

# Master Plan Update: Zero Waste Advisory Commission Meeting



# Meeting Agenda



**Overview & Progress Update**



**Stakeholder Input**



**Key Analysis and Research**



**Zero Waste Goals & Metrics**



**Questions & Next Steps**





# Overview & Progress Update

# Planning Process

## Early Improvement Recommendations



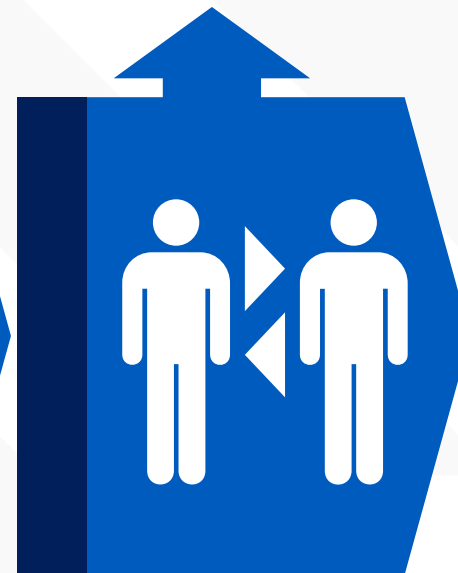
Research, Analysis & Recommendations

## Feasibility Matrix

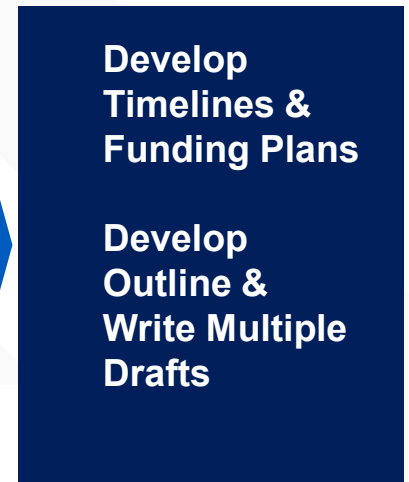


Develop Strategies & Options

## Preferred Strategies



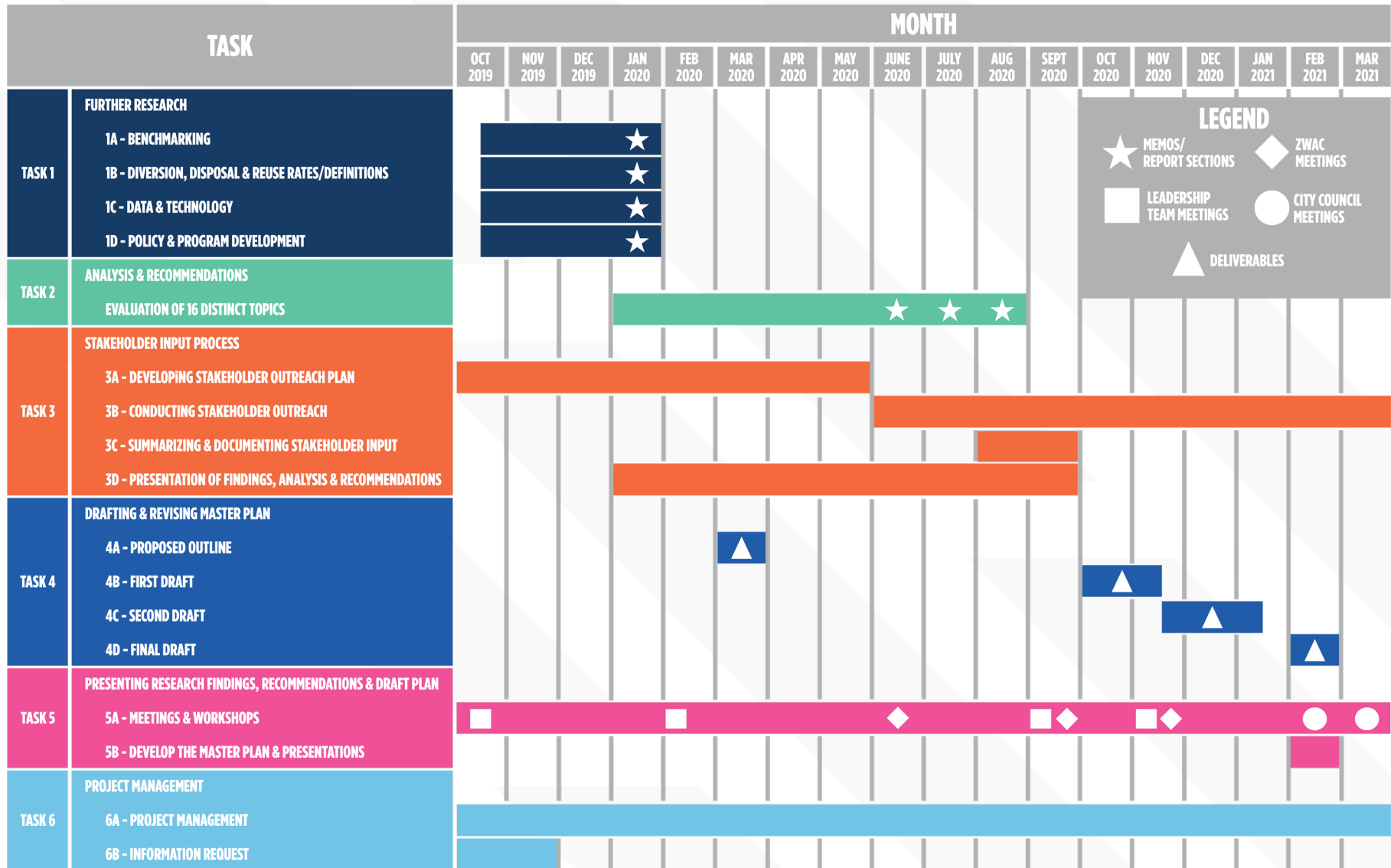
Multiple Strategy Workshops



Master Plan

City/Stakeholder Engagement & Public Outreach

# Project Overview and Schedule





# Stakeholder Input

# Task 3: Stakeholder Input

- ▶ Stakeholder engagement strategy updated in response to COVID-19 – allowing for safe, meaningful and timely input
- ▶ Methods to gather input from individual stakeholder groups and greater public:
  - Community and stakeholder surveys
  - Online and social media engagement
  - Focus group discussions at planned virtual meetings
  - Virtual community workshop





# **Key Analysis & Research**



# Task 1: Summary of Analysis

**Benchmarked 13 Zero  
Waste cities**

**Zero Waste definitions**

**Technology solutions**

**Policy issues**

**Key findings &  
recommendations  
to inform Master  
Plan update**



# Benchmarking Results

| City          | Year when City Adopted Zero Waste Vision | Recently Published Diversion Rate |      | Waste Generators Considered |            |              |                                 |
|---------------|--|-----------------------------------|------|-----------------------------|------------|--------------|---------------------------------|
|               |  | Percent                           | Year | Single-Family               | Commercial | Multi-Family | Construction & Demolition (C&D) |
| Los Angeles   | 2008                                     | 76%                               | 2011 | ✓                           | ✓          | ✓            | ✓                               |
| Portland      | 2008                                     | 70%                               | 2015 | ✓                           | ✓          | ✓            |                                 |
| San Diego     | 2013                                     | 65%                               | 2018 | ✓                           | ✓          | ✓            | ✓                               |
| Seattle       | 1998                                     | 57%                               | 2018 | ✓                           | ✓          | ✓            | ✓                               |
| Austin        | 2005                                     | 42%                               | 2015 | ✓                           | ✓          | ✓            | ✓                               |
| Minneapolis   | 2015                                     | 37%                               | 2016 | ✓                           |            |              |                                 |
| Phoenix       | 2012                                     | 36%                               | 2019 | ✓                           |            |              |                                 |
| San Antonio   | 2010                                     | 36%                               | 2019 | ✓                           |            |              |                                 |
| Fort Worth    | N/A                                      | 30%                               | 2018 | ✓                           | ✓          | ✓            | ✓                               |
| Denver        | N/A                                      | 23%                               | 2019 | ✓                           |            |              |                                 |
| Boston        | 2014                                     | 21%                               | 2019 | ✓                           |            |              |                                 |
| Dallas        | 2013                                     | 21%                               | 2016 | ✓                           |            |              |                                 |
| San Francisco | 2009                                     | City does not use diversion rate  | N/A  | ✓                           | ✓          | ✓            | ✓                               |

