



**New Albany Sustainability Advisory Board  
December 14, 2022 Approved Minutes**

The Sustainability Advisory Board met for the Board's regularly scheduled session at the New Albany Village Hall, 99 W. Main St, and was called to order by Mr. Filiatraut at 6:33 PM.

Those answering roll call:

Mr. Brian Filiatraut, Chair	Present
Mr. Charles Schumacher, Vice-Chair	Present
Ms. Catherine Duffy, Secretary	Present
Mr. Peter Barnes	Present
Ms. Laura Gallo	Present
Mr. Steven Conway	Present
Mr. Scott Harrold	Present
Ms. Lily McGraw (Student Member)	Present
Mr. Kasey Kist (Council liaison)	Present

Staff members present: Adrienne Joly, Director of Administrative Services; Mike Barker, Director of Public Service; and Anna van der Zwaag, Planner. Scott McAfee, Chief Communications & Marketing Officer, was present via Zoom.

Mr. Filiatraut asked if there were any corrections to last month's meeting minutes.

No corrections were noted.

Mr. Schumacher moved to approve the September 14, 2022 Sustainability Advisory Board meeting minutes. Seconded by Ms. Gallo and the Sustainability Advisory Board voted with 7 yes votes, 0 no votes, and 0 abstentions to approve the minutes.

Mr. Filiatraut asked if there were any additions or corrections to the agenda.

No additions or corrections to the agenda were noted.

Mr. Filiatraut asked if there were any members of the public present to speak to items not on tonight's agenda.

No members of the public wishing to speak were present.

**Business**

**Guest Speaker – Toby Thunberg, Vice President & General Manager, Axium Packaging LLC**

Mr. Filiatraut introduced guest speaker Toby Thunberg, Vice President and General Manager at Axium Packaging.

Mr. Thunberg introduced himself and Axium Packaging, providing background on the company's presence in New Albany.

Mr. Thunberg described how Axium has facilitated a faster supply chain for companies such as Bath and Body Works. Axium has eight facilities in New Albany.

About 11 percent of the annual recycled material received will come from Ohio, the rest will be coming from nearby states and large cities. At full build-out the Vertix facility will be able to process 225 million pounds annually of plastic.

Mr. Thunberg stated that strategic partnerships are a priority. Central Ohio partnerships such as Rumpke are important for advancing the circular economy. Community engagement, the national supply chain, training and tours are also important factors. The Vertix facility is fitted with a catwalk around the floor for safe tours.

Mr. Thunberg stated that by 2030 Axium wants carbon footprint to be zero.

Mr. Schumacher asked if there is water recovery happening.

Mr. Thunberg stated that yes, water recovery is happening in the wash process. In Phase I, their goal is to have all of the water reused. Phase II includes a full water treatment plant so that the water coming out is cleaner than the water coming in.

Mr. Barnes asked about the economic feasibility of this and if Mr. Thunberg thinks other companies will be replicating this in the United States.

Mr. Thunberg stated this is common in Europe and they are trying to be prepared here locally for when regulations change. Other companies are trying to start on this now.

Council Member Kist asked when Phase I will be completed.

Mr. Thunberg stated everything is installed from a mechanical perspective and they are undergoing testing. The whole month of January will be a first shift operation. By April 1, they hope to run 24/7. When they get up to three shifts, they will employ 36 people.

Mr. Thunberg stated the company prioritizes all employees making a living wage.

Ms. Duffy asked how Mr. Thunberg tells the story of Axium and Vertix in terms of marrying profit and sustainability.

Mr. Thunberg stated the key is an approach that includes automation and long range investments. It is important to look at the net impact they have on a consumer. New regulations that now allow recyclable plastics in consumables packaging.

Ms. Duffy commented that Judge's [President, Axium Packaging] perspective on putting people first is very important in the story.

Ms. Joly asked and Mr. Thunberg answered about partnerships and size of partnerships. Mr. Thunberg stated they will always work with companies like Rumpke. They could partner with Rumpke to help provide equipment that reduces the contamination in the plastic they eventually receive.

Mr. Conway asked if the source of the material is post-consumer or post-industrial. Mr. Thunberg stated it is currently all post-consumer.

Ms. Gallo mentioned there could be opportunity to collaborate with the schools for recycling. Mr. Filiatraut asked if there is anything the Board can do specifically.

Mr. Thunberg invited the Board to be partners in conversations about sustainability and community engagement.

Mr. Filiatraut asked about the educational or event space aspect of Vertix.

Mr. Thunberg stated the second floor of Vertix will have meeting and event space, as well as the catwalk to learn and observe about the facility. Vertix will provide educational opportunities for the community and students at Ohio State.

Council Member Kist stated he is grateful Axium picked New Albany for their first Vertix facility.

Mr. Thunberg credited Jennifer Chrysler and Mayor Spaulding and the efficiency of the New Albany team for making this a great place to locate the facility.

Board members thanked Mr. Thunberg for coming to give his presentation.

### **Resident Survey – Scott McAfee, Chief Communications and Marketing Officer**

Mr. McAfee presented the Community Attitudes Survey to the Board. [Presentation attached to minutes.]

Council Member Kist asked how many people on the Board completed the survey.

Mr. Schumacher asked how the call appeared. Council Member Kist stated it appeared from Sapperstein Associates.

Ms. Duffy asked if people working from home counted towards people who worked in New Albany.

Mr. McAfee said he is unsure.

Council Member Kist stated when he took the survey they did not distinguish whether they work from home.

### **Project Updates & Work Plan Review**

Ms. van der Zwaag reported that the first annual pumpkin collection and compost drive was a success. Over 15 tons (31,000 pounds) of pumpkins were collected. This amounts to three 20-yard haulers diverted from the landfill.

Mr. Schumacher asked where the pumpkins go.

Ms. van der Zwaag stated they go to the same compost facility as the city's food waste.

Council Member Kist stated when he took their pumpkins to the drop off, there was not a bin.

Mr. Barker stated there was a lapse in coverage from when Rumpke picked up the hauler to when they dropped off the replacement. Next year the city will start with more haulers to be prepared for a larger quantity of pumpkins.

Mr. Barker stated people were still dropping pumpkins off after the collection ended.

Ms. van der Zwaag stated that one lesson learned for next year is to have the collection date extend another week or more into December.

Ms. van der Zwaag stated over 125 political yard signs were collected for the yard sign recycling drive and that to-date over four bins of holiday lights have been collected.

Ms. van der Zwaag noted that in 2023, the Board will start planning logistics for Earth Day to Arbor Day week and working with the school for the student grant. She stated she will coordinate with Vertex to schedule a tour.

Ms. van der Zwaag stated the 2023 Sustainability Advisory Board budget was approved by City Council.

### **Other Business**

Mr. Filiatraut asked if there was any other business from staff.

Mr. Schumacher asked if the city has had initial conversations with the schools about recycling.

Ms. Joly stated those conversations have been initiated and that there could be additional collaboration given the conversation from tonight.

Mr. Barnes shared that the school was selected as a recipient for a SWACO grant at the intermediate school to start composting in the cafeteria.

### **Poll Members for Comment**

Mr. Filiatraut asked if there were any other comments from the Board.

Mr. Filiatraut motioned to adjourn the meeting with a second from Mr. Conway. All were in favor and the meeting was adjourned at 8:14 p.m.

Submitted by Anna van der Zwaag.

A large rectangular banner with a dark blue background. On the left side, there is a large, stylized 'X' formed by several overlapping diagonal lines in varying shades of blue. The right side of the banner features a blurred image of several clear glass bottles, likely for pharmaceuticals or chemicals, arranged in rows. The text "DELIVERING INNOVATION, QUALITY, AGILITY AND SUSTAINABILITY" is centered in the lower half of the banner in a white, serif, all-caps font.

DELIVERING INNOVATION,  
QUALITY, AGILITY AND SUSTAINABILITY

**Presented by:**

**Toby Thunberg - VP & General Manager**



**18** MANUFACTURING  
FACILITIES

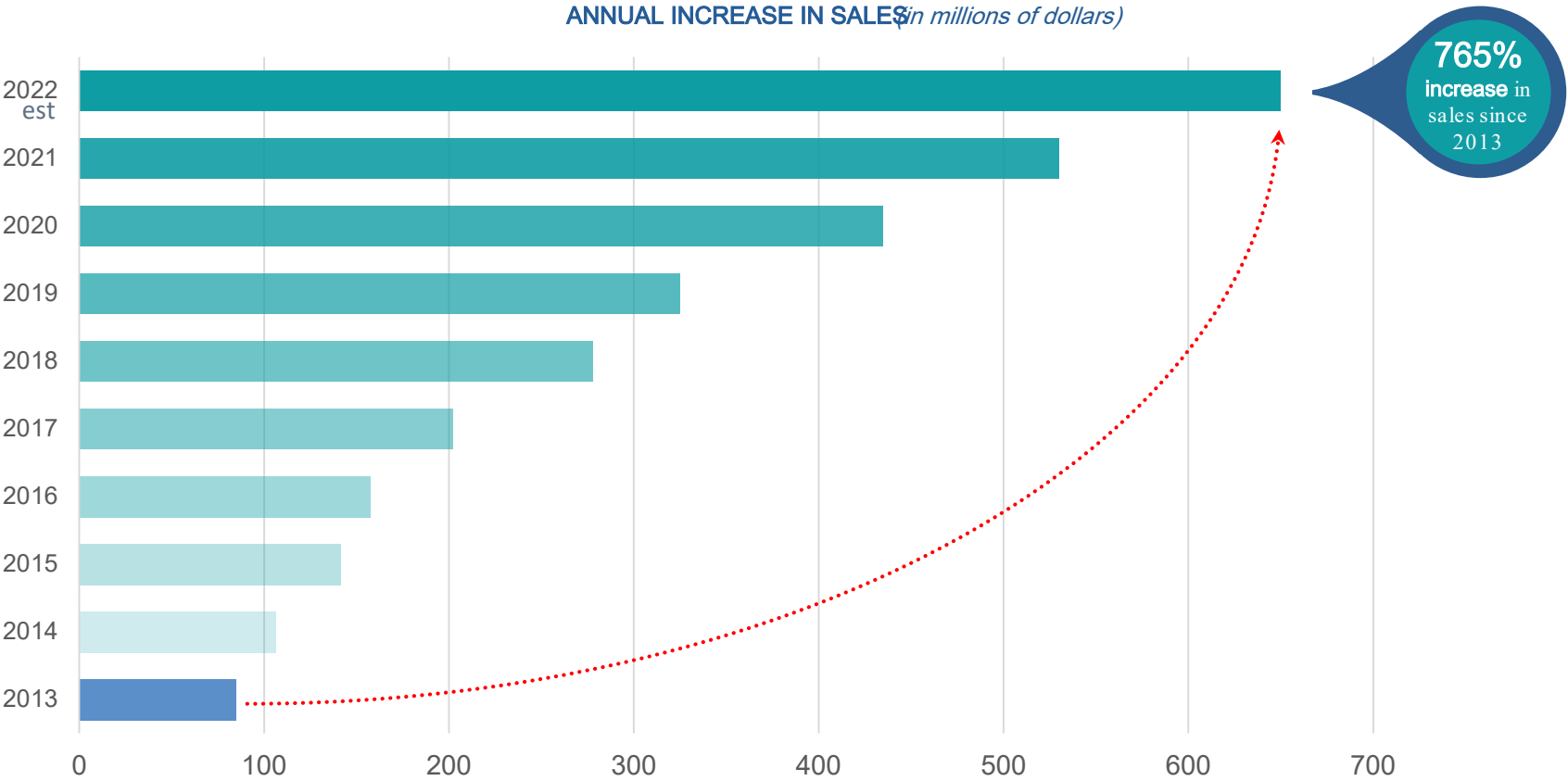
**3000+** EMPLOYEES  
& GROWING

OVER  
**3.5 Million** Sq ft.  
OF MANUFACTURING SPACE

# WINNING TODAY AND TOMORROW

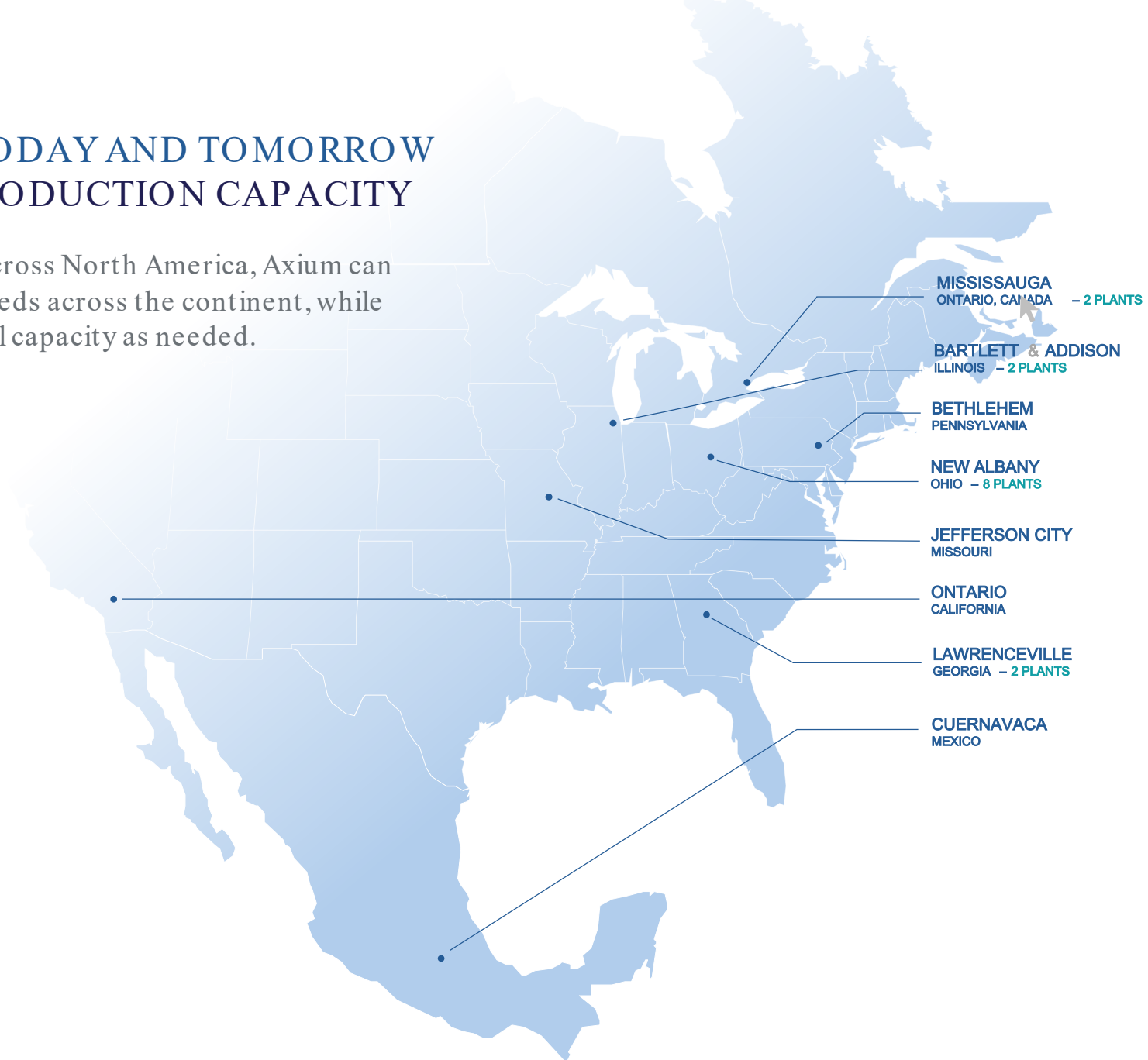
## TRIPLE-DIGIT ORGANIC GROWTH

Since our company’s inception, Axiom has experienced triple-digit organic growth through management expertise, customer service, a culture of innovation and bias for action that have enabled us to increase sales and output.

