

Tiered Sanitation Rates in Ferndale's Downtown Business District

Presenter: Nora Bundy, Catalyst Leadership Circle Fellow '23
Mentor: Claire Dion, Zero Waste Program Coordinator, Ferndale
Technical Advisor: Bob Swain, Public Works Manager, Grand Rapids

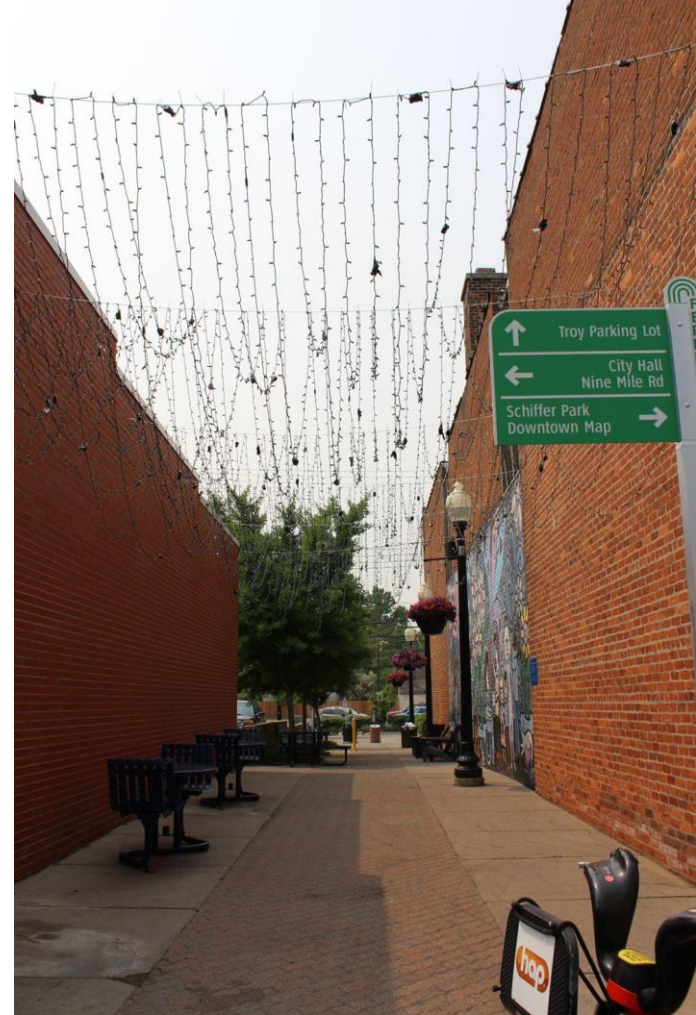


Photo: Fatimah Bolhassan, UM Graham

Agenda

- Project Summary
- Project Goals
- Project Research
- Recommendations
- Thank You & Questions

