



Green Practices Commission

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 862-6767, Fax: (314) 863-9146

AGENDA



GREEN PRACTICES COMMISSION MEETING

Thursday March 12, 2020 5:30 – 7:00 p.m.

Heman Park Community Center, 975 Pennsylvania Avenue

1. Roll Call
2. Opening Round
3. Approval of Minutes: 11/14/2019, 01/09/2020
4. Special Presentations
 - a. Public Comments (Limited to 3 minutes for individual's comments and 5 minutes for representatives of groups or organizations)
5. New Business
 - a. Fall 2020 WUSTL Sustainability Exchange Intern Application
 - b. Sustainability Strategic Plan Update
 - c. Energy Efficiency Master Plan Consultant Selection
 - d. Biodiversity Projects
 - e. Green Cities Challenge
 - f. BYOBag Day: April 18
 - g. Earth Day Event: April 22
6. Old Business
 - a. Anti-Litter Campaign – Kickoff
 - b. Oops: Feet on the Street Recycling Audit
7. Council Liaison Update
8. Closing Round
9. Adjournment



Green Practices Commission

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Meeting Minutes – University City Green Practices Commission

November 14, 2019 **DRAFT**

Location: Heman Park Community Center

Attendees Present: John Solodar (Chairperson), Adam Staudt, Jenny Wendt (Staff Liaison), Mary Gorman, Liz Essman; Jonathan Stitleman; Tim Cusick (Council Liaison)

Attendees Absent: Barbara Brain, Timothy Dugan

1. Meeting called to order, Roll Call 5:37pm
2. Opening Round
Jenny Wendt: Mannequins in the Loop America Recycles Day Event to be held November 15, 2019 at the Library. A showing of the calendar will be held, and light refreshments will be served.
3. Approval of Minutes
08/08/19 minutes were approved with minor corrections.
4. Special Presentations – Katie Dione, 6408 Cates Avenue, Ward 2. Katie would like to see improvement and reduction of single use plastic. Brainstorming: possibly distributing education materials to businesses of how reducing single use plastics can help their business (costs, customer service).
5. New Business
 - a. Anti-Litter Campaign: A meeting was held with residents, staff (Sanitation, Administration, Code Enforcement, Communication Director), and Liz Essman. Actions were divided into citizen, city, and business responsibility. See attached report.
6. Old Business
 - a. Solar Power Hour Update: 77 University City Residents signed the letter of interest. Several contracts were signed, and several contracts are pending. 10% of all contracts are from University City.
 - b. Preparation for the “Oops” Program: Notify residents, city staff, and administration about the program and that recycling will not be collected if there is contamination. Mailers, signs, social media, and other communication about the program and how it will work. It is scheduled to begin in March and end in August. There is a great need for volunteers.
 - c. No-Idling: John Solodar discussed visiting New Jersey – New Jersey has a new No Idling law. This is something that could be researched to determine a better way to encourage no idling in University City. John will try to find out what the city in New Jersey is doing to try to enforce this.
7. Council Liaison Update:

170 development is moving along. Costco will be sending designers and staff to University City about what the Costco will look like in the next couple of months.

Comprehensive Plan will be initiated soon.

8. Closing Round:
 - a. John Solodar suggested the second fall leaf pickup be pushed back a couple of weeks when more leaves have fallen.
 - b. Jenny reminded everyone to go to the America Recycles Day event at the library
 - c. Jenny also announced that she was nominated for the East West Gateway Outstanding Local Government Award.
 - d. Mary attended an event at Metro Lighting; 50 lighting companies were there. Scott Smid with Metro Lighting worked with Mary to select very efficient lighting.
 - e. Jonathan's Studio has an event at the Kemper Museum on December 12th. His students will give a public presentation relating his studio's work to the His students will be talking about how their work is connected to "Ai Weiwei: Bare Life".
 - f. Jenny reminded everyone there is no December meeting.
9. Adjournment at 6:33 pm



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Meeting Minutes – University City Green Practices Commission