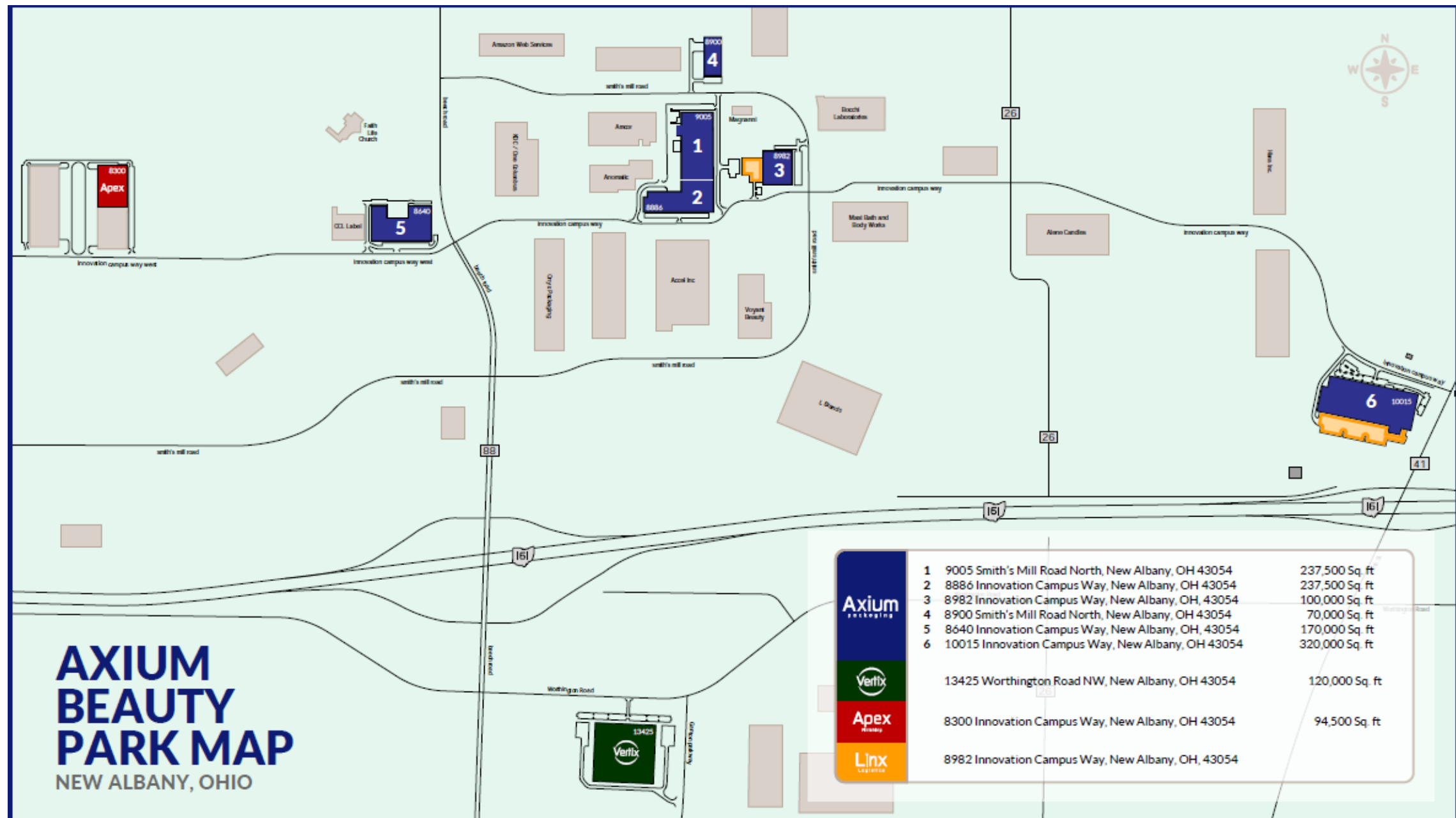


# WINNING TODAY AND TOMORROW AXIUM'S PRODUCTION CAPACITY

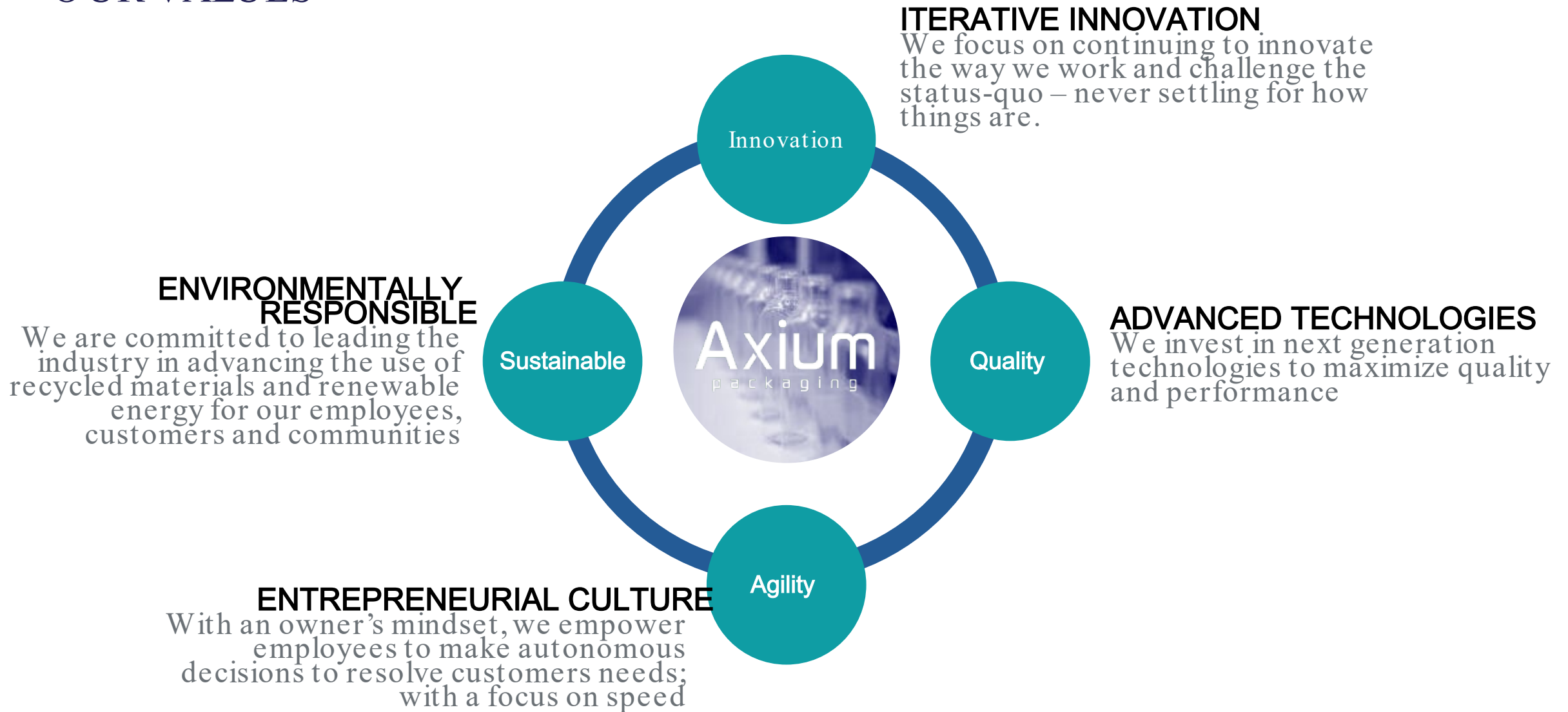
With **18** plants across North America, Axiom can support supply needs across the continent, while deploying regional capacity as needed.







# SPIRIT TO LEAD OUR VALUES





PCR Manufacturing Facility to boost  
Recycling & Sustainability Efforts

**OPENING: FEBRUARY 2023**



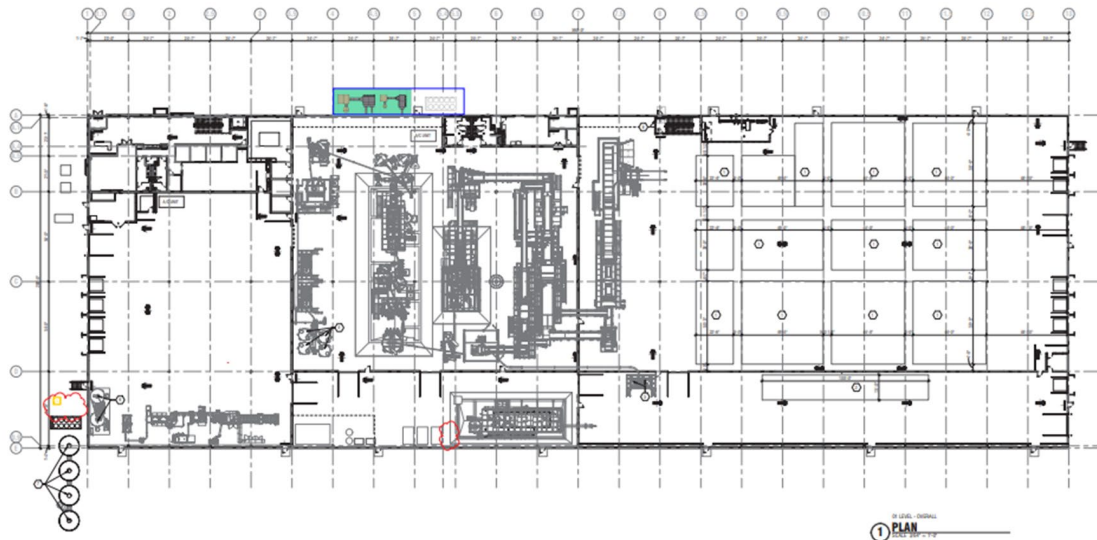
13425 Worthington Rd NW, New Albany, OH



120,000 sq ft facility – Phase 1



Post Consumer Resin Manufacturing



## PHASE 1

AUGUST 2021  
Break ground

OCTOBER 2021  
Natural grade sample run

FEBRUARY 2022  
Equipment Acceptance

APRIL thru SEPT 2022  
Construction Completion

APRIL thru JUNE 2022  
Equipment Delivery  
Equipment Assembly Start

JULY thru JANUARY 2022  
Equipment Assembly, Employee  
Training, and Line Qualification

FEBRUARY 2023  
Production Start-up

## PHASE 2

Q3 2024  
2<sup>nd</sup> Production Line Expansion



# Strategic Partnerships Are a Priority

## Sustainable SOLUTIONS

### ADVANCING CIRCULAR ECONOMY With Customers

#### ✓ CENTRAL OHIO PARTNERSHIPS

Develop Strategic partnerships with Central Ohio large businesses (i.e., Rumpke, OSU, Nationwide, Lower.com Stadium) on circular package collection programs.

#### ✓ COMMUNITY ENGAGEMENT

Influence Community sustainability programs to improve recycling rate and quality

#### ✓ NATIONAL SUPPLY CHAIN INTEGRATION

Establish partnerships between brands, material recovery facilities, resin manufacturers, packaging converters, and local community recycling efforts.

#### ✓ TRAINING & TOURS

Community training and tours building awareness and support for the Vertex Recycling Facility

## VERTIX SOURCING OPPORTUNITIES

BUILDING STRATEGIC PARTNERSHIPS WITH MATERIAL RECOVERY FACTORIES (MRF)



Will source HDPE natural and mixed colored bales throughout Northeast and Midwest United States. Key companies which Vertix has contacted include some of the following







# 2022 Community Attitudes Survey

Saperstein Associates, Inc / Spring 2022



This research gives New Albany's residents a voice. It allows the voting public to express opinions on myriad issues, and, in doing so, provides city officials objective data as planning for the future continues.

Similar studies were conducted in 2020 and 2018.



# Methodology



- Telephone interviews were conducted with 308 adult residents of New Albany.
- Averaging 20 minutes in length, the interviews were conducted on cell phones (92%) and landlines (8%).
- Dialing began on Tuesday, May 31 and ended on Friday, June 24, 2022.\*
- The Margin of Error for this survey is  $\leq \pm 5.6$  percentage points at the 95% level of confidence.
- Files provided by the Franklin County Board of Elections and L2 (a commercial provider) were used to create the relevant sampling frame.
- To complete the interviews, 7,900 unique telephone numbers were dialed, most multiple times, up from 5,479 in 2018, an increase of 44%.

