

TEXARKANA TODAY



2015 Annual Report

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Dear City of Texarkana:

Although heavy rainfall amounts and flooding slowed recycling efforts in the first six months of 2015, Texarkana residents made a strong comeback in the final half of the year. Residents recycled more than 891 tons from July 1 through Dec. 31, bringing the annual tonnage figure to 1,684 tons—only 15 tons less than the record-breaking volumes in 2014.

Yard Waste collection, which was first measured in 2014, increased significantly in 2015, from 1,075 tons in 2014 to 1,312 tons this year. Prior to switching from 18-gallon bins to 65-gallon carts in 2010, less than 200 tons of recyclable material was collected each year.

Total trash collected in 2015 was 9,806 tons versus 9,051 tons in 2014. In addition, Waste Management assisted the City in its efforts to demolish dilapidated and condemned homes by disposing of 1,516 tons of demolition debris at no cost to the City and providing a discounted rate for hauling 162 roll off containers to the New Boston Landfill.

All recyclable material is taken to Carustar and then transported to a material recovery facility in Shreveport, LA. Yard waste is taken to the Texas Water Utility composting site.

By recycling and composting yard waste, the City of Texarkana diverted almost 15% of all material collected from going into a landfill.

Texarkana residents continued to participate at a high rate with more than 53% of residents putting out their recycling carts on a given week and over 70% of residents participating overall.

In October 2015, Waste Management began accepting electronic items (E-Waste Recycling) at our New Boston Landfill. In the four months since its inception, residents from throughout Bowie County have filled two large trailers with old televisions, computer monitors, printers, cameras and other electronics. Each trailer holds approximately 20 tons of material.

WHAT'S INSIDE

A MESSAGE FROM OUR CEO DAVID STEINER

In his message, Mr. Steiner discusses our 2015 Sustainability Report.

DIVERSION--WHAT IT MEANS TO BE GREEN

We show a chart of how recycling in Texarkana during 2015 compares with the previous four years, followed on the next page by the environmental impact of those recycling efforts.

RECYCLE OFTEN. RECYCLE RIGHT

We continue with our new recycling educational program by challenging residents of Texarkana to “rethink recycling” by Recycling Often, but Recycling Right.

Thank you Texarkana .



MESSAGE FROM OUR CEO



Our 2014 Sustainability Report was titled “Creating a Circular Economy.” For this 2015 update, I’ll talk more about what that means.

For the past six years, our sustainability reports have analyzed our revenue according to two categories: “green” and “traditional” business. Our traditional collection and handling services take waste materials from households and businesses and safely isolate them in highly-engineered, permitted disposal sites. For more than a decade, we’ve worked to expand our base of “greener” service offerings such as recycling, capturing

landfill gas for use as low-carbon electricity or fuel, and consulting with our customers on waste reduction, so they can create less waste in the first place.

We have maintained recycling at 17 percent of revenue while managing 15 million tons of material. It’s important to note that, although national recycling rates are slightly down, we were able to counterbalance this trend by offering our services to the utility industry, converting coal ash into a feedstock for cement and other encapsulated uses.

This beneficial use of residual material resulting from coal combustion was classified as “recycling” by U.S. EPA in December 2014, and we have adopted their definition in our classifications. This is an important line of business for Waste Management, and a form of recycling that has been embraced by U.S. EPA, our customers and the environmental community alike, because it is safe, protective of the environment and conserves natural resources.

We have been encouraged by a 50 percent increase in revenues attributable



●	Traditional Services	43%
●	Green Services	57%
●	Traditional collection	38%
●	Traditional landfill	5%
●	Green collection	24%
●	Recycling	17%
●	Green energy	13%

to our innovative service lines, such as our sustainability consulting business, new ventures like landfill-gas-to-fuel plants, and treatment services for the energy production sector. We continue to work with customers on the cutting edge of waste reduction and transformation.

To learn more, visit www.wm.com/sustainability-services/index.jsp.

Diversion Over the Years

The following charts shows diversion in Texarkana for the past five years. Each ton of recyclables has measureable positive impact, as can be seen on the next page. Yard Waste diversion was not measured until 2014.

1,559 Tons of Recyclables Diverted from the Landfill in 2011

1,667 Tons of Recyclables Diverted from the Landfill in 2012

1,581 Tons of Recyclables Diverted from the Landfill in 2013

1,699 Tons of Recyclables and 1075 Tons of Yard Waste Diverted from the Landfill in 2014

1,684 Tons of Recyclables and 1312 Tons of Yard Waste Diverted from the Landfill in 2015



What It Means to Think Green

In 2015, Texarkana residents diverted **1684 tons of recyclables** and **1312 tons of yard waste** from the landfill, which is equal to **4,215 metric tons** of carbon dioxide (CO₂) equivalent, or...



