

# Resource Conservation Council Meeting

May 21, 2024

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# Welcome and Introductions

## Notification of Conflicts of Interest.

Kathy Fonville, Chair of the Resource Conservation Council (RCC), will request RCC representatives with a potential conflict of interest relating to an agenda item to notify the RCC.

# Action Items

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**Meeting Summary.** The February 28, 2024 Meeting Summary will be presented for approval.

# Action Items

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## **Conformance Review: Chisholm Trail Disposal Landfill, Wise County.**

The Facility Conformance Subcommittee present their conformance recommendation for RCC approval.

# Presentation

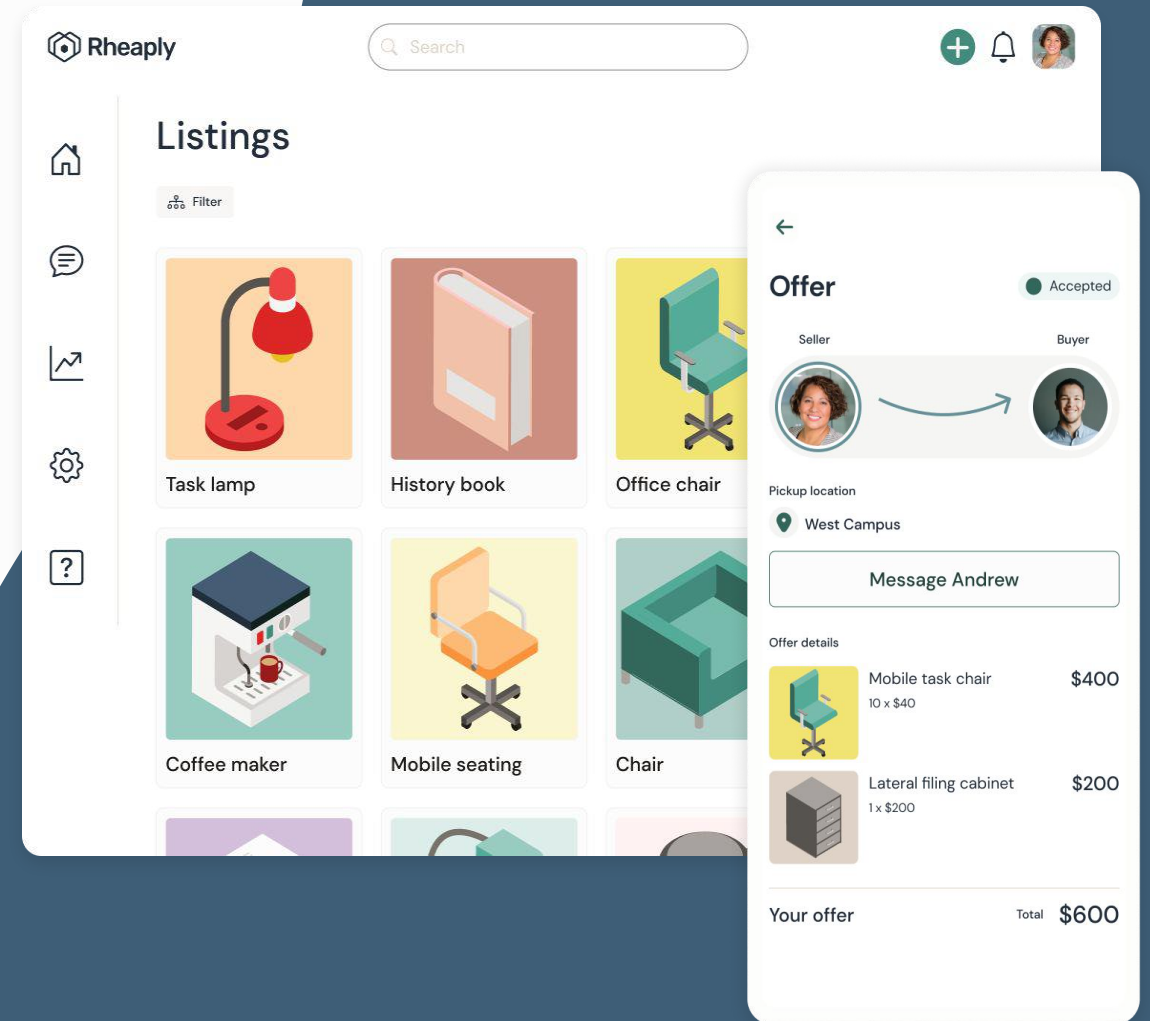
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## Rheaply Platform Update

Daniel Kietzer, Senior Director of Sustainability, Rheaply, Inc., will provide a brief overview of Rheaply and the next steps for launching the North Central Texas platform.

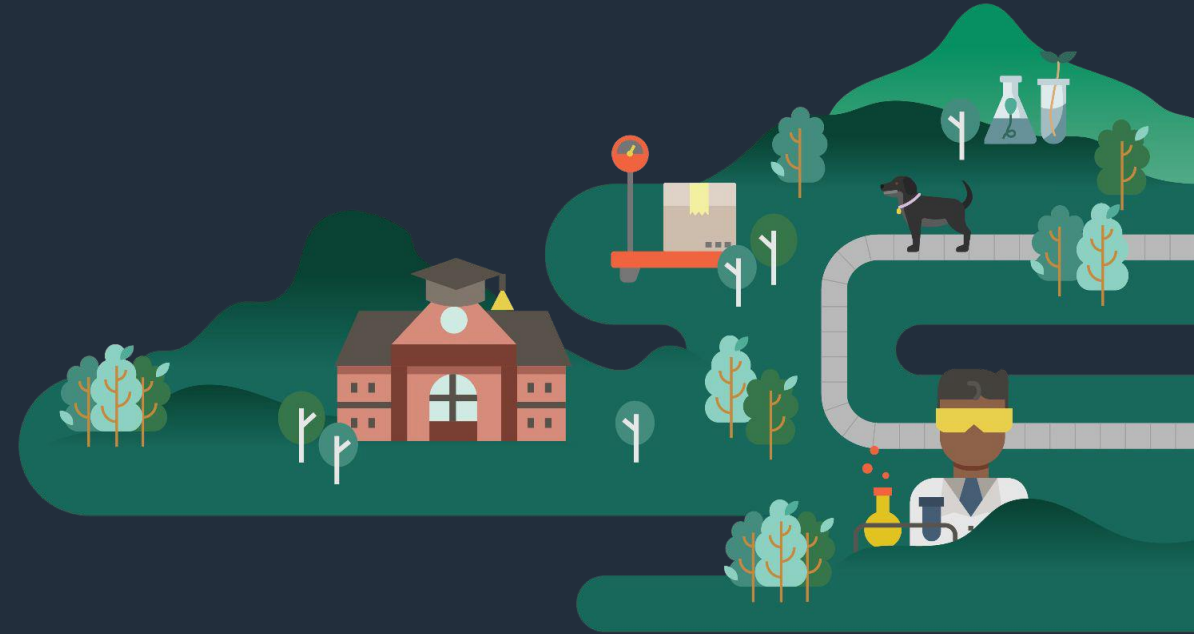
# Rheaply

## Technology for scaling reuse and circularity in North Texas





Rheaply has a vision to bring circularity to every business. In every city.



