

# Rural Recycling Programs

How to Make an Impact in your Community



**HOUSTON-GALVESTON AREA COUNCIL**  
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**CTRA**  
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**[WWW.RECYCLINGASSISTANCE.ORG](http://WWW.RECYCLINGASSISTANCE.ORG)**

# Who is CTRA?



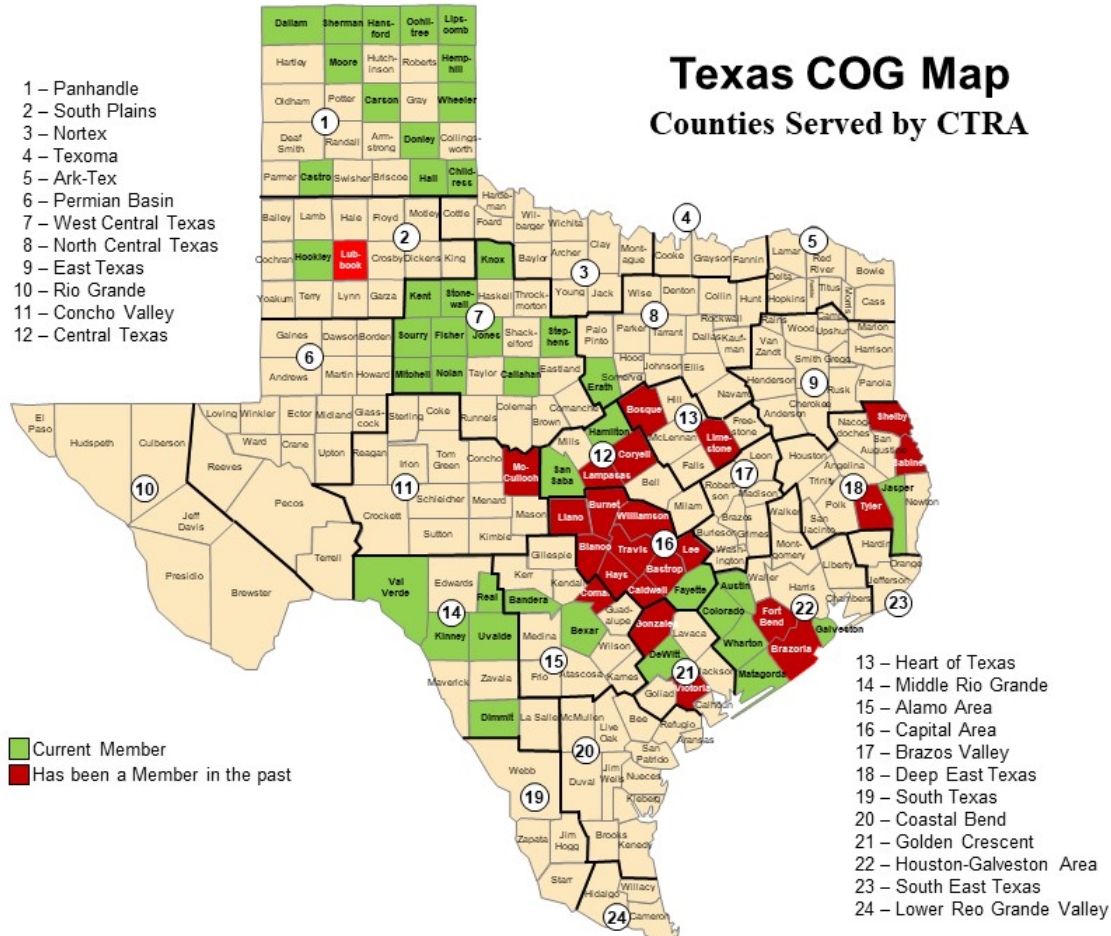
- **Cooperative Teamwork & Recycling Assistance** is a 501(c)(3) non-profit organization established in late 1994. Formerly Central Texas Recycling Association.
- Services include: contract negotiations, program development, data collection & reporting, grant & award assistance, access to information on new technology, programs, market trends & pricing.
- In the last 25 years CTRA has helped members recycle over 141,270 tons of material and generate \$10,303,250 in revenue. This has saved 430,575 cu. Yds. of landfill space.
- CTRA members give 517,955 Texans access to recycling and the CTRA service area covers 43,188 square miles, almost the size of the state of Louisiana!
- In 2017 CTRA won the National Recycling Coalition's Outstanding Business Leadership Non-Profit Award



