



EPR 101: Where to Begin

Colorado Municipal League and
Recycle Colorado

City of Wheat Ridge
Residential Waste
Engagement Project

January 30, 2025



Today's Topics

- **Introductions**
- **History of the project**
- **Project Overview**
- **Outline of key tasks**
 - **Community Analysis**
 - **Stakeholder Listening Sessions**
 - **Phased Engagement**
- **Next Steps**
- **Lessons Learned & Best Practices**
- **Q&A**



History of the Project

- **Let's Talk – Trash, Recycle, Waste (2020)**
 - Part of the Let's Talk Resident Engagement Program
- **Community surveys were conducted**
- **Outcome illuminated the need for additional engagement**



Previous Project Public Input

What We Heard



Large number of garbage trucks traveling through neighborhoods daily.



Several collection services causing unnecessary noise pollution, greenhouse gas emissions, wear-and-tear on roads, and unsafe traffic in neighborhoods.



Interest was expressed in wanting a unified and more organized trash collection service and that the City should invest in a single source provider or city-regulated waste management system like other cities.

Project Overview



This project aims to understand the public's opinions about the current residential waste management system in Wheat Ridge and potential future changes to this system.



Goals



Maximize Resident Engagement: Reach a broad spectrum of Wheat Ridge residents, encouraging active participation from all corners of the community.



Inclusivity and Accessibility: Ensure that all residents have the opportunity to provide input and share their perspectives.



Neutral: Remain impartial while offering clear and unbiased information to foster well-informed feedback from the residential community.



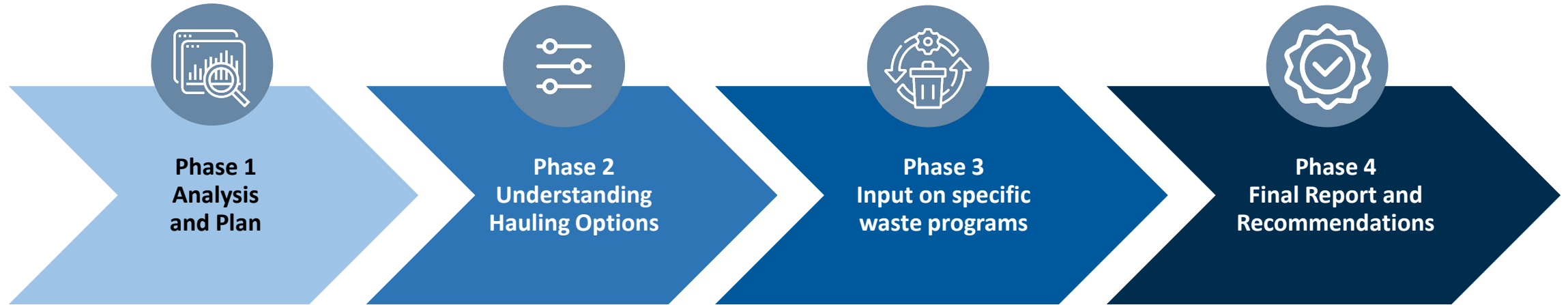
Informative: Information, feedback, and analysis resulting from this project will be presented to the City Council with the goal of informing future decision making.

Project Outcome

Empower City Council to feel confident to provide further direction on waste management decisions and approaches.



