

DRAFT

## ***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 curb-side 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;*

- 1. How to effectively create an environment where residents and visitors have citywide access to recycling**
  - a. Pop-up events stationed on east and west side of the island
  - b. Ease at the recycle center; signs, organization, beautification of center
  - c. City staff pick up of recycling materials at schools and residents over 65 or disable
  - 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?**
  - a. Creation of tri-fold to be distributed in water bill, at short term rentals, hotels and other locations on the island
  - b. Videos posted on city website and other city social media sites explaining components of the recycle center by city communication departments
  - c. Regular email blast to residents
  - d. Presentations to HOAs, Clubs, Next Door and other venues on the island
  - e. Engage other non-profits with similar missions to promote recycling
  - f. Targeted messaging to Galveston social media groups by communication and community outreach departments
  - g. Recycle committee members add their voice to promote recycling
  
- 3. What can the City do to make the facility more user friendly?**
  - a. Ease of recycling at the recycle center; signs, organization, city staff assistance and safety of staff and patrons
  - b. Beautification of center
  - c. Upgraded efficiency at the center; staff guidance
  - d. Recycling Coordinator and recycle staff working at the center; highlight staff members on a monthly basis, such as employee of the month
  - e. Potential tours for community members of the recycle center
  - f. Outreach to schools and tours of the center for local students
  - g. Street signage directing residents and visitors to the recycle center
  
- 4. Understanding the facility will operate 5-6 days a week during daylight hours, are some days and times better**
  - a. 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.
  - b. Recommend the center remains open at least one day on the weekend

Included in report;

- A. **Information from city staff member:** Susan

## DRAFT

1. Update on city-wide plan for access to recycling- covered by Scott
2. Benchmarks- **Cody**
  - a. What needs to go in Scott's report
  - b. Tonnage, waste-diversion,
  - c. budget

### **B. Why are people not recycling?**

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

### **C. Long term goals:**

- a. 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.
- b. Biggest amount comes from yard waste- compost?
- c. Recycled materials? Potential City ordinance or resolution to eliminate Styrofoam in businesses
- d. Construction waste?
- e. Continue city-wide clean ups once per year bring materials to the recycle center (April)
- 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