



Creating Effective Commercial Recycling Education and Outreach Activities

October 6, 2010

Please Note:

- If you are listening using your computer's speakers, you do not need to call in to hear the webinar.
- Questions and comments may be submitted using the on-screen webinar tools.
- For live assistance during the webinar, please email webinars@ca-ilg.org.

Using GoToWebinar

Instructions

- How to Choose a Listening Mode
 - How to Submit Questions
1. If you do not see the **Control Panel (A)**, click the arrows on the **Grab Tab (B)** to expand the viewing area.
 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.

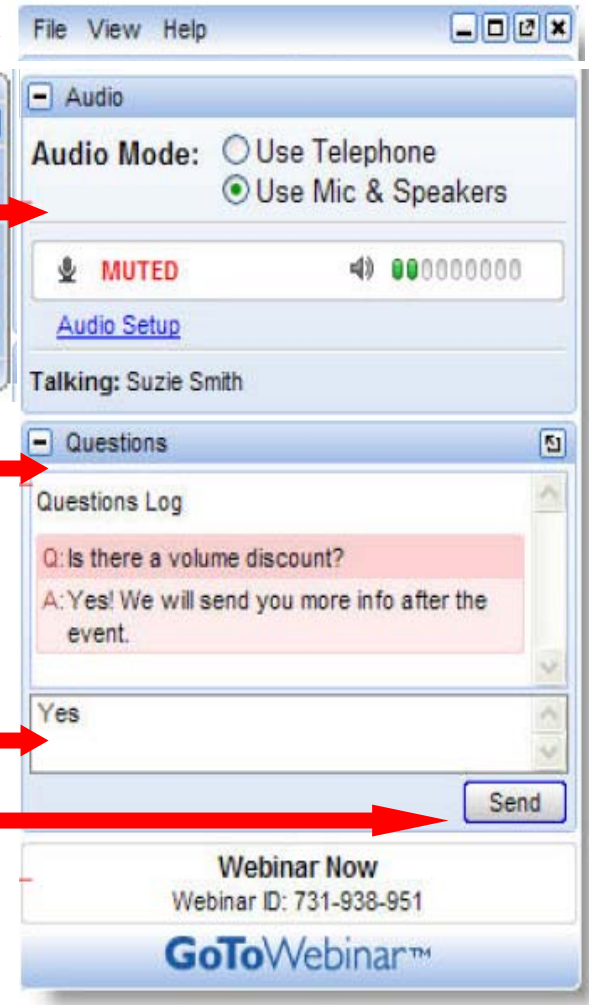
(A) Control Panel →

(B) Grab Tab →

(C) Audio Pane →

(D) Questions Pane →

(E) Type Text here and
click the Send button to
Submit Questions here →



www.ca-ilg.org/webinarbasics



Trusted

Impartial

Practical

Easy to Use

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

ILG Program Areas



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



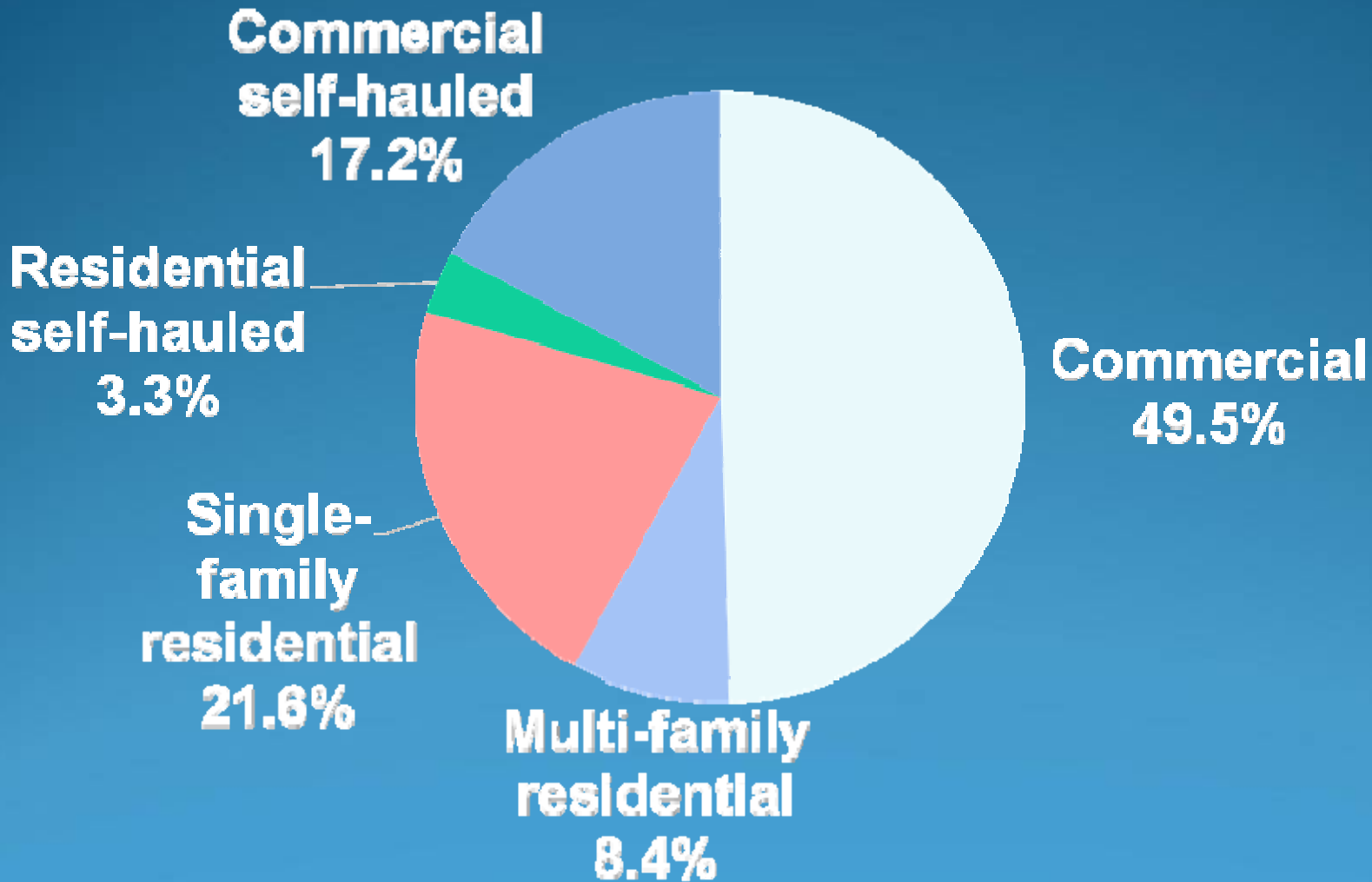
Mandatory Commercial Recycling Regulation

Howard Levenson

October 6, 2010

CalRecycle

Statewide Commercial Overall Disposal, 2008



Goals

- 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

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, 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

