Creating Effective Commercial Recycling Education and Outreach Activities
October 6, 2010

Please Note:

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• Questions and comments may be submitted using the on-screen webinar tools.

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- How to Submit Questions

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2. Next, choose your preferred listening mode using the options in the Audio Pane (C).
3. To submit questions or comments to the panelists, type text into the box provided in the Questions Pane (D) and click the Send (E) button.

www.ca-ilg.org/webinarbasics
About the Institute

Who:
• Research & Education Affiliate of the League of California Cities and the California State Association of Counties

Mission:
• Promoting Good Government at the Local Level
Creating Effective Commercial Recycling 
Education and Outreach Activities

Welcome and Introductions
- Yvonne Hunter, Program Director, California Climate Action Network, 
  Institute for Local Government

CalRecycle Regulatory Update
- Howard Levenson, Assistant Director, CalRecycle

Questions and Discussion

Creating Effective Education and Outreach Activities
- Brian Moura, Assistant City Manager, City of San Carlos
- Lynn France, Environmental Services Program Manager, Department of Public Works, City of Chula Vista
- Kit Cole, Director of Public Affairs, Waste Management, Greater Los Angeles Market Area

Questions and Discussion
Mandatory Commercial Recycling Regulation

Howard Levenson
October 6, 2010
CalRecycle
Statewide Commercial Overall
Disposal, 2008

- Commercial self-hauled: 17.2%
- Residential self-hauled: 3.3%
- Single-family residential: 21.6%
- Multi-family residential: 8.4%
- Commercial: 49.5%
• **Goal: Reduction of 5 million metric tons CO₂E**
  - 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**
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
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, franchise
- 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 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
- Draft cost study discussed at Sept 21 workshop
Potential Revisions

- Transformation
- Mixed waste processing
- Rural exemptions
- Multi-family unit threshold
## Timeline

<table>
<thead>
<tr>
<th>Initial Informal Stakeholder Feedback</th>
<th>Draft Regulation Development</th>
<th>Additional Informal Stakeholder Workshops</th>
<th>Formal Rule Making</th>
<th>Adoption/Implementation</th>
</tr>
</thead>
</table>
More Information

• CalRecycle’s web page at  
  http://www.calrecycle.ca.gov/Climate/Recycling/default.htm

• Tracey Harper  
  • Tracey.harper@calrecycle.ca.gov or 916-341-6531

• Marshalle Graham  
  • Marshalle.graham@calrecycle.ca.gov or 916-341-6270
Questions?
Creating Effective Commercial Recycling Education & Outreach

Brian Moura
Assistant City Manager
bmoura@cityofsancarlos.org
October 6, 2010
Ordinance to Outreach

- Moving from passing ordinance to outreach
- Tie-in with new services
- “Recycling Blitz” – 6 months ahead of start for commercial, multi-family
- Using franchise programs for initial results
Key Groups & Events

- Early Adopters/Leaders
- Chamber of Commerce
  - City/Chamber Liaison
  - Green Business Committee
  - Pulse of Business
- Community Workshops
- Community Events
  - Hometown Days
  - Farmers Market
  - Art & Wine Faire
Messaging

- Program Branding
  - BizSmart – Commercial

- What is New?
  - Single Stream Recycling
  - Automated Pickup
  - Mandatory Recycling

- Incentives
  - Reduce Costs, Garbage Bill
  - Extend Life of Landfill
Existing Programs

- **Current Programs**
- **Commercial, Multi-Family**
  - Food Scraps & Organics
    - (Restaurants, Grocery)
  - Door to Door HHW
- **Residential**
  - Battery & Cell Phone Recycling
  - Weekly Food Scraps & Clippings
    (+40% increase)
  - Door to Door Household Waste
    (over projections)
Videos & DVDs

- **Informational Videos**
  - Recycle, Compost, Garbage
  - Work with Recology, Rethink Waste & Ad Agency (JSA)

- **Distribution**
  - Used at Meetings, Movie Theaters, Green Team
  - You Tube, Facebook, Twitter
  - City Cable Channel & Web
  - DVDs by request only – not mailed out to everyone
Results So Far

- Outreach & Education
  - Businesses & Residents know programs coming
  - Awareness of assistance and resources
  - Questions about what is coming
- Still to Come
  - More community events and workshops
  - One on one meetings with key businesses
  - Tie-in with current issues, problems, code enforcement
- Interest is High & More Recycling Coming
Educate, Educate, and Follow-up

Lynn France
Environmental Services Program Manager
City of Chula Vista
“Recycling is important in your community.”

