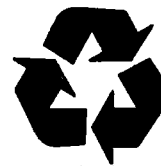




**Environmental Advisory Committee
Minutes**
May 16, 2012–6 p.m.
McCall Library
218 East Park Street, McCall, ID 83638



COMMITTEE MEETING – Began at 6 p.m.

1. CALL TO ORDER AND ROLL CALL

EAC members Claire Remsberg, Fred Coriell, Morgan Zedalis, and Zachary Allen were present. Delta James, City Planner, was also present.

2. APPROVAL OF MEETING MINUTES

The minutes of April 17, 2012 were unanimously approved.

3. SUSTAINABLE PROCUREMENT POLICY DISCUSSION

City staff reported that the memo from EAC to Council regarding Environmentally Preferable Purchasing Policy (EPP) was forwarded to Council. No feedback comments or questions were received to date. The City Attorney did respond stating that any procurement or purchasing policy must not contradict Idaho State Statute. Zach presented a report (attached) regarding the City's copy paper annual use, annual environmental impact, cost comparisons to 30 percent and 100 percent recycled product, and use reduction goals to allow for City use of recycled product without fiscal impact. The committee discussed the findings of the report and the merits of having like compelling information for other products as the committee recommends environmentally preferable purchasing policy for the City. The committee discussed that cleaning products are another way for the City to reduce its environmental impact, but that case study data was more difficult to compile. The committee requested that Kurt Wolf, McCall Parks Supervisor, be invited to the next meeting to discuss the opportunities and options for utilizing more environmentally-friendly cleaning products – perhaps "test casing" a Windex alternative for a short period of time to determine effectiveness. City staff will invite Kurt to the next meeting and draft EPP policy for the committee's consideration. Fred and Morgan will research a cleaning product or two to gather environmental impact information.

4. RECYCLING EDUCATION PROJECTS DISCUSSION

Committee members indicated that a free-standing (one or two post) sign of 4 ft. by 4 ft. approximate size located near the first recycling bin is preferable for the recycling center site to inform users about what can and cannot be recycled. Fred will work with Lakeshore to draft sign text, City staff will contact the Valley County Board of Commissioners to let them know if the committee's plans and see if they have any concerns or required approval processes. City staff reminded the committee that the proposed sign will likely need approval from the McCall Area Planning and Zoning Commission.

5. OTHER

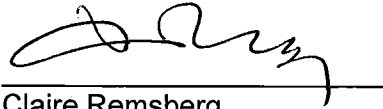
Staff reminded committee members about the Spring Cleaning Event on June 8 and 9, 2012.

6. ADJOURNMENT

The meeting was adjourned at 7:18 p.m.

Date: July 17, 2012

Attest:



Claire Remsberg
EAC Chair



Delta James
City Planner

City of McCall Paper Consumption Case Study

Prepared by Zachary Allen for the City of McCall Environmental Advisory Committee

Introduction:

The City of McCall's Environmental Advisory Committee is currently at work drafting a proposal for an environmentally preferable purchasing (EPP) policy. Environmentally preferable purchasing is a procurement strategy that has been implemented by many companies, cities, and government agencies to decrease waste, reduce environmental impact, and incentivize responsible business practices.

As part of its research, the Committee has decided to conduct a case study, in which one product purchased by the city is examined to determine its environmental impact, and how such impact might be decreased by purchasing an environmentally preferable alternative. Another aim of this study is to compare the cost of each alternative, giving attention to both the market price and the "externalized costs." The product we have chosen for this case study is office paper.

The figures for paper consumption provided by Deputy City Clerk Denise Tangen indicated that in 2011, the city of McCall purchased the following paper:

8 1/2 x 11 20wt.	54 cases x \$36.99	= \$1,997.46
8 1/2 x 14 20wt.	7 cases x \$61.99	= \$433.93
11 x 17	7 cases x \$49.39	= \$345.73

The brand of paper was Universal, and was purchased from Office Savers (officesaversonline.com), a Boise-based office supply company. According to Ms. Tangen, this particular brand of paper was selected for its low cost.

Some research online uncovered an alternative that is environmentally preferable. The same brand of paper (Universal) sells both 100% and 30% recycled paper. The former is available for sale online (with free shipping) for \$54.14 per case. All things being equal, with the city consuming the same amount of paper, the annual price for replacing the current paper with 100% recycled paper would be \$2911.68, for a difference of \$914.22.

