

2.0 WASTE PREVENTION AND RECYCLING

2.1 Introduction

This section provides recent background on the recycling program and describes the Proposed Actions for Recycling, identifying the new facilities and services that would be developed as well as existing facilities that would continue to provide service. It also describes the New Initiatives that would be undertaken under Existing Programs and refers the reader to Attachment VI, which provides more detailed information on Existing Programs for recycling and waste prevention.

2.2 Background

The City's waste prevention and recycling programs have evolved dramatically from their inception in the 1980s. Recycling had its origins in fledgling voluntary programs that initially served only a small portion of City residents, and was transformed into a comprehensive and rapidly maturing enterprise. Over the years, DSNY established an array of programs to promote reduction, reuse and recycling of wastes generated by residents, businesses, government agencies, schools and institutions.

Through Fiscal Year 2006, DSNY collected and recycled metal, glass and plastic (MGP) and Paper materials sufficient to divert 16.5% of the City's residential and institutional (curbside/containerized) waste stream from disposal. The program flourished in many respects, and compared favorably with other major cities throughout the United States. (See Appendix A for "New York City Recycling in Context.")

On July 1, 2002, the City's recycling program incurred budget cuts in the aftermath of the events of September 11 and the subsequent economic recession. This resulted in the temporary suspension of glass and plastic recycling, and as a result diversion rates suffered. However, plastic and glass recycling were restored in Fiscal Year (FY) 2003 and FY 2004, respectively, and funding for composting and other services was restored in FY 2005. A program that provides weekly pick up of Paper and MGP to every household in the City is now in place.

To implement this priority, cost-effective waste prevention and recycling programs are now an even greater priority. To reflect this priority, this SWMP outlines a series of actions and initiatives that will redouble the City's commitment to its current recycling program and set ambitious new goals to

keep the City moving on a path towards even greater diversion in the future. Specifically, based on new waste composition data, DSNY recommends that the City set a 70% diversion goal for the combined Commercial and DSNY-managed Waste stream to be achieved by 2015.

As a foundation upon which to build the programs that will achieve this goal, the City will commit to a 20-year contract for processing MGP. This long-term commitment will facilitate the development of state-of-the-art processing infrastructure in the City, which in turn will generate the consistent streams of materials necessary to foster reliable secondary materials markets. The 20-year contract also ushers in a new era of waterborne transportation of Recyclable materials, mirroring the transportation goals of this SWMP as a whole.

This section begins by describing the Proposed Actions, or actual facility development that will occur over the planning period with regards to recycling. It then goes on to present New Initiatives under development or being planned to maintain and enhance the City's prominence as a national leader in waste prevention, recycling and composting. It also provides an update of activities in these areas that have occurred subsequent to the issuance of the 2000 SWMP Modification. For a description of the background and current status of these programs, please refer to Attachment VI.

2.3 Proposed Actions – Recycling

To address the City's specific goals and priorities for increased diversion, cost stability, expanded markets and private sector involvement in its Recycling Program, as articulated above, the Proposed Actions for recycling are:

- Develop a materials processing facility at the 30th Street Pier (in Brooklyn Community District 7) through a public-private partnership involving a 20-year service agreement with a private recyclables processor; and
- Develop a Recyclables acceptance facility in Manhattan.

2.3.1 Recyclables Processing Facility

The City is in the process of negotiating an agreement with the Sims Hugo Neu Corporation (SHN) for the acceptance, processing and marketing of the MGP and a portion of the mixed paper¹ (Curbside Recyclables) collected by DSNY. (This contract is further described in 2.4.3.) As part of the agreement, SHN will finance the development of a materials processing facility on City-owned land at the 30th Street Pier in the South Brooklyn Marine Terminal (SBMT).

In addition, SHN will use its existing regional network of waterfront acceptance facilities and its own fleet of barges to transport material to the new facility at SBMT. Recyclable material will arrive at the new materials processing facility as follows:

- DSNY trucks collecting Curbside Recyclables in the Bronx will tip this material at SHN's existing acceptance facility in the Bronx, where SHN will transfer material to barge for transport to SBMT.
- DSNY trucks collecting Curbside Recyclables in Staten Island CDs will tip this material either at the new Staten Island Transfer Station for consolidation into transfer trailers that would drive to SBMT, or at SHN's existing acceptance facility in Jersey City, where SHN would transfer material to barge for transport to SBMT.
- DSNY trucks collecting Curbside Recyclables in northern Brooklyn and Queens CDs will tip this material at SHN's existing acceptance facility in Long Island City, where SHN will transfer material to barge for transport to SBMT.
- DSNY trucks collecting Curbside Recyclables in Manhattan CDs will tip this material at a Manhattan acceptance facility. Until the new acceptance facility is on line trucks from southern Manhattan would tip at SHN's existing acceptance facility in Jersey City; trucks from northern Manhattan would tip at SHN's existing facility in the Bronx where SHN will transfer this material to barge for transport to the 30th Street Pier at SBMT.
- DSNY trucks collecting Curbside Recyclables in southern Brooklyn CDs would drive to SBMT and tip directly at the materials processing facility.

¹ This is the portion that is not already committed to Visy Paper (NY), Inc. (Visy), for processing in its recycled paper mill on Staten Island.

2.3.2 Manhattan Recyclables Acceptance Facility

DSNY proposes to develop a Recyclables acceptance facility in Manhattan. The West 59th Street MTS is currently the transfer site for the mixed paper, which DSNY collects in Manhattan CDs and Visy barges to its recycled paper mill on Staten Island.

As described in Section 4.2.1.1, DSNY is proposing to issue a procurement to assess the feasibility of providing the West 59th Street MTS for use by the private sector for the export of a portion of Manhattan's Commercial Waste by barge. In order to maximize the throughput capacity required for this proposal, the truck-to-barge operation for mixed paper would need to be relocated. In order to facilitate this relocation, as well as to reduce the number of vehicle miles traveled by DSNY trucks, DSNY proposes to develop a Recyclables acceptance facility in lower Manhattan. This proposal would also fulfill the goal of this SWMP to distribute waste management facilities more equitably in all five boroughs.

The most promising location for this Manhattan Recyclables acceptance facility is the former site of DSNY's Gansevoort MTS on Pier 52 in Manhattan Community District 2. The Gansevoort MTS has not been used by DSNY since 1991. For this proposed project to move forward, several issues must be resolved, such as acceptable integration of the facility design (including an environmental education center) and operation into the plans for the Hudson River Park, and amendment of the Hudson River Park Act.

Table 2.3-1 lists all of the facilities that would be elements of the Recycling program in the SWMP, as well as facilities serving the current program.

