



# City of Austin

## Recommendation for Action

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**File #:** 26-1136, **Agenda Item #:** 23.

3/12/2026

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### **Posting Language**

Authorize negotiation and execution of an agreement with The Recycling Partnership to accept in-kind services for a capture rate study and education and outreach campaign focused on residential recycling. Funding: The agreement does not have a fiscal impact. The Recycling Partnership will fund the study and outreach campaign under this agreement.

### **Lead Department**

Austin Resource Recovery

### **Fiscal Note**

This item does not have a fiscal impact. The Recycling Partnership will fund the study and outreach campaign under this agreement.

### **Prior Council Action:**

November 2, 2023 - Council approved Resolution No. 20231102-002 adopting the 2023 Austin Resource Recovery Comprehensive Plan.

### **For More Information:**

Richard McHale, Director, Austin Resource Recovery, 512-974-4301; Gena McKinley, Deputy Director, Austin Resource Recovery, 512-974-1915.

### **Additional Backup Information:**

Through this project, The Recycling Partnership (Partnership) will partner with the City to better understand existing capture and participation and to test engagement strategies designed to measurably increase recycling set-out rates and capture. The project will include a Partnership-funded back-of-truck capture study as well as in-kind services to support engagement tactics.

The City has a long-standing reputation for being a leader in waste diversion, recycling, and zero waste strategies but has recently seen a decline in recycling tons collected. The City is interested in exploring opportunities to develop new measurement strategies to understand where and what materials are being captured from homes and in seeking opportunities to increase recycling participation and capture through community engagement.