



## Adopting A Commercial Recycling Ordinance – How to Get Started

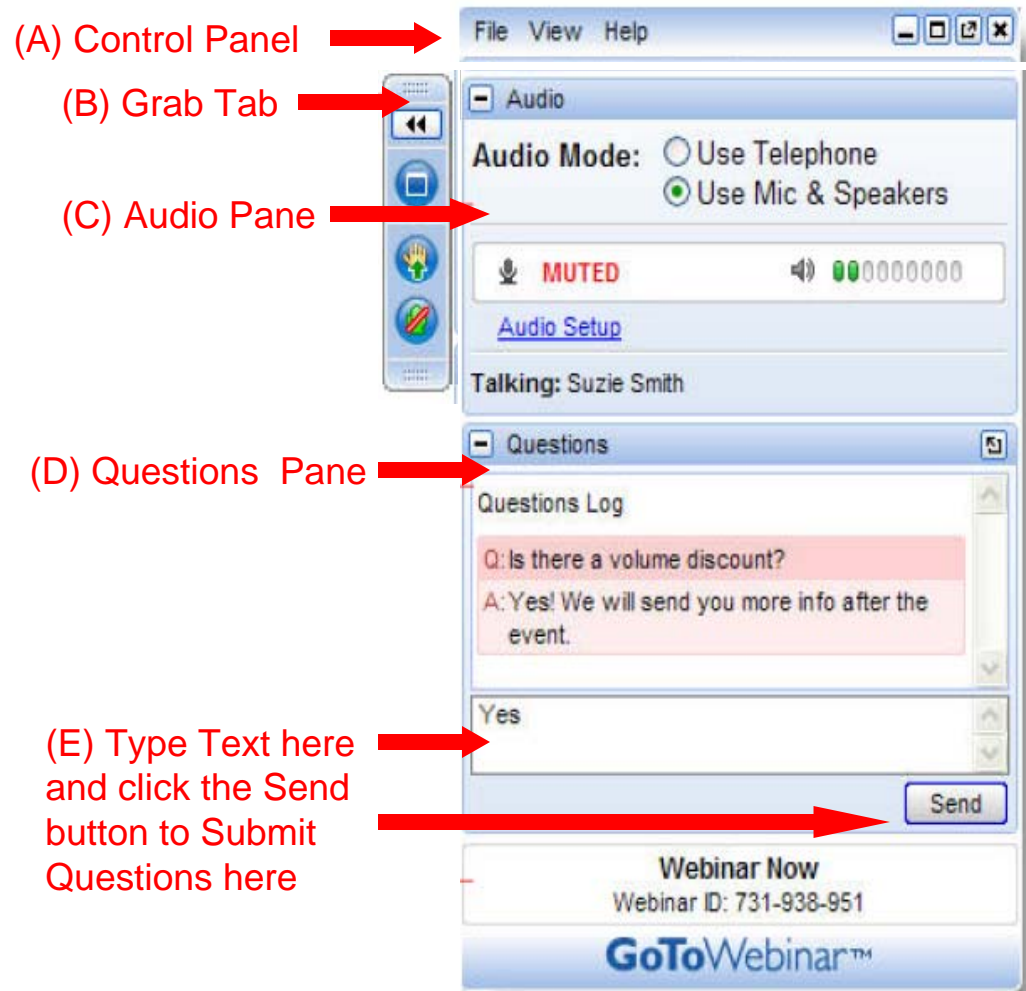
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# Adopting A Commercial Recycling Ordinance – How to Get Started

## Welcome

Yvonne Hunter, Program Director, California Climate Action Network, Institute for Local Government

