


Proposed Residential Recycling Program:
Too Good to Throw Away

City of Dallas Council
Briefing
May 18, 2005



Purpose of Briefing

- Summarize what we've learned:
 - History with curbside / residential program
 - Pilot program experience
 - Feedback from HEHS (March 2005)
- Recommend “next step” for program
- Identify an Implementation Timeline
- Request direction from committee to proceed

Why recycle at all ?

- Enhance a sustainable environment through:
 - Reduced air pollution - by 26 million pounds
 - Water conservation — by 3 billion gallons of water
 - Save energy — 17.5 million kilowatts
 - Save trees — 735,000 trees
- Extends life of landfill — by 2 months each year
(up to 7 years over landfill life)

Per Mayor's Recycling Task Force briefing

May 2003

Residential Contract History

| Type of Service | Program Conditions | Public Information | Outcome |
|--|--|---|--|
| <p>Blue Bag / dual-stream</p> <p>Once per week collection</p> <p>Started June 2000 w/CWD</p> | <p>5-yr agreement Extensions: three 1-yr Public Information</p> <p>\$1.9 mil</p> <p>Contract conditions</p> <ul style="list-style-type: none"> - 240,000 households - day-specific collection - respond to missed set-outs - process all materials - no net revenue to city | <p>Bill stuffers</p> <p>28 HOA/NA contacts</p> <p>3-1-1 service as point of contact</p> <p>\$225,000 allotted for 5-yr period</p> | <p>6 lbs / HH / month (8,250 tons annually*)</p> <p>25% participation, on average</p> <p><i>* of 458,200 tons of household garbage</i></p> |

