

Proposed Residential Recycling Program: *Too Good to Throw Away*

Health, Environment
and Human Services
Committee
May 9, 2005

Purpose of Briefing

- Summarize what we've learned:
 - History with curbside / residential program
 - Pilot program experience
 - Feedback from HEHS (March 2005)
- Recommend “next step” for program
- Identify an Implementation Timeline
- Request direction from committee to proceed

Why recycle at all ?

- Enhance a sustainable environment through:
 - Reduced air pollution - by 26 million pounds
 - Water conservation — by 3 billion gallons of water
 - Save energy — 17.5 million kilowatts
 - Save trees — 735,000 trees
- Extends life of landfill — by 2 months each year
(up to 7 years over landfill life)

*Per Mayor's Recycling Task Force briefing
May 2003*

Residential Contract History

Type of Service	Program Conditions	Public Information	Outcome
<p>Blue Bag / dual-stream</p> <p>Once per week collection</p> <p>Started June 2000 w/CWD</p>	<p>5-yr agreement Extensions: three 1-yr Public Information</p> <p>\$1.9 mil</p> <p>Contract conditions</p> <ul style="list-style-type: none"> - 240,000 households - day-specific collection - respond to missed set-outs - process all materials - no net revenue to city 	<p>Bill stuffers</p> <p>28 HOA/NA contacts</p> <p>3-1-1 service as point of contact</p> <p>\$225,000 allotted for 5-yr period</p>	<p>6 lbs / HH / month (8,250 tons annually*)</p> <p>25% participation, on average</p> <p><i>* of 458,200 tons of household garbage</i></p>

