

CITY OF FLORENCE
Environmental Management Advisory Committee (EMAC)

**Recommendation to the City Council to Approve the
2019-2020 EMAC Work Plan & 2018 Activities Report**

1. The Florence City Council adopted the City of Florence Committee & Commission Policy Manual (Manual) on November 5, 2018 via Resolution No. 21, Series 2018.
2. Chapter 7 of the Manual sets the Committee's role in goal setting and work plan creation, including requirements that all permanent standing commissions and committees, except for the Budget Committee, are charged with developing:
 - a. An annual work plan for their committee for the upcoming year, and
 - b. A report on the activities of the committee over the prior service year
3. In addition, Chapter 7 of the Manual indicates the following:
 - a. Committee / Commission work plans must be consistent, relevant, and supportive to the Council's goals.
 - b. Committee / Commission work plans shall be presented to the City Manager and City Council for approval at a Council meeting in the Spring of each year. This action will generally occur on a Council meeting consent agenda.
4. On April 1, 2019, the Florence City Council adopted Resolution No. 6, Series 2019, a resolution reaffirming the City of Florence's Council Goals and adopting the July 1, 2019 – June 30, 2021 City of Florence work plan.
5. The Environmental Management Advisory Committee has reviewed the adopted City Council goals and work plan and have prepared a prior year's activities report and an annual work plan, which it believes is consistent, relevant and supportive of the Council's adopted goals / work plan.

THE ENVIRONMENTAL MANAGEMENT ADVISORY COMMITTEE RECOMMENDS THE CITY COUNCIL APPROVE THE FOLLOWING:

1. The 2019-2020 Environmental Management Advisory Committee Work Plan, Exhibit A.
2. The 2018 Environmental Management Advisory Committee Activities Report, Exhibit B.

COMMITTEE APPROVAL:

This Recommendation is passed by Environmental Management Advisory Committee vote on the 18th day of June, 2019



Maureen Miltenberger
EMAC Chairperson



City of Florence
A City in Motion

City of Florence
 Environmental Management Advisory Committee
 Committee Work Plan
 July 2019 – June 2021

Environmental Management Advisory Committee Overview:

The Environmental Management Advisory Committee (EMAC) is a body established for the City of Florence (Ord. No. 17, Series 2018) consisting of not less than five and not more than eleven voting members. The EMAC includes representation from citizen (s) at large with interest, knowledge, or experience in: Solid Waste Handling Businesses; Recycling & Resource Disposal; Dendrology, Landscape Architecture, and/or Streetscape Management; Grant Writing & Administration. EMAC performs other duties required (FCC Chapter 9-4) as the City Council may direct. These duties include: Solid Waste Management, Recycling & Waste Reduction, and Trees & Vegetation. EMAC has established appropriate Subcommittees, per the provisions of the City of Florence Committee & Commission Policy Manual. These Committees include: BioSolids Program, City Tree Board and, Litter & Waste Reduction.

The objective of this document is to create priorities for the 2019 and 2021 biennial cycle. These work plan priorities generally relate to long-term planning efforts to be considered, which include, but are not limited to the following:

- Expand Biosolids Composting facility
- Enhance efforts toward Recycling and Litter Reduction
- Tree City USA Designation
- Update Vegetation Preservation City Code and Noxious Weed Control Program

Environmental Management Advisory Committee (EMAC) Members:		
Maureen Miltenberger; Chairperson	Britte Kirsch; Vice-Chairperson	Josh Haring
Sherry Harvey	Elizabeth Hatcher	Liat Meller
Katie Prosser	Linda Serbus	Michael Titmus
Lisa Wallace		
City Staff and Ex-Officio Members:		
Wendy FarleyCampbell, Planning Director; Staff Ex-Officio	Vevie McPherren, Planning Administrative Assistant; Staff Ex-Officio	
Ron Preisler, City Council; Council Ex-Officio	Vevie McPherren, Planning Administrative Assistant; City Support Staff	
Brian Enochian, County Transfer Ex-Officio	David Twombly, Coast Disposal Ex-Officio	

Committee Priorities:

City Bio-Solids Program, Recycling & Litter Reduction, and Tree City USA Designation:

The City Council has directed Environmental Management Advisory Committee with objectives and tasks to carry out specific sustainability and conservation goals and EMAC is committed to implementing the goals by working within the designated Subcommittees to ensure the following tasks have been accomplished:

