

A Day in the Life

Austin Resource Recovery

Annual Report 2013





Bob Gedert, Director, Austin Resource Recovery

I am excited to share the 2013 Austin Resource Recovery Annual Report. This report highlights our dedicated workforce, fully engaged to ensure the City of Austin leads by example to achieve even the most challenging sustainability goals.

In March 2013, with strong support from businesses, organizations and residents, the Single-Use Bag Ordinance went into effect, acknowledging waste reduction is a key component to achieving Zero Waste. Charged with educating the public and affected businesses, Austin Resource Recovery responded with a simple but powerful campaign message: 'Bring It, Austin.' The public education campaign encouraged a shift to reusable bags. Austin Resource Recovery staff and partners reached out to 826 businesses and distributed nearly 19,000 reusable bags to area residents to help make this initiative a success.

I am proud of how businesses and Austin residents have come together to virtually eliminate

single-use bags in our community. After one year, we've seen a dramatic decrease in plastic bags littering our community and an increase in the use of reusable bags.

To expand our diversion services and move us further along the path to Zero Waste, the Department also launched a residential Curbside Organics Collection pilot program. In 2013, nearly 7,900 City of Austin residential curbside customers were able to add food scraps to their weekly collection of yard trimmings. Based on initial positive feedback from pilot participants, the Department added 6,500 additional customers in spring 2014. A complete report of the program's effectiveness is scheduled for 2015.

Finally, this Annual Report would not be complete without mention of our employees' response to the historic Onion Creek flood. In 2013 about 8,630 Austin

Resource Recovery staff hours were dedicated to helping the Onion Creek area clean up from the devastating flood. Our employees came together to provide this service while maintaining regular routes throughout the City and completed the task with zero injuries. As public servants, we were honored to provide this assistance to our citizens in their time of need.

These initiatives, along with all of our other wide-ranging efforts, are part of the City's goal to achieve a 90 percent reduction in the amount of waste sent to landfills by 2040. Our success can be directly attributed to our valued customers, Austin City Council, advisory commissions, and the many businesses and organizations in our community.



Marc Ott, City Manager

Austin Resource Recovery is at the forefront of the City of Austin's commitment to Zero Waste. This move toward a Zero Waste future would not be possible without the right people, with the right skills, working toward a shared goal of enacting

and utilizing sustainable practices. In 2013, Austin Resource Recovery demonstrated this drive by providing innovative services, drafting groundbreaking policies and offering resourceful programs to the people in this community.

With the community's help, we will continue to step up to the opportunities and challenges presented to us and evolve as a leader in sustainability.





Vision

To be a national Zero Waste leader in the transformation from traditional waste collection to sustainable resource recovery.

Mission

To achieve Zero Waste by providing excellent customer services that promote waste reduction, increase resource recovery, and support the City of Austin's sustainability efforts.

Table of Contents

2013 Timeline	6
2013 Awards	8
2013 By the Numbers	9
Employee Profile	10
Financial Report	18
Taking the Lead	20
Residential Services	25
Commercial Services	33
Special Events	37
Brownfields Revitalization	39
Community Outreach	40
Customer Service	42



2013 Highlights

JAN. 2



City launches Curbside Organics Collection Pilot Program.

JAN. 5



Christmas tree recycling kicks off at Zilker Park. Volunteers collect more than 2,015 trees, which were recycled into free mulch.

MARCH 1

Single-Use Carryout Bag Ordinance takes effect at retail outlets citywide. Staff communicated to more than 826 companies through phone, email, on-site visits and in-person trainings and mailed more than 17,500 letters to businesses affected by the ordinance.



JUN. 24

Held the first of 12 stakeholder meetings to discuss updating the administrative rules for the Universal Recycling Ordinance.

AUG. 1



Austin Public Library branches begin accepting household batteries for recycling.

OCT. 1

City of Austin Universal Recycling Ordinance expands, requiring additional commercial and multifamily property owners to provide their employees and tenants with access to recycling of paper, plastic, aluminum, cardboard and glass.

OCT. 20



City of Austin partners with local organizations to promote Austin Reuse Day.

NOV. 15-17

Austin Resource Recovery assists with Formula 1 cleanup through street sweeping, litter control and trash receptacle maintenance. Employees collected more than 22 tons of waste in the downtown area and major arterials leading to the Formula 1 track and recycled 2 tons of that material (cans, cardboard boxes, plastic and glass bottles).

OCT. 31



Historic flooding devastates Onion Creek neighborhoods. Austin Resource Recovery employees collected an estimated 4,000 tons of storm debris and worked an estimated 8,630 hours over the next 83 days to help with storm recovery efforts.

NOV. 13



Austin Resource Recovery kicks off the Austin Recycles Pledge. More than 1,000 Austinites commit to recycling every day, everything and everywhere.

2013 Awards

Texas Association of Municipal Information Officers
2nd place - 2011 Annual Report

Texas Solid Waste Association of North America (TxSWANA)
Home Composting Rebate Challenge and Austin ReBlend programs honored by the TxSWANA's Finest Awards

Graphic Design USA
Proper Set Out ad campaign, Organics Pilot materials, and Commercial Business District Recycling program recognized by the American InHouse Design Awards

Communications Concepts
APEX Award for Publications Excellence - 2011 Annual Report

North American Hazardous Materials Management Association
Austin ReBlend program recognized



2013 By the Numbers*

185,540

Households in Austin serviced by Austin Resource Recovery

39.58

Percent of City-collected materials diverted from the landfills

22

Average pounds of recyclable materials collected per household (every two weeks)

18,930

Number of reusable bags distributed to Austin residents

50

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

85

Percent satisfaction rate by City of Austin customers for Austin Resource Recovery trash and recycling collection services

186

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

264

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

16,260

Gallons of Austin ReBlend paint produced

* Based on calendar year 2013

Employee Profile

DIVISION	# OF EMPLOYEES
Collection Services	163
Customer Service	6
Diversion Facilities	26
Finance	24
General Administration	4
Human Resources	9
Litter Abatement	123
Operations Support	23
Quality Assurance	11
Safety	10
Strategic Initiatives	19
TOTAL	418

Authorized positions as of Dec. 31, 2013

Key Highlights

Conducted 9th Annual Employee Education Fair for 150 employees to promote higher educational opportunities available to staff.

