

CITY COUNCIL  
CITY OF NEW YORK

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TRANSCRIPT OF THE MINUTES

Of the

COMMITTEE ON SANITATION AND SOLID  
WASTE MANAGEMENT

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December 9, 2014  
Start: 1:15 p.m.  
Recess: 2:10 p.m.

HELD AT: Committee Room - City Hall

B E F O R E:

ANTONIO REYNOSO  
Chairperson

COUNCIL MEMBERS:

Andy L. King  
Vanessa L. Gibson  
Costa G. Constantinides  
Steven Matteo

## A P P E A R A N C E S (CONTINUED)

Kathryn Garcia  
Commissioner  
New York City Department of Sanitation

Bridget Anderson  
Deputy Commissioner  
Bureau of Recycling and Sustainability  
New York City Department of Sanitation

Christine Datz-Romero  
Co-Founder, Executive Director  
Lower East Ecology Center

Jon Krois  
Attorney  
Natural Resources Defense Council

2 CHAIRPERSON REYNOSO: Good afternoon and  
3 welcome to this hearing concerning the forthcoming  
4 ban on curbside pickup and e-waste, which begins in  
5 2015 and what the City is doing to publicize this and  
6 to continue to promote recycling of e-waste. In 2010  
7 the New York State enacted the New York State  
8 Electronic Equipment Recycling and Reuse Act. This  
9 law, which preempted an e-waste law passed by the  
10 City Council in 2008 requires manufacturers of  
11 electronics to take back certain types of electronics  
12 from consumers. The law requires that collection  
13 methods be convenient to consumers, which include  
14 mail or ship-back return programs, collection events,  
15 partnerships with local governments and community  
16 collection events, among other things. According to  
17 DSNY, approximately one percent of New York City's  
18 curbside residential waste stream consists of e-  
19 waste, which translates to approximately 27,500 tons  
20 of e-waste per year. DSNY currently runs two  
21 programs and sponsors a third that New York City  
22 residents can use to dispose of their e-waste --  
23 e-cycle NYC, SAFE Disposal events and New York City  
24 Stuff Exchange.

2 The e-cycle NYC initiative allows  
3 residential buildings larger than 10 units to have  
4 free in-building services for e-waste pickup and  
5 recycling. The SAFE Disposal events are annual  
6 events held in each borough which allow for residents  
7 to discard their e-waste. DSNY also sponsors New  
8 York City Stuff Exchange, where New York City  
9 residents can find places in their neighborhood and  
10 other parts of the city to donate, sell, buy, rent or  
11 repair used materials, including electronics.  
12 Certain retailers also collect e-waste and residents  
13 can also participate in electronic manufacturers'  
14 mail-back programs.

15 In anticipation of the January 2015  
16 disposal ban, DSNY has recently issued a proposed  
17 rule that would allow it to issue fines for \$100 to  
18 persons who put e-waste out for curbside collection  
19 or recycling. I look forward to hearing from DSNY  
20 and others about this proposed rule, its plans for  
21 outreach prior to January 2015 ban and other things  
22 that the City is doing to increase e-waste recycling.  
23 Thank you.

24

25

2 Now I'd like to call upon Bridget  
3 Anderson and Kathryn Garcia, Commissioner of  
4 Sanitation.

5 KATHRYN GARCIA: Thank you. Good  
6 afternoon Chair Reynoso and maybe future members of  
7 the Sanitation and Solid Waste Management Committee.  
8 I'm Kathryn Garcia, Commissioner for the New York  
9 City Department of Sanitation; I am also joined by  
10 Bridget Anderson, Deputy Commission for the  
11 Department's Bureau of Recycling and Sustainability.

12 Thank you for this opportunity to discuss  
13 the Department's outreach efforts to educate the  
14 public on various ways they can recycle or properly  
15 dispose of their unwanted electronic equipment,  
16 commonly referred to as e-waste. As the state-wide  
17 disposal ban commences January 1st, 2015, in  
18 accordance with the New York State Electronic  
19 Equipment Recycling and Reuse Act, I would like to  
20 provide some opening remarks after which I will be  
21 happy to answer all of your questions.

22 Electronic equipment, which often  
23 contains lead, mercury and cadmium, now makes up the  
24 largest and fastest growing component of the  
25 hazardous materials entering the waste stream and

2 comprises one percent of the Department managed waste  
3 stream, based on our most current waste  
4 characterization study. Encouraging the recycling of  
5 electronic equipment keeps both harmful components  
6 and valuable recyclable materials out of the waste  
7 stream and the environment. Many states already ban  
8 the disposal of electronic equipment as ordinary  
9 solid waste.

10 In keeping with this growing trend, in  
11 2010 New York State enacted the New York State  
12 Electronic Equipment Recycling and Reuse Act, which  
13 prohibits residents from disposing of electronic  
14 waste as solid waste beginning January 1st, 2015.  
15 The law requires manufacturers to provide free and  
16 reasonably convenient recycling of electronic waste  
17 to most consumers in the state. Under the state law,  
18 electronic waste covers items almost all of us have  
19 and use each day in our apartments and homes,  
20 including computers, computer peripherals, such as  
21 keyboards and computer mice, televisions and small  
22 electronic equipment, such as tablets.

23 Over the past decade the management of  
24 electronic waste has become an increasingly important  
25 issue for all cities. However, given the unique

2 challenges associated with our city, where a majority  
3 of residents live in multi-residential apartment  
4 buildings and primarily rely on public transportation  
5 as their means of getting around, managing the  
6 estimated 27,500 tons of electronic waste disposed of  
7 each year at the curb by residents in the city is no  
8 easy task. To make the recycling of e-waste more  
9 convenience for New York City residents, the  
10 Department launched a new and cost-free program  
11 called e-cycle NYC in November 2013 to facilitate the  
12 collection and recycling of electronics from  
13 apartment buildings. The e-cycle NYC service is  
14 available to apartment buildings having 10 or more  
15 dwelling units. Depending on the size and type of  
16 building, apartment buildings may be eligible for a  
17 variety of on-site service options to conveniently  
18 and safely recycle unwanted electronics. There are  
19 three different e-cycle NYC service options and  
20 department staff will work closely with any building  
21 that expresses an interest in participating in the  
22 e-cycle program to determine which of these options  
23 will be the best fit for the interested building.

24 The e-cycle program options include room  
25 cleanout for buildings with 10 or more units. With

2 this option, participating buildings collect unwanted  
3 electronics in a designated location until 20 items  
4 are ready for pickup. Storage bins for buildings  
5 with 50 or more dwelling units. Under this option,  
6 the building is provided with a locking bin to store  
7 electronics; there are two bin sizes available, a  
8 small and a large bin; when the bin is full, it will  
9 be switched out with a new empty bin, or special  
10 events for buildings with 250 or more dwelling units.  
11 Under this option, unwanted electronics are collected  
12 during prescheduled outdoor events that buildings  
13 organize for their residents.

