



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Environmental Sustainability Board

*Lisa Bakosi, Chair; Heather Ward, Vice-Chair; Susan Barns;
Dorothy Brown; Amanda MacDonald; and Heidi Rogers;
Members*

Thursday, January 16, 2020

5:30 PM

1000 Central Avenue, Suite 110

1. **CALL TO ORDER - ROLL CALL**

2. **PUBLIC COMMENT**

*This section of the agenda is reserved for comments from the public
on items that are not otherwise included in this agenda.*

3. **APPROVAL OF AGENDA**

4. **APPROVAL OF MINUTES**

[12712-20](#) Approval of the December 19, 2019, Environmental Sustainability
Board Minutes

Attachments: [E - Draft ESB December 19, 2019](#)

5. **BOARD BUSINESS**

[12710-20](#) Review and Approve the FY21 ESB Work Plan

Presenters: Lisa Bakosi

Attachments: [A - DRAFT FY21 ESB Workplan](#)

[12706-20](#) Recycle Coach Overview

Presenters: Angelica Gurule

Attachments: [B - Recycle Coach Features](#)
[C - Recycle Coach Launch Plan](#)

6. **REPORTS**

A. **Chair's Report - Lisa Bakosi**

B. **Board Member Reports**

C. Liaison's Reports

- 1). Board of Public Utilities - Sue Barns
- 2). Planning and Zoning Commission - Vacant
- 3). Transportation Board - Heather Ward
- 4). Parks and Recreation Board - Heidi Rogers
- 5). Community Development Advisory Board - Vacant
- 6). County Council Liaison - Antonio Maggiore

D. Subcommittee/Team Reports

- 1). Sava As You Throw - Sue Barns
- 2). Los Alamos Public Schools - Lisa Bakosi
- 3). Zero Waste Los Alamos - Sara Martinez

7. STAFF REPORT

[12704-20](#) December 2019 Residential Sustainability Report

Presenters: Angelica Gurule

Attachments: [D - Residential Sustainability Report - December 2019](#)

8. PREVIEW OF UPCOMING AGENDA ITEMS**9. ADJOURNMENT**

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Community Services Administration Office at 662-8163 if a summary or other type of accessible format is needed.



County of Los Alamos

Staff Report

January 16, 2020

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters:

Legislative File: 12712-20

Title

Approval of the December 19, 2019, Environmental Sustainability Board Minutes

Recommended Action Motion

I move that the Environmental Sustainability Board approve the December 19, 2019 minutes as presented.

Or

I move that the Environmental Sustainability Board approve the December 19, minutes as amended.

Body

The ESB will review and approve the December 19, 2019 Environmental Sustainability Board Minutes.

Attachments

A - Draft ESB Minutes December 19, 2019



County of Los Alamos

1000 Central Avenue
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Minutes

Environmental Sustainability Board

Lisa Bakosi, Chair; Heather Ward, Vice-Chair; Susan Barns; Dorothy Brown; Amanda MacDonald; and Heidi Rogers; Members

Thursday, December 19, 2019

5:30 PM

1000 Central Avenue, Suite 110

1. CALL TO ORDER - ROLL CALL

ESB Chair, Lisa Bakosi, called the meeting to order at 5:36 p.m.

The following member were in attendance:

Present: Chair Bakosi, Vice-Chair Ward, Member Barns, Memeber Brown, Member MacDonald.

Absent: member Rogers.

2. PUBLIC COMMENT

Julia Ying, 1300 Iris st, commented about the Climate Reality Project. This include the Coalition of Sustainable Communities New Mexico and wants the County to commit to the County Climate Coalition.

3. APPROVAL OF AGENDA

A motion was made by Member Brown, seconded by Member Barns, that the agenda be approved as amended.

The motion passed 5-0

4. APPROVAL OF MINUTES

Approval of the November 17, 2019, Environmental Sustainability Board Minutes

Presenters: Lisa Bakosi

Attachments: [A - Draft ESB Minutes November 21, 2019](#)

A motion was made by Member Barns, seconded by Member Brown, that the November 17, 2019 minutes be approved as presented.

The motion passed 5-0

5. BOARD BUSINESS

Election of Environmental Sustainability Board Chair and Vice-chair

Presenters: Lisa Bakosi

A poll for Chair and Vice-Chair nominations was conducted. Ballots were handed to ESB members to select the next ESB Chair and Vice-Chair. Based on the votes 4-1, Lisa Bakosi was selected to remain as the 2020 ESB Chair and Heather Ward was selected

to remain as the 2020 ESB Vice-Chair.

A motion was made by Member Barns, seconded by Member MacDonald, that Lisa Bakosi be appointed Environmental Sustainability Board Chair, and that Heather Ward be appointed Environmental Sustainability Board Vice-Chair, with a term date beginning January 2020 and ending December 2020.

The motion passed 5-0.

Approval of the 2020 ESB Meeting Schedule

Presenters: Lisa Bakosi

Attachments: [B - 2020 ESB Meeting Dates](#)

A motion was made by Member Brown, seconded by Vice-Chair Ward, that the Environmental Sustainability Board approve the 2020 Meeting Schedule as presented.

The motion passed 5-0.

Preparation of FY21 ESB Work Plan

Presenters: Lisa Bakosi

Attachments: [D - ESB FY20 Workplan](#)
[C - DRAFT FY21 ESB Workplan](#)

The ESB reviewed the FY20 Work Plan and looked over the FY21 Work Plan related to the department's priorities and the board's responsibilities. After review it was decided that the ESB members will take time to continue to look over FY21 and email Staff Liaison Angelica Gurule with any changes. The board will review and finalize at January 16, 2020 meeting.

