



Recycle CLEAN Amending Chapter 21



October 12, 2021

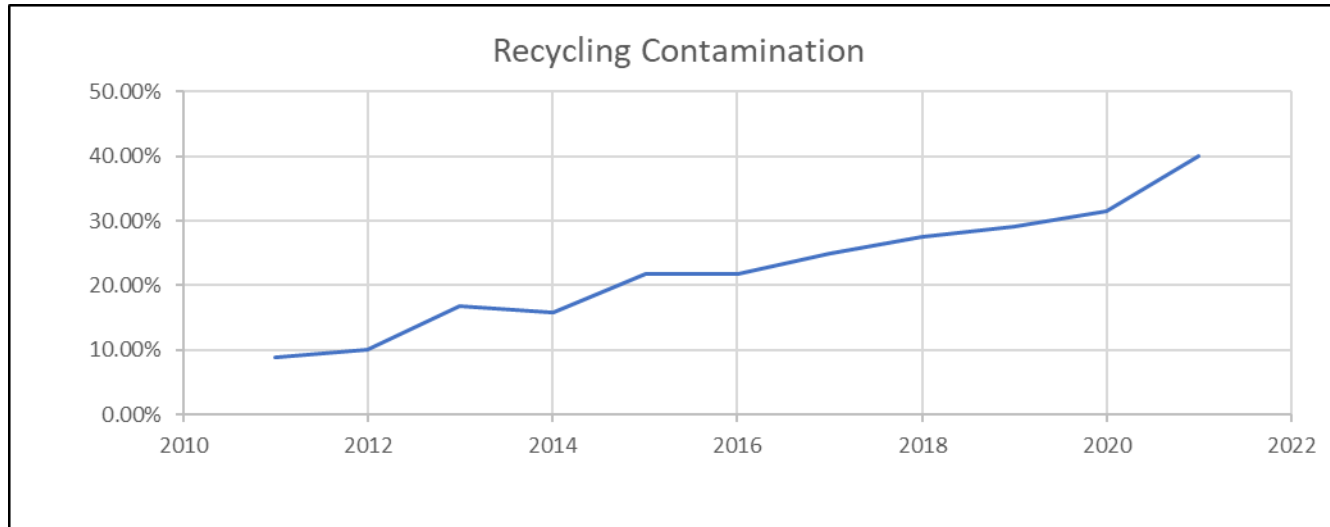


Historical Contamination



The contamination of our recycling program continues to increase

It is now over 40%





What is Contamination?



To identify what contamination is in our recycling program we installed inspectors at the Recycling Facility to monitor incoming loads

- Started the last week of August
- Identified types of contamination
- Identified the most contaminated loads
- Contamination is measured by weight, not volume

