



SUSTAINABILITY & TRANSPORTATION COMMITTEE

October 3, 2011

The Sustainability & Transportation Committee of the City of Mesa met in the lower level meeting room of the Council Chambers, 57 East 1st Street, on October 3, 2011 at 3:40 p.m.

COMMITTEE PRESENT

Dina Higgins, Chairwoman
Dennis Kavanaugh
Dave Richins

COMMITTEE ABSENT

None

STAFF PRESENT

Kari Kent
Donna Bronski

1. Items from citizens present.

There were no items from citizens present.

2-a. Hear a presentation and discuss the Solid Waste Department Junk Mail Reduction Program.

Solid Waste Community Outreach Specialist Mariano Reyes displayed a PowerPoint presentation (**See Attachment 1**) highlighting the Junk Mail Reduction Program. He advised that the Junk Mail Reduction Program is an educational program that provides tools to assist in the reduction of junk mail. He reported that the average resident receives 1.5 pieces of personal mail and 16 pieces of junk mail each week. He remarked that residents could receive as much as 41 pounds of junk mail each year.

Mr. Reyes advised that contact information for companies that mail out coupons, ads and sample products is available on the City's Website. He said that citizens can reduce the amount of junk mail received from these companies by requesting that their address be removed from their mailing list. (See Page 5 and 6 of Attachment 1)

Mr. Reyes explained that marketers use information obtained from credit reporting agencies to mail out pre-qualification offers. He displayed the addresses of the three credit reporting agencies and said that citizens can contact these agencies and request that their information not be sold for marketing purposes. (See Page 7 of Attachment 1)

Mr. Reyes stated that Brokers collect information regarding consumers' lifestyles, preferences, and purchasing habits and sell the information to companies interested in targeting a specific group of consumers. He said that by using the contact information provided on the website

residents can request that their information be removed from mailing and telemarketing lists. (See Page 8 of Attachment 1)

Mr. Reyes advised that junk mail stamped with a "Return Postage Guaranteed" can be returned to the sender unopened with the message "Refused- Return to Sender" written on the envelope. He explained that returned mail that includes this message informs the sender that the recipient is not interested in receiving their offers. (See Page 9 of Attachment 1)

Mr. Reyes suggested that citizens utilize the postage-paid envelopes provided in junk mail received from charities to mail a note back to them that says "please remove my name from your mailing list." He said returning the postage-paid envelope with the enclosed message notifies the charity that the recipient is not interested in receiving their solicitation. (See Page 10 of Attachment 1)

Mr. Reyes also suggested that when subscribing to magazines or making purchases online that citizens use their middle initial as a "code name." He explained that junk mail received using the "code name" could then be used to identify the agency who sold their information to another company.

Mr. Reyes remarked that junk mail can be recycled in the blue barrel however, the first step should be to reduce it at the source.

In response to a question from Chairwoman Higgins, Mr. Reyes explained that "sticky address labels" can be placed in the blue recycle bin however, a large quantity of "sticky labels" should be discarded in the regular trash bin. He added that one sheet of labels would not compromise the recycling process.

Chairwoman Higgins commented that she has utilized Directmail.com and reduced the amount of junk mail delivered to her mother's address.

Mr. Reyes informed the Committee that the website will be updated as new information on how to reduce junk mail becomes available.

Chairwoman Higgins thanked Mr. Reyes for the presentation.

2-b. Hear a presentation and discuss the process for the public to report violations of environmental regulations.

Environmental Program Specialist John Meyer displayed a PowerPoint presentation (**See Attachment 2**) outlining the City's Environmental Programs and the complaint filing process. He said that information regarding the City's Environmental Programs can be obtained a number of ways including:

- Environmental and Sustainability Website <http://www.mesaaz.gov/environ/>
- Environmental Hotline 480-644-3599
- Online Reporting Form <http://www.mesaaz.gov/environ/ComplaintForm.aspx>

Mr. Meyer stated that the Environmental and Sustainability Department handles air quality complaints related to chemical odors that are usually a result of illegal dumping or an

unpermitted spray booth. He said that calls received regarding sewage odors are referred to the Water Resources Department. Mr. Meyer also advised that dust is a major concern in Maricopa County and that the City has its own dust ordinance under Mesa City Code Title 8, Chapter 2.

