



## Understanding California's Proposed Commercial Recycling Regulations: What Local Agencies Need to Know About the Education, Outreach and Monitoring Requirements

May 2, 2011 – 2:00 to 3:30 p.m.



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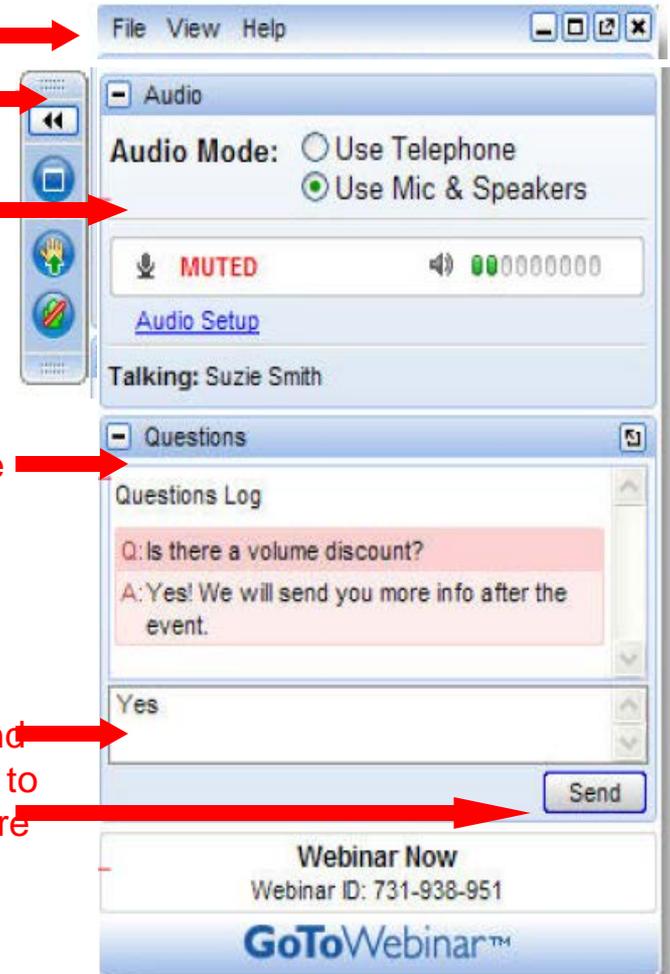
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# About the Institute

## Who:

- **Founded 1955**
- **501(c)(3) Research and Education Arm of:**
  - League of California Cities
  - California State Association of Counties

## Mission:

- Promoting good government at the local level

# ILG Program Areas



# Today's Agenda

## Welcome and Introductions

- Yvonne Hunter, Program Director, Climate Change Program, Institute for Local Government

## Speaker

- Cara Morgan, Branch Chief, Local Assistance and Market Development, CalRecycle, State of California
- Howard Levenson, Deputy Director, Materials Management and Local Assistance Division, CalRecycle, State of California

## Discussion Panel

- Randy Murphy, Deputy Director, Planning and Public Works Department, Glenn County
- Lisa Rapp, Public Works Director, City of Lakewood
- Rogelio Gamino, Associate Civil Engineer, Environmental Programs Division, Los Angeles County Dept. of Public Works

## Tools to Help Local Agencies

- Yvonne Hunter, Program Director, Institute for Local Government
- Amity Lumper, Senior Associate, Cascadia Consulting Group, Inc.