**Table 2.3-1
Recycling Facilities**

Facility Type	Operator/Owner, Facility Name, and Address	Community District
Proposed Action Facilities		
Recyclables Processing/Acceptance	Sims Hugo Neu Corporation 30 th Street Pier at the South Brooklyn Marine Terminal, Brooklyn	Brooklyn 7
Recyclables Acceptance	DSNY, Former site of Gansevoort MTS, Pier 52, Manhattan	Manhattan 2
Existing Program Facilities		
Recyclables Processing ⁽¹⁾	Visy Paper, Inc. 4435 Victory Boulevard, Staten Island	Staten Island 2
Recyclables Acceptance/Processing ^{(2) (3)}	Sims Hugo Neu Corporation 850 Edgewater Rd, Bronx	Bronx 2
Recyclables Acceptance/Processing ^{(2) (3)}	Sims Hugo Neu Corporation Claremont Terminal 1 Jersey City, New Jersey	N/A
Recyclables Acceptance/Processing ^{(2) (3)}	Sims Hugo Neu Corporation 30-27 Greenpoint Avenue Long Island City, Queens	Queens 2
Recyclables Acceptance/Processing ⁽¹⁾	A & R Lobosco 31-33 Farrington Street Flushing, Queens	Queens 7
Recyclables Acceptance ⁽¹⁾	Metropolitan Paper (potential subcontractor) 854 Shepherd Avenue, Brooklyn	Brooklyn 5
Recyclables Acceptance/Processing ⁽¹⁾	Triboro/Cellmark 891-899 East 135 th Street, Bronx	Bronx 1
Recyclables Acceptance/Processing Facility ⁽¹⁾	Paper Fibres 960 Bronx River Avenue, Bronx	Bronx 2
Recyclables Acceptance/Processing ⁽¹⁾	Rapid Processing 860 Humboldt Street, Brooklyn	Brooklyn 1

Notes:

- ⁽¹⁾ These are existing processing facilities which accept Paper from the Curbside Program and produce marketable end products. As such, they are not subject to environmental review and are listed here to indicate that they are facilities included in the SWMP.
- ⁽²⁾ These are existing processing facilities which accept MGP from the Curbside Program and produce marketable end products. As such, they are not subject to environmental review and are listed here to indicate that they are facilities included in the SWMP.
- ⁽³⁾ These are existing facilities that currently receive truck deliveries of DSNY Curbside Recyclables for transfer to a processing facility. As such, they are not subject to environmental review and are listed here to indicate that they are facilities included in the SWMP.

2.3.3 Advantages of Proposed Action

2.3.3.1 *Recyclables Processing Facility*

The major advantages of the Proposed Action to develop a materials processing facility are:

- Commits the City to maintain its Curbside MGP Program over the next 20-years.
- Creates a relationship in which the processor has economic incentives to expand product markets and thereby increase the net recovery rate for MGP. Historically, DSNY has had considerable difficulty in establishing stable and cost-effective relationships with the contractors that have processed its Curbside MGP, in part due to the practice of contracting for a five-year term with a short-notice cancellation clause. This created economic uncertainty for the contractor and discouraged investments in facility upgrades to improve recovery rates. The 20-year term of the service agreement removes these disincentives and will create a relationship in which the processor has economic incentives to expand product markets and thereby increase the net recovery rate for MGP processed.
- Enhances the opportunity to produce and market new products by recovering materials that are now marginal. The City's Curbside MGP collections have high proportions by weight of glass, particularly mixed-color, broken glass, a material which does not have economic markets. Better technology to be used in the materials processing facility, in addition to aggressive research and development – both afforded by a long-term contract – will address this situation.
- Secures competitive price terms for the City and stabilizes costs over the long term.
- Creates a waterborne transportation network that is consistent with the City's goal of reducing truck traffic. An estimated 85% of the recyclable materials will be delivered to the new Recyclables processing facility via barge, and 75% will leave post-processing via barge. This action will help reduce truck traffic on City streets and improve the environment.
- Creates significant local employment opportunities through an estimated 160 construction jobs and 100 permanent jobs when facility operations commence.

2.3.3.2 *Manhattan Recyclables Acceptance Facility*

The major advantages of the Proposed Action to develop a Recyclables acceptance facility in Manhattan are:

- Eliminates the need to run Recyclables collection vehicles from Manhattan to acceptance or processing facilities in other boroughs or New Jersey.
- Facilitates the relocation of the recycled paper barge operation now based at the West 59th Street MTS to Gansevoort, which will enable the West 59th Street MTS site to be potentially developed for export of Commercial Waste.
- Results in a more equitable distribution of transfer facilities among the City's boroughs.

2.4 New Initiatives

2.4.0 New Office for Recycling Outreach and Education

In order to meet the ambitious diversion goals set forth in this section, a new office will be formed within the Council on the Environment of New York City (CENYC). The new office will focus on waste prevention, composting and recycling outreach and education. CENYC, a privately funded citizens' organization in the Office of the Mayor is in a unique position to incorporate these activities into its current mission to promote environmental awareness and solutions to environmental problems. Additionally, from 1981 to 2003, CENYC ran a Waste Prevention and Recycling Service (WPRS), which included pioneering work with public schools and the New York City Housing Authority developments to create and implement waste prevention initiatives.

The new office at CENYC will have a discrete budget and will consist of one citywide director and one coordinator focusing on each borough, for a total of six new staff members. The new office will coordinate closely with DSNY to define annual work plans, so that efforts are not duplicated and to provide feedback to DSNY on improving programs. Programs pursued by the new office will include but not be limited to: waste prevention outreach and education, including training and educating building staff and tenants, especially in large residential buildings, in correct recycling practices, and working with and training tenant volunteers to administer routine monitoring of waste reduction, reuse, and recycling practices, as well as conducting waste audits in residential buildings to help determine, both at the site-specific and general levels, where failures are occurring and how best to remedy them; promoting electronics waste recycling options; assisting in developing and implementing additional waste prevention programs, such as composting or a building reuse program; promoting household hazardous waste reduction and safe disposal outlets, if needed; promoting and

improving recycling in New York City public schools, Housing Authority projects, and other such institutions, and in general working to increase the amount of materials diverted through waste prevention and recycling.

Within 3 months of the approval of the SWMP by the Council, the new office will provide the first annual work plan and a budget to the Commissioner of DSNY and to the Council for review and approval.

In February of each year following adoption of the SWMP by the Council, the new office will file a report to the City Council making recommendations regarding additional programs or practices, if any, that it determines are needed or would be useful in improving waste reduction, reuse, or recycling.

2.4.1 Propose Percentage-Based Diversion Goals

As the document that charts the course the City will follow for the next 20 years with regards to solid waste management, it is important that this SWMP set specific diversion goals for recycling, as well as outline the programs that will help achieve those goals. While the advocates of “Zero Waste” are to be lauded for setting the diversion bar high, the City must be realistic and recognize that many decisions regarding what individuals and businesses do with their waste are beyond the City’s direct or indirect control.

Realistic goals do not mean unambitious goals. DSNY recommends that the City set a 70% diversion goal for the combined Commercial and DSNY-managed Waste streams to be achieved by 2015. In the near term, the City should meet a 25% diversion goal for the curbside and containerized waste generated by residents and institutions, and a 35% diversion goal for the total DSNY-managed Waste stream, both to be achieved by 2007.² These goals are very aggressive but reasonable given the results of the Citywide Waste Characterization Study thus far, set forth in Section 2.4.2. The Preliminary WC Report findings and the results of the four individual season sorts conducted as part

² For definition of these streams and tabulated projections of diversion rates over the course of the 20-year SWMP planning period, see Attachment II, “DSNY-Managed Waste Quantities and Projections for Plan Period” and Section 6.0 of Attachment VII, “Rational For Amending Local Law 19”.

of Phase I of the Citywide Waste Characterization Study provide the baseline quantities of designated paper, metal, plastic, glass and other potentially recoverable materials in the waste stream. These goals also are consistent with those required in other states, as well as the goals voluntarily adopted by municipalities in cities throughout the United States. The achievement of these goals will enable the City to maintain its standing as a national leader in recycling, to avoid costly litigation for failing to meet legally-mandated, tonnage-based diversion rates and hopefully advance the City's efforts to attract recycling industries to locate and invest in the City.

By proposing these percentage-based diversion goals, DSNY is also proposing revising the tonnage-based diversion mandates in LL19. The full rationale and supporting data for this proposal can be found in Attachment VII. Agreement on all aspects of this proposal will require the participation of many stakeholders, including the City Council and the advocacy community. DSNY looks forward to working with these groups and sets forth a proposed general schedule for facilitating this dialogue in the Waste Prevention and Recycling Milestones section of this SWMP (Section 2.5). Specifically, within six months of the effective date of this SWMP, DSNY will convene the first stakeholders meeting with the City Council to revise LL19, and further commits to a timetable of no more than twelve months to reach resolution on new draft legislation.