Initial Informal Stakeholder Feedback	Draft Regulation Development	Additional Informal Stakeholder Workshops	Formal Rule Making	Adoption/ Implementation
July – September, 2009	September 2009 – December 2010	June & Sept 2010, January 2011	January-March 2011	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 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

RECYCLE
RECICLE | 回收

BizSMART

NO...

- Food
- Liquids
- Garbage
- Stumps
- Plastic Bags and Film
- Boxes de Plástico
- Envases de Plástico
- Styrofoam
- Policistano
- Bubble Wrap
- Envases Plásticos de Bebidas
- Rubber Hoses
- Mangueras de Jardín
- Shrink and Pallet Wrap
- Envolturas de Paletas
- Batteries and Cell Phones
- Baterías y Teléfonos Celulares
- Wires
- Alambres
- Handing Chains and Cables
- Cadenas y Cables

NOT SURE?
CALL US
(800) 985-3400 or VISIT
RecologySanMateoCounty.com

¡TIENE DUDAS? LLÁMAME AL (800) 985-3400
o VISITE RecologySanMateoCounty.com

RETHINK WASTE (415) 393-3548
RECYCLE (415) 393-3548

ReThink waste
A Recology Company

Recology
San Mateo County
WASTE ZERO



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



KELLY-MOORE
PAINTS™





Messaging

- **Program Branding**
 - BizSmart – Commercial
- **What is New?**
 - Single Stream Recycling
 - Automated Pickup
 - Mandatory Recycling
- **Incentives**
 - Reduce Costs, Garbage Bill
 - Extend Life of Landfill

BizSMART





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**

Your Community.
Your Environment.
Your Choice.



