



AUSTIN RECYCLING MARKET DEVELOPMENT PROGRAM

REAL JOBS FOR REAL PEOPLE



THE PROBLEM

- **Austin area population doubles every 20 years and so is its trash generation**
 - Zero Waste Masterplan adopted by City Council in Dec 2011 – 95% diversion
 - Implementation of comprehensive curbside recycling
 - Universal Recycling Ordinance Phase I and II
- **Most materials collected for recycling in Central Austin are sent to markets abroad**
- **Land values/costs/availability in Central Texas makes attraction of recycling-related manufacturing difficult**
- **Austin's most vulnerable are being left out of the economic boom**
 - Job creation is not keeping up with population growth, especially for Central Texas most vulnerable or least skilled populations.
 - Manufacturing offers the greatest opportunity for hard-to-employ: unemployed, underemployed, ex-offenders and others

AUSTIN RECYCLING ECONOMIC DEVELOPMENT

Austin is creating a comprehensive program to help build and sustain markets for recyclable materials being collected through the Zero Waste Master Plan

- Identify the current recycling/reuse markets in Austin/Central Texas
- Address the greatest challenges for recycling/reuse in Austin/Central Texas
 - *Low market value*
 - *Most volatile markets*
 - *Materials transported great distances*
 - *Hard-to-recycle/manage materials*
- Create local materials exchange to help business with a waste connect with businesses that can value-add that waste into new products
- Promote locally-made recycled, repurposed, remanufactured products
- Develop local eco-industrial park at city's closed landfill site



[RE]MADE IN AUSTIN

SUPPORTING THE REUSE ECONOMY



REUSE – CHAPTER 7



Reuse-focused campaigns:

- [re]Made in Austin (building material reuse; computer refurbishers; thrift stores; upcycled furniture, clothing, jewelry, etc)
 - LocallyAustin.org
 - Reuse Day/Week Proclamation – October 20 (announced October 17)
- [re]Share Austin (bike share, car share, tool share, etc)
- [re]Pair Austin (shoe repair, appliance repair, alterations, etc)

