



# Universal Recycling Ordinance (URO) Briefing on Educational Outreach Efforts



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LEED Green Associate; CNU-A  
City of Austin | Austin Resource Recovery | Strategic Initiatives



# Universal Recycling Ordinance Implementation Timeline



## Multifamily Residential Properties

Multifamily properties including:

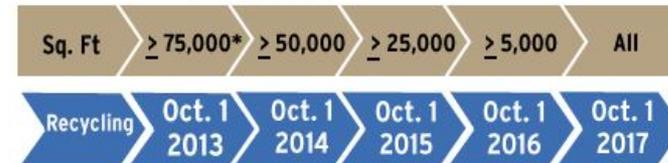
- Apartments
- Condominiums
- Mobile home parks
- Private funded dorms
- Assisted living facilities



## Commercial Non-Residential Properties

Non-residential commercial properties, including:

- Retail
- Medical facilities
- Hotels and Motels
- Religious buildings
- Commercial office buildings
- Private educational facilities
- Industrial and Manufacturing Facilities

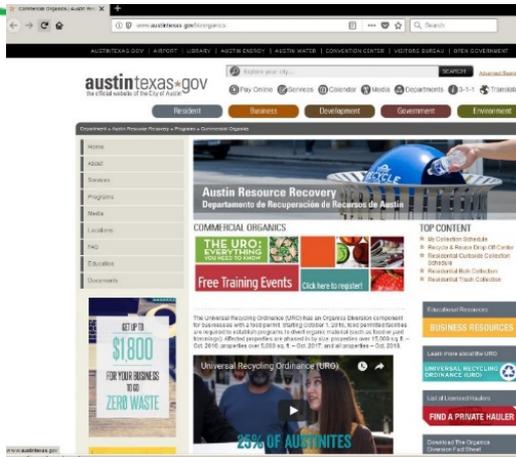


Food service enterprises include:

- Grocers
- Farmers' Markets
- Food and Beverage Industry (restaurants, bars, catering)



# Universal Recycling Ordinance Community Education and Outreach



Web page: [austintexas.gov/bizorganics](http://austintexas.gov/bizorganics)

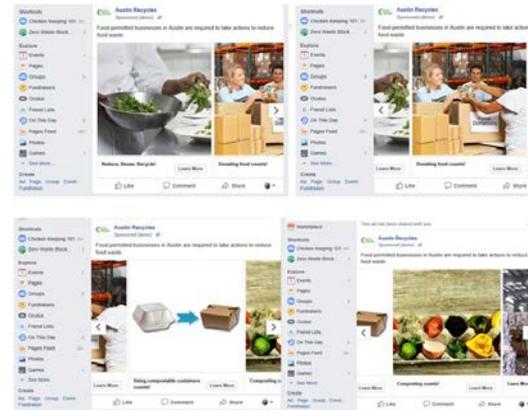


Flyers and Handouts



Universal Recycling Ordinance (URO)

Social Media Video



Facebook Advertising



# Universal Recycling Ordinance Community Education and Outreach

## RECYCLING REQUIRED

Austin's Universal Recycling Ordinance (URO) requires commercial and multi-family property owners ensure access to recycling services for tenants and employees.

The ordinance also requires food-permitted businesses ensure employees have access to organic diversion from landfills.

### Ordinance requirements:

- Ensure tenants and employees have access to methods of landfill diversion including:
- Post informational, bilingual signs near recycling, donation, or composting containers;
- Provide annual, bilingual education to tenants and employees;
- Report how you are meeting these requirements online at: [austintexas.gov/diverstoplan](http://austintexas.gov/diverstoplan) and [austintexas.gov/odp](http://austintexas.gov/odp).



Free information, guidance and resources are available as part of Austin Resource Recovery's Business Outreach services. For more information, email: [commercialrecycling@austintexas.gov](mailto:commercialrecycling@austintexas.gov) or visit [AustinTexas.gov/URO](http://AustinTexas.gov/URO) | [AustinTexas.gov/BizOrganics](http://AustinTexas.gov/BizOrganics)



Print Publications

## Submit Your Organics Diversion Plan

Beginning Oct. 1, 2018, all food-permitted businesses are required to submit their Organics Diversion Plan (ODP) - an annual report on a business's practices that divert organic materials from the landfill - every year as part of the City's Universal Recycling Ordinance (URO).

Haven't submitted yours yet? Click below to get started!