Project Phases

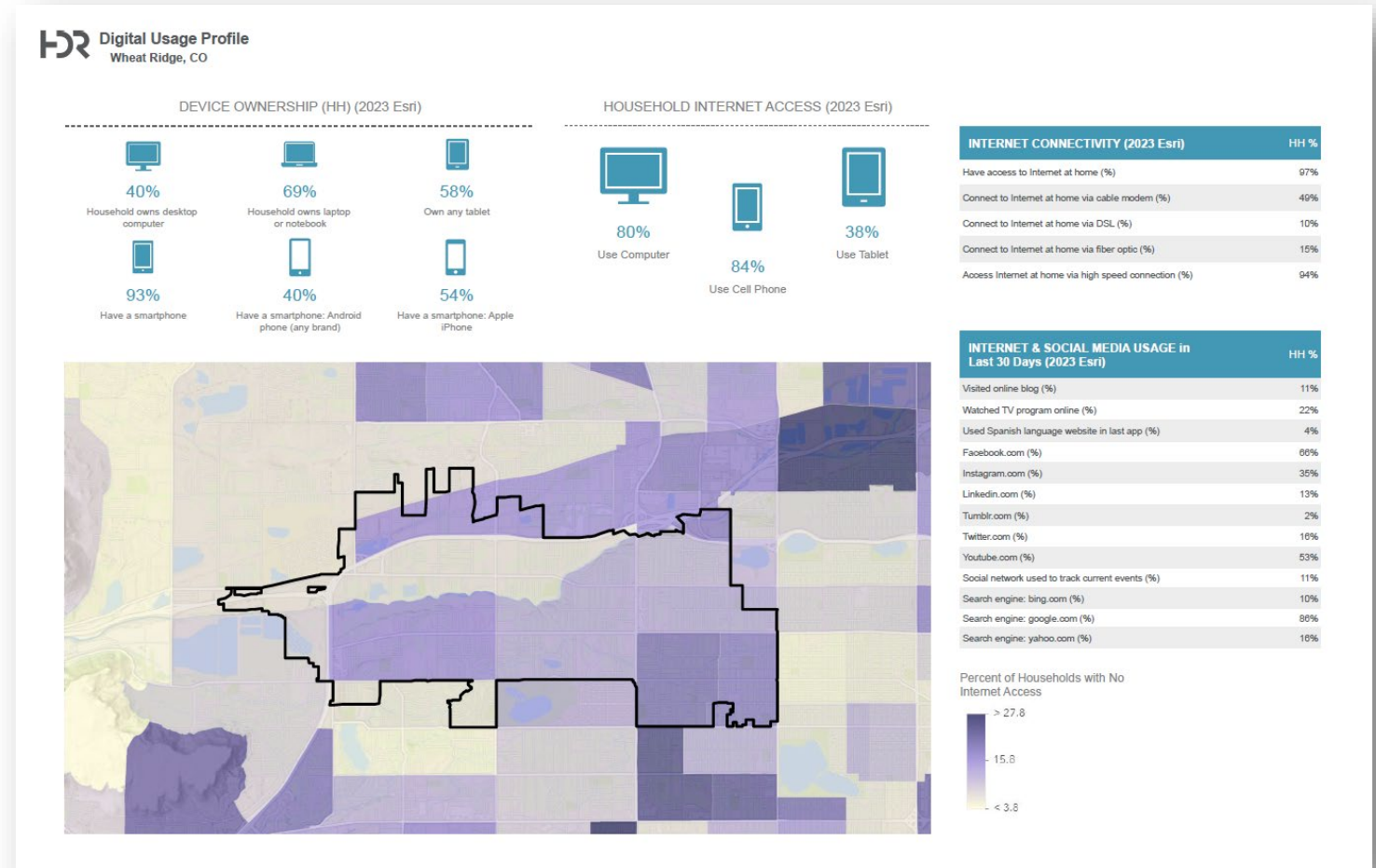


Outreach during these phases included





Promotional Materials
Digital Surveys
Open House (Phase 2 only)
Pop-Up at existing community events
Briefings to Sustainable Wheat Ridge Committee and City Council

Community Analysis & Engagement Plan

- Standard demographics
- Digital device use
- Race, ethnicity and language
- Environmental and political sentiments



Stakeholder Listening Sessions & Hauler Focus Group

Stakeholder Group	Key Takeaways	Hauler Focus Group
 Sustainable Wheat Ridge	<ul style="list-style-type: none">• Needs to be improved.• Transparency in pricing structure.• Pay as You Throw System or weight/volume-based collection.• Large amount of trash trucks on our roads.	Appreciated early engagement
 Sustainable Neighborhood Leaders	<ul style="list-style-type: none">• Needs a reduction of hauler traffic and noise pollution.• One provider would not provide flexibility or full cost transparency.• Historically town leans toward free enterprise.• Preferred hauler is a good compromise.	No major concerns about engagement effort
 Community Members	<ul style="list-style-type: none">• Don't take away the choice.• Worried about a monopoly on trash hauling – not fair to small business owners.• Noise pollution is an issue.• Best way to control prices is through competition.	Most don't like contracted systems (lacks competition and price negotiation with owner)
 Media	<ul style="list-style-type: none">• The current system works.• Elderly not aware of the differences between haulers.• Include incentivizes for certain haulers.• Residents need the choice to pick.	Anxious about EPR efforts and how that will impact their operations