14 E-cycle NYC ensures that all materials  
15 collected through the program are handled in an  
16 environmentally responsible manner; none of the  
17 electronics accepted are landfilled or exported  
18 illegally. Electronic Recyclers International, the  
19 City's e-cycle NYC partner, is both eStewards and R2,  
20 RIOS certified, which means that the city's program  
21 meets the two leading standards for responsible  
22 electronics recycling. In addition, while residents  
23 should remove data prior to discarding electronics,  
24 ERI will full erase data as part of the recycling  
25 process. Moreover, this free program is funded



2 through electronic manufacturers, no taxpayer money  
3 has been used to establish or undertake this program.

4 Since its inception in November of 2013,  
5 about a year ago, e-cycle NYC [cough] has grown to be  
6 in all five boroughs; currently 450 buildings are  
7 enrolled in the program, serving 72,600 households  
8 across the city. In just the first year of the  
9 program, e-cycle NYC collected over 255,000 pounds of  
10 electronic waste. The goal of the e-cycle program is  
11 to make electronics recycling as easy as possible for  
12 city residents, many of whom cannot readily transport  
13 TVs and other large electronics to drop-off events or  
14 retail take-back programs. New York's e-cycle NYC is  
15 one of a suite of programs that the Department has  
16 designed specifically for apartment buildings,  
17 similar to our successful textile recycling building  
18 program. It is the most expansive e-waste collection  
19 service offered by any municipality in the country  
20 that is being furnished at no cost to taxpayers. We  
21 encourage building owners, management companies and  
22 residents that wish to participate in e-cycle NYC to  
23 visit our website to complete an online inquiry form.  
24 Staff from the Bureau of Recycling and Sustainability  
25 will work closely with any building, management

2 company or group of residents that expresses an  
3 interest in participating in the program to determine  
4 which of these three options will work best for the  
5 interested participants and their building.

6 In addition to the e-cycle NYC program,  
7 all New York City residents are encouraged to attend  
8 the Department's SAFE Disposal events where they may  
9 bring their unwanted e-waste free of charge. We have  
10 held SAFE Disposal events every spring in all five  
11 boroughs, but starting in 2015 the Department will  
12 expand the SAFE Disposal events to occur twice a year  
13 in every borough for a total of 10 events. In 2014  
14 these events were responsible for collecting 329,833  
15 pounds of e-waste. New York City residents may also  
16 rely on existing take-back options for electronics,  
17 including over 90 free drop-off locations at  
18 charitable organizations, such as Goodwill and  
19 Salvation Army and retailers, such as Best Buy and  
20 Staples. In addition, the Lower East Side Ecology  
21 Center holds over 50 neighborhood e-waste recycling  
22 events throughout the year and maintains a permanent  
23 drop-off location in Brooklyn, the Gowanus E-waste  
24 Warehouse. Information on these drop-off options and

2 sites is available on DSNY's website,  
3 nyc.gov/electronics.

4 As the state law's eminent disposal ban  
5 approaches, the Department has ramped up its public  
6 education efforts by undertaking several approaches  
7 to increase e-waste recycling awareness and education  
8 among residents. For over a year, all of our  
9 apartment building super and manager recycling  
10 training highlighted e-cycle NYC and the upcoming  
11 ban. We have also been working with the Building  
12 Superintendent and Managers Union 32BJ to notify  
13 their members on these programs. The Department has  
14 been using social media and NYC Recycles newsletter  
15 to inform residents of the impending disposal ban.  
16 We have also arranged for an informative e-waste  
17 video to begin playing in standard rotation in the  
18 city taxicabs on the NYC Media channel starting this  
19 week throughout the month of December, and I'm gonna  
20 play that for you now.

21 AUDIO FROM VIDEO: ...know that as of  
22 January 2015 it is illegal to throw away electronics.  
23 Electronics covered under the New York State Law  
24 include household and office electronics, as well as  
25 entertainment and smaller electronics. New Yorkers

2 have many free and convenient options to safely and  
3 responsibly recycle working and non-working  
4 electronics. Large apartment buildings are eligible  
5 to participate in e-cycle NYC, which offers pickup  
6 service directly from your building. There are over  
7 90 retail locations throughout the city where you can  
8 drop off electronics with no purchase necessary, such  
9 as Best Buy, Staples, Goodwill, Salvation Army and  
10 the Gowanus E-waste Warehouse. In addition,  
11 electronics can be taken to community recycling  
12 events and there are mail-back programs where you can  
13 send your electronics directly to a recycler. Visit  
14 [nyc.gov/stuffexchange](http://nyc.gov/stuffexchange) to donate or sell working  
15 electronics and learn more at [nyc.gov/electronics](http://nyc.gov/electronics).

16 KATHRYN GARCIA: We are also enhancing  
17 our existing web-based resources for city residents  
18 and building managers, as well as furnishing  
19 informational assistance to the city's landlords,  
20 tenants, building supers and managers in co-op and  
21 condo board associations. As you know, last week the  
22 Department sent a notification of the impending  
23 disposal ban to all elected officials and community  
24 boards and this week we are sending a mailer, like  
25 the enlarged version on the poster board displayed

2 here, to all city residents that notifies them of the  
3 disposal ban and advises what options are available  
4 for recycling e-waste after January 1st, 2015.

5 Lastly, to combat the potential for  
6 illegal disposal of electronic waste curbside, the  
7 Department has proposed a rule that would institute a  
8 violation for anyone who illegally places electronic  
9 waste out for Department collection or for disposal  
10 in a solid waste facility. The rule was published to  
11 the City Record on Friday, December 5th, we will hold  
12 a public hearing on the rule on January 13th at  
13 9:30 a.m. at 125 Broad Street in Room 330. More  
14 information on this proposed rule is available on our  
15 website or on the nycrules.gov website.

16 Prior to implementing the proposed rule,  
17 we plan to run a public education period beginning  
18 January 1st where any e-waste placed out for  
19 Department collection will be tagged with a sticker  
20 indicating that it is unlawful to place e-waste at  
21 for Department collection and advising the resident  
22 to visit the Department's website or call 311 to  
23 learn about the proper ways to discard of the waste.

2 Thank you for the opportunity to testify  
3 on this important topic today; I'll be glad to answer  
4 any of your questions now.

5 CHAIRPERSON REYNOSO: Thank you for your  
6 testimony, Commissioner. I think a lot of my concern  
7 would be the educational component; I saw the taxi  
8 video, which I think is great; [background comment] I  
9 just told Colin that you guys think of everything.  
10 But even in thinking of everything, as a New Yorker I  
11 knew very little about e-waste handling and how I was  
12 supposed to get rid of it, what you're supposed to  
13 do; generally I just didn't know about it, and I  
14 figure that most New Yorkers might not know about how  
15 to handle e-waste, they just throw it curbside like  
16 everything else. So I just wanna really emphasize  
17 the need for education or informing our public on  
18 exactly what's happening and whether or not you think  
19 this is sufficient and that they will know enough.  
20 Do you believe that this is enough information for  
21 them?