January 9, 2019 **DRAFT**

Location: Heman Park Community Center

Attendees Present: John Solodar (Chairperson), Adam Staudt, Barbara Brain, Jenny Wendt (Staff Liaison), Jonathan Stitleman; Timothy Dugan; Tim Cusick (Council Liaison)

Attendees Absent: Mary Gorman, Liz Essman

1. Meeting called to order, Roll Call 5:45pm
2. Opening Round

Tim Cusick: Student Mural opening in the Delmar Loop Parking Garage on January 19th
John Solodar: Sinan informed John that Jenny Wendt was employee of the year
Jenny Wendt: The plastic bags and wrap container will be removed from the recycling drop-off due to excessive, disturbing, and unsafe contamination.
3. Approval of Minutes: 11/14/2019 tabled
4. Special Presentations
 - a. Darren Dunkle, Director of Parks and Jacob Keiser, City Forester
 - i. Darren discussed proposed redesign of Greensfelder Park making it more of a nature park. Improvements would include stormwater management, native plants, native trees, butterfly gardens, nature themed playground, an educational piece, etc. In other parks, permeable pavers, retention ponds, and other stormwater management practices are being considered.
 - ii. Jacob indicated 300 seedlings – plants, shrubs, trees – have been ordered to plant along River Des Peres and Ruth Park Woods. Also, invasive removal is continually being done. This is an ongoing process.

A tree inventory update is planned to be completed by inventory arborists. 10 citizens will meet with Jacob at 10am on January 14th to discuss forward action.
 - b. Public Comments (Limited to 3 minutes for individual's comments and 5 minutes for representatives of groups or organizations)
 - i. Dianne Benjamin reported the work the Urban Forestry Commission is working on public facing documents: How to support city owned trees, vegetation for under trees, native tree lists, etc.
 - ii. Kathy Freese reported her support for native species. Kathy and Barbara Brain have done preliminary work to promote strategies to mitigate climate change and increase biodiversity.
5. New Business
 - a. Jenny reported on Clayton Cleaners, located at 550 North and South. This location has subsurface tetrachloroethene. The site is now under the jurisdictions of the Department of Natural Resources as a registered Superfund Site. The residents of the condominiums on North and South have been notified. So far, no contamination has been found in the residential areas, but continuous monitoring will occur.

There are 7 other drycleaners in the area that may also have contamination. Research needs to be done as to what solvents are/were used for the cleaning process.

Jenny will check with the Department of Planning about requirements when development occurs nearby or on the parcel of a drycleaner.

Jonathan asked about American Cleaners in Jeffery Plaza and if anything is being considered for mitigating possible contamination. Jenny will check into this.

b. Energy Efficiency Master Plan

Jenny provided a draft RFP for an Energy Efficiency Master Plan for the Commission to review. The Commission provided input. The RFP will be sent to the Commission for review prior to solicitation.

6. Old Business

a. EV update

EVs are ready for use except for the license plates. These should be on the roads in the next couple of weeks.

7. Council Liaison Update - Tabled

8. Closing Round

Barbara: Partners for Native Landscaping Conference organized by St. Louis Audubon Society and Wild Ones. Doug Tallamy, a professor of entomology will be doing a presentation on March 6th.

9. Adjournment at 6:45pm



Department of Public Works

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8560, Fax: (314) 862-0694

STAFF REPORT

MEETING DATE: March 12, 2020

AGENDA ITEMS: WUSTL Sustainability Exchange Program
Sustainability Strategic Plan Update

Overview:

Students majoring or minoring in Environmental Studies at Washington University receive excellent instruction and training from some of the best professors in the nation. The Environmental Studies Program is proud of its range of expertise, from environmental policy, biology, and earth science to anthropology, engineering, and green building. While the professors may be experts in the classroom, it is recognized that community organizations like ours are experts in the field. These students are also in need of a more engaged learning experiences off-campus, and the program's administration knows that often community organizations have limited resources to achieve their goals. By partnering with community organizations to facilitate internships, the hope is to meet this student demand, deepen student learning, prepare students for careers, and meaningfully support the work of community organizations, like the City of University City.