*Dialing Details: 2022, 2020, and 2018*

	2022		2020		2018	
Total numbers dialed	7,900	100%	7,123	100%	5,479	100%
Working household numbers	5,852	74%	4,703	66%	4,400	80%
Residents <u>not</u> available	4,524	57%	3,699	52%	3,573	65%
Residents contacted	1,328	17%	1,004	14%	827	15%
Residents completing an interview	308	4%	307	4%	316	6%
Unique numbers dialed per completed interview	26		23		17	

- As the tables below reveal, the survey respondents represent New Albany's adult population on several key dimensions, including gender, age, political jurisdiction, and education.

	New Albany: Actual	Random Sample (weighted)
Male	52%*	53%
Female	48%	47%
18 to 24	13%†	14%
25 to 34	9%	8%
35 to 44	20%	19%
45 to 54	27%	27%
55 to 64	17%	18%
65 or older	14%	14%

	New Albany: Actual	Random Sample (weighted)
Ward A	14%†	15%
Ward B	18%	15%
Ward C	16%	17%
Ward D	15%	16%
Ward E	10%	10%
Ward F	17%	17%
Ward G	10%	10%
Bachelor's or higher	76%*	78%

\*Gender and Education Source: 2020 American Community Survey 5-Year Estimates

†Age and Ward Source: Registered voter data file



# Resident Profile

# Demographics Over Time

## Basics

'22	'20	'18	
41%	42%	45%	<45 years old
27%	25%	29%	45 to 54
32%	33%	26%	55+

8%	9%	7%	Asian
8%	7%	7%	Black / AA
76%	78%	79%	White
5%	3%	3%	Other races

73%	78%	83%	Married
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78%	72%	79%	Bachelor's or higher
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68%	60%	62%	≥\$200K HH income
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## Residence

'22	'20	'18	
27%	30%	32%	≤5 years
22%	17%	26%	6-10 years

'22	'20	'18	
35%	35%	32%	11-20 years
16%	18%	10%	≥20 years

'22	'20	'18	
61%	60%	57%	Live south of 161

## Employment

'22	'20	'18	
66%	60%	61%	Employed full-time
6%	10%	10%	Homemaker
15%	12%	11%	Retired

32%	28%	25%	Employed + working in New Albany
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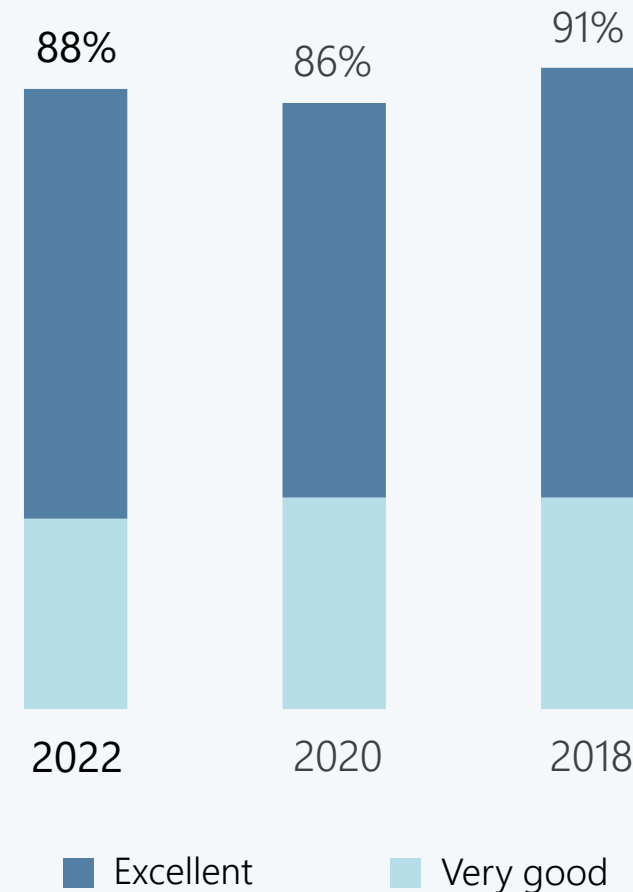
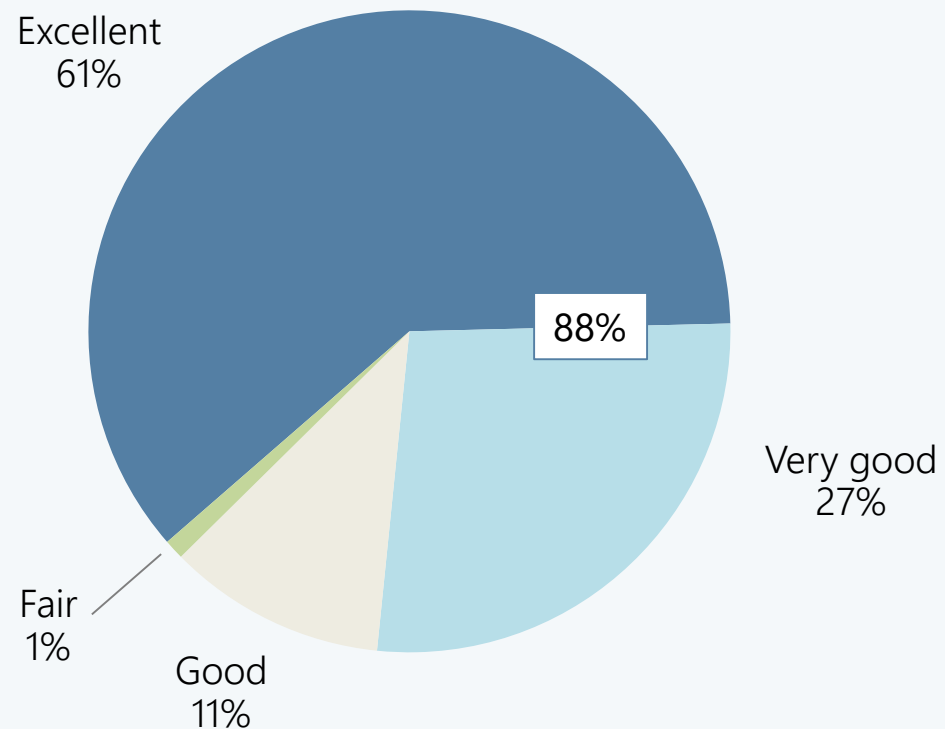




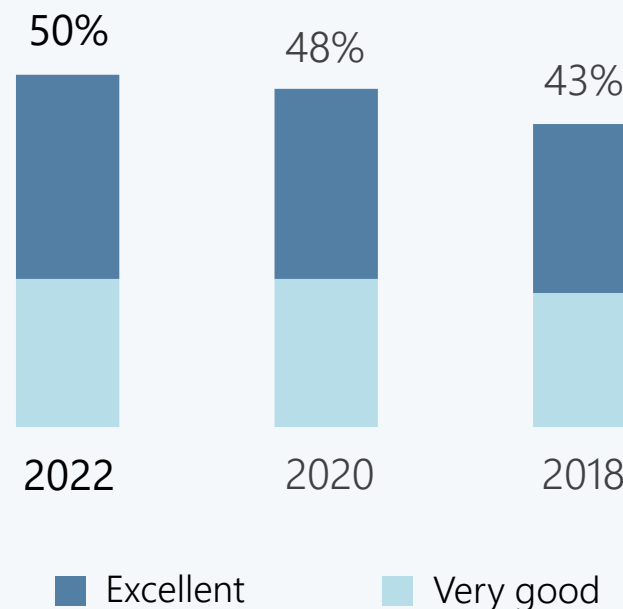
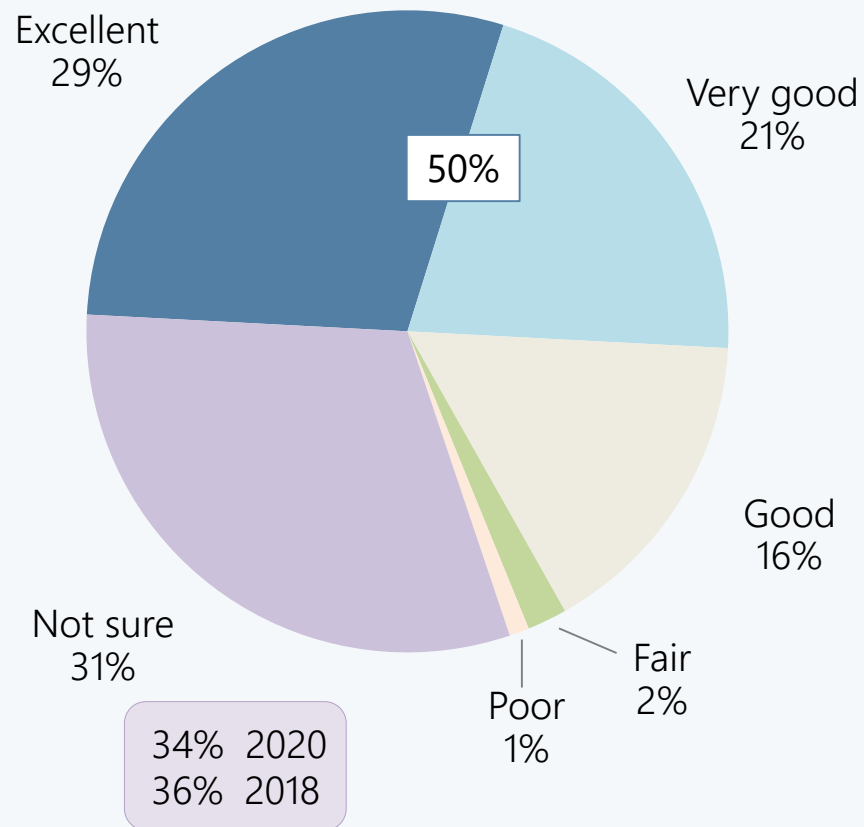


# Overall Impressions

Six out of ten New Albany residents consider the city an “excellent” place to live. An additional three out of ten said “very good.” Little has changed since 2018.

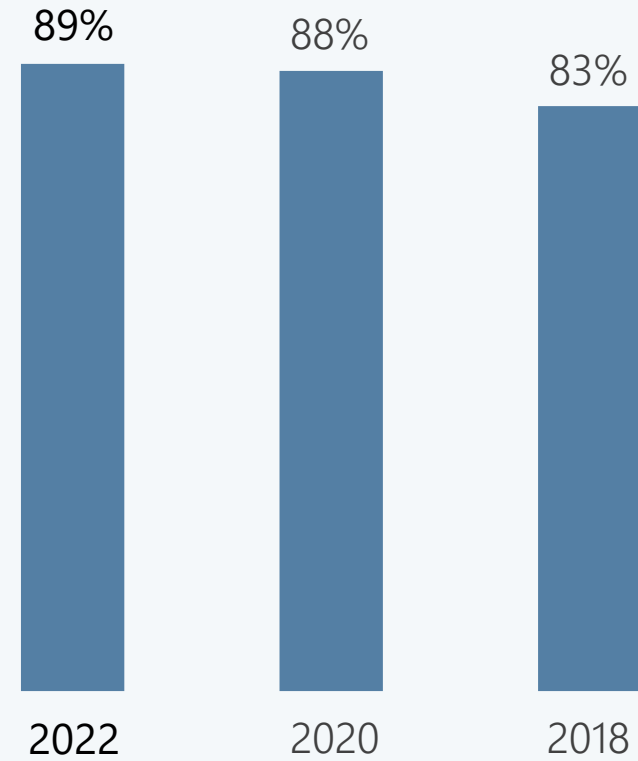
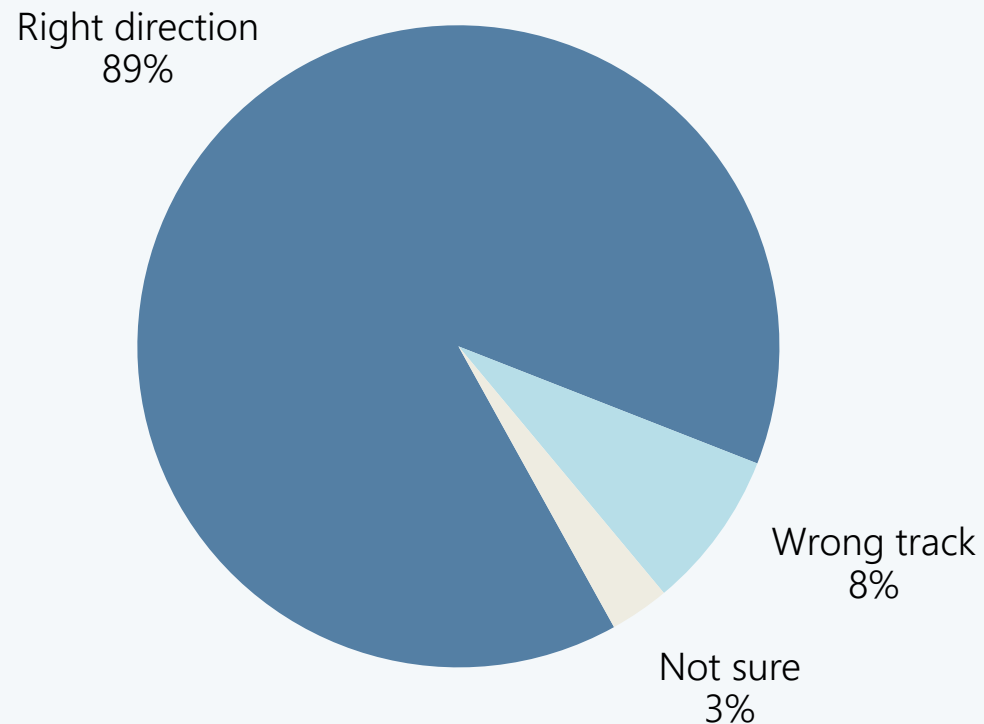


As a place to work, five out of ten New Albany residents consider the city either “excellent” or “very good,” up slightly from earlier studies. Notably, many residents had no opinion on this issue.





According to nine out of ten residents, New Albany is heading in the right direction – again, up slightly from 2018.



