

A person wearing a dark Denver uniform and a cap is walking past several black trash bins. The bins have 'CITY AND COUNTY OF DENVER' printed on them. The background shows a street scene with a white van and a silver car.

# Volume-based Trash Pricing

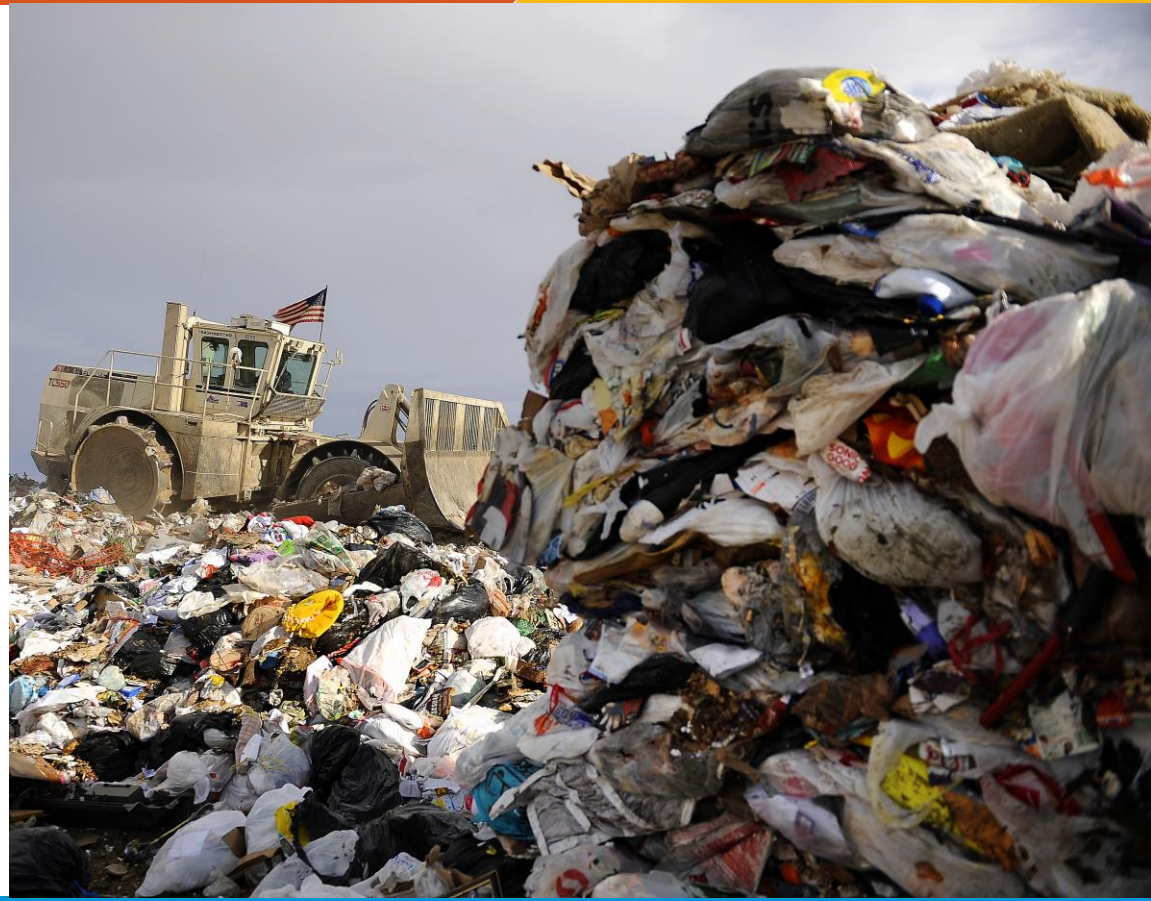
## *A joint effort by DOTI, CASR & DHS*

LUTI – June 7, 2022

# Current Solid Waste Services

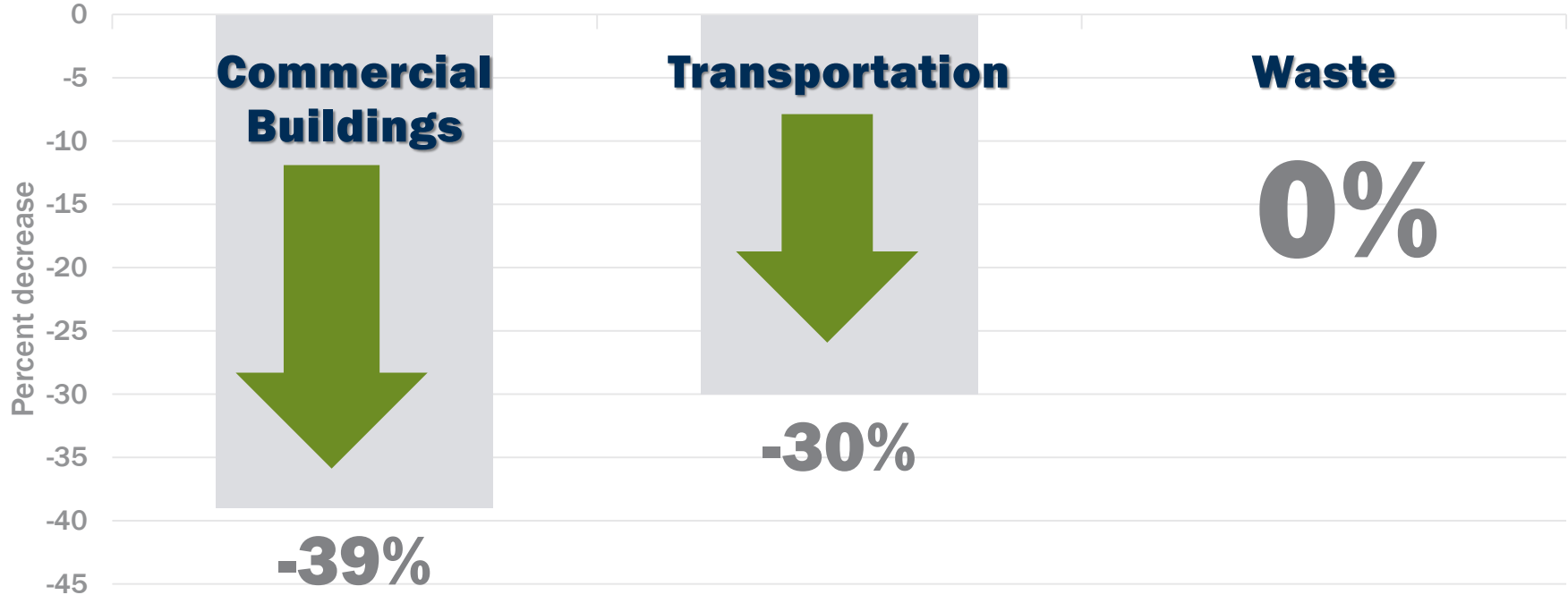
- Weekly collection = ~400k carts today
- Education on service schedules, how to recycle/compost, cart management, special programs (e-waste and hazardous waste recycling), and more.
- Compost billing system and customer service

“After 20 years of consideration, Denver is ready for waste systems which reflect the constraints of our planet and help guide residents in reducing their



