

Comprehensive Plan Update

ZWAC June 2022



Agenda

- Progress
- Community Engagement
- Racial Equity Tool
- Goals (ZWAC)
- Climate Equity Plan
- Next Steps
- Questions

PROGRESS



Comprehensive Plan Survey

Background

[Austin Resource Recovery \(ARR\)](#), a City of Austin department, provides a wide range of services designed to transform waste into resources while keeping our community clean. Services include curbside collection of trash, yard waste, recycling, composting, brush, and bulky waste; access to the Recycle & Reuse Drop-off Center; rebate programs; as well as citywide services such as street sweeping.

In 2011, Austin City Council approved ARR's Zero Waste goals, including keeping 90% of discarded materials in Austin out of the landfill by 2040. ARR is developing the ARR Comprehensive Plan to assess the progress of the City towards its Zero Waste goals, and to plan its next steps.

Getting involved

We are collecting your ideas and feedback through May 15, 2021, and will consider all feedback in the development our Comprehensive Plan. The survey will take about 5 minutes. Your participation is voluntary, and answers are confidential and anonymous.

Thank you for collaborating with us to reach our big goal!

Step 1 Step 2

How often do you practice the following:

	Never	Rarely	Sometimes	Frequently	Always
Composting (by collection/cart services, backyard composting, etc.)	<input type="radio"/>				
Recycling (by collection/cart services, drop-off, etc.)	<input type="radio"/>				
Utilizing reusable items (glass jars, reusable water bottles, etc.) to reduce consumption of single-use products.	<input type="radio"/>				
Donating good conditioned items to local organizations once they are no longer needed.	<input type="radio"/>				
Repairing or fixing items if they stop working (instead of throwing them away).	<input type="radio"/>				

Survey

- 1st phase:
 - Open 1 month (Oct-Nov 2020)
 - 2,800+ respondents
- 2nd phase:
 - Open 2 months (March-June 2021)
 - 300+ respondents

<https://publicinput.com/arrsurvey>

Community Engagement: Survey

Survey Participants: Phase I

Council District	Participants per District (AE)	Participants per District (SUA)	Total
1	184	209	393
2	124	21	145
3	71	127	198
4	88	128	216
5	229	130	359
6	70	140	210
7	244	73	317
8	204	22	226
9	153	95	248
10	239	115	354
Totals:	1606	1060	2666

AE = Austin Energy SUA = SpeakUp Austin

Survey Outreach



MARKETING

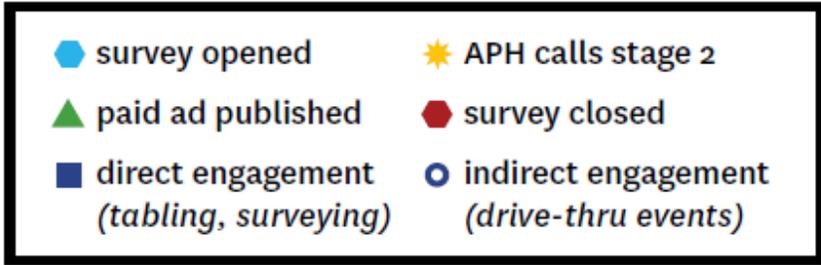
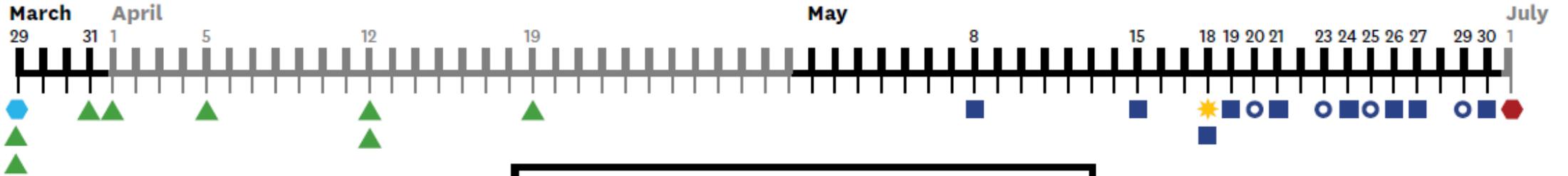
- Digital
- Radio
- Print
- Television