- Franchise agreements
- Pricing strategies
- Ordinances - Space allocation requirements
- Small Business Workshops
- Brochures, posters, etc.
Most franchise agreements have a clause that allows for meeting and conferring when laws and regulations change.

...Contractor and City agree to cooperate with each other in reaching a modification to this Franchise to the extent required by law at any time it should be deemed necessary in the future.
In the event of any Change in Law that materially affects City’s consideration or Contractor’s operational requirements, the parties agree to meet and confer to develop reasonable modifications to this Agreement...
City keeps the marketing and public education responsibility with hauler funding and support.

• $69,000 annually to help pay for Recycling Specialist

• Provides City with full access to billing inserts to minimize postage expenses
Incorporated unique commercial recycling pricing

• $50.13 per month for up to 8 cubic yards of service any configuration

• The option of going to residential cart service for trash

  3 c.y. trash bin 2 times a week = $201.11
  3 c.y. recycle bin 2 times a week = $53.13

  Residential cart service $20.00 per month additional carts $5.00 each – up to six carts
Educate the planning department

• Space allocation ordinance

• Recycling and Solid Waste Planning Manual

www.chulavistaca.gov/clean/environmentalservices/
Space Allocation Ordinance states:

All subdivisions and any new construction requiring a building permit or costing more than $20,000 to construct shall include adequate, accessible, and convenient areas dedicated for the accumulation, temporary storage and removal of designated recyclables and solid waste.
Recycling and Solid Waste Planning Manual

The Manual provides recycling and solid waste space allocation regulations, design standards, and guidelines for consideration project design.
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<td><strong>Section V</strong></td>
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<tr>
<td>Recycling and Solid Waste Enclosure Standards</td>
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<td><strong>Section VI</strong></td>
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<tr>
<td>Sample Drawings of Enclosures</td>
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</tbody>
</table>
Recycling and Solid Waste Standards for Commercial and Industrial Businesses- Central Collection – Bin Service
Recycling 

AT WORK

Be a part of the solution!

We can all do our part to help our environment with the right tools and a little practice. Recycling is easier than ever—and we hope you’ll look at “trash” in a whole new way!

Let’s make a difference. Let’s get started!

Important things to know about:

1. **No more sorting recyclables!**
   - Paper, cans, bottles, plastics and other recyclable items don’t need to get sorted! Simply put them all in your recycle bin, cart, or container.
   - Don’t mix trash in with your recyclables. Contaminated recyclables need to be disposed of as trash, defeating the purpose of recycling.

2. **Recycle all CRV plastic or glass bottles or containers!**
   - Look for **CRV** on plastics. All beverage containers must be empty, dry, and unsoiled. The only thing we ask is that you remove the lid.

3. **If it’s made of cardboard or paper, it’s recyclable!**
   - Food boxes for items such as cookies, cereal, or frozen foods can be recycled. Don’t forget office paper, used sticky notes and photo books. Be sure to break down all cardboard boxes before placing them in the bin.

   All paper items must be dry and free of food, dirt, oil, etc. Be sure to remove paper clips, plastic or metal binding, and rubber bands. Staples do NOT need to be removed. If any paper has a plastic coating or foil, it must go in the TRASH.

WAY RECYCLE?

Some facts...

As more people become aware of our environment and what’s happening around us, it’s important to let them know the facts—and how every little bit can help.

