

## **SAFETY**

The Streets Division remains committed to providing safe a solid waste collection system for the public we serve and our employees.

The commitment to safety has been shown through a number of ways, such as

- facilitating a medical sharps collection program through many local pharmacies,
- changing to automated collection of refuse and recycling to save employees from injury and make collection easier for residents
- instituting a program to assist the disabled place their carts for collection
- promoting and requiring safe practices among employees, such as maintaining safe speeds on the roads to responding to employees safety concerns

The Streets Division will continue these practices while listening to the public and employees on how to provide our services safely, including drop-off site services.

These traditional measurements of safety are also considered alongside safe and proper disposal of hazardous material, such as chlorofluorocarbons contained within appliances with refrigeration, and the leaded glass within cathode ray televisions.

The Streets Division will continue to show this commitment to safety through all its collection practices and contracts, being sure to begin partnerships only with processors who are equally committed to safe disposal processes for their workers and the environment.

The Streets Division will continue this commitment to maintaining a safe collection system accessible to all in the years to come. This will be become increasingly important as the waste stream changes over time as new electronic devices and various battery chemistries become a larger portion of the waste stream, or as new technological advances create items that need special disposal options, or as new research uncovers better methods to handle material safely.

The Streets Division will stay abreast of new laws and trends in the solid waste industry so operations can adjust to meet these challenges.

## **ENVIRONMENT**

The Streets Division remains committed to being responsible stewards of the environment by promoting waste reduction and increasing recycling efforts.

The commitment to waste reduction is often expressed as having a goal of zero waste, which is admirable and ultimately desirable. With that lofty goal ahead of us, the Streets Division commits to maximizing our recycling practices by finding appropriate partnerships to recycle more and more material.

Our commitment to maximizing recycling in the City of Madison will include pursuing options to divert food waste and other organic material from the landfill. This includes pushing to build an anaerobic digester.

Until an anaerobic digester becomes a reality, the Streets Division will continue to expanding the food waste diversion/organics diversion program to serve more residents.

We will continue to identify problem materials that either pose toxicity concerns, or space issues at the landfill.

We will continue to leap at available and practical opportunities to expand what can be recycled by the residents.

Future recycling partnerships should result in an overall reduction of waste created. When the totality of the relationship is measured, such as the carbon footprint and energy consumed, a reduction of the overall impact the act of recycling the item must be accounted.

All future commitments to recycling and zero waste must come with the same dedication to zero or minimal environmental trade-offs in the partnerships. As an example, embracing a waste-to-energy model in order to achieve zero landfilled material only to create a new environmental concern about air quality after the waste is burned would not be a positive development.

The commitment to the environment must also be shown in all facets of solid waste management.

Unfortunately, the landfill will need to be expanded again. The Streets Division pledges to ensure any future landfill expansion at the Dane County Landfill, or another landfill that will be used by our solid waste collection system, will be performed with the utmost care and attention to environmental concerns, utilizing all available and practical methods for mitigating the landfill's impact on the water supply and the environment in general. This will include robust methane capture after the cells are closed.

The Streets Division will work with Dane County Landfill to expand the landfill in a timely manner so the expansion follows all the prescriptions for as environmentally sound landfill as possible.

In the event of the inevitable closure of the Dane County Landfill, the Streets Division will work with all available resources to ensure the closure is expedient and safe.

Continue to promote construction and demolition recycling, and increase the number of projects that report recycling totals.

## **CONVENIENCE**

One of the critical components for public participation in recycling programs, and generally following safe solid waste disposal options, is to make them convenient to use. Not only does this ensure their use within accordance to the rules, it creates a low barrier for participation.

The Streets Division commits to keep its services available and accessible by all residents of Madison, regardless of physical ability, socio-economic standing, or English proficiency.

The Streets Division will also endeavor to keep their services available and convenient for Madison's rapidly changing population. As the City's borders expand, more and more residents of Madison will be miles from available drop-off site services. Also as the city becomes more vertical, and moving into multi-family buildings that do not receive Streets Division services, and less reliant on cars for transportation, access to drop-off facilities for their recycling needs must be considered.

The Streets Division will evaluate future recycling programs based on convenience, and make changes to existing programs and offerings to add convenience and therefore appropriate usage.

As the Streets Division pushes to institute organics/food waste recycling, and other diversion practices, we will aim to make this program as convenient and accessible to all as possible.

The Streets Division will undertake any effort to increase the convenience of other drop-off programs, such as the recycling of household batteries, to not only make it easier for residents to comply, but to increase the use of these programs.

The Streets Division will continue to make an effort to increase public place recycling where possible, including events.

## **AESTHETICS**

Another unassailable truth with solid waste disposal is the need for it to be relatively invisible, or not aesthetically obtrusive, to the public eye.

Some concerns will be insurmountable, such as concerns regarding smell of food waste in the collection carts. However, when choices can be made regarding design and function, they will be considered.

For example, as we attempt to push forward with more public place recycling, the design of the recycling litter carts must be compatible with our collection trucks, yet not be perceived to be ugly.

Any expansion of drop-off services, too, will need to be evaluated for aesthetic concerns in how these sites would fit and serve their neighborhoods.

## **PUBLIC HEALTH**

Providing regular solid waste collection is a necessary part of maintaining public health.

The Streets Division remains committed to public health concerns, and any changes – or additions – to schedules or materials collected will be considered through public health issues.

As an example, the potential of transitioning to an every-other-week refuse collection will only happen after a public health evaluation of that service change.

## **PRACTICALITY**

The Streets Division will remain a careful steward of the tax dollars used to fund and advance our operations.

The Streets Division will not overextend our resources in terms of advancing a program beyond the ability to sufficiently manage it. Nor will any program be undertaken that would be beyond the reasonable ability for the public to successfully participate.

Questions regarding practicality will also be considering when pursuing product bans, product stewardship initiatives (such as a bottle bill), or pursuing new charges for services.

## **COMMUNITY VALUES**

The City of Madison clearly values its recycling programs, as evidenced by our typically high diversion rates; however, there is room for improvement that can be obtained through regular and clear communication with the public.

The Streets Division will create a communication plan with the aim of increasing public awareness of recycling opportunities and rules. This plan will include an embrace of social media, and improving the communication through the City's website, as well as the other digital assets the Streets Division deploys. We will continue to foster relationships with traditional publications and media sources as well, including neighborhood newsletters, local publications, (such as Northside News), and local radio stations.

The Streets Division will develop measurable metrics that can be shared with the community that will show the successes and challenges of the department. The metrics will be developed in conjunction with the What Cities Work initiative.

The Streets Division will make every effort to engage alders on solid waste initiatives, as they are a valuable resource to connect with the community they serve.



**OVERALL**