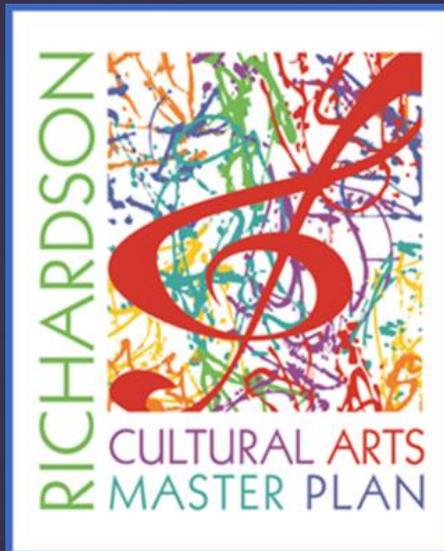


City Council Work Session Handouts

July 15, 2013

- I. Review and Discuss the Implementation of the Cultural Arts Master Plan and Proposed Cultural Arts Initiatives in the Fiscal Year 2013-2014 Budget
- II. Review and Discuss the Proposed Maintenance Strategy for the Eisemann Center
- III. Review and Discuss the Solid Waste Services Study



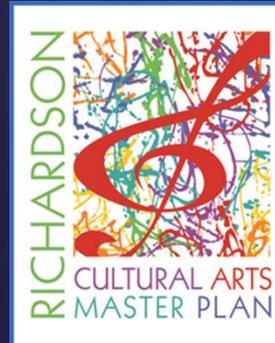
Cultural Arts Master Plan Implementation Update

July 15, 2013

Cultural Arts Master Plan: Purpose

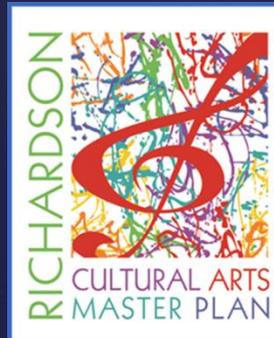
Purpose of Cultural Arts Master Plan

- Leverage Richardson's network of attractions and venues
- Support culture as an engine for a creative economy, attracting and retaining young professionals
- Nurture Richardson's future cultural leaders, artists, volunteers and audiences
- Position culture as an integral part of Richardson's overall municipal responsibilities



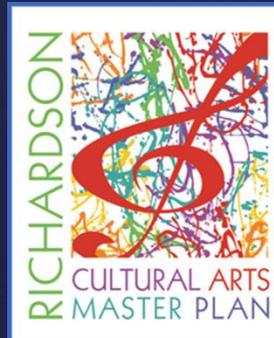
Cultural Arts Master Plan: Priorities

- Cultivate New Generations of Cultural Arts Participants
- Apply Richardson's Focus on Innovation to Cultural Arts
- Promote Richardson through Citywide Cultural Arts Offerings
- Focus on Strength in Numbers: Cultural Clusters and Districts
- Plan an Effective Cultural Tourism Strategy
- Maximize the Impact of the Richardson Arts Commission



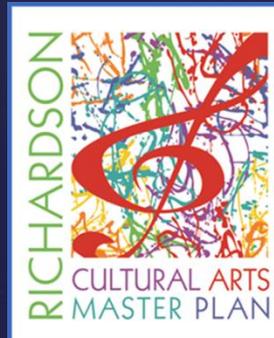
Cultural Arts Master Plan “Next Steps”

- **Hold a joint meeting with the Parks and Recreation Commission to discuss ideas on future collaborations**
 - Scheduled for Thursday, September 12th at 6:00 p.m. in the Richardson Room
- **Arts Grants criteria updated to reflect the Cultural Arts Master Plan**
 - Applying innovation to the cultural arts
 - Cultivating a new generation of arts participants
 - Bringing cultural tourism to Richardson
 - Participating in marketing Richardson as an arts destination



2013-2014 Arts Grants

- Applications were released on June 26th and are due August 7th
- Proposed FY13-14 budget includes an increase in funding from \$300,000 to \$325,000
- New Arts Grant Criteria: Master Plan Focus
- Electronic submission of PDF application and supporting materials encouraged
- Arts grants recommendations to be reviewed by the City Council on September 9th
- Arts funding available to organizations on October 15th

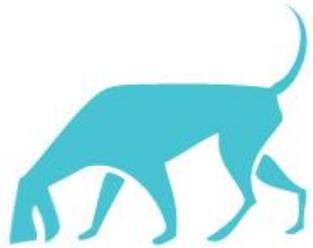


“One Stop Shop for Richardson Arts”

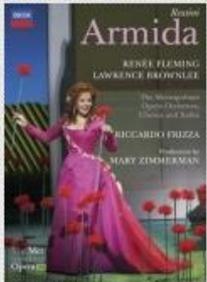
Develop an online arts calendar

- Preliminary discussions held with a company called “Artsopolis”
- “Artsopolis” provides a framework for customizable events calendaring and has worked with cities such as the Arts Council of Fort Worth, Houston Arts Alliance and the Cultural Council of Palm Beach County Florida
- \$10,000 included in the FY13-14 budget to develop an online arts calendar
- Anticipate 4 to 6 months for the development of the website
Beginning to collaborate with arts organizations to help ensure that content that the City publicizes is kept current





THEATRE + COMEDY MUSIC DANCE VISUAL ARTS + MUSEUMS FILM LITERATURE + LECTURES KIDS + FAMILIES FESTIVALS MORE



Metropolitan Opera Live in HD Summer Encores: Armida

Presented by Metropolitan Opera at Various locations around Houston
July 10, 2013

The Metropolitan Opera Live in HD and Fathom/National CineMedia present Metropolitan Opera Live in HD Summer Encores: Armida. This summer, enjoy select encore performances from the award-winning Live in HD series of movie theater presentations. (read more ...)

Find an Event

Search by keyword, organization or venue:

[Advanced Search »](#)

Search by date:

Start date End date

Search by date range:

Today Tomorrow Weekend Next: 7 14 30 days

Do you have an event you'd like to have listed?

1 2 3 4 5 ||

Theatre



Sweeney Todd: The Demon Barber of...

Music



43rd Round Top Music Festival

Dance



Festival of Aerial Arts - Week 2

Visual Arts



Arthouston 2013 Presented by...