## Questions and Discussion



# What Local Agencies Need to Know About the Proposed Commercial Recycling Regulation Requirements

Cara Morgan and Howard Levenson,  
CalRecycle



# Draft Regulatory Requirements

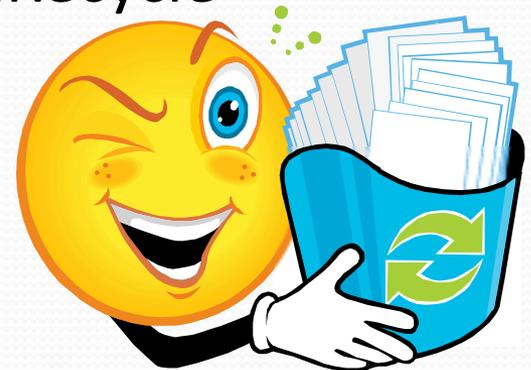
- Businesses, public entities, and multifamily units of 5 or more that dispose of 4 cy/week of solid waste are required to recycle using any combination of the following:
  - Using the franchise hauler(s), arranging for pick-up, self-hauling, and/or using mixed waste processing
  - Businesses, including public entities and multifamily units of 5 or more, that dispose of 4 cy of solid waste/week



**Recycling is Good Business!**

# Draft Regulatory Requirements

- Jurisdictions must implement a commercial recycling program that consists of:
  - **Education/Outreach**—informing businesses of state requirement and how to recycle in the jurisdiction
  - **Monitoring**—identifying businesses that aren't recycling and informing them of the State requirement
- Jurisdictions must report annually to CalRecycle
  - Electronic Annual Report
  - Commencing with 2012 Annual Report



# Flexibility! Flexibility! Flexibility!



- Jurisdictions have the flexibility to conduct education/outreach/monitoring that meets their needs:
  - Can utilize existing programs, communication modes
  - Can implement an ordinance, policy or enforcement

# Phasing in Education/Outreach/Monitoring

- Educate and monitor in the first year the multifamily complexes that have 16 units or greater
  - By law these complexes have on-site managers
- For business owners located in other areas--
  - Send letter informing owner of requirement to recycle
- Target a percentage of largest businesses each year



# Education/Outreach: Electronic

- One or more electronic media activities that could be done to inform businesses:
  - Send out electronic notifications
  - Utilize your existing social media
  - Coordinate with local business groups, e.g., Chamber, Apartment Association, to post info on their website or distribute information to members
  - Place information on the website





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## Recycling Regulations and Compliance

The StopWaste Partnership can help Alameda County businesses, non-profits and institutions stay informed about current landfill bans, policies and ordinances related to proper collection and recycling of resources and hazardous wastes. Our goal is to provide links to current information so that you can operate your organization most efficiently.

Some regulations apply within Alameda County, others apply only to operations within certain cities, and some affect all commercial accounts within California.

### ALAMEDA COUNTY

#### Measure D

In 1990 Alameda County voters overwhelmingly approved Measure D, the [Alameda County Waste Reduction and Recycling Act](#), with the ambitious goal of reducing waste by 75% by 2010. Because a large portion of the waste stream in Alameda County is generated by businesses, StopWaste.Org created the StopWaste Partnership program to stimulate business sustainability, promote resource conservation and reduce company costs.

#### Plant Debris Landfill Ban

In 2010 Alameda County enacted a new law that prohibits the disposal of plant debris in landfills. The Landfill Ban applies to landscapers and other large producers of yard trimmings (such as property managers, municipalities and institutions) in Alameda County. Plant debris (such as grass, leaves, shrubbery, vines and tree branches) must be separated from other contaminants, and must be diverted to the designated clean green areas of Alameda County disposal facilities. For more information visit [www.LandfillBan.org](http://www.LandfillBan.org), or call the Landfill Ban Hotline at (888) 893-8929.





## Sacto Sustainable

**@SactoSustain** Sacramento, California  
*Sacramento Area Sustainable Business program is a free service that promotes businesses that take voluntary actions to conserve resources & prevent pollution*  
<http://www.sacramentoareastustainablebusiness.org/>

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Zero Waste: Ride the Wave to Sustainability! CRRA's 35th Annual Conference Preliminary Program at <http://tinyurl.com/CRRA-Program>  
22 Apr

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Gil Friend's Daily View is out! <http://bit.ly/bbNJCx> ▶ Top stories today via [@evankleiman](#)  
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**SactoSustain** Sacto Sustainable  
Switching to Renewables: Germany Explores Using Train Lines as a Power Grid - DER SPIEGEL ONLINE - [spon.de/adlxe](http://spon.de/adlxe)  
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# Education/Outreach: Print