START ODP



## Not Sure Where to Start?

[view full ODP instructions](#)

E-mail

## ORGANICS DIVERSION REQUIREMENTS

Businesses are required to implement options to reduce the amount of organic waste sent to landfills. Organic waste includes things like wasted or expired food, napkins, food scraps and paper towels.

**NEW REQUIREMENT**

### WHO IS REQUIRED TO COMPLY?

Beginning October 1, 2018, all businesses in Austin with a food permit must meet the requirements.

### DO I HAVE TO REPORT ANYTHING?

Yes, you will need to submit an online Organics Diversion Plan at [austintexas.gov/odp](http://austintexas.gov/odp) to show you are meeting all ordinance requirements by February 1 each year.

### HOW DO I REDUCE ORGANIC WASTE?

There are many options to meet the requirements: Prevent • Reduce • Donate • Compost

Interested in a REBATE up to \$1,800? Call for details!

[austintexas.gov/bizorganics](http://austintexas.gov/bizorganics) | [commercialrecycling@austintexas.gov](http://commercialrecycling@austintexas.gov) | (512) 974-9727



Austin Energy Utility Bill Insert



City of Austin  
Public Works Department  
P.O. Box 1088, Austin, TX 78767

Owner Name:  
Owner Address (Line 1):  
Owner City, Owner State, Owner ZIP:  
Head Office or Contact Person ID:  
Property Tax ID (Property ID):  
Business Name (Property Name):  
Business Street Address (Street Address):

City of Austin's Universal Recycling Ordinance (URO): Organics Diversion, Severely Affected Permit Notice

Effective October 1, 2018, the City of Austin's Universal Recycling Ordinance will require all food-permitted businesses to:

1. Ensure employees have convenient access to on-site diversion of organic materials;
2. Post informational, bilingual signs near organic diversion containers;
3. Provide annual, bilingual education on organic diversion to employees; and
4. Report how you are meeting these requirements beginning October 1, 2018, online at: [austintexas.gov/odp](http://austintexas.gov/odp).

The Universal Recycling Ordinance's organics diversion requirements support Austin's zero waste goal by ensuring that employees of food-permitted businesses have convenient access to methods of diversion from the landfill for organic material, such as food scraps or soiled paper.

Failure to comply with the requirements of the ordinance could result in a Class C misdemeanor, information and resources to help your food-permitted business reach compliance, is available at: [austintexas.gov/bizorganics](http://austintexas.gov/bizorganics).

For site specific information, guidance, and training is available as part of Austin Resource Recovery's Business Outreach services. To help establish or expand your recycling and diversion programs, please [contact us](mailto:commercialrecycling@austintexas.gov) for more information.

Business Outreach Team  
Austin Resource Recovery | City of Austin  
[commercialrecycling@austintexas.gov](http://commercialrecycling@austintexas.gov)

For information or requests, please also contact us at [commercialrecycling@austintexas.gov](mailto:commercialrecycling@austintexas.gov).



Radio Advertising



# Universal Recycling Ordinance

## Recent Media Coverage



### Publication / Website

Austin American Statesman  
Boise Weekly, Food and Wine  
Community Impact  
Culture Map  
Eater Austin  
Eco-Watch  
Environmental Leader  
Food and Wine .com  
Huffington Post  
Inhabitat  
L'Orient Le Jour (Beirut)  
Newsmax  
Newsweek  
Rare, Americas News Feed  
Seed Navigator Magazine  
Sputnik International  
The Daily Texan  
The Hill  
Thetakeout.com  
UK Business Insider (UK)  
Waste 360

### Television

CBS Austin; Austin, TX  
Fox7; Austin, TX  
Fox; National News  
Israel National News  
KTXS; Abilene, TX  
KVUE; Austin, TX  
KXAN; Austin, TX  
KXXV, Waco, TX  
Univision; Austin, TX

### Audio

BBC – Radio 5 (UK)  
KLBJ AM Radio  
KOOP Radio  
KUT Radio  
Working Lunch Podcast

HUFFPOST

ENVIRONMENT 10/03/2018 07:58 am ET | Updated Oct 03, 2018

### Austin, Texas, Now Requires Restaurants To Responsibly Dispose Of Food Waste

Eateries will now have to donate or compost leftover food.

Mon, Feb 11, 2019

Newsweek

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U.S.

