

## Case Study: Fort Worth, Texas



### Waste Management and Fort Worth, Texas

Known for its eclectic mix of cowboys and culture, Fort Worth, Texas is rich with the history of the Wild West and teeming with culinary, artistic, architectural, and musical diversity. It also ranks among the nation's most rapidly growing and livable cities—a delicate balance to preserve. To maintain its status in the face of such dramatic growth, Fort Worth recently appointed a sustainability task force in which Waste Management plays a vital role, helping effectively control the city's environmental impact through a proactive and responsive waste management program.

As part of a systematic overhaul of Fort Worth's removal and recycling program, Waste Management led the transition from a twice weekly pickup schedule to a "pay as you throw" incentive system that allows residents to customize the size of their collection carts and facilitates once weekly pickups. Fort Worth was the first large city in Texas to embrace and use the 65-gallon cart

collection program for recycling, which along with a more inclusive list of recyclable materials, led to an incredibly successful program that now boasts 70% residential participation.

**At Waste Management, we collaborate with cities to develop cost-effective and environmentally conscious solutions, while working to protect and better the communities we serve.**

Waste Management has also worked to help Fort Worth streamline and improve their recycling program through improved separation processes and the addition of new, more efficient equipment. Fort Worth cut the level of contamination in its recycling stream by 40%, allowing more material to be recycled. This has the double advantage of significantly

increasing the city's diversion rate while delivering increased financial benefits through the recycling revenue sharing program.

In addition to Waste Management's work with the city's refuse and recycling programs, we dedicate time and resources to help the communities within Fort Worth. We are a proud corporate sponsor of Fort Worth's Fallen Police and Fire Fighter Memorial, having donated \$100,000 to help launch the project. We sponsor the Riverside Neighborhood Association and the Great American Cleanup and serve as a partner with Keep Fort Worth Beautiful.

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