


MEMORANDUM

To: SFSWMA Joint Powers Board Members
From: Randall Kippenbrock, P.E., Executive Director 
Date: August 13, 2014
Subject: Request for Approval of Proposed Event Calendar.

BACKGROUND & SUMMARY:

The Agency, City and County staff members developed a “lessons learned” list from the Amnesty Day that occurred in April, as well as the subsequent tire and green waste weekends in May and June at the Buckman Road Recycling and Transfer Station (BuRRT). Outlined below are the major issues identified from the feedback we received. We have included recommended actions that will be taken to solve the issues.

Lessons Learned

Issue: The first Amnesty Day where the Agency accepted all materials including trash for free was for one day only, had long lines, long wait times and more than 700 vehicles. Also, some of the items collected required a weigh-in/weigh-out process for tracking purposes, which slowed things down.

Recommendation: Offer different events throughout the calendar year for different materials. Also, expand Amnesty Day for trash from one day to an entire weekend (i.e., Saturday and Sunday) to allow the residents more time and a choice of which day they would like to participate. For a complete list of proposed events see calendar below.

Issue: All vehicles – car, pickups, and pickups with trailers - unloaded on the top level of the BuRRT transfer station, resulting in delays. Note: it takes 20-40 minutes to manually unload trash from a vehicle.

Recommendation: On Amnesty Weekend for trash, cars and pickups will unload on the top level of the BuRRT transfer station floor while pickups with trailers will be directed to unload on the lower level. This will expand the number of vehicles that can be unloaded at a time.

Issue: Residents could not anticipate the wait times. Some residents turned around and left and did not participate.

Recommendation: For events with anticipated high participation, place signs at various points on the roads indicating the approximate wait times from a particular point. Also, set up a Twitter account to update wait times, etc.

Issue: Some residents were not aware of the events.

Recommendation: Staff will use a multi-pronged approach to raising public awareness for the events as follows:

- grass root movement by handing out event flyers at the BuRRT scale house;
- more public service announcements (PSA), which are messages disseminated by the media without charge;
- collaboration between the Agency, city and county to ensure the announcements are consistent with the same messages of raising awareness, and posted on all three entities' websites;
- conduct education and outreach at schools and city-wide public events, and for environmental minded groups and neighborhood associations; and
- strategically place paid advertisements in the media (e.g., radio stations, newspapers).

In addition to the public feedback received, Councilor Maestas also provided us some feedback based on his experience and that of his constituents. We have outlined those additional issues and recommendations below.

Councilor Maestas: Is it possible to bring in temporary scales as a way to increase the number of customers that can be brought into the facility during the event(s)? NMDOT does this on occasion.

Agency Response: Having additional scales represents a logistical issue for the BuRRT site since we have limited input/output with the speed bumps and the current traffic pattern. In looking at the traffic flow, adding the scales to our current layout might cause accidents which we would want to avoid. Based on the amount of historical data we have, we are planning on creating specific weights for each of the Amnesty Day categories, similar to our fixed rates for trash that we currently use. This will help us to streamline the process and participating folks will not need to actually weigh in and out, speeding up their time at BuRRT.

Councilor Maestas: Would it be possible to have some of the blinking road signs up the week prior to the event at key intersections (e.g, West Alameda / Torreon de Rincon intersection and Buckman Road / Calle Nopal) to help advertise the events?

Agency Response: Based on our understanding the traffic signs available from the County and the City of Santa Fe are to be used for traffic direction rather than event advertising. The Agency is working on language to be in compliance with the rules, while still being able to utilize these signs. We are currently working with the City and the County to schedule the use of these signs at the two identified intersections. The use of this media would definitely help us to spread the word and also allow us to alert people about the heavier traffic, which was one of the complaints we faced in our prior event.

The Amnesty Day program is a continuing work in progress that the Agency will be constantly monitoring for improvement. We will consider all of the feedback received and make the appropriate changes as we move forward in providing this service to the community.

Proposed Event Calendar (September 2014-May 2015):

- **Fall Trash Amnesty Weekend** in conjunction with Keep Santa Fe Beautiful/Keep New Mexico Beautiful Toss No Mas (September 27-28, 2014); no charge to residents.
- **Tire Amnesty Weekend** – the first weekend of each month (i.e., Saturday and Sunday); all day; first 8 tires are free for residents, additional tires are charged gate rates based on current fee schedule.
- **HHW/E-Scrap Day** in conjunction with National Recycling Week (November 15, 2014); 8am-1pm; no charge to residents.
- **Spring Trash Amnesty Weekend** in conjunction with the Keep Santa Fe Beautiful Great American Cleanup (April 25-26, 2015); all day; no charge to residents.
- **Green Waste Month** – each weekend in May to help residents with spring cleanup; May 2-3, 9-10, 16-17 and 23-24, 2015); all day; no charge to residents.

ACTION REQUESTED:

The Agency is requesting the Board approval of the event schedule to commence in September 2014 through May 2015.

M:\Memo\Memo.081314.6.wpd