



BOARD OF DIRECTORS
SPECIAL MEETING
THURSDAY, MARCH 29 2012 9:30 AM

San Carlos Library
Conference Room
610 Elm Street San Carlos, CA

SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY
COMMERCIAL RECYCLING WORKSHOP

Chair: Jim Porter

9:30 A.M. Workshop Begins

Public Comment (Limited to 2 minutes per person).

11:30 A.M. Adjournment

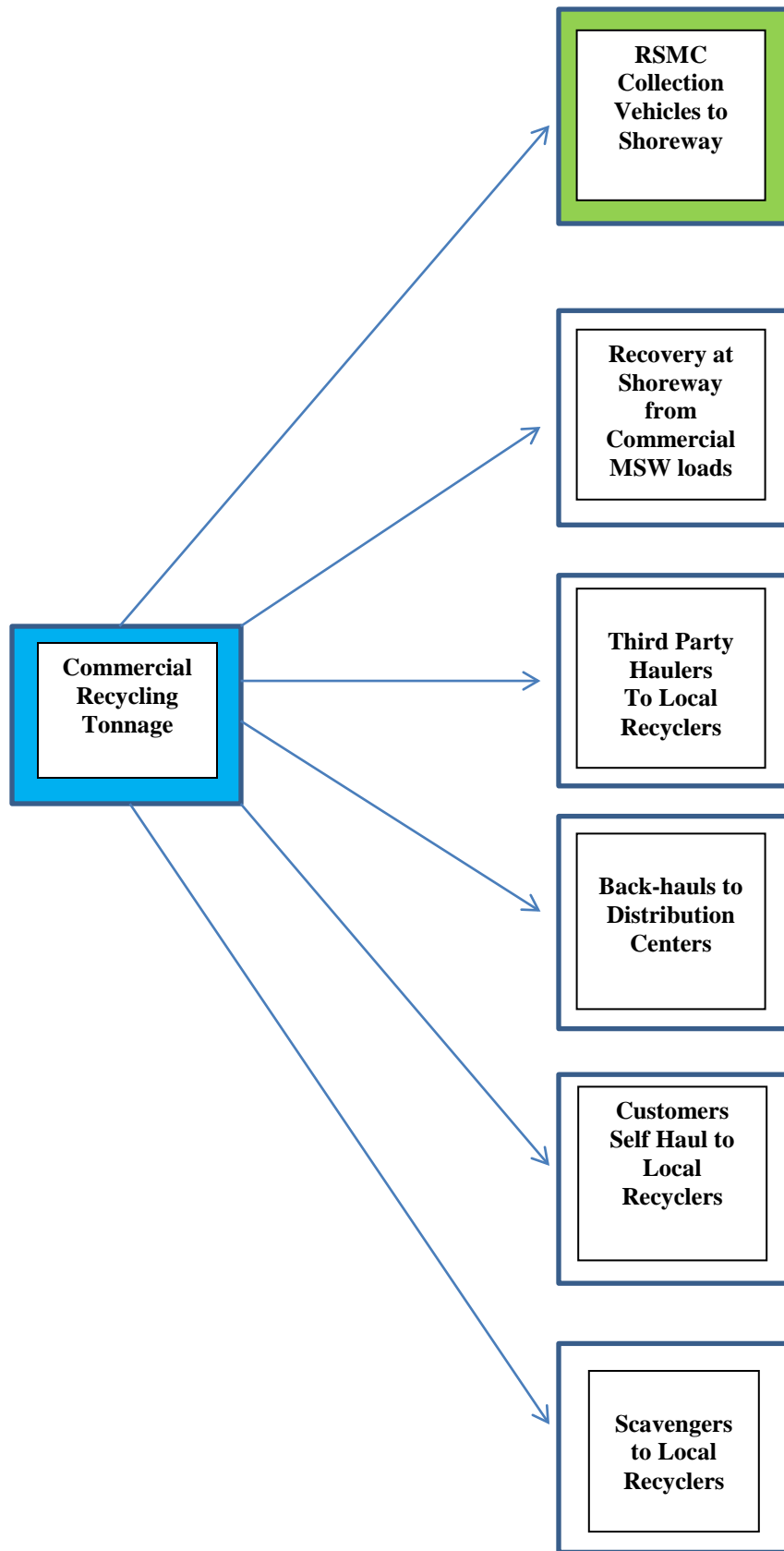
MEMBER AGENCIES

ATHERTON * BELMONT * BURLINGAME * EAST PALO ALTO * FOSTER CITY * HILLSBOROUGH * MENLO PARK * REDWOOD CITY
* SAN CARLOS * SAN MATEO * COUNTY OF SAN MATEO * WEST BAY SANITARY DISTRICT

RethinkWaste Commercial Sector

Actions To Date

Next Steps



- Franchise Agreement Requirements
 - Collection, staffing and outreach
- Conducted Route Observations
- Conducted Scavenging Research
- RethinkWaste BizSMART ongoing outreach
- Waste Characterization Analysis Project

- Develop metrics driven, sales based approach
- Continue BizSMART outreach (expand to Business Awards program)
- Restate MFD tonnage and provide analysis of diversion opportunities
- Identify contractual changes to maximize use of resources
- Begin distributing net new starts report monthly
- Confirm Recology approach to monitoring aspect of compliance with AB341

- Waste Characterization Analysis Project
- David Langer Research Project
- Recology Reporting

- SBWMA Analysis of Feasibility of Commercial Processing System in TS
- Assess feasibility and costs of Recology re-routing

- SBR now purchasing cardboard
- David Langer Research Project

- Marketing Shoreway cardboard purchase program
- Explore Agency reporting requirements (e.g., non-exclusive franchises)