In response to a question from Chairwoman Higgins, Deputy Director of Environmental and Sustainability Scott Bouchie advised that information regarding environmental violations and air quality is available on the City's website.

Mr. Meyer stated that information regarding environmental issues related to stormwater can also be found on the City's stormwater webpage. (See Page 4 of Attachment 2) He said that the City codes for stormwater targets flows that are not a result of a storm. He noted that allowable non-stormwater flows include the following:

- Drinking water sources
- Irrigation and lawn watering
- Residential car washing that does not contain degreasers or harsh cleansers

Mr. Meyer advised that most residential stormwater violations are caused by draining or backwashing swimming pools and hot tubs into the stormwater system. He explained that the water that is discharged during these processes contains contaminants, therefore, pools and spas should be drained into the sanitary sewer system or used for landscape irrigation. Mr. Meyer stated that residential contractors such as carpet cleaners and pool maintenance companies have been known to violate the City Code by discharging contaminated water into the stormwater system. (See Page 6 of Attachment 2)

Mr. Meyer reported that stormwater violations can also occur at construction sites as well as commercial and industrial facilities. He said that the Environmental Programs Division inspects these sites for both stormwater and dust violations. He displayed photographs of a construction site (See Page 7 of Attachment 2) that illustrated how dust is carried out onto the road where it becomes both a stormwater and an air quality issue.

Mr. Meyer stated that illegal dumping of hazardous materials such as oil and paint are an environmental concern. He said that reports of unidentifiable containers are considered high risk and are taken care of as soon as possible. (See Page 8 of Attachment 2) Mr. Meyer advised that illegal dumping of trash, debris and furniture is considered to be a nuisance rather than a hazard and is handled by Code Compliance.

Responding to a question from Chairwoman Higgins, Mr. Meyer explained that the City ordinances were written for property owners and not residential contractors, therefore, enforcement is sometimes difficult. He said that obtaining the license plate number or the name of the company violating the City codes can aid in an investigation.

In response to a question from Chairwoman Higgins, Director of Development and Sustainability Christine Zeilonka explained that from an enforcement standpoint a photograph of an illegal activity taking place is not always helpful. She said that a photo can assist Code Enforcement Officers in identifying the responsible party and have them rectify the problem. She added that the police would be involved in the event of a criminal trespass and illegal dumping situation.

Deputy City Attorney Donna Bronski clarified that a photograph can be used as evidence to identify the actors involved in an illegal dumping situation.

Mr. Meyer stated that photos can be used to record certain conditions. He explained that a photo recording an illegal dumping of water could be beneficial as the water could evaporate before an investigator could respond.

Mr. Meyer continued with the presentation and said that one of the most common questions received relates to what citizens should do with the hazardous waste around their home. He advised that citizens can dispose of hazardous waste at one of the four household hazardous waste events held each year around the City. He added that household hazardous waste events help prevent illegal dumping. (See Page 10 of Attachment 2)

Mr. Meyer reported that numerous mosquito complaints have been received due to stagnant water in the green pools of foreclosed homes.

Responding to a question from Chairwoman Higgins, Mr. Bouchie explained that mosquito problems caused by green pools should be reported to the County. He said that the County has the authority to enter the property and treat the pool. He remarked that the City and County work together in regards to environmental issues.

Discussion ensued regarding the issues and procedures for reporting a mosquito problem.

Mr. Meyer further remarked that an address must be provided on a complaint in order for the City inspectors to be able to respond.

Responding to a question from Committee member Kavanaugh, Ms. Zeilonka explained that the transportation portion of the "My Mesa" application is operational however, the application for reporting code violations has not yet been activated.

Mr. Meyer stated that if the exact address of a violation cannot be provided then the nearest address would be acceptable, along with directions to assist inspectors in locating the problem. In addition, he said that when filing a complaint citizens can request that they be notified of the results of the inspection. He noted that an individual filing an anonymous complaint would not be contacted by the City.

Mr. Meyer briefly highlighted the stages of enforcement as follows:

- Voluntary Compliance
- Civil Citation
- Notice to Abate
- Habitual Offenders

Mr. Meyer advised that providing accurate and complete information when filing a complaint along with any photographs will assist in the investigation. He added that violations can be reported by calling the Environmental Hotline at 480-644-3599 or by using the online reporting form located on the Environmental and Sustainability Program Website.