- Each worker generates 5 pounds of office-related waste each day.
- Recycling one ton of paper will save approximately 33 cubic yards of landfill space.
- Every ton of paper recycled saves 17 trees.
- It takes 67% less energy to make paper products from recycled paper.
- Using recycled paper to manufacture new paper produces about 30% less air and water pollution.
- Recycling one ton of office paper keeps 7,000 gallons of water out of the papermaking process.
- It takes 95% less energy to make aluminum products from recycled aluminum.
- One recycled glass bottle saves enough energy to run a 100 watt light bulb for four hours!

The California Integrated Waste Management Board requires cities and counties to reduce the amount of waste going into the landfills by 50%. If a city does not comply, fines can be $10,000 per day!
RECYCLING FOR BUSINESSES

SIMPLE GUIDELINES: WHAT TO RECYCLE

Do NOT Recycle
Que NO se debe reciclar

Keep all recycling containers free of trash.
 Mantenga libres sus contenedores para reciclar.

Break down empty boxes.
 Desarme y aplique todas las cajas.

Recycle empty glass, aluminum and plastic containers.
 Recicle jarrones de vidrio, aluminio y plásticos
antes de reciclar.

Keep paper dry and free of food,
dirt, oil and other debris.
 Mantenga seco el papel y libre de comida,
 suciedad, aceite u otros desechos.

Remove metal, plastic bindings, rubber
bands and plastic bags.
 Remueva artículos de metal, plásticos, cauchos y bolsas de plástico.

Recycle styrofoam pellets by taking them
to the closest Postal Annex or UPS Store. If this is not possible,
bag styrofoam pellets before putting them in the trash.
 Recicle los polvos de poliestireno
al más cercano Postal Annex o UPS Store. Si no es posible,
empaqueten con un bulto de plástico antes de tirarlo.

www.chulavistaca.gov
NO MORE SORTING!
¡AHORA RECICLAR ES MÁS FÁCIL!
Todos los artículos reciclables pueden ser puestos en el mismo contenedor. ¡Es más rápido, fácil y conveniente!

Now, ALL RECYCLABLES can go in the same bin!
It’s faster, easier, and more convenient! By recycling, you are helping Chula Vista to:

1. Provide a better environment for your children and future generations
2. Remain an environmental leader in the region
3. Meet the state mandated recycling goal

PLEASE DON’T MIX RECYCLABLES WITH TRASH!
Recyclables that are contaminated must be disposed of as trash, defeating the whole purpose of recycling!

Don’t trash a good thing! Recycle it!

QUESTIONS? ¡Preguntas?
Call Home [619] 421-9400 / [619] 691-6122

This program is funded by a grant from the California Department of Conservation and printed on 30% post consumer recycled paper.
Implementation of a recycling collection program does not mean that your work is done!
Chula Vista
Business-to-Business Workshop:

Save Time, Save Money:
Ways to help your business’s bottom line

Thursday, March 25
2 - 4 pm
Chula Vista Woman’s Club • 357 G Street

Don’t miss out on this exciting opportunity to take advantage of these great business resources all in one place!

• Special Guests and Informative Booths
• Business Incentive Program Information
• Free Giveaways
• Light Refreshments

Space is limited! RSVP to (619) 590-3886 by Tuesday, March 23.

With special presentations from:

Partner with your Chamber of Commerce and Economic Development Department
## General SW

**Minimum Number of Measures/Practices Required:** 5

<table>
<thead>
<tr>
<th>Measure</th>
<th>Date Verified</th>
<th>Met?</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
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<td>N</td>
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<tr>
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<td>Update/correct mailing lists used to send information to customers to avoid creating undeliverable mail.</td>
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Chula Vista Clean Businesses
ARYA Cleaners
Spirit Graphics & Printing
Chamber of Commerce
South Bay Family YMCA
Third Avenue Village Association
San Diego Realty
Henry’s Market Place – Eastlake and Third Ave
Coldwell Banker
El Primero Boutique Hotel
Red Lobster
Allied Waste Services
Sky Auto Detail
City of Chula Vista

Your Community.
Your Environment.
Your Choice.

The City of Chula Vista is committed to sustaining a clean, healthy environment for all of us.