Currently University City has a WUST Sustainability Exchange student, Juliet Kamau. Juliet has been working with the City from summer 2019 – current date. Juliet's hours are based on her school schedule. Record keeping (timesheets) and compensations is done through Washington University. Juliet will be finished with her University City work in Spring 2020.

I am suggesting that University City submit a proposal for the fall 2020 Sustainability Exchange. The anticipated student would begin work in fall of 2020 and either work with the City one semester or the entire school year, depending on the student's availability and the needs of the City.

Proposals:

Proposals for fall 2020 projects are due by February 28th. The program will likely be able to accommodate 2-3 new projects. Announcements for fall projects will be made by April 1, 2020. Fall 2020 projects will begin the week of August 24th, 2020.

Project Criteria:

- **Relevance:** The project is relevant to an environmental or sustainability-related problem.
- **Partnership:** The project is mutually beneficial, and all parties have put time and effort into developing a relationship, determining needs, and defining roles.
- **Impact:** If completed successfully, the project will have a clear, tangible impact on 1) the client and 2) an environmental issue

- **Equity:** The project balances priorities across a diverse community viewing the challenges and opportunities from an objective perspective and in order to counter any disproportionate impact of environmental burdens on any particular group.
- **Interdisciplinarity:** The project is broad enough to require perspectives and skillsets from multiple disciplines. If your project is primarily focused on one type of activity (like data analysis or graphic design), we encourage you to think more broadly about the problem you're working on and how you can expand it to facilitate interdisciplinarity.
- **Student Learning:** The project facilitates student learning by clearly outlining the role students will have in the project, the deliverable expected of them, and the bigger environmental issue they address by engaging in this project.

University City Project Proposal:

University City’s Green Practices Commission created a Sustainability Strategic Plan (SSP) in 2010. Some of the plan’s actions have been completed, some have not, and some are obsolete. A lot has changed since 2010, and the updates need to define things like: What is sustainability as it pertains to University City? What action items are specifically needed for University City? What are the current specific, measurable, attainable, relevant, and time-based (SMART) goals for University City? Does University City need a “plan”, or does it need “guidelines” that can be absorbed by other plans, policies, or procedures?

City Council consented to endorse the OneSTL Sustainability Plan (OneSTL Plan) on July 9, 2018 .

Since 2016, the Green Practices Commission (GPC) had been working on an update to the plan and the OneSTL Plan was used further to guide the GPC’s work. A template was created, and categories revamped to streamline the document in line with categories from the OneSTL Sustainability Plan. The revised section titles are as follows:

- | | |
|--------------------------------|----------------------|
| • Energy | • Ecosystems/Habitat |
| • Transit Oriented Development | • Waste/Stormwater |
| • Waste/Resource Conservation | • Education/Advocacy |

As the GPC continues aligning the SSP with the OneSTL Plan, a sustainability student’s help would come in handy. The student could work on this task with input from staff, Green Practices Commission, research, existing plans, and community experts. The plan (or guidelines) can aid in future budget decisions, educational outreach, and other city functions for a more sustainable future.



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STAFF REPORT

MEETING DATE: March 12, 2020

AGENDA ITEM: Energy Efficiency Master Plan

Background:

Proposals were requested to create an Energy Efficiency Master Plan based primarily on the following scope of work:

- Align long-term energy planning with other long-term University City plans and agreements, including the OneSTL Sustainability Plan.
- Optimize the City's energy consumption via energy efficiency, energy conservation, and demand management.
- Identify the resources necessary to optimize the ongoing operation and maintenance of the City's energy system, including the proposed Continuous Commissioning (CCx) program, to ensure efficiency gains are sustained.
- Identify the best energy source, or combination of sources, to meet the City's needs and energy efficiency goals, as well as a cost-benefit analysis.
- Coordinate with City Facilities Management staff for project initiation, project clarification, discussion of issues, discussion of document contents, and responses to comments.
- Prepare and provide draft and final Plan outlines, up to three (3) drafts of the Plan, a final Master Plan document, and a final financial model, submitted electronically.
- Prepare for and attend one (1) Project Kick-Off Meeting to introduce the Consultant team to the City's Project Team staff, to establish communication protocols, to confirm the scope of work, and to fully discuss the project.
- Prepare for and give a presentation on the Master Plan to the University City Council.

