

Austin Resource Recovery

Strategic Initiatives Division

Jessica King, Division Manager





Strategic Initiatives Division

- **Marketing and Communications**
 - Public Information/Media
 - Community Outreach/Education
- **Business Outreach**
 - Universal Recycling Ordinance
 - Single Use Carryout Bag Ordinance
 - Lead by Example
- **Zero Waste Program Development**
 - Events
 - Rebates
 - Policy and Planning



Communications & Marketing

Recycle Right

- Annual recycling calendar at the end of 2012
- New items:
 - Balled aluminum foil (2 inches or larger),
 - Aluminum foil baking tins, trays and pie plates
- Additional outreach/advertising through summer

Bring It Austin

- As of March 1, 2013, thin plastic bags no longer available at checkout counters.
- Businesses can offer reusable bag options and/or fee
- Visit bringitaustin.com.



Communications & Marketing

Block Leader

- Help neighbors practice proper set out
- Educate the community about recycling, composting and Austin's Zero Waste goals and programs
- Sign up to become a Block Leader in your neighborhood at **austinrecycles.com**

Stay Connected!

- Stay up to date on Austin's progress toward Zero Waste:
 - Like us on Facebook at facebook.com/austinrecycles
 - Sign up for our e-newsletter at austinrecycles.com



Business Outreach

- **Implement the Universal Recycling Ordinance**
 - Influence 75% of the waste stream
 - Site visits to businesses
 - Assistance with Recycling Plan Forms
 - Monitoring for compliance
 - Business trainings
- **Lead by Example Initiatives**
 - Ensure COA facilities comply with the URO
 - Help establish green purchasing policies
- **General business outreach/education**



Zero Waste Program Development

- **Event Recycling**
 - Participate at special event planning meetings
 - Provide guidance to COA sponsored events
 - Coordinate between departments
- **Rebates**
 - Composting Rebate – expansion to multi-family
 - Event Recycling Rebate
- **Long-Range Planning**
 - Master Plan
 - Curbside Organics Pilot



Key Ordinances

- **Universal Recycling Ordinance – Phase 1**
 - Offices, institutions, and multi-family
 - Must provide access to recycling of:
 - Paper
 - Plastic (#1 and #2)
 - Cardboard
 - Glass
 - Aluminum
- **Universal Recycling Ordinance – Phase 2**
 - All remaining properties
 - Food scrap composting



Key Ordinances

- **Single-Use Carryout Bag Ordinance**
 - Starts March 1
 - Regulates types of bags issued at checkout
 - Reusable bags includes:
 - Thicker plastic bags (4 mil)
 - Paper bags made of recycled content with handles
 - Reusable cloth, woven, etc
 - Businesses can choose to charge a fee



Key Ordinances

- **Special Event Recycling Ordinance**
 - Events on public right of way and city property must provide recycling
 - Recycling containers must be placed adjacent to trash containers
 - Event site plans must indicate location of dumpsters
 - Styrofoam and glass are prohibited from being distributed to patrons



Key Ordinances

- **Construction & Demolition Recycling Ordinance**
 - In partnership with several departments (Austin Energy, Development, Code)
 - Require construction projects to recycle construction, deconstruction, and demolition
 - Tied to permitting process



Question & Answer

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