■ Right direction

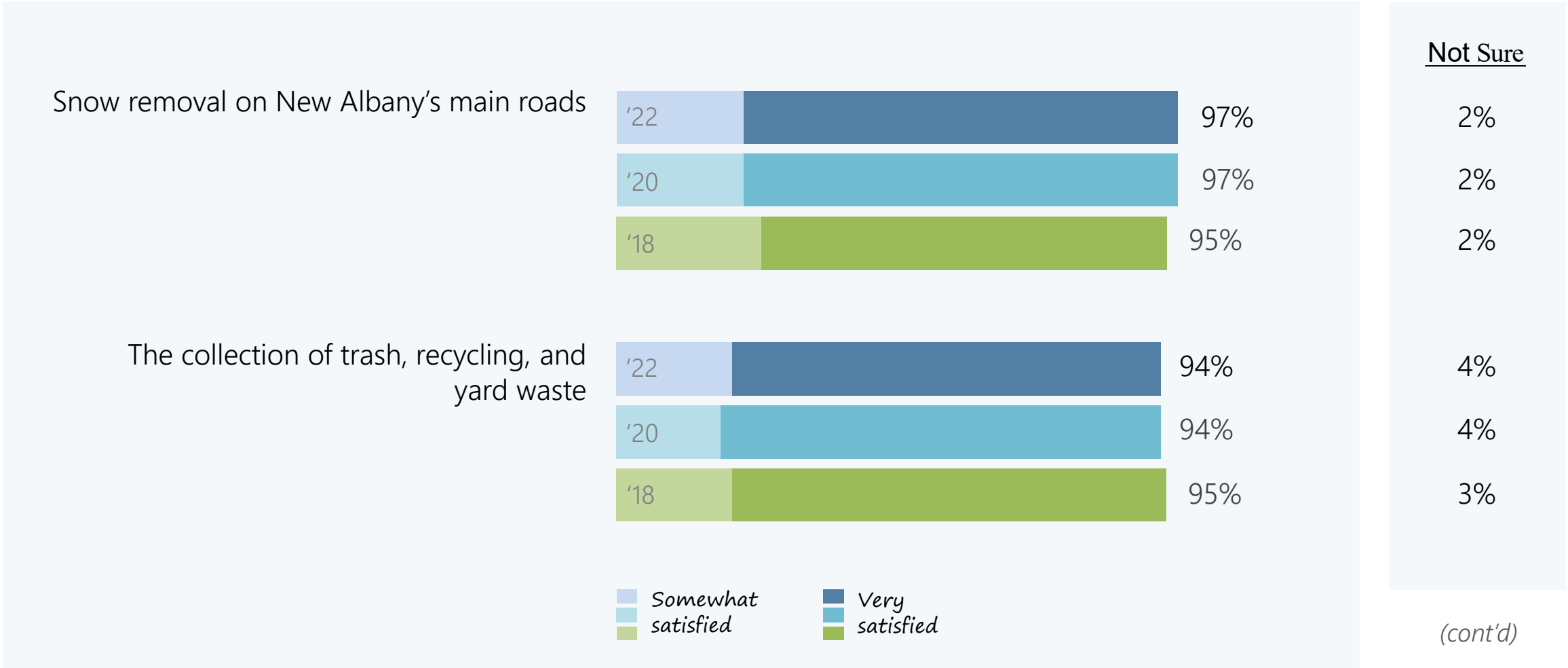
For a plurality of residents, providing city services and amenities should be a top priority for city officials. Priorities mentioned by fewer residents involve the schools, growth, and the city's finances.

	2022	2020	2018
Providing city services & amenities ( <i>traffic flow, public safety</i> )	45%	31%	39%
Maintaining high quality, safe schools, without overcrowding	28%	30%	40%
Controlling growth	23%	12%	26%
Promoting growth	22%	16%	10%
Managing city finances ( <i>lowering / maintaining property taxes</i> )	17%	15%	30%
Addressing COVID-19	0%	17%	-
Other ( <i>lack of diversity, jobs / economic, environmental issues</i> )	18%	18%	10%
Not sure	8%	9%	5%

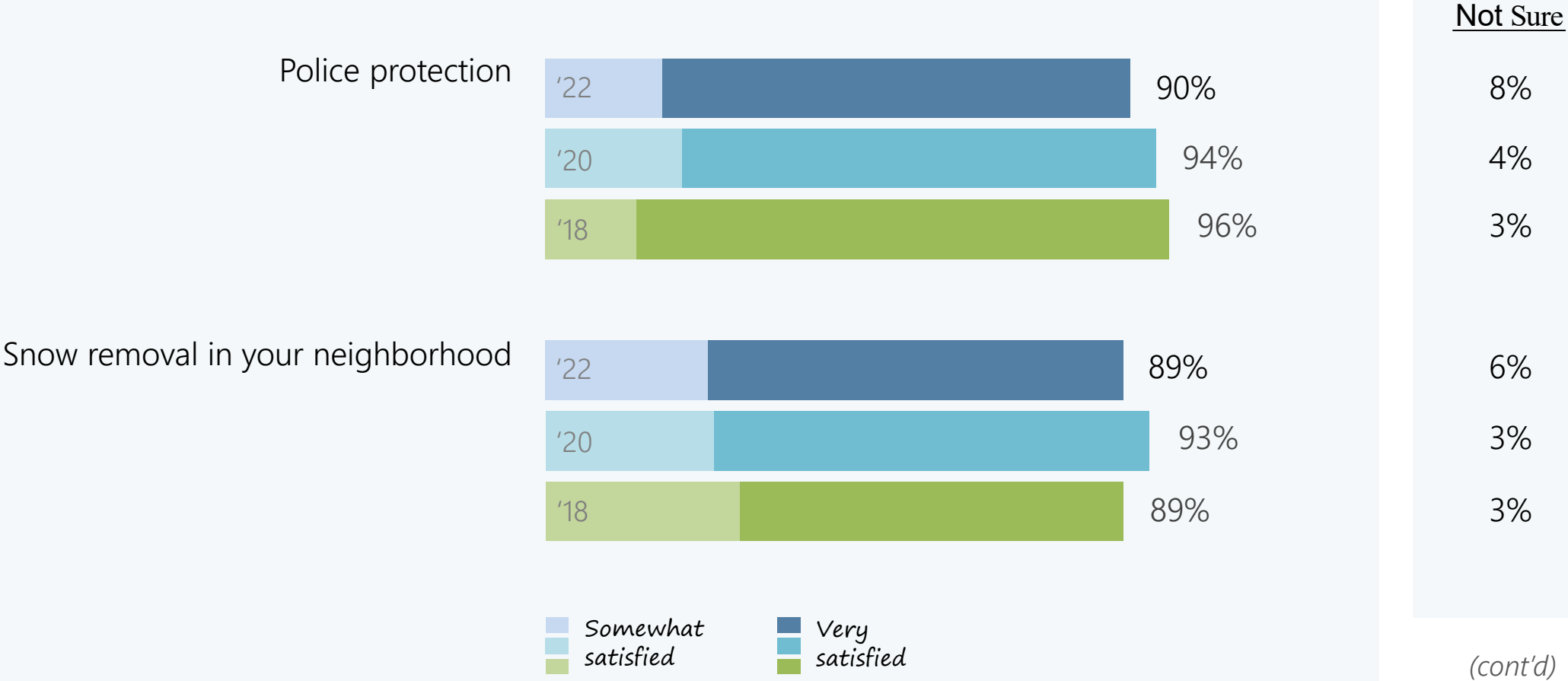


# City Services

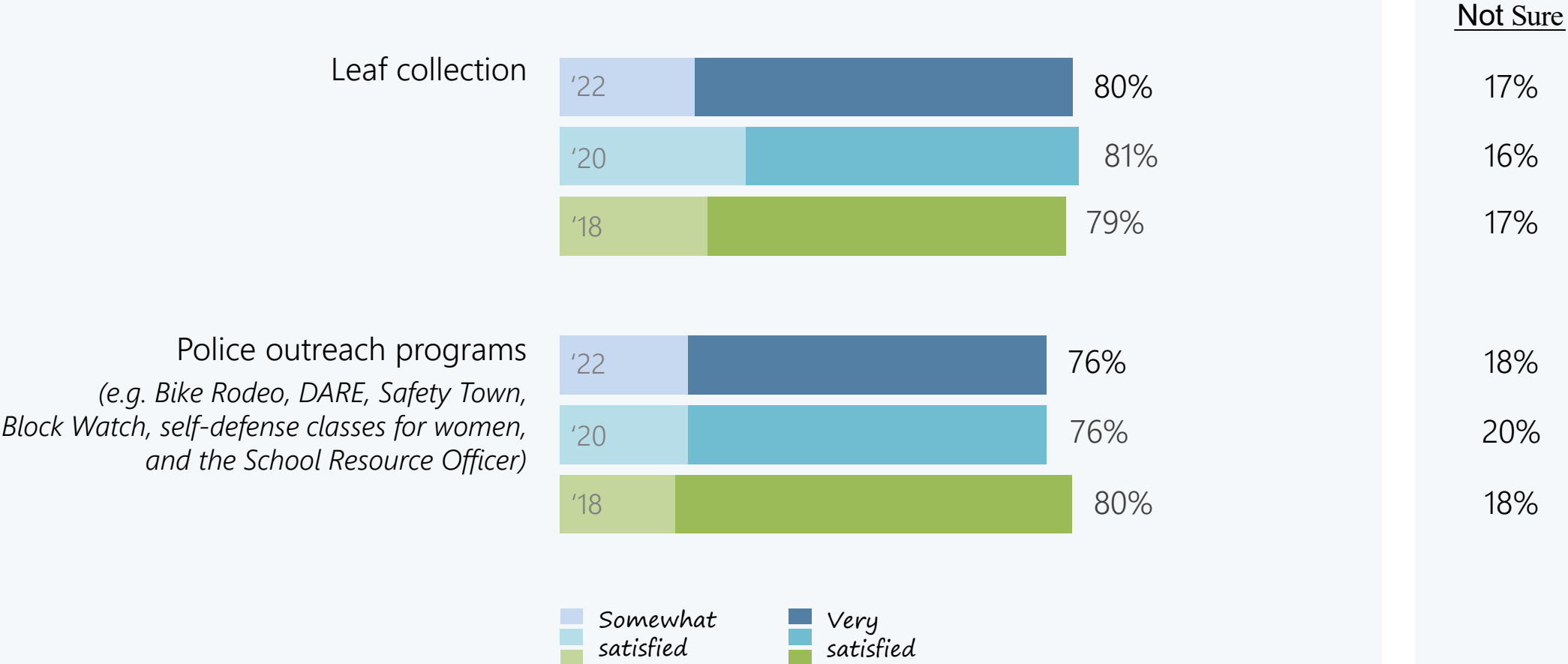
Satisfaction with city services is extremely high.  
Little has changed since 2018.



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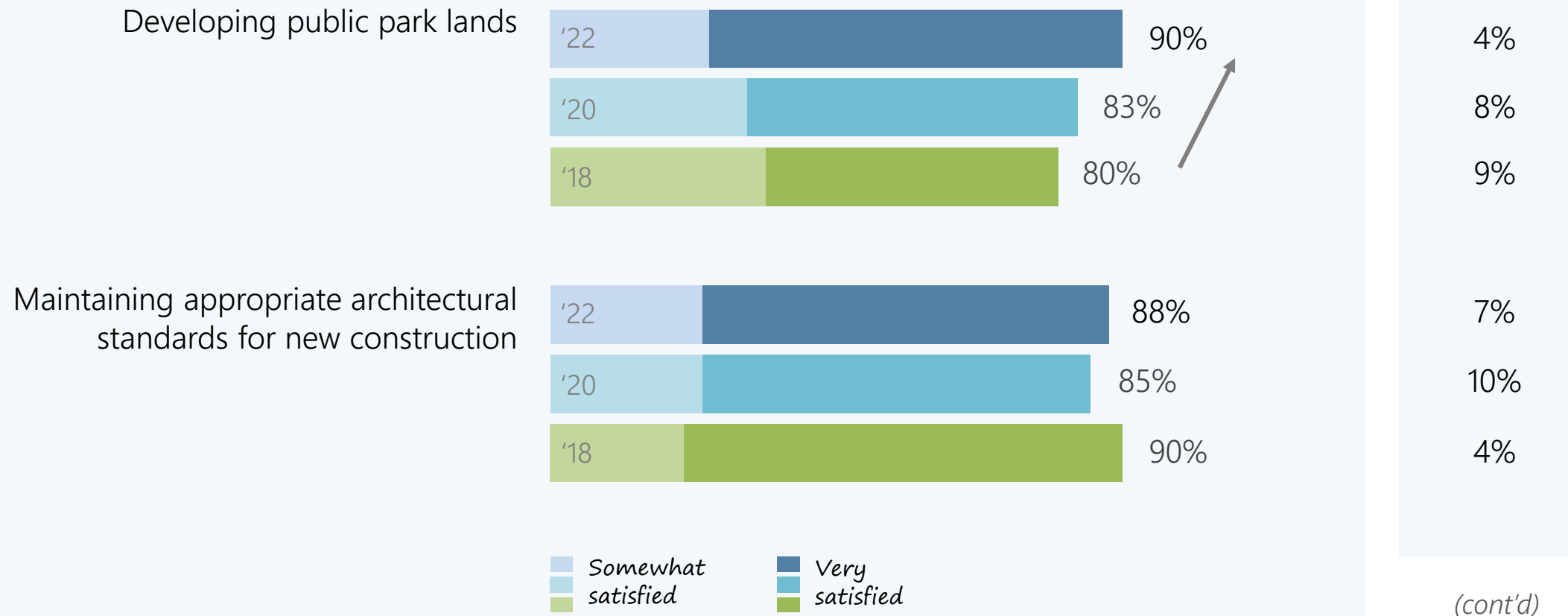
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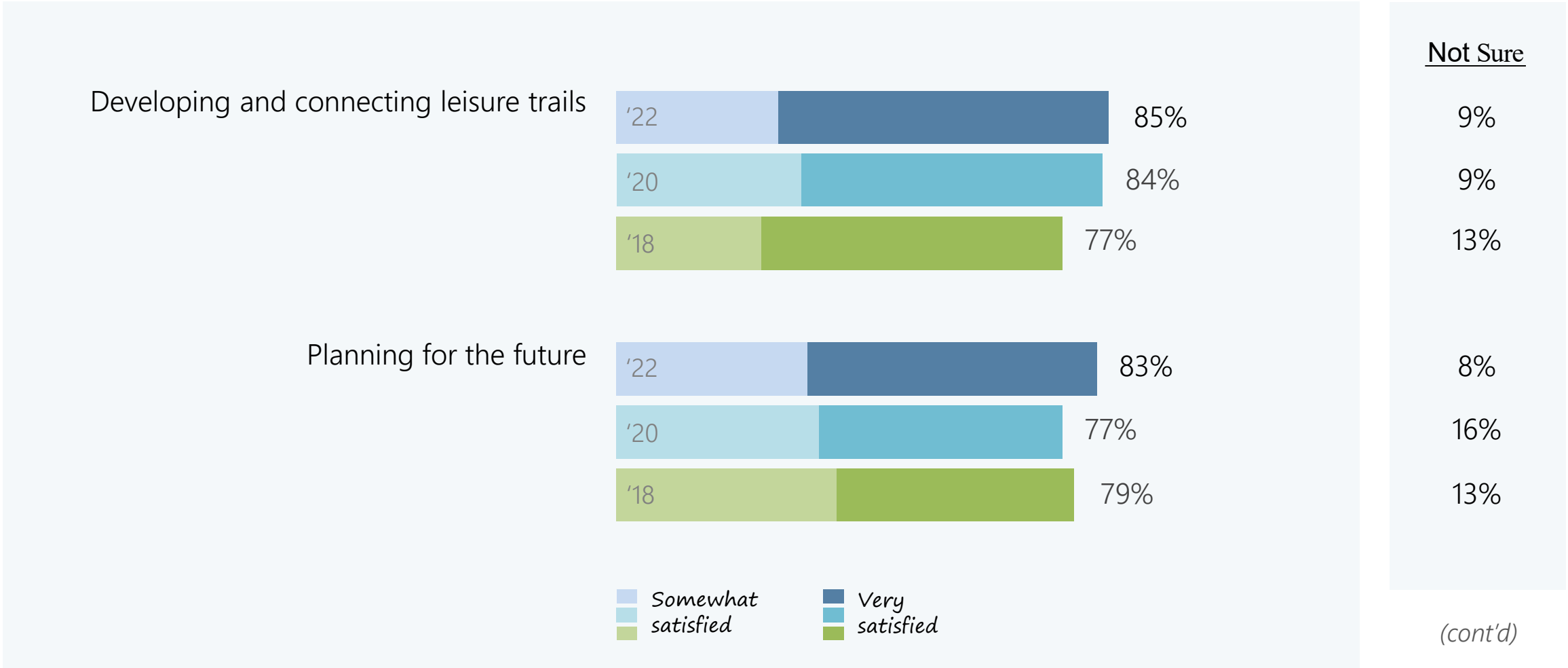
# City Officials

