



**SOLID WASTE ADVISORY COMMISSION
DECEMBER 8, 2010, 6:30 P.M.
CITY HALL, COUNCIL CHAMBERS
301 WEST 2ND STREET, AUSTIN, TEXAS 78701**

CURRENT COMMISSION MEMBERS:

Gerry Acuna, Chair
Bob Schafer

Rick Cofer, Co-Chair
Maydelle Fason

Fayez Kazi
Rahm McDaniel

Brent Perdue

AGENDA

CALL TO ORDER

1. CITIZEN COMMUNICATION: GENERAL

The first four speakers signed up prior to the meeting being called to order will each be allowed a three-minute allotment to address their concerns regarding items not posted on the agenda.

2. APPROVAL OF MINUTES

3. OLD BUSINESS

Discussion and Action – Bylaws Sub-Committee Recommendations

4. STAFF BRIEFINGS

a. Discussion and Action – Climate Protection Plan

(Presentation by Austin Energy)

b. Discussion and Action – Hornsby Bend Master Plan

(Presentation by Austin Water Utility)

c. Discussion and Action – Events Recycling Report

(Presentation by Solid Waste Services)

d. Discussion – Director's Report

- Department Performance Measures
- Update on Department Master Plan
- Update on Event Recycling
- Update on Meeting with SWS and The University of Texas at Austin
- Announcement of HHW Facilities Hours
- Announcement of Public Presentations made by SWS Director
- Update on Long Term and Short Term Recycling Processing Agreements

5. FUTURE AGENDA ITEMS

ADJOURNMENT

The City of Austin is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Meeting locations are planned with wheelchair access. If requiring Sign Language Interpreters or alternative formats, please give notice at least 4 days before the meeting date. Please call Annette Moreno at Solid Waste Services Department, at (512) 974-1987, for additional information; TTY users route through Relay Texas at 711.

For more information on the Solid Waste Advisory Commission, please contact Annette Moreno at (512) 974-1987.

SOLID WASTE ADVISORY COMMISSION MEETING MINUTES

11/10/2010



Solid Waste Advisory Commission
Minutes

Regular Meeting
10 November, 2010

The Solid Waste Advisory Commission convened in a regular meeting on 10 November, 2010 at 301 West 2nd Street, Council Chambers Room in Austin, Texas.

Chair Gerry Acuna called the Commission Meeting to order at 6:41 p.m.

Board Members in Attendance:

Gerry Acuna, Rick Cofer, Faye Kazi, Bob Schafer, Brent Perdue, Rahm McDaniel

Staff in Attendance:

Bob Gedert, Jessica King, Donald Hardee, Sam Angoori, Roshanda Smiley

1. CITIZEN COMMUNICATION

No citizen communication

2. APPROVAL OF SEPTEMBER MINUTES

Minutes for the regular meeting of 10/13/10 were approved on Commissioner Bob Schafer motion, Commissioner Rahm McDaniel second on a 5-0-0 vote.

Minutes for the special called meeting of 10/20/10 were approved on Commissioner Bob Schafer motion, Commissioner Faye Kazi second on a 5-0-0 vote.

3. OLD BUSINESS

Universal Recycling Ordinance Phase II

Commissioner Rick Cofer gave an update on this item. Next step is to identify a time that the sub-committee can meet, it may be January 2011. The meeting will be posted and open to the public. No action taken.

4. STAFF BRIEFINGS

a. Request for Council Action

Lee Kuhn, General Manager of Allied Waste presented on this item. The motion to recommend the approval of award and execution of a 36-month requirements supply contract with ALLIED WASTE SERVICES OF AUSTIN, Del Valle, TX, or one of the other qualified bidders for IFBBV No. SDC0158 for refuse and recycling collection services for city departments in an estimated amount not to exceed \$3,022,770, with three 12-month extension options in an estimated amount not to exceed \$1,007,590 for each extension option, for a total estimated contract amount not to exceed \$6,045,540 was approved on Commissioner Bob Schafer motion, Commissioner Rahm McDaniel second

on a 4-0-2 vote. Commissioner Rick Cofer recused himself from this item due to a conflict of interest and left the dais. Commissioner Gerry Acuna abstained.

b. Schedule a Special Called Meeting for November 17, 2010 to meet with HDR regarding the SWS Master Plan

The motion to schedule a special called meeting for November 17, 2010 at 6:30 pm, to meet with HDR regarding the SWS Master Plan was approved on Commissioner Bob Schafer motion, Commissioner Fayez Kazi second on a 6-0-0 vote.

c. Director's Report

Bob Gedert, Director of Solid Waste Services Presented on the following items:

- ° Department Performance Measures
- ° Update on Department Master Plan
- ° Update on C&D Recycling
- ° Update on Event Recycling
- ° Update on Phase I and Phase II Universal Recycling Ordinance
- ° Update on Short Term Recycling Processing Contract

5. FUTURE AGENDA ITEMS


Hornsby Bend
Climate Protection Plan Presentation
Green Events Report
Plastic Bag Report
Post Mortem on Green30
Final Post Mortem on the Greenstar Contract for January
Citizen Oversight for Code Compliance Department

ADJOURNMENT

Chair Gerry Acuna adjourned the meeting at 7:29 p.m. without objection.



TO: Mayor and City Council Members

FROM: Bob Gedert, Director 
Solid Waste Services Department

CC: Marc A. Ott, City Manager
Robert D. Goode, Assistant City Manager

DATE: December 3, 2010

SUBJECT: Event Recycling, Resolution 20091022-040

The purpose of this memo is to provide a summary of the City of Austin Solid Waste Services (SWS) Department's event recycling efforts, associated costs, best practices, and next steps.

SUMMARY

On October 22, 2009, City Council passed resolution 20091022-040 directing the City Manager to provide recycling services at all City sponsored and City co-sponsored events. The resolution originally encompassed nine events. However, four additional events were later identified or adopted by resolution as City sponsored events. Officially, there are 13 events that are recognized by Council resolution as city sponsored events. Since Council directed staff to also lead by example in its implementation of Zero Waste, staff provided recycling services to seven additional events since they were department sponsored events, resulting in 20 events.

Of the 20 events, two events, the Austin Farmer's Markets on Wednesdays and Saturdays, declined services and 1 event, the September 11 Memorial event, did not require services due to the event's nature, resulting in 17 events where SWS provided some level of service.

For the 17 events that utilized some level of recycling services from SWS:

- 10 tons of recyclables were collected
- Events averaged 44% diversion rate
- More than 200 total volunteers recruited
- More than 950 total hours volunteered, equivalent to approximately \$20,000

- Approximately \$16,500 total in staffing and equipment provided by SWS
- Event costs ranged from \$53 to \$4,588 depending upon services utilized
- Events averaged 30 event recycling containers and related supplies delivered and loaned by SWS to organizers per event

NEXT STEPS

Each event poses unique challenges. However, staff feels confident that certain minimum standards can be applied to make all events more environmentally conscious.

City Sponsored Events

Minimum Standards: Currently, City sponsored events are not required to meet any minimum standards. Additionally, there are no consequences if an event does not comply with city standards or goals. Working with event organizers, SWS staff will develop minimum waste management standards that will apply to all City sponsored events. Staff will return to Council with recommendations no later than August 2011.

Waste Management Planning: In the interim, each City sponsored event may continue to utilize SWS waste management planning services, including:

- Dumpster and event container coordination:
 - Recycling dumpsters, containers, and collection service at no cost to the event;
 - Landfill trash dumpsters, containers, and collection service to be reimbursed by the event organizer;
 - Upon availability, food scrap composting dumpsters, containers, and collection service¹;
- Signage for all containers and dumpsters at no cost to the event;
- Vendor training and guidance at no cost to the event; and
- Volunteer training and coordination if event organizers are able to provide a minimum number of volunteers dedicated to waste management.

Events that choose to utilize private collection services will be asked to report their landfill trash tonnages, recycling tonnages, composting tonnages, and overall diversion rates.

All Other Events

Rebate Program: Based on national best practices and staff's experience, event organizers are more likely to implement waste reduction/diversion efforts when services can be easily coordinated and costs do not increase significantly. SWS is in the process of developing a **pilot event recycling rebate program** to help event organizers implement waste reduction/diversion efforts at non-city

¹ Staff will work with local composting service providers to include food scrap composting at city sponsored events.

sponsored events. The elements of the pilot program have not been formalized yet, but staff expects to provide Council with an update by April 2011.

Increased Waste Management Planning: SWS will also work with Right of Way/Special Events, the Parks Department, and other event stakeholders to:

- Include waste management, recycling, and litter control planning as part of the initial event planning and permitting process for all events;
- Develop dumpster guidance to help event organizers “right size” their dumpsters for both recycling and landfill trash needs;
- Evaluate and recommend enforcement options if vendors and event organizers do not comply with policies and standards;
- Provide online event recycling guidance, including a list of resources and service providers; and
- Continue directing non-city sponsored event organizers to meet with Keep Austin Beautiful (KAB) to help plan for waste management at their events.²

If an ordinance or rule change is required to include waste management, recycling, and litter control planning as part of the event permitting process, SWS staff will report back to Council by the end of August 2011 with an update and recommendations.

