



# Public Messaging

Bob Gedert

Director, Austin Resource Recovery  
President, National Recycling Coalition

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# Public Messaging

## Recycling is NOT Dead! The Municipal Perspective

- Public Trust
- Financial Transparency
- Local Values
- Statistical Persuasion
- Myth Busting
- Stakeholder Engagement



# Public Messaging

## Public Trust

- PAYT
  - Fee based on wasting: “fairness”
- Color Coding
  - Cart Colors / matched Truck Colors
- MRF Tours
  - Where does it go after the curb?
- Route Structures
  - Same day service & geographic routing



# Public Messaging

## Public Trust: Color Coding



LANDFILL



RECYCLING



COMPOSTING



# Public Messaging

## Financial Transparency

- Full Cost Accounting
  - Fully loaded costs per program service
- New Program Cost Assessment
  - Public discussion of “costs and benefits”
- Recycling is NOT “Free”
  - There have always been service costs
- Bundled Rates, but Transparent
  - Bundle Services: No choice to opt out



# Public Messaging

## Transparency: Full Cost Accounting

Curbside Monthly Cost of Service - per household	FY16
Trash Collection & Landfill Disposal	\$11.06
Recycling Collection with Processing	\$ 7.46
Yard Trimmings & Brush Composting	\$ 5.34
Bulky Waste Pickup	\$ 1.28
<b>Total “Average” Cost of Current Services</b>	<b>\$25.14</b>



# Public Messaging

## Transparency: Full Cost Accounting

Monthly Cost of Service - per household	FY16
Litter Collection & Dead Animal	\$1.54
Street & Boulevard & Bike Lane Sweeping	\$0.89
Landfill Closure	\$0.41
HHW Collection & Resource Recovery Center	\$0.63
Universal Recycling Ord. Implementation	\$0.43
Recycling & ZW Education & Outreach	\$0.32
Reuse & Recycling Redevelopment	\$0.15
<b>Total Monthly Cost of Current Services</b>	<b>\$4.37</b>



# Public Messaging

## Local Values

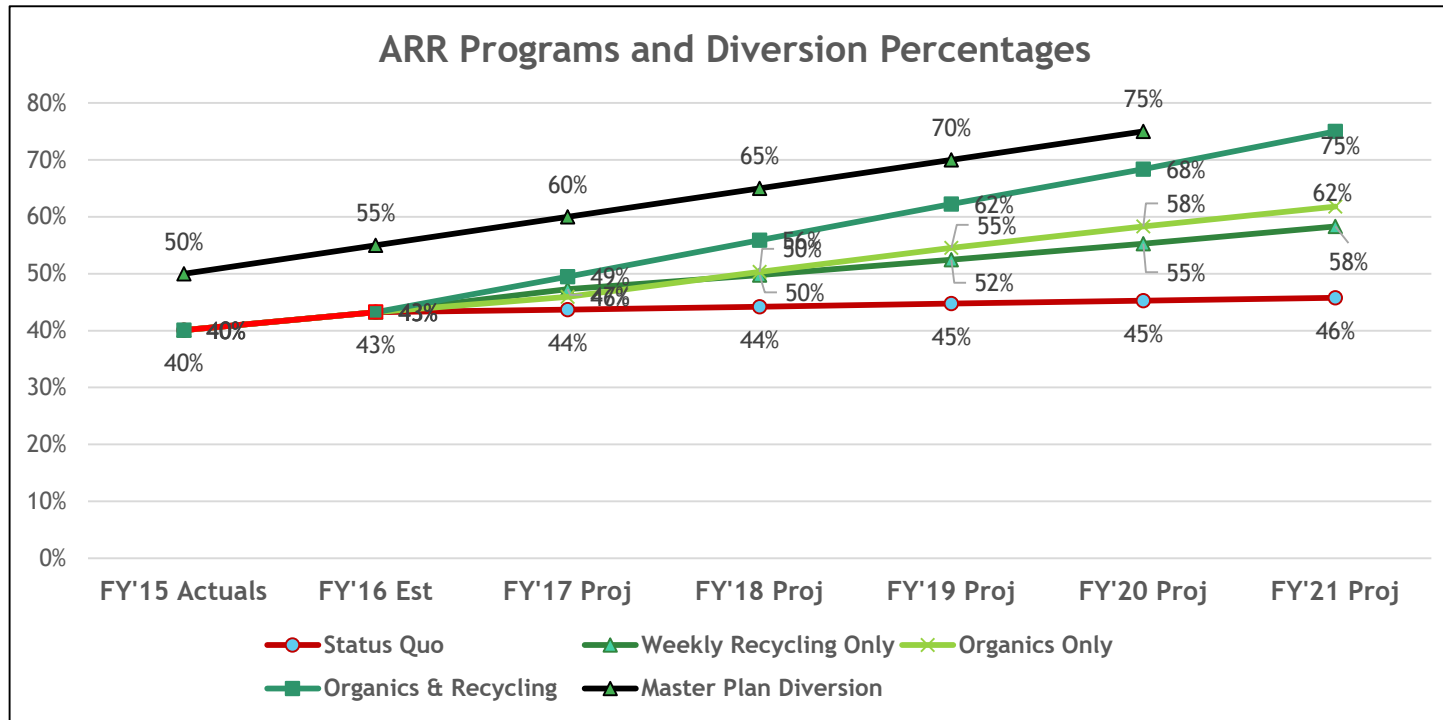
- Local Jobs
  - Collection and MRF Jobs
- Circular Economy
  - Build local end markets
- Waste Not - Want Not
  - Grandparents “Conservative” Values
- Carbon Footprint
  - Environmentalist “Liberal” Values