Responding to a question from Committee Member Kavanaugh, Mr. Bouchie explained that currently online complaints cannot be tracked. He said that if an individual wishes to be notified of the outcome of the complaint they will need to provide their name, phone number and email address.

Responding to a series of questions from Chairwoman Higgins, Mr. Bouchie explained that currently the calls received that have the most significant environmental impact relate to dust. He said dust can be caused by a track-out from a construction site, driving on unpaved shoulders, all-terrain vehicles (ATVs) driven on vacant land and vehicles parking on vacant lots. He informed the Committee that some public outreach has been conducted in an attempt to gain control of the dust problem. Mr. Bouchie also advised that there are numerous vacant lots around the City where soil can be disturbed and cause a dust issue. In addition, he said that using a leaf blower to blow debris into the storm system can cause flooding and stagnant water issues that can lead to mosquito problems. He noted that dry wells are on a maintenance schedule regulated by the Arizona Department of Environmental Quality (ADEQ).

Chairwoman Higgins thanked staff for their efforts and said that the information presented would be disseminated.

3. Adjournment.

Without objection, the Sustainability and Transportation Committee meeting adjourned at 4:10 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Sustainability & Transportation Committee meeting of the City of Mesa, Arizona, held on the 3rd day of October 2011. I further certify that the meeting was duly called and held and that a quorum was present.

LINDA CROCKER, CITY CLERK

bdw
(attachments – 2)

Junk Mail Reduction

Presented by

Solid Waste Management Department

October 3, 2011



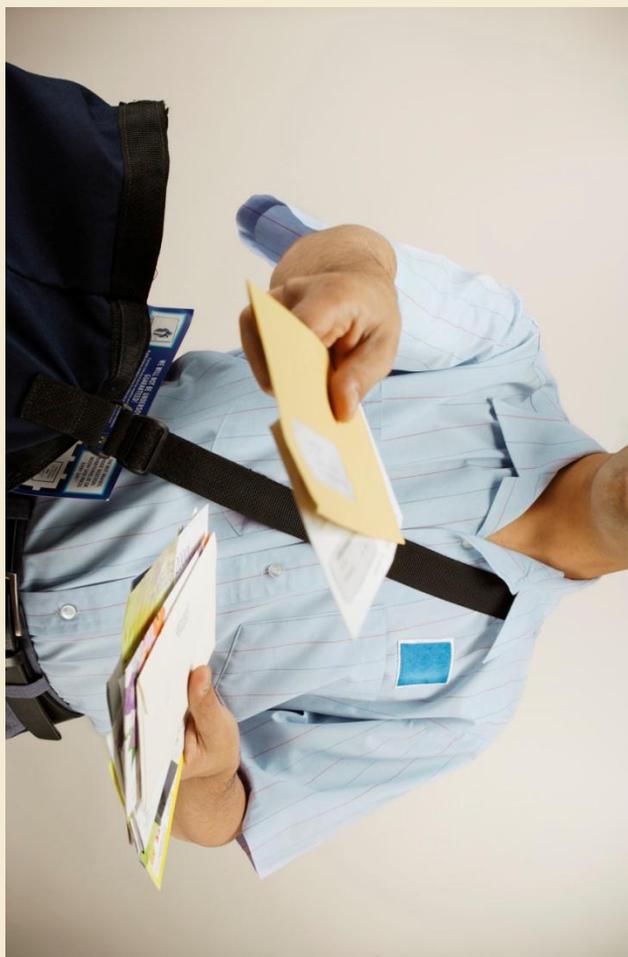
Once upon a time...