## CalRecycle Regulatory Update

Howard Levenson, Assistant Director, CalRecycle

## Questions and Discussion

## Tips for Getting Started in Ordinance Development:

- **Engaging the Business Community**

Brian Moura, Assistant City Manager, San Carlos

- **Engaging Haulers and Recyclers**

Johnnie Perkins, West Region Director of Municipal Services, Republic Services

## Questions and Discussion

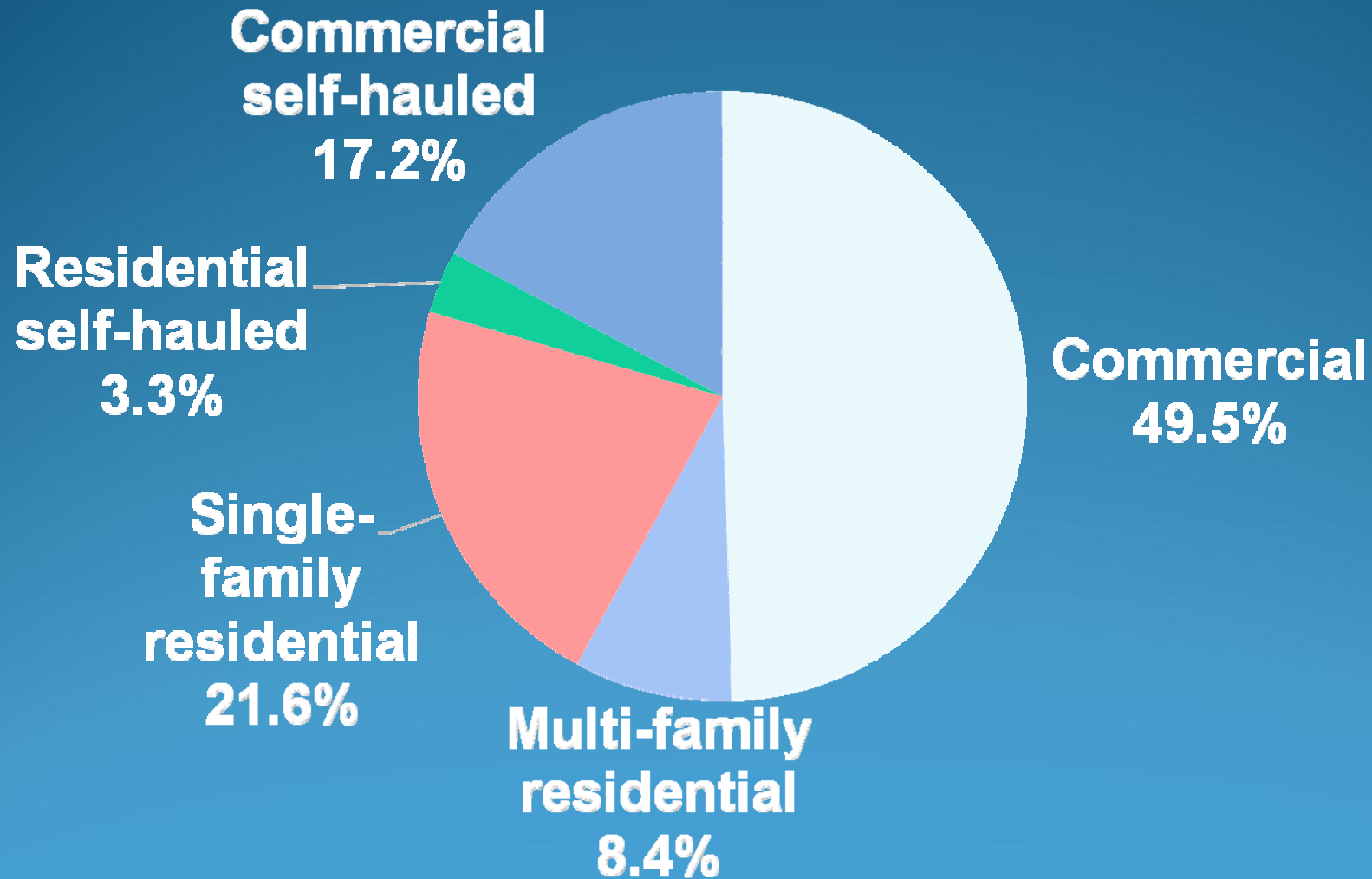
# Mandatory Commercial Recycling Regulation

Howard Levenson

June 30, 2010

CalRecycle

# Statewide Commercial Overall Disposal, 2008



# Goals

- Goal: Reduction of 5 million metric tons CO<sub>2</sub>E
  - 27 million tons disposed by commercial sector
  - Will need to recycle about 3 millions tons by 2020
- Flexible for jurisdictions and businesses
  - Does not specify which materials must be diverted
  - Allows jurisdictions to design program
  - Allows businesses various ways to recycle depending on local infrastructure
- Builds on existing AB 939 processes

