



**To:** Zero Waste Advisory Commission

**From:** Bob Gedert, Department Director, Austin Resource Recovery

**Date:** October 10, 2012

**Subject:** **URO Outreach and Education Contract**

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The purpose of this contract is to provide outreach and education services to the business community to support Universal Recycling Ordinance compliance, recycling and waste diversion efforts. This contract allows staff to focus on complex issues while providing businesses with rapid responses to recurring questions and basic training.

### ***Background***

The Universal Recycling Ordinance (Ord. No. 20101104-018) was adopted on Nov. 4, 2010 and currently requires businesses with 100 or more employees and multi-family residential properties with more than 100 dwelling units to provide on-site recycling services. Effective October 1, 2012, multi-family residential properties of greater than 75 dwelling units and commercial properties of greater than or equal to 100,000 sq. ft. will be required to establish on-site recycling services. In subsequent years, additional properties will be required to provide the same services in annual phases based upon the size of the properties. The contractors will provide technical assistance and educational services to aid these establishments in their efforts to implement on-site recycling services.

### ***Details of Contract***

This contract shall be split between **Great Communicate, LLC of Austin, TX** and **Concept Development and Planning, LLC of Austin, TX** to support education and outreach efforts of approximately 1,200 properties which will be required to come into compliance. In addition, these contractors will reach out to several hundred smaller properties, businesses, and institutions that are expected to request assistance and take proactive measures to start recycling and composting. Both contractors will be responsible for distributing information and support materials (recycling starter kits), providing onsite Zero Waste training and education of employees at area businesses, and provide general assistance in establishing recycling services that comply with the Universal Recycling Ordinance (URO).

### ***Staff Recommendation***

Staff recommends awarding the contract to Great Communicate, LLC and Concept Development and Planning, LLC in an amount not to exceed \$151,923 for the first year, \$189,904 for the next five years, for a total contract amount not to exceed \$1,101,441.75.

### ***ZWAC Action Requested***

Staff is seeking ZWAC approval of staff's recommendation.