

NEIGHBORHOOD SUSTAINABILITY = PARTICIPATION + COMMUNICATION + EDUCATION



austinrecycles.com

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OPT OUT OF UNWANTED MAIL WITH NEW, FREE SERVICE

The screenshot shows the Austin Resource Recovery website interface. At the top, there are navigation links: 'Welcome', 'How It Works', 'Find Companies', 'MailStop', and 'City of Austin'. Below this, there are two main sections: 'SEARCH FOR MAIL & PHONE BOOKS' and 'GET STARTED'. The 'SEARCH' section includes a search bar and a 'Search' button. The 'GET STARTED' section includes a 'Register for Free' button. A central banner reads 'Rethink to Reach Zero Waste' with the text 'Rethink, Reduce, Reuse, Recycle. Help put Austin on the right path to achieve Zero Waste. To learn more, visit austinrecycles.com'. At the bottom, a green bar says 'Join over one million people and sign up for a free account today.'

“Austin Resource Recovery strives to be a national leader in achieving Zero Waste,” said Austin Resource Recovery Director, Bob Gedert. “By empowering Austin residents to opt out of unwanted mail and phone books, the City is saving costs while making strides in diverting waste from the landfills.”

Catalog Choice provides detailed reporting to the City of Austin on local participation by zip code, solid waste diversion and environmental benefits. Based on estimated participation rates for the first year alone, Catalog Choice anticipates savings of more than 6,511 trees, 2.7 million pounds of carbon dioxide, almost 6.6 million gallons of water and 973,000 pounds of solid waste for disposal.

Austin is one of many cities partnering with Catalog Choice to reduce waste. Catalog Choice connects 1.5 million consumers nationwide with 4,200 direct mail companies to fine-tune mailing lists. **Registering for Catalog Choice is free.** Users need only provide an e-mail address and the address where they would like to stop receiving unwanted mail. Once registered, users have access to an alphabetized company directory that allows mail opt out.

Tired of opening your mailbox to find stacks of coupons, catalogs and other advertisements that immediately end up in your recycling cart? Americans receive more than 100 billion pieces of unsolicited mail each year—and municipalities foot the bill for waste collection and disposal.

To reduce unwanted mail, Austin Resource Recovery has partnered with Catalog Choice to offer a Zero Waste service that allows consumers to **stop unwanted phone books, catalogs, coupons and credit card solicitations** at the source. The free service will help the City of Austin shed millions of pounds of waste and thousands of dollars in costs, one mailbox at a time.

Sign up for the mail preference service at <https://austin.catalogchoice.org>.

AUSTIN RESOURCE RECOVERY RELEASES 2011 ANNUAL REPORT

We recently released our 2011 annual report, which includes an overview of the department's progress toward Zero Waste, achievements in resource recovery, and services provided to Austin residents and businesses. In 2011, we adopted a new departmental vision, mission and name, and adopted the Austin Resource Recovery Master Plan, our 30-year roadmap to Zero Waste.

"This annual report chronicles a monumental year," said Austin City Manager Marc Ott. "With a new department name that reflects a renewed commitment toward the City's Zero Waste goal, I commend Austin Resource Recovery — along with our many community partners and the residents of Austin — for taking collective green steps that keep our city natural and beautiful!"

As Austin's recycling and Zero Waste advocates, all Block Leaders should have received a printed copy for your files. If you haven't received a printed copy and would like one, please e-mail Block.Leader@austinrecycles.com or call 512-974-1956. View the report online at <http://bit.ly/ARRAnnualReport2011>.



2011 BY THE NUMBERS

38



Percent of City-collected materials diverted from the landfill

182,681



Residential households in Austin serviced by Austin Resource Recovery

8,333



Gallons of Austin ReBlend paint produced

4



Austin families competed to go Zero Waste at home while documenting their progress on camera for the City's Dare to Go Zero reality TV show

17



Compressed Natural Gas (CNG) trucks purchased

350



Safety training sessions and classes offered to Austin Resource Recovery employees to ensure safety, efficiency and excellent customer service

19



Public trash and recycling containers installed on The Drag

341,025



Pounds of Household Hazardous Waste recycled or reused

67



Composting classes presented to the community, City of Austin employees, religious groups, nonprofits and others

327



Tons of appliances, car batteries, metals, motor fluids and other materials recycled at the Resource Recovery Center

CITY OF AUSTIN EXPANDS RECYCLING SERVICES IN DOWNTOWN AUSTIN

Businesses and residents in downtown Austin are benefiting from **more convenient recycling services** with no change in cost.

