at a business that does appear to be doing the right thing -- carefully putting their food waste in compostable bags, and separating their dry recyclables and cardboard from refuse, and after the video, my colleague Justin Wood will continue our testimony:

[PLAY VIDEO]

Thank you Melissa, and Chair Reynoso and other members of the Council. What you just saw is not an isolated incident. On any given night over the past year, concerned business owners and members of the public have observed similar behavior, where haulers throw recyclables (often in clear bags or cardboard bundles) being thrown into the same truck as black-bagged putrescible waste.

[SHOW PHOTOS]

While the private industry is clearly the problem here, a disparity in enforcement between the generator side (which is regulated by DSNY) and the carters themselves (regulated by BIC) also contributes.

In 2016, DSNY launched a major education and enforcement campaign, teaching business owners and employees how to properly separate their recyclables and organics, and as of August 1st, Sanitation Police began issuing violations to businesses that violate these rules. It is crystal clear in these rules that recyclable paper, cardboard, glass, metal, and plastic are *not* to be commingled with putrescible and non-recyclable waste. According to publicly available information, over 290 violations issued by Sanitation were referred to the Office of Administrative Trials and Hearings since August 1st.

In contrast, as of September 15, The Business Integrity Commission - which regulates the commercial trade waste industry, including being responsible for enforcing rules on recycling -- had not issued a single recycling violation, according to the same public database.

Similarly, there is a lack of data and monitoring in the commercial waste system to determine how much waste is in fact generated, and how much is recycled by the more than 90 private companies collecting and processing this enormous waste stream.

For now, the only data we have to go on are self-reported summaries of tons sent to landfills, incinerators, and recyclers by private transfer stations and recycling facilities handling commercial waste, which these companies are required to file annually with the state DEC. These reports are often unclear, incomplete, and contain basic arithmetic errors.

Last year, we added these quantities up and estimated that the total amount of commercial material recycled and composted is *at most* a disappointing 22%. This is far lower than cities like Seattle, San Jose, and San Francisco, which publicly share detailed reporting on commercial and residential diversion, and have reached commercial diversion rates of more than 64%, 77%, and 60% respectively.

Commercial waste facilities -- many of which are owned by the same corporations that collect commercial waste -- also appear to simply landfill materials that they don't find sufficiently profitable to recycling, regardless of the law. For example, major recycling facilities owned by some of NYC's largest private haulers reported zero glass recycling in 2016, despite having many customers in the food industry who almost certainly generate recyclable glass.

I also want to stress that this is a contrast to the public sector where the City continues to recycle glass, plastics, metal, and paper through a long-term contract with SIMS, regardless of short-term fluctuations in prices for these materials.

While the underperforming commercial recycling rate and gaps in city enforcement are troubling, we believe the transition to a zoned commercial waste system that DSNY and the mayor are pursuing presents an opportunity to greatly increase commercial diversion, as it has in leading cities, and look forward to continuing to work in partnership with the City to ensure that the zoned system incentivizes diversion together with equity and labor goals. Thank you.



Transform Don't Trash Coalition testimony

Sanitation Committee hearing on zero waste September 18, 2017 1pm

My name is Annabel Short of ALIGN – Alliance for a Greater New York. Thank you Committee Chair Reynoso and members of the sanitation committee for the opportunity to testify on behalf of the Transform Don't Trash coalition. TDT campaigns for economic, racial and environmental justice in the private waste industry in New York City. The core members of the coalition are ALIGN, NYC-EJA, Teamsters Joint Council 16, NYLPI and NRDC, many of whom will also testify in this hearing.

The current commercial waste system in New York City is broken, and is impeding progress towards the city's ambitious goal of zero waste to landfill by 2030.

As many of you know, we currently have a system in which approximately 90 companies, licensed by the Business Integrity Commission, collect waste from stores, restaurants and other businesses throughout the city, running inefficient, overlapping routes. This means that on any given night, you can see six or seven different trucks collecting garbage from the same block, then criss-crossing over to the other side of the city to dump the garbage at waste transfer stations: generating far more traffic and emissions than is necessary.

At the same time, oversight, accountability and transparency are sorely lacking. The inefficient system combined with the lack of oversight leads to many problems.

For example, based on industry self-reported figures (which are likely to be higher than the reality), the commercial recycling rate is only 22%, compared to a national average of 35% and far higher figures in some cities. Haulers have failed to adhere to the city's long-standing and new recycling rules. As you will hear today from our coalition partners, many continue to refuse to recycle source-separated materials with absolutely no repercussions. In this environment, the City's Zero Waste goals are doomed to fail.

