### **Regional Solid Waste Association**

Supplemental Documents
Provided at the July 11, 2019
Board of Directors Meeting

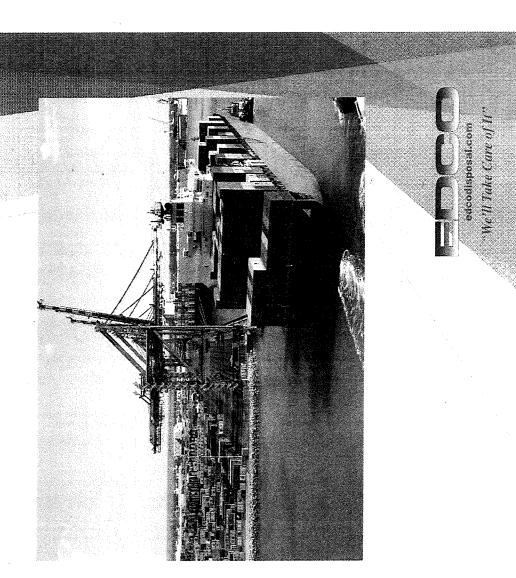
### Item #5

# The State of Recycling

Recycling materials are shipped as commodities worldwide.

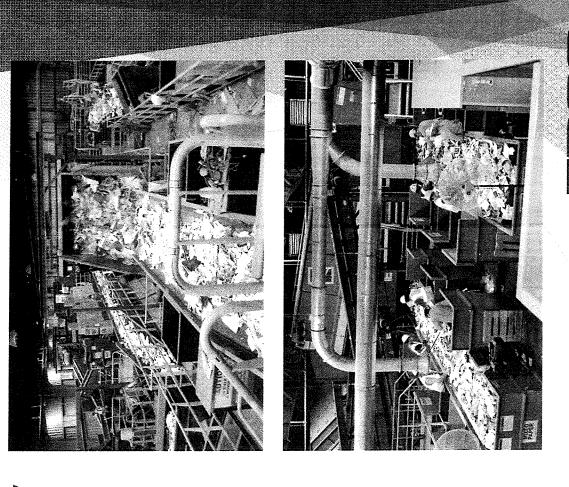
Asian countries accept most of the western United States' paper, cardboard and plastics.

Restrictions from China and material standards have resulted in the development of domestic markets.



### Material Recovery Facilities (MRF)

EDCO Operates two state of the art processing facilities in San Diego County. Both of these facilities process residential and commercial commingled recycling from nearly all cities in San Diego County along with material from Riverside and San Bernardino Counties. Both of theses facilities combined process about 1.7 million pounds of recycling daily.



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## Material Recovery Facilities' Processing Challenges

Over the past year, our processing facilities are being challenged by taking material with high levels of contamination and processing it to less than 1% contamination!



Film Plastic Tangled in Processing Equipment



Contamination in Recyclable Material



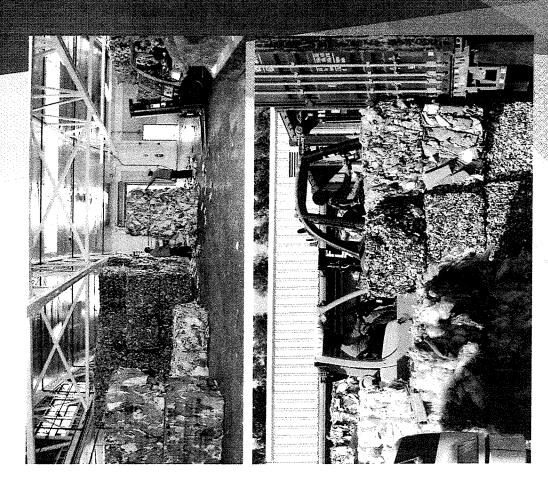
# China's National Gate Sword

Until 2017, China was the #1 importer of recyclable material from world-wide sources.

China set new material standards of less than 1% contamination and banned certain materials.