# Climate Imperative

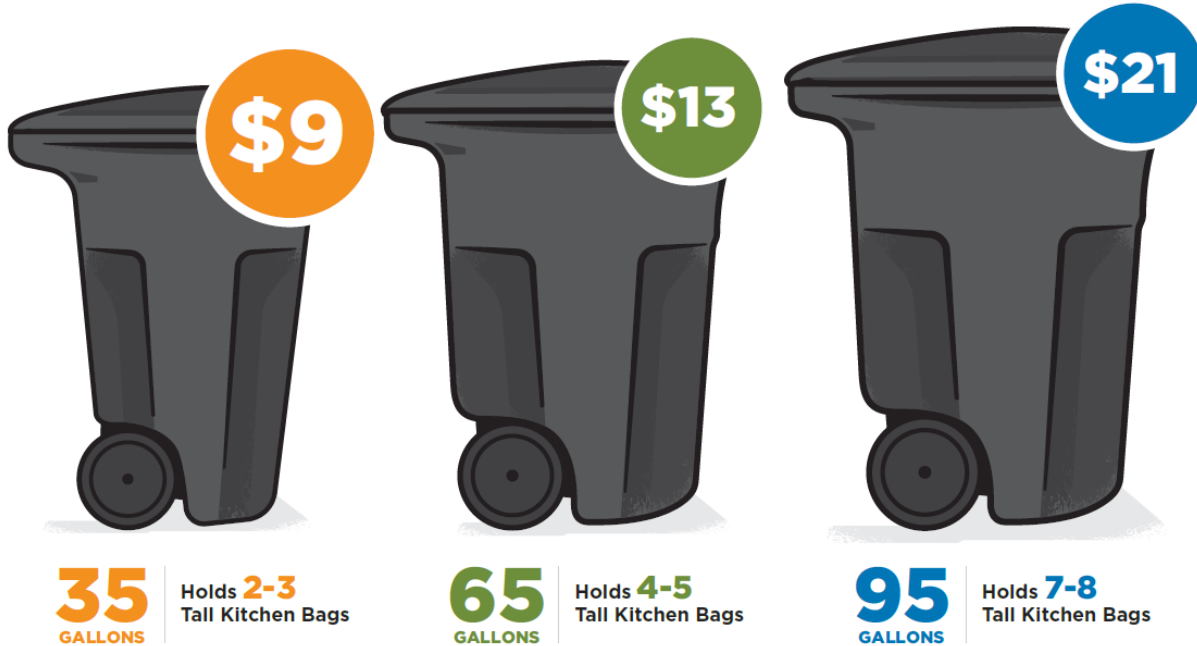
## Change in Emissions Since 2005



# BR22-0685 Draft Ordinance Highlights

1. Chapter 48 amended to remove compost service fee and replace with “Volume-based pricing service fee for collections” (Sec. 48-42.5).
2. Establishes fee for Solid Waste Management services and limits uses of resulting revenue to program costs only (Sec. 48-42.5).
3. Adds language requiring DOTI to create an affordability program (instant rebate) through rules & regulations (Sec. 48-45).
4. Adds language regarding compliance (Sec. 48-47).

# Trash Cart Sizes & Proposed Monthly Rates



*Recycle and compost carts included at no additional cost.*

# Update: No HOA fines allowed for carts in the right of way.

“An association shall not prohibit an owner or occupant of eligible property from using the public right of way for collection of trash, recyclable material, or compost material in accordance with the regulations promulgated under authority of this article.”

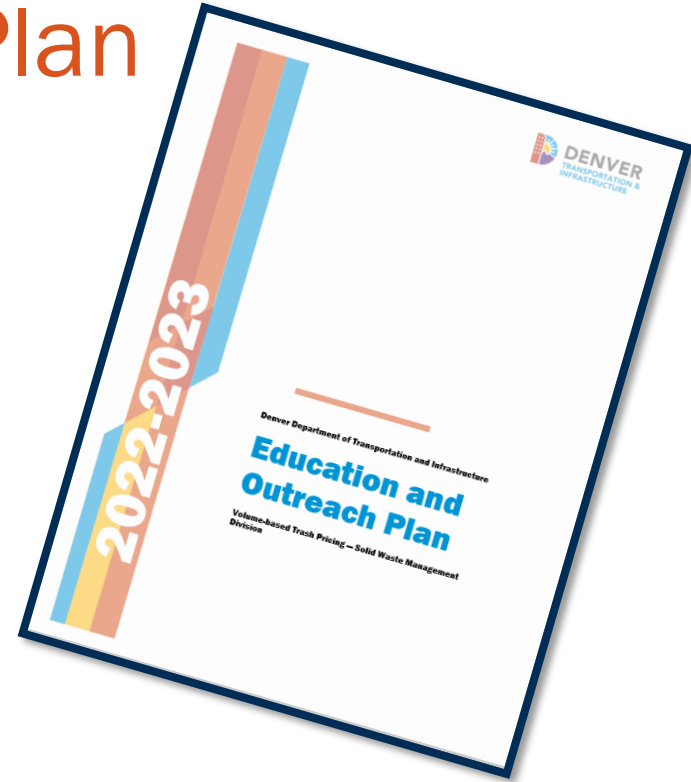
- *This complements recent state law by reiterating that an HOA is not allowed to prohibit or penalize any property for trash, recycling, or compost carts.*
- *Carts must be removed from the right-of-way for the safety and ease of travel for all modes of users.*
- *The city does **not** have or enforce any provision prohibiting carts from occupying the right-of-way.*
- *An association may not prohibit or penalize properties for something that the city does not prohibit or penalize ourselves, as we are the managers of our right of way.*