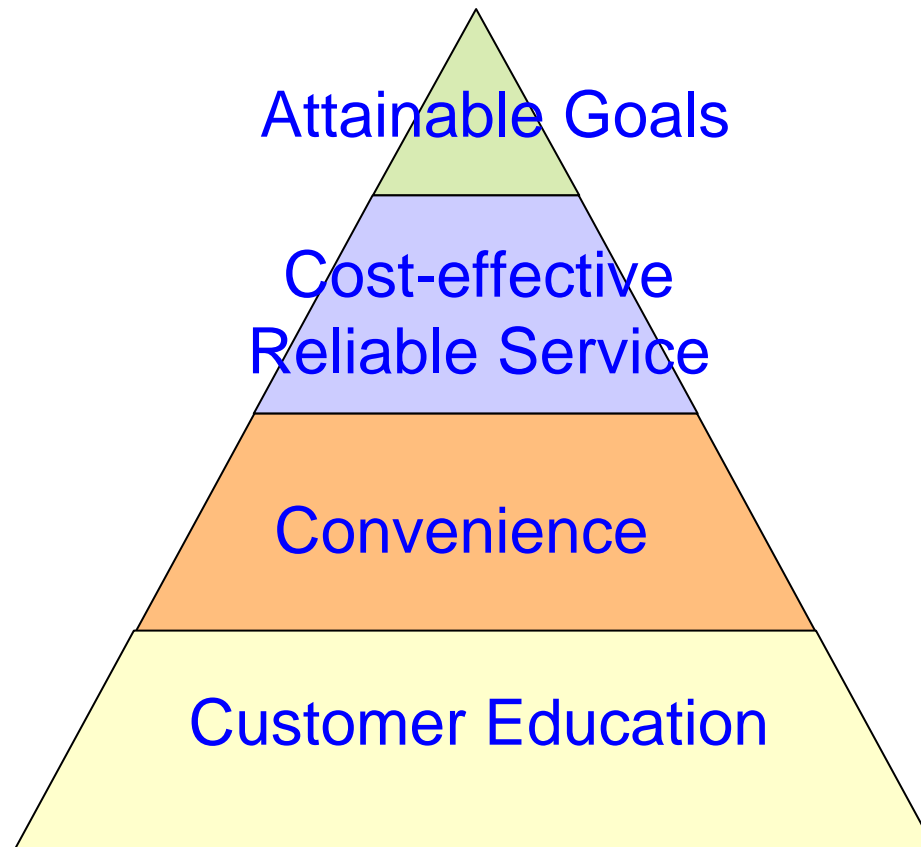
Pilot Program

| Type of Service | Program Requirements | Public Information | Outcome |
|--|--|--|---|
| <p>1 x week garbage w/ 1 x week recycling</p> <p>Roll Cart (blue bag option)</p> <p>Single-stream</p> <p>Started Sep 2004 in 4 neighborhoods</p> | <p>12-month program (9/04-8/05)</p> <p>City collects</p> <p>Contractor processes</p> <p>1,467 households</p> | <p>Direct / intense contact: Cable TV, radio, newspaper, HOA w/one-on-one contacts, press release</p> <p>Phone bank</p> <p>Point of contact – direct access to SAN staff</p> | <p>>30 lbs / HH / month*</p> <p>40%-80% participation on average</p> <p>twice per month is effective frequency</p> <p><i>* ~ 454 tons annually, equivalent to 74,948 tons, if projected citywide</i></p> |

HEHS Committee Feedback from March 2005 Briefing

- Address public information facet aggressively
- Consensus to “move forward”
- Consider recycling and garbage separately
- Increase recycling participation
- Recognize importance of convenience, cost, and flexibility

How do we move forward?



Too Good To Throw Away

Proposed Recycling Program: Too Good To Throw Away

| Type of Service | Program Requirements | Public Information | Outcome |
|---|---|---|---|
| <p>Twice <u>monthly</u> collection</p> <p>Single-stream</p> <p>Roll Cart (or tagged bags)</p> | <p>Bid new service</p> <ul style="list-style-type: none"> - 10-year w/10-year extension - Specs to be developed - RFB for collection - RFB for processing - RFB for roll cart supply and new resident kits <p>Extend current contract for phase-in period and provide blue bag giveaways</p> | <p>6–12 month lead time</p> <p>Multi-media</p> <p>Incorporate ISDs into campaign</p> | <p>High level of participation</p> <p>All households familiar with program</p> <p>Double the waste diversion</p> |

Too Good To Throw Away

● Attainable Diversion Goals

- ☑ Raise public awareness so that **each (SFR) household knows** about the program
- ☑ Double average participation from 25% to 50%
- ☑ Increase the quantity recycled from 8,250 tons a year to 43,600
(out of 438,200 tons of residential garbage)
- ☑ Increase average household diversion from 6 to 30 lbs per month

Too Good To Throw Away

- **Customer Education Campaign**

Target Audience: 240,000 households and ISDs' schools

- **City wide information on service changes**
 - One-on-One Contact - HOAs, community events
 - Mail-outs / postcard notes
 - Newspaper
 - Cable T.V. / Radio Spots
 - City website
- **Informational Tools**
 - Videos
 - Interactive games
 - Grade school booklets

Too Good To Throw Away

- **Convenient :**

- No sorting:

- Single stream recycling with expanded list of materials
(per Mayor's Task Force - see proposed material list in Appendix)

- Choice of container – based on your needs

- Use of 96-gal roll carts, with “bag tag” option

- Can use bag tags (with cart) for surplus recyclables

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 1: Continue current program and phase in new

- **Bridge** from current to new program with effective public information program
- **Enhance** current program –
 - **Blue bag giveaways**
 - **Single-stream in blue bags**
 - **Accept more materials**
- **Extend** CWD contract to allow for bridge

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 2: Issue RFB for New Program Services

- Use “Best Value” criteria
- Collection of recyclables – twice monthly
- Processing of recyclables, to include revenue to City
- Roll carts and bag tags: supply, maintenance, starter kits

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 3: Phase-in process - starting October 2005

- Expand the public education program by October 2005
- Start new service by October 2006 with container delivery (50k households at a time)
- Expand to next 50k households on scheduled program
- All areas with carts and new service in 3-month period
- Seek customer feedback throughout phase-in
- Manual (bagged service) customers to use bag tag option
~ 12,000 customers citywide
- FY06 and FY07 budgets to include cost of new program

