

Office of the Clerk
100 N. Garfield Ave.
Room S208
Pasadena, CA 91109

This brief notice is to indicate my approval of the proposed increase in residential refuse rates to ensure Operational expenses and capital purchases for the Refuse Program are recouped. The rate increases are very reasonable, with most amounting to a few dollars/month.



Mark Richman
1281 E. Orange Grove Blvd.
Pasadena, CA 91104

RECEIVED

92 MAY 21 P4:43

CITY CLERK
CITY OF PASADENA

Flores, Silvia

From: Silva, Gabriel
Sent: Monday, May 07, 2012 1:27 PM
To: Fealy, Jacqueline; City_Clerk
Subject: FW: Catalog Choice for Communities - Pasadena

Comments from Pasadena Resident on the **new Refuse Rates**, see second item below:

Thanks,
Gabriel Silva
City of Pasadena
Public Works
626.744.4721

From: markconlu@aol.com [mailto:markconlu@aol.com]
Sent: Saturday, April 21, 2012 9:26 PM
To: Silva, Gabriel
Subject: Re: Catalog Choice for Communities - Pasadena

Gabriel,

The Zero Waste Planning meeting in December was a great way to engage the community. I enjoyed the presentations and participating in the break-out sessions that followed. Congratulations also with the recent Catalog Choice for Communities launch; we linked our account..

While looking forward to the output of the sessions with the leadership from your department, there are two additional suggestions for consideration if it is not too late:

- **Opt-In Direct Marketing** (both from USPS and doorstep delivery) - there continues to be an ever increasing delivery of unsolicited direct marketing materials (junk mail) received via USPS as well as by those dropping off a variety of service solicitations at our doorstep. The implications of both are increased inconvenience of residences as well as the costs incurred by Pasadena Municipal Services in removing the unwanted materials via the recycling or landfill refuse bins.

It seems both reasonable and ideal for the City to regulate the deliver of all such materials to lessen their impacts on its citizens, the City budget and our local and national environment. Requiring all companies who participate in direct marketing mailings (e.g., retailers, eCommerce, PennySaver, service organizations, charities) to request and obtain approval by recipient would dramatically reduce the burden of disposing of the generated waste.

While some of this impact can be managed by each of us through the Catalog Choice service and direct contact with those sending the mailings, the burden of management should be redirected to those responsible for sending or dropping unsolicited materials.

- **Refuse Collection Fees** - Pasadena residents recently received a Notice of Public Hearing on proposed residential refuse rate increases. The table provided for both current and proposed rates (using the 32, 60 and 100 Gallon Mixed Waste containers as examples) suggests that residents pay less per gallon the larger the container (e.g., $\$16.29/32=\0.51 , $\$40.99/100=\0.41).

A progressive rate increase approach would be to charge a higher price per gallon of landfill waste (perhaps significantly so), promote the ways residents (and businesses as well) could reduce their waste and monthly charges as well. For those of us accomplishing significant waste reductions, we still pay a disproportionate average price per gallon even when using the smallest container available.

The suggestions outlined understandably will not be particular easy to implement, likely encounter City and business association pressure to maintain status quo, and will take extraordinary courage by our elected officials to adopt. However, they place the accountability and responsibility with the appropriate parties and, if implemented thoughtfully, would also reduce the expense pressures currently being experienced with the City budget.

Thanks as always for your leadership in this important initiative.

Best regards,

Mark Spears
1405 Riviera Drive
Pasadena, CA 91107-1661

-----Original Message-----

From: Silva, Gabriel <gsilya@cityofpasadena.net>
To: 'markconlu@aol.com' <markconlu@aol.com>
Sent: Mon, Nov 28, 2011 11:52 am
Subject: RE: Catalog Choice for Communities - Pasadena

Mark,
Thank you for supporting the City's Sustainability efforts. City staff has contacted Catalog Choice and will likely subscribe/promote to this service in 2012. I hope you can join us at one of the two Zero Waste Planning meetings: 9:30 – 11:30 AM or 6 -8 PM on Thursday December 1 at the Central Library.

