

HGAC Recycling Webinar – May 20, 2021

# Strategies to Keep Your Recycling Program Sustainable



Keep Texas  
Beautiful



# Keep Texas Beautiful Intro



## Litter Prevention

Cleanups  
Education  
Awareness



## Beautification

Plantings  
Restoration  
Graffiti



## Waste Reduction

Recycling  
Landfill Diversion  
Reuse

## Mission

To inspire and empower Texans to keep our communities clean and beautiful.



## Vision

To make Texas the cleanest, most beautiful state in the nation.

# Keep Texas Recycling Intro

## Mission

To implement and expand recycling access throughout Texas, with a focus on rural and underserved communities.



## Rural Recycling Cooperative

Implementation

Efficiency

Marketing



## PALACIOS WANTS YOUR BOTTLES BACK.

PLASTIC WATER BOTTLES ARE 100% RECYCLABLE.

LAS BOTELLAS DE AGUA DE PLÁSTICO SON 100% RECICLABLES.

## Strategic Projects

Consulting

Expansion

Challenging Materials



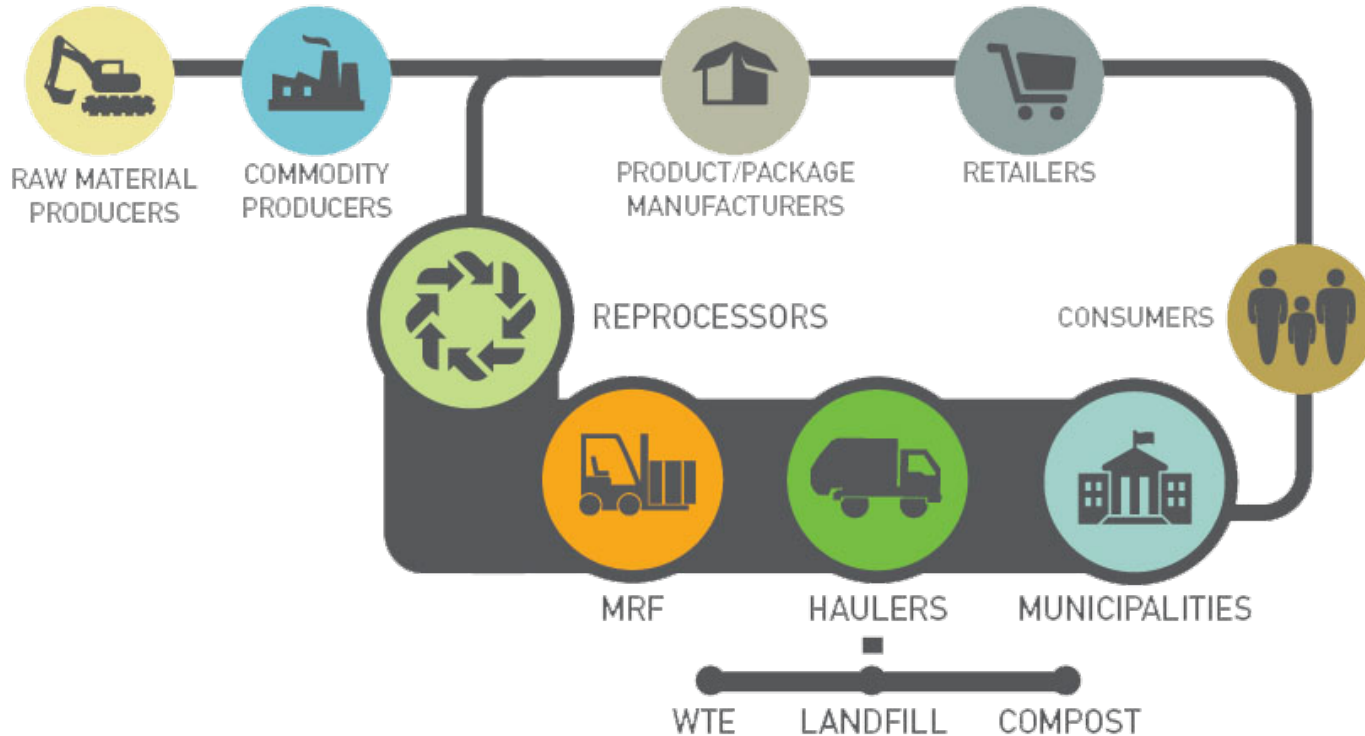
## Technical Assistance

Education

Training

Capacity Building

# Recycling Value Chain: Closing the Loop



*Source:*  
Resource  
Recycling  
Systems

# Markets & What Makes Something More/Less Recyclable

?

