



CITY OF DUNWOODY

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MEMORANDUM

To: Warren Hutmacher, City Manager
From: Jeff Timler, Special Projects Manager
Date: February 3, 2010
Subject: **Recycling Options**

We were asked to look into incentives or funding to increase recycling participation in Dunwoody. According to Dekalb Sanitation, the Dunwoody recycling participation rate is estimated at 23 percent or 2,300 homes out of 10,000. While this participation rate is good and higher than some unincorporated areas, the city may be able to increase the participation rate through incentives. Discussions with Dekalb Sanitation have yielded several unrefined or potential options. We hope to receive direction as to which option, if any, the Council would like further information and refinement.

Option A: Dunwoody may make a onetime lump sum payment to Dekalb for mass distribution of containers and blue bags for the remaining 6,700 homes that do not recycle or \$30/home which would total \$231,000. While this would increase participation rates, it is felt a large number would continue to not recycle and probably not the most efficient use of funds.

Option B: Dunwoody would offer to pay the onetime expense (\$30) for those that take the initiative to sign up for recycling (converting non-recyclers into recyclers). Dekalb could invoice Dunwoody on a monthly basis as residents sign up. Dunwoody could choose to fund until a certain dollar figure or participation level is reached. Residents that already recycle could sign up for additional bags (\$15) or additional containers (heavy recyclers \$15). This option is more of an incentive verses a mandate and possibly the most cost effective since it may be metered as the program progresses.

Option C: A onetime fee of \$30 could be added to the annual tax bill for those that do not currently recycle. While this is similar to Option A in terms of anticipated results and overall expenses, it does allow for distribution of these costs over a 12 months (2.50 a month) if taxes are escrowed.

As discussed with Dekalb, they would handle the administration of these options with Option C possibly presenting the most administrative challenges. Dekalb would send out flyers or informational material promoting the program and partnership with content being mutually agreed upon. An intergovernmental agreement (IGA) would need to be signed by Dekalb and Dunwoody further formalizing these details.