- Utilize existing brochures, letters, newsletters
  - Add information about the state requirement and how to recycle in the jurisdiction
  - Utilize ILG's model brochure and cover letter
- Recommend sending out information in print form annually:
  - Can be phased in
  - Rurals



## Commercial Recycling Made Easy!

Waste Management offers businesses the ease and convenience of single stream recycling. All your paper, Cardboard, plastic, glass and metals go into a single container. Commercial recycling is included as part of your overall service package at no additional cost. We have designed this program to be easy to implement, simple to use, and effective. Through this program and with your efforts we will extend the usable life of landfills, preserve natural resources, and improve the quality of our environment.

### Program Highlights:

- Free recycling service
- Save money by reducing trash service
- Convenient commingled collection



Institute for Local Government picture

[View Image Details](#)



For more information on the Glenn County commercial recycling services program please call: (800) 479-8101

Waste Management of Glenn County  
3281 Hwy 99W  
Corning, CA 96021



For the latest information on Glenn County's programs, please check our website at <http://gccppwa.net/> or call the Glenn County Planning and Public Works office: (530) 934-6541.

Glenn County Solid Waste Division  
PO Box 1070  
125 S. Murdock Av.  
Willows, CA 95988



**GLENN  
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COMMERCIAL  
RECYCLING  
SERVICES**

*Think Green.  
Think Waste Management.*

(800) 479-8101



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**CVT RECYCLING • ANAHEIM TRUCK DEPOT**

- ◆ Solid Waste Collection
- ◆ Recycling Services
- ◆ Roll-off Containers
- ◆ Compactor Sales/Services
- ◆ Transfer Station
- ◆ Material Recovery Facility
- ◆ Public Recycling Center
- ◆ Public Disposal Center
- ◆ Commercial Fueling
- ◆ E-Waste Collection
- ◆ Bulky Item Collection
- ◆ Host to the Orange County Household Hazardous Waste Collection Center



1131 N. Blue Gum Street Anaheim, CA 92816 (714) 298-3300  
[www.disposalservices.net](http://www.disposalservices.net)

Institute for Local Government picture

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### Commercial Fueling

We are known for our waste and recycling services but did you know we also provide integrated fueling solutions for your business?

#### CONVENIENCE

Centrally located in Anaheim near the junction of the 91 and 57 freeways, our commercial fueling station offers easy access for large fleets including trucks with trailers. As one of our customers you will have access to over 30,000 CFN fueling locations throughout the United States and Canada.

#### COMPREHENSIVE REPORTING

Automated accounting of your fuel purchases by vehicle showing miles per gallon, cost per mile and total miles driven make it easy to track your fuel cost.

#### CARD LOCK FUELING

Automated card lock fueling with a host of customized restrictions including daily fuel consumption, fuel type, time of day and day of week help you manage your fleet.

#### CUSTOMER SERVICE

Customer satisfaction is the hallmark of our fueling business, and service is our number one priority.



Members of the Commercial Fueling Network, (CFN)  
**Diesel CNG LNG Red-Dye**



Serving Our Customers  
 Preserving The Environment



Collection • Recycling  
 Material Recovery Facility  
 Transfer • Commercial Fueling



# Education/Outreach: Direct Contact

- Jurisdictions may want to use direct contact with businesses to inform them of the state requirement:



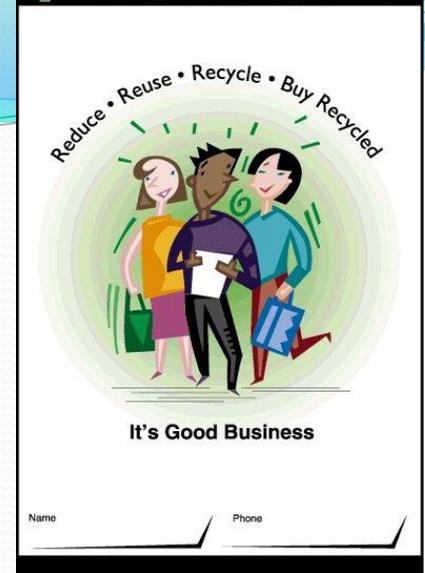
- Community groups
  - Haulers
  - Jurisdiction staff
- Present at business forums, provide information during waste assessments



