

# Resident Education Programs

Austin Resource Recovery  
Sylba Everett

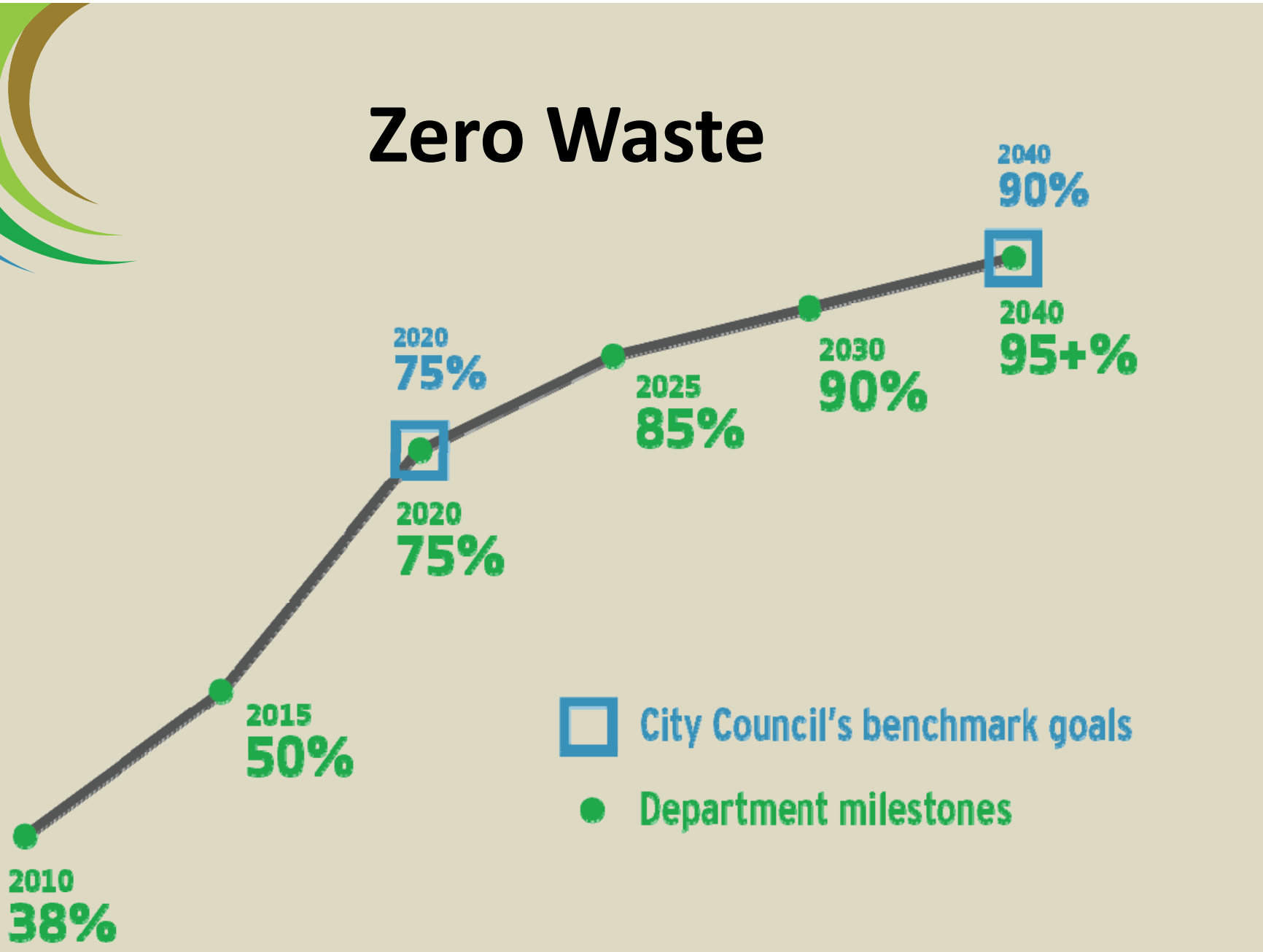
# ARR Services

## ARR Services

- Recycling
- Trash
- Yard trimmings
- Street sweeping
- HHW
- Brush & bulk



# Zero Waste



# Zero Waste Block Leader



Block Leaders are "**green-minded**" active neighborhood residents who help spread the word about recycling in their neighborhoods.

# Zero Waste Community Leader

Training Offered twice  
year (spring and fall)  
hour training split  
into 4 classes  
review each  
operational division  
final test of  
knowledge



# Austin Recycles Pledge



# The Three E's



## *I pledge to recycle every day.*

I pledge to make recycling a daily activity and to first consider my recycling options before throwing items in the trash.

