

[THE FUTURE OF ZERO WASTE]

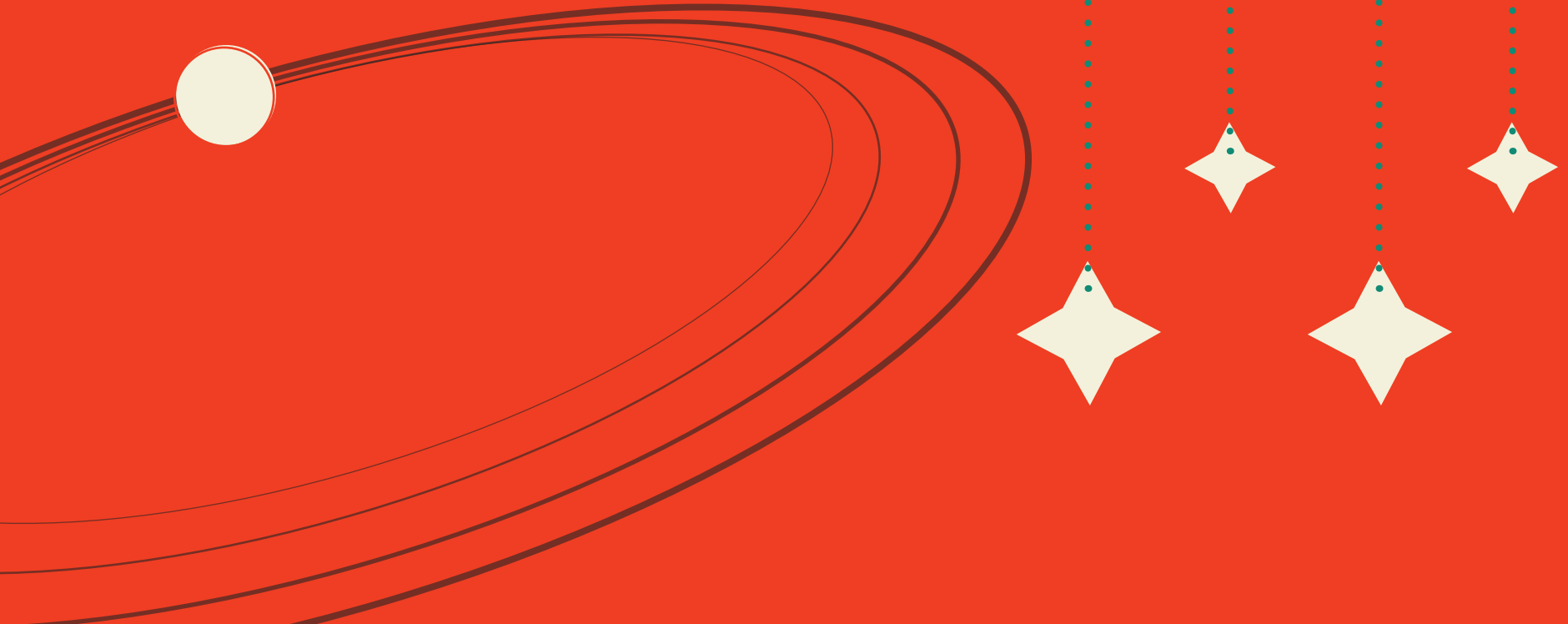


Austin Resource Recovery
Annual Report // 2012



As the City of Austin continues to grow and expand, so does our commitment to making our City one of the most sustainable in the country. This year, Austin Resource Recovery implemented programs that preserve the community and utilize sustainable practices, making 2012 a pivotal year. The City dedicated itself to the grand goal of Zero Waste by 2040. I have the utmost confidence that Austin Resource Recovery's steadfast commitment to achieving that goal through innovation and community engagement makes Austin one of the best managed cities in the nation.

[Marc Ott // City Manager]





[GREETINGS]

I am pleased to share with you the 2012 Austin Resource Recovery Annual Report. In 2011, we celebrated adoption of the departmental Master Plan which lays the groundwork for Austin's Zero Waste progress for the next 30 years and beyond. This year, we set into

motion a series of services, programs and policies that represent the department's commitment to innovation, growth and success in our pursuit of Zero Waste.

Zero Waste is a lofty goal. So lofty, in fact, that some may think it is unattainable. It is with that in mind that we look to history as a source of inspiration and encouragement.

On July 20, 1969, Neil Armstrong and Buzz Aldrin became the first men to walk on the moon. This moment was years in the making when, in 1962, President John F. Kennedy declared:

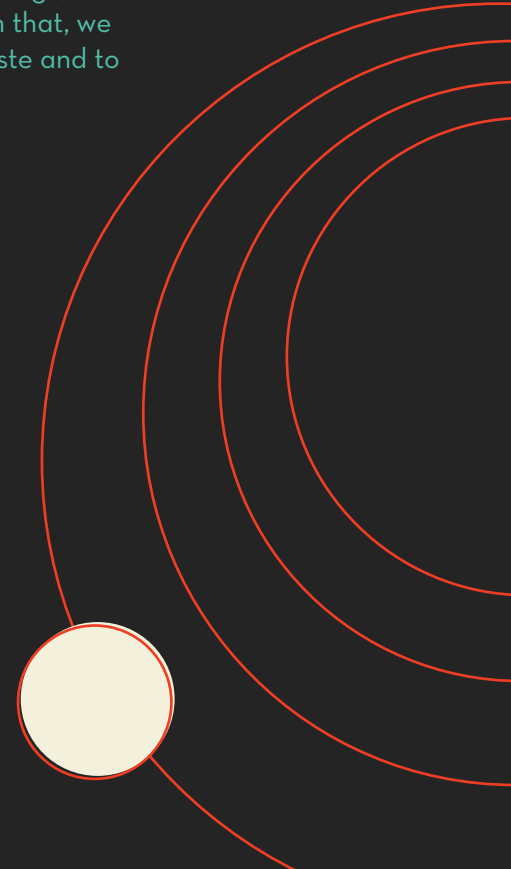
"We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win."

[<http://er.jsc.nasa.gov/seh/ricetalk.htm>]

The City may not have its eye on the moon, but we do have a challenging goal that requires our intent, drive and passion. Like the moon mission, the road to Zero Waste requires strategic planning, careful execution and an unwavering commitment. As a department, we will implement new programs and consider imaginative new ways to achieve Zero Waste. With help from our dedicated staff, fellow Austinites and the community at large, we can make meaningful, measurable progress. With that, we invite you to join us in the pursuit of Zero Waste and to take part in this monumental journey.

Sincerely,

[Bob Gedert // Director]
Austin Resource Recovery | City of Austin



VISION



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

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.

MISSION

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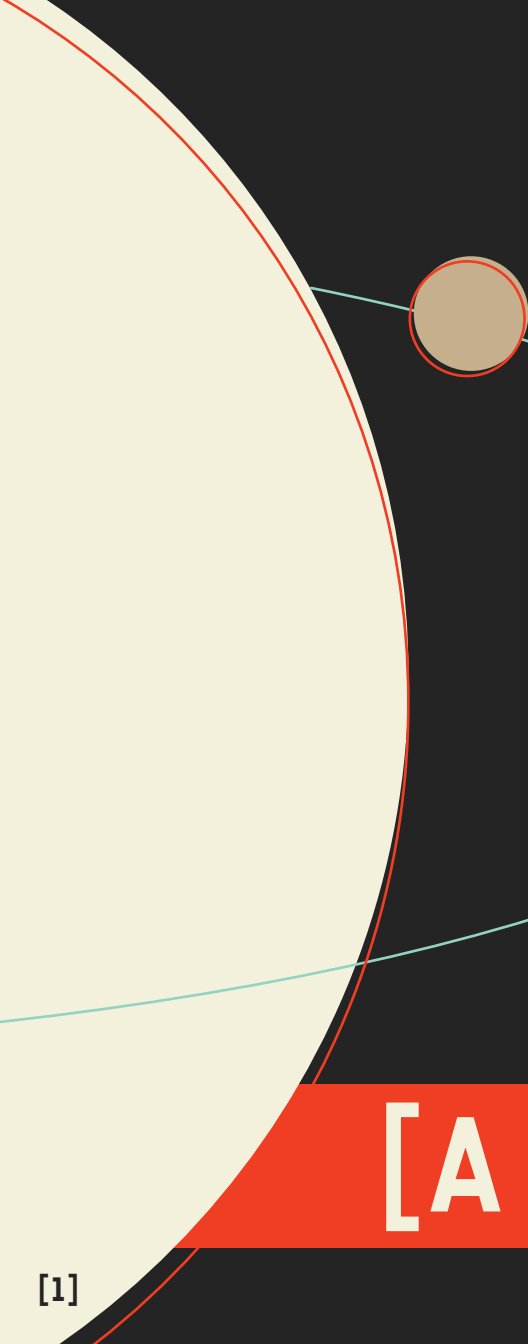
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In 2012, Austin Resource Recovery added two divisions within the department: Quality Assurance and Safety. Elevating these service areas to divisions comes at a critical time, as the Department continues to implement the services, programs and policies outlined in our Master Plan.