- SBR market analysis of Top 50 Generators
- SBR data/analysis of accounts not serviced by Recology

- SBR to potentially source tons
- Explore Agency reporting requirements (e.g., non-exclusive franchises)

- SBR data/analysis accounts not serviced by Recology
- SBR now purchasing cardboard

- Marketing Shoreway cardboard buy-back
- Commercial education/outreach on impact of scavenging (i.e., bill insert)

- Scavenging Research Project
- Route Observation Project
- Developing Anti-Scavenging Ordinance

- Encourage Member Agencies to adopt local ordinances
- Commercial education/outreach on impact of scavenging (i.e., bill insert)
- Determine feasibility of obtaining feedback from Recology drivers



AB 341: A Fact Sheet for Haulers

- Fast Facts:**
- Mandatory commercial recycling will go into effect July 1, 2012.
 - The 75% diversion rate is a statewide goal, not a local mandate on cities and counties.
 - Cities **do not need to** adopt a local mandatory ordinance or enforce mandatory recycling.
 - Cities **need to** implement an education, outreach, and monitoring program by July 1, 2012, that informs businesses of the state requirement to recycle and how they can recycle in the jurisdiction. Cities can phase in the components of the program.

Actions You Can Take

- Meet with your Franchise/Contract Manager to discuss the City's expectations for the role your company will play in implementing mandatory commercial recycling and complying with AB 341.
- Identify your customers that will be subject to the mandatory requirements.
- Educate your customers on the state mandatory recycling requirements.
- Conduct quick high-level "recycling blitzes" and provide in-depth technical assistance to businesses.
- Identify the financial impacts on your contract that you expect to be created by the implementation of mandatory commercial recycling.
- Evaluate rate structure changes to ensure revenue stability as tonnages collected decrease.
- Set up monitoring systems so you can help your city demonstrate compliance with AB 341. Evaluate and make modifications to your existing reporting, and create new tracking mechanisms if needed.

The Basics

AB 341 does five things:

- 1) Sets a state-wide 75% waste diversion goal.
- 2) Requires mandatory commercial recycling by certain businesses and public entities.
- 3) Modifies the process of amending Non-Disposal Facility Elements.
- 4) Changes the due date of state agency annual reporting requirements.
- 5) Modifies enforcement agency notification requirements for modifications to a solid waste facility permit.

Cascadia Can Help You

Cascadia Consulting Group has extensive experience helping haulers and cities with commercial recycling and waste reduction outreach, education, and technical assistance, including the design and implementation of local mandatory commercial recycling regulations.

Contact Information

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408.249.0691

Richard@cascadiaconsulting.com

AB 341 Highlights

The 75% Diversion Goal Means ...

AB 341 declares that it is the “policy goal” of the state to achieve 75% diversion by the year 2020. It also requires CalRecycle to provide a report to the Legislature by January 1, 2014 identifying strategies to achieve that goal.

AB 341 specifically says that CalRecycle shall not establish or enforce a diversion rate on a jurisdiction that exceeds the current 50% diversion rate.

Mandatory Commercial Recycling Means ...

CalRecycle is initiating a new rule-making process to implement the mandatory commercial recycling provisions of AB 341. CalRecycle has drafted regulations that clarify provisions in AB 341. The draft regulations are similar to those previously drafted under the AB 32 rule-making process.

Requirements

Affected generators: *Commercial businesses and public entities that generate 4 cubic yards or more of solid waste per week and multi-family complexes with 5 units or more* are subject to mandatory recycling, and are required to do one of the following:

- 1) Source separate recyclable materials from the solid waste they are discarding, and either self-haul or arrange for separate collection of the recyclables.
- 2) Subscribe to a service that includes mixed waste processing that yields diversion results comparable to source separation.

Outreach & education: Jurisdictions must conduct education and outreach activities to inform the affected commercial generators of the mandatory recycling requirement and educate commercial generators about how they can recycle in the jurisdiction. The jurisdiction, haulers, other third parties, or any combination can perform the outreach and education activities.

Monitoring: Jurisdictions are required to assess whether affected generators are complying with the requirement to recycle. They are also required to identify and notify businesses that are not in compliance and inform them of the requirement to recycle and how they can recycle in the jurisdiction. The jurisdiction, haulers, other third parties, or any combination can conduct these activities.

Reporting: Jurisdictions will report on progress implementing their commercial recycling programs, including outreach, education, and monitoring efforts, as part of the existing CalRecycle annual report process, beginning with their 2012 annual report that is due in 2013. This reporting will include the jurisdiction’s activities to educate businesses on the mandatory requirements, as well as the jurisdiction’s efforts to track and monitor compliance on the part of businesses.

Other Key Information

- Jurisdictions that have an existing commercial recycling program that includes all of the elements listed above are not required to implement a new or expanded program.
- The State will not be taking enforcement action on businesses that do not comply with the requirements, nor will jurisdictions be required to enforce them.
- Jurisdictions may adopt more stringent local requirements (including enforcement provisions) if they wish.



Member Agency Commercial Categories Information

Recology San Mateo County has categorized the commercial database into 15 different categories to help identify the various types of businesses within the SBWMA service area. This information should prove extremely helpful in identifying how much material is being generated by different types of businesses and where education and outreach efforts would be most beneficial.

On the following pages you will find a breakdown of the commercial categories for your individual jurisdiction along with a breakdown for the entire SBWMA service area. We have also provided pie charts with detailed information on the four highest garbage generators in the SBWMA service area: Food Services/Groceries, Multi-Family Dwellings, Offices, and Retail/Services.

