

# MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## **Sustainability Committee Chairperson**

David Doebler – Appointed by Commissioner Micky Steinberg

## **Members of the Sustainability Committee**

Steve Vincenti – Appointed by Commissioner Michael Grieco

Nancy Bernstein – Appointed by Mayor Philip Levine

Michael DeFilippi – Appointed by Commissioner Ricky Arriola

Cheryl Jacobs – Appointed by Commissioner Joy Malakoff

Richard Conlin – Appointed by Commissioner Kristen Rosen-Gonzalez

Scott Diffenderfer – Appointed by Commissioner John Elizabeth Aleman

DATE: May 30, 2017

SUBJECT: **MINUTES OF THE SUSTAINABILITY COMMITTEE MEETING OF MAY 30, 2017**

**The attendees were as follows:** Dave Doebler, Nancy Bernstein, Scott Diffenderfer, Cheryl Jacobs, Steve Vincenti, and Michael DeFilippi.

**City Staff:** Al Zamora, Sanitation Division Director, Jennifer Seoanes, Marketing Manager ; Flavia Tonioli, Sustainability Manager; and Yanira Pineda, Sustainability Specialist.

**Members Absent:** Richard Conlin

## **1. Minutes**

**MOTION:** Motion to approve the April 25, 2017 Sustainability Committee meeting minutes made by Ms. Cheryl Jacobs, seconded by Ms. Nancy Bernstein.

## **2. SRC**

- a. Updates for Sustainability and Resiliency Committee meeting on May 10, 2017 were provided by Mr. Dave Doebler

## **3. Sustainability Committee Work Plan**

### **a. New Business**

- i. 2017 items.

#### **A) WASTE MANAGEMENT & LITTER**

- Unified branding and messaging for waste and recycling dumpsters - Mr. Doebler presented the item. He explained to the Committee that residents and businesses have trouble differentiating waste and recycling dumpsters. He further added that effective messaging and identification on waste bins can be accomplished through unified coloring, multilingual phrasing, as well as detailed stickers that depict what can and cannot be recycled. Mr. Doebler presented a proposal requesting that the city mandate unified coloring and messaging on all new bins. His proposal included the following elements:
  - a. The City of Miami Beach should work in partnership with the

franchisee waste haulers to develop a solution that increases education, improves recycling rates and reduces contamination;

- b. The City of Miami Beach should mandate unified color and messaging on all newly purchased bins (not retroactive) in contract;
- c. The City of Miami Beach should design appropriate visual graphics / labels to be used city wide;
- d. Either the City of Miami Beach or the franchisee waste haulers must print appropriate visual labels;
- e. The City of Miami Beach or the franchisee waste haulers must install labels on all cans on all sides to achieve agreed upon consistency.

Mr. Jason Neal, Government Affairs Director with Waste Management explained that there is approximately a 35% contamination rate in most bins. He added that despite past attempts at uniformed messaging, the contamination between recyclables and trash persisted. **MOTION:** The Sustainability Committee supports efforts from the City of Miami Beach to collaborate with the franchisee waste haulers on implementing the proposal on unified coloring and messaging for new waste and recycling dumpsters. Motion made by Ms. Cheryl Jacobs, seconded by Mr. Steve Vicenti.

- Waste Management accountability for litter – Mr. Dave Doebler and Mr. Michael DeFilippi expressed concerns on the waste hauler’s accountability for litter. Mr. DeFilippi inquired on whether waste hauler employees were trained and responsible as well as expected to pick up any of the trash or litter that falls out of waste trucks during operation. Mr. DeFilippi added that he has witnessed trucks accidently dropping trash on the ground during pick up operations. Mr. Neal explained that one of the biggest causes of litter and spillage from the trucks is due to overloaded containers. Mr. Neal stated that workers are required by the code to pick up trash spillage and it is enforced by Waste Management.
- Citizen voluntary service program (“mind your block”) – Mr. Dave Doebler presented the item. He explained that the concept is to improve the community by having residents participate in clean ups as well as provide overall maintenance of their corresponding neighborhoods. He added that this should be a voluntary program that helps maintain the environment with monthly clean ups organized by the city. Ms. Yanira Pineda, Sustainability Specialist, mentioned that the city recently joined the “Next Door” app, which serves as forum for verified residents and provides them with an opportunity to communicate with other residents. She explained that the “mind your block” initiative can be spearheaded directly by residents through the use of this application.

#### C) UPDATES

- Ms. Flavia Tonioli, Sustainability Manager, provided an update on the previous Commission meeting. Ms. Tonioli mentioned the Mayor’s proclamation to support 100Ready Sierra Club initiative for 100% clean energy. She explained that the Mayor is in support of calling other cities to participate in becoming 100% renewable by 2050. Commissioner Rosen-Gonzalez sponsored a referral to the June Sustainability and Resiliency Committee to discuss the possibility of having municipal buildings powered by 100% renewable energy.
- Cigarette Butt Receptacles - Mr. Doebler provided an update on the City’s partnership with Surfrider on designing the messaging for the receptacles. He added that they are developing draft ideas based on examples from other cities and will present them to communications for approval.
- Ms. Pineda mentioned that during the last Sustainability Committee meeting, the committee demonstrated interest in having a youth committee member. The Clerk’s Office advised that in order for there to be a youth committee

member, the committee would have to pass a motion requesting that a resolution be drafted to revise the ordinance to allow for a youth member to participate. Ms. Nancy Bernstein suggested that staff inquire with on whether a youth committee member can be added if they are a non-voting member.

**4. Next Meeting**

- a. June 27, 2017.