



CITY OF PLANO COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		1/11/2016			
Department:		Public Works			
Department Head		Gerald P. Cosgrove			
Agenda Coordinator (include phone #): Tiffany Stephens x4264					
CAPTION					
<p>A Resolution of the City of Plano, Texas, authorizing the filing of a grant application for regional funds in an amount not to exceed \$120,000 for a Waste Characterization and Recycling Behaviors Study through the North Central Texas Council of Governments; certifying that the City's matching share is readily available; designating the Director of Public Works, or his authorized designee, as authorized representative of the City of Plano for the purpose of giving required assurances acting in connection with said application and providing required information; and providing an effective date.</p>					
FINANCIAL SUMMARY					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	2015-16;2016-17	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget		0	60,000	60,000	120,000
Encumbered/Expended Amount		0	-60,000	0	-60,000
This Item		0	0	-60,000	-60,000
BALANCE		0	0	0	0
FUND(S): SUSTAINABILITY & ENVIRONMENTAL SERVICES FUND					
<p>COMMENTS: : The grant contract, if approved, provides matching revenue at an estimated FY 2016-17 amount of \$60,000 from North Central Texas Council of Governments (NCTCOG), while funds for FY 2015-16 have been identified in the amount of \$60,000 to complete the solid waste plan not to exceed \$120,000 in total.</p> <p>STRATEGIC PLAN GOAL: Accepting grants for partially funding solid waste plans relates to the strategic goal of Financially Strong City with Service Excellence.</p>					
SUMMARY OF ITEM					
<p>The City of Plano Public Works Department is seeking funding to conduct a waste characterization analysis and assessment of recycling behaviors of residents, businesses and institutions to further the City's efforts to achieve a waste diversion rate of 50%.</p>					
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies		
Project Summary					
Budget Summary					
Resolution					

PROJECT SUMMARY

Title:

Waste Characterization & Recycling Behaviors Study

Request:

\$60,000 in grant funds; \$60,000 matching contribution from 45-752-6312

Category:

Local Government Project: Technical Study

Project Summary:

The City of Plano seeks to evaluate the current state of the waste and recycling streams to identify and implement programs and policies to reach the city's goal of 50% waste diversion. The city is seeking grant funding to support a multifaceted study conducted by an outside consulting organization to assess the composition of Plano's residential, commercial and institutional waste streams and the recycling behaviors of these customer sectors. Information from this study will be used to develop specific outreach and operational programs and policies tailored to the distinct characteristics of Plano.

The City of Plano has implemented many programs to increase diversion of residential and commercial waste materials over the past 15 years. Notable examples include residential collection of yard trimmings and household hazardous wastes (which go to a regional composting facility and reuse center, respectively), electronics drop-off events, and collection of organics for commercial organizations. Despite these programs, the residential recycling rate for the city has fluctuated at around 18% for the past six years, contributing to an average annual waste diversion rate of 39%. This diversion rate has not moved more than a few percentage points in 10 years. On the commercial side the diversion rate has seen tremendous growth from 2000 to 2014 (6% to 37%), but additional strategies will be needed in coming years for continued growth.

The city is seeking grant funding to hire a consultant to conduct a waste characterization audit, a customer survey, and two focus groups. The information collected will be analyzed to provide actionable recommendations for the city. Results and recommendations for each component will be separated into residential and commercial categories.

The components of the study are:

- **Waste characterization.** This involves analyzing the contents of the trash and recycling streams of randomly sampled households and commercial/institutional

organizations. This information will clearly identify the recyclables that are ending up in the trash streams that could be targeted for outreach efforts and highlight potential diversion benefits of developing additional programs for items not currently collected (e.g., curbside textile collection).

- **Focus groups.** In order to create effective outreach campaigns, we need to understand residents' and businesses' habits and behaviors as they relate to recycling. The success of a recycling program is related to how people view recycling in terms of its perceived benefits and disadvantages. Focus groups are designed to elicit detailed responses from a small group of participants that will then be used to help formulate the questions for the survey. Although focus groups are small (usually 8-12 participants), they are expected to be reasonably representative of the Plano population. The detail of the open-ended responses complements the results from the survey, which are more close-ended.
- **Survey.** The survey will be used to assess customer's habits on recycling, where they get their information from in regards to recycling, and other questions that will be introduced after results from the focus groups are processed. It will be up to the consultant to determine the best method to conduct the survey; examples include telephone, mailings, etc. The goal will be to obtain information from a random sample of Plano households, businesses and institutions that are representative of the City's customer base.
- **Final Report.** The final report will summarize the results from the above three components and provide an overall synthesis of the state of waste diversion in Plano. It will also provide recommendations based on the results for actionable ways to increase diversion through both programs and outreach strategies. Potential comparison criteria for recommended actions include waste diversion gains, economic benefits (landfill cost avoidance), and cost-benefit analyses. The results from the focus groups and survey will be used to determine the most effective messaging approach for Plano residents and businesses and to identify needs of these groups that are not currently being met by city services.

**WASTE CHARACTERIZATION & RECYCLING BEHAVIORS STUDY
BUDGET**

Category	Grant Funding Amount Sought	Explanation
Personnel/Salaries	\$ 0	
Fringe Benefits	\$ 0	
Travel	\$ 0	
Supplies	\$ 0	
Equipment	\$ 0	
Construction	\$ 0	
Contractual	\$60,000	Hire a consultant to conduct a waste characterization study, customer survey, and two focus groups and provide a final summary report with strategic recommendations.
Other	\$ 0	
TOTAL	\$60,000	

Matching Fund Contributions:

- \$60,000 has been carried forward to apply for this grant to assess Plano's waste stream and identify strategies to implement to increase the overall waste diversion rate to achieve 50%.

In addition, staff time from both Public Works Environmental Waste Services Division and the Environmental Health Sustainability & Environmental Education Division will be counted as in-kind contributions.

A Resolution of the City of Plano, Texas, authorizing the filing of a grant application for regional funds in an amount not to exceed \$120,000 for a Waste Characterization and Recycling Behaviors Study through the North Central Texas Council of Governments; certifying that the City's matching share is readily available; designating the Director of Public Works, or his authorized designee, as authorized representative of the City of Plano for the purpose of giving required assurances acting in connection with said application and providing required information; and providing an effective date.

WHEREAS, the City Council has been presented an application through the North Central Texas Council of Governments (NCTCOG), providing terms and conditions for conducting a waste characterization analysis and assessment of recycling behaviors of residents, businesses and institutions to further the City's efforts to achieve a waste diversion rate of 50%; and

WHEREAS, the City of Plano is fully eligible to receive grant funding for this Program from NCTCOG and is of the opinion that utilizing such funding will increase the City's recycling diversion rate; and

WHEREAS, the City Council designates the Director of Public Works, or his authorized designee, as the City's authorized representative. The authorized representative is given the power to apply for, accept, reject, alter or terminate the grant on behalf of the application agency.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. The submission of the grant application is hereby approved for regional funds in an amount not to exceed \$120,000 for a Waste Characterization and Recycling Behaviors Study.

Section II. The City of Plano hereby certifies that the matching share for this application is readily available at this time.

Section III. The Director of Public Works, or his authorized designee, is designated as the authorized representative to act on behalf of the City of Plano with regard to this grant.

Section IV. This Resolution shall become effective immediately upon its passage.

DULY PASSED AND APPROVED this 11th day of January, 2016.

Harry LaRosiliere, MAYOR

ATTEST:

Lisa C. Henderson, CITY SECRETARY

Approved as to form:

Paige Mims, CITY ATTORNEY