Please note that diversion information presented for the 15 categories is a calculation based upon service level subscriptions as of 12/31/2011. For your reference, we have also included RSMCs collected tonnage and diversion information for 2011.

The table on the next page provides a general descriptions of the different categories that the commercial accounts are classified in.

Commercial Categories Reference Sheet

Commercial Categories	Description	Examples
Churches		St Timothy's Church, First Presbyterian Church, St. Pius Catholic Church, Holy Cross Greek, Redeem Lutheran Church
Education	Schools	Menlo College, San Mateo County Comm, Mt. Carmel Parish School, Notre Dame de Namur University, St Gregory School, Serra High School
Entertainment	Golf Courses, Movie Theaters, Sports Arenas, Athletic Clubs, etc.	Little Fox Theater, Peninsula Golf & Coun Clu, Pacific Athletic Club, Aviation Museum, North Peninsula Jewish Campus
Food Services/Groceries	Restaurants, Cafés, Convenient Stores, Grocery Stores	Safeway #2719, Mi Pueblo Market, 99 Ranch Market, In-N-Out Burger #257, Harrys Hofbrau
Government	Postal Office, Government Buildings, etc.	US Post Office/San Mateo, City of Redwood City-City Hall, Department Motor Vehicles, State of California AOC, County of San Mateo
Hospitals		Kaiser Permanente, Mills-Peninsula Health Svcs, Sequoia Hospital, Mills Peninsula, Stanford Hospital
Hotels	Hotels, Motels, Lodges	Hotel Sofitel S.F. Bay, San Mateo Marriott, Hilton Garden Inn, Hillsdale Inn, Crowne Plaza
Malls	Shopping Malls, Strip Malls	Bohannon Dock 13 (Hillsdale Shopping Center), San Mateo Mall LCC, Bridgepointe Co, Edgewater Holding Corp, San Carlos Plaza
Medical	Clinics, Dental Offices	Sequoia Station Dental Care, I, Redwood Pet Hospital, Palo Alto Medical Foundation, , Mills Peninsula Extended Care, Woodside Veterinary
Multi-Family Dwellings	Residential housing complexes with 5 or more units	Essex Portfolio LP (Hillsdale Garden Apartments), Pelican Cove HOA, Sandcove Apts, Equity Res/Northpark Apts, Brittan Heights Condo Assoc.
Manufacturing	Factories	Kelly Moore Paint, Tyco Thermal Cntrls, L3 Communications, Flextronics Inttl USA Inc A, Delta Star
Offices	Office Buildings, Campuses, Office Complexes	Oracle, University Circle Properties, Facebook Inc, Visa, Equity Office, Hines Interests LP
Residential	Residential properties with commercial collection services	Grauer Frederick, Roberts Estates, Schwab Charles/Private Home, Benchaya, Swanson Robert
Retail/Services	Retail Stores, Childcare Centers, Gas Stations, Body Shops, etc.	Chevron USA, Chilton Auto Body, Kinder Court, Ross # 123, Crippen & Flynn
Transportation/Warehousing	Transportation Rentals, Storages, Warehouses	RSNA Public Storage, U-Haul of San Francisco, SamTrans, Enterprise Rent A Car, OfficeMax Inc

Annual Tonnage Report

Rate Year 2011
Summary

		<u>Quarter 1</u>	<u>Quarter 2</u>	<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Year to Date</u>
<u>Member Agency/Type</u>	<u>Data Source</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>
BURLINGAME						
Commercial						
Commercial Solid Waste	RSMC	2,019.85	2,311.98	2,505.40	2,276.68	9,113.91
Commercial Recycling	RSMC	675.53	795.50	739.72	750.61	2,961.36
Commercial Organics	RSMC	630.25	538.34	586.24	622.25	2,377.08
Subtotal - Disposed		2,019.85	2,311.98	2,505.40	2,276.68	9,113.91
Subtotal - Diverted		1,305.78	1,333.84	1,325.96	1,372.86	5,338.44
MFD						
MFD Solid Waste	RSMC	548.27	688.61	537.85	516.11	2,290.84
MFD Recycling	RSMC	52.39	100.30	116.69	119.93	389.31
MFD Organics	RSMC	7.87	8.51	9.57	8.71	34.66
Subtotal - Disposed		548.27	688.61	537.85	516.11	2,290.84
Subtotal - Diverted		60.26	108.81	126.26	128.64	423.97
Roll-Off						
Roll-Off Solid Waste	RSMC	2,010.95	2,167.64	1,795.81	1,664.55	7,638.95
Roll-Off Recycling	RSMC	36.27	20.30	29.59	39.55	125.71
Roll-Off Organics	RSMC	95.04	95.60	523.90	427.41	1,141.95
Subtotal - Disposed		2,010.95	2,167.64	1,795.81	1,664.55	7,638.95
Subtotal - Diverted		131.31	115.90	553.49	466.96	1,267.66
Commercial Total Disposed		4,579.07	5,168.23	4,839.06	4,457.34	19,043.70
Commercial Total Diverted		1,497.35	1,558.55	2,005.71	1,968.46	7,030.07
Commercial Total Diversion Rate		24.64%	23.17%	29.30%	30.63%	26.96%