Thanks again,
Gabriel Silva
City of Pasadena
Public Works
626.744.4721

From: markconlu@aol.com [<mailto:markconlu@aol.com>]
Sent: Monday, November 28, 2011 11:01 AM
To: Silva, Gabriel
Subject: Fwd: Catalog Choice for Communities - Pasadena

Gabriel,

Congratulations again on continuing to lead efforts designed to minimize our community's environmental footprint. Also to reduce the cost of public services at a time the City needs it the most. One more reason we are proud residents who actively support these efforts.

Reading yesterday's Star News coverage on our City's Zero Waste Strategic Plan reminded me of an initiative forwarded during the summer to Councilmember Masuda's office for consideration. An opportunity to leverage a successful effort in reducing junk mail and the related costs of municipal landfill and recycling waste.

Thank you for your continued leadership. Please let us know if there is any further opportunity to support the City's vital efforts in reducing community waste and improving environmental impact.

Best regards,

Mark Spears.

-----Original Message-----

From: Sullivan, Noreen <nsullivan@cityofpasadena.net>
To: 'markconlu@aol.com' <markconlu@aol.com>
Sent: Mon, Aug 22, 2011 11:03 am
Subject: RE: Catalog Choice for Communities - Pasadena

Hello,
Thank you for your email and I will share with Councilmember Masuda.
All the Best,
Noreen

Noreen Sullivan
Field Representative District 4

From: markconlu@aol.com [mailto:markconlu@aol.com]
Sent: Saturday, August 20, 2011 8:29 PM
To: Sullivan, Noreen
Subject: Catalog Choice for Communities - Pasadena

Dear Ms. Sullivan,

Forwarding this message encouraging Pasadena, through Councilmember Masuda's leadership, to consider adopting the Catalog Choice for Communities program to reduce unwanted junk mail and the related waste it generates.

Pasadena continues to demonstrate extraordinary public leadership through its Think Green initiatives. Adoption of the Communities program will not only reinforce this leadership but also align our city with the other leading communities already participating.

We have personally used Catalog Choice to reduce our weekly junk mail waste (included in the blue recycling bin) by 80% over the past two years. Imagine the citywide impact that could be generated if a meaningful number of our fellow residents followed suit.

Thank you in advance for sharing this opportunity with Councilmember Masuda and with the City's Environmental Manager.

Best regards,

Mark Spears
1405 Riviera Drive
Pasadena, CA 91107-1661
w: 818.544.0055

-----Original Message-----

From: Catalog Choice <team@catalogchoice.org>
To: markconlu <markconlu@aol.com>
Sent: Sat, Aug 20, 2011 4:06 am
Subject: Catalog Choice for Communities: How to be a Hometown Hero

Add Team@catalogchoice.org to your address book to make sure our email updates land in your inbox

**Catalog Choice for
Communities: How to be a
Hometown Hero**

Hi Mark K. Spears

In April 2010, a long-time member, Lisa Hettler-Smith, reached out to San Jose Councilmember Sam Liccardo, telling him about Catalog Choice and encouraging him to work with us. Lisa was the catalyst for the San Jose Community site that was launched this week along with five other new partners in the Catalog Choice for Communities program.

We launched our community program to build awareness and increase participation. Catalog Choice for Communities makes it easy for cities and counties to sponsor a community-specific site. These sites include our familiar opt-out service and news and information from the community. With a community site, we now make it possible to measure waste reduction on a community level. Wouldn't it be great to know how many trees are saved by each zip code in your community?

The best news about the program is that communities working in collaboration with Catalog Choice stop junk mail at a rate of three times the national average.

Community outreach engages citizens and gets real results, reducing disposal costs and helping cities and counties reach zero waste goals.