Educate, Educate, and Follow-up

Lynn France
Environmental Services Program Manager
City of Chula Vista

Your Community.
Your Environment.
Your Choice.



Recycling



AT WORK

RECYCLING FOR BUSINESSES



SIMPLE GUIDELINES WHAT TO RECYCLE



CITY OF
CHULA VISTA

CONSERVATION AND
ENVIRONMENTAL
SERVICES

www.chulavista.org

Your Community.
Your Environment.
Your Choice.



“Recycling is important in your community.”

- Franchise agreements
- Pricing strategies
- Ordinances -Space allocation requirements
- Small Business Workshops
- Brochures, posters, etc.



Your Community.
Your Environment.
Your Choice.



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.

Your Community.
Your Environment.
Your Choice.



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...

Your Community.
Your Environment.
Your Choice.



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

Your Community.
Your Environment.
Your Choice.



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

Your Community.
Your Environment.
Your Choice.



Educate the planning department

- Space allocation ordinance
- Recycling and Solid Waste Planning Manual



RECYCLING AND SOLID WASTE PLANNING MANUAL

Adopted by Council Resolution 2005-023
Updated 10/25/2008 Resolution 2008-244

276 Fourth Ave
Chula Vista, CA 91910
www.chulavistaca.gov

Your Community.
Your Environment.
Your Choice.



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.

Your Community.
Your Environment.
Your Choice.



Recycling and Solid Waste Planning Manual

The Manual provides recycling and solid waste space allocation regulations, design standards, and guidelines for consideration project design

Your Community.
Your Environment.
Your Choice.



RECYCLING AND SOLID WASTE PLANNING GUIDE

Table of Contents

	Page
Section I	
Overview.....	3
Section II	
Recycling and Solid Waste Standards for.....	7
Curbside or Door-to-Door Service for Small Quantity Generators	
Section III	
Recycling and Solid Waste Standards for.....	8
Multi-Family Complexes-Central Collection-Bin Service	
Section IV	
Recycling and Solid Waste Standards for.....	10
Commercial and Industrial Businesses-Central Collection-Bin Service	
Section V	
Recycling and Solid Waste Enclosure Standards.....	11
Section VI	
Sample Drawings of Enclosures	13

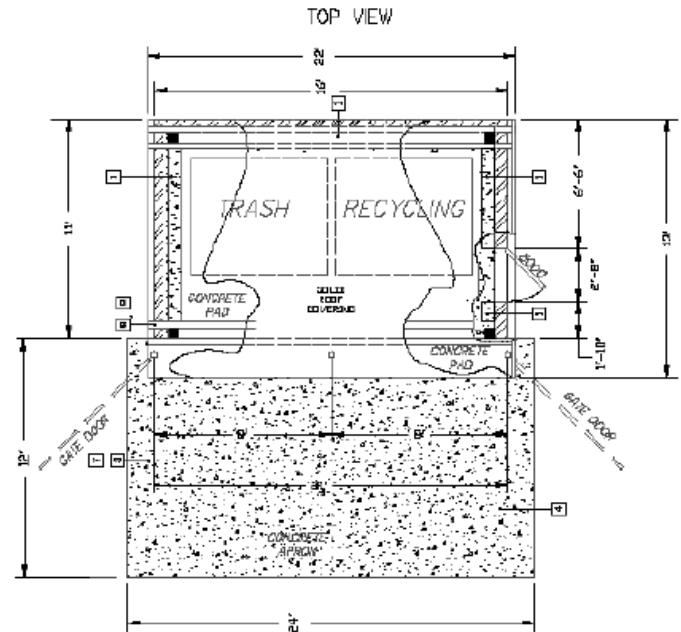
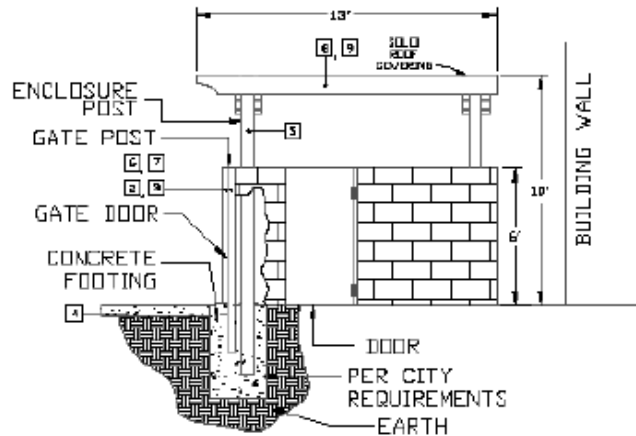
Your Community.
Your Environment.
Your Choice.



