

# Recycle Roundtable Meeting

August 19, 2021

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# Procedures for Virtual Meeting

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- Welcome!
- Today's presentation is posted on the Recycle Roundtable website.

<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>

- Please sign in using the chat box by typing your name and the entity you are representing.
- Please state your name and the entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking.



# Presentation

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## **Impactful Education/Outreach Tactics to Increase Recyclables Capture Rate**

Eric Weiss, Burns and McDonnell, a brief overview of the results of the waste characterization assessments performed in North Central Texas and will then facilitate a discussion covering education and outreach activities.



# Education and Outreach Tactics to Increase Capture Rate

**August 19, 2021**

**Eric Weiss  
Scott Pasternak**



# **Waste Characterization Overview**

# Waste Characterization Study Methodologies

	2018	2019	2020
Participating Cities	10	8	9
Trash Samples	50	49	50
Recycling Samples	None; used MRF audit data	44	50
Material Categories	31	34	34

- ▶ Study methodology changes between 2018 and 2019/2020
  - Two cities unable to participate in 2019; one unable to participate in 2020
  - Included hand-sorting of recycling in 2019 and 2020
  - Added e-commerce OCC, pizza boxes, and polypropylene (#5 plastic) categories in 2019 to provide additional perspective

# Participating Cities Involvement

Cities
Dallas
Fort Worth
Denton
Arlington
Garland
Grand Prairie
Irving
Frisco
Mesquite*
Allen*
Weatherford

- ▶ Collected samples and tracked pickups
- ▶ Transported and delivered samples
- ▶ Represented a range of solid waste collection programs varying by
  - Size of program
  - Set out type (e.g. cart, bags)
  - Collection frequency (e.g. weekly, every other week)
- ▶ Thank you for your effort this year!

\*unavailable to participate in 2020 sorting event



# Carts From Participating Cities



Sorting Table



Fines Screen



Participating Cities Carts



Participating Cities Delivery



# 2020 Overall Capture Rates

Capture Rate Methodology	Recycling	Garbage	Capture Rate
Participating Cities	2,500 pounds	1,732 pounds	59%
Regional	403,948 tons	1,004,157 tons	29%

- ▶ Weight of recyclables in recycling and garbage streams used to calculate overall capture rate
  - Participating cities capture rate sums material segregated during sorting event
  - Regional capture rate extrapolates garbage and recycling composition profiles across all material disposed/processed in North Central Texas

# 2020 Participating Cities Capture Rate

Recyclable Material	2019 Participating Cities Capture Rate	2020 Participating Cities Capture Rate
Recyclable OCC	86%	84%
Mixed Paper	65%	52%
PET Containers	56%	51%
HDPE Containers - Natural	65%	58%
HDPE Containers - Colored	61%	52%
#3-#7 Containers	35%	31%
Aluminum Used Beverage Containers	63%	57%
Ferrous Metal Food Containers	44%	41%
Recyclable Glass	68%	59%
<b>Total</b>	<b>69%</b>	<b>59%</b>

*Note: figures calculated by compiling total weight of material segregated at the sorting event – **does not represent region-wide capture rate***

# Regional Capture Rate Comparison

Recyclable Material	2019 Regional Capture Rate	2020 Regional Capture Rate	Year-over-Year Change <sup>1</sup>
Recyclable OCC	59%	62%	4%
Mixed Paper	34%	28%	-6%
<b>Paper Subtotal</b>	<b>41%</b>	<b>38%</b>	<b>-3%</b>
PET Containers	25%	27%	2%
HDPE Containers - Natural	28%	34%	6%
HDPE Containers - Colored	26%	26%	0%
#3-#7 Containers	11%	13%	1%
<b>Plastic Subtotal</b>	<b>22%</b>	<b>24%</b>	<b>2%</b>
Aluminum Used Beverage Containers	26%	31%	5%
Ferrous Metal Food Containers	14%	18%	4%
<b>Metals Subtotal</b>	<b>20%</b>	<b>24%</b>	<b>5%</b>
Recyclable Glass	34%	34%	-1%
<b>Glass Subtotal</b>	<b>34%</b>	<b>34%</b>	<b>-1%</b>
<b>Total</b>	<b>30%</b>	<b>29%</b>	<b>-1%</b>

Note: figures calculated by *extrapolating composition for garbage and recycling over total disposed and processed in region. Different analysis than sample-based capture rate.*



# Regional Recycling Material Sold to Market

Material Category	2019	2020	Difference
Paper	\$7,939,248	\$13,089,243	\$5,149,996
Plastic	\$20,612,994	\$17,567,042	-\$3,045,952
Metal	\$14,041,083	\$17,125,674	\$3,084,591
<b>Total</b>	<b>\$42,593,324</b>	<b>\$47,781,959</b>	<b>\$5,188,635</b>

- ▶ Total value of material sold on secondary commodity market increased by \$5.1 million
- ▶ Moving five-year average (e.g. 2014-2019, 2015-2020) decreased value for most material types
- ▶ Indicates capture of high-value materials (e.g. cardboard, HDPE and aluminum cans) and decreased capture of low-value materials (i.e. mixed paper, magazines/glossy paper) impacts regional recycling market

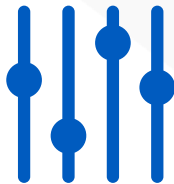
# Conclusions



- ▶ Positive results between 2019 and 2020
  - Increased capture of key materials (OCC, PET, HDPE, ferrous and non-ferrous metals)
  - Increased value of material recycled by \$5.1 million
  - Decreased problem materials in recycling