# Education Update

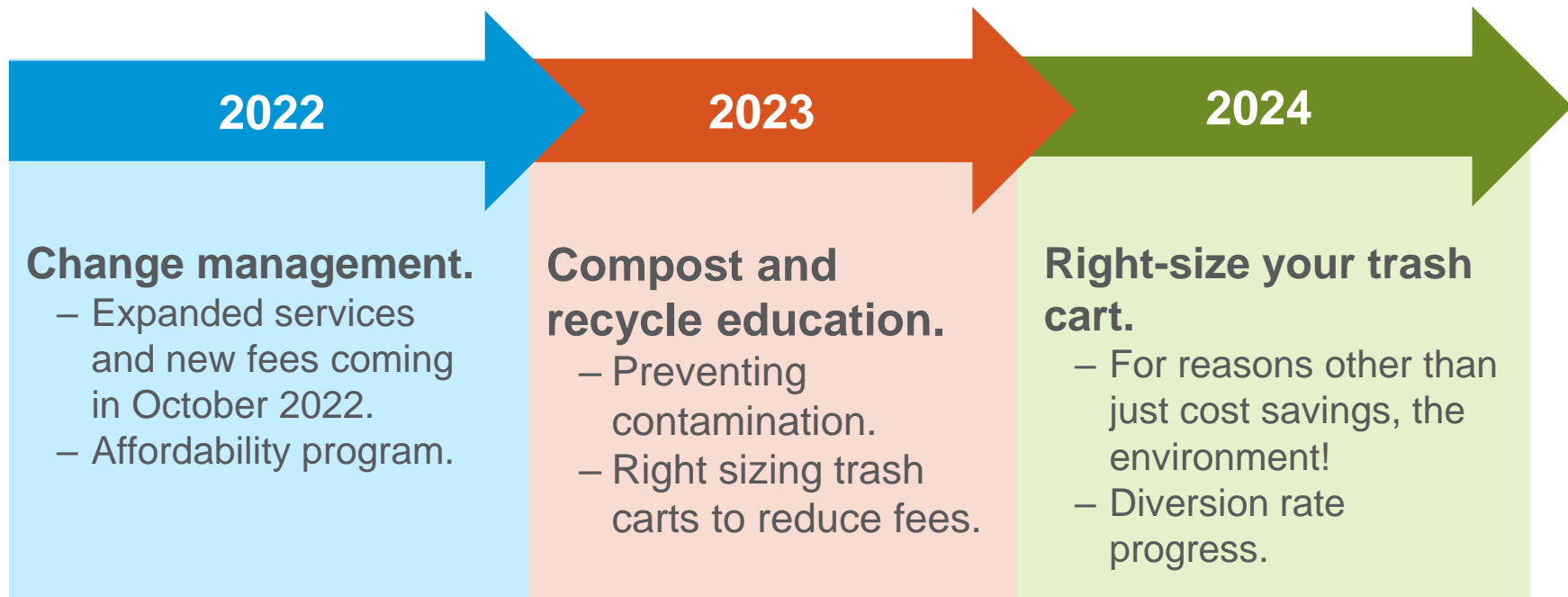


# Education and Outreach Plan

- Goal: Provide education to successfully implement a new pricing model for solid waste services, introduce citywide compost service to more than 140,000 households, and increase Denver's diversion rate beyond the national average.
- Strategies/Tactics
  - Community-based organizations partnerships (paid) for education
  - Direct multilingual customer education on billing, services and rebate program, including print and digital communications
  - Paid advertising
  - Community event participation
- Implementation schedule for 2022
  - Continuing education goals through 2024
- Key Performance Indicators