This system has also contributed to severely reduced air quality and increased asthma rates in low income communities of color where transfer stations are clustered. It has created a race to the bottom, resulting in low wages and dangerous work environments for workers, as well as fluctuating and non-transparent rates for customers, particularly for small businesses that have far less bargaining power than larger ones.

Luckily, the mayor and Commissioner Garcia have already committed to making important changes. TDT continues to applaud Mayor de Blasio's commitment, made in August 2016, to introduce a commercial waste zoning system. Done right, this has the potential to dramatically increase the diversion of waste to landfills, create thousands of good jobs, reduce the burden on communities, reduce emissions, improve working conditions, and make our streets safer.

In other cities we have seen how commercial zoning can transform waste collection for the better. Los Angeles recently rolled out its groundbreaking "RecyclLA" program, and London has now introduced the idea. Doing this well will be one of the powerful ways that New York City can demonstrate its leadership within the context of the devastating rollbacks in environmental protections that we are seeing from the federal government.

The city will be divided into zones and waste companies will bid to operate them: the contracts will require that the companies meet certain environmental, labor, and community standards. The long-term nature of the contracts will incentivize investments in infrastructure that are essential to significantly drive up recycling rates and make faster progress towards zero waste.

Transform Don't Trash has projected that by increasing its total diversion rate (i.e. commercial and residential) to 70%, NYC could rapidly create 3,300 new local jobs in processing recyclables and organic waste - in addition to the temporary construction jobs needed to build and upgrade recycling infrastructure. These thousands of new jobs could in turn increase opportunities for women and minority-owned business enterprises.

From these brief remarks I hope it is clear that our city's zero waste goals cannot be achieved under the status quo. We have a major opportunity ahead of us to transform this industry for the benefit of all New Yorkers. The TDT coalition looks forward to working productively with the Sanitation Committee, other council members, and the administration to turn this opportunity into a reality.



**COMMENTS OF THE NATURAL RESOURCES DEFENSE COUNCIL
BEFORE THE NEW YORK CITY COUNCIL'S
COMMITTEE ON SANITATION AND SOLID WASTE MANAGEMENT
RE: OVERSIGHT – GETTING TO ZERO WASTE BY 2030**

September 18, 2017

Good afternoon to you, Chairman Reynoso, members of the Committee on Sanitation and Solid Waste Management and dedicated council staff. My name is Eric A. Goldstein and I am New York City Environment Director at the Natural Resources Defense Council (“NRDC”). NRDC is a national, non-profit legal and scientific organization that has been active on environmental health, natural resources, and quality-of-life issues around the country and right here in New York City since its founding almost five decades ago. One of NRDC’s high priority goals for New York has been to transform city waste policy from primary reliance on landfilling and incineration to one where waste prevention, recycling, composting and equity in trash-handling become the new cornerstones. We appreciate the opportunity to appear before you.

The focus of today’s hearing is on New York City’s Zero Waste to landfills goal. NRDC strongly supports this objective and encourages the Administration and the City Council to work aggressively to achieve it. Mayor Michael Bloomberg first set New York City on this path, when he established in his 2011 PlaNYC Update a goal of 75% diversion of waste from landfills by 2030. Mayor Bill DeBlasio continued and expanded upon this approach to waste-handling; he highlighted in his 2015 OneNYC Sustainability Plan the goals of sending none of our waste to out-of-state landfills and of reducing the amount of waste disposed of by 90% by 2030 (in comparison to a 2005 baseline).

Mayor De Blasio and his Sanitation Commissioner Kathryn Garcia have been exactly right to set such ambitious targets. New York City’s strategies for waste disposal have for many decades have led to one environmental blunder after another. Going back to the 1930s, our reliance on in-city landfilling for waste disposal destroyed thousands of acres valuable wetlands that were not only critical for marine life and our coastal environment but that served as effective natural barriers against storm surges and flooding that will be an ever-increasing reality in 21st century life. And our long-running dependence on in-city incinerators was responsible for pouring many thousands of tons of pollution every year directly into the air that New Yorkers were breathing. Even today, New York City exports the bulk of our municipal and commercial trash to more distant landfills and incinerators – dumping our waste problems on other communities and adding to global warming since landfills are the third largest source of climate-altering methane emissions in the United States.

NATURAL RESOURCES DEFENSE COUNCIL

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Skeptics argue that a zero waste policy is over-ambitious, if not unachievable, and that therefore we shouldn't set such a forward-looking goal. But the naysayers are wrong. Zero Waste goals are being adopted by progressive (and even not so progressive) municipalities across the country and beyond. Among those cities that have adopted zero waste policies and are working to achieve them are Seattle, San Francisco, San Diego, Oakland, Portland, Austin, Dallas, Minneapolis and Washington D.C.