2.4.2 Perform a Waste Characterization Study (WCS)

In Spring 2004, DSNY conducted a Preliminary Waste Characterization (Preliminary WC), the report on which can be found in Appendix D, "Preliminary Waste Characterization Report." DSNY has also completed a historic four-season comprehensive Citywide Waste Characterization Study (Citywide WCS),³ involving the sorting of both residential refuse and recyclable streams. The Citywide WCS, the scope of which is described in Attachment III, "Waste Characterization Activities," is a continuation of the WCS first undertaken in 1989-1990 that will provide essential data to solid waste planners, especially in the recycling field. The full, four-season WCS data collection period was completed in FY 2006. The Final Report is expected to be issued in FY 2007; pie charts that present the results of the four individual season sort reports can be found in Appendix J, "Graphical

³ Among the requirements of a SWMP are to "characterize the solid waste stream to be managed in the planning period." (New York State Environmental Conservation Law, Section 27-0107, Subsection 1.b.i.).

Presentation of Results of the Four Season Data Collection for Phase I of the Citywide Waste Characterization Study, and are posted on the Department of Sanitation's website at http://www.nyc.gov/html/nycwasteless/html/recycling/waste_char_study.shtml.

The first Recyclables and refuse sorts, conducted as part of the Preliminary WC, were completed in spring 2004 and the data is reported in the Report (see Appendix D). This section analyzes the data with a focus on implications for the Recycling Program. The data, coupled with the results of the four individual season reports described in Section 2.4.2 and provided in Appendix J, inform the ambitious yet attainable, diversion goals outlined in Section 2.3.1, as well as the choice of programs necessary to reach these goals over the course of this SWMP planning period.

2.4.2.1 Metal, Glass and Plastic (MGP) Composition

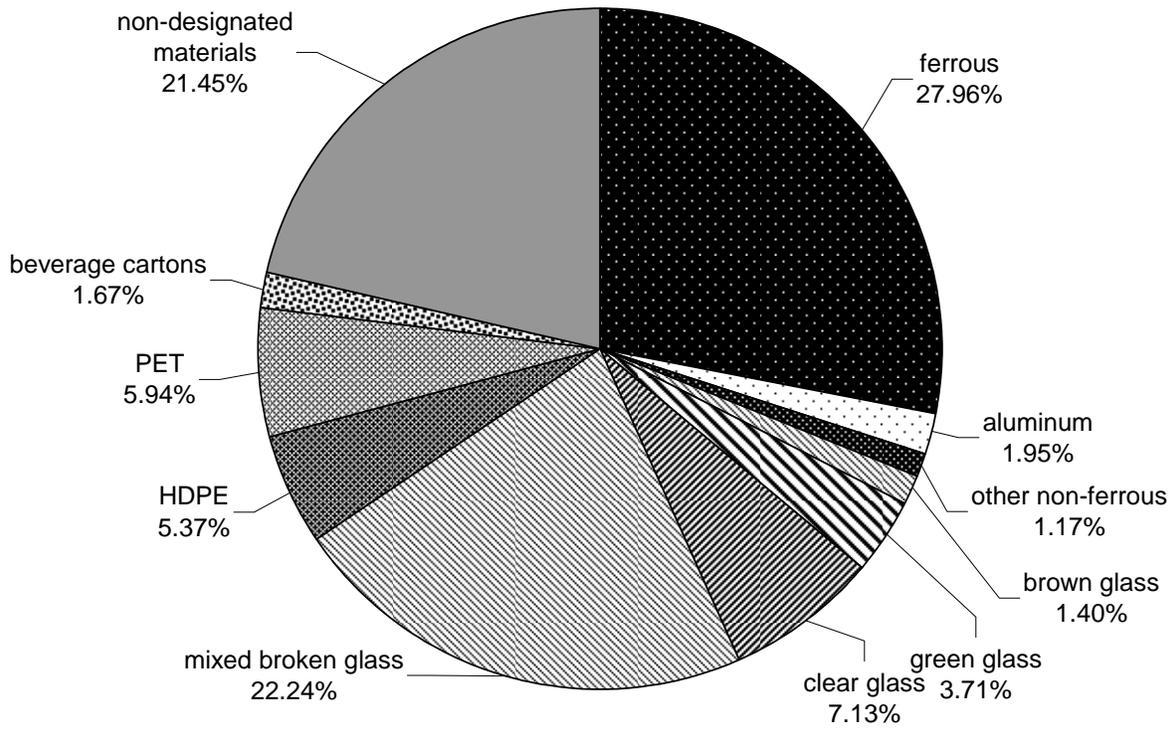
Figure 2.4-1, MGP Composition: Preliminary WC Sort Data, shows the composition of the MGP Recyclables stream. Two numbers important to highlight from the data are: (1) the percentage of the MGP stream that is comprised of mixed color, broken glass; and (2) non-designated materials. Table 2.4-1, MGP Composition: Processor Versus Preliminary WC Sort Data compares the Preliminary WC Sort data with the MGP composition data reported by the four vendors that processed the City's MGP under short-term contracts from 1994 to 2002.

2.4.2.1.1 Glass

According to the Preliminary WC, roughly 35% of the MGP stream consists of glass. This accounts for glass that is intact, defined as glass pieces greater than 3 inches by 3 inches in diameter and therefore more readily sorted by color, as well as smaller pieces of broken glass not readily separated by color ("mixed broken glass").

The four vendors that processed the City's MGP on average reported the percentage of mixed broken glass as 33% of the incoming material. The results of the Preliminary WC reveal a lower percentage of this material – only around 22%. This is significant because lack of markets for mixed broken

FIGURE 2.4-1
MGP COMPOSITION: PRELIMINARY WASTE CHARACTERIZATION SORT DATA



**Table 2.4-1
MGP Composition: Processor Versus Preliminary Waste Characterization Sort Data**

Data Source	Preliminary WC Sorts	MGP COMPOSITION AS REPORTED BY PROCESSORS UNDER PRIOR CONTRACTS FOR MGP ACCEPTANCE, PROCESSING, MARKETING				
		Average of Four Processors	Processor 1	Processor 2	Processor 3	Processor 4
MGP Composition						
ferrous	27.96%	25.48%	20.43%	30.42%	28.18%	22.87%
aluminum	1.95%	0.76%	0.60%	0.41%	1.07%	0.96%
other nonferrous	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%
METAL	31.08%	26.23%	21.03%	30.84%	29.25%	23.83%
brown glass	1.40%	0.19%	0.00%	0.75%	0.00%	0.00%
green glass	3.71%	0.51%	0.00%	2.04%	0.00%	0.00%
clear glass	7.13%	1.92%	0.00%	3.26%	0.00%	4.42%
mixed broken glass	22.24%	35.40%	48.99%	13.24%	30.33%	49.03%
GLASS	34.49%	38.02%	48.99%	19.29%	30.33%	53.46%
HDPE	5.37%	3.87%	3.06%	4.94%	3.56%	3.91%
PET	5.94%	2.00%	1.45%	2.41%	2.23%	1.93%
PLASTIC	11.31%	5.87%	4.50%	7.35%	5.80%	5.84%
beverage cartons	1.67%					
Total MGP	78.55%		74.52%	57.47%	65.38%	83.12%
Non-Designated Materials						
non-designated plastics	6.49%	0.39%	0.28%	0.67%	0.44%	0.18%
other	14.96%	29.48%	25.19%	41.86%	34.18%	16.69%
TOTAL	21.45%	29.88%	25.48%	42.53%	34.62%	16.88%

glass, in particular, was one of the factors that led to increased processing prices and contributed to the suspension of the program in 2002. (Whether these lower glass percentages are based on the fact that, during the Preliminary WC sorts, glass had only recently been reintroduced to the MGP stream, will become clearer from the data developed in the Citywide WCS moving forward⁴).