2016  
Launched

\$24.1M  
in asset value

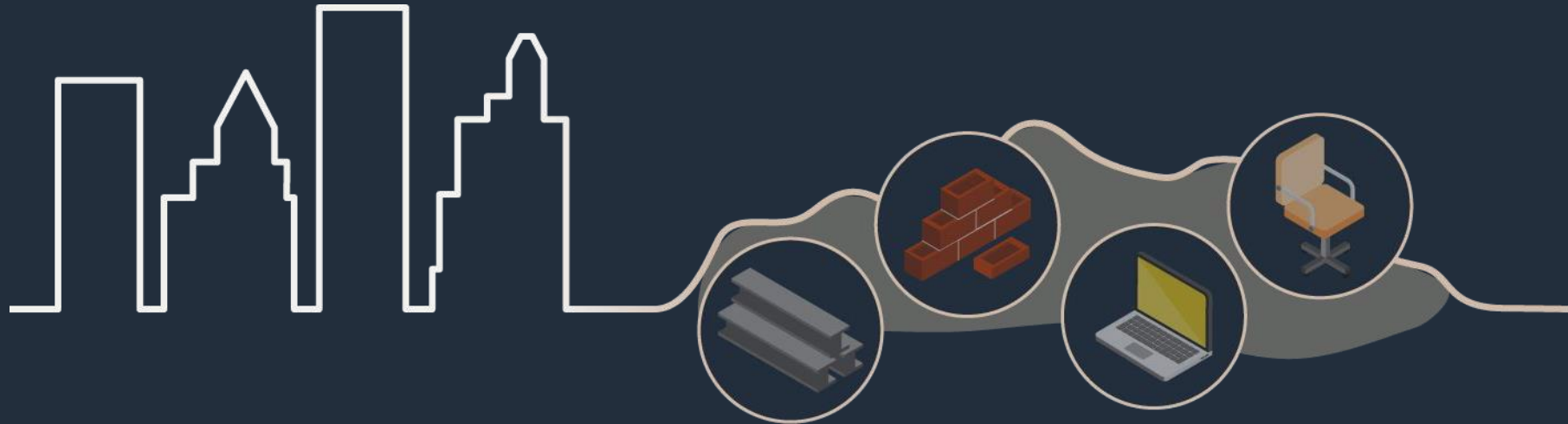
3,000+  
ecosystem partners

20,000+  
enterprise users

\$4.1M  
cost avoidance in '23

# The world is only 7.2% circular

Over 90 percent of everything we make is discarded after first use



Resource extraction

Manufacturing

Transportation

Consumption

Disposition

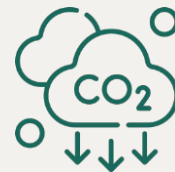
**Take. Make. Dispose.**





# The state of decarbonization

We have **67 months to get to a 43% reduction** in GHG emissions by 2030



We're on track to reduce GHG emissions just **3 out of 71 months!**

# Closing the gap with circularity

Moving toward a circular economy brings us much closer to the 43% GHG emissions reduction goal by 2030.



We earn **43 extra months** of GHG emission reduction with circularity

# The circular economy is gaining popularity, but falling short on action

The share of secondary materials consumed by the global economy has decreased from **9.1%** in 2018 to **7.2%** in 2023.

Factoring in growth over the same period, this is a **21% drop** over the course of five years.

Source: [The Circularity Gap Report, 2024](#)



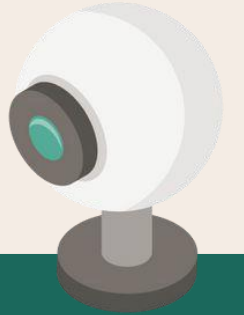
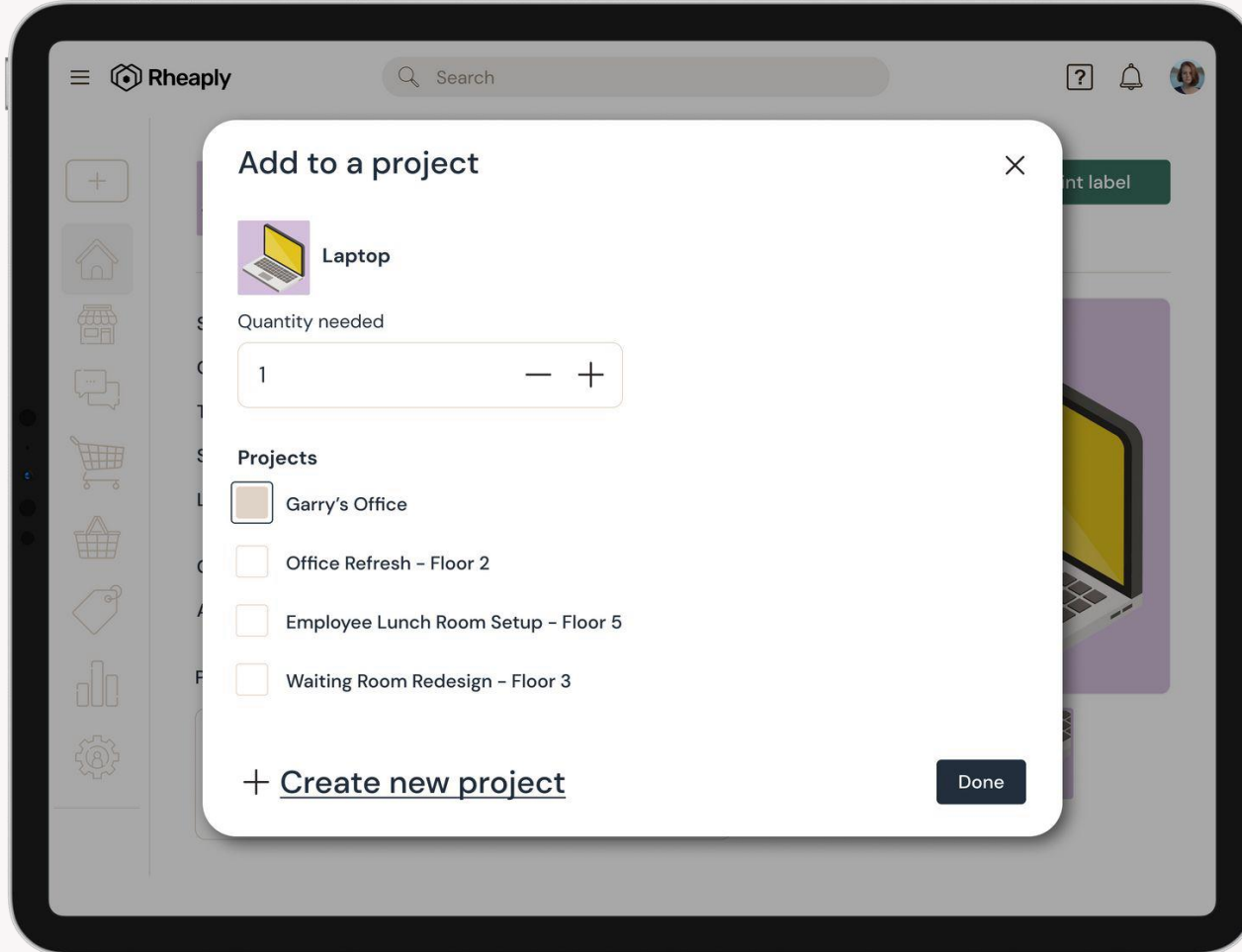
**3x** more discussions, debates and articles about circularity



