

# Rural Recycling Solutions



**NCTCOG SWAC MEETING**  
**JANUARY 23, 2018**

**CTRA-COOPERATIVE TEAMWORK &  
RECYCLING ASSISTANCE**  
**RACHEL HERING, EXECUTIVE DIRECTOR**  
**[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 20 years CTRA has helped members recycle over 133,308 tons of material and generate \$9,443,567 in revenue. This has saved 402,318 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!



# Who is the Typical CTRA Member?



- 5,000 in Population
- Drop-Off Center
- Commodity Choices: Cardboard, Paper, Plastic, Metals
- Processing Choices: Baled or Loose Material
- Mix of Residential & Commercial



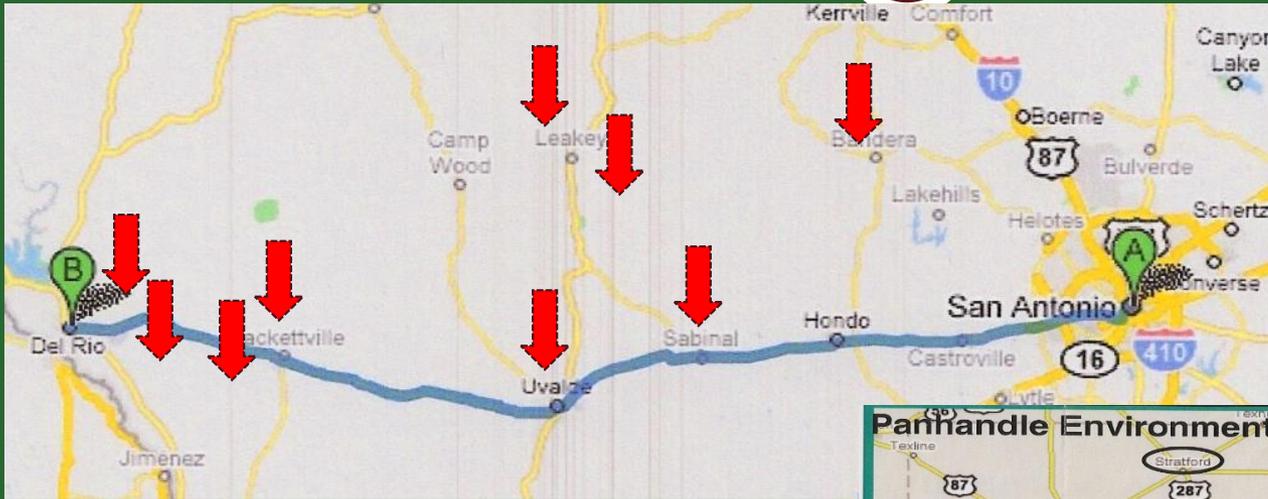
# Recycling in Rural Communities?



## Limitations:

- Small community
- Volume
- May not be located near an urban/metro area
- Limited staff
- Limited budget
- No response to RFP's/inquiries

# Regional Infrastructure & Cooperative Marketing



Partners Sharing  
Resources:

- Transportation Costs
- Equipment
- Trucks
- Knowledge

# Community Partnerships



- School Districts, Colleges & Universities
- EDC's and Chamber of Commerce Groups
- Civic Groups/MHMR Groups
- KTB Affiliates



# Infrastructure & Equipment



- A secure building or a building and a fenced yard
- Baler
- Forklift
- Pallet Jack
- Scale
- Trailers
- Bins/Loading Dock



In the last 10 years, members have received over \$300k in grant funding due to the grant writing services provided by CTRA.

# Marketing



## Recycle Center

Mixed Load (Bales & Loose)

40 Bales or 42,000 lbs. (Same Commodity)



Regional MRF  
(Dallas, Houston, Lubbock, SA)



Mill  
(Throughout the US)



Mill  
(Throughout the US)



# Barriers to Growth



- Long Term Funding is Market Dependent
- Local Attitude Indifferent Towards Recycling
- Changes in Government/Support from Management
- Expenses/Equipment Upkeep
- Staffing & The Need for Training/Certification