Recycling and Solid Waste Standards for Commercial and Industrial Businesses- Central Collection – Bin Service



Your Community.
Your Environment.
Your Choice.



NOTES:

- 6" X 6" WHEEL CURB ALL AROUND STRUCTURE TO PREVENT BIN FROM HITTING WALLS
- DOORS HUNG INDEPENDENTLY FROM WALLS ON STEEL POSTS
- DEAD BOLT ANCHOR HOLES FOR DOORS IN THE OPEN AND CLOSED POSITIONS. (RECOMMEND PLASTIC OR METAL PIPE TO LINE THE WHOLE)
- A (12) TWELVE-FOOT CONCRETE APRON/PAD THAT EXTENDS APPROXIMATELY TWO FEET ON EITHER END OF THE ENCLOSURE FOR THE TRUCK TO PARK AS IT PICKS UP THE CONTAINERS
- ENCLOSURE COVERS SHOULD HAVE 7 (SEVEN) FEET HEIGHT CLEARANCE SO THAT LIDS MAY OPEN
- 6' - 6" HIGH STEEL GATES
- 4" X 4" X 1/4" STRUCTURAL STEEL POST SET INDEPENDENTLY FROM WALLS (TYP)
- 6" X 12" JOIST - TOENAIL TO GRAB BEAM (TYP)
- 6" X 10" GRAB BEAM - FASTEN TO POST WITH 1" GALVANIZED CARRIAGE BOLTS AND WASHERS (TYP)
- ALL PERMITS AND PLANS MUST BE SUBMITTED TO CITY FOR APPROVAL.

NOTES:

- 6" X 6" WHEEL CURB ALL AROUND STRUCTURE TO PREVENT BIN FROM HITTING WALLS
- DOORS HUNG INDEPENDENTLY FROM WALLS ON STEEL POSTS
- DEAD BOLT ANCHOR HOLES FOR DOORS IN THE OPEN AND CLOSED POSITIONS. (RECOMMEND PLASTIC OR METAL PIPE TO LINE THE WHOLE)
- A (12) TWELVE-FOOT CONCRETE APRON/PAD THAT EXTENDS APPROXIMATELY TWO FEET ON EITHER END OF THE ENCLOSURE FOR THE TRUCK TO PARK AS IT PICKS UP THE CONTAINERS
- ENCLOSURE COVERS SHOULD HAVE 7 (SEVEN) FEET HEIGHT CLEARANCE SO THAT LIDS MAY OPEN
- 6' - 6" HIGH STEEL GATES
- 4" X 4" X 1/4" STRUCTURAL STEEL POST SET INDEPENDENTLY FROM WALLS (TYP.)
- 6" X 12" JOIST - TOENAIL TO GRAB BEAM (TYP)
- 6" X 10" GRAB BEAM - FASTEN TO POST WITH 1" GALVANIZED CARRIAGE BOLTS AND WASHERS (TYP)
- ALL PERMITS AND PLANS MUST BE SUBMITTED TO CITY FOR APPROVAL.

DRAWN BY:
POTEN G. SAN PEDRO
DATE: 1-18-04
SHEET 2
OF 3 SHTS.

TITLE:
CITY OF CHULA VISTA
SAMPLE TRASH ENCLOSURE
SCALE: 1" = 5'

PREPARED BY:
POTEN G. SAN PEDRO
APPROVED BY:
JEFF MONEDA

DRAWN BY:
POTEN G. SAN PEDRO
DATE: 1-18-04
SHEET 1
OF 3 SHTS.