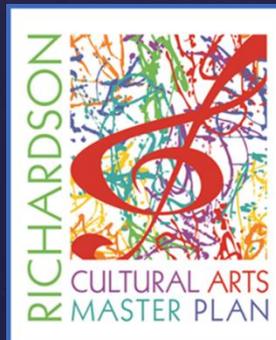


Newsletter - 60 Second Sign Up

Enter your email address:

Cultural Arts Master Plan “Next Steps”

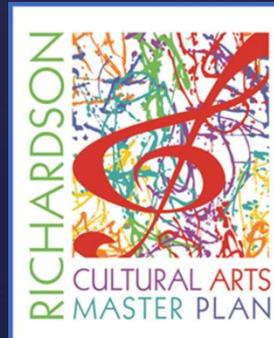
- **Create a Public Art Master Plan to guide the community’s efforts**
 - Proposal received from Via Partnership to develop a public art master plan
 - Via Partnership worked with the City of Richardson on the “Rocket” art piece. Via Partnership also developed the public art master plans for the cities of Allen, McKinney, Frisco and Southlake
 - The development of a public art master plan is anticipated to take 9 months and will involve several public input sessions
 - Anticipate using the public art master plan to help direct efforts regarding using the Cottonwood Arts Festival Featured Artist to help add to the City’s public art collection
 - \$50,000 included in FY13-14 budget for a public arts master plan



Cultural Arts Master Plan “Next Steps”

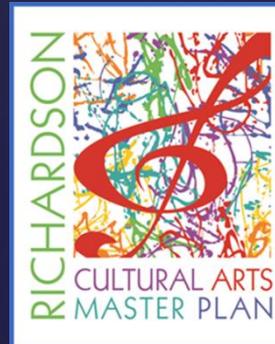
Identify and develop short-term and long-term funding strategies for recommendations

- \$25,000 in additional funding proposed for arts grants in the FY13-14 budget
- \$60,000 for cultural arts initiatives proposed for the FY14 budget
- Will begin discussions this Summer regarding how best to further develop private and non-profit financial support of the arts in Richardson
- Future discussions will be held regarding a “percent for the arts” idea for consideration in an upcoming bond program



Cultural Arts Master Plan: Communication and Outreach Actions

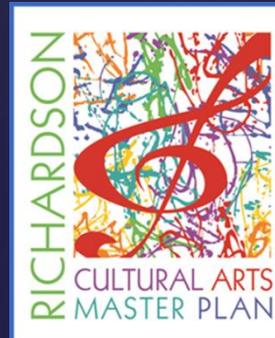
- **Cultural Arts Master Plan posted on the City's website**
 - Final report, presentation slides and video clip from April 15, 2013 City Council Meeting posted
- **Outreach to Master Plan Participants**
 - E-Mail sent to all 160 participants from Mayor Townsend thanking the public for their input and providing a copy of the final report
- **Conversations with Key Community Partners**
 - HOA President's Meeting presentation – May 21st
 - Richardson Arts Alliance presentation – scheduled for July 19th
 - Future meetings to be scheduled with RISD, PISD, UTD and Richland College
- **Dialogue with Arts Organizations**
 - Arts organizations that have received funding for the past three years received a bound copy of the Cultural Arts Master Plan
 - Arts grants organizations interviews in August will focus on how these organizations can contribute to implementation of the Cultural Arts Master Plan



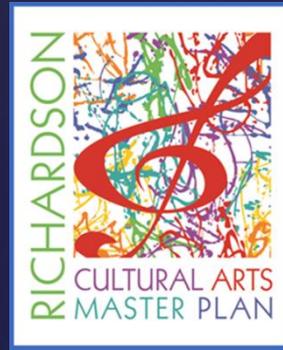
Cultural Arts Master Plan

Fiscal Year 2013-2014 Budget Goals

Additional Arts Grant Funding	\$25,000
Public Art Master Plan	\$50,000
Online Arts Calendar	\$10,000
TOTAL	\$85,000



Questions, Comments or
Suggestion?



**Proposal for implementing a
Facility Maintenance Fee**

EISEMANN CENTER

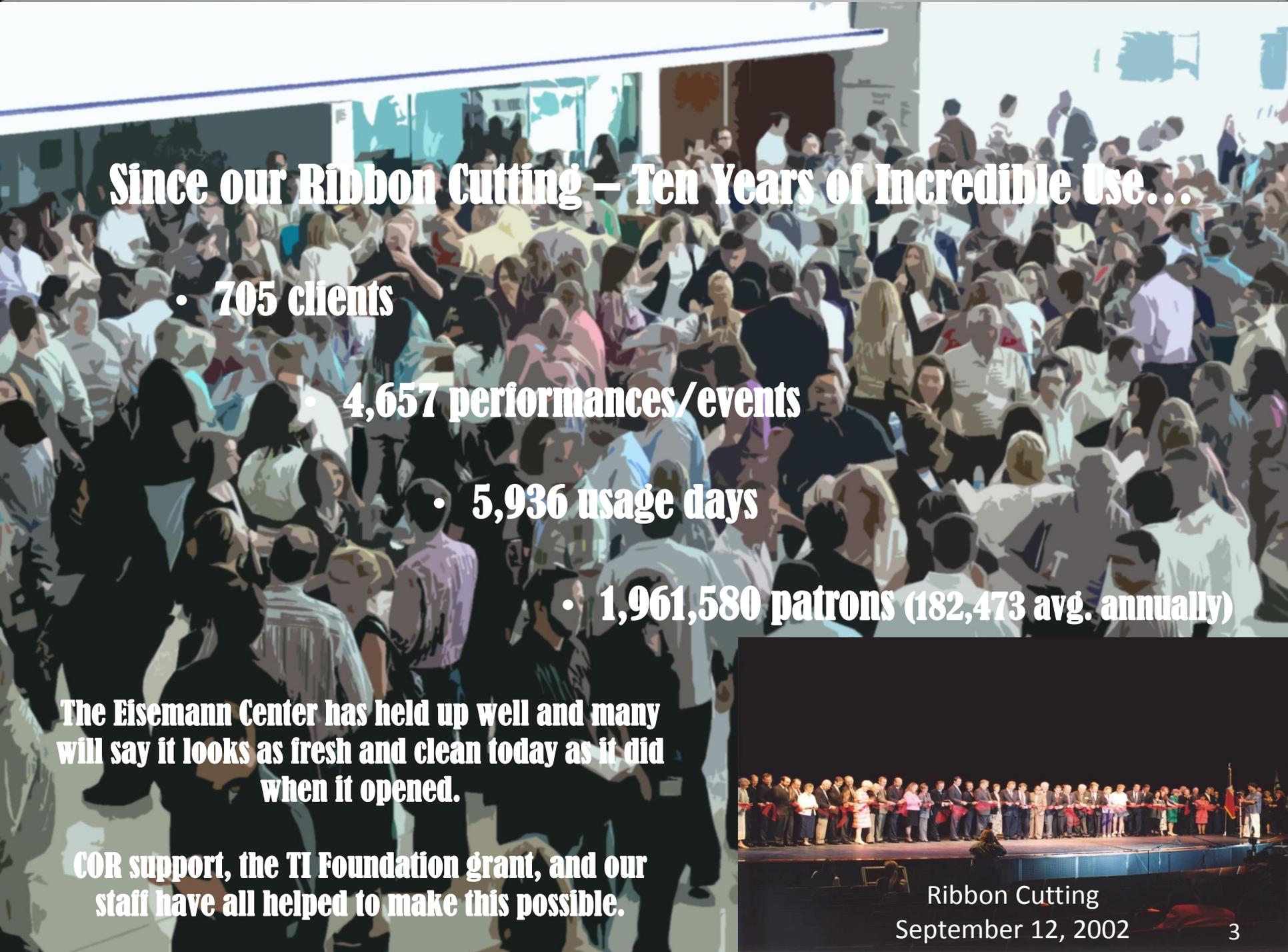


**City Council Briefing
Monday, July 15, 2013**



Facility Maintenance Fee Overview

- **Ten Years of Incredible Usage**
- **TI Foundation Grant Support – (A Recap)**
 - **What is a Facility Maintenance Fee?**
 - **Our Need for Implementing**
- **Sample of Existing Venues with Facility Maintenance Fees**
 - **Proposed Fee Structure**
- **Summary – Potential Annual Revenue – Next Steps**
 - **Questions?**