Will New York City achieve its Zero Waste goals by 2030? Maybe yes; maybe no. But we will certainly get closer to the goal if we aim for it and follow up with ambitious policy directives than if we don't. The Zero Waste goal is aspirational. It's like the federal Clean Water Act's inclusion of a "national goal that the discharge of pollutants into the navigable waters be eliminated by 1985." 33 U.S.C. Section 1251(1)(1). A Zero Waste goal can help change the political dialogue. It allows for blue-sky thinking. It opens the door for new ideas and different approaches to be tried. And it is a symbol that can inspire the public into adopting lifestyles that are more sustainable. Moreover, adopting ambitious sustainability goals isn't just being done by cities. Just last week, China joined England and France in announcing that it plans in the decades ahead to ban the sales of all gasoline- and diesel-powered cars. In response, the chief executive of General Motors announced: "G.M.'s vision is a world with zero crashes, zero emissions and zero congestion."

In short, there is no downside to setting high standards. New York City's Zero Waste goal can steer us all in the right direction -- inspiring public officials and all New Yorkers to slash the vast amount of waste that even in 2017 we are transporting hundreds of miles to expensive and pollution-spewing landfills and incinerators in a system that is increasingly costly to city taxpayers and seriously damaging to our environmental and quality of life.

There is one other important benefit to achieving and even just striving for the Zero Waste to landfills goal – JOBS CREATION. According to the Institute for Local Self-Reliance, recycling and composting operations generate 5 to 10 times more jobs per ton of waste than do incinerators for landfills. And waste consultants at the independent Tellus Institute have estimated that more than 100,000 new jobs could be created in California if the state were to reach an average rate of 75% recycling and composting. These findings are consistent with studies done years ago in New York City. For example, a 1993 analysis completed by the Urban Research Institute for New York University concluded that as many as 4,000 jobs could be created with a major expansion of recycling here. A recent analysis completed by the New York Lawyers for the Public Interest reached also forecast big jobs growth from expanded recycling and reform of the commercial waste collection system. The bottom line is that aggressive steps to boost recycling and composting could help to create hundreds if not thousands of good, new jobs for New York City residents.

- Recommendation #1: Analyze the Potential for Jobs Creation from Comprehensive Expansion of Recycling, Composting, Reuse and Commercial Waste Reform. We recommend that the City Council take steps to encourage the De Blasio Administration to update the above-mentioned projection by directing the Economic Development Corporation or another appropriate agency to prepare a 2018 analysis of the jobs potential from increasing recycling, composting, product reuse and the reformation of commercial waste-handling in New York City.

Of course, there is no silver bullet to achieve the dramatic gains in recycling, composting and waste prevention, as well as the other reforms that make environmental and economic sense for New York City's waste-disposal system. More than a dozen major strategies will need to advance if the Zero Waste goals are to become reality over the next decade or two. Implementing all of these programs and securing widespread public acceptance will take time. But great progress can be made over the next four year period under the leadership of Commissioner Garcia and Chairman Reynoso and this committee. Among the measures that NRDC believes are necessary to bring New York City much closer to achieving its ambitious Zero Waste goals are the following:

- Recommendation #2: Continue to Expand Organics Collection and Ensure the Program's Successful Citywide Roll-Out. We recommend that the City Council continue its strong support for citywide organics collection. Food waste and yard waste represent more than 30 per cent of the municipal waste stream and their burial in landfills is both expensive and a contributor to the climate crisis, since these organics breakdown when buried into methane, a potent global warming gas. It would be hard to identify a strategy more important to achieving Zero Waste than the successful implementation of the city's new organics collection program. Bravo to Commissioner Garcia for making this program a Sanitation Department priority.
- Recommendation #3: Expand the Collection of Clothing and Textiles to All Multi-Family Buildings. We recommend that the City Council take steps to encourage all multi-family buildings with ten or more units to participate in the city's existing RefashionNYC textile recycling program. Textiles represent more than 6 per cent of the city's residential waste. And a large portion of the clothing and fabric that is presently sent to landfills or incinerators can be reused to the benefit of people in need. The Council should consider enacting legislation to require a phase-in of the RefashionNYC textile recycling program citywide and work with the Department to identify additional steps to make textile recycling more convenient for New Yorkers living in single family homes.
- Recommendation #4: Support a Phase-in of Single Stream Recycling. We recommend that, as the Department's program to collect organics goes citywide, the City Council support the Department's plans to switch over to single-stream recycling. This would

allow New Yorkers to place all designated recyclables -- metal, glass, plastic and paper -- into a single container and facilitate the Department's collection of these materials in a single truck. Such an approach would make recycling easier, boosting collection rates and cutting collection costs. This strategy should be implemented gradually and at the same time as organics collections become mandatory. Thus, the ideal collection design that the Council should support is a three bin system -- one for organics, one for all recyclables and one for the non-organics, non-recyclable trash.