Even if mixed broken glass comprises a lower fraction of the MGP stream than previous processors maintained, it still represents one of the largest single material categories. Therefore, it will be essential for the City to work with the SHN under its new 20-year processing contract (described in Section 2.4.3) to help identify and facilitate markets for this material. SHN is already experimenting with creating a soil blend with ground glass, pursuing outlets for mixed broken glass as an aggregate material, and having conversations with secondary processors that use glass as a feedstock.

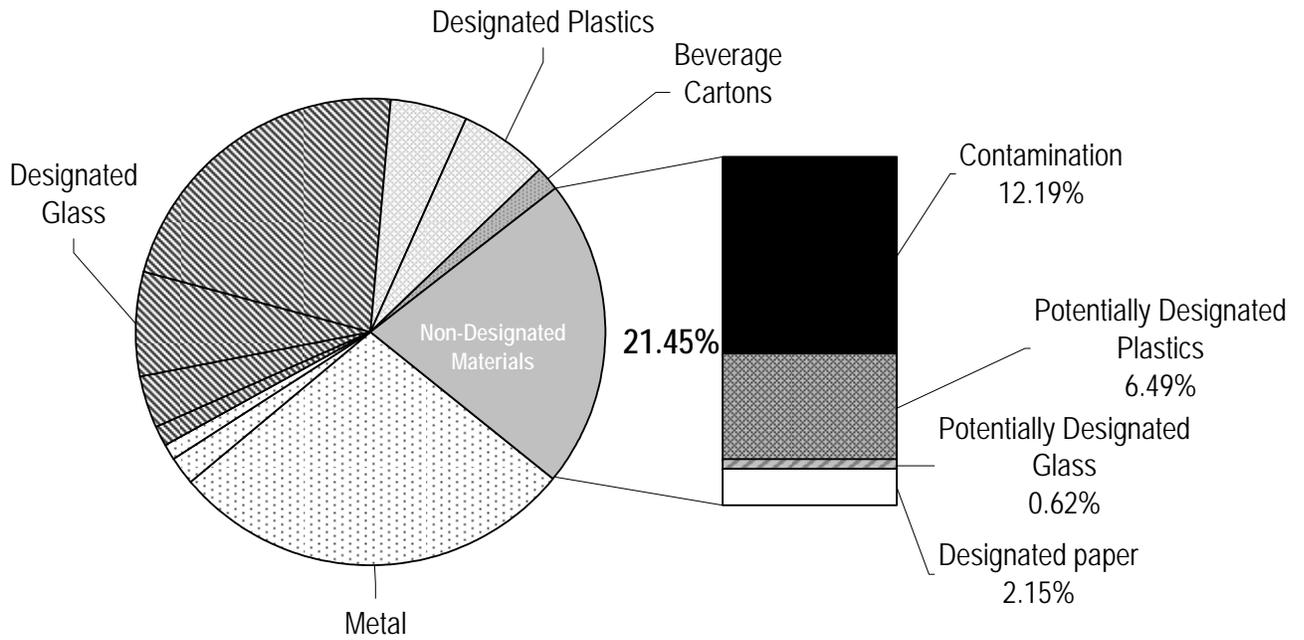
2.4.2.1.2 Non-Designated Materials

The Preliminary WC sorts found that 21% of the MGP stream consisted of non-designated materials. (This figure is not as high as previous processors asserted: on average, the four processors reported non-designated materials to comprise 30% of the incoming MGP stream.) Nevertheless, one of the major goals of the Recycling Program over this 20-year SWMP planning period must be to reduce this rate as much as possible. This can be accomplished through the sustained public education and enforcement efforts described later in this section.

Figure 2.4-2, Preliminary Waste Characterization Sort Data: Sources of Non-Designated Materials in the MGP Stream, presents the sub-composition of this sort category. While 12.2% of the non-designated material category consists of refuse thrown into the recycling bin, the next largest category (6.5%) consists of plastic containers that are not currently designated for recycling collection.

⁴ On average, DSNY collected nearly 72,000 tons of waste (refuse plus recycling) each week during May and June 2004, and an average of almost 4,900 tons of MGP during this same period. Applying the glass percentages listed above to these tonnage numbers results in a capture rate of 54%. This means that residents were setting out over half of the glass known to be in the waste stream, which is a favorable rate, suggesting that these lower percentages are not a result of confusion over the newly restored program.

**Figure 2.4-2
Preliminary Waste Characterization Sort Data:
Sources of Non-Designated Materials in the MGP Stream**



2.4.2.2 *Yard Waste*

The Preliminary WC sorts took place in May and June and therefore reflect a higher percentage of yard waste, including leaves, grass and prunings, than will probably be found in the other three seasonal sorts to follow. Nonetheless, the percentage of yard waste in the total Preliminary WC sort waste stream (7.7%) is substantially higher than in the Spring Sort of the 1989-1990 Study (4.1%).

The organic fraction of the waste stream will play an important role in meeting the diversion goals of this SWMP. To keep yard waste out of the waste stream, DSNY restored funding to its backyard composting and “Leave in on the Lawn” education programs and its subsidized compost bin promotional programs in the FY 2005 budget. In addition, DSNY continues to promote the availability of its Fresh Kills compost facility to residential landscapers.

DSNY will also conduct a spring 2007 yard-waste collection pilot on Staten Island similar to its fall leaf collection program, subject to the availability of adequate permitted capacity at in-city composting facilities. DSNY will:

- 1) Assess historic tonnage data for Staten Island and consult with DSNY collection personnel to determine the appropriate collection and schedule (types of material, timing and frequency); 2) Send a mailing informing Staten Island residents of the discrete, separate collection program schedule and set-out requirements; 3) Conduct separate yard waste collection(s), deliver material to the Fresh Kills Compost Facility and maintain separate scale data for incoming loads.

DSNY will report the results of the pilot, including how they calculated the costs for each method of collecting to the Council by January 1, 2008 and depending on the results of the pilot, DSNY will plan how to expand the program to other districts pending the availability of adequate organics processing capacity (i.e., permitted compost facilities for Staten Island, Brooklyn/Queens and the Bronx and notwithstanding Asian Long-Horn Beetle quarantine restrictions).

2.4.2.3 *Electronics*

Appliances and electronics, a category not assessed in 1990, comprised a very small fraction of the overall waste stream in the Spring Sorts – 0.92%. Nevertheless, electronics are a growing and potentially toxic fraction of the City’s waste stream. To deal with this issue, DSNY is developing an electronics recycling initiative (see Section 2.4.5).

2.4.3 Enter 20-Year Processing Contract for MGP

In September 2004, the Mayor announced an agreement with SHN, one of the nation’s largest scrap metal processors, that will secure a long-term, economically viable outlet for the City’s Recyclables and dramatically reduce truck traffic on City streets. The agreement calls for the company to build a modern recycling facility in the City in return for a commitment from the City to deliver all of the MGP, and a portion of the mixed Paper, that DSNY currently collects for the next 20 years. This long-term contract allows SHN to make the capital investment necessary to develop better markets for the City’s Recyclables materials and to provide a waterborne network for movement of recycled materials. Preliminary estimates indicate that a total of 85% of the Recyclable materials will be delivered to the new processing facility via barge from SHN’s acceptance facilities listed in Table 2.3-1 and, after processing, 75% will leave the processing facility via barge. By relying on waterborne transport, the facility will reduce regional truck traffic by approximately 55,000 vehicle miles per year.