**500** gigatonnes of materials consumed from 2018 to 2023



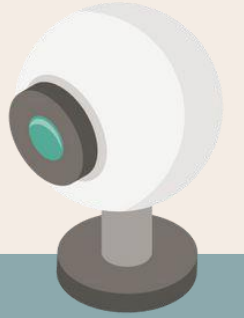
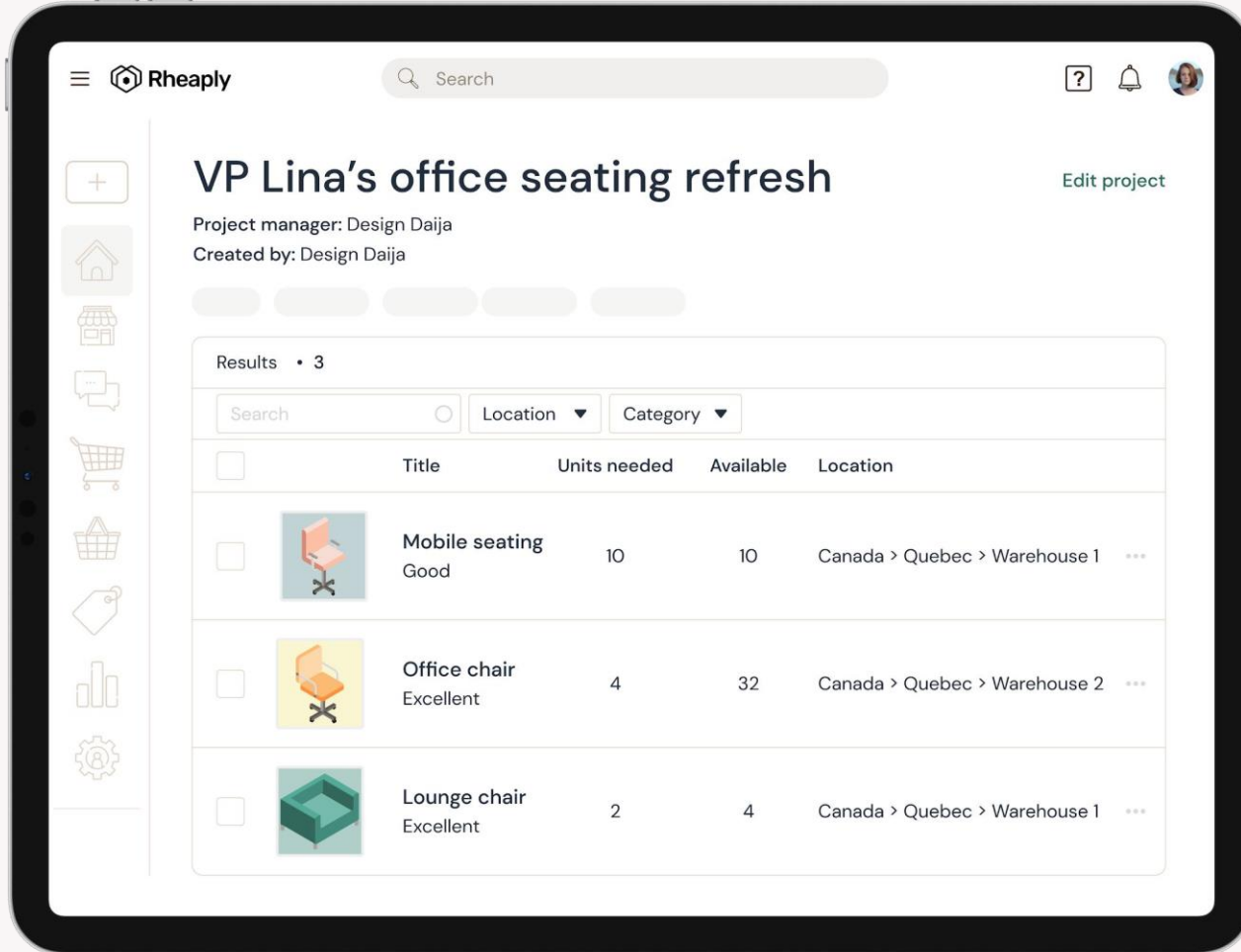
**21%** drop in secondary materials consumed globally, 2018 to 2023



Know what you have

Use what you have

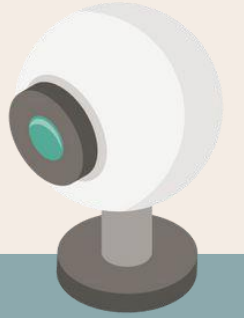
Drive impact with the things you don't need