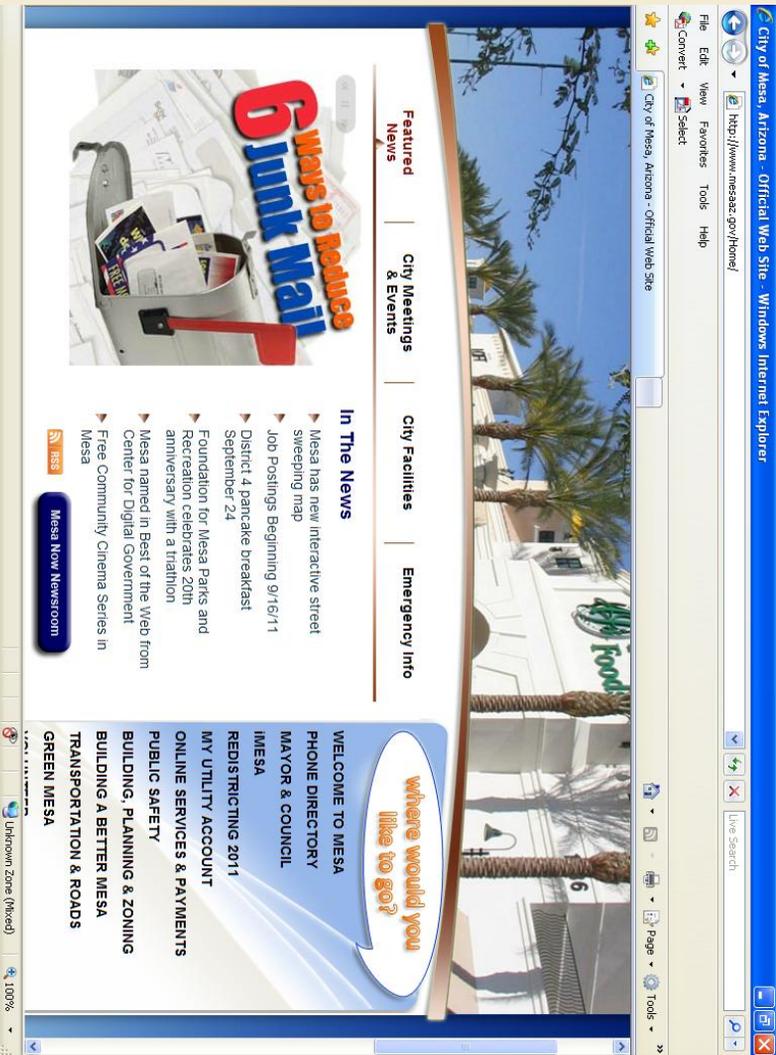
The magic quickly faded...



6 Ways to Reduce Your Junk Mail



Web Site



Coupons, Ads and Product Samples

Request that your address be removed from the mailing lists of the following companies:

ADVO

Consumer Assistance
P.O. Box 249
Windsor, CT 06095

[ADVO Online Removal Request](#)

Carol Wright Gifts

Customer Service
P.O. Box 7823
Edison, NJ 08818-7823

Harte Hanks Direct Marketing

4545 Annapolis Road
Baltimore, MD 21277
Email removal request to:
contactus@harte-hanks.com

Val-Pak Direct Marketing Systems

8605 Largo Lakes Drive
Largo, FL 33773
[Val-Pak Online Removal Request](#)

DirectMail.com

[DirectMail.com National Do Not Mail List](#)

Credit Cards/Credit Bureaus

Request that financial institutions and credit bureaus not sell your information to any organization for marketing purposes

Equifax Options

Equifax Marketing Decisions Systems
P.O. Box 740123
Atlanta, GA 30374-0123

Trans Union

Corporate Name Removal Option
555 West Adams St., 8th Floor
Chicago, IL 60661

Opt-Out Service

P.O. Box 919
Allen, TX 75013
1-800-353-0809



Brokers

Request that your information be removed from all their mailing and telemarketing lists

Metromail Corporation

List Maintenance
949 West Bond
Lincoln, NE 68521
(402) 475-4591

Donnelly Marketing, Inc.

Name Suppression Service infoUSA Inc.
P.O. Box 3502
Nevada, IA 50010

Database America

Compilation Dept.
100 Paragon Dr.
Montvale, NJ 07645



Return to Sender

- If junk mail is stamped with "Return Postage Guaranteed", write on the envelope "refused-return to sender" and return material unopened.
- Be sure to include this message or the Post Office will not return the mail.



Contributions

- For requests from charitable contributions to which you are not interested in contributing, open the envelope, retain the return envelope, put a message on your address label that says "please remove my name from your mailing list", and insert it in the postage-paid envelope.



**And for the junk mail that one
still receives...**

Recycle it in the blue barrel





Questions?



Environmental Programs Complaints / Questions

John Meyer, Environmental Programs Specialist

How do I Find Information About the City's Environmental Programs or File a Complaint?

