

Recycle Roundtable Meeting

April 1, 2021

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North Central Texas
Council of Governments
Environment & Development

Procedures for Virtual Meeting

- Welcome!
- Today's presentation is posted on the Recycle Roundtable website.

<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>
- Please sign in using the chat box by typing your name and the entity you are representing.
- Please state your name and the entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking.

Discussion

Municipalities' Role in Reducing Single Use Plastics in the Restaurant Industry

Engaging Businesses in a Trash Free Texas

Connecting volunteers to litter cleanup opportunities

TrashFreeTexas.org



**TRASH
FREE
TEXAS**

▶ Introductions



Reducing Single Use Plastics



1. Defining the Issue



2. Project Overview



3. The Path Forward

▶ Defining the Issue



435

Million Pieces
of Visible Litter

\$11 B

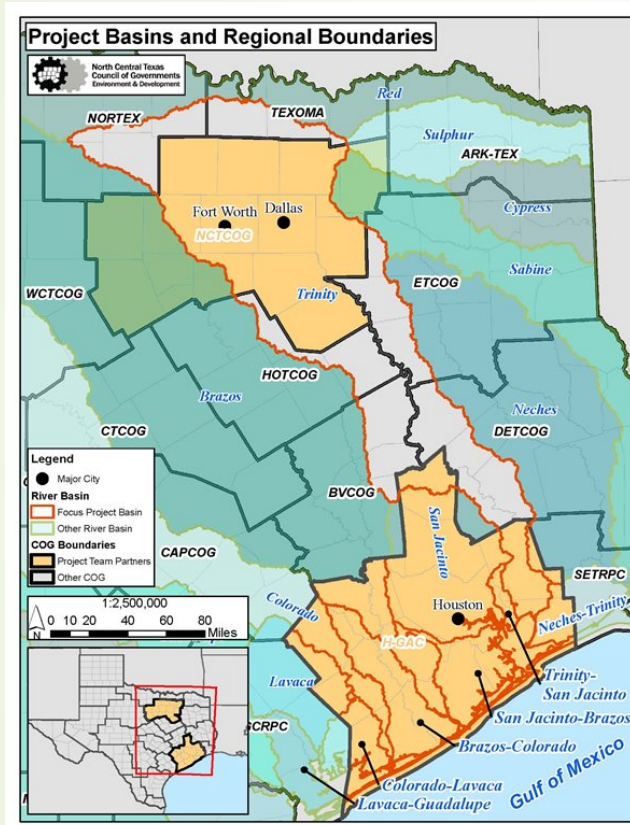
annual costs
to taxpayers

80%

waterway
trash comes
from land



Project Overview



A collaborative effort between NCTCOG, H-GAC and The Meadow's Center



Funded by the U.S. EPA's Trash Free Waters Grant Program



Project area includes more than 50% of Texas' total population



Project to be completed over a three-year period.

Project Overview (cont.)

Project Goals

Over the next three years, the project team will seek to:

- 1 Increase Adopt-A-Spot locations and promote a statewide Trash Collection Database.
- 2 Support regional clean-up events through partnerships with local governments, recreational clubs, and Keep Texas Beautiful affiliates.
- 3 Partner with Texas-based restaurants to reduce the use of single-use plastic.
- 4 Share project successes with other councils of government and replicate this work across the state.

Presentation

Circular Economy Sustainability Initiative: Single Use Plastics Reduction

Kris Russell, Environmental Program Manager – Environmental Affairs for the Dallas-Fort Worth International Airport (DFWIA), will provide an overview of DFWIA's circular economy sustainability initiative with a focus on the reduction of single use plastics.

