

# Solid Waste Management Department

**Director Mark C. Wilfalk** April 12, 2023



Childhood and Youth Committee  
Council Member Karla Cisneros, Chair  
Council Member Carolyn Evans-Shabazz Vice-Chair

# Recycling Education & Awareness

The Solid Waste Management Department is working to make a concerted effort to continue education of recycling in elementary, middle, and high schools. By adulthood, hopefully it's become a habit.







# Education & Awareness Goals

- SWD – Future of Recycling
- Increased Recycling program communications
- A proactive Community Outreach program
- Increase the diversity of materials at Drop-off Facilities
  - Expand recycling of hard-to-recycle plastics
- Improved involvement with HISD and educators



# Education Community

City of Houston - HISD Art Contest

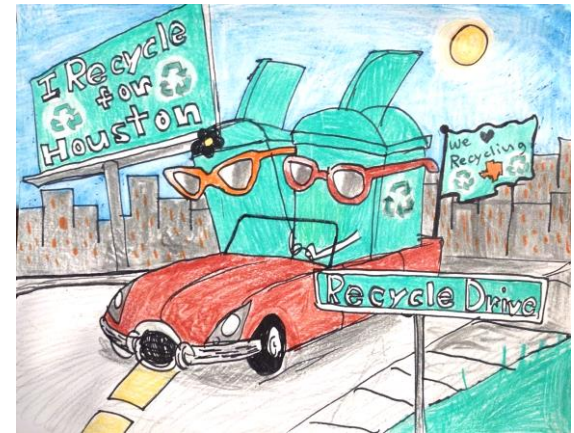
## Truck Art CONTEST

### Participation

- Contest launched on January 26, 2023
- Final submission accepted on February 28, 2023
- 39 HISD and local school submissions
- 170 participants were evaluated
- Participation from Special Education and K-12<sup>th</sup> grade



**Exxon** **HISD**





# One Clean Houston Outreach

## Youth Recycling Education

- Increased on campus education events
- Targeted educational printed materials
- Waste collection streams
- Create Campus Recycling Ambassadors Program





# Expanded Waste Diversion

## HOUSTON RECYCLING COLLABORATION



ExxonMobil

lyondellbasell

cyclyx

- Increased diversity of plastic recycling – Pilot in Kingwood since December 2022
- Launching at North Main Neighborhood Depository on 4/19
- SWD and the Houston Recycling Collaboration will target and ALL Plastics acceptance
- Bag It & Bring It Campaign



Future Drop-off opportunities for expansion



# Questions & Answers