Event Recycling Ordinance: The SWS pilot event recycling rebate will help offset some of the waste management costs and allow event organizers to implement the best waste reduction and diversion practices for their event. With the rebate planned for Spring 2011, staff will begin working with event organizers to collect data that can be used to develop an event recycling ordinance. Based on working with the pilot rebate program, event organizers will be more experienced in waste management planning and staff will work closely with them to develop a proposed ordinance.

Since many events are annual, we believe that most events will have had the opportunity to work with the pilot rebate program at least once during this time frame. Staff intends to collect and evaluate data related to the rebate program for one year and then conduct a stakeholder input process to develop the ordinance recommendations. Staff plans to return in 2012 with a proposed event recycling ordinance for Council’s consideration.

If you have any questions, please contact me at 512-974-1956 or Gena McKinley, SWS Planner Principal, at 512-974-1915.

² Keep Austin Beautiful loans event recycling containers and can provide event recycling guidance at no cost to event organizers.



EVENT RECYCLING REPORT

Resolution 20091022-040

Prepared by:

**Strategic Initiatives Division
Solid Waste Services Department**

December 3, 2010

EXECUTIVE SUMMARY

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Of the 20 events, two events, the Austin Farmer's Markets on Wednesdays and Saturdays, declined services and 1 event, the September 11 Memorial event, did not require services due to the event's nature, resulting in 17 events where SWS provided some level of service.

For the 17 events that utilized some level of recycling services from SWS:

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Next steps include:

- For City sponsored events:
 - Developing minimum waste management standards for City sponsored events
 - Continuing to provide waste management planning and services for City sponsored events, including composting
- For non-City sponsored events:
 - Developing an event recycling rebate program to help event organizers implement waste diversion at their events
 - Including waste management planning as part of the event permitting process
- Developing an event recycling ordinance in 2012, based on:
 - Data and information gathered after a year long implementation of the event recycling rebate program; and
 - Stakeholder input process.

Event Recycling Report

Resolution 20091022-040

Purpose

As an active community, Austin has numerous events throughout the year. The City of Austin alone officially sponsors approximately 20 events as of October 2010. While events produce a large amount of waste and litter, they also provide an excellent opportunity to educate a captive audience of thousands about Zero Waste programs and services. In many cases, events also provide an opportunity to allow event patrons to experience a program or service, such as composting or recycling, for the first time. During fiscal year 2010, SWS staff coordinated recycling services for nearly 20 city sponsored events. This report is a summation of staff's efforts, associated costs, recommended best practices, and suggested next steps to encourage recycling at city events and support the City's Zero Waste goal.

Background

Since December 2008, in anticipation of Council's approval of the Zero Waste Strategic Plan, SWS began providing recycling coordination and volunteer recruitment for selected City sponsored events. In October 2009, Austin City Council passed Resolution 20091022-040 directing the City Manager to implement recycling at all City sponsored and City co-sponsored events. In response, SWS researched national best practices in green event management and launched a community-based event recycling program working with event organizers, city staff, and community volunteers. Staff research regarding national best practices are summarized in Appendix B of this report.

Based on the national best practices identified, staff identified the following key components as being critical elements to providing recycling services at city-sponsored events:

1. Working with event organizers to develop a recycling plan;
2. Providing recycling containers and locating them next to landfill trash containers;
3. Educating vendors about minimizing waste and using recyclable products
4. Working with event organizers to recruit volunteers and utilize staff to monitor recycling and landfill trash containers.

METHODOLOGY

For each event, staff met with organizers to develop a specialized recycling and waste management plan. Because each event was unique and the level of service varied based on numerous factors, the following considerations were taken into special account:

1. The ideal level of recycling services needed for each event based on type of event, time/day of event, number of vendors, and anticipated

- number of attendees; and
- 2. The resources available to implement a recycling plan that minimized costs and utilized a combination of volunteers and SWS staff to maximize diversion rates.

In partnership with each event organizer, staff then developed a comprehensive plan that clearly identified:

- The number of trash and recycling containers required;
- The number of trash and recycling dumpsters required;
- The placement of trash and recycling dumpsters;
- The placement of trash and recycling collection containers;
- Vendor green guidelines;
- The number of volunteers (if needed); and
- A timeline for logistics, including delivery and pick up schedule

After each event, staff prepared a report that highlighted a summary of the event, recycling totals, waste diversion totals (if trash totals were provided by the organizer), value of services, incidental information and recommendations for repeating the event in the future. Event summaries are provided in Appendix C and photos are provided in Appendix D.

Staff identified 20 city sponsored events. Two events declined service because they preferred to arrange for their own service and 1 event did not require service because it generated minimal volumes of landfill trash or recyclable material. Of the remaining 17 events interested in utilizing SWS recycling assistance:

- 7 received only recycling service;
- 2 received recycling and garbage service; and
- 8 received recycling and garbage service as well as volunteer coordination.

FINDINGS AND BEST PRACTICES FOR CITY OF AUSTIN SPONSORED EVENTS

For city sponsored events, staff found that the following practices increased diversion rates and improved patron participation in recycling/diversion efforts:

Waste Management Planning and Services

Initially, staff attempted to utilize SWS staff to collect and haul the recyclable material from each event. However, due to various challenges in schedules, collection equipment, storing the material on-site during the event, and weighing the material after the event, staff opted to rely on contract service providers. Staff utilized the City's facility contract to provide dumpsters for both recycling and landfill trash collection for city-sponsored events. SWS paid for the cost of the recycling service while the event organizer reimbursed the city for landfill trash service. This arrangement also allowed staff to obtain an accurate diversion rate whereas previous arrangements only provided for estimates of a

recycling rate.

Dumpsters:

- **Types.** Staff found that open top roll offs were best for landfill trash only and should only be utilized for recycling if the roll off is monitored on a consistent basis by paid staff to minimize contamination. Six to ten yard dumpsters, especially those that open from the side, were found to be a better choice for collecting recyclables and were more effective at minimizing contamination when paid staff was not available.
- **Sizes.** After some trial and error, staff found that events with approximately 5,000 attendees, with an average of 30 recycling containers and up to five food vendors, were best served by one 20-yard open top roll off for landfill trash and two 10-yard closed top dumpsters for recycling.
- **Placement.** Recycling and landfill trash dumpsters were most effective when located next to each other to minimize staff time transporting materials. Additionally, dumpsters that were located away from event patrons, but in close proximity to vendors, allowed vendors to participate more easily in recycling efforts and minimized contamination by patron "passer bys."
- **Signage.** Recycling and landfill trash containers were used appropriately when they were clearly labeled on each side of the dumpster with waterproof signage for "Recycling Only" and "Landfill Trash Only".

Target Materials: Plastic Bottles, Aluminum Cans, and Cardboard

Initially, staff attempted to provide single-stream recycling which included paper, plastic, cardboard, plastic, and aluminum cans. However, event patrons were often confused and tried to recycle paper cups (frequently filled with a drink of some sort), thereby contaminating the recycling stream. Focusing on plastic bottles, aluminum cans and cardboard resulted in less contamination and less confusion. If composting services are available, however, paper products, including paper cups, plates, and napkins, were accepted and significantly increased the diversion rate.

Strategic Placement of Landfill Trash and Recycling Containers

Staff noticed that strategic placement of recycling and landfill trash containers adjacent to each other was critical to success. If a recycling container stood alone, it would be contaminated with trash. Placing recycling containers side-by-side with landfill trash containers throughout each event captured more material, minimized littering, and helped minimize contamination. Additionally, placing more containers near eating areas and also exits captured more recyclables and compostables (when composting was available).

Vendor Support

A majority of the trash produced at events is generated before event participants arrive and is provided by vendors. Staff met with event organizers prior to each event to emphasize the importance of recycling and using

preferred materials such as plastic cups, paper plates, and bulk products versus single wrapped items. Staff also reminded event organizers and vendors that glass and Styrofoam were prohibited at park events. Events with vendors who understood and supported the City's efforts and followed the city's policies regarding waste minimization, such as Night of the Bat, had high diversion rates and lower levels of waste generation.

Signage and Promotion of Recycling

Advanced marketing of the event as a "Zero Waste event" encourages patron participation in recycling. Additionally, providing clear signage on recycling and landfill trash containers throughout the event increases patron participation and minimizes confusion.

Volunteers vs. Paid Staff

The vast majority of the City's volunteer Environmental Ambassadors were high school students. Although these volunteers made these events successful, as minors, there were limitations to their ability to volunteer at certain events. At daytime and family-friendly events with an average attendance of less than 5,000 patrons, volunteers played a critical role in monitoring and emptying recycling bins. They were instrumental that signage stayed in place, supported vendor and concessionaire participation in recycling, and helped to educate the public about recycling. At events that occurred in the evenings, involved alcohol, had a very large attendance, and more than ten vendors, volunteers are not appropriate. Volunteers working at events in the evening place the city in the position of serving as both the guardian for the underage volunteers and managers of the event. In situations like this, staff must ensure that volunteers are safe, can support the event, while at the same time manage the various event operations. The program is less successful when faced with this dynamic. For evening events, utilizing paid staff to manage recycling and trash containers is a more successful solution to this challenge.