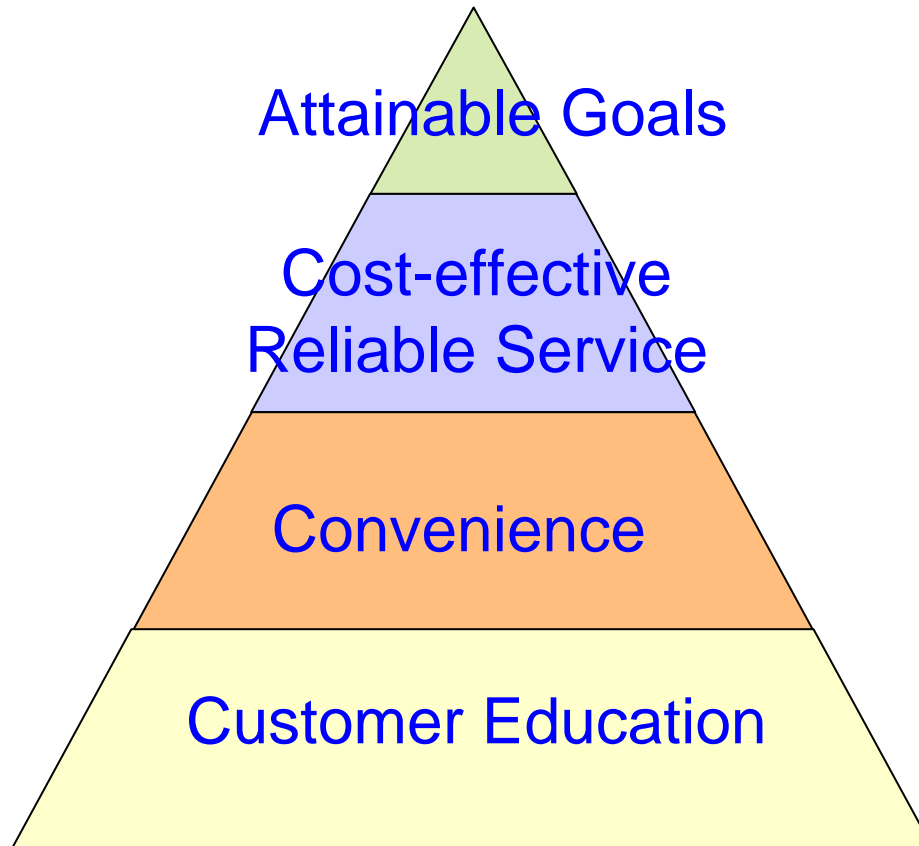
Pilot Program

Type of Service	Program Requirements	Public Information	Outcome
<p>1 x week garbage w/ 1 x week recycling</p> <p>Roll Cart (blue bag option)</p> <p>Single-stream</p> <p>Started Sep 2004 in 4 neighborhoods</p>	<p>12-month program (9/04-8/05)</p> <p>City collects</p> <p>Contractor processes</p> <p>1,467 households</p>	<p>Direct / intense contact: Cable TV, radio, newspaper, HOA w/one-on-one contacts, press release</p> <p>Phone bank</p> <p>Point of contact – direct access to SAN staff</p>	<p>>30 lbs / HH / month*</p> <p>40%-80% participation on average</p> <p>twice per month is effective frequency</p> <p><i>* ~ 454 tons annually, equivalent to 74,948 tons, if projected citywide</i></p>

HEHS Committee Feedback from March 2005 Briefing

- Address public information facet aggressively
- Consensus to “move forward”
- Consider recycling and garbage separately
- Increase recycling participation
- Recognize importance of convenience, cost, and flexibility

How do we move forward?



Too Good To Throw Away

Proposed Recycling Program: Too Good To Throw Away

Type of Service	Program Requirements	Public Information	Outcome
<p>Twice <u>monthly</u> collection</p> <p>Single-stream</p> <p>Roll Cart (or tagged bags)</p>	<p>Bid new service</p> <ul style="list-style-type: none"> - 10-year w/10-year extension - Specs to be developed - RFB for collection - RFB for processing - RFB for roll cart supply and new resident kits <p>Extend current contract for phase-in period and provide blue bag giveaways</p>	<p>6–12 month lead time</p> <p>Multi-media</p> <p>Incorporate ISDs into campaign</p>	<p>High level of participation</p> <p>All households familiar with program</p> <p>Double the waste diversion</p>

Too Good To Throw Away

● Attainable Diversion Goals

- ☑ Raise public awareness so that **each (SFR) household knows** about the program
- ☑ Double average participation from 25% to 50%
- ☑ Increase the quantity recycled from 8,250 tons a year to 43,600
(out of 438,200 tons of residential garbage)
- ☑ Increase average household diversion from 6 to 30 lbs per month

Too Good To Throw Away

- **Customer Education Campaign**

Target Audience: 240,000 households and ISDs' schools

- **City wide information on service changes**
 - One-on-One Contact - HOAs, community events
 - Mail-outs / postcard notes
 - Newspaper
 - Cable T.V. / Radio Spots
 - City website
- **Informational Tools**
 - Videos
 - Interactive games
 - Grade school booklets

Too Good To Throw Away

- **Convenient :**

- No sorting:

- Single stream recycling with expanded list of materials
(per Mayor's Task Force - see proposed material list in Appendix)

- Choice of container – based on your needs

- Use of 96-gal roll carts, with “bag tag” option

- Can use bag tags (with cart) for surplus recyclables

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 1: Continue current program and phase in new

- **Bridge** from current to new program with effective public information program
- **Enhance** current program –
 - **Blue bag giveaways**
 - **Single-stream in blue bags**
 - **Accept more materials**
- **Extend** CWD contract to allow for bridge

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 2: Issue RFB for New Program Services

- Use “Best Value” criteria
- Collection of recyclables – twice monthly
- Processing of recyclables, to include revenue to City
- Roll carts and bag tags: supply, maintenance, starter kits

Too Good To Throw Away

- **Reliable and Cost-Effective**

Step 3: Phase-in process - starting October 2005

- Expand the public education program by October 2005
- Start new service by October 2006 with container delivery (50k households at a time)
- Expand to next 50k households on scheduled program
- All areas with carts and new service in 3-month period
- Seek customer feedback throughout phase-in
- Manual (bagged service) customers to use bag tag option
~ 12,000 customers citywide
- FY06 and FY07 budgets to include cost of new program

