



Philadelphia Zero Waste and Litter Cabinet

SEPTEMBER 2017 PROGRESS REPORT

INTRODUCTION & OVERVIEW

In accordance with Executive Order 13-16, which was signed by Mayor Jim Kenney on December 20, 2016, the Zero Waste and Litter Cabinet released its Action Plan on August 7, 2017. The Action Plan resulted from an extraordinarily collaborative and structured process developed by the Cabinet over the course of six months. In the first Cabinet meeting, five subcommittees were created to progress the implementation of the Cabinet's stated goals and objectives. These five subcommittees include:

- Waste Reduction and Diversion
- Litter Enforcement and Cleaner Public Spaces
- Data
- Behavioral Science
- Communications and Engagement

These subcommittees meet on a monthly basis to form the policy and draft recommendations for the full Cabinet to review and approve during bi-monthly meetings. Through this process, the Zero Waste and Litter Action Plan was drafted and adopted. Going forward, the Cabinet will continue to use an organizational structure of monthly subcommittee meetings and quarterly Cabinet meetings to implement the components of the Action Plan in a collaborative way.

In the two months since the Zero Waste and Litter Action Plan was released, the Cabinet has already made major progress toward implementing its recommendations. This Progress Report, which is mandated by Executive Order 13-16 to be released every September, summarizes some of the accomplishments made by the Cabinet thus far, as well as the accomplishments the Cabinet intends to achieve moving forward.



**WASTE REDUCTION
& DIVERSION**



**LITTER ENFORCEMENT
& CLEANER
PUBLIC SPACES**



DATA



**BEHAVIORAL
SCIENCE**



**COMMUNICATIONS
&
ENGAGEMENT**

ZERO WASTE AND LITTER CABINET SUBCOMMITTEES

ZERO WASTE



The Waste Reduction and Diversion Subcommittee, in coordination with the Solid Waste and Recycling Advisory Committee of the Streets Department, has begun implementing many aspects of the Zero Waste strategy. The subcommittee will be taking substantial steps in the next year to further understand Philadelphia's waste stream in order to begin building the infrastructure needed to take advantage of more opportunities to divert material away from conventional landfills.

2017 Progress Report

Municipal Building Waste Audits	<ul style="list-style-type: none">• Developed a Municipal Building Waste Audit Guide• Identified all municipally-owned and staffed buildings in Philadelphia that will be subject to completing waste audits• Developed a reporting form and a calculator tool for City departments to track their facilities' waste diversion rates
Zero Waste Events	<ul style="list-style-type: none">• Revised all City events permits to include mandatory recycling and Zero Waste options• Developed a reporting form and a calculator tool for events to track waste diversion rates• Began taking food waste from City-permitted events at Fairmount Park Organics Recycling Center

2018 Goals

Commercial Building Waste Audit	<ul style="list-style-type: none">• Will use the Municipal Building Waste Audit model and the existing commercial recycling plan system for Commercial Building Waste Audits
Zero Waste Partnerships Program	<ul style="list-style-type: none">• Streets Department will develop a tiered system of incentives for events, businesses, and organizations that achieve Zero Waste in their operations
Zero Waste Diversion Reporting	<ul style="list-style-type: none">• The Cabinet will work with the Streets Department Recycling Office to revise the city-wide waste diversion rate reporting that is detailed in the Zero Waste and Litter Action Plan
Zero Waste Events	<ul style="list-style-type: none">• Continue to build our capacity for Zero Waste Events



The Litter Enforcement and Cleaner Public Spaces Subcommittee has been working across departments to ensure that the 31 recommendations in the Zero Waste and Litter Action Plan are implemented in a collaborative and coordinated way for maximum effectiveness. The recommendations in the Action Plan are organized between litter enforcement and cleaner public spaces and between short-term and long-term priorities. The subcommittee is now working through each recommendation to find opportunities within each department to begin the implementation process collaboratively.

2017 Progress Report

Illegal Dumping	<ul style="list-style-type: none"> • Worked with the DA's Office to ensure that all community service for illegal dumping is completed with vacant lot cleanup • Tracking illegal dumping cases from arrest to prosecution to advocate for appropriate penalties in cases of illegal dumping
Parks and Recreation	<ul style="list-style-type: none"> • Launched a pilot program to build trash storage areas at 12 recreation centers • Prepared to expand outdoor recycling to more than 50% of all recreation centers
Streets Sanitation	<ul style="list-style-type: none"> • Piloted mobile Sanitation Convenience Centers • Began purchasing lids for City-issued recycling bins • Conducted an Organics Recycling Feasibility Study

2018 Goals

Illegal Dumping	<ul style="list-style-type: none"> • Better coordinate surveillance cameras on dumping sites • Increase arrests, fines, and community service for all illegal dumping cases
Parks and Recreation	<ul style="list-style-type: none"> • Expand outdoor recycling to all recreation centers • Increase outdoor trash storage at recreation centers
Streets Sanitation	<ul style="list-style-type: none"> • Continue to increase access to and services at Sanitation Convenience Centers • Increase access to lidded recycling bins
Tire Enforcement	<ul style="list-style-type: none"> • Develop department programs in coordination with existing regulations to address illegal dumping of tires