# Joint CalRecycle/ARB Process

- Scoping Plan designates CalRecycle as lead
- Joint Rulemaking & Implementation Plan
- CIWMB approved regulatory concept Dec 2009
- ARB will consider formal adoption of regulation
- ARB retains ultimate oversight authority



# Draft Regulatory Approach: Business Requirements

- Businesses and Multifamily (5 units or more) that generate 4 cubic yards of waste and/or recyclables per week must:
  - Subscribe to recycling service, or
  - Send materials to a mixed waste processing facility, or
  - Self-haul recyclables

# Draft Regulatory Approach: Jurisdiction Requirements

- Jurisdictions must implement commercial recycling program that consists of education, outreach, and monitoring by July 2012
  - Regardless of meeting 50% per capita disposal target
  - Can use existing programs
  - Can decide how – e.g., ordinance, policy, existing franchise agreement
  - Flexibility to phase in program components
  - Enforcement not mandatory
  - Report to CalRecycle in Electronic Annual Report

# Draft Regulatory Approach: CalRecycle Responsibilities

- Review jurisdictions' implementation upon receipt of Annual Reports in 2013
- For jurisdictions on 2-year cycle, evaluation begins in 2014 and continues every two years
- For jurisdictions on 4-year cycle, evaluation begins in 2016 and continues every four years.

# Draft Regulatory Approach: CalRecycle Responsibilities

- Measure emission reductions statewide
  - Statewide baseline based on 2011 disposal
  - Emissions factors being developed by ARB
  - Waste characterization studies conducted in 2014-15 and 2019-20
  - Determine if met GHG reduction goal

# Commercial Cost Study

- Cost to local governments and businesses is key
- Regulation is flexible for jurisdictions, allowing local design based on local conditions
- Cost study being finalized

# Additional Issues

- Transformation
- Mixed waste processing
- Rural exemptions

# Timeline

<b>Initial Informal Stakeholder Feedback</b>	<b>Draft Regulation Development</b>	<b>Additional Informal Stakeholder Workshop</b>	<b>Formal Rule Making</b>	<b>Adoption/ Implementation</b>
July – September, 2009	September – December, 2009	June 16, 2010	August-October, 2010	2011/2012

# More Information

- CalRecycle's web page at  
<http://www.calrecycle.ca.gov/Climate/Recycling/default.htm>
- Tracey Harper
  - [Tracey.harper@calrecycle.ca.gov](mailto:Tracey.harper@calrecycle.ca.gov) or 916-341-6531
- Marshalle Graham
  - [Marshalle.graham@calrecycle.ca.gov](mailto:Marshalle.graham@calrecycle.ca.gov) or 916-341-6270



# Questions?





# Adopting a Mandatory Commercial Recycling Ordinance

**Brian Moura**

**Assistant City Manager**

**[bmoura@cityofsancarlos.org](mailto:bmoura@cityofsancarlos.org)**

June 28, 2010



# Why Adopt a Local Ordinance?

- **Commercial Sector Need**
  - 2/3 of waste stream in Rethink Waste service area
  - Voluntary program flattened out at 28% level
  - Prior programs focused on single family residential
- **Tie-In with New Service Rollout**
  - Recycling Marketing Blitz = opportunity
  - Leverage excitement/outreach with new ordinance
- **Design Local Ordinance**
  - Involve business community, help shape program
- **Compliance with CARB Rule Making**
  - Program begins 1/1/2012; Implement by 7/1/2012



# Our Approach

- **Assemble the Team**
  - City, Rethink Waste, Consultant
- **Key Players in the Process**
  - City Staff
  - Business Community
  - Multi-Family Property Owners
- **Two Phase Outreach Effort**
  - Intro/Education (Fall 2009)
  - Detailed (Early 2010)
- **City Council Involvement**
  - Initial Briefing, Check In after Each Phase, Adoption



# Phase I: Education

## ■ Purpose & Goals

- Educate stakeholders, discuss key issues & choices
- Get stakeholder comments, areas of support/concern

## ■ Identify Who You Need to Talk With

- City Staff, Econ Develop, Code Enforce, City Attny
- Chamber, Green Task Force, Multi-Family Owners
- Solid Waste Collection Firm (Allied & Recology)
- Service Clubs (Rotary, Kiwanis, Lions)