Compost Operator Certification Presentation by Sara Thurgood

Presenters: Lisa Bakosi and Angelica Gurule

Attachments: [F - Composting Operator Certification by Sara Thurgood](#)
[E - December 3, 2019 County Council Meeting Update](#)

Office Specialist, Sara Thurgood presented an overview on the and NMED Solid Waste Bureau, Compost Certification Course. The ESB continues to explore the possibility of food composting.

Environmental Services Manager, Angelica Gurule, also provided an update regarding the December 3, 2019 County Council meeting regarding food waste composting.

6. REPORTS

A. Chair's Report - Lisa Bakosi

Chair Bakosi, thanked the board for voting for her to continue being chair for the ESB.

B. Board Member Reports

None

C. Liaison's Reports

1). Board of Public Utilities - Sue Barns

Member Barns reported on the Special Meeting and the normal December meeting. The special meeting was held to approve an additional payment for the carbon free power project. They voted to approve an additional \$63,000 for that project. The County Council also approved it. The December meeting had an update on the quarterly conservation program. The board will be doing a new water and energy conservation plan. The board decided to have subcommittee be created starting in January. The subcommittee will include board members, public members, businesses, representatives from Los Alamos and White Rock. They are trying to recruit people to join the subcommittee. The team will have six meetings from February to April. They are sending a RFP out in March to find a consultant to help them formulate the new water and energy conservation plan. The goal is to have the updated plan done by early summer. Two Utility Board members are in the subcommittee and asked if anyone on the ESB would like to have someone participate in the subcommittee. The ESB decided to participate in the subcommittee. Vice-Chair Ward volunteered to be a part of that subcommittee.

2). Planning and Zoning Commission - Vacant

Public Works Director, Anne Laurent commented that the last meeting the Planning and Zoning Commission Board had to two hearings. One was the approval of the kitty pool site plan and parking waiver. The second was the approval of the redevelopment of the black hole for housing.

3). Transportation Board - Heather Ward

Vice-Chair Ward commented that the Transportation Board had a presentation and went over their work plan.

4). Parks and Recreation Board - Heidi Rogers

Public Works Director, Anne Laurent commented that the Parks and Recreation Board were also part of the approval of the kitty pool site and parking waiver. They also made a recommendation to the Council on the splash pad.

5). Community Development Advisory Board - Vacant

No meeting.

6). County Council Liaison - Antonio Maggiore

Councilor Antonio Maggiore commented that the composting presentation in the December 3rd meeting was presented well. He also thanked the board on their efforts this past year.

D. Subcommittee/Team Reports**1). Save As You Throw - Sue Barns**

Member Barns commented that she is in the process of drafting the final report on the subcommittee findings. The goal is to have it done by mid-January and to bring it to the board by the ESB February meeting.

2). Los Alamos Public Schools Subcommittee - Angelica Gurule

Staff Liaison Angelica Gurule commented that there hasn't been any meetings. The next meeting will be in January. She also commented on the recycle lessons that have been presented to Aspen Elementary School classes provided by Senior Office Specialist, Joshua Levings and Office Specialist, Sara Thurgood.

3). Zero Waste Los Alamos - Sara Thurgood

Office Specialist Sara Thurgood commented that the Zero Waste Team met the day before and went over what goal the team would like to accomplish in the next year as well as go over events that were being planned. The goal was to continue their efforts in educating the Los Alamos County residents on Food Waste Prevention. A new event the team will be doing is joining the Utility department in their Water Festival and having an informational booth for the kids. The team also discussed the presentation that will be presented to businesses at a Chamber of Commerce breakfast in February on the Green Restaurant Certification.

7. STAFF REPORT**November 2019 Residential Sustainability Report**

Presenters: Angelica Gurule

Attachments: [G - Residential Sustainability Report - November 2019](#)

Staff Liaison Angelica Gurule reviewed and discussed the November 2019 Residential Sustainability Report. The data includes more data and graphs that will demonstrate overall diversion as a result of the new yard trimming program which began on July 9, 2018.

8. PREVIEW OF UPCOMING AGENDA ITEMS

1. Finalize of FY21 Work Plan
2. Sustainability Plan

9. ADJOURNMENT

A motion was made by Chair Bakosi, that the meeting be adjourned.

The meeting was adjourned at 7:02 p.m.

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January 16, 2020

Los Alamos, NM 87544
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Agenda No.:

Index (Council Goals):

Presenters: Lisa Bakosi

Legislative File: 12710-20

Title

Review and Approve the FY21 ESB Work Plan

Recommended Action

I move that the Environmental Sustainability Board approve the FY21 Workplan as presented.

Or

I move that the Environmental Sustainability Board approve the FY21 Workplan as amended.

Body

The Environmental Sustainability Board will review and approve the FY21 Workplan.

Attachments

A - Draft FY21 ESB Work Plan



DRAFT FY21 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2021: July 1, 2020 – June 30, 2021)

Board and Commission Name: Environmental Sustainability Board

Date prepared: January 16, 2020 Date approved by Council: TBD

Prepared by: ESB

**This work plan will be accomplished in the following time frame:
July 1, 2020 to June 30, 2021**

Chairperson: Lisa Bakosi

Members and terms:

Table is added to provide a quick summary of the members, dates serving and term.