- Recommendation #5: Strengthen Recycling Education and the Recycling Programs in the City's Public and Private Schools. We recommend that the City Council take steps to provide additional funding to support enhanced recycling and education on how and what to recycle at every elementary school in New York City. Perhaps no other recycling education program is more important than teaching young children the importance of recycling and waste prevention to achieving sustainability. And studies show that if children learn the importance of conserving resources when they are young, they will form good habits that will stick with them for life. To this end, the Council should provide additional funding for the successful GrowNYC school recycling program, so that its Recycling Champions initiative can be implementing in every school throughout the city.

- Recommendation #6: Create a New NYCHA-Youth Jobs Program to Jump-Start Long-Stalled Recycling at the New York City Housing Authority. We recommend that the City Council intervene to help provide recycling services for the more than 400,000 city residents living in New York City Housing Authority buildings. More than 20 years of failed efforts by NYCHA proves that new approaches are needed. The Council could help by funding a non-profit to create a new program that would give teenage NYCHA residents part-time jobs for assisting in the collection of recyclables on NYCHA properties. As a second step, the Council could also create a temporary Advisory Committee, composed primarily of NYCHA residents, along with recycling experts and Sanitation Department representatives, to assess why recycling efforts at NYCHA properties have not yet succeeded and to recommend remedial actions.

- Recommendation #7: Support Plans to Test the Concept of Save-As-You-Throw Waste Collection for Single-Family Homes. We recommend that the City Council encourage the testing of financial incentives to encourage greater recycling and reduced waste generation. Communities around the nation have achieved declines in the amount of waste they must send to landfills by implementing "Save-As-You-Throw" waste collection rate structures; these programs charge less (or nothing) for every bag or bin placed out for recycling than for each bag or bin of landfill waste. Implementing this approach in a city as large as New York poses logistical challenges. And it may be that

Save-As-You-Throw is impossible to implement in multi-story buildings. But this strategy holds great potential to advance Zero Waste and we urge the Council to support Sanitation Department efforts to test the concept.

- Recommendation #8: Encourage the Sanitation Department to Work with Labor Leaders to Adjust Collection Truck Collection Routes for Improved Efficiency. We recommend that the City Council help facilitate adjustments to Sanitation Department truck collection rates to reduce costs and improve collection efficiency. Over the past two decades, new Sanitation Department truck routes have been added for curbside recycling collections. And now, the Department's truck routes have been further augmented to provide collections for food scraps and yard waste. Yet the total amount of trash generated in New York City has held steady and actually declined somewhat over the past five years. Accordingly, it is time for the Sanitation Department and the union leadership to negotiate revised truck routes and collection schedules. In some cases, it will make sense to reduce the frequency of landfill trash collections in neighborhoods served by additional recycling and organics collections. Some of these route and schedule changes may be controversial; they will have to be phased in carefully and after effective public education efforts. But making the Department's municipal truck routes more efficient is essential and the Council has a critical role to play in facilitating the transition.

- Recommendation #9: Boost City Procurement of Products Made with Recycled Content. We recommend that the City Council direct the Department of Citywide Administrative Services, in consultation with the Sanitation Department, to complete an analysis of the potential for increasing city purchases of products made with recycled content. As you know, sending materials to recycling facilities is only half of what is needed. For recycling efforts to truly be successful, there must be thriving markets for the recycled commodities. And for this to happen requires strong demand for products made with recycled content. The City has vast purchasing power that should be maximized to help achieve Zero Waste goals -- at least in situations where costs are essentially equivalent. An up-to-date assessment of opportunities for boosting City's purchases of products made with recycled content would be an important step forward.

- Recommendation #10: Strengthen Programs for Recycling of Electronics and other Environmentally Burdensome Wastes. We recommend that the Council take steps to encourage more responsible disposal of problematic wastes such as old electronics, paint and other household hazardous wastes, and unused prescription and non-prescription drugs. These are examples of materials where the best route is "manufacturers' responsibility." That approach makes the producers of products responsible for taking back products at the end of their useful life, helping to insure their proper disposal and

the re-design of products to facilitate their reuse and recyclability. For electronic wastes like computers or televisions, the Council should advance legislation that would require all multi-family buildings with 10 or more units to join the Sanitation Department's successful Ecycle program, which is now voluntary. (This program places bins in the basements of multi-story buildings and arranges for the collection of the deposited electronic waste when the bins fill up.) For other products, such as unused pharmaceuticals, the Council should consider legislation that would provide convenient take-backs to local pharmacies or drop-off bins at police stations.