Circular Economy Sustainability Initiatives

April 1, 2021



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY




6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

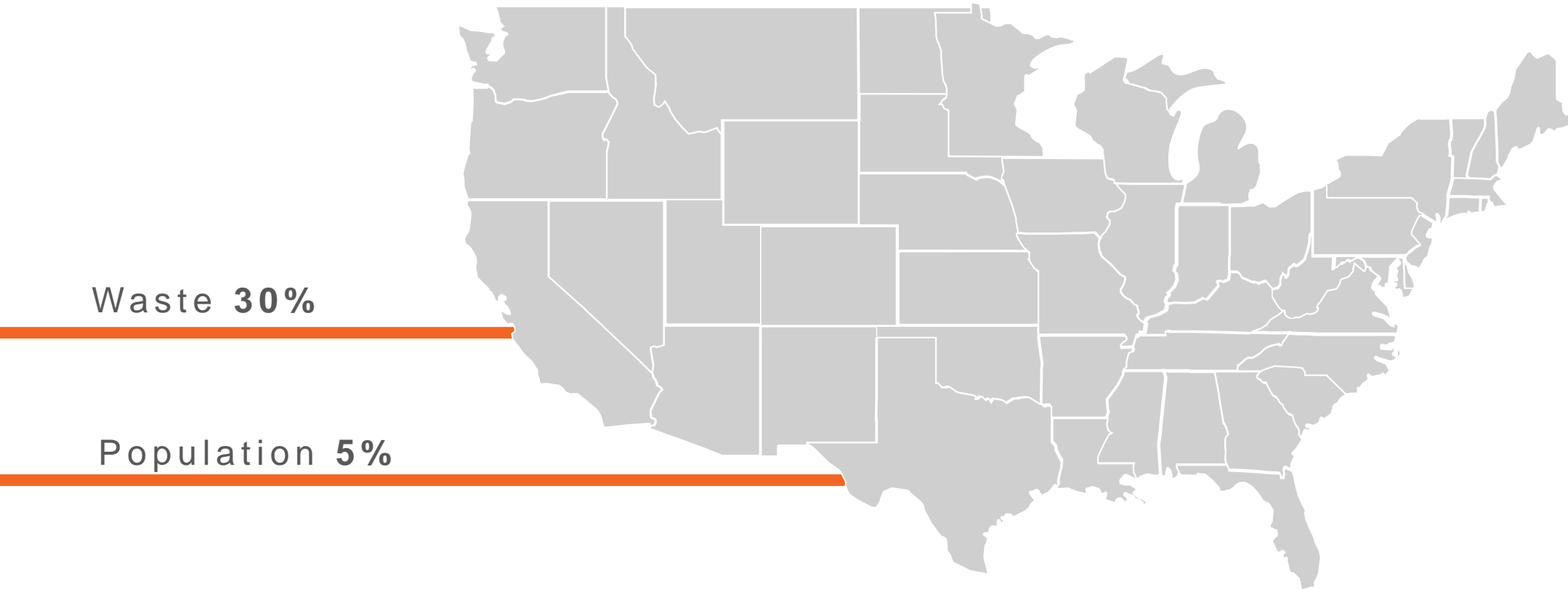


SUSTAINABLE DEVELOPMENT GOALS

Why is this an issue?