Volunteer Coordination and Rewards

Volunteers donate their free time. As such, when volunteers were provided with easy access to free parking, consistent monitoring and training by an on-site volunteer coordinator, and simple rewards such as water, snacks, and a free t-shirt or water bottle, events were incredibly successful and volunteers were willing to join again for future events. However, at events where volunteers had to find their own parking or were under appreciated, in many cases, the volunteers would either not show up at all or would leave early.

CHALLENGES

Each event poses its own unique challenges. However, staff experienced challenges in the following areas for each event:

Enforcement. One particular challenge involved enforcement of the City's no

Styrofoam policy at parks facilities. Even after being notified that Styrofoam containers were not permitted at events located in city parks, some vendors would still distribute Styrofoam containers to patrons. But, with no authorized staff to monitor and enforce such standards, vendors were not held accountable. While Styrofoam was a problem at only one city sponsored event, if the City were to establish additional standards for city sponsored events, staff will need to evaluate methods to enforce those standards.

Volunteers. As Environmental Ambassadors, volunteers were responsible for monitoring recycling containers, picking up litter, assisting vendors with recycling their materials during set up and take down, and answering patron questions about recycling services. SWS provided volunteers with safety equipment including gloves, trash bags, safety vests, litter pick-up tools, water and snacks. Volunteers were integral to the success of recycling, litter control, and waste management at each event, contributing significantly to ensuring low contamination rates. Volunteers donated more than 950 hours, working an average of four hours per event, and saving nearly \$20,000 in staff cost.

SWS staff did not coordinate or recruit volunteers for all 17 events that utilized recycling services from SWS. At eight of the 17 events, SWS took responsibility for recruiting and coordinating over 200 volunteers to serve as Environmental Ambassadors and help offset costs. At the remaining nine events, event organizers took full responsibility for recruiting their own volunteers or hiring a paid staff to oversee recycling efforts. In most cases where event organizers recruited volunteers, there were not enough volunteers dedicated to serve as Environmental Ambassadors.

Cost. The cost for supporting 17 events totaled just over \$16,500. For events where SWS staff took responsibility for waste management services, costs ranged from approximately \$53 on the low end up to \$4,588 on the high end. For example, the Veteran's Day (a two hour event) incurred minor costs because staff picked up materials using SWS collection trucks whereas Juneteenth (a day long event) cost just over \$3,500 because contract services were required. Cost varied because of the attendance, duration, and services needed by each event. The cost of services for each event included supplies such as bags and gloves, roll-offs for recycling and/or landfill trash, and in some cases additional staff hours. The bulk of the cost came from equipment and staffing.

- **Collection Services.** For nine events, using the City's commercial service collection contract, staff arranged for delivery and hauling of at least one dumpster dedicated to recycling and at least one dumpster dedicated to landfill trash materials. Under the City's contract, two close top 10-yard dumpsters and one 20-yard open top roll off cost \$340.
- **Staffing Levels.** SWS recommends using a minimum of five people

throughout the course of a city sponsored event for waste management:

- 1 SWS infrastructure coordinator to work with the event organizer on logistical issues;
- 1 SWS recycling volunteer coordinator from the event organizer's staff to oversee all volunteer training, check-in, and volunteer recycling crew coordination; and
- 1 two-member SWS crew for collection of materials and transport to appropriate dumpsters; and
- 1 operations manager provided by the event organizer to oversee collection and container monitoring.

NEXT STEPS

Each event poses unique challenges. However, staff feels confident that certain minimum standards can be applied to make all events more environmentally conscious.

City Sponsored Events

Minimum Standards: Currently, City sponsored events are not required to meet any minimum standards. Additionally, there are no consequences if an event does not comply with city standards or goals. Working with event organizers, SWS staff will develop minimum waste management standards that will apply to all City sponsored events. Staff will return to Council with recommendations no later than August 2011.

Waste Management Planning: In the interim, each City sponsored event may continue to utilize SWS waste management planning services, including:

- Dumpster and event container coordination:
 - Recycling dumpsters, containers, and collection service at no cost to the event;
 - Landfill trash dumpsters, containers, and collection service to be reimbursed by the event organizer;
 - Upon availability, food scrap composting dumpsters, containers, and collection service¹;
- Signage for all containers and dumpsters at no cost to the event;
- Vendor training and guidance at no cost to the event; and
- Volunteer training and coordination if event organizers are able to provide a minimum number of volunteers dedicated to waste management.

Events that choose to utilize private collection services will be asked to report their landfill trash tonnages, recycling tonnages, composting tonnages, and overall diversion rates.

¹ Staff will work with local composting service providers to include food scrap composting at city sponsored events.

All Other Events

Rebate Program: Based on national best practices and staff's experience, event organizers are more likely to implement waste reduction/diversion efforts when services can be easily coordinated and costs do not increase significantly. SWS is in the process of developing a **pilot event recycling rebate program** to help event organizers implement waste reduction/diversion efforts at non-city sponsored events. The elements of the pilot program have not been formalized yet, but staff expects to provide Council with an update by April 2011.

Increased Waste Management Planning: SWS will also work with Right of Way/Special Events, the Parks Department, and other event stakeholders to:

- Include waste management, recycling, and litter control planning as part of the initial event planning and permitting process for all events;
- Develop dumpster guidance to help event organizers "right size" their dumpsters for both recycling and landfill trash needs;
- Evaluate and recommend enforcement options if vendors and event organizers do not comply with policies and standards;
- Provide online event recycling guidance, including a list of resources and service providers; and
- Continue directing non-city sponsored event organizers to meet with Keep Austin Beautiful (KAB) to help plan for waste management at their events.²

If an ordinance or rule change is required to include waste management, recycling, and litter control planning as part of the event permitting process, SWS staff will report back to Council by the end of August 2011 with an update and recommendations.

Event Recycling Ordinance: The SWS pilot event recycling rebate will help offset some of the waste management costs and allow event organizers to implement the best waste reduction and diversion practices for their event. With the rebate planned for Spring 2011, staff will begin working with event organizers to collect data that can be used to develop an event recycling ordinance. Based on working with the pilot rebate program, event organizers will be more experienced in waste management planning and staff will work closely with them to develop a proposed ordinance.

Since many events are annual, most events will have had the opportunity to work with the pilot rebate program at least once during this time frame. Staff intends to collect and evaluate data related to the rebate program for one year and then conduct a stakeholder input process to develop the ordinance recommendations. Staff plans to return in 2012 with a proposed event recycling

² Keep Austin Beautiful loans event recycling containers and can provide event recycling guidance at no cost to event organizers.

ordinance for Council's consideration.

CONCLUSION

Events provide an excellent opportunity to educate the public about Zero Waste, recycling, composting, litter control, and waste reduction. City sponsored events have numerous City resources available to them to implement waste reduction measures and show their commitment to the City's Zero Waste goal. For non-City sponsored events, SWS is confident that providing a rebate to reduce waste at events will help event organizers identify the best waste reduction efforts to implement at their events. For all events, vendor training and commitment, proper signage, dedicated staff/volunteers, and advanced waste management planning are essential to minimizing the amount of waste sent to local landfills.

Appendix A. Events

EVENTS	COUNCIL RESOLUTION OR DEPARTMENT SPONSORED	SERVICE PROVIDED	MONTH	TOTAL COST
Austin Farmer's Market – Downtown	Resolution 2009	Declined service**	Saturdays	N/A
Austin Farmer's Market – Triangle	Resolution 2009	Declined service**	Wednesdays	N/A
First Night	Department - COA	Full Service	December	\$4,588
Trail of Lights 5k	Department - PARD	Full Service	December	\$0
Trail of Lights	Department - PARD	Full Service	December	\$2,373
MLK Jr. Day Parade	Resolution 2009	Full Service	January	\$1,155
Celebrate TX Parade & Run	Resolution 2009	Recycling	March	\$0
SXSW - Auditorium Shores	Resolution 2009	Recycling	March	\$588
Austin Kite Festival	Department - PARD	Recycling	March	\$0
Art City Austin	Department - EGRSO	Trash & Recycling	April	\$581
One Green Step	Department - SWS	Full Service	May	\$0
Juneteenth Parade & Celebration	Resolution 2009	Full Service	June	\$4,379
PrideFest	Resolution 2010	Full Service	June	\$1,007
Night of the Bat	Resolution 2010	Full Service	June	\$869
July 4th Celebration	Resolution 2010	Recycling	July	\$146
Blues on the Green	Department – SWS/PARD	Recycling	June-August	\$445
Sept 11 Memorial	Resolution 2009	Declined service+	September	N/A
Fiesta de Independencia Celebration	Resolution 2009	Recycling	September	\$0
Veteran's Day Parade	Resolution 2009	Recycling	November	\$53
Gypsy Picnic	Resolution 2010	Trash & Recycling	November	\$576

*LEVEL OF SERVICES PROVIDED

Full Service - Event planning logistics, recycling dumpster, trash dumpster, Clearstream recycling containers, volunteer recruitment & coordination and staff onsite provided

Recycling - Event planning logistics, recycling dumpster, and Clearstream recycling containers provided to event organizer

Trash & Recycling - Event planning logistics, recycling dumpster, trash dumpster and Clearstream recycling containers provided to event organizer

Volunteers – Volunteer recruitment, coordination & logistics provided

****** - Event planners already had sustainable practices in place, including management of waste materials.

+- The nature of the event did not require recycling or landfill trash services.