Too Good To Throw Away - Cost Impact

| Cost Category | FY05 | FY06 | FY07 | FY08 |
|-------------------------------------|--------------------|--------------------|--------------------|--------------------|
| | Current Yr | Bridge Year | Year 1 | Year 2 |
| CWD Contract - current | \$1,920,960 | \$1,920,960 | - | - |
| Public Information Campaign | \$150,000 | \$246,000 | \$720,000 | \$720,000 |
| New Recycling Contract - Processing | - | - | (\$432,000) | (\$432,000) |
| New Recycling Contract - Collection | - | - | \$2,995,200 | \$2,995,200 |
| New Cart Purchase (payment) | - | - | \$993,090 | \$993,090 |
| New Cart Maintenance Contract | - | - | \$335,000 | \$335,000 |
| New Carts - Assemble & Deliver | - | - | \$575,000 | - |
| Admin. | \$200,000 | \$230,000 | \$57,500 | \$57,500 |
| Total | \$2,270,960 | \$2,396,960 | \$5,243,790 | \$4,668,790 |
| Cost per account per month | \$0.79 | \$0.83 | \$1.82 | \$1.62 |
| Incremental cost per month | - | \$0.04 | \$0.99 | (\$0.20) |
| Tons collected | 8,250 | 9,075 | 43,200 | 43,200 |
| Unit cost per ton | \$275 | \$264 | \$121 | \$108 |

Remember the Attainable Goals: Double the participation; divert 43,200 tons, conserve natural resources and reduce pollution, extend landfill life ...

Too Good To Throw Away

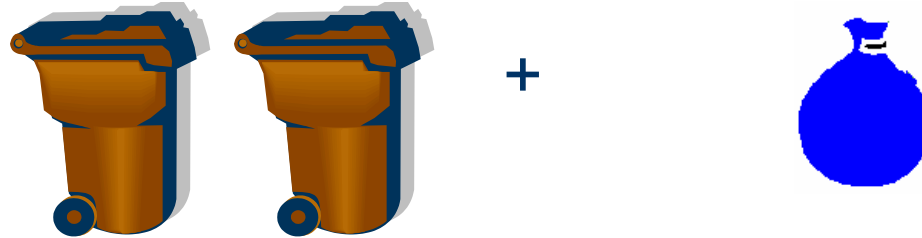
Timeline

| Task Name | FY 04-05 | | | | FY 05-06 | | | | FY06-07 |
|--|----------|-----------|-------|-----------|----------|-----------|-------|-------|---------|
| | O-N-D | J-F-M | A-M-J | J-A-S | O-N-D | J-F-M | A-M-J | J-A-S | O-N-D |
| Plan Review Process | | | | | | | | | |
| HEHS Briefing | | ◆ 3/28/05 | | | | | | | |
| Staff formulates options | | | | | | | | | |
| HEHS Briefing | | 5-9-05 | ◆ | | | | | | |
| Full Council Proposed Briefing | | | ◆ | 5/18/05 | | | | | |
| RFB for New Services | | | | | | | | | |
| Prepare specs for services | | | | | | | | | |
| Bid, review, recommend award | | | | | | | | | |
| Council agenda decision | | | | | | ◆ 11/9/05 | | | |
| Initiate bridging public Info campaign | | | | | | | | | |
| Begin new services contract | | | | | | | | | |
| CWD Contract Extension | | | | | | | | | |
| Continue current service | | | | | | | | | |
| Review agrmt with CWD | | 4/18/05 | ◆ | | | | | | |
| Prepare agenda item | | | | | | | | | |
| Council Agenda decision | | | | ◆ 6/15/05 | | | | | |
| Process contract extension | | | | | | | | | |
| Begin extended contract | | | | | | | | | |

Too Good To Throw Away

“Before” and “After”

2 x weekly trash + 1 x weekly recycling



Before:

2 x weekly trash + 2 x monthly recycling



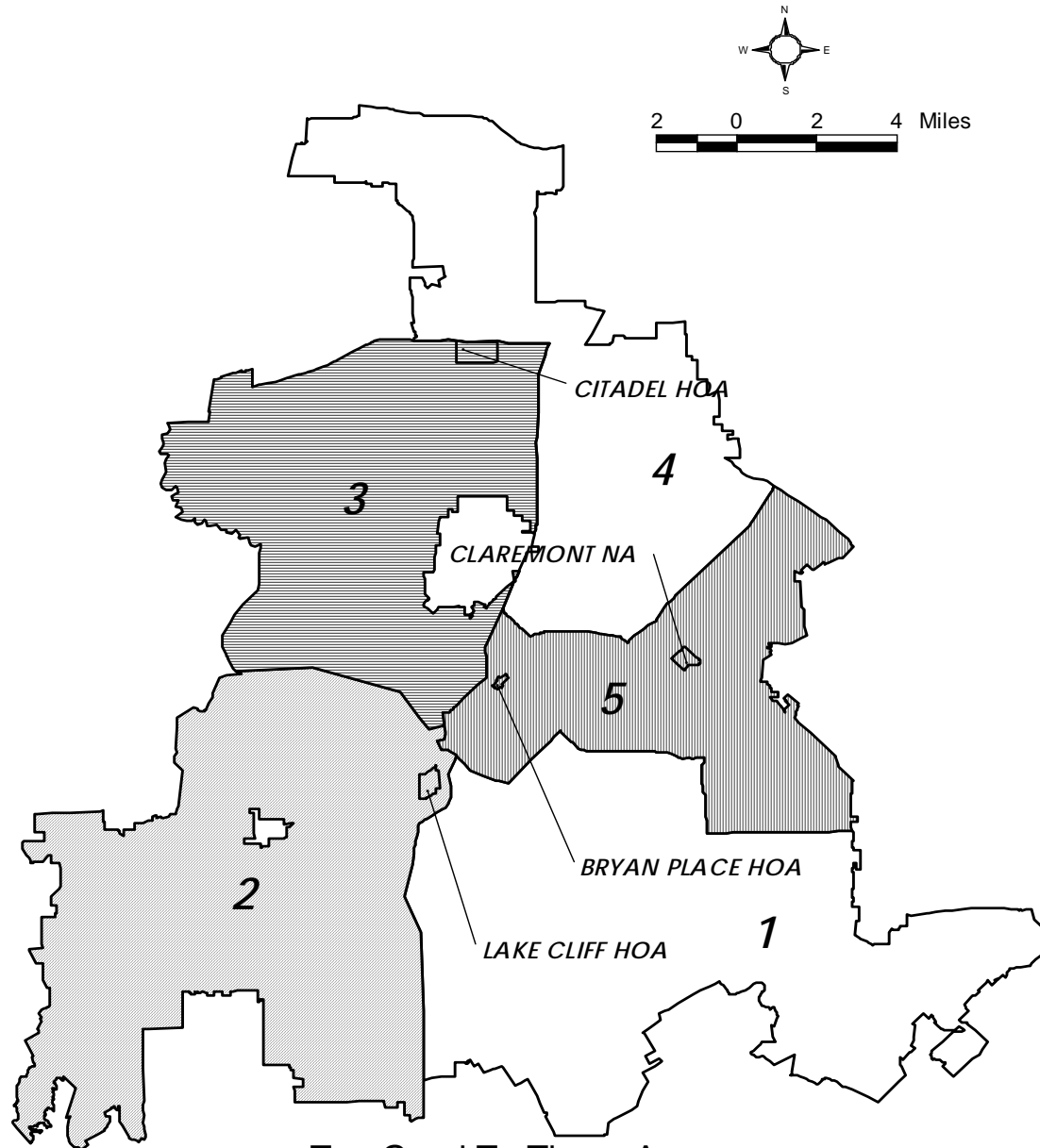
After:

Appendix



- Sanitation Services' District Map
- Proposed Expanded Recyclables List
- HEHS March Briefing – excerpts
 - Lessons Learned
 - Neighborhoods' Portrait Chart
 - Residential Avg Monthly Recycling (lbs / household) Chart
 - Residential Recycling Demo Area Monthly Avg Participation Chart
 - “Too Good To Throw Away” Program – briefing highlights