TITLE:
CITY OF CHULA VISTA
SAMPLE TRASH ENCLOSURE
SCALE: 1" = 5'

PREPARED BY:
POTEN G. SAN PEDRO
APPROVED BY:
JEFF MONEDA

Your Community.
Your Environment.
Your Choice.



Your Community.
Your Environment.
Your Choice.



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!

We can make a difference. Let's get started!

Important things to know about:

RECYCLING

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 recycled items. Contaminated recycle bins need to get disposed of as trash—defeating the whole purpose of recycling!



2 Recycle all CRV plastic or glass bottles/containers!

Look for ♻️ or ♻️ on plastics.

All beverage containers must be empty—rinse out if necessary. The only thing we ask is that you remove the lids.



3 If it's made of cardboard or paper, it's recyclable!

Food boxes for items such as crackers, cereal or frozen foods can be recycled. Don't forget office paper, used sticky notes and phone 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 bindery, 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.

WHY 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 3.3 cubic yards of landfill space.
- Every ton of paper recycled saves 17 trees.
- It takes 64% less energy to make paper products from recycled paper.
- Using recycled paper to manufacture new paper produces about 50% 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!



Your Community.
Your Environment.
Your Choice.



RECYCLING FOR BUSINESSES



SIMPLE GUIDELINES WHAT TO RECYCLE

 CONSERVATION AND ENVIRONMENTAL SERVICES
www.chulavista.gov

SIMPLE GUIDELINES: CONSEJOS PARA RECICLAR:

Do NOT Recycle

Que NO se debe reciclar



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

Break down empty boxes.
Vuelva y aplaste todas las cajas.

Recycle empty glass, aluminum and plastic containers.
Recicle los recipientes de vidrio, aluminio y plástico antes de reciclarlos.

Keep paper dry and free of food, dirt, oil and other debris.
El papel debe estar seco y sin residuos de comida, tierra, aceite u otros contaminantes.

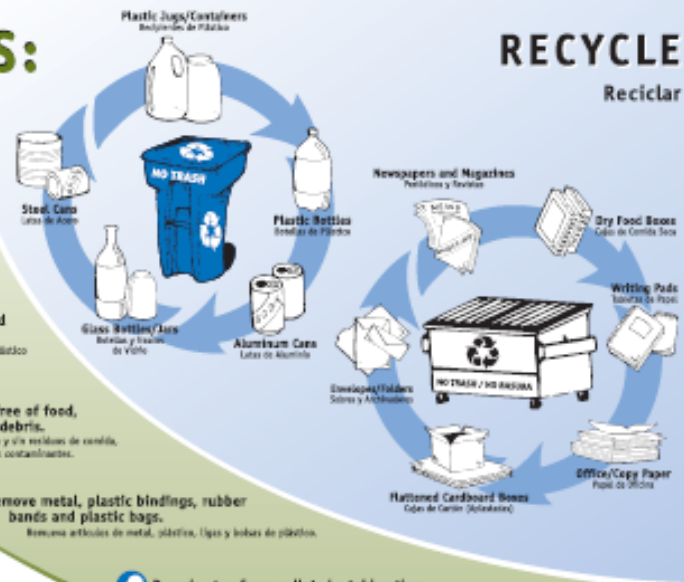
Remove metal, plastic bindings, rubber bands and plastic bags.
Remueva artículos de metal, plásticos, ligas y bolsas de plástico.

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 material de empaque (bolitas de espuma) llevándolos a tiendas como Postal Annex o UPS Store más cercano a usted. Si le es imposible reciclar el material de empaque recíbelos en bolsas de plástico antes de llevarlos a la basura.

 CONSERVATION AND ENVIRONMENTAL SERVICES
www.chulavista.gov

RECYCLE Reciclar



Your Community.
Your Environment.
Your Choice.



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!



White paper,
colored paper,
letters and
junk mail



Steel tin, pie tins, hangers, aluminum cans,
foil - all California Redemption Value
(CRV) containers are acceptable.