- Perform a curbside yard debris collection cost-benefit/feasibility study
- Identify and secure funding sources for expanding Flo-Gro processing
- Develop plan to market Flo-Gro product
- Implement program to place garbage & recycling containers in identified problem areas of the city
- Continue community discussion to eliminate availability of single use plastic shopping bags including considering programs to reduce litter and updating city code
- Consider community discussion on eliminating availability of plastic straws
- Modify solid waste collection fees to include yard debris collection
- Implement Five “R” Restaurant rating program recognizing, awarding and educating sustainable environmental practices
- Support local community business endeavors that seek to recycle plastic, including but not limited to the ‘Precious Plastics’ program
- Develop informational materials to educate the community on best practices for recycling and materials that can be recycled locally including but not limited to a video, brochure, website, and social media releases
- Work on application for Tree City USA
- If Tree City USA designation is obtained, work on plan to maintain status
- Update vegetation preservation city code to eliminate inconsistencies and reflect current community quality of life goals
- Create and implement a noxious weed control program to educate the public, eradicate problem areas and recognize business, Group, and individual positive efforts

The next steps regarding **City Bio-Solids Program, City Tree Board, and Litter and Waste Reduction** are attached on additional report documents.

BioSolids Program Subcommittee

Objective 1 Expand Bio solids Composting Facility

Task 1: Perform a curbside debris collection cost-benefit/feasibility study

- a. Collect information from the haulers and the city regarding amount and current use of yard debris collected at Kingwood, gated communities and at landfill monthly.
(3rd and 4th quarter 2019 and first and second quarter 2020)
- b. Develop a survey for residents to determine the need for yard debris removal.
(3rd quarter 2019)
- c. Attend three community events (such as Power of Florence , Florence Farmers Market, National Night Out, Home and Garden Show) to determine yard debris disposal needs of Florence residents.
(3rd and 4th quarter 2019 and first quarter 2020)
- d. Prepare brochure on appropriate composting techniques and alternatives.
(3rd quarter 2020)

Task 2: Identify and secure funding sources for expanding Flo-Gro processing

- a. Review and update financial information in the Technical Memorandum done in May of 2011 by Kennedy/Jenks Consultants for the Florence City Council.
(3rd and 4th quarter 2019)
- b. Perform a feasibility study of expanding the production of Flo Gro by determining equipment and staff needs.
(3rd and 4th quarter of 2019)
- c. Consult with cities and counties that develop a similar compost as to their funding methods.
(2nd and 3rd quarters 2019)
- d. Look into funding available through resources such as DEQ, EPA, ESRPA
(2nd and 3rd quarter 2020)

Task 3. Develop plan to market Flo-Gro product

- a. Develop a survey to use online and at events to ascertain from residents the amount they would be willing to pay.
(2nd quarter 2020)
- b. Attend three community events (such as Power of Florence, Florence Farmers Market, National Night Out, Home and Garden Show) to determine the need and amount residents are willing to pay for Flo Gro.
(2nd, 3rd and 4th quarters 2020)
- c. Research costs of similar products to determine price point of Flo Gro.
(3rd and 4th quarters 2020)

Task 4. Modify solid waste collection fees to include yard debris collection

- a. Perform feasibility study with haulers to determine added costs to collect yard debris.
(3rd and 4th quarters 2020)
- b. Explore other markets for collected yard debris such as chipping and ground cover.
(1st, 2nd, 3rd quarter 2020)

City of Florence

City Tree Board Work Plan 2019 – 2020

Tree Board Overview

The City Tree Board was re-constituted in April, 2019 as a sub-committee of the Environmental Management Advisory Committee. Its purpose is to establish and support community programs to maintain and preserve the forested, coastal community character of the City of Florence.

City Tree Board Members *(with Terms of Service)*

Beth Hatcher (2019 – 2023)

Lisa Wallace (Present – 2020)

Michael Titmus (2019 – 2023)

EMAC Chairman - Maureen Miltenberger

Overall Tasks for 2019 – 2020 City Work Plan

The City Tree Board of Florence has four main tasks:

1. Achieve *Tree City USA* designation.
2. Institute a *Heritage Tree Program*.
3. Create a sustainable *Invasive Species Eradication* program.
4. Review and update Florence City Code to realize significant tree preservation.

