



WESTMINSTER

## Staff Report

Information Only Staff Report  
November 28, 2011



SUBJECT: Next Steps in the Community Recycling Project

PREPARED BY: Rachel Harlow-Schalk, Environmental and Administrative Services Officer

### Summary Statement:

This report is for City Council information only and requires no action by Council.

Staff would like to make City Council aware of the next research step of the Environmental Advisory Board's Community Recycling Study Subcommittee. The Subcommittee has drafted preliminary recommendations to improve recycling in the community. Before forwarding final recommendations to the Board, the Subcommittee will engage volunteer residents in focus groups to react to their drafted recommendations. After hearing the reaction of the focus groups, the Subcommittee will reconvene to either change their recommendations or finalize for EAB's consideration. Staff will then bring the Subcommittee's recommendations to Council for review prior to taking them to the community through public meetings for additional input.



**Background Information:**

Since the fall of 2010, the Environmental Advisory Board (EAB) has engaged community stakeholders in a Subcommittee to identify ways in which City Council's Strategic Plan recycling objective can be reached. The Subcommittee, which is comprised of trash collectors, residents and local businesses, has been studying recycling in Westminster and has developed draft recommendations for the EAB.

Since the project began, focus group engagement was identified as an additional research tool that would be employed by the Subcommittee to review their draft recommendations and provide feedback before finalizing recommendations to the EAB. The sixteen residents who have volunteered to be on two focus groups will be asked to react to the recommendations on January 12, 2012.

After hearing the reaction of the focus groups, the Subcommittee may modify their recommendations or finalize for the EAB's consideration. The EAB does not anticipate immediately approving the recommendations of the Subcommittee as the final recommendation from the Board. Instead, the Board plans to take the recommendations to the community through public meetings and seek additional input. Prior to taking the Subcommittee's recommendations to public meetings, Staff will bring them to Council for preliminary review. After completing the public meetings, Staff will then bring the EAB's recommendations to Council for final review.

The Subcommittee of the Environmental Advisory Board helps achieve City Council's community recycling objective within the Beautiful and Environmentally Sensitive City Strategic Plan Goal.

Respectfully submitted,

J. Brent McFall  
City Manager