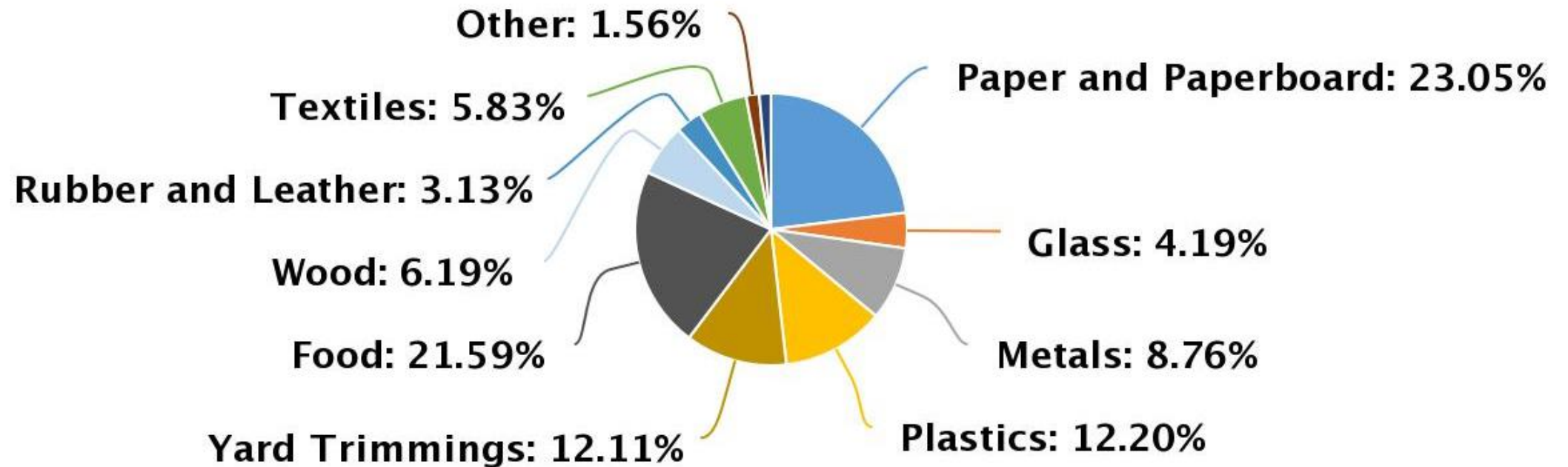


Waste Generation in the United States



Waste Generation in the United States

292 Million Tons in 2018



Waste Disposal in North Texas

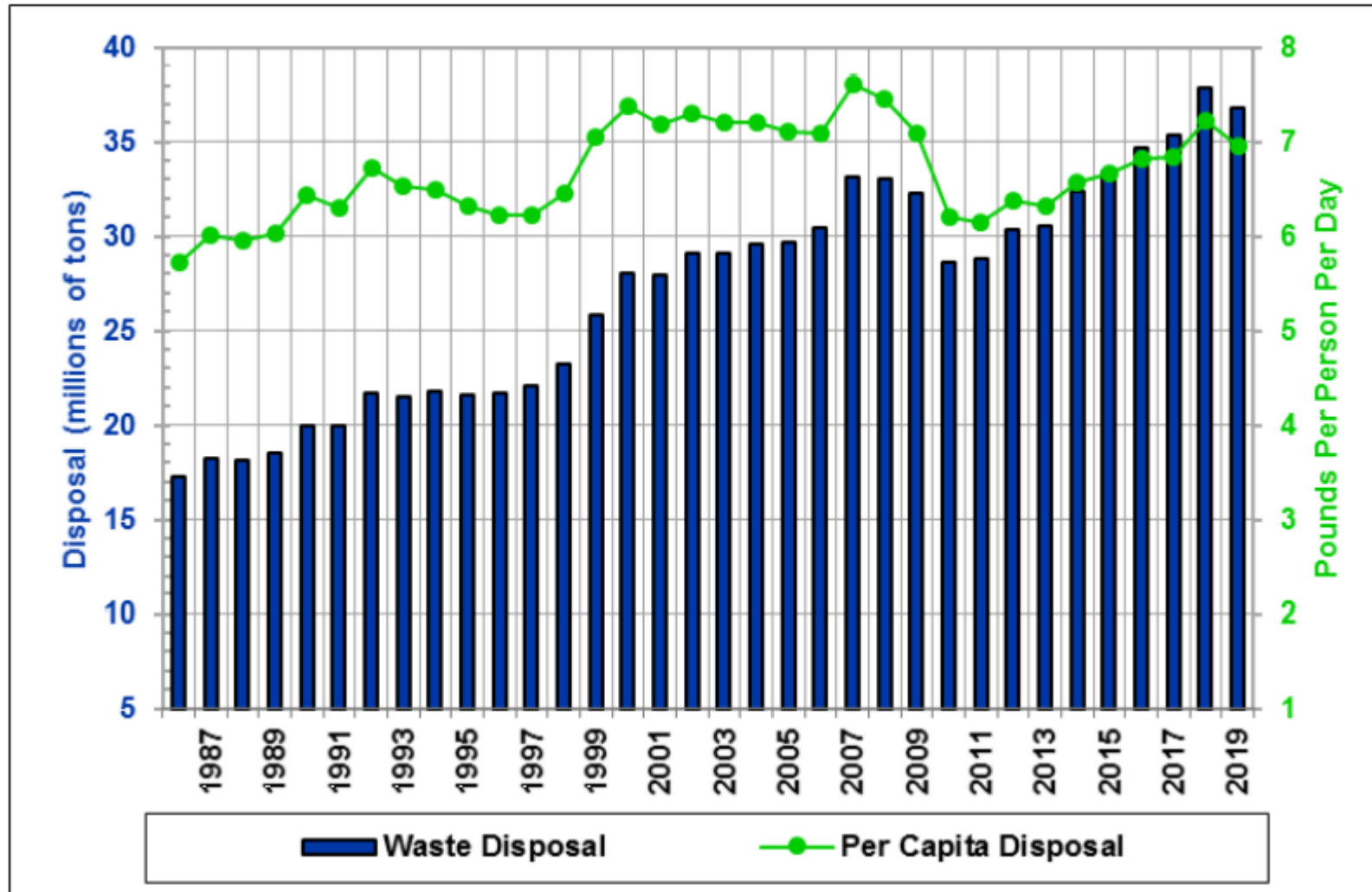


11 Million tons of waste disposed in 2019

8 pounds per person per day

30% of the state's total waste

Waste Disposal Trends in Texas



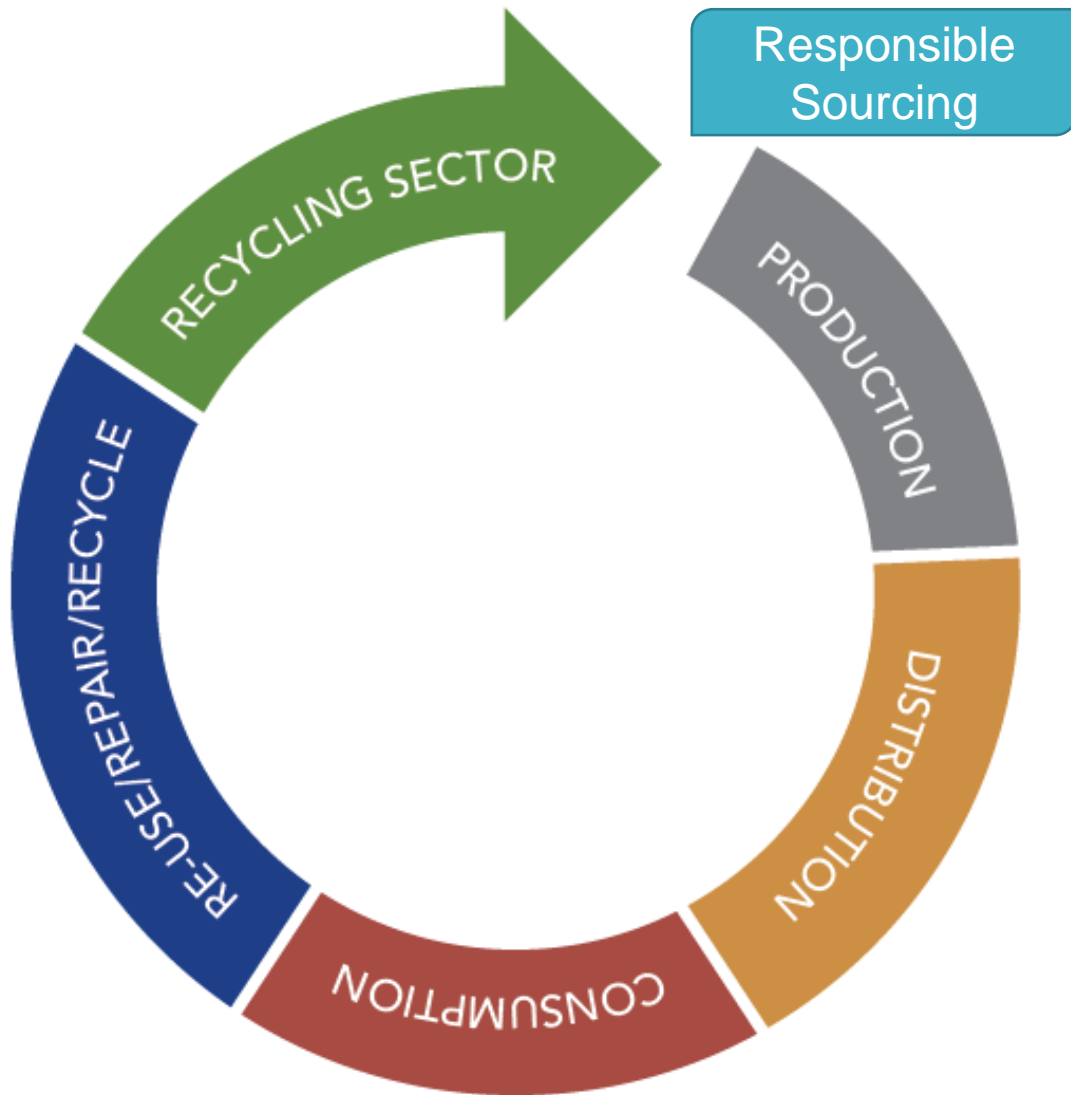
SOURCE: Texas Commission on Environmental Quality FY2019 Annual Waste Report

Doesn't plastic get recycled?



Where does plastic end up?