Construction of the \$45 million facility will create an estimated 160 construction jobs and 100 permanent jobs. Construction is expected to begin in early 2008 and be completed by late 2009 and will be financed by SHN. The new facility will be located on a pier in the SBMT, and will be part of a larger development launched by the New York City Economic Development Corporation (NYCEDC) for this waterfront site. Because SHN will export containerized recycling materials, the new facility will support a stevedoring operation, which is also envisioned for the site. These activities collectively represent a major development for a working Brooklyn waterfront.

The long-term contract will lower the City’s cost for processing MGP recycling to an average price of approximately \$53 per ton, \$54 less per ton than the \$107 than the City was facing before the program was suspended two years ago. The contract will cost the City approximately \$16 million per year, saving nearly \$20 million per year over what it would have paid prior to the Recycling Program’s suspension.

To further advance the goal of reduced truck traffic, this SWMP proposes identifying a transfer point in Manhattan to transport Manhattan Recyclables as well.

2.4.3.1 Pilot Expansion of MGP Program to Include More Plastic Types

As described in Section 2.4.3, a long-term contract for MGP will allow DSNY’s contractor SHN to invest in more sophisticated sorting equipment, which in turn may allow the City to expand the types of materials that it designates as Curbside Recyclables. While other items may be added over the course of the next 20 years, the SWMP proposes a pilot to test the viability of adding additional plastic resin types (#3-7) to the MGP stream.

The City’s recycling program does not currently require that plastics be designated by resin type, but asks residents for “plastic bottles and jugs.” Under their current and prior contracts, processors of the City’s MGP had little incentive to invest in expensive machinery and relied instead on sorting materials by hand—a method not conducive to identifying resin types by number. Bottles and jugs are readily identifiable by shape, and thus easy for workers to hand sort without reference to the industry’s voluntary coding system. Moreover, the majority of these recyclables (e.g., shampoo bottles and plastic milk jugs) are made from plastic resin types nos. 1 and 2 (PET and HDPE), plastics that have more developed markets for secondary use.

As illustrated in Figure 2.4-2, 6.49% of the materials that SHN currently receives under the interim MGP processing contract are “Potentially Designated Plastics” (meaning types of plastic that are not currently designated, but may be in the future; i.e., plastic resin types #3-7). The pilot proposed therefore generally consists of the following:

- 1) DSNY's contractor will test sorting equipment at its current processing facility under its interim MGP processing contract to determine the technical feasibility of separating both Designated and Potentially Designated Plastics (resin nos. 3-7); 2) DSNY, in consultation with its contractor, will determine if economically viable markets exist for the recovered Potentially Designated Plastics; 3) DSNY's contractor will report to the City on the technical and economic viability of recovering all or some subset of Potentially Designated Plastics; 4) The City will review the Contractor's recommendation and, if appropriate based upon the recommendation, the City will cause through appropriate Local Laws or rules all or some subset of Potentially Designated Plastic to become Designated Plastics.

This process shall be completed no later than February 1, 2009. If it is determined that it is technically and economically viable to recover and market Potentially Designated Plastics, then DSNY shall require and the public shall be notified that these materials shall be source separated and collected for recycling no later than November 1, 2009. For the purposes of this section, "economically viable" shall be defined to mean that the Contractor is able to demonstrate that established markets for the recovered materials exist and that the cost to the Contractor of recovery and delivery to those markets does not cause the "tip fee" charged to DSNY for the metal, glass and plastic recycling stream to exceed the average "tip fee" for DSNY-managed waste.

2.4.4 New Waste Prevention Initiatives

2.4.4.1 Develop NYC Stuff Exchange Website

DSNY developed the NYC Stuff Exchange telephone system to promote reuse outlets throughout the City. During the development stages of the NYC Stuff Exchange (1-877-NYCSTUF), many New Yorkers did not have access to the Internet. Since then, access to the Internet has dramatically increased. In an effort to reach a broader segment of the City population, DSNY will launch an internet-based version of the present phone-based NYC Stuff Exchange system. The website is expected to be available to the public prior to June 30, 2007. Prior to website launch, the integrity and consistency of the website's interactivity with future users will be fully tested by BWPRR, an effort which is expected to take several months. In addition, the City Department of Information Technology and Telecommunications the City agency that will eventually host the website, will perform extensive pre-launch hardware testing, to ensure that the proposed new service meets the City's quality assurance standards.

A major enabling activity undertaken by DSNY for residents, businesses, government agencies and not for profit organizations and institutions is to provide the NYC WasteLe\$\$ website as a comprehensive resource for access to information on a wide variety of waste prevention initiatives that can reduce their personal or institutional waste footprint. See the following link http://www.nyc.gov/html/nycwasteless/html/waste_faq/waste_faq.shtml#gen1.

In 2004, DSNY launched the NYC WasteLe\$\$ website to help New Yorkers identify practical ways to reduce waste. Other waste prevention projects that continue to be funded and supported by DSNY include:

- The **NYC Stuff Exchange (1-877-NYC-STUFF)** is a toll-free telephone service that provides recorded information drawing on a database of roughly 10,000 organizations where people can donate, buy, sell, rent, and repair quality second-hand goods in their neighborhood.
- The NYC Compost Project provides outreach and education on backyard composting and other methods for reducing food and yard waste, and operates compost givebacks.
- NYCWasteLe\$\$ Business and NYCWasteLe\$\$ Government were developed to provide waste prevention technical assistance to businesses, government agencies, and nonprofit organizations. Findings have been shared through newsletters, websites, seminars, and training sessions.
- NY Wa\$teMatch, a citywide reusable materials exchange program, is implemented with the City University of New York and the Industrial Technology Assistance Corporation. NY Wa\$teMatch helps businesses save money by providing a brokering service for industrial by-products, packaging, and other items that are potentially reusable, but for which there are not well-established recycling markets.
- Materials for the Arts is a citywide materials exchange program that collects unwanted office equipment and furniture, materials, fabric, paint, paper, and industrial by-products and makes them available free of charge to nonprofit cultural organizations, arts programs, and NYC public schools. The program is sponsored by the NYC Departments of Sanitation, Cultural Affairs, and Education. Materials for the Arts can be reached at (718) 729-3001 or <http://www.mfta.org>.
- Literature on removing names from junk mail lists, reducing toxics in the home, composting, and a variety of waste prevention guides and reports has been made available to the public since 1991. See publications and reports found at <http://www.nyc.gov/sanitation>.

2.4.4.2 Expand the NY Wa\$teMatch Program

Since 1997, NY Wa\$teMatch, a DSNY-sponsored industrial materials exchange program, has linked companies looking to get rid of materials with those who have a use for them. In addition to servicing the manufacturing sector, NY Wa\$teMatch intends to expand to serve other business sectors such as the hospitality, healthcare and property management sectors. NY Wa\$teMatch also will continue to pursue opportunities to assist local manufacturers to meet the demand for locally manufactured green building products.

2.4.4.3 Reduce Junk Mail

To reduce junk mail, a Citywide notification to promote the Mail Preference Service of the Direct Marketing Association is scheduled for 2007/2008. The Mail Preference Service allows residents to remove their addresses from most national mailing lists. Information will also continue to be posted on DSNY's website and DSNY's NYC WasteLe\$\$ website, and will continue to be distributed by DSNY staff members at local recycling and waste prevention-related events.