APPENDIX B. NATIONAL BEST PRACTICES

California - San Francisco

The City of San Francisco Special Events Ordinance No. 73-89 requires any applicant seeking permission for the temporary use or occupancy of a public street, a street fair or an athletic event within the City and County that includes the dispensing of beverages or which generates large amounts of other materials to submit a recycling plan. Recycling plans shall include arrangements for collection and disposition of source separated recyclables and/or compostables by a service provider or the event organizer. The City of San Francisco also has an ordinance in place that does not allow bottled water at city funded or sponsored events.

California - San Diego

The City of San Diego passed Recycling Ordinance No. 66.0701 in 2008 requiring that community special events must provide recycling containers throughout the venue for events held on public property that require a permit from the City of San Diego. Typical events include runs, walks, triathlons, festivals and parades. The recycling ordinance requires that:

- The number of recyclable containers at special events be equal to the number of trash containers.
- Recycling and trash containers must be placed next to each other throughout the event.
- Each recyclable container must be clearly identified as a recycling receptacle and display a list of types of recyclable materials accepted.
- Organizers must recycle at least aluminum, metal cans, glass, and plastic;
- The event's coordinator must ensure that all recyclable materials are delivered to a recycling facility, and not to a landfill.

The City of San Diego also purchased 200 Clearstream recycling and trash containers to be used at special events within the City of San Diego on a first come, first serve basis. The containers are obtainable for a rental fee of \$5 each.

Pennsylvania - Pittsburgh

The City of Pittsburgh approved City Ordinance No. 619 in 2007 for recycling in public places including at special events. The ordinance states that organizers of all special and community events that expect 200 or more individuals per day are required to recycle beverage containers such as glass, plastics, aluminum and steel cans, and corrugated cardboard. Organizers can:

- Hire a private hauler to collect the recycling;
- Self-haul recyclables collected at the event to a City of Pittsburgh recycling drop-off or a recycling processor; or

- Contact the City of Pittsburgh Recycling Division to determine logistics for the City to collect recycling at the end of the event.

City officials also developed guidelines for special events and offer recycling assistance, such as providing recycling containers and small trailers for major events. The city has about 100 Clearstream containers available for loan.

Although, the City offers to make arrangements for collecting the materials after the event, event organizers are responsible for providing volunteers or staff for proper maintenance and supervision of the containers during the event.

In addition to working closely with event planners and various sports organizations, the City credits local regulations and guidelines for helping to make recycling at special events a success.

Wisconsin – Madison

In September 2007, the City of Madison's Common Council passed a recycling ordinance that requires event organizers to have an approved recycling plan in order to receive a permit to hold the event.

- **Recycling Plan:** The plan must describe the recyclables the event will generate, how they will be collected from the public and vendors, and arrangements for transporting the materials to a recycling facility.
- **Enforcement:** The ordinance does not authorize fines. Rather, it states that if the recycling coordinator disapproves a recycling plan, he or she will work with the organization to develop an approvable plan.
- **Container Loan Program:** The City of Madison's recycling office currently owns 110 recycling bins that are available for loan. If event organizers plan to use the city to haul away their recyclables, they also receive 35-gallon clear plastic bags to collect their recyclables. If organizers use a private hauler, they can borrow the recycling bins, but are required to supply their own plastic bags.

APPENDIX C. EVENT SUMMARIES

***Event summaries are not provided for the events that declined SWS Services.**

First Night Austin Summary

December 31, 2009

Event Description:

First Night Austin is a family friendly event held on December 31st to celebrate the New Year. The event is held throughout downtown Austin and includes a parade from Congress Avenue to Auditorium Shores, artistic performances inside City Hall, the Long Center, 1st Street Bridge, and Auditorium Shores, and a food court along Cesar Chavez in front of City Hall. Event preparation begins at 12pm, the event begins at 2pm, and the event ends at 1am.

SWS Provided:

- Over 50 ClearStream Recycling Containers
- 2 roll offs for landfill trash
- 2 dumpsters for recycling
- On-site volunteer coordination
- SWS Crews for container monitoring and clean up

Diversion Rate: 76%

- 5,520 pounds of landfill trash collected
- 4,200 pounds of material diverted (recycled or composted)

Staffing/Materials/Equipment: \$4,588

- 60 hours combined SWS Staff hours: \$3,476
 - 16 employees for set up with 9 of those working the event
 - 12 employees worked 4 hours each on New Years Day doing clean up and collecting the containers, etc.
 - 1 Volunteer Coordinator on site from 10am to 12am working the event.
 - 1 additional employee coordinating set up, delivery of containers, etc. prior to the event
- Equipment, volunteer rewards, and supplies: \$250
- Dumpster service: \$862
 - Two 40-yard roll offs
 - Two 30-yard roll offs

Note: 26 volunteers donated a total of 54.5 hours to help with the recycling efforts and event set up, not including staff time (valued \$1,062.75, not included in total cost). First Night recruited their own volunteers and arranged for composting services through Organics by Gosh.

Incidental Information:

Recycling and Composting Coordination

- Recycling services were provided by City of Austin SWS
- Composting services provided by Organics by Gosh
- Composting services were coordinated approximately two weeks prior to the event
- Composting dumpsters were not located next to trash/recycling dumpsters as planned
- Pre-consumer composting only occurred near City Hall

- Pre-and post-consumer composting occurred at Auditorium Shores
Dumpster location
- Limited space required the dumpsters to be located on the west side of the Silicon Labs building
- Dumpster sizes resulted in blocking one lane of northbound traffic on San Antonio unexpectedly
- Staff relied heavily upon SWS crews throughout the event due to lack of volunteers.

Suggestions for Future Events:

Begin Planning Process Sooner. Planning should begin at least 6 months in advance and should include SWS Staff as soon as possible.

Contract waste management staff. Securing volunteers for this event is particularly difficult since many parents do not want their kids out at night and parents themselves are not willing to volunteer. To help keep the event clean and monitor/maintain waste, recycling, and composting containers, First Night should contract/hire staff to assist with maintenance during the event and during event cleanup.

SWS can assist by:

- Coordinating selection, delivery, and payment of dumpsters/roll offs,
 - Coordinating set up of recycling and garbage containers
 - Picking up containers after the event
 - SWS staff should not remain on site for the entire length of the event.
- Additionally, all dumpster service will need to be coordinated and located in advance given the minimal amount of space available.

Promote First Night as a "Green Event." First Night collateral did not mention how to recycle or compost at the event or how participants could help make the event a green event. All promotional information should promote First Night as a green event, including providing an education table/tent.

Order Smaller Roll-off Containers. The amount of trash placed in the roll-off containers did not warrant the size of the roll-offs ordered.

Volunteer Perks. All volunteers should receive volunteer badges, a designated parking area, and snacks to thank them for their contribution.

Volunteer/Staff Headquarters. Headquarters did not have adequate lighting in the evening.

Event Scale. Consider focusing the event to Auditorium Shores, 1st street bridge, and the Long Center. By containing the event in a park setting, it is a lot easier to manage staffing and waste management issues. By putting the event close to City Hall, identifying space for dumpsters and containers became very difficult from a logistical standpoint. Delivery and removal of containers poses tremendous challenges with street closures, etc. The event was very successful, but could be more successful if it were concentrated in one area.

Zilker Tree Festival & Trail of Lights 5K Summary December 2009

Event Description:

The Zilker Tree Festival is an annual family friendly evening event. Scaled back from Trail of Lights efforts in previous years, the Zilker Tree Festival began on the first Sunday of December and included a 5k race on 2nd Saturday of the month (December 12, 2009) followed by nine days of a full festival as well as a small free concert on the last day of the event.

SWS provided:

- 60 ClearStream Recycling Containers
- 1 dumpster for cardboard
- 1 dumpster for co-mingled recyclables
- 1 roll off for landfill trash
- 2 waste grease cooking oil containers
- On-site staff for volunteer coordination
- On-site staff for event set up

Diversion Rate: 34% (not including cooking oil)

- Weight of garbage collected: 2.8 tons
- Cardboard: 0.95 tons
- Co-mingled recycling: 0.49 tons
- Waste Grease Oil: 70 gallons

Staffing/Materials/Equipment: \$2,373

- Total Cost for Dumpsters: \$563
 - 1 - 30 yd roll-off for trash
 - 1 - 6 yd dumpster for cardboard
 - 1 - 6 yd dumpster for co-mingled recyclables
- Costs for SWS Staffing: \$1,560
 - 1 Volunteer Coordinator on site each day of the event
 - 1 additional employee coordinating set up, delivery of containers, etc.
- Equipment, volunteer rewards, gloves and bags etc: \$250

Note: 156 volunteers donated a total of 780 hours to help with the recycling efforts (value \$15,217) Volunteers were not used on Saturday, Sunday, Tuesday

Incidental Information:

Recycling Coordination. Recycling services were provided on-site. Recycling receptacles were located next to trash receptacles and monitored by volunteer Environmental Ambassadors wearing brown smocks with glow in the dark recycling emblems.