# CTRA Presence



## Texas COG Map Counties Served by CTRA



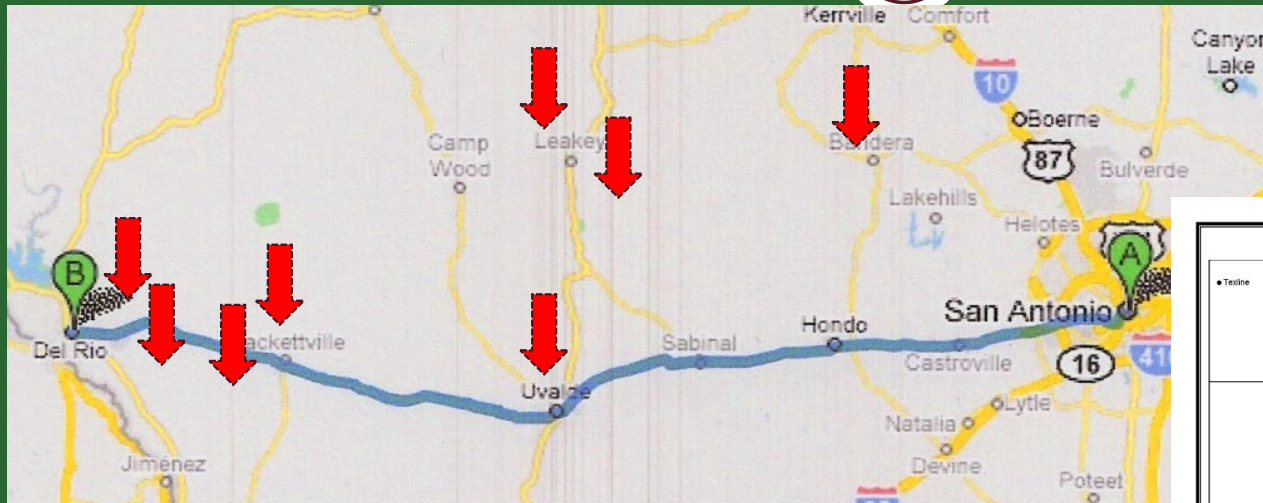
# Who is the “Typical” CTRA Member?



- 5,000 in population
- Drop-Off Center with Separated Materials
- Distance to Market Over 60 Miles
- Lack of Funding
- Lack of Staff
- Lack of Time



# Regional Infrastructure & Support



## Partners Sharing

## Resources:

- Transportation Costs
- Equipment
- Trucks
- Knowledge

CTRA PEP Tour

•Texline	•Texoma	•Gruver	•Perryton	•Boomer	•Follett
Dallam	•Stratford	Hansford	•Spearmint	Ochiltree	•Lipscomb
Dahart	•Sherman	•Cardus	•Hutchinson	•Roberts	•Hemphill
Hartley	•Murray	•Moss	•Sinnott	•Sanford	•Miami
Channing	•Dumas	•Fritch	•Borger	•Skellytown	•Mobeile
Oldham	•Adrian	•Vega	•Boys Ranch	•Potter	•Carson
	•Bishop Hills	•Amarillo	•Luna	•Deer	•Gray
			•Poth	•Lefors	•Shamrock
			•Groom	•McLean	
Deaf Smith	•Hereford	•Lake Tanglewood	•Randall	•Claude	•Howardwick
		•Canyon		•Armstrong	•Sawyer
					•Cherokee
					•Hedley
					•Dobson
•Frisia		•Hooper			•Mammoth
•Parmer	•Casta	•Swisher	•Briscoe	•Lakeview	•Childress
•Boxine	•Dimit	•Tula	•Silverton	•Estelina	
•Fanzel	•Nizum	•Hart	•Kress	•Hall	•Childress
				•Turkey	
			•Quataque		

Portable Region  
Created in 2018

# Why Do You Want to Recycle/Beautify?



- Environmental benefits (warm fuzzies)
- Landfills are reaching maximum capacity
- Increasing stricter environmental regulations
- Way of life/expected
- Recyclable commodities are valuable!





# Why Is Recycling Important?



- Approximately 9.2 million tons of municipal solid waste designated material were recycled in Texas in 2015.
- Typical recyclables (paper, plastics, metal, and glass), organics (yard trimmings, brush, green waste, and food and beverage materials), and construction and demolition materials accounted for 8.7 million tons, or 94.4 percent of the total recycled materials in Texas.
- Based on an average commodity market for typical recyclables, organics, and C&D materials, \$702 million in materials were recycled in Texas in 2015.
- Based on the tons of municipal solid waste recycling reported for this Study, the 2015 recycling rate for municipal solid waste in Texas was 22.7 percent.
- The Study also found that the recycling of municipal solid waste creates economic benefits for the Texas economy, with more than 17,000 person years of direct, indirect, and induced employment supported during 2015.
- The overall impact of recycling MSW on the Texas economy exceeded \$3.3 billion.