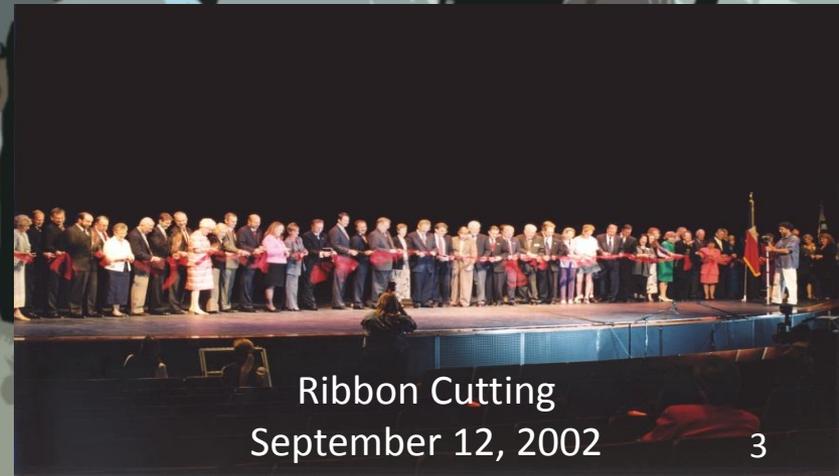


Since our Ribbon Cutting – Ten Years of Incredible Use...

- 705 clients
- 4,657 performances/events
- 5,936 usage days
- 1,961,580 patrons (182,473 avg. annually)

The Eisemann Center has held up well and many will say it looks as fresh and clean today as it did when it opened.

COR support, the TI Foundation grant, and our staff have all helped to make this possible.



Ribbon Cutting
September 12, 2002

Texas Instruments Foundation Grant – recap

- July 9, 2008 – Official ceremony was held in the lobby of the Eisemann Center announcing the award of a \$500,000 grant to the City of Richardson.
- The grant helped to fund 10 Arts & Technology projects of the Eisemann Center that enhanced the Center’s ability to meet the growing needs of clients and audiences.
- In recognition of this support TI Foundation was given naming rights for the Galatyn Park Urban Center’s Fountain.

Texas Instruments Foundation Community Fountain



Philip Ritter, Sr. V.P. –Texas Instruments, Inc.

TI Grant Arts & Technology Projects – All Completed

<u>Proj. #</u>	<u>Project</u>	<u>Venue/Location</u>	<u>Benefits</u>	<u>Final Cost</u>
314-001	Wenger Orchestra Shell	Bank of America Theatre (BoAT)	8 acoustic panels to support choral & instrumental programs. Light gray color allows for special lighting effects enhancing the visual effects.	\$ 39,900
314-002	Sound System Upgrades	Hill Performance Hall (HPH)	Installed J-array Meyer speakers providing more balanced and audible coverage over all seating areas. More capable of meeting artist needs.	\$ 214,645
314-003	Sound System Upgrades	BoAT	Installed J-array QSC system providing better intelligibility of spoken word and more balanced coverage of prerecorded music over all seating areas.	\$ 43,664
314-004	N-Scan Access Control System	Portable - All Venues	 Ticket scanning equipment & system that opened way to print-at-home ticketing. System alerts ushers of wrong tickets/wrong date issues and provides staff with immediate reports of attendance and seating issues.	\$ 33,270
314-005	Audio Visual Projection Equipment	Portable - All Venues	Purchase of two 7500 lumen DLP projectors and an assortment of large format screens providing much better service for corporate meetings and clients with need for large graphic presentations.	\$ 35,772



TI Grant Arts & Technology Projects – All Completed

<u>Proj. #</u>	<u>Project</u>	<u>Venue/Location</u>	<u>Benefits</u>	<u>Final Cost</u>
314-006	Robotic (Moving) Lights	HPH & BoAT	Provided 14 updated units that provide more color, focus and texture options allowing us to compete with other venues in our area.	\$ 46,969
314-007	Info Channel Software & TV Monitors	Lobby	Ten strategically located Samsung monitors provide digital signage for way-finding, production details and marketing for more effective communication with patrons.	\$ 51,591
314-008	Wireless Microphone Upgrades	HPH	Replaced analog units with digital hybrid Lectrosonics system allowing us to be in compliance with new Federal mandate for frequencies available to PAC's.	\$ 21,219
314-009	Lighting System	Bank of America Hall (BoAH)	Installed ETC Smartfade lighting console and system to provide ability to change lighting moods and effects for wide range of event types.	\$ 6,922
314-010	Electronic Messaging System	Concessions & Ticket Office	Installed two Samsung monitors and three light boxes in Concessions and one Samsung monitor and two light boxes in Ticket Office. Allows dynamic change of information, pricing and other details for patrons on a show by show basis.	\$ 9,360
TOTAL PROJECT COST \$				503,312



#314-006



#314-007



#314-009



#314-010



What is a Facility Maintenance Fee?

- A monetary charge that is added to the price of every ticket sold/issued. It is not a tax, a surcharge, convenience charge or handling fee. Proceeds from facility fees go directly into an allocated fund/account line that may only be used for equipment purchases, repairs and maintenance needs of the Eisemann Center.

Are Facility Maintenance Fees common in the industry?

- Reports show that approximately 80% of Performing Arts Centers and multi-use venues in the U.S. have some form of a facility maintenance fee being charged.

What about events that are non-ticketed or admission is free?

- For these type events, a formula based on % of rental fees charged or on established ranges of estimated attendance or seats in the venue that is being rented may be used to determine the facility maintenance fee to be charged to the client. (Examples: Corporate meetings, graduations, receptions, lectures, etc.)

Our Need for Implementing a Facility Maintenance Fee

- Now that the Eisemann Center has successfully met the needs of clients and patrons over the first ten years, looking ahead to the next ten years, it is clear that to keep the Center competitive more capital equipment and maintenance needs must be addressed.
- As the building ages more maintenance and replacement needs will be faced. Technology continues to change rapidly as well, so for the Eisemann Center to remain competitive with other venues in the market, lighting, sound, AV and other theatrical support systems must be kept as up-to-date as possible.
- A Facility Maintenance Fee will establish a new revenue source that will help address planned and emergency maintenance and equipment needs that may occur. Fees collected may also be earmarked for specific capital projects and/or improvements that have been identified as part of the budgeting process.
- Implementing a Facility Maintenance Fee will require up to two years to be fully in place before funds will be available for use.
- Funds raised will help to strategically compliment other budgeted and grant supported capital projects that are identified and funded.
- The sooner the fee is implemented the sooner this fund will be an option for addressing some of the growing list of capital equipment and maintenance needs of the building.