Green Efforts. More than 1 million lights and all vendor booths were powered by Austin Energy using renewable energy.

Thirty percent of the displays at the Trail of Lights used LED light bulbs. LED bulbs use 80% to 90% less energy and dramatically cut the event's overall energy costs.

The Trail Guide was printed on recycled paper with soy based ink and distributed through the Austin American Statesman.

Green Vendors. All vendors agreed to use on-site recycling services to recycle all cardboard and grease waste. Vendors were required to use products capable of being recycled through the SWS's Single Stream Recycling Program and eliminate plastic wrap packaging when selling items to patrons.

Styrofoam and glass were not permitted at the park by patrons and vendors and the vendors complied with this requirement by providing beverages in aluminum cans, plastic bottles, or paper cups.

Suggestion for Future Events:

Continue to Work with Event Organizers and Vendors. Planning should begin at least 3 months in advance and should include SWS Staff as soon as possible. Once vendors are in place, they should be given vendor green guidelines.

Green Vendors. Vendors should sign an acknowledgement form stating they understand and will comply with vendor green guidelines.

Volunteer Training & Walkie-Talkies. Volunteers were provided with free parking and free hot cocoa, and cookies (provided by SWS and Parks). However, additional perks such as t-shirts would go a long way. At least one team leader should have a walkie-talkie.

More Containers at Entrances/Exits and Shuttle Stops. Place trash cans and recycling containers along the three-four blocks outside the event on the way to the parking garages/ transportation points to help avoid litter in the streets, sidewalks and in the storm drains.

MLK Jr. Day Parade Summary

January 20, 2010

Event Description:

The MLK Jr Parade is an annual parade that begins at UT near the MLK memorial statue and travels to HT University for an event on the University's campus. The event takes place from 8am to approximately 3pm.

SWS Provided:

- 10 ClearStream Recycling Containers;
- SWS collection using SWS trucks; and
- Outreach table with promotional items including reusable cups, reusable bags, rulers, pencils, pens, bookmarks, and magnets

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Weight of trash collected: unknown
- Weight of recyclables collected: 190 pounds
- Co-mingled recycling: 8 bags of plastic and aluminum
- Cardboard: 2 bags

Staffing/Materials/Equipment: \$1,155

- Costs for SWS Staffing: \$350
 - 1 Volunteer Coordinator on site each day and staffing outreach table
 - 1 additional employee coordinating set up, delivery of containers, etc.
 - Crews to collect material \$55
- Equipment, volunteer rewards, gloves and bags etc: \$250
- Special request street sweeping pre and post event \$500

Note: 1 volunteer donated 4 hours to help with the recycling efforts (value \$78)

Incidental Information:

Staff did not have sufficient volunteers for container monitoring. As a result, recycling containers were contaminated. Additionally, vendors were not aware of any green guidelines in advance of the event. Event organizers did not anticipate enough trash receptacles at the event and therefore recycling containers were used as trash containers.

Suggestions for Future Events:

Include SWS Staff in Planning Process. SWS planners should be included in the planning process and meet with vendors at least 1 month prior to the event

Proper set up and planning for Garbage Containers. The amount of trash produced by the large crowd overwhelmed the available containers. Have a plan for crew members to manage litter control on the grounds.

Promote MLK as a "Zero Waste/Green Event". All MLK collateral should mention that recycling at the event is highly encouraged and explain how participants can contribute to help

Celebrate Texas Parade & 5k Summary

March 6, 2010

Event Description:

The Celebrate Texas Parade and 5K is a Saturday morning event that brought nearly 500 athletes and spectators to Austin to celebrate Texas Independence Day and the history of Texas and its people. Both the parade and race took place on Saturday, March 6, 2010, and began and ended on the Ann Richards/Congress Street Bridge.

SWS Provided:

- 10 ClearStream Recycling Containers; and
- Standard street sweeping before and after the event (part of regular route)

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Waste collection was coordinated by TDS and event organizer did not provide total weight
- SWS crews collected 10 bags/200 lbs. of single stream recycling from the event

Equipment: \$0

Event organizers contracted with private hauler for material collection

Suggestions for Future Events:

- Include SWS on event meetings prior to the event.
- Promote recycling to event attendees in marketing material.
- Only have recycling containers at start/finish line.
- Volunteers need to be trained by SWS employee on Zero Waste/Recycling prior to the event.

SXSW – Auditorium Shores Summary

March 2010

Event Description: SXSW is one of the largest music festivals in the United States, with more than 2,000 performers playing in more than 90 venues around downtown Austin over four days in March. The SXSW Auditorium Shores Stage on Lady Bird Lake in downtown Austin is a free concert series open to the public. The event has a variety of food and beverages, arts and craft vendors and free music with Austin's magnificent skyline as the backdrop.

SWS Provided:

- 30 ClearStream Recycling Containers; and
- Dumpster service for recycling

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Waste collection was provided by contracted hauler
- SWS collected 7,140 lbs of mixed recycling

Equipment: \$588.

- Equipment, gloves and bags etc: \$150
- Dumpster Service: \$438
 - Two 40-yard roll offs (\$219 each)

Suggestions for future years:

- Include SWS on event meetings prior to the event.
- Promote recycling to event attendees in marketing material.
- Have consistent look to both recycling and trash containers.
- Have paid staff to maintain recycling containers and avoid contamination.
- Volunteers need to be trained by SWS employee on Zero Waste/Recycling prior to the event.

Art City Austin Summary

April 24-25, 2010

Event Description:

Art City Austin is a temporary art utopia set in downtown Austin's 2nd Street District, where urban, green, civic and cultural environments intersect and play host to the 2-day Austin-style celebration of art. 190 juried artists, site-specific art installations, local live music and good eats, a kid's block with interactive art projects, and a huge focus on GREEN made this an ideal event for the City of Austin SWS to be involved in.

SWS Provided:

- 60 ClearStream Recycling Containers
- Eight 90 gallon City of Austin Single Stream Recycling Carts to help move recyclables from collection points to dumpsters
- Early coordination and training with Art Alliance staff and Green Team volunteers for all on-site recycling and best practices

Diversion Rate: 54%

- 7,460 pounds of material was collected
- 3,660 pounds of material was diverted for recycling
- 380 pounds of material was diverted for composting
- 3,420 pounds of material was sent to the landfill

Equipment: \$1,082

- Single stream cart delivery, equipment, gloves, bags \$150
- Dumpster service:
- One 40 yd trash dumpster: \$219 (paid by Art Alliance)
 - One 30 yd co-mingle dumpster: \$213 (paid by Art Alliance)
 - Street Sweeping: \$500 (paid by Art Alliance)

Note: Art City Austin recruited and coordinated Green Team volunteers. They also offered a prize for the team that collected the most recyclables. Green Teams worked directly with vendors and artists to collect cardboard and other large recyclables. Many of the artists indicated that they would be reusing their cardboard and did not need to recycle it. SWS Staff provided training to the teams.

Incidental Information:

Street Sweeping

- Pre and post event: Friday morning before 6am on 4/23 and Monday morning before 6 am on 4/26 (this is their regular route downtown and shift starts at 3:00 am).

Recycling Coordination

- Dumpsters were located on San Antonio St., between 2nd and Cesar Chavez, on the Northwest side of street. SWS billed the Art Alliance for the cost of the dumpsters. WM reported weights of the dumpsters to SWS.
- There were no pulls on the roll-offs.
- SWS provided a Special Event Trailer for ClearStream container storage.
- Containers were supervised by 6 Teams of volunteers
- Training and guidelines were provided to the Green Teams

One Green Step Summary

May 1, 2010

Event Description:

One Green Step was the City's Solid Waste Services Department (SWS) inaugural event which featured citizen astronaut and environmentalist Richard Garriott. The event encouraged Austinites to commit to small, personal green steps to help make Austin a cleaner and greener place to live. One Green Step took place at A. B. Cantu/Pan Am Recreation Center, 2100 E. Third Street. One Green Step featured music, appearances by local DJs 2DQ, Bobby Bones and Cruz, informational booths, a presentation by Garriott and free giveaways.

SWS Provided:

- 5 ClearStream Recycling Containers
- Advanced planning

Diversion Rate: 95%

- 15 pounds of material was collected
- 14 pounds of material was diverted for recycling

Note: Staff prepared in advance to reduce waste up front. Staff gave away free reusable bags and reusable water bottles and also contracted with Water Monster to provide a large water dispenser with enough water to fill 1,000 water bottles.

Equipment: \$0

Juneteenth Summary

June 19, 2010

Event Description:

Juneteenth is the oldest known African American celebration commemorating the end of slavery. The Greater East Austin Youth Association (GEAYA), in partnership with the City of Austin, commemorates this event with a parade starting near IH-35 which travels to Rosewood Park and concludes with a celebration throughout the Rosewood Park area.