On myriad issues, most residents, once again, are satisfied with the performance of city officials.





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Keeping local residents informed of important issues involving the city



Recruiting new businesses to expand the city's tax base and offset costs



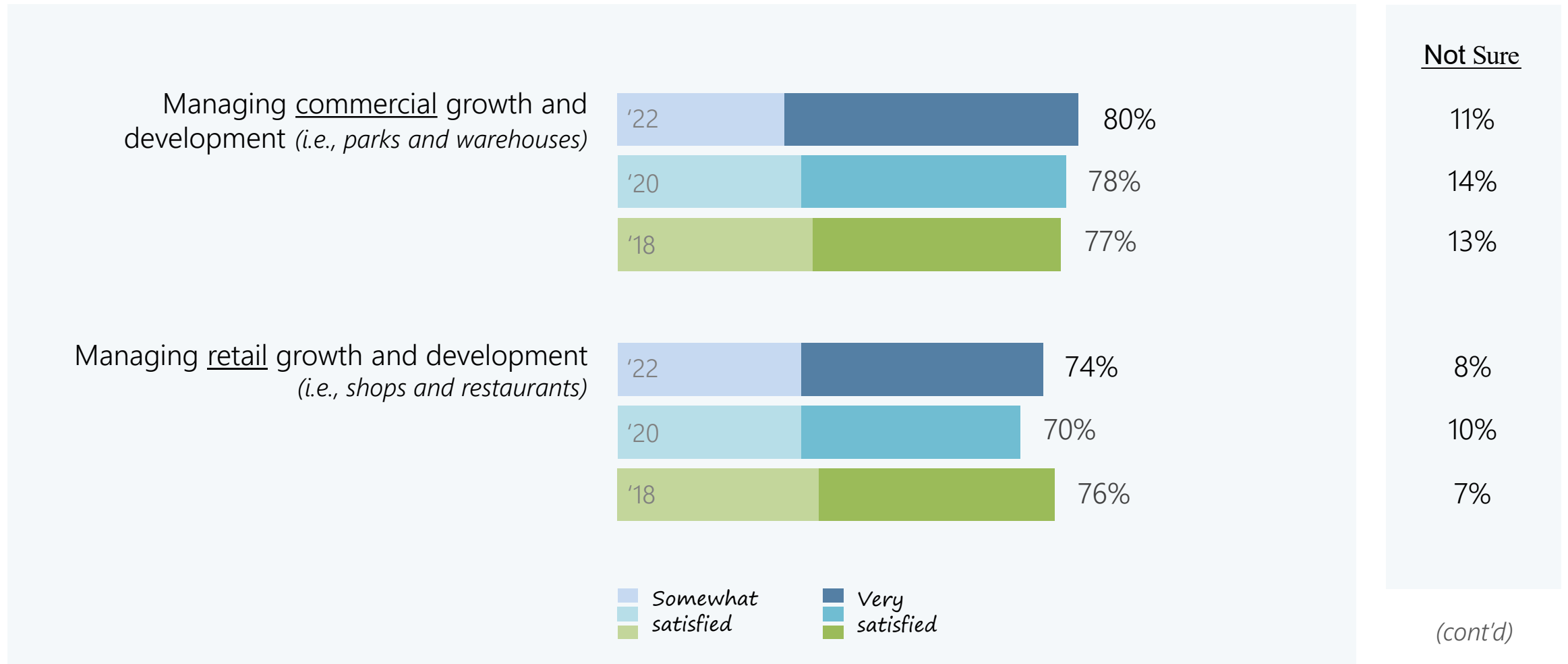
Somewhat satisfied      Very satisfied

Not Sure

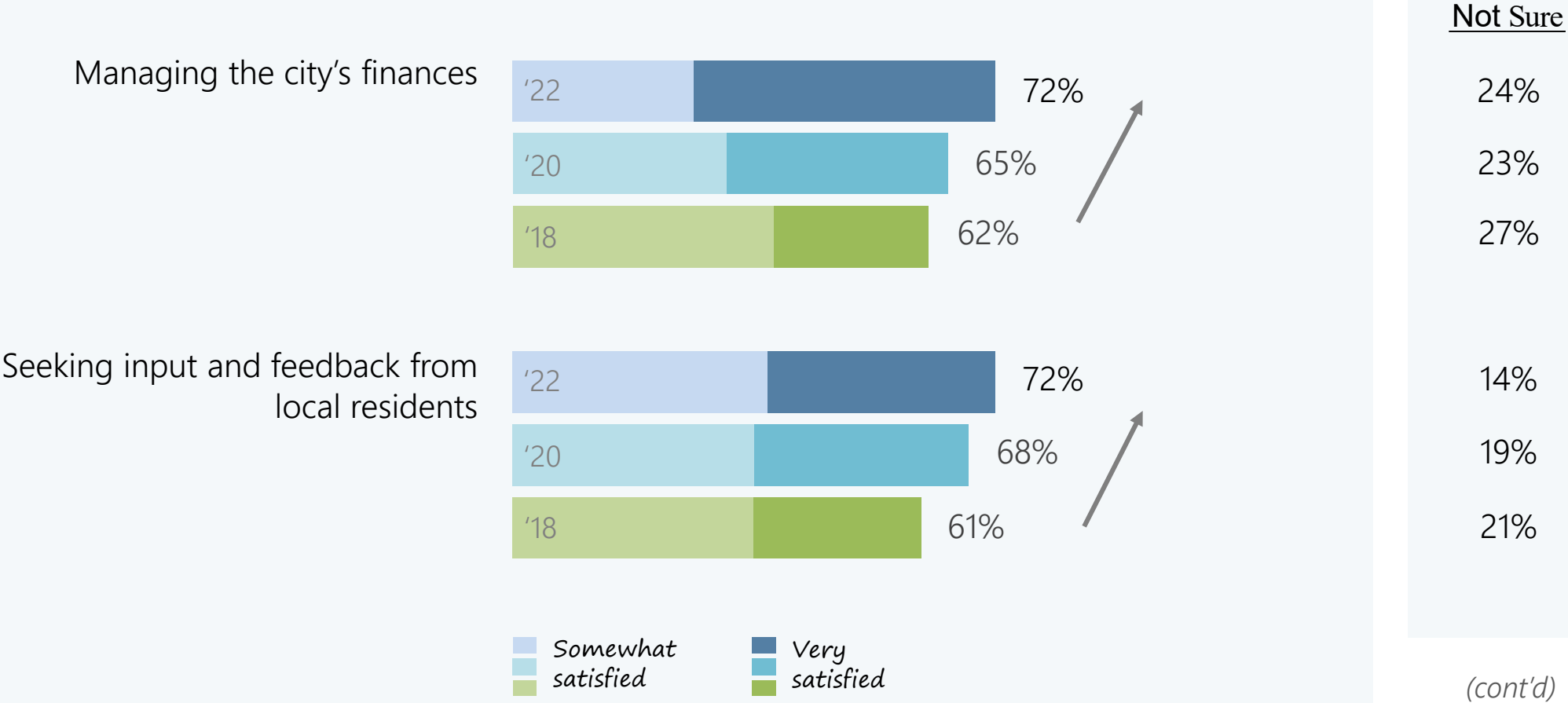
6%  
9%  
9%  
10%  
11%  
8%

(cont'd)

On myriad issues, most residents, once again, are satisfied with the performance of city officials.

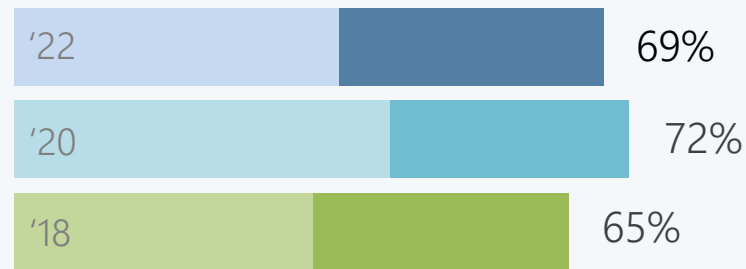


On myriad issues, most residents, once again, are satisfied with the performance of city officials.



On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Managing residential growth and development



Enforcing the city's zoning codes



Somewhat satisfied Very satisfied  
 satisfied satisfied

Not Sure

11%

13%

10%

27%

24%

28%

(cont'd)

On myriad issues, most residents, once again, are satisfied with the performance of city officials.