22 KATHRYN GARCIA: So what I think is  
23 likely to happen is that we will do all this outreach  
24 and we will basically reach every building in the  
25 City of New York, we will reach most of building

2 managers and we will reach the public, so we'll, you  
3 know, torture people in their taxicab rides. I still  
4 expect that come January 1st someone's gonna put a TV  
5 on the curb, which is why we will be putting a  
6 sticker on it and not doing an immediate violation,  
7 to allow them to then properly dispose of that  
8 particular piece of equipment. So I mean I think  
9 that that is one of the things in which, even though  
10 we will have done a lot of education, until you  
11 actually have a situation where you need to dispose  
12 of something, people often aren't listening.

13 CHAIRPERSON REYNOSO: How long will that  
14 warning period be... [crosstalk]

15 KATHRYN GARCIA: So we are anticipating  
16 that that warning period will be through March.

17 CHAIRPERSON REYNOSO: Through March.

18 Okay. What are we doing to... Are we doing anything to  
19 try to get new buildings into the program, in to the  
20 e-cycle program?

21 KATHRYN GARCIA: So we have been doing  
22 continuous outreach; we anticipate another 400  
23 buildings coming online on or about January 1st of  
24 this year.

2 CHAIRPERSON REYNOSO: Okay. We have a  
3 SAFE Disposal NYC or SAFE Disposal events; you said  
4 there are gonna be two a year in every borough...

5 KATHRYN GARCIA: We will be doing two a  
6 year in every borough; last year we did one each  
7 borough, and that is usually we send mailings both  
8 citywide, but we also do targeted mailings to the zip  
9 codes that are closest to the event and we get an  
10 enormous turnout and that's one of the reasons we're  
11 splitting them is because I think last year we nearly  
12 closed Utopia Parkway in Queens, so we're having to  
13 make sure we're spreading them out because of the  
14 demand. These events obviously are not just for  
15 electronics, they're for other household hazards as  
16 well as prescription drugs, mercury, things that  
17 might be in your attic that you need to get rid of.

18 CHAIRPERSON REYNOSO: Okay. And in doing  
19 that, will you be making assessments throughout the  
20 year or throughout the process as we learn that  
21 e-waste has to be handled differently and that it  
22 can't be put curbside; is there an assessment that  
23 you'll do throughout the year to make sure that  
24 you're meeting the demands of folks that need to get  
25



2 rid of the e-waste but also continuing to educate  
3 them on this process?

4 KATHRYN GARCIA: So I mean I think that  
5 we are both looking at what programs are successful,  
6 but we also will have information about what ends up  
7 being on the curb, which is a sign that there are  
8 folks who are not getting the message and we are  
9 working closely with our partners to continuously  
10 think of ways to do outreach, particularly for the  
11 single-family homeowner where it's more of a drop-  
12 off, but there are a lot of support from retailers  
13 and manufacturers. If you buy a TV at Best Buy, they  
14 will take away your old TV. You know, if you go and  
15 buy a cell phone, they will actually usually pay you  
16 for your old cell phone. Because it's not only that  
17 there are a lot of materials in electronic waste that  
18 are toxic and dangerous, but there are a lot of  
19 materials that are also valuable and so there's an  
20 upside for the recycler on that.

21 CHAIRPERSON REYNOSO: Speaking of value;  
22 e-cycle NYC, the City doesn't pay for that?

23 KATHRYN GARCIA: It does not pay for to  
24 pick up.. [crosstalk]

2 CHAIRPERSON REYNOSO: It pays for itself...

3 [crosstalk]

4 KATHRYN GARCIA: It is paid for by the  
5 manufacturers, they are required to provide a program  
6 to all state residents and so we have worked in  
7 partnership with them to figure out programs that  
8 would work in New York City, which is of course very  
9 different than if you're up in rural Upstate New  
10 York, [background comment] but they are required  
11 under the way the law is written in the state to pay  
12 for the program.

13 CHAIRPERSON REYNOSO: Okay. And then  
14 NYCHA; what do we do for NYCHA; is there a special  
15 program in NYCHA; are there bins to collect at NYCHA;  
16 is there education happening in NYCHA?

17 KATHRYN GARCIA: So they are getting the  
18 same education that everyone is getting; we of course  
19 would be happy to provide bins; the challenge with  
20 many other issues around NYCHA and recycling is there  
21 is not, that we have been able to identify, a place  
22 to put a bin that is inside the building, they don't  
23 have lobbies and so that is very challenging. But we  
24 have been working with the chair on lots of recycling  
25 efforts and I know that they wanna bring themselves

2 into better compliance with the city laws on this  
3 issues.

4 CHAIRPERSON REYNOSO: Okay. I might have  
5 a couple more questions, but wanna allow for my  
6 colleague, Steve Matteo from now, hopefully, better  
7 snow removal borough of Staten Island.

8 KATHRYN GARCIA: And it would've been  
9 two-and-a-half feet if this had been snow.

10 [background comment]

11 KATHRYN GARCIA: I would've been ready,  
12 but I think I would've been diggin' out till  
13 February.

14 [background comment] [laughter]

15 COUNCIL MEMBER MATTEO: Thank you, Chair  
16 Reynoso. So the program, let's just talk a little  
17 bit about the fines. Number one, how much is the  
18 fine... [interpose]

19 KATHRYN GARCIA: It's \$100.

20 COUNCIL MEMBER MATTEO: and does it  
21 increase on... [crosstalk]

22 KATHRYN GARCIA: No, it's \$100 each fine.

23 COUNCIL MEMBER MATTEO: each time?

24 KATHRYN GARCIA: Yeah.

2 COUNCIL MEMBER MATTEO: And that is  
3 billed obviously to the homeowner or they put it...  
4 [interpose]

5 KATHRYN GARCIA: To the building. So if  
6 it's a single-family home, it would be to the  
7 homeowner; if it's a multi... [crosstalk]

8 COUNCIL MEMBER MATTEO: Name on it or  
9 just the building..

10 KATHRYN GARCIA: No, no; it's the  
11 building address.

12 COUNCIL MEMBER MATTEO: Just the address.

13 KATHRYN GARCIA: Yeah.

14 COUNCIL MEMBER MATTEO: And you said the  
15 grace period is you think three months?

16 KATHRYN GARCIA: Uhm-hm.

17 COUNCIL MEMBER MATTEO: And what, you'll  
18 put a sticker on the...

19 KATHRYN GARCIA: Right, our hope is that  
20 we will put a sticker on and then it will be properly  
21 disposed of.

22 COUNCIL MEMBER MATTEO: So my... I mean, my  
23 concern, obviously with the holidays, everyone is  
24 getting new TVs and everything and they're gonna  
25 start... and they're not gonna understand that this is

2 happening on the 1st and they're gonna start putting  
3 everything out to the curb; that's my fear on this  
4 and I don't have objections to the program; I just..  
5 with everything that's going on, everybody's busy  
6 right now; I don't think that this message is  
7 hitting. In parts of my district, in the northern  
8 part of my district, we just changed the recycling  
9 day from a Saturday to Wednesday..

