

NOTICE OF MEETING
RECYCLING AD HOC COMMITTEE
TUESDAY - AUGUST 10, 2021 - 1:00 P.M.
CITY HALL - ROOM 204
823 ROSENBERG
GALVESTON, TX 77550
ZOOM CALL-IN NUMBER: 346-248-7799
MEETING ID: 840 6351 6115 PASSWORD: #!=e48 (computer) or 826513 (telephone)

The committee will conduct an in-person meeting on the above date, time, and location. Some members of the committee may attend the meeting via Zoom.

AGENDA

1. Declaration Of A Quorum And Call Meeting To Order
2. Roll Call
3. Public Comments (Limited To Three Minutes Each)
4. Consider For Approval Minutes Of The July 13, 2021 Meeting

Documents:

[MINUTES - JULY 13 2021.PDF](#)
[DRAFT REPORT-JULY 13.PDF](#)
[CITY STAFF CITY-WIDE PLAN.PDF](#)

5. Continue Work On Draft Outline To Report To City Council.
6. Approve Sections Of Document Committee Worked On In July 13 Meeting.
7. Draft Attachment To Report On City Staff Effort (Attached).
8. Measurement Tools (Draft Attached).
9. August 27th Is Last Meeting To Finalize Report.
10. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public in compliance with Chapter 551 of the Texas Government Code on August 6, 2021 at 10:00 A.M.

Janelle Williams

Janelle Williams, City Secretary

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the City Secretary's Office, Suite 201, 823 Rosenberg, Galveston, Texas 77550, (409-797-3510).

Members of the City Council may be attending and participating in this meeting

**DRAFT
RECYCLING AD HOC COMMITTEE
JULY 13, 2021**

7/13/2021 - Minutes

1. Declaration Of A Quorum And Call Meeting To Order

Chair Joanie Steinhaus declared a quorum and called the meeting to order at 1:02 p.m.

2. Roll Call

Present: Board Members Joanie Steinhaus, Susan Syler, David Fortenberry, Dorothy Trevino, Cody Wright, and Dr. Jackie Cole; Ex Officio Council Member William Schuster; Cindy DeWitt, Director of Administration and Sanitation; Scott Van Slyke, Recycling Coordinator; Dan Buckley, Deputy City Manager; and Janelle Williams, City Secretary.

Absent: Stephanie Vasut.

3. Consider For Approval Minutes Of The June 8, 2021 And June 22, 2021 Meetings.

David Fortenberry made a motion to approve minutes of the June 8, 2021 and June 22, 2021 meetings, with Dorothy Trevino seconding the motion. Unanimously approved.

4. Public Comments (Limited To Three Minutes Each)

None.

5. Continue Work On Draft Outline To Report To City Council.

DRAFT REPORT

Recycling Committee History

Committee was formed by Council to report on the effectiveness of the Recycling Center in anticipation of a new recycling center. Recycling best practices were changing due to market forces including the loss of the Chinese market for plastics. There was also a desire of residents to know the final disposition of the products for cost and effort efficiencies.

At time committee was formed recycling center had vendors with no final disposition reports, 20% contamination rates (material going to landfill at higher transport rates than transfer station) Question of effectiveness and efficiency of Taxpayers funding.

Measurement tool- Cody July 27th

Measurement tool (develop) to track how the center is functioning, efficiency, budget, less waste to landfill, final disposition, citizen input. This tool would be used to draft report and explain the worth of the recycling center.

General Recommendation to Council:

- **City council requests and responds (if necessary) to status reports created four times per year on the recycling center; efficiency, market trends and best practices.**

- Staff will continue and enhance their existing measurement tool to track how the center is functioning within shifting markets as well as recycling in Galveston.
- Extensive education outreach needed to reach more citizens and commercial- businesses on existing opportunities to recycle, and a coordinated education program including recycling and total trash reduction education.
- Periodically explore curbside recycling (city of Galveston or third-party vendors), and continue opportunities for off-site locations for “pop-up” recycling twice per month east and west end of the island.
- Consider re-establishing the sanitation department’s programs to charge rates based on size of trash receptacles.
- Create an email opt-in for residents to receive distribution of email blasts on recycling events and recycling updates (water bills, Next Door, Facebook and other social media sites)
- Overall community commitment working toward a zero-waste community (add papers, references)
- Explore developing a program to encourage local business/commercial recycling (non-residential)

The City Council desires to establish an ad hoc committee in order to consider the City's role in an Island- Wide Recycling Program, to include market trends, best practices, and streamlining and efficiency as per the city council resolution;

How to effectively create an environment where residents and visitors have citywide access to recycling

1. Pop-up events stationed on east and west side of the island
2. Ease at the recycle center; signs, organization, beautification of center
3. City staff pick up of recycling materials at schools and residents over 65 or disable
4. Financial reality of the cost of city-wide curbside pick-up for recyclables
5. Additional recycling stations on the beach
6. Partner with other organizations/businesses on the island that offer additional ways to recycle materials (paint, construction materials, tires, ink cartilages)
7. A list of locations where information on recycling and trash reduction is available on city website

How does the City effectively market and advertise its recycling facility?

1. Creation of tri-fold to be distributed in water bill, at short term rentals, hotels and other locations on the island
2. Videos posted on city website and other city social media sites explaining components of the recycle center by city communication departments
3. Regular email blast to residents
4. Presentations to HOAs, Clubs, Next Door and other venues on the island
5. Engage other non-profits with similar missions to promote recycling
6. Targeted messaging to Galveston social media groups by communication and community outreach departments
7. Recycle committee members add their voice to promote recycling

What can the City do to make the facility more user friendly?