Know what you have

Use what you have

Drive impact with the things you don't need



**Know what you have**

**Use what you have**

**Drive impact with the things you don't need**

# Promoting operational efficiency & decarbonization through reuse



## Visibility

Bring visibility into resource availability across city departments



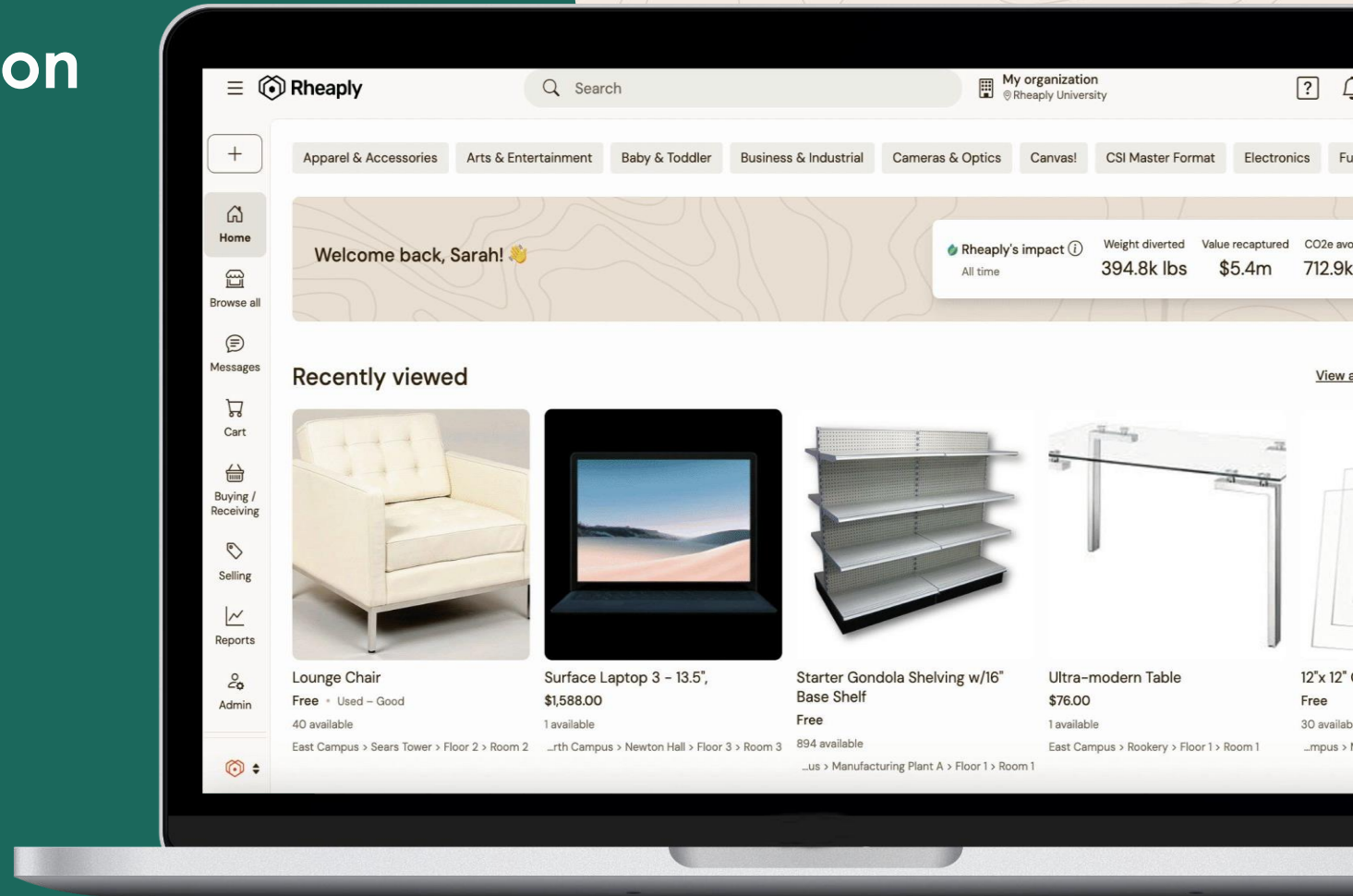
## Circulate

Resources exchanged internally or externally for reuse



## Metric reporting

Track financial and sustainability data with real-time reporting





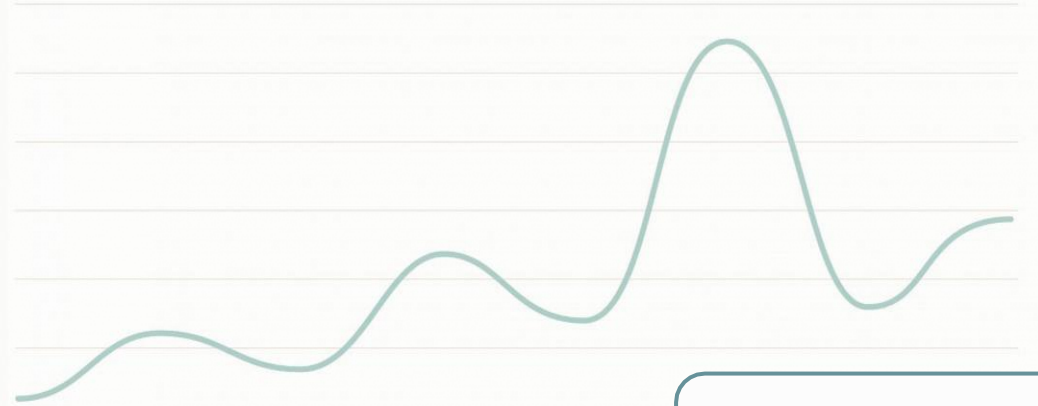
## Rheaply's reuse, re-commerce and inventory management tools promote operational efficiency through simplified reuse-at-scale.

Rheaply automates and streamlines - with the help of AI - the process of inventory management for complex enterprise organizations.

Our platform facilitates the identification of recoverable materials within an organization's inventory, and includes robust project management tools to support moves, adds, and changes across the buildings portfolio.

Rheaply also enables tracking of economic and environmental impact metrics, including value captured through reuse, embodied carbon avoided, and weight diverted from landfill.