SANITATION SERVICES' COLLECTION DISTRICTS



Too Good To Throw Away

Proposed Expanded Recyclables List

Current List

Glass (all colors)
Plastic Bottles #1, 2, 3
Steel & tin cans
Aluminum cans
Aerosol cans
Newspaper
Chipboard
Magazines, junk mail

Added Items

Corrugated cardboard
Plastics 4, 5, 7
Telephone books

Per Mayor's Recycling Task Force briefing

Excerpt from Pilot Briefing: Lessons Learned

- The participants have embraced the program
 - All areas are exceeding the 30 pounds/household numbers & over 60% of actual households participating in recycling program
- The participants have noticed less truck traffic in their neighborhoods as a result of “once per week” services
- The recycling loads from the various neighborhoods were Contamination Free
 - Over 85% of survey respondents said information was adequate or more than adequate
- Between 30% and 45% of materials found in the garbage were potentially recyclable

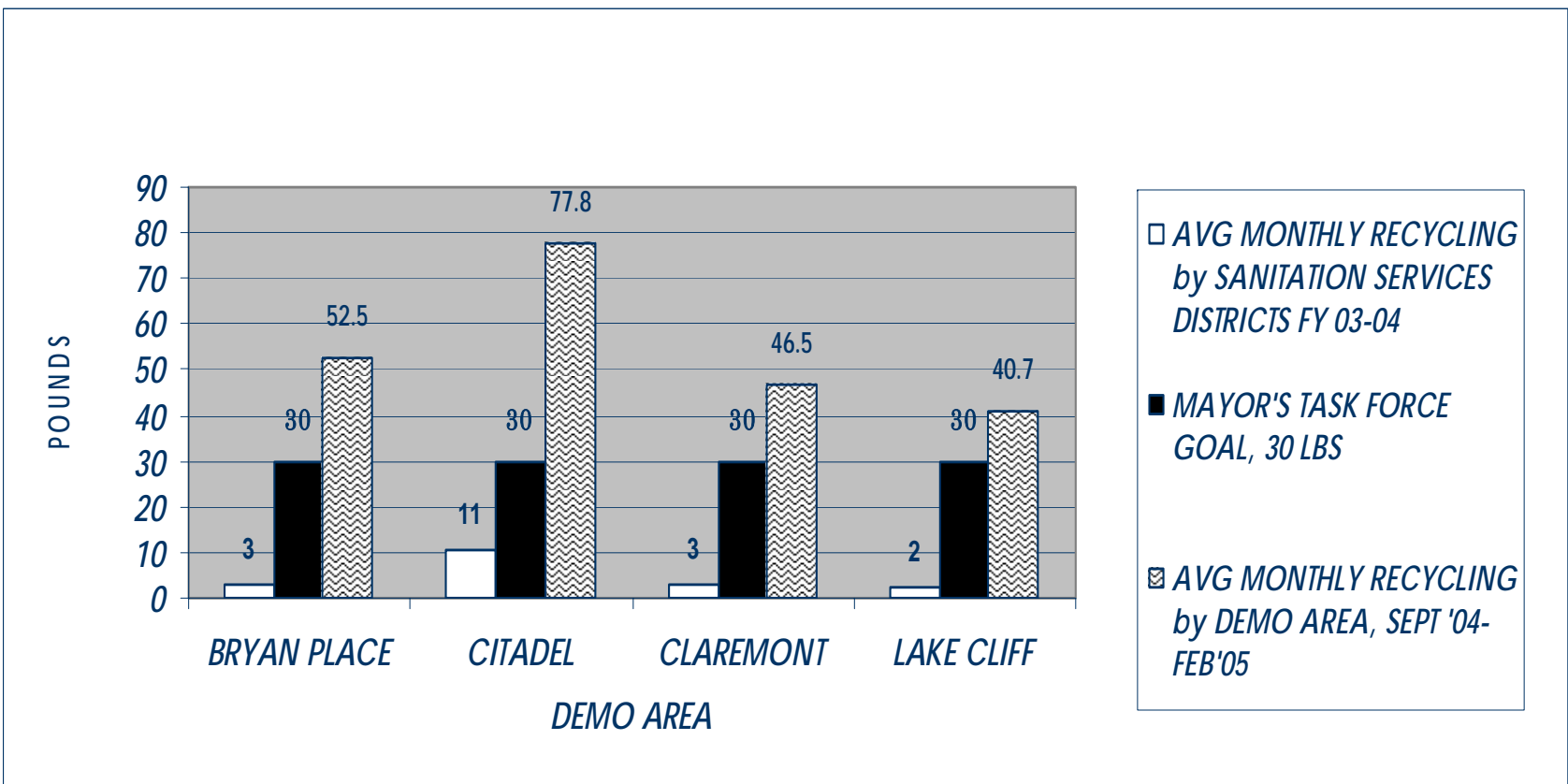
Excerpt from Pilot Briefing: Lessons Learned

