Rural Recycling Solutions

NCTCOG SWAC MEETING
JANUARY 23, 2018

CTRA-COOPERATIVE TEAMWORK & RECYCLING ASSISTANCE
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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

<table>
<thead>
<tr>
<th>Year</th>
<th>Tonnage</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>2012</td>
<td>35.48 Tons</td>
<td>$3,079.89</td>
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<tr>
<td>2013</td>
<td>362.30 Tons</td>
<td>$31,935.96</td>
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<tr>
<td>2014</td>
<td>293.62 Tons</td>
<td>$22,418.19</td>
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<tr>
<td>2015</td>
<td>349.47 Tons</td>
<td>$23,734.85</td>
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<tr>
<td>2016</td>
<td>309.55</td>
<td>$23,377.42</td>
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Questions?

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