2.4.5 Develop an Electronics Recycling Initiative

Over the course of the 20-year SWMP planning period, the growth of electronic waste will undoubtedly be one of the biggest changes to the waste stream. (This is already evidenced by the preliminary data from the WCS [see Section 2.3.2.3].) Although electronics – and in particular computers – have been part of daily life for at least ten years, analysts predict that the full impact to the waste stream has yet to be seen, as stockpiling of these materials is common practice. (Computers, monitors and printers have cathode ray tubes, circuit boards or other electronic components that contain hazardous materials, such as lead, mercury and cadmium, making safe disposal a priority.) Municipalities across the country are just beginning to address this issue, with the States of California and Maine taking a lead role by banning electronic waste from disposal. The State of New York has considered, but not passed, such legislation.

The City supports federal Extended Producer Responsibility legislation that would require manufacturers of electronic goods and computers to provide for the return and safe disposal of these items. The City will also work with the Council to support appropriate electronics recycling legislation at the State level. In addition, DSNY commits within six months of the effective date of this SWMP to meet with Council representatives to discuss draft Council electronics recycling legislation an effort to reach consensus on a bill that meets collective goals of increased and cost-effective diversion of electronics from disposal, while not adversely impacting the City's retail business community.

Since 2004, DSNY has sponsored dozens of electronic recycling events that have attracted thousands of New Yorkers and resulted in the collection for recycling of more than 350 tons of electronics. DSNY events are subject to NYSDEC authorization and conducted in accordance with NYSDEC regulations.

DSNY sponsored eight electronics recycling events from September to December 2004, in all five boroughs. The events were planned, promoted, and run in partnership with the Lower East Side Ecology Center and a host of local community organizations. Partial support for these events was provided by Dell Inc., Lexmark, and the National Recycling Coalition. New York City residents brought approximately 50 tons (100,000 pounds) of obsolete computer equipment and 300 pounds of cell phones to the eight recycling events.

In October 2005, DSNY sponsored five electronics recycling events, one in each borough. To hold these events, DSNY worked with the Lower East Ecology Center and received support from Best Buy and Intel. DSNY site partners included the Council on the Environment of NYC's Greenmarket Program; General Growth Properties, Inc.; NYC Department of Parks & Recreation; Prestige Properties and Development Company. Approximately 4,300 New Yorkers participated in the October 2005 electronics recycling events, dropping off nearly 196 tons (391,885 pounds) of electronic equipment and 1,432 pounds of cell phones.

In April and May 2006, DSNY sponsored a series of “Spring Cleaning” events at which New York City residents could get free compost; recycle unwanted electronics; and donate clothing and linens to local charitable organizations. Despite unrelenting rain, around 10,000 people attended the events. The events were held at DSNY's compost facilities; an additional DSNY-sponsored electronics recycling event was held in Manhattan's Union Square Park.

At the 2006 “Spring Cleaning” events, DSNY distributed 33,500 30-pound bags of compost (made from NYC leaves) to attendees and 995 discounted compost bins were also sold so that New Yorkers could make compost at home. The [NYC Compost Project](#), a DSNY-funded program that provides compost education in all five boroughs, helped run the compost giveaways.

The Lower East Side Ecology Center helped DSNY organize the electronics recycling portion of the 2006 "Spring Cleaning" events and Con Edison supplied partial funding. A total of 115 tons (229,831 pounds) of electronic equipment and 862 pounds (.43 tons) of cell phones were collected for recycling during the events. Goodwill Industries and the Salvation Army partnered with DSNY to collect the 31.05 tons (623,000 pounds) of clothing and linens that New Yorkers donated during the events.

In September and October 2006, DSNY will sponsor five more electronics and clothing recycling events, one in each borough, with the participation of the Lower East Side Ecology Center; Best Buy; Intel; Goodwill Industries of Greater New York and Northern New Jersey, Inc.; The Salvation Army Greater New York Division, Staten Island Mall/General Growth Properties; NYC Department of Parks & Recreation; Prospect Park Alliance; Mall at Bay Plaza/Prestige Properties & Development Co., Inc.; and Queens College.

DSNY intends to continue to conduct electronics recycling events during the autumn of each year, at least until a more comprehensive means of addressing this waste stream can be put in place. These drop-off collections, which target CPUs, monitors, printers and computer peripherals, will be held throughout the City with the assistance of numerous local community organizations and with the support and cooperation of electronics retailers and manufacturers. DSNY, prior to each event, will send out a mailer to all City households announcing the particulars and provide information about alternative computer reuse and recycling opportunities.

2.4.6 Add Household Hazardous Waste (HHW) Collection

Household Hazardous Waste (HHW) is defined as household wastes that are flammable, corrosive, poisonous or otherwise potentially dangerous, including solvents, pesticides, hobby chemicals and other household items that would be regulated as hazardous wastes if generated by businesses or government agencies. These wastes are not accepted at DSNY's Household Special Waste drop-off sites due to New York State Department of Environmental Conservation (NYSDEC) permit restrictions. See Attachment VI for additional information about DSNY's Household Special Waste program and Attachment VIII for information on DSNY's waste tire management program.

To provide an outlet and a means of collection for these materials, DSNY will seek to procure the services of a specialty contractor for HHW management services by issuing a Request for Proposals (RFP) by 2007. The RFP will allow the private sector to propose a broad range of options that DSNY will consider. The RFP shall be issued no later than January 1, 2007, and shall include a commencement date of no later than May 1, 2008. The City shall report to the Council no later than September 1, 2007 as to whether a proposal has been selected. If no proposal has been selected, the reasons for not selecting any proposals shall be submitted.

To address changes in State law which prohibit residents from "knowingly" setting out products containing mercury and DSNY from "knowingly" collecting those same products along with MSW, DSNY has instituted the following procedures and programs:

- DSNY has notified its collection workforce of this new State prohibition both through verbal and written announcements.
- DSNY allows and encourages the public to bring these items to its Household Special Waste sites for drop-off.
- DSNY intends to pursue an expansion of its HHW service to the public through the issuance of an RFP procurement solicitation. Depending upon the outcome of that solicitation, there may be many more opportunities provided to the public for proper disposal of HHW. In addition, if funding is available, DSNY will implement plans to mail a brochure to all NYC residents about proper disposal of HHW materials in the near future. DSNY will use that opportunity to inform the public regarding the content of the new state law and its applicability to the daily disposal of waste.

2.4.7 New Public Education and Advertising Initiatives

2.4.7.1 *Conduct New Market Research*

DSNY has conducted extensive market research in the past to assess what New Yorkers know and think about waste prevention, recycling, composting and related topics for over five years. (The results of this original market research are available on line at <http://www.nyc.gov/html/dsny/html/reports/recywprpts.shtml>.) In order to develop educational materials and advertising campaigns effective in the current environment (post-cessation and resumption of MGP collection), it is important for DSNY to conduct new market research regarding public attitudes and awareness of waste prevention, composting and recycling. This new data is expected to take into account the changing demographics within the City.

DSNY has recently contracted the services of a professional market research firm to, through focus groups and citywide surveys, update DSNY's past market research efforts, and to assist us in supplementing our existing knowledge base, as well as to develop more effective education and advertising campaigns. It is anticipated that DSNY will conduct further market research, as needed, during the course of implementation of this 20-year SWMP.

2.4.7.2 *Produce an Electronic Newsletter*

An annual or semi-annual electronic newsletter was launched in FY 2006 to keep New Yorkers up-to-date on DSNY's recycling, waste prevention and composting efforts. This will save on printing and mailing costs and will be easier to update, prepare and archive than a printed publication. It will cover topics relevant to recycling, such as new developments in the City's recycling program, seasonal recycling programs, how to order recycling materials, frequently asked questions, and practical waste prevention tips. The newsletter will be distributed via NYC.gov to users who signed up to receive this service, will be posted on DSNY's website and will also be distributed to City agencies and other interested parties.