Annual Tonnage Report

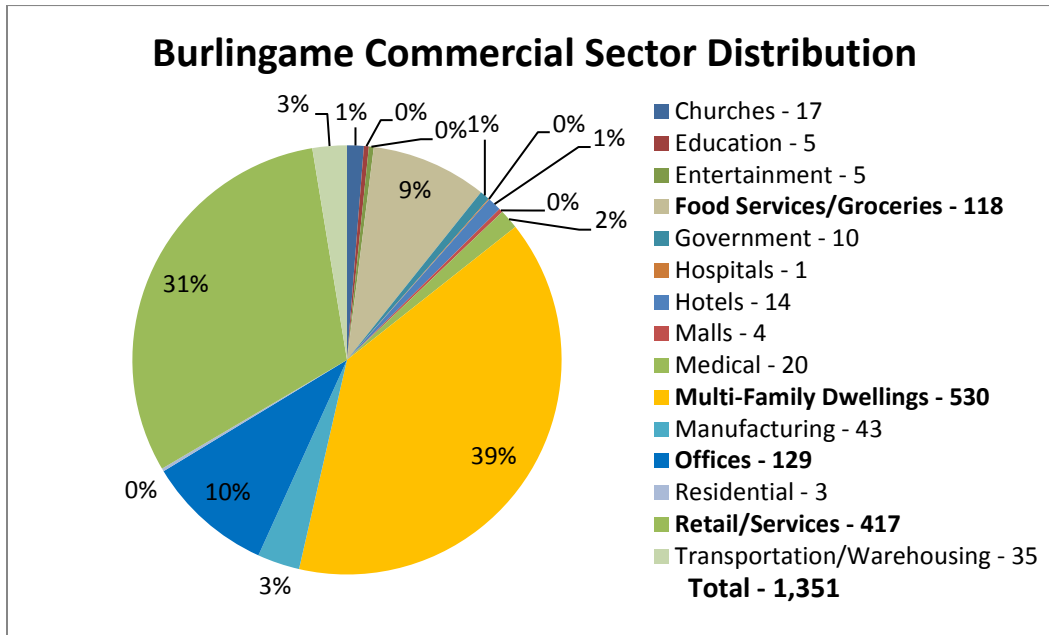
Rate Year 2011
Summary

		<u>Quarter 1</u>	<u>Quarter 2</u>	<u>Quarter 3</u>	<u>Quarter 4</u>	<u>Year to Date</u>
<u>Member Agency/Type</u>	<u>Data Source</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>	<u>Tons Collected</u>
TOTAL SBWMA						
Commercial						
Commercial Solid Waste	RSMC	19,475.58	19,568.86	20,558.71	19,723.00	79,326.15
Commercial Recycling	RSMC	4,770.32	5,268.07	4,939.20	4,919.22	19,896.81
Commercial Organics	RSMC	3,983.16	3,708.94	3,892.08	4,639.88	16,224.06
Subtotal - Disposed		19,475.58	19,568.86	20,558.71	19,723.00	79,326.15
Subtotal - Diverted		8,753.48	8,977.01	8,831.28	9,559.10	36,120.87
MFD						
MFD Solid Waste	RSMC	5,761.51	6,060.93	5,316.00	5,212.35	22,350.79
MFD Recycling	RSMC	453.35	642.50	776.81	834.50	2,707.16
MFD Organics	RSMC	59.99	69.26	75.34	68.41	273.00
Subtotal - Disposed		5,761.51	6,060.93	5,316.00	5,212.35	22,350.79
Subtotal - Diverted		513.34	711.76	852.15	902.91	2,980.16
Roll-Off						
Roll-Off Solid Waste	RSMC	5,307.94	5,707.77	5,193.51	4,997.58	21,206.80
Roll-Off Recycling	RSMC	444.96	411.50	381.48	366.06	1,604.00
Roll-Off Organics	RSMC	394.95	363.12	793.14	736.08	2,287.29
Subtotal - Disposed		5,307.94	5,707.77	5,193.51	4,997.58	21,206.80
Subtotal - Diverted		839.91	774.62	1,174.62	1,102.14	3,891.29
Commercial Total Disposed		30,545.03	31,337.56	31,068.22	29,932.93	122,883.75
Commercial Total Diverted		10,106.73	10,463.39	10,858.05	11,564.15	42,992.33
Commercial Total Diversion Rate		24.86%	25.03%	25.90%	27.87%	25.92%

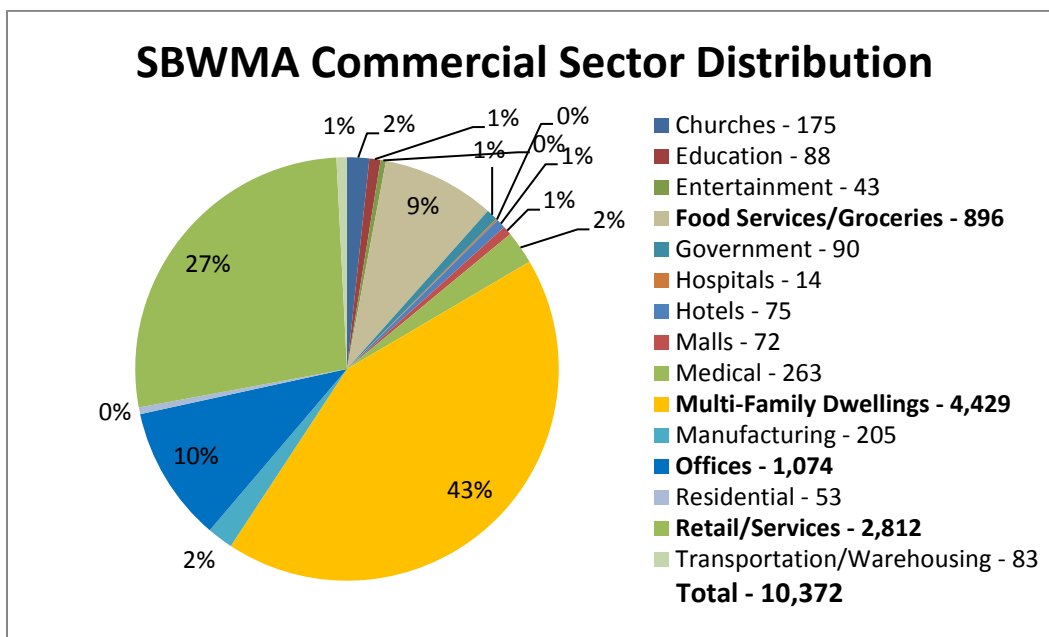
Commercial Categories Breakdown

The following pie charts reflect service sector account totals and corresponding percentage of accounts in the jurisdiction and SBWMA-wide. Information noted in Pie Charts with 0% reflect accounts with less than 1% of the total customer base.