Member	Start/End Dates	Term
Lisa Bakosi	7/1/2018 – 7/31/2020	2
Heidi Rogers	9/1/2019 – 7/31/2021	2
Heather Ward	8/1/2019 – 7/31/2021	2
Vacancy	8/1/2018 – 7/31/2020	1
Dorothy Brown	8/1/2018 – 7/31/2020	1
Susan Barns	7/1/2018 – 7/31/2020	2
Amanda Macdonald	8/1/2017 – 7/31/2021	1

Department Director: Anne Laurent, Public Works Department

Work plan developed in collaboration with Department Director? (Y/N?) Y

Staff Liaison: Angelica Gurule

Administrative Support provided by: Public Works Staff

Council Liaison: Antonio Maggiore

Reviewed by Council Liaison? Yes

1.0 Provide a brief Summary of your Board or Commission’s activities over the past twelve months. Please describe your Board or Commission’s accomplishments and identify constraints. List any “lessons learned” and identify the greatest challenges faced by the Board or Commission.

- Formed Save As You Throw Research Subcommittee and conducted research about save as you throw programs and the feasibility of implementing the program locally.
- Continued supporting implementation of the Yard Trimming Roll Cart Program to 63% of households (4,315) and diverted xx tons of yard trimming material in the first 6 months.
- Continued implementing Zero Waste Initiatives
 - Team activities included: Implemented first annual Zero Waste stations at Los Alamos Summer Concert Series, resulting in ~ 44% reduction in waste sent to the landfill. Developed Zero Waste posters, handouts, updated website, maintained Facebook group, published articles in PEEC Nature Notes, and monthly article series in Los Alamos Daily Post; presentations on waste reduction at Ignite Los Alamos, KRSN, and Voices of Los Alamos; initiation of food waste reduction campaign; China Ban, NM Recycling Conference, and other recycling issues; support at annual Recycle Art Fair & Fashion Show and other events.
- Hosted Clean Up Los Alamos Day
- Received the following presentations:
 - Plastic Bag, Plastic Straw and Styrofoam Containers Ban Petition Update by Councilor Sheehey
 - Generation to Generation -Alternative Waste Solutions Presentation by Steve Hanson
 - Los Alamos County Energy Use and Green House Gas Emissions Report by Robert Gibson
 - Reviewed NMED Annual Report
 - Save As You Throw Committee Progress Updates by Sue Barns
 - Overview of EPA Pay As You Throw Webinar by Sue Barns
 - Compost Operator Certification Presentation by Joshua Levings

- Zero Waste Team – Food waste Reduction for Los Alamos Restaurants by Jody Benson
- The Climate Crisis and Its Solutions Presented by Julia Ying
- Proposed Commercial Rate Increase
- SMM Food Waste source Reduction Webinar Overview by Sara Thurgood
- Composting of Food Waste at Reunity Resources
- Barranca Elementary Waste Audit Presentation by Angelica Gurule
- Reviewed Environmental Services Quarterly Financial Statements
- Identification of Regional Composting Facility Sites and Its Costs by Philo Shelton
- Supported second annual Zero Waste event at PEEC, Bear Festival Buffet
- Supported 2019 October People’s EcoChallenge
- Toured ReUnity Resources, food composting facility in Santa Fe, NM
- Awarded Zero Waste Champion of the Year Awards
- Co-Sponsored the Recycle Art Fair & Fashion Show with Los Alamos Public Schools in celebration of America Recycles Day
- Discussion items included:
 - Installation of Sunflower Art Piece by Ed Grothus at the Transfer Station
 - Los Alamos High School Eco Club regarding the progress of the plastic bag tax initiative
 - Environmental Services Quarterly Financial Updates
 - Closed landfill methane issues and remediation progress
- Conducted education and outreach activities at the following events:
 - 15 – Los Alamos Summer Concert Series
 - Science Festival
 - Earth Day Festival
 - Bear Festival
 - Bike-to-Work Week
 - Farmer’s Market
 - Chamber Festival
 - Diversity Week Community Potluck was a Zero Waste event
 - Los Alamos Jazz Project Summer Jazz Camp was a zero waste event

2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: *(Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)*

2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:

- Research and develop plan to implement municipal food waste composting program
- Launch Food Waste Prevention Education Campaign
- Launch Recycle Coach App to Los Alamos residents to reduce recycling contamination, provide real time notifications and educate residents on Environmental Services programs
- Collaborate with Department of Utilities and PEEC at annual Water Festival
- Develop Green Restaurant Certification
- Host annual Clean Up LA Day
- Maintain a balanced budget for Environmental Services operations
- Contribute, as appropriate, to the implementation of the Yard Trimming Collection program (3rd bin for organic yard trimming material)

2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.
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- Environmental Sustainability Plan
- Environmental Sustainability Board Work Plan
- Los Alamos County Transfer Station Operation Plan

2.3 Other projects/assignments proposed by the Board or Commission: (<i>Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.</i>) To assist with Council review of the work plans, please list the B&C's proposed projects or assignments in priority order.
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Composting:

- Research municipal food waste composting
- Promote back yard composting for food waste diversion
- Monitor existing bio-solid composting program

Community Education/Events:

- Launch a Food Waste Prevention Campaign focusing on food waste prevention, food rescue, and food recovery.
- Participate in Bear Festival and other educational outreach to promote wildlife awareness
- Develop and implement environmental education and outreach materials and distribute to customers at community events such as ScienceFest, Farmer's Markets, ChamberFest, Earth Day, Bike to Work Week, and Bear Festival.
- Host Zero Waste Champion of the Year Contest
- Collaborate with organizations such as PEEC, LAPS, and UNM-LA to educate about recycle and zero waste initiatives.
- Partner with Summer Concert Series and other County events to promote "zero waste"
- Create and implement Green Restaurant Certification
- Promote and participate in EcoChallenge

Work with Schools:

- Work with LAPS to educate and implement waste diversion and prevention programs including zero waste lunches, reduce, recycle, reuse and composting by participating in the Green Schools Task Force
- Host Recycle Fair and Fashion Show
- Partner with Utilities and PEEC at Water Festival

Continued Research Areas:

- Continue researching other glass recycling options
- Continue to investigate Waste to Energy Methods

- Research and become knowledgeable about Project Drawdown in support of carbon reduction goals and disseminate recommendations for Environmental Services Sustainability Plan
- Explore Bee City Programs

3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.

