

2016 ICMA AWARDS

City of Sugar Land, Texas

Category: Community Sustainability

Title: Solid Waste and Recycling Program

Problem assessment

The City of Sugar Land's vision focuses on creating a safe, beautiful, inclusive, and environmentally responsible community. The development of an expanded solid waste program emphasizes the City's commitment to enhancing the quality of life of our residents and the delivery of exceptional public service.

The expanded solid waste program began in December 2011 to allow more materials to be recycled and reduce the cost for services by a contracted company. In addition to twice-a-week garbage collection, the enhanced recycling program provided residents with a 65-gallon cart for once-a-week automated collection of recycling, once-a-week collection of green waste and once-a-month collection of a maximum of 5 cubic yards of bulky waste. The program also offers an additional bulky waste collection date following the New Year's, Thanksgiving and Christmas holidays. After establishing this initial part of the program, the City wanted to find more way to enhance this service.

Prior to launching the new program, residents recycled 34 pounds per household per month. After the program's implementation, the City saw an immediate and significant jump as residents recycled substantially more. In 2014, the City was averaging 35% diversion and the City had a goal to reach 40% diversion.

In order to continue our progress of reaching the diversion goal, the City started to research additional ways to recycle. In the research process, the focus turned to hazardous waste. Many consumer products contain chemicals that may be hazardous to human health or the environment if improperly used, stored, or disposed of. Often, household chemicals are washed

down the storm drains, poured on the ground outside, or hidden in the garbage, where they ultimately pose risks to human health or the environment. Based on the environmental impact of improperly disposing of hazardous waste, the City wanted to add a program that would residents to conveniently dispose of hazardous materials.

Program Implementation and Costs

The HHW and E-Waste program is provided to the residents at no additional cost. Since HHW is not needed to be disposed of by residents on a consistent basis, the program was designed to be on-call. This allowed the contractor to ensure they had a set number of collections in the City prior to scheduling the collection route and that the route was efficient in order to reduce the collection costs.

The program's original implementation date was January 1, 2014, but was pushed back due to unforeseen difficulties. The program was implemented on March 15, 2014.

A thorough education and marketing campaign was created to ensure residents were aware of the new program prior to its implementation. News releases, homeowner association newsletters, the City's website, two direct mailers, and social media were utilized to promote the program. Articles providing program information were published in the City's quarterly. Press releases were sent and published by all local media.

The City created two direct mailers, which were sent to every household. The first mailer was a brochure promoting the launch of the program and included program details such as acceptable items and how to schedule a collection. The second mailer served as a final reminder for the program implementation and included how to request HHW service and service days for all City programs.



SOLID WASTE AND RECYCLING PROGRAM

SERVICE DAYS:

Garbage	Monday & Thursday
Recycling	Monday
Green Waste	Monday
Bulky Waste	First Tuesday of the Month

No collections on:

- New Year's
- Thanksgiving
- Christmas

 If the collection day falls on one of these three holidays, residents will receive service the following day.

CURBSIDE COLLECTION OF HOUSEHOLD HAZARDOUS WASTE AND E-WASTE IS AVAILABLE ON AN ON-CALL BASIS AT NO COST.

Please visit our website for program details and a list of acceptable items.

TO SCHEDULE A COLLECTION:

-  **1. CALL 713.726.7307**
Contact Republic Services and describe the type and quantity of material.
-  **2. MAIL** A special kit will be mailed to you and a collection date will be provided.
-  **3. COLLECTION** Place items out on your scheduled collection date.



www.sugarlandtx.gov/solidwaste
solidwaste@sugarlandtx.gov

-  Residents will contact Republic Services when they have HHW or e-waste to discard or recycle. The resident will describe the materials and provide quantities of each material. Republic Services will mail a special HHW kit to the resident. Each kit will include detailed instructions on how to package the materials in order to be collected safely and securely.
-  A collection date will be provided to the resident. Items should not be placed out for collection until the specified collection date.
-  On the collection date, Republic Services personnel will arrive at your residence to collect the packaged items that have been placed at the curb.



CURBSIDE COLLECTION

HOUSEHOLD HAZARDOUS WASTE (HHW) AND E-WASTE DISPOSAL

The collection is provided on an on-call basis beginning January 15, 2014. This service is free and an additional enhancement to existing services.

<p>ACCEPTABLE MATERIALS</p> <ul style="list-style-type: none"> • Paint: latex & oil-based • Paint thinners, gasoline, solvents • Oil, petroleum-based lubricants • Ethylene glycol, antifreeze • Pesticides, herbicides • Aerosols • Mercury, mercury and debris • Light bulbs, fluorescent, compact fluorescent (CFL), high-intensity • HID lamps • Batteries: lead acid, alkaline, NiCad • Pool chemicals • Cleaners: acidic & basic • Resins & epoxy • E-waste: TVs, computers, monitors and similar electronic waste 	<p>UNACCEPTABLE MATERIALS</p> <ul style="list-style-type: none"> • Unusually large quantities and commercially generated HHW or e-waste • Radioactive compounds • Smoke detectors • Ammunition • Explosives • Tires • Asbestos • PCBs (polychlorinated biphenyls) • Pharmaceuticals or controlled substances • Biological or infectious wastes • Fire extinguishers • Medical sharps <p>Alternative methods of disposal can be found in the Disposal Directory at www.sugarlandtx.gov/solidwaste</p>
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A NEW CURBSIDE SERVICE COMING SOON