Listening to the concerns of local residents before making important decisions



Somewhat satisfied Very satisfied

Not Sure

20%

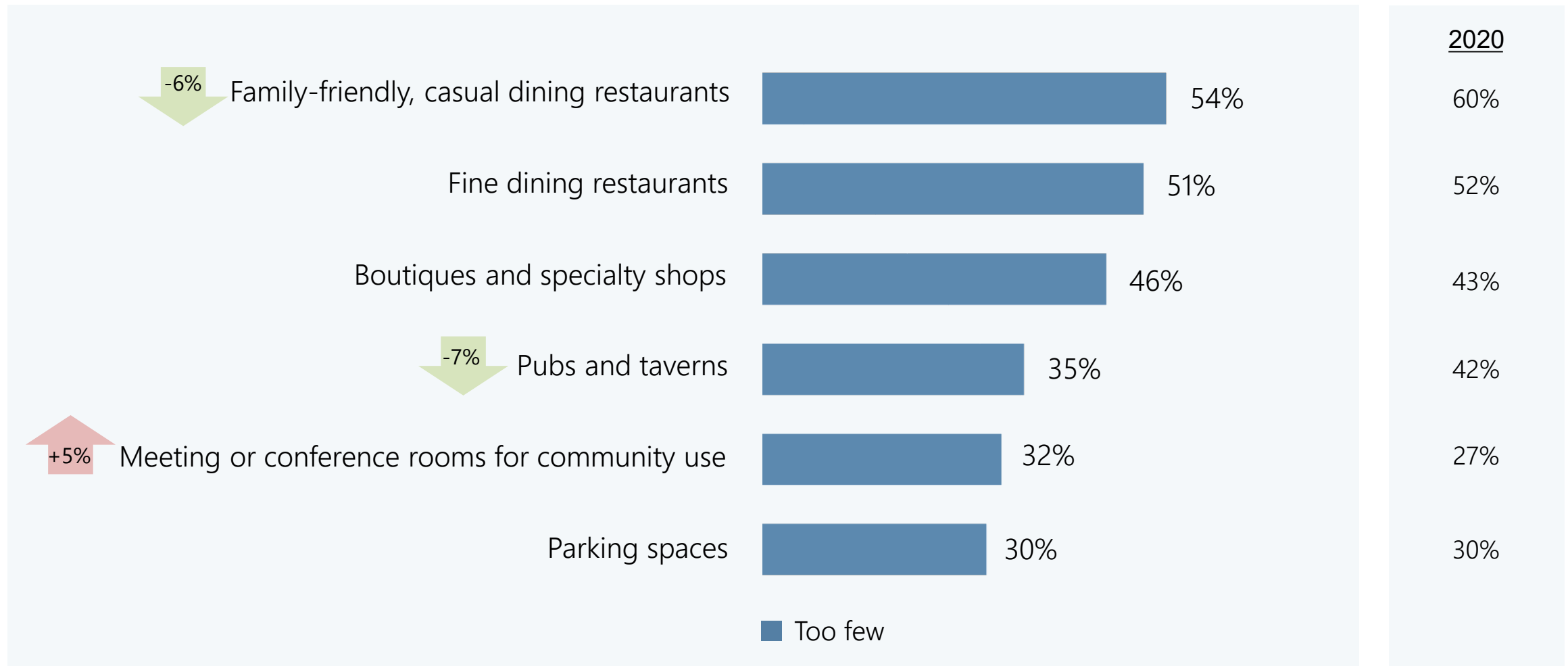
21%

27%



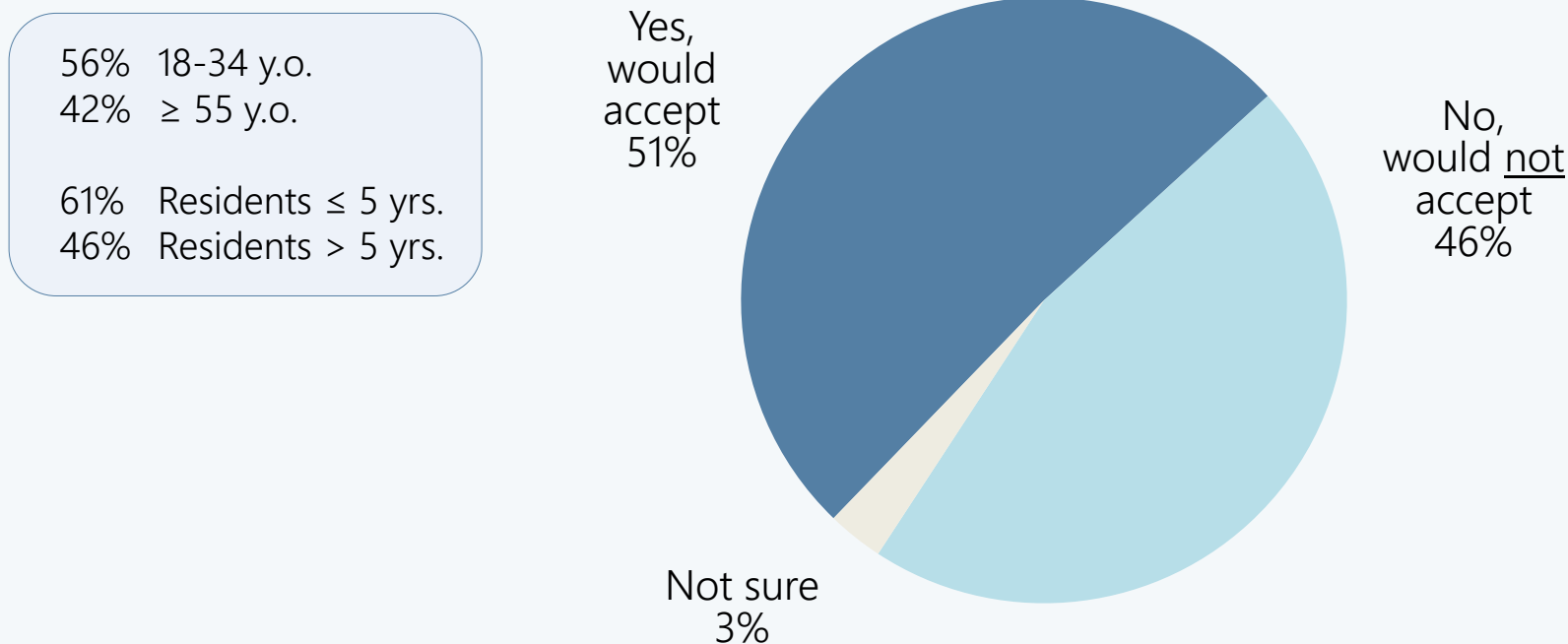
# Market Square / Village Center

Interest in additional family-friendly, casual dining restaurants, though still strong, has abated slightly, as has the demand for more pubs and taverns. Interest in more meeting or conference rooms, however, has ticked upwards.

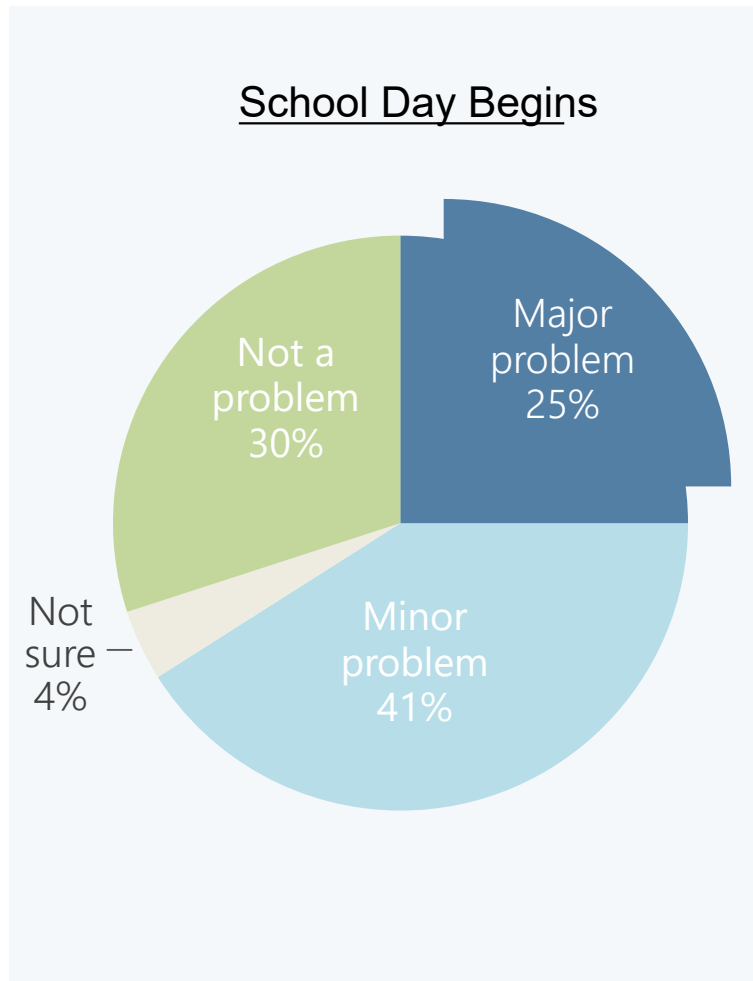




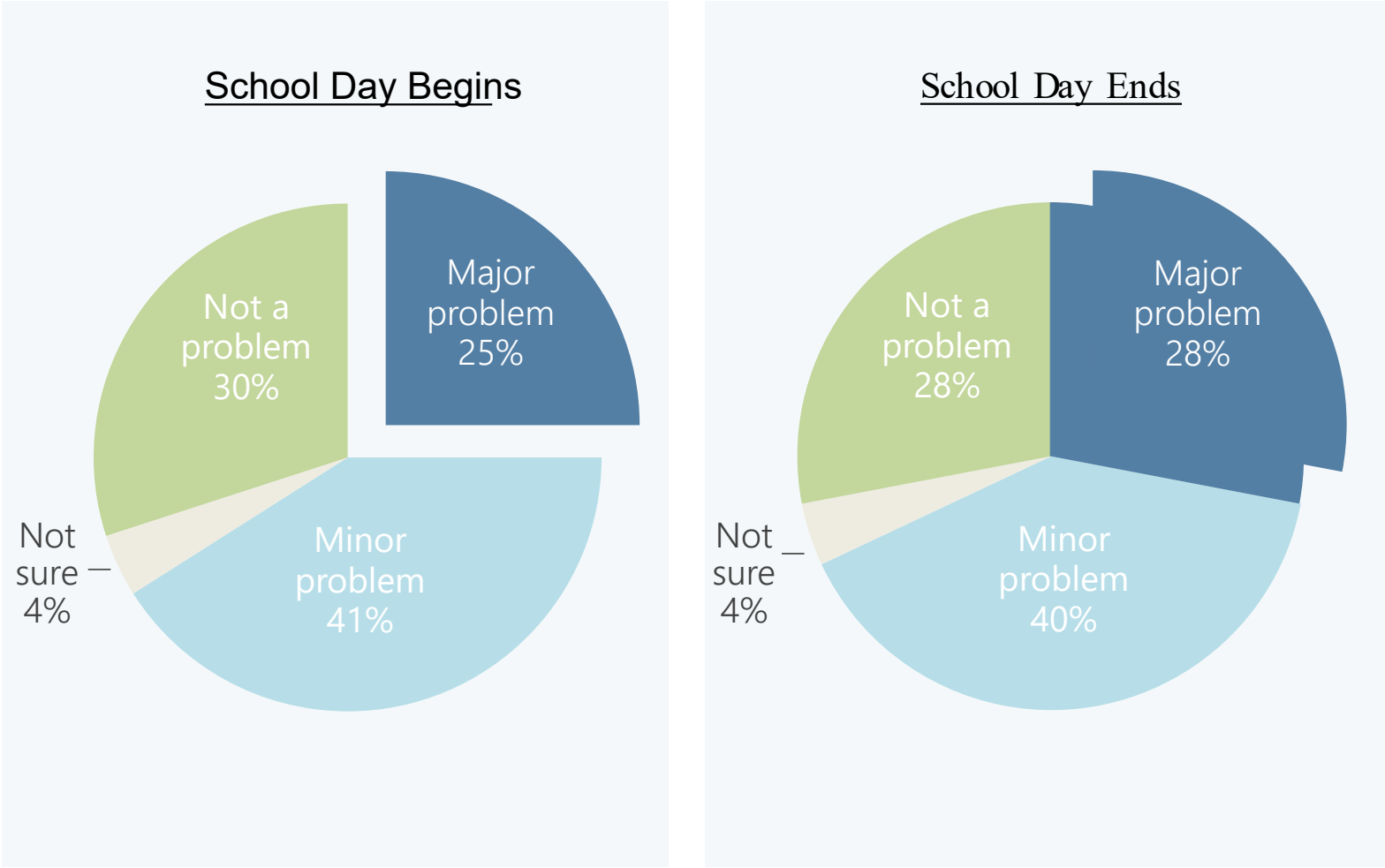
Among residents favoring more amenities in Market Square and Village Center, half would accept more residential density if it encouraged those businesses to open. Almost as many would not.



One resident in four considers traffic in New Albany's Market Square and Village Center a major problem when the school day begins.

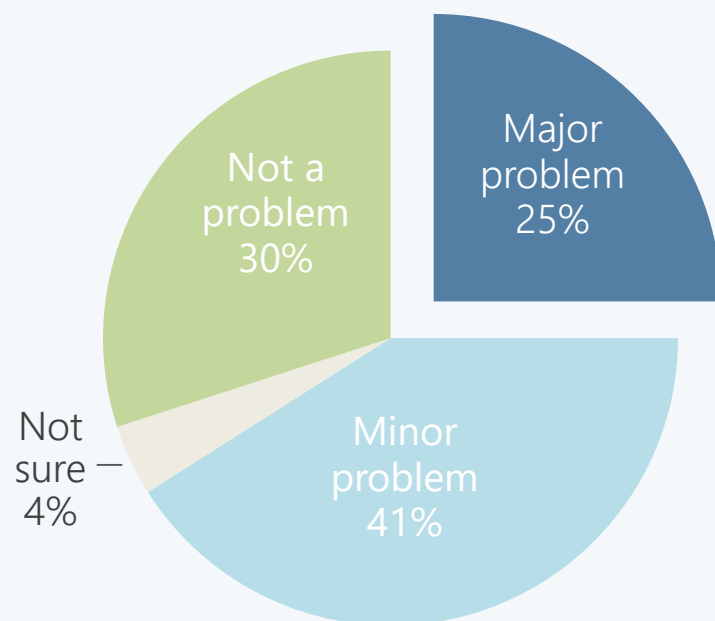


Perceptions are similar when the school day ends.

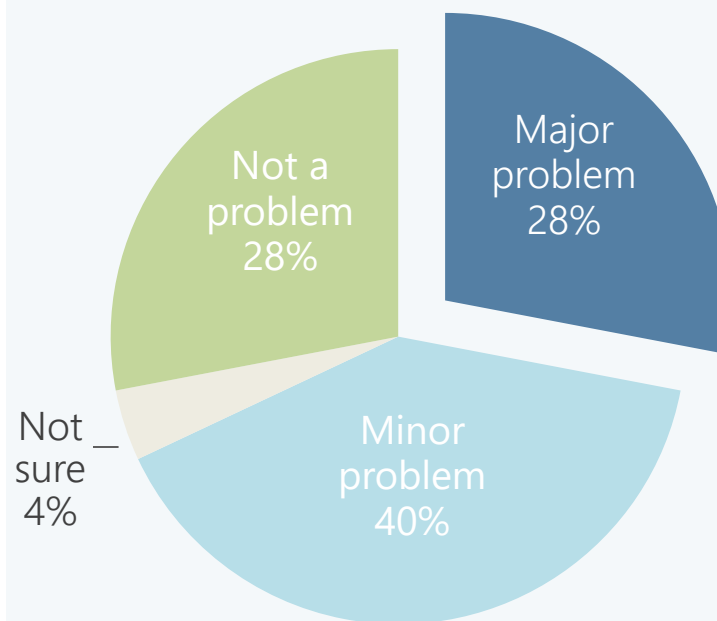


Traffic is not a problem, however, in New Albany's Market Square and Village Center during non-school hours.