“Safety is of the utmost importance, as we strive to promote an environment that values accident prevention and education to keep our employees out of danger while in the out field or in the office,” said Austin Resource Recovery Director, Bob Gedert. “Equally important is quality assurance. By evaluating and refining Department operations, we are ensuring that the services we provide are as efficient as possible. As a result, we are able to effectively preserve resources and streamline processes.”

[A YEAR OF GROWTH]:

Austin Resource Recovery staff work hard to provide the best in solid waste and recycling solutions. We do this by providing innovative programs that serve our customers and help us reach our Zero Waste goals.



[AWARDS:]

National Association of Telecommunications Officers and Advisers (NATOA):

- Public Information Series - Dare to Go Zero

Texas Association of Municipal Information Officers (TAMIO):

- Third Place Award: Recurring Programming/Cities Over 100,000 Population - Dare to Go Zero

Texas Solid Waste Association of North America (TxSWANA) ROAD-E-O Winners:

- 1st place, Overall Winner: Chris Gonzales
- 3rd place, Tractor Trailer category: Aaron Green

2012 HIGHLIGHTS

Austin City Council approves Single-Use Carryout Bag Ordinance.

March 2



Austin Resource Recovery expands recycling services in downtown Austin, allowing businesses to recycle more materials at no extra cost.

April 17



Austin Resource Recovery works with Keep Austin Beautiful to collect more than 29 tons of trash and recyclable materials from our parks, creeks, streets and schools during the annual Clean Sweep event.

April 14



Austin Resource Recovery launches partnership with Catalog Choice, a program intended to help Austin residents opt out of unsolicited mail and phone books.

April 20



Trash Dance, a documentary by Austin filmmaker Andrew Garrison featuring Austin Resource Recovery employees, premieres at SXSW.

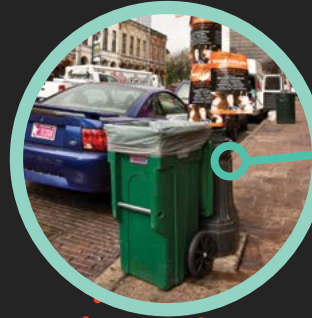
March 10

However You
MEASURE IT
MAKE IT 5 FEET



Austin Resource Recovery launches the Proper Set Out campaign. Ads included "However You Measure It, Make it 5 Feet" and "Place It and Space It," reminding customers to place their carts 5 feet apart to help keep our drivers safe as they work.

May 1



Austin Resource Recovery assists with Formula 1 cleanup through street sweeping, litter control and trash receptacle maintenance. Employees collect 5.5 tons of litter in the downtown area and sweep approximately 12 tons of debris from roads in the downtown area and major arterials leading to the Formula 1 track.

November 16-18



Austin Resource Recovery expands its residential recycling services to accept additional metal materials to include:

- Clean aluminum foil (balled, 2 inches or larger)
- Aluminum foil baking tins, trays, pie plates (clean/free of food residue)

November 29

Austin Resource Recovery launches a new youth education program called Generation Zero, which provides Austin students and educators with awareness about recycling, composting and conservation while providing simple solutions for reducing waste. The program is poised to reach more than 10,000 youth in its first two years.



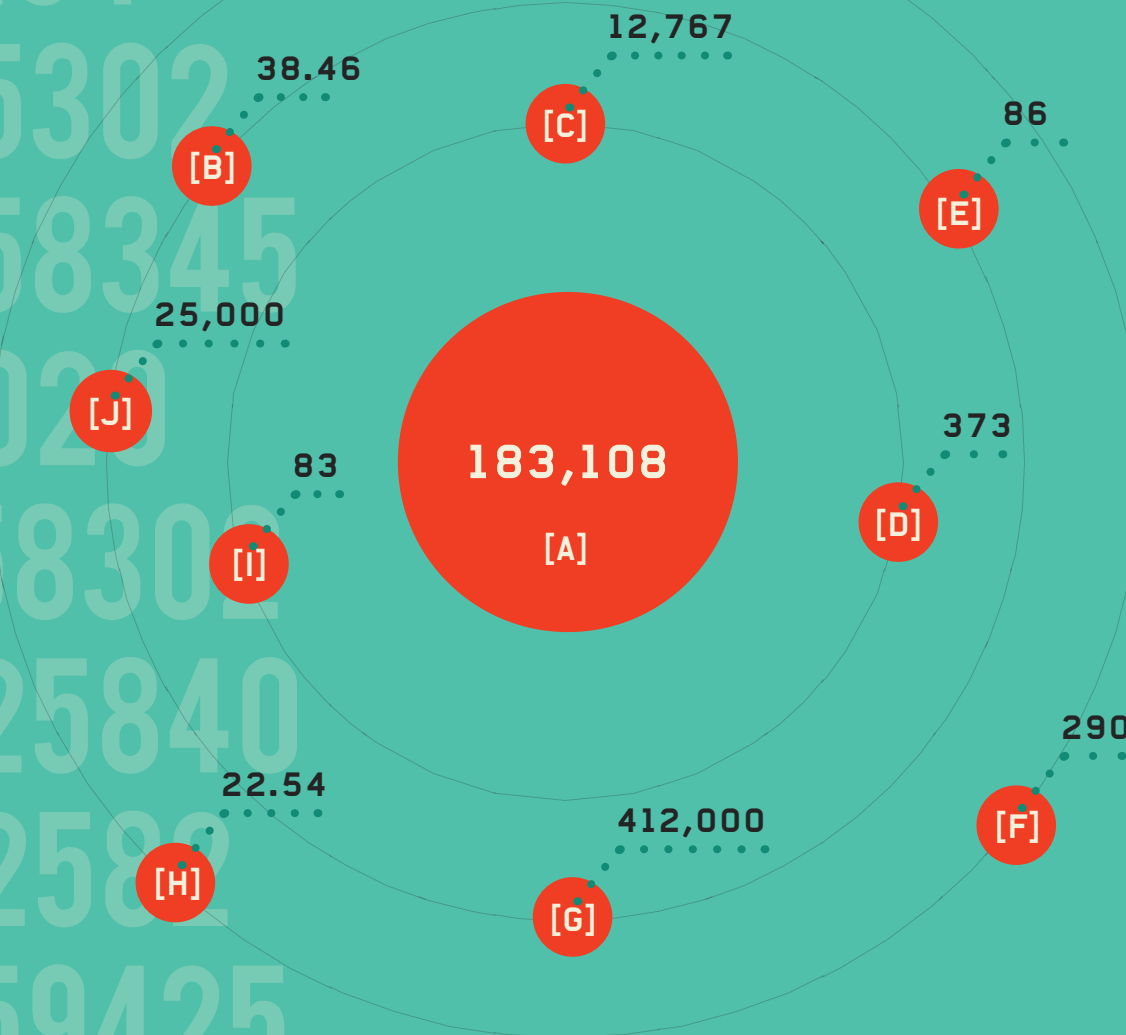
September 17

City of Austin Universal Recycling Ordinance goes into effect, requiring certain commercial and multifamily property owners to provide their employees and tenants with access to recycling of paper, plastic, aluminum, cardboard and glass.