ReuseConex 2014

- National reuse conference
- October 23 – 25, 2014; Holiday Midtown





AUSTIN [RE]MANUFACTURING HUB

ECO-INDUSTRIAL PARK PROJECT



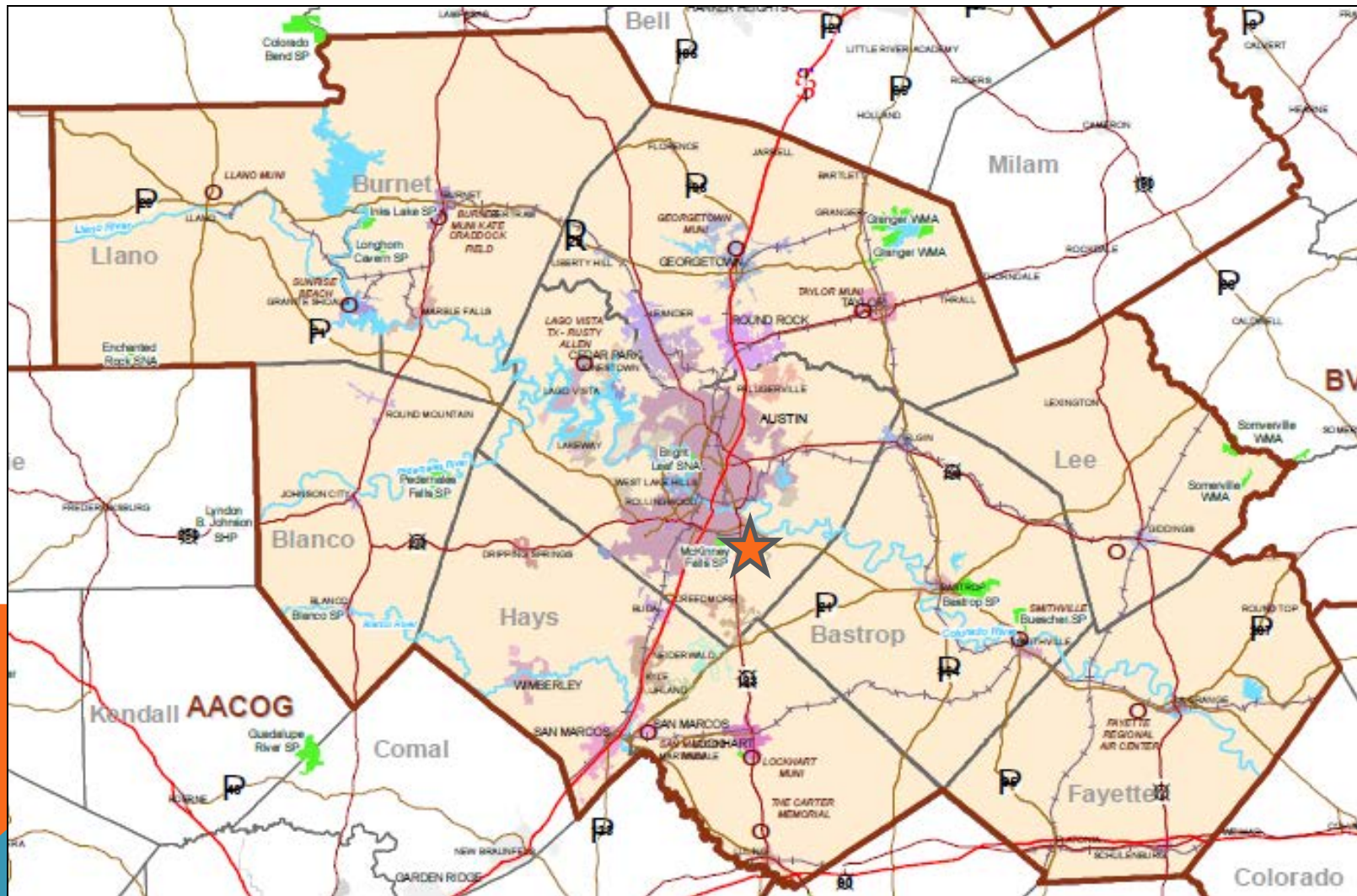
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- City-owned land returning to **productive use**
- Builds **local markets** for the City's Zero Waste goals
- **Incubates** small business and new innovations
- **Reduces** the cost of Austin's waste management systems (public and private)
- Keeps **investment** and **taxes** in Central Texas
- Drives **new manufacturing jobs** for most vulnerable populations
- **Reduces** carbon footprint of recycling