10 KATHRYN GARCIA: Yes.

11 COUNCIL MEMBER MATTEO: yet 9 out of 10  
12 houses have the recycling out Friday night, and that  
13 was with a mailer and so that's my concern. So I'm  
14 happy that we have a grace period; that they're not  
15 gonna be fined.

16 KATHRYN GARCIA: They're not gonna be  
17 fined initially, no.

18 COUNCIL MEMBER MATTEO: So I just... I  
19 said, I got the email, I'm sure all my colleagues got  
20 the email, the community boards got the email; one, I  
21 think we need to make sure that we're reaching  
22 seniors, 'cause they're not checking as much email as  
23 we are and they're not on social media as much as  
24 everyone else, quite frankly, so are we mailing to  
25 every household too?

2 KATHRYN GARCIA: Yes.

3 COUNCIL MEMBER MATTEO: Okay. And when  
4 is that going out?

5 KATHRYN GARCIA: Went out yesterday.

6 COUNCIL MEMBER MATTEO: And are we doing  
7 another one?

8 KATHRYN GARCIA: We were not planning to  
9 do another one this month; if you think that there's  
10 a particular... [crosstalk]

11 COUNCIL MEMBER MATTEO: I... I think during  
12 the Christmas week...

13 KATHRYN GARCIA: I feel like... My  
14 challenge is, I'd actually like to wait till after  
15 the holidays, because I know that even I am sort of  
16 buried in a catalog world...

17 COUNCIL MEMBER MATTEO: I... I hear you; I  
18 just think that that we we're gonna have tons of TVs  
19 and curb... [crosstalk]

20 KATHRYN GARCIA: Right. And so... I mean,  
21 I'm very... [crosstalk]

22 COUNCIL MEMBER MATTEO: and when I get  
23 the calls it is, okay, but I'm a senior, I can't  
24 bring that back in. I'm just telling you what we're  
25 gonna get back; I mean it's gonna be a crazy week and

2 my guess is not everyone's gonna understand this;  
3 know about it. So you wanna come out; we wanna do a  
4 press conference in our district? I... I... I...

5 [crosstalk]

6 KATHRYN GARCIA: I'd love to come out. I  
7 would love to come out and do that... [crosstalk]

8 COUNCIL MEMBER MATTEO: I'll... we'll help  
9 any way we can; you know, I will stand there with you  
10 as we did for the recycling program...

11 KATHRYN GARCIA: Uhm-hm.

12 COUNCIL MEMBER MATTEO: I just wanna make  
13 sure that my constituents and the Chair does as well  
14 and all our colleagues wanna make sure our  
15 constituents know about this... [crosstalk]

16 KATHRYN GARCIA: Uhm-hm.

17 COUNCIL MEMBER MATTEO: 'cause we don't  
18 want them to have to lug it in and out and all that  
19 and I know it's a minor issue, but for some seniors  
20 who live alone in my district, it's tough. So  
21 hopefully it won't be snowing as well to add to that.  
22 So anything that we can do to make sure that people  
23 know, again, because like I said, the recycling  
24 switch was the other day and the recycling cans are  
25 still out, so you know, it's tough to reach everybody

2 and I'll put it on social media and we'll do as much  
3 as we can, but I do think that another mailing needs  
4 to go out and if you feel that's after January,  
5 that's fine, as long as they're not getting fined...

6 [crosstalk]

7 KATHRYN GARCIA: Right.

8 COUNCIL MEMBER MATTEO: then I'm okay  
9 with that, but I do think another mailing has to go  
10 out, you know, maybe after the first or second week  
11 of January... [crosstalk]

12 KATHRYN GARCIA: Right.

13 COUNCIL MEMBER MATTEO: just a reminder  
14 and specifically, you know, I guess the mail... this is  
15 the mailer?

16 KATHRYN GARCIA: Yes.

17 COUNCIL MEMBER MATTEO: Okay. So you  
18 have to go online to find out where you could drop  
19 off?

20 KATHRYN GARCIA: Right, we don't list all  
21 of the sites in there; there's actually a map on our  
22 website so that you can look up where the closest  
23 drop-off locations are... [crosstalk]

24 COUNCIL MEMBER MATTEO: And my only  
25 concern... and that's great; my only concern is the



2 seniors who aren't doing that extra step. So I think  
3 that's a big concern how we reach our seniors. You  
4 know we have some senior housing developments in  
5 Staten Island; we should make sure that we double our  
6 efforts to them and go from there. But I'll be  
7 helpful if you wanna do a press conference or...  
8 [crosstalk]

9 KATHRYN GARCIA: I think that'd be... we'd  
10 be very... we wanna get the word out, so to the extent  
11 that you think there are populations it'd be useful  
12 for us to be out there with you doing press, we'd  
13 love to do that.

14 COUNCIL MEMBER MATTEO: Okay. So you  
15 know, no problem doing that, so we can touch base..  
16 [interpose]

17 KATHRYN GARCIA: And if there are certain  
18 areas of your districts where you feel like it'd be  
19 useful to have another event, we can also try and  
20 work with some of the people that we partner with to  
21 do more electronic events in those particular areas.

22 COUNCIL MEMBER MATTEO: And I also think,  
23 you know, especially with the three-month grace  
24 period, I think if you can have staff hit community  
25 boards and civic associations... [crosstalk]

2 KATHRYN GARCIA: Yeah.

3 COUNCIL MEMBER MATTEO: my district has a  
4 very energetic civic association group and they meet  
5 monthly, so if we can you know hit them for January,  
6 February, March and let them know and they can get  
7 word out to their... they have mailings and everything  
8 too; I think we just have to keep making sure that we  
9 communicate so the program is successful and everyone  
10 you know understands what it is.

11 KATHRYN GARCIA: Right; I mean and  
12 certainly our outreach doesn't stop January 1st; it  
13 will... we're gonna keep pushing it; we actually think  
14 that this is a model of other cities, particularly  
15 dense cities, about how to do this program and do it  
16 well.

17 COUNCIL MEMBER MATTEO: Okay. I  
18 appreciate it and I'll look forward to talking with  
19 you.

20 KATHRYN GARCIA: Alright.

21 CHAIRPERSON REYNOSO: Commissioner, just  
22 uh... this is the mailer; it's not in Spanish and...

23 KATHRYN GARCIA: We're working on  
24 Spanish...

2 CHAIRPERSON REYNOSO: You're working on  
3 Spanish... [crosstalk]

4 KATHRYN GARCIA: and Chinese...

5 CHAIRPERSON REYNOSO: I can help  
6 translate if you need... [crosstalk]

7 KATHRYN GARCIA: Good, because apparently  
8 once we did a mailer and it didn't make any sense  
9 when someone who actually spoke fluent Spanish read  
10 it.

11 CHAIRPERSON REYNOSO: Okay. Well that's  
12 fine. No, I just wanna make sure and are you  
13 targeting communities, maybe not Spanish, but also  
14 Chinese, Russian; we've gotta look out for...  
15 [crosstalk]

16 KATHRYN GARCIA: So we are doing the  
17 paper version in Spanish and Chinese and then we are  
18 doing the seven languages that the Mayor's Office has  
19 identified for language accessibility.