Trained employees on "Respectful Workplace," as part of a Citywide Corporate Initiative.

Participated in the first Garbage Man Appreciation Day to recognize operational staff.

Processed 3,182 applications.

Employee Timeline

2:30 A.M.

Jennifer Saucedo starts her 10-hour shift collecting litter throughout Downtown Austin.



6:20 A.M.

Patrick Clark leads his trash collection crew in 'Stretch and Go' exercises designed to loosen up muscles and prevent injuries.



6:35 A.M.

Sir Derrick Lott checks his vehicle to make sure the oil filter is clean, the tire pressure is set and the lights work.



8:00 A.M.

Larry Joiner ensures the automatic washer and the hand wash bay are functioning so that employees can clean their vehicles after the day's collections are complete.



10:00 A.M.

Bobby Baker opens the Household Hazardous Waste Facility to the public.





Patrick Clark, Crew Leader

You can't miss Patrick Clark's smile as he walks among his coworkers at Austin Resource Recovery. But behind the smile, Patrick is serious about the business of collecting trash. He knows it's a challenging job and as a crew leader, he understands he has to take the lead in making sure his team is prepared before they head off to navigate the streets of Austin.

What makes his job so challenging? Physical strain, for starters. Patrick's fluorescent orange vest glimmers in the early morning as he leads



his crew in 'Stretch and Go' exercises, designed to loosen up the body for a long day of lifting ahead. Patrick is in charge of assigning trash collection routes and supervising 10 crew members who will embark on a job fraught with risks that extend far beyond a pulled muscle.

"It's dark. You're driving a heavy truck and then adding 20,000 pounds of trash on top of it. You're out in rush hour traffic. Dogs are chasing you. Little kids are running around. You're exposed to toxic chemicals. And sometimes, objects fly out of the compactor in the back of our trucks," Patrick said. "This job is no joke."

Patrick estimates a single crew member may empty as many as 800 carts in a day.

"Try doing that in 100-degree temperatures, five days a week, 52 weeks a year," Patrick said. "It really takes a strong-minded person and a great attitude to handle this job."

While safety is one of Patrick's top priorities, it's his ability to make a difference that really puts a smile on his face.

"I enjoy being a civil servant. I have a past I'm not proud of, but I was given another chance – an opportunity to give back to my community," Patrick said. "I can't even begin to tell you how much I enjoy having an impact on my crew, the community and our customers."



Sir Derrick Lott, Organics/Yard Trimmings Operator Senior

In the seven years he has worked for Austin Resource Recovery, Sir Derrick Lott has never called in sick. Not once! For Sir Derrick, that dedication extends to the care he provides to the automated collection truck he drives through Austin to collect yard trimmings and organic materials. Before the sun rises and the engines of collection trucks start up, Sir Derrick whips out a clipboard and checks off the items he needs to inspect to make sure he and his truck are prepared for the day.

- Engine fluids ✓
- Air Pressure ✓
- Functioning lights and signals ✓
- Emergency equipment ✓

Maintaining safety protocols are paramount to maintaining driver safety.

"We understand everything needs to be working properly in order for us to get our job done properly," Sir Derrick said.

Once everything checks out, then the fun begins for Sir Derrick.

"You have to be a people person for this job," Sir Derrick said. "Doing what I do, I get the chance to educate our customers. It's not just about leaving behind literature. It's about having a real conversation with people, and those conversations really do make a difference."

As an operator for the Department's residential Curbside Organics Collection pilot program, Sir Derrick has answered plenty of residents' questions about the initiative. But Sir Derrick's favorite interactions are with the youngest residents in Austin.

"My proudest moments during the day are when the kids are outside, and I get to honk the horn and wave at them," Sir Derrick said. "Seeing them smile - that will set your day."





Bobby Baker, Environmental Program Specialist

Ever wonder where all those household cleaning products, old paint, and non-working batteries end up? With any luck, in the hands of someone like Bobby Baker who works in the City's Household Hazardous Waste (HHW) Facility in South Austin. Bobby knows: Recycling can get a little tricky when it comes to these types of products.

"When you go to the store and buy these things, there's no one there to say, 'Whoa, be careful with that,'" Bobby said. "People don't always read labels either, so sometimes people have no idea how dangerous this stuff is if not disposed properly."

Pouring chemicals down the drain, dumping them on the ground or putting them in the trash is dangerous and harmful to the environment. At the HHW Facility, Bobby and his coworkers recycle or safely dispose of automotive fluids, cleaning products, fertilizers, paint, pesticides, solvents, and other household chemicals.

"There aren't many jobs where you can go home and say I had an impact and made decisions on the environment in a positive way," Bobby said. "I can do that, which is great because I care about the planet and I care about the city."

Bobby spent 20 years in the health food industry as a nutritionist, before making the switch to Austin Resource Recovery two years ago. On days when the HHW Facility is closed to the public, Bobby makes requested home delivery pickups from the City's elderly and disabled residents and collects recycled batteries from all of the City of Austin's libraries and other retail locations.

"I think people would be shocked at how much is brought into this facility," said Bobby. The amount of paint and chemicals we collect is crazy, and with Austin growing as quickly as it is, we can only hope to increase the amount of household hazardous waste we collect and recycle."



