

Holyoke Waste Management Study Group Meeting #4 Notes October 24 2022

Present: Carl Eger, Stephen Fay, Michael Moriarty, Sean Gonsalves, Megan Magrath, Amie Chrzanowski, Matthew Mainville

Not Present: City Councilor Bartley, City Councilor Rivera, Mike Sullivan, Jordan Hartt-Chamber, Jamie Cotto, Linda Pratt, Mary Monahan, Joe Kietner

Staff: Catherine Ratté (cratte@pvpc.org 413/285-1174) and Eric Weiss (eweiss@pvpc.org 413/781-6045)

Agenda

Introductions

Moving from problem identification and definition to solutions

New members introductions: new member Matthew Mainville of the Holyoke Housing Authority introduced himself

Moving from problem id to solutions:

Catherine presented a powerpoint on top 3 priority recommendations for 'Keep Holyoke Beautiful side of work as well as raising suggestion to assure integration with any related LRRP recommendations—see attached and group affirmed

- 1) Launch a comprehensive Public Information and Education campaign---focus on celebrating and building Civic pride --investing in the city
- 2) Re-join the national organization Keep America Beautiful and take advantage of their experience and resources to develop a Holyoke specific program with measurable goals and a 10 year plan--behavior change – steeped in education, research and behavioral science – is the cornerstone of Keep America Beautiful.
- 3) Create a Business Improvement District -or other appropriate for Holyoke org- to engage businesses systematically and to share responsibility for downtown cleanliness and activation
- 4) Consider which recommendations in the city's LRRP can be integrated
 - Adopt a community-driven civic engagement & development strategy p. 28
 - Establish a city center cultural district in downtown Holyoke p. 45

Discussion:

- Need to think about and plan for sustainability of funding and human resource commitment over time in whatever recommendations are advanced so that there is a reliable funding stream to support the work
 - Need to connect with the new TDI District fellow to see where there are opportunities for collaborative work.
 - Need to speak with Aaron Vega, Director of Planning and Economic Development, as part of work researching BID given the city's large Urban Renewal Plan focus area
 - Need to consider if we are defining a specific area of focus for this work or if it is city-wide— decision is leaning toward city-wide
 - Need to connect with Jordan ASAP re-BID idea and need to investigate if it is possible to have a sliding scale rate for businesses to participate
- TO DO ASAP—research current call for proposals for Cannabis Impact fees—as perhaps funding downtown clean up and our recommendations might be eligible

- Need to reach out to and work with Holyoke Media on the city-wide robust and ongoing Public Information and Education campaign
- Need to meet with Holyoke Police and court system to understand if they will ever enforce \$5000 fine for illegal dumping

Eric has completed numerous interviews with city staff, work group members and others to understand the city's waste management issues:

- System and response is constrained by budget and staffing issues with limited institutional knowledge and longevity
- Serious and significant gaps in the system and a need for a consistent over-arching plan for improvement
- City is not seeing the tonnage one might expect for a city of its size due to number of private contractors and it is hard to get all the data from the private haulers and contractors—but will continue to work to obtain
- It is very important to work on waste system re-design and improvements in sync with 'Keep Holyoke Beautiful' effort as once the city is clean—it needs to be kept that way!
- Long-term goal is to expand the budget to be more in sync with 'best practice/comparison' cities
- Research viability of hosting a shared staff position with DPW and BOH for enforcement of illegal dumping
- Focus going forward will be on completing the top to bottom review of waste management in the city including analysis of costs and benefits of privatization as well as other organizational models and approaches and identifying all the economic development opportunities available in waste processing
- Research impact of banning single use plastics
- Look at Chicopee as a model as Holyoke hears positive news about their efforts—Holyoke DPW has started piloting an approach Chicopee uses with respect to on-boarding staff and challenges of recruiting people with CDLs
- Discussion of low wages paid by city compared with surrounding cities and loss of workers to higher wage cities
- Need to research tipping fees and other costs and fees in meeting with new City Treasurer, Rory Casey
- Need to look at regionalization

Regular meeting time: 2nd Monday 7-8:30 pm; most meetings will be on zoom but met in person for September meeting (9/12)

No Meeting in November

Next Meeting Monday December 12 7 -8:30 pm on Zoom

Thank you all for your time and energy—list of members on next page with affiliations and email

Holyoke Waste Management Study Ad Hoc Oversight Group Members

1. Joe Kietner - member of Green Holyoke mayoral advisory group jkietner@gmail.com
2. Meghan Magrath - member of Green Holyoke mayoral advisory and chair of the CPA megmagrath@gmail.com
3. Israel Rivera - City Councilor at-large israelrivera4holyoke@gmail.com
4. Dave Bartley - Ward 3 City Councilor bartleyforward3@gmail.com
5. Linda Pratt - member of Public Health/Public Safety mayoral advisory group pratt394@gmail.com
6. Jordan Hart - Executive Director of Holyoke Chamber jordan@holyokechamber.com
7. Jaime Cotto - member of Public Health/Public Safety Mayoral Advisory Group jimmycotto16@comcast.net
8. Amie Chrzanowski - Acting DPW Superintendent chrzanowskia@holyoke.org
9. Michael Moriarty (or designee) - Executive Director of OneHolyoke, CDC Michael.moriarty@oneholyoke.org
10. Stephen Fay - Mayor's Aide fays@holyoke.org
11. Mary Monahan - DPW Commissioner marylmonahan@gmail.com
12. Sean Gonsalves - Board of Health Director gonsalvess@holyoke.org
13. Carl Eger - Holyoke Taxpayer Association c.seger29@yahoo.com
14. Mike Sullivan mike.sully53@yahoo.com
15. Matthew Mainville mmainville@holyokehousing.org

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