2019-2020 Task Breakdowns

Florence Tree Board Workplan Timeline	2019		2020	
	3rd Quarter (Jul, Aug, Sep)	4th Quarter (Oct, Nov, Dec)	1st Quarter (Jan, Feb, Mar)	2nd Quarter (Apr, May, Jun)
Tree City USA	Continue Application -----	Community Event Planning -----	Arbor Day Proc and Events -----	
City Code Updates	Research -----	Rewrites-----	Legal, Admin, Etc. -----	Hearings & Council Approv -----
Invasive Species Pgm	Develop Strategies -----	Educa., Press & Media -----	Promote Community Eradication Projects --	
Heritage Tree Pgm		Research -----	Develop Sys & Promo -----	CC Approval -----

Revised: 5/19/2019

Tree City USA

- Continue Application Process - *Third Quarter 2019*
- Community Event Planning - *Fourth Quarter 2019 / First Quarter 2020*

City of Florence

City Tree Board Work Plan 2019 – 2020

- Arbor Day Proclamation & Events - *Second Quarter 2020*

Heritage Tree Program

- Research/Contact Other Programs in Oregon - *Fourth Quarter 2019*
- Develop System & Promotion - *First Quarter 2020*
- City Council Approval and Program Launch - *Second Quarter 2020*

Invasive Species Eradication

- Develop Strategies & Community Partnering - *Third Quarter 2019*
- Education, Press and Media Campaign - *Fourth Quarter 2019 through First Quarter 2020*
- Community Eradication Projects - *First & Second Quarter 2020*

City Code Updates

- Continue Code Research - *Third Quarter 2019*
- Write Revisions & Updates - *Fourth Quarter 2019*
- Administrative & Legal Reviews - *First Quarter 2020*
- Hearings & City Council Approval - *Second Quarter 2020*

Financial Requirements 2019 – 2020

- Tree City USA - Arbor Day Large Banner, Small Banner, Event Booth Fees
- Heritage Tree Program - Brochures, Tree Marker Plaques, Website
- Invasive Species Eradication - Identification Handouts

Tree Board Outlook 2020 & Beyond

- Tree City USA - Continue Arbor Day planning & events as well as yearly review of designation criteria.
- Heritage Tree Program - Promote program & maintenance of designated trees.
- Invasive Species Eradication - Continue community involvement projects to educate and eradicate invasive species on public and private property.

City of Florence

2019 – 2020 Environmental Management Advisory Committee Work Plan

Subcommittee: Litter and Waste Reduction

Committee Members:

Sherry Harvey, Britte Kirsch, Katie Prosser, Linda Serbus

Process for 2019 Projects

1. **Implement a program to place garbage and recycling containers in identified problem areas of the city.**
 - a. Determine Clean Up Hotspots within Urban Growth Boundary / City Limits to start clean up campaigns – work with ODOT and the City regarding appropriate locations / Possible litter survey for Port / Campground / Boardwalk etc.
 - b. Promote and enhance the Adopt a Street / Adopt a Highway / Adopt a Can / Bin Program and work with City and Haulers to target specific areas within the city. Determine best practices for how to manage and handle logistics. Work with Revision Florence on future waste reduction needs.
 - c. Attend community events in 2019 / 2020 to educate and promote “Take Pride in Your Community” Clean Up Campaign / develop marketing materials for events.
 - d. Organize a possible EMAC Fundraiser to raise funds for programs / sponsorships.
 - e. Research grants to acquire funds to help subsidize programs
 - f. Design and perform a simple litter survey on the environmental impacts of homeless camps / illegal camping in Florence area and recommend solutions to help manage the litter and waste generated.

2. **Implement Five “R” Restaurant rating program. Q1 2020**
Recommend including businesses and community organizations. Create recognition marketing program (Opportunity to Recycle option).
Q3 / Q4 2019

PRELIMINARY BUDGET ESTIMATES

Marketing Materials / Promotional Items	\$ 1000.00
Fundraising Event	\$ 1000.00
Recycling Bins / Garbage Cans	\$ 2000.00
Grant Research / Writing (Staff Time / Consultant)	\$ 1000.00

Process for 2020 Projects

1. Continue community discussion to eliminate availability of single use plastic shopping bags (consider litter reduction programs / updating city codes).

Revisit in 2020 – pending state legislative decision 2019

- a. Review current City Codes and update as needed for litter reduction opportunities. Talk with City Staff to improve and assist in enforcement / compliance of codes.**

Q3 2019

2. Consider community discussion on eliminating availability of plastic straws.

Revisit in 2020 – pending state legislative decision 2019

3. Support local community business endeavors that seek to recycle plastic.

Q1 2020 – to review options and opportunities



City of Florence
A City in Motion

City of Florence
Environmental Management Advisory Committee
Previous Year Activities
January 2018- July 2019

As required by the Committees and Commissions Handbook, adopted on November 5, 2018 through Resolution No. 21, Series 2018, this report briefly describes the activities of the committee over the prior service year, from January 2018 to July 2019.

