



# 2018 MWMA Fall Summit

October 8 – 10, 2018

The Whitehall Hotel

Houston, TX

## AGENDA

(as of September 10, 2018 – subject to change)

### Monday, October 8<sup>th</sup>

9:00am – 10:30am

#### OPENING SESSION

##### **Beyond Recycling – Reducing Packaging (& Everything Else) @ the Source**

For many of us, the ideal approach to waste management is to not create it in the first place – that is, to prevent a product or commodity from ending up in the waste stream. Practically speaking, this can mean eliminating the use of certain materials and/or products, or re-purposing/re-using products that might otherwise end up in the waste stream. In this session we'll hear about creative ways that municipalities can reduce the amount of waste in their stream, through effective source reduction and diversion strategies.

10:30am – 10:45am

##### **Coffee Break, sponsored by Keurig Dr. Pepper**

10:45am – 12:00pm

##### **Disaster Planning in the Age of the Superstorm**

During a weather event, existing collection and disposal systems will almost always be disrupted; more than that, extra waste will be created by the event itself. If this cascade of waste isn't dealt with quickly, serious health risks can develop, which will further endanger a community already devastated by the emergency. In this session, solid waste chiefs from Texas, Florida, and other regions will look back at key hurricane events in 2018 (arguably the most destructive hurricane season in memory) and share lessons learned about over managing solid waste in the age of the superstorm, in the immediate aftermath and in the weeks, months and years that follow.

12:00pm – 1:00pm

##### **Luncheon Sponsored by Waste Management - Keynote**

SPEAKER: **The Honorable Sylvester Turner, Mayor  
City of Houston, TX**

1:00pm – 2:15pm

##### **(Re) Building Recycling Markets in the Wake of National Sword**

Since China officially implemented National Sword in January of this year, the landscape of recycling has arguably been transformed. It's meant a profound contraction of what's long been the most significant market for American recyclables. Municipal solid waste (MSW) agencies, like the solid waste industry at large, are understandably concerned. But, experts say, the sky *isn't* falling. In this session we'll discuss the history and events that led up to National Sword, and critical changes MSW must make in its aftermath – including re-evaluating recycling metrics, working toward vital improvements in recycling quality, and developing new markets for recyclables, in the near and long term.

## Monday, October 8 (continued)

2:15pm – 3:30pm

### **Fighting Recycling Contamination: A Systems Approach**

Improving the quality of material from residential recycling programs has never been more important, with today's end markets driven by China's import ban on certain materials. This panel will discuss how the State of Massachusetts tested contamination fighting strategies to build a grant program for communities all over the commonwealth to pay for and tackle this national issue. Also, El Paso, TX will discuss their citywide approach to minimize contamination with an ROI in mind, and The Recycling Partnership will weave the national contamination story together with updates on National Sword and how stakeholders are collaborating to improve quality.

3:30pm – 3:45pm

### **Dessert Break, sponsored by Rubicon Global**

3:45pm – 5:00pm

### **Benchmarking for Performance Management & Proof of Progress**

Articulating and quantifying our progress – for our customers and our bosses, can be a challenge. Looking at the design, evolution, and quality control features of performance management models from Anchorage, Alaska and Austin, Texas, this session will discuss how broad Key Performance Indicator's (KPIs) can be used to define progress in solid waste and recycling program and planning initiatives, and, importantly, demonstrate to both the public and policy makers not only the importance of landfill diversion, and how important performance management is to achieving that goal.

5:30pm – 7:00pm

### **Opening Reception sponsored by Republic Services**

## Tuesday, October 9<sup>th</sup>

9:00am – 10:15am

### **Breakthrough Glass Recycling Opportunities**

More than 90 percent of residents and consumers expect to be able to recycle glass in a recent study by the Glass Recycling Coalition (GRC). Today's recycling programs are often faced with tough decisions to meet residents' expectations and, in some cases, demands from haulers and MRFs to remove glass. Learn what the available research tells us; hear from communities that have addressed these barriers to successfully recycle glass and tools.

10:30am – 11:45am

### **Residue to Recovery: Increasing Recycling Opportunities for Foodservice Packaging**

The changing landscape of recycling markets demands an innovative approach to find solutions that benefit communities, MRFs and end markets. This session highlights one municipality that added foodservice packaging to its recycling program and the positive impact that this had on its overall program. A panel of community, end market and MRF representatives, will elaborate on new opportunities for cups and take-out containers and the importance of collaboration.

12:00pm – 1:30pm

### **Luncheon & Vendor Roundtable**

**Tuesday, October 9 (continued)**

1:30pm – 4:00pm

**THE URBAN SUMMIT (PUBLIC SECTOR MEMBERS ONLY)**

**Workforce Development & Succession Planning –  
Growing Employees into Leaders**

4:00pm – 5:00pm

**Executive Committee Meeting (CLOSED SESSION)**

6:00pm – 9:00pm

**OFF-SITE EVENT (Details TBD)**

**Wednesday, October 10<sup>th</sup>**

9:30am – 11:30am

**Homelessness Encampment Abatement in the City of Houston: A Tour**

The challenge of homeless is one of poverty, public health, public safety – and of waste management as well. All of our communities must find thoughtful – and effective – ways to deal with the multiplicity of challenges presented by homeless encampments. City of Houston staff will take participants on a drive-by tour of specific sites in the city to illustrate how Houston is impacted by and dealing with the issues. (Transportation will be provided to & from the hotel lobby.)