Larry Joiner, Maintenance Crew Leader

There is not much Larry Joiner can't do. He and the rest of Austin Resource Recovery's maintenance and facilities team are a small group, which means they have plenty to keep them busy. On any given day, they are replacing lights, switching out fire extinguishers, fixing plumbing issues, checking out electrical problems, building new office furniture, and performing plenty of other odds-and-ends jobs that keep all of Austin Resource Recovery's facilities up and running.

"I've burned a lot of calories," Larry said. "But whatever they need me to do, that's what I do."

Larry is going on his sixth year with Austin Resource Recovery, but his strong work ethic is something that was instilled in him long before he started working with the Department.

"When I was about 10 or 11, I used to work for an elder and he was a perfectionist. He used to tell me, 'Make people go wow. That's awesome,'" Larry said. "So that's what I do. I'm now the perfectionist. I think that works well here."

When Larry's not working up a sweat maintaining the Department's facilities, he said his wife puts him to work at their church.

"I don't just upkeep the church though," Larry said. "I talk to everyone about recycling. I know this is the future, and it just sets something off in me."

Working with so many different people isn't a problem for Larry. In fact, he said it is what he enjoys most.

"I'm a people person. I get along with everyone. They're what keep me going every day."





Jennifer Saucedo, Litter Abatement Crew Leader

Downtown Austin is as still as it ever will be when Jennifer Saucedo starts her 10-hour shift at 2:30 in the morning.

"It's a whole other world at that time," Jennifer said. "I can stand in the middle of Congress and not a single car goes by. I can appreciate everything you don't see when traffic is flying by and businesses are open."

What is also more visible is the trash left behind by the previous night's revelry. Using blowers and

sweepers, Jennifer and her crew of 11 comb the streets meticulously picking up debris left behind. Litter, discarded food, cigarette butts and other trash gets blown off the sidewalks into the streets where a sweeper – moving just 5 to 7 miles per hour – scoops it all up. Jennifer says the people operating those machines are more than just her coworkers; they're like family.

"This job is really a lesson in teamwork and having the right attitude," Jennifer said. "We are a really close group. Lots of us have worked together for years and when

you work this shift, you really come to depend on one another."

Jennifer, now in her 12th year with Austin Resource Recover, has done it all. She started working at the Department's now-closed dual stream material recovery facility and then moved on to an automated trash operator specialist position and later to an automated recycling operator specialist role.

Cleaning up Downtown Austin is just part of her workday. By the time downtown businesses open up, Jennifer and her crew are already off to the second part of their day - clearing rights-of-way and illegal dump sites. The group also assists in yard trimmings, brush and bulk-item collection, and special events. For special events, like Austin's SXSW Festival, the Litter Abatement group will work 12-hour days for five days straight. And when disasters hit, Jennifer and her team, along with the entire Department, take on additional responsibilities. When floodwaters devastated the Onion Creek neighborhood in October 2013, the entire Department made recovery efforts in the area a priority. It just made sense to Jennifer, who constantly strives to take care of the city's greatest needs

"It's really fun. It's a constant go," Jennifer said. "These hours aren't for everybody, but I feel like I'm in the best spot I can be in."



Onion Creek Flood 2013

In the early morning of Oct. 31, floodwaters rushed through the Onion Creek area in southeast Austin crippling a neighborhood and its residents. As the water receded, the damage left in the wake of the flood became clear: several hundred structures damaged or destroyed, four lives lost and hundreds of residents displaced. Austin Resource Recovery employees were some of the first to assist with debris removal. Downed trees, piled-up cars, and property and appliances destroyed by water and household hazardous waste were just some of the issues facing crews and residents in the area. While our collection crews worked daily to clear the area of debris, volunteers from the Department also assisted with door-to-door outreach, providing vital information to flood victims about City services, logistical support and assistance. All of this assistance was provided without a single accident or injury to our staff. This exemplary work demonstrated the City's commitment to the Austin community.



Key Highlights

- » Employees worked an estimated 8,600 hours in 2013.
- » Workers collected an estimated 4,000 tons of storm debris in 2013.
- » Austin Resource Recovery used an average of **10** Department vehicles per day, including rear loaders, cranes and front loaders to help clear debris.
- » Austin Resource Recovery spent approximately **\$1 million** in operating expenses to clean up neighborhoods.*

**Anticipating 75 percent reimbursement by FEMA*

Debris Collection:
Hazardous Household Waste – **31 tons**

- Refrigerators – **140**
- Air Conditioners – **25**
- Stoves – **67**
- Dishwashers – **64**
- Washing machines – **64**
- Dryers – **39**

Financial Report

REVENUE

Residential Services	\$46,913,616
Commercial Services	\$2,067,353
Extra Trash Fee/Cart Exchange Fee	\$733,259
Clean Community Fee	\$16,138,682
Recycling Sales	\$4,194,669
Other Revenue**	\$1,104,117