There are approximately 7,346 accounts in the City of Burlington. Of the 7,346 accounts, 5,995 are residential; 1,351 are commercial and apartments. Below is the breakdown of the commercial accounts.



Approximately 1,214 or 91.86% of the 1,351 commercial accounts have recycling and/or compost service.



Approximately 9,268 or 89.36% of the 10,372 commercial accounts have recycling and/or compost service.

**Commercial Categories Diversion calculation is based upon
Recycling and Compost cubic yards per week subscription levels**

Commercial Categories	Weekly Volume (in cubic yards/week)			Diversion by Participation Level
	Garbage	Recycling	Compost	
Churches	46.03	41.22	8.65	52.00%
Education	36.32	14.71	2.06	31.59%
Entertainment	14.43	12.33	0.00	46.08%
Food Services/Groceries	384.64	505.05	138.43	62.59%
Government	88.59	57.94	0.16	39.61%
Hospitals	72.00	24.00	0.00	25.00%
Hotels	248.00	278.25	52.71	57.16%
Malls	28.70	11.17	0.00	28.01%
Medical	100.02	64.57	8.71	42.29%
Multi-Family Dwellings	1,038.18	697.49	20.96	40.90%
Manufacturing	174.63	149.19	0.79	46.20%
Offices	382.05	263.94	3.95	41.22%
Residential	1.90	1.27	0.00	40.00%
Retail/Services	704.38	863.15	4.64	55.20%
Transportation/Warehousing	88.53	118.83	0.00	57.31%
Grand Total	3,408.41	3,103.10	241.07	49.52%

SBWMA

Commercial Categories	Weekly Volume (in cubic yards/week)			Diversion by Participation Level
	Garbage	Recycling	Compost	
Churches	364.70	257.77	53.09	46.02%
Education	590.69	541.75	70.04	50.88%
Entertainment	171.65	200.89	22.95	56.60%
Food Services/Groceries	3,177.09	4,057.18	866.12	60.78%
Government	463.37	375.30	58.37	48.34%
Hospitals	181.63	73.58	9.80	31.46%
Hotels	611.57	578.01	93.34	52.33%
Malls	764.00	1,015.74	51.95	58.29%
Medical	747.43	585.67	32.47	45.27%
Multi-Family Dwellings	11,945.89	7,131.83	258.00	38.22%
Manufacturing	476.60	489.61	15.11	51.43%
Offices	5,506.17	4,793.96	716.41	50.02%
Residential	64.27	33.33	11.70	41.20%
Retail/Services	5,329.77	6,345.03	209.20	55.15%
Transportation/Warehousing	362.98	319.88	4.16	47.17%
Grand Total	30,757.82	26,799.54	2,472.69	48.76%

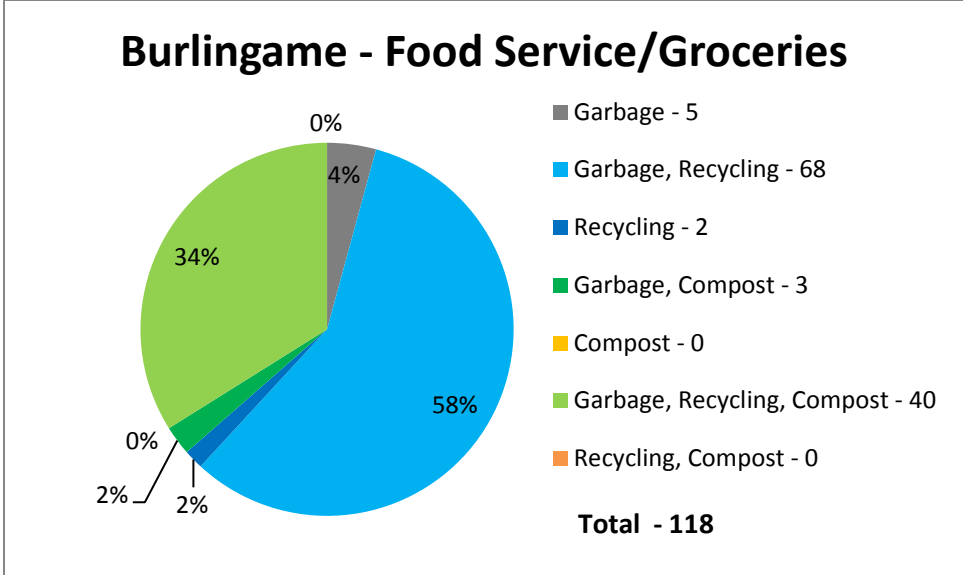
The following tables list the seven service options commercial customers subscribe to (i.e., Garbage Only, Garbage and Recycling, Recycling Only, Garbage and Compost, Compost Only, Garbage and Recycling and Compost, Recycling and Compost) by the different commercial categories for your jurisdiction as well as the entire SBWMA service area. Customer information provided includes accounts with bin and cart services only and does not reflect roll-off customers (compactors and debris boxes). Commercial categories that do not reflect garbage service are currently being contacted by RSMC to determine if they have compactor or debris box services for garbage and/or are sharing garbage containers with neighboring businesses.