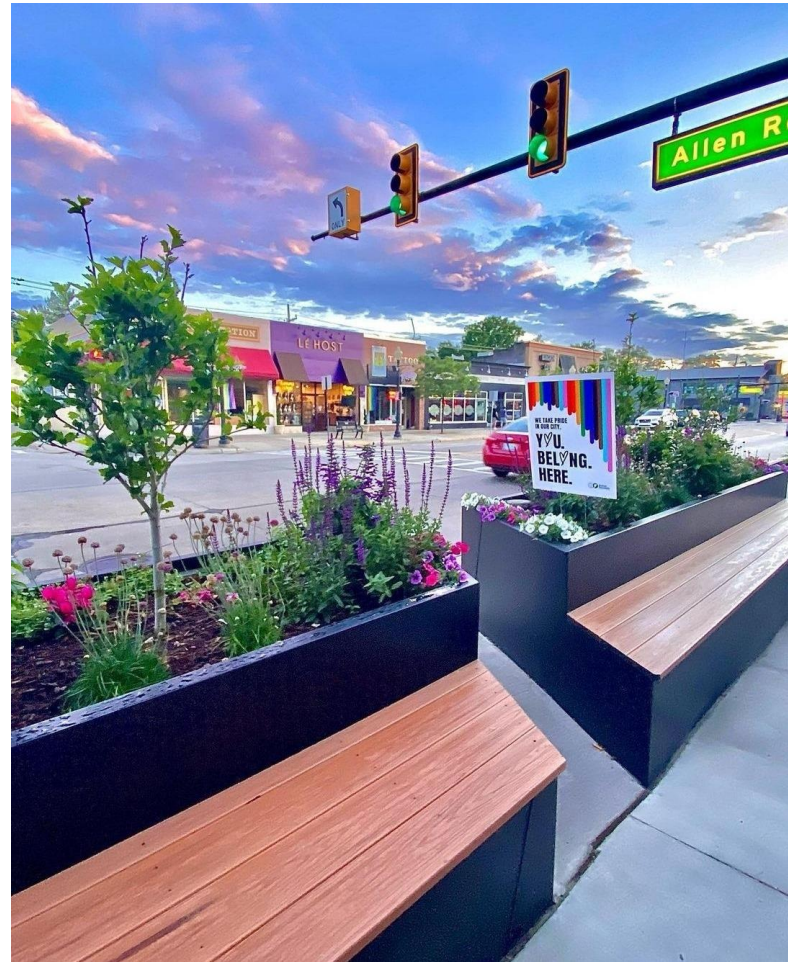


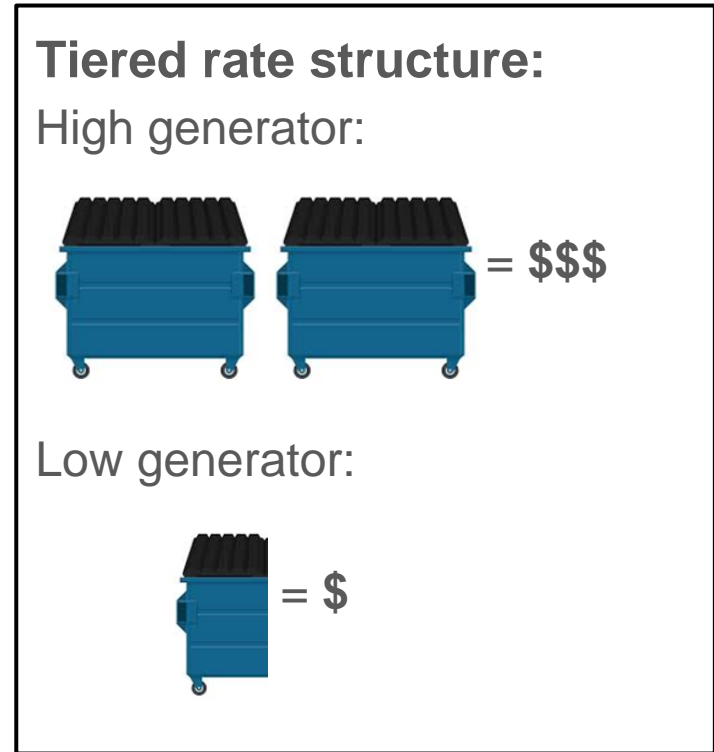
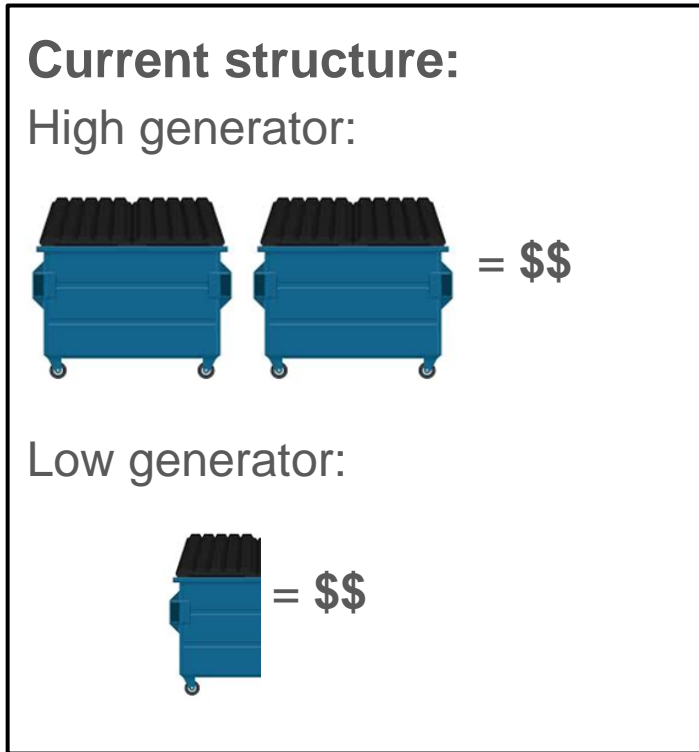
Photo Courtesy of Sommer Realy

Shared material collection areas creates clear alleyways and lowers costs for individual businesses



- System is currently funded through property taxes and Special Assessment Rates
- Areas are managed primarily by Ferndale Department of Public Works
- Areas are serviced by Car Trucking
- Southeastern Oakland County Resource Recovery Authority (SOCRRA) manages Ferndale's contract with Car Trucking

Tiered Rate Structures introduce equity to shared systems



What business types are the highest generators?