CIRCULAR ECONOMY

Responsible Sourcing and Consumption

Reduce, Reuse, Recycle



Current State

- Low waste diversion (recycling) rate relative to benchmarks (~17%)
- Waste hauling costs expected to rise 27% by 2024
- Weight major determinant in waste hauling costs; organic waste heavier than other waste streams
- Over 20% of DFW's waste is organic (food)
- Landfills serving the DFW region reaching capacity and few organic waste facilities serve the region

***Note:** The COVID-19 pandemic has impacted passenger volumes and thereby reduced waste loads to significantly lower than normal*



Terminal Waste Audit

January 28 - 30, 2020

2 tons waste and recycling sorted from collection at Terminals C,D,E

Partnership with Concessions and Coca-Cola North America



FIRE

LANDFILL

PAPER

ALUMINUM

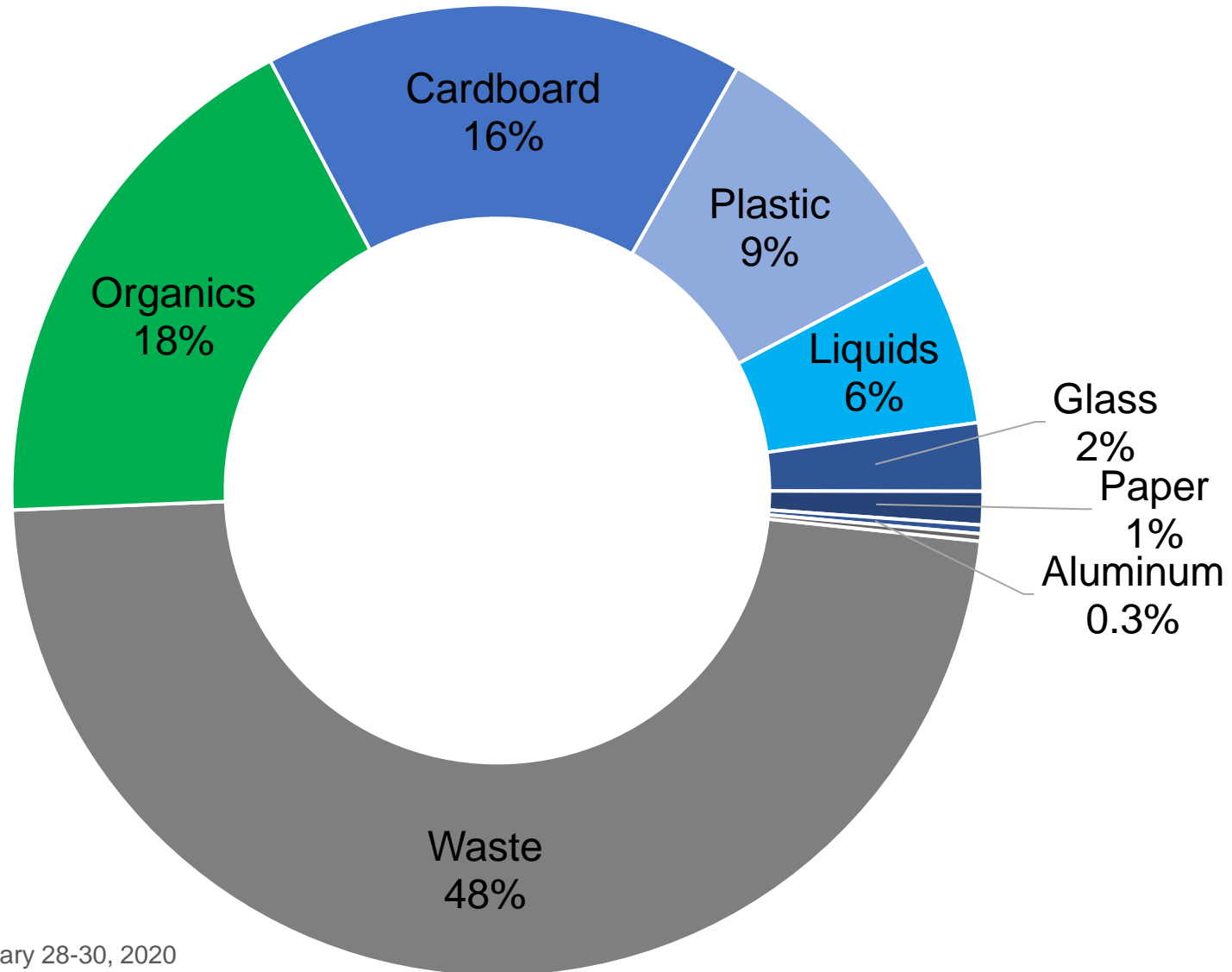
ALL OTHER METALS

BRUTE

DYNAMIC DESIGN 30 OZ SOFT DRINK COLD CUP BANDER

AMBITEX TS35000

Terminal Waste Composition



SOURCE: DFW Environmental Affairs, January 28-30, 2020

Behavioral Solutions





TrashBot™

2 STREAMS



AI/ML Solutions

Terminal D Pilot Project [March 9-16, 2021]

- 40% of waste was Chick-fil-a or Subway

- Most frequently tagged categories:

<u># of items</u>	<u>Item Tag</u>
50	Plastic bags (Full and Not full)
46	PPE (gloves and masks)
27	Plastic Bottles
25	Plastic or Paper Drinking Cups (not coffee)
23	Paper Bags (Full and Not Full)
12	Coffee cups
12	Paper Food Boxes
8	Paper Napkins
6	Mixed Items
25	<i>Unknown (bits of paper and packaging)</i>

Process Solutions

Food Waste



Technology Solutions

Anaerobic Digester



Thank You

Presentation

The Final Straw: Implementation of the Turtle Island Restoration Network's Campaign to End the Use of Plastic Straws

Joanie Steinhaus, Gulf Program Director for the Turtle Island Restoration Network, will provide details on The Final Straw Campaign, including the approach taken to engage local restaurants and businesses, the process for engaging cities/municipalities in the campaign, relevant local resolutions, and lessons learned.