## *I pledge to recycle everything.*

I pledge to visit [austinrecycles.com](http://austinrecycles.com) to learn about all of the recyclables that can be placed in my blue recycling cart. This includes junk mail, cardboard food boxes, metal food cans and more.

## *I pledge to recycle everywhere.*

I pledge to use recycling options at home, work and at events and to encourage others to recycle.

By signing the Austin Recycles pledge, I agree to do my part to help my community keep 50 percent of trash out of landfills by 2015. This will help achieve our long-term goal of Zero Waste.



# Follow-Up

Keep your recycling pledge going!

[View this email in your browser](#)



It's been three months since you pledged to recycle every day, everything and everywhere! Here are six reasons to keep your pledge:



## **Recycling keeps resources out of landfills**

When recyclables are thrown away, they end up in landfills where they can never be reused again.

Recycling allows resources to be reused, over and



# Promotion

News Conference with  
Mayor and Director

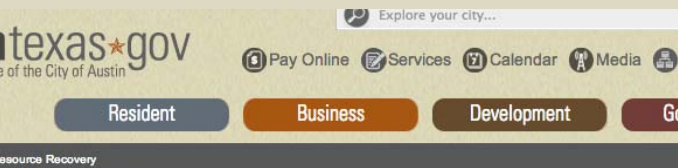


# Promotion Special Events



# Promotion

## Website & Social Media



### AUSTIN RESOURCE RECOVERY

Austin Resource Recovery provides a wide range of services designed to transform waste into resources while keeping our community clean. Our goal is to reach Zero Waste by 2040, which means reducing the amount of trash sent to landfills by 90 percent.

**Pledge to Recycle**  
*every day. everything. everywhere.*

Take the pledge >

RESIDENTIAL SERVICES

BUSINESS SERVICES

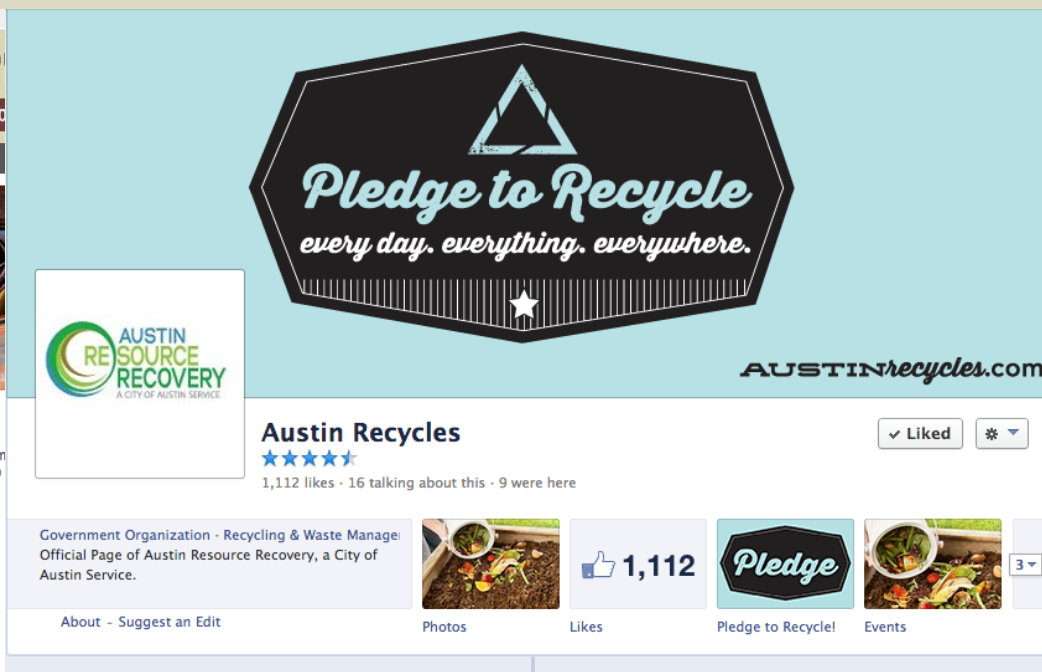
**1** Curbside Collection Schedule

What do I do with...?

Holiday Collection Schedule

Sign up for our e-newsletter!

RECENT NEWS



Government Organization · Recycling & Waste Management  
Official Page of Austin Resource Recovery, a City of Austin Service.

**Austin Recycles**

★★★★★

1,112 likes · 16 talking about this · 9 were here

About · Suggest an Edit

Photos

Likes

Pledge to Recycle!