HOUSEHOLD HAZARDOUS WASTE AND E-WASTE COLLECTION

www.sugarlandtx.gov/solidwaste

HOUSEHOLD HAZARDOUS WASTE AND E-WASTE COLLECTION

REPUBLIC SERVICES 713-726-7307
Call to schedule a curbside collection or email sugarland@republicservices.com

BULKY WASTE HOLIDAY REMINDER

The City of Sugar Land provides an additional bulky waste collection day after the following holidays:

- Thanksgiving
- Christmas
- New Year's

 Please visit www.sugarlandtx.gov/solidwaste for a detailed holiday collection schedule, including additional bulky waste collection days.

The City of Sugar Land MySL Mobile App

The City of Sugar Land is now available on your smartphone with the MySL mobile app. Using this app provides easy access to the Ask City tool to report problems on the go, and more. Learn more at www.sugarlandtx.gov/apps.



City of Sugar Land
 1300 Fitch Road
 Sugar Land, Texas 77478

A 26-page Solid Waste and Recycling Program Guide was updated to include the HHW program and distributed to new residents as well as services provided online. The guide provides an overview of services, program guidelines, tips on how to start recycling in your home, holiday collection schedule, FAQs, information on grass recycling, storm water pollution, cart maintenance and recycling options for items not accepted in the curbside program

The City also created an Environmental Services Activity book, which is provided to second and third grade students every year in March. The activity book covers various topics including HHW, e-waste, recycling, litter prevention, energy conservation, water conservation, stormwater, air quality, composting, and wildlife. The activity book also includes an environmental pledge to make it easy for young students to understand the importance of preserving our natural resources and recycling.

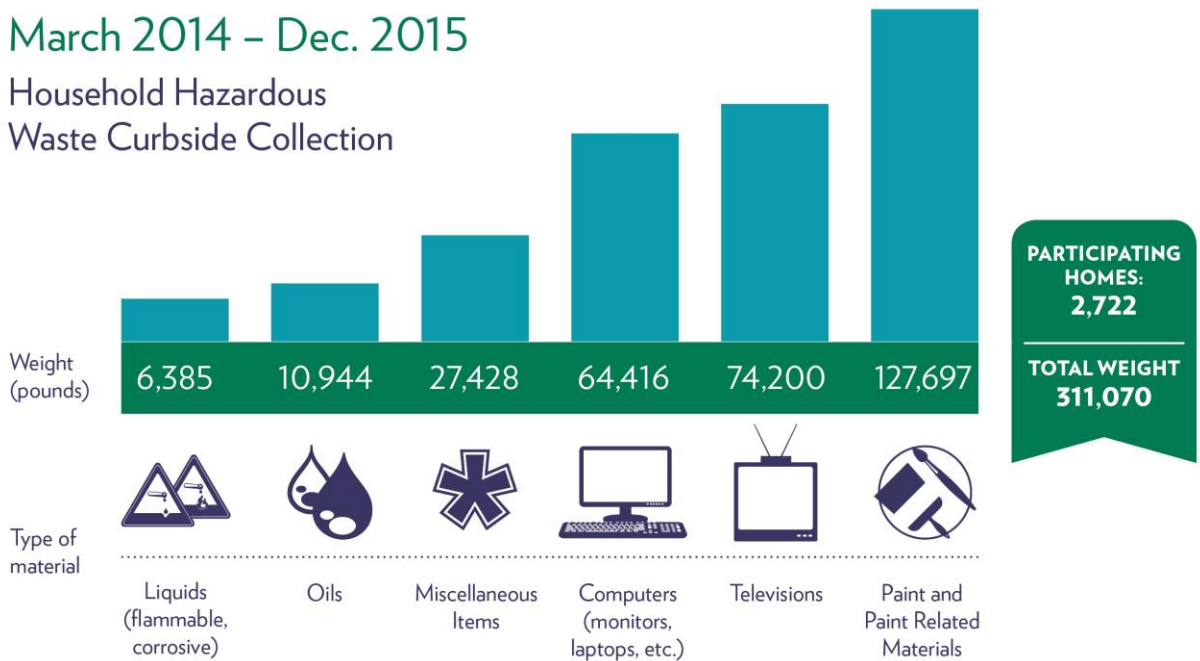


Tangible and Measurable Outcomes

Since the implementation of the program in March 2015, the City has collected over 155 tons of materials from more than 2,700 households. The graphic below details the quantities by categories. As expected, the majority of the materials collected are paint and electronics.

March 2014 – Dec. 2015

Household Hazardous Waste Curbside Collection



Lessons Learned During Planning, Implementation, and Analysis of the Program

Since implementing the improved solid waste program and with the addition of continuing enhancements, the solid waste diversion rate has steadily increased. The diversion rate for calendar year 2015 was 36 percent. The program additions have made a solid and significant impact on the City from aesthetics, awareness and a cleaner community, to one that embraces and values sustainability and cleaner air. The success and increasing participation show a significant trend that should impact the city for years to come.