This caused recycling materials to shift to other outlets in Asia under the same contamination standards and inspire the creation of new domestic markets.

edcodisposal.com. Ve'11 Take Care of A



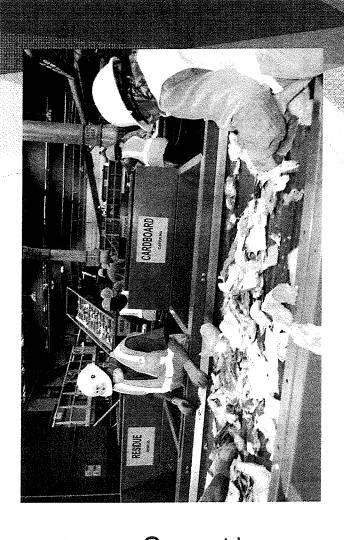
### edcodisposal.com "We'll Take Core of II" South Korea Vietnam Taiwan Malaysia India Turkey New Asian Markets INDIA

## Additional Steps Taken to Improve Processed Recycling

Processing lines slowed down resulting in reduced tons per hour processed.

Additional staff added to processing lines.

Substantial reinvestment in MRF equipment upgrades to improve material quality.

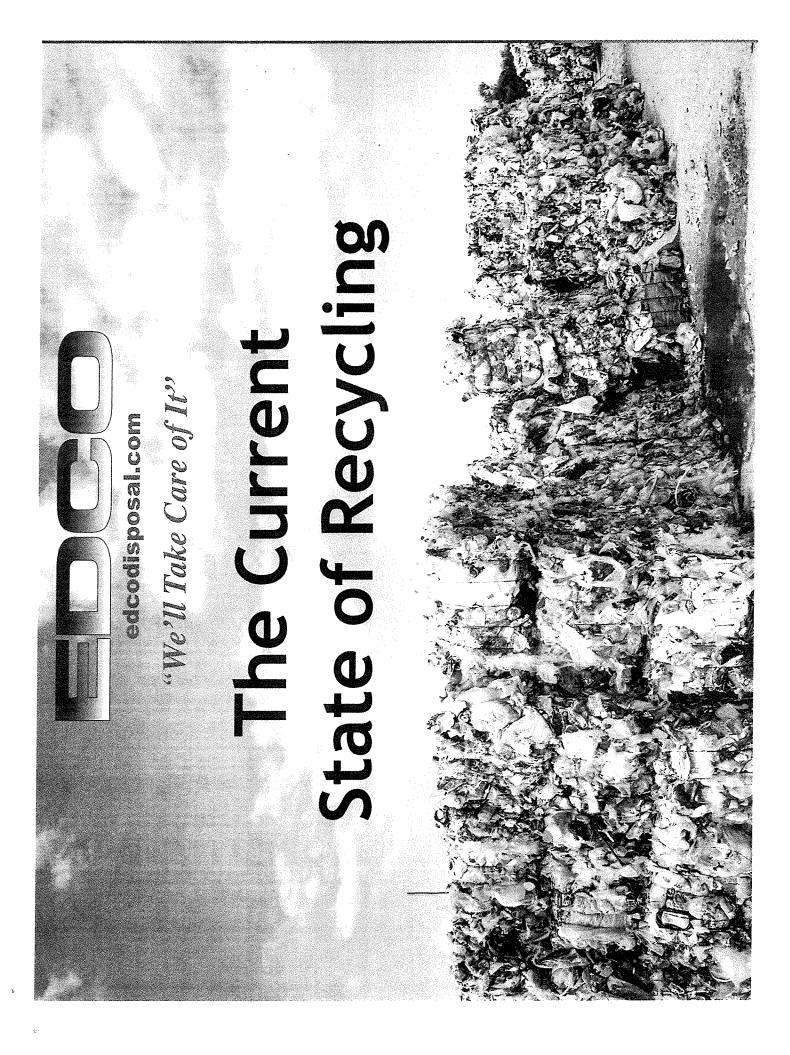


The cumulative result is an increased cost in recycling.



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### Item #7.E.