# Task 1: Select Key Findings

1. Of 13 benchmark cities, Austin's diversion rate only trails west coast cities (LA, Portland, San Diego, Seattle)
2. Cities with higher diversion rates share long-term commitment to Zero Waste principles and have mandates
3. Cities that consider multiple generator types in their diversion calculations generally have higher diversion rates
4. Programs with higher diversion rates require recycling mandates and/or enforcement, as well as material bans
5. Austin's lack of detail on commercial waste generation is a common data gap
6. Austin's framing of Zero Waste as a vision is consistent with other industry and municipal definitions



# Task 1: Select Recommendations

1. Complementary measurement methods (e.g. disposal rate and capture rate) in Austin's Zero Waste goals offers a more comprehensive measure of progress
2. Evaluate options to obtain data from haulers
3. Structure waste characterization methodology to provide ability to carry out capture rate analysis
4. Evaluate contents of residential setouts through cart audit data entry, and/or notices for contamination

## Task 2: Evaluating Multiple Topics

**Rates, Fees &  
Affordability**

**Curbside Recycling Collection**

**Data & Continuous Improvement**

**Capture Rate**

**Reduction, Reuse & the Circular Economy**

**Partnerships**

**Recycling Markets, Economic  
Development Approach**

**Program Prioritization & Effectiveness**

**Risk Analysis & Disaster Debris  
Management (Risk Analysis)**

**Organics**

**Recycling Processing**

**Messaging, Outreach, & Affecting Behavioral Change**

**C&D Recycling**

**URO**

**Collection of Hard-to-  
Recycle Items**

# Task 4: Update Zero Waste Master Plan Chapters

## AUSTIN RESOURCE RECOVERY MASTER PLAN DECEMBER 15, 2011

1. Introduction
2. Executive Summary
3. Zero Waste
4. Sustainability
5. Departmental Structure
6. Waste Reduction
7. Reuse
8. Recycling
9. Materials Management
10. Composting Organics
11. Household Hazardous Waste Collection
12. Disposal Management
13. Other Core Services
14. Special Events Diversion Opportunities
15. Economic Development Opportunities
16. Resident Engagement and Community Partnerships
17. Private/Public Partnerships
18. City Department Partnerships
19. Educational Institutions Partnerships
20. Pilots and Demonstration Projects
21. Policies and Ordinances
22. Incentives and Rewards
23. Metrics and Measurement
24. Communications Plan
25. Financial Responsibility



# **Zero Waste Goals & Metrics**



# Key Zero Waste Concepts

- ▶ Zero Waste is not a static, defined benchmark of eliminating landfill disposal of waste, but is rather a vision or philosophy around which communities and society should develop and adapt their materials management systems and culture.
- ▶ Zero Waste is a vision of continuous improvement, progressively working toward maximizing use of resources, and minimizing adverse environmental impacts and material disposal.