Events

Austin Recycles Pledge Event - Winterfest  
Dec. 07, 2013

Social Entrepreneur Opportunities in Reuse - Webinar  
Dec. 11, 2013

Stakeholder Group Meeting - Other  
Dec. 11, 2013



# Promotion

## Block Leaders

### *Pledge to Recycle!*

Austin Resource Recovery recently launched a new campaign to help achieve the City's goal to keep 50 percent of trash out of the landfill by 2015 and contribute to our long-term Zero Waste goal. The campaign asks Austinites to pledge to recycle as much as possible: *every day, everything, everywhere.*

Research has shown that when people make small commitments, they are more likely to continue engaging in a behavior for the long-term. Instead of the door-hanger you usually receive with your newsletter, we've included pledge cards. We encourage you to talk with your neighbors about recycling and ask them to take the pledge.

**Send back at least 10 completed pledge cards, and we'll send you an Austin Recycles T-shirt made out of 50 percent recycled water bottles! (It's super soft!)**

*Give this to your neighbor*



*Send this back to us*



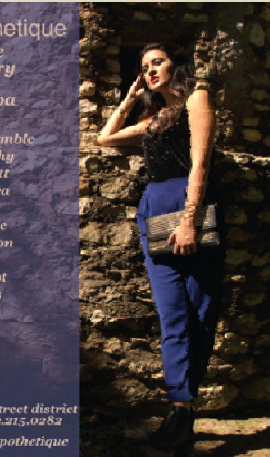
What to do with completed pledge cards:

- After they fill out the pledge card, **give your neighbor the large blue portion** to keep as a reminder of their pledge along with a **bumper sticker (included in your packet)**.
- Collect the completed pledge forms (the small portion with their name, e-mail address



# Promotion

## Advertising – Online; Radio; Print; Transit



### NEWS City Districting: Map Concludes ... Talk Resumes

As for you have your districts. On Monday night, the Independent Citizens Redistricting Commission voted unanimously to adopt its final map, which it will formally certify Nov. 25. Last week, in the final hours of the ICRC's first public input meeting on City Council districting, things seemed to be pointing in a positive direction. This isn't to say that the late stage of criticism — see from the enduring complaints about fractious South Central and to some slight late revision in praise for the commissioners' hard work.

**Jean Hantz**, founder of the University Hill Neighborhood Association, established herself as a fan of ICRC meetings. At the final public input meeting, Nov. 14, she declared that — if she only had them earlier — she would give a size 14 everyone. It was a sentiment that ran throughout the last, almost celebratory, meeting. It was a sentiment that she had learned quickly in the prospect of a new day Austin, or simply thrilled the knowledge that she wouldn't have to attend more ICRC meetings a decade.

Despite the burgeoning warm glow, there remain conflicts. The Neighbors remained split on how Northwest should be split. And **Eike Riverside Plant Contact Team** and **See River City Citizens** members reflected the concerns.

Austinians who advocated included in a district with Downtown. She stressed the difference in interests between her community and Downtown, citing a history of opposing positions in the two areas of zoning and neighborhood planning.

"I seriously doubt that any candidate could truly represent the entire district, and will mostly likely focus on what Downtown wants," said Hantz. "It's unsurprising to me why you chose to ignore probably our strongest natural geographic boundary — **Lady Bird Lake**." Her remarks met with cheers from the crowd at the **Lodge** (nearby the Eike Lodge).

Though vocal opposition from **Barren Hill** and **Zilker** neighborhoods had finally managed to attract their areas from the Downtown district, others weren't so lucky,

11,000 strong — that includes them. **See Gavilan Johnson Terrace Chair Daniel Llanes** put it, "It sounds like nobody really wants Downtown. This is understandable. They are people from Manhattan who want to turn Austin into Manhattan, and we all know that."

But, like a chair of falling dominoes,



but expressed disappointment that his neighborhood would most likely be served by a representative from one of the neighborhoods closer to Downtown.

In general, though, there has already been a shift toward acknowledging the way vs a reality at the meetings. Hantz helped lead the charge to the **new Austin** last week. "There's something good that can come out of all of this. Yes, everybody is uptight now. They're tense. They're unhappy. But, who knows? Maybe this whole process is going to result in everyone in the city starting to call to each other and working together across the board," she said. "If all better get used to it because the magic number in this process is not one — your rep — but six. Your rep can't touch a thumb

of Austinites  
6 RECYCLE

your recycling to the next level.

Pledge to Recycle  
everything, everywhere.