The two following recommendations are at the end of NRDC's list. But their importance should not be underestimated. We expect others will devote substantial testimony to these two ideas at today's hearing. Without successfully advance these two strategies, New York City can never hope to get close to achieving the goals of its Zero Waste initiative.

- Recommendation #11: Adopt New Legislation to Move Forward with Waste Prevention. We recommend that the City Council consider legislation to advance an aggressive new program of waste prevention, focusing on reducing polystyrene foam food and beverage containers and single-use plastic bags at point of purchase. We also recommend that the Council take action to assist in the creation of neighborhood Swap Shops, where residents can drop off useable but unwanted consumer goods, so that hundreds of tons of products can be kept out of landfills every year. The Council, to its credit, has previously acted on both polystyrene foam and plastic bags. But due to industry challenges, additional action is needed in 2018. Getting these two materials out of the city's waste stream would remove two troublesome constituents from the city's waste load and send a powerful message that the city is again a national leader in sustainable waste policies.

- Recommendation #12: Work with the Sanitation Department to Adopt Comprehensive Reform to the Commercial Waste System. We recommend that the City Council advance legislation, in coordination with the Sanitation Department, to implement a new zone system for commercial waste collection in New York City. The current system of commercial waste collection is enormously inefficient, generates large amounts of unnecessary air pollution, clogs city streets with multiple private trucks, fails to adequately protect private sanitation workers and leaves several city neighborhoods bearing disproportionate shares of the city's waste disposal problem. My Transform Don't Trash colleagues will be talking about the multiple benefits of zoning in detail today. Suffice it to say that the Council has a critical role to play in cooperation with Commissioner Garcia in advancing this essential Zero Waste program.

Thank you for your attention. All of us at NRDC stand ready to work with the City Council and you, Mr. Chairman, in advancing these ambitious programs.



Two Penn Plaza ■ Fifth Floor ■ New York, New York 10121

Testimony on Getting to Zero Waste by 2030

Submitted to the NYC Council Committee on Sanitation and Solid Waste Management

September 18, 2017

Thank you for the opportunity to submit testimony. The mission of the Citizens Budget Commission (CBC) is to achieve constructive change in the finances and services of New York State and New York City government.

On April 22, 2015, the City released *One New York: The Plan for a Strong and Just City*, which set a laudable goal of Zero Waste by 2030—the topic of today’s oversight hearing. The City reports positive progress on all eight Zero Waste initiatives. However, there is a long way to go to achieve a significant reduction in the amount of waste disposed of while ensuring cost-efficient collection and disposal systems and operations.

The eight Zero Waste initiatives are:

1. Expand the NYC Organics program to serve all New Yorkers by the end of 2018
2. Enhance the curbside recycling program by offering single-stream recycling by 2020
3. Reduce use of plastic bags and other non-compostable waste
4. Give every New Yorker the opportunity to recycle and reduce waste, including at New York City Housing Authority projects
5. Make all schools Zero Waste Schools
6. Expand opportunities to reuse and recycle textiles and electronic waste
7. Develop an equitable blueprint for a Save-As-You-Throw program
8. Reduce commercial waste by 90 percent by 2030

In 2012 CBC began issuing a series of reports examining the cost of New York City waste collection and disposal. These reports found that the City’s waste system is exceptionally expensive, environmentally damaging, and inefficient. This testimony reviews the four Zero Waste initiatives CBC has studied: organics collection, single-stream recycling, save-as-you-throw, and commercial waste collection.

First, with respect to organics, which comprise 31 percent of the residential waste stream, it is clear that increased processing represents a major opportunity to significantly reduce the

amount of waste being landfilled. However, the organics program is highly inefficient. It is a voluntary program and participation rates are extremely low. The New York City Department of Sanitation (DSNY) collected an average of 81.4 tons of organics per day in fiscal year 2017—about 0.8 percent of all refuse collected at the curb.¹ In districts participating in the curbside program, about 7.7 percent of organic waste was collected.²

With low participation, trucks collecting organics are far from full. According to DSNY, in fiscal year 2016, a truck run (which, based on data for refuse and recycling runs, costs about \$3,000) collected less than 1 ton of organic material on average—compared to nearly 6 tons for recycling and 10 tons for refuse.³ In [Can We Have Our Cake and Compost It Too?](#), CBC recommended a slower rollout of the organics program, only to districts that could be expected to generate sufficient tonnage so as not to require additional collection days (either by reducing refuse collection days or using dual-bin trucks).

