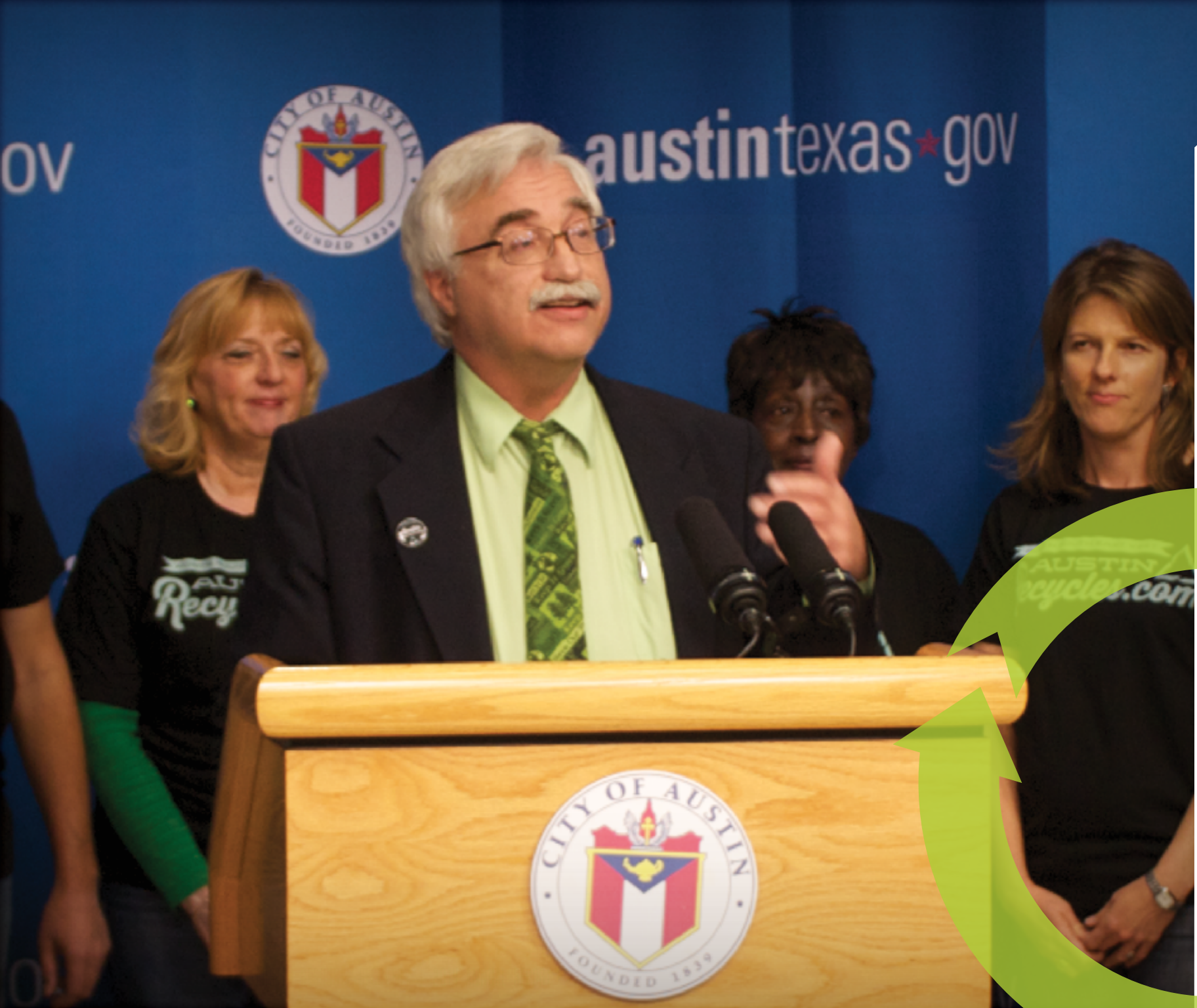




AUSTIN | RESOURCE RECOVERY ANNUAL REPORT 2014

CREATING CHANGES
THROUGH PARTNERSHIP





BOB GEDERT

DIRECTOR
AUSTIN RESOURCE RECOVERY
CITY OF AUSTIN

As I reflect on 2014, the collective efforts of our Zero Waste partners stand out. By joining together with our citizens, customers, businesses, stakeholders and others, we are making progress toward our goals and working to overcome obstacles. We can change the perception of trash from a waste stream destined for a landfill to a resource that can be given another life. We forged partnerships that will help spur actions to increase reuse, recycling, composting and other proactive steps to protect Austin's quality of life now and for future generations.

