

How do you reimagine Phoenix?



The Public Works Department launched two new solid waste programs that hope to increase waste diversion in our city — Save As You Reduce & Recycle program (SAY R&R) and the Green Organics Curbside Collection program.

The responses from residents have been phenomenal! Many residents have already signed up for SAY R&R and/or Green Organics Curbside Collection programs, and the requests are still coming in. Thank you to everyone who have signed up and are actively recycling more and/or separating their green organics to be mulched.

If you're interested in one or both of the programs, please call the Public Works Department at 602-262-7251 or fill out the online form(s) at phoenix.gov/publicworks. On the website, you can also find out if your area is eligible for the Green Organics Curbside Collection's first phase.

Together, we can achieve the citywide goal of increasing Phoenix's waste diversion rate to 40 percent by the year 2020. We hope that the Reimagine Phoenix initiative continues to inspire you to be more sustainable and more active in finding ways to transform trash into resources.



John Trujillo, Public Works Director



Reimagine Phoenix
Transforming Trash Into Resources



Mission Statement:

To inspire everyone in the Phoenix area to increase the amount of trash we recycle to 40 percent by 2020 by considering how we **reduce, reuse, recycle, reconsider and reimagine** healthier consumption habits to minimize waste in our daily lives.

Take the pledge!

Do your part in turning trash into resources!
phoenix.gov/reimaginephoenix

Inside

In the news: RISN	>>>>>>>	pg. 2
Storms hit Phoenix	>>>>>>>	pg. 2
Partner Spotlight: Az Science Center	>>	pg. 3
Holiday Collection Remonder	>>>>>>	pg. 3
What Can You Do?	>>>>>>>	pg. 4
Waste Characterization Study	>>>>	pg. 4

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City of Phoenix
PUBLIC WORKS DEPARTMENT

In the News

The Reimagine Phoenix initiative was developed not only to encourage people to divert waste from the landfill, but also to help residents and businesses view trash as possible resources of energy, of economy and revenue. Understanding that this effort could not be achieved through municipal efforts alone, the city turned to one of the nation's leaders in sustainability education and research, Arizona State University (ASU), to establish a network focused on creating value and economic development opportunities from solid waste streams.

Early this year, the Phoenix City Council approved the development of the Resource Innovation and Solutions Network (RISN). RISN is managed and operated by the Sustainability Solutions Services, a program within the Walton Sustainability Solutions Initiatives at ASU, in partnership with the Reimagine Phoenix initiative. Through public and private collaborations, RISN is seeking a global benefit from waste to resource innovation and solutions. Both public and private entities can partner with RISN to join the network.



The 27th Avenue Transfer Station — a possible site for a resource innovation campus.

Some of the project that RISN and its partners are currently working on are:

- Developing professional workshops for educators to inspire the creation of sustainability science school-based projects into the K-12 curriculum.
- Multi-family housing recycling implementation models, which involves partnering with private haulers to come up with solutions that will automatically include recycling services at a reasonable rate to owners and managers of multi-family complexes.
- Exploring the feasibility of providing a food waste curbside collection programs for Phoenix residents and businesses, and utilizing the food waste as possible source of new energy.

To learn more about RISN, please visit: resourceinnovation.asu.edu. If you're interested in becoming a Reimagine Phoenix partner, please email ReimaginePhoenix@phoenix.gov.

Storms hit Phoenix

Several intense storms swept through Phoenix in September, which caused heavy damages in various neighborhoods. The unusual amount of rains caused flooding, particularly in the south Phoenix and Laveen areas; and the strong winds uprooted established trees and even power lines. The Public Works Department's Special Operations team immediately placed roll-off bins in strategic locations throughout Phoenix, which residents utilized to dispose their storm-related trash and debris, such as uprooted trees and shrubs. The roll-off bins made it more convenient for residents to dispose trash and debris without having to haul them to either of the city's transfer stations.



Above: The Special Ops team delivering roll-off bins to assist residents with storm clean-ups.



Right: Many neighborhoods experienced severe flooding.