# Monitoring

- Identifying businesses that are not recycling, and notifying businesses that are not in compliance.
- Flexibility to implement monitoring that fits existing programs and resources to maximize resources:
  - Letters, site visits, phone calls, etc.
  - Choose who conducts these activities, staff, hauler, etc.
  - Phase in monitoring over time depending on how many businesses are in the jurisdiction.

# Monitoring



- Identify businesses that are not recycling via the hauler(s), jurisdiction staff
  - Either the jurisdiction or the hauler would send a notice to the business
  - Either the hauler or the jurisdiction could follow-up in person or with a phone call
    - The purpose of this follow-up would be to assist the business with identifying how it can recycle in the local jurisdiction.

# Monitoring



- Rural jurisdiction suggestions:
  - Hauler informs the jurisdiction
    - Jurisdiction sends out letter that explains the state requirement and how businesses can recycle
  - If there aren't staff or a hauler to ascertain which businesses are not recycling, then an annual letter to all businesses would suffice.
    - The letter could be sent electronically or hard copy depending upon the rural jurisdiction's situation.

# Questions about what would work

- **How can I report in the annual report on the tons recycled by multifamily when all of the material is commingled?**
  - CalRecycle will be measuring the effectiveness of the regulation on a statewide basis, using a “macro” statewide characterization approach
  - **So you don't have to report tons!** The proposed regulation does not require businesses or jurisdictions to track and report to CalRecycle actual collected tonnages
- Jurisdictions report on how they are implementing education/outreach/monitoring
  - What activities were implemented and why, how many and/or which types of businesses were contacted, how did you track the X number of businesses that aren't recycling and inform them of the requirement, etc.

# Questions about what would work

- **How will evaluations of effectiveness of programs work if County/Cities are not able to provide data, e.g., on the number of businesses and how many are not recycling?**
  - CalRecycle will take into consideration the reasons that data is not available
  - However, jurisdictions should have some data to provide to CalRecycle in the Annual Report to demonstrate that they have conducted education/outreach/monitoring
  - The bottom-line is that if jurisdictions are making a good faith effort to educate/outreach/monitor and there are things outside of their ability to control, e.g., a hauler just won't provide data, then CalRecycle would take this into consideration.
    - Parallel to the AB939 review regarding implementing the SRRE and HHWE programs, good faith effort is determined on a case by case basis.
  - Again, the amount of tonnage that the regulation is targeting is modest. Because of this modest goal the regulation was developed with flexibility in mind for both businesses and jurisdictions.

# Questions about what would work

- **If haulers are not a regulated party, how can the County/Cities and businesses be held accountable if the haulers are not required to provide services or report out to the jurisdictions?**
  - The requirement is on businesses to recycle by using any combination of recycling options
  - It seems unlikely that a community has no options for businesses to recycle
  - It is possible that if the scenario presented here was a significant statewide issue that we would revisit the regulation, but we don't believe that this is a current issue
  - Jurisdictions could establish their own requirements on haulers regarding reporting

# Timeline

<b>Initial Informal Stakeholder Feedback</b>	<b>Draft Regulation Development</b>	<b>Additional Informal Stakeholder Workshops</b>	<b>Formal Rule Making</b>	<b>Adoption/ Implementation</b>
July – September 2009	September 2009 – December 2010	June & Sept 2010; January 2011	Fall 2011	2011/2012



## For 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)  
916-341-6531
- Marshalle Graham-- [Marshalle.graham@calrecycle.ca.gov](mailto:Marshalle.graham@calrecycle.ca.gov)  
916-341-6270