Findings from outside Ferndale:

- **Higher:** Restaurants, Bars & Cafes
- **Lower:** Offices, Retail, Salon/Personal care
- Size is emphasized less than business type over all

Current Ferndale Data:

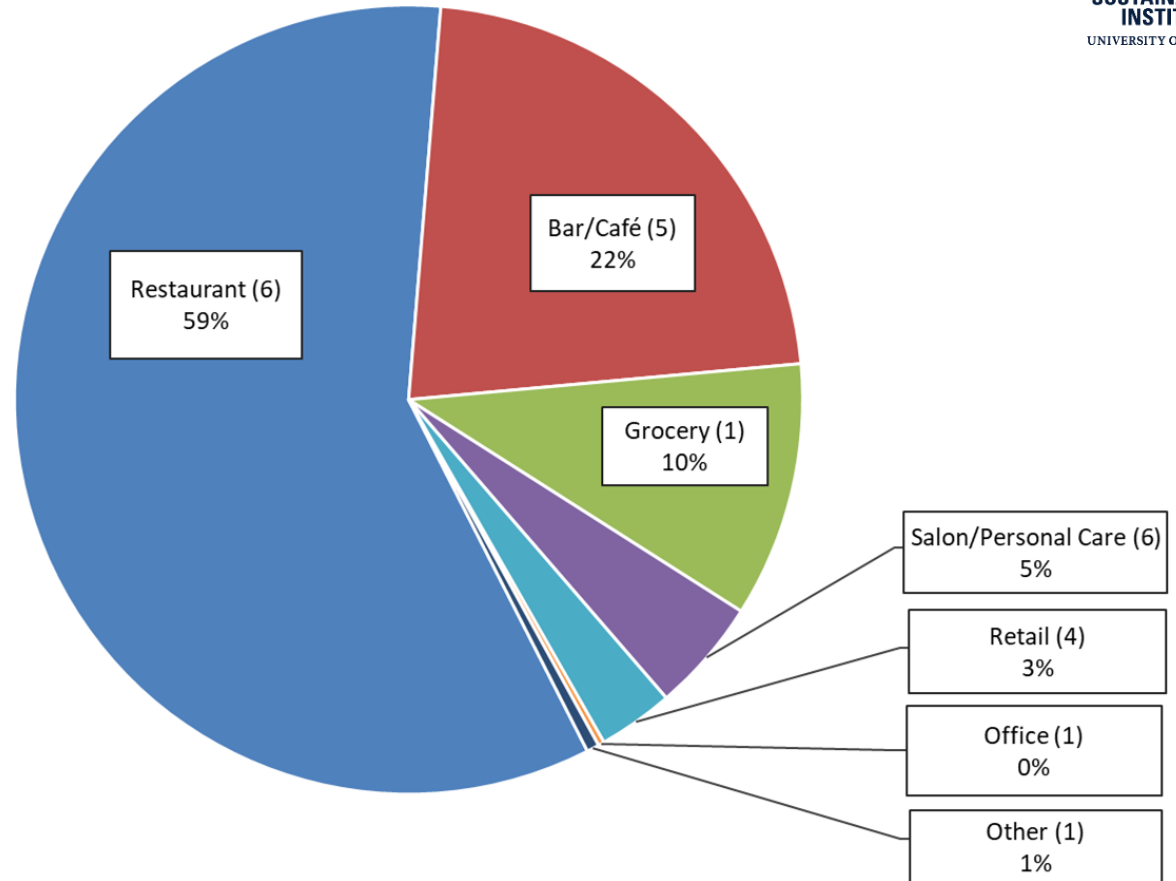
- Key fob data which uses **opens as a proxy for volume** generated
 - Only tracks entry to compactor, not use of recycling system
 - Only tracks Dot compactor (Withington planned Fall 2023!)
 - These are the largest volume compactors

Opens by Business Type (6 months or more of use)

Source: DOT Compactor Key Fob Data

2022 Data

- 24 businesses represented here (97% of opens)
- Reminder: this data does not track recycling
- Organics are much heavier
- Total MSW generated in 2022: 1,555,640 lbs



Modeling Ferndale's 2022 Dot Business profile after Ypsilanti DDA rates would add \$22,200 in funding per year.