Data courtesy of the-

# Member Case Study- Staffing & Voume



- Started with the KTB Affiliate and a need for recycling in their community
- Recycling rate increase
- Direct mill loads
- Community partnerships
- Hired paid staff
- COG SWAC Rep.
- 3x GCAA award winner



# Member Case Study- Markets & Partnerships



- Compactor recycling, more volume
- COG funding for equipment
- Area business support, program focus
- Civic group involvement
- Advertising & education
- Future growth

# Member Case Study- Efficiency & Funding



- Enthusiastic commissioners & judge
- LCRA & AACOG Grant
- Equipment transfer
- Commodity choices in line with markets & ability
- Partnership with Sheriff's office
- Efficiency is key!

# Current Recycling Issues



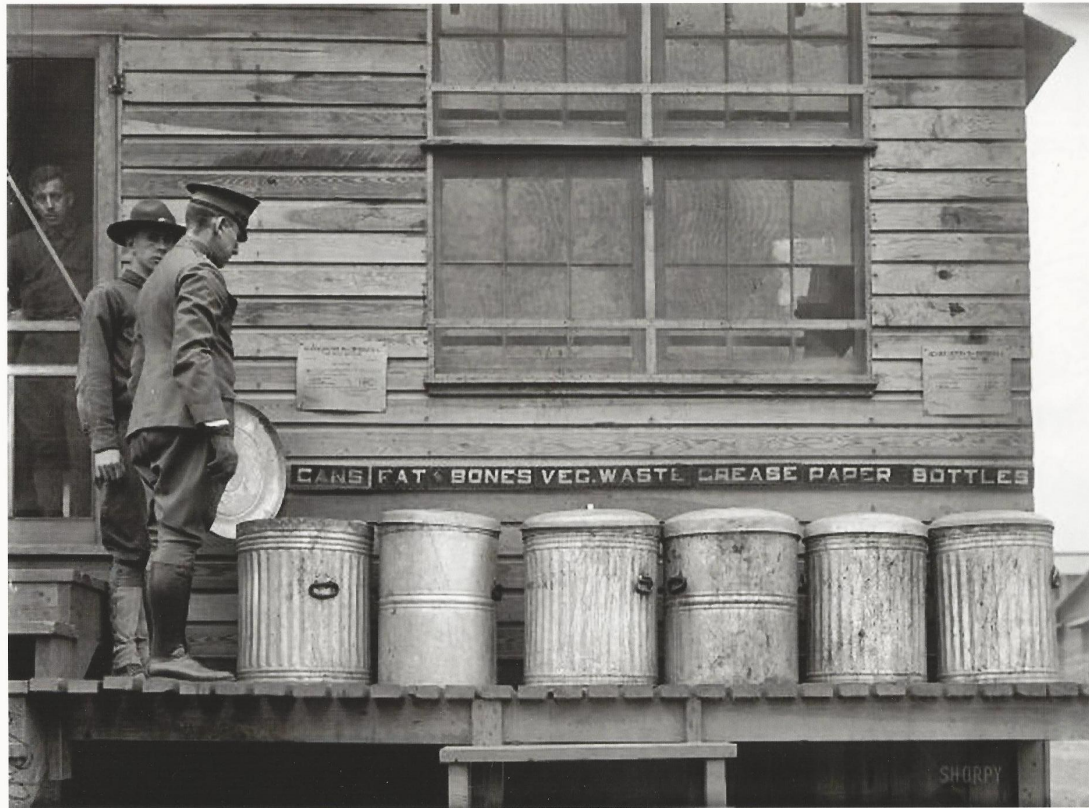
- China's Green Fence to National Sword to Blue Sky Initiatives
  - Import/Permit Fraud
  - Material Quality
  - Import Fees/Tarriffs
  - Local Enforcement on Polluters
- Effects? Good & Bad
  - Ban on Materials
  - Impossible Demands on Quality
  - Ripple Effect on Materials Not Included in Ban
  - Falling Prices
  - Changes in Acceptable Items
  - New Investments & New Outlets for Material



Info courtesy of Resource Recycling. For more information visit [www.resource-recycling.com](http://www.resource-recycling.com)



# History has shown, recycling works!



# What Can You Do to Help?



- Get educated to help negate rumors and share the facts



- Support your community's recycling program-  
What are their biggest issues?

- Develop Industry Partnerships



- Take Advantage of Training Opportunities
- Consider changing what is accepted, start slow if implementing, contamination inspectors



# Resources



TCEQ's Take Care of Texas

[www.takecareoftexas.org](http://www.takecareoftexas.org)

Keep Texas Beautiful

[www.ktb.org](http://www.ktb.org)

State of Texas Alliance for Recycling

[www.star.org](http://www.star.org)

Bridgestone Tires4Ward

[www.bridgestoneamericas.com](http://www.bridgestoneamericas.com)

Repurposed Materials

[www.repurposedmaterialsinc.com](http://www.repurposedmaterialsinc.com)

Product Stewardship Institute

[www.productstewardship.us](http://www.productstewardship.us)



# Questions?



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