20 CHAIRPERSON REYNOSO: Okay. And then  
21 before -- our last administration -- there was a  
22 recycling campaign that was very strong, it had like  
23 two characters that were bins that used to talk on TV  
24 all the time; there was a sticker up on every single  
25 -- in schools and buildings on the actual trashcans

2 and it was just a very good job of trying to get the  
3 message across how recycling was important and it  
4 seems like that's all disappeared recently, or not  
5 recently, maybe over the last, at least seven years I  
6 haven't seen anything new come up and just really  
7 wanna, you know kind of call to task a re-emphasis on  
8 really pushing information out there and going back  
9 to those days when we used to really understand what  
10 recycling was about and I don't think that... I think  
11 we need a reintroduction to recycling is what I'm  
12 asking for this new generation.

13 KATHRYN GARCIA: Right. There was a move  
14 away from the classic blue and green trashcans as our  
15 spokespeople to the recycle everything campaign; we  
16 have been slowly moving back towards the blue and  
17 green trashcans 'cause we actually find them a little  
18 clearer for people when they're thinking about where  
19 to put the material. But now of course we have the  
20 brown bin, so we had to incorporate that too.

21 CHAIRPERSON REYNOSO: Alright. I love  
22 the brown bin. And what about -- the last one is;  
23 when they do take them out -- some people are gonna  
24 take it out, make the mistake, get their sticker;  
25 they might not ever look at it again; what about if

2 it sits there for more than a day, would DSNY still  
3 take it or is it just gonna sit there till March...

4 [crosstalk]

5 KATHRYN GARCIA: We will treat it as an  
6 illegal drop-off. So we will end up collecting it  
7 and having to separate it, but it has to be picked up  
8 by special vehicles because we can't put it into a  
9 rear loader 'cause we'd crush it and then it... all the  
10 material you don't want to get out into the  
11 environment gets out, so we have to use rack trucks.

12 CHAIRPERSON REYNOSO: And the stickers,  
13 the sanitation workers would be the ones that would  
14 have stickers to put 'em in, the guys on the trucks?

15 KATHRYN GARCIA: Likely it'll be  
16 supervisors.

17 CHAIRPERSON REYNOSO: So... and just... can a  
18 supervisor... [background comment] exactly, knock on a  
19 door or at least put something underneath the door --  
20 I just don't want folks who walk up -- they'll  
21 probably never go back to the curb to see the TV or  
22 anything...

23 KATHRYN GARCIA: They're definitely gonna  
24 look at it, but they may... [crosstalk]

25 CHAIRPERSON REYNOSO: Right.

2 KATHRYN GARCIA: but they may ignore it;  
3 I understand that.

4 CHAIRPERSON REYNOSO: Yeah, they'll  
5 ignore it and in some larger buildings, if it's  
6 curbside, they might just disregard it completely and  
7 eventually call us about, you know somebody's not  
8 pickin' up our trash, and I just wanna make sure that  
9 we -- maybe you can knock on the door or put  
10 something underneath their door if they're doing that  
11 part, [background comment] a door knock --  
12 supervisors love to get out of their vehicles,  
13 especially in the winter.

14 [background comments]

15 KATHRYN GARCIA: We will raise it and see  
16 whether or not that makes operational sense.

17 CHAIRPERSON REYNOSO: Alright. I think  
18 Council Member Matteo has more.

19 COUNCIL MEMBER MATTEO: Can we get these  
20 to our senior centers... [crosstalk]

21 KATHRYN GARCIA: Absolutely.

22 COUNCIL MEMBER MATTEO: and our schools?

23 KATHRYN GARCIA: Yes. Absolutely...

24 [crosstalk]

2 COUNCIL MEMBER MATTEO: If we get a lot  
3 to our schools and they put 'em in their daily, bring  
4 these home to your parents, 'cause I still get  
5 folders with notices, they email to the schools, but  
6 they put everything in; if we could put 'em in, most  
7 -- I mean parents are looking at their kids' folders  
8 at night and they'll see it again; be another  
9 reminder and I think getting to the senior centers  
10 would be great as well.

11 KATHRYN GARCIA: Not a problem.

12 CHAIRPERSON REYNOSO: We have no more  
13 questions; I really appreciate your time being here  
14 and I do wanna say that maybe you could follow up in  
15 March, see how we're doing [background comment] and  
16 then, I don't know if we can have another hearing,  
17 but at least internal conversation to talk about the  
18 progress we've made and whether or not fines should  
19 happen in March; I mean even though they probably  
20 would, but just make sure that we did our part before  
21 we start hitting people with fines.

22 KATHRYN GARCIA: No, absolutely. I mean  
23 our intention really here is not to be punitive, but  
24 to really get behavior change.

2 CHAIRPERSON REYNOSO: Thank you,  
3 Commissioner.

4 KATHRYN GARCIA: Thank you.

5 CHAIRPERSON REYNOSO: Alright. So our  
6 next panel is gonna be Jane Krois of NRDC... I'm sorry...  
7 [background comment] or Jon... I'm sorry, Jon Krois; I  
8 apologize, Christine Datz-Romero and Katie Reilly;  
9 they're from the Lower East Side Ecology Center, from  
10 NRDC and the Electronic Recyclers International,  
11 which partners with DSNY.

12 [background comments]

13 [pause]

14 CHAIRPERSON REYNOSO: So from what I  
15 gather, you guys are like the front lines of this  
16 stuff out in the community. When the supervisors  
17 can't do their work, you guys are out there. But I  
18 guess we would start from my left, heading to the  
19 right. So please.

20 CHRISTINE DATZ-ROMERO: Well thank you,  
21 Council Member Reynoso for holding this meeting; I  
22 think it's very timely. I wanna just give a little  
23 bit of background. My name is Christine Datz-Romero  
24 and I'm one of the co-founders and the Executive  
25 Director of the Lower East Side Ecology Center; we



2 are a community-based group that really formed around  
3 recycling issues in the late 80s and we have been  
4 involved with e-waste collection program since 2003  
5 here in the city; really got spurred to created to  
6 create a program like that through City Council  
7 funding in 2003 that was really targeted towards  
8 waste prevention. I think the issue of e-waste was  
9 really not on many people's minds, but obviously  
10 awareness has grown about it.

11 We currently do about 50 events citywide  
12 here in the city and we collect around 350 tons of  
13 materials yearly, we also have a permanent drop-off  
14 location which we started in 2012, after the New York  
15 State law got passed to mandate eventually recycling  
16 of electronics, which of course we are now looking at  
17 the deadline for residents to be also mandated to  
18 recycle their electronics. Our permanent drop-off  
19 location is in the Gowanus area, where we are open  
20 Tuesday through Saturday to receive materials; all  
21 the materials that we collect during events also go  
22 to this facility and then we work with two  
23 eStewardship certified recyclers, Hugo Neu up in  
24 Westchester and Sims Recycling Solutions to  
25 responsibly dispose of the electronics. We also have

2 a reuse program where we cherry pick some of the  
3 materials out of the waste stream to see whether we  
4 can give a second life to these materials, so I think  
5 we are going a step further than just recycling  
6 because we use of course as even higher value or  
7 higher use of these discarded materials and I think  
8 it also helps with the educational message that these  
9 materials are valuable and what somebody might be  
10 done with and you know upgrading to the next sleekest  
11 thing another person might really need. So we see  
12 that also as an opportunity to really provide this  
13 technology at affordable prices to New York City  
14 residents.