Burlingame

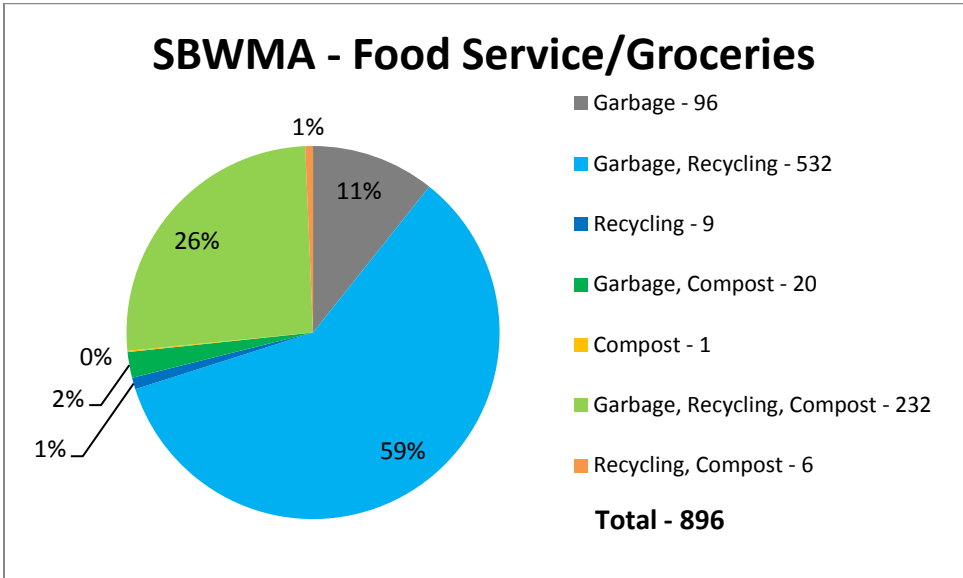
Commercial Categories	Total Customers	Garbage Customers	Garbage and Recycling Customer	Recycling Customer	Garbage and Compost Customer	Compost Customer	Garbage, Recycling and Compost Customers	Recycling and Compost Customer	Percentage of Customers with Recycling and/or Compost
Churches	17	2	9	0	0	0	6	0	88.24%
Education	5	0	2	0	0	0	3	0	100.00%
Entertainment	5	0	5	0	0	0	0	0	100.00%
Food Services/Groceries	118	5	68	2	3	0	40	0	95.76%
Government	10	0	8	1	0	0	1	0	100.00%
Hospitals	1	0	1	0	0	0	0	0	100.00%
Hotels	14	2	5	1	0	0	4	2	71.43%
Malls	4	0	4	0	0	0	0	0	100.00%
Medical	20	0	17	0	0	0	2	1	95.00%
Multi-Family Dwellings	530	39	442	2	0	0	47	0	92.64%
Manufacturing	43	2	39	0	0	0	2	0	95.35%
Offices	129	13	108	5	1	1	1	0	89.92%
Residential	3	1	2	0	0	0	0	0	66.67%
Retail/Services	417	45	354	8	2	0	8	0	89.21%
Transportation/Warehousing	35	1	31	3	0	0	0	0	97.14%
Total	1,351	110	1,095	22	6	1	114	3	91.64%

SBWMA

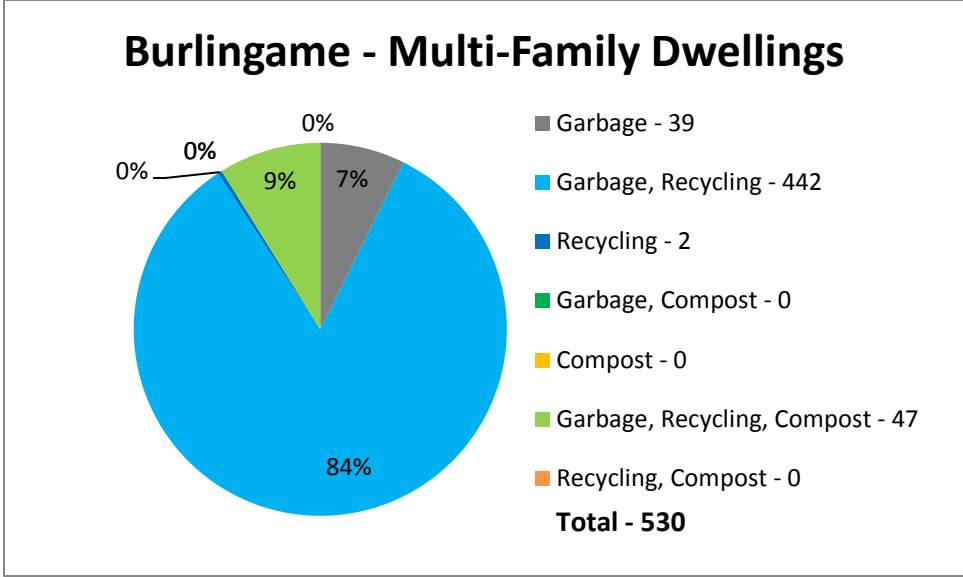
Commercial Categories	Total Customers	Garbage Customers	Garbage and Recycling Customer	Recycling Customer	Garbage and Compost Customer	Compost Customer	Garbage, Recycling and Compost Customers	Recycling and Compost Customer	Percentage of Customers with Recycling and/or Compost
Churches	175	21	98	1	2	0	52	1	88.00%
Education	88	7	47	3	0	1	30	0	92.05%
Entertainment	43	3	31	4	0	0	5	0	93.02%
Food Services/Groceries	896	96	532	9	20	1	232	6	89.29%
Government	90	15	52	9	1	0	11	2	83.33%
Hospitals	14	1	9	2	0	1	1	0	92.86%
Hotels	75	11	46	2	0	0	12	4	85.33%
Malls	72	16	48	0	0	1	7	0	77.78%
Medical	263	20	218	5	1	0	18	1	92.40%
Multi-Family Dwellings	4,429	350	3,598	32	8	1	437	3	92.10%
Manufacturing	205	25	168	5	0	0	6	1	87.80%
Offices	1,074	102	805	37	5	6	110	9	90.50%
Residential	53	13	33	1	0	0	6	0	75.47%
Retail/Services	2,812	415	2,216	84	12	0	78	7	85.24%
Transportation/Warehousing	83	9	66	6	0	0	2	0	89.16%
Total	10,372	1,104	7,967	200	49	11	1,007	34	89.36%