Additionally, the report recommended the use of in-sink disposers in select districts to divert organic waste from landfills without requiring curbside collection; the City is not actively pursuing this approach.⁴

Second, the City is planning to switch to single-stream recycling by 2020. [Getting the Fiscal Waste Out of Solid Waste Collection in New York City](#) supported the adoption of single-stream recycling, and this switch should be achieved as expeditiously as possible. Increasing the recycling rate is essential for reducing the amount of waste being landfilled. The recycling diversion rate—the share of curbside waste that is recycled—is around 17 percent. In recent years, total refuse tonnage has been flat or declining, and most of the reduction has come from fewer recyclables in the waste stream, which is a positive trend.⁵ However, it also means that a substantial portion of the waste stream remains that is not recyclable or easily divertible from landfills, which poses a challenge for the City in meeting a goal of Zero Waste.

Single-stream recycling encourages participation by making the process easier and is expected to boost the diversion rate. Furthermore, collecting single-stream recycling would improve the efficiency of recycling collections. Currently, DSNY collects an average of 5.6 tons of recyclable material per truck shift at a cost of \$640 per ton (compared to \$282 per ton for refuse).⁶ If DSNY could send one vehicle rather than two (one for paper and one for metal, glass, and plastic) to collect recyclables, it is likely the tons collected per truck shift would increase, thereby decreasing the per ton collection cost for recyclables (however, savings from collection efficiencies must also exceed additional costs of sorting recyclables post-collection).⁷

Third, DSNY has contracted with a consultant to develop a save-as-you-throw program. CBC's report, [A Better Way to Pay for Solid Waste Management](#), supported implementation of such a program. Volume-based garbage fees have been shown to reduce the amount of waste being landfilled, as financial incentives encourage both lower waste generation and higher recycling rates.

Fourth, the City is pursuing a zone franchise system for commercial waste, also by selecting a consultant to develop a program. According to the analysis presented in [Getting the Fiscal Waste](#)

[Out of Solid Waste Collection in New York City](#), such a system would reduce truck traffic and increase efficiency.

In addition, in [Getting the Fiscal Waste Out of Solid Waste Collection in New York City](#), CBC recommended short-term cost-savings measures for waste collection that would require collective bargaining. While these are not part of the City's Zero Waste program, they are timely as the City's contract with the Uniformed Sanitationmen's Association will expire in January 2019. The recommendations include:

- Allow greater flexibility in the frequency of collection, scheduling, and recycling practices, including redesigned routes;
- Expand the use of large containers and automated trucks;
- Eliminate "unproductive" productivity bonuses for tons collected per truck shift and for dumping on shift, which are a function of the route and neighborhood to which a worker is assigned, rather than the workers' productivity.

While the City's efforts are targeting key areas of waste generation and processing, the low rate of participation by New Yorkers and the lengthy implementation schedule suggest that significant reductions in waste tonnage are still many years in the future. Furthermore, the City's waste management system remains inefficient. Some initiatives, such as curbside organics, are more inefficient than traditional waste and recycling efforts, and DSNY should consider ways to make collection more cost-effective, including more immediate improvements achievable through collective bargaining.

Thank you again for the opportunity to submit testimony on this important topic. CBC staff is available to discuss these recommendations in greater detail.

Founded in 1932, the Citizens Budget Commission is a nonpartisan, nonprofit civic organization devoted to influencing constructive change in the finances and services of New York State and New York City governments.

¹ This figure includes the Christmas Trees, Leaves and Yard Waste, and Food Waste collection. City of New York, Department of Sanitation, *Annual Report: New York City Curbside and Containerized Municipal Refuse and Recycling Statistics* (Fiscal Year 2017), p. 1, http://www1.nyc.gov/assets/dsny/docs/about_dsny-curbside-collections-FY2017.pdf.

² Capture rate is calculated as organic tonnage collected divided by 31 percent of the total waste collected (estimate for all organic waste). In certain districts, curbside organics is partially implemented; however, data for the whole district is used. CBC staff analysis of data from City of New York, Department of Sanitation, *Annual Report: New York City Curbside and Containerized Municipal Refuse and Recycling Statistics* (Fiscal Year 2017), p. 1, http://www1.nyc.gov/assets/dsny/docs/about_dsny-curbside-collections-FY2017.pdf.