October 1

[2012/BY THE NUMBERS]:



- [A] Households in Austin serviced by Austin Resource Recovery
- [B] Percent of City-Collected materials diverted from the landfills
- [C] Gallons of Austin ReBlend paint produced
- [D] Safety training sessions and classes offered to Austin Resource Recovery employees to ensure safety, efficiency and excellent customer service
- [E] Composting classes presented to the community, City of Austin employees, religious groups, nonprofits and others
- [F] Tons of appliances, car batteries, metals, motor fluids and other materials recycled at the Resource Recovery Center
- [G] Pounds of Household Hazardous Waste recycled or reused
- [H] Average pounds of recyclable materials collected per household (every two weeks)
- [I] Percent satisfaction rate by City of Austin customers for Austin Resource Recovery collection services
- [J] Number of reusable and multiple-use bags distributed to Austin residents

Bring It Austin: The Austin City Council Passes the Single-Use Carryout Bag Ordinance

On March 2, 2012 the Austin City Council unanimously approved the Single-Use Carryout Bag Ordinance, which went into effect in March 2013. The ordinance regulates the types of carryout bags business establishments in Austin can distribute and encourages a shift to reusable bags. Those bags include:

- Cloth, fabric or other woven bags, with handles
- Plastic bags that are at least 4 mil (.004 inches) thick, with handles
- Paper bags made of at least 40% recycled content, with handles

“Passage of the Single-Use Carryout Bag Ordinance is a historic step toward Zero Waste,” said Bob Gedert, Austin Resource Recovery Director. “We’re shifting from a disposable, single-use society to adopting habits that are more sustainable.”

With this ordinance, the City expects to see a reduction in plastic bag litter, as Austin shoppers shift to using reusable bags. Since passage of the ordinance, the department distributed over 25,000 reusable bags and will continue this effort in the year to come.

“Change is never easy, but by passing this ordinance and setting a high environmental bar, I am confident that Austin will ‘rethink’ reusable bags, in addition to our longstanding habits of reducing, reusing and recycling,” said Austin Mayor Lee Leffingwell.

The City encourages Austinites to bring reusable bags with them every time they shop. For more information about the ordinance and resources for both shoppers and businesses, visit **BringItAustin.com**.



Children decorate reusable bags at the annual Earth Day Festival.

[FINANCIAL REPORT]:

Jan. 1, 2012 – Dec. 31, 2012*

REVENUE	2011	2012
Residential Services	43,339,268	44,261,325
Commercial Services	2,503,330	2,568,395
Extra Trash Fee/Cart Upsize Fee	654,500	650,573
Service Initiation Fee	648,193	683,349
Clean Community Fee	22,937,256	21,063,310
Single Stream Recycling Revenue	5,323,847	3,724,418
Travis County HHW Reimbursement	91,034	121,172
Other Revenue**	1,168,812	722,751
TOTAL REVENUE	76,666,240	73,795,293

EXPENSES	2011	2012
Collection Services	24,620,074	30,593,947
Landfill Closure	(56,667)	172,391
Litter Abatement	5,491,428	6,147,311
Brownfields Remediation	26,346	123,565
Waste Diversion Programs & Services	6,135,981	2,233,857
Operations Support	2,873,961	4,523,233
Administrative & Financial Support Services	5,828,664	6,920,702
Transfers & Other Expenses***	27,927,589	27,432,623
TOTAL EXPENSES	72,847,376	78,147,629

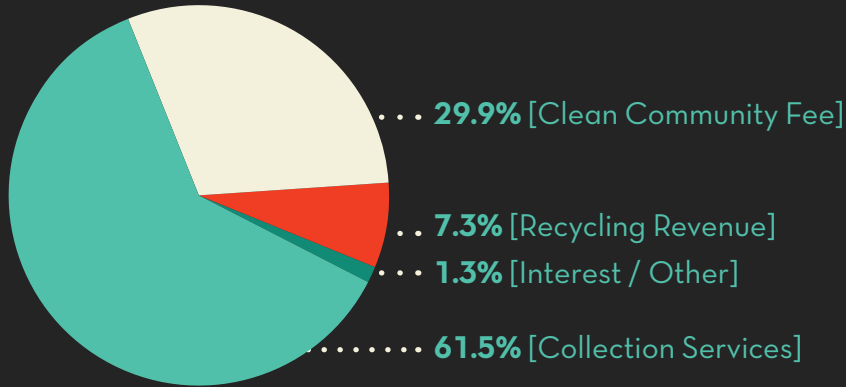
* The City of Austin fiscal year begins on Oct. 1, and ends on Sept. 30. For information about Austin Resource Recovery's approved fiscal year budget, please visit austintexas.gov/finance

** Includes commercial waste hauler permits and container fees, interest, etc.

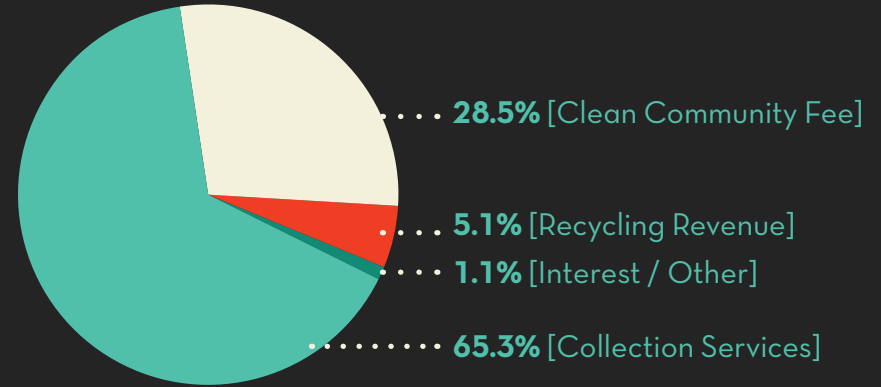
*** Includes 3-1-1 support, utility billing support, workers' compensation costs, insurance, City administrative support, etc

[Source of Funds]

2011

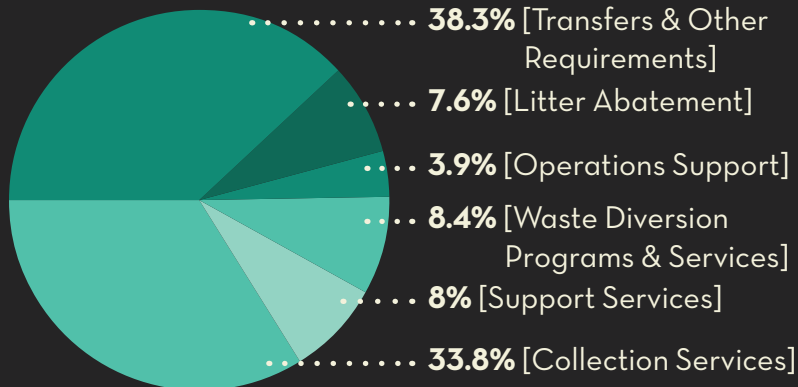


2012

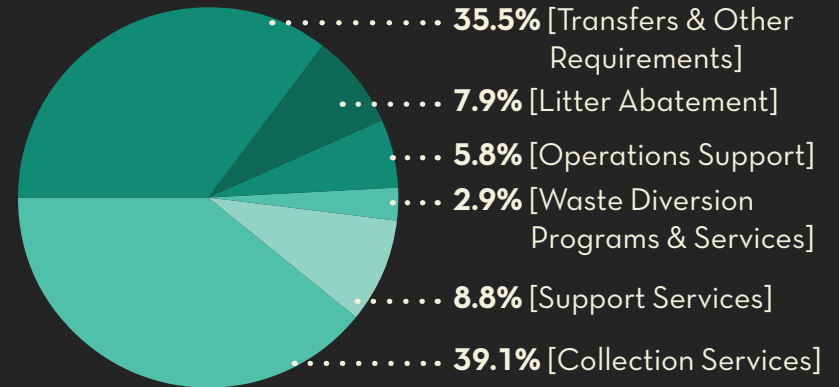


[Use of Funds]

2011



2012



[LEADING BY EXAMPLE]:

Austin Resource Recovery strives to serve as a model for the community by implementing waste reduction practices within City of Austin facilities, promoting Zero Waste among employees and reducing the Department's carbon footprint.