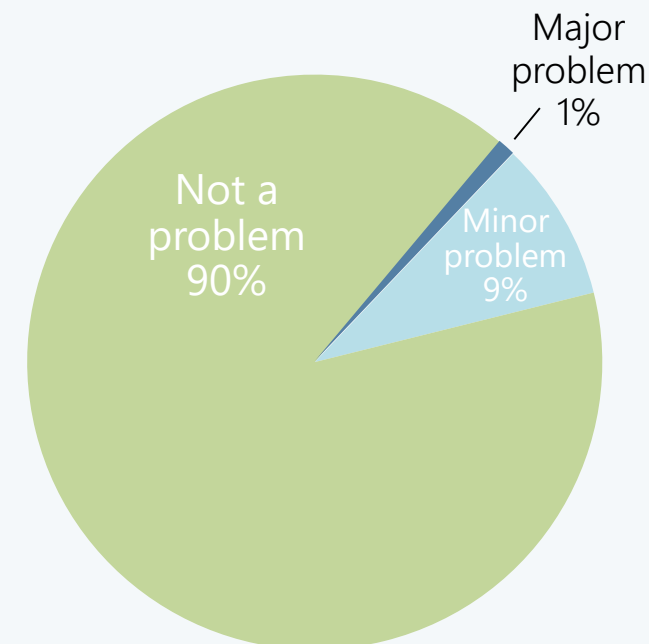
School Day Begins



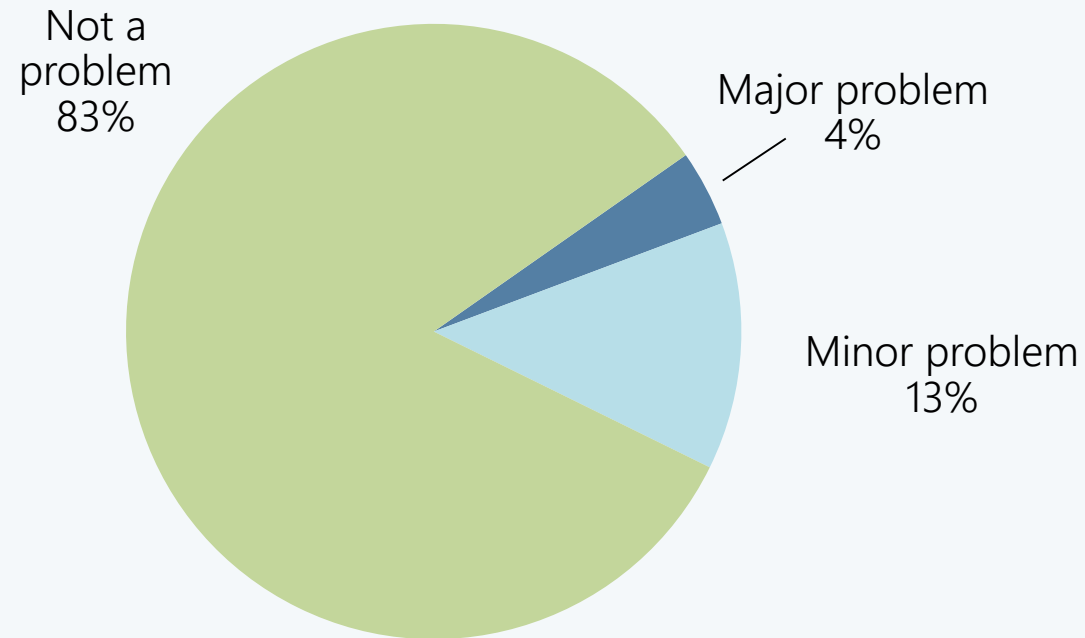
School Day Ends



Non-School Hours



For most residents, traffic *throughout the entire New Albany community* is not a problem during non-school hours.

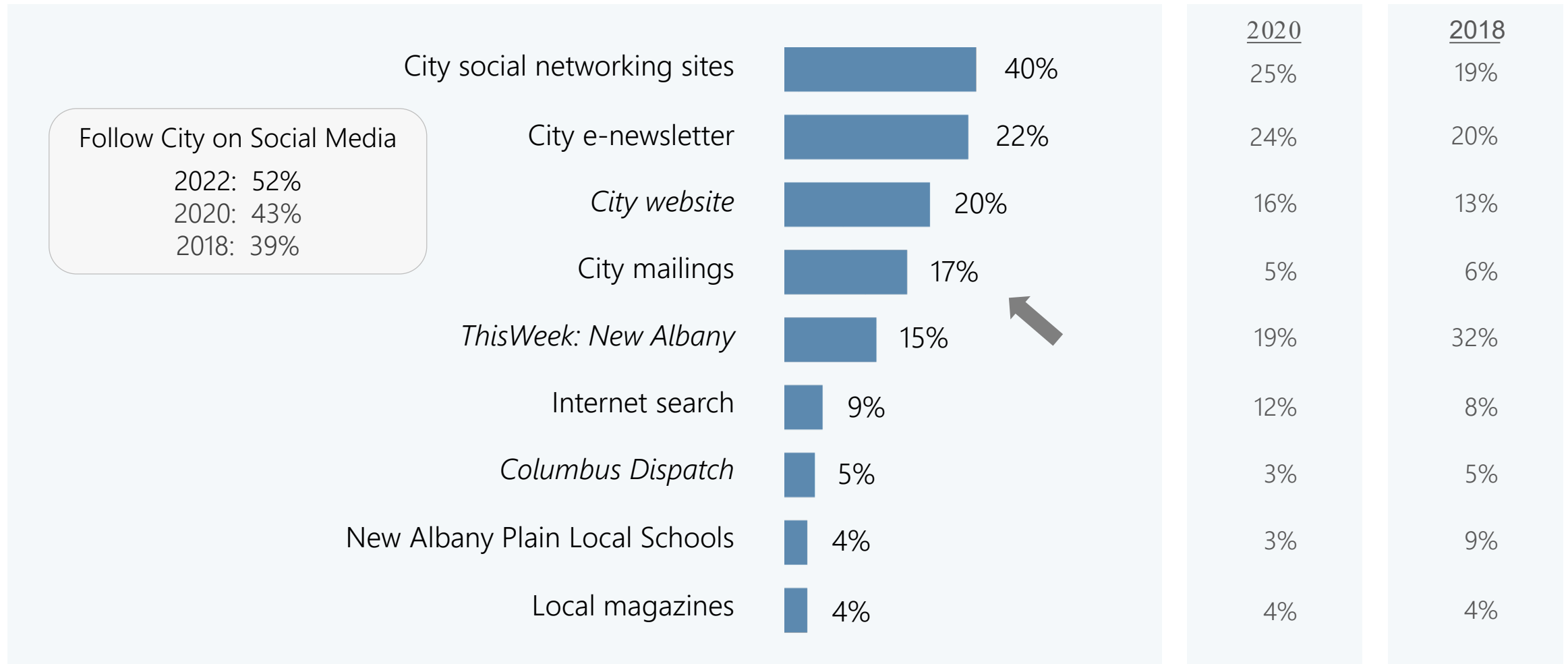


# #NEWALBANYOHIO



Communication

The most common sources of news and information about New Albany are the city's social networking sites, up significantly from 2020 and 2018. In addition, more residents are following the city on social media.

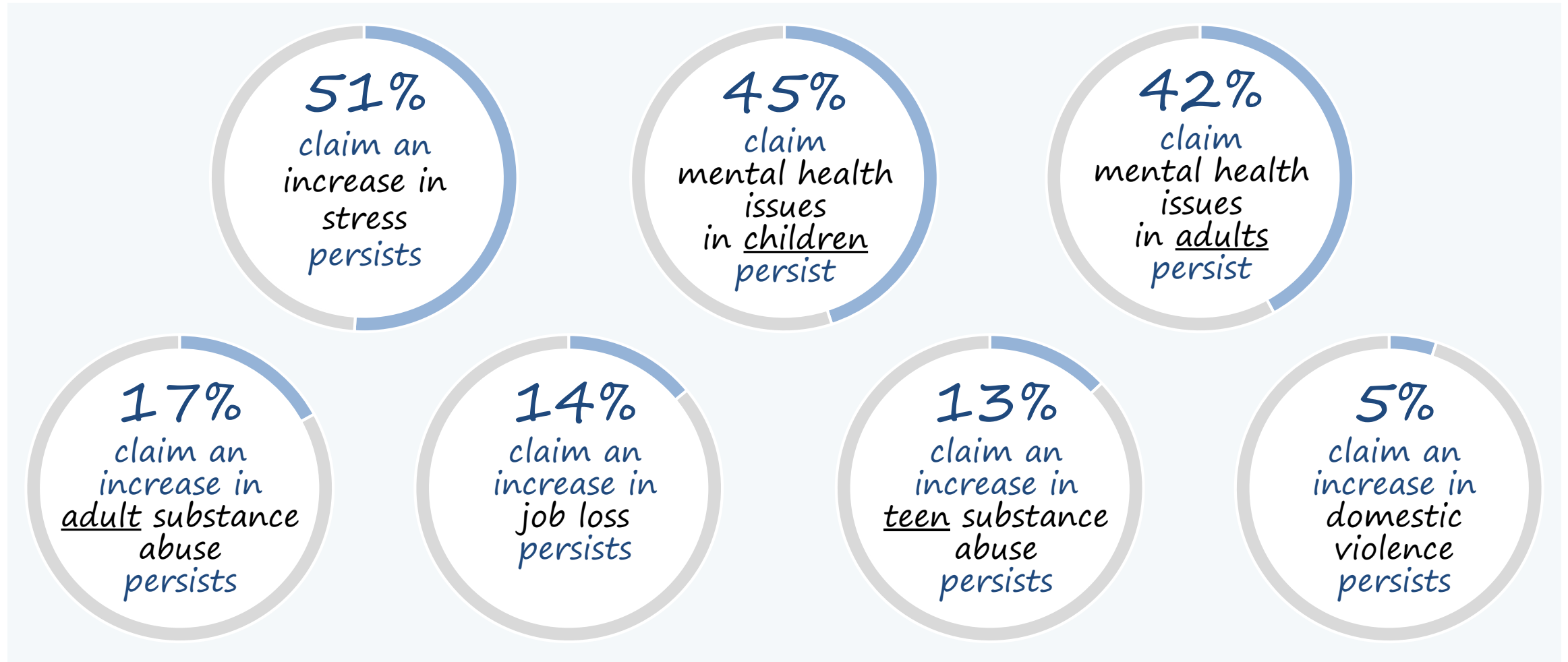




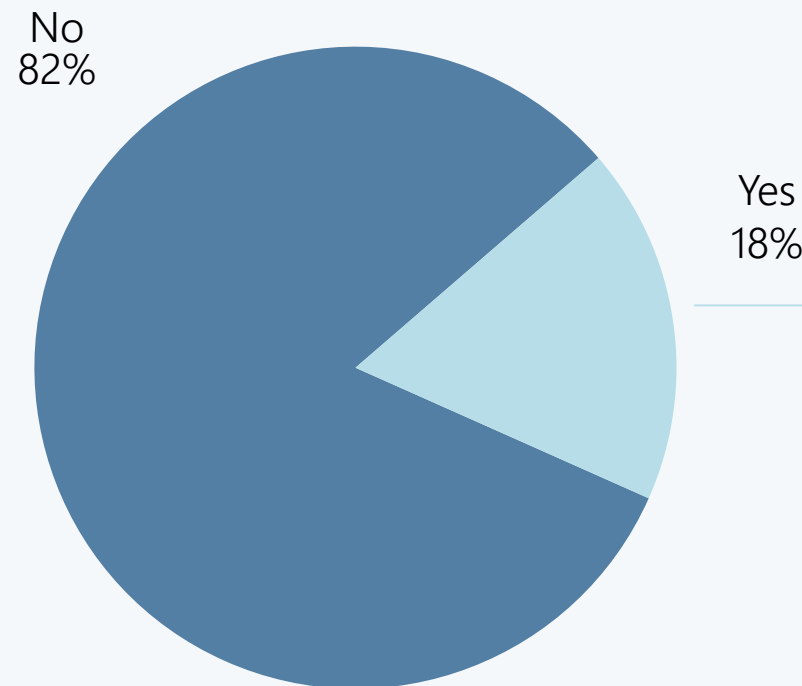
# COVID-19 Pandemic



According to many residents, stress and mental health issues resulting from the COVID-19 pandemic persist throughout the community.



Eight out of ten residents could not identify any support not available from local, state, or federal sources, that should have been.

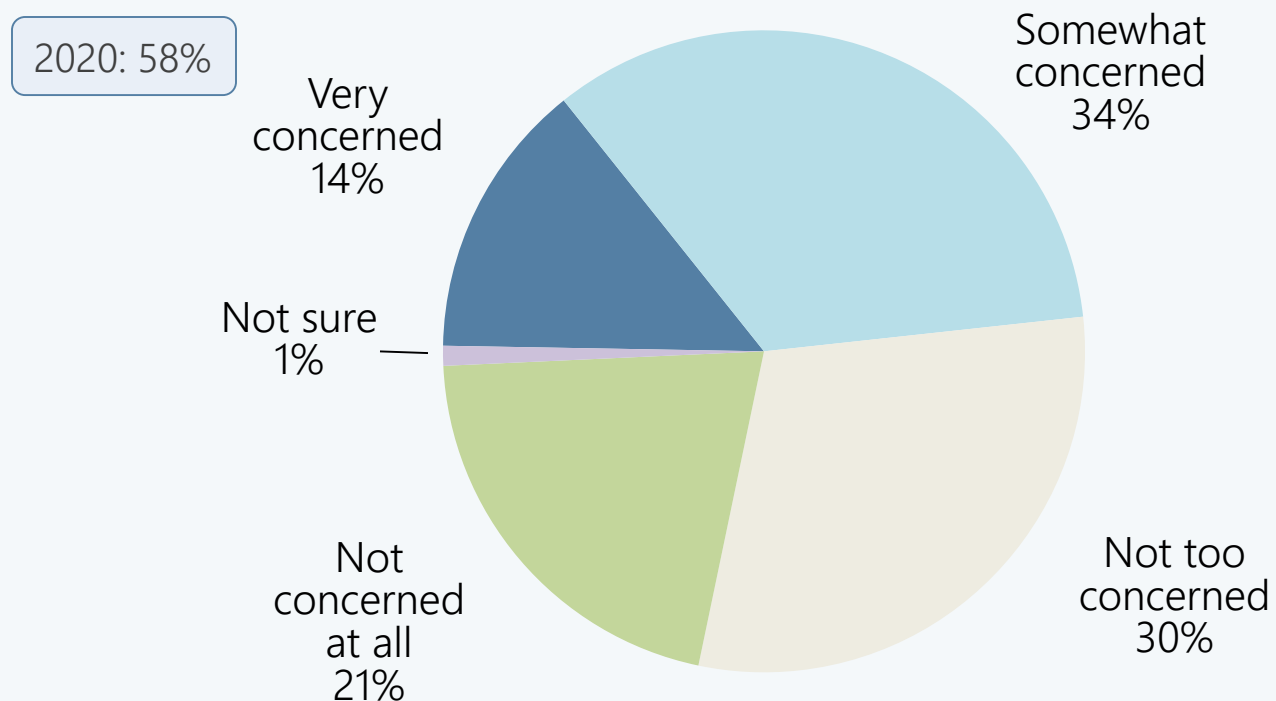


Residents who suggested that additional support *was* needed mentioned:\*

- Data easier to understand
- More mental health services
- Better access to testing
- Data specific to New Albany
- Information involving school and childcare
- More masks / mask mandates sooner

\*Each less than 6%.