Austin Resource Recovery expanded programs to make it easier for citizens to recycle more items in 2014. With the help of avid-recyclers, the Rockenbaugh family, we announced that customers can recycle all hard plastics in their blue recycling carts. In addition to plastic bottles and containers, hard plastics such as buckets, lawn chairs, laundry baskets, pet carriers, milk crates, non-battery operated toys, totes and lids, tubs, flower pots and trays, dish drainers, and trash cans are accepted. This means that a lot more plastic can be made into new items rather than going to the landfill!

We also began accepting electronics for recycling

at our drop-off facility, the Resource Recovery Center. Austin and Travis County residents can drop off electronics and appliances at the center. If it plugs in, then we will take it!

In May, Austin was the first city to join the national "I Want to Be Recycled" campaign developed by the Ad Council and Keep America Beautiful. This campaign shows that recyclable materials become something new when someone chooses to recycle, by chronicling the journey of a plastic bottle that becomes a park bench. In addition, with more than 10,000 face-to-face interactions at community meetings and events in 2014, our outreach staff worked to educate citizens about how to recycle. We were pleased to see recycling collection tonnage increased by 3 percent in 2014. While this increase is encouraging, we still need to do more to reach our goals.

We launched the Austin Materials Marketplace through a partnership with the U.S. Business Council for Sustainable Development. The marketplace facilitates business-to-business materials reuse. This new program brings together businesses and entrepreneurs in the City of Austin

and Travis County to create closed-loop systems in which one company's waste is another company's raw material.

We also worked with numerous stakeholders in 2014 to make improvements to the Universal Recycling Ordinance and to initiate the Construction and Demolition Debris Ordinance. These ordinances set minimum standards for recycling programs that will influence about 75 percent of the waste created in our community. The business and development communities are key partners in these efforts to pursue Zero Waste throughout the city.

While it's important to mark these accomplishments, our journey is not over! We are trailing behind the milestone we have set for 2015. I am asking all of our partners to double their efforts to help our community reach Zero Waste. It will take all of us working together to live up to our potential to be the most livable city. I challenge you to join us and take actions to achieve Zero Waste and help Austin live up to its green reputation!



MARC OTT

AUSTIN
CITY MANAGER



There are countless reasons to love this community. One of those reasons is the commitment that Austinites have to ensuring the city's future through ambitious policy and planning like our Zero Waste goal. To reach that goal by 2040, all of us will need to contribute. I'm proud to say that Austin Resource Recovery made progress in 2014 through partnerships with our community, and I look forward to new innovations in the coming years. Being a best-managed City requires the fearless pursuit of big goals, and there's no better example of that than our team in Austin Resource Recovery.



OUR VISION:

To be the national Zero Waste leader in the transformation from traditional integrated waste collection to sustainable resource recovery.



OUR MISSION:

To achieve Zero Waste by providing excellent customer services that promote waste reduction, increase resource recovery and support the City of Austin's sustainability efforts.



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YEAR IN REVIEW

FEBRUARY	
APRIL	Organics Pilot expands to 14,000 homes
APRIL	Home Composting Rebate expansion
MAY	Shop Zero Waste local business directory launches
MAY	“I Want To Be Recycled” partnership
MAY	Austin’s first Recycling Innovations Investment Forum
JUNE	Brownfields receives grant from EPA
JULY	Resource Recovery Center adds electronics recycling
JULY	Austin [re]Manufacturing Hub receives grant from EDA
JULY	Hard plastics added to single-stream recycling
AUGUST	Austin Materials Marketplace kick-off
AUGUST	Universal Recycling Ordinance applies to more commercial properties
OCTOBER	


THE JOURNEY IN NUMBERS

HOUSEHOLDS
IN AUSTIN   BY ARR: **190,058**

CITY-COLLECTED
MATERIALS
DIVERTED
 LANDFILLS:
39.81%




BLOCK
LEADERS:

253


**ZERO
WASTE** 
PRESENTATIONS
AND OUTREACH
BOOTHS: **69**

  
RESIDENTS
REACHED VIA PRESENTATIONS
AND SPECIAL EVENTS: **10,134**

TONS  RECYCLING
COLLECTED:  **55,923**


RESIDENTS
USING 
THE **RESOURCE**
RECOVERY CENTER
 **1,245**

HHW
RECYCLED / REUSED:
287
 **TONS**

**MATERIALS
RECOVERED** **460**
 RESOURCE
RECOVERY CENTER **TONS**

 **OF** **REBLEND**
PAINT 
PRODUCED:
22,056

 **COMPOSTED:**
28,244
TONS

FINANCIAL REPORT*

REVENUE

RESIDENTIAL SERVICES	\$47,916,675
COMMERCIAL SERVICES	\$2,160,426
EXTRA TRASH FEE/CART EXCHANGE FEE	\$562,028
CLEAN COMMUNITY FEE	\$17,819,300
RECYCLING SALES	\$3,509,249
OTHER REVENUE**	\$1,368,390
TOTAL REVENUE	\$73,336,070

*The City of Austin fiscal year begins on Oct. 1 and ends on Sept. 30. For information about Austin Resource Recovery’s approved fiscal year budget, visit austintexas.gov/finance.

**Includes service initiation fees, general government, interest, property sales and intergovernmental.

EXPENSES

COLLECTION SERVICES	\$33,106,009
LANDFILL CLOSURE	\$984,091
LITTER ABATEMENT	\$5,147,304
OPERATIONS SUPPORT	\$5,654,032
WASTE DIVERSION	\$3,924,497
SUPPORT SERVICES	\$6,753,864
TRANSFERS AND OTHER EXPENSES***	\$24,443,413
TOTAL EXPENSES	\$80,013,207

***Includes 3-1-1 support, accrued payroll, utility billing support, insurance, City administrative support, bad debt expense, etc.



PARTNERSHIPS



"I WANT TO BE RECYCLED" CAMPAIGN

Austin Resource Recovery partnered with the Ad Council and Keep America Beautiful to launch the "I Want to Be Recycled" campaign in May 2014. This national campaign was localized using television, radio, outdoor, online, social and mobile advertising across the city to encourage Austin residents to give their garbage another life by recycling. The City also distributed educational materials to local schools and civic organizations and worked closely with Keep Austin Beautiful.

The "I Want to Be Recycled" Campaign is a key effort to increase the amount of waste diverted from landfills in order to reach the City's goal of

50 percent waste diversion from landfills by December 2015, and to ultimately reach Zero Waste by 2040. The campaign launch went hand-in-hand with the City's challenge to Austinites to increase recycling by five pounds each month.

"We're thrilled that Austin is the first city to join this important initiative. This campaign artfully shows that recyclable materials become something new when someone chooses to recycle," said Jennifer M. Jehn, president and CEO of Keep America Beautiful. "As one of this country's most environmentally aware cities, we're confident that Austin will achieve its goal and Austin residents will

take the one simple act of recycling to demonstrate one of their most immediate contributions to keeping Austin beautiful."

Learn more about the "I Want to Be Recycled" campaign at austinrecycles.com.

AVERAGE OF 22.84 POUNDS
RECYCLING COLLECTED PER
HOUSEHOLD:



TONS OF
RECYCLING COLLECTED:
55,923

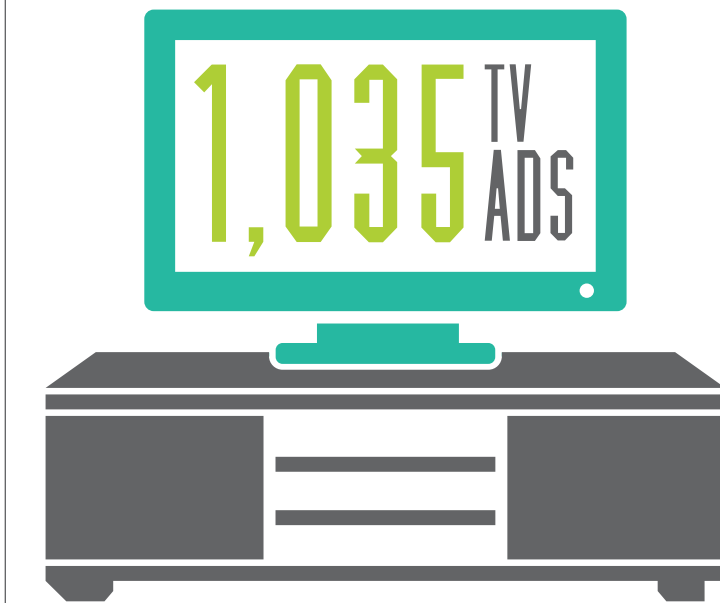
806



49 BUS
ADS

3,805 FACE-TO-FACE
INTERACTIONS

34 PRINT
ADS



8.6 MILLION
DIGITAL
IMPRESSIONS

\$132,840 IN
DONATED MEDIA

52,808 TOTAL
AUSTINRECYCLES.COM
PAGE VIEWS

BROWNFIELDS GRANT FROM EPA

The City of Austin continued its journey to becoming one of the most sustainable cities in the country by receiving \$400,000 from the U.S. Environmental Protection Agency to rehabilitate and revitalize brownfield sites. In the EPA's five-state region, Austin and Houston were the only cities to receive these grants.

Brownfields are abandoned or under-utilized properties that have been contaminated by hazardous chemicals or pollutants, so potential reuse of the land is a complicated process. In order to rehabilitate brownfields, the land goes through two phases of assessment before cleanup can begin.

"The ultimate goal of brownfield redevelopment is to ensure sustained livability within the Austin community into the future," said Austin Resource Recovery Director Bob Gedert. "We will work with residents, nonprofits, the business community and other City departments to identify sites that can be redeveloped into community-serving assets."

The City's Brownfields Revitalization Office engages the community throughout the redevelopment process by holding meetings and encouraging participation from community members. To learn more about brownfields and the rehabilitation process or how to get involved, visit austintexas.gov/brownfields.



AUSTIN BROWNFIELDS
REVITALIZATION OFFICE

A black and white photograph of the Austin skyline, featuring the Capitol building and several skyscrapers. A green callout box with a white border is positioned in the center-left, containing text about the Austin Materials Marketplace. The background shows a river with a bridge and a small boat.

AUSTIN MATERIALS MARKETPLACE KICK-OFF

One business's waste is another business's treasure. In August 2014, Austin Resource Recovery partnered with Ecology Action of Texas and the U.S. Business Council for Sustainable Development to launch Austin Materials Marketplace, a business-to-business initiative that connects companies generating unwanted materials to companies that can use those materials. Austin Materials Marketplace helps to divert large amounts of waste from landfills by finding businesses that can reuse waste as raw materials.

"We are excited to introduce this resource to the Austin business community so that today's waste products can become tomorrow's new revenue source," said Bob Gedert, director of Austin Resource Recovery. "The launch of the Austin Materials Marketplace is an important step toward achieving Austin's Zero Waste goal."

To find more information about Austin Materials Marketplace, visit austinmaterialsmarketplace.org.

33 BUSINESSES
PARTICIPATING IN 2014

austin
materials
marketplace

100+ LOCAL [RE]MADE, [RE]PAIR AND [RE]SHARE LOCALLY AUSTIN BUSINESSES

LOCALLY AUSTIN SHOP ZERO WASTE

Shop Zero Waste encourages residents to reduce waste in Austin by shopping at local businesses that sell recycled, upcycled or reused items. From bike repair to finding a used computer to shopping for products made from recycled materials, shoppers can search for businesses like these on LocallyAustin.org. The website offers a list of more than 100 local [re]Made, [re]Pair and [re]Share Locally Austin businesses.

The City of Austin recognizes that achieving Zero Waste requires new ways of thinking about how we buy, use and dispose of everyday items.

"Instead of buying new products, Austinites can reduce waste by shopping at local businesses that share or repair items, or sell products made with recycled or upcycled materials," said Bob Gedert, Director of Austin Resource Recovery.