[2012 Highlights]

- Hosted eight trainings and **12** waste assessments for various City of Austin departments and facilities.
- Conducted climate protection training for all Austin Resource Recovery employees.
- Held **five** events that focused on recycling in the workplace, hosted by the Department's Green Team.
- Purchased **four** additional vehicles fueled by Compressed Natural Gas (CNG).
- Repurposed recyclables collected by staff into a 3-D educational display used to inform employees about proper recycling at home and at work.
- Volunteered at Recycled Reads, the Austin Public Library reuse bookstore, as part of the Department's annual Employee Appreciation Day.

COMPRESSED NATURAL GAS VEHICLES BY YEAR

[2008 / Pilot Program]



[2009]



[2011]



[2012]



TOTAL: 28

CNG vehicles help reduce carbon emissions and generally have lower maintenance costs. These trucks are also quieter and utilize brake energy recovery technology.



Austin Resource Recovery utilizes a fleet of alternative fuel vehicles including those using: compressed natural gas, biodiesel, ethanol gasoline, electric and hydraulic hybrid technology. These fuel and technology types lower our carbon footprint and are more environmentally sustainable.

[RESIDENTIAL SERVICES]:

Austin Resource Recovery provides a wide range of services designed to transform waste into resources while keeping our community clean. Austin residents living in single-family homes or properties with three units or fewer receive our services, including curbside collection of recycling, trash, yard trimmings, large brush and bulk items. Additional residential services include sweeping streets, collecting dead animals and operating a drop-off center for household hazardous waste.

[2012 Highlights]

- Diverted **38.46** percent of materials from the landfill.
- Collected **53,943** tons of recycling, an increase from 2011.
- Collected **128,714** tons of trash.
- Composted **31,055** tons of yard trimmings and large brush, an increase from 2011.
- Recycled **205** tons of bulk items collected from the curb.
- Recycled or reused **33** percent of the materials collected at the Household Hazardous Waste Facility, an increase from 2011.



Austin residents are provided with a blue 96-gallon recycling cart and can choose among four brown trash cart sizes: 96 gallons, 64 gallons, 32 gallons and 24 gallons. The smaller the trash cart, the less it costs.

NUMBER OF RESIDENTIAL CUSTOMERS



2011 [181,151]

Residential Collection Services

2012 [183,108]



2011 [2,391]

Austin ReBlend and Reuse Store Customers

2012 [3,322]



2011 [13,975]

Residents using Household Hazardous Waste Program

2012 [15,929]



2011 [335,087]

Residential Anti-Litter Customers

2012 [337,762]



Austin Resource Recovery continues to expand and refine its services for residential customers. The Household Hazardous Waste Facility is open to Austin and Travis County residents to drop off materials that may otherwise end up in the landfill.

2011 NUMBERS

52,401 **tons recycling collected**

127,137 **tons trash collected**

38.10% **diverted from landfill**

2012 NUMBERS

53,943
Tons recycling
collected

128,714
Tons trash
collected

38.46%
Diverted from
Landfill



CURBSIDE AND HOUSEHOLD HAZARDOUS WASTE COLLECTION: VOLUME

2011

134,984
Total tons
disposed

83,093
Total tons
diverted from
landfill

2012

136,659
Total tons
disposed

85,409
Total tons
diverted from
landfill



Social Media: Place it and Space it 5 Feet Apart

In the spring of 2012, Austin Resource Recovery launched a public awareness campaign reminding customers to place trash carts, recycling carts and yard trimmings 5 feet apart.

Some might not be aware that Austin Resource Recovery's automated trucks have a mechanical arm that picks up trash and recycling carts. When carts are too close together, collection crews have to get out of the truck and move the carts manually so that the mechanical arm can effectively pick them up.

To address concerns expressed by operations staff and in an effort to increase efficiency, the campaign included print, online, radio, transit and movie theater advertising, as well as social media outreach. The department also created a music video called "Place It and Space It," that provided catchy lyrics and a visually appealing message that helped show customers why it is important to space carts 5 feet apart.

"So, let's do the pick-up crews a favor and save them all a little manual labor and space the carts when you place them out on the street. Space them 5 feet apart when you place your carts, helping out is really keen. It only takes a second or two to help keep Austin green."





Austin Resource Recovery customers receive twice-per-year collection of bulk items. For a list of acceptable items, visit austinrecycles.com.

RESIDENTIAL CURBSIDE YARD TRIMMINGS AND LARGE BRUSH: TONS COLLECTED

2011
23,776
Total tons yard
trimmings
collected



2012
23,038
Total tons yard
trimmings
collected

6,495
Total tons
large brush
collected



8,017
Total tons
large brush
collected

HOUSEHOLD HAZARDOUS WASTE COLLECTION: TONS COLLECTED

2011
403
Total tons household
hazardous waste
disposed



2012
425
Total tons household
hazardous waste
disposed


170
Total tons household
hazardous waste
recycled/reused


205
Total tons household
hazardous waste
recycled/reused

CURBSIDE BULK: TONS COLLECTED

2011
7,443
Total tons
bulk collected



2012
7,520
Total tons
bulk collected


250
Total tons
bulk recycled


205
Total tons
bulk recycled

HOME COMPOSTING REBATE PROGRAM

Food scraps and organic materials make up more than 40 percent of the City of Austin's waste stream. Composting these resources instead of sending them to the landfill reduces costs and helps Austin get closer to Zero Waste. Due to its success, Austin Resource Recovery expanded the Home Composting Rebate Program in 2012 by adding more classes to the schedule. The program challenges Austinites to complete a free composting class, downsize to a 32- or 24-gallon trash cart, and purchase a home composting system. Curbside customers who do these three things are eligible for a rebate of 75 percent of the cost of their new home composting system, up to \$75.

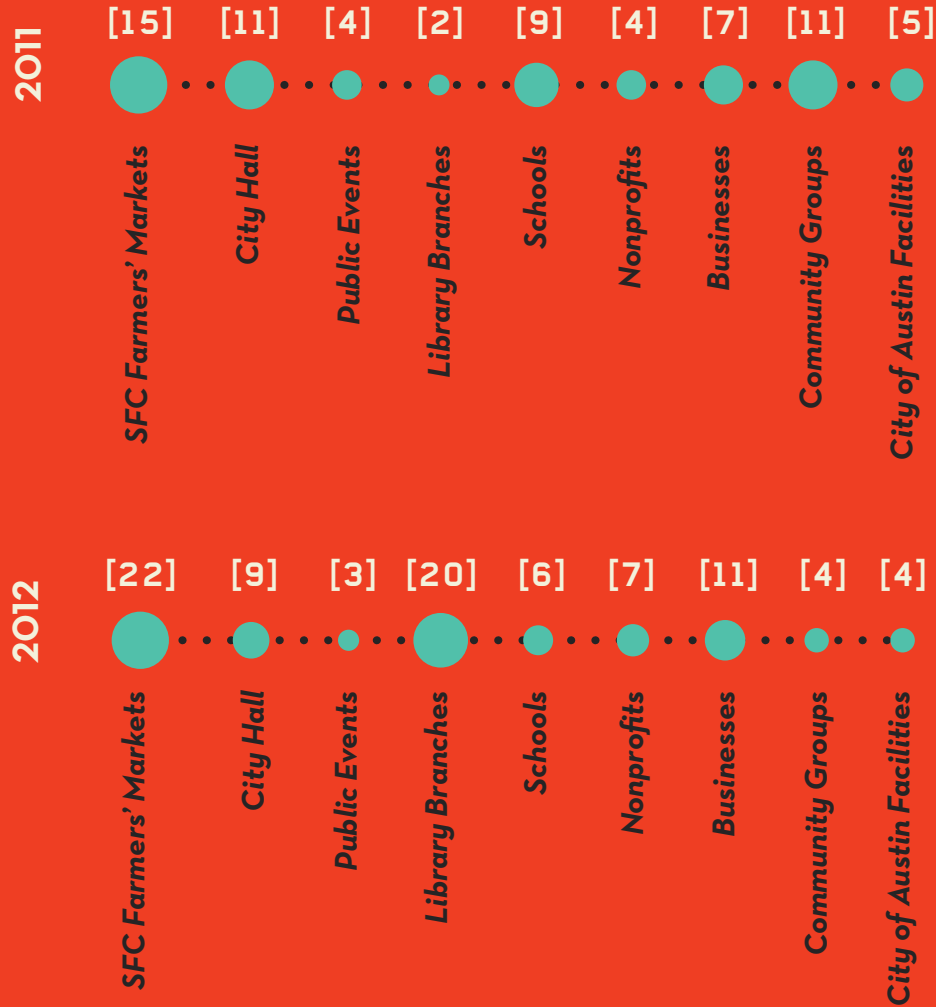
[2012 Highlights]

- Offered **86** composting classes throughout Austin.
- Taught in-person classes to **2,647** students, which is approximately **19** percent more than in 2011.
- The number of rebates provided to customers increased to **871** and **\$52,637** in rebates were issued.