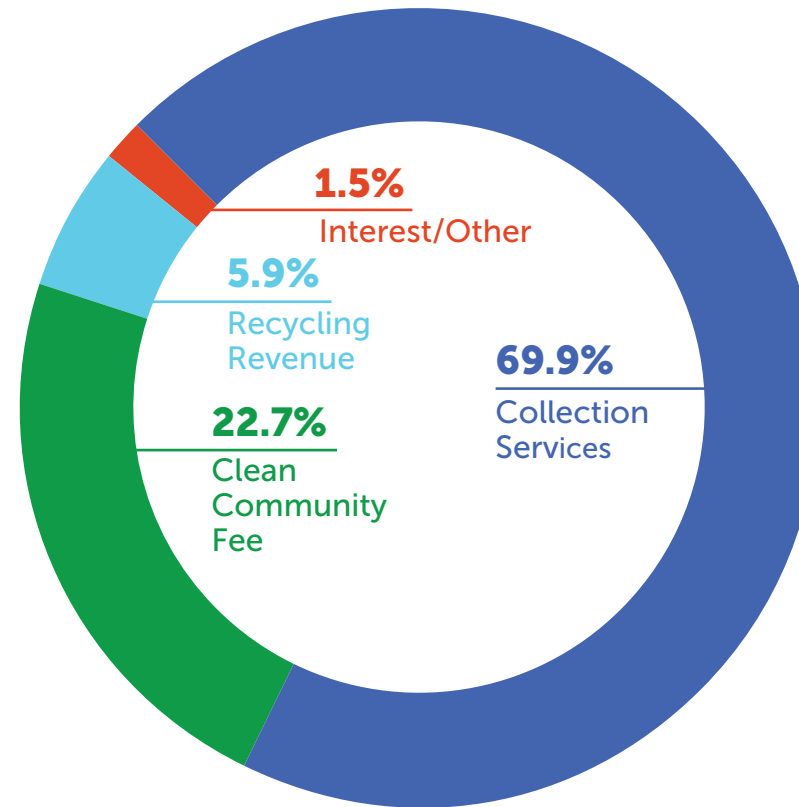
*The City of Austin fiscal year begins on Oct. 1, and ends on Sept. 30. The City of Austin's Comprehensive Annual Financial Report (CAFR) is prepared on a Fiscal Year basis. Austin Resource Recovery's Annual Report is prepared for the calendar year, and may not include all end-of-year adjustments included in the City of Austin's CAFR. For information about Austin Resource Recovery's approved fiscal year budget, visit austintexas.gov/finance.

EXPENSES

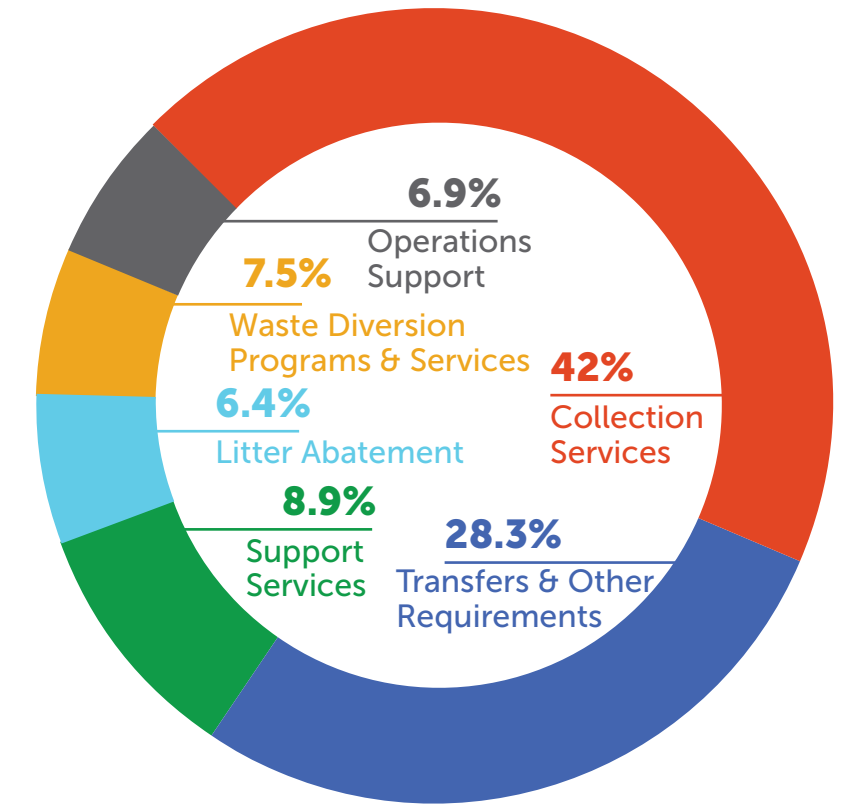
Collection Services	\$33,418,520
Landfill Closure and Post Closure	\$949,713
Litter Abatement	\$5,123,057
Waste Diversion	\$5,026,795
Operations Support	\$5,514,228
Administrative and Financial Support Services	\$7,090,628
Transfers and Other Expenses***	\$22,399,425
TOTAL EXPENSES	\$79,522,366

** Includes service initiation fees, general government, interest, property sales and intergovernmental.
 ***Includes 3-1-1 support, utility billing support, workers' compensation costs, insurance, City administrative support, etc.

SOURCE OF FUNDS*



USE OF FUNDS*



* Based on calendar year 2013



TAKING THE LEAD

Austin Resource Recovery strives to serve as a model for the community by implementing waste reduction practices within City of Austin facilities, promoting Zero Waste among employees and reducing the Department's carbon footprint. We have also taken the lead in implementing new and innovative programs for Austin residents and offering our services when they are needed most.



Compressed Natural Gas-Powered Fleet

2008	2009	2011	2012	2013	TOTAL CNG VEHICLES IN FLEET
6	1	17	4	3	31

2013 Highlights

- Provided **1,467** businesses with waste reduction services.
- Achieved a **96%** diversion rate at the annual employee appreciation barbecue by composting and recycling.
- Purchased **3** additional vehicles fueled by Compressed Natural Gas (CNG).
- Designed a 3-D educational display used to inform employees about proper recycling at home and at work.



'Bring it' Austin



With leadership from the Austin City Council and strong support from the Austin community, the Single-Use Bag Ordinance took effect in March 2013. The ordinance, passed unanimously by the Austin City Council, regulates the types of bags that can be distributed by business establishments in Austin and encourages a shift to reusable bags.

Single-use carryout bags are expensive over the long term and have a significant environmental impact. Thin plastic bags that are not disposed of or recycled properly often end up as litter that clogs Austin's storm drains and can take hundreds of years to decompose.