What could that funding cover?

Percentage of Recycling/Compactor **Total Yearly Cost:**

- **80%** cardboard services, or
- **31%** compactor pickups + cleanups, or
- **93%** DPW & contracted compactor maintenance

Education through **Green Living Science**

- \$500/business: evaluation, materials and training
- \$125/hr: evaluation of shared areas, educational material development & training

Ferndale Category	Total for '22 Dot Profile
Restaurant/Grocery	\$10,500
Bar/Café	\$4,500
Salon/Retail	\$6,000
Office/Other	\$1,200
Total:	\$22,200

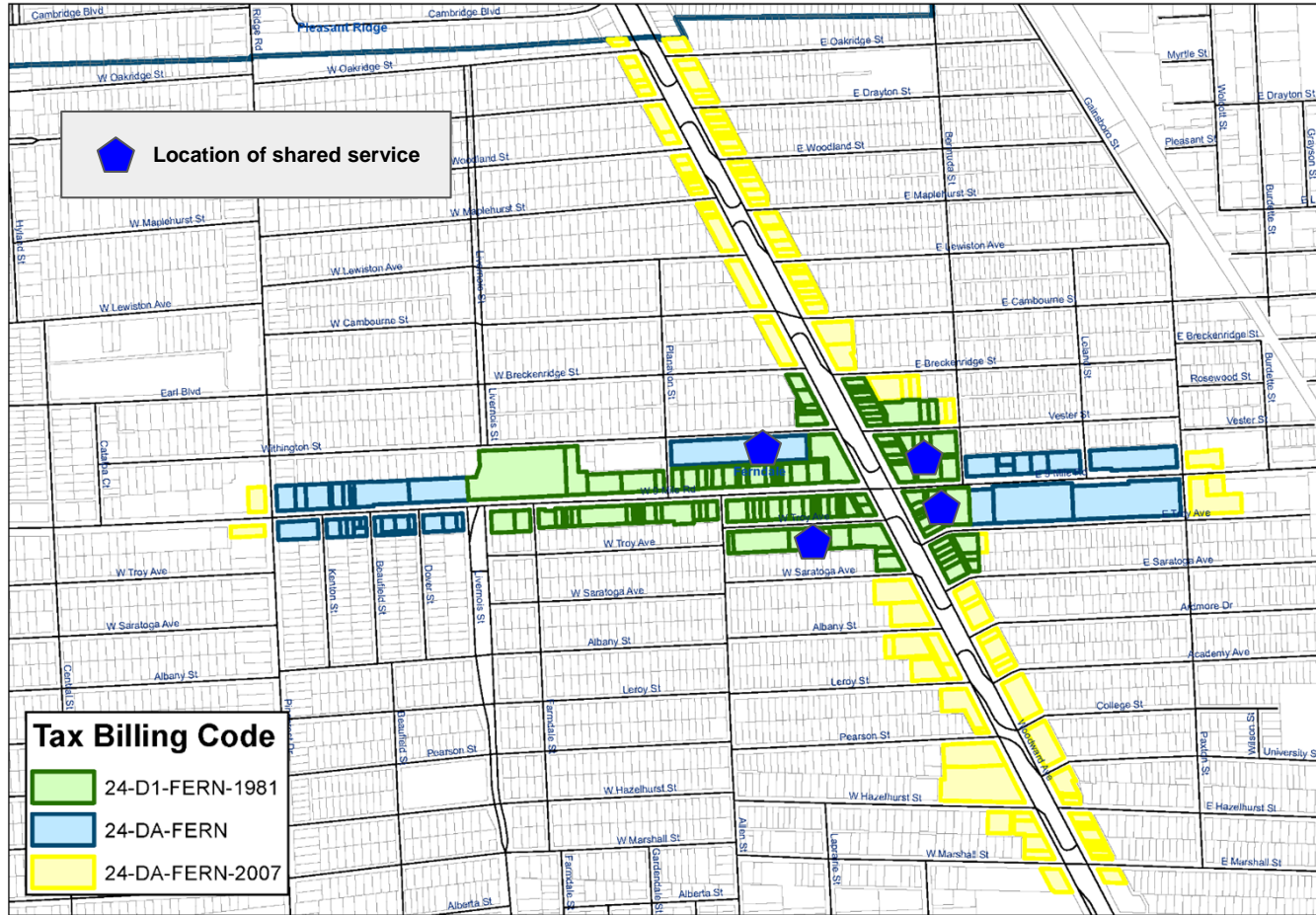
2022 funding structure did not fully support shared area services if the entire DDA is considered.