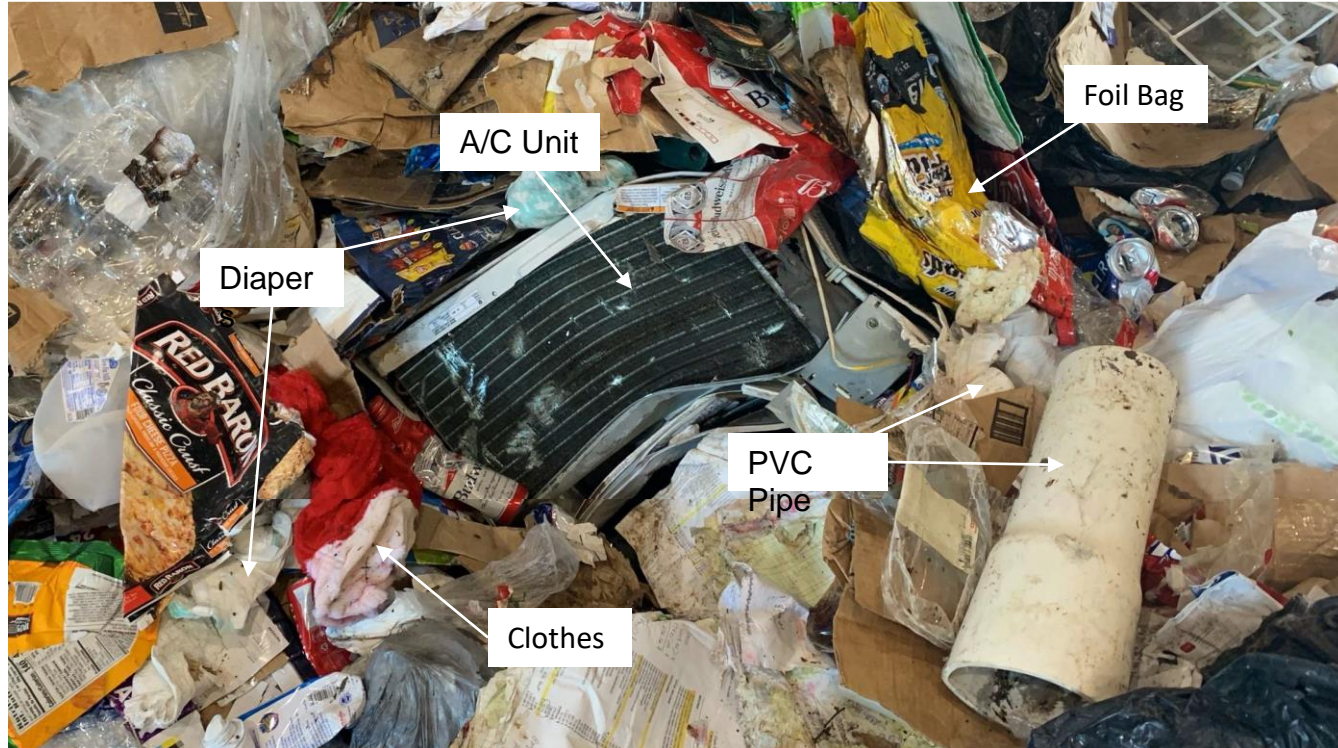


Contamination





Contamination





Contamination





Contamination





Contamination





Cost of Contamination



Contamination is expensive!

- Contamination adds to:
 - The collection cost for recyclables
 - The processing cost of \$126 per ton for sorting recyclables
 - The Citizens spend \$500 thousand in tax dollars annually to process contaminated waste
- Identified Contaminates are transported to the landfill, adding an additional cost of \$126 (\$162/ton vs \$36/ton)
- Contamination decreases the value of the recyclable increasing the residential bill



Education and Outreach



All Recycle carts have a sticker when they are delivered, but they fade over time

New Recycling stickers are being applied to all recycling carts that need them

Corpus Christi
recycles

recycle
coach

www.recyclecoach.com

For questions about
Corpus Christi
Recycles call:
361-826-2489

NO

Do NOT place these items in this cart

- Cloth / Textiles / Diapers
- Batteries / Electronics
- Yard Waste / Leaves
- Styrofoam / Pyrex
- Pizza Boxes
- Glass / Ceramics
- Food Scraps
- Yard Waste / Leaves
- Garden Hoses
- Hazardous Waste
- Single-Use Plastic Bags

Place ONLY recyclable items in this cart

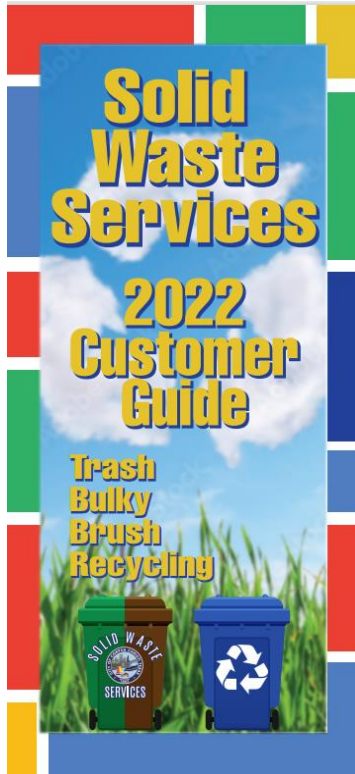
- Paper
Paper, Cardboard, & Junk Mail
- Plastic
Plastics with Number (1-6)
- Metal
Aluminum, Tin, & Steel Cans

YES

www.corpuschristirecycles.com



Education and Outreach



The Solid Waste Customer Service Guide is mailed to >100,000 residential customers annually. includes customers who pay water bills electronically.

Includes information on what and how to recycle with links to the City's website page and Recycle Coach App.

Looking to increase this mail out.