2.4.7.3 Enhance the “Golden Apple” School Recycling Award Program

The Golden Apple Awards program encourages waste prevention, recycling and neighborhood cleanup efforts in City schools by providing cash awards and recognition of achievements. The monetary awards serve as an incentive for schools to develop and report on new initiatives. Further, the program helps students appreciate how they can make the City a cleaner and greener place to live.

To help schools initiate Golden Apple projects, DSNY will test the feasibility of providing schools with Golden Apple “Seed Money” that will encourage schools to pursue innovative ideas. By providing upfront funding for worthwhile projects, DSNY may inspire schools to undertake even more ambitious, creative, exciting and effective efforts. It is expected that funds will be used for equipment, materials, supplies or services intended to implement waste prevention, recycling or cleanup projects.

2.4.7.4 Produce New Publications

DSNY will produce: (i) a mailer to promote annual computer recycling events; (ii) a new HHW publication for Citywide distribution that focuses on reduction, reuse, recycling and proper disposal of HHW, Special Waste and products that contain hazardous components (e.g., electronics); (iii) new materials to promote fall leaf collections; and (iv) a campaign to promote the NYC Stuff Exchange website.

As it has in the past, DSNY will promote Electronics and Clothing Drop-off events that it will conduct in the fall of 2006. Many other public education and advertising initiatives are expected to be undertaken during implementation of this 20-year SWMP. The specific efforts will reflect the results of market research, WCSs, legislative and policy developments, and the continued evolution of the waste prevention, recycling and composting program in the City.

2.4.7.5 *Conduct Commercial Recycling Education*

DSNY will work with the Business Integrity Commission (BIC) to conduct a comprehensive study of the current recycling practices of commercial waste haulers in the City. The goal of the study will be to assess compliance with applicable local laws and rules in order to determine whether these are effective or require revision and clarification. The study should also assess the capability of the commercial establishments and commercial carters to increase their ability to recycle currently mandated items and their ability to add additional items to be recycled.

The study scope shall include at minimum: a survey of haulers and their customers to determine current practices, including contracting, notification and comprehension of local laws and rules; field inspections of transfer stations and recycling facilities to assess current operations and constraints; collection of data to report the actual amount of material being recycled; site visits to places of business, representative of different types of customers to determine comprehension and compliance, as well as public notification and compliance with any recycling laws or rules currently in place. The study shall report on the current state of commercial recycling in the City, including economic and technical issues, and make recommendations for potential improvement, specifically including whether changes in the applicable laws and rules are merited and what changes, if any should be enacted.

This study shall be completed no later than February 1, 2009. DSNY and BIC shall report the findings of the study to the Council no later than May 1, 2009, and commit to engage in dialogue with the Council regarding potential changes to the applicable laws and rules, as well as any cost-effective measures to improve commercial recycling identified by the study.

2.4.8 *New Composting Initiatives*

2.4.8.1 *Require Set-Out in Paper Bags*

DSNY will revise the recycling rules and support legislation to require residents to set out leaves in paper bags by January 2007. DSNY's leaf collection program currently requires residents to use clear plastic bags for setting out leaves for curbside collection. Plastic bags are a contaminant that must be screened-out of compostable waste material. In 2001, DSNY implemented a small paper-bag pilot

project and found that paper bags are compostable. Paper bags appropriate for the set-out of compostable material are available in most home supply “box stores” throughout the City, and switching to paper-bag set-out has the potential to substantially reduce composting operation costs and increase the overall effectiveness of DSNY’s composting program. The City will notify appropriate local retailers as to the new requirements and request that they stock sufficient amounts of paper composting bags to meet expected demand. The City shall also notify all residents that receive composting pickups of this change, and undertake any other steps needed to educate the public about this change. Switching to paper bag set-out has the potential to substantially reduce composting operating costs and increase the overall effectiveness of the program.

2.4.8.2 Conduct On-Site Composting Feasibility Study

DSNY worked with NYCEDC to conduct a study to thoroughly investigate the feasibility of an on-site, food-waste composting facility at the Hunts Point Food Distribution Center (Food Center) in the Bronx. Tenants at the Food Center, especially members of the Produce Cooperative, generate large quantities of degradable waste everyday (produce, broken wooden pallets and soiled cardboard). The idea is to recycle this material on site in an enclosed, odor-controlled composting facility. Locating a recycling facility in close proximity to feedstock generators is an important factor in its economic viability.

The feasibility study commenced in FY 2004 and a final report was issued in December 2005. The study concluded that it is feasible to site an anaerobic digestion facility at the Hunts Point Food Distribution Center without significant impacts to neighbors while providing a reasonably priced organics recovery option that creates jobs for the Hunts Point community, generates a renewable energy source and a marketable compost product, and reduces waste export to out-of-state disposal facilities and the associated truck emissions. However, the study also raised questions about contracting for the organic waste and delivering it from Food Center tenants to a potential facility, as well as the risk allocation between the public and private entities. Answers to these questions, as well as further stakeholder dialogue regarding the site analysis are still needed before it can be determined if an RFP to solicit vendors for facility development should be issued.

2.4.8.3 Landscaping Disposal Requirements

Many yards in the City are maintained by landscaping companies, which mow lawns, trim bushes and undertake other activities that produce organic waste. Oftentimes employees of these companies place these trimmings in plastic bags and leave them on the curb for disposal as solid waste, which appears to be in violation of current law, but is not the subject of active enforcement. This heavy organic waste is picked up by DSNY and is disposed of in landfills, when in fact it would be better to compost such material. DSNY supports passage of a local law that would expressly forbid the practice of disposing of this material as solid waste, and would require that landscaping companies deposit the trimmings they produce at a composting facility.

2.4.8.4 Composting Facility Siting Task Force

The expansion of composting programs may require additional sites for composting yard waste, leaves and other non-food compostables. In addition, the SWMP calls for exploring and testing new technologies, such as anaerobic digesters, for disposing of waste, which also would require a site or sites in the City. Therefore, the Mayor and the Council will create a Composting Facility Siting Task Force to advise on these issues. The task force would serve the dual purpose of finding sites for additional composting facilities and for new technology facilities in each borough.

The task force would consist of eleven members, with three members appointed by the Mayor, three by the Speaker of the City Council, and one each by the five borough presidents. Task force members would serve four-year terms without compensation, and could be appointed for two terms. Any vacancies would be filled in the same manner as the original appointment for the remainder of the term of the departing member. The task force would exist for two full terms, unless the Council and the Mayor act to lengthen its tenure. The task force members shall select a President and other officers as it sees fit from among its members.

The task force would consider all relevant information pertaining to land use decision-making and the needs of the operations under consideration to propose sites for new composting facilities and new solid waste technologies. The City could then use these proposed sites as a starting point in undertaking the additional analysis needed to formally select new sites.

The task force shall start operations no later than July 1, 2007. The task force shall report to the Mayor and City Council annually on July first of each year, beginning on July 1, 2008. The task force shall be adequately funded and staffed through DSNY to provide assistance for its proper functioning.

2.4.9 Public Recycling

In many parts of the City, including busy commercial streets, parks and transportation facilities, use by large numbers of people leads to significant amounts of waste being deposited in public trash receptacles. Much of this trash is recyclable material such as paper, plastic and glass. However, there are very limited public recycling receptacles on the City's streets, in its parks, or in transportation facilities, thereby causing all of this recyclable material to enter the waste stream and ultimately be exported to landfills or incinerators. Consequently, DSNY will set up a pilot program to place recycling receptacles for different recyclable materials (i) on one major pedestrian-intensive commercial strip in each borough; (ii) in one park per borough in cooperation with the Parks Department; and (iii) in one major transportation facility or hub in each borough in cooperation with the MTA, in order to test the feasibility of collecting significant amounts of recyclable materials in public places. DSNY will evaluate the plan with an eye towards expanding it to additional locations and will report findings and recommendations to the Council.

