



TLG and LMC 2016 Case Study Application

Future Ready Communities

DUE: September 4, 2015



Email to: Ryan Spillers at rspillers@transformgov.org

COVER PAGE

- 1. Case Study Title: ___Reimagine Phoenix: Transforming Trash into Resources _____
- 2. Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future

Creating an Inclusive Community

Reinventing Local Government

Community Networks

Blinders

- 3. Jurisdiction Name: __City of Phoenix _____

- 4. Jurisdiction Population (US Census): ___1.5 million _____

- 5. Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

YES

NO

- 6. Project Leader (Primary Contact for case study notification):
 Name: __Felipe Moreno _____
 Title: _Deputy Public Works Director _____
 Department: ___ Public Works _____
 Phone Number: ___ 602-256-5625 _____
 eMail: felipe.moreno@phoenix.gov _____
 US Mail Address, including zip code: _ 200 West Washington, Phoenix Arizona, 85003 _____
 Twitter Account: _@TalkingTrashPHX _____

List additional presenters contact information below:

1. Presentation title and description of the innovation. *100 word maximum.*

Title: Reimagine Phoenix: Transforming Trash Into Resources

The Reimagine Phoenix initiative's goal is to reduce the amount of trash sent to the city's landfill by 40 percent by the year 2020. This initiative seeks to inspire residents to reduce, reuse, recycle, and reconsider consumption habits in order to reimagine a better Phoenix. Through this initiative, Phoenix aims to be a leader in diverting trash from landfills through the development of a robust circular economy.

2. When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

In February 2013, the Phoenix Mayor and City Council established a citywide goal to divert 40 percent of solid waste from the landfill by the year 2020. In an effort to lead the charge and improve the city's residential diversion rate of 16 percent, the Public Works Department launched the Reimagine Phoenix initiative. To date, the diversion rate has increased to 20%.

3. How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

The Reimagine Phoenix initiative was the catalyst towards the City of Phoenix looking at waste diversion in a new light. Rather than looking at trash as something that is disposed of, it is now viewed as a resource that can be transformed and put back into the community in a manner that adds value. This is achieved through an emphasis on: 1) offering new solid waste programs and improving existing services; 2) expanding community and education outreach; and 3) creating public-private partnerships centered on developing waste diversion strategies and transforming trash into resources.

4. Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

The Public Works Department launched two new programs, Curbside Green Organics and Save-As-You Reduce and Recycle. The curbside Green Organics program provides weekly contained collection of yard waste materials to be diverted from the waste stream. The SAY R&R program encourages residents to downsize from a large trash container to a medium-sized container with the incentive of a reduced monthly fee. In the area of community engagement, Public Works has already implemented several measures to increase marketing, public relations, and community outreach through social media, local media coverage, and community events. In an effort to expand the reach to residents and other community stakeholders, staff implemented an "Ask Me About Reimagine Phoenix" grassroots marketing campaign to increase awareness and participation. The Public Works Department is fostering public-private partnerships through various initiatives and the development of a 50 acre Resource Innovation Campus. The Campus will be a world leading manifestation of the values of Reimagine Phoenix, and the principles and benefits of a circular economy in action. A circular economy uses resources for as long as possible, extracting the maximum value from them while in use, then recovering and regenerating products and materials at the end.

5. What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

In July 2014, the Phoenix Mayor and City Council approved establishing a partnership with Arizona State University's Walton Sustainability Solutions Initiatives as part of the city's Reimagine Phoenix initiative to create RISN. RISN is a global network of public and private partners to create cutting-edge research opportunities to advance the diversion of waste and create economic value through the development of new technologies. RISN headquarters will be housed at the Resource Innovation Campus and the ASU RISN program will manage the on-site Technology Solutions Incubator space for innovators developing emerging products and technologies from the city's waste resources.

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

Jacobs Engineering: Contact, Heather Honsberger

Email: Heather.honsberger@jacobs.com

Jacobs Engineering assisted in marketing, promoting and launching the new solid waste programs that were developed to reach the 40 x 20 waste diversion goal. The collaboration with this consultant resulted in effective media ad placements, informative printed materials, successful community events promoting the initiative and increased awareness of the city's waste diversion goal.

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

An initiative like Reimagine Phoenix is replicable in jurisdictions focused on the triple bottom line of balancing financial, social, and environmental responsibility. Phoenix did not launch this initiative in a vacuum. It took commitment from elected officials, management, front line staff, and buy-in from the community. To our knowledge, we are not aware of another campaign with all the components of Reimagine Phoenix.

8. What were the costs? What were the savings? *100 word maximum.*

In Fiscal Year 2014 -2015, the City of Phoenix diverted 145,000 tons of solid waste from the landfill resulting in \$2.4 million in savings of transportation and landfill costs.

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant challenge encountered thus far has been implementing a voluntary culture of behavioral change surrounding waste diversion in a municipality the size of Phoenix. The most effective strategy thus far has been the increased focus on reaching the

community and other stakeholders at a grass roots level through the "Ask Me About Reimagine Phoenix" marketing campaign.

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

The baseline data collected to measure the effect of the Reimagine Phoenix initiative was the waste diversion rate. The baseline data is measured through measuring the tonnage received at the City of Phoenix's disposal sites. Currently, the city's waste diversion rate is 20%, a 25% increase since the inception of the Reimagine Phoenix initiative.

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

The Reimagine Phoenix Initiative has received both local and national media attention for the innovative efforts in waste diversion including the following:

- Phoenix Hopes to Become Hub of Waste Innovation, Here and Now - NPR, August 2015
- Phoenix's \$13 million plan to Turn Trash Into Cash, Fortune Magazine Online, July 2015
- Phoenix's Quest to Turn Trash Into Cash, Governing Magazine, June 2015
- Reducing Waste, Reorganizing Recycling, Green Living Magazine, November 2014

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

The following link is to an educational video on the Reimagine Phoenix initiative.

<http://insidephx/depts/pwd/directorsoffice/Pages/pio.aspx>

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

John Trujillo, Public Works Director
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Email: john.trujillo@phoenix.gov
Ginger Spencer, Assistant Public Works Director
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14. You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*
- How will you make the session creative and unique?
 - How do you plan to be both entertaining and educational?
 - Include a description of how your session will facilitate group activities and/or interaction.

In an effort to ensure the presentation is creative and unique, the presenter will ensure the presentation is visual and not text heavy. This will allow for the audience to engage more with

the presenter. Additionally the participants will be given an exercise in brainstorming ideas of how an initiative like Reimagine Phoenix could be replicated or expanded on within their jurisdiction.

15. Anything else you would like to add? *200 word maximum.*

The City of Phoenix is committed to being on the cutting edge in the area of solid waste resource management. The emphasis that Phoenix is placing on balancing sound financial, social, and environmental stewardship is a refreshing perspective in local government. The City of Phoenix Public Works Department would be honored to share an initiative that we are very proud of with other jurisdictions throughout the country to encourage a new perspective of looking at trash as a resource.