The Request for Proposals was directly provided to eight different consulting firms known to provide this service and was posted on the City's website on January 27, 2020. Proposals were due February 14, 2020.

Two companies replied with proposals, CTS Group and Energy Resources Group. Staff is reviewing the proposals to advise the City Manager on a recommended selection.



Public Works Department

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STAFF REPORT

MEETING DATE: March 12, 2020

AGENDA ITEM: BIODIVERSITY PROJECTS

Barbara Brain will present to the Commission possible biodiversity projects she has been discussing with Jacob Kaiser, City Forester.



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STAFF REPORT

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AGENDA ITEM: Green Business/Cities Challenge

The St. Louis Green Business Challenge calls all companies, non-profits, municipalities and institutions that have previously taken the Challenge to return – and those most recently engaged to continue - the work of integrating sustainable thinking and practice into your everyday operations. This year will be filled with sustainable business learning and leadership resources, professional networking, b-to-b marketing opportunities, and recognition for your company's Green achievements! Process is as important as product, and products of Green Challenge work are efficient, cost-effective ways to achieve the Triple Bottom Line goals of your business.

For the last 5+ years, University City has participated in the Green Business Challenge primarily under the "Green Cities" category. The "Green Cities" category is less challenging and focuses on reporting a few innovations and accomplishments the city has completed in the challenge year. The Leader category is more rigorous with specific requirements for each sustainable category. Attached is the 2019 Materials Management scorecard.

The Green Cities Challenge cost is \$350. The Leader level is \$650. The Commission is being asked for suggestions on which category to register.

Recycle RESPONSIBLY - presented in partnership with OneSTL Materials Working Group

St. Louis Green Business Challenge Mini-Challenge - 2019

	Action	Possible Points	Points Achieved by October 18
RR-Q1	OneSTL Materials Target: Endorse the "Waste Less" regional target at OneSTLtargets.org . This sustainability target aims to "Reduce tonnage of waste going to landfills by 30% by 2030, over a 2015 baseline."	5	
RR-Q2	Informal Waste Stream Audit: Conduct an informal waste stream audit to estimate the amount of waste/trash generated at your site and establish a baseline for measuring waste diversion through recycling. Waste assessment guidelines provided by St. Louis County Department of Health are available from Challenge staff.	10	
RR-Q3	Full-Scale Waste Stream Audit: Conduct or commission a service provider to do an audit involving actual sorting and measuring of waste. This will involve saving trash and recycling for at least a week, and evaluating the makeup of your company's waste stream by weight or volume.	30	
RR-Q3	Waste Diversion Tracking Methodology: Develop and use a methodology to track your company's waste output and waste diversion during a self-defined timeframe within the 2019 Challenge: 1 month minimum, up to 7 months (10 pts). Share your methodology to help others replicate your efforts (10 pts).	20	
RR-Q4	High Impact Recycled-Content Purchasing Policy: Establish a company policy that institutionalizes purchasing of: minimum 30% post-consumer recycled content copier paper (10 pts), 100% post-consumer content paper stock (25 pts), 100% post-consumer recycled content janitorial paper products (40 pts).	65	
RR-Q5	Recycle Responsibly Education and Engagement Campaign: Incorporate materials from OneSTL materials partnership into a workplace campaign targeting correct handling of plastic bags (20 pts) and/or reducing contamination in single-stream recycling (20 pts) .	20	
RR-Q6	Strive for 75 Case Study: Develop and submit a brief Case Study describing your company's innovations in waste minimization – <i>including measurable results</i> – for publication by the Missouri Recycling Association, in support of statewide Strive for 75 campaign. Submit to www.mora.org and include with your 2019 Challenge final submittals.	20	
	Total Available Points	170	0



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STAFF REPORT

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AGENDA ITEM: BYOBag Day: April 18th

The OneSTL Materials and Recycling Group is requesting retailers to participate in BYOBag Day on April 18th. Retailers throughout the region will be providing incentives to customers to who bring and use a reusable bag instead of accepting a single use bag.