Need to repair/replace within...	1-5 yrs	5-10 yrs
<u>Hill Performance Hall</u>		
Carpet	X	
Dimmer system (lighting)	X	
Lighting Control Board		X
Sound System		X
Stage Masking Curtains/Drapes	X	
Cyclorama (lighting scrim)	X	
Rigging System Upgrades (motorize)	X	
Dance Floor (Marley) replace	X	
Seating repairs (fabric/wood)		X
Orchestra Shell (refinishing)	X	
Stage floor		X
<u>Bank of America Theatre</u>		
Carpet	X	
Dimmer system (lighting)	X	
Lighting Control Board		X
Sound System		X
Stage Masking Curtains/Drapes	X	
Cyclorama (lighting scrim)	X	
Dance Floor (Marley) replace	X	
Seating repairs (fabric)		X
Portable black chairs		X
Stage floor		X

Need to repair/replace within...	1-5 yrs	5-10 yrs
<u>Bank of America Hall</u>		
Dimmer system (lighting)	X	
Lighting Control Board		X
Sound System		X
Lighting Fixtures	X	
Woodwork refinishing	X	
Portable dance floor	X	
<u>Lobby & Concessions</u>		
Entry mats	X	
Banquet chairs/tables	X	
Pipe & Drape	X	
Refrigerators/warmers/ice machines	X	
<u>Parking Garage</u>		
Gates, ticket dispensers & software	X	
Security cameras	X	
<u>General</u>		
Electronic Digital Signage (exterior)	X	X
Radios - change over to all digital units	X	
HVAC System & air balancing		X
Doors - refinish/replace/rekey/closures	X	
Lighting - change over to LED fixtures	X	X



AT&T
PERFORMING
ARTS
CENTER



McKinney Performing Arts Center



Facility Fees – Sample of Existing Venues

Facility Fees on Ticketed Events

Other Venues

Venue	City	Per Ticket Fee	Note/Explanation
ATT Performing Arts Center	Dallas	\$1.50	Currently studying raising the fee to \$3.00
City Performance Hall	Dallas	\$1.50 \$2.50	City Nonprofits Nonprofits & Corporate
Bass Hall	Ft. Worth	10%	If ticket is \$35 fee is \$3.50; if \$50 ticket fee is \$5.00, etc.
McKinney Performing Arts Center	McKinney	\$1.50	
Blumenthal Performing Arts Center	Charlotte, NC	\$2.00	
Kravis Center	Palm Beach, FL	\$3.10	
Ordway Performing Arts Center	St. Paul, MN	\$4.00	
Overture Center	Madison, WI	\$3.00 \$3.50	For tickets under \$50 For tickets \$50 and over
McCaw Hall	Seattle, WA	\$1.50 \$3.00	For tickets \$25 and under For tickets over \$25
Denver Performing Arts Center	Denver, CO	10%	Of base rent charged to client group





Proposed Facility Maintenance Fees

Ticketed Events:

- **\$1.50 per ticket**
 - Added to regular ticket price
 - Paid by patrons/consumers not clients
 - Current fees for internet & phone orders still apply

Non-Ticketed Events:

- Set fees based on attendance as follows:

All Venues	
Attendance	Events
Up to 49	\$25.00
50 - 199	\$50.00
200 - 399	\$100.00
400 - 699	\$150.00
700 - 999	\$200.00
1,000 or more	\$250.00

- Paid by client groups not patrons
- Added to clients final invoice

All funds to be deposited into a special Eisemann Center Capital Projects Fund set-up so that any unspent balances will carry over from year-to-year.

Summary – Potential Annual Revenue – Next Steps

BASED ON TICKET SALES/RENTALS FY 2011-12				
		Ticketed Events	Proposed	Estimated
		# Tkts. Issued	Fee	Total
		110,000	\$ 1.50	\$ 165,000.00
Non-Ticketed Events				
Attendance	# Events			
Up to 49	17	\$ 25.00		\$ 425.00
50 - 199	34	\$ 50.00		\$ 1,700.00
200 - 399	12	\$ 100.00		\$ 1,200.00
400 - 699	5	\$ 150.00		\$ 750.00
700 - 999	9	\$ 200.00		\$ 1,800.00
1,000 or more	23	\$ 250.00		\$ 5,750.00
		100		\$ 11,625.00
TOTAL ESTIMATED FEES COLLECTED				\$ 188,250.00

- Propose implementing the fee effective with new bookings (ECP) and new rentals at start of FY 2013-14. Bookings and rentals already in place will not be subject to the fee as ticket prices and rental agreements are already established.
- First year may see only 25% of scheduled events subject to the Facility Maintenance Fee.
- By FY 2014-15 all rentals and ECP events will be subject to the fee.
- Funds available for capital and maintenance needs will equal what is raised during the prior FY. Spend '13-14 funds in '14-15, etc. This is to protect against doing projects using monies not yet raised. If approved, we will work with Council for having a resolution passed to establish this fee.
- Looking ahead at the next ten years, this is the first of several conversations we plan to have with Council regarding building, programming, client, patron, parking and other identified needs for keeping the Eisemann Center a valued asset to the Richardson community.



Questions?

AMS Pictures Film Shoot
Sat., June 29, 2013



Solid Waste Services Study

City Council Briefing: July 15, 2013

Introduction

- Purpose of tonight's briefing:
 - Review the purpose, scope and findings of the completed Solid Waste Services Study
 - Evaluate current practices and opportunities for enhancements
 - Discuss budget implications of recommended strategies and next steps

Purpose of Study

- Evaluate Solid Waste services to ensure consistency with City Council Goals, explore opportunities to increase cost-effectiveness of the system and enhance customer services.
 - Parameters: The City is committed to maintaining:
 - Manual collection of residential trash collection twice a week,
 - Residential recyclables using the blue bag system once a week, and
 - Offering brush and bulky item collection once a week.

City Council Goals

- Promote conservation oriented and environmentally sustainable practices through education and financial incentives, where applicable.
- Increase recycling rates in City operations and promote increased community participation in single family, multi-family and commercial recycling, mulching, composting and proper household hazardous waste disposal.
- Help educate the public, schools, other jurisdictions, professional associations, business and industry about conservation oriented and environmentally sustainable practices.