15 Overall I think what we're really  
16 challenged with is -- you know, with our  
17 infrastructure that's not really ready or rolled out  
18 enough to really address this issue of nobody being  
19 able to dispose of their electronics in the regular  
20 trash. January 1st is basically here and I commend  
21 the Department of Sanitation for the e-cycle program,  
22 which I think is very innovative and can, as the  
23 Commissioner has indicated, be really a model, it's  
24 the only big city that actually has rolled something  
25 like this out, but you know, New York City is

2 composed of many different housing stocks; I think  
3 that our warehouse in the Gowanus is very  
4 strategically located in a low-rise neighborhood of  
5 Park Slope, Carroll Gardens; Brooklyn Heights and  
6 we're really looking forward to serving these  
7 neighborhoods with our programs; we're thinking about  
8 creating like a pickup program or with human-powered  
9 bicycles, something along these lines, but needless  
10 to say, we really need support to roll out programs  
11 like this; we are a small not-for-profit and we would  
12 love to see more resources for innovative programs  
13 like that to happen. And New York City, again you  
14 know, we are just really challenged; people do not  
15 have transportation for their heavy materials and we  
16 need to somehow provide more opportunities for  
17 people. And I also agree with the Chairman, that  
18 education is something that we also really need to do  
19 more of; there is never too much education and again,  
20 resources are needed to do that.

21 Yeah, so these are really my comments; I  
22 just wanted to make sure that people understand that  
23 not-for-profits can play an important role in this  
24 and that we're here to really looking forward to  
25 working together with the City Council, with the

2 Department of Sanitation to make this a successful  
3 endeavor. Thank you.

4 CHAIRPERSON REYNOSO: Well thank you for  
5 your testimony. Just wanted to ask; you receive City  
6 Council funding; was it an initiative or an  
7 individual member that gave you the funding?

8 CHRISTINE DATZ-ROMERO: No, it was an  
9 initiative.

10 CHAIRPERSON REYNOSO: Okay. Great. And  
11 just wanted to ask; how do you finance this, outside  
12 of City Council funding, how would you be able to  
13 finance this; is there a return on these recycled  
14 products?

15 CHRISTINE DATZ-ROMERO: Yeah, so we  
16 basically... our e-waste program is supported by  
17 manufacturers; we also get some money from recyclers  
18 when they pick up the materials from our warehouse,  
19 but we still have to raise about 30 percent of our  
20 budget through private funding, so we approach  
21 foundations, corporations that have nothing to do  
22 really with e-waste; manufacturing, so and private  
23 donations.

24 CHAIRPERSON REYNOSO: Okay. Thank you  
25 very much. And... [crosstalk]

2 CHRISTINE DATZ-ROMERO: Thank you.

3 CHAIRPERSON REYNOSO: John.

4 JON KROIS: Yes, good afternoon. My name  
5 is Jon Krois; I'm an attorney with the Natural  
6 Resources Defense Council. Mr. Chairman; members of  
7 the Committee, thank you for having us here today;  
8 for holding this hearing.

9 So I would like to talk about three major  
10 things; the first would be issues in the way that the  
11 state law is currently implemented, that NRDC is  
12 working with a diverse group of stakeholders,  
13 including DSNY, to try and remedy that I think affect  
14 the situations in the City involving level of  
15 convenience that consumers, residents in the city are  
16 afforded by the current model and the public  
17 education component, which I think we've all agreed  
18 is a major, significant element here.

19 So first things first; one of the major  
20 challenges to a successful e-waste program statewide  
21 is the inadequacy of the collection targets for  
22 industry that exists in the current e-waste law. As  
23 a result of these low goals, industry has not been  
24 incentivized to do enough collection, basically and  
25 because of the particular challenges that are faced

2 by New York City, the structural deficiencies that we  
3 see in the state law are aggravating efforts to  
4 establish the kind of robust collection network that  
5 we need here. Now... [interpose]

6 CHAIRPERSON REYNOSO: I'm sorry. Can you  
7 elaborate on collection targets and what exactly that  
8 means?

9 JON KROIS: Absolutely. One of the key  
10 features of the New York State e-waste law is that it  
11 provides manufacturers with yearly targets that  
12 they're obligated to hit to fulfill their obligations  
13 under the law and one of the main concerns that we  
14 and a number of stakeholders, including DSNY,  
15 including DEC, as well as the manufacturers  
16 themselves, recyclers and local municipalities have  
17 is that these targets have proven in the last couple  
18 years to be too low to get the kind of convenient,  
19 just total collection that we're looking for out of  
20 this system. And so we are currently work in a  
21 stakeholder group on recommendations for both  
22 regulations and for possible statutory changes and we  
23 hope that when the time comes we will have the  
24 support of this committee and the City Council to  
25

2 make the whole statewide program as effective as it  
3 possibly can.

4 CHAIRPERSON REYNOSO: Is there a  
5 universal target; is it 10 percent of what... how are  
6 the targets set?

7 JON KROIS: Well the targets are set  
8 based on the amount of electronic waste that has been  
9 sold by the manufacturer in the state and they're  
10 determined, based on the previous year -- they're  
11 adjusted based on how the previous year's collections  
12 have gone. It's a little bit of a complicated  
13 formula and I could definitely provide you with the  
14 exact mechanism of the formula, but not only reducing  
15 its complexity, but just making the formula more  
16 accurately reflect the amount of e-waste that's out  
17 there in the system is what we're working towards.

18 CHAIRPERSON REYNOSO: So go ahead. I'm  
19 sorry to interrupt; I just wanted to just understand  
20 these targets exactly... [crosstalk]

21 JON KROIS: Absolutely...

22 CHAIRPERSON REYNOSO: I didn't know there  
23 was a target; I just thought it was encouraged and  
24 then you do what you can, but if there's a target,  
25 it's good to know. So thank you for that.

2 JON KROIS: And let me tell you, it is a  
3 complicated law and so I'm happy to provide you with  
4 some background and how it works exactly.