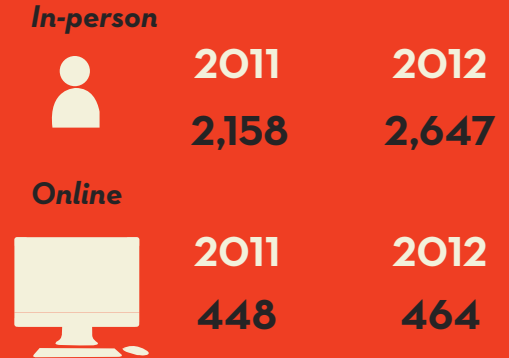


In 2010, Austin Resource Recovery began its Home Composting Rebate Program. Every year since, the program has expanded resulting in additional students and an increase in the number and amount of rebates issued.

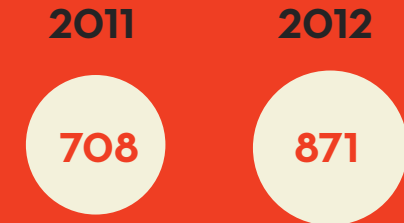
FREE COMPOSTING CLASSES



NUMBER OF COMPOSTING CLASS ATTENDEES



NUMBER OF HOME COMPOSTING REBATES



[COMMERCIAL SERVICES]:

Austin Resource Recovery provides cart-based trash and recycling collection services for some small businesses located in residential areas that do not require Dumpsters. Therefore, most businesses in Austin choose a private hauler. In the entertainment district of downtown, the City contracts for trash and recycling Dumpster services for restaurants, offices, apartments, condominiums and other businesses in designated areas.

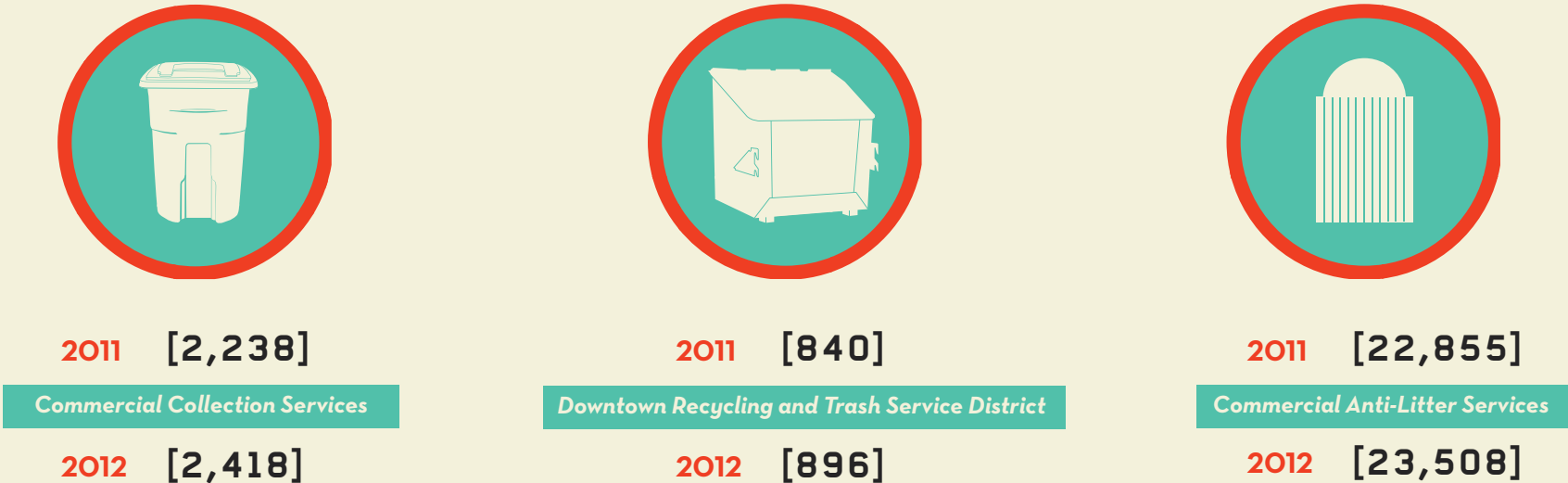
Collectively, Austin Resource Recovery only collects approximately 25 percent of the materials generated in Austin. To increase diversion, the first phase of the Universal Recycling Ordinance was implemented in October 2012, requiring large offices and multifamily complexes to provide convenient and effective recycling services to their employees and tenants. The department's Business Outreach Team provides businesses, organizations and multifamily communities with tools, technical assessments and best practices to help successfully implement recycling and resource recovery programs.

[2012 Highlights]

- Provided **664** businesses with waste reduction assistance.
- Hosted eight stakeholder meetings in 2012 to discuss Phase 2 of the Universal Recycling Ordinance.
- Held **five** business trainings and mailed letters to more than **17,500** businesses affected by the Single-Use Carryout Bag Ordinance, providing details about the ordinance and additional resources.
- Trained more than **350** businesses and residential customers on how to take advantage of the expanded recycling services available downtown.
- Developed Universal Recycling Ordinance Administrative Rules by conducting **13** Stakeholder Meetings with more than **155** stakeholders.
- Expanded the Downtown Austin Trash & Recycling Service District from glass and cardboard recycling only to a single-stream collection of plastics #1-7, glass, aluminum, metals, office paper and cardboard.



NUMBER OF COMMERCIAL CUSTOMERS



Universal Recycling Ordinance Requires Property Owners to Recycle

In order for the City to reach its Zero Waste goals, we all need to do our part to recycle in Austin – especially at large apartment complexes and businesses.

On October 1, 2012, the Universal Recycling Ordinance went into effect, requiring properties to provide recycling of paper, cardboard, aluminum, glass, and plastics #1 and #2. The ordinance also required convenient access to well-labeled recycling bins, including bilingual signs that illustrate proper recycling methods. At present, only commercial offices 100,000 sq. ft. or multifamily properties with 75 dwelling units or more are affected. Additional properties will be phased in over time. By 2016, all properties will be required to provide recycling services to their tenants and customers.

“The City of Austin is dedicated to leading by example and implementing all aspects of the Universal Recycling Ordinance at its facilities,” Program Manager Aiden Cohen said. “We believe this ordinance will help us move our city toward our Zero Waste goals.”

The City is also developing amendments to the ordinance that will expand the list of affected properties in future years. These amendments will include retailers, grocery stores, restaurants, hotels and motels, as well as industrial facilities. In addition, compostable materials such as food scraps may be added to the ordinance in the near future.

Learn more about the Universal Recycling Ordinance at austintexas.gov/commercialrecycling.