SWS Provided:

- 30 ClearStream Recycling Containers,
- Two 40 yard trash roll-offs,
- Three 10 yard trash roll-offs and
- One 10 yard recycling dumpster
- Volunteer recruitment, training, and on-site management of 6 volunteers
- Outreach and education booth
- Container set up and take down
- Vendors were given Go Green Guidelines and asked to participate in best practices.

Diversion Rate: 17%

- 7,320 pounds of material collected
- 1,240 pounds of material diverted to be recycled
- 6,080 pounds of material was sent to the landfill

Staffing/Equipment: \$4,379

Staffing: \$1,400

- 1 Volunteer recruitment, training, and on-site management of 6 volunteers
- 3 for set up and take down
- 3 interns to promote Green30 Challenge

Equipment, volunteer rewards, bags, gloves, etc \$250

Dumpster: \$729

- Two 40 yd rolloffs
- Three 10 yd dumpsters
- One 10 yd co-mingle dumpster

Street Sweeping and crews \$2,000

Incidental Information:

Recycling Coordination

- SWS staff worked together to arrange for dumpster service for landfill trash and recycling. Staff also worked with GEAYA to provide advanced guidance to the food vendors to help minimize the amount of trash generated.
- Dumpsters were located at various locations throughout Rosewood Park. WM reported weights of all six dumpsters.
- Litter Abatement also provided a gator, or motorized cart with an area for hauling items, which was very helpful given how spread the event was.

Suggestions for Future Events:

Recycling. The 10 yard roll-off was sufficient. 30 clear streams worked well however, next year they should not be placed near the campers as many campers opted to use them as trash containers in their camping area. Next year, limit container placement to areas near the vendors (Rosewood Ave.) street side and next to the stages.

Recycling Incentives. Consider offering incentives to the attendees to help with the recycling efforts. Give the campers and attendees one black and one clear bag each. When they return with a full clear bag of recyclables then they receive a free T-shirt of some kind. Another incentive could be a raffle for a prize, with raffle tickets distributed for each bag returned.

Fewer Trash Dumpsters. The 40 yard roll-off by PARD's set-up was half full by 4:30 pm. The roll-off placed behind the stage past the Rec Center seemed unneeded. Fewer dumpsters are needed at this event in the future.

Volunteers. SWS should provide volunteers a specific location to check-in and identify the tent with signage. Volunteer parking was a challenge. Staff recommends designating an area outside of the barricade and having a trolley bring volunteers down to the park area.

Vendors. Discuss ideas on enforcing the vendors to follow the guidelines. Items prohibited from PARD grounds, such as Styrofoam, were present at the event.

Water. Consider having a Water Monster. One Water Monster fills 1,000 water bottles. SWS could provide the water bottles and GEAYA could provide the Water Monster.

Parade Route. The crews did an excellent job cleaning up after the parade. However, staff could not address some waste, such as the waste left by the horses, that remained residential driveways and sidewalks. Consider limiting horses to streets that are easier to clean.

Pride Festival/Parade/Run Summary

June 5, 2010 – June 6, 2010

Event Description:

The 2010 Austin Pride Festival, Parade and Run is an annual festival which occurs throughout the day and begins with a morning 5k run and ends with an evening parade that travels from the Long Center to the 4th Street Warehouse District. The event has approximately 40,000 participants and spectators.

SWS Provided:

- 30 ClearStream Recycling Containers
- Dumpster Service
- On-site coordination of volunteers for recycling set up/take down

Note: Event organizers took responsibility for recruiting volunteers, however fewer than 10 volunteers were assigned to be Environmental Ambassadors.

Diversion Rate: 0%

- 340 pounds of waste collected, all sent to the landfill
- 0 pounds of material diverted to be recycled or composted

Staffing/Equipment: \$1,007

Staffing: \$425

- 1 volunteer coordinator
- 1 equipment management

Equipment and supplies, including dumpster service \$150

- One 30 yd co-mingle dumpster: \$213
- One 40 yd roll off: \$219 (paid by Pride Fest organizers)

Incidental Information:

Recycling Coordination

- Dumpsters were misplaced and put on 4th Street @ Congress Avenue. Pride organizers were billed for cost of roll-off. The vendor reported weights of both dumpsters. Recycling dumpster was highly contaminated with trash, therefore recyclables could not be salvaged.
- ClearStream containers from the morning race event were re-located to another facility without staff's knowledge. SWS staff had to find and recover the containers for use during the evening event.

Suggestions for Future Events:

Have PAID Crew for Trash and Recycling. Due to the large attendance, time and nature of the event, volunteers got lost in the crowd. Paid staff is necessary to monitor both recycling and trash containers.

Compost Food after 5K Run. There was a great deal of food waste in the waste stream and a great opportunity for recovery.

Consider alternatives for covering existing containers. Trash was being placed on top of the existing trash containers or tossed on the ground. Containers were overflowing.

Night of the Bat Summary

June 6, 2010

Event Description:

The first ever Night of the Bat event had over 5,000 attendees and kicked off on June 6th with an inaugural day of family fun including a matinee screening of "Batman", guest appearance from original Batman, Adam West, the Batmobile, kids games and a headliner band. The festivities on the bridge were free for the community to enjoy, and the City of Austin Solid Waste Services worked with local businesses, APD, EMS, ROW, and PARD to make Night of the Bat a Zero Waste event.

SWS Provided:

- 30 ClearStream Recycling Containers,
- 30 cardboard trash containers,
- Two 10 yard trash dumpsters and
- One 10 yard recycling dumpster
- Volunteer recruitment, training, and on-site management of 16 volunteers
- Set up and take down
- Vendor training and recycling assistance
- Education and outreach booth

Diversion Rate: 84%

- 475 pounds of materials collected
- 400 pounds of material diverted to be recycled
- 75 pounds of material was sent to the landfill

Staffing/Equipment: \$869

Staffing: \$400

- Equipment management and logistics
- Volunteer recruitment and coordination

Equipment, volunteer rewards, gloves, bags, etc \$250

- Dumpster service: \$219
- Two 10 yd dumpsters: \$146.00
- One 10 yd co-mingle dumpster: \$73.00

Incidental Information:

Recycling Coordination

- SWS staff worked together to arrange for dumpster service for (garbage and recycling). Staff also worked with PARD to provide advanced guidance to the two food vendors for on-site to help minimize the amount of trash generated.
- Dumpsters were located at 220 S Congress Ave (in front of Your Living Room; metered spots). The vendor, Waste Management reported weights of all three dumpsters. Two 10 yard dumpsters would have been sufficient for the number of vendors and spectators at this event.
- Litter Abatement provided 3 team members to help monitor and manage the waste flows as well as assist with take down and transportation of all materials to their proper dumpsters using the SWS golf cart/gator

Suggestions for Future Events:

Minimize distribution of brochures. Volunteers from the Bat Conservation issued brochures that were not recyclable in the ClearStream containers and easily blew off the bridge and into Lady Bird Lake.

Dumpsters. Two 10 yard dumpsters would have been sufficient for the number of vendors and spectators at this event. However because this was the first year for the event and attendance was unknown, it was better to be prepared.

Promote Night of the Bat as a "Green Event." Night of the Bat collateral did not mention how participants could help make the event "greener." All promotional information should include information on recycling or green event practices.

Use Solar Trailer for Band and other Generator Needs.

Have Sufficient Number of Volunteers. Containers were supervised by 16 volunteers, which was more than enough to help set up/monitor containers and help staff our information/outreach booth. Volunteers were very responsible and also had a great time.

4th of July Summary

July 4, 2010

Event Description:

The "official" and largest 4th of July event in Austin is held at Auditorium Shores at The Long Center. More than 100,000 Austinites gather to see the Austin Symphony perform patriotic music, including the 1812 Overture. Fireworks are shot over Lady Bird Lake from 9:30PM to 10PM. The orchestra begins at 8:30PM. The event is free and open to the public. Alcohol and glass containers are not permitted, but concessions are sold.

SWS Provided:

- 60 ClearStream Recycling Containers
- Dumpster Service

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Weight of trash collected: unknown
- Weight of recyclables collected: unknown

Staffing/Equipment: \$146

Dumpster service: \$146

- Two 10 yd co-mingle dumpsters: \$146.00

Incidental Information:

Recycling Coordination

- SWS staff worked together with the Austin Symphony to arrange for dumpster service for (recycling only).
- SWS provided the special events trailer with Clearstream containers, bags and gloves.

Suggestions for Future Events:

Allow SWS to meet with food vendors prior to the event.

Promote July 4th as "Green Event." No collateral mentioned how participants could help make the event "greener." All promotional information should include information on recycling or green event practices.

Have Sufficient Number of Volunteers and Paid Staff.

