A City of Austin Service Department

To: Zero Waste Advisory Commission

From: Bob Gedert, Director
Austin Resource Recovery Department

Date: September 11, 2013

Subject: **Director's Report**

ARR Department Language Translation Policy

Because the Department is interested in reaching out to more non-English speaking residents, I asked staff to evaluate its translation policy, especially in light of the concerns expressed regarding the Bring It Austin campaign. For the Bring It Austin campaign, I approved the Spanish translation, Agarra Bolsa, based on the consumer research provided to me and knowing that it was an advertising slogan, not a direct translation. As the Director, I take our responsibility to provide accurate translations for the public seriously and asked staff to formalize the Department's policy regarding translation of education/outreach material.

Austin Resource Recovery policy for Spanish translation of education/outreach material is to use services from a translator certified by the American Translators Association. The Department has access to an existing city contract with Language and Content Services, a local firm for Spanish translation services. Austin Energy and numerous other city departments also use this contract. The firm employs a translator who is certified by the American Translators Association for English to Spanish and a second translator who is an attorney. Staff believes that these professional services combined with peer review will provide the level of professionalism and accuracy that the Commission expects. The Department also intends to reach out to other non-English speaking populations and will utilize certified translators for other languages as well.

US Business Council for Sustainable Development – Action 2020 Plan

Recently, I joined 75 business, government and academic leaders in the development of action plans that advance key sustainability goals in materials, water, energy, and ecosystems. The goal was to address these four focus areas for sustainable development and how we can bring them to scale in real life pilots. The event was hosted by the United States and the World Business Councils for Sustainable Development in partnership with the Center for Business and Environment at Yale University.

The US Business Council for Sustainable Development (US BCSD) is a non-profit business association that provides opportunities for its members to work on authentic sustainability projects with industry, governmental and other key stakeholders who might not otherwise have the chance to collaborate and network.

My area of focus is "Materials", which includes sustainable materials management through zero waste principles. *Vision 2050* calls for closed loop design and phasing out landfills by 2050, a significant challenge compared with where we are today. Implementing material reuse programs, increasing US recycling rates and recovery of sufficient amounts of clean usable materials for reuse are critical to

confronting this challenge. In February 2014, we will continue in the development of an action plan through proposed programs and policy alternatives that can be scaled to solve this problem. For more information about the Vision 2050 program, visit the US BCSD website at: http://usbcsd.org/

The Three R's – Reduce, Reuse, Recycle
(Part 3 of a series describing the chapters of the ARR Master Plan)

Throughout the past five decades, the Three R's of Reduce, Reuse, and Recycle have been the central core of environmental education curriculum. Yet, recycling has been at the center of attention of most municipalities, leaving waste reduction and reuse as concepts without action. Zero Waste principles refocus the attention to all three R's, through the Highest and Best Use Hierarchy. Below is a quick summary of each of the Three R's.

Waste Reduction

Waste reduction refers to any change in the design, manufacture, purchase, or use of materials or products – including packaging – to reduce the amount or toxicity before the product(s) reach the end of their useful life and must then be recycled, composted or wasted through landfilling. An example of waste reduction is bringing a reusable bag to the grocery store as a replacement to single-use bags. Waste reduction is near the top of the City's Highest and Best Use Hierarchy. As listed in the City's Strategic Plan, waste reduction practices include:

- Reduce consumption by purchasing and using less
- Reduce toxic materials in products
- Replace toxic materials in products with less toxic or non-toxic alternatives
- Reduce packaging
- Apply Environmentally Preferable Purchasing standards to purchasing
- Purchase products with less packaging
- Encourage durable, reusable packaging

Waste reduction is a very important strategy for reaching Zero Waste. According to research conducted by the Institute of Local Self-Reliance, for each ton of municipal discards wasted through landfilling, about 71 tons on average has been created upstream from the mining, manufacturing and distribution of materials in the product lifecycle. By recycling one ton of municipal discards, we prevent only one ton of discarded materials from being wasted. However, by reducing municipal discards by one ton, through waste reduction or waste prevention strategies, we effectively prevent 72 tons of discarded materials from being wasted (e.g. one ton of municipal discards plus 71 tons of upstream discards). Thus, waste reduction has a significant multiplier effect in the progress towards Zero Waste.