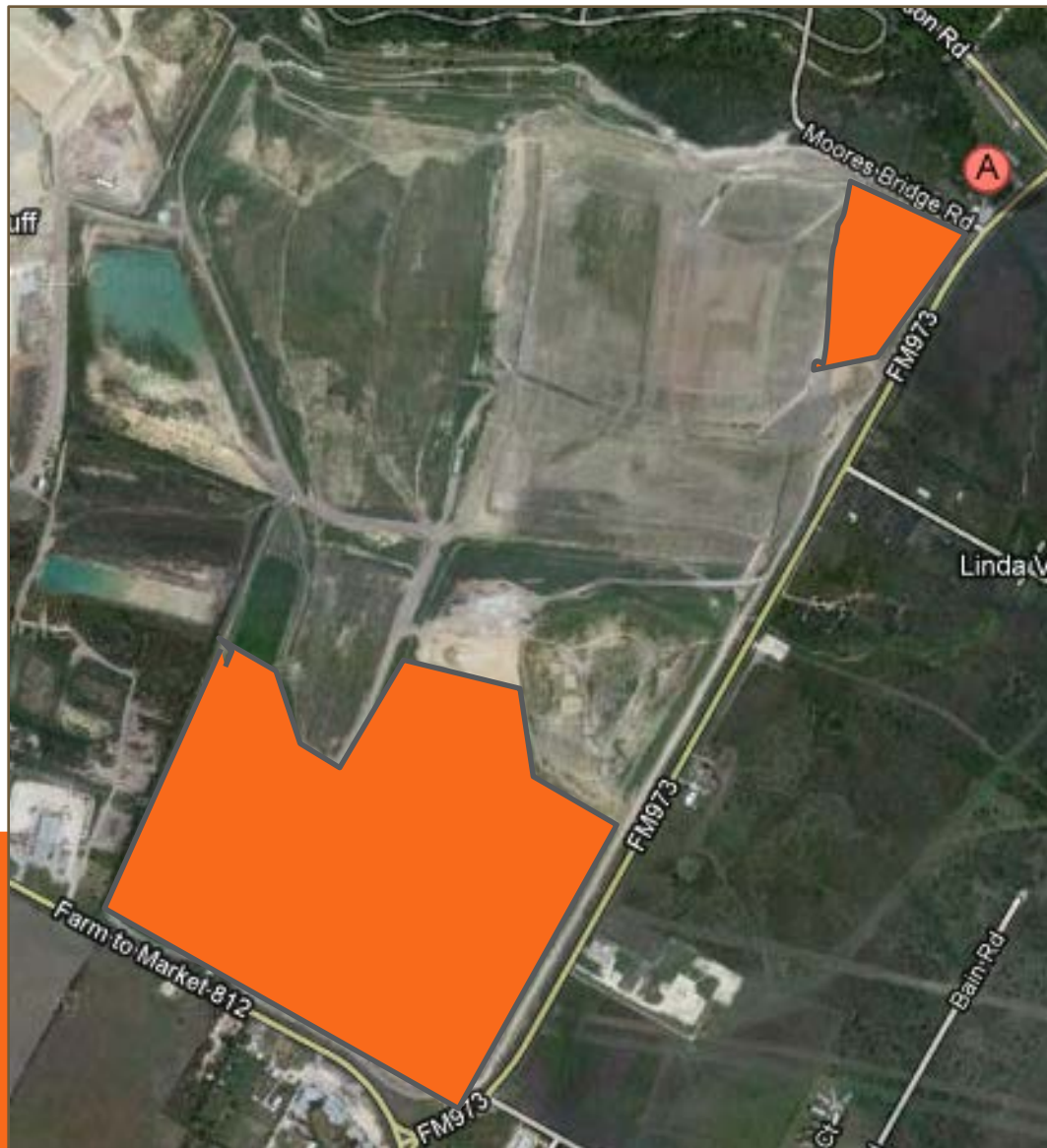


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★ Approximately 107 acres in ETJ offers regional markets for Central Texas