5 CHAIRPERSON REYNOSO: Yeah, absolutely;  
6 look forward to seeing that.

7 JON KROIS: And so the other issues that  
8 have really come to the forefront in our work with  
9 stakeholders focusing on New York City are the issues  
10 with convenience collection and public education.  
11 Now we have commissioned some studies and work with  
12 stakeholders to just get a sense of how New Yorkers  
13 understand the level of convenience they're being  
14 offered and how well they're educated about the  
15 e-waste program and the results of that were somewhat  
16 disheartening, we found that residents feel like they  
17 do not have the same level of convenience options as  
18 people that don't live in New York City and most of  
19 these it's a factor of not having access to cars that  
20 allow them to put their you know bulky old CRT  
21 televisions just into their trunk or in the back seat  
22 and then driving it to a location. This is  
23 especially a challenge for people who live in  
24 apartment buildings, people who are a little older,  
25 people who are disabled and generally poses one of



2 the more serious challenges to adapting a successful  
3 program here. But the other issue is that we found  
4 that people in New York City are not as well  
5 informed, both about the existence and basics of the  
6 e-waste law and the disposal ban as they could be.  
7 Now I definitely applaud what we've heard from DSNY  
8 today about their attempts to expand the education on  
9 this; I think the mailer is an excellent idea, I  
10 think the social media outreach is very effective,  
11 but at the same time I share the concerns that have  
12 been mentioned, that this might not be enough, that  
13 these kind of mailers are the kind of thing that get  
14 thrown away or they get lost or they're not read  
15 fully or maybe you don't click through to the  
16 website. I think at minimum doing another mailer is  
17 a good idea and I also think that this idea of having  
18 stickers on the e-waste that has been improperly  
19 disposed is a good idea, but I share your concerns  
20 that the sticker is probably something that people  
21 might not necessarily see. I know for one, I don't  
22 go check my garbage after I put it out; I think the  
23 idea of either slipping something under the door or  
24 maybe even having a sticker sort of like FedEx or UPS  
25 does that you could just temporarily affix to the

2 door saying there was improperly disposed e-waste,  
3 you should know you can't do that, might be the kind  
4 of thing that could get the message out there. But  
5 the grace period end of itself is a good idea.

6 CHAIRPERSON REYNOSO: So do you believe  
7 that if we change the collection target, the state  
8 changes the collection target that maybe these  
9 private manufacturers will do more of the outreach  
10 and more of the work to get people to bring things to  
11 their locations so that they can hit those targets  
12 and that it'll incentivize them to do more work so  
13 that the city doesn't need to take that on?

14 JON KROIS: Absolutely. And that's one  
15 of the main reasons that we're pushing for the reform  
16 and perfection of this law is that ultimately this is  
17 an extender producer responsibility law and we don't  
18 want the consequences of this legislation to be  
19 falling on either local municipalities upstate or on  
20 DSNY and so we think that increasing and really  
21 targeting real collection goals to meet the reality  
22 of the situation will encourage the manufacturers to  
23 do better outreach in addition to better collection.

24 CHAIRPERSON REYNOSO: Alright. So  
25 looking forward to talking about these collection

2 targets; I'm very interested, especially if it can  
3 help us have manufacturers be more aggressive about  
4 collection of e-waste and not put the sole burden on  
5 the Department of Sanitation. Thank you. So...

6 [crosstalk]

7 JON KROIS: And I guess the only other  
8 comment that I would make is that we agree with the  
9 Lower East Side Ecology Center that these collection  
10 events are a necessary element of the toolkit  
11 resolving this problem and we're also interested in  
12 seeing the Council explore whether or not it's  
13 possible to fund some of these Lower East Side  
14 Ecology events, to expand them or to do even some  
15 particular specialized e-waste events in the  
16 beginning of next year to address the amount of e-  
17 waste that we expect is gonna be coming out of  
18 people's basements and attics.

19 CHAIRPERSON REYNOSO: Sure.

20 CHRISTINE DATZ-ROMERO: I'm sorry; I  
21 guess I forgot to mention, and I don't know how that  
22 slipped my mind, but we actually have... in January we  
23 have events scheduled, we have 10 events scheduled in  
24 January; we go to all five boroughs, so that would  
25 also be really an opportunity to again get this

2 message out more and I will send you a list of our  
3 events and you know, hopefully we can work together  
4 to get really as much publicity out of this as we  
5 can.

6 CHAIRPERSON REYNOSO: Well I really thank  
7 you for doing your part in the educational portion of  
8 it; I'm pretty sure that that DSNY has more than  
9 enough of these things to go around so that if you  
10 need more information that day that at least the  
11 resources are there to get the information out. But  
12 thank you. Katie... yes, please pass the mic. And I  
13 believe -- Katie, you're part of the group that is  
14 contracted with DSNY to get things done. Alright..  
15 [crosstalk]

16 KATIE REILLY: Yeah.

17 CHAIRPERSON REYNOSO: Okay.

18 KATIE REILLY: Alright. Well good  
19 afternoon and thank you Chairperson Reynoso and any  
20 other members of the Sanitation Solid Waste  
21 Committee. I also wanna thank the New York City  
22 Department of Sanitation and Commissioner Garcia for  
23 their leadership on the issue of electronics  
24 recycling, as well as waste and recycling issues in  
25 general.

2 My name is Katie Reilly and I am the  
3 Program Manager of E-waste Legislation for Electronic  
4 Recyclers International; we go by the acronym ERI for  
5 short.

6 ERI appreciates the opportunity to  
7 present testimony today to the City Council about New  
8 York City's electronics recycling options with the  
9 upcoming ban on the disposal of electronic waste.

10 A little bit about us. ERI is the  
11 largest privately held electronics recycler in the  
12 U.S.; we recycle approximately 275 million pounds of  
13 electronics each year across our eight strategic U.S.  
14 locations throughout the country. We are certified  
15 to the R2 and eStewards standards, which are the two  
16 certification standards for the electronics recycling  
17 industry, as well as being ISO 9001, ISO 14001 and  
18 OHSAS as 18001 certified. We're the only recycler in  
19 the U.S. that provides in-house e-waste shredding,  
20 glass cleaning and electronics disposition, which  
21 does allow us to provide the maximum customer brand  
22 protection available to all of our clients, including  
23 the City of New York. We're committed to the highest  
24 levels of environmental compliance and we pride  
25 ourselves on ERI's transparency and policy regarding

2 zero illegal exporting of e-waste. Through this  
3 we're able to provide the most economic and efficient  
4 structure for our customers and the maximum reuse of  
5 all materials, whether through refurbishment or  
6 recycling.

7 ERI is the proud partner with the City's  
8 Department of Sanitation for its innovative e-cycle  
9 NYC program, which does offer pickup service in  
10 apartment buildings throughout the city, as well as  
11 collection of electronic waste at SAFE Disposal  
12 events throughout the five boroughs.

13 Through our partnership with the City  
14 over the past year-and-a-half we've collected almost  
15 one million pounds of electronics; this has been  
16 through two series of SAFE Disposal events within  
17 2013 and 2014, as well as our apartment building  
18 collection program which began a little over a year  
19 ago, back in September 2013. The apartment building  
20 program alone has over 450 locations enrolled and has  
21 collected over a quarter-of-a-million pounds, as well  
22 as, I should point out, that there are buildings in  
23 each of the five boroughs that are enrolled in the  
24 e-cycle NYC program. The program includes options  
25 for the placement of a custom electronics recycling

2 bin that can be placed within the building and then  
3 picked up when full, as well as options for a  
4 consolidation program, where buildings, and these are  
5 particularly geared towards smaller buildings, can  
6 store electronics and then ERI will come in and  
7 remove those electronics once enough material has  
8 been consolidated. New York City residents have  
9 discarded a wide range of materials through the  
10 program, but mostly consisting of computers,  
11 televisions and computer peripherals.