Reuse

Reuse means using a discarded item for the same or similar function while preserving the embodied energy of its original form. The City's Highest and Best Use Hierarchy, adopted as part of the Strategic Plan, lists reuse near the top of the hierarchy, directly after redesign and reduce, and before recycling. Strategies the Department will explore and implement to support reuse include:

- Salvaging reusable items from the Department's bulk collection program prior to landfilling
- Providing additional opportunities for reuse through the new reuse collection sites
- Promoting the use of durable, reusable products
- Encouraging and facilitating the growth and development of repair and reuse businesses and nonprofits, including: Consignment stores, thrift shops and charitable drop-off centers; Building materials reuse centers and tool lending libraries; Used equipment stores and salvage yards;

Repair, refurbishing and remanufacturing firms; Creative reuse centers and artists in residence programs; Local and regional online material exchanges

Reuse is an important component in the City's Zero Waste strategy. Austin residents are estimated to dispose of $11 million in reusable items annually. The amount of reusable items in the waste stream is largely dependent on mechanisms in place to capture and refurbish the discarded items.
Reuse businesses create jobs. For every 10,000 tons of reusable items processed, 75-250 jobs are created. Therefore, Austin residents could create an estimated 200 to 600 new green jobs by diverting 25,000 tons of reusable items from landfills.

Recycle

Recyclable materials are discarded materials such as paper, metal, plastic and glass that can be reprocessed into new products or packaging. Recyclable materials are a large fraction of the waste stream, representing 43 percent of materials disposed in landfills.
The National Recycling Coalition defines recycling as "the series of activities by which materials that are no longer useful to the generator are collected, sorted, processed, and converted into raw materials and used in the production of new products." This definition excludes the use of these materials as a fuel substitute or for energy production.
The NRC also developed a set of guiding principles that the Department will utilize in its development and promotion of citywide recycling diversion. These principles include:

- In conjunction with source reduction, reuse, and composting, the recycling of valuable materials is essential to a sustainable environmental, energy and economic future.
- Recycling is resource management, not waste management.
- Recycling is a shared responsibility and requires resident engagement.
- Recycling goals must be clear, achievable, and measurable.
- Products and packaging should be designed to take into account and address environmental impacts.
- Successful recycling requires sustainable and equitable economic policies.

Recycling collection from single family residents is a core service of ARR. Within the Universal Recycling Ordinance, the City will require diversion of recyclable and eventually compostable materials by all residential and commercial generators and at City offices and facilities.

Source: Austin Resource Recovery Master Plan, excerpts from Chapters 6, 7, & 8

Staff Hires and Promotion Updates

New employee	Promotions	Title/ Division
Terry Brown		Temporary ARR Associate
David Dane		Temporary ARR Associate
LucioGovea		Temporary ARR Associate
CharlesLockett		Temporary ARR Associate
Amanda Rohlich		Temporary Waste Diversion Planner
Brent Paige		Financial Consultant

Current and Upcoming Job Postings

Position	Contact Manager	Posting Status
Public Information Specialist	Emlea Chanslor	Top candidate identified
Occupational Health & Safety Coordinator	Jeff Dilbert	Position posted
Technical Trainer	Jeff Dilbert	Position closes 8/30/13
Brownfields Program Manager	Nancy Chan	2nd round interviews to be scheduled
Temporary Administrative Support–QA	Nancy Chan	Interviews scheduled for 8/29/13
Business Process Consultant	Nancy Chan	Position posted
GIS Supervisor	Nancy Chan	Top candidate identified-starts on 9/9/13
Environmental Program Specialist	Donald Hardee	Top candidate identified-starts on 9/9/13
ARR Supervisor	Ron Romero/Vidal Maldonado	Position to be posted
ARR Crew Leader	Ron Romero	Interviews scheduled
Austin Resource Recovery Operator Senior	Ron Romero	Top candidate identified-starts on 9/9/13
Austin Resource Recovery Operator	Ron Romero	Position to be posted