Too Good To Throw Away - Cost Impact

Cost Category	FY05	FY06	FY07	FY08
	Current Yr	Bridge Year	Year 1	Year 2
CWD Contract - current	\$1,920,960	\$1,920,960	-	-
Public Information Campaign	\$150,000	\$246,000	\$720,000	\$720,000
New Recycling Contract - Processing	-	-	(\$432,000)	(\$432,000)
New Recycling Contract - Collection	-	-	\$2,995,200	\$2,995,200
New Cart Purchase (payment)	-	-	\$993,090	\$993,090
New Cart Maintenance Contract	-	-	\$335,000	\$335,000
New Carts - Assemble & Deliver	-	-	\$575,000	-
Admin.	\$200,000	\$230,000	\$57,500	\$57,500
Total	\$2,270,960	\$2,396,960	\$5,243,790	\$4,668,790
Cost per account per month	\$0.79	\$0.83	\$1.82	\$1.62
Incremental cost per month	-	\$0.04	\$0.99	(\$0.20)
Tons collected	8,250	9,075	43,200	43,200
Unit cost per ton	\$275	\$264	\$121	\$108

Remember the Attainable Goals: Double the participation; divert 43,200 tons, conserve natural resources and reduce pollution, extend landfill life ...

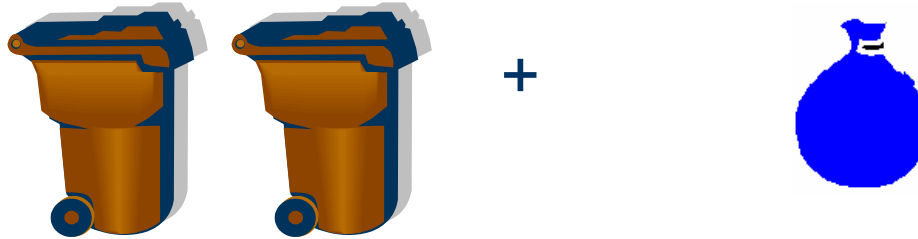
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Timeline

Task Name	FY 04-05				FY 05-06				FY06-07
	O-N-D	J-F-M	A-M-J	J-A-S	O-N-D	J-F-M	A-M-J	J-A-S	O-N-D
Plan Review Process									
HEHS Briefing		◆ 3/28/05							
Staff formulates options									
HEHS Briefing		5-9-05 ◆							
Full Council Proposed Briefing			◆	5/18/05					
RFB for New Services									
Prepare specs for services									
Bid, review, recommend award									
Council agenda decision					◆ 11/9/05				
Initiate bridging public Info campaign									
Begin new services contract									
CWD Contract Extension									
Continue current service									
Review agrmt with CWD		4/18/05 ◆							
Prepare agenda item									
Council Agenda decision			◆	6/15/05					
Process contract extension									
Begin extended contract									

Too Good To Throw Away “Before” and “After”