Promotional Efforts

- Pop-Up Events – “Go Where People Are”
- Social media content and graphics
- Newspaper advertisements
- E-blasts



Visuals Matter....A LOT



City of Wheat Ridge
Residential Waste Engagement Project

Share your thoughts before it's too late!

Now through end of August
whatsupwheatridge.com/residential-waste



Let's Talk Waste

What types of waste hauling services would you like at home?

We want to hear from you!




Community Survey #2
Take our survey online to let us know your thoughts about waste hauling in Wheat Ridge. The survey is open through Aug. 31, 2024.





This is the final phase of the Residential Waste Engagement Project so make sure to share your thoughts before it's too late.

whatsupwheatridge.com/residential-waste



Residential Waste Engagement Project

The City of Wheat Ridge is conducting a Residential Waste Engagement project that aims to understand residents' opinions on the current trash hauling system and potential future changes to this system. We want to hear more about your thoughts on waste management in your neighborhood. The feedback received throughout this project will play an important role in shaping future decisions regarding residential waste management in Wheat Ridge.

Would you like to stay informed about project updates and future opportunities to engage in this project?

☐ Yes (Please provide email) _____ ☐ No

Tell Us About Your Current Service

What cross streets do you live near? _____

What hauler do you currently use?

<input type="checkbox"/> Alpine Waste & Recycling	<input type="checkbox"/> Summit Environmental Group, LLC dba Summit Waste & Recycling
<input type="checkbox"/> Altitude Waste Solutions	<input type="checkbox"/> Scraps Mile High
<input type="checkbox"/> BFI of Colorado Inc.	<input type="checkbox"/> Waste Management National Services Inc.
<input type="checkbox"/> Go Green Recycling	<input type="checkbox"/> Waste Connections of Colo Inc.
<input type="checkbox"/> Republic Services	<input type="checkbox"/> Other (Please specify) _____

Have you used other haulers in the past?

☐ Yes (Please specify which hauler and why you switched) _____ ☐ No

How much do you pay for service per month? (If you pay quarterly, divide the price by three)

☐ \$0 - \$10 ☐ \$11 - \$20 ☐ \$21 - \$30 ☐ \$31 - \$40 ☐ \$41 - \$50 ☐ \$50+

Does the service you selected include recycling and composting?

<input type="checkbox"/> No	<input type="checkbox"/> Yes - recycling	<input type="checkbox"/> I pay more for it	<input type="checkbox"/> It's included in the cost
	<input type="checkbox"/> Yes - composting	<input type="checkbox"/> I pay more for it	<input type="checkbox"/> It's included in the cost
	<input type="checkbox"/> Yes - recycling and composting	<input type="checkbox"/> I pay more for it	<input type="checkbox"/> It's included in the cost

Were you required to sign a contract with your hauler?

☐ No ☐ Yes

☐ My contract is month to month ☐ My contract is for one year

☐ Other _____



City of Wheat Ridge
Residential Waste Engagement Project

Join the Conversation

What types of waste hauling services would you like at home? We want to hear from you!

The City of Wheat Ridge is conducting a Residential Waste Engagement Project that aims to understand residents' opinions on the current waste hauling system and look at potential changes. The City is evaluating feedback received last winter regarding waste hauling and is in the final phase of the Residential Waste Engagement Project. Make sure to share your thoughts before it's too late.



Community Survey #2

Take our survey online to let us know your thoughts about waste hauling in Wheat Ridge. The survey is open through Aug. 31, 2024.