conserving
474,288
gallons of
gasoline



growing
108,077 tree
seedlings
for 10 years



removing the
annual emissions
from
887 cars off
the road



Saving CO₂ emissions from
385 homes'
energy use for one
year



*As calculated by the US
EPA WARM Model*

Recycle Often. Recycle Right.SM

A targeted approach to reducing contamination in the CITY OF TEXARKANA

As recycling programs have grown and flourished across the country, we have all learned the value of convenience in driving increased participation. Single stream programs increase recycling volumes, resulting in higher diversion from local landfills. At the same time this also often increases contamination rates. The waste stream has been changing as lightweight, convenient alternatives to replace tin, aluminum, and glass contribute to increased consumer confusion. When in doubt, over 26 percent of consumers put it in the recycling bin anyway, leaving us with things like plastic bags, garden hoses and propane tanks to sort through at the recycling facility. These factors are leading the industry to experience all-time high contamination rates between 14 to 40 percent which in turn lead to increased safety risks for recycling staff, increased litter and unsightly overflowing carts in our communities. Simply put, recycling “right” can be confusing. We want to work with you to help clear up this confusion for your residents.

Maybe it's time to rethink recycling.

Make the promise. Doing just these three things will make a huge difference.



Recycle all my empty bottles, cans and paper.



Keep food and liquids out of my recycling.



Keep plastic bags out of my recycling.

Waste Management has developed Recycle Often. Recycle Right.SM (RORR) to help address the contamination challenge. RORR is a research-based education and outreach program that's flexible, adaptable and customizable. Its goal is to help improve your recycling rates and decrease contamination/residual. The campaign uses customer survey research to identify key areas of confusion and then promote three simple recycling behaviors that can have a big impact on the success of recycling in your community.

We're ready to implement, and in your city we have already started implementing a RORR campaign. The campaign includes a wide variety of turnkey tools ranging from a convenient website (www.RecycleOftenRecycleRight.com) with basic recycling info for all residents, to traditional public education like bill inserts, newsletter articles and posters, to a comprehensive tagging and enforcement strategy. While the general education tools, like the website and bill inserts, target between 70- 80 percent of the population interested in learning more, the tagging strategy will identify and address the remaining 20 percent of habitual offenders. By using this one of a kind, behavior change campaign that focuses on targeted education, your community can maximize the value of your education and outreach investment, while leveraging a nationally promoted campaign.

Waste Management is very excited to work with Texarkana officials and residents to bring this innovative education and outreach program to your city. By working together, we have the opportunity to build upon Texarkana's successful recycling program, help meet environmental goals and will enhance the city's reputation as a municipal leader in recycling.

The next step is to work together to move the needle, explore how we collaborate to increase recycling participation and reduce contamination in Texarkana. We look forward to sharing our targeted pilots and results with you in the upcoming months.



**RECYCLE OFTEN.
RECYCLE RIGHT.SM**

Thanks for recycling right!

You've heard it before — **Recycle Often. Recycle Right.SM** When it comes to recycling, each action can make a big difference for our environment. We need the right things ending up in the bin to keep the recycling process going.

So remember, some recycling actions make a bigger impact than others. These are the rules to recycling right:



Recycle all empty plastic bottles, cans and paper.



Keep foods and liquids out of the recycling.



Keep plastic bags out of the recycling.

These three steps may seem like small acts in themselves, but they have a big impact on getting the right things in the recycling bin.

Here's a quiz to test your recycling knowledge.

The following items ended up at the recycling plant. Which of these items does NOT belong there?



Garden Hose



Polystyrene Foam



Garden Pots



Car Parts



**RECYCLE OFTEN.
RECYCLE RIGHT.™**

Answer: All these items do NOT belong in your recycling cart.



- Garden hoses, rope, leashes, wire and string should never go in the recycle bin. Ensure they only go in the trash.
- Polystyrene foam isn't recyclable at the curbside either. Check for local take-back programs.
- Plastic garden pots don't belong in the recycling bin. Look for local reuse or recycling options first before putting them in the garbage.
- Metal waste – things like automotive car parts, canisters and propane cylinders, lawn mowers, and microwaves – cause damage and are safety hazards if put in the recycling bin. Check locally for collection or donation options.

Follow these three simple rules when recycling:



Recycle all empty plastic bottles, cans and paper.



Keep foods and liquids out of the recycling.



Keep plastic bags out of the recycling.

For more tips on how to recycle right, visit
RecycleOftenRecycleRight.com.



ELECTRONICS RECYCLING DROP-OFF

Get rid of your electronics the responsible way



WHERE: New Boston Landfill
1030 Hwy 82 West
New Boston, TX 75570

WHEN: Monday-Friday: 8 AM- 4:30 PM
Saturday: 8 AM to Noon

WE CAN ACCEPT

- Computers- CPUs
- Computer monitors
- Computer peripherals
- Printers
- Fax machines
- Keyboards
- Photocopiers
- Televisions & VCRS
- Microwaves
- Stereos
- Home & office phones
- Cell phones
- Consumer electronics

WE CAN NOT ACCEPT

- Smoke alarms & detectors
- Thermometers
- Dehumidifiers
- Large appliances (refrigerators, etc.)
- Non-decontaminated medical equipment



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