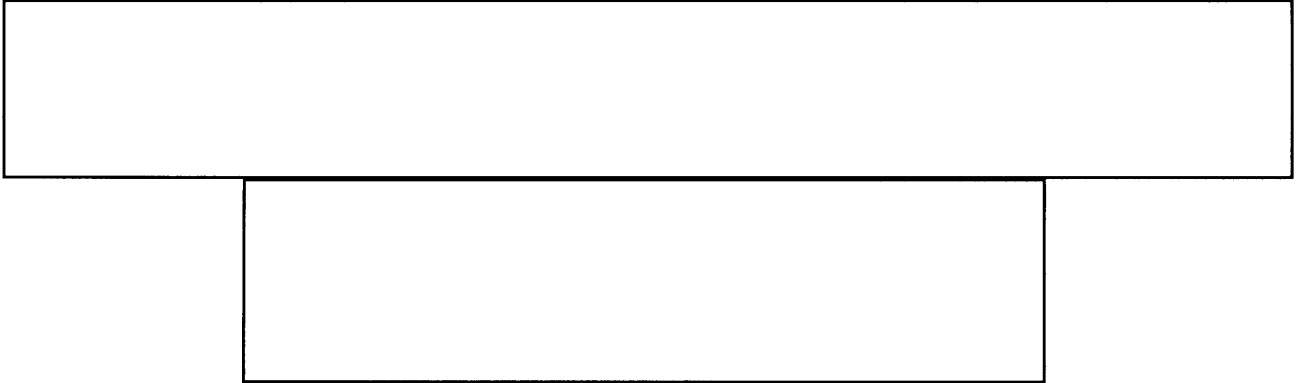
Is your community on the list of participating communities? If so, you can associate your account with your community site by logging in to your Catalog Choice account and going to your Profile. You will find Community under the Account Information.

If your community is not on the list of participating communities, you can be a hometown hero and help get your neighborhood on board. Simply forward this link [<https://www.catalogchoice.org/communities/details>] to your favorite local government, environmental, or solid waste manager. This page explains the Catalog Choice for Communities Program and invites interested officials to get a more detailed picture of how we can help communities save money and move toward zero waste goals.

Thanks for helping us get the word out about Catalog Choice and our new Catalog Choice for Communities Program. Together we are making a difference.

Best,
Chuck Teller, Executive Director

P.S. Still getting unwanted mail or phone books? [Log in](#) to your account and opt out.



Not interested anymore? [Unsubscribe from our email here](#)
Catalog Choice 1845 Berkeley Way, Berkeley, CA 94703 [Privacy Policy](#)

RECEIVED

12 APR 30 10:50

April 26, 2012

Office of the City Clerk
100 North Garfield Avenue, Room S208
Pasadena, California 91109

CITY OF PASADENA
CLERK

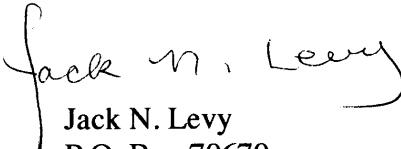
Dear Sir or Ms.,

I am writing with regard to the notice "City of Pasadena Refuse Collection Fee Increase" that I recently received. The relevant parcel address is 2411 Brigden Road, Pasadena 91104.

I note that although the per cent increase for different refuse collection functions varies considerably, one in particular is much higher than the others; this is the fee charged for Manual Rollout (including Truck Rollout w/Manual Rollout). The proposed fee increase for this service will more than double the charge, to 212% of the current cost. I would like to point out that those who avail themselves of this service are likely to be mostly the elderly and/or people with disabilities which make it difficult to move refuse containers to the curb and back on their own. Many of these individuals are living on limited and often fixed incomes. I am writing to raise the question of whether the proposed increase in this particular service, which might seem to target members of the community least able to pay for such an increase, is really warranted.

Thank you for your consideration in this matter.

Sincerely yours,


Jack N. Levy

P.O. Box 70670
Pasadena, California 91117

Donald E. Simpson

2081 E. Mountain Street, Pasadena, CA 91104-4128

April 30, 2012

Office of the City Clerk
100 N. Garfield Avenue
Room S208
Pasadena, CA 91109

RECEIVED
12 MAY -7 08:55
CITY CLERK
CITY OF PASADENA

City of Pasadena Refuse Collection Fee Increase
Parcel address: 2081 E. Mountain Street, Pasadena, CA 91104-4128

Rather than make a generic 10% increase to the refuse rates, I think that you should reward those, like me and my wife, who minimize the amount of waste we generate and put more of the burden on those who generate substantially more waste. One of the stated goals is to “minimize the generation of disposable products.”