2 x weekly trash + 1 x weekly recycling



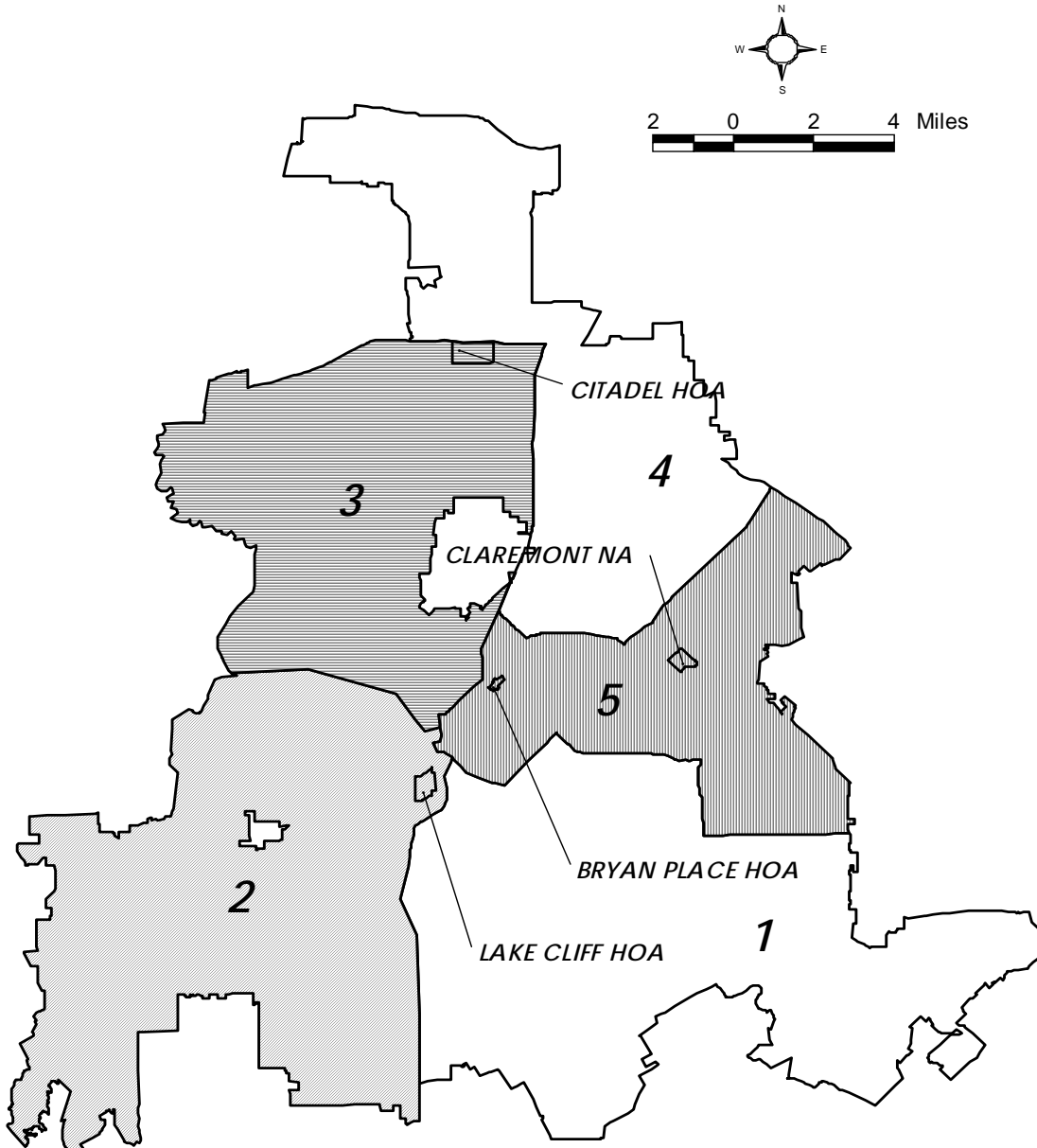
2 x weekly trash + 2 x monthly recycling



Appendix

- Sanitation Services' District Map
- Proposed Expanded Recyclables List
- HEHS March Briefing – excerpts
 - Lessons Learned
 - Neighborhoods' Portrait Chart
 - Residential Avg Monthly Recycling (lbs / household) Chart
 - Residential Recycling Demo Area Monthly Avg Participation Chart
 - “Too Good To Throw Away” Program – briefing highlights

SANITATION SERVICES' COLLECTION DISTRICTS



Too Good To Throw Away

Proposed Expanded Recyclables List

Current List

Glass (all colors)
Plastic Bottles #1, 2, 3
Steel & tin cans
Aluminum cans
Aerosol cans
Newspaper
Chipboard
Magazines, junk mail

Added Items

Corrugated cardboard
Plastics 4, 5, 7
Telephone books

Per Mayor's Recycling Task Force briefing

Excerpt from Pilot Briefing: Lessons Learned

- The participants have embraced the program
 - All areas are exceeding the 30 pounds/household numbers & over 60% of actual households participating in recycling program
- The participants have noticed less truck traffic in their neighborhoods as a result of “once per week” services
- The recycling loads from the various neighborhoods were Contamination Free
 - Over 85% of survey respondents said information was adequate or more than adequate
- Between 30% and 45% of materials found in the garbage were potentially recyclable