### REGIONAL SOLID WASTE ASSOCIATION FY 2018-2019 FINANCIAL STATUS REPORT JULY 11, 2019 RSWA BOARD MEETING

	ANNUAL BUDGET	ACTUAL THRU 6/30/2019	% of Budget	<i>ESTIMATED</i> THRU <u>6/30/2019</u>	% of Budget	
BEGINNING BALANCE (6-30-2017 Fund Balance) GASB 31 FAIR MARKET VALUE ADJ ADJUSTED BEGINNING BALANCE	\$ 472,135	\$ <b>472,135</b> 7,851 479,986		\$ 472,135 7,851 479,986		
REVENUES DISPOSAL AGREEMENT VOLUME REBATE HHW NON-MEMBER INVESTMENT EARNINGS TOTAL REVENUES	265,021 40,000 4,200 309,221	265,021 31,614 6,894 303,529	100.00% 79.04% 164.14% 98.16%	265,021 62,394 <u>8,194</u> 335,609	100.00% 155.98% 195.10% 108.53%	\$46,766 + \$15,628 Special Event.
EXPENDITURES STIPENDS INSURANCE TRAVEL AND MEETINGS AUDIT SERVICES LEGAL SERVICES CONSULTANT SERVICES REIMBURSEMENTS HHW & ORGANICS EDUCATION HHW PERMITS HHW FACILITY SECURITY & PHONE WEBSITE MAINTENANCE SPECIAL PROGRAMS (HHW & ORGANICS) INTERGOVERNMENTAL PROGRAMS CONTINGENCY	8,000 6,500 10,000 3,000 20,000 36,000 2,500 49,000 2,200 3,000 1,000 16,000 192,480 2,000	1,050 6,021 1,765 2,822 20,000 33,000 2,185 49,000 2,092 2,448 	13.13% 92.63% 17.65% 94.07% 100.00% 91.67% 87.40% 100.00% 95.09% 81.60% 0.00% 100.00%	3,450 6,021 4,007 2,822 21,902 33,957 2,185 49,000 2,092 2,448 16,000 192,481	43.13% 92.63% 40.07% 94.07% 109.51% 94.33% 87.40% 100.00% 95.09% 81.60% 0.00% 100.00% 0.00%	\$7,000 per City \$15,300 SB 1383 Payments to Cities; \$700 for HHW Hotline Environmetal Enhancement Payments to Member Cities; Equity Adjustment Payments to NC and Poway
TOTAL EXPENDITURES  TOTAL ENDING FUND BALANCE	351,680 <b>\$ 429,676</b>	328,864 \$ 454,651	93.51%	336,365 	95.65%	
CASH TOTAL ENDING FUND BALANCE		\$ 454,651 <b>\$ 454,651</b>		\$ 479,230 \$ 479,230		
FUND BALANCE, UNRESERVED/UNDESIGNATED VISTA HHW FACILITY CLOSURE DESIGNATION POWAY HHW FACILITY CLOSURE DESIGNATION TOTAL ENDING FUND BALANCE		\$ 332,651 61,000 61,000 <b>\$ 454,651</b>		\$ 357,230 61,000 61,000 <b>\$ 479,230</b>		