# Discussion Panel Questions

- Randy Murphy, Glenn County
- Lisa Rapp, City of Lakewood
- Rogelio Gamino, Los Angeles County



*“My city plans to ...”*

*“If my county does xyz, will it...?”*

*“What about this approach?”*

# Tools to Help Local Agencies



# Resources from the Institute for Local Government

- Sample commercial recycling ordinance
- Stories from cities and counties
- Commercial recycling education flyer template
- Webinars about commercial recycling
- Examples of education and outreach materials from local agencies and haulers



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

ILG is the research and education affiliate of the California State Association of Counties and the League of California Cities.

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## Commercial Recycling Resource Center

Welcome to the California Climate Action Network's Commercial Recycling Resource Center. Here you will find:

- [Sample Commercial Recycling Ordinance»](#)
- [Examples of Local Commercial Recycling Ordinances»](#)
- [Local Agency Websites»](#)
- [Outreach and Educational Resources»](#)
- [Commercial Recycling Case Stories»](#)
- [A Snapshot of Local Agency Commercial Recycling Programs and Policies»](#)
- [Working with Local Businesses to Increase Recycling \(A Whitepaper\)»](#)
- [Increasing Commercial Recycling: Tips for Local Agency Leaders \(A Whitepaper\)](#)
- [A Discussion Forum on Commercial Recycling Ordinances and Programs \(log in required\)»](#)

These resources were developed under a contract with the California Integrated Waste Management Board (now CalRecycle).

### FREE - Commercial Recycling Webinar Series

The Institute for Local Government is hosting a series of webinars on adopting commercial recycling ordinances in collaboration with CalRecycle.



#### BEACON AWARD: LOCAL LEADERSHIP TOWARD SOLVING CLIMATE CHANGE

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#### RELATED TOPICS

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## Sample Commercial Recycling Ordinance

### Advisory Committee

*The Institute thanks the county, city, waste industry and Waste Board representatives who participated in the Advisory Committee that helped develop the sample ordinance, as well as others who reviewed and commented on drafts of the sample ordinance. In particular, we wish to thank the following individuals for their assistance.*

- Chance Hawkins, City of Chula Vista*
- Chuck Helget, Republic Services, Inc.*
- Sandra J. Fox, Attorney at Law*
- Lynn France, City of Chula Vista*
- Harvey Levine, City of Fremont*
- George Larson, Waste Management*
- Randy Murphy, Glenn County*
- Patrick Quinn, Sacramento*

The sample commercial recycling ordinance was prepared in 2009 by the Institute for Local Government's California Climate Action Network under a contract with the California Integrated Waste Management Board (now CalRecycle).

Adoption and implementation of the sample ordinance by local agencies is voluntary.

The sample ordinance emphasizes policy choices at the local level and is designed to be modified by individual agencies to reflect the unique circumstances in the community. It offers a menu of options to suit local needs and service situations. In addition, it includes extensive commentary that explains the options and provides background explanations for many provisions.

The sample ordinance is available at the right in both Word and pdf versions.



ILG IS ON FACEBOOK

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good government at the local level by becoming a fan.

### DOCUMENTS & RESOURCES

- [Sample Commercial Recycling Ordinance \(PDF\)](#)
- [Sample Commercial Recycling Ordinance \(Word doc\)](#)

### RELATED PAGES & CONTENT

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**Climate Action Connection**

*Sixty percent of landfill waste is generated by businesses. Promoting commercial recycling helps keep recyclable materials out of landfills. This conserves resources, extends the life of the landfill, saves businesses money and reduces the potential generation of methane, a greenhouse gas that is released from improperly managed landfills.*

## ILG Climate Leadership Stories on Commercial Recycling

Cities and counties are leading by example and undertaking a range of activities to address climate change in this best practice area. These case stories demonstrate the depth and richness of local agency activities and can serve as examples that other agencies can adapt to meet their communities' unique circumstances.