- Continue to nurture and strengthen relationship with BPU and DPU to support energy and water conservation.
- Continue to outreach to other Boards and Commissions (Parks and Rec and CDAB) regarding pesticides and herbicide use.
- Partner with Parks and Recreation Board on sustainability issues regarding Capital Improvement Projects (CIP)
- Continue outreach to other county boards and commissions regarding environmental sustainability
- Liaison with Tourism Implementation Task Force on environmental impacts of increased tourism, as needed.

Task is added to ensure that the 3 boards work as a team developing a policy and public education program.

4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:

The ESB will sponsor the events with an asterisk* and will host outreach and educational booths at the other events listed below to educate, share information, and solicit input from LAC residents and customers. The ESB will provide prior notification to the public utilizing a minimum of one media platform such as but not limited to: Facebook, press release, LA Daily Post paid advertisement, Environmental Services website, LA Monitor paid advertisement, KRSN interview or advertisement, bill insert, newspaper insert, LAVA Flyers, and/or County Line Newsletter. The ESB may also utilize County Open Forum Survey as a resource to solicit public input. The cost for the ESB public outreach efforts is budgeted in the Environmental Services budget.

- Earth Day Festival
- Bear Festival
- Los Alamos Summer Concert Series
- Green Team Event*
- County Fair Event
- Science Festival

- Chamber Festival
- Farmer’s Market (2 events)
- Recycle Art Fair & Fashion Show*
- Eco Challenge*
- Zero waste, recycling and/or composting workshops or lectures at PEEC and Los Alamos clubs*

5.0 List the current subcommittees for this Board or Commission.

5.1 For subcommittees with members that are not members of the parent board or commission: List the subcommittee members and their terms.

Explain how sub- committee members are selected or appointed.

Provide a description of each subcommittee’s charter or purpose.

Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:

Attachment A: Provide a copy of your Board or Commission’s “Purpose” and “Duties and Responsibilities” from Chapter 8 of the County Code:

Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the Environmental Sustainability Board

Attachment A

- **Sec. 8-231. - Purpose.** The environmental sustainability board is established to serve as the central point of contact for environmental sustainability issues and as an advisory body to the county council on environmental sustainability issues.

(Ord. No. 02-078, § 2, 10-3-2006; Ord. No. 02-094, § 2, 6-10-08)

- **Sec. 8-232. - Membership, terms and qualifications.** The board shall consist of seven members. The members shall serve for staggered two-year terms beginning on August 1 and ending on July 31, except that three members on the initial board shall only serve for one-year terms.

(Ord. No. 02-078, § 2, 10-3-2006; Ord. No. 02-094, § 3, 6-10-08)

- **Sec. 8-233. - Duties and responsibilities.** The environmental sustainability board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- (1) Gather and provide citizen input to staff and council on ways to improve the county's environmental sustainability and on proposed environmental sustainability policies, programs and services. For this purpose, the board shall gather public input in ways appropriate to the circumstances.
- (2) Recommend ways to involve and educate the community on environmental sustainability issues. Review and comment on public involvement and information plans (PIIPs) related to environmental sustainability projects outside the department of public utilities.
- (3) Review and comment to council on environmental sustainability master plans.
- (4) Review all environmental sustainability related matters submitted to the board by council.
- (5) Coordinate with other boards as appropriate on environmental sustainability activities.

(Ord. No. 02-078, § 2, 10-3-2006; Ord. No. 02-094, § 4, 6-10-08)

Attachment B

Communication and Transparency	
Ongoing Improvement in Communication and Transparency in County Policy Setting	
Increasing the Amount and Types of Housing Options	
This includes a variety of housing options for all segments of the community, from affordable, entry level, and live-work housing to new options for those interested in downsizing or moving closer to central areas of the community.	
Enhancing Support and Opportunities for the Local Business Environment	
This includes appropriate support for existing businesses, growing new businesses, and supporting technology start-ups and spin-offs.	X
Addressing Long-Term Building Vacancies in Key Areas of Our Community	
Land availability in Los Alamos County, and in particular the downtown areas, is limited and there is a desire to work towards better utilization, opportunities for new businesses, and improved aesthetics.	
Protecting and Maintaining Our Open Spaces, Recreational, and Cultural Amenities	
Los Alamos County open spaces and cultural attractions are greatly valued by the community provide opportunities for recreational and economic growth; appropriately allocating resources to ensure their health and sustainability is important to our citizens.	X
Supporting Social Services Improvement	
Behavioral, mental and physical health and social services are important quality of life components; there are key areas where appropriate types and levels of county support could help address current needs.	
Investing in Infrastructure	
Appropriately balancing maintenance of existing infrastructure with new investment in county utilities, roads, facilities and amenities will help improve environmental stewardship, sustainability, and quality of life.	X
Planning for Appropriate Levels of County Services	
Making sure we understand the level of services our citizens want will allow us to make appropriate investments in processes and staff to achieve them.	X



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Presenters: Angelica Gurule

Legislative File: 12706-20

Title

Recycle Coach Overview

.Recommended Action Motion

N/A

Body

The ESB will hear an overview presentation regarding the new Recycle Coach application and website tool. The purpose of the tool is to provide our residents with real time notifications and reminders about trash, recycle or yard trimming collection. It also has a personalized calendar feature and a what goes where search tool to help residents understand how to properly manage a specific trash or recyclable item. The tool will also be used to educate residents by implementing campaigns for challenging items such as glass, plastic wrap, and Styrofoam.