Last year many business districts participated, such as The Loop, Maplewood, Kirkwood, Clayton, and South Grand. Retailers like Dollar Tree, Walmart, Pete's ShurSav, Green Leaf, and Straub's also supported the cause.

The group is encouraging municipalities, business districts, and retailers to participate and join in this initiative to educate the need for and encourage the reduction of plastic bag use.

Attached is a letter that was sent to retailers, municipalities, and business districts.

Greetings!

The OneSTL group invites you to participate in BYOBag Day, April 18, 2020!

Globally, we use 2 million plastic bags per minute. By encouraging customers to bring their own bags, you're not only saving money, you're also reducing the number of plastic bags in circulation. This means fewer bags clogging up recycling machinery, polluting the environment, and negatively impacting human health. We're here to help you be part of the solution.

OneSTL is coordinating local retailers, business districts, volunteers, and customers to participate in BYOBag Day!

Let us know if you want to participate! We will post your logo on social media, help advertise the event, and provide you with signage and other support. If you are interested in volunteers helping to promote this initiative at your business, let us know. We will attempt to make it happen based on the available volunteers.

We are asking that you provide your customers an incentive for bringing their own bags for their purchase.

Example incentives include:

- Small discount, i.e. 5 or 10 cents off per reusable bag, or 5, 10, or 15% off their purchase
- Coupon for a return visit
- Raffle prizes, i.e. tag the store in social media for a chance at a raffle to win \$50
- Contests between the stores
- Invest in the design and purchase of reusable bags to hand out on behalf of your business district
- Other ideas? Be creative! Let us know if you want help

Please respond by March 13, 2020 to jwendt@ucitymo.org and tell us if you would like to participate!

If you want your store logo used as a part of our marketing campaign, please include that in the email as well. Also, let us know what incentive you are considering and if you would like volunteers helping promote the initiative at your store on April 18th.

With your help, we will raise awareness of the benefits of reusable bags and encourage customers to be part of the movement. We hope you will join us for BYOBag Day!

Respectfully,

The OneSTL Materials and Recycling Group

Never doubt that a small group of thoughtful, committed, citizens can change the world. In fact, it's the only thing that ever has.

- Margaret Mead





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STAFF REPORT

MEETING DATE: March 12, 2020

AGENDA ITEM: Earth Day Event

A small Earth Day event is planned for April 22nd at City Hall. This will consist of information tables in front of City Hall from approximately 3-6pm. Representation and information is being requested from the following parties:

- St. Louis Audubon Society: Bring Conservation Home Program
- MSD and the Earthways Center: Stormwater management and Project Clear small grant opportunities
- Ameren: Incentives and EV info
- Spire: Incentives
- Clean Air Partnership: No Idling
- Green Dining Alliance: Information about GDA/U City participants
- Midtown Farmers Market: Information about the market
- Great Rivers Greenway: Information about GRG Trails

This is to communicate programs and resources available to residents. It would also be advertised to residents through email, social media, postings, etc.



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STAFF REPORT

MEETING DATE: March 12, 2020

AGENDA ITEM: Anti-Litter Campaign

The topic of litter has been discussed in Green Practices Commission meetings; a commissioner drew up a draft plan of action. A follow-up meeting was held at City Hall. Participants of this meeting included a green practices commissioner: Liz Essman, Public Works staff: Jenny Wendt, Dennis Lockett, Code Enforcement: Tim Scott, Rachel White, Allison Bamberger, and several concerned citizens: Joel Minor, Naomi Silver, Beth Metzler, Emma Scharff, Sharon Logan (Lions Against Litter).

Three action areas were identified: actions by the City, actions by citizens, and actions by private businesses. Actions to be discussed with private businesses will be coordinated with the Director of Economic Development.