Fiesta de Independencia Celebration Summary

September 15, 2010

Event Description:

The Fiesta de Independencia is Austin's official Diez y Seis Celebration and presented by the City of Austin, the Consul General of Mexico, and the Fiesta de Independencia Foundation. This family-friendly event takes place at the Emma S. Barrientos Mexican American Cultural Center, 600 River Street from 6:30 PM to 10 PM. This event is free to the public and features an outdoor concert from the Austin Symphony, the Roy Lozano Ballet Folklorico de Tejas, Mariachi Tamazula, and Charros from the Charro Association of Texas. The evening closes with Mariachi Nueva Generacion from Texas State University. Booths were also set up to sell food and drinks.

SWS Provided:

- 20 ClearStream Recycling Containers

***Note:** Parks staff provided container setup and monitoring during the event*

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Weight of trash collected: unknown
- Weight of recyclables collected: unknown

Staffing/Equipment: \$0

Suggestions for Future Events:

Include SWS Staff in Planning Process. SWS planners should be included in the planning process and meet directly with vendors at least 1 month prior to the event.

Evaluate providing a recycling dumpster. MACC staff reported that they accumulated an estimated 20 bags of recyclables from the event and set it out in a designated area for collection. Because the event occurred on the weekend, and collection was scheduled for Monday, by the time SWS arrived to collect the material, it could not be found. Since the MACC is quickly becoming a major community event venue, consider providing a regular recycling dumpster for event center use.

Blues on the Green Summary June-August 2010

Event Description:

Blues on the Green is an annual concert series that occurs every other Wednesday during the months of June, July, and August. The event is held at Zilker Park and is a family-friendly free evening event.

SWS Provided:

- 30 ClearStream Recycling Containers and
- Two 10-yard recycling dumpsters for 6 shows total
- Two 10-yard landfill trash dumpsters for 6 shows

Diversion Rate: 22%

- 11797 pounds of materials collected
- 2567 pounds of material diverted to be recycled
- 9230 pounds of material sent to the landfill

Equipment: \$442

Equipment, gloves, bags, etc \$150

Dumpster service \$292

- Two 10-yard recycling dumpsters
- Two 10-yard landfill trash dumpsters

Incidental Information:

Recycling Coordination

- SWS staff worked with C3 Presents to arrange for dumpster service for recycling.
- Dumpsters were located at Zilker Park for the entire series. WM reported weights after each event for the dumpster. Two 10 yard dumpsters were sufficient for the number of vendors and spectators at this event.
- KLRU and C3 presents hosted 6 events over the course of 3 months.
- PARD provided additional trash cans.
- Staff was only at three events to monitor and observe.
- C3 Presents had their own volunteers to empty trash & recycling.

Suggestions for Future Events:

Dumpsters. Two 8 yard dumpsters are needed for trash and two 8 yards are needed for recyclables. However, the success of the series also caused a spike in non-recyclables on site.

Vendor Green Guidelines. Caterers in VIP area could sign an agreement not to follow green guidelines.

Composting. Offering pre-consumer composting to food vendors.

Green/Recycling Announcements from Stage.

Veteran's Day Parade Summary

November 11, 2009

Event Description:

Veteran's Day Parade is a parade held in honor of our US Veterans. The parade travels from Riverside, across the Congress Avenue Bridge and up to the capitol steps where it concludes with a small service on capitol grounds. The event lasts from approximately 10am to 12pm.

SWS Provided:

- 6 ClearStream Recycling Containers,
- Collection of recyclables using SWS trucks at the end of the event

Note: The Mayor's office recruited and coordinated approximately 4 volunteers for the event.

Diversion Rate: total diversion rate could not be determined because trash totals were not provided.

- Weight of trash collected: unknown
- Weight of recyclables collected: 5 pounds of recycling collected

Staffing/Equipment: \$53

Equipment: \$53

Equipment, gloves, bags

- SWS recycling trucks retrieved recycling containers and recyclables during one of the regular collection routes

Note: Parade observers used the litter containers along Congress Avenue to dispose of their trash.

Suggestions for Future Events:

Containers for Trash & Recycling. Due to the short duration of this event and minimal amount of waste and recyclables generated by parade patrons, consider providing recycling via permanent recycling containers in the downtown area. SWS is exploring long-term recycling containers along public rights of way.

Gypsy Picnic Summary

November 6, 2010

Event Description:

The Gypsy Picnic is a gathering of Austin's best food trailers for a day of food, music and more. There were more than thirty food trailers offering samples for \$3 or less with live music all day. The event was free to the public and well attended.

SWS Provided:

- 60 ClearStream Recycling Containers;
- One 30 yard trash dumpster; and
- One 30 yard recycling dumpster

Data regarding pounds of recycling and trash collected is not yet available.

Diversion Rate: %

- pounds of waste collected
- pounds of material diverted to be recycled

Equipment: \$576

Equipment, supplies, gloves, bags \$150

Dumpsters \$426

- One 30 yard trash dumpster (paid by C3 presents, event organizers)
- One 30 yard recycling dumpster

Suggestions for Future Events:

Containers for Trash & Recycling. It is important to clearly distinguish trash from recycling. All trash and recycling containers should be located side by side, recycling containers should always have a lid and clear liner and trash containers should have a black liner.

Composting. Consider expanding composting to event patrons rather than only food vendors.

Green/Recycling Announcements from Stage.

Banks of Recycling & Trash Containers. Provide recycling and trash containers at each entrance and exit. Consider increasing the number of trash containers along routes to major parking lots since existing litter containers were overflowing with litter and flying away in the wind.

APPENDIX D. PHOTOS

Trail of Lights & Trail of Lights 5K

December 2009



Recycling Wagon



Plastic Recyclables



Volunteers



Volunteers



Recycling Stations



Pre-existing container covers



Volunteers



SWS Zero Waste Tent



Candy from Floats



Volunteers



Clearstream Recycling Container



SWS Crews Cleanup after Parade



Roll-offs



Volunteers Assemble Clearstreams



Trash Containers



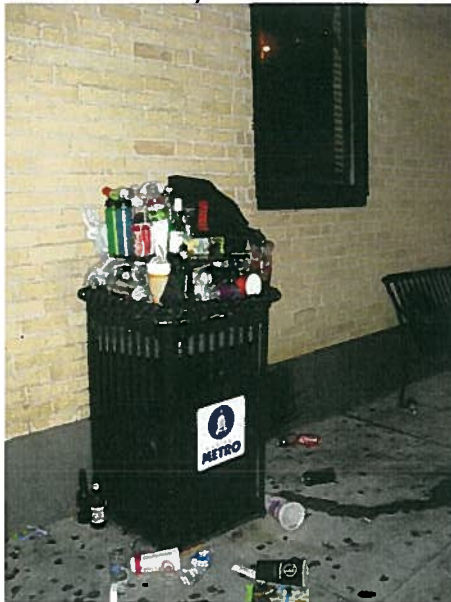
Clearstream Recycling Containers



Candy in Street from Parade



Post Event Recycling Cleanup



Post Event Trash Cleanup



Volunteers at SWS Tent



SWS Staff & Crews



Clear Stream Recycling Containers



Trash and Recycling Containers



To: Solid Waste Advisory Commission

From: Bob Gedert, Director, Solid Waste Services Department

Date: December 8, 2010

Subject: Director's Report

Performance Measures

See attachments for detailed Performance Measures and Financial Report.

Please note that staff is "reengineering" these monthly statistical reports, and will present a better format with more detail beginning January 2011. This change in reporting formats will reflect the SWAC suggestions from the October and November monthly meetings.

Master Plan Update

The HDR Team met with various stakeholders on November 16th and 17th, with a public workshop that involved more than 100 local area residents and interested parties. HDR staff also met with the SWS management team on November 18th to gather feedback and input from city staff. The public review regarding several technical memorandums and the Needs Assessment has been completed, with HDR staff revising and fine-tuning the recommendations based on the public feedback process. The next presentation from HDR for public input will be scheduled for late February 2011. The Master Plan development process is on schedule for a City Council presentation on April 22, 2011.

Event Recycling

As an update to Council Resolution 20091022-040, staff has compiled a summary report of SWS recycling efforts for all the city co-sponsored events. After vetting the analysis and next steps with other affected departments like the Parks Department, ROW/Special Events, Watershed Protection Department, and City Manager's Office, staff is presenting the report to the Commission at the December meeting and has presented the findings to Council.

University of Texas

I met with UT Facilities Director Jim Walker and several UT staff regarding a possible inter-local agreement to perform a campus waste audit. We also discussed a waste composition study and a UT Zero Waste Action Plan. Our staff will continue to explore a college intern program.

HHW Facility

We increased the hours open to the public for the HHW Facility. The site is open for public drop-off every Tuesdays and Wednesdays from 10:00 am to 6:00 pm, and the first Saturday each month 7:00 am to noon.

Public Presentations

I presented and discussed the Austin Zero Waste Plan with the Central Texas Zero Waste Association (Nov 3), Dr Allen of the UT Pickles Research Center (Nov 5), the City Works Academy (Nov 9), the Real Estate Council of Austin (Nov 17) and Ecology Action staff (Dec 2). These discussions are part of the public feedback process for the development of the Master Plan.

Recycling Processing Negotiations (long term agreement)

Negotiations continue, with the expectation of presenting contract recommendation to City Council in late January 2011.