**AUSTIN, TEXAS, ORDINANCE REQUIRES RESTAURANTS TO RESPONSIBLY DISPOSE OF FOOD WASTE**

BY DANIEL MORITZ-RABSON ON 10/3/18 AT 11:48 AM

LATEST SLIDESHOWS

The Best-Designed Products of the 20th

FOX 7

Sections News Weather Good Day FOX 7 Features Contests Traffic FOX 7 Signal

Local Texas US & World Politics Business Health Entertainment Strange Trending

**Austin restaurants now required to keep food scraps out of trash**



# Universal Recycling Ordinance Public Training and Education



Hello,

Beginning Oct. 1, 2018 all permitted food businesses in the City of Austin will be affected by Austin's Universal Recycling Ordinance which requires that businesses provide employees with on-site access to diversion of organic materials like food scraps, expired foods, and soiled paper, from local landfills.

More information is available at [www.austintexas.gov/bizorganics](http://www.austintexas.gov/bizorganics).

The Austin Resource Recovery and Austin Public Health are partnering to host free trainings to help owners and managers of food-permitted businesses learn about local policies, compliance requirements, and best practices. Come and receive free educational resources.

**WHAT:** Health & Waste Requirements for Food-Permitted Businesses  
**WHERE:** Manchaca Road Library, 5500 Manchaca Rd.  
**WHEN:** Monday, September 17th  
**TIME:** 10:30-11:30 AM

[RSVP Here](#)

OR

**WHAT:** Health & Waste Requirements for Food-Permitted Businesses  
**WHERE:** Old Quarry Library Branch, 7051 Village Center Dr.  
**WHEN:** Monday, September 24th  
**TIME:** 2:00-3:00 PM

[RSVP Here](#)

For more information about the event, please contact [info@0waste.org](mailto:info@0waste.org).



Since **September 2018** ARR has provided **28 presentations** or trainings at outreach events.

Over **800 people** attended one of these events surrounding the online reporting period between September and January of each year.

## Diversion Plan Office Hours

February 26, 2019  
10:00 AM – 2:00 PM CST  
Austin Resource Recovery  
1520 Rutherford Ln  
Austin, TX 78754



Follow Austin Resource Recovery on Facebook or Twitter for regular training updates, or at [austintexas.gov/uro](http://austintexas.gov/uro).

Schedule a training by contacting:  
[commercialrecycling@austintexas.gov](mailto:commercialrecycling@austintexas.gov)

URO Training video is available at:  
[austintexas.gov/uro](http://austintexas.gov/uro)



# Universal Recycling Ordinance Recycling Annual Diversion Plans

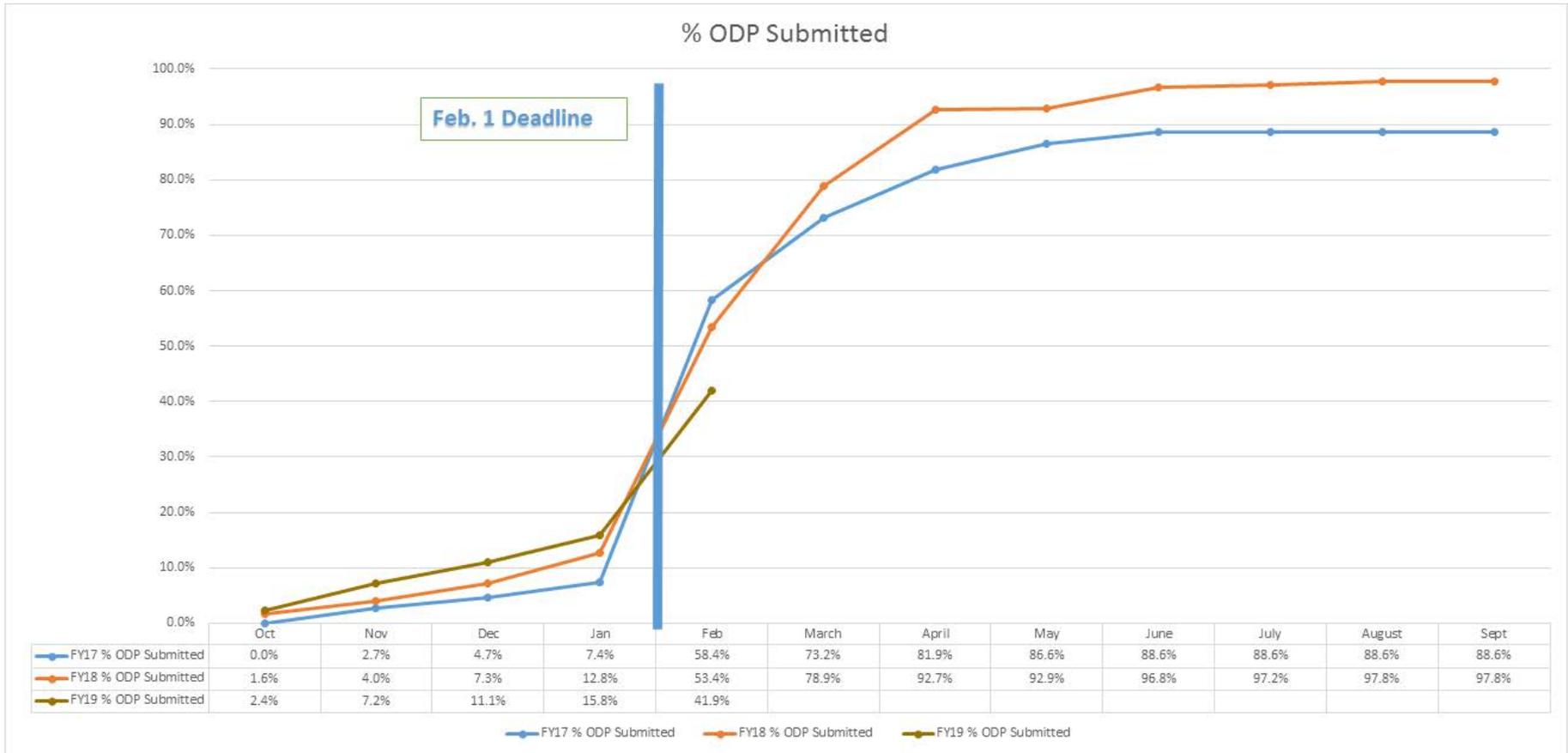
% URO Affected Properties Report Access to Recycling