UNIVERSAL RECYCLING ORDINANCE

The Universal Recycling Ordinance requires that businesses provide convenient recycling for their employees and tenants by meeting the following five requirements:

1. Sufficient recycling container capacity,
2. Convenient access to recycling,
3. Informational signage and education for employees and tenants,
4. Convenient recycling of paper, aluminum, cardboard, glass and plastics, and
5. Submission of an Annual Diversion Plan.

Austin Resource Recovery's Business Outreach Team launched the third phase of the ordinance on Oct. 1, 2014, affecting all businesses larger than 50,000 square feet and multifamily properties with more than 25 dwelling units.

During 2014 the team produced a five-minute educational **video**, coordinated **34 events**, including multiple Lunch & Learn training sessions, conducted **108 site visits** to assist businesses, and had **1,628 conversations** to answer questions about the ordinance. The team also launched an improved **online Annual Diversion Plan form**, making it easier for businesses to complete their plan.

The culmination of a year of building relationships and forming new partnerships resulted in a **97 percent compliance rate** with the requirement to submit Annual Diversion Plans.

By 2017 all multifamily and commercial properties must offer recycling under the ordinance. Visit austintexas.gov/uro to learn more.

NUMBER
OF COMPLETED
ANNUAL
DIVERSION PLANS:
1,056



EXPANSION OF SERVICES

RIGID PLASTICS

Recycling plastics became much simpler when the City of Austin began accepting rigid plastics in August 2014. Residential curbside customers can now include hard plastic items – such as buckets, lawn chairs, laundry baskets, tubs, lids and milk crates – in their blue recycling carts. Hard plastics, usually made out of polypropylene or high-density polyethylene, can be remanufactured into items such as rakes, ice scrapers, fencing or battery cables. By recycling rigid plastics in the blue recycling cart, customers create more room in their trash carts and can downsize their trash carts to save money on utility bills. Recycling rigid plastics can also help residents reach their extra five pounds of recycling per month, helping the City get closer to Zero Waste.





THE CITY OF AUSTIN EXPANDED ITS CURBSIDE
ORGANICS COLLECTION PILOT PROGRAM TO
AROUND 14,000
HOMES IN FEBRUARY 2014



ORGANICS PILOT

The City of Austin expanded its Curbside Organics Collection pilot program to around 14,000 homes in February 2014 as part of its efforts to reach Zero Waste by 2040. The program, which finished its second year in 2014 by adding 6,500 homes, focuses on getting residents to compost organic waste (such as food scraps, yard trimmings and food-soiled paper) instead of throwing it away. When we throw away yard and food waste in landfills, methane gas – one of the leading contributors to climate change – is released. Composting helps minimize landfills' contribution to climate change.

Residents enrolled in the pilot program received a green 96-gallon cart to combine their organic waste with their yard trimmings. Their organic material was sent to a local composting facility to be converted into a nutrient-rich, soil-like substance which can be used by local landscapers, farmers, and gardeners to fertilize lawns and plants and increase our soil quality. Participating residents also may have created more space in their trash cart and could have downsized to a smaller trash cart, saving more than \$200 per year.

As a result of the pilot program, the City diverted more than 1,800 tons of organic waste from landfills during the first year and a total of 3,567 tons in the second year. In comparison to adjacent households with only yard trimmings collections, households in the Curbside Organics Collection pilot program contributed an average of 5.85 pounds more per household per month.

HOME COMPOSTING REBATE PROGRAM EXPANDS

Curbside customers had something to celebrate on Earth Day 2014 – Austin Resource Recovery expanded its Home Composting Rebate program, allowing most residents to receive a \$75 coupon when they purchased a home composting system from certain local retailers or selected their own retailer. Residents must complete a free composting class and fill out an application to receive their rebates or coupon. Since the program began in 2010, it has provided composting education to more than 7,000 residents, about 2,500 of whom received rebates. “For the past four years, the City’s Home Composting Rebate program has been successful in educating and inspiring thousands of people to compost in their own homes,” said Bob Gedert, Austin Resource Recovery Director. “Through this expansion, we aim to make the process easier and give more Austinites than ever a chance to reduce waste and benefit our community through composting.” Watch the online class in English or Spanish and apply for a rebate at austintexas.gov/composting.