Single Stream Recycling Statistical Report - Sept. 11, 2013 ZWAC Meeting

FY 2012-13: October, 2012 through July, 2013

Texas Disposal Systems (TDS) and Balcones Resources, Inc. (BRI)

		Contractor Payments			Net Value to the City	Landfill Cost Avoidance	
Month, Year, Contractor	Tons Delivered	Revenue	Processing Cost	Net Amount Due/(Owed)	$ per ton value	Cost Per Ton	Total
October 2012 - TDS	1,992.62	$107,483	$182,325	($74,842)	($37.56)	$21.14	$42,124
October 2012 - BRI	2,522.20	$156,614	$201,074	($44,460)	($17.63)	$21.14	$53,319
Total	4,514.82	$264,097	$383,399	($119,302)			$95,443
November 2012 - TDS	1,676.28	$92,488	$153,380	($60,891)	($36.33)	$21.14	$35,437
November 2012 - BRI	2,864.82	$188,214	$227,301	($39,087)	($13.64)	$21.14	$60,562
Total	4,541.10	$280,702	$380,681	($99,978)			$95,999
December 2012 - TDS	2,584.16	$144,257	$236,451	($92,194)	($35.68)	$21.14	$54,629
December 2012 - BRI	2,010.51	$135,238	$161,904	($26,666)	($13.26)	$21.14	$42,502
Total	4,594.67	$279,495	$398,355	($118,860)			$97,131
January 2013 - TDS	2,014.55	$117,385	$184,331	($66,946)	($33.23)	$21.14	$42,588
January 2013 - BRI	3,059.87	$201,932	$242,233	($40,301)	($13.17)	$21.14	$64,686
Total	5,074.42	$319,317	$426,564	($107,247)			$107,273
February 2013 - TDS	1,588.12	$95,632	$145,313	($49,681)	($31.28)	$21.14	$33,573
February 2013 - BRI	2,370.66	$159,074	$189,474	($30,400)	($12.82)	$21.14	$50,116
Total	3,958.78	$254,706	$334,787	($80,081)			$83,689
March 2013 - TDS	1,639.78	$103,588	$150,039	($46,451)	($28.33)	$21.14	$34,665
March 2013 - BRI	2,625.14	$185,599	$208,953	($23,354)	($8.90)	$21.14	$55,495
Total	4,264.92	$289,187	$358,992	($69,805)			$90,160
April 2013 - TDS	2,055.29	$128,513	$188,059	($59,546)	($28.97)	$21.14	$43,449
April 2013 - BRI	2,517.46	$172,616	$200,712	($28,096)	($11.16)	$21.14	$53,219
Total	4,572.75	$301,129	$388,771	($87,642)			$96,668
May 2013 - TDS	1,649.59	$96,860	$150,937	($54,077)	($32.78)	$21.14	$34,872
May 2013 - BRI	3,167.84	$205,879	$250,498	($44,619)	($14.09)	$21.14	$66,968
Total	4,817.43	$302,739	$401,436	($98,697)			$101,840
June 2013 - TDS	1,694.34	$95,969	$155,032	($59,063)	($34.86)	$21.14	$35,818
June 2013 - BRI	2,479.78	$155,851	$197,827	($41,976)	($16.93)	$21.14	$52,423
Total	4,174.12	$251,820	$352,859	($101,039)			$88,241
July 2013 - TDS	2,010.01	$114,213	$183,916	($69,703)	($34.68)	$21.01	$42,230
July 2013 - BRI	2,604.04	$163,896	$207,339	($43,443)	($16.68)	$21.01	$54,711
Total	4,614.05	$278,110	$391,255				
FY 2012-13 Totals	**$45,127**	**$2,821,302**	**$3,817,098**	**($882,651)**			**$856,445**

