

Quality of Life Committee

Council Member Robert Gallegos, Chair
Council Member Abbie Kamin, Vice-Chair



City of Houston
Solid Waste Management Department

February 23, 2022



AGENDA

- Cart Tagging Intro
- Objectives
- Methodology
- Results
- Action Items
- Questions





Cart Tagging Campaign





- In 2021, The Recycling Partnership, HGAC and TCEQ partnered with SWMD to implement a cart tagging campaign with Cascadia Consulting Group.
- Goal: to reduce the contamination of residential single-stream recycling.
- Target contamination reduction - 30%



Cart Tagging Announcement

- Public Announcement Release - 4/28/21
- Social Media Campaigns Begin  
- Direct Mail Piece

 **CITY OF HOUSTON**
SOLID WASTE MANAGEMENT DEPARTMENT 

Carolyn Wright, Interim Director Sylvester Turner, Mayor

Press Release
www.houstonsolidwaste.org

FOR IMMEDIATE RELEASE

**SOLID WASTE MANAGEMENT DEPARTMENT (SWMD)
Launches A Pilot Education Campaign To Improve Curbside
Residential Recycling**

HOUSTON, TX (April 28, 2021) - The City of Houston is launching a curbside recycling cart-tagging pilot program modeled on The Recycling Partnership's successful Feet on the Street campaign. The cart tagging initiative is aimed at improving the quality and quantity of recyclable materials collected in the single-stream curbside recycling program. The education project is funded by a grant from The Recycling Partnership and a solid waste reduction grant provided by the Houston-Galveston Area Council from the Texas Commission on Environmental Quality.

The cart-tagging recycling education program will provide residents personalized and real-time feedback on the contents of their recycling cart. It is intended to educate residents on how to



RECYCLE/RECICLE THANK YOU FOR RECYCLING THESE: GRACIAS POR RECICLAR ESTOS MATERIALES:

 Paper Papier	 Cartons Cartones	 Cans Latas	 Plastic Plástico	 Glass Vidrio	
 Paper and Cardboard Papier y cajas de cartón	 Cartons (empty and dry) Cartones (vacío y seco)	 Aluminum and Steel Cans (empty and dry) Latas de aluminio y acero (vacío y seco)	 Plastic Bottles, Jars and Jugs (empty and dry) Envases y frascos de plástico (vacío y seco)	 Glass Bottles and Jars (empty and dry) Botellas y frascos de vidrio (vacío y seco)	
NO!  No Hoops, Cords or Wires No reciclar mangueras, cables o cadenas	 No Batteries or Electronics No reciclar baterías ni electrónicos	 No Household Items No reciclar artículos para el hogar	 No Shredded Paper No reciclar papel triturado	 No Yard Waste No reciclar residuos de jardinería	 No Scrap Metal or Wood No reciclar metales o chatarra

TO LEARN MORE, call 2-1-1 or visit houstonrecycles.org



March 28, 2021

Objective of Capture Rate Studies

1. Study recycling behavior
2. Evaluate contamination patterns
3. Characterize recyclable commodities not being effectively captured
4. Measure the effects of communication and outreach campaigns to reduce contamination



Methodology



April 2021 - Pre-Capture Rate Study

October 2021 - Post-capture rate study

	Week 1							Week 2				
	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.
NWMO-A-09	12											
SWTU-A-04		12										
SWTH-A-02				12								
NETH-A-01				12								
SEFR-A-01					12							
NWFR-A-03					12							
Sort Only Day						Sort						
NWMO-B-08								12				
SWMO-B-04								12				
NETU-B-04									12			
SWTU-B-02									12			
Sort Only Day										Sort		
SETH-B-09											12	
NEFR-B-01												12