Study Overview

- Document existing solid waste services to establish a baseline for the existing components of the system
- Conduct a benchmarking study to compare our services to other cities within the region
- Perform a cost service analysis to qualify the immediate and forecasted costs and revenues of the City's existing system
- Evaluate potential system enhancements

System Overview

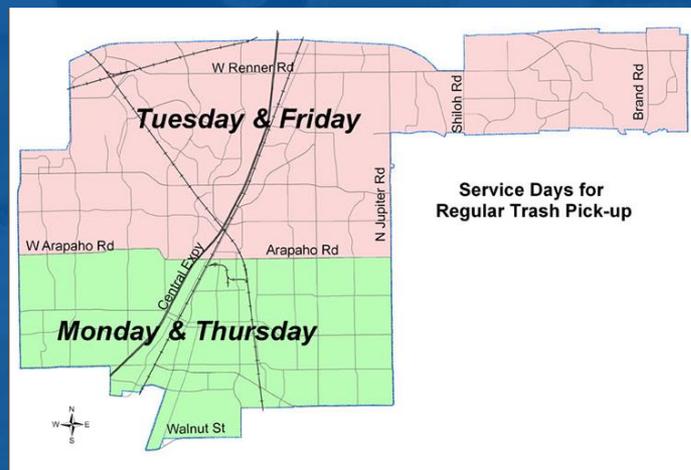
- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - **Residential Trash Collection**



System Overview

- **Residential Trash Collection**
 - 36 Driver/Loaders
 - 24 Rear-loaders
 - Routes:
 - 12 - Mondays/Thursdays
 - 15 - Tuesdays/Fridays
 - FY 11/12 tons collected:
27,798

17-cu. yd. Rear Load Collection Vehicle



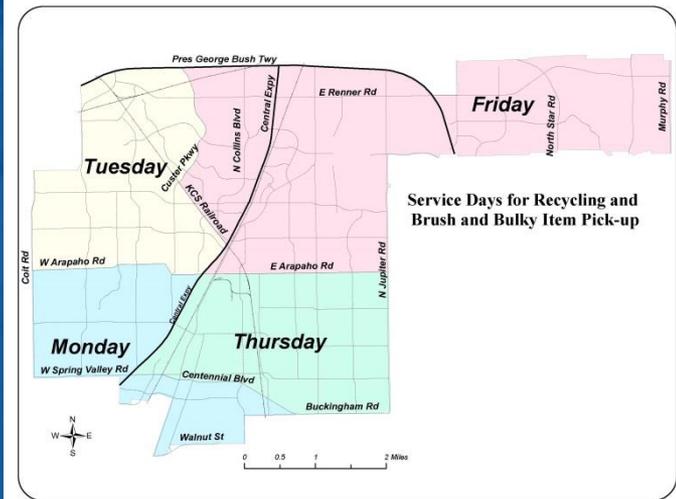
System Overview

- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - Residential Trash Collection
 - **Residential Recycling Collection**

System Overview

- **Residential Recycling Collection**
 - 6 Driver/Loaders
 - 5 Rear-loaders
 - Republic Material Recover Facility
 - Handles all of the City's recyclables materials
 - Routes:
 - 3 - Monday, Tuesday, Thursday
 - 5 - Friday
 - FY 11/12 tons collected: 5,517

17-cu. yd. Recyclables Rear Load Collection Vehicle

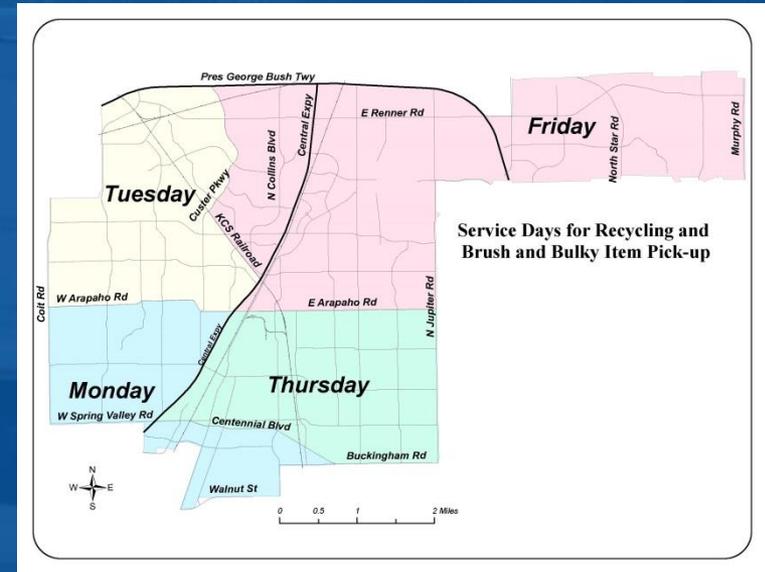


System Overview

- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - Residential Trash Collection
 - Residential Recycling Collection
 - **Brush and Bulky Item Collection**

System Overview

- **Brush and Bulky Item Collection**
 - 7 Heavy Equipment Operators
 - 3 Driver/Loaders
 - 9 Boom Trucks
 - 3 Rear-loaders
 - 1 Roll-off Truck
 - Routes: Depends on requests
 - FY 11/12 tons: 13,064



Knuckleboom Crane Truck



17-cu. yd. Rear Load Collection Vehicle



Roll-Off Collection Vehicle w/Hoist



System Overview

- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - Residential Trash Collection
 - Residential Recycling Collection
 - Brush and Bulky Item Collection
 - **Commercial and Multi-family Trash Collection**

System Overview

- **Commercial and Multi-Family Trash Collection**

- 11 Heavy Equipment Operators
- 10 Front-loaders
- 9 Roll-off trucks
- Routes:
 - 5 Front-load
 - 4 Roll-off
 - 1 Container Maintenance
- Frequency of Collection:
 - Front-load: 1-6 times per week
 - Roll-off: On Demand

40-cu. yd. Front Load Collection Vehicle



Roll-Off Collection Vehicle w/Hoist



System Overview

- **Commercial and Multi-Family Trash Collection - Continued**
 - Containers:
 - Front-load: 4 or 8 cubic yard
 - Open-top: 20, 30, 42 cubic yard
 - Compactor: 20, 25, 30, 35, 42 cubic yard
 - FY 11/12 tons: 51,103

8-Cubic Yard Front Load Container



30-Cubic Yard Open Top Roll-off Container



25 Cubic Yard Compactor



System Overview

- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - Residential Trash Collection
 - Residential Recycling Collection
 - Brush and Bulky Item Collection
 - Commercial and Multi-family Trash Collection
 - **Citizen Drop Off Area Collection**
 - Construction & Demolition Debris Collection

System Overview

- Solid Waste Division provides collection services for a number of different material types and waste streams:
 - Residential Trash Collection
 - Residential Recycling Collection
 - Brush and Bulky Item Collection
 - Commercial and Multi-family Trash Collection
 - Citizen Drop Off Area Collection
 - **Construction & Demolition Debris Collection**

System Overview

- Solid Waste Division also has contracts or partnerships with local facilities that provide specific operations beyond collection:
 - Compost Operations
 - Plano's Green Waste Grinding Facility
 - Melissa Composting Facility
 - Electronics Recycling and Disposal
 - Asset Management and Disposal Center
 - Household Hazardous Waste Disposal
 - Dallas Area Home Chemical Collection Center
 - Document Shredding
 - DFW Shredding

System Findings

- COR's twice a week residential trash collection, once a week brush and bulky item collection, and once a week residential recycling collection combine to provide one of the most robust, comprehensive services in the region.
 - A high level of customer services continues to be confirmed and appreciated by the community
- Current value of services provided to residential customers is \$24 per month; current charge is \$18.
 - A rate increase will very likely be necessary in the coming years to maintain current services levels and the required fund balance.
- COR's commercial trash collection levels and rates remain stable and appropriate for the present time.