By making better choices every day, you can help!

Featured Service
Household Hazardous Waste Facility
Open on Wednesdays & Saturdays from 9am - 1pm located 1800 Maxwell Road.

Featured Program
Expanded Appliance Rebate Program
New appliance categories starting July 29th for instant rebates up to $200 at participating retailers.

10/16/2010
 Beautify Chula Vista Day

6/22/2010
 Free Manure Management and Composting Workshop

6/15/2010
 Public Workshop on Climate Adaptation on Wednesday night
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**SOLID WASTE REDUCTION (SW) Qualification Checklist**

**RECYCLING AND SOLID WASTE PLANNING MANUAL**

Adopted by Council Resolution 2008-033
Updated 10/15/2009 Resolution 2009-245

274 Fourth Ave
Chula Vista, CA 91910
www.chulavistaca.gov
www.chulavistaca.gov/clean

Lynn France
Environmental Services Program Manager
City of Chula Vista
Public Works Department
619 397-6221

Lfrance@ci.chula-vista.ca.us
Kit Cole

Director of External Affairs for Waste Management

- LA Basin
- Inland Empire
- Central Coast
- Central Valley

Contact:
kcole@wm.com
818-822-6378
What I’m Going to Tell You

• Tons of competition in this particular marketplace = shenanigans
• Local government is critical to providing level playing field
• Recipe for success:
  – Early consultation with haulers
  – Low cost or FREE
  – Education
The Serengeti of the Trash Business

- More than 250 private haulers in LA City alone
- Significant competition – big, medium and small haulers alike
- Commercial hauling is most volatile and price-dependent
Legal Framework is Important

• How will commercial recycling be structured?
  – Open competition
  – Exclusive franchise
  – Multiple haulers in franchise situation
  – Diversion requirements
  – Enforcement
  – If local gov’t setting rates, considering linking increase to CPI and LF tip fee
Recipe for Success

Early consultation with haulers

+ 

Low cost or FREE recycling

+ 

Education effort (incl. door to door)

= 

GET THE PARTICIPATION AND DIVERSION YOU WANT
Please Meet with Haulers Early

• Please meet with haulers early to discuss:
  – Education and outreach approach
  – How will businesses be told and when?
  – Who will be delivering the message?

• The “money” side:
  – Will businesses have to pay for recycling?
  – Rate structure
Please Meet with Haulers Early

• Haulers might have existing systems or education/outreach that make your life easier
  – Outdial system
  – Email blast
  – Billing inserts
Waste Management

August 2010

LampTracker from Waste Management is the Safe, Smart Way to Recycle Used Fluorescent Lamps

Fluorescent tubes contain mercury and become hazardous waste when they no longer work. The mercury in these bulbs is not only an environmental hazard, but it can also be a danger to employees if the bulbs are broken.

Waste Management's LampTracker program provides environmentally friendly, safe and simple recycling solutions for fluorescent lamps. The program also provides a safe and simple way to recycle dry cell batteries, lighting ballasts, mercury devices, computers and other electronics.

It's as simple as 1-2-3:

1) First, order your containers online at www.wastetracker.com or by phone (800) 774-0322
2) Next, pack used materials into the containers
3) When the container is full, simply ship it back to us using the prepaid label included with the box

We'll safely recycle your materials and provide you with a Certificate of Compliance. You can even track the status of your order on our website, or sign up for auto-reader so you'll never be left without a container for your materials.

Email us at losangeles@wmc.com to receive $25 off your first LampTracker box or for more information about LampTracker and other Waste Management services.

Thank you for being a Waste Management customer!
Education is Key

– Mailing to all businesses letting them know business recycling is coming:

  • Multiple languages
  • List local gov’t contact person
  • Tough when local gov’t tries to “softly” implement mandatory recycling requirements
  • If mandatory, we need to be straight forward:

“THIS IS THE LAW OF THE LAND NOW”
Business Needs to Know
What Goes in the Bin, too

Business Recycling Guidelines
If it's oozy, gory or chewy, it's probably not recyclable.