Education and Outreach



Utility Bill Insert (Recycling Contamination)

- Mail Out, May 2021
- Mail Out, August 2021
- Upcoming Mailouts, October 2021
- Upcoming Mailouts, December 2021





Education and Outreach



Communities In Schools Recycling Education Project

Programs in 19 schools reaching over 12,000 students



5 components

- **45-minute presentations**
- **Grade level poster contests**
- **Parent meetings**
- **School newsletter messaging**
- **Campus clean up events**



Education and Outreach



Curby is getting a makeover to prepare him for community events including:

America Recycles Day
November 15, 2021

Global Recycling Day
March 18, 2022

Earth Day
April 22, 2022

World Environment Day
June 5, 2022



Education and Outreach



Band Tango Radio Promotional Campaign Recycling Contamination Radio Spots

- Campaign began in April 2021, ongoing
- Schedule: 8:13am, 9:13am, 10:13am, 12:43pm, 3:13pm (Monday – Friday)
- Radio buy includes on air interviews





Social Media Statistics



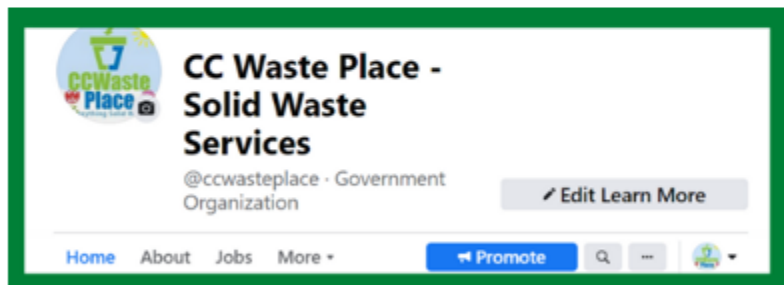
October 2020 to September 2021

Exponential growth for the Solid Waste Facebook Page, CC Waste Place.

94% of posts promote education (recycling contamination)

6% of posts promote collection schedules (brush, bulky, recycling, garbage)

- 373 posts (91.3% growth)
- 2,999 fans (14.82% growth)
- 363,788 impressions (171.7% growth) Times posts were seen
- 13,274 engagements (128.5% growth) Likes, shares, comments





Education and Outreach



Recycle Coach App



Web-Application Tool »

- Garbage and Recycling Schedule
- Reminders for garbage/recycling collections
- Boost your recycling knowledge

- Added to all recycling messaging
- Used in Social Media advertising
- Recycle Coach Download Events
- Winners announced in April 2021
- Upcoming download event, November 2021





Education and Outreach



Touch-A-Truck Event

- FREE Family Educational Event
- Kids explore working trucks
- Kids meet the drivers
- Informational brochures and promo items provided to attendees
- Focus is appreciation for Solid Waste Workers & how to reduce recycling contamination rate





Education and Outreach



Adopt-A-Beach Event

- FREE Family Educational Event
- 4 cleanups scheduled each year
- Volunteers clean beaches & parks
- Items collected are logged
- Cleanup results sent to TGLO





Education and Outreach



Currently working to hire two Recycling Outreach Coordinators

- One to manage the recycling program including:
 - Cost and Contracts (Community in Schools)
 - Community Event Outreach (Adopt-A-Beach, Earth Day, Nat'l Recycling Day, Garbage Man Day, Touch-A-Truck event)
 - Mayor and Council Interaction
 - One to handle educational outreach including:
 - Public Schools
 - Charter/Private Schools
 - Civic Groups
-



Recycle CLEAN



Recycle CLEAN program which replicates similar programs that are employed in other Texas localities that have effectively reduced their contamination rate.

City	% of Contamination	1 st Offense	2 nd Offense	3 rd Offense	4 th Offense
Corpus Christi "Recycle CLEAN"	> 40%	Notice - No Collection - Education	Notice - No Collection - Education	\$25 Collection Fee *	Remove Cart

*This is a fee, not a fine. It is needed to pay for the extra cost of sending a truck and driver to collect the waste.



Recycle CLEAN



The Recycle Rangers
say
'Thank You'
for
Recycling CLEAN!



Your Recycling Cart is Full of
EMPTY, CLEAN, DRY
and
ACCEPTABLE RECYCLABLE ITEMS.



GREAT JOB!