System Findings

- COR's overall diversion rate from the NTMWD's 121 Regional Disposal Center is 12%.
 - Includes compostable brush items and recyclables.
- COR's residential recycling program is diverting 18% of residential waste from the single family waste stream.
 - Diversion rate has remained flat for past several years.
- COR's recycling education and outreach programs have not kept up with industry or regional programs.
- COR's construction and demolition debris program provides limited services and does not permit adequate tracking of all debris.

System Opportunities

- Evaluate options for improving residential curbside recycling
- Evaluate options for additive services for improving residential yard waste collection
- Evaluate for additive services for enhancing construction and demolition debris collection
- Evaluate options for additive services for improving commercial and multi-family recyclables collection



Residential Recycling

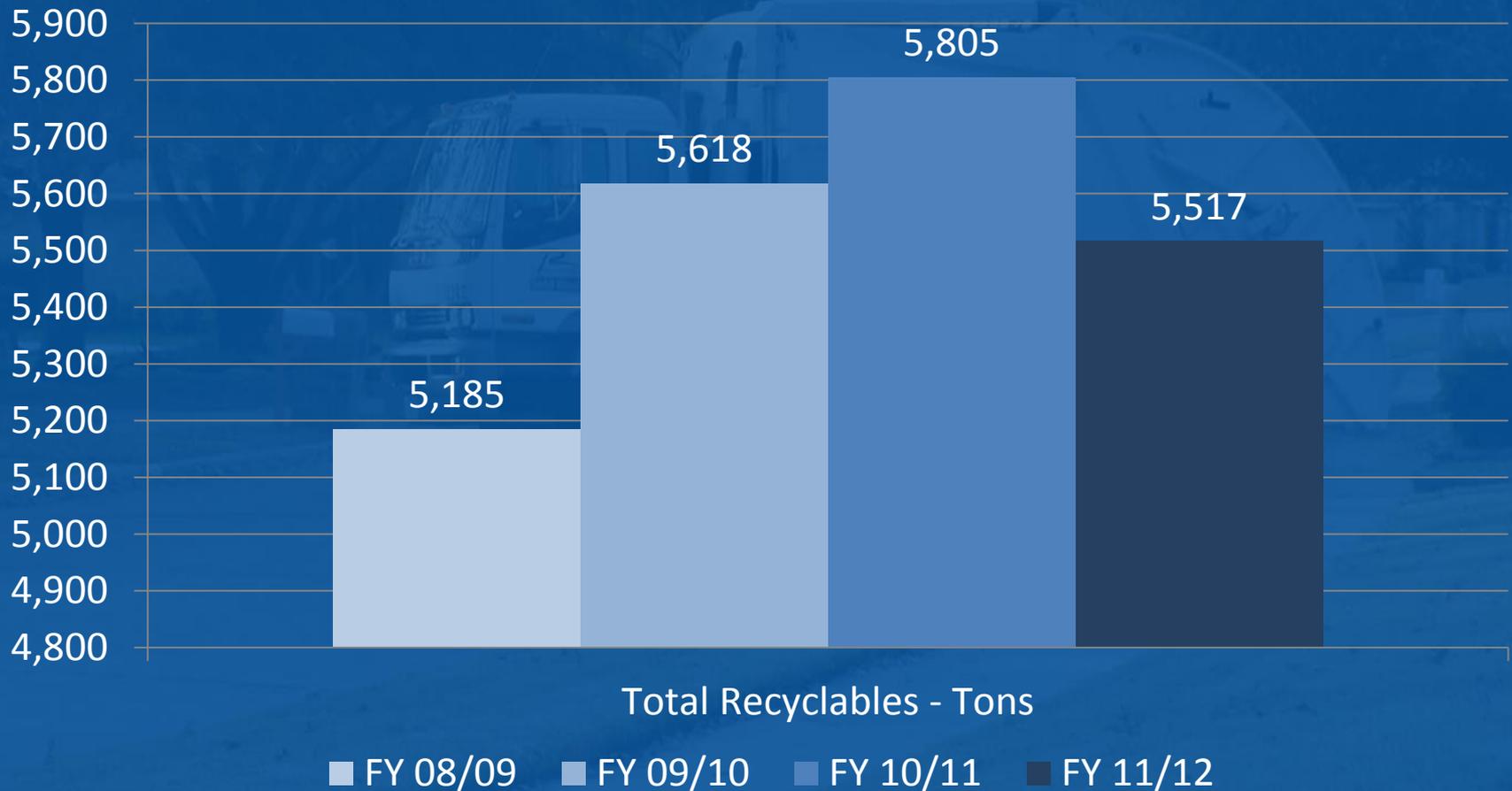
Residential Recycling

- **Blue Bag Recycling Program**
 - Collection began in 1992 via private hauler
 - City began providing collection service in 2008
 - Collection is provided to all single family residences once a week
 - Residents are permitted to place an unlimited amount of 35 gallon blue plastic bags and up to one cubic foot of loose recyclables that will not fit into a bag
 - Cost included in monthly solid waste fee

Residential Recycling

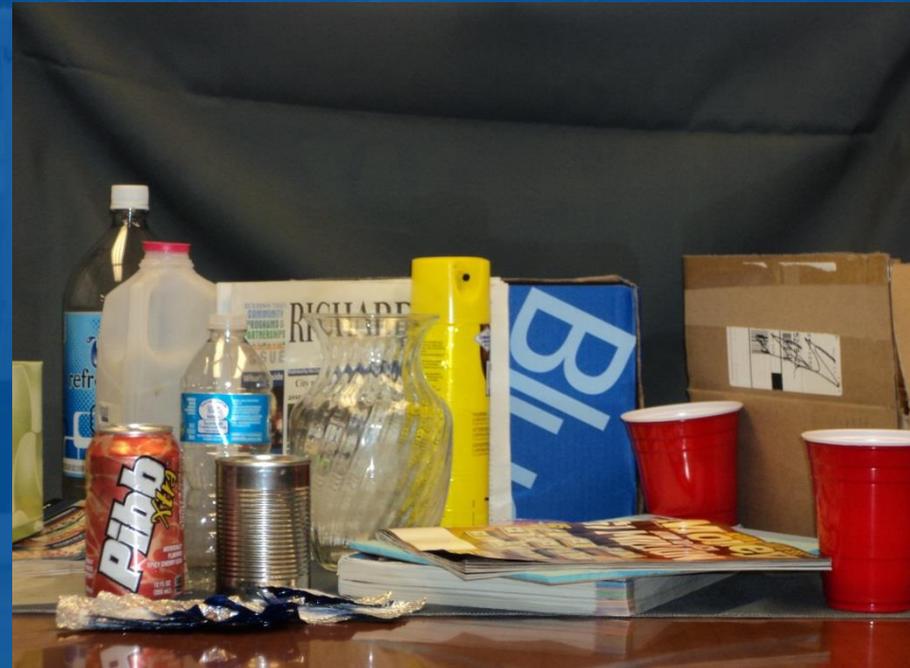
- **Blue Bag Recycling Program - Continued**
 - All single family residences are provided 52 blue bags a year free of charge
 - About 30% of residents use their redemption letter
 - Additional bags cost \$3.50 a roll and can be purchased at City Hall, Heights and Huffhines Recreation Centers, Senior Center and Municipal Service Center.
 - Residents can also drop off recycling at West Pump Station at 102 Cottonwood Drive 24 – 7
 - COR's residential recycling program diverts approximately 18% of waste from the single family residential waste stream