# Success Stories



- Recycling Rate Increase
- Direct Mill Loads
- Community Partnerships

- Curbside Recycling
- Increased Participation
- 6,315 Cu. Yds. of Landfill



# Success Stories



- Develop Industry Partnerships



- Take Advantage of Training Opportunities



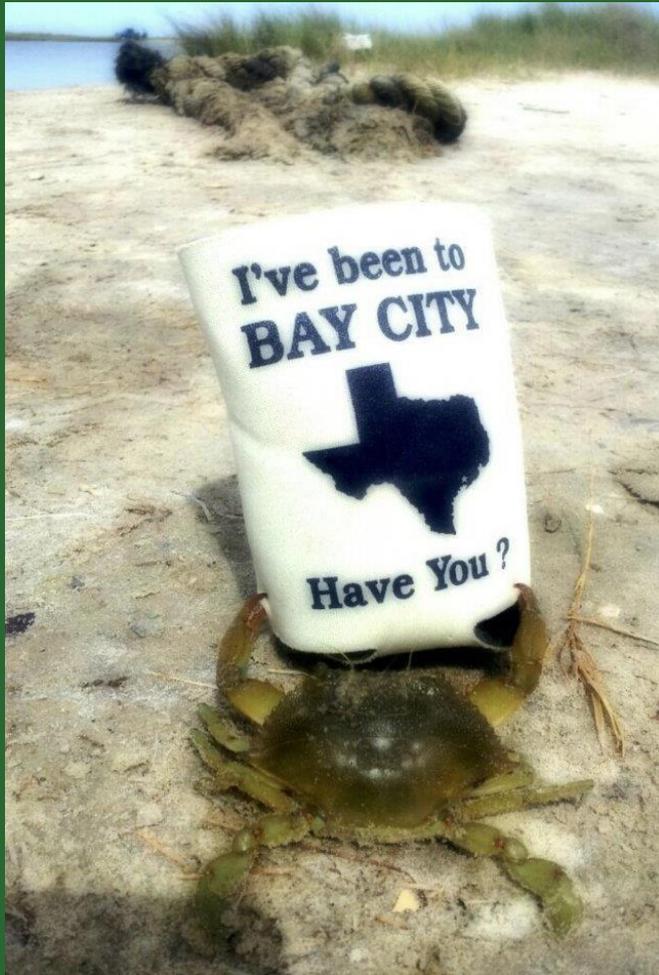
- Look at additional items to take



- Continue to advertise & educate!



# CTRA Member Case Study

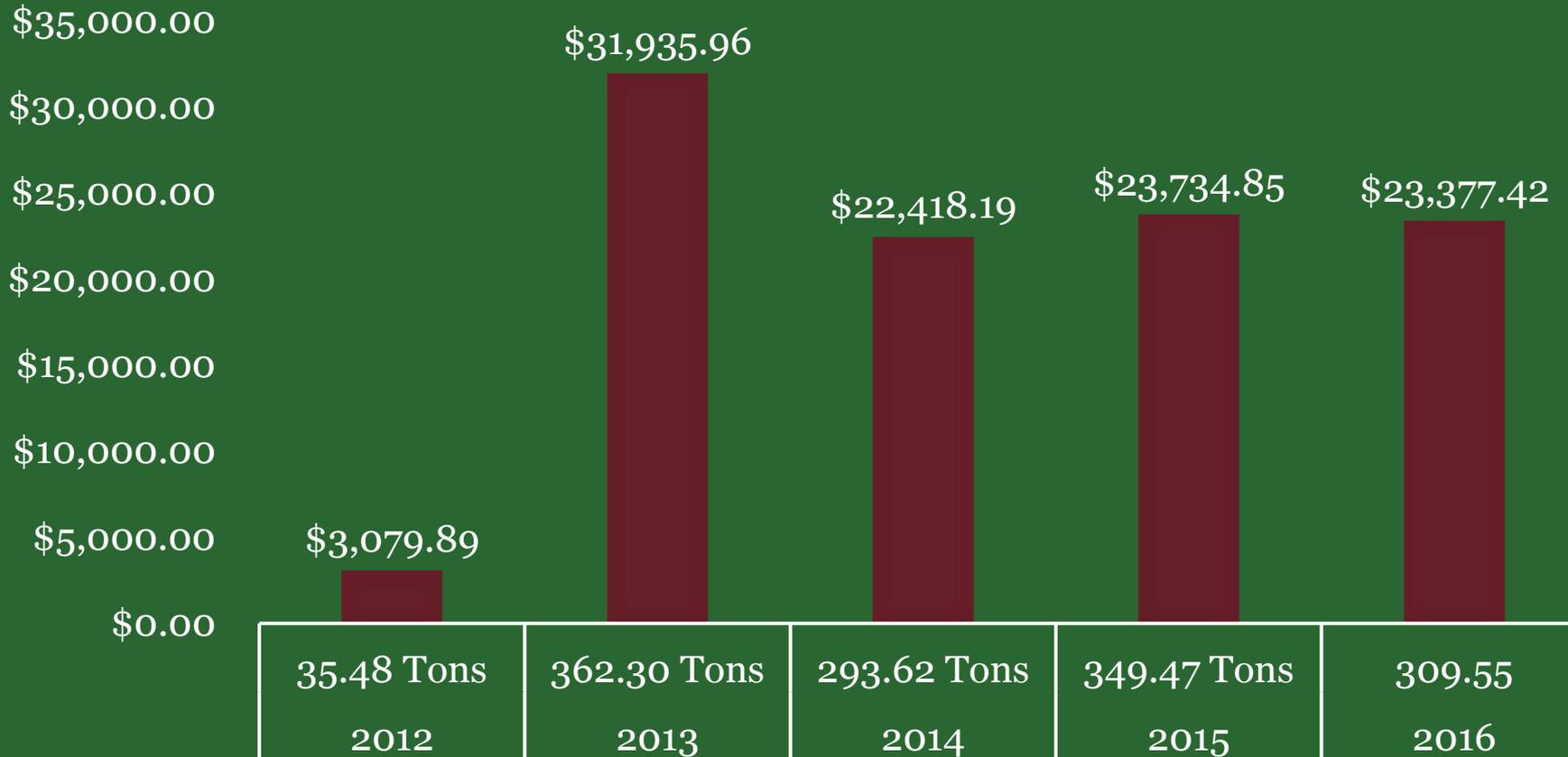


- 2 employees, open M-F 8am-5pm, Saturday 9am-12pm
- Drop-off site bins open to the public 24/7
- Focus on commercial recycling, business pickups
- Excellent cooking oil recycling program

# CTRA Member Case Study- Tonnage & Revenue



## BAY CITY TONNAGE & REVENUE





# Questions?



CTRA

Rachel Hering

[recycletxrachel@gmail.com](mailto:recycletxrachel@gmail.com)

512/236-1134

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



[www.facebook.com/ruraltexasrecycling](http://www.facebook.com/ruraltexasrecycling)