

# Multi-Family Recycling

Commission on Productivity & Innovation  
Recommendations Presented to the  
Transportation and Environment Committee

February 25, 2008





# Areas of Investigation

- Benchmarked Other Cities
- Working Session with Consultant
- Industry Panel Discussion
- Crime Watch Model Analysis



# Environmental Factors

- Geographic based cultural challenges
- Challenging economics
- Demographic challenges
- Industry concerns about increased taxation



# Available Options

- Enhance promotion of MF programs
- Upgrade offsite program
- Mandate onsite program with exclusive hauler
- Mandate onsite program with private contracts
- Mandate onsite program with city owned pickup



# Recommended Approach

- Enhance promotion of MF programs
  - Customer influence was found to have the greatest impact on adoption in multi-family complexes
  - Focuses precious resources where they will have the a real impact
  - We want to make progress with onsite programs
  - We want to leverage the offsite infrastructure we have



# Recommendation

- Create a “Captains in Recycling” program
  - Citizen driven program to increase multifamily recycling
  - Similar to Neighborhood Crime Watch
  - Utilizes citizens to create on-site recycling programs
  - City supports the creation of onsite programs with marketing/information sharing
  - City supports marketing/information sharing of offsite recycling centers with property managers



# Recommendation

- Utilize the \$272,000 of surplus revenue from the sanitation franchise fee for a multifamily recycling budget
- Create a city position for a multifamily recycling coordinator
- Create a \$200,000 communications budget for multifamily recycling
- Define volume benchmarks and monitoring to evaluate performance of the program
- Change development code to require a set amount of recycling collection cubic feet per square feet of apartment space



# Recommendation Details

- Multi-Family Coordinator Responsibilities
  - Create “Captains in Recycling” training
  - Monitor and report on performance metrics
  - Public speaking at all multi-family locations
  - Organize kickoff meetings for Captains in Recycling
  - Manage marketing material development & distribution
  - Manage newsletter support
  - Act as a single point of contract for corporate blue bag sponsorships
  - Manage blue bag distribution
  - Organizing the annual awards banquet
  - Outreach to DISD to seed future behavior





# Recommendation Details

- **Communications Budget**
  - Create a “Captains in Recycling” Academy
  - Create MF Recycling Resource Handbook
  - Create MF Recycling Manual
  - MF Recycling Newsletter Support
  - Kickoff meeting support
  - Coordination for corporate sponsorship of blue bags
  - Funding an annual awards banquet