PROVIDED COMPOSTING EDUCATION TO MORE
THAN **7,000**  RESIDENTS
SINCE 2010



2,500
• RESIDENTS •
RECEIVED REBATES



100,000
POUNDS
OF ELECTRONICS
RECYCLED
SINCE AUGUST
2014 LAUNCH

ELECTRONICS AT RESOURCE RECOVERY CENTER

The City of Austin began accepting used electronics at its Resource Recovery Center in July 2014. Residents can drop off old computers, smartphones and mobile devices, televisions, fax machines and copiers, and various other electronic accessories and devices for free. These electronics are then shredded and the plastic and metal components can be used to make items such as new electronic devices, jewelry, garden furniture or automotive parts.

“Recycling electronics saves natural resources, saves energy, reduces greenhouse gas emissions and keeps valuable and potentially hazardous materials out of the landfill, which contributes to Austin’s Zero Waste goal,” said Austin Resource Recovery Director Bob Gedert.

See what else the Resource Recovery Center can do at austintexas.gov/departments/resource-recovery-center.

RECYCLING INNOVATIONS INVESTMENT FORUM

The City of Austin hosted its first ever Recycling Innovations Investment Forum in May, bringing investors together with a variety of local, national, international and nonprofit manufacturing companies. Each company pitched for ten minutes to more than 20 investors and an audience of around 100. As part of Austin's Recycling Economic Development Program, the forum showcased Austin's large amount of growth opportunities for green businesses, recycling manufacturing and processing, and creating green-collar jobs.

"Austin's Zero Waste initiative not only diverts waste from disposal, but will also grow local business and industry that can use recycled materials to make new products," said Bob Gedert, Director of Austin Resource Recovery Department. "We want to use our Zero Waste goals to grow green-collar jobs in Austin."

To learn more about the Recycling Economic Development Program, visit austintexas.gov/recyclingecodev.



THE TEAM

RECYCLED
OR REUSED
MATERIALS
COLLECTED
AT HHW:

40.6%

HOUSEHOLD HAZARDOUS WASTE (HHW)



RESIDENTS
USING HHW: 17,077





YARD TRIMMINGS
COLLECTED: 28,344 TONS



LARGE BRUSH
COLLECTED:
6,666 TONS



RECYCLING
COLLECTED:
55,923



Part of making Austin the most livable city in the country means having the right team to help facilitate that mission. From recycling and trash collection to bulk, brush and yard trimmings collection, our crews are working around the clock to keep Austin beautiful.