### REGIONAL SOLID WASTE ASSOCIATION FY 2018-2019 ADOPTED BUDGET FY 2019-2020 & FY 2020-2021 PROPOSED BUDGETS

	Α	2018/19 DOPTED BUDGET		2018/19 DJECTIONS	PF	2019/20 ROPOSED BUDGET	PR	2020/21 COPOSED BUDGET	
BEGINNING FUND BALANCE	\$	472,135	\$	479,986	\$	479,230	\$	446,100	
REVENUES									
DISPOSAL AGREEMENT VOLUME REBATE		265,021		265,021		274,055		274,055	19/20 is actual; 20/21 is estimated
HHW NON-MEMBER		40,000		62,394		40,000		40,000	No Change
INVESTMENT EARNINGS		4,200		8,194		5,000	***************************************	5,000	Increase by \$800
TOTAL REVENUES		309,221		335,609		319,055		319,055	
EXPENDITURES				-					
DIRECTOR STIPENDS / PAYROLL EXPENSES		8,000		3,450		6,000		6,000	Reduce by \$2,000. Includes related payroll processing costs
INSURANCE		6,500		6,021		6,500		6,500	No Change
TRAINING, TRAVEL AND MEETINGS		10,000		4,007		10,000		10,000	No Change
AUDIT SERVICES		3,000		2,822		3,000		3,000	No Change
LEGAL SERVICES		20,000		21,902		22,000		22,000	Increase by \$2,000
CONSULTANT SERVICES		36,000		33,957		36,000		36,000	No Change
REIMBURSEMENTS		2,500		2,185		2,500		2,500	No Change
HHW & ORGANICS EDUCATION		49,000		49,000		49,000		49,000	No Change
HHW PERMITS		2,200		2,092		2,300		2,300	No Change
HHW FACILITY SECURITY & PHONE		3,000		2,448		3,000		3,000	No Change
WEBSITE MAINTENANCE		1,000		_		1,110		1,110	Increase by \$110
SPECIAL PROGRAMS (HHW & ORGANICS)		16,000		700		1,000		1,000	Reduce by \$15,000 (moved to separate SB 1383 Category)
SB 1383 PAYMENTS		-		15,300		15,000		15,000	New Category
EQUITY ADJUSTMENT PAYMENTS		42,480		42,480		42,775		42,775	Per Formula
ENVIRONMENTAL ENHANCEMENT PROGRAM		150,000		150,001		150,000		150,000	No Change
CONTINGENCY		2,000				2,000		2,000	No Change
TOTAL EXPENDITURES		351,680		336,365		352,185		352,185	
TOTAL ENDING FUND BALANCE	\$	429,676	\$	479,230	\$	446,100	\$	412,970	
	<u> </u>						:		
FUND BALANCE, UNRESERVED/UNDESIGNATED VISTA HHW FACILITY CLOSURE DESIGNATION			\$	357,230 61,000	\$	324,100 61,000	\$	290,970 61,000	No Change
POWAY HHW FACILITY CLOSURE DESIGNATION				61,000		61,000		61,000	No Change
			•	****	•		•		Ho Change
TOTAL ENDING FUND BALANCE			<b>—</b>	479,230	\$	446,100	\$	412,970	

### REGIONAL SOLID WASTE ASSOCIATION PROPOSED FY 2019-2020 & FY 2020-2021 BUDGETS (REVISED)

	2019/20 <u>BUDGET</u>	2020/21 <u>BUDGET</u>
ESTIMATED REVENUES		
DISPOSAL AGREEMENT VOLUME REBATE	274,055	274,055
HHW NON-MEMBER	40,000	40,000
INVESTMENT EARNINGS	5,000	5,000
TOTAL REVENUES	\$319,055	\$319,055
EXPENDITURES 1		
DIRECTOR STIPENDS / PAYROLL PROCESSING	6,000	6,000
INSURANCE	6,500	6,500
TRAINING, TRAVEL AND MEETINGS	10,000	10,000
AUDIT SERVICES	3,000	3,000
LEGAL SERVICES	22,000	22,000
CONSULTANT SERVICES	36,000	36,000
REIMBURSEMENTS	2,500	2,500
HHW & ORGANICS EDUCATION <sup>2</sup>	49,000	49,000
HHW PERMITS	2,300	2,300
HHW FACILITY SECURITY & PHONE	3,000	3,000
WEBSITE MAINTENANCE	1,110	1,110
SPECIAL PROGRAMS (HHW & ORGANICS)	1,000	1,000
SB 1383 PAYMENTS <sup>3</sup>	15,000	15,000
EQUITY ADJUSTMENT PAYMENTS⁴	42,775	42,775
ENVIRONMENTAL ENHANCEMENT PROGRAM5	150,000	150,000
CONTINGENCY <sup>6</sup>	2,000	2,000
TOTAL EXPENDITURES	\$352,185	\$352,185
CLOSURE RESERVE FUND <sup>7</sup>		
VISTA HHW FACILITY CLOSURE DESIGNATION	61,000	61,000
POWAY HHW FACILITY CLOSURE DESIGNATION	61,000	61,000
TOTAL CLOSURE RESERVE FUND	\$122,000	\$122,000

<sup>&</sup>lt;sup>1</sup>The General Manager is authorized to administratively transfer funds budgeted for one expense category to one or more other expense categories as directed by the RSWA Board or as otherwise necessary and appropriate, provided the total budget for expenses is not exceeded. Any such transfer shall be reported to the Board at its next regular meeting.