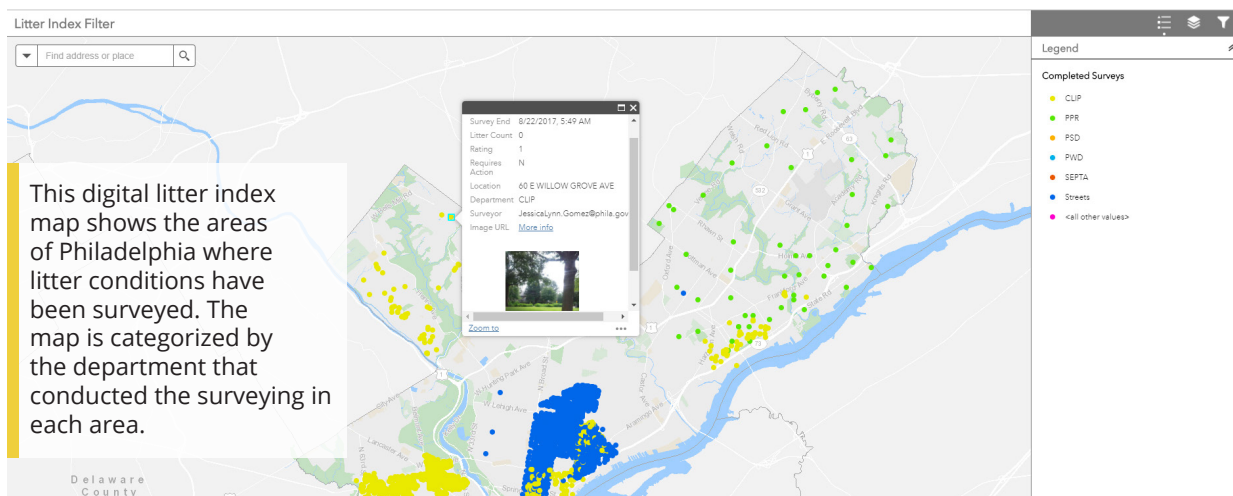
The Data Subcommittee has devoted much of its work to developing the City-wide Litter Index. Many of the exciting accomplishments of the City-wide Litter Index are captured in this Progress Report. The subcommittee has also been working with the Philadelphia Recycling Office to develop reporting metrics for the City-wide Zero Waste Diversion Rate Tracking and is preparing for a new slate of data projects in 2018.

2017 Progress Report

City-wide Litter Index	<ul style="list-style-type: none"> Developed the application with OIT and conducted two rounds of pilot testing to design Philadelphia's City-wide Litter Index Conducted trainings and leveraged staff in six different departments to begin litter indexing on July 1st
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2018 Goals

City-wide Litter Index	<ul style="list-style-type: none"> Aggregate all litter index data for use in coordinated department action plans and to publish on CleanPHL.org Launch the next round of litter indexing on January 1st
City-wide Waste Diversion Rate Tracking	<ul style="list-style-type: none"> Work with Waste Reduction and Diversion Subcommittee and Recycling Office to collect and calculate the 2017 waste diversion rate using the Zero Waste matrix





BEHAVIORAL SCIENCE



The Behavioral Science Subcommittee completed two pilot experiments in the spring of 2017. Valuable information was gathered through these pilots that will be used to evaluate the economic and operational impacts of increasing access to lidded recycling bins on recycling diversion and litter rates, as well as the impacts of increasing or decreasing the number of public waste receptacles in Philadelphia. The pilots also taught the subcommittee many lessons on the best ways to collect data and implement behavioral experiments. These lessons learned will guide the subcommittee as it continues to develop more experiments around waste and litter.

2017 Progress Report

Spring Experiments	<ul style="list-style-type: none"> • All experiments and data collection have been completed on the two experiments detailed in the Zero Waste and Litter Action Plan • The Cabinet awaits the results of the behavioral analysis from its academic partners
Fall Experiments	<ul style="list-style-type: none"> • Experiment development is currently underway to test the impact of positive, negative, and neutral messaging in Philadelphia's anti-litter campaigns

2018 Goals

Fall Experiments	<ul style="list-style-type: none"> • The subcommittee plans to execute the messaging experiment and receive results of the experiment in spring 2018
Spring Experiments	<ul style="list-style-type: none"> • The next behavioral experiment will be developed in spring 2018 based off of input from Cabinet members



COMMUNICATIONS & ENGAGEMENT



SEARCH KNOW ACT

The Communications and Engagement Subcommittee made major progress in the development of the Cabinet's anti-litter website CleanPHL.org as well as the rebrand and restructuring of the Waste Watchers Program into Philacycle. Philacycle will be the certification program for existing stewardship groups and other individuals to educate community members, conduct Zero Waste cleanups, and volunteer at Zero Waste Events. Through the following progress and 2018 goals, the Cabinet has seen first-hand the power of coordinating messaging across City departments and community stakeholders to spread the messages of a Zero Waste and litter-free city.

2017 Progress Report

Media	<ul style="list-style-type: none"> Released the Action Plan on August 7th with 26 combined radio, television, and print stories Combined @PhilaCleanSts and @PhilaRecycling into @CleanPHL on social media
CleanPHL.org	<ul style="list-style-type: none"> Developed and launched CleanPHL.org with aggregated department litter-related content and a public search function to find engagement opportunities on the block level to keep communities clean
Philacycle	<ul style="list-style-type: none"> Successfully merged and rebranded Recyclebank and Waste Watchers into the new Philacycle platform

2018 Goals

Media	<ul style="list-style-type: none"> Will continue to promote Zero Waste and Litter on @CleanPHL while also engaging other departments in creating their own connected messaging on their social media channels Will utilize the recently-developed shared social media calendar for all departments to share and connect on waste and litter content
CleanPHL.org	<ul style="list-style-type: none"> Will upload all litter index information into the website's public search function so that community members can search their blocks' litter index ratings
Philacycle	<ul style="list-style-type: none"> Will conduct the first Philacycle trainings and begin engaging certified community Philacyclers on community education, Zero Waste cleanups, and Zero Waste Event volunteering

ZERO
STARTS WITH
ONE

CITY OF PHILADELPHIA
ZERO WASTE AND LITTER CABINET