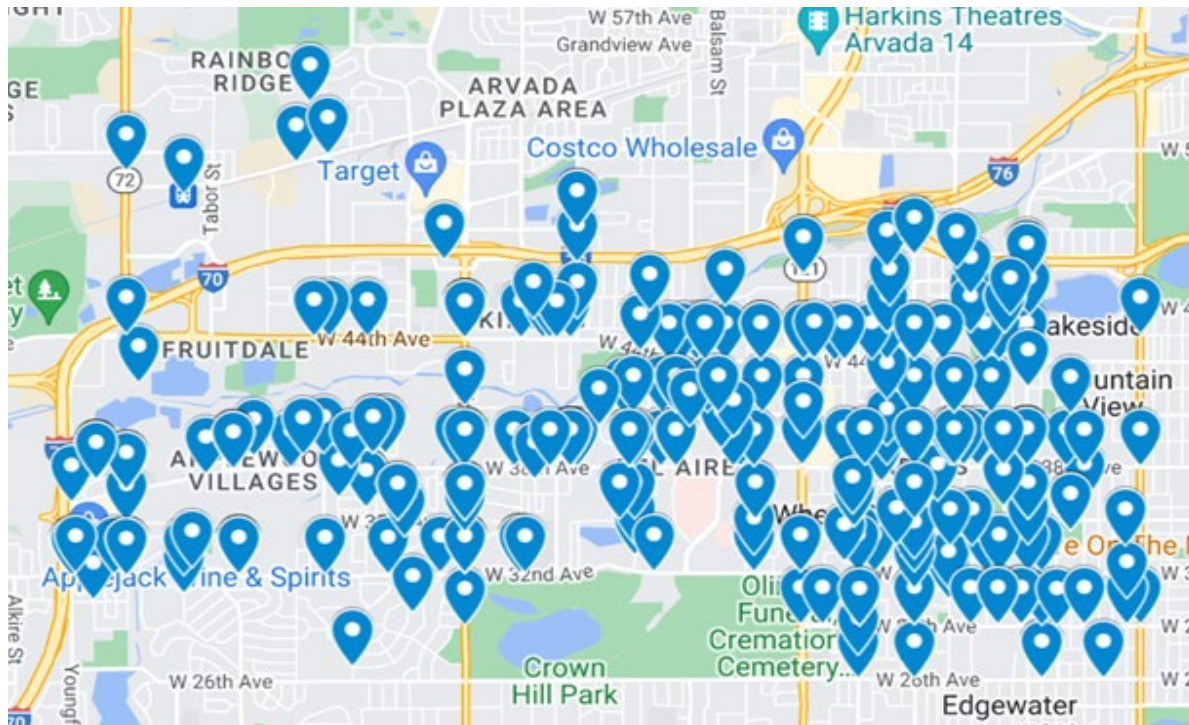


Scan QR Code to learn more, sign up for updates and provide feedback:

whatsupwheatridge.com/residential-waste

Public Engagement Results Phase 1 and 2

Self-guided online meeting, open house, and pop-up event held.



