

APPENDIX B

ARR Master Plan Update: Areas of Focus Identified by Staff

1. **Diversion, Disposal and Reuse Rates/Definitions.** Staff recommends exploring the use of a disposal rate that would measure waste thrown away per capita (perhaps in lieu of diversion rate) and more clearly defining diversion, disposal and reuse.
2. **Rates and Fees.** Staff recommends a Cost of Service study be conducted on current services provided by ARR. The study should compare ARR costs to peer cities and should evaluate how rates contribute to affordability concerns in Austin.
3. **Need for Additional Information and Studies.** Staff recommends the following study be considered in conjunction with the Master Plan update:
 - a. **Multifamily waste studies** to determine waste composition and diversion potential at multifamily properties
4. **Data and Technology.** Given the significant advances in technology and data collection since the adoption of the Master Plan, staff recommends that data and technology be overarching areas of focus. For example, consideration should be given to new technologies that support the sharing economy and software or apps that now exist to help track waste at the residential or commercial level.
5. **Recycling.** Staff recommends further study in the following areas related to recycling:
 - a. Whether the existing Master Plan focuses enough on **recycling markets**
 - b. Whether there should be **mandatory recycling or disincentives for not recycling**
 - c. The type of **materials accepted by local MRFs** and whether that is consistent among providers – particularly given the **need for consistent and streamlined messaging** about accepted materials, standardized recycling signs, bins colors, etc.
 - d. The **capture rate** (% of total recyclables in the waste stream that are recycled) for both ARR customers and commercial/multifamily properties.
 - e. Potential implementation of **weekly recycling collection** for curbside customers based results on pilot project scheduled for 2018.
6. **Organics Diversion.** Staff recommends further study in the following areas related to organics diversion:
 - a. Exploring the facilitation or deployment of tools or programs such as **organic waste dehydrators or multifamily onsite composting**
 - b. Whether organics processing capacity/infrastructure available in Austin/Central Texas is adequate to service food-service businesses required to have an organics diversion program under the Universal Recycling Ordinance and how to incentivize additional investment from the private sector
7. **Construction and Demolition.** Staff recommends further study to determine if processing facilities for Construction and Demolition materials are sufficient to serve projects required to divert these materials under the Construction and Demolition Recycling Ordinance.
8. **Recycling Markets, Economic Development Approach.** Staff recommends a consultant with specific knowledge of economic development programs provide input on the following focus areas:

- a. **Tools for developing local or regional recycling markets**
 - b. **Construction/deconstruction** (reuse of building materials rather than demolition) markets and opportunities
 - c. **Incentives** to attract recycling, remanufacturing and reuse companies, and specific ways that **new policy and programmatic tools** can be structured to incentivize such companies to locate in the Austin area
 - d. Review of successful programs and tools used by other communities to attract Zero Waste-focused businesses.
9. **Reduction, Reuse and the Circular Economy.** Staff recommends the following focus areas:
- a. Defining where ARR involvement can have the most impact in promoting the manufacture and use of **durable goods** within the industry
 - b. The need to **promote reuse** and encourage **reduced use of household hazardous waste**
 - c. Whether reuse should be considered more broadly in the context of a **Circular Economy**
10. **Collaboration with Private Haulers.** Staff noted that private waste haulers handle about 85% of the region's waste and suggested increased collaboration with haulers to identify shared challenges and potential solutions, and exploration of what additional role private haulers could play in helping the city advance its Zero Waste goal.
11. **Partnerships.** Staff recommends that an updated Master Plan explore new or enhanced partnerships with
- a. Regional entities to **reinforce consistency** in messaging, accepted materials, hard to recycle materials
 - b. Other city departments or entities, or private businesses for **satellite drop-off locations** for hard to recycle items
 - c. Local universities and schools for **internships, research opportunities**, and other **collaborative problem-solving**
 - d. Businesses and residents to provide **recognition** such as incentives or awards for zero waste achievements, as well as **disincentives or feedback** for improper recycling
12. **Messaging, Outreach and Affecting Behavioral Change.** Staff recommends that an updated Master Plan explore
- a. How to measure the efficacy of outreach, collateral, and messaging, and how best to communicate to customers/Austin residents
 - b. New ways to reach residents and drive behavioral change