To view all of the case stories in one document, please see a link to "ILG Climate Leadership Stories on Commercial Recycling - ALL" at right.

**Stories about Local Commercial Recycling Programs**

- [Commercial Recycling - A Snapshot of Local Agency Policies and Programs 2009](#)
- [County and City of Sacramento](#)
- [County of San Diego](#)
- [City of Arcadia](#)
- [City of Chula Vista](#)
- [City of Fresno](#)
- [City of Huntington Beach](#)
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**Stories about Education and Outreach Activities**



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- [ILG Climate Leadership Stories on Commercial Recycling - ALL](#)

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# Sample Education Flyer Template



## Why recycle?

- State law now requires all businesses that generate 4 or more cubic yards of waste weekly to recycle.
- Recycling may provide opportunities for your business to save money.
- Recycling helps conserve resources and extends the life of California's landfills. It also helps create a healthy environment for our community and future generations.

## How to get started

It's easy to recycle at your business.

- Make sure your business has arranged for recycling services (see below for more information).
- Use the list on the other side of this flyer to help employees learn what items can be recycled.
- Separate recyclable items from trash inside your business.
- Place your recyclable items in external recycling containers for collection.
- **Note:** Any business or individual may donate, sell and/or otherwise arrange for the pickup of recyclable materials.

## Where to go for more information

*[Option 1: For communities with an exclusive franchisee]*

To learn more, call [insert local phone number] or visit [insert URL].

Contact [insert name of waste hauler]  
at [insert phone #]

Visit [insert URL] for more information from  
[insert your agency's name].

For additional general information about recycling and waste reduction, visit the California Department of Resources Recycling and Recovery (CalRecycle) at [www.calrecycle.ca.gov](http://www.calrecycle.ca.gov).



# Free Commercial Recycling Webinars

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

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

The Institute for Local Government hosted a webinar on Adopting a Commercial Recycling Ordinance. How to Get Started on Wednesday, June 28, 2010 from 1:00 – 11:30 AM.

This webinar was the first in a series of webinars on adopting a commercial recycling ordinance being offered by the Institute in collaboration with CalRecycle.

The webinar highlights options for consideration by local officials when adopting a commercial recycling ordinance and covers lessons learned and key strategies for getting started.

Click here to read commercial recycling stories from California cities and counties

For more information and resources on commercial recycling, visit ILG's Commercial Recycling Resource Center

Click here to read commercial recycling stories from California cities and counties

Visit the Institute's Commercial Recycling Resource Center for a sample commercial recycling ordinance and links to educational material.

Reply to the webinar

Review a PDF of the presentations from the June 28th webinar

- Review resources from the City of San Carlos
  - The adopted commercial recycling ordinance from the City of San Carlos
  - City of San Carlos feedback on proposed mandatory commercial recycling program
  - City of San Carlos chamber of commerce endorsement
  - City of San Carlos commercial recycling meeting flyer

DOCUMENTS & RESOURCES

- CalRecycle Draft Regulatory Language on the Mandatory Commercial Recycling Measures
- PDF of Webinar Flyer/Presentation
- City of San Carlos Adopted Commercial Recycling Ordinance
- City of San Carlos Feedback on Proposed Mandatory Commercial Recycling Program
- City of San Carlos Chamber of Commerce Endorsement
- City of San Carlos Commercial Recycling Meeting Flyer
- Presentation: Mandatory Commercial & Multi-Family Recycling in San Carlos - What It Means for YOU

RELATED LINKS

- CalRecycle - Climate Change and Solid Waste Management Mandatory Commercial Recycling

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**Creating Effective Commercial Recycling Education and Outreach Activities Webinar**

The Institute for Local Government hosted a webinar on Creating Effective Commercial Recycling Education and Outreach Activities on Wednesday, October 6, 2010.

This webinar was the second in a series on adopting a commercial recycling ordinance being offered by the Institute in collaboration with CalRecycle and focuses on education and outreach activities designed to encourage businesses to participate in a county or city recycling program.