Proposed City actions are as follows:

- Additional trash containers on Olive and crossroads of busy intersections, including North and South, Hanley, and Midland. The Sanitation Superintendent will determine the cost for new containers and if they can be budgeted.
- Municipal code property maintenance requirements will be reviewed to determine what businesses must do to keep property clean, as well as what can be encouraged. Multiple sections of code refer to litter, <https://www.ecode360.com/28290233>, <https://www.ecode360.com/28291137>, <https://www.ecode360.com/28291136>. Planning will investigate further.
- Create or reuse successful antilitter PR for roadway signs, signs for private business, and for schools. Public Works will work with Communications Director on this task and bring proposed signage back for approval consideration.
- Install anti-litter signs on Midland, Hanley, and North and South near Olive where litter tends to accumulate. Public Works/Streets will install these signs.
- Promote Adopt-a-Stop (bus stops), Adopt-a-Highway (MoDOT/Olive Blvd.), Adopt-a-Roadside (County roads). This can be promoted by Public Works and Communications.
- Invite Washington University to support this campaign. Public Works will initiate this conversation with JoAnna Schooler.

- Inquire about community service needs with U City courts and County courts to determine if there are people available for litter removal and what logistics are involved. Public Works will initiate this conversation.
- Promote the importance of property maintenance to businesses, including encouraging businesses to post signs on private property about litter. Economic Development will reach out to businesses about this.

Proposed citizen actions are as follows:

- Host clean-up events (with the city's support). One event already took place on October 30th by Christ the King 6th graders, and one is tentatively scheduled for November 9th by high school students. Public Works Sanitation Division supports these events by providing tools and supplies as available.
- Promote anti-litter campaigns at schools. Emma Scharff, the president of the High School's environmental club will discuss this with staff. Beth Metzler will discuss this with Catholic School staff, and Joel Minor will discuss this with his children's schools.
- Promote to schools the various contests that are currently available through MoDOT and the Missouri Department of Conservation, the "Trash Can contest" and "No More Trash! Bash" programs <https://www.nomoretrash.org/trash-can-contest>, <https://www.nomoretrash.org/trash-bash>. Emma, Joel, Beth, and Jenny can work on this.
- Lions against Litter will continue its successful actions (March – October monthly clean-up events).
- Encourage organizations possible litter removal events.

Proposed private business actions are as follows:

- Daily/regular litter removal.
- Sign up for an "Adopt-a" program.
- Add trash receptacles around property.
- Post anti-litter signage.

All the private business actions can be encouraged by Economic Development.

Litter is an issue everywhere. It will take a multi-faceted campaign to make changes. Making small changes with the involvement from multiple groups can add up to noticeable change. All parties mentioned above are aware of this plan and have agreed with their part of the action plan.

The order of proposed actions and a kick-off date needs to be determined.

Timeline:

March 24 – Start advertising

May 4th – posters due (this is flexible, the commission meets May 14th and will judge the posters then)

May 14th – judging done by Green Practices Commission

May 18th – winner announced.

**University City Anti-Litter Poster Contest
Spring 2020**

Sponsored by

University City, University City Schools, and The Green Practices Commission

What?

A poster contest where you can create a poster to illustrate the Anti-Litter theme. Entries should encourage the viewer to start thinking and stop littering. Posters are judged based on originality, message impact, and visual appeal.

Who?

The contest is open to all students at University City Middle and high school and enrolled in grades 6-12. Teachers are encouraged to register their students as a class!

General Rules

- ❖ Poster entries should provide a positive message and focus on solutions to University City's litter problems.
- ❖ Use only 11" x 17" paper.
- ❖ Must be student's ORIGINAL slogan and artwork.
- ❖ NO glue; NO attachments; on front of posters.
- ❖ NO syndicated or copyrighted images.
- ❖ Students may use any 2D medium (i.e., crayons, watercolors, pastels, color pencils, etc.). Three-dimensional posters are disqualified. Brand names should not be included on posters.
- ❖ It is very important that the following information appear on the back of each poster. Posters without this information are disqualified:
Student's Name, Home Address & Telephone Number Student or Parent E-mail Address Teacher's Name & E-mail Address (if applicable) School & Grade Level

When?