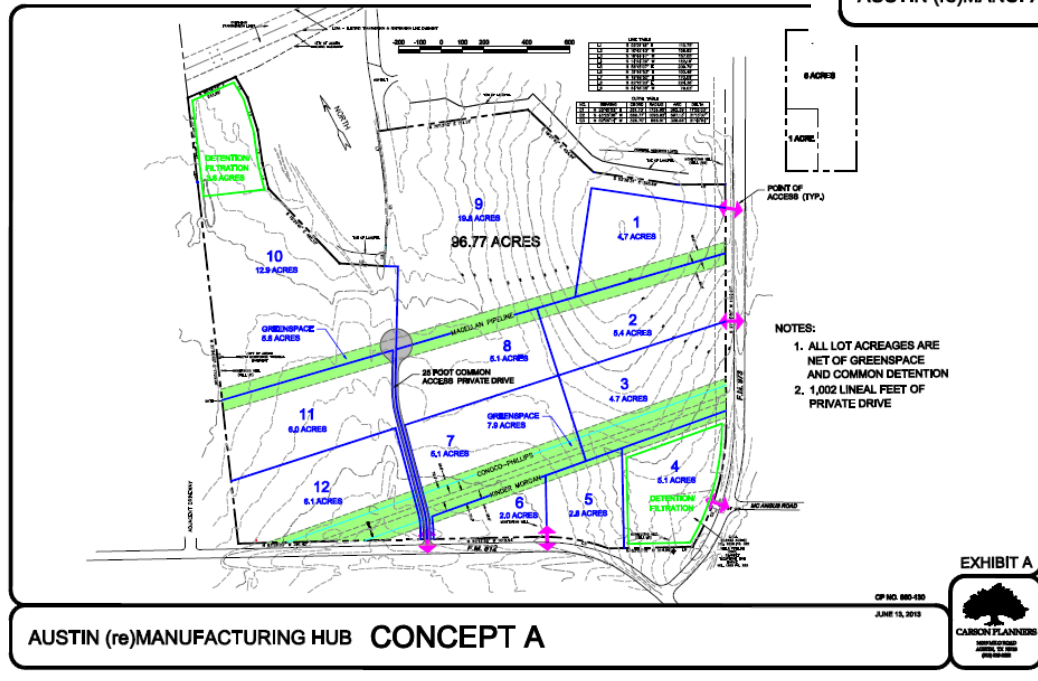
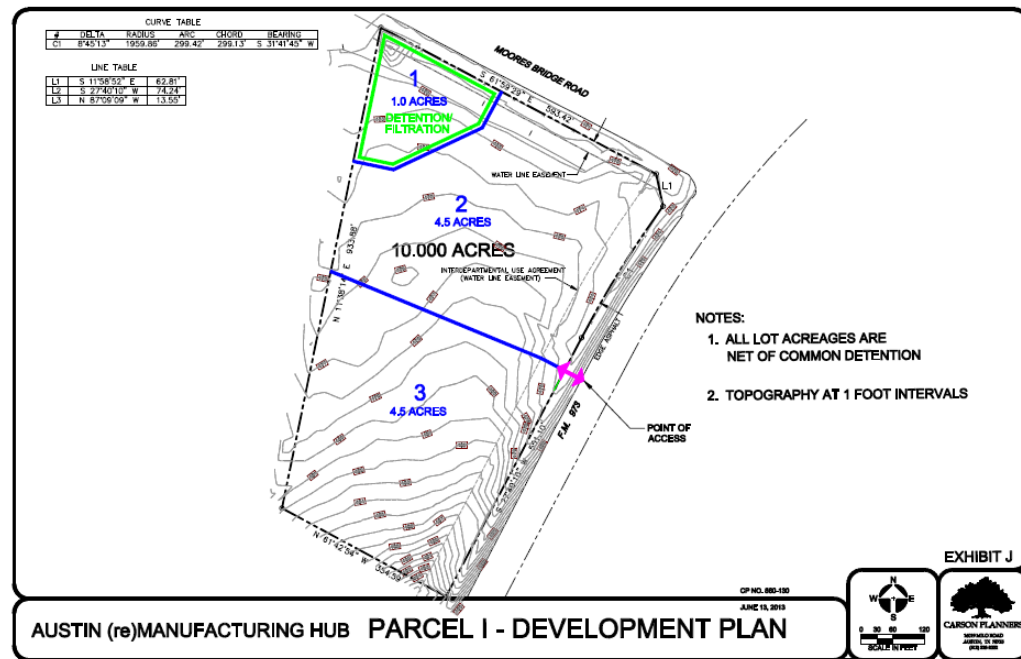
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Approximately 107 acres in ETJ

- 10 acre site
- 97 acre site
- Strategic location
 - Near AIBI, I-35/NAFTA corridor, 183, Formula 1 track

10 ACRE SITE



96.77 ACRE SITE

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Targeted Industries:

- Construction & demolition debris recycling
- Plastics processor (grinding, washing, pelletizing, molding)
- Paper conversion plant
- Wood salvage and re-milling
- Glass processing/manufacturing
- Appliance repair and resell
- Scrap tire recycling/baling
- Electronics repair, demanufacturing, recycling
- Non-profit/small industry incubator

NO Waste-to-Energy or Composting Projects



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Project Components:

- Environmental Assessment Phase I
- Surveys
- Land Planning
- Permitting
- Lease Development
- Marketing
- Mass Transit Considerations

Infrastructure Needs

- Water
- Wastewater
- Road
- Electric
- Natural Gas
- Communication
- Stormwater Management
- Signage, Landscape and Other

Total Cost: \$10 million City investment

Applied for \$1.5 million grant with EDA

REGIONAL BENEFITS

- Keep jobs, investment and taxes in Central Texas
 - *1250 direct jobs*
 - *Stop sending jobs and investments abroad*
- Strengthen local manufacturing sector
- Create new businesses and innovations
 - *Increase opportunities for small business and non-profits*
- Target jobs for the most vulnerable/those in poverty
 - Address unemployment among minority populations
 - STEM opportunities for young people
- Support **green**-collar jobs
 - *Reduce environmental impacts*
- Increases recycling quantities and reduces recycling costs

REAL JOBS FOR REAL PEOPLE

1250 direct jobs - \$30M+ Private Sector Investment – Corridor Development

95% Landfill Diversion – Hard to Employ



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THANK YOU SO MUCH!

Questions:

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City of Austin | ED/ARR

Recycling Market Development Program

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