Glass or plastic bottles and jars - all
California Redemption Value
(CRV) containers are
acceptable.



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

This program is funded by a grant from the California Department of Conservation and printed on 100% post-consumer recycled paper.



Dry food boxes,
packaging, paper bags,
cardboard, milk
cartons, and
juice boxes



Magazines,
newspapers,
catalogs,
phone books



Empty metal paint and
aerosol cans

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/llame (619) 421-9400 / (619) 691-5122



Printed on recycled paper



Your Community.
Your Environment.
Your Choice.



Implementation of a recycling collection program does not mean that your work is done!



Your Community.
Your Environment.
Your Choice.



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) 409-5888 by Tuesday, March 23.



With special presentations from:



Partner with your Chamber of Commerce and Economic Development Department



Your Community.
Your Environment.
Your Choice.



chula vista



www.chulavistaca.gov/clean



POLLUTION PREVENTION (P2)

Qualification Checklist



General MINIMUM

- a Insp
- b Kee
- c Lab
- d Pos
sini

ENERGY CONSERVATION (EC)

Qualification Checklist



General

- a Pos
- b Pos
- c Rou
wa
- d Reg
proc
- e Rou
inn
- f Sto
- g Inst

REQUIRED

- a Call (619) 409-38
- b Learn how to read

WATER CONSERVATION (WC)

Qualification Checklist



General EC MINIMUM NUMBER

LIGHTING

- a Clean lighting fixtur
- b Install dimmable bc
- c Install occupancy s
and storerooms.
- d Rearrange workspc
- e Replace all incand
- f Retrofit exit signs w
- g Turn off lights and r
- h Upgrade existing fl
electronic ballasts.

REQUIRED

- a Learn how to read

General WC MINIMUM NUMBER

LANDSCAPE

- a Group plants with
- b Install a water effi
- c Replace turf grass
- d Replace turf grass
- e Use ground cover c
- f Irrigate during earh
- g Use dry surface cl
outdoor areas, or

RESTROOMS

- a Install water effici
- b Install high effici
- c Install ultra low (<
- d Install signs in restr
- e Replace free flow

KITCHEN

- a Install pre-rinse val
or less at 80 psi).
- b Post sign to remind
triggers on sink fat

SOLID WASTE REDUCTION (SW)

Qualification Checklist



General SW

MINIMUM NUMBER OF MEASURES/PRACTICES REQUIRED: 5

OFFICE PAPER REDUCTION

	DATE VERIFIED	MET?
<input type="checkbox"/> a Develop routing lists for bulletins, memos, and trade journals to minimize the number of employees receiving individual copies.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> b Eliminate fax cover sheets by using stick-on fax labels.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> c Encourage employees to share phone books, repair manuals, etc. instead of ordering books for each employee.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> d For print/copy businesses, educate self-serve customers on properly sizing copies in order to minimize wasted paper.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> e For print/copy businesses, encourage self-serve customers to use double-sided copying in order to minimize the amount of paper used.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> f Keep a stack of used paper near printers and fax machines; reuse it for fax cover sheets, scratch paper, drafts, or internal memos. Have scratch paper available to customers, as well.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> g Order supplies by phone or e-mail instead of using forms.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> h Set computer/printer defaults to print double-sided copies. Require double-sided printing for multi-page documents, when possible.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> i Update/correct mailing lists used to send information to customers to avoid creating undeliverable mail.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> j Use computer software programs that allow faxing directly from computers without printing.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> k Use direct mail marketing materials that require no envelope (fold and mail).		<input type="checkbox"/> Y <input type="checkbox"/> N

Your Community.
Your Environment.
Your Choice.



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

chula vista



Your Community.
Your Environment.
Your Choice.



News You Can Use

In an effort to reach out to our residents, the City of Chula Vista's monthly publication, Community Connection features brief stories, events and important City telephone numbers.




Online Services

Experience a new perspective

Use our convenient pull down menu to access key online city services.



Please choose 

Mission Green



Our environment is important to all of us. Help keep Chula Vista clean!

Featured Focus

Budget Update

Review the August 17 presentation on the Fiscal Health Plan and Financial Update



Mayor Council



Learn more about your Mayor and Councilmembers.