"A high-quality reusable bag has the potential to replace 600 thin plastic bags over its lifetime," said Bob Gedert, Austin Resource Recovery Director. "During our education effort, the City gave away thousands of reusable bags at events and locations across Austin to help those who may need more assistance obtaining bags."

In 2013, Austin Resource Recovery distributed 18,930 reusable bags to the community.

- 7,500 bags were delivered to neighborhood centers, nonprofit organizations and Austin public libraries
- 4,500 bags were given away at major shopping centers throughout the city

The City trained businesses that were affected by the ordinance and held education sessions focused on the new carryout bag rules. Also, Austinites learned about the ordinance through messages on television, radio and online, in English and Spanish, reminding them to keep reusable bags on hand.

For more information on the ordinance and resources for both shoppers and businesses, visit BringItAustin.com.

Curbside Organics Collection Pilot Program

As part of the City of Austin's effort to achieve Zero Waste by 2040, Austin Resource Recovery launched its Curbside Organics Collection pilot program. Austin Resource Recovery selected neighborhoods that represent a cross section of the City's demographics to participate. These households were given a green cart to collect compostable items such as food scraps and yard trimmings. Phase 1 of the program began January 2, 2013, and included about 7,900 homes. Based on initial positive feedback, Austin Resource Recovery added an additional 6,500 homes in February 2014, bringing the total number of participating households to 14,400.

Composting turns natural materials, like food scraps and yard trimmings, into a resource we can use again. It's a natural process that breaks down organic materials into a nutrient-rich, soil-like material. Putting compost on lawns and gardens adds nutrients that help plants grow.

By putting food scraps in their green organics carts instead of their trash carts, customers can reduce the size of their trash cart and pay less in utility fees. In 2013, 1,837 tons of organic materials were collected and diverted from the landfill.

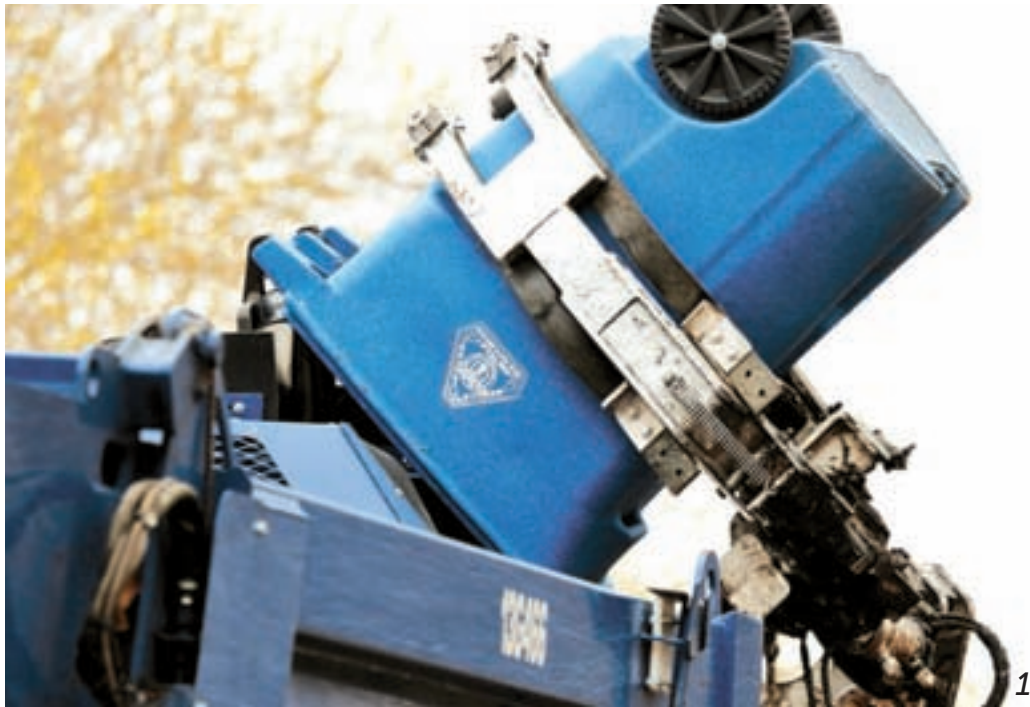
Learn more about the Curbside Organics Collection pilot program at austintexas.gov/austincomposts.



RESIDENTIAL SERVICES

Austin Resource Recovery provides a wide range of services designed to transform waste into resources while keeping our community clean. Austin residents living in single-family homes or properties with three units or fewer receive our services, including curbside collection of recycling, trash, yard trimmings, large brush and bulk items. Additional residential services include sweeping streets, collecting dead animals and operating a drop-off center for household hazardous waste.

1 A recycling truck empties a recycling cart 2 Household Hazardous Waste Facility employees inspect paint dropped off by customers for the Department's Austin ReBlend Program 3 An employee throws yard trimmings in the truck 4 A trash truck empties a cart



1



2



3



4

2013 Highlights

Residential Diversion Rate:
39.58%
of materials from the landfill

Collected **54,206**
tons of recycling
compared to 53,932 in 2012

Collected **123,825**
tons of trash
compared to 128,714 in 2012

Composted **32,522**
tons of yard trimmings and large brush
compared to 31,055 in 2012

Recycled or reused **176**
tons of bulk items
collected from the curb

Recycled or reused **39.9%**
of the materials collected at the
Household Hazardous Waste Facility
an increase from 34.2% in 2012

Number of Residential Customers



Residential Collection Services

2012	2013
183,519*	185,540

Austin ReBlend and Reuse Store Customers

2012	2013
3,322	4,666



Residents using Household Hazardous Waste Program

2012	2013
15,929	18,759

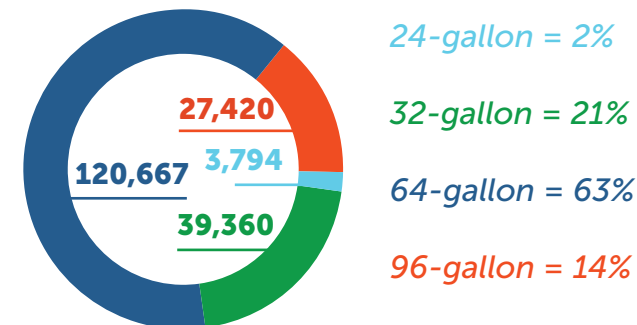
* This number has been revised since publication of the 2012 Annual Report.

