



To: Zero Waste Advisory Commission

From: Bob Gedert, Director
Austin Resource Recovery Department

Date: December 12, 2012

Subject: **Director's Report**

Annual Diversion Goal Assessment

The FY 2011-12, ending September 30, 2012, yielded the following success in the performance of our core environmental stewardship activities:

- 37.86% Diversion rate for Curbside and HHW Operations (Annual Goal was 41.5%)
- 83,883 total tons diverted
- 22.71 pounds of recycled material collected per household per collection period
- 4.56 pounds of yard trimmings collected per household per collection period

The annual diversion rate goal of 41.5% was not reached in FY 2011-12. As compared to the previous fiscal year, tons of trash collected increased by 3,200 tons, tons of recyclables collected increased by 1,800 tons and yard trimmings collected decreased by 3,000 tons. As a result of these changes in material collected, the diversion rate *decreased* slightly from the prior fiscal year. The increase in trash and recyclables can be attributed to an increase in materials consumption which is a typical outcome of a recovering economy. The decrease in yard trimmings collected is primarily due to the extreme drought experienced in central Texas. Vegetation growth was stunted and resulted in lesser tonnages available for collection. This overall decrease significantly affects the attainment of the Austin City Council adopted 50% diversion goal by 2015.

To reach the 50% diversion goal in 2015, ARR will be aggressive in implementing new diversion programs in the next two years. Increased public education through several planned marketing campaigns will increase the amount recycled per household as well as the percentage of households participating in recycling services. Additionally, the Department will engage in pilot programs that are expected to increase diversion rates further. In FY 2012-13, ARR will introduce two pilot diversion programs: mattress recycling and curbside organics collection. Expansion of the Household Hazardous Waste (HHW) Facilities operation hours will also increase participation and volumes dropped off by customers. Further, the recently adopted Universal Recycling Ordinance (URO) will require current ARR commercial customers to begin recycling, where they may not have previously participated. The URO will be phased in over four years, beginning in October 2012.

Customer Satisfaction Survey Results

Customer Satisfaction remains high, according to the *2012 City of Austin Direction Finder Community Survey*, performed and analyzed by ETC Institute. The Survey Report notes that ARR outperformed all major cities surveyed, with “the combined percentage of ‘very satisfied’ and ‘satisfied’ responses among residents, who had an opinion,” regarding the following services:

- The quality of residential curbside recycling services (83%)
- The quality of residential garbage collection (83%)
- The quality of residential yard waste collection (80%)

The Survey Report also notes that ARR outperformed most major cities with the following services:

- Bulky item pick-up and removal service (74%)
- Cleanliness of city streets and public areas (69%)
- Household Hazardous Waste disposal service (53%)

To address the services with less than 80% satisfaction, the Department is increasing bulky collection to “high need areas” of the city with more frequent service, increasing trash and recycling public receptacles in public areas, and developing a plan for a North HHW drop-off site to increase public participation. The Department ranks amongst the highest in this major city survey, and is committed toward increasing customer satisfaction to demonstrate that Austin is a desirable place to live.

- **Single Use Carryout Bag Ordinance Update.**

- **Contract Update.** Council approved a one-year, \$850,000 contract for the SUBO Media Public Education Campaign to be awarded to Sherry Matthews Advocacy Marketing. Corporate Purchasing negotiated with Sherry Matthews on a final cost proposal and contract negotiations are underway. Expected date for a signed contract is Dec. 7, 2012. Until a contract is signed, the no contact policy remains in effect.
- **SUBO Training and Promotion.** First business training completed on Nov. 14. ARR also invited vendors who sell compliant bags which gave their sales representatives an opportunity to learn more about the ordinance as well. Overall, 87 people attended both training sessions and we received good feedback from the business and vendors that attended. Next training is scheduled for Feb. More information to come.

- **Sustainable Food Policy Board.** Staff presented an update and next steps regarding the URO Phase 2 to the Sustainable Food Policy Board. A copy of the ZWAC approved URO Phase 2 Intent document was presented as well. The SFPB seemed comfortable with the next steps: approval of the URO Phase 2 Ordinance and then stakeholder discussion to develop the rules.

- **Recycle Right Campaign**

- **Press Conference.** Staff held a news conference on Nov. 29 to announce the new metals that are now accepted in the recycling program (aluminum tins, trays and pie plates; balled aluminum foil) and to launch the Recycle Right campaign.
- **Recycling Calendar.** Recycling calendars arrived in mailboxes of ARR customers during the first week of December. In response to the customer feedback ARR received over the years which included confusion about what could or could not be recycled, ARR expanded this year’s recycling calendar to include a detailed recycling guide, Zero Waste tips, and information about our Zero Waste residential collection services and initiatives.

- **Christmas Tree Recycling.** Staff is coordinating with the City's Parks and Recreation Department to promote the 2013 Christmas Tree Recycling drop-off days at Zilker Park. Residents can drop off trees Jan 5th, 6th, 12th, and 13th. New this year, a specified tree vendor/commercial drop off day scheduled for Friday, Jan 4th.

Council Items

Possibly in January 2013—Approve execution of a 48-month requirements supply agreement with UNIFIRST CORPORATION for the rental of work uniforms, shop towels and cleaning services for Fleet Services, Austin Resource Recovery (ARR) and Austin Water Utility Department in an estimated amount not to exceed \$2,305,580 with one (1) 60 month extension option in an amount not to exceed \$2,881,975 for a total agreement amount not to exceed \$5,187,555.