- Most of the recycling roll carts were half full and many did not “set-out” every week
 - Potential to reduce recycling collection to bi-weekly
- With the recycling program, 83% of respondents felt once per week garbage service was sufficient
- Program flexibility a plus
 - Bryan Place customers used bags for single stream in lieu of 96-gallon roll carts, due to space constraints
- Connecting with customers is vital to success of this program

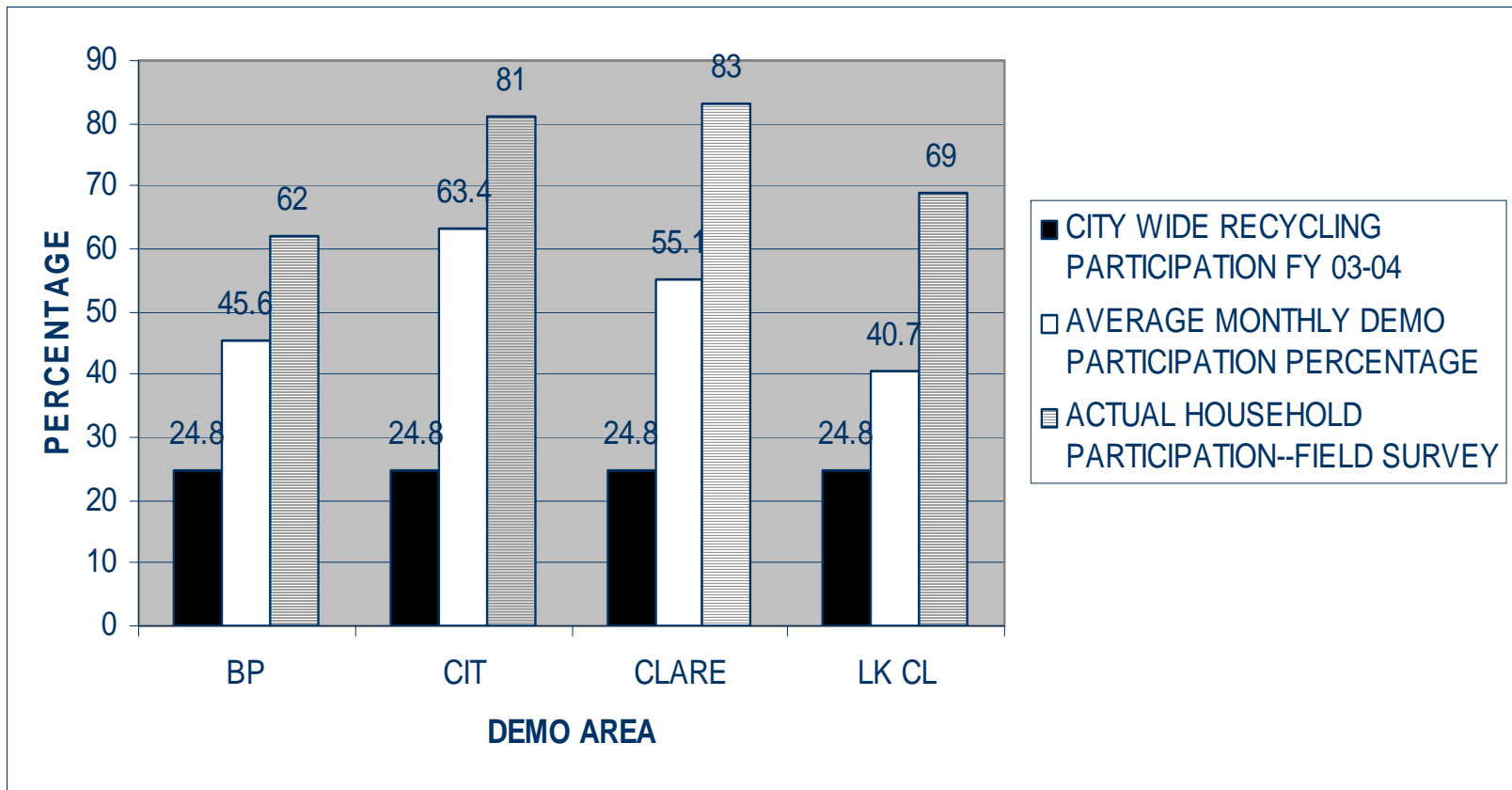
Neighborhoods' Portrait

| Name | Council District | House Count | Housing Stock | Shared Carts | Extra Cart | Use of Blue Bags | Customer Survey Returns |
|-------------|------------------|-------------|---|--------------|------------|------------------|-------------------------|
| Bryan Place | 14 | 384 | Condominiums Garden homes & Brownstones, Zero Lot Line | 6 | 0 | 14 | 127 |
| Citadel | 11 | 284 | Medium to Large Single-Family homes | 0 | 1 | 0 | 52 |
| Claremont | 7 | 353 | Small to Medium Single Family homes | 0 | 0 | 0 | 113 |
| Lake Cliff | 1 | 446 | Duplex's, 4-plex's, Small to Medium Single-Family homes | 29 | 0 | 0 | 34 |

Residential Average Monthly Recycling Pounds Per Household



Residential Recycling Demo Area Monthly Avg. Participation



Waste Prevention Youth Program