### Real-time Reuse Impact Reporting



weight recaptured and diverted from landfill



estimated embodied carbon avoided



value captured through reuse



**Rheaply's circularity platform promotes operational efficiency, waste reduction and decarbonization through reuse at some of the largest enterprise organizations in the world.**



Public research university | 4 months | Circulate + Visibility

↳ \$113,000 value recaptured across 362 transactions



Power sector company | 17 months | Circulate

↳ \$185,000 value recaptured, 133,200 lbs diverted from landfill across 181 transactions



Fortune 100 energy company | 2 months | Circulate & Services

↳ \$34,000 donated and 722,490 lbs diverted from landfill

### **Economic Impact KPIs**

- GMV of materials on platform
- Value recaptured, sold or donated
- Procurement lead time reductions

### **Environmental Impact KPIs**

- Embodied carbon avoided
- Weight diverted from landfill

### **Engagement KPIs**

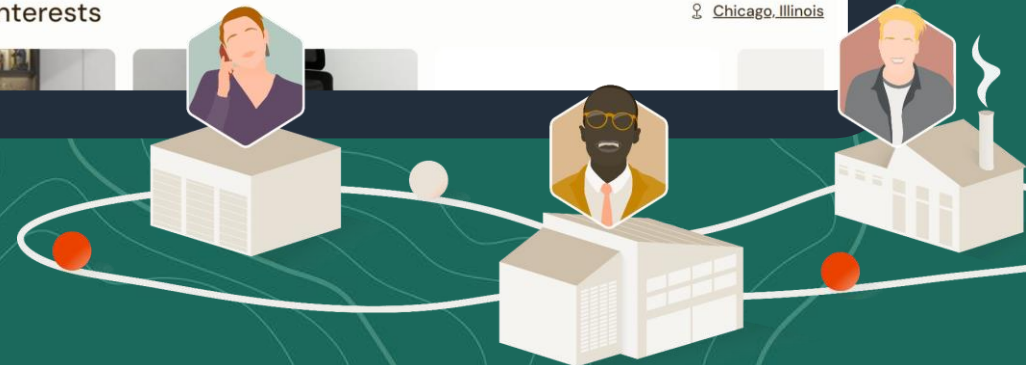
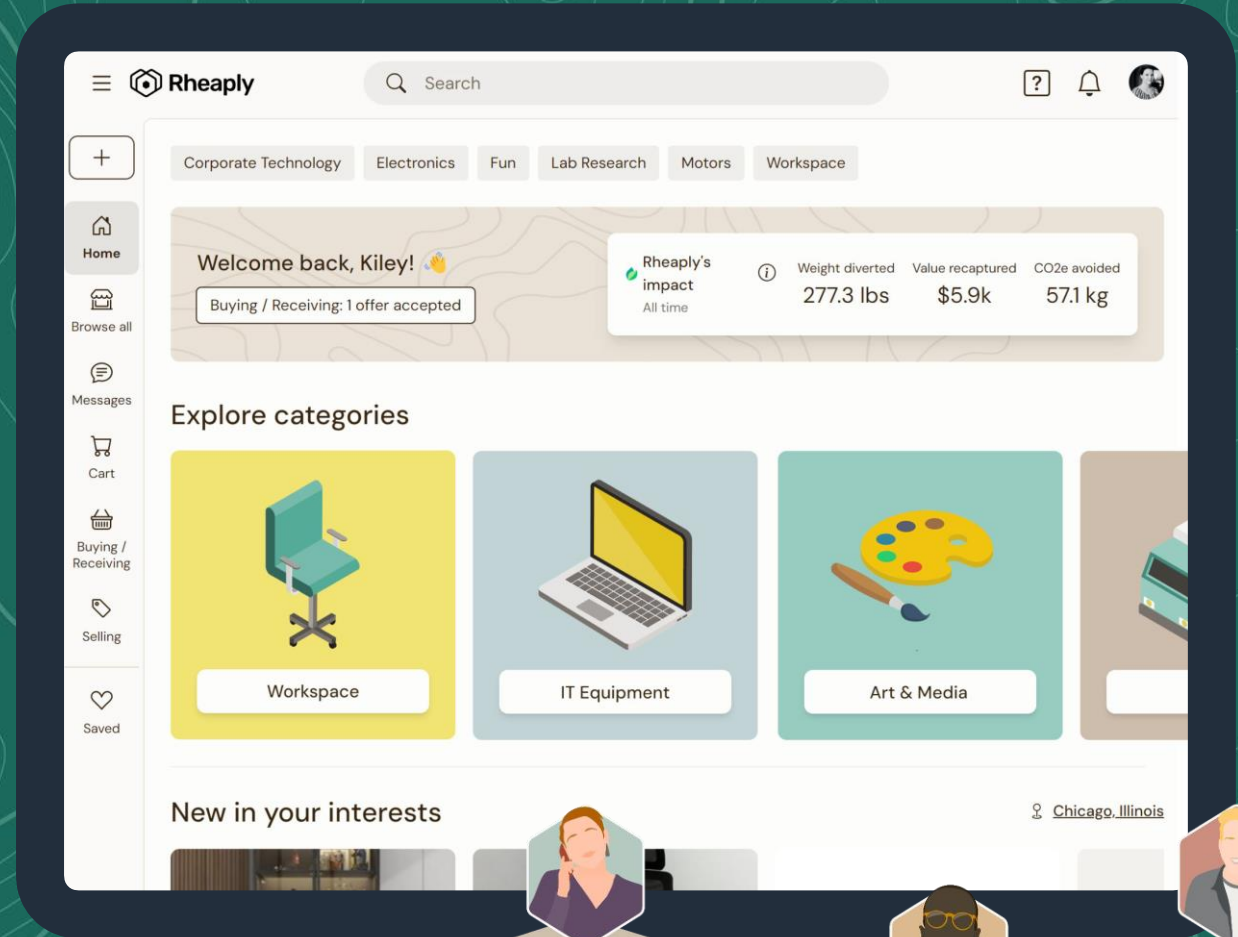
- # of users and weekly active users
- Time to exchange
- # of listings, # of transactions