Material Composition Percentages						
	Audit #1		Audit #2		Audit #3 (current)	
	TDS	BRI	TDS	BRI	TDS	BRI
Material	**10/27/2012**	**10/22/2012**	**2/9/2013**	**1/26/2013**	**4/13/2013**	**4/27/2013**
ONP #8 (Old Newspaper)	13.80%	27.89%	22.54%	25.01%	16.14%	25.97%
OCC (Corrugated Cardboard)	7.58%	11.15%	9.19%	12.80%	8.42%	12.14%
Mixed Paper	19.76%	12.31%	18.23%	13.13%	20.17%	9.73%
Plastic Bottles - PETE	3.13%	3.58%	2.44%	3.05%	2.71%	3.21%
HDPE Natural	1.34%	0.90%	1.05%	1.08%	1.00%	0.62%
HDPE Color	1.11%	0.64%	0.87%	0.91%	0.83%	0.75%
Mixed Plastics 3-7	3.17%	2.53%	3.38%	2.02%	3.73%	1.85%
UBC (Used Beverage Cans)	1.32%	1.45%	1.09%	0.98%	1.21%	1.33%
Tin Cans	2.04%	2.28%	1.66%	2.17%	1.94%	1.86%
Scrap Metal	0.69%	0.35%	0.55%	0.43%	0.89%	0.72%
Glass	30.61%	26.59%	26.89%	27.66%	27.04%	27.99%
Residual - trash	15.45%	10.33%	12.11%	10.76%	15.92%	13.83%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

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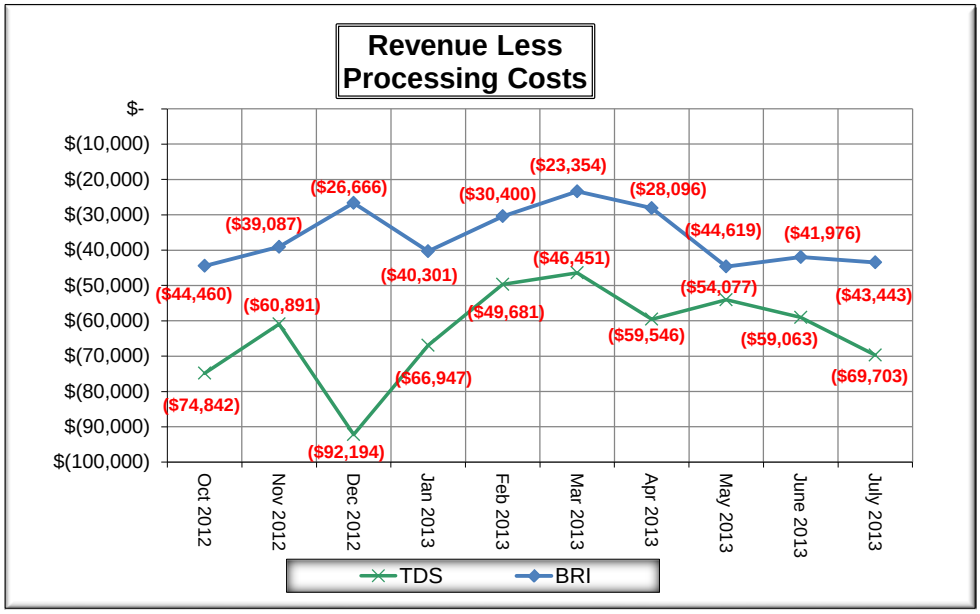