- Environmental & Sustainability website
<http://www.mesaaz.gov/environ/>
- Environmental Hotline; 480-644-3599
- Online Reporting Form
<http://www.mesaaz.gov/environ/ComplaintForm.aspx>

Air Quality Issues

- Chemical Odors (outside)
 - For sewage odors call Water Resources at 480-644-2262
- Dust or PM₁₀
 - Mesa City Code Title 8, Chapter 2
http://www.mesaaz.gov/clerk/CodeBook/Table_of_Contents.aspx



Stormwater Quality Issues

- Mesa City Code Title 8, Chapter 5
[http://www.mesaaz.gov/clerk/CodeBook/CodeBook/Table of Contents.aspx](http://www.mesaaz.gov/clerk/CodeBook/CodeBook/Table%20of%20Contents.aspx)
- Non-Stormwater Flows



Allowable Non-Stormwater Flows

- Drinking water sources
- Irrigation and lawn watering
- Individual residential car washing
 - No degreasers or other harsh cleansers

Common Residential Stormwater Violations



- Residential Contractors:
 - Carpet cleaning
 - Pool maintenance (i.e. acid washing, resurfacing)

- Pools and hot tubs (draining or filter backwash)
 - Drain to sanitary sewer
 - Use for landscape irrigation



Common Industrial Stormwater Violations

- Construction sites



- Commercial and industrial facilities

Illegal Dumping – Hazardous Materials

- Illegal Dumping in Public Areas
 - Chemicals (generally liquids) – Including oil, paint, gasoline, etc.
 - Unidentifiable Containers – No labels, unreadable labels, etc.



Other Illegal Dumping in Public Areas

- Illegal Dumping in Public Areas
 - Solid waste (i.e. trash, debris, furniture, etc.)
 - Call Code Compliance at 480-644-2061



What Should I do with Hazardous Waste Around My Home?

Household Hazardous Waste Events

<http://www.mesaaz.gov/waste/HHW.aspx>

- Four events per year
- Two events Center Street Solid Waste Yard
- Two events East Mesa Service Center
- Held on Saturdays, 8 a.m. to noon



Public Health Issues

- Mosquitoes
- Stagnant Water
- Green Pools



How does the City Respond to Complaints?

- City inspectors respond to the address reported
 - Address is required, nearest address may be acceptable with noted direction
- If you want to know the results of the inspection, please indicate so when filing a complaint
- Complaints may be anonymous

Staged Enforcement Actions

- Voluntary Compliance



BUILDING INSPECTIONS DIVISION
55 N. CENTER
MESA, ARIZONA 85201
644-2311

NOTICE

- Civil Citation

- Notice to Abate

- Habitual Offenders

NAME _____ TELEPHONE _____ DATE _____
ADDRESS _____ LOG # _____
YOU ARE HEREBY NOTIFIED OF THE FOLLOWING VIOLATIONS OF THE MUNICIPAL CODE:
 UNAUTHORIZED CONSTRUCTION SEC 4-9-1 UNAUTHORIZED USE/OCCUPANCY SEC 4-9-1
 OTHER VIOLATION _____ SEC _____
DESCRIPTION OF UNAUTHORIZED CONSTRUCTION: _____

DESCRIPTION OF UNAUTHORIZED USE/OCCUPANCY: _____

DESCRIPTION OF OTHER VIOLATION: _____

CORRECTIVE ACTION REQUIRED: The above violations shall be brought into compliance with the provisions of the municipal code without delay and with benefit of approved plans, permit, inspections, either by:
 Stopping and removing such unauthorized construction and occupancy or;
 Making such construction and occupancy comply with city requirements.
 Other: _____
Application for said approval and permit shall be made with this office. **A REINSPECTION WILL BE MADE ON _____ TO CONFIRM COMPLIANCE WITH CITY CODES.**
We appreciate your cooperation in voluntarily complying with the above requirements. However, should you fail to do so, we reserve the right to refer your case to the city prosecutor's office for legal action. Please contact this office for further information as needed.
RECEIVED BY: _____ DATE: _____
INSPECTOR: _____ PHOTOGRAPHS TAKEN: _____
H18.10
5.92

How can I Help the Investigation?



- Provide accurate & complete information when filing a report
- Take photographs of the violation when possible



Questions?

Environmental Hotline; 480-644-3599

Online Reporting Form

<http://www.mesaaz.gov/environ/ComplaintForm.aspx>

John Meyer, Environmental Programs Specialist