Shrink Your Cart, Shrink Your Bill

The City of Austin offers four different trash cart sizes. The smaller the cart, the less it costs. Save money by recycling as much as possible, setting aside yard trimmings for composting collection, and choosing a smaller trash cart.

These fees appear on your monthly City of Austin utility bill. If you switch to a larger trash cart, you will be charged a \$15 one-time exchange fee. You may downsize to a smaller trash cart at no charge.

Allocation of number of customers by cart size:



* This number has been revised since publication of the 2012 Annual Report.

2012 Numbers

53,932*
tons of recycling collected

128,714
tons of trash collected

38.46%
diverted from the landfill

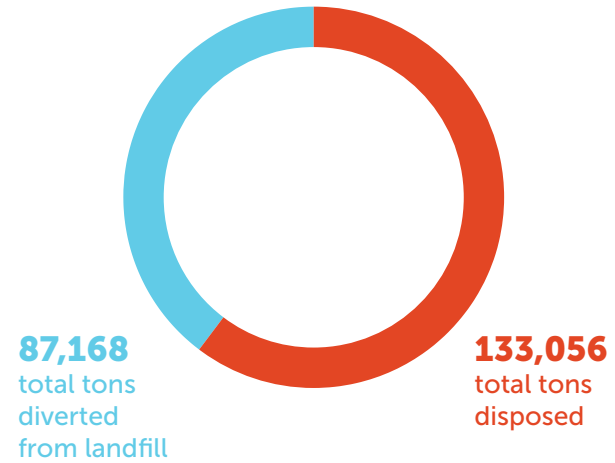
39.58%
diverted from the landfill

123,825
tons of trash collected

54,206
tons of recycling collected

2013 Numbers

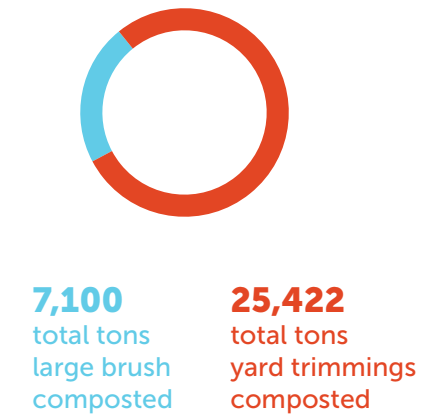
Total Curbside and Household Hazardous Waste Collection



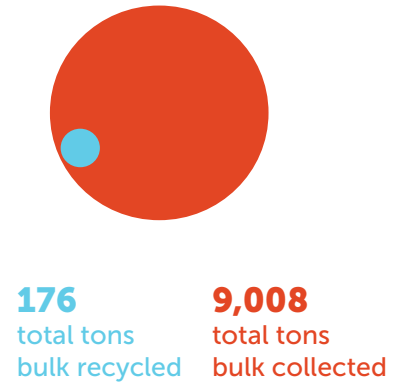
Household Hazardous Waste Collection



Curbside Yard Trimmings and Large Brush



Curbside Bulk



KEEPING AUSTIN CLEAN

Austin Resource Recovery does more than pick up trash, recycling and yard trimmings at the curb. Employees work night and day to keep city streets clean and clear of litter. Throughout the year, Austin Resource Recovery cleans residential streets and thoroughfares, clears debris from illegal dump sites and removes dead animals from public rights of way. Every night, our staff sweeps and cleans designated streets in the Downtown Recycling and Trash Service District, and trash is collected from receptacles along Sixth Street and Congress Avenue.



Tons of Litter and Debris Collected



Home Composting Rebate Program

Food scraps and organic materials make up more than 40 percent of the City of Austin's waste stream. Composting these resources instead of sending them to the landfill reduces costs and helps Austin get closer to Zero Waste. Austin Resource Recovery offers the Home Composting Rebate Program and challenges Austinites to complete a free composting class, downsize to a 32- or 24-gallon trash cart, and purchase a home composting system. Curbside customers who do these three things are eligible for a rebate of 75 percent of the cost of their new home composting system, up to \$75. In August 2013, we revamped our online class in English and Spanish to accommodate our diverse community and residents' schedules. Austin Resource Recovery also conducted a Waste and Organics study to better understand the impact backyard composting has on the City of Austin's waste stream.

For more information, visit austintexas.gov/composting.



2013 Highlights

Offered **50** composting classes throughout Austin.

Educated **1,380** students on the basics of composting.

49% of class attendees applied for compost rebate. That's a 21 percent increase from 2012.

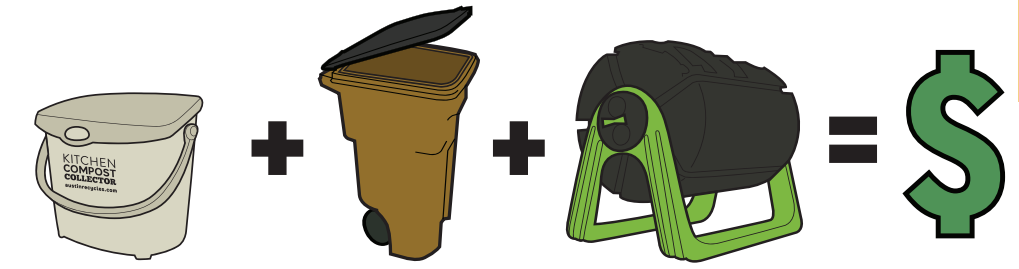
Provided **683** rebates to customers totaling \$48,675.