1. Ease of recycling at the recycle center; signs, organization, city staff assistance and safety of staff and patrons
2. Beautification of center
3. Upgraded efficiency at the center; staff guidance
4. Recycling Coordinator and recycle staff working at the center; highlight staff members on a monthly basis, such as employee of the month

5. **Potential tours for community members of the recycle center**
6. **Outreach to schools and tours of the center for local students**
7. **Street signage directing residents and visitors to the recycle center**

Understanding the facility will operate 5-6 days a week during daylight hours, are some days and times better

1. **Committee feels days/times of operation for the center are best decided by the historic usage of the centers. Staff is tracking trends on times and days center is utilized and including this in the monthly report.**
2. **Recommend the center remains open at least one day on the weekend**

Included in report;

1. **Information from city staff member: Susan**
1. **Update on city-wide plan for access to recycling- covered by Scott**
2. **Benchmarks- Cody**
1. **What needs to go in Scott's report**
2. **Tonnage, waste-diversion,**
3. **budget**

Why are people not recycling?

- **Access to reach the center**
- **Awareness of center**
- **Time constraints**
- **No financial incentive or penalty**

Long term goals:

1. **Track put or pay- transfer station. Contracts with waste (BFI) cost per ton and minimum to meet with city contract. City still pays even if the amount of waste is reduction.**
2. **Biggest amount comes from yard waste- compost?**
3. **Recycled materials? Potential City ordinance or resolution to eliminate Styrofoam in businesses**
4. **Construction waste?**
5. **Continue city-wide clean ups once per year bring materials to the recycle center (April)**
6. **Continue Shred Days; 3-4 per year (June and November)**
7. **Include volunteers; community service workers**
8. **Island is not perceived as an eco-destination**
9. **Work for zero waste city-wide**

6. Next Steps/Goals For Committee Discussion.

7. Request Agenda Items For Future Meetings

8. Adjournment

The meeting was adjourned at 2:30 p.m.

DRAFT

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General Recommendation to

Council:

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 - d. Financial reality of the cost of city-wide curb-side pick-up for recyclables
 - e. Additional recycling stations on the beach
 - f. Partner with other organizations/businesses on the island that offer additional ways to recycle materials (paint, construction materials, tires, ink cartilages)
 - g. A list of locations where information on recycling and trash reduction is available on city website

- 2. How does the City effectively market and advertise its recycling facility?**
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- 3. What can the City do to make the facility more user friendly?**
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- 4. Understanding the facility will operate 5-6 days a week during daylight hours, are some days and times better**
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- A. **Information from city staff member:** Susan

DRAFT

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2. Benchmarks- **Cody**
 - a. What needs to go in Scott's report
 - b. Tonnage, waste-diversion,
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B. Why are people not recycling?

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C. Long term goals:

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- f. Continue Shred Days; 3-4 per year (June and November)
- g. Include volunteers; community service workers
- h. Island is not perceived as an eco-destination
- i. Work for zero waste city-wide

Update on 2021 city-wide plan for access to recycling:

In February 2021, the Recycling Division began developing an educational campaign with the objectives of 1) educating the community; 2) increasing diversion rate; 3) establishing new vendors; 4) and improving income deposits. The campaign was set to begin in April, during the City-Wide Clean Up.

April's activities:

- Released an educational video on social media, via the City of Galveston's "Employee Spotlight" segment.
- Released a second educational video "Stop, Drop, and Roll", which demonstrated how easy it is to recycle at the Recycling Center.
- Updated the website with new content including videos, do's and don'ts, and contact information.
- Hosted a tour of the Recycling Center for the Ad Hoc Recycling Committee, during which management provided sorting, processing, and transportation education and provided the attendees with the new educational trifolds.

May's activities:

- Released a third educational video, demonstrating how materials are processed and transported at the Recycling Center.
- Hosted two paper shredding events, promoted on the City's website, the Galveston Daily News, and the City's social media sites. Promotional materials featured the Recycling Center's acceptance criteria and contact information. At the event, educational trifolds were passed out to community members.
- Released a fourth educational video, which featured the Recycling Center's acceptance criteria and hours of operation.

The Recycling Division is currently developing Phase 2 goals, objectives, and benchmarks.

Current activities include:

- Printing educational trifolds to be distributed to 22,000+ residents in their water bill.
- Developing expansion events called POP-UP events that will provide recycling services to the east and west ends of the island. During these events, the Recycling Division will provide educational trifolds to residents and answer any questions to improve recycling.
- Releasing several micro-educational videos via the City's website and social media that will feature different commodities and recycling trends; aluminum and tin cans will be featured first.
- Releasing educational videos targeting residents and businesses to re-direct their recyclables from the Transfer Station to the Recycling Center.

In 2022, the Recycling Division plans to continue educating the community in:

- The 3 S method
- Diverting recyclables from the transfer station to the recycling center

- School education
- Business engagement

I support increasing garbage fees. I know it won't happen, but now would be a perfect time to establish graduated fees based on the size of the trash can. Those of us who are dedicated recyclers would not see an increase of fees (and would get a substantially smaller trash can), while the garbage producers would pay a larger fee based on the size of their trash cans. Austin has three sizes.

At the very least, consider stopping picking up overflow trash. It would be possible to gradually train residents not to indiscriminately throw away everything