“The Final Straw Galveston”

TURTLE ISLAND
RESTORATION NETWORK



Sea Turtle
Restoration
Project

TURTLE ISLAND
RESTORATION NETWORK



Sharks
Environmental
Advocacy

TURTLE ISLAND
RESTORATION NETWORK



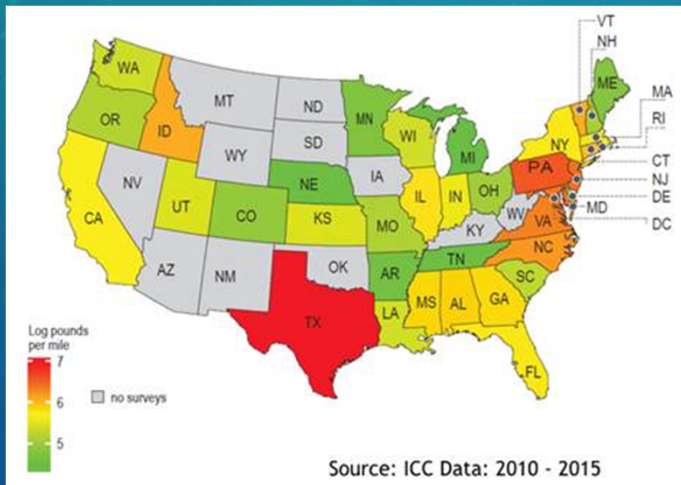
SPAWN

Salmon
Protection And
Watershed
Network





Texas has more marine debris along our coastline than any other state in the nation



BOLIVAR PENINSULA





Plastic Ingestion by Wildlife and Impact on Humans



Please Remember Your Reusable Shopping Bags



BRING THE BAG
GALVESTON ISLAND

a galveston grassroots initiative
visit BringtheBag.org for more information

Sponsored by:



SINGLE-USE PLASTIC BAG POLLUTION



GALVESTON CITY COUNCIL PROCLAMATION EARTH DAY 2016



CITY OF LAREDO FIGHT TO THE TX SUPREME COURT



SINGLE-USE STRAWS!



TURTLE ISLAND
RESTORATION NETWORK



“THE FINAL STRAW GALVESTON”

- Average lifespan of a straw is 30 minutes
- Americans uses 390 million straws per day, enough to wrap around the earth 2.5 times
- Straws take 200-500 years to decompose
- Straws are not recyclable

HELP TO REDUCE PLASTIC WASTE BY **REFUSING** A STRAW TODAY!

GALVESTON ISLAND'S ECONOMY RELIES ON TOURISM



HOW TO JOIN “THE FINAL STRAW GALVESTON”

- Businesses will register their commitment www.seaturtles.org/finalstraw-galveston
- We will set you up with materials to inform your patrons you have joined the campaign
- Audit your current inventory and straw usage to see your impact of your action
- Implement the “straw by request” policy and you will reduce your waste and save money
- Switch to paper straws or reusable straws
- **Recognition** for their efforts on social media, website and other publications



CITY OF GALVESTON CITY COUNCIL RESOLUTION

- A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GALVESTON, TEXAS, **ENCOURAGING** FOOD AND BEVERAGE ESTABLISHMENTS WITHIN THE CITY OF GALVESTON TO REFRAIN FROM PROVIDING PLASTIC STRAWS AND STIRRERS TO THEIR CUSTOMERS **EXCEPT ON SPECIFIC REQUEST**, ENCOURAGING THE USE OF PAPER, PLANTS AND OTHER NATURAL MATERIALS IN LIEU OF PLASTIC STRAWS AND STIRRERS, DIRECTING THE CITY SECRETARY TO SEND CERTIFIED COPIES OF THIS RESOLUTION TO THE GALVESTON RESTAURANT ASSOCIATION AND THE GALVESTON CHAMBER OF COMMERCE FOR DISSEMINATION TO THEIR MEMBERS; PROVIDING FOR FINDINGS OF FACT AND FOR AN EFFECTIVE DATE.



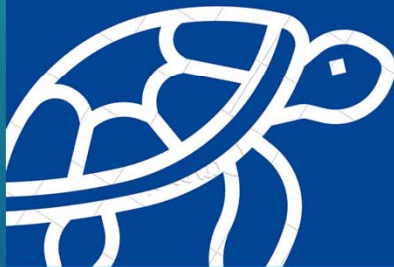
- **WHEREAS**, on a yearly basis millions of tons of plastic pollution flows into the oceans and this amount is expected to increase unless positive steps are taken to prevent plastics from entering the environment; and
- **WHEREAS**, it is incumbent on all citizens of Galveston to lend their assistance to the reduction of plastics into the natural environment which is so critical to the livelihood of so many in this area; and
- **WHEREAS**, the threat posed to the environment and humans by plastics can be diminished incrementally through behavioral changes which are easily made; and
- **WHEREAS**, plastic straws and stirrers are not essential to most people but instead are convenience items whose use can be lessened by encouraging food and beverage establishments and other facilities to refrain from providing them except on request of their customer; and

PARTICIPATING BUSINESSES

- Strawless
- Hemingway's
- Straws Upon Request
- Float
- BLVD seafood
- Beerfoot
- Paper
- Moody Gardens
- Olympia
- 23rd Street Bar
- Gypsy Joynt

#THE FINAL STRAW

GALVESTON



We're joining the fight
against single-use plastic
straws to protect the
environment.

Reusable straws are now
available **by request**.

Take the pledge to end plastic straw use at
www.seaturtles.org/finalstraw.