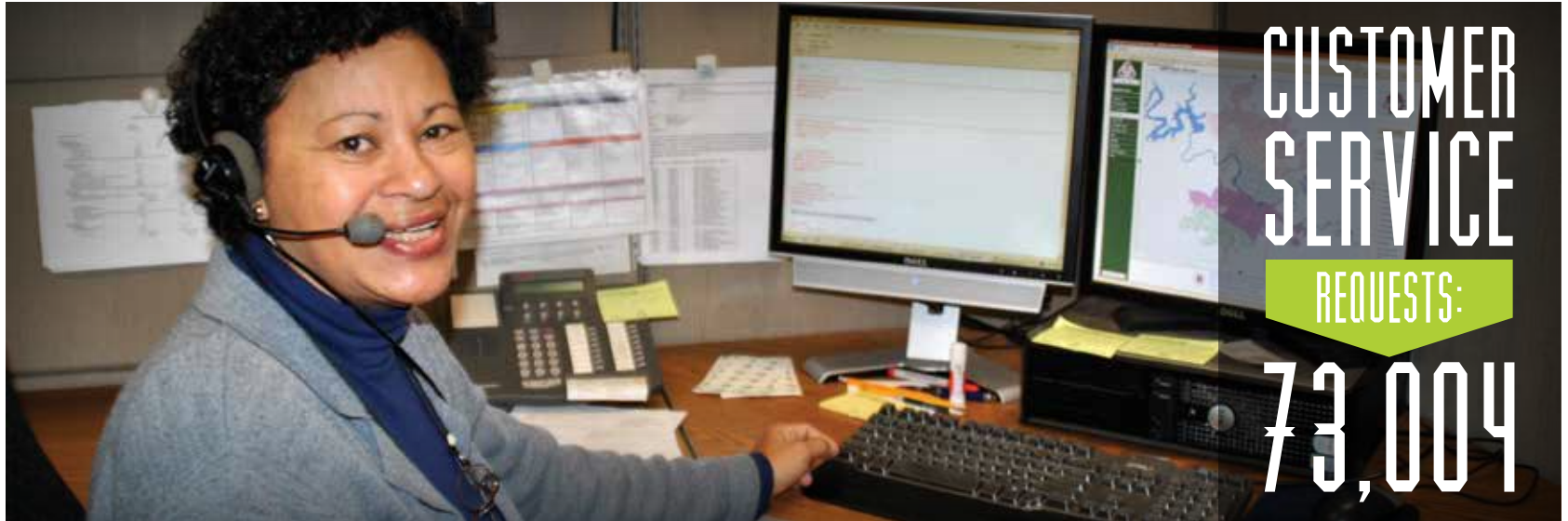
BULK
COLLECTED:
8,912 TONS



TRASH
COLLECTED: 129,035 TONS



CUSTOMER SERVICE



CUSTOMER SATISFACTION

CITY SERVICE	CITY OF AUSTIN	NATIONAL AVERAGE
TRASH COLLECTION	87%	80%
RECYCLING COLLECTION	86%	73%
YARD TRIMMINGS COLLECTION	81%	72%
BULKY ITEMS COLLECTION	76%	64%
STREET SWEEPING	69%	59%



SPECIAL EVENTS

As one of the liveliest cities in the country, Austin hosts many special events every year. With Austin Resource Recovery's Event Recycling Program and our amazing crew, we're able to keep our city beautiful for everyone.

In 2014, Austin Resource Recovery provided waste management services for the following events:

- Austin's New Year Celebration
- African American Heritage Festival
- Zilker Kite Festival
- South by Southwest (SXSW)
- Urban Music Festival
- Juneteenth
- PRIDE Festival and Parade
- Viva La Vida Festival
- Trail of Lights

Crews collected over 1 million pounds of trash and over 200,000 pounds of recyclable material at these events.

Event organizers who coordinate their own events are eligible for the Event Recycling Rebate and may qualify to earn up to \$750 on their recycling/composting costs and services. The application process is simple and we encourage all event managers to take advantage of this great opportunity!

Austin Resource Recovery also partnered with Keep Austin Beautiful to provide the fundamental resources for event recycling. Event organizers can request clear stream recycling containers and flutter flags to increase the visibility of recycling at their event.

For more information, visit austintexas.gov/department/event-recycling.



SXSW | TOTAL WORKED: **4,800** HOURS
65 EMPLOYEES DEDICATED
TRASH COLLECTED: **879,160** LBS





5 EASY WAYS YOU CAN HELP REACH OUR ZERO WASTE GOAL

1. **Take the Austin Recycles Pledge!** Recyclable items are all around your house, not just in the kitchen. **Pledge to recycle more items in your bathroom, including:**

- Plastic bottles (*shampoo, shower gel, lotion, mouthwash, makeup remover and more*)
- Cardboard packaging (*for toothpaste or bar soap*)
- Toilet paper rolls and tissue boxes (*remove plastic wrap*)
- Join the 2,000+ Austinites who pledge to take their recycling to the next level. Visit <http://bit.ly/atxpledge>.

2. **Make recycling a habit!** Be sure to set out your blue recycling cart every two weeks even if it's not full. Have questions about what you can recycle? Visit austintexas.gov/recycling.

3. Be an advocate in your community! **Sign up to be a Zero Waste Block Leader.** We will send you information about new programs and recycling tips. You can be a local expert and help your neighbors, friends and family recycle more. Sign up at austintexas.gov/department/be-zero-waste-block-leader.

4. **Start composting at your home.** You can create nutrient-rich soil from food scraps and leaves from your yard. Take a free composting class or watch the class online (*in English or Spanish*) and qualify for a \$75 rebate at austintexas.gov/composting.

5. Drop off your unwanted electronics and appliances for recycling. If it plugs in, then we will take it! Find details at austintexas.gov/department/resource-recovery-center.

Stay up to date! Follow us at facebook.com/austinrecycles. Follow the Road to Zero Waste blog at austinrecycles.com.