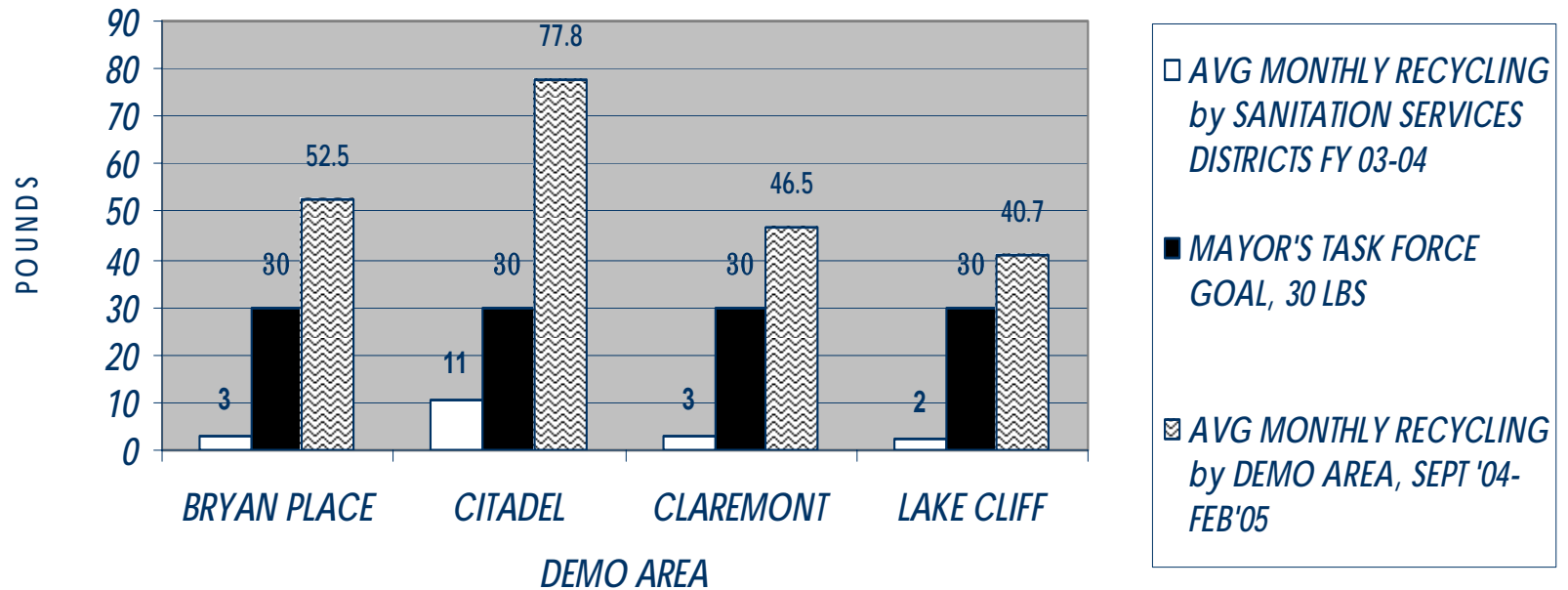
Excerpt from Pilot Briefing: Lessons Learned

- Most of the recycling roll carts were half full and many did not “set-out” every week
 - Potential to reduce recycling collection to bi-weekly
- With the recycling program, 83% of respondents felt once per week garbage service was sufficient
- Program flexibility a plus
 - Bryan Place customers used bags for single stream in lieu of 96-gallon roll carts, due to space constraints
- Connecting with customers is vital to success of this program