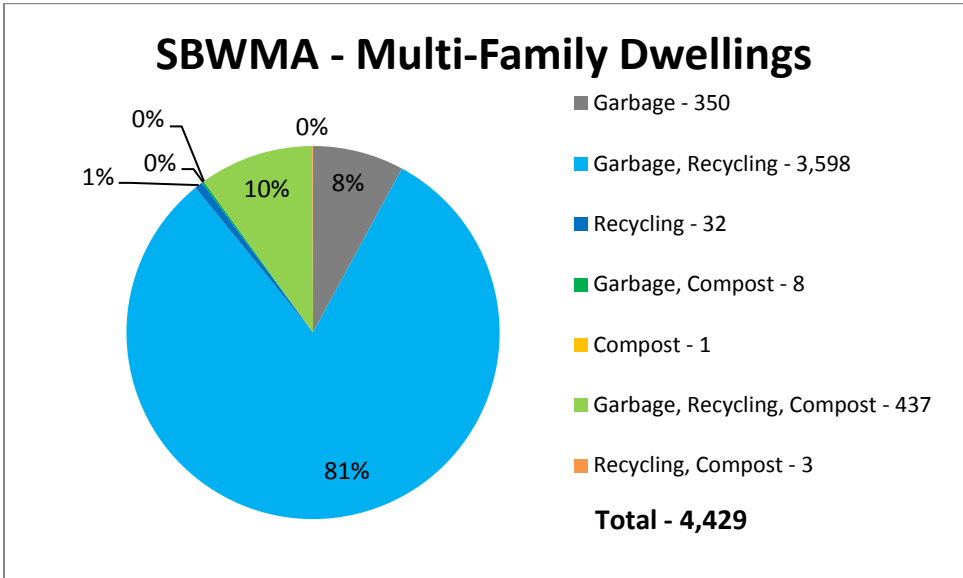
Approximately 113 or 95.76% of the 118 Food Services/Groceries accounts have recycling and/or compost service.



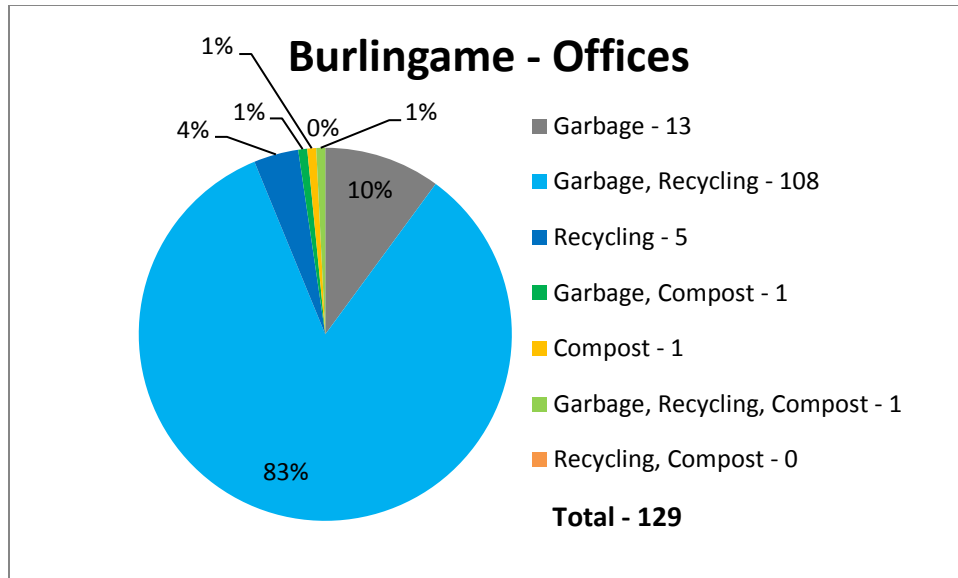
Approximately 800 or 89.29% of the 896 Food Services/Groceries accounts have recycling and/or compost service.