# Circular Cities

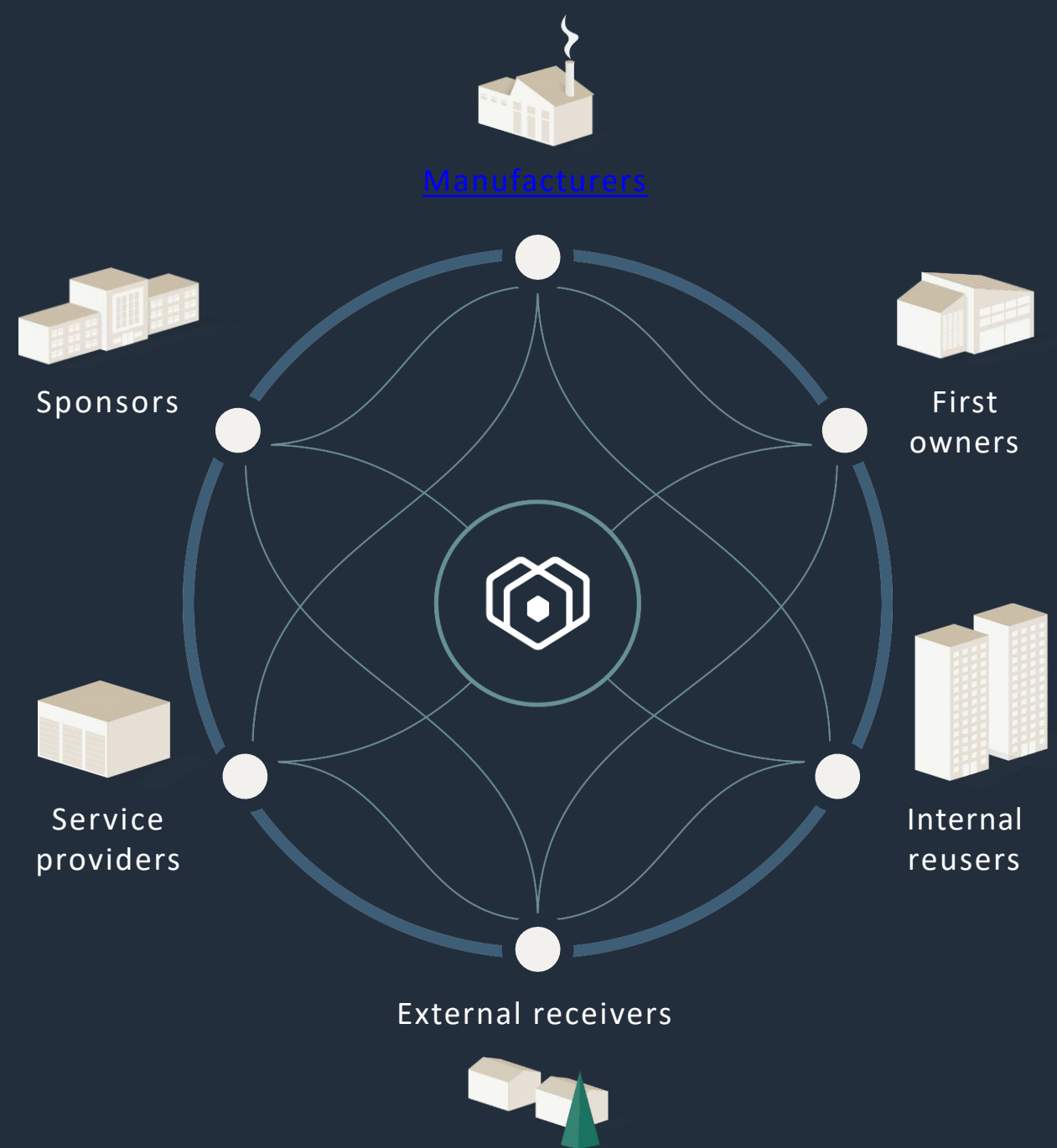
Rheaply's **Reuse Marketplace Initiative** is transforming US cities and states into circular communities. Powered by Rheaply's industry-leading re-commerce platform, we connect businesses and organizations to reuse and recirculate resources at their **highest and best use**.

As a result, communities keep valuable products and materials in use, reduce costs and landfill waste, and have a better choice for sourcing materials with a lower embodied carbon impact.