# Solid Waste Education Objectives



# Multi-lingual Resources

- Bilingual staff in Solid Waste and education teams (Spanish)
- All print/mail, social, videos created in English/Spanish
- Professional translation and interpretation services available to meet neighborhood-specific language needs



2022 | Department of Transportation and Infrastructure

## WASTEWISENEWS DENVER

**A Greener, Cleaner Denver!**  
**¡Un Denver más verde y más limpio!**

### Denver is expanding its Solid Waste services to WEEKLY recycling and compost collection for every customer!

City Council voted in June to approve a fee covering expanded services for all 180,000 households we serve, moving Denver closer to our climate action goals. Residents have been clear – they want weekly recycling and they want the city to act on climate change.

#### Why are we doing this?

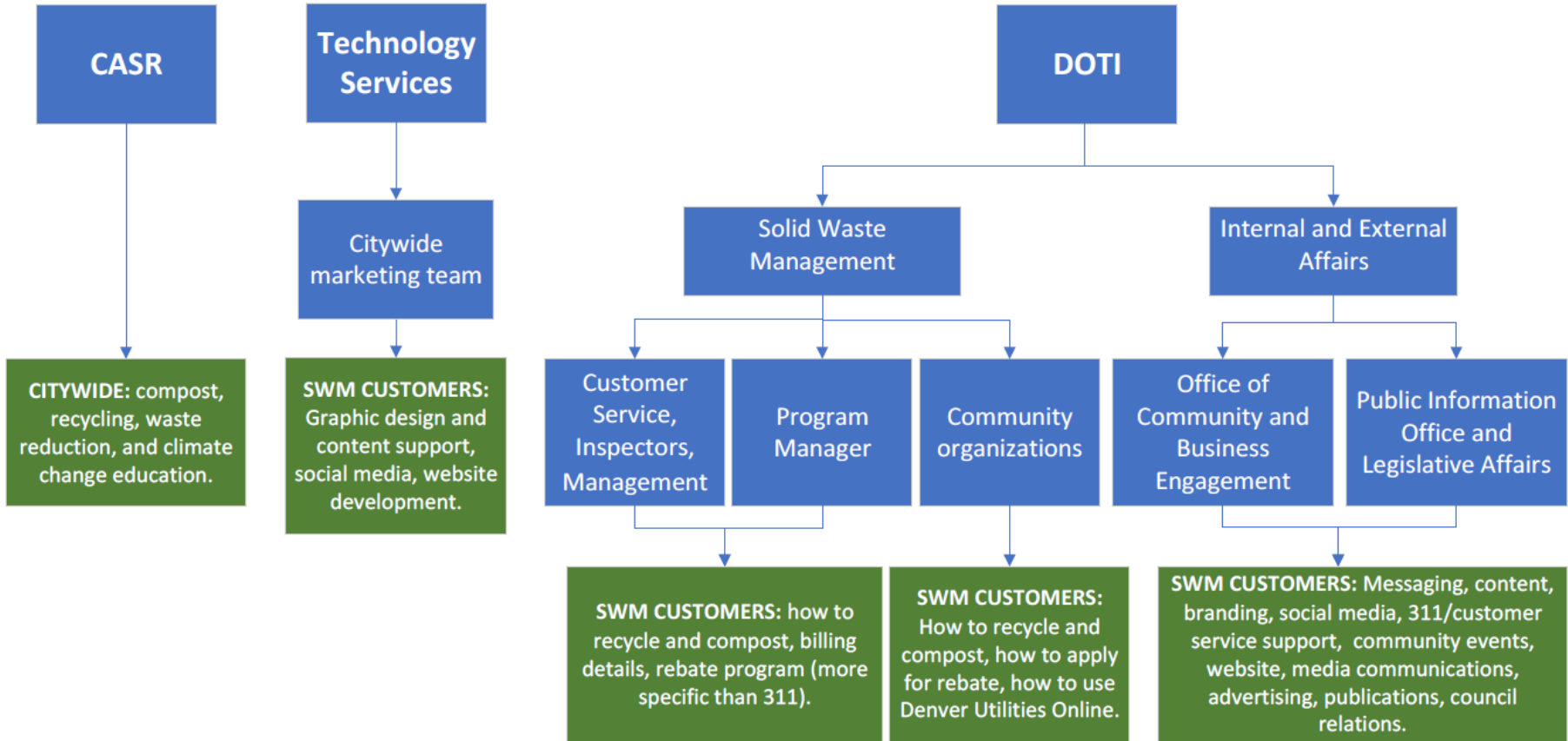
- 74% of Denver's waste is sent to the landfill, more than the national average.
- Recycling carts are overflowing – weekly collection keeps bottles, cans and cardboard in the carts and out of the streets.
- Adding food and yard waste collection to every household would divert 50% or more of our waste away from the landfill, creating valuable compost. Landfills generate methane, a dangerous greenhouse gas that causes climate change.

