



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



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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



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Public Trust: Color Coding



LANDFILL



RECYCLING



COMPOSTING



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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



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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
Total “Average” Cost of Current Services	\$25.14



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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
Total Monthly Cost of Current Services	\$4.37



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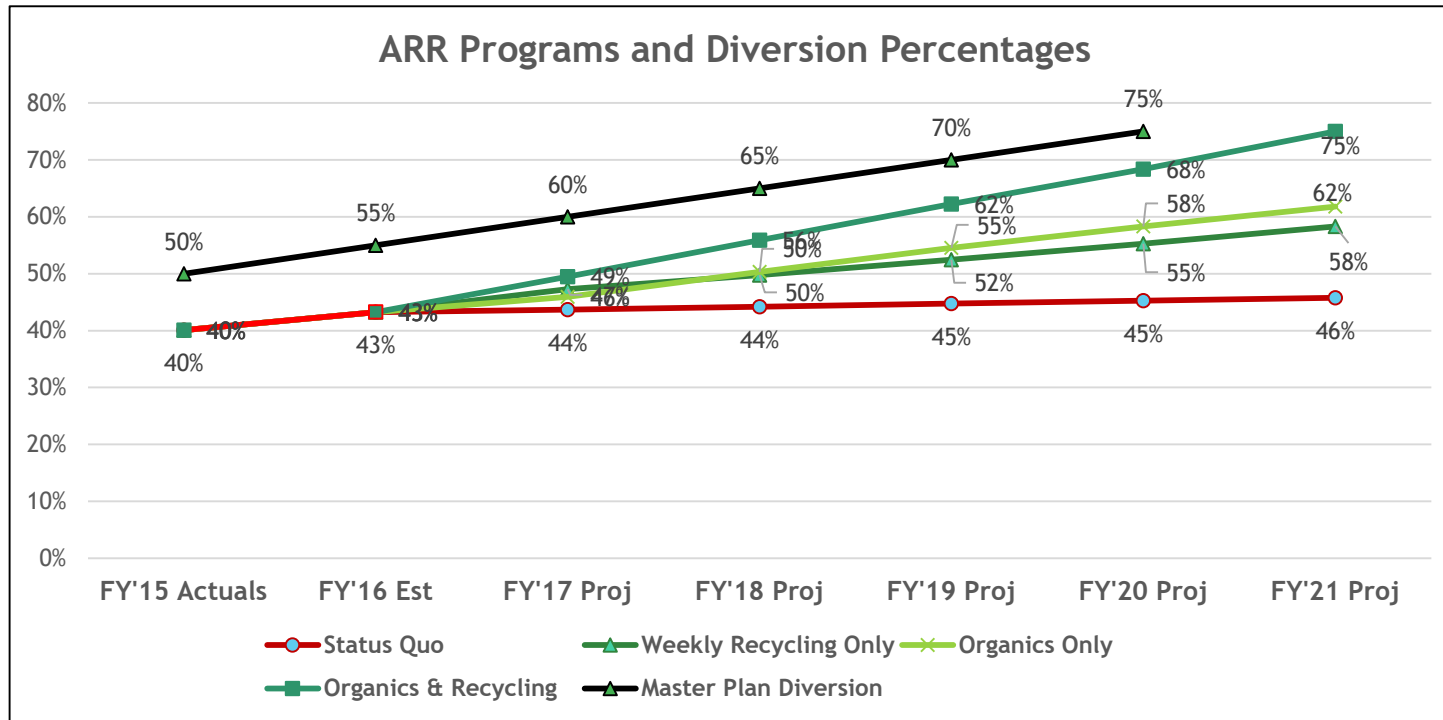
Local Values

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



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Local Values: City Council Decision Making



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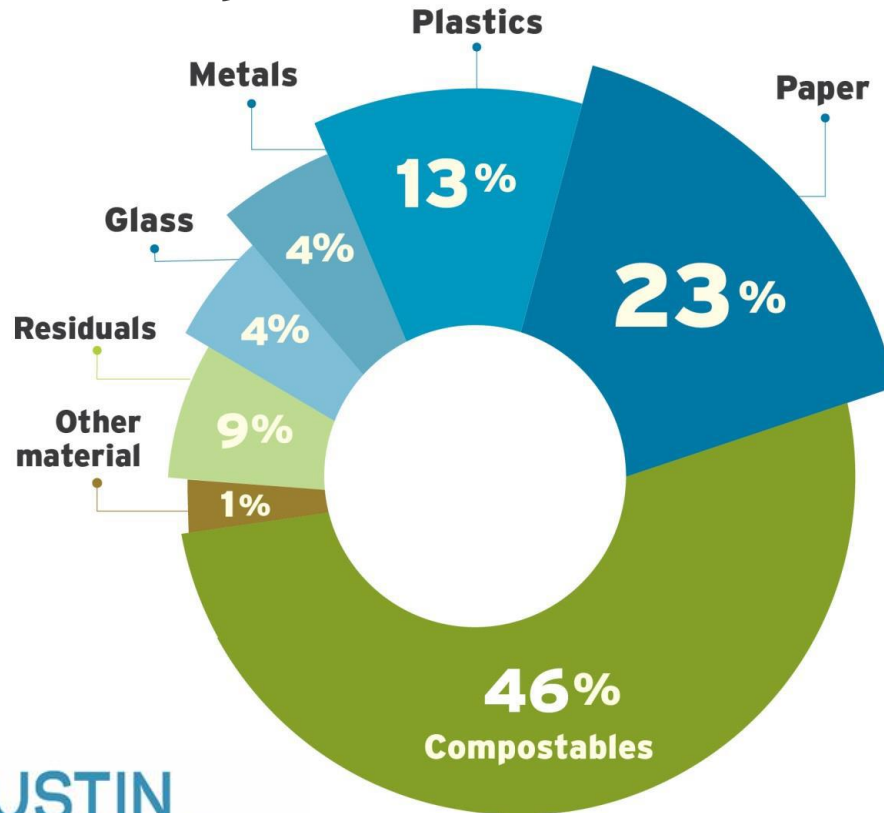
Statistical Persuasion

- 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






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What's in your landfilled trash?



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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
= TOTAL	227,273 TONS	240,000 TONS



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Myth Busting

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



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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”



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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

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