2.4.10 Economic Development

The New York City Economic Development Corporation (NYCEDC) has worked closely with DSNY on a number of recycling and waste prevention initiatives and continues to use economic development tools and incentive to foster growth in the City's recycling and waste prevention business and manufacturing sector.

NYCEDC provided considerable assistance and expertise in the effort to site and develop the Sims Hugo Neu (SHN) materials recovery facility that will service the long-term processing contract described in this Chapter. NYCEDC made available to SHN approximately 11 acres of waterfront property it manages at the South Brooklyn Marine Terminal, and is currently involved in negotiating a

long-term lease with the company for use of the site. This important development will facilitate a steady stream of processed recyclables of consistent quality – an essential step in attracting value-added processors to locate in New York City (see Section 2.3.1).

NYCEDC has also worked with DSNY to help the Visy paper mill on Staten Island to expand. Brokering a contract amendment between DSNY and Visy, the City will provide the company with additional wastepaper and the company will expand to develop a corrugator plant that will employ up to 100 full time employees.

NYCEDC, in cooperation with DSNY, conducted a feasibility study of developing a commercial organics recovery facility to service the NYCEDC-managed Hunts Point Food Distribution Center. NYCEDC will continue to work with stakeholders and DSNY to determine if a request for proposals is appropriate to encourage a private company to develop this type of recycling facility (see Section 2.4.8.2).

NYCEDC continues to meet with - and assist where possible - for-profit and non-profit entities interested in siting recycling-related industries in New York City. For example, NYCEDC has met with: the coalition of groups conducting the feasibility study for a Bronx Recycling Industrial Park; one of the nation's largest newsprint companies that is interested in exporting recycled paper back to its mill via barge and/or rail; and, numerous companies proposing to site new technologies for increased materials and energy recovery from New York City solid waste stream. Finally, NYCEDC continues to offer triple tax-exempt financing for recycling-related industries, in addition to its standard incentive packages.

2.5 Milestones

Table 2.5-1 presents implementation milestones related to the Proposed Actions and New Initiatives.

**Table 2.5-1
SWMP Milestones – Recycling**

PROGRAM Milestone	Scheduled Fiscal Year	SWMP Section
PROPOSED ACTION – RECYCLING FACILITIES AND SERVICES		
MATERIALS PROCESSING FACILITY, 30TH STREET PIER AT SBMT		
City and SHN execute 20-year agreement	2007	Sections 2.3.1 and 2.4.3
SHN’s South Brooklyn processing facility to begin receiving paper in addition to MGP	2011	Sections 2.3.1 and 2.4.3
MANHATTAN ACCEPTANCE FACILITY		
Finalize site selection and complete design and permitting	2008	Section 2.3.2
Complete construction and begin facility operation	2011	Section 2.3.2
NEW INITIATIVES – RECYCLING		
Propose LL19 amendments to Council, including to replace mandatory tonnage diversion with percentage goals	2007	Section 2.4.1
Reach resolution on draft legislation to revise LL19	2008	Section 2.4.1
Electronics recycling Citywide events and mailings	Ongoing	Section 2.4.5
Develop electronics recycling legislative initiative	2007	Section 2.4.5
<ul style="list-style-type: none"> ▪ <u>Issue Citywide Waste Characterization Study</u> ▪ <u>Final Report</u> 	2007	Section 2.4.2
Conduct public education market research	Ongoing	Section 2.4.7.1
Submit Council on the Environment Outreach and Education Office work plan and budget	2007	Section 2.4.0
NEW INITIATIVES – RECYCLING		
Report on Council on the Environment Outreach and Education Office w/recommendations	2007	Section 2.4.0
Increase recycling diversion rate	Ongoing	Section 2.4.1
Promote restoration of recycling services	Ongoing	Attachment VI, Section 1.4.2
Begin recycling re-education of City Agencies and institutions	2007	Section 2.4.0
SHN to Test Feasibility of separating, marketing and recycling plastics 3-7 and if feasible, DSNY to require source separation and educate public	2009-10	Section 2.4,3.1
DSNY/BIC to report on completed study on efficacy of current laws and feasibility of increasing commercial recycling and report and discuss cost effective ways to improve diversion	2010	Section 2.4.7.5

Table 2.5-1 (Continued)
SWMP Milestones – Recycling

PROGRAM Milestone	Scheduled Fiscal Year	SWMP Section
NEW INITIATIVES – RECYCLING (continued)		
2010 review of SWMP recycling initiatives	2010-11	Section 2.5.1
Issue various new public education materials	Ongoing	Section 2.4.7.4
Conduct public recycling pilot	2007	Section 2.4.9
NEW INITIATIVES – WASTE REDUCTION		
Develop, launch and promote Stuff Exchange Website	2007-8	Section 2.4.4.1
Pilot spring yard waste collection on SI and report	2007-8	Section 2.4.2.2
Market Wa\$teMatch to add focus on hospitality, healthcare and property management industries	2010-12	Section 2.4.4.2
Launch new Citywide publication/campaign to promote junk mail reduction	2007-8	Section 2.4.4.3
Resume fall leaf and Xmas tree collection (where permitted composting facilities are available)	2005	Attachment VI, Section 1.7.2
Resume compost education and give-back programs in cooperation with the City’s Botanical Gardens	2005	Attachment VI, Section 1.7.5
Seek regulation revision to require residents to set out leaves in paper bags, educate public and retailers	2007	Section 2.4.8
Issue electronic newsletter	Ongoing	Section 2.4.7.2
NYCDEP to issue RFP to study the feasibility of a food waste disposal pilot	2008	Section 5.4
NYCDEP to complete food waste disposal feasibility study	2009	Section 5.4
Issue new HHW reduction publication	2007	Section 2.4.7.4
Issue RFP for HHW collection days and report to Council on proposal selection	2007-8	Section 2.4.6
Commence HHW collection contract	2009	Section 2.4.6
Establish Composting/New Technology Facility Task Force	2008	Section 2.4.8.4
Resolve feasibility issues regarding development of on-site food composting facility at Hunt’s Point Food Center	2007	Section 2.4.8.2
DSNY to support legislation to require composting of landscaping organic waste/subsidize and promote bins	N/A	Section 2.4.8.3

2.5.1 Waste Reduction, Reuse, and Recycling Review

With the implementation of a 20-year recycling contract and the other important measures outlined in this chapter, the City is showing a strong commitment to its recycling efforts. Nonetheless, waste reduction, reuse, and recycling must remain central elements in the City's solid waste management efforts, and although the 20-year contract is vital, the City will still be responsible for getting as much recyclable material to the new recycling facility as possible, designating new recyclable materials, initiating new waste reduction, reuse, and recycling programs, and taking other measures to reduce waste for export. These efforts, under the authority of DSNY, with assistance from the new Office of Recycling Outreach and Education, must be carefully reviewed periodically to ensure that they are progressing properly. Consequently, beginning in January of 2010, DSNY, in conjunction with the Council, DSNY's recycling contractors, and all relevant stakeholders, will undertake a review of the waste reduction, reuse, and recycling effort to determine how successful it is and how it should grow in the future. Based on the results of that review, the Council will consult with DSNY and the new Office for Recycling Outreach and Education, to determine if additional legislation is needed to spur waste reduction, reuse, and recycling, including if a separate office is required—including possibly an expansion of the new Office for Recycling Outreach and Education—to set and implement policy regarding these aspects of waste management.

2.6 Status of Existing Programs

Attachment VI provides an extensive discussion of the status of the Existing Recycling Programs.

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