³ Average truck run cost is based on collection cost per ton for refuse and recycling times the average number of tons per truck run. See: City of New York, Mayor's Office of Operations, *Preliminary Mayor's Management Report* (February 2017), pp. 113-114, www1.nyc.gov/assets/operations/downloads/pdf/pmmr2017/2017_pmmr.pdf. Tonnage per truck run for organics program based on DSNY presentation reporting weekly average of 342 trucks collecting 294 tons. See: Bridget Anderson, Deputy Commissioner, Louise Bruce, Senior Manager, and Shari Pardini, Director, New York City Department of Sanitation, "From Curb to Compost: How the City of New York is Building an

Organics Collection Program to Serve 8.5 Million People” (presentation to the “Compost2017: 25 Years and Growing!” Conference, Los Angeles, California, January 25, 2017).

⁴ Adrienne Bernhard, “The Case for the Humble Garbage Disposal,” *CityLab* (August 31, 2017), www.citylab.com/environment/2017/08/garbage-disposals-new-york/538581/.

⁵ Daniel Huber, *Ten Years After: Assessing Progress on the City’s Solid Waste Management Plan* (New York City Independent Budget Office, August 2017), pp. 3-5, www.ibo.nyc.ny.us/iboreports/ten-years-after-assessing-progress-on-the-citys-solid-waste-management-plan-2017.pdf.

⁶ City of New York, Mayor’s Office of Operations, *Preliminary Mayor’s Management Report* (February 2017), pp. 113-114, www1.nyc.gov/assets/operations/downloads/pdf/pmmr2017/2017_pmmr.pdf.

⁷ Tammy Gorman, *Getting the Fiscal Waste Out of Solid Waste Collection in New York City* (Citizens Budget Commission, September 2014), pp. 4-5, https://cbcny.org/sites/default/files/media/files/REPORT_SolidWaste_09232014.pdf.



**Green Map
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GreenMap.org
Think Global, Map Local!

TESTIMONY on ZERO WASTE

I am the Director of Green Map System, a NYC-based nonprofit that support the mapping of local environments and green living resources here and in 65 countries. Longtime proponents of waste reduction: in 1993, the Times Square Alliance (then called the BID) hired us to create public space recycling bins and to design waste reduction campaigns for cafes. As a member of the Manhattan SWAB, I also worked with Sanitation to reduce junk mail citywide. More recently, our nonprofit published the Less = More Green Map, a youth-centric map that provides cheap, free and cool ways to reduce waste in NYC (download at <http://bit.ly/LMnycGM>).

I'm writing now, concerned the City is not involving the average New Yorker in waste reduction. We are rarely encouraged to bring a water bottle, to select quality over single use products, or to choose food wisely. As a result, **we are trashing more than the city**: New Yorkers contribute massive amounts of Greenhouse Gas to the atmosphere, without realizing the extent of the damage we are causing. There are other costs as well, but the compounding effects of climate change make the climate costs of our waste exceedingly high.

Missed opportunity example: My neighborhood, the Lower East Side, is selected to be part of the Neighborhood Rat Reduction program.

The July 2017 forum I attended included nary a mention of the **people**. It was all about bigger garbage cans, better compactors, paved dirt floors at NYCHA buildings, as described here - <http://bit.ly/ratsout17> - but no waste reduction campaign, no signage, no waste ambassadors to help people get on board, no celebrity or giant rat character to come to the community, schools, etc., and get people thinking and acting differently!

Organics generate methane, making it critically important to segregate them and compost locally. The LES has commuter composting. Why doesn't the City promote this program and others that already work, while getting buildings on board.

Corner garbage cans are overflowing. With what? Mostly bottles, cups, packaging, and recyclables. That's why food waste ends up on the ground, no room in the bin. So no matter what waste is being targeted, I urge City Council and the Department to have a **comprehensive, all in, waste reduction program** that will deliver long term benefits. Get the retailers, businesses, schools and everyone involved, and make waste reduction the norm.

As a designer, I would happy to come brainstorm on creative ways to engage New Yorkers and elevate the status of waste reduction to 'high priority'.

Wendy Brawer, Director
Green Map System

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 14808 Res. No. _____
 in favor in opposition

Date: 9/18/17

(PLEASE PRINT)
Name: Alessandro Ciari
Address: 473 Central Ave. Brooklyn, NY
I represent: Manhattan & Brooklyn SWAB
Address: _____

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____
 in favor in opposition

Date: _____

(PLEASE PRINT)
Name: Adriana Espinoza
Address: _____
I represent: NYLCV
Address: _____

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THE CITY OF NEW YORK**

Appearance Card

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 in favor in opposition

Date: 9/18/17

(PLEASE PRINT)
Name: ROLANDO GUZMAN
Address: 306 UNION AVE, BROOKLYN, NY
I represent: OUTRAGE
Address: 306 UNION AVE, BK, NY 11211

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THE CITY OF NEW YORK**

Appearance Card

[]