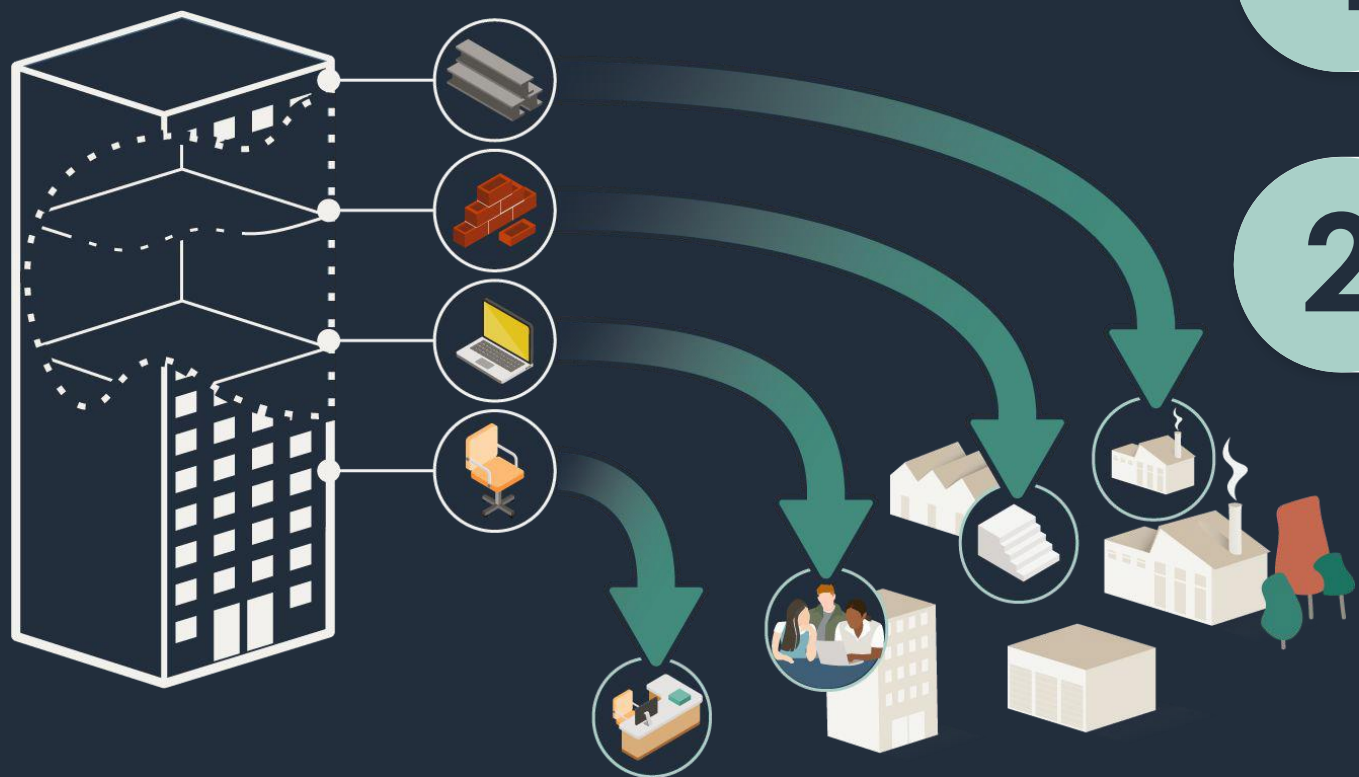
# Connecting the dots

Cities are complex ecosystems with a diverse array of potential circular economy participants. Productive systems need a central nervous system; we think technology can help.



# Defining our vision

What does success look like for NCTCOG?



1

## Access

A vibrant and active Reuse Marketplace exists and is easily accessible for businesses, organizations and local government agencies across the 16 county NCTCOG region.

2

## Growth

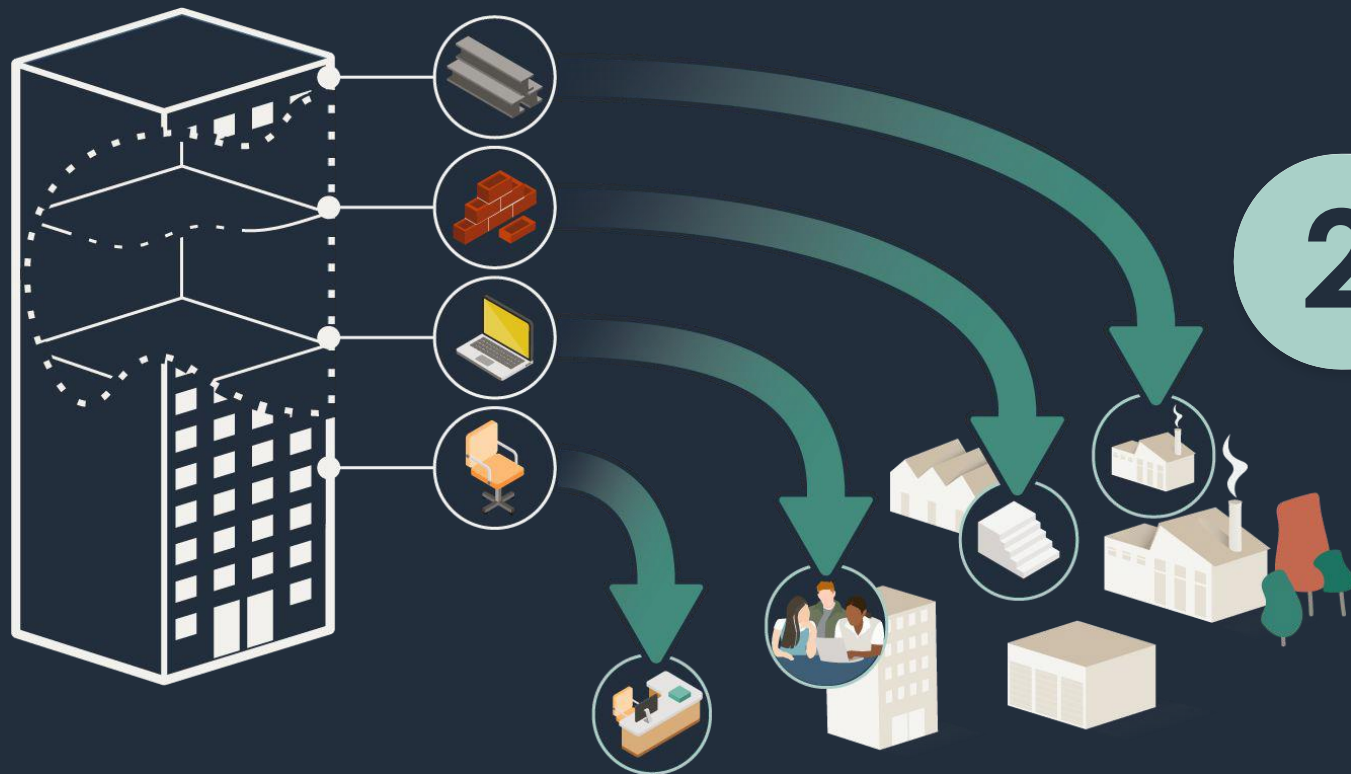
Local governments in the NCTCOG region have the tools, materials, and knowledge to widely promote the availability of this program to businesses and organizations in their various jurisdictions.

3

## Impact

The Reuse Marketplace successfully facilitates and tracks reused materials across the NCTCOG region.

# NCTCOG members can make an impact using Rheaply



1

**Inside the City Gov**  
department to department  
reuse

2

**Outside the City Gov**  
sharing city assets and materials into the  
community

3

**Across the City**  
building the reuse ecosystem  
in North Central Texas

# City of San Francisco Virtual Warehouse

Rheaply powers the City of San Francisco's Virtual Warehouse to redistribute City surplus property across departments and community organizations.