Staff Hires and Promotions Update

New employee	Promotions	Notes: Title/ Division
	Randall Anderson	To: Temporary Accounting Technician
	Dan Brown	To: Temporary Marketing Rep A
	Andy Dawson	To: Environmental Program Specialist Senior
David Nuncio		To: Solid Waste Associate
Chad Presley		To: Chief Administrative Officer
William Quintana		To: Solid Waste Operator
Ignacio Torres		To: Solid Waste Operator

Current and Upcoming Job Postings

Position	Contact Manager	Posting Status
Administrative Specialist (SI)	Jessica King	Interviews being scheduled
Public Information & Marketing Program Mgr.	Jessica King	Posting for Manager review
Planner III or Planner Sr	Jessica King/Gena McKinley	Interviews being scheduled
Financial Specialist	Keith Murray	Posting for Manager review
Accounting Manager	Sue Cooper	Position to be posted or reclassified
Temporary-Field Audit CC&B/Admin	Jessica Edwards/Skylar Smith	Top candidate being selected
Temporary--Utility Billing Specialist	Jessica Edwards	Top candidate being selected
Safety Asst. Division Manager	Mr. Gedert	Closed, Recruitment/Selection underway
Human Resources Advisor	Blanche Quarterman	Position to be posted
Administrative Specialist (OS)	Richard McHale	Interviews being scheduled
Service Writer	Richard McHale	Interviews being scheduled
Solid Waste Specialist	Vidal Maldonado	Position posted
Solid Waste Specialist	Donald Hardee	Position to be posted
Temporary - Solid Waste Associate	Ron Romero	Interviews being scheduled

Performance Statistical Reports (Attached)

Single Stream Recycling Statistical Report

FY 2012-13 through October 2012

Contractors: Texas Disposal Systems (TDS) and Balcones Resources Inc (BRI)

		Contractor Payments			Net Value to City	Landfill Cost Avoidance	
Month	Tons Delivered	Revenue	Processing Cost	Net Amount Due/(Owed)	\$ per ton value	Per Ton	Total
October 2012 - TDS	1,992.62	\$106,385	\$182,325	(\$75,940)	(\$38.11)	\$20.63	\$41,108
October 2012 - BRI	2,522.20	\$156,614	\$201,074	(\$44,460)	(\$17.63)	\$20.63	\$52,033
FY13 Totals	4,514.82	\$262,999	\$383,399	(\$120,400)	(\$26.67)	\$20.63	\$93,141

Material Composition Percentages		
	TDS	BRI
Material	10/27/2012	10/22/2012
ONP	13.69%	27.89%
OCC	7.51%	11.15%
Mixed Paper	19.60%	12.31%
Tin	2.02%	2.28%
UBC	1.30%	1.45%
NHDPE	1.33%	0.90%
CHDPE	1.10%	0.64%
PETE	3.10%	3.58%
Glass	30.37%	26.59%
Residual	14.94%	10.33%
Plastics 3-7	3.14%	2.53%
Scrap Metals	1.90%	0.35%
Other	0.00%	0.00%
	100.00%	100.00%

Austin Resource Recovery Curbside Collection and HHW Operations

		FY 2008	FY 2009	FY 2010	FY 2011	FY 2012 Actual	FY 2012 Goal	Oct 2011 (FY 2011 YTD)	Oct 2012 (FY 2012 YTD)	FY 2013 Goal
Tons Disposed	Tons of curbside Garbage	143,950	128,519	130,851	126,497	129,653	123,000	9,646	10,627	127,000
	Tons of Curbside Bulk Disposed	7,589	8,033	7,516	7,276	7,611	7,500	751	860	6,600
	HHW Operations Tons Disposed	402	341	390	395	434	400	34	29	400
	Total Disposed Tons Collected Curbside and from HHW Operations	151,941	136,893	138,757	134,168	137,698	130,900	10,431	11,516	134,000
Tons Diverted	Tons of curbside recycling	34,691	49,811	52,479	52,236	54,009	60,000	4,188	4,498	63,000
	HHW Operations Tons recycled/reused	118	114	132	164	208	150	21	19	150
	Tons of Curbside Yard Trimmings	24,027	19,497	22,456	24,777	21,712	25,000	1,242	1,384	27,000
	Tons of Curbside Bulk Recycled	203	187	194	227	233	200	24	27	800
	Tons of Curbside Brush Collected	7,380	7,683	7,350	6,853	7,720	7,500	542	843	6,400
	Total Diverted Tons Collected Curbside and from HHW Operations	66,419	77,292	82,611	84,257	83,882	92,850	6,017	6,771	97,350
Total Tons Collected Curbside and from HHW Operations		218,360	214,185	221,368	218,425	221,580	223,750	16,447	18,287	231,350
Percent of Waste Stream Diverted by Curbside and HHW Operations		30.42%	36.09%	37.32%	38.57%	37.86%	41.50%	36.58%	37.03%	42.08%
Pounds of Garbage collected per customer per pickup		32.14	27.90	27.79	26.70	27.05	25.06	24.38	26.48	26.03
Number of Garbage customers		172,287	177,156	181,069	182,246	184,316	188,807	182,766	185,349	187,676
Pounds of Recycled materials collected per customer per pickup (every other week)		15.56	21.61	22.45	22.20	22.71	24.44	21.31	22.59	25.82
Pounds of Yard Trimmings collected per customer per week		5.39	4.23	4.80	5.27	4.56	5.09	3.16	3.48	5.53
Number of Recycling and Yard Trimmings customers		171,446	177,267	179,808	180,992	182,971	188,807	181,581	183,933	187,676
Total tons of Dead Animals Collected from COA rights-of-way and the animal shelter		158	153	142	85	69	115	7	5	85

Austin Resource Recovery Curbside Collection and HHW Operations