### ¡Denver está ampliando sus servicios de Residuos Sólidos a reciclaje SEMANAL y recolección de compost para cada cliente!

El Consejo Municipal votó en junio para aprobar una tarifa que cubra los servicios ampliados para los 180,000 hogares a los que servimos, acercando a Denver a nuestras metas de acción climática. Los residentes han sido claros: quieren reciclaje semanal y quieren que la ciudad actúe sobre el cambio climático.

#### ¿Por qué estamos haciendo esto?

- El 74% de los desechos de Denver se envía al vertedero, más que el promedio nacional.
- Los carros de reciclaje están desbordados: la recolección semanal mantiene botellas, latas y cartón en los carros y fuera de las calles.
- Agregar la recolección de alimentos y desechos de jardín a cada hogar desviaría el 50% o más de nuestros desechos del vertedero, creando un valioso abono. Los vertederos generan metano, un peligroso gas de efecto invernadero que provoca el cambio climático.



# SWM Education Staff

- **DOTI Program Manager (NEW)**
  - Oversees Solid Waste Education and Outreach Plan and budget.
    - Main goal: increase diversion, decrease landfill waste, drive behavior change.
    - \$3.8M annual education budget.
  - Coordinates educational materials for community organizations, Customer Service, Public Information Office, 311, and Denver Human Services.
  - Main point of contact for all Solid Waste education requests.
- **DOTI Public Information Office and Office of Community and Business Engagement / Citywide marketing**
  - Support graphic design, social media, paid advertising, marketing materials, media communications, and public outreach
- **Solid Waste Customer Service, Superintendents, Supervisors, and Inspectors**
  - Customer service and direct education with residents (invoicing, recycle/compost education, cart management)
- **311**
  - Handle 60% of Solid Waste calls directly
  - Scripts related to customer service (new bills, cart selection, etc.)
  - Scripts related to customer education (how to recycle and compost)