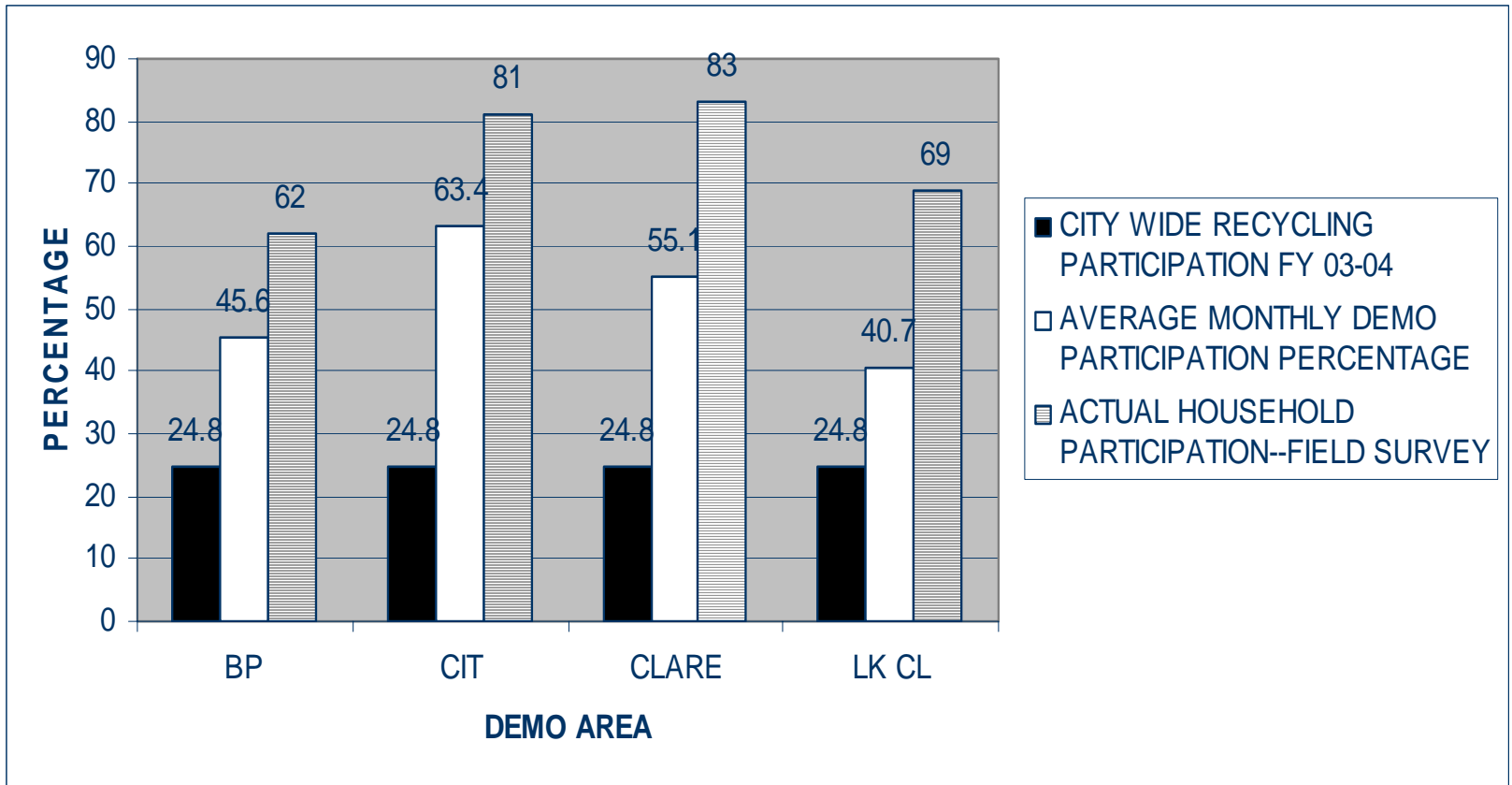
Neighborhoods' Portrait

Name	Council District	House Count	Housing Stock	Shared Carts	Extra Cart	Use of Blue Bags	Customer Survey Returns
Bryan Place	14	384	Condominiums Garden homes & Brownstones, Zero Lot Line	6	0	14	127
Citadel	11	284	Medium to Large Single-Family homes	0	1	0	52
Claremont	7	353	Small to Medium Single Family homes	0	0	0	113
Lake Cliff	1	446	Duplex's, 4-plex's, Small to Medium Single-Family homes	29	0	0	34

Residential Average Monthly Recycling Pounds Per Household



Residential Recycling Demo Area Monthly Avg. Participation



Waste Prevention Youth Program

- Sanitation and PIO benchmarked existing education programs (Plano, Tucson, and Fort Worth)
- Tucson model, “Too Good to Throw Away”, selected and authorization secured from Environmental Education Exchange to adapt program

Too Good to Throw Away

- Teaches the 3-R's (reduce, reuse, recycle) in a fun, age-appropriate way
- Activities align with Texas Essential Knowledge and Skills concepts for science
- Includes pre- and post-visit activities to help teachers re-enforce the message of waste prevention

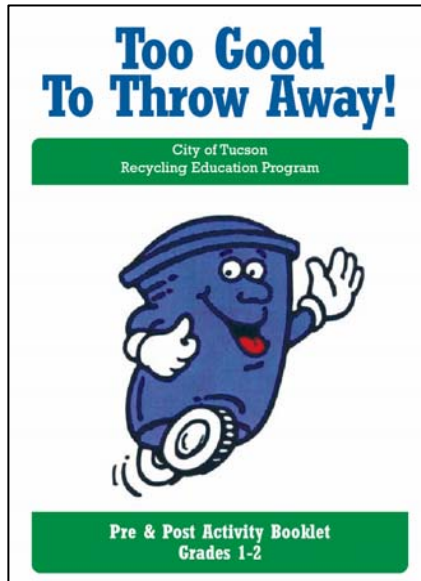
Too Good to Throw Away

- City staff has adapted curriculum to Dallas' recycling program
- Adaptation saved City of Dallas \$30,000 in development costs
- “Too Good to Throw Away” is being reviewed by DISD Science Curriculum Department to ensure compatibility with Texas Essential Knowledge and Skills