- **Collection:** What can the infrastructure handle? What kind of volume? What materials? Innovations? Education?
- **Processing:** Contamination/quality, advanced sorting technology, this is where the cost is to sort and bale material
- **End markets:** Materials aren't actually recycled until they make it to a market!

*Choose your commodities wisely*



# Market Watch Subscriptions & Sources

- Subscription services like Fastmarkets & recyclingmarkets.net
- Pricing by commodity grade, geographic region
- Industry news sources ie Recycling Today, Resource Recycling
- If possible, tie your contract to a market source.



## PPI Pulp & Paper Week

Monthly Recovered Paper Prices

Yellow Sheet

### PRICE WATCH: Recovered Paper - Domestic

January 6, 2021

Incorporating Official Board Markets

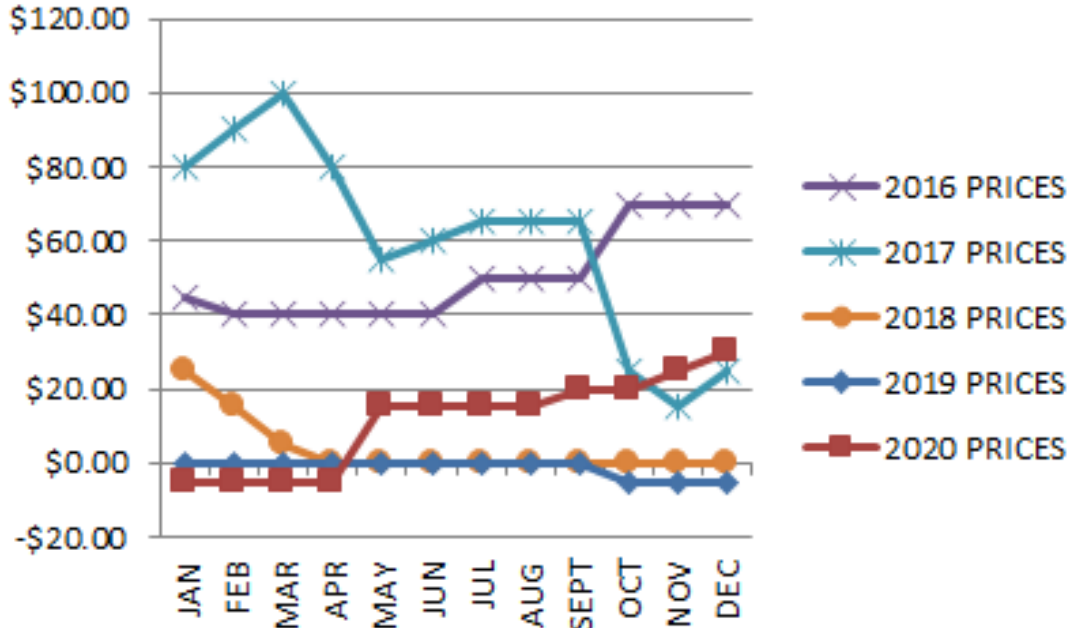
US\$ per short ton for open market purchases by mills, FOB seller's dock, for delivery this month. (Further specifications below.)

	Northeast						LA-SF		
	New England	New York	Buffalo	Midwest (Chicago) <sup>1</sup>	Southeast <sup>2</sup>	Southwest <sup>3</sup>	LA	SF	Pacific NW <sup>4</sup>
<b>MIXED PAPER</b>									
Mixed Paper (54)	30 - 35 (+0)	30 - 35 (+0)	30 - 35 (+0)	40 - 45 (+0)	30 - 35 (+0)	30 - 35 (+0)	35 - 40 (+0)	30 - 35 (+0)	20 - 25 (+0)
<b>BROWN GRADES</b>									
Bob cut <sup>5</sup> (4) - CBM <sup>6</sup>	55 - 60 (+10)	50 - 55 (+10)	50 - 55 (+10)	50 - 55 (+10)	45 - 50 (+5)	60 - 65 (+5)	45 - 50 (+10)	35 - 40 (+10)	45 - 50 (+5)
OCC (11) - CBM <sup>6</sup>	70 - 75 (+10)	70 - 75 (+10)	70 - 75 (+10)	70 - 75 (+10)	80 - 85 (+5)	80 - 85 (+5)	65 - 70 (+10)	55 - 60 (+10)	75 - 80 (+5)
DLK (13) - CBM <sup>6</sup>		80 - 85 (+10)		80 - 85 (+10)	90 - 100 (+5)	90 - 100 (+5)	75 - 80 (+10)	65 - 70 (+10)	85 - 90 (+5)
<b>GROUNDWOOD</b>									
Sorted Residential Papers & News (56) <sup>1</sup>	40 - 45 (+0)	40 - 45 (+0)	40 - 45 (+0)	55 - 60 (+0)	50 - 55 (+0)	40 - 45 (+0)	40 - 45 (+0)	30 - 35 (+0)	30 - 35 (+0)
OMG (10)		80 - 85 (+10)		75 - 80 (+5)	75 - 80 (+5)	75 - 80 (+5)	90 - 100 (+10)		45 - 50 (+0)
OCN (46)		80 - 85 (+10)		75 - 80 (+5)	75 - 80 (+5)	75 - 80 (+5)	90 - 95 (+10)		40 - 45 (+0)