Recycle Coach tool went live December 16, 2019. There are currently 200 subscribers and there has been over 3,136 interactions with the tool. Most of our residents are using the website versus the application. The goal is to have participation by at least 75% of all LAC households by December 2020.

Environmental Services has developed a comprehensive launch plan to the new tool.

Attachments

B - Recycle Coach Features

C - Recycle Coach Launch Plan



Empowering people to help the environment by becoming better recyclers.

Digital transformation has become a top priority for many local governments, both to improve service and lower costs. And for good reason. Nowhere is the potential for savings and enhanced education greater than in the area of municipal solid waste.

For most local governments, education is the only viable option to increase recycling and reduce contamination. Indeed, without a renewed emphasis on education, there's every likelihood things will get worse. Unfortunately, it's often hard to know if your efforts are paying off so it's not clear whether you're getting any sort of return on your investment. But now, thanks to Recycle Coach *Campaigns*, your residents can become more knowledgeable and engaged recyclers. Even better, you're able to confirm you're making a difference while connecting with more residents in a meaningful way. Plus, you can do it at a lower cost than ever before.

Our Approach It's been said that if you want a different outcome, you can't continue to do things the same way. Our approach to recycling education is to focus on the wants and needs of your residents. First, they want to be able to find information quickly and conveniently. In today's world, this means making information available on every device – computer, tablet, phone and even smart devices such as Google Home and Amazon Echo. Mobile and website apps provide advanced search capabilities that ensure they find what they need instantly. Second, they don't want to be taught – or scolded; but they're willing to learn to be a better recycler so that they feel good about themselves and their contribution to the environment. But only if it's easy and basically effortless. Understanding their different learning styles is critical as it allows for

“

The Coachlings are adorable and I was amazed at their ability to communicate without using spoken language. They are excellent teachers – I mean coaches!

Tucson resident



personalized learning; and for most, what works best is micro learning. By leveraging everyday interactions that make their lives easier, you're able to help them learn the recycling basics that are critical to your program success. For bigger problems, our new Campaigns tool works incredibly well to explain the problem, show why it's a problem and teach them what they can do to solve it. Best of all, the analytics confirm residents are highly supportive of this *Campaigns* approach.

A key element of education is attracting attention, and in this regard The Coachlings have proven to be a huge hit. Four playful characters that are keen to help you raise the recycling IQ of your residents and overcome the challenges that are impacting program performance – whether it be material recovery, contamination or even cart placement. They possess a unique ability to engage your residents, explain problems and demonstrate preferred behavior.

Reaching More Residents A critical element of any promotional effort is reach – how many residents actually engage. The Coachlings are effective at encouraging participation, but what about the people who aren't aware of them and your educational efforts? That's where the Recycle Coach network has you covered. From travel information to event tickets to weather information, the world has embraced networks. And the faster networks grow, the faster they grow - it's called the network effect.

What does it mean for you? It means that you're not alone in promoting the helpful tools you offer to your residents. People who live in your city will learn about Recycle Coach from their family and friends who live or go to school elsewhere. This network effect has been a significant contributor to the 280% network growth over the last 18 months (July '17 to Dec '18).

The other significant contributor to reaching more residents is Campaigns. During the 14-city pilot in late 2018, the number of new subscribers in these municipalities increased by 242% vs. the same period a year ago. Attracting new subscribers is a key focus at Recycle Coach, because these are the residents you're able to continue to engage with. And it's working - subscriber rates equal to 30-40% of households is not uncommon.

About Recycle Coach Recycle Coach has been helping governments leverage new technology to improve recycling education and communications since 2001. Our network approach and low fees mean we are able to deliver maximum results with any size budget. Best of all, we get you up and running with minimal staff commitment - a typical setup involves 4-8 hours spent providing GIS collection details and approving the 'What goes where?' database, a savings of 30+ hours over the 'data loading' you would otherwise need to do.



This is an exceptional way of approaching residents with information that's usually boring and overly complex. Kudos to Blacksburg for innovating.

Blacksburg resident



Personalized collection calendars and reminders

We'll keep your residents on schedule, so you don't have to.

Sometimes, residents lose track of collection day. Special seasonal collections and holiday changes only compound the problem. With our calendars, residents get the information they need in a format that's convenient. We also include information for all your upcoming events, like that paper-shredding shindig that's coming up.

Automated reminders

Reminders are available by push notification, SMS*, voice* and email. Residents can receive them whenever they want—whether it's one week or one hour before pickup, every time or only when there are schedule changes. They're totally customizable. You can even target specific residents with educational content that will appear in their reminders. Teach them how to properly dispose of a problem item in your waste stream or use the tool to boost event attendance.

Highlights

Collection calendars

- Personalized to each resident based on their address
- Available for web, mobile, voice and print
- Syncs with email calendars
- Features collection days for all your waste streams, even special collections, and includes schedule changes for holidays
- Features local events, like household hazardous waste drop-off days
- Gives you access to a monthly dashboard report, where you can see how many residents are downloading and using their calendars

Automated reminders

- Fully customizable
 - Can set them anytime — one week or one hour before pickup
 - Can receive them every time or only when there are holiday changes
 - Can select which waste type or event to receive reminders for — household hazardous waste, garbage, recycling, yard waste, Christmas trees, organics, etc.
 - Available by push notification, SMS*, voice* and email
- Lets you provide residents with helpful information and educational content served directly through their reminders

* Additional line usage charges apply



What goes where?