Map of residents surveyed



691

Public Reached



329

Online Surveys

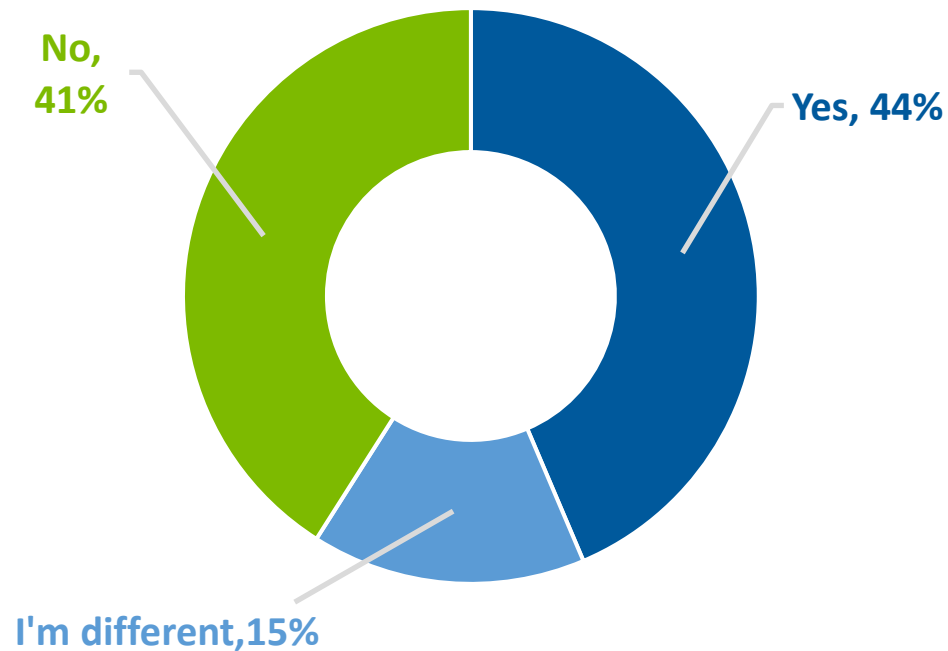


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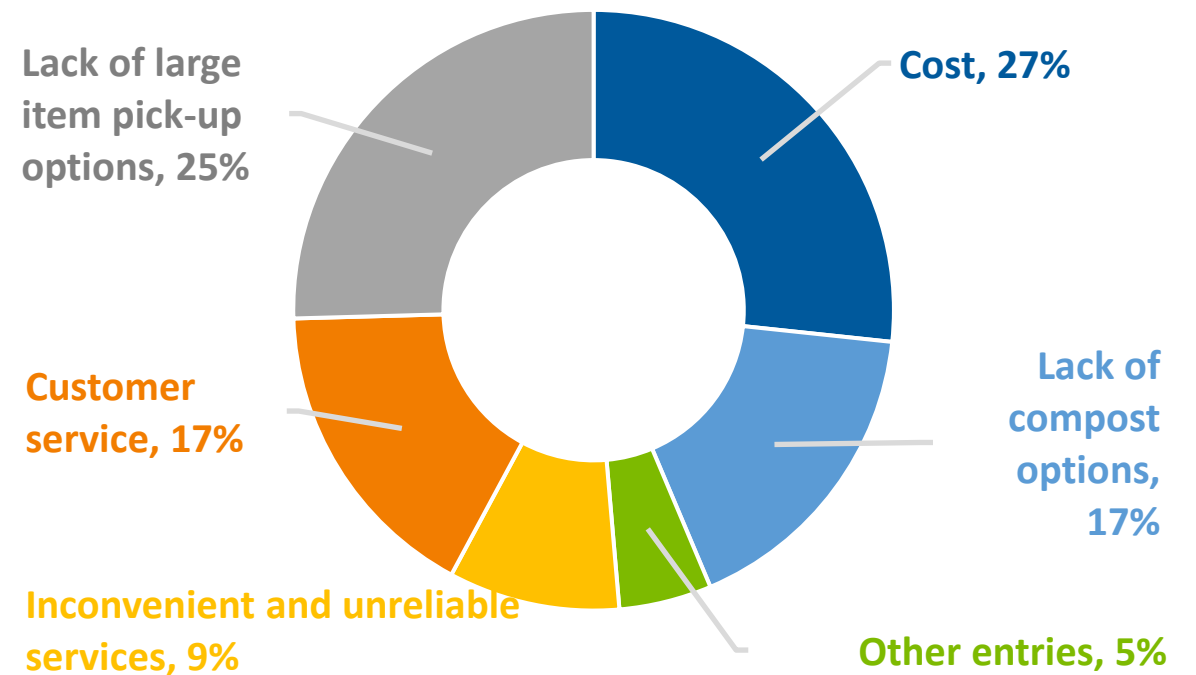
Comments Received

What We Heard

Does the current system work well?



What residents don't like about their current hauler:



Three Key Takeaways

1. Even split between people in support of and in opposition to changing the City's waste system.
2. The survey asked respondents if the current waste management system works well:
 - 41% said no, 15% were indifferent, and 44% said yes
 - This indicates that 56% may be interested in some change to the current system
3. Choice and cost are the top two factors that respondents value when considering what is important with their waste service.



Public Engagement Results Phase 3

Purpose

Understanding the preferred type of trash and recycling services in order to evaluate cost impacts of potential future services, as cost is the number one priority for residents. This effort built on the input collected from the first survey.