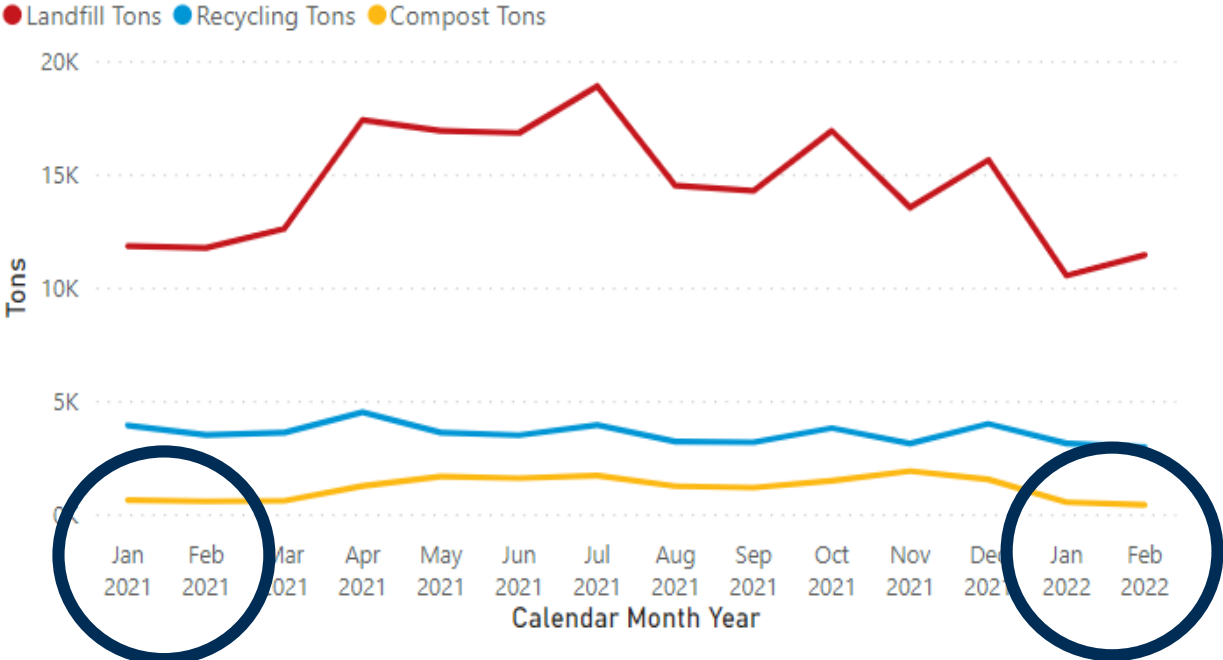
# Topics for Additional Discussion

- Equity
- Implementation date

# APPENDIX

# January 2023 Implementation

Landfill Tons, Recycling Tons and Compost Tons by Calendar Month Year





# Community Partners

May

June

- DHS Community Network Meeting.
  - Spanish speakers presentation in Montbello.
  - Contact all CBOs to gauge level of participation.
  - CBO Focus group.
- Confirm final CBO scopes and contracts.
  - Kick-off / initial training sessions.
  - Begin planning with DPS for fall.



# Print and Direct Mail

- Newsletter 1 – Announcement.
- Instant rebate postcard.
- DHA (addresses with SWM carts only) – specific flyers.
- Letters to property owners and current compost customers.
- Newsletter 2 – Compost roll-out.

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Your service fee will be based on the size of your trash cart. The smallest trash cart has the **LOWEST MONTHLY FEE.**

Su tarifa de servicio se basará en el tamaño de su bote de basura. El bote de basura más pequeño tiene la **TARIFA MENSUAL MÁS BAJA.**



**SMALL TRASH CART**  
+ RECYCLING + COMPOST  
Carro de basura pequeño  
+ RECICLAJE Y COMPO



**MEDIUM TRASH CART**  
+ RECYCLING + COMPOST  
Carro de basura mediano  
+ RECICLAJE Y COMPO



**LARGE TRASH CART**  
+ RECYCLING + COMPOST  
Carro de basura grande  
+ RECICLAJE Y COMPO

### What's next?

Weekly Recycling begins in October!

Look for your first invoice in late 2022. Before the first billing cycle, property owners will also receive information about managing services at non-owner-occupied addresses.

Compost service starts in 2023. Carts and collection routes will begin in phases. Current compost customers will not see a change to service.

### ¿Que sigue?

¡El reciclaje semanal comienza en octubre!

Busque su primera factura a finales de 2022. Antes del primer ciclo de facturación, los propietarios también recibirán información sobre la gestión de servicios en direcciones no ocupadas por propietarios.

El servicio de compost comienza en 2023. Los carros y las rutas de recolección comenzarán por fases. Los clientes actuales de compost no verán un cambio en el servicio.