Field Team Collected & Measured Samples

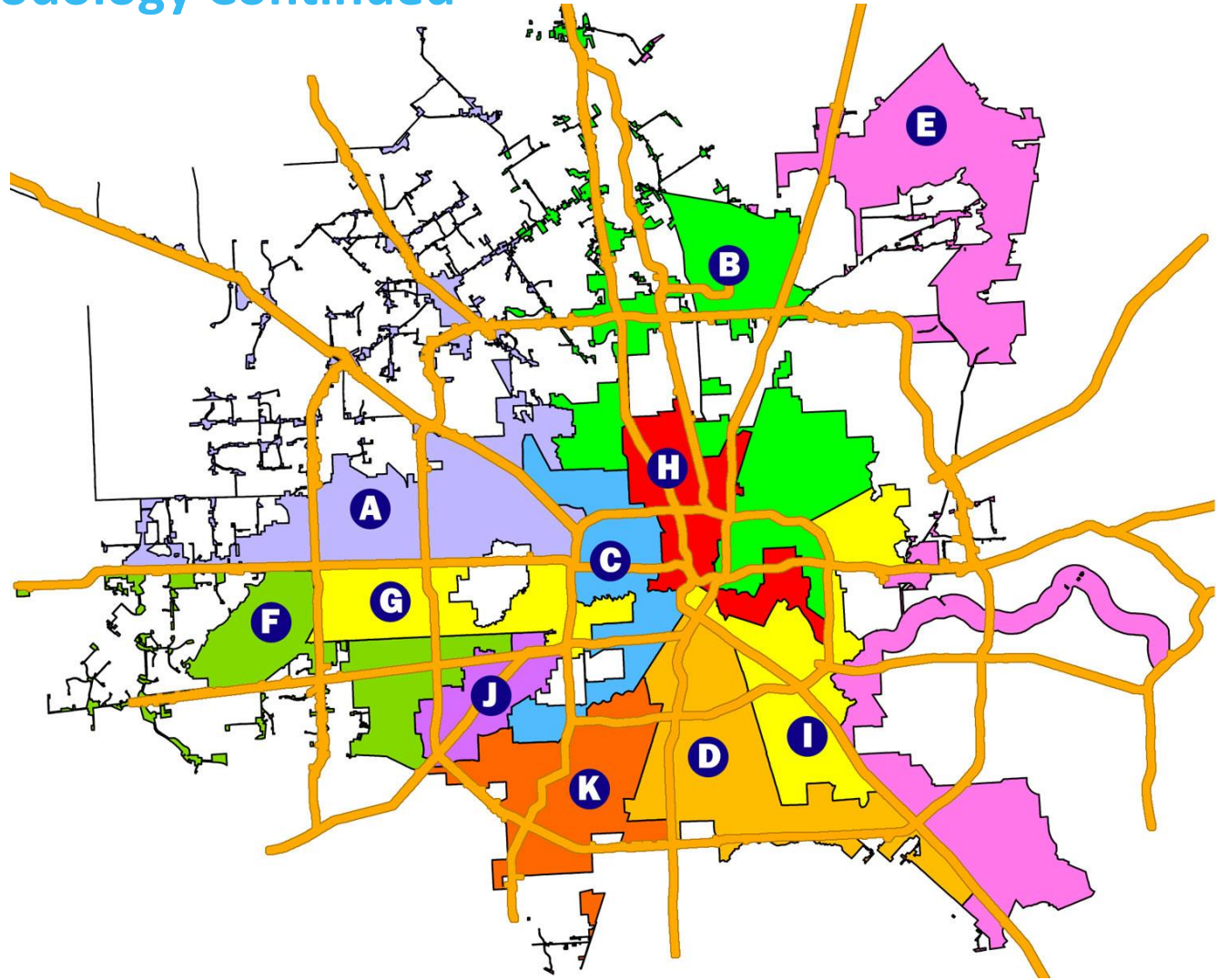


Characterized 31 waste stream materials

Material	Estimated Percent	Estimated Lbs/HH/wk
Food	28.7%	14.4
Other	19.6%	9.9
Yard waste	13.8%	6.9
Unacceptable paper	9.9%	5.0
Glass bottles and jars	4.8%	2.4
Film and flexible packaging	4.4%	2.2
Textiles and shoes	2.4%	1.2
Unacceptable plastic and related materials	2.3%	1.2
Mixed Paper	2.1%	1.1
PET Beverage Bottles	1.3%	0.7
Total for Top Materials	89.4%	44.9