Depts. & More 

Phone Directory 

I want to 

Media Center

9/22/2010
Library Offers Electricity Usage Monitors

9/21/2010
Solar Panel Company Heads to Chula Vista

9/20/2010
"Chula Vista Chooses LEDs"
-Chula Vista Museum

Latest News Releases

Council Meetings

Multimedia

City Calendar

Your Community.
Your Environment.
Your Choice.



City Of Chula Vista



City of Chula Vista



VISITORS BUSINESS RESIDENTS

Home | About Chula Vista | Attractions | What's New | City Services | FAQ's | Contact Us

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!

MAIN LINKS



Please Select From Here: ▾

THE LATEST

10/16/2010
Beautify Chula Vista Day

6/28/2010
Free Manure Management and Composting Workshop

6/15/2010
Public Workshop on Climate Adaptation on Wednesday night

QUICK LINKS: Make Your Selection Here: ▾

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.



Your Community.
Your Environment.
Your Choice.



YOUR COMMUNITY.
YOUR ENVIRONMENT.
YOUR CHOICE.




www.chulavistaca.gov/clean
PRINTED ON 100% POST-CONSUMER CONTENT PAGES.

SOLID WASTE REDUCTION (SW)

Qualification Checklist



RECYCLING AND SOLID WASTE PLANNING MANUAL

Adopted by Council Resolution 2008-023
Updated 10/25/2008 Resolution 2008-244

276 Fourth Ave
Chula Vista, CA 91910
www.chulavistaca.gov

General SW

MINIMUM NUMBER OF MEASURES/PRACTICES REQUIRED: 5	DATE VERIFIED	MET?
OFFICE PAPER REDUCTION		
<input type="checkbox"/> a Develop routing lists for bulletins, memos, and trade journals to minimize the number of employees receiving individual copies.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> b Eliminate fax cover sheets by using stick-on fax labels.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> c Encourage employees to share phone books, repair manuals, etc. instead of ordering books for each employee.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> d For print/copy businesses, educate self-serve customers on properly sizing copies in order to minimize wasted paper.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> e For print/copy businesses, encourage self-serve customers to use double-sided copying in order to minimize the amount of paper used.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> f Keep a stack of used paper near printers and fax machines; reuse it for fax cover sheets, scratch paper, drafts, or internal memos. Have scratch paper available to customers, as well.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> g Order supplies by phone or e-mail instead of using forms.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> h Set computer/printer defaults to print double-sided copies. Require double-sided printing for multi-page documents, when possible.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> i Update/correct mailing lists used to send information to customers to avoid creating undeliverable mail.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> j Use computer software programs that allow faxing directly from computers without printing.		<input type="checkbox"/> Y <input type="checkbox"/> N
<input type="checkbox"/> k Use direct mail marketing materials that require no envelope (fold and mail).		<input type="checkbox"/> Y <input type="checkbox"/> N

Your Community.
Your Environment.
Your Choice.



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

Blast Email Example



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.wmlamptracker.com or by phone (800) 774-0222
- 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-reorder so you'll never be left without a container for your materials.



Email us at plscapplies@wm.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!

Turns everyday activities in responsible practices. That's Green™. Think Waste Management.

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 ooey, gooey or chewy, it's probably not recyclable.

Recycle These Clean Items

Paper

Newspaper
Paper - All colors
Shredded Paper
up to 4-ply toilet or tissue
Paper Grocery Bags
Envelopes
junk Mail
Phone Books
Magazines
Catalogs/Brochures
File Folders
books
computer keyboard inserts

Cardboard
After de-inked printing
Cereal & Food Boxes
Clean Pizza Boxes
no wax coating and no staples

Metal
Cust Hangers OK

Glass
Bottles & Jars
- Green, Brown, Clear
glass only (no lead or mirror glass)

Aluminum & Tin Cans
Beverage Cans
Vegetable & Soup Cans
Aluminum Food and Beverage Cans
Aluminum Food Trays

Plastic
Bottles, Jars, Jugs, Tubes
6 liter for sports liquid (max 100000) - 4 1/2 liter max
Grocery Bags
- Ziplock bags
- clean, no food
Cust Hangers
Wig Tapes
CDs, CD Jackets
Plastic Toys