Too Good to Throw Away

- Sanitation staff will conduct “Dumpster Dives” at targeted schools in the recycling test neighborhoods beginning in May
- Sanitation staff will present “Too Good to Throw Away” to DISD elementary school science teachers in July at a teacher training in-service
- Sanitation staff and Youth Commission volunteers will schedule “Too Good to Throw Away” demonstrations in DISD elementary schools beginning in FY 05-06

Too Good to Throw Away



Too Good To Throw Away!

Table of Contents

Teacher Background Information	Page 2
<ul style="list-style-type: none"> • A World of Waste • What Are the Three Rs? • What Can We Recycle? 	
Pre-Visit Activity #1:*	
Know Your 3Rs Secret Code (30 minutes)	Page 6
• Students decode a secret message and learn to define important recycling vocabulary.	
Post-Visit Activity #2:**	
Recycle Today! Mini-Poster Activity (60 minutes)	Page 15
• Students discuss ways to reduce the world of waste and create a mini-poster that makes sorting trash from recyclables easy.	
Post-Visit Activity #3:**	
Race to the Moon with a Recyclool Rocket.	
A Reuse-It Crafts Project (2 class periods)	Page 17
• Students build a rocket ship, a robot, or an imaginary animal out of once-used materials.	

*This activity works best BEFORE the special visit from Recycling Rose or Rex.
**These two activities reinforce and expand learning following the classroom visit by Recycling Rose or Rex.

City of Tucson Recycling Education Program Pre & Post Activity Booklet - Grades 1-2

Too Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

The success of Tucson Recycles depends on two factors:

- Quality of the recycled materials, and
- Efficiency of the collection.

It is the responsibility of each homeowner to follow these recommendations which allow for the best separation and eventual use of the recycled materials.

Tips:

- Make sure materials are clean, empty and dry and have no food or beverage residue.
- Lightly rinse—throw very dirty items in the garbage.
- All recycling goes into containers together—no sorting.
- Do not flatten cans, jars or bottles.
- Items should be:
 - Bottle caps can be recycled on or off.
 - Put items in containers individually not inside of boxes, plastic bags, etc.
 - Please do not reuse containers (there is no charge for a second blue recycling barrel).
 - Put out the Blue Barrel when it is almost full and you estimate there is no more for next week's recycling.

Do NOT Recycle:

- Stains: paper, paper towels, carbon paper, photographic paper, paper plates and cups, paper menu wrappers, blueprints, glass, laminates.
- Plastic bags or packaging: plastic chairs, blinds, gutters, toys, etc.
- Newspapers with tears, stains or rubber bands.
- Auto parts, electronics or batteries.
- Window glass, mirrors, reflective or crystal.
- Medical supplies or containers.
- Construction and building materials and products.
- Aerosols, pesticides, automotive, chemical or other hazardous product containers.
- Green (yard) waste.
- Food waste.
- Pet food bags with plastic lining.

City of Tucson Recycling Education Program Page 6

Too Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

Know Your 3Rs! SECRET CODE (Pre-Visit Activity)

Hey Kids!
What does the Blue Barrel want to tell you? Decode the message below.

Directions:
First, find the letters that match the symbols in the Secret Code Box. Next, write the matching letters below the symbols. Good luck!

SECRET CODE BOX:

R = ☺	S = 🗑️
A = 📖	U = ♻️

SECRET MESSAGE:

☺ED☺CE, ☺E☺E, ☺E♻️CYCLE TOD☺Y!
 _E D _CE, _E _E, _E♻️CYCLE TOD _Y!
 WHEN YO☺ THROW LE 🗑️ 🗑️W🗑️Y,
 WHEN YO _ THROW LE _ _W _Y,
 THE PL🗑️NT 🗑️ ND 🗑️NIM🗑️L 🗑️HO☺
 THE PL _NT _ ND _NIM _L _HO _
 HOO☺ 🗑️Y!
 HOO _ _Y!

City of Tucson Recycling Education Program Page 11