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in favor in opposition

Date: 9/18/17

(PLEASE PRINT)

Name: Sarah Currie-Haleen

Address: _____

I represent: Manhattan Solid Waste Advisory Board

Address: _____

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THE CITY OF NEW YORK**

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in favor in opposition

Date: 9-18-17

(PLEASE PRINT)

Name: JACQUELYN OTTMAN

Address: 315 E 65 Street NY 10041

I represent: We Hate To Waste.com

Address: same

**THE COUNCIL
THE CITY OF NEW YORK**

Appearance Card

[]

I intend to appear and speak on Int. No. _____ Res. No. _____

oversight in favor in opposition

Date: _____

(PLEASE PRINT)

Name: ERIC GOLDSTEIN

Address: 40 WEST 20 STREET

I represent: NATURAL RESOURCES DEFENSE COUNCIL

Address: _____

THE COUNCIL
THE CITY OF NEW YORK

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 in favor in opposition

Date: 9.18.17

(PLEASE PRINT)

Name: MARY CLAARE

Address: 2480 SACKETT ST, Brooklyn NY 11231

I represent: The CLAARE Co

Address: 75 Main Ave, NY NY 10011

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. zero waste Res. No. _____
 in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Priya Mulgaonkar

Address: 166A 22nd St Brooklyn 11232

I represent: NYC Environmental Justice

Address: Alliance 11232

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THE CITY OF NEW YORK

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 in favor in opposition

Date: 9/18/17

(PLEASE PRINT)

Name: Jennie Pomer

Address: 73 Irving Ave #32, Brooklyn, NY

I represent: consultant, plasticinjars.org

Address: PO Box 48, New York, NY 10159

THE COUNCIL
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 1573 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Alireza Vaziri

Address: 23 Jones St

I represent: Rotto Compost Company

Address: 43 4th Ave, P.O. Box 347 NY NY 10003

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THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 1573 Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Vandra Thourburn

Address: 380 Classon Ave

I represent: VOKASHI, COMPOST COLL.

Address: 380 Classon Ave.

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THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Ben Weinsten // Cleanup North Brooklyn

Address: 120 Thame St, Brooklyn.

I represent: Cleanup North Brooklyn

Address: Thames Street, Brooklyn NY 11237

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Appearance Card

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: JUSTIN WOOD

Address: 151 W 30th St.

I represent: NYLPI / TDT

Address: _____

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THE CITY OF NEW YORK**

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: MELISSA FACHON, NYLPI

Address: 151 W 30 St

I represent: NYLPI

Address: _____

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Justin Wood, NYLPI

Address: 151 W 30 St

I represent: NYLPI

Address: _____

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THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

Date: 9.18.17

(PLEASE PRINT)

Name: CLARE MIFLIN

Address: _____

I represent: KISS + CATHCART, ARCHITECTS

Address: 44 COURT ST. BROOKLYN

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THE CITY OF NEW YORK**

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: BRIDGET ANDERSON

Address: DEPUTY COMMISSIONER

I represent: RECYCLING + SUSTAINABILITY

Address: for: NYC Department of Sanitation

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: KATHRYN GARCIA, COMMISSIONER

Address: NYC DEPARTMENT OF SANITATION

I represent: _____

Address: _____

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THE CITY OF NEW YORK**

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in favor in opposition

Date: 9-18-17

(PLEASE PRINT)

Name: Greg Todd

Address: 1080 Bergen St Ste 294 Bklyn

I represent: Brooklyn Solid Waste Adm'n Bd.

Address: 210 Jayleman Brooklyn Board Hall

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Sean T. Campbell

Address: 45-18 Court Sq Suite 600 L.I.C.

I represent: Teamsters Local 813

Address: _____

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in favor in opposition

Date: 9/18/17

(PLEASE PRINT)

Name: ANNABEL SHORT

Address: _____

I represent: ALIGN (ALLIANCE FOR A GREATER NY)

Address: 50, Broadway, 29th floor

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THE CITY OF NEW YORK**

Appearance Card

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in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Sarah Martin

Address: 101 W 147 St.

I represent: Morningside Heights West Harlem

Address: Sanitation Coalition

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in favor in opposition

Date: 9/18/17

(PLEASE PRINT)

Name: David Biderman

Address: 1100 Wayne Ave, Silver Spring MD

I represent: Solid Waste Association of

Address: North America

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Appearance Card

I intend to appear and speak on Int. No. _____ Res. No. _____

in favor in opposition

Date: _____

(PLEASE PRINT)

Name: Maggie Clarke PhD

Address: _____

I represent: Zero Waste New York

Address: _____

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