- Sanitation and PIO benchmarked existing education programs (Plano, Tucson, and Fort Worth)
- Tucson model, “Too Good to Throw Away”, selected and authorization secured from Environmental Education Exchange to adapt program

Too Good to Throw Away

- Teaches the 3-R's (reduce, reuse, recycle) in a fun, age-appropriate way
- Activities align with Texas Essential Knowledge and Skills concepts for science
- Includes pre- and post-visit activities to help teachers re-enforce the message of waste prevention

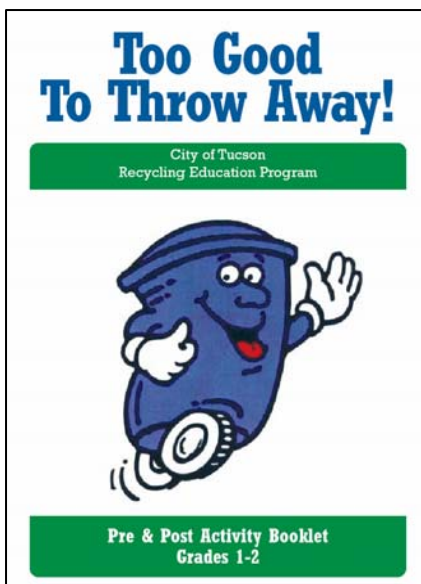
Too Good to Throw Away

- City staff has adapted curriculum to Dallas' recycling program
- Adaptation saved City of Dallas \$30,000 in development costs
- “Too Good to Throw Away” is being reviewed by DISD Science Curriculum Department to ensure compatibility with Texas Essential Knowledge and Skills

Too Good to Throw Away

- Sanitation staff will conduct “Dumpster Dives” at targeted schools in the recycling test neighborhoods beginning in May
- Sanitation staff will present “Too Good to Throw Away” to DISD elementary school science teachers in July at a teacher training in-service
- Sanitation staff and Youth Commission volunteers will schedule “Too Good to Throw Away” demonstrations in DISD elementary schools beginning in FY 05-06

Too Good to Throw Away



Too Good To Throw Away!