WHAT CAN I RECYCLE? ¿QUÉ PUEDO RECICLAR?



austinrecycles.com

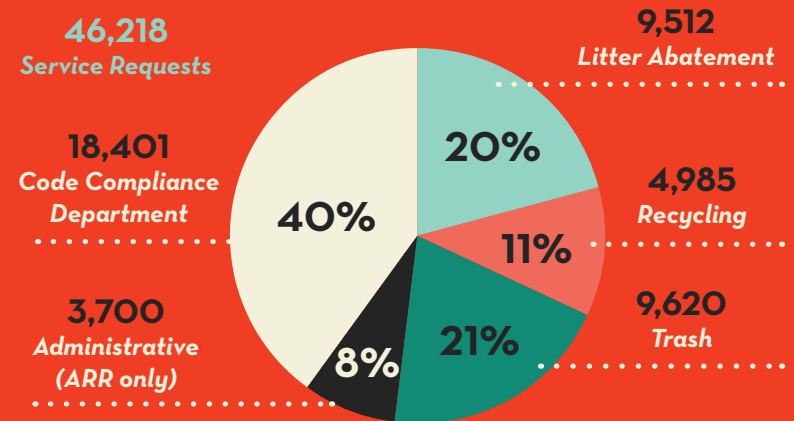
[CUSTOMER SERVICE]:

Austin Resource Recovery's dedicated Customer Service representatives are a primary point of contact between the Department and its customers. They answer questions, address concerns and initiate service requests. Austin 3-1-1 and the Austin Energy Customer Call Center also assist with responding to billing inquiries, answering general questions and setting up service for new customers.

[Survey Says...]

Every year, the City of Austin asks residents to rate City services. Our goal is to continuously improve upon the services we provide and are happy to report that our Customer Satisfaction rating ranks among the best in the nation.

NUMBER OF SERVICE REQUESTS BY TYPE



CITY OF AUSTIN COMMUNITY SURVEY RESULTS: CUSTOMER SATISFACTION

	2012
Trash Collection	83%
Recycling Collection	83%
Yard Trimmings Collection	80%
Bulk Item Collection	74%
HHW Collection	53%

[KEEPING AUSTIN CLEAN]:

Austin Resource Recovery does more than pick up trash, recycling and yard trimmings at the curb. Employees work night and day to keep city streets clean and clear of litter. Throughout the year, Austin Resource Recovery cleans residential streets and thoroughfares, clears debris from illegal dump sites and removes dead animals from public rights of way.

Every night, staff sweep and clean designated streets in the downtown Recycling and Trash Service District, and trash is collected from receptacles along Sixth Street and Congress Avenue.



Staff works round the clock to keep Austin clean. Residential streets are swept six times a year, while major streets are swept once a month.

CLEANED ILLEGAL DUMP SITES

2011

827

2012

931

TONS OF LITTER AND DEBRIS COLLECTED

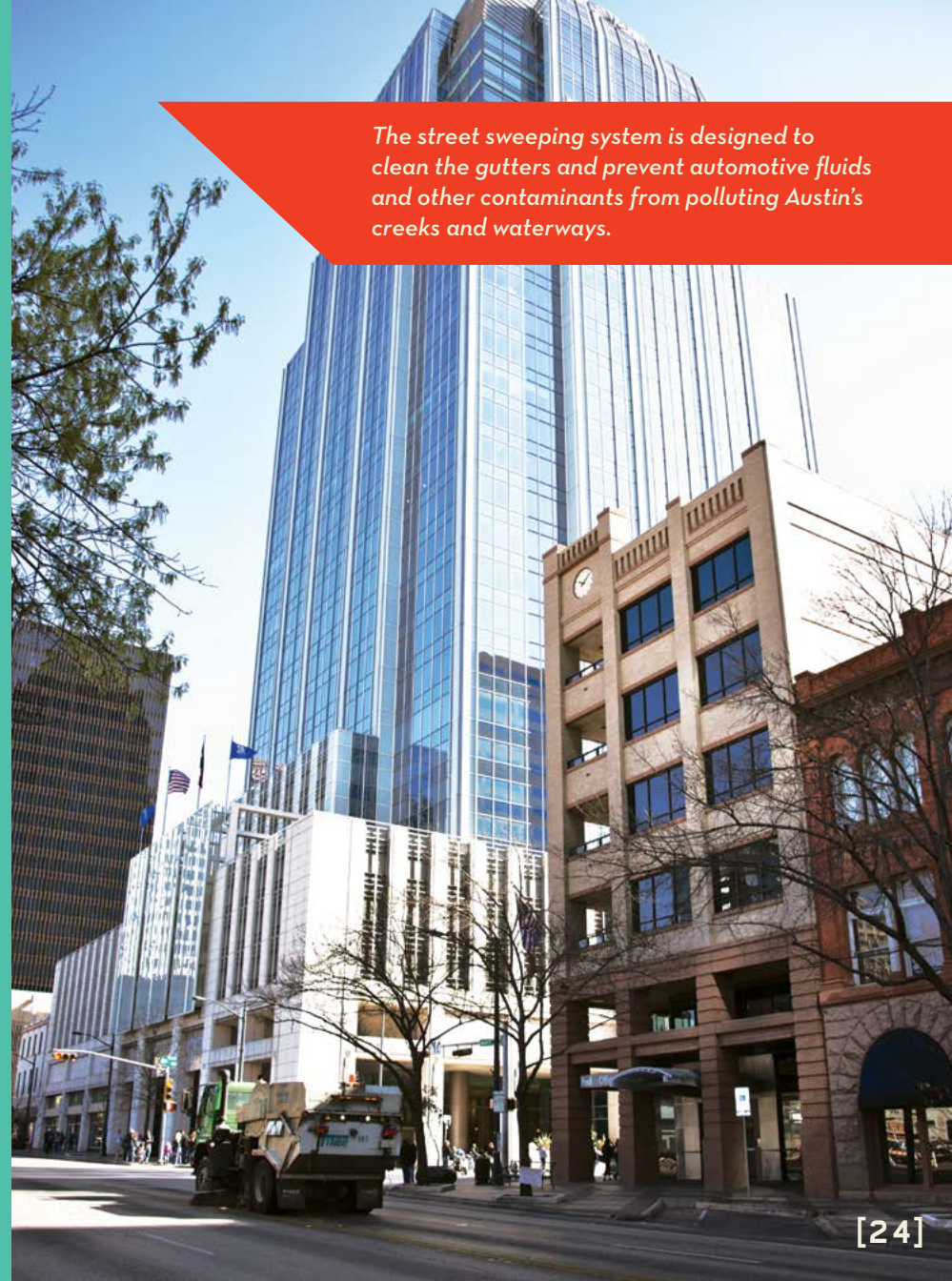
2011

269

2012

265

The street sweeping system is designed to clean the gutters and prevent automotive fluids and other contaminants from polluting Austin's creeks and waterways.



Trash Dance Premiere at SXSW

Andrew Garrison's documentary *Trash Dance* premiered on March 10, 2012 at South by Southwest (SXSW). *Trash Dance* followed 24 staff members from Austin Resource Recovery as they trained to star in a choreographed dance featuring recycling trucks, street sweepers and trash carts. Allison Orr of Forklift Danceworks choreographed the performance after months of shadowing staff on their routes to listen, learn, and ultimately to try to convince them to participate.

Trash Dance's objective was to educate citizens about a job that many depend upon but few know a lot about. *Trash Dance* accomplished that and also succeeded in transforming the image of sanitation workers, giving them a voice and showing that they do more than just pick up trash. Jennifer Saucedo, who participated in both 2011 shows and drove a street sweeper, attended the premiere and was welcomed to crowds of people clapping and cheering. "I felt so appreciated and proud," Jennifer said. "The event was a once-in-a-lifetime experience and not at all what I expected. My favorite part of the documentary were the individual interviews...they shared a part of people's lives that the public rarely gets a chance to see."

The premiere was an undisputed success. Blackbook Magazine called *Trash Dance* "Unbelievable, incredibly beautiful and moving." The Austin-American Statesman commented that "Garrison's thoughtful, eloquent documentary illuminates the reality that all work matters and has dignity, no matter the invisibility of the labor." In addition to accolades from the media, *Trash Dance* earned two standing ovations at the premiere: first for director Andrew Garrison and choreographer Allison Orr, and then for participants in "The Trash Project." *Trash Dance* also earned a Special Jury Recognition at SXSW.

Congratulations to all involved!



Sam Anderson takes the stage with fellow crew members at the premiere of Trash Dance at SXSW.

Austin Resource Recovery Staff Wins at the International SWANA ROAD-E-O

After months of preparation and qualifying competitions, Austin Resource Recovery employee, Chris Gonzales, won 2nd place in the Tractor Trailer category at the International Solid Waste Association of North America (SWANA) ROAD-E-O in Lexington, Ky., on Sept. 16, 2012.

