

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