Committee Growth: During the December 2018 committee recruitment period, the Environmental Management Advisory Committee (EMAC) grew from seven members to ten members, building more strength and diversity to the Florence Environmental Management Advisory Committee visions and goals.



Front Row, L to R: Josh Haring; Maureen Miltenberger, Chairperson; Beth Hatcher; Ex-Officio: David Twombly, Central Coast Disposal. Back Row, L to R: Linda Serbus; Britte Kirsch, Vice Chairperson; Katie Prosser, Sherry Harvey. Not Pictured: Liat Meller; Michael Titmus; Lisa Wallace; Ex-Officio: Ron Preisler, City Councilor; Ex-Officio: Brian Enochian, County Transfer & Recycling.



Prohibitions on Polystyrene Foam: After considerable supportive public input, two work sessions, and two public hearings, FCC Title 3, Chapter 12 was adopted in January 2018.

Environmental Management Advisory Committee moved forward to provide the community with adequate information that included a Foam Phase-Out flyer, public noticing, and letters to applicable businesses with the timeline on the ban of Styrofoam containers. The policy included a three-month phase-in period and the ban took effect in April 2018.

Solid Waste Rate Review: In April 2018 the Environmental Management Advisory Committee met in executive session to review solid waste licensees – exempt public records hauler financial reporting – and to review and discuss updated hauler expense and revenue summary sheets. They met in a public hearing to review residential and commercial solid waste hauling expenses and recommended City Council increase garbage hauling rates, repealing Resolution 16, Series 2017. In April 2019 EMAC met in another executive session to review proposed rate increases and review Council directed analyses from previous year and approved a resolution for recommendation to City Council.



Plastic Bag Regulation: Surfrider Oregon provided a presentation of grave significance regarding the effects of plastics in our oceans along with information from a model bag ordinance drafted between Surfrider Oregon and the Northwest Grocers Association (NWGA). The Environmental Management Advisory Committee took the next steps and conducted public surveys and business interviews. On-line survey responses supported regulation however, EMAC tabled the ban to prepare a plan that included other plastic bag reduction and education elements. EMAC subcommittee is currently working on this program and continues to support plastics reduction pledge efforts.

Free Florence Green Movies: The Environmental Management Advisory Committee supported two informative and compelling movies presented at City Lights Cinema that included a staffed educational table. The movies focused on the devastating impacts of plastics in our oceans and the sobering truth about environmental effects of our wasted food. The movies were free to interested community members and were well attended.



Household Hazardous Waste Round-Up: EMAC partners each year with Lane County Waste Management to provide two, two-day opportunities for our community to drive through and drop off hazardous materials free of charge. The round-ups are conveniently located at the Lane County Transfer Site right off of Rhododendron Drive in Florence and in 2018 were organized in April and October. More recently, in April 2019 Lane County reported that 242 Florence customers came through with a total of 271 fluorescent tubes and a total waste collection of 13,733 pounds.

Earth Day: Environmental Management Advisory Committee members braved a chilly day in May 2019 to participate in the 2nd annual Florence area **Earth Day Celebration**. EMAC joined with local



Master Recyclers, Surfriders, and many other environmental organizations with a collective goal of sharing awareness in the community. This outreach proved to be exciting and educational and gave the neighborhood a chance to better understand the importance taking an active part in caring for our beautiful coast. Many community members walked through and showed interest in becoming more involved in the ongoing efforts to protect our planet Earth. Earth Day also marked a time to kick off Arbor Day's return to the City.

In Progress: Last year EMAC provided input on materials and follow-up efforts to the City's RARE intern. She compiled a mailing list of multi-tenant complexes in the city limits and prepared educational door hangers and mailers for apartment managers to comply with the new state and existing city regulations requiring recycling education be provided to tenants/residents. This Multi-family recycling education accomplishes a DEQ **Opportunity to Recycle** requirement. The **Contamination Reduction Education** is a new program required by the state (DEQ). EMAC subcommittee, haulers, and staff



compiled contamination reduction education program that included education efforts and content and a customer monitoring effort for submission to DEQ. The State accepted and approved the plan.

EMAC Subcommittees: The subcommittees continue to move forward on the work plans and the tasks that were handed down to them by City Council. The three subcommittees that include **BioSolids Program**, **City Tree Board**, and **Litter & Waste Reduction** meet regularly in addition to the monthly EMAC meetings for discussion, to organize priorities and events, and to strategize work plans.



Litter & Waste Reduction Subcommittee: Sherry Harvey, Britte Kirsch, Linda Serbus, & Katie Prosser