2022 Sanitation Funding (all DDA Parcels)	Sanitation Fund
Property taxes	\$76,000
Special Assessment Rate	\$47,724
Total	\$123,724

Total Service Costs for Recycling/Compactor areas
\$ 130,960

Ferndale DDA Parcel Map (2022)

Source: Ferndale Finance Department & Oakland County



Goal aligned recommendations

Waste Reduction & Recycling Plan (2020):

- Funding, food waste, education, material diversion (pgs. 3, 34, 45, 78 and more)

Greenhouse Gas Inventory (2021)

- Food Consumption produced 140,525 metric tons of CO₂e (p. 6)

Climate Action Plan (2022)

- Waste goals surrounding education, increased investments in composting & recycling (Goals 4.37, 4.40-43, pg. 162).



Programmatic Recommendations

Program Evaluation & Data Tracking

- Key fob data
- SOCRRA & Car Trucking Invoices, DPW maintenance investments (monthly)
- Added infrastructure: key fob systems, cart tippers (weight measurement)

Business Outreach & Communication

- Increased communication & education for businesses (employees and owners)
- Continued collaboration between DDA & Zero Waste Program Coordinator
- Added infrastructure: feedback survey, planned presentation at DDA meeting

Improving Diversion & Reducing Waste

- Food Waste Focus: build on momentum of composting pilot, 2020 RRS Report
- Added infrastructure: education contract

Funding Structure Recommendations

Tiered Rates

- Support distribution of key fobs to all businesses that could use compactors
 - Key fob should be low barrier to entry
- Add 1-2 tiers: via utility rate to support added services
 - Restaurants (full kitchen, meal service)
 - Bars/Cafe/Grocery (primarily pre-prepared food)

Continue to consider Special Assessment Rate changes

- Supports City goals at a larger scale
- Waste Reduction Plan (2020) includes a 10 year plan for Special Assessment Rates
- Specific goal setting: weight or percentage disposed to landfill

Deliverables & Resources

For Ferndale:

- Data tracking spreadsheets for continued use and analysis (key fob data and SOCRRA/Car invoices)
- Communications log of interviews and information gathered

Additional public resources (available on U-M Graham's website):

- Report detailing recommendations and key takeaways from all stakeholder groups
- List of established programs that informed this project
- Benefits and challenges of implementing a centralized waste and recycling collection area

Thank you!

This work would not have been possible without the participation and information of so many stakeholders and supporters, special thanks to:

Claire Dion, Zero Waste Program Coordinator

Bob Swain, Public Works Director, Grand Rapids

Sommer Realy, Sarah Brown & Omar George, DDA

Dan Antosik, Department of Public Works

Jeff McKeen, SOCRRA

Shanon Rupkus, Car Trucking

Ferndale Buildings & Finance Department

All CBD employees who spoke with me about their experience of the compactor & recycling systems

Two complementary methods to fund shared Recycling/Compactor Systems

Utility Rates: Tiered Rate Structure

Business level:

- more directly incentivizes waste reduction
- transparent cost system
- provides funding directly for shared compactor education and training.

Key assets: connects businesses directly with material's end of life costs, which is critical to reducing the volume of materials being sent to landfill.

Tax Rate: Special Assessment

Parcel level:

- taxpayers (commercial and other)
- not realistic to tier
 - lack of communication between relevant stakeholders to assess generation level

Key assets: provides a long term plan to support a high level of overall sanitation services as a baseline and ensures the funding of the system to an adequate level (with RRS's planned increases).