## ■ Elements of Phase I

- Develop list of stakeholders, groups to engage
- Presentations to stakeholders
- Telephone & email survey of businesses



# Phase I - Results

## ■ Meetings

- Held 11 group meetings and 4 interviews
- Reached over 140 people

## ■ Survey

- 185 businesses called, 32 completed survey

## ■ What We Heard

- Require recycling, but be gentle
- Local ordinance preferred over State regulation
- High interest in outreach & assist to comply
- Emphasize incentives & outreach, not penalties
- Make everyone aware of C&D ordinance
- “Going Green” strengthens our businesses



## Phase II: Details & Develop

### ■ Purpose & Goals

- Second round of meetings to discuss draft ordinance
- Get input and guidance from stakeholders

### ■ Topics Covered

- Why is the City developing a mandatory ordinance?
- What is current level of recycling in San Carlos?
- What are drivers (local & state) driving process?
- Who is affected by proposed ordinance (and not)?
- When would the ordinance take effect?
- How would the ordinance be enforced?



## Phase II - Results

### ■ Meetings

- Held 3 group meetings, reached 36 people

### ■ Comments from the Meetings

- How much will this improve the recycling rate?
- What will be done for education and assistance?
- How will you enforce the program?
- Will recycling be easier with new services in 2011?
- Why are residential & business under 2 cu yd exempt?
- Proposed 4 year phase-in is too long, should be faster

### ■ Phase II Wrap-Up

- Phase-in process shortened as suggested
- Endorsements from Chamber & Green group





# Ordinance Development

## ■ Review & Report

- Review comments & develop report
- Update definitions section of Muni Code

## ■ Key Provisions

- 2 or more cubic yards per week of collection service
- Covered accounts required to get recycling services
- Req. Organics & Food Scraps - Food Service firms
- 3 Step Enforcement process, fines at Step 3
- 2 year phase-in process (vs. original 4 year proposal)
- Contract staff to handle outreach & enforcement

## ■ Council Action

- Approved Ordinance in April, Education starts July 1st



# Advice to Agencies

- **Consider Extensive Outreach**
  - Enabled talking to many players, small meeting setting
- **Stage Program for Multiple Check-Ins**
  - Commercial outreach = 2 phases (intro & detail)
  - Council discussion: several meetings to insure input
- **Modify Program Based on Input**
  - Shortened Phase-In Period, Move up Organics
- **Review Existing Ordinances**
  - Update Solid Waste section of Municipal Code
- **Strategy for Outreach & Rollout**
  - Resources to publicize, via new programs

## Creating A Recycling Attitude Through A Public/Private Partnership



**Committed to  
Reduction, Reuse, Recycling, Renew  
and Responsibility**

**Sustainability Policy**

**Natural Resource Conservation**

**Operational Excellence**

**Social Responsibility**

**Economic Viability**



## Understand Customer Base/Needs



## Understand Service Needs

### Required recycling services:

- Varied collection schedule
- Plastic bottles and jars, paper, newspaper, aluminum cans, cardboard and glass containers
- Approved recycling containers
- Designated collection and storage area



### Exemptions:

- Six-cubic yards or less per week of trash including recyclable material
- Container space
- Request in writing every year

### Required education:

- Types of recyclable material accepted
- Location of containers
- Tenants responsibility to recycle
- New tenants recycling information
- Tenant recycling information upon change in recycling service



## Understand Hauler Services

- Waste Audit
- Education Program
- Education Material
- Customer Outreach
- Program Compliance



## Rewards Program

- \$ Monthly
- \$ Quarterly
- \$ Annual
- \$ Recycling Awards





**...Customer Service  
Priority One...**



# Questions?



# Institute for Local Government Commercial Recycling Resources

- Sample Commercial Recycling Ordinance
- Educational and other resource materials
- Follow-up resources from this webinar
- Info about future webinars

[www.ca-ilg.org/commercialrecycling](http://www.ca-ilg.org/commercialrecycling)



# Speaker Contact Information

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Please check your email tomorrow for a follow-up survey and links to resources mentioned during the webinar.

Your feedback will aid the planning of future webinars.

Thank you for attending the webinar!