Recycle These Clean Items

- Paper
  - Newspaper
  - Paper - All colors
  - Envelopes
  - Catalogs
  - Maps
  - File Folders

- Cardboard
  - Cardboard
  - Cardboard
  - Cardboard
  - Cardboard
  - Cardboard

- Metal
  - Coat Ringers
  - Cans
  - Tin
  - Aluminum
  - Aluminum

- Glass
  - Bottles
  - Jars
  - Jars
  - Jars

- Plastic
  - Water Bottles
  - Jars
  - Tubs
  - Shippers
  - Tubs

- Electronics or Hazardous Waste
  - Fluorescents and bulbs
  - Batteries
  - Lithium
  - Alkaline
  - Mercury

Do Not Recycle These Items

- Food Waste
- Liquids
- Restaurant Grease/Oil
- Paper Towels
- Plastic
- Plastic Food Wrapping
- Milk & Juice Cartons
- Juice Boxes
- Chip Bag/Candy Wrappers
- Newspapers
- Tissue Packaging
- Bottle Wrapping
- Plastic Cups, Lids & Straws
- Used Plastic Utensils
- Used Paper Plates & Cups
- Wreath Foam Vases - Wreath
- Plastic 3-Ring Binders
- Laminated Paper
- Electronic Waste (monitors, monitors, etc.)
- Barbed Wire, etc.
- Paint, automotive oil, batteries, solvents
- Fluorescent Light Bulbs
- Text Waste (grass clippings, branches, leaves)
- Animal Waste
- Pacifiers
- Jewelry
- Toys

Reduce Use of Natural Resources - It makes Environmental and Business Sense.
- Let's eliminate the drivers of waste whenever possible.
- Use the least amount of energy possible.
- Use environmentally friendly supplies such as re-use and new re-use for printing and branding.
- Use non-perishable materials when shipping concerned.
- Use a durable, non-plastic bag.
- Reduce both your paper usage for always using the least amount, especially for print promotional and only printing when needed.
- Sense in good conditions, know what you don't need.

www.KeepingVenturaCountyClean.com
Flyer – “Trashing Your Cash”

Did You Know Your Business Might Be Trashing Its Cash?

Benefits of starting a recycling program:
1. Efficient and economical service
2. Reducing monthly disposal costs
3. Help the City of Moorpark & County of Ventura meet state-mandated diversion goals
4. Preserve and protect the environment
5. Reduce the amount of waste entering the landfills

Yes! I Want to Recycle & Save Money

How the Program Works

- WM will provide mixed-recycling containers at reduced monthly fee
- Trash & Recycling Bins range from 1.5 to 4 yards
- Service days: available Monday through Saturday
- Containers will be marked for easy identification
- All recyclable materials can be put in one bin for easy recycling

Did You Know Recycling can save you money?

<table>
<thead>
<tr>
<th>Service</th>
<th>Disposal Rate</th>
<th>Recycling Rate</th>
<th>Potential Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Recycling</td>
<td>$246.88</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Yes to Recycling</td>
<td>$318.70</td>
<td>1-3 yard NY 1x/ wk</td>
<td>15%</td>
</tr>
</tbody>
</table>

Printed on Recycled Paper www.KeppinVenturaCountyClean.com
Fuller Brush Man!

- Door to door campaign to businesses
  - Hand out information
  - Talk with them about the new requirements
Fuller Brush Man!

- Great to have a local gov’t person along
  - Gives credibility
  - Looks official
  - Gives business owners official person for questions
Kit Cole

Director of External Affairs for Waste Management

- LA Basin
- Inland Empire
- Coast
- Central Valley

Contact:
kcole@wm.com
818-822-6378
Questions for All?
Institute for Local Government
Commercial Recycling Resources

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

www.ca-ilg.org/commercialrecycling
SAVE THE DATE:
Dec. 16 10:00-11:30 a.m.

Free webinar from the Institute for Local Government

“Commercial Recycling: Strategies for Effective Enforcement and Compliance”

www.ca-ilg.org
Speaker Contact Information

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