



Economic Health Office
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MEMORANDUM

DATE: April 3, 2012
TO: Mayor, and City Councilmembers
THROUGH: Darin Atteberry, City Manager *DA*
FROM: Bruce Hendee, Chief Sustainability Officer; and *BH*
Josh Birks, Economic Advisor *JB*
RE: **MARCH 27, 2012 - WORK SESSION SUMMARY:**
ECONOMIC HEALTH STRATEGIC PLAN UPDATE (AGENDA ITEM 2)

This memorandum provides a summary of City Councilmember feedback related to the Economic Health Strategic Plan Update item presented at Work Session March 27, 2012. City staff and consultants from TIP Strategies presented a revised draft of the Economic Health Strategic Plan.

Councilmember Feedback:

- Many Councilmembers expressed concern with using the word “pioneer” in the proposed vision statement. There was general support for the three concepts presented in the vision statement: “quality of place,” “innovation,” and “stewardship.”
- Generally, Councilmembers felt the plan is on the right track and should be brought forward for consideration. The four key objectives or goals were reinforced by numerous comments.
- The question of whether the plan is for the community or the City remains open in several Councilmember minds; however, there was not a resounding statement to derail the plan from its current direction as a community plan.
- Some on City Council felt that the plan encompasses a list of great actions but lacks a cohesive direction without clear objectives, which are quantifiable and measurable.
- The plan should better recognize the evolving and dynamic nature of the economy and seek to tie its goals and strategies to that observation.
- Many Councilmembers expressed some concern over the ambitious nature of the plan; however, they agreed that the big ideas of the plan have merit and fit with the community’s values.
- Specific concern was mentioned over language such as “eliminating barriers” and “vibrant;” this language should be clarified before the final version is brought forward for consideration.
- The plan should also discuss an integrated approach to Economic Health and recognize that the Economic Health Office is not the only part of the City engaged in activities that impact the economy.
- Some concepts that were mentioned narrowly need to be expressed more broadly.

Next Steps:

- The Economic Health Office will make the necessary revisions to the Economic Health Strategic Plan and bring the item forward for consideration. The tentative date for City Council consideration is May 1, 2012.



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MEMO

DATE: March 29, 2012
TO: Mayor and Councilmembers
THRU: Darin Atteberry, City Manager *DA*
FROM: Bruce Hendee, Chief Sustainability Officer *BH*
Susie Gordon, Sr. Environmental Planner *SG*
RE: **March 27, 2012 Work Session Summary - Waste Stream Study & Integrated Recycling Facility**

This memo summarizes City Council feedback related to the Waste Stream Study and Integrated Recycling Facility (IRF) item presented at a March 27, 2012 work session. Bruce Hendee, Susie Gordon and Chip Clements (consultant) were present for Council comments and questions on the topic.

Waste Stream Study – feedback from Council

The report needs to provide better data and consistency for specific elements in the waste stream:

- Problem waste (define what it includes besides tires and appliances)
- Hazardous wastes and electronic waste
- Clothing (textiles are listed on chart 5.1 but not in the pie chart)
- Why plastics show as such a large percentage, and what it consists of
- Discarded carpet volumes

Reduction is an important focus for the Council; flesh out/detail the graphic of the waste diagram to describe the role of waste reduction in reaching the community's diversion goal of 50%.

Part 2 of the Waste Stream Study, which will be presented to Council at their June 26 Work Session, should include:

- commercial food waste discussion since this is a growing issue for the community
- catalogue of waste materials related to their energy, costs, and production costs that will help determine "highest and best" uses
- graphic depiction of the "stream" of materials; hierarchy of what can be used, and where
- industrial symbiosis, e.g. extracting energy from spent grain from local breweries
- leveraged opportunities for local economic development, intellectual capital (i.e., CSU) and market development
- how to provide a platform for smart grid demonstrations
- transportation issues for delivering waste/recyclables.

Integrated Recycling Facility (IRF) – feedback from Council

Questions that were asked include:

- did we consider using the current Rivendell Recycling Center as the location for an IRF
- could Phase 1 of an IRF get started at Rivendell
- how are “conventional” recyclables being handled at Rivendell; where do materials go after they are collected, and how do they get there
- have we picked all the “low-hanging fruit” yet
- is a drop-off a less economical way to collect yard waste, compared to curbside
- will this negatively affect Larimer County and/or other businesses
- if Roger Hageman (EarthCycle) says he would build an IRF, why not subsidize him instead of building a City facility
- is the City creating a new utility, taking over a role best filled by the private sector
- will \$3.75 versus \$5.50 (landfill costs) motivate self haulers to stay in town
- which participant/entity are we targeting, commercial or residential?

Suggestions that were made include:

- define the percent of additional diversion accomplished at each phase of an IRF.
- don't go too small in setting the size for a site.
- look closely at composting and other options
- costs of building and operating an IRF are important considerations
- work closely with other stakeholders in the community, including trash haulers
- recruit “recycling ranger” volunteers to reduce operating costs
- make a transfer station for household hazardous waste (HHW), and look at how an IRF would build on the successes of the City's ongoing HHW collection events
- options for collecting pharmaceuticals
- recycle for car seats
- re-use is important to include in an IRF, and processing materials for their highest value.

Next Steps

Staff will provide more information to Council in advance of the next meeting on June 26 to discuss the Waste Stream Study, Part 2. We will address issues and questions that were raised at the March 27 meeting and provide:

- the complete analysis of all 23 sites reviewed as prospective locations for an IRF
- information from 15-20 peer cities throughout the country about their waste goals and progress at meeting them (50% waste diversion seems to be a low goal)
- analysis of the pros and cons of building an Integrated Recycling Facility
- some information about the effectiveness of the curbside yard waste service provided by Gallegos Sanitation, Inc. at diverting organic materials.



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Memorandum

Date: April 2, 2012

To: City Council

From: John Stokes, Natural Areas Director

Thru: Darin Atteberry, City Manager *DA*
Wendy Williams, Assistant City Manager *Wendy*
Marty Heffernan, Community Services Director *Marty*

RE: Council follow-up March 27 Work Session re: Poudre River item

Staff presented the Poudre River Ecological Response Model for Council consideration. Council expressed support for the project and its gratitude to the external team developing the model.

Council asked for more information regarding the underlying assumptions of the model and how the five model indicators were chosen.

Council suggested several possibilities for sharing the final model report with the public, including a presentation at a public event and placing the final report online.

Although Council did not express a strong preference as to whether the model should come back to another work session, it did express a desire for public outreach that could include Council participation. It also expressed a desire for the report to be shared directly with Council along with supporting materials.