*For the 40% of customers
that do their recycling well
we have a "Thank You"
cart tag.*

*Info Graphics will be in
English and Spanish*

Los guardaparques de
reciclaje
decir
'Gracias' por
Derecho de reciclaje!



Su carrito de
recycling está
lleno de VACIO.
LIMPIO. SECO.

y
ACEPTABLE
RECICLABLE
ARTÍCULOS.



GRAN TRABAJO!



Recycle CLEAN



OOPS!

Thanks for recycling! But, we noticed the following issues...

Gracias por reciclar! Pero, notamos los siguientes problemas ...

THESE ITEMS ARE NOT ACCEPTED IN THE CURBSIDE RECYCLE PROGRAM
ESTOS ARTICULOS NO SE ACEPTAN EN EL PROGRAMA DE RECICLAJE EN LA PISTA



Do not bag recycling
No ponga el reciclaje en bolsas



Plastic bags or wraps
(recycle at retailers)
Bolsas de plástico o envolturas
(reciclar en tiendas)



Dirty paper products
(pizza boxes, napkins, paper plates)
Productos de papel sucios
(cajas de pizza, servilletas, platos de papel)



Hoses, cords, wires, or chains
Mangueras, cordones, cables o cadenas



Clothing or linens
Ropa o ropa de cama



Other:
Otro:

Moving forward, please do not put these items in your cart.

Avanzando, por favor no pongas
Estos artículos en su carrito.

Questions about your curbside recycling service?
¿Tiene preguntas sobre su servicio de reciclaje en la acera?


For the 30% that almost have it down pat, we have an "Oops" cart tag.

Designed to encourage and educate.

OOPS!

Looks like the wrong thing ended up in your recycling cart.

Do not put these items in your recycling cart:

- Plastic Bags 
- Milk Cartons 
- Pizza Boxes 
- Clothes 
- Hoses or Cords 
- Aluminum Foil 
- Hazardous Waste 
- Ceramics 
- Electronics 
- Brush 
- Glass 
- Styrofoam 





Recycle CLEAN



1ST NOTICE



Solid Waste COMPLIANCE

(361) 826-CITY (2489)

Solid Waste Code Compliance performed an inspection of the recycling cart and discovered prohibited items within. Today's collection was rejected to avoid contamination. Please remove this notice prior to the next scheduled set out. The following items are not allowed in the recycling cart:

- Plastic Bags or Wrap
- Food Waste
- Styrofoam
- Glass
- Other: _____
- Clothes
- Electronics
- Hazardous Waste
- Garden Hose or Cords

Acceptable Recyclable Items:

- Newspaper
- Office Paper
- Magazines
- Craft Paper
- Corrugated Cardboard
- Aluminum/Tin Cans
- Plastic Bottles w/tops removed
- Plastics marked Type 1 or Type 2



Address: _____

Date: _____

Official: _____

1st thru 4th Notice Cart Tags have been designed. Tags will be in English and Spanish.

Designed to encourage and educate.

QUESTIONS?

Staff is available to discuss concerns and explain how to achieve compliance. Call (361) 826-CITY (2489) between 8:00 a.m. to 5:00 p.m., Monday-Friday.

These items NEVER belong in your Recycling Cart:

- Plastic Bags
- Milk Cartons
- Styrofoam
- Clothes
- Hoses/Cords
- Aluminum Foil
- Hazardous Waste
- Ceramics
- Electronics
- Brush
- Glass
- Pizza Boxes

Keep up with Solid Waste Services by downloading the Recycle Coach App!



Email us your recycling questions at www.cctexas.com/sws

Follow us on Facebook @ CC Waste Place





Recycle CLEAN



The Recycle CLEAN Program:

- Goal is to reduce contamination from 40% to 20% or less
- Cost savings from reduced collection costs and processing fees
- Resources:
 - 5 Full time employees
 - 4 inspection vehicles with an annual lease-purchase of approximately \$37,146.93
 - 1 automated refuse collection truck with an annual lease-purchase of \$69,713.65



Way Forward



1. Modify city ordinances
2. Hire the inspectors (in process)
3. Purchase the 4 right hand drive trucks (already funded)
4. Begin inspections in fall of 2021



Recommendation



Staff recommends Council amends chapter 21 of the Code of Ordinances to implement the Recycle CLEAN program which replicates similar programs that are employed in other Texas localities that have effectively reduced their contamination rate.