At first glance, the substantially higher cost of recycled-content paper seems to rule it out on an economic basis alone. However, there is a possibility to mitigate the higher cost of recycled paper by implementing ideas to consume less of it. To avoid spending more money on recycled paper, the city would need to reduce its paper consumption substantially. Consider the following table:

RECYCLED PAPER COST COMPARISON*

	Cost of Current Paper (per case)	Cost of 30% Recycled Paper (per case)	Cost of 100% Recycled Paper (per case)
	\$36.99	\$44.64	\$54.14
Current Use	54	-	-
Total Cost	\$1997.46	-	-
Cost if current consumption level is maintained		\$2410.56	\$2923.56
Percentage of Cost increase if current consumption level is maintained		21%	46%
Amount of paper that could be purchased without exceeding current costs	-	44.74	36.89
Percent of reduction needed to avoid exceeding current costs	-	17%	32%

*All prices quoted are from Office Saver's website (officesaversonline.com).

As the table demonstrates, the city's paper consumption would have to be reduced by 17% to achieve the environmental benefit of 30% recycled paper without causing a fiscal impact, or reduced by 32% to achieve the environmental benefit of 100% recycled paper. While a 32% reduction in paper usage may seem drastic, a 17% reduction is much more feasible.

If all city departments resolved to reduce their paper consumption by 17%, it could purchase the 30% recycled paper without spending any more money. While doing this would require some effort, strategy, and awareness on the part of all city employees, it could have a considerable benefit to the environment. Consider the following facts¹:

Buying 40 cases of copy paper made from 30 percent post-consumer paper instead of paper made from virgin pulp saves:

- more than seven trees
- 2,100 gallons of water
- 1,230 kilowatt-hours of electricity
- 18 pounds of air pollution

Buying 40 cases of copy paper made from 100 percent post-consumer paper saves:

- 24 trees
- 7,000 gallons of water
- 4,100 kilowatt hours of electricity
- 60 pounds of air pollution

Given the statistics above, switching to 30% or 100% recycled paper (while reducing use to maintain current expenditures) would decrease the City of McCall's annual environmental footprint of paper use as illustrated in the following table:

	Current Paper	30% Recycled Paper	100% Recycled Paper
Current / Projected Use (in cases)	54	45	37
Tree Use	32.4	19.125 (40% reduction)	0 (100% reduction)
Water Use (gallons)	707,400	521,900 (26% reduction)	478,225 (32% reduction)
Shipping Weight (lbs)	2700	2250 (17% reduction)	1850 (32% reduction)

(Note: figures for electricity and air pollution could not be determined, since no baseline amount was available for regular paper).

¹ Natural Resources Defense Council. <http://www.nrdc.org/cities/living/paper/why.asp>

The data in this table demonstrates that making a few small changes to one small city's paper consumption habits can have a great effect in reducing its environmental impact. Essentially, the switch to recycled paper acts as the fulcrum in a lever. The city's efforts to reduce its paper consumption to avoid an increase in expenditures is the energy input. The result achieved by this lever is the conservation of thousands of gallons of water, several trees, and all the fossil fuel required to extract, move, and transport these raw materials. This outcome requires some effort and caution on the part of the City; and its effect will not be immediately visible. The benefits of conservation, like the costs of industry, are often externalized. We may never see the difference we make by our efforts to purchase environmentally preferable products and use less. However, it will make a small, but important difference to the planet's biosphere: a little more water will be available, a few more trees will stand, fewer fossil fuels burned, more carbon sequestered. The question we must ask is, "Is this worth the extra effort to use nine fewer cartons of paper each year?" Think of this proposed action, switching paper, as one small step in developing a culture of sustainability and environmental awareness in McCall. It may be helpful to make city employees aware of the environmental impact of the products purchased by the city, and to see in black and white the difference that conservation efforts and EPP policies can actually make.

In addition to these considerations, bear in mind that office paper is only one product in a vast array of goods procured by the city. Researching other products to determine their environmental impact (and what might feasibly be done to decrease it without raising material costs) is the next step in the EAC's current intention to propose an environmentally preferable purchasing policy to the city.