# 2011 Master Plan Major Benchmark Goals for Achieving Zero Waste

## 2011 Master Plan Goals

Reducing by 20 percent the per capita solid waste disposed to landfills by 2012

Diverting 75 percent of solid waste from landfills and incinerators by 2020

Diverting 90 percent of solid waste from landfills and incinerators by 2040

## 2020 Perspectives

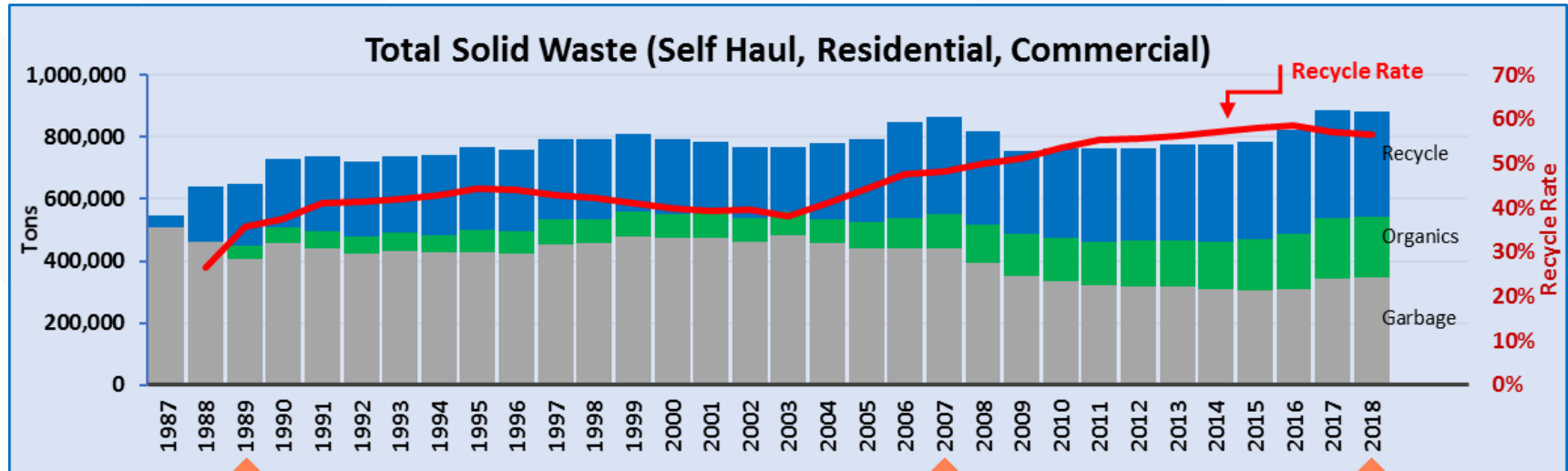
Current diversion rate of 42 percent only trails West coast cities. West coast cities have longer Zero Waste focus, mandates and/or higher landfill costs

Critical to maintain long-term Zero Waste vision, but set achievable interim goals (5-year increments)

Consider refining metrics as a part of the master plan update

# Seattle's History Provides a Potential Path Forward

## Seattle Municipal Solid Waste Generation, Recycling, and Organics Tonnage and Recycling Rate (1987-2018)



Plan established a recycling rate goal of 70 percent. Program implementation decisions made incrementally based on financial, environmental and social considerations. Some programs not implemented.

Target focused directly on reducing landfill tonnage: reduce 1 percent annually and do not exceed 438,000 tons annually

Currently developing new performance metrics to track current baseline and progress

# Consideration of Refined Metrics

Consider setting goals utilizing alternative metrics that more comprehensively capture progress toward Zero Waste

| Goal  | Perspectives  |
|---|---|
| Continue focus on reducing landfill tonnage | Reduce landfill tonnage by xx percent over the next five years  |
| Increase capture of program materials       | Capture 90 percent of aluminum cans by 20xx or increase capture of food scraps by xx percent over the next five years           |
| Increase access and participation           | Achieve a xx percent participation rate for the URO or have all designated city departments complete waste audits prior to 20xx |

Highlighted text to be developed during planning process. Assess and evaluate progress toward meeting metrics every five years.

# Continued Zero Waste Progress for Austin Requires Consideration of Multiple Policy Decisions

- **Enhance reporting requirements for the commercial sector:** Explore mechanisms to focus on haulers and large generators
- **Mandatory recycling participation:** If Austin does not shift to citywide recycling enforcement for its waste generators, the City may not achieve as high of a recycling rate as peer west coast cities



# Questions & Next Steps

# Additional Questions?

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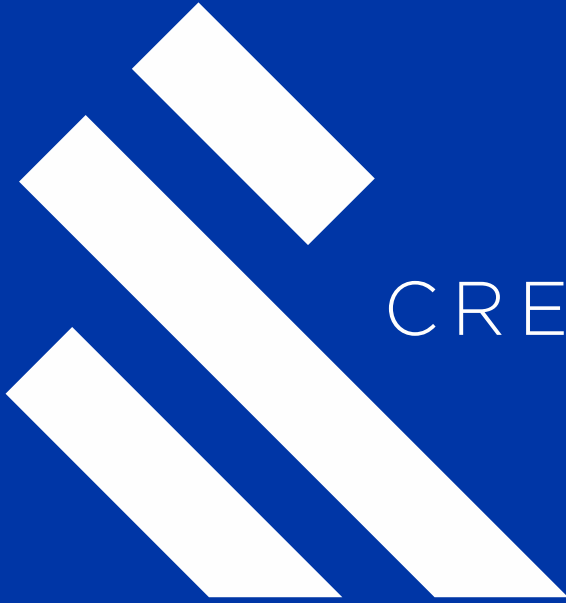
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CREATE AMAZING.