

1 CITY OF SANTA FE, NEW MEXICO

2 RESOLUTION NO. 2008-86

3 INTRODUCED BY:

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10 A RESOLUTION

11 **ADOPTING THE GOAL OF REACHING A 33% RECYCLING RATE BY THE YEAR**
12 **2012 AND TAKING SUCH STEPS AS ARE NECESSARY TO REACH THIS GOAL.**

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14 **WHEREAS**, recycling saves natural resources from being extracted, reduces the need for
15 water & energy to process those virgin materials and provides more jobs than the trash-handling
16 industry; and

17 **WHEREAS**, recycling is one of the easiest ways citizens can work to ensure a clean
18 environment for future generations; and

19 **WHEREAS**, only ten percent of New Mexico's waste stream and only approximately
20 five percent of Santa Fe's waste stream is currently diverted from landfills, both well below the
21 national average of 33%; and

22 **WHEREAS**, with curbside recycling available to Santa Fe residents, the infrastructure
23 exists to greatly increase the City's recycling rate; and

24 **WHEREAS**, the New Mexico Recycling Coalition (NMRC) first targeted recycling
25 awareness campaign focused on the Albuquerque market in November of 2007 resulting in a 20%

1 increase in tons recycled in December of 2007; and

2 **WHEREAS**, the NMRC is targeting Santa Fe in their 2008 public awareness campaign,
3 “Get Caught Recycling in Santa Fe”, during November’s New Mexico Recycling Awareness
4 Month, rewarding those who recycle within the City and County of Santa Fe with prizes donated
5 by local businesses as an incentive to recycle; and

6 **WHEREAS**, the NMRC is prepared to assist the City in establishing the City’s own
7 annual, “Get Caught Recycling in Santa Fe”, campaign beginning in 2009 by providing the City
8 with program guidelines and other technical documents and information in order to make the
9 program an easily managed, self-sufficient event; and

10 **WHEREAS**, the NMRC has also offered to assist the City in increasing commercial
11 recycling significantly by preparing a business recycling toolkit to be used to reach out to the
12 business community, including the building and hospitality industries, which is essential to divert
13 waste from construction projects and to ensure that Santa Fe becomes a top green destination
14 complementing the new Santa Fe Community Convention Center; and

15 **WHEREAS**, in partnership with the City of Santa Fe Solid Waste Division, the NMRC
16 implemented different types of industry-accepted recycling collection methods during the 2008
17 Spanish Market that served as a pilot project to discover how best to collect non-contaminated
18 recyclables at public events with the following Best Practices identified:

19 a) ClearStream containers worked the best. The soda bottle shaped
20 containers and 96-gallon beige carts were tested by the NMRC. One hundred
21 ClearStreams are in the process of being purchased by City of Santa Fe Solid Waste
22 Department for Indian Market and all future Plaza events;

23 b) Always place a recycling bin next to a trash container. No trash container
24 can should stand alone and no recycling bin should stand alone;

25 c) Volunteers and staff, wearing gloves and volunteer shirts, should monitor

1 recycling cans once every couple of hours to pull out bottles and cans from trash bins and
2 to pull out any unwanted items from recycling containers;

3 d) Provide information at the beginning of the event to vendors about where
4 to place cardboard. In the future, vendors can be instructed to break down boxes and lean
5 next to the trash/recycling bins for staff pick-up;

6 e) It is important to keep trash containers from getting too full. Trash
7 containers should be emptied when $\frac{3}{4}$ full;

8 f) A smaller roll-off recycling collection container for cardboard could
9 work well and save parking space;

10 g) Coordinating ahead of time with Parks and Recreation and event
11 organizers is critical. Parks and Recreation is responsible for trash collection. If they can
12 help with the sorting and handling of recycling, that would be very helpful and reduce the
13 need for solid waste department staff time; and

14 **WHEREAS**, the City can serve as a recycling leader, demonstrating its support for
15 significantly increasing the City's recycling rate.

16 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
17 **CITY OF SANTA FE that:**

18 Section 1. The City adopts the goal of reaching a 33% recycling rate by the year
19 2012.

20 Section 2. The City Manager is directed to establish effective recycling programs at
21 all City facilities.

22 Section 3. The City Manager is directed to ensure that mechanisms are in place to
23 increase education and raise awareness regarding recycling and increase participation in curbside
24 recycling programs including the following:

25 (a) Creating an annual "Get Caught Recycling in Santa Fe" campaign

1 beginning in November 2009 with the assistance of the New Mexico Recycling Coalition
2 as part of November's New Mexico Recycling Awareness Month;

3 (b) Focusing on commercial recycling with the assistance of the New
4 Mexico Recycling Coalition by working with the business community and by providing
5 excellent customer service with increased pick-ups as may be needed;

6 (c) Creating a public awareness campaign through such efforts as
7 advertisements, press events, radio and television programming, bus wraps, and feature
8 stories;

9 (d) Providing recycling services at large public events;

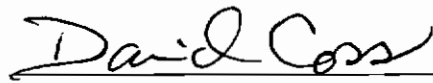
10 (e) Providing recycling services to multi-family units;

11 (f) Promoting a green waste and food scrap recycling program;

12 (g) Ensuring a successful launch of the City's schools recycling services,
13 scheduled to occur by the end of 2008, by training janitorial, administrative and academic
14 staff at Santa Fe's public schools; and

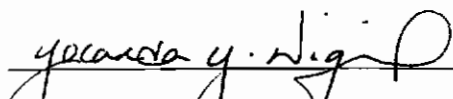
15 (h) Implementing the goals for reducing solid waste set forth in the
16 Sustainable Santa Fe Plan upon adoption of the Plan by the Governing Body.

17 PASSED, APPROVED, and ADOPTED this 6th day of October, 2008.

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21 DAVID COSS, MAYOR

22 ATTEST:

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25 YOLANDA Y. VIGIL, CITY CLERK

1 APPROVED AS TO FORM:

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4 FRANK D. KATZ, CITY ATTORNEY

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Jp/ca/jpmb/2008 res/recycling 33%