Turtle Island Restoration Network is a leading advocate for the world's oceans and marine wildlife. Join us.
2228 Broadway Ave. J. Galveston, Texas • (409) 795-8426 • info@seaturtles.org

Take the Pledge!

seaturtles.org/the-final-straw

Joanie Steinhaus
Gulf Program Director
joanie@seaturtles.org



Discussion

Reducing Single Use Plastics in the Restaurant Industry

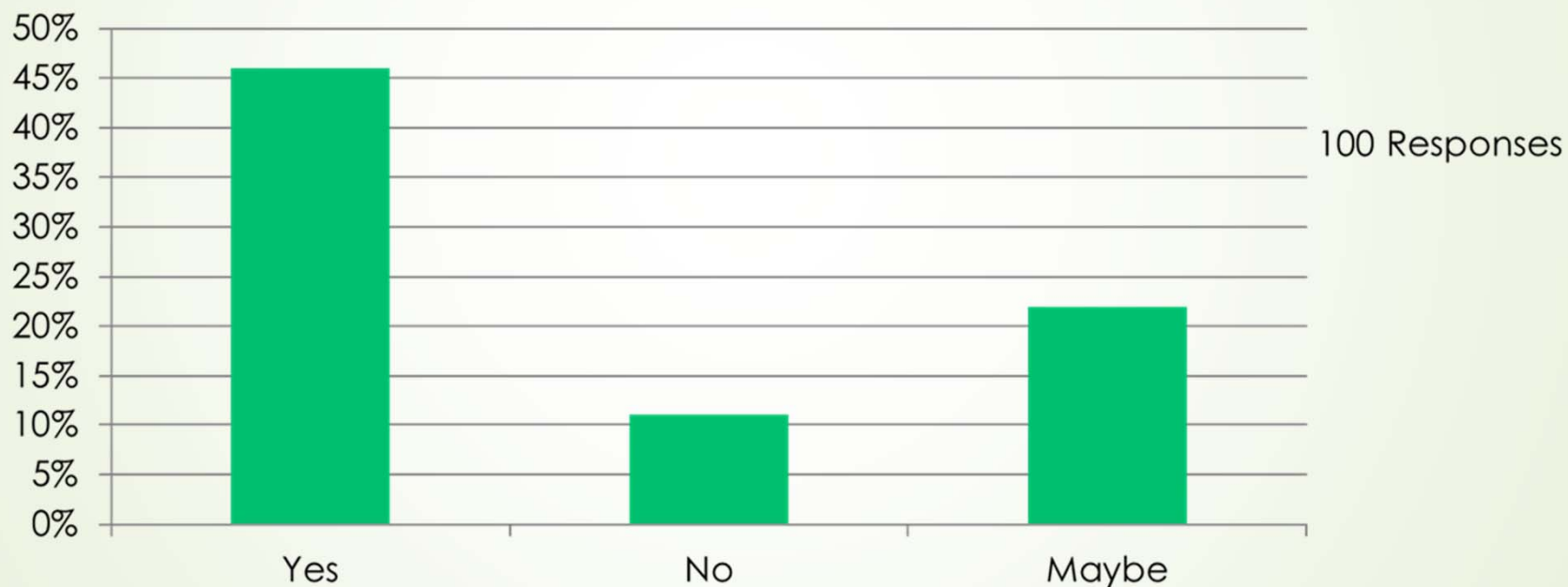
- ▶ Current practices and existing programs
- ▶ Efforts to support or pilot

Discussion

- ▶ Current practices and existing programs:
 - ▶ City of Plano Green Business Certification Program
 - ▶ Checklist of green operational practices
 - ▶ Green Restaurant® Certification Standards
 - ▶ Green Restaurant Association
 - ▶ Tiered approach to certification level
- ▶ Challenges
- ▶ Successes
- ▶ Lessons learned

Discussion

Would you support a voluntary initiative or certification program for restaurants to participate in that encourages them to reduce the amount of plastic utensils and straws they distribute to patrons in order to reduce aquatic debris?



Source: 2021 Water Resources Survey, NCTCOG, March 8, 2021.

4/1/2021

Discussion

- ▶ Plastic reduction efforts cities and other member governments might support or be interested in piloting:
 - ▶ Campaigns
 - ▶ Recognition programs
 - ▶ Certification programs
 - ▶ Resolutions
 - ▶ Other Resources or Ideas?

Discussion

This now concludes the joint components of our Recycle Roundtable. Thank you for your participation! NCTCOG will now move forward with its regular business.

Discussion Topics

5. Know What to Throw (KWTT) Campaign MVP's (Dec 2020 – March 2021)



	Impressions	Engagements
Facebook	2,577	478
Instagram	38	4
Twitter	385	4

	Impressions	Engagements
Facebook	145	14
Instagram	135	32
Twitter	N/A	N/A

	Impressions	Engagements
Facebook	788	42
Instagram	72	5
Twitter	794	21

Discussion Topics

5. *Know What to Throw (KWTT) Campaign.*

KWTT Quiz Level 2. NCTCOG will provide an update on the KWTT Level 2 Quiz.