Methodology Continued



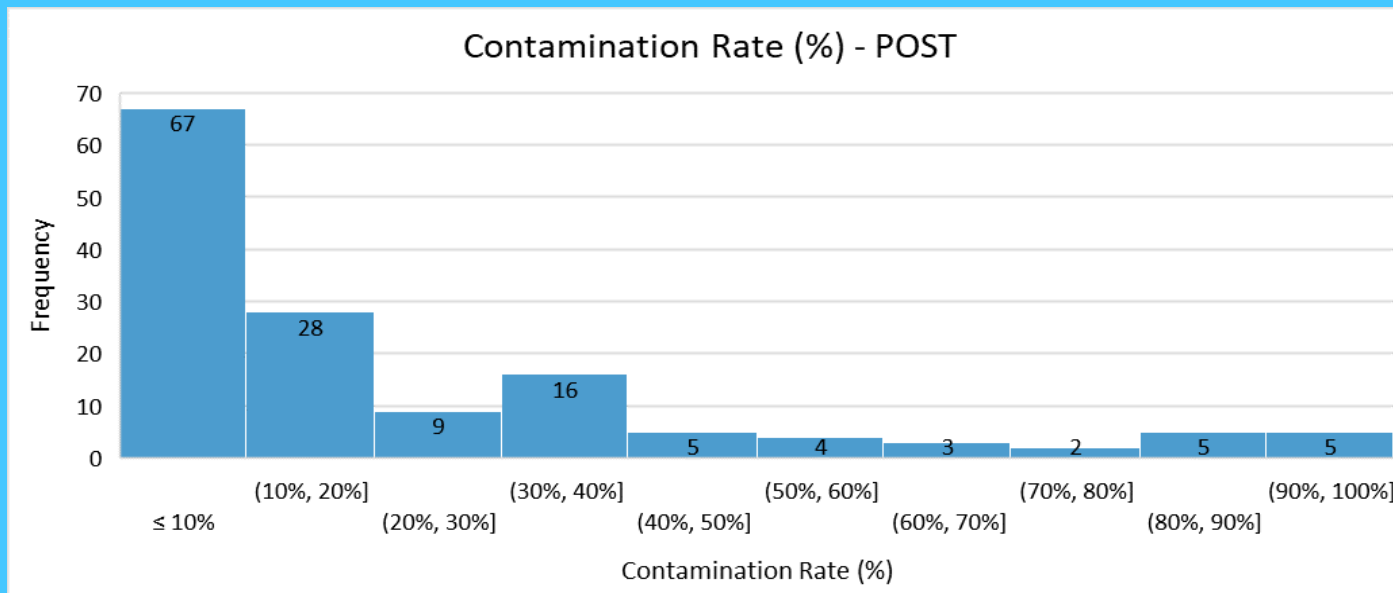
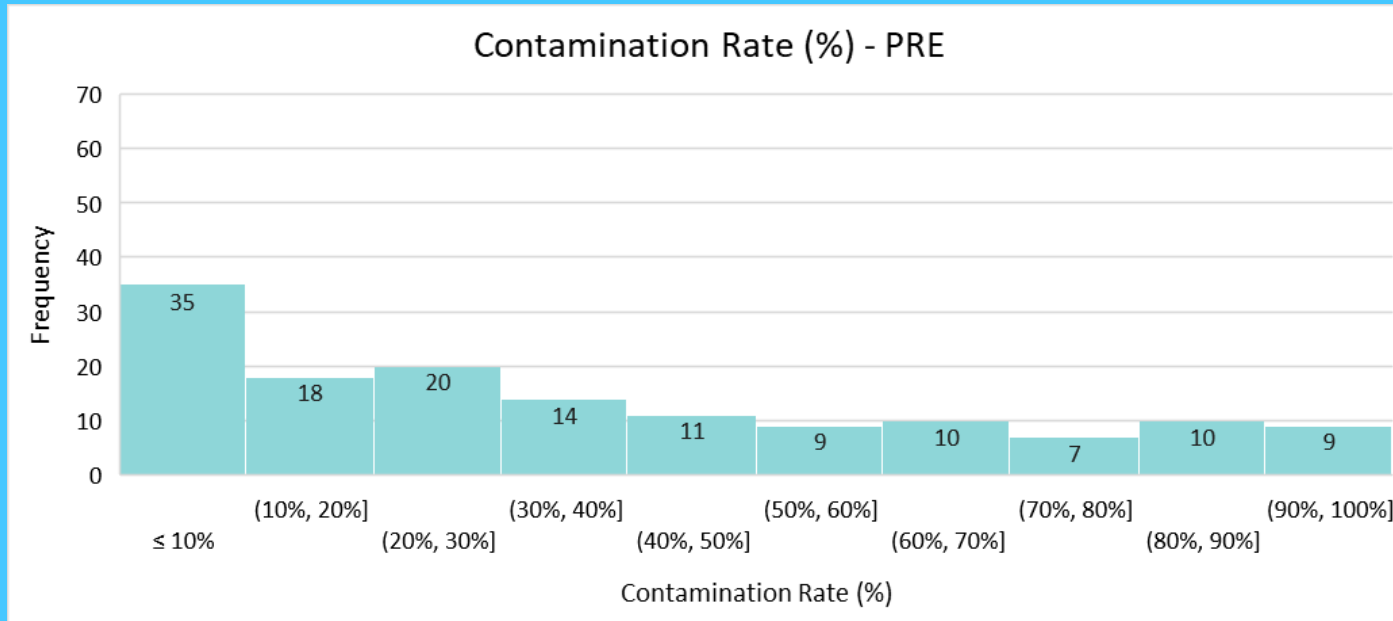
Tagging Process

Cascadia collected and sorted samples over two 2-week periods; one in April 2021 and the other in October 2021. The study planned for a total of 144 garbage and recycling samples each round.

Results

- The overall average household capture rate **increased by a relative difference of 13%** from pre- to post-treatment.
- The overall average household contamination rate **decreased by a relative difference of 31%** from pre- to post-treatment.

Results



NOTE: There is a fair shift of household contamination rate between the pre and post-campaign sampling events, with roughly more households performing in the <10-40% range rather than the higher ranges of 50-100%.

Department Action Items

- 1 Marketing Campaign**
Establish monthly education campaign.
- 2 Social Media**
Increase social media presence
- 3 HTV Education Videos**
Work with partners to develop video clips
- 4 Community Outreach**
Increase community education
- 5 Resource Recovery Implementation Committee**
Small and large quantity commercial recycling programs
- 6 Enhance Route Management**
Truck route management system and educational tools



Rubicon



HTX Collects



A grayscale photograph of the Houston skyline, featuring numerous skyscrapers and buildings. A blue semi-transparent rectangle is overlaid on the left side of the image, containing white text. The word "Thanks!" is written in a large, bold, blue font. Below it, the text "Any questions?" is written in a white, bold font. Further down, the name "Mark C. Wilfalk" and the title "Director" are written in a white font. At the bottom of the blue rectangle, the email address "Mark.Wilfalk@houstontx.gov" is written in a white font.

Thanks!

Any questions?

Mark C. Wilfalk
Director

Mark.Wilfalk@houstontx.gov