One tool. 10,000 search terms and growing.

What goes where? is the waste sector's first smart search tool. Each time a resident looks up an item using a brand name or alternate spelling that isn't listed, we add it for you.

Lower barriers

Make program information searchable from any device — even digital assistants. That way, residents can find the information they need whenever, wherever. The average solid waste website contains 11,500 words. Unfortunately, this information is difficult for residents to sift through. *What goes where?* makes onsite content discoverable in seconds.

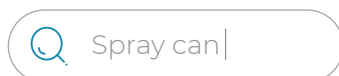
Plus, it's intuitive. When residents look up disposal information for an item, they rarely use industry jargon. Instead, they search in their own language, using phrasing they're familiar with. With over 10,000 search terms and growing, *What goes where?* accommodates them. And it has the highest search success rate in the business at a whopping 98.1%!

Fill knowledge gaps

What goes where? isn't just a search tool. It also contains blog and video content, drop-off depot locations, collection requirements and much more. By providing residents with a media-rich environment, it catches their attention and educates them about the biggest waste issues facing your community. It's your greatest ally in the war against contamination.

Make your program smarter

Each month, we'll send you a detailed analytics report. It'll show you how residents are using your app, including a list of most-searched items. Use this information to identify program pain points and inform your future outreach strategy.

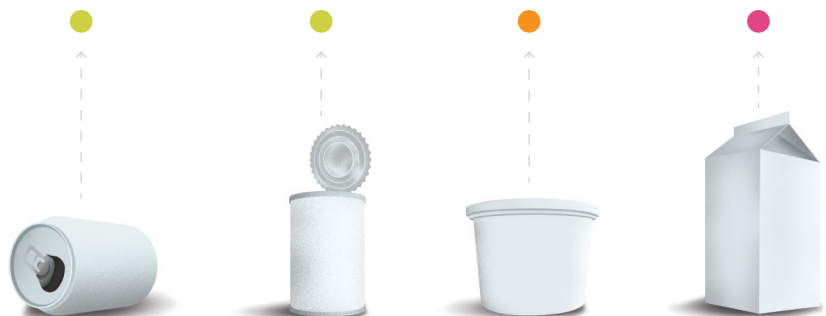


Vegetables

Paints

Glass

Batteries





Our communication tools

They'll save you time and help you deliver a better service to residents.

Emergency and non-emergency notifications

Connect with residents when you need to, whether it's to notify them about service disruptions due to bad weather or holiday collection changes. There are plenty of customization options, too. Include specific zones, target single-family or multi-family residences or schedule when you'd like to send your message.

Notifications can be delivered by email, push notification, automated phone call*, text message* or through your web app.

Report a problem

With Report a problem, help residents report issues without having to spend time on the phone. Whether it's a missed collection, a broken cart that needs to be replaced or illegal dumping in your community—residents can contact you with all the details, including photos and the location where it happened. And it integrates with all 311-type systems. Report a problem helps you deliver a better service and free up staff resources while you're doing it.

What type of recycler are you? quiz

Teaching residents how to effectively recycle can be difficult, especially if they already think they're doing everything right. The What type of recycler are you? quiz challenges these assumptions. It shakes complacency and inspires residents to learn how to be better recyclers.

The quiz asks a series of questions related to your program, providing a score and recycling profile that can be shared over social media. Best of all, each week we'll deliver tips on how to correctly dispose of tricky recyclable and non-recyclable materials. These tips are based on individual quiz results and they're designed to keep important information top of mind.

* Additional line usage charges apply



Campaigns

A new approach to recycling education.

When residents don't know if something's recyclable, they guess. And they're usually wrong, which leads to contamination. There's a new tool helping communities of all sizes target their biggest recycling challenges. It's called *Campaigns*.

A proactive approach to contamination

Campaigns lets you directly address the biggest issues affecting your program, like single-use plastic bags and lithium-ion batteries. Each campaign focuses on a specific item of your choosing and delivers an immersive educational experience to your residents, teaching them how to correctly dispose of it. With informative content that caters to different kinds of learning styles, it's accessible to everyone.

Every campaign comes equipped with real-time analytics so that you can assess its performance and return on investment. And once your campaign is finished, it's archived in the Recycling Academy, a digital classroom where residents can continue to learn and engage with program content.

When residents know how to correctly dispose of certain items, they will — which means less guesswork and better program outcomes.

Meet the Coachlings

The Coachlings are central to Campaigns. They're also your program's biggest ally. They lead by example, demonstrating good recycling habits in a way that's fun, engaging and memorable. More than that, they make complicated information easy to digest. And each Coachling is unique, too — just like your residents. Their distinct personalities and specializations appeal to the different learning styles of people in your community.