Table of Contents

| | |
|---|---------|
| Teacher Background Information | Page 2 |
| • A World of Waste | |
| • What Are the Three Rs? | |
| • What Can We Recycle? | |
| Pre-Visit Activity #1:** | |
| Know Your 3Rs Secret Code (30 minutes) | Page 6 |
| • Students decode a secret message and learn to define important recycling vocabulary. | |
| Post-Visit Activity #2:** | |
| Recycle Today! Mini-Poster Activity (60 minutes) | Page 15 |
| • Students discuss ways to reduce the world of waste and create a mini-poster that makes sorting trash from recyclables easy. | |
| Post-Visit Activity #3:** | |
| Race to the Moon with a Recyclool Rocket. | |
| A Reuse-It Crafts Project (2 class periods) | Page 17 |
| • Students build a rocket ship, a robot, or an imaginary animal out of once-used materials. | |

*This activity works best BEFORE the special visit from Recycling Rose or Rex.
**These two activities reinforce and expand learning following the classroom visit by Recycling Rose or Rex.

City of Tucson Recycling Education Program Pre & Post Activity Booklet - Grades 1-2

The Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

The success of Tucson Recycles depends on two factors:

- Quality of the recycled materials, and
- Efficiency of the collection.

It is the responsibility of each homeowner to follow these recommendations which allow for the best separation and eventual use of the recycled materials.

Tips:

- Make sure materials are clean, empty and dry and have no food or beverage residue.
- Lightly rinse—throw very dirty items in the garbage.
- All recycling goes into container together—no sorting.
- Do not flatten cans, jars or bottles. Leave lids on.
- Bottle caps can be recycled on or off.
- Put items in container individually not inside of boxes, plastic bags, etc.
- Please do not overfill container (there is no charge for a second blue recycling barrel).
- Put out the Blue Barrel when it is almost full and you estimate there is no more for next week's recycling.

Do NOT Recycle:

- stain paper, paper towels, carbon paper, photographic paper, paper plates and cups, paper menu envelopes, blueprints, glass, lenses
- plastic bags or packaging, plastic chairs, blinds, gutters, toys, etc.
- newspapers with brass, string or rubber bands.
- auto parts, electronics or batteries
- window glass, mirrors, reflective or crystal
- medical supplies or containers
- construction and building materials and products
- herbicides, pesticides, aerosols, chemical or other hazardous product containers
- green (yard) waste
- food waste
- pet food bags with plastic lining

5 Recycled Bottles can make 1 Large T-shirt

Recycling a 4ft. stack of paper saves a 40ft. pine tree

City of Tucson Recycling Education Program Page 8

The Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

Know Your 3Rs! SECRET CODE (Pre-Visit Activity)

Hey Kids!
What does the Blue Barrel want to tell you? Decode the message below.

Directions:
First, find the letters that match the symbols in the Secret Code Box.
Next, write the matching letters below the symbols. Good luck!

SECRET CODE BOX:

| | |
|-------|-------|
| R = 😊 | S = 📖 |
| A = 📖 | U = ⚡ |

SECRET MESSAGE:

😊 E D 📖 C E, 😊 E 📖 E, 😊 E C Y C L E T O D A Y!
 _ E D _ C E, _ E _ _ E, _ _ E C Y C L E T O D _ Y!
 W H E N Y O 📖 T H R O W L E 📖 📖 W W Y,
 W H E N Y O _ T H R O W L E _ _ W _ Y,
 T H E P L A N T 📖 📖 N D 📖 N I M L L 📖 📖 H O 📖
 T H E P L _ N T _ _ N D _ N I M _ L L _ _ H O _
 H O O 📖 📖 Y!
 H O O _ _ Y!

City of Tucson Recycling Education Program Page 14