FY18: Austin Resource Recovery monitored approximately 9,000 properties and 500 food permit holders.  
 FY19: Austin Resource Recovery will monitor approximately 9,000 properties and 6,000 food permit holders.



# Universal Recycling Ordinance Organics Annual Diversion Plans



FY18: Austin Resource Recovery monitored approximately 9,000 properties and 500 food permit holders.

FY19: Austin Resource Recovery will monitor approximately 9,000 properties and 6,000 food permit holders.





# Universal Recycling Ordinance Outreach Contractors

- In 2016, the City of Austin sought proposals from qualified Contractors to provide:
  - education and outreach services; and
  - data management services to manage, maintain, and update a dataset.
- The contract was awarded to two Contractors:
  - Concept Development and Planning, LLC (CD&P); and
  - Zero Waste Strategies, LLC.
- The contract:
  - Is authorized for \$960,000;
  - Remaining contract authority of \$438,912;
  - Expires in November 2019; and
  - Three remaining contract extensions.
- No guarantee to the Contractor of quantity of work and is assigned on an as needed basis as specified by the City.



# Universal Recycling Ordinance Outreach Contractors

Projects are submitted via Project Proposal Form. Proposal forms are submitted by ARR staff to contactors or the contractors submit proposal forms to ARR staff for review and approval.

Project proposal forms seek information on:

- Project objectives
- Audience
- Deliverables
- Timeline
- Staff required
- Cost impact

Projects contractors work on:

- Telephone outreach
- E-mail campaigns
- URO trainings (lunch and learns)
- Event staffing support
- Market research
- Networking and Connecting Staff to Topical Events
- Database Management and Support
- Diversion Plan Office Hours

# Universal Recycling Ordinance Resources

## INFORMATION

More information about the Universal Recycling Ordinance is available at: [austintexas.gov/uro](http://austintexas.gov/uro) and [austintexas.gov/bizorganics](http://austintexas.gov/bizorganics)

## SIGNAGE

Free recycling and organics diversion signage is available at: [austintexas.gov/signmaker](http://austintexas.gov/signmaker)

## EDUCATION

Free recycling and organics diversion education is available at: [austintexas.gov/uroresources](http://austintexas.gov/uroresources)

Free information, guidance, and resources are available as part of Austin Resource Recovery's Business Outreach services. Email [commercialrecycling@austintexas.gov](mailto:commercialrecycling@austintexas.gov) for more information or assistance in filling out a diversion plan.





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**SOURCE**  
**RECOVERY**  
A CITY OF AUSTIN SERVICE