Residential Recycling



Residential Recycling

- **Blue Bag Recycling Program**
 - **Continued**
 - In FY 11/12, the City collected and diverted approximately 5,500 tons of recyclables
 - 67% Newspaper
 - 20% Glass, Plastics, Tin, Aluminum, etc.
 - 13% Contaminated Recyclables
 - 715 tons



Plastics #1-7 (excluding styrofoam), Aluminum, Tin, Steel, Empty Aerosol Cans, Newspapers, Mixed Paper, Paper Grocery Bags, Magazines, Catalogs, Corrugated Cardboard, Paperboard/Chipboard, Phone Books, Junk Mail, Glass Containers (All Color Glass)

Residential Recycling

- The following options were considered and evaluated for improving residential curbside recycling:
 1. Expand education and outreach to increase participation and decrease contamination
 2. Make Blue Bags available at a wider variety of locations

Residential Recycling

1. Expand education and outreach to increase participation and decrease contamination

– Market research

- Understand who is/is not recycling and why
- Develop messages for targeted groups

– Outreach

- Increase on-site visits
- Partner more with neighborhood/homeowner associations
- Take a more active, visible role in City events
- Start an electronic newsletter

Residential Recycling

1. **Expand education and outreach to increase participation and decrease contamination - Continued**
 - Online Presence
 - Enhance quality and variety of resources
 - Combine all resources into one easy to find, use location
 - Educational Materials
 - Create new materials based on marketing research
 - Include additional information with redemption letter
 - Impact research
 - All of the above mentioned strategies must be evaluated on a regular basis and updated to meet changing needs

Residential Recycling

1. Expand education and outreach to increase participation and decrease contamination - Continued

- Estimated Cost : \$75,000 annually
 - Marketing / Communications Specialist
 - Full time employee – will have multiple related assignments
 - New materials, supplies, promotional items, etc.
- Diversion Goal: 5-8%

Residential Recycling

2. Make Blue Bags available at a wider variety of locations

- Work with neighborhood/homeowner associations to increase bag distribution
 - At meetings / events
 - In conjunction with other deliverables
- Provide free bags at City events
- Deliver Blue Bags to the homebound
- Estimated Cost : \$10,000 annually
 - Cost of additional bags, delivery services
- Diversion Goal: 2-5%



Residential Yard Waste

Residential Yard Waste

- Richardson's compostable materials are sent to Plano's Green Waste Grinding Facility and the Melissa Composting Facility for composting
- Compostable materials include:
 - Small items such as leaves, grass trimmings and small twigs/branches less than three inches in diameter or 3 feet in length must be placed in biodegradable bags.
 - Larger items, such as brush, tree trunks and other green waste, must be tied in a bundle or staked at the resident's front curb.
- These items are collected via the BABIC Program
- Collection is available once per week

Residential Yard Waste

- Chipped material is transferred to composting facility where the materials are mixed and processed to produce compost, topdressing, soil blend and mulch.
- Some of these products are transferred back to the Custer Road Transfer Station and sold to the public under the Texas Pure Label.
- The City receives free of charge three cubic yards of compost for every 100 tons of compostable materials brought in by the City.



Residential Yard Waste

- The following options were considered and evaluated for additive services for improving residential yard waste collection:
 1. Provide all single family households with separate weekly yard waste collection service for smaller compostable items
 2. Establish a “Don’t Bag It” Campaign
 - Expand education and outreach to reduce and reinforce compostable opportunities via the BABIC Program

Residential Yard Waste

1. **Provide all single family households with separate weekly yard waste collection service for smaller compostable items**
 - Four Rear-load Routes
 - Estimated Cost : \$617,000 annually
 - Driver loaders
 - Collection vehicles
 - Cost of collection/hauling and disposal fees
 - Estimated Revenue: \$7,400 annually
 - Savings from disposal cost avoidance associated with the increased diversion of yard waste
 - Estimated diversion impact: 1.5% (400 tons annually)

Residential Yard Waste

2. Create a “Don’t Bag It” Campaign

- Promote benefits of leaving clipping on the lawn
- Explain when bagging is acceptable
 - Encourage use of BABIC to dispose compostable items
 - Encourage use of biodegradable bags



Residential Yard Waste

2. Create a “Don’t Bag It” Campaign

- Explore partnerships to supply biodegradable bags at no cost or discounted rate
- Increase educational opportunities
 - Take composting seminars into the community
 - Send informational notices to residents observed bagging



Residential Yard Waste

2. Create a “Don’t Bag It” Campaign

- Estimated Cost : \$12,000 annually
 - Marketing / communications specialist
 - The marketing / communications specialist assigned to work on residential recycling will also manage this campaign
 - New materials, supplies, promotional items, etc.



Construction & Demolition Debris

Construction & Demolition Debris

- **Rent-A-Bin Program**

- Residents or businesses can rent 8, 20 and 30 cubic yard containers.

	Set Fee	Rental Fee	Haul Fee
8 yard	Na	Free 2 Week Maximum	\$32
20-Yard	\$60	First 2 Weeks Free \$105 per month	\$240 Up to 4 tons
30-Yard	\$60	First 2 Weeks Free \$125 per month	\$263 Up to 5 tons

Construction & Demolition Debris

- **Rent-A-Bin Program - Continued**
 - Items such as hazardous materials, shingles, concrete, bricks, dirt, rocks, ceramic tiles and liquids cannot be placed in containers.
 - Residents may bring these items to a transfer station, provided they make up 10% or less of total amount by volume being disposed.
 - Contractors must bring these items to the 121 Regional Disposal Facility in Melissa.