Visit the Institute's Commercial Recycling Resource Center for a sample commercial recycling ordinance and links to educational material.

Review a PDF of the presentations from the October 6th webinar

Reply to the webinar

CalRecycle Local Government Connection and Credit/Incentive (CAGI) Guide

View videos produced for San Carlos' recycling outreach efforts

- Ad for Movie Theaters - 50% F
- Video Library - So Smart City (Riverside) ca
- How Containers for San Marcos (revised) ca

Review outreach resources from the Business Outreach Collabora

Webinar Speakers

Howard Levinson, Assistant Director, CalRecycle

KR Cole, Director of External

DOCUMENTS & RESOURCES

- CalRecycle Draft Regulations
- Check Your Business Outreach Collabora
- City of San Carlos Adopted Commercial Recycling Ordinance
- Check Your Business Outreach Collabora
- Check Your Business Outreach Collabora
- Check Your Business Outreach Collabora
- OCL\_S...\_Education\_and\_Outreach\_Webinar.pdf

RELATED LINKS

- CalRecycle - Climate Change and Solid Waste Management Mandatory Commercial Recycling

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**Creating Enforcement and Compliance Elements for Commercial Recycling**

The Institute for Local Government hosted a webinar on Creating Enforcement and Compliance Elements for Commercial Recycling on Wednesday, December 16, 2010.

This webinar explores enforcement and compliance options for officials to consider and will highlight the programs of several sponsors. Features presentations by local agency and solid waste/recycling representatives. In addition, the webinar also presents an update of the commercial recycling regulations under development by CalRecycle, although the regulations do not include a requirement that cities and counties include an enforcement component.

Visit the Institute's Commercial Recycling Resource Center for a sample commercial recycling ordinance and links to educational material.

Review a PDF of the presentations from the December 16th webinar

Reply to the webinar

Creating Enforcement and Compliance

DOCUMENTS & RESOURCES

- Creating Enforcement and Compliance Elements for Commercial Recycling
- San Diego Agreement Local Agency Language

Join the Conversation and the Commercial Recycling Ordinances & Programs Discussion Forum

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**Recycling Programs at Apartment Complexes: Success Tips for Local Officials**

The Institute for Local Government hosted a webinar on Recycling Programs at Apartment Complexes: Success Tips for Local Officials on Thursday, April 7, 2011.

This webinar, the fourth in a series offered by the Institute for Local Government, explores different ways to work with apartment owners and managers to increase recycling by apartment tenants. The panelists highlight successful strategies to reach apartment residents and provide examples of resources to assist cities and counties. This webinar also provides a brief update of California's proposed commercial recycling regulations, including provisions related to apartments.

Click here to download the webinar presentation.

Click here to view additional resources from webinar speakers.

Speakers include:

- Carol Morgan, Branch Chief, Local Assistance & Market Development, CalRecycle, State of California
- Pat Quinn, Planning Program Manager, Waste Management & Recycling Department, Sacramento County
- Steve Harman, Integrated Waste Manager, City of Rancho Cordova
- Cary Koehler, Senior Deputy Director, Rental Housing Association of Sacramento Valley
- Ken Plus, Recycling Program Manager, Environmental Services Department, City of San Diego
- Yvonne Hunter, Climate Change Program Director, Institute for Local Government

Click here to view speaker bios.

DOCUMENTS & RESOURCES

- April 7th Webinar Presentation
- City of Rancho Cordova Recycling Plan (black)
- City of Rancho Cordova Recycling Plan (black)
- City of Rancho Cordova Header Status Report
- City of Rancho Cordova Self-Filed Form
- City of Rancho Cordova Ordinance Intro Letter

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# Questions and Discussion



**Thanks to CalRecycle for supporting the Institute's work to provide resources to help local agencies increase recycling.**



# Post Webinar Evaluation

**Please be sure to respond to the short evaluation you will receive immediately upon ending the webinar.**

***Thank you very much.***