# Public Messaging

## Local Values: City Council Decision Making



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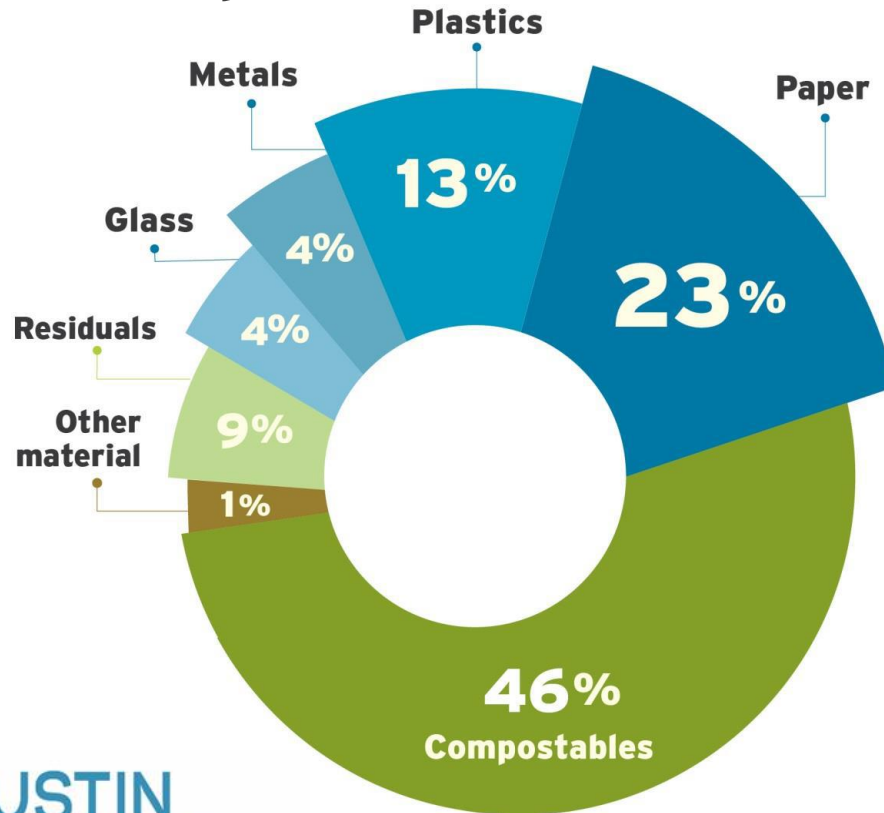
## Statistical Persuasion

- Public Participation / Set-Out Rate
  - 50% / 75% / 90%
- Waste Characteristic Study
  - 44% Recyclable, 46% Compostable
- Material Diversion Study
  - “Single-Family Only” vs. “City-Wide”
- Peer City Comparison
  - Compare to similar peer cities






# Public Messaging

What's in your landfilled trash?



# Public Messaging

## How to reach 75% Diversion

	2014 ACTUAL	2020 PROJECTED
 LANDFILL	137,258 TONS	60,000 TONS
 RECYCLING	55,966 TONS	101,000 TONS
 COMPOSTING	34,049 TONS	79,000 TONS
<b>= TOTAL</b>	<b>227,273</b> TONS	<b>240,000</b> TONS



# Public Messaging

## Myth Busting

- Challenge the Assumptions
  - Cause/Effect
  - Correlations
  - Assumptions
- Study the weak participation areas
  - Search for correlations
  - Language Barriers?
  - Differing Community Values



# Public Messaging

## Stakeholder Engagement Definition:

Stakeholder Engagement is an umbrella term encompassing a range of activities and interactions with “stakeholders” over the life of a project.

Stakeholder Engagement requires “Listening”



# Public Messaging

## Effective Stakeholder Engagement:

- ▶ Higher quality decision-making
- ▶ Increased effectiveness of service delivery
- ▶ Improved risk management practices - allowing risks to be identified and considered earlier
- ▶ Upfront policy development processes



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## Effective Stakeholder Engagement:

- ▶ Enhanced community confidence in projects
- ▶ Enhanced capacity to innovate
- ▶ Greater engagement with stakeholder interests ensures services are delivered in collaboration with stakeholders and provide outcomes which meet community needs







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[Bob.Gedert@AustinTexas.gov](mailto:Bob.Gedert@AustinTexas.gov)

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