OUTREACH

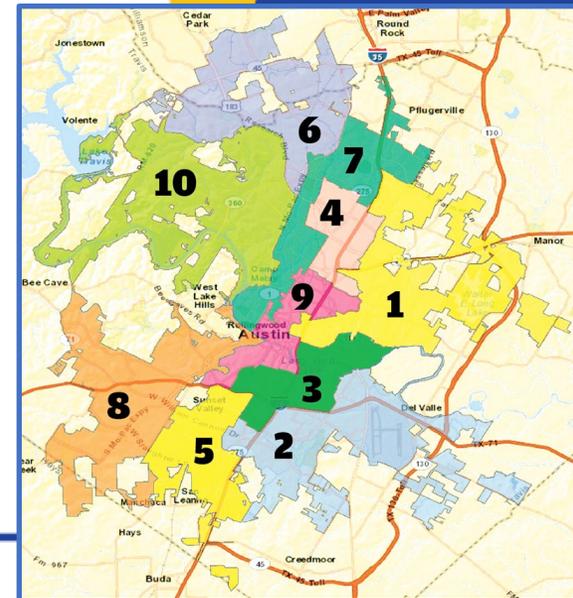
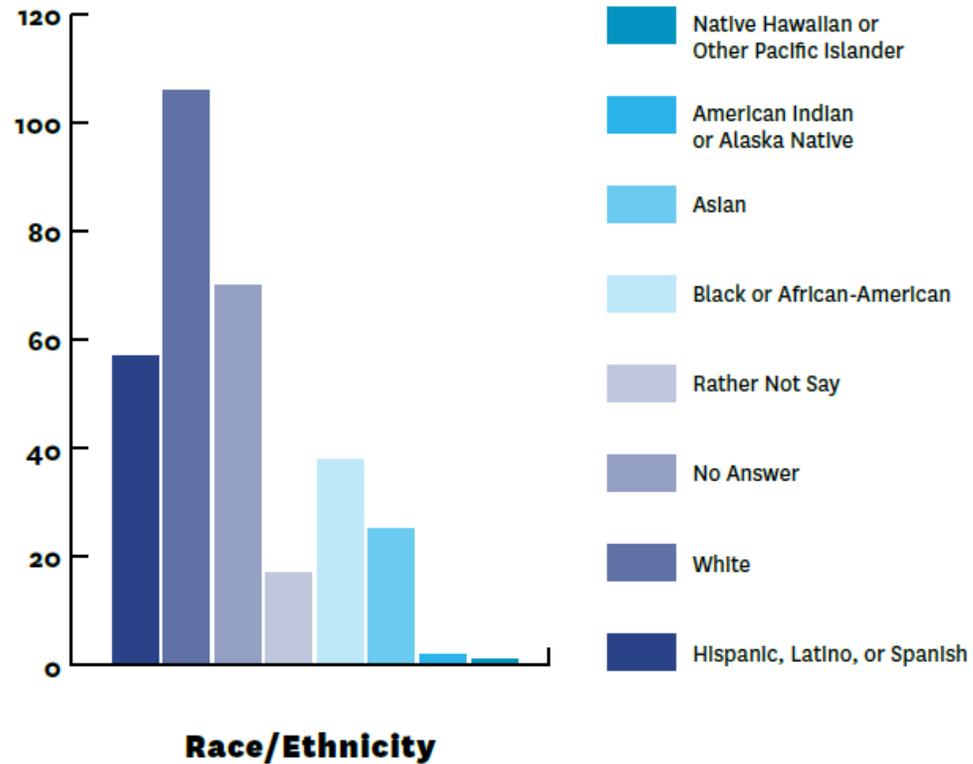
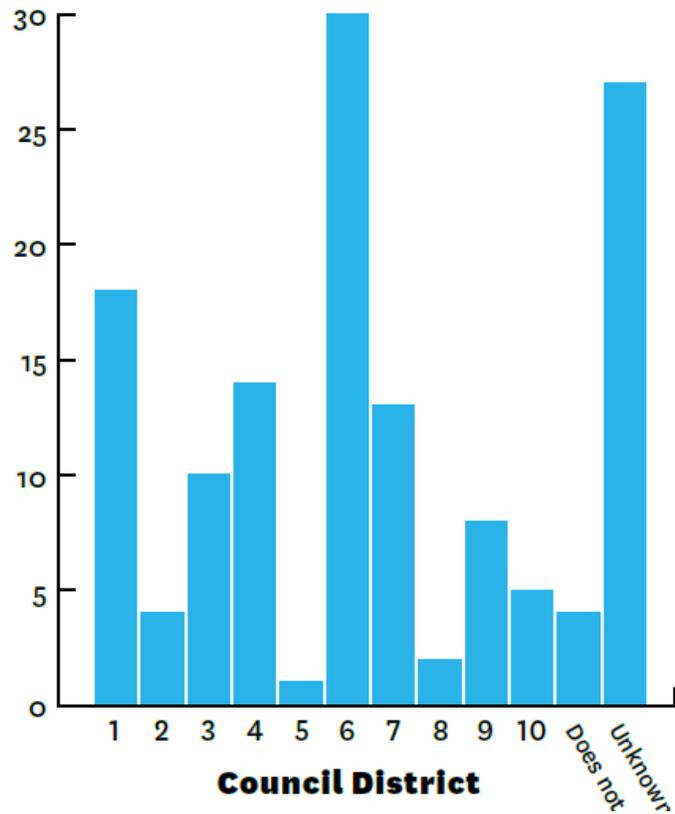
- Places of Worship
- Grocery stores
- Meal distribution organizations
- Farmers Markets
- YMCAs
- COA Community Centers