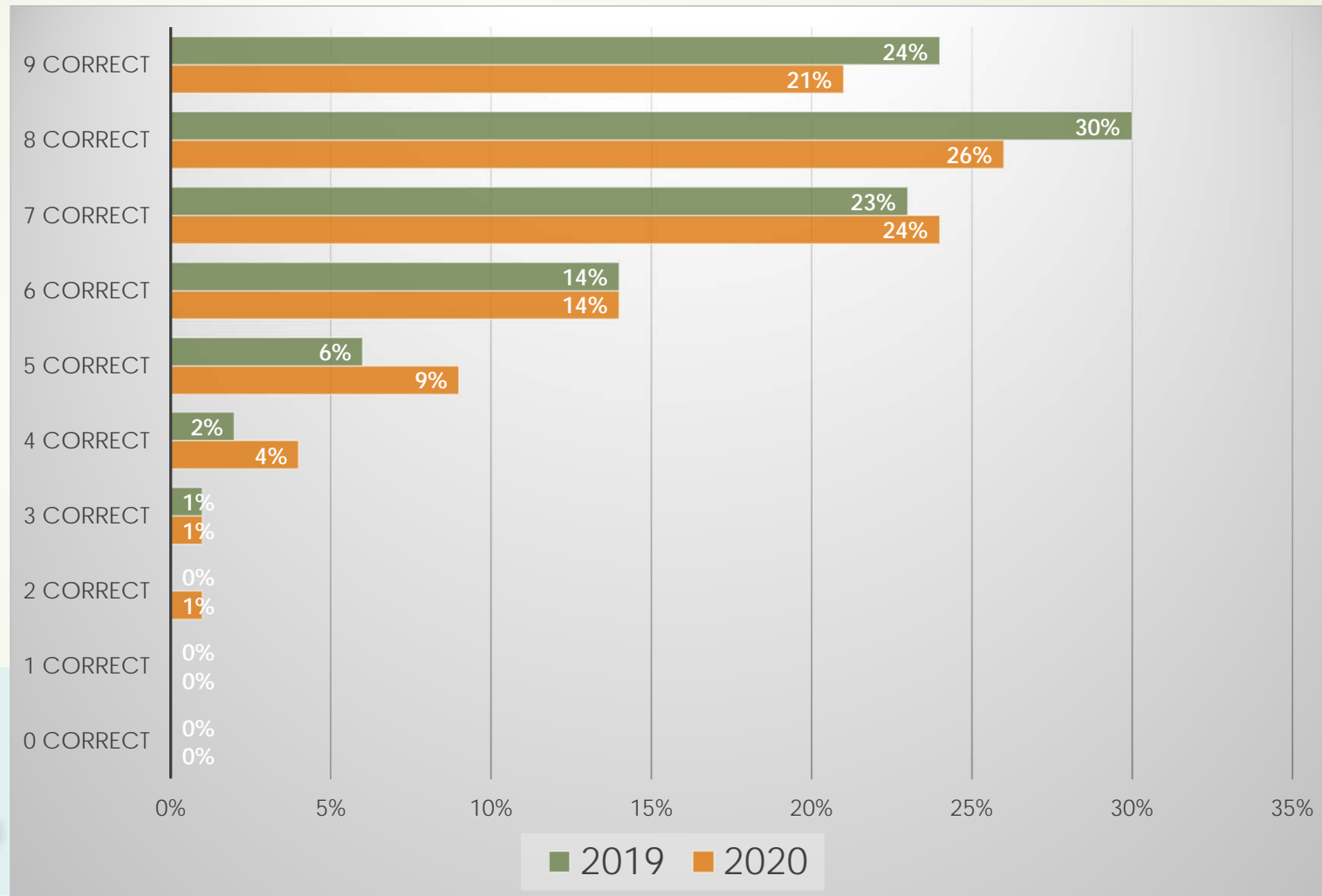
Know What to Throw Quiz – Level 1 (reset)

8/1/2020 – 3/25/2021

- 2,360 Starts
- 1,780 Completions

Most Incorrect Questions:

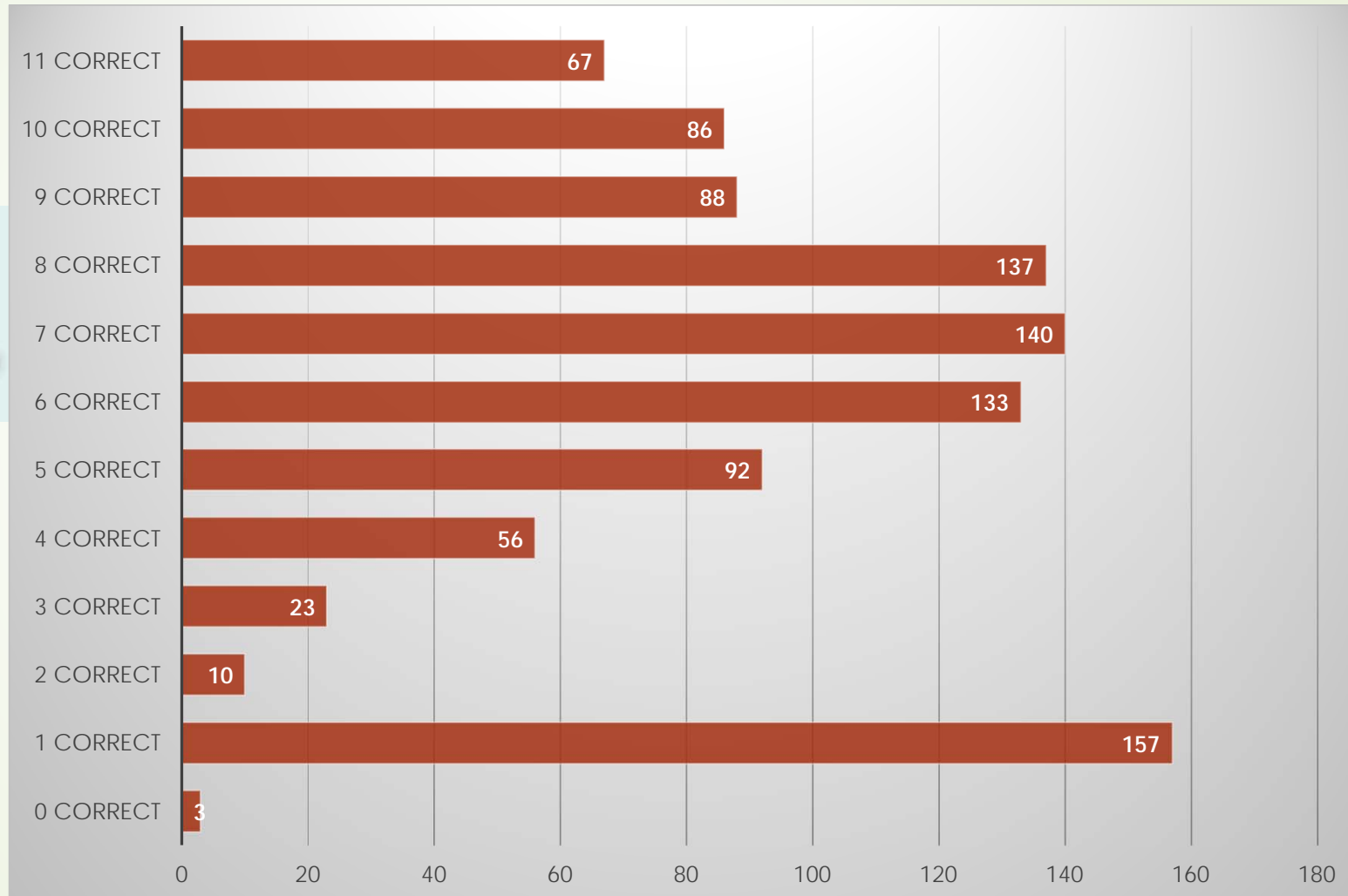
- Rinsing Items
- Plastic Bags
- Metals
- Styrofoam