Posters are to be turned in to _____ by May 4th

Judging will take place May 14th

Awards will be announced May 18th

First Place Prize: \$\$\$

Second Place Prize: \$\$

Third Place Prize: \$



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STAFF REPORT

MEETING DATE: **March 12, 2020**

AGENDA ITEM: **Recycling Anti-Contamination Program “Feet on the Street”**

Contamination is the number one cause of the increased cost of recycling. It is what caused China to discontinue accepting recyclable materials from the United States, and it is what is keeping commodity market values down. Education is always helpful, but a more robust campaign is what is needed for full effect.

The Recycling Partnership is a national nonprofit organization with many private partners. It has developed an anti-contamination program (the Oops! Program) that has proven to be successful in many cities, including Atlanta Georgia. This is a 5-step program; it starts with data gathering, creating communication materials, training staff (volunteers), deployment of program, and finally tracking, evaluating, and adjusting.

A toolkit provides step by step instructions and materials needed for the campaign. The preparation for the program takes 8 weeks, and the program itself takes another 8 weeks.

Utilizing \$45,000 in grant funds (approved by council 6/24/2019), the City will work with Republic Recycling Services to audit University City’s recycling loads to determine the “top issue” contaminants. Next will begin a vigorous educational campaign about these contaminants and the “Feet on the Street” Program. This campaign will clearly indicate the tagging and rejecting protocol of the program. This audit piece of the program will consist of staff, interns, and volunteers reviewing contents of carts and tagging them with an “Oops” tag if contamination is found. The resident will be notified that they will need to remove the unacceptable material and the container will be serviced on their next recycling service day the following week.

Through the Recycling Partnership’s experience, the tagging and rejection policy and has been proven to be the most effective process for long-term contamination reduction. This procedure of not returning to empty carts until the following week will no doubt result in displeased residents. However, with proper pre-education, consistent messaging and explanation for residents with questions, and strict adherence to the tag/reject/return the following week protocol, the program will run successfully as designed.

Beginning in April, this same program will be implemented in Ferguson through St. Louis County and Republic Recycling. This program has been implemented successfully throughout the country by strictly following the tried and true procedure developed by the Recycling Partnership.

The “Feet on the Street” program will be discussed with City Council at an upcoming Study Session.

PROPOSED "FEET ON THE STREET" OOPS PROGRAM TIMELINE

1) Gather facts from the MRF and U City Solid Waste Division;	August 2019 – March 2020
Prepare article in Roars for January/February issue – describing the project	12/1/2019
2 nd Article in ROARS for March/April	2/1/2020
Prepare communications on what is recyclable and what are the common contaminants (Annual info card mailer and social media), cart labels, "oops" tags, top issue mailer and social media, and top issue signage; Communicate the project	February 2020 through April 2020
MRF audit	March - April 2020
Identify and train staff, MRF visits, Ride recycling routes	March – April 2020
Hire Intern 1	3/6/2020
Create Oops and Thank You tags	3/1/2020 - 3/13/2020
Create Social Media Posts	3/15/2020
Create Post Card about program, get bids if necessary, Order them to be printed and mailed	3/13/2020
Order "Oops Tag" and "Thank You!"	3/13/2020
Hire Intern 2	3/23/2020
Find and schedule volunteers!!!	3/23/2020 ongoing
Order Yard Signs (Fast Signs)	4/1/2020
Social Media Blast	4/1/2020 ongoing
Mail post card about program	4/3/2020
Place yard signs	4/10/2020
Train Volunteers	Week of 4/27/2020 - ongoing
notify staff and MRF of the start date, Final BLAST of program	April 27/2020
LAUNCH PROGRAM Continue education and outreach	5/4/2020
Continue education and outreach	5/4/2020 - 6/30/2020 (or end of program)
Track results, evaluate and adjust (The Recycling Partnership has checklists and videos for this step).	5/4/2020 - 6/30/2020 (or end of program)
Evaluate, adjust, final report	6/30/2020 - 8/30/2020