The Recycle Coach advantage

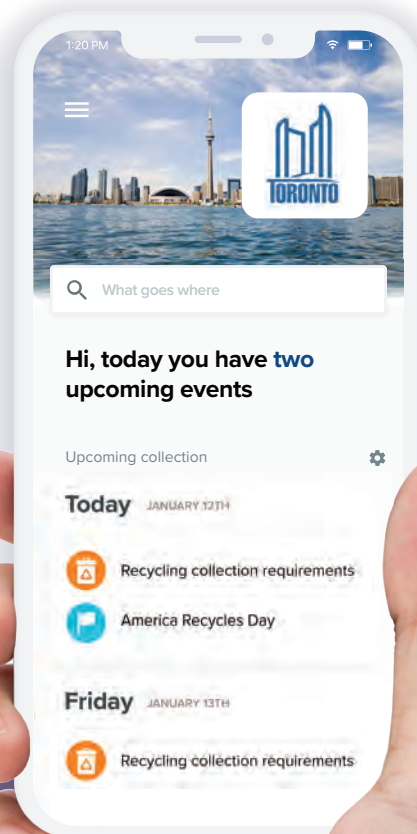
Powered by the network, maintained by us, managed by you

If you're reading this, chances are you're shopping for recycling communications software. We want to show you what makes our network different from inhouse and white-label solutions. That way, you have all the information you need to make the best possible decision. *So here are the three big differences, and advantages, of going the network route:*

You're not alone. With the Recycle Coach Network, you own the media, the message, and the data—but without owning all the responsibility of managing a program alone. We're here for you every step of the way. Whether it's helping you acquire new users or maintaining your material database for you. And the best part: You get all the credit.

You're not locked in. When you have software developed inhouse or through a vendor, making a change can be more trouble than it's worth. And because the software is tied to your branding, any changes you do make could affect public perception of your service. With the network, you're never locked in, and the barriers of entry and exit are low.

You're in control. As part of the network, you don't have to sacrifice any of the control you have over your program. You verify all the content, and we put it up for you. You can even customize the software to include your municipal branding. Plus, there are no hidden costs. When we update the software or add new functionality, as a network member, you benefit. And it's absolutely free.



Your security
is our priority



We know how important privacy and data security are to you and your residents. They're important to us, too. Security isn't just something we preach. It's something we practice every single day, and it's at the core of what we do. For all third-party services, we use two-factor authentication and [1Password](#). Our hosting is provided by Amazon Web Services (AWS), the gold standard in cloud-based security — used by Netflix, Adobe and Dow Jones. When it comes to your security, we comply with all industry standards. In some cases, we exceed them.

Privacy

We don't monetize your data, which means we'll never sell, rent or lease it to third parties. Recycle Coach only collects information to improve our products and provide you with a personalized experience. We're totally transparent about how we collect and store information, and encourage customers and users to read our [Privacy Policy and User Agreement](#) for more information.

Security

Our infrastructure is supported by Amazon Web Services (AWS), which allows us to provide industry-leading security to all our members, including:

- Firewalls and VPNs to protect server communications
- Extended validation SSL certificates on every login page
- Backup data stored securely offsite
- Defense against DoS, DDoS, and a variety of other cyber threats

Accessibility

At Recycle Coach accessibility is something we believe in. Our independent third-party validation status ensures that Recycle Coach's services conform to [Section 508 of the Rehabilitation Act](#). We're also constantly looking at ways we can leverage new technology to make our technology accessible to everyone. That's one reason why we've added voice search to our list of capabilities.

Recycle Coach Launch Plan for Los Alamos County

Goal: Sign up 75% of households

Message: **SIGN UP NOW**

Time frame: Year 1 - December 2019 - December 2020

Action	Media	Size	Date	Status
Post on Environmental Services Website	APP		Monday, December 16, 2019	Done
Share on Environmental Services FB	Image & Text		December to December	Recurring
Press release - LADP	Article	Digital & Hard Copy	Friday, December 20, 2019	Done
Share on Environmental Services FB & Keep It Local Los Alamos	Online ad	Timeline Photos (476 x 714px Facebook ads (600 x 600 px)	Monday, December 23, 2019	Done
Share with Env Svcs Staff	Website Overview		Tuesday, December 24, 2019	
Share with 311 information staff	Website Overview		Tuesday, January 21, 2020	
Share at EMT	Website Overview		Tuesday, February 18, 2020	
Advertisement on LA Daily Post	Online ad	300 x 400 px	Saturday, February 1, 2020	
Share at PW Meeting	Website Overview		Wednesday, January 15, 2020	
Share at ZWLA Meeting	Website Overview		Wednesday, February 19, 2020	
Share at ESB	Website Overview		Thursday, January 16, 2020	
Flyer at LAVA	15 locations	8.5 x 11	Monday, February 3, 2020	
Bill Stuffer	Tri - Cut on Card Stock	8.5 x11 folded in thirds	Monday, February 3, 2020	
Card Stock for Vestibule at Admin Building	Tri - Cut on Card Stock	8.5 x11 folded in thirds	Tuesday, February 4, 2020	
Earth Day	Poster - In Person	24x36	Saturday, April 25, 2020	
Rodeo	Poster - In Person	24x36	August	
Summer Concerts	Poster - In Person	24x36	Friday nights in Summer	
Chamber Fest	Poster - In Person	24x36	July	
Science Fest	Poster - In Person	24x36	July	
Recycle Art Fair & Fashion Show	Poster - In Person	24x36	November	
Farmer's Market	Poster - In Person	24x36	Summer 2020	
Insert in Monitor	Hard Copy	8.5 x 11	Summer 2020	



County of Los Alamos

Staff Report

January 16, 2020

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Angelica Gurule

Legislative File: 12704-20

Title

December 2019 Residential Sustainability Report

Recommended Action Motion

N/A

Body

The ESB will review and discuss the December 2019 Residential Sustainability Report. The data now includes more data and graphs that will demonstrate overall diversion as a result of the new yard trimming program which began on July 9, 2018.

Most recent additions to the report include greenhouse gas emissions reduced by recycling and composting. There is also a significant increase in yard trimmings as the collection schedule was adjusted to recover the brush material in December.

