Resident Education Programs

Austin Resource Recovery
Sylba Everett
ARR Services

- Recycling
- Trash
- Yard trimmings
- Street sweeping
- HHW
- Brush & bulk
Zero Waste

- 2010: 38%
- 2015: 50%
- 2020: 75%
- 2025: 85%
- 2030: 90%
- 2040: 95+%
Zero Waste Block Leader

Block Leaders are "green-minded" active neighborhood residents who help spread the word about recycling in their neighborhoods.
Zero Waste Community Leader

Training Offered twice a year (spring and fall)

2 hour training split into 4 classes

Review each operational division

Final test of knowledge
Austin Recycles Pledge

Pledge to Recycle
every day. everything. everywhere.
The Three E’s

I pledge to recycle every day.

I pledge to make recycling a daily activity and to first consider my recycling options before throwing items in the trash.

I pledge to recycle everything.

I pledge to visit austinrecycles.com to learn about all of the recyclables that can be placed in my blue recycling cart. This includes junk mail, cardboard food boxes, metal food cans and more.

I pledge to recycle everywhere.

I pledge to use recycling options at home, work and at events and to encourage others to recycle.
Follow-Up

It's been three months since you pledged to recycle every day, everything and everywhere! Here are six reasons to keep your pledge:

**Recycling keeps resources out of landfills**
When recyclables are thrown away, they end up in landfills where they can never be reused again. Recycling allows resources to be reused, over and over again.
Promotion

News Conference with Mayor and Director
Promotion
Special Events
Promotion
Website & Social Media
Pledge to Recycle!

Austin Resource Recovery recently launched a new campaign to help achieve the City’s goal to keep 50 percent of trash out of the landfill by 2015 and contribute to our long-term Zero Waste goal. The campaign asks Austinites to pledge to recycle as much as possible: every day, everything, everywhere.

Research has shown that when people make small commitments, they are more likely to continue engaging in a behavior for the long-term. Instead of the door-hanger you usually receive with your newsletter, we've included pledge cards. We encourage you to talk with your neighbors about recycling and ask them to take the pledge.

Send back at least 10 completed pledge cards, and we'll send you an Austin Recycles T-shirt made out of 50 percent recycled water bottles! (It's super soft!)

What to do with completed pledge cards:
- After they fill out the pledge card, give your neighbor the large blue portion to keep as a reminder of their pledge along with a bumper sticker (included in your packet).
- Collect the completed pledge forms (the small portion with their name, e-mail address
Promotion
Advertising – Online; Radio; Print; Transit
Pledge Count

Goal: 500
Actual: 1,035
Recycle Right

Multi-year campaign

Goal: increase recycling diversion rate
TWO WRONGS
don’t
make a right

Leaving the garden hose out while mowing the lawn was one wrong decision.

Avoid another by keeping the damaged garden hose out of your blue recycling cart.

MAKE THE DECISION TO RECYCLE RIGHT
Learn how at austinrecycles.com
TWO Wrongs don’t make a right

Buying that “funky” thrift store shirt that you’ll never wear was one wrong decision.

Avoid another by keeping unwanted clothing and hangers out of your blue recycling cart.

MAKE THE DECISION TO RECYCLE RIGHT
Learn how at austinrecycles.com
Recycle the *Right* Items Every Time

![Correct Items](image1)

![Incorrect Items](image2)

- **Right**
  - Know what goes in your blue recycling cart.
  - [austinrecycles.com](http://austinrecycles.com)

- **Wrong**
Direct Feedback on Recycling
Questions?

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