Know What to Throw Quiz – Level 2

8/1/2020 – 3/25/2021

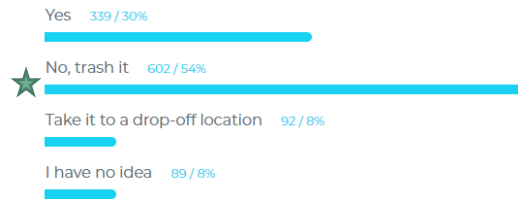
- 1,190 Starts
- 837 Completions



Know What to Throw Quiz – Level 2

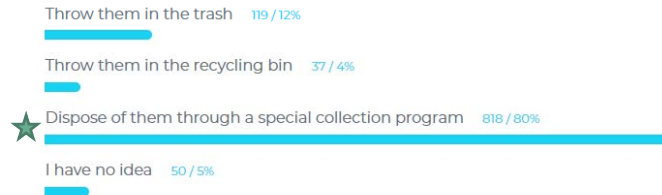
Question 1

Can all wrapping paper go into the recycling bin?



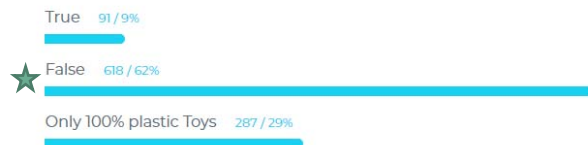
Question 2

What should you do with fluorescent lightbulbs?



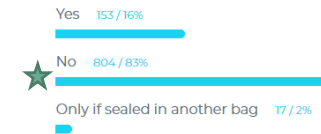
Question 3

True or False, plastic toys can go into the recycling bin.



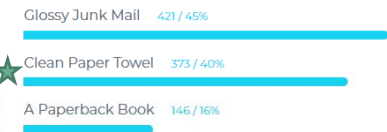
Question 4

Should plastic bags go into the recycling bin?



Question 5

Which of these items are NOT able to be recycled curbside?



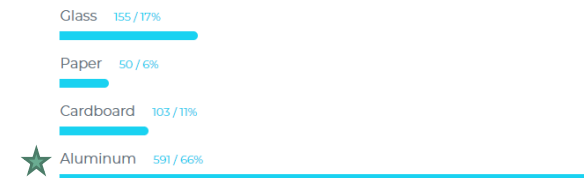
Question 6

Shredded paper is technically paper, so it's recyclable in your curbside program, right?



Question 7

Which item is the most valuable (has had the highest monetary value per ton) for the recycling industry?



Know What to Throw Quiz – Level 2

Question 8

Are shopping receipts recyclable?



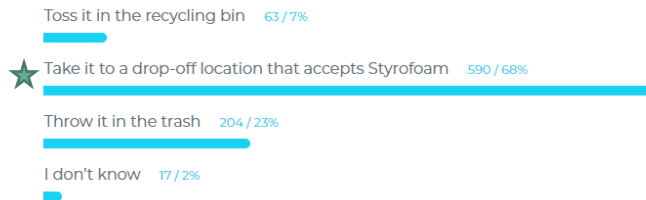
Question 9

Can a glass bottle be recycled if it is not clear? (i.e wine bottles, beer bottles, etc.)



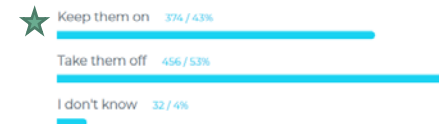
Question 10

What can you do with Styrofoam packing material?



Question 11

Should you keep the plastic bottle caps on or off when recycling plastic bottles?



Discussion Topics

6. NCTCOG Updates

- a. COVID-19 Solid Waste Management Conference Calls
- b. Waste Characterization Study #3: <https://www.nctcog.org/envir/materials-management/regional-recycling-survey-and-campaign>
- c. EPA Trash Free Waters Grant: <https://www.nctcog.org/environment-development/watershed-management/trash-free-texas-project>
- d. EPA Supporting Anaerobic Digestion in Communities Grant
<http://conservenorthtexas.org/event-archive>
- e. 87th Texas Legislature: https://www.nctcog.org/nctcg/media/Environment-and-Development/Documents/Materials%20Management/87th-Legislative-Matrix_Solid-Waste.pdf
- f. *Governmental Entity Recycling and Purchasing of Recycled Materials* (Senate Bill 1376) toolkit: <https://www.nctcog.org/envir/materials-management/sb-1376-resources>

Discussion Topics

7. Future Agenda Items & Request for Presentations

8. Roundtable

9. Next Meeting Date :


Thursday, August 19, 2021 at 1:30 p.m.

Location: To Be Determined

Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to www.TimeToRecycle.com
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU **KNOW** WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

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



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