*Disclaimer: The information in this presentation is for educational purposes only.*

# Mixed Paper

## Mixed Paper



2016 AVG.	2017 AVG.	2018 AVG.	2019 AVG.	2020 AVG.
\$50.42	\$60.42	\$3.75	\$-1.25	\$11.25

# Operations



- Equipment
- Staffing/staff interaction with the public
- Hours/days open to the public vs processing
- Frequency of pickups, size of bins
- What is/isn't working



# Operations

- Unmanned drop-off sites, convenient or inconvenient?
- How to overcome contamination, cart inspections
- Signage
- Accessibility to those that will utilize it the most
- Training & professional development



# Community Involvement

- Look to the leaders
- What do you do when leadership changes?
- What is the motivation to recycle?
- Contracts, budgets and revenue
- Make sure to recognize the people that make it happen!



# Community Involvement

- Is your school involved?
- Do you have a KTB affiliate?
- Where could you be recycling that you aren't?
- Chamber, EDC, Tourism office
- Tours (not just for schools!), surveys, expansion, quizzes, apps, contests



# Partnerships

- Brands embracing sustainability
- How can you help the businesses in your area?
- National organizations like Glass Packaging Institute, Carton Council, PSI, Call2Recycle
- STAR, TCEQ's Take Care of Texas, Recycling Partnership



The City of Bay City is proud to share that we are one of three coastal communities working with @KeepTXBeautiful and @ozarkawater on the Coastal Communities Recycling Project to help reduce plastic waste in landfills and demonstrate the valuable reuse of plastic bottles.

*We are excited to help our community learn more about plastic recycling and collect more bottles for recycling than ever before!*

Ozarka and Keep Texas Beautiful launch initiative to **help increase recycling in Texas coastal communities**



**CITY OF BAY CITY**  
**Joe Rodgers Recycling Center**



Stack of plastic bottles collected at Joe Rodgers Recycling Center  
1702 Avenue K, Bay City, TX

**REUSE REDUCE RECYCLE**

**LOVE What You LIVE**

# Additional Strategies

- Consider the best ways to communicate with your public, should it be social media, website, newspaper etc. Consider those that use/don't use the center or don't put their cart out. Evaluate your program now, make appropriate changes .
- Get ahead of negative press - know your vendor, where your material is going etc .
- Find the ambassadors - school/work green teams, block leaders, volunteers !
- Expansion, is it time to take a new commodity ? Is there grant funding available?
- The industry is always changing, how can change help your program?

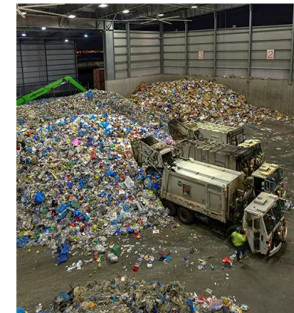


“  
Recycling makes people feel good, but the idea that it improves the condition of humans or the planet is highly dubious.”



## Recycling Is Dead. Now What?

April 5, 2019, Feature, by Richard J. Dolesh



Is recycling as we know it really dead? In a word, yes. For a variety of reasons, some global in nature, the way we once collected and disposed of recyclable trash is over. This is a shocking development to park and recreation agencies that have promoted recycling to the public and staff as a means of taking personal and organizational responsibility for the trash they create and to meaningfully reduce their impact on the environment.

Suddenly, costs for recycling are doubling, tripling and quadrupling, and many waste haulers and municipal governments are refusing to even pick up recyclables any longer. City after city is announcing it will no longer collect curbside recycling, and those municipalities that continue to collect recyclables may have no place to recycle such waste and will be forced to divert it to landfills or send it to waste incinerators to burn, thereby creating harmful emissions and toxic fly ash.

### What's the Problem; How Did We Get in This Mess?

In the early 1970s, the environmental movement embraced recycling to live more sustainably and responsibly. Since then, generations of Americans learned to recycle and believed it was their contribution to a cleaner, more sustainable environment. Park and recreation agencies began to develop "behind-the-counter" internal recycling programs, and, gradually, included public participation in recycling by placing recycle bins

# Thank you!

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