Roughly one resident in seven is very concerned about another wave of COVID-19 infections, down substantially from 2020.

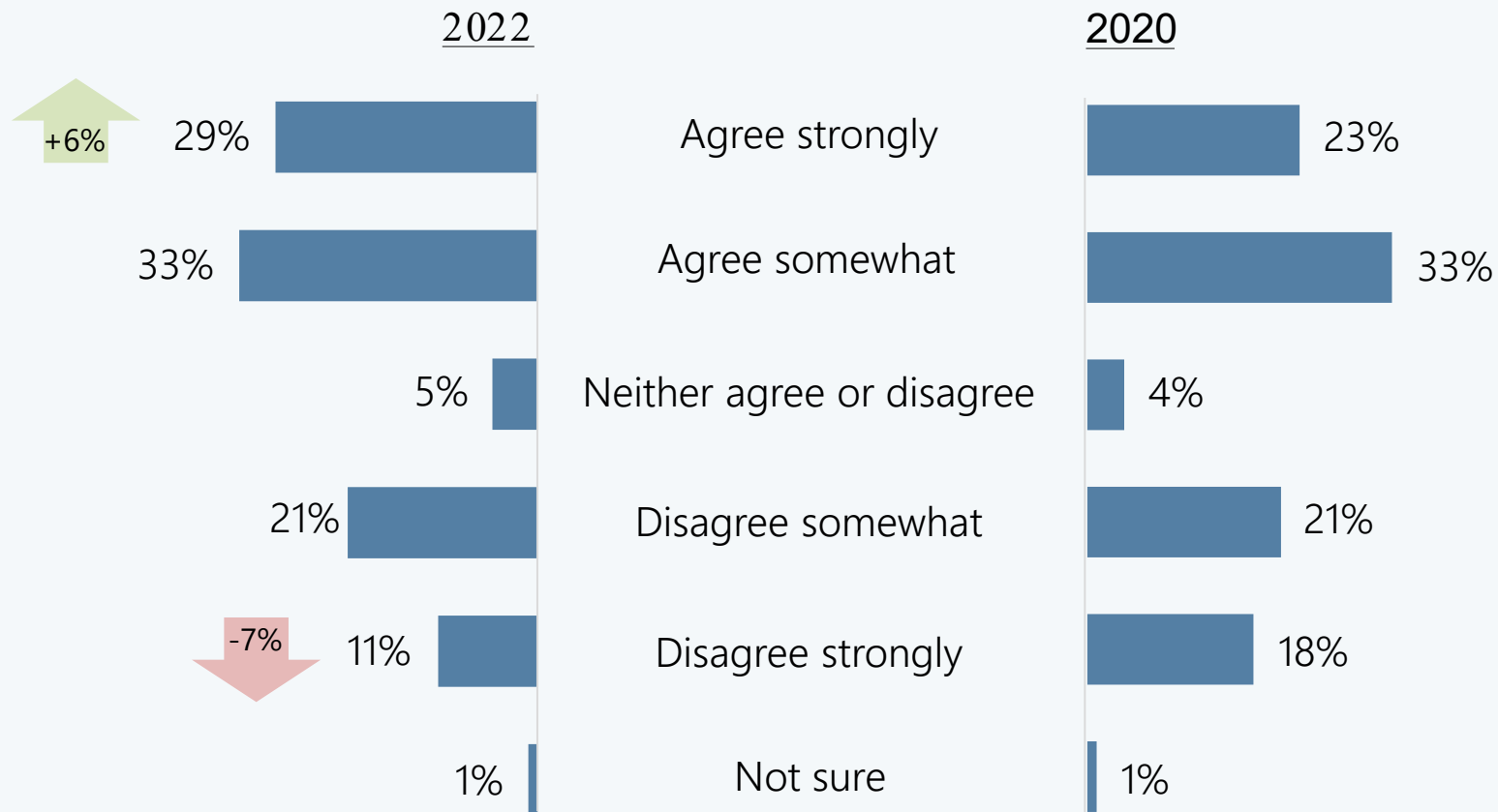


**Note:**  
The Ba5 subvariant began to appear in central Ohio in early July 2022, weeks after the survey data were collected.



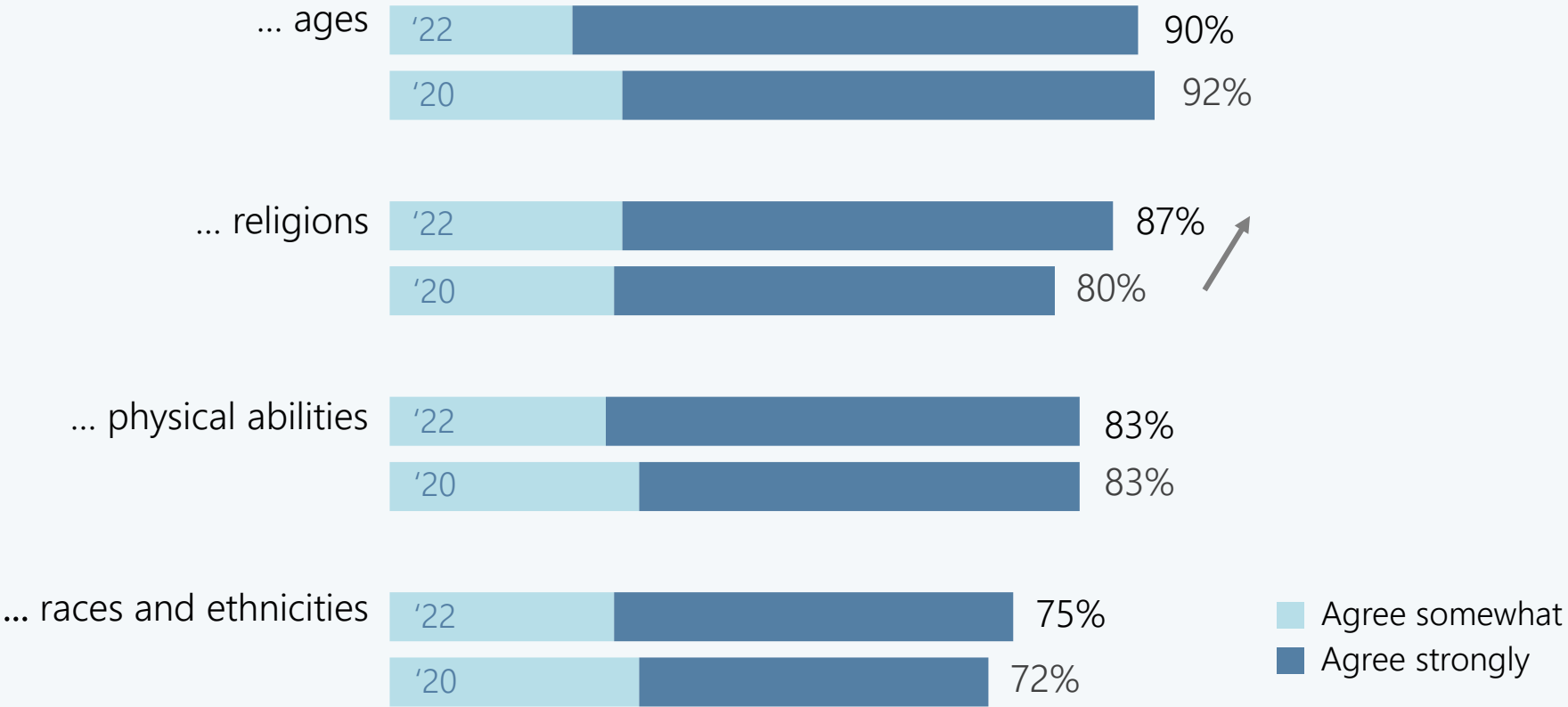
# Diversity and Inclusion

Three out of ten residents agree strongly that New Albany is a diverse community, up slightly from 2020.  
Moreover, fewer residents disagree strongly.



Across many demographic and social dimensions, most residents consider New Albany a welcoming community.  
On a few dimensions, these perceptions have improved.

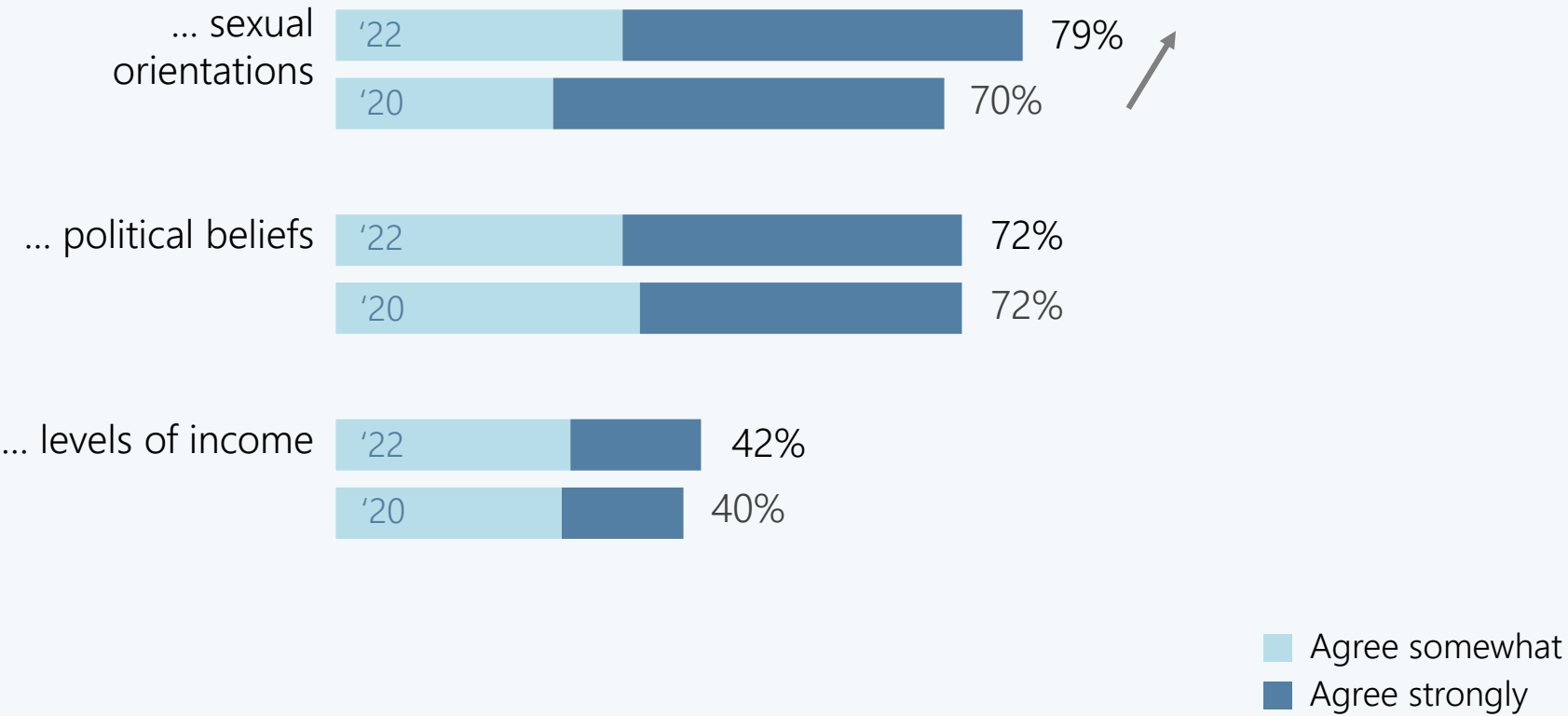
New Albany is **welcoming**  
to people of all\* ...



Cont'd ...

Across many demographic and social dimensions, most residents consider New Albany a welcoming community.  
On a few dimensions, these perceptions have improved.

New Albany is **welcoming**  
to people of all\* ...



The most common suggestions for promoting diversity and inclusion in New Albany involve events, festivals, and TED talks.  
Not everyone agreed, however, that more needs to be done.

	'22	'20
Hosts events / festivals / TED Talks	25%	21%
This is not needed / already taking place	15%	14%
Have more affordable housing / lower tax / economic incentives	9%	8%
Business / community should be more welcoming / create opportunities	8%	11%
Be more tolerant of all (e.g. Trump supporters, non-minorities, minorities)	7%	0%
Have more diversity in government / policies / legislation	6%	4%
Encourage discussion and listening	4%	15%
Offer programs in school and through social service agencies	4%	8%
Reform the police / adopt BLM	1%	4%





# Highlights

- Among the city's residents, impressions of New Albany, once again, are broadly positive. Indeed, most residents are satisfied with New Albany's services and amenities – especially the community's parks – as well as the performance of city officials.
- Eight out of ten residents are pleased with how city officials are managing commercial growth and development, while nine out of ten continue to believe that New Albany is heading in the right direction. The arrival of Intel, apparently, appears to have had little impact on these perceptions.
- Interest persists in expanding the options available in Market Square and Village Center, especially those involving restaurants and boutiques. Though many younger, newer residents would accept more residential density in exchange for these amenities, many older, more tenured residents would object.

- For a minority of residents, traffic in Market Square and Village Center is a major problem before and after school. Most residents, however, consider traffic at these times either a minor problem or not a problem at all. In addition, few residents consider traffic a problem, during non-school hours, throughout the entire New Albany community.
- Stress and mental health issues, resulting from the COVID-19 pandemic, are said to persist among both adults and children.
- Efforts to become a more diverse and inclusive community have been modestly successful.
- Finally, the city's social networking sites have emerged as the most common source of news and information about New Albany.

Questions?

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