Partner Spotlight: Arizona Science Center

Arizona Science Center has adopted a number of practices to reduce its environmental footprint. In an effort to "reduce, reuse and recycle," the Center encourages guests to purchase their tickets online in advance in an effort to save paper. To reduce energy use and additional electricity costs, lights remain dimmed until 30 minutes prior to opening in the public galleries and staff members are encouraged to turn off their lights when they are not in their offices. The Center also looks to incorporate new energy efficient technologies into its operation as they become available. Currently, with the help of the city of Phoenix, the Center is in the process of replacing its chiller system with a more energy-efficient model and has also been changing to lower-watt LED bulbs as existing bulbs burn out.



Guests have an opportunity to learn about various ways they can integrate these practices at home during their visit to the Center. Solar panels line the entry to the Center which act as both an exhibit on solar energy, but also help to offset some of the Center's electricity usage. Solarville's exhibits focus on sustainable energy development and use. The gallery is



also home to a compost area where guests can discover how to create healthy, organic soil through recycling and reusing everyday items that would normally end up in a landfill. At the U.S. Airways Flight Zone on Level 1, in the Kemper & Ethel Marley Foundation Gallery Extension, recycled paper is always utilized for the paper airplane activities that help guests explore the physics of flight. Guests are also able to recycle Center maps and any plastic bottles purchased at the concession stands in the numerous blue recycling bins located throughout the Center. During the year, materials that are no longer being used, such as beakers or test tubes, are given to Treasures for Teachers to reuse

in the classroom. The Center's Camp Innovation program and many of its daily, hands-on science activities use recycled materials as well. Staff and guests are often encouraged to bring materials from home that could be reused in a unique and interesting way in these programs.

For more information about Arizona Science Center, visit azscience.org or call 602-716-2000.

**The Arizona Science Center will
be featured on the next Talking Trash and
Reimagine Phoenix TV on**



HOLIDAY TRASH AND RECYCLING COLLECTION REMINDER for 2014:

Same-day service has simplified holiday trash and recycling collection. Residents only have to remember changes on three holidays: Thanksgiving Day, Christmas Day and New Year's Day.

Thanksgiving Day: Thursday, Nov. 27. Thursday collection moves to Friday, Nov.28, and Friday's collection moves to Saturday, Nov. 29.

Christmas Day: Thursday, Dec. 25. Thursday collection moves to Friday, Dec. 26; Friday's collection moves to Saturday, Dec. 27

New Year's Day: Thursday, Jan. 1, 2015. Thursday collection moves to Friday, Jan. 2, and Friday's collection moves to Saturday, Jan. 3

WHAT CAN **↑** DO **↓** TO Reimagine Phoenix?

Reduce

the amount you consume and the amount of waste you create.

Reuse

materials you already have or share them with others to be reused.

Recycle

more of your trash by properly sorting it into compost or recycling, rather than throwing it into the landfill.

Reconsider

everything you discard and how smarter choices can save you and your community money and resources.

Reimagine

the future of Phoenix when we all do our part to lessen the impact, use resources wisely and support a beautiful, sustainable future.

INFORMATION

For more information about the SAY R&R and Green Organics Curbside Collection program, please call 602-262-7251.

Would you like us to present to your community?

If you'd like to request a presentation on these solid waste programs for your neighborhood or community, please email reimaginephoenix@phoenix.gov

Waste Characterization Study

Phoenix recently conducted the first of two series of waste characterization studies at the North Gateway Transfer Station and the 27th Avenue Transfer Station. The main goal of the study was to identify the types of materials found in the city's recycling stream, as well as materials that should or could be recycled instead of landfilled. The results of the studies should give insight on how resident's recycling habits have changed since 2003, when the last waste characterization study was conducted. In addition, identifying the types of materials our recycling process captures can help the city find ways to put them to good use.



Above: A solid waste truck coming back from its collection route and dumping its load.

Right: Arizona State University students assisting with the solid waste sort at the 27th Avenue Transfer Station.



Left: Solid waste sort at the North Gateway Transfer Station