Questions:

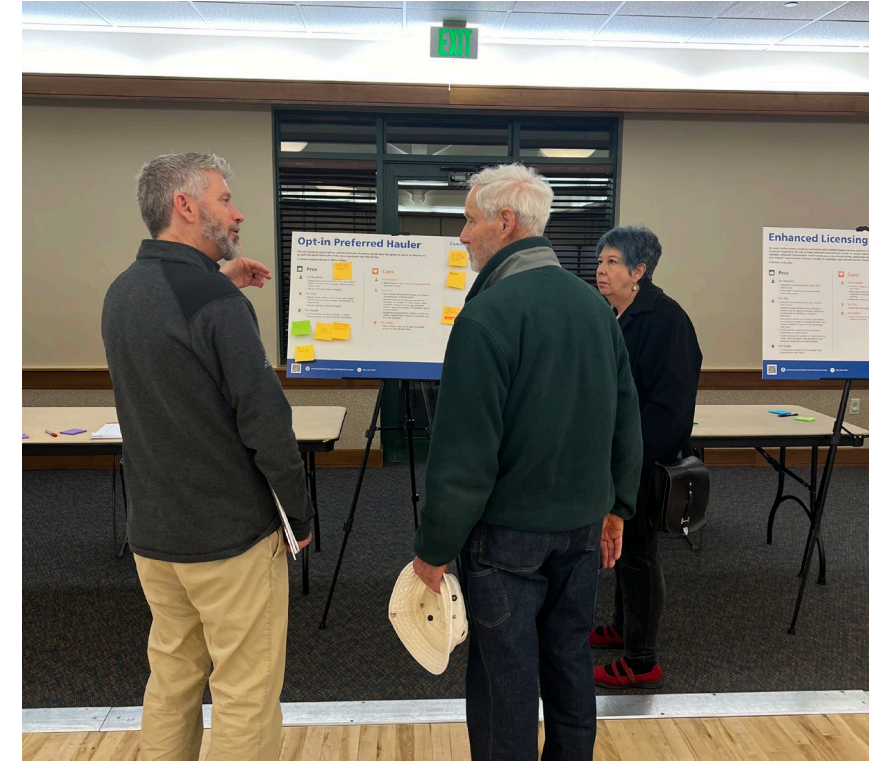
- Curbside vs. drop-off collection
- Collection frequency
- How fees impact participation
- Seasonal participation

Services Evaluated:

- Recycling & Compost
- Yard Waste
- Large-item

Key Results from Phase 3

- **70%** support financial incentives for decreasing trash, such as a Pay-as-you-throw system
- **78%** would recycle more if recycling services were included at no additional cost
- **59%** are interested in a drop-off facility for large items and **40%** for yard waste



Final Recommendations

1

Recommendation 1:

Expand TLC Clean-up Days & other annual events

2

Recommendation 2:

Implement a permanent drop-off site for yard waste and specialized recycling materials

3

Recommendation 3:

Evaluate seasonal yard waste and expanded large item collection

4

Recommendation 4:

Enhance overall marketing and public relations

5

Recommendation 5:

Educate the City and stay engaged with the Extended Producer Responsibility efforts

Tiered Approach to Recommendations

Tier 1

Activities can be achieved utilizing existing staff resources, some funding

Tier 2

Activities may require feasibility study or more detailed planning and coordination of resources, including funding

Tier 3

Activities will require long term site and staff dedication to new programs

Take-a-ways for your next project

Lessons Learned	Best Practices
First focus on public's opinions of hauling/trash programming (i.e. sentiments on recycling, compost, large item)	Attend existing community events in addition to or instead of public open houses
THEN ask about hauling methods and options (open market, municipal, licensing)	Brief early and often your elected officials
Understand the purpose, goals and desired outcomes for each phase early in the project	Have a special project website and use an engagement platform (like EngagementHQ) to manage input
Have a multi-faceted promotional toolkit	Invest in graphic design and paid/organic advertising (newspaper – paid and story pitches; social media; signage)



THANK YOU!

Questions?