Recycling Processing Contract (short term agreement)

The first recycling composition study involving five routes was performed through TDS and resulted in a 35% glass content. A second composition study involving an additional 15 routes was completed in late November. A combined analysis of both studies has yielded the following composition for the city delivered single stream recyclables delivered to the TDS facility. October 2010 tonnage is included in this chart:

Category by Material	%	Volume (in tons)
ONP #8	30.34%	1,218.66
OCC	9.58%	384.80
Mixed Paper	12.99%	521.77
PETE	3.23%	129.74
NDPE Natural	1.06%	42.58
NDPE Color	1.09%	43.78
Plastics 3-7	1.97%	79.13
UBC	1.28%	51.41
Tin Cans	1.93%	77.52
Glass	28.64%	1,150.37
Residual	7.36%	295.62
Other	0.53%	21.29
Totals	100.00%	4,016.67

Green30 Challenge

SWS Customers who have a 30 gallon cart or downsize their current garbage cart to a 30-gallon and take a free composting class offered by the City are eligible for a 75% rebate, up to \$75, for the cost of a composting system (including anaerobic systems like Bokashi Bins). Staff aimed for 1,000 participants within a 6 month period.

The program's total budget was \$100,000, of which \$34,989 was actually used:

- \$15,100 or 15% of the program's budget was used for operational expenses, promotional materials, and some marketing
- \$19,889 or 20% of the program's budget was rebated by September 30, 2010

From April 2010 through August 2010, SWS offered 12 free composting classes, mainly at local farmer markets, in partnership with Sustainable Food Center.

- 738 people attended composting classes (74% of our goal)
- 281 (or 38%) of participants applied for a rebate during the pilot program
 - 125 applicants (44.5%) had a 30-gallon garbage cart prior to entering the program
 - 156 applicants (55.5%) downsized their garbage cart
- Three Eastside Memorial High School interns from the Green Tech Academy assisted with marketing efforts concentrated in east Austin.

The program will continue with the same rebate value eligibility standards. To enhance the program, staff is adding bilingual classes and will formalize online composting training.

SWAC Monthly Director's Report

October 2010 Statistical Report

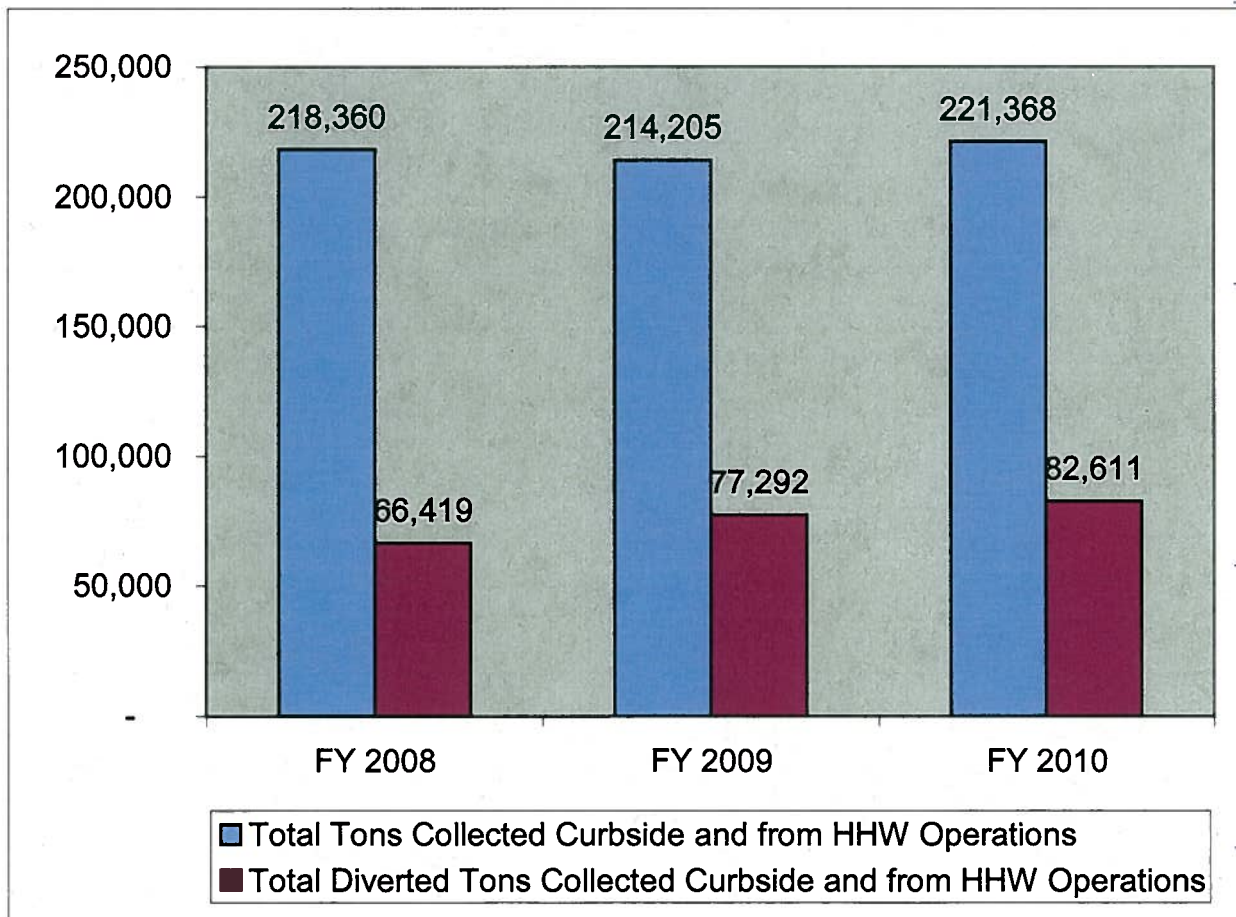
Curbside Collection Monthly Report	Month of October 2009 (tons)	Month of October 2010 (tons)	% Difference over last year	Average Pounds per Account (lbs/week)	Year to Date (tons collected)	Year to Date Diversion Calculation
Recycling collected	4,221.00	4,077.00	-3.4%	19.5	4,077.00	27.8%
Yard Trimmings collected	1,064.00	868.00	-18.4%	2.2	868.00	5.9%
Trash collected	10,618.00	9,728.00	-8.4%	24.5	9,728.00	-
Total Curbside collected	15,903.00	14,673.00	-7.7%	46.2	14,673.00	33.7%

Hornsby Bend Brush Processing Monthly Report	Month of October 2009 (tons)	Month of October 2010 (tons)	% Difference over last year	Year to Date (tons collected)
Solid Waste Services	2,008.44	2,031.98	1.2%	2,031.98
Other City Depts	231.29	336.84	45.6%	336.84
Total Tons Processed	2,239.73	2,368.82	5.8%	2,368.82

Household Hazardous Waste Collection Monthly Report	Month of October 2009 (pounds)	Month of October 2010 (pounds)	% Difference over last year	Average Pounds per Customer	Year to Date (pounds collected)	Year to Date Diversion Calculation
HHW Recycled	19,110.00	27,707.00	45.0%	26.59	27,707.00	32.4%
Reuse (includes paint)	263.00	16,158.00	6043.7%	15.51	16,158.00	18.9%
Haz Waste Disposed	73,886.00	57,680.00	-21.9%	55.36	57,680.00	67.6%
Total HHW Collected	92,996.00	85,387.00	-8.2%	81.95	85,387.00	118.9%
# of Households	972	1042	7.2%	-	1,042.00	-

Litter Abatement Waste Collection Monthly Report	Month of October 2009	Month of October 2010	% Difference over last year	Year to Date
Brush collected (tons)	634	805	27.0%	1439
Bulk Recycled (tons)	25	2	-92.0%	27
Bulk Disposed (tons)	647	637	-1.5%	1284
Tires Collected (#)	1505	1274	-15.3%	2779
Illegal Dumpsites Cleaned	60	70	16.7%	130
Dead Animals Collected (#)	1207	649	-46.2%	1856
Street Miles Swept (# miles)	3225	4380	35.8%	7605

		FY 2008	FY 2009	FY 2010
Tons Disposed	Tons of curbside Garbage	143,950	128,519	130,851
	Tons of Curbside Bulk Disposed	7,589	8,053	7,516
	HHW Operations Tons Disposed	402	341	390
	Total Disposed Tons Collected Curbside and from HHW Operations	151,941	136,913	138,757
Tons Diverted	Tons of curbside recycling	34,691	49,811	52,479
	HHW Operations Tons recycled/reused	118	114	132
	Tons of Curbside Yard Trimmings	24,027	19,497	22,456
	Tons of Curbside Bulk Recycled	203	187	194
	Tons of Curbside Brush Collected	7,380	7,683	7,350
	Total Diverted Tons Collected Curbside and from HHW Operations	66,419	77,292	82,611
Total Tons Collected Curbside and from HHW Operations		218,360	214,205	221,368
Percent of Waste Stream Diverted by SWS Curbside and HHW Operations		30.42%	36.08%	37.32%



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