Survey Engagement Timeline

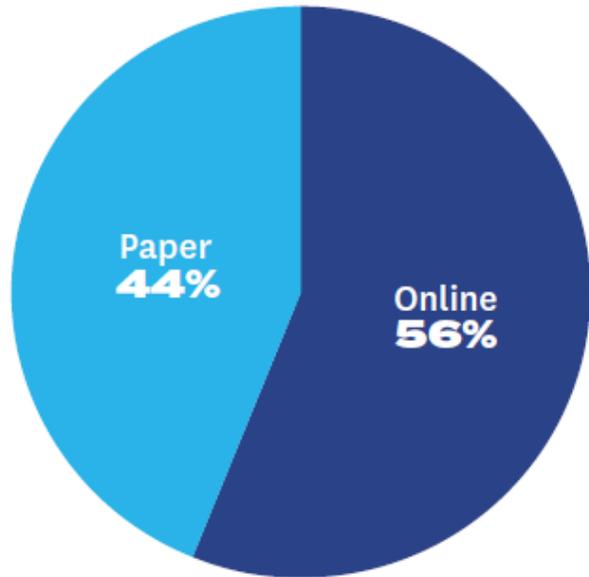


Survey Outreach: Timeline

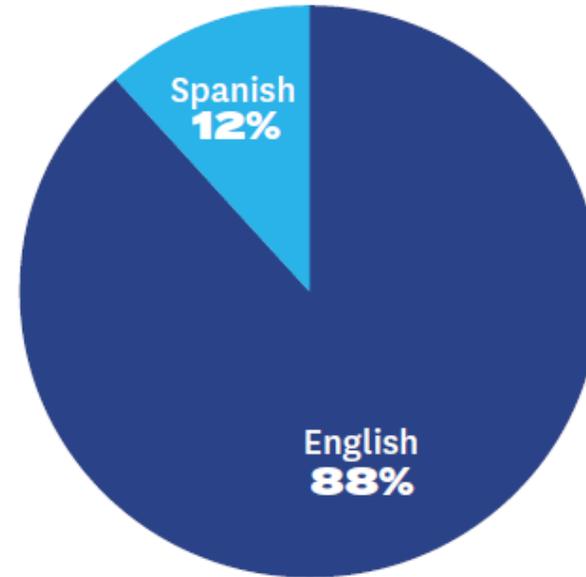
Survey Participants: Phase II



Survey Type and Language



Survey Type



Survey Language

Survey Takeaways

Diversion Frequency

Majority report “always” or “frequently” practicing 4 out of 5 diversion activities listed: recycling, reusing items, repairing items, donating items

