

West Lafayette Go Greener Commission Meeting
Minutes of Regularly Scheduled Commission Meeting
Tuesday, June 14th, 2011, 7:15 PM
Council Chambers, West Lafayette City Hall

Attending: Denise Blank, Lindsey Payne, Dave Henderson, Gene Hanus, Diane Damico, Heather Gall, Dan Schuster, Allen Jacobsen, Kristin Flannelly, Aparna Puri

Others: David Downey (Recycling and Sanitation), Mark Dolfini (TAA Tippecanoe Apartment Association), Mayor Dennis, John Polles, Linda Anderson, Charlotte Warner

Absentees: Peter Bunder, Rick Johnson

Discussion of 50:50 goal

I. 50:50 Goal

a. Where are we now?/What are our measurements?

- After “Pay as we throw” increase in recycling, i.e., 32%, question what that includes/leaves out
- Dave Downey: 32% - context of curbside recycling; of those we pick up (5/6,000 residents) cans, bottles, glass, plastics out of garbage; does not include drop-off, composting, brush removal; today ran A & B routes—north of 52—only 200 of 1,800 homes in that route did not set out any recycling, 15 set out only recycling; need to determine if we are talking about diversion; since co-mingle went from 22% to 31% of waste at curbside—total volume;
- Diane: Are we happy with that? Is there going to be a market?
- Mayor Dennis: Neighbors do not want others seeing what they recycle/throw away, but new totes have lids
- John: can we do this by volume vs. weigh b/c landfills operate on volume
- Dan: defining metric is important, but what is the most economic benefit might be a better metric; wood chips
- Dave D: cardboards, newspapers, cans, clear glass key recyclables; plastics and green glass no value; can recycle many things but often don’t have the facilities to do it, i.e., kitty litter; 63% of trash can be recycled
- Mark: why 50, not 90, etc.? What out of average bag can be recycled? Education is silver bullet should be done, place to start; would not be over complicated to educate residents in his single family homes
- Aparna: has City done a comprehensive study of % of our trash? No, but data Dave D has is from Wildcat Creek
- Diane: 50:50 was pretty arbitrary, many cities have done it, it’s higher than 32%
- Mark: was told by Waste Management that they are separating it all after pick up; Viola new to town; Allied Waste; Reliable

b. Ideas/Strategies?

- Diane: should we just look at decreasing the waste stream, i.e., eliminating what goes to the landfill
- Diane: UPC code on recycle bins, way to track amount recycled and decrease bill
- Mayor: looking at 2 different size totes: 56 (pay less) and 96 (pay more), recycle still stays free

- Dave H: build a third digester and take all food waste
- Gene: is it feasible for homes to do? It must be “clean” food waste, source separation is key, big entities are easy to train
- Denise: Germany/Switzerland has separate bins for food waste, picked upon once a week and made into alternative fuel source; no issues with odors; small bin indoors, larger bin outside, all sealed
- Lindsey: what is the audience? Residential homes b/c we have the statistics
- Linda: what about restaurants/businesses?
- Dave D: Not picked up by City but by haulers b/c of cost; recycling is not free tied into cost of garbage removal
- Dan: waste management is purely economics, profit-driven, apartments they serve the tipping fee is a lot more expensive, more profitable
- Aparna: restaurants want to be “green” and waste management was interested in helping but goes back to cost
- Dave D: greatest impact idea—15 Purdue students, divided into teams, did a study with HS to see motivations to recycling and with recycling club, other group working with PU students in house, another group working with rental apartments, another set up message for community members to swap tubs—only one citizen brought a bin; uploaded a film to YouTube; key findings – at HS, JrHS, Elem education is low, at college level it is a “time” issue
 1. Pie in the sky, collect all red bins, and give them a 96 gallon totter, coupled with two-tiered system
- Mayor: educate, educate, neighborhood recycling centers, drop-off points, tiered system, totter system
- Denise: composting, would like to do in a neighbor setting, to do comparison, can you measure by neighborhood? Would a large recycle bin be a better idea
- Dave D/Mayor: bigger bin yes
- Dan: target areas that already do the big recycling, give them bins, promote via signage, education messaging; CityBus, has a bin on the front of the buses for cans
- Kristin: talked to Oscar Winski about metals, schools send metal and then money goes back into school; transported by parents; start at school level then perhaps expand to community; also do this with WL/Lafayette Parks and Recs
- Diane: could we create a Go Greener fund with this metal idea
- Gene: TAP works with businesses to save money, i.e., landfill, garbage, etc.; low-hanging fruits: evaluating purchases, packaging and what can they do with it to reuse; think about refuse, reuse versus just recycle; TAP has program called Dumpster Dive where trash is dumped and employees figure out how can refuse or reuse
- Allen: pretty typical family, 50-60% recycling, and they compost, thinks it is a low-hanging fruit
- Diane: can we measure compost by neighborhood? Dave D has no way of measuring; could measure via surveys
- Kristin: art decorate bins and auction off recycle bins

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II. Diane: Call to order

- III. Dave: has engineering firm looking at green infrastructure after last meeting, looking at what is going on elsewhere; Dan asked how Purdue's work is rolled into the plan; Dave says acknowledged; inclusion of rain barrels, rain gardens, trees—Indiana Urban Forest Council
- IV. Kristin/Aparna: Farmer's market sold 4 rain barrels; weekly special collections; bird idea—nothing is in the works yet; might be looking at going the "bike" direction;
- V. Diane: Taste, need groups of volunteers,
<http://www.volunteerspot.com/login/entry/172345634063178028>
- VI. Lindsey: Tie in CBG Businesses into 50:50 plan
- VII. Denise: Pepsi Refresh grant, <http://www.refresheverything.com/official-application-guidelines>
- VIII. Linda: CBG/Go Greener joint booth, talk to Lindsey about getting volunteers
- IX. Dan: Microturbines and economics and moving forward; should look at LEED accredited new fire department building; can be pricey, but not terrible; green week being planned at Purdue for last week of September, similar to past events, water, recycle, energy, etc.
- X. Heather: writing grant with Denise and Dave
- XI. Allen: project with bike lockers, could use as a display, perhaps Farmer's Market in July 13th, talk to Kristin/Aparna
- XII. Approve June 2011 minutes, Dan moves, Allen seconds, minutes approved
- XIII. Gene motions to adjourn, Denise second, adjournment. The meeting adjourned at 9:00PM
- XIV. Next meeting July 12th, 2011

Recorded by Lindsey Payne and submitted to Diane Damico on June 14th, 2011