I have a 32 gallon mixed waste container which usually has one reusable supermarket plastic bag filled with our waste for that week. Some weeks, it is two reusable supermarket plastic bags. That means a gallon or two of my 32 gallon allotment. Everything else is recyclables, and goes into the blue-top bin, which, BTW, is usually pretty empty, also.

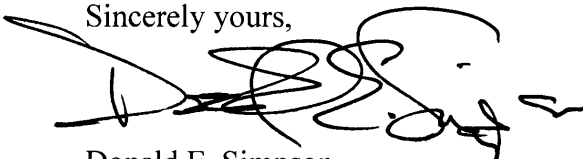
I know the math will be harder, but I think the City of Pasadena should encourage people to generate less waste and reward the good behavior of those of us with 32 gallon bins by keeping their rates the same, or perhaps a smaller increase. Make up the difference with those generating more trash and garbage—make them pay their fair share. Perhaps the second 100 gallon bin should be even more expensive.

The 100 gallon mixed waste bin is a bargain. It holds 213% more volume than the 32 gallon bin but costs only 151% more—now and after the increase.

The 60 gallon bin is not quite as much of a bargain, with 88% more volume but costs only 62% more than the 32 gallon bin—also tracking with the increase.

This is potentially much more environment-friendly than that ridiculous plastic bag ban...

Sincerely yours,



Donald E. Simpson

Subject: City of Pasadena-Notice of Public Hearing-Residential Refuse eff June 5, 2012
From: Alan and Barbara (alanbarbara2002@yahoo.com)
To: district1@cityofpasadena.net; bbogaard@cityofpasadena.net;
Bcc: alanbarbara2002@yahoo.com;
Date: Wednesday, May 2, 2012 9:37 PM

cc: Jacque Robinson
 Mayor Bill Bogaard

May 3, 2012

Office of The City Clerk
 100 N. Garfield Avenue, Room S208
 Pasadena, CA 91109

Alan and Barbara Wann
 705 Highland Street
 Pasadena, CA 91104
 "City of Pasadena Refuse Collection Fee Increase"

Dear City Staff,
 Spring Greetings.

We received our notice of the public hearing on June 5, 2012, regarding the increases that are being proposed. We understand the 2010 Integrated Waste Management Operations Plan. We also understand there are operational expenses and capital purchases for the Refuse Program in addition to the need for increasing charges.

The City is proposing to pass future disposal cost increases as well as consumer price index increases to the refuse fees for a period of five year, as authorized by the Government Code.

Based on these numbers our refuse bill will be jump another \$28.32 for the first year and for the 5 years based on these fess we will pay an additional \$141.60 plus + for our refuse only.

Comments:

WE UNDERSTAND THERE NEEDS TO BE SOME INCREASE BUT THIS PROPOSAL DOES NOT MENTION ANY WAYS OF SAVING ON REFUSE. AS A CITY WE MUST FIND WAYS TO SAVE TOO. WHAT ARE WE DOING TO RESEARCH AND FIND NEW WAYS TO CUT AND SAVE? HOW ARE OTHER CITIES PROCESSING REFUSE. THE CITY OF SAN FRANCISO, CA HAS AN INVENTIVE WAY OF PROCESSING THEIR REFUSE.

*Note: We continue to save and cut our personal residential consumption on Water & Power paying the lowest block rates for both. We don't know of a way to do this with the increasing fees of refuse.

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 CITY CLERK
 CITY OF PASADENA

***A Proposed Solution:**

ALLOW US AND ALL PASADENA RESIDENTS TO CHANGE OUR TRASH CANS AND REDUCE TO THE NEXT SIZE LOWER BEFORE THE INCREASES WITHOUT A \$35.00 PENALTY.

Note: I called Public Works on April 27, 2012, and spoke to a representative who said this option was not available. I asked her to pass my message onto her supervisor.

We appreciate your assistance with this!

Alan Wann Barbara Wann

Sincerely,

Alan and Barbara Wann

(626) 798-5255