- ▶ Areas for improvement
  - Work to increase overall capture rate
  - Continue to decrease contamination rate



- ▶ Leverage campaign moving forward
  - Continue coordinating key recycling messaging
  - Improve capture rates of key materials further over time
  - Decrease contamination rates entering MRFs

# **Regional Education Campaign Discussion**



# Regional Campaign Status Update

- ▶ Significant residential behavior change
  - Increased recycling and waste material generated
- ▶ Increase work and school from home
  - Decreased paper generation
  - Increased e-commerce cardboard generation
- ▶ Increase in contamination
  - Food waste contamination due to eating at home more often
- ▶ July 2021 Social Media campaign statistics

Platform	Organic Posts	Organic Post Impressions	Organic Post Engagement	All Traffic to Site
Facebook	12	798	43	31
Instagram	11	618	23	2
Twitter	13	2,500	28	4
Pinterest	N/A	N/A	N/A	19

# Discussion: Re-Invigorating Regional Campaign

- ▶ Continue digital marketing approach
  - Drive engagement
  - Support behavior change
- ▶ Brainstorm: how to get more thumb taps?
- ▶ Does engagement translate to increased recycling and decreased contamination?
- ▶ Regional messaging development
  - Cities provide input on messaging content?
  - Does technical/PSA-type messaging drive engagement?

# **Individual City Recycling Program Discussion**



# Rebounding Recycling Markets



# Discussion: Recycling Program Review

- ▶ What efforts has your city made over the past year?
- ▶ Do you think any effort/program has achieved increases capture rates of key material?
- ▶ Has your MRF recycling processor asked for a rate increase recently?
- ▶ Has your city implemented alternative tracking metrics (e.g. capture rate, lb/hh disposal rate, etc.)
- ▶ How could the regional campaign increase the cost-effectiveness of your recycling program or education and outreach efforts?

# **Ongoing Planning Efforts in the Region**

# Other Ongoing Efforts in the Region

- ▶ NCTCOG Regional Solid Waste Plan Update
  - Survey under development expected to be deployed this Fall
- ▶ Local Solid Waste Plan Updates
  - Several municipalities in DFW are in the process or looking forward to developing/updating local solid waste management plans
  - Many have high diversion targets and are assessing how to continue toward their long-term goals
- ▶ Coordinating data tracking/reporting using alternative metrics
  - Municipalities are looking at more effective metrics to work toward their goals

# QUESTIONS?

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## SCOTT PASTERNAK

Burns & McDonnell

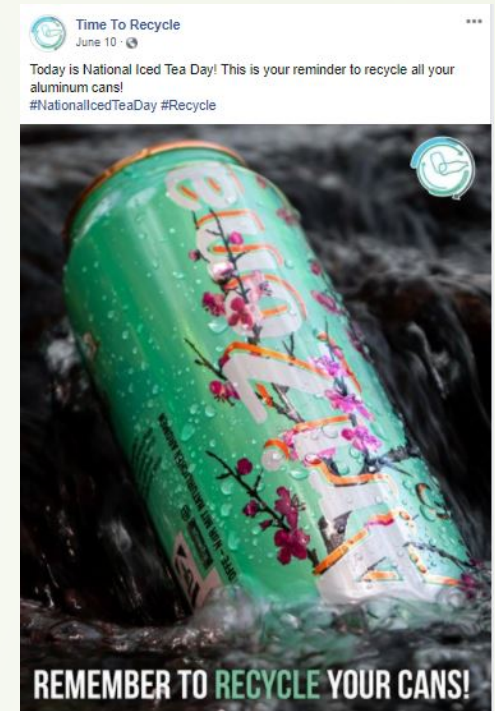
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# Discussion Topics

## Know What to Throw (KWTT) Campaign MVP's (April 2021– August 2021)



	Impressions	Engagements
Facebook	141	10
Instagram	68	10
Twitter	161	3

	Impressions	Engagements
Facebook	1,928 (Organic) 49,799 (Paid)	1,200
Instagram	94	14
Twitter	192	9

	Impressions	Engagements
Facebook	446	26
Instagram	45	7
Twitter	578	7

# Discussion

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## **Know What To Throw Campaign Modifications**

The group will discuss any recommended changes to campaign implementation.

# Discussion

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## **Future Meeting Format**

NCTCOG will request feedback on the Recycle Roundtable's preferred meeting format (virtual, in-person, or hybrid) and when to start implementing any changes to the current virtual format.

# Discussion Topics

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## NCTCOG Updates

a. NCTCOG Solid Waste Grant Call for Projects

b. 87<sup>th</sup> Texas Legislature:

[https://www.nctcog.org/nctcog/media/Environment-and-Development/Documents/Materials%20Management/87th-Legislative-Matrix\\_Solid-Waste.pdf](https://www.nctcog.org/nctcog/media/Environment-and-Development/Documents/Materials%20Management/87th-Legislative-Matrix_Solid-Waste.pdf)

c. *Governmental Entity Recycling and Purchasing of Recycled Materials* (Senate Bill 1376) toolkit:

<https://www.nctcog.org/envir/materials-management/sb-1376-resources>

# Discussion Topics

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**Roundtable**

**Future Agenda Items & Request for Presentations**



# Next Meeting Date :

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**Wednesday, December 8, 2021 at 1:30  
p.m.**

Location: To Be Determined

## Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to [www.TimeToRecycle.com](http://www.TimeToRecycle.com)
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU **KNOW** WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

 TimeToRecycle.com



# Contact

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# Connect



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