<sup>&</sup>lt;sup>2</sup>\$7,000 per city. This funding may be utilized to support education related to disposal of household hazardous waste (HHW) and the diversion of organic waste from the landfill. Each city shall provide a written report prior to the end of the Fiscal Year describing how the funding was used.

<sup>&</sup>lt;sup>3</sup>\$2,500 per regular member city. This funding may be utilized for projects or programs that work towards compliance with SB 1383. Each city shall provide a written report prior to the end of the Fiscal Year describing how the funding was used.

<sup>&</sup>lt;sup>4</sup>When the disposal contract between RSWA and EDCO was originally entered into, it was determined that the cities of Poway and National City were actually paying less per ton for disposal than the amount in the new agreement; therefore the equity adjustment was created to be paid out of the volume rebate, monies paid by EDCO to RSWA pursuant to the disposal contract, to offset that inequity.

<sup>&</sup>lt;sup>5</sup>The Environmental Enhancement Program allows each regular member city to utilize the funding allocation for environmental programs that the individual city determines are most beneficial to that jurisdiction. Funding amount is based on the prior year tonnage of the city as a percentage of the total RSWA generated tonnage. Each city shall provide a written report prior to the end of the Fiscal Year describing how the funding was used.

<sup>&</sup>lt;sup>6</sup>Funds budgeted for Contingency purposes may be expended for unanticipated expenses not otherwise reflected in adopted Budget.

<sup>&</sup>lt;sup>7</sup>RSWA is mandated to maintain funding for the closure of the household hazardous waste collection facilities in Poway and Vista. It is currently anticipated that these facilities will continue to operate for the foreseeable future.

### Item #8.A.

## PERMANENT FACILITIES (Poway/Vista)

All Jurisdictions - Including Ur	tions -	Includ	ling Ur	nivers	al Wa	ste, E	-Waste,	e, Batt	eries	and S	harps	Omly	Loads
CITY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB		APR	MAY	NOC	TOTAL
Carlsbad	6	06	103	75	58	75	82	9/	104	119	114	200	1,186
Del Mar	_	7	7	က	0	7	7	<del></del>	_	7	~	<del></del>	
Encinitas	52	48	65	36	27	40	37	40	46	51	45	89	576
Escondido *	0	0	0	0	0	0	0	0	0	0	0	0	1
National City**	0	0	0	0	0	0	0	0	0	0	0	0	i
Poway	320	319	403	310	269	425	379	291	397	315	257	547	4,232
San Marcos	69	98	115	73	54	110	84	89	91	86	09	155	1,051
Solana Beach	ဖ	2	က	œ	7	2	2	4	_	4	_	တ	58
Vista	242	238	281	225	194	247	204	187	276	217	167	400	2,878
E/U-Waste Only	136	156	169	128	114	217	195	125	211	111	142	192	1,896
Batteries Only	22	4	20	4	O)	15	Ξ	7	Ξ	7	F	37	168
Sharps Only	21	17	12	28	20	20	19	20	25	13	6	23	227
Total	959	975	1,173	890	752	1,156	1,018	819	1,163	925	807	1,653	12,290

<sup>\*</sup>Escondido participation at Poway/Vista facilities. Total participation on page 2 (Escondido and RSWA facilities).