The Waste and Organics Study, commissioned by Austin Resource Recovery, found the average home composter diverts 5.4 pounds of materials a week, or almost 281 pounds a year.

Number of composting class attendees



Number of home composting rebates



COMMERCIAL SERVICES



1



2



3



4

Austin Resource Recovery provides cart-based trash and recycling collection services for some small businesses located near residential areas that do not require dumpsters. Therefore, most businesses in Austin choose a private hauler. In the downtown entertainment district, the City contracts for trash and recycling dumpster services for restaurants, offices, apartments, condominiums and other businesses in designated areas. Collectively, Austin Resource Recovery only collects approximately 25 percent of the materials generated in Austin. To increase diversion, the second phase of the Universal Recycling Ordinance was implemented in October 2013, requiring large offices and multifamily complexes to provide convenient and effective recycling services to their employees and tenants. The Department's Business Outreach Team provides businesses technical assessments and best practices to help successfully implement recycling and resource recovery programs.

1 The Business Outreach Team presenting at a Lunch and Learn event for commercial businesses 2 A Litter Abatement employee uses a blower to clear the sidewalk of debris 3 Austin Resource Recovery provides dumpster services to customers in the Downtown Recycling and Trash Service District 4 A fleet truck driving through Downtown Austin

2013 Highlights

Provided **1,467** businesses with waste reduction assistance.

Hosted **3** stakeholder meetings in 2013 to discuss Phase 2 of the Universal Recycling Ordinance.

Hosted **12** stakeholder meetings for the Universal Recycling Ordinance Administrative Rules.

Held **150** business trainings and mailed letters to more than **17,500** businesses affected by the Single-Use Carryout Bag Ordinance, providing details about the ordinance and additional resources.

Number of Commercial Customers



* This number has been revised since publication of the 2012 Annual Report.

Universal Recycling Ordinance

In order for the City to reach its Zero Waste goal, we all need to do our part to recycle in Austin – especially at large apartment complexes and businesses. The Universal Recycling Ordinance, approved by the Austin City Council in 2010 and amended in 2013, is intended to increase the life of local landfills, reduce harmful environmental impacts and boost economic development.

The updated and expanded Universal Recycling Ordinance requires affected property owners to ensure that residents, tenants, customers and employees have convenient access to recycling. Specifically, the ordinance requires affected property owners to ensure:

- Recycling of paper, cardboard, aluminum, glass, and plastics #1 and #2, at a minimum
- Sufficient collection-container capacity for multi-family and commercial properties
- Informational signage in English and Spanish
- Regular tenant and employee education
- Annual Recycling Plans and record keeping

Beginning Oct. 1, 2013, commercial offices 75,000 square feet or more, or multifamily properties with 50 dwelling units or more are affected. Additional properties will be phased in over time. By 2017, all properties will be required to provide recycling services to their tenants and customers and in future years all businesses with food service permits will be required to provide composting or other food scrap diversion programs.

Learn more about the Universal Recycling Ordinance at austintexas.gov/commercialrecycling.



SPECIAL EVENTS



1



2



3



4

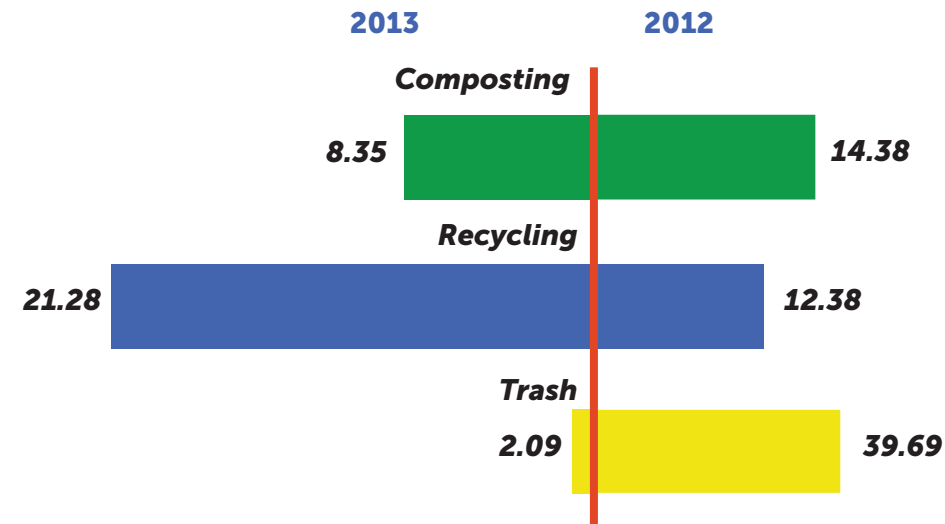
From music and film festivals to races and cooking competitions, Austin is home to many special events that attract hundreds of thousands of attendees. These large crowds leave behind large amounts of trash, most of which can be recycled or composted. Austin Resource Recovery's Event Recycling Program provides resources to improve waste diversion at events in Austin, including recycling containers and staff assistance with recycling and trash management at City-sponsored events. Keep Austin Beautiful, in partnership with Austin Resource Recovery, provides free recycling containers for use at other events, including fundraisers, parties, concerts, and more. Austin Resource Recovery's Event Recycling Rebate provides \$750 in rebates for event organizers to make their outdoor events more sustainable and help achieve the City of Austin's Zero Waste goal. In order for an event to qualify for the rebate, it must be outdoors, open to public and expect to draw a minimum of 500 attendees. This year, more than 29 tons of materials were diverted from events as a result of this program's efforts.