To qualify for this competition, Chris placed first in the Tractor Trailer category at the Texas SWANA ROAD-E-O in June of 2012. An achievement such as this is a reflection of complete dedication and mastery of skill. Austin Resource Recovery is proud to have Chris on our staff and looks forward to future ROAD-E-O competitions.

SWANA, the leading professional association in the solid waste field, provides this ROAD-E-O competition to showcase solid waste driver skills and talents in driving trucks. The annual event fosters a spirit of competition and goodwill, while also promoting professionalism and safety among participants from various regions.

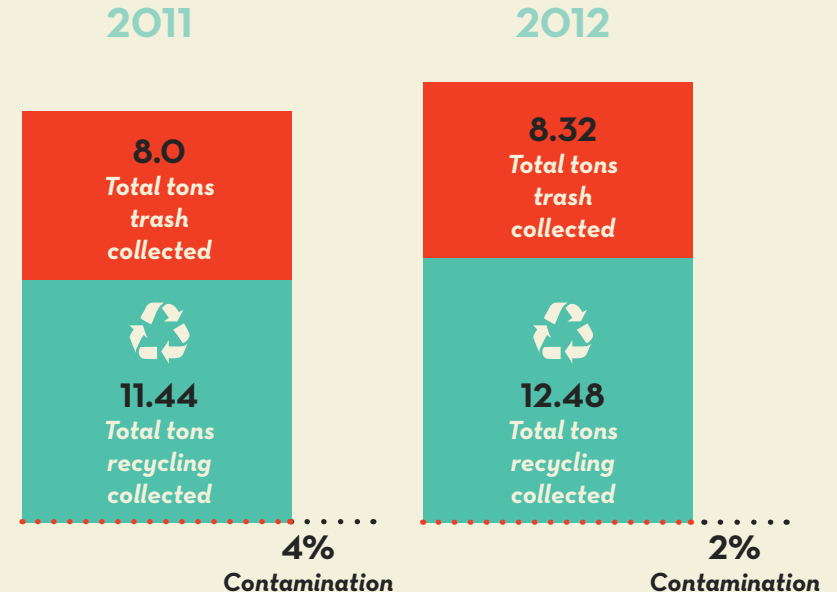
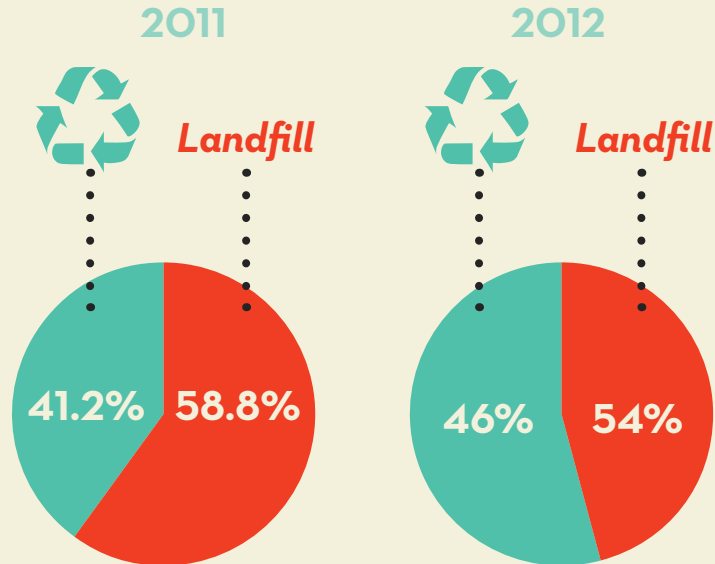


The International SWANA ROAD-E-O gives drivers a chance to compete in a number of categories that test their skills.

[PUBLIC RECYCLING]:

Austin Resource Recovery maintains 18 public recycling and trash containers in high-traffic areas throughout Austin. The containers, called BigBellys, are solar-powered compactors that hold about four times as much trash by compressing the trash deposited. Attached to the BigBellys are non-compacting recycling containers that accept aluminum cans, plastic bottles and clean paper.

BIGBELLYS: MATERIALS COLLECTED



[SPECIAL EVENTS]:

From music and film festivals to races and cooking competitions, Austin is home to many special events that attract hundreds of thousands of attendees. These large crowds leave behind large amounts of trash, most of which can be recycled or composted. Austin Resource Recovery's Event Recycling Program provides resources to improve waste diversion at events in Austin, including recycling containers and staff assistance with recycling and trash management at City-sponsored events. Keep Austin Beautiful, in partnership with Austin Resource Recovery, provides free recycling containers for use at other events, including fundraisers, parties, concerts, and more.

Austin Resource Recovery's Event Recycling Rebate provides \$750 in rebates for event organizers to make their outdoor events more sustainable and help achieve the City of Austin's Zero Waste goal. In order for an event to qualify for the rebate, it must be outdoor, open to public and expect to draw a minimum of 500 attendees. This year, over 25 tons of materials were diverted from events as a result of this program's efforts. Visit <http://www.austintexas.gov/department/event-recycling> for more information.



Austin Resource Recovery is committed to improving waste diversion and helping make events in our city as environmentally friendly as possible.

EVENT RECYCLING REBATE PROGRAM:

EVENT REBATE PROGRAM: TONS OF MATERIAL COLLECTED

2012

14.38

Composting

12.38

Recycling

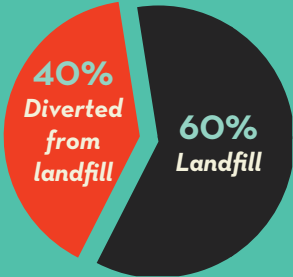
39.69

Trash

NUMBER OF EVENTS

6

AVG. %
DIVERTED
FROM
LANDFILLS

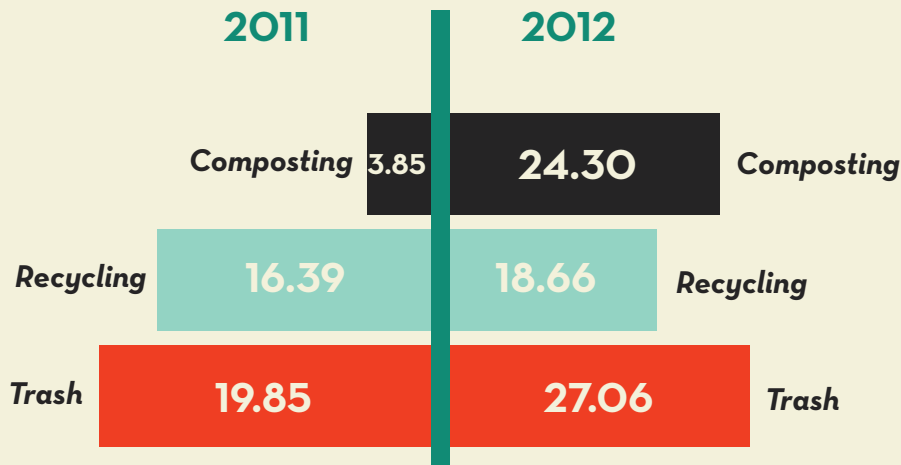


By increasing waste diversion and offering alternatives to landfilling recyclable and compostable materials, we are moving towards our Zero Waste goal.

CITY-SPONSORED EVENTS:

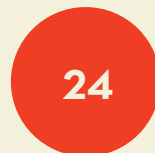
SERVICES PROVIDED AT CITY-SPONSORED SPECIAL EVENTS: TONS OF MATERIAL COLLECTED

Between 2011 and 2012, the average percent of materials diverted from the landfill increased dramatically. Austin Resource Recovery continues to improve the program and streamline processes with hopes that this pattern will continue in years to come.



