

SPECIAL STUDY SESSION AGENDA

CITY COUNCIL CITY OF WHEAT RIDGE, COLORADO

7500 W. 29th Ave.
Wheat Ridge CO

February 27, 2017

Upon adjournment from Regular City Council Meeting

Individuals with disabilities are encouraged to participate in all public meetings sponsored by the City of Wheat Ridge. Call Sara Spaulding, Public Information Officer at 303-235-2877 at least one week in advance of a meeting if you are interested in participating and need inclusion assistance.

Agenda Approval

1. Glass Recycling

ADJOURNMENT



Memorandum

TO: Mayor and City Council

FROM: Patrick Goff, City Manager

DATE: February 27, 2017

SUBJECT: Glass Recycling in Wheat Ridge

Members of the City's Sustainability Committee attended the 2016 Colorado Association for Recycling conference. One of the presenters at the event was Brittany Evans, a Denver woman who started a glass recycling company called Clear Intentions. Her company works with several of the eco-friendly municipalities like Ft. Collins and Boulder. Members invited her to make a presentation to the Sustainability Committee, other interested employees and the City Council. Mayor Jay attended the meeting and requested the subject be brought before Council for consideration. Please welcome Brittany Evans.



WHEAT RIDGE GLASS RECYCLING

CLEAR INTENTIONS PROPOSAL



WHEAT RIDGE GLASS RECYCLING

OVERVIEW:

Upon review of the City of Wheat Ridge, using a calculation provided by the EPA, there is an **estimated 103 tons of container glass per month being generated by the public**, most of which is ending up in the landfill. Further research has also shown that people do not drive more than one mile in search of recycling drop offs, therefore, to improve landfill diversion and **capture up to 25% of the glass from the public**, Clear Intentions recommends the following:

Full market saturation of the Glass Station program in Wheat Ridge has been calculated at a **total of 6 locations**, with an **average of 3-4 Stations placed at each location**. For initial setup of the program, it is recommended that the City of Wheat Ridge starts with 6 Glass Stations, placed at a minimum of 6 unique locations, that are 3 miles or less apart, with pickup services once per week.

Expansion efforts for this program should be completed as needed in order to reach full market saturation that will collect a minimum of 25% of wasted glass. The initial program setup will be reviewed after 3 months and a timeline recommendation will be provided to begin expansion efforts if different than below.

To implement this program in Wheat Ridge, the following phases with the associated costs are proposed:

PHASE 1: PILOT

TIMELINE:	3 Months	
STATIONS TO BE PLACED:	3	
LOCATIONS NEEDED	3	
PLACEMENT COSTS:	Wheat Ridge:	\$0.00
	Clear Intentions:	\$3,000
OPERATIONAL COSTS:	Clear Intentions:	\$429
PHASE 1 TOTAL COSTS:	Wheat Ridge:	\$0.00
	Clear Intentions:	\$3,429

PHASE 2: OFFICIAL PROGRAM START AND EXPANSION

	Official Launch		RECOMMENDED EXPANSION	
TIMELINE:	1 Year		Yearly	
TOTAL STATIONS PLACED:	6		6	
LOCATIONS NEEDED	6		6	
PLACEMENT COSTS:	Wheat Ridge:	\$2,500	Wheat Ridge:	\$2,500
	Clear Intentions:	\$500	Clear Intentions:	\$500
YEARLY OPERATIONAL COSTS:	Clear Intentions:	\$3,432	Clear Intentions:	\$3,432 (per 6 stations)
PHASE 2 TOTAL COSTS:	Wheat Ridge:	\$2,500	Wheat Ridge:	\$2,500
	Clear Intentions:	\$3,932	Clear Intentions:	\$3,932 (per 6 stations)



WHEAT RIDGE GLASS RECYCLING

SUGGESTED ROLES AND RESPONSIBILITIES:

TIMELINE:

Glass Stations placed under this program are recommended to remain in determined locations for a minimum of 1 year, for adequate and optimized usage unless the site has been deemed unfit by either party.

THE CITY OF WHEAT RIDGE:

1. It is requested and recommended that the municipality help determine specific locations for Glass Stations.
2. It is requested and recommended for program success, that the municipality help in providing adequate exposure of program to the public, suggestions include:
 - a. A Glass Recycling section on city's website with program details and locations,
 - b. A Press Release highlighting the city's relationship with Clear Intentions, with program details and locations,
 - c. A highlight of the program in any listserves or newsletters relevant to the program,
 - d. Announcements via social media of the program and its locations.

CLEAR INTENTIONS:

In providing the best service that we can, in starting a program with Clear Intentions, our services include:

1. Placement:
 - a. Shall place Glass Stations for the City of Wheat Ridge at determined locations agreed upon by the city and Clear Intentions.
2. Service:
 - a. Shall provide full collection services* for each Glass Station location to haul glass to Clear Intentions' facility including:
 - i. Logistics, Personnel, and Equipment
 - b. Shall replace and/or maintenance Glass Stations as needed for cleanliness and visual appearance.
 - i. This includes communicating with host sites to ensure these needs are met.
3. Marketing:
 - a. Shall include Wheat Ridge as champions for the program in any news and media releases.
 - b. Shall promote the programs efforts via social media, local news outlets, website, events, etc.
4. Reporting & Recommendations:
 - a. Shall provide tonnage reports to the City of Wheat Ridge on a quarterly basis, within two (2) weeks of the last day of the preceding quarter.
 - b. Provide recommendations for program expansion, including associated costs

**Clear Intentions reserves the right to contract hauling to a third party as needed to service Glass Stations*

TERMINATION OR EXTENSION

If there is termination of this program by the City of Wheat Ridge, Clear Intentions will request to assume responsibility for removal or continued service of each location.



WHEAT RIDGE GLASS RECYCLING

MUNICIPALITY NAME:	City of Wheat Ridge				
PRIMARY CONTACT:	Karen Van Ert				
PRIMARY ADDRESS:	7500 w. 29 th Ave				
CITY:	Wheat Ridge	STATE:	CO	ZIPCODE:	80033
TEL NUMBER:	303-235-2819			FAX: 303-234-2819	

OPTION:	# OF STATIONS	START DATE	END DATE

This document is an official proposal from Clear Intentions to the City of Wheat Ridge and constitutes the basis for a contract.

By choosing an option and returning this signed proposal to Clear Intentions, I hereby authorize that I am a current employee of the listed municipality and have the authority to pursue a contract with Clear Intentions. I also agree that information and details provided about Clear Intentions' internal operations is confidential and will only be used for the intended purpose of working together.

TO BE SIGNED BY MUNICIPAL AUTHORITY

AUTHORIZED SIGNATURE

DATE