Construction & Demolition Debris

- The following options were considered and evaluated for additive services for enhancing construction and demolition debris collection:
 1. Develop a program for City collection of construction and demolition debris
 2. Develop a licensing program for private haulers that want to collect construction and demolition debris within the City

Construction & Demolition Debris

1. **Develop a program for City collection of construction and demolition debris**
 - One Route – Various vehicles, containers
 - Estimated Revenue: Unknown
 - Depends on utilization
 - Estimated Cost : \$295,000-475,000 annually
 - Heavy equipment operator
 - Collection vehicle(s)
 - Containers
 - Cost of hauling and disposal fees

Construction & Demolition Debris

2. **Develop a licensing program for private haulers that want to collect construction and demolition debris within the City**
 - Adopt an ordinance that requires companies hauling construction and demolition debris within our city-limits to register with the City annually
 - An annual registration will be required to obtain license
 - A fee equal to 5% of gross receipts will be assessed
 - Fee will help offset the cost associated with maintaining the infrastructure utilized by these haulers
 - Businesses, contractors, residents, etc. needing to dispose of construction and demolition debris would contact a licensed hauler for service

Construction & Demolition Debris

	Type of System	Fee
Allen	Exclusive	15% gross receipts
Arlington	Exclusive	5% gross receipts
Carrollton	Open Market	No
Dallas	Non-exclusive	4% gross receipts
Frisco	Exclusive	No
Garland	Non-exclusive	5% gross receipts
Grand Prairie	Exclusive	4% gross receipts
Irving	Non-exclusive	5% gross receipts
McKinney	Exclusive	5% gross receipts
Mesquite	Exclusive	Flat Fee (\$41,000/month)
Plano	Exclusive	7% gross receipts
Richardson - Proposed	Non-exclusive	5% gross receipts

Construction & Demolition Debris

- Ordinance would also require companies hauling construction and demolition debris within our city-limits to utilize the North Texas Municipal Water District's 121 Regional Disposal Facility
 - The City is contractually obligated to “deliver or cause to be delivered all Solid Waste attributable to and generated within that Member City into the District's system.”

Construction & Demolition Debris

- **Licensing Program Considerations**
 - Businesses and residents are free to choose who they work with when hauling construction and demolition debris
 - Competition should result in more competitive pricing
 - City can track construction and demolition debris more accurately
 - Help meet NTMWD mandate to utilize 121 RDF
 - No immediate staffing or capital implications
 - Review, billing and audit functions would be accomplished with existing resources



Commercial & Multi-Family Recycling

Commercial & Multi-Family Recycling

- **Pilot Program - Background**

- Services were limited to those that could be provided with existing resources
- Seven organizations participated
 - 4 businesses
 - 3 multi-family complexes
- Containers: Open-tops and compactors of varying sizes, 65 and 95 gallon carts, blue bags
- Number of collections: Once a week to once every two months

Commercial & Multi-Family Recycling

- **Pilot Program – Lessons learned**
 - The transitory nature of multi-family dwellings makes recycling educational efforts difficult
 - Contamination is a significant issue with both commercial and multi-family recycling
 - Adding recycling containers post development can be challenging due to a variety of parking issues
 - Adding walls or fences to meet screening requirements for dumpsters/containers requires significant resources
 - Many businesses factor recycling revenue into their business plans and are already working with service providers who can meet their specific needs

Commercial & Multi-Family Recycling

- The following options were considered and evaluated for additive services for improving commercial and multi-family recyclables collection:
 1. Develop a program for City collection of commercial or multi-family recycling collection services
 2. Develop a licensing program for private haulers that want to provide commercial or multi-family services within the City

Commercial & Multi-Family Recycling

1. Develop a program for City collection of commercial or multi-family recycling collection services

– Option 1: One Side-Load Route – Cart Based

- Estimated Cost : \$369,000 annually
 - Heavy equipment operator
 - Collection vehicle (New)
 - Containers (New)
 - Cost of hauling and disposal fees
- Estimated carts targeted for weekly collection in order to develop an efficient route: 840

Commercial & Multi-Family Recycling

1. Develop a program for City collection of commercial or multi-family recycling collection services - Continued

– Option 2: One Front-Load Route – Dumpster Based

- Estimated Cost : \$155,000 annually
 - Heavy equipment operator
 - Collection vehicle (Use Existing)
 - Containers (Use Existing)
 - Cost of hauling and disposal fees
- Estimated cubic yards targeted for weekly collection in order to develop an efficient route: 1,848

Commercial & Multi-Family Recycling

1. Develop a program for City collection of commercial or multi-family recycling collection services - Continued

– Options 1 & 2

- Total Estimated Cost of providing one side-load and one front-load route: \$524,000 annually
 - If the City decided to offer collection of commercial and multi-family recycling Options 1 & 2 would almost certainly have to be offered to meet the diverse needs of businesses

Commercial & Multi-Family Recycling

2. **Develop a licensing program for private haulers that want to provide commercial or multi-family services within the City**
 - Adopt an ordinance that requires companies providing commercial or multi-family services within our city-limits to register with the City annually
 - An annual registration will be required to obtain license
 - A fee equal to 3% of gross receipts will be assessed
 - Fee will help offset the cost associated with maintaining the infrastructure utilized by these haulers

Commercial Recycling

	Type of System	Fee
Allen	Licensing Program	None
Arlington	Open Market	None
Carrollton	Non-exclusive	None
Dallas	Open Market	None
Frisco	Open Market	None
Garland	Open Market	None
Grand Prairie	Exclusive	None
Irving	Open Market	None
McKinney	Permit Program	Permit Fee (\$500 per year)
Mesquite	Exclusive	None
Plano	Permit Program	Permit fee (\$100 to \$500)
Richardson - Proposed	Licensing Program	3% of Gross Receipts

Multi-Family Recycling

	Type of System	Fee
Allen	Exclusive	\$0.65/unit/month
Arlington	Open Market	None
Carrollton	Non-exclusive	None
Dallas	Drop-off sites	None
Frisco	Exclusive	None
Garland	Open Market	None
Grand Prairie	Exclusive	None
Irving	Open Market	None
McKinney	Permit Program	\$500 per year
Mesquite	Exclusive	None
Plano	Permit Program	\$100 to \$500
Richardson - Proposed	Licensing Program	3% of Gross Receipts

Commercial & Multi-Family Recycling

- **Licensing Program Considerations**
 - Businesses and multi-family communities are free to choose who they work with to recycle
 - Will likely have more service options
 - City can partner with licensed recycling service providers on promotion and awareness
 - Take advantage of their market research, proven strategies
 - City can track commercial and multi-family recycling via quarterly reports
 - Help better understand community diversion rate

Commercial & Multi-Family Recycling

- **Licensing Program Considerations - Continued**
 - No immediate staffing or capital implications
 - Review, billing and audit functions would be accomplished with existing resources
 - Viability of expanded (possibly internal) recycling programs can be gauged before making permanent capital or staff commitments



Summary

Resource Considerations

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<ol style="list-style-type: none">1. Expand education and outreach to increase participation and decrease contamination in recycling programs (residential, commercial and multi-family)2. Create a Just Bag It Campaign	

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<ol style="list-style-type: none">1. Develop a licensing program for private haulers that want to provide commercial or multi-family services within the City2. Develop a licensing program for private haulers that want to collect construction and demolition debris with the City	<p>-Initial review of gross receipts will be evaluated various departments</p> <p>-Billing and auditing will be handled by Finance</p>

Next Steps

- Accept City Council feedback and suggestions
- Ratify Work Plan during the FY 13/14 Budget Process
 - Begin recruitment of marketing / communications professional
 - Implement Construction & Demolition Debris and Commercial / Multi-Family Recycling licensing programs to be effective October 1, 2013
 - Solicit Environmental Advisory Commission's help with promotions and outreach
- Following implementation of Work Plan, perform ongoing review of Solid Waste services to be prepared for future service and budget discussions.



Solid Waste System Study