NUMBER OF EVENTS

2011

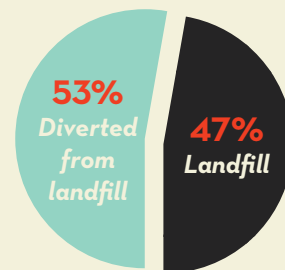


2012

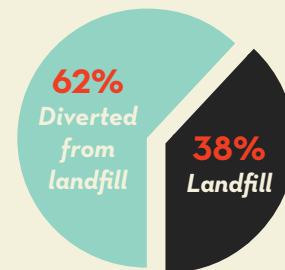


AVG. % DIVERTED FROM LANDFILLS

2011



2012



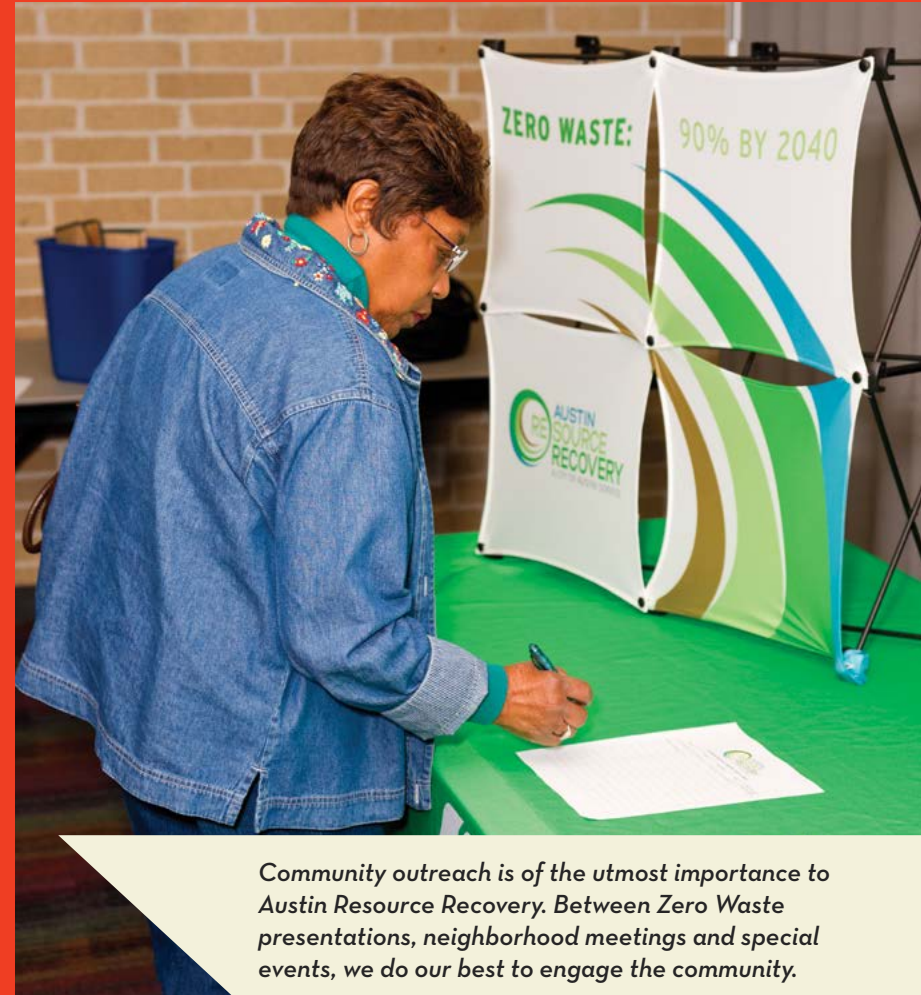
[COMMUNITY OUTREACH]:

Austin Resource Recovery is committed to engaging the public on a continual basis.

Everyone has a role in achieving Zero Waste in Austin. Therefore, the department uses a variety of strategies to reach different target audiences and communicate messages. Austin Resource Recovery's public outreach and education efforts include attending community events, presenting to various organizations, engaging in conversations on Facebook, maintaining the departmental website, educating youth and more.

[2012 Highlights]

- **60** Zero Waste presentation and outreach booths at special events.
- Approximately **11,737** residents and local businesses reached at presentations and special events.
- **265** Block Leaders advocating for Zero Waste and educating neighbors about recycling in their neighborhoods.



Community outreach is of the utmost importance to Austin Resource Recovery. Between Zero Waste presentations, neighborhood meetings and special events, we do our best to engage the community.

Youth Education: The City of Austin Brings the Zero Waste Message to Area Youth with “Generation Zero”

In fall of 2012, Austin Resource Recovery implemented a new youth education program with an emphasis on Zero Waste and sustainability for students from kindergarten to 12th grade. This program, aptly named Generation Zero, is administered by Keep Austin Beautiful. The program is free and available to public, private and charter schools within the Austin city limits.

Since its start, Generation Zero has provided students and educators with the opportunity to engage in fun, hands-on activities and service projects that raise awareness about recycling, composting and conservation while providing simple solutions for reducing waste. It has also helped to educate area youth about the City’s Zero Waste goal to reduce 90 percent of waste going to landfills by 2040.

“In order to succeed with our Zero Waste goals, we need to create lasting habits that foster environmental stewardship and waste reduction,” said Austin Resource Recovery Director Bob Gedert. “Educating Austin’s youth is one of the ways we seek to achieve this.”

Curriculum is Texas Essential Knowledge and Skills (TEKS) compliant and incorporates subject matter that easily lends itself to the classroom setting. Lessons range from composting to the anatomy of a landfill, with each age group receiving a particular subject emphasis. Following two classroom presentations, Generation Zero culminates with a service project that reinforces the lessons learned.

To reach Austin’s diverse community, lessons are taught at a broad range of areas throughout the City and are available in English and in Spanish. For more information or to register for Generation Zero, please visit austintexas.gov/generationzero or contact Keep Austin Beautiful at **512-391-0617**.



Leaders of a WASTE-FREE AUSTIN



Participants of Generation Zero are introduced to a variety of topics pertaining to sustainability and the Zero Waste. Each lesson culminates with a hands-on service project.

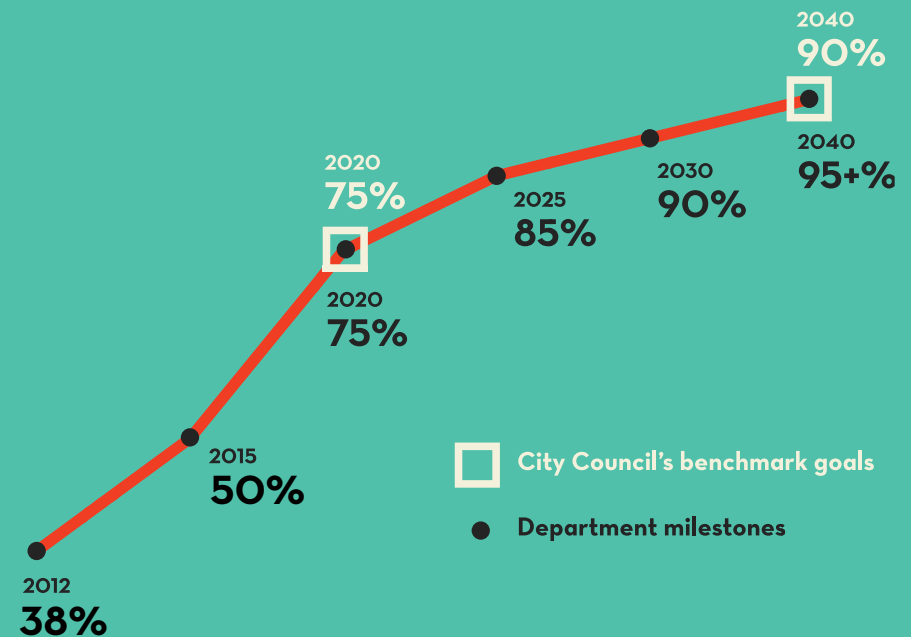
[LOOKING TOWARD THE FUTURE]:

The Austin City Council established three benchmark goals for achieving Zero Waste:

1. Reducing by 20 percent the per capita solid waste disposed to landfills by 2012
2. Diverting 75 percent of solid waste from landfills and incinerators by 2020
3. Diverting 90 percent of solid waste from landfills and incinerators by 2040.

The Austin Resource Recovery Master Plan established more aggressive milestones to ensure the City Council's benchmark goals are achieved.

For 2012, the City achieved a diversion rate of 38 percent. In the coming years, Austin Resource Recovery will expand recycling programs, pilot new diversion programs and invest in infrastructure to achieve a 50 percent diversion rate in 2015.







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