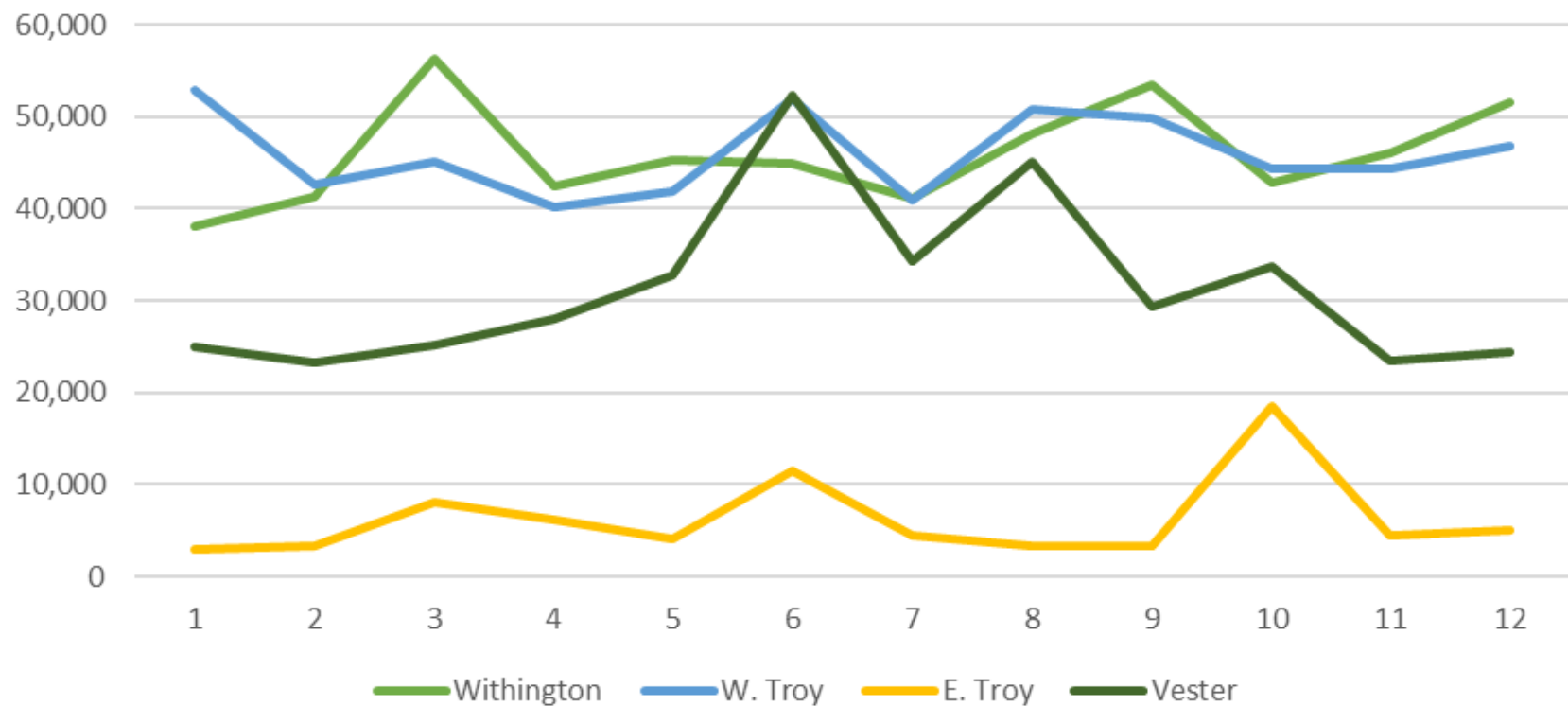
Business & Employee Survey

- Canvassed on 9 Mile
- 13 in person surveys completed
- QR codes provided to ~12 other businesses for asynchronous feedback

Survey Feedback

- Concerns about safety (broken glass, greasy areas)
- Concerns about cleanliness of area
- Openness to added services
- Several smaller businesses did not request a fob
- Full details provided in Fellow's final report

Material (lbs) sent to landfill from shared compactors (2022)



Continued progress on this front embodies Ferndale’s mission statement

Stewards of progress	Anticipating needs
Focusing on equity and waste reduction	Making proactive changes to the system
Engaged with our community	Serving with excellence
Continuing to make outreach and strong relationships a priority for the DDA	Providing a high level of service to Ferndale’s Downtown Business Community, residents, and visitors

Mission statement source: City of Ferndale, Fiscal Year-Ending 2023-2025 Budget Book