*1 Crews gather empty trash containers in Downtown Austin
 2 Trash gets piled up on the back of golf carts
 3 Employee unloads piles of trash to take to the landfill
 4 Crews attempt to navigate through SXSW crowds on 6th Street to collect trash*

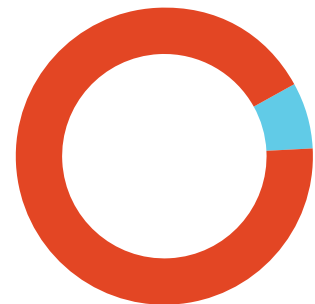
Event Recycling Rebate Program

Number of Events: 10 (compared to 6 in 2012)

Tons of Materials Collected



Average % Diverted from Landfills



93% diverted from landfills (compared to 40% in 2012)

7% Landfills (compared to 60% in 2012)



BROWNFIELDS REVITALIZATION

The Brownfields Program provides environmental assessments and cleanups to encourage neighborhood revitalization and economic development. Brownfields are underused or abandoned properties that may be contaminated. These blighted eyesores impact communities by decreasing property values, increasing crime, creating safety hazards and restricting economic opportunity. Redevelopment of these sites can improve public health and the environment, increase investment, and provide housing, jobs, recreational opportunities, open space, and public facilities.

2013 Highlights

Assisted **3** Brownfields sites.

- Plaza Saltillo: Revitalized a four-block area adjacent to the Plaza Saltillo Metro stop between Fourth and Fifth Street. The transit-oriented development will include residential and commercial space.
- Guadalupe-Saldaña Subdivision: Assisted with the assessment and cleanup of two properties, enabling the construction of 90 affordable housing units.
- Holly Shores Food Forest: The City commenced an assessment of Holly Shores, east of I-35 and north of Lady Bird Lake, where fruit and nut trees will be planted creating a permaculture area for an edible landscape and food forest.

Leveraged **\$241,932**
from state and federal agencies to assist with environmental assessments.

Partnered with the Texas Commission on Environmental Quality, Kansas State University and the Environmental Protection Agency on Aug. 7, 2013, to host an outreach event on Brownfields Resources for Redevelopment.

COMMUNITY OUTREACH

Austin Resource Recovery is committed to engaging the public on a continual basis. The Department uses a variety of strategies to reach different target audiences and communicate messages. Austin Resource Recovery's public outreach and education efforts include attending community events, presenting to various organizations, engaging in conversations on Facebook, maintaining the Departmental website, educating youth and more.

Working with Keep Austin Beautiful, Austin Resource Recovery brings lessons about recycling, composting and Zero Waste to classrooms throughout Austin. The Generation Zero program completed its first school year in May 2013. The program reached more than 5,000 students at 39 different schools in its first year.

This year, we also launched a pledge to encourage residents to recycle more. More than 1,000 residents pledged to take their commitment to recycle to the next level. To help promote the pledge our Zero Waste Block Leaders are also proactively encouraging their neighbors to take the pledge. To learn more about the pledge or to take the pledge, visit austinrecycles.com.

1 Generation Zero presentation to area students *2* Mayor Lee Leffingwell and Austin Resource Recovery Director Bob Gedert take the Austin Recycles pledge *3* Employee Vidal Maldonado talks to residents about the Curbside Organics Collection pilot program



1



2



3

2013 Highlights

63

Zero Waste presentation and outreach booths at special events

.....
Approximately **11,670**

residents and local businesses reached at presentations and special events

.....
275

Block Leaders advocating for Zero Waste and educating neighbors about recycling in their neighborhoods

.....
2,500

Student interactions in the Generation Zero youth education program

CUSTOMER SERVICE

Survey says...

Every year, the City of Austin asks residents to rate City services. Our goal is to continuously improve upon the services we provide. We are happy to report that our customer satisfaction rating ranks among the best in the nation.

City of Austin Community Survey Results: Customer Satisfaction

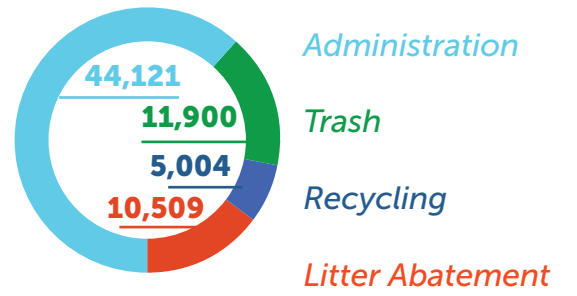
City of Austin		National Average	
Trash Collection	85%	Trash Collection	81%
Recycling Collection	85%	Recycling Collection	74%
Yard Trimmings Collection	81%	Yard Trimmings Collection	72%
Bulk Item Collection	77%	Bulk Item Collection	65%
HHW Collection	56%	HHW Collection	53%

Service Requests

Austin Resource Recovery's dedicated Customer Service representatives step in when customer concerns become more complex. They answer questions, address concerns and initiate service requests. The Austin Energy Customer Call Center and Austin 3-1-1 also assist with responding to billing inquiries, answering general questions and setting up service for new customers. These requests are handled through phone calls, emails and service orders.

Types of Austin Resource Recovery Requests

TOTAL: 71,534



Austin Recycles

Austin Resource Recovery has begun the journey toward Zero Waste. City of Austin curbside customers contributed to a 39 percent diversion rate this year. We're looking to achieve a 90 percent diversion rate by 2040. Help us achieve our goal by taking the Austin Recycles Pledge.

Pledge to recycle every day. Make recycling a daily activity and to consider recycling options before throwing items in the trash.

Pledge to recycle everything. Pledge to visit **austinrecycles.com** to learn about all of the recyclables that can be placed in the City of Austin's blue recycling cart.

Pledge to recycle everywhere. Pledge to use recycling options at home, work and at events. Encourage others to recycle.





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