The yard trimming has been voluntarily embraced by the community, with support from 63% or 4,315 households. Currently each household is limited to one cart per household to ensure each household has the ability to participate in the yard trimming program.

Attachments

D - Residential Sustainability Report - December 2019



Residential Sustainability Report

Service Period: December 2019

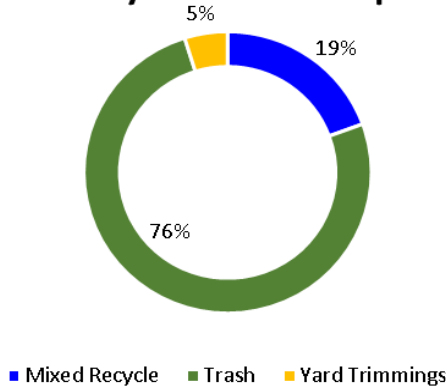


LOS ALAMOS

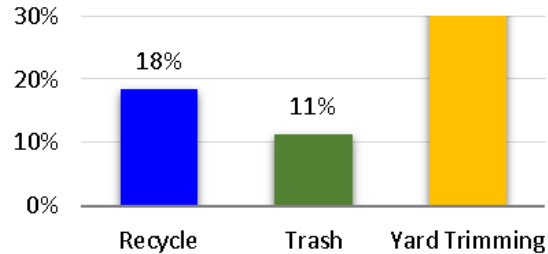
December Diversion Rate: **24%**

The *diversion rate* is the percent of recyclable and compostable material diverted from the landfill.

Monthly Collection Report

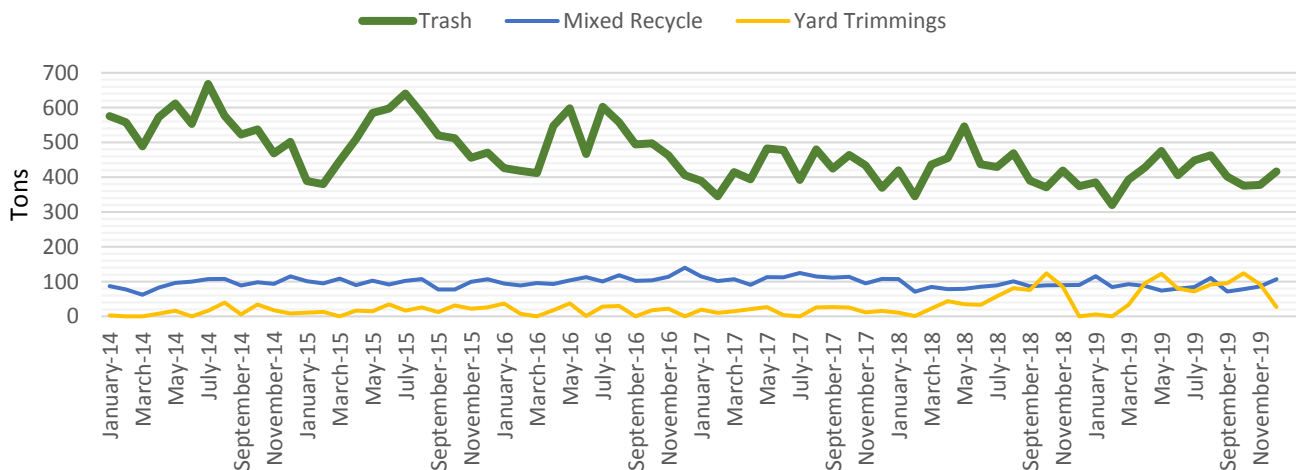


% Change Previous Year

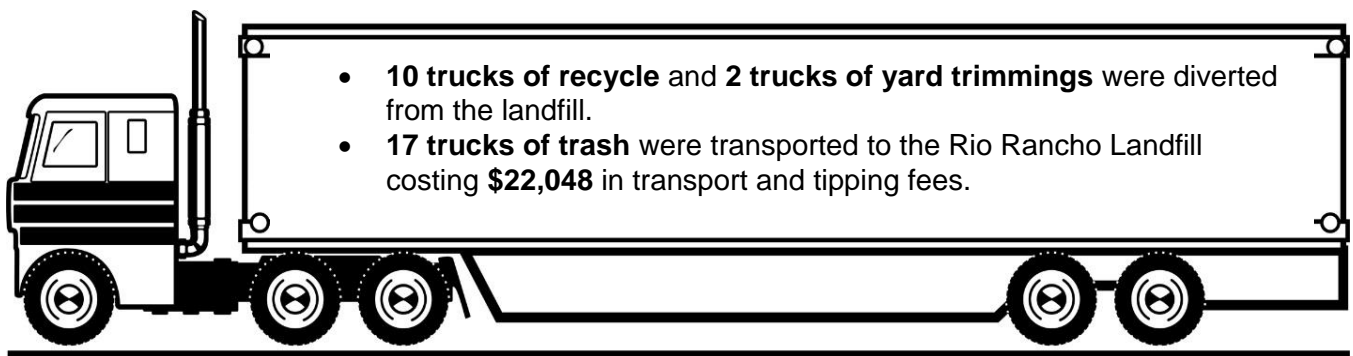


	Dec-18	Dec-19
Yard Trimming	0.00	26.59
Recycle	90.07	106.72
Trash	374.32	416.22

In December by recycling and composting Los Alamos County reduced GHG emissions by ~419 tons



In 2019 by recycling and composting Los Alamos County reduced GHG emissions by ~5316 tons



For more information contact Environmental Services Division at 505.662.8163 or email solidwaste@lacnm.us