As of May 3, 2024

**558**

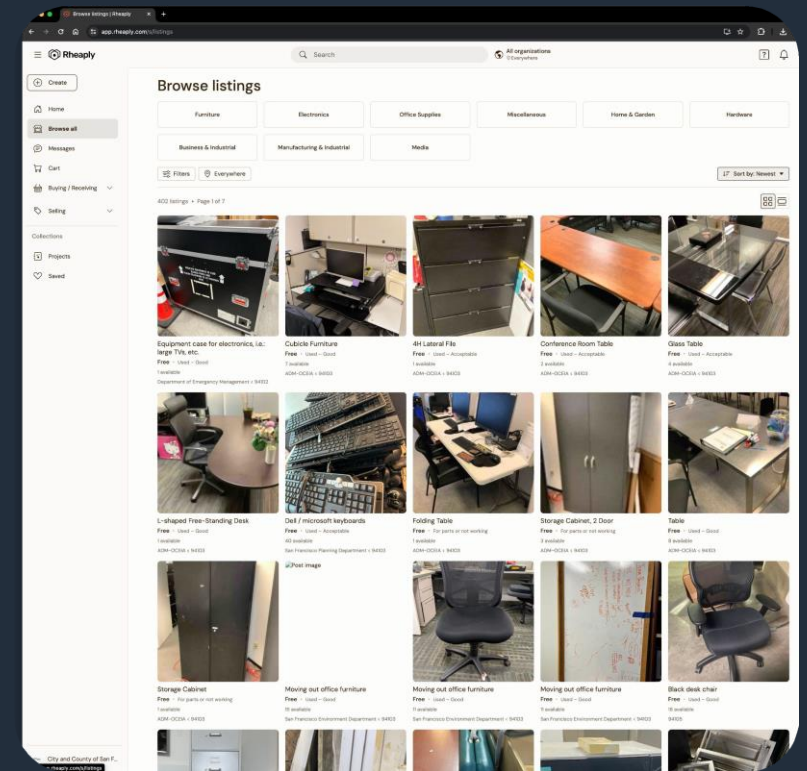
Active users across the City

**252k**

Items listed on Rheaply

**\$37k**

Value recaptured from reuse







# City of San Antonio

Rheaply connects departments across the City of San Antonio to reuse assets and materials. We also power San Antonio's Material Innovation Center to connect building materials to the local community.

As of May 3, 2024

**15+**

Departments on Rheaply  
across the City

**623**

Active Users

**One**

Material Innovation  
Center sharing building  
products across SA





[Read the 2023 Reuse Report](#)

## Office building decommission with the Cleveland Guardians

Rehoming furniture and office equipment from Progressive Field to Cleveland-area nonprofits.



Environmental  
Protection  
Agency



In just 48 hours we saw...

**\$108,995**

Total value

**75,000 lbs**

Weight diverted

**23 nonprofits**

Recipients impacted



Spring 2024  
**Plan + Engage**

### **May-July 2024**

#### **Engage RCC Members**

- Present on Rheaply during the RCC Meeting (✓)
- Hosted webinar for onboarding + Q&A
- Feedback + idea survey
- RCC Members invite select regional businesses and local networks (early adopters)

Summer 2024  
**Kickoff**

### **August 2024**

#### **Engage RCC Members Network + Regional Government Kickoff**

- Presentation to key NCTCOG county stakeholders
- Plan developed for regional rollout
- Outreach collateral developed and distributed to RCC members for network growth

Q1 2025  
**Continued community engagement + growth**

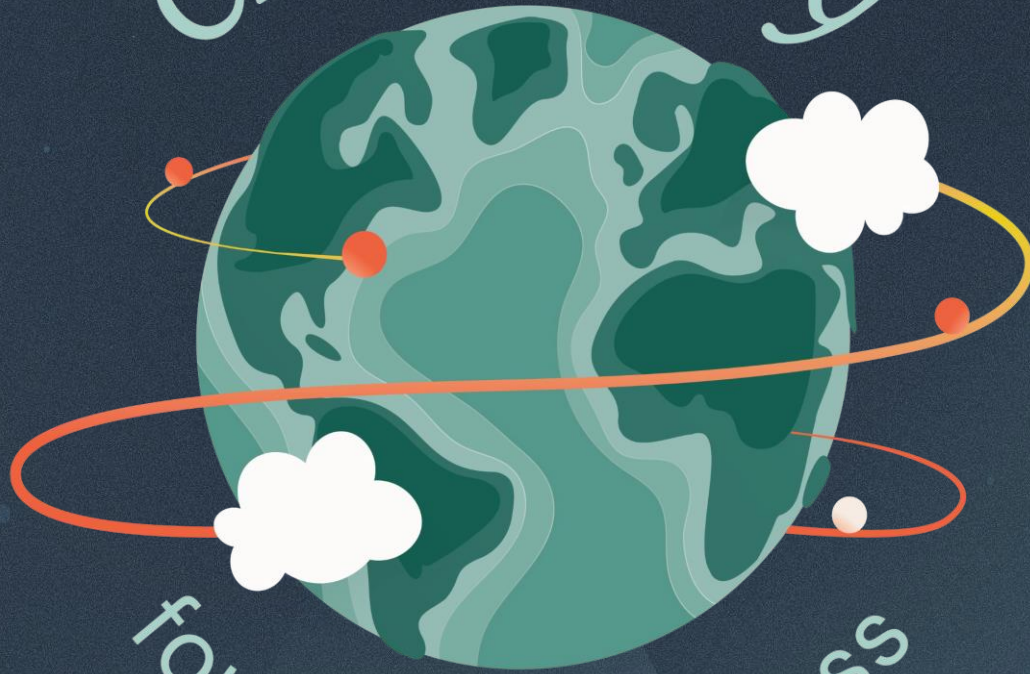
### **September-December 2024**

#### **Regional Businesses Engaged + Reporting Kickoff**

- Outreach collateral developed and distributed to regional government stakeholders to engage their local business community
- Custom reports developed for monthly growth review and tracking



*circularity*



*for every business*

# Materials Management Highlight

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## **FIFA World Cup Sustainability Report and Committee**

NCTCOG will provide information on the 2026 FIFA World Cup Sustainability Report and Committee.



# Discussion

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## **NCTCOG Updates:**

- FY2024-2025 Grants and Regional Projects Update
- Regional E-Recycling Contract Update
- Community Contract Development Assistance Project Update
- Regional Tire Collection Events
- SWIFR Grant Update

# Discussion

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## **NCTCOG Updates:**

- Report DFW Dumping Maintenance and Revamp
- Nominating Subcommittee/Reappointment Process – Seeking Volunteers
- Materials Management Newsletter/Resources



# Other Business

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Future agenda items

Roundtable topics

# Next Meeting Date:

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**Tuesday, August 27, 2024, at 10:00 AM.**

Pitstick Conference Room, NCTCOG Offices  
616 Six Flags Drive Arlington, TX 76011

## Adjournment

# Resources

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- ▶ Materials Management website: <https://www.nctcog.org/envir/materials-management>
- ▶ Solid Waste Grants: <https://www.nctcog.org/envir/materials-management/grants>
- ▶ Regional Electronics Recycling Contract: <https://www.nctcog.org/envir/materials-management/regional-electronics-recycling-contract>
- ▶ Closed Landfill Inventory: <https://www.nctcog.org/envir/materials-management/closed-landfill-inventory>

## Contact

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## Connect



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