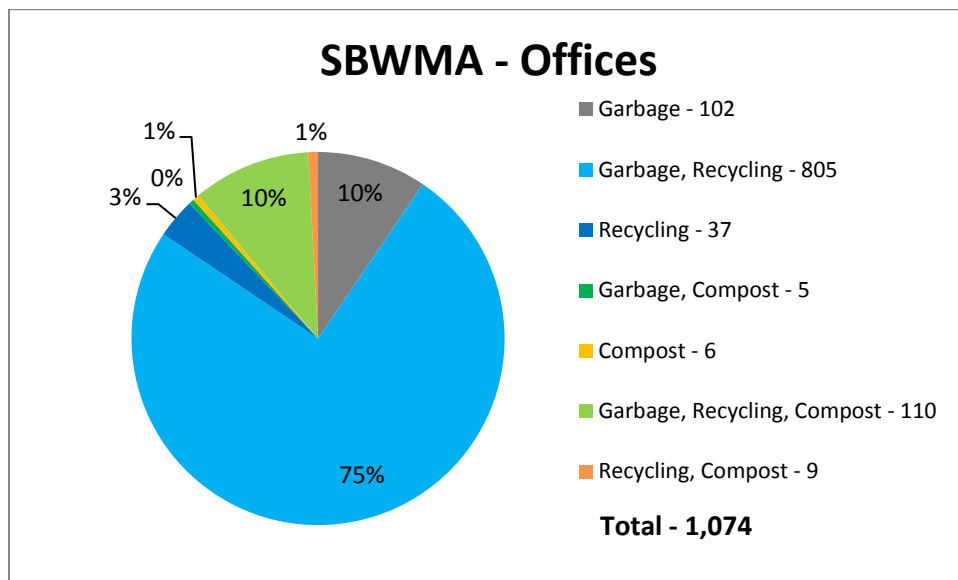
Approximately 491 or 92.64% of the 530 Multi-Family Dwelling accounts have recycling and/or compost service.



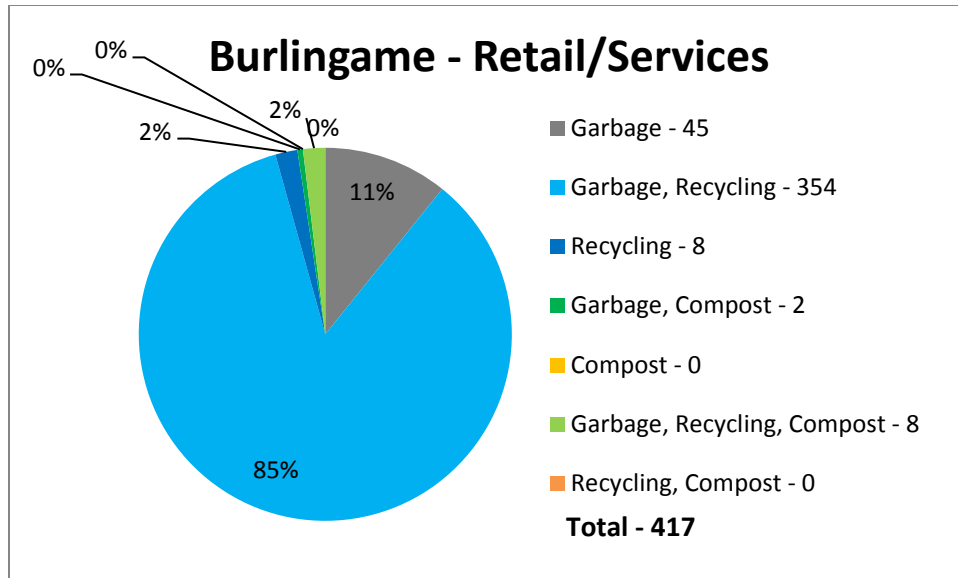
Approximately 4,079 or 92.10% of the 4,429 Multi-Family Dwelling accounts have recycling and/or compost service.



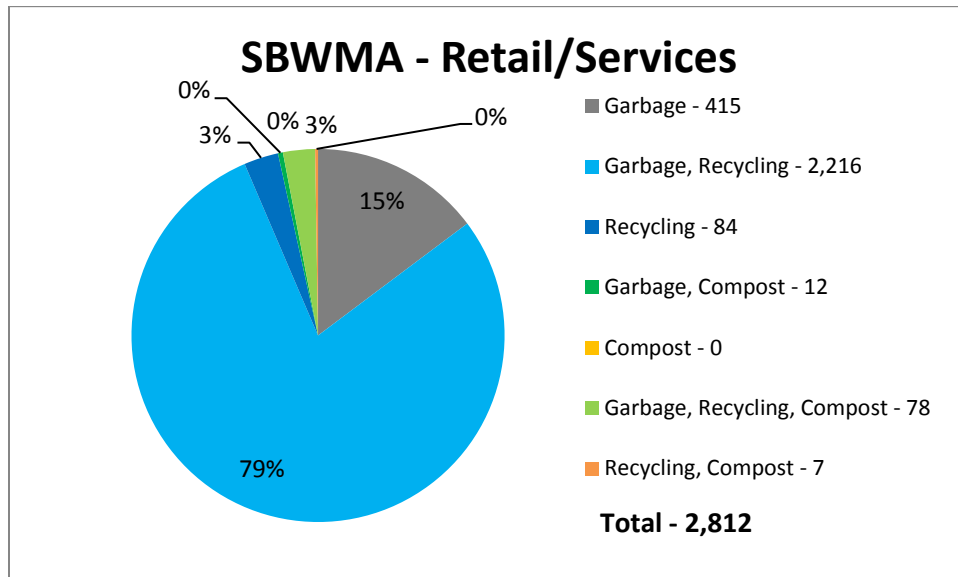
Approximately 116 or 89.92% of the 129 Offices accounts have recycling and/or compost service.



Approximately 972 or 90.50% of the 1,074 Offices accounts have recycling and/or compost service.



Approximately 372 or 89.21% of the 417 Retail/Services accounts have recycling and/or compost service.



Approximately 2,397 or 85.24% of the 2,812 Retail/Services accounts have recycling and/or compost service.