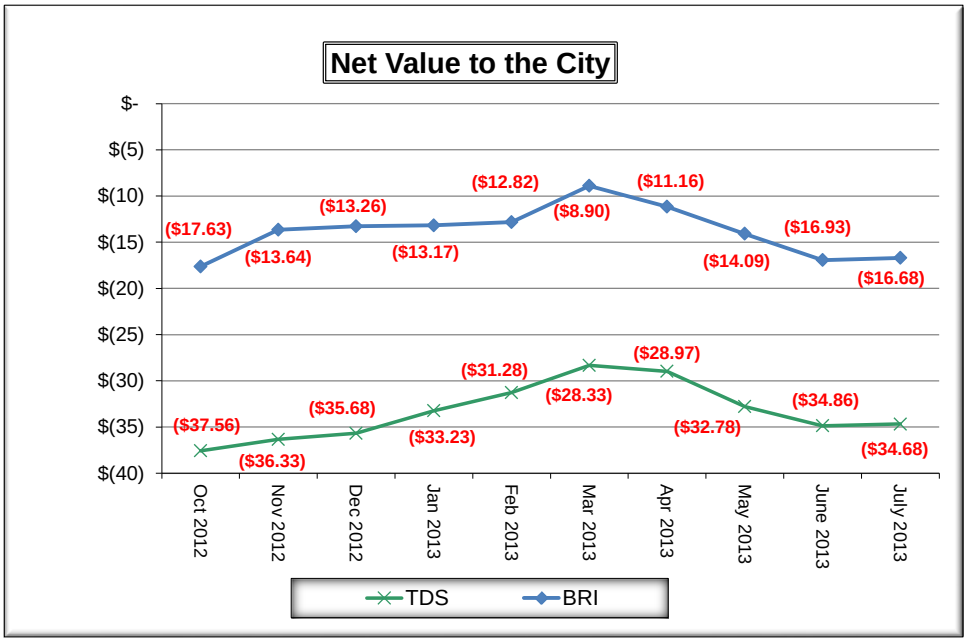

Austin Resource Recovery Curbside Collection and HHW Operations

				LAST FISCAL YEAR			CURRENT FISCAL YEAR			
		FY 2012	FY 2012 *Goal*	Jun 2012	Jul 2012	FY12 YTD (Oct '11 - Jul '12)	Jun 2013	Jul 2013	FY13 YTD (Oct '12 - Jul '13)	FY 2013 *Goal*
Tons Disposed	Tons of curbside Garbage	129,653	123,000	10,289	10,958	109,521	9,804	11,064	104,130	127,000
	Tons of Curbside Bulk Disposed	7,611	7,500	877	618	6,211	822	1,123	6,736	6,600
	HHW Operations Tons Disposed	434	400	57	31	366	32	35	322	400
	Total Disposed Tons Collected Curbside and from HHW Operations	**137,698**	**130,900**	**11,223**	**11,607**	**116,098**	**10,658**	**12,222**	**111,188**	**134,000**
Tons Diverted	Tons of curbside recycling	54,009	60,000	4,350	4,384	45,438	4,129	4,632	44,923	63,000
	HHW Operations Tons recycled/reused	208	150	24	13	168	28	29	210	150
	Tons of Curbside Yard Trimmings	21,712	25,000	1,259	1,274	19,380	1,631	1,352	23,594	27,000
	Tons of Curbside Bulk Recycled	233	200	19	16	204	16	24	156	800
	Tons of Curbside Brush Collected	7,720	7,500	771	678	6,027	505	542	6,087	6,400
	Total Diverted Tons Collected Curbside and from HHW Operations	**83,882**	**92,850**	**6,423**	**6,365**	**71,217**	**6,309**	**6,579**	**74,970**	**97,350**
	Total Tons Collected Curbside and from HHW Operations	**221,580**	**223,750**	**17,646**	**17,972**	**187,315**	**16,967**	**18,801**	**186,158**	**231,350**
	Percent of Waste Stream Diverted by Curbside and HHW Operations	**37.86%**	**41.50%**	**36.40%**	**35.42%**	**38.02%**	**37.18%**	**34.99%**	**40.27%**	**42.08%**
	Pounds of Garbage collected per customer per pickup	**27.05**	**25.06**	**25.65**	**27.24**	**n/a**	**23.92**	**27.20**	**n/a**	**26.03**
	Number of Garbage customers	184,316	188,807	184,862	185,775	n/a	188,914	187,858	n/a	187,676
	Pounds of Recycled materials collected per customer per pickup (every other week)	**22.71**	**24.44**	**21.85**	**21.97**	**n/a**	**20.30**	**22.96**	**n/a**	**25.82**
	Pounds of Yard Trimmings collected per customer per week	**4.56**	**5.09**	**3.16**	**3.19**	**n/a**	**4.01**	**3.35**	**n/a**	**5.53**
	Number of Recycling and Yard Trimmings customers	182,971	188,807	183,488	184,323	n/a	187,461	186,360	n/a	187,676
	Total tons of Dead Animals Collected from COA rights-of-way and the animal shelter	69	115	5	4	61	3	4	42	85

Austin Resource Recovery Curbside Collection and HHW Operations