



MEMORANDUM

To: Mayor and City Council

From: Bob Gedert, Director
Austin Resource Recovery Department

CC: Marc A. Ott, City Manager
Robert D. Goode, Assistant City Manager
Zero Waste Advisory Commission

Date: April 22, 2016

Subject: Austin Recycles Games – Winners Announced!

The purpose of this memo is to provide a final update on the Austin Recycles Games.

On November 30, 2015, Austin Resource Recovery kicked off the Austin Recycles Games, a competition among the 10 city council districts to increase Austin's recycling. District 8 is the winner in Most Overall Recycling and District 6 in Most Improved. The attached press release and chart includes the results for the competition.

If you have any questions please contact Bob Gedert at 512-974-1926 or Memi Cárdenas at 512-974-1956.





FOR IMMEDIATE RELEASE

April 22, 2016

Media Contact:

Austin Resource Recovery Media Line 512-974-1800

Austin Recycles Games – Winners Announced!

AUSTIN, TEXAS – Austin Resource Recovery is pleased to announce the winners of the Austin Recycles Games: District 8 for Most Overall Recycling and District 6 for Most Improved.

Austin Resource Recovery kicked off the Austin Recycles Games, a competition among the 10 city council districts to increase recycling, on Nov. 30, 2015. The Austin Recycles Games calculated the pounds of recyclables collected per household in each district from Nov. 30 through April 1, 2016.

By the end of the four-month competition, District 8 recycled a total of 253 pounds per household to win Most Overall Recycling. District 10 takes a close second in this category with an average of 250 pounds. District 8 maintained their No. 1 position for most of the Recycles Games, never falling out of the top three. For their award, they will receive a beautification project for the Circle C Ranch Metropolitan Park.

District 6 increased their recycling by an impressive 44 percent to win the Most Improved category. They ended the competition recycling 62.65 pounds per household, compared to 43.63 pounds before the competition began. For their award, District 6 will receive a beautification project for the Spicewood Springs Library.

“Congratulations to District 8 and District 6 for their inspiring accomplishments during the Austin Recycles Games,” said Austin Resource Recovery Director Bob Gedert. “These districts have made important strides to help Austin move toward our Zero Waste goal and we are thrilled the whole community stepped up to the challenge.”

“Our most recent measurements show that recycling is up 7 percent citywide since the Recycles Games began. District 8 and District 6 won the Austin Recycles Games, but everybody wins when we recycle more and take another step toward Zero Waste,” said Gedert.

The Austin Recycles Games initiative follows a community engagement process conducted in Aug. 2015 where City officials asked residents to identify barriers to recycling. More than 1,500 residents participated and contributed insights for ways to increase recycling.

(MORE)



For more details about the Austin Recycles Games, district information and recycling tips, visit austinrecycles.com.

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About Austin Resource Recovery

Austin Resource Recovery provides a wide range of services designed to transform waste into resources while keeping our community clean. Services include curbside collection of recycling, trash, yard trimmings and large brush and bulk items; street sweeping; dead animal collection; household hazardous waste disposal and recycling; and outreach and education. In December 2011, the Austin City Council approved the Austin Resource Recovery Master Plan, which is the City's roadmap to Zero Waste. The City of Austin is committed to reducing the amount of waste sent to area landfills by 90 percent by 2040 or sooner.



MOST OVERALL RECYCLING: RANKS

1st	DISTRICT 8 (253.3 LBS)	5th	DISTRICT 3 (199.09 LBS)	9th	DISTRICT 9 (183.52 LBS)
2nd	DISTRICT 10 (250.26 LBS)	6th	DISTRICT 4 (194.88 LBS)	10th	DISTRICT 1 (166.9 LBS)
3rd	DISTRICT 6 (211.83 LBS)	7th	DISTRICT 2 (194.8 LBS)		
4th	DISTRICT 7 (201 LBS)	8th	DISTRICT 5 (194.62 LBS)		



MOST IMPROVED: DISTRICT 6