12 Our goal here in New York is to help  
13 ensure that the City is not only prepared for the  
14 upcoming ban on the disposal of electronics, but is  
15 actually prepared in a way that ensures responsible  
16 and safe electronics recycling in a convenience  
17 manner. Specifically, we've increased the number of  
18 bins that are available in anticipation of the  
19 increase in the number of buildings we expect to see  
20 sign up through the e-cycle NYC program; we've begun  
21 working with the DSNY on a plan to increase the  
22 number of SAFE Disposal events, which you heard the  
23 Commissioner talk about, from 5 to 10 events  
24 annually; two events in each of the five boroughs,  
25 and we're ensuring that we're prepared for the

2 increase in volume that we anticipate will be coming  
3 back through both the City's program as well as the  
4 increasing volume we expect to see through our retail  
5 and business collection programs here in the city as  
6 well.

7 I think it's also important to note that  
8 ERI, as an electronics recycling company, we do have  
9 the capacity to expand our recycling operations for  
10 any increase in volume that we may see as a result of  
11 the disposal ban.

12 So in closing, I just wanna thank you for  
13 allowing ERI the opportunity to testify and we are  
14 open for any questions that you may have for us  
15 regarding the New York City program and particularly,  
16 our responsible and safe operational practices when  
17 it comes to the recycling of electronics.

18 CHAIRPERSON REYNOSO: Thank you for your  
19 testimony. We didn't get into retail and business;  
20 what do businesses do when they wanna get rid of  
21 their electronics?

22 KATIE REILLY: Typically they'll contact  
23 an electronics recycler directly, so a business does  
24 have its own responsibilities as a generator of  
25 electronics, potentially hazardous waste, to



2 responsible handle their electronic devices. So  
3 typically they'll contract an electronics recycler  
4 directly and then we'll provide them with disposal  
5 opportunities. We have a couple of innovative  
6 programs through various partners, particularly  
7 Staples has started providing a business to business  
8 take-back program for all of their business clients  
9 across the U.S., including those here in New York  
10 City. And then when it comes to retail programs,  
11 we're actually the back end recycler for all of the  
12 material collected through the Best Buy and Staples  
13 in-store take-back programs here in the city.

14 CHAIRPERSON REYNOSO: You guys are big  
15 time; you do a lot of work of zero illegal exporting  
16 of e-waste; is that just part of your mantra, your  
17 mission statement or how do you handle e-waste? We  
18 have this thing where trash needs to go somewhere  
19 [background comment] eventually; where do you  
20 eventually go?

21 KATIE REILLY: Yeah. So yes, that is  
22 kind of part of our mantra, we are 100 percent  
23 committed to responsible electronics recycling. So  
24 for instance, for the City of New York material,  
25 everything goes back to a consolidation facility that

2 we have just outside New York City in Saddle Brook,  
3 New Jersey; that material is then consolidated and  
4 transported up to our recycling facility in  
5 Holliston, Massachusetts, which is just outside  
6 Boston. There we take the electronics essentially  
7 down to the commodity level, so at our Massachusetts  
8 facility we have shredding technology that  
9 electronics are put into after they're, you know  
10 prepped for shredding, obviously we remove things  
11 like batteries or other items that might explode in  
12 the shredder, and what gets spit out on the back end  
13 for us is plastics, metals and then we separately  
14 handle the glass that's found in the older TVs, the  
15 monitors; I always like to say the ones with the big  
16 butts on the back and it's called a cathode ray tube  
17 and there is about six to eight pounds of lead in  
18 that, so we handle that through a separate process.  
19 And everything is designed then to leave our facility  
20 in commodity form to go straight to the mulcher to be  
21 remanufactured into new products.

22 CHAIRPERSON REYNOSO: Do you hold your,  
23 or does the company hold itself responsible for  
24 educating the public as well or is it just about  
25 picking it up; you leave the responsibility of

2 education and information to DSNY and other partners,  
3 like the not-for-profits we have here or do you  
4 yourself also educate or inform?

5 KATIE REILLY: Both. So we work a lot  
6 through our partners, you know the DSNY, the Lower  
7 East Side Ecology Center; you know they really are  
8 more in tune with the direct needs of the communities  
9 that they're serving, so we work to support them with  
10 information that's needed to help them educate their  
11 public as they see fit. In addition, we as ERI, we  
12 own a website called 1800recycling.com where any  
13 person throughout the United States can go in, they  
14 can put in their zip code and they can select the  
15 type of component that they're looking to recycle,  
16 whether it's something like an electronic device or  
17 whether it's an aluminum can or a plastic bottle;  
18 they can put in their zip code and find the nearest  
19 recycling location. So we are looking at various  
20 initiatives just to get the work out about recycling  
21 in general and specifically electronics recycling.

22 CHAIRPERSON REYNOSO: And I think the  
23 reason we had this hearing this month is because  
24 January is well on the way, but we know that it's a  
25 time when folks are doing their Christmas shopping, a

2 lot of new items are gonna be out in the street --  
3 new items in the homes and older items in the street  
4 and we just wanna make sure that we do the best we  
5 can giving folks information and it's better to do it  
6 now than to do it after January 1st, but I do think  
7 that we should all reassess in January or February as  
8 to the progress that we're making and whether or not  
9 we are making progress. But I do think it's good to  
10 have the ban because we need to reach a level of  
11 recycling, our diversion rates need to increase so  
12 that I'm encouraged that we might be able to do this  
13 more aggressively and hopefully we can see a  
14 reduction in e-waste in our stream, well not see, we  
15 pretty much guarantee there's gonna be a reduction in  
16 e-waste in our DSNY city stream and hopefully you  
17 guys can continue to do your great work and maybe  
18 follow up on some policy regarding collection targets  
19 and we can see some progress, but I really thank you  
20 guys for your time and we've also been joined by  
21 Council Member from the Bronx, Miss Vanessa Gibson.  
22 I don't know if you have any questions for this  
23 group. So we really wanna thank you for your time, I  
24 really do. Thank you.

25 [pause]

2 CHAIRPERSON REYNOSO: So it doesn't look  
3 like there are any more panels and I really wanna  
4 thank everybody for their help, their information  
5 more so than anything else and as of now this hearing  
6 is now adjourned.

7 [background comments]

8 CHAIRPERSON REYNOSO: Just want to  
9 acknowledge Costa Constantinides from Queens. Thank  
10 you. I'd like to adjourn the meeting. Thank you.

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C E R T I F I C A T E

World Wide Dictation certifies that the foregoing transcript is a true and accurate record of the proceedings. We further certify that there is no relation to any of the parties to this action by blood or marriage, and that there is interest in the outcome of this matter.



Date December 10, 2014