# Pledge Count

Goal: 500

Actual: **1,035**

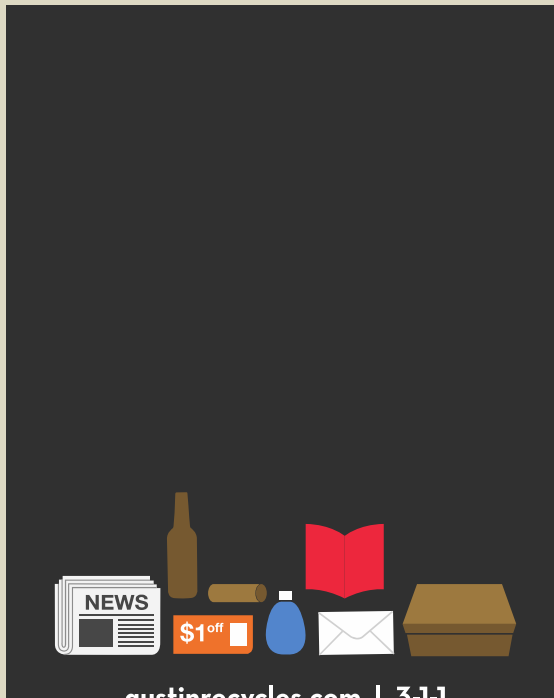




# Recycle Right

Multi-year campaign

Goal: increase recycling diversion rate

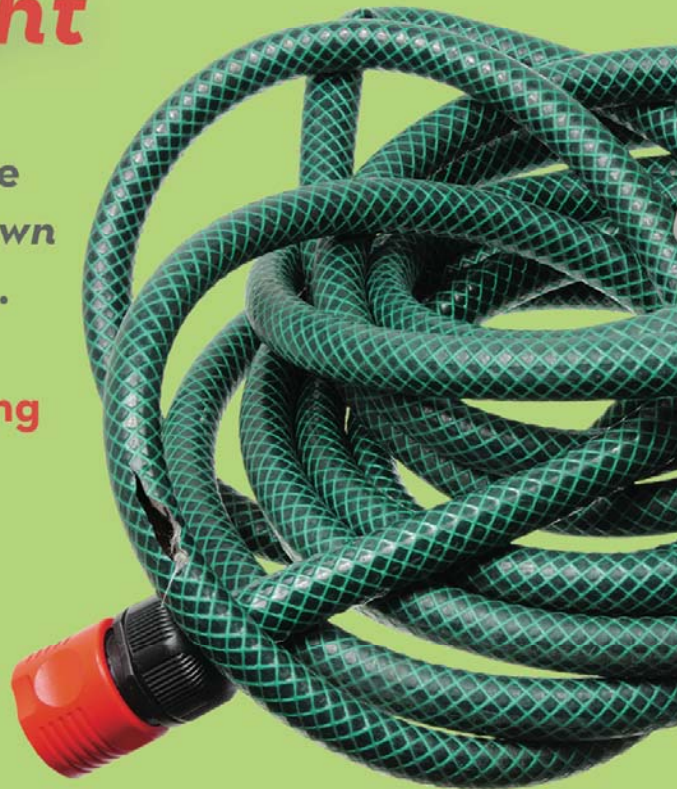




# TWO WRONGS *don't* **make a right**

*Leaving the garden hose out while mowing the lawn was one wrong decision.*

**Avoid another by keeping the damaged garden hose out of your blue recycling cart.**



**MAKE THE DECISION TO RECYCLE RIGHT**

**Learn how at [austinrecycles.com](http://austinrecycles.com)**





# TWO WRONGS *don't* *make a right*

*Buying that “funky”  
thrift store shirt that  
you’ll never wear was  
one wrong decision.*

**Avoid another by keeping  
unwanted clothing and  
hangers out of your blue  
recycling cart.**



**MAKE THE DECISION TO RECYCLE RIGHT**  
Learn how at [austinrecycles.com](http://austinrecycles.com)



# Recycle the *Right* Items Every Time



✓ *Right*



**WRONG**

Know what goes in your blue recycling cart.

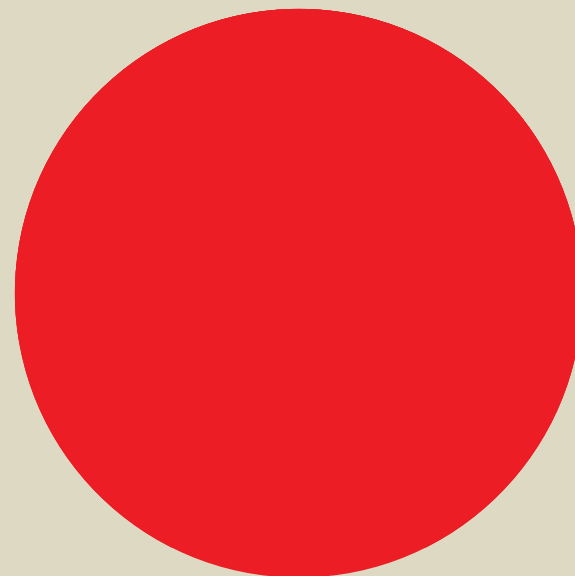


[austinrecycles.com](http://austinrecycles.com)





# **Direct Feedback on Recycling**





# Questions?

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Austin Resource Recovery