Previously, the City of Austin collected glass separately from cardboard and mixed paper in the City's Downtown Austin Recycling and Trash Service District, which includes 400 restaurants, bars, offices and multifamily properties. Now, properties in this district (see map below) can recycle a variety of materials and place them in any recycling Dumpster with no sorting required, similar to the City's residential Single Stream Recycling program.

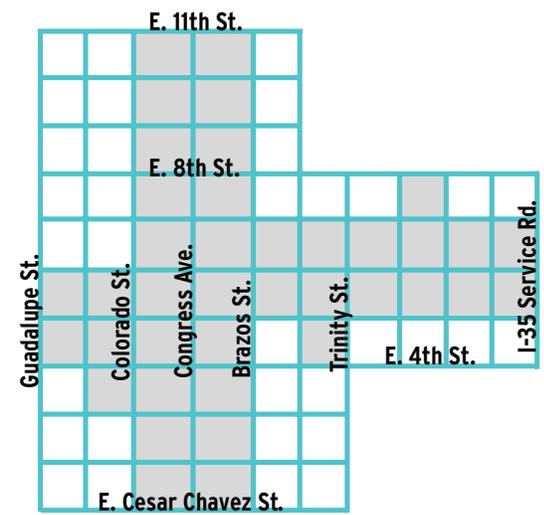


Accepted materials include:

- Flattened cardboard and boxboard
- Glass containers
- Mixed paper, including mail
- Newspapers, magazines and phone books
- Aluminum, tin and steel cans
- Hard plastic containers Nos. 1-7

Get more details at www.austintexas.gov/downtownrecycling

<p>Flattened Cardboard & Paperboard <i>Cartón aplanado</i></p>	<p>Paper & Mail <i>Papel y Correo</i></p>	<p>Newspapers & Magazines <i>Periódicos y Revistas</i></p>
<p>Glass (Empty) <i>Vidrio vacío</i></p>	<p>Hard Plastic Containers (Empty) 1 - 7 <i>Contenedores de Plástico duro vacíos 1 - 7</i></p>	<p>Aluminum, Tin & Steel Cans (Empty) <i>Latas de aluminio, y hierro vacías</i></p>



No Sorting Required!



No Necesita Separarlos!

VOLUNTEERS NEEDED FOR BLUES ON THE GREEN

Once again, Austin Resource Recovery is partnering with 93.3 KGSR and Austin Parks and Recreation to provide composting and recycling services at this year's Blues on the Green concert series. We are looking for volunteers to be Zero Waste Ambassadors to help monitor and encourage recycling and composting at the event!

DATES: July 11, July 25 and Aug. 8

TIME: 5:45 to 9:45 p.m.

LOCATION: Zilker Park

The **first ten groups** of volunteers will receive VIP PARKING at the event, a FREE T-SHIRT and FREE FOOD (while in supply).

If you have any questions or would like to volunteer, please e-mail ZeroWaste.Volunteer@austinrecycles.com, or call 512-974-9087. Please indicate which date(s) you prefer. Thank you for your consideration!

Get more details about Blues on the Green at www.kgsr.com.



SHRINK YOUR CART, SHRINK YOUR BILL

Are you living a Zero Waste lifestyle? If so, you may be interested in a smaller trash cart. The smaller the cart, the smaller the fee on your utility bill. You may downsize to a smaller cart at no charge. If you switch to a larger trash cart, you will be charged a \$15 one-time upgrade fee.

To change your trash cart size, call 512-494-9400.

BLOCK LEADER FOCUS GROUP

We're looking for Block Leaders to participate in a focus group to provide feedback and ideas to improve the program.

Thursday, July 26, 2012

6-7:30 p.m.

1520 Rutherford Ln, Building 1

A light meal will be provided. To thank you for your time, you'll receive a (reusable!) goodie bag.

If you're interested in participating, contact Block.Leader@austinrecycles.com or call 512-974-1956.

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