Knowledge of ARR Programs and Services

Majority report “no knowledge” of Zero Waste Block Leader Program, and clothing and housewares curbside collection

Use of ARR Programs and Services

Approximately half or more respondents have used the Recycle & Reuse Drop-off Center

Desire for Additional Drop-off Facilities

The most desired additional drop-off option is several, smaller drop-off centers at libraries and city facilities

1st Phase: July 2020

- 7 focus groups
 - Environmental/Non-Profit Groups
 - Commercial Building Managers and Event Organizers
 - Educational Institutions
 - Food Service Providers
 - Haulers and Solid Waste/Recycling Facilities
 - Multi-Family Building Managers
 - Reuse Community
- 38 participants

2nd Phase: May, July, August 2021

- 7 focus groups
 - Community members
- 50 participants

Focus Groups

Focus Groups: Takeaways

- Residents are familiar with ARR's core curbside services
- Participants suggested the need for clear, repetitive, and consistent education and messaging
- Building awareness about classes, rebates, and incentive programs would likely result in increased participation
- Welcome collaboration with ARR

Chapters: Overview

- Department Structure
- Metrics & Measurement
- Curbside Services
- Drop Off & Pick Up Services
- Community Services
- Facilities & Infrastructure
- Commercial Collection System
- Universal Recycling
- Construction & Demolition
- Circular Economy
- Special Events
- Engagement

ARR Racial Equity Tool

- Began development in early FY21
- Modeled after:
 - City of Seattle's Racial Equity Tool
 - Circular Economy Team's draft Equity Tool
 - Government Alliance on Racial Equity (GARE) Racial Equity Toolkit

“This ARR Racial Equity Tool provides a process and questions to guide the development, implementation and evaluation of external ARR initiatives to identify and address impacts on racial equity.”

Purpose of the Tool

Curbside Services

Explore the option of assessing additional fees for ARR customers who repeatedly place trash in their recycling and composting carts.

Community Services

Research development of parking ordinance to prevent vehicles from blocking access to street sweepers.

Facilities & Infrastructure

Obtain support for permit approval of new transfer station.

Commercial Collection System

Study a commercial collection system approach with the goal of minimizing negative environmental impacts, enhancing data collection, and promoting consistency and accountability.

- After ARR concludes study, conduct public stakeholder meetings centered on report findings.

Universal Recycling

- Address valet collection services and diversion requirements
- Explore development of multifamily composting policy
- Evaluate tiered URO diversion requirements
- Expand organics requirements beyond food-permitted businesses

Construction & Demolition

- Explore change to Qualified Processor rules
- Consider diversion requirements for key materials

Alignment with Climate Equity Plan

- A. Pursue waste reduction, organics composting, and recycling to **achieve a community-wide per capita disposal rate goal** following adoption of the updated ARR Comprehensive Plan.
- B. By 2030, **ensure all Austinites can access a food system that** is community-driven, addresses food insecurity, prioritizes regenerative agriculture, supports dietary and health agency, promotes plant-based foods, and **minimizes food waste**.
- C. By 2030, **reduce GHG emissions from** institutional, commercial and **government purchasing** by at least 50%.
- D. By 2030, 40% of total **vehicle miles** traveled **in Austin are electrified**, and electric vehicle ownership is culturally, geographically, and economically diverse.

Alignment with Climate Equity Plan

- Expand bulk pick-up program citywide (Goal A)
- Develop furniture reuse bank (Goal A)
- Advise Office of Sustainability's food waste root cause analysis (Goal B)
- Create sustainable purchasing guidelines through Circular Cities program (Goal C)
- Expand Circular Economy Program initiatives (Goal C)
- Explore alternative fuels for fleet vehicles (Goal D)

Next Steps



Questions