Food Waste

Fruit
Liquids
Restaurant Grease/Oil
Paper Towels
Napkins
Plastic Food Wrapping
Milk & Juice Cartons
Juice Boxes
Chip Bags & Candy Wrappers
Styrofoam
Styrofoam Peanut Packaging
Bubble Wrap Packaging
Plastic Chairs, Lids & Straws
Used Plastic Utensils
Used Paper Plates & Cups
Window Pane Glass / Mirrors
Plastic 3-Ring Binders
Laminated Paper
Electronic Waste (computers, monitors, laptops)
Hazardous Waste - paint, automotive oil, batteries, solvents
Fluorescent Light Bulbs
Tire Waste (green shavings, treaders, staves)
Animal Waste

Recycling Tip: Bag was coated material is NOT recyclable

Electronic or Hazardous Waste

Fluorescent tubes and balls, electronic computers, cell phones, TVs etc., rechargeable batteries, and hazardous products (cleaners, solvents, etc) do not go in the recycling or trash containers.
Call Tom Jambolita at 805-955-4346 for more info.

Do Not Recycle These Items

Food Waste

Fruit
Liquids
Restaurant Grease/Oil
Paper Towels
Napkins
Plastic Food Wrapping
Milk & Juice Cartons
Juice Boxes
Chip Bags & Candy Wrappers
Styrofoam
Styrofoam Peanut Packaging
Bubble Wrap Packaging
Plastic Chairs, Lids & Straws
Used Plastic Utensils
Used Paper Plates & Cups
Window Pane Glass / Mirrors
Plastic 3-Ring Binders
Laminated Paper
Electronic Waste (computers, monitors, laptops)
Hazardous Waste - paint, automotive oil, batteries, solvents
Fluorescent Light Bulbs
Tire Waste (green shavings, treaders, staves)
Animal Waste

Recycling Tip: Bag was coated material is NOT recyclable

Reduce Use of Natural Resources - It makes Environmental and Business Sense.

- Switch off computer monitors and lights when you leave the desk or meeting. Showers are not your energy.
- Use environmentally friendly materials such as steel containers for packing instead of bubble wrap or foam peanuts when shipping materials.
- Use a durable tray or glass instead of a disposable cup.
- Reduce your office paper usage by always printing double-sided, using the print preview function and only printing what you need.
- Repair items in good condition, donate what you don't need.

www.KeepingVenturaCountyClean.com

Waste Management
Think Green.

Flyer – “Trashing Your Cash”



Did You Know Your Business Might Be Trashing Its Cash?

Benefits of starting a recycling program:

- Efficient and economical service
- Reducing monthly disposal costs
- Help the City of Moorpark & County of Ventura meet state-mandated diversion goals
- Preserve and protect the environment
- Reduce the amount of waste entering the landfills

Yes! I Want to Recycle & Save Money

If you would like to start a recycling program, please contact Tom Jacobellis at (805) 955-4348 or tlacobellis@wrm.com

Be Part of the Solution... *REDUCE, REUSE, RECYCLE!*

Waste Management/CI Industries is proud to be your partner in keeping the Moorpark community clean and green. Offering a commercial recycling program at your business will help you minimize your trash disposal needs, reduce costs and protect the environment.

We are required to reduce the amount of waste entering the landfill by 50% and Waste Management and the City of Moorpark are asking for your assistance.

We can provide the tools and resources necessary to help your employees be part of the recycling solution.



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?

	Disposal Rate	Recycling Rate	Potential Savings
No Recycling Service	1-3yard 2x/wk \$246.88	0	0%
Yes to Recycling Service	1-3yard 1x/week \$138.79	1-3 yard RY 1x/wk \$71.94	15%



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”**



Speaker Contact Information



Yvonne Hunter

yhunter@ca-ilg.org

Howard Levenson

Howard.Levenson@CalRecycle.ca.gov

Brian Moura

BMoura@cityofsancarlos.org

Lynn France

lfrance@ci.chula-vista.ca.us

Kit Cole

KCole@wm.com



Please check your email 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!

Thank You for Your Participation

**Please be sure to complete the webinar
evaluation when it arrives.**