### **HOME PICKUPS**

	All Jurisdict	ions - Inclu	ons - Including Batteries and E-Waste Only	es and E-V	Vaste Only	
			Sharps/U-	Batteries		
	Seniors/HB	Co-Pay	Waste	Only	E-Waste Only	Monthly Total
Jul-18	29	34	9	0	9	113
Aug-18	66	42	8	0	5	154
Sep-18	61	53	4	_	ဖ	125
Oct-18	89	29	7	_	တ	118
Nov-18	71	29	7	<b>~</b>	4	112
Dec-18	42	22	7	0	5	92
Jan-19	77	45	4	~	10	147
Feb-19	55	29	က	<del>-</del>	4	92
Mar-19	92	33	2	0	4	134
Apr-19	46	29	2	0	9	98
May-19	108	25	2	0	9	173
Jun-19	110	51	9	0	2	169

<sup>\*\*</sup> National City participation at Poway/Vista facilities. Total participation on page 2 (Chula Vista and RSWA facilities).

T <sub>C</sub>	8,150	8,347	9,132	692	745	877	725	629	871	786	635	864	749	558	1313	9,551
sta Home P/U	54	1.0	99	7	<u>س</u>	 		. က	·	4	Ψ-	2	7	2	က	7.7
Vista PHHWCF Home P/U	2,608	2,481	2,777	242	238	281	225	194	247	204	187	276	217	167	400	2,87/8
Solana Beach PHHWCF Home P/U	135	Ę	156	10	18	13	19	19	7	14	16	<del></del>	က	15	16	161
	9/2	83	7.2	9	2	က	∞	7	2	2	4	~	4	<del></del>	တ	28
<u>vay.</u> Home P/U	2	6	4	1	0	2	0	0	0	0	τ	0	0	<b>—</b>	0	5
Poway PHHWCF Home P/U	3,305	3,585	4,047	320	319	403	310	269	425	379	291	397	315	257	547	4,232
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
National City** PHHWCF Home P/	1110	66	271	12	8	7	4	6	21	0	0	0	0	0	128	209
Escondido* V/P Esc.	1,585	1,552	1,522	136	115	116	129	153	131	159	112	143	160	87	139	1,580
Escol V/P	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Encinitas WCF Home P/U	ક્ષા	355	414	31	41	38	30	43	56	52	- 56	78	28	55	44	442
Enci PHHWCF	482	513	539	52	48	65	36	27	40	37	40	46	21	45	68	576
Del Mar PHHWCF Home P/U PHHWCF Home P/U	44	34	44	8	5	_	5	7	က	5	0	ဖ	က	_	9	56
Del PHHWCF	15	24	<b>58</b>	_	7	7	က	0	7	7	<del>-</del>	<del></del>	7	<b>~</b>	~	18

HWCF includes all permanent facility participation by RSWA member cities (including Escondido facility) ty residents utilize Chula Vista facility, \$5 co-pay (data provided by City of Chula Vista) · V/P = Vista/Poway facilities, Esc. = Escondido facility

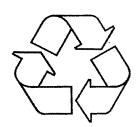
# RSWA HHW Program Participation and Volume Collected (lbs.) (includes HHW from all participating jurisdictions)

	Poway	<u>/ay</u> //	Vista	्रांच्	Door to Door	Door J	T	<u>Total</u>
200	Nesidenis	Volume	Kesidents	Volume	Kesidents	Volume	Residents	Volume
	4,911 4,910	159,985 224,352	5,485 5,728	458,089 443,526	1,260 1,258	114,518 110,878	11,656 11,896	732,592 778 756
	5,214	204,337	6,632	558,651	1,369	136,036	13,215	899,024
	421	32,988	538	51,607	113	12,901	1,072	97,496
	395	14,757	580	45,028	154	11,257	1,129	71,042
	202	15,756	999	53,400	125	13,350	1,298	82,506
	378	21,260	512	33,235	118	8,308	1,008	62,803
	342	16,233	410	34,860	112	8,715	864	59,808
	542	20,503	614	36,650	9/	9,162	1,232	66,315
	486	27,721	532	42,260	147	10,565	1,165	80,546
	351	9,744	468	51,220	92	7,905	911	68,89
	525	19,595	638	40,340	134	10,085	1,297	70,020
	382	11,902	543	44,115	86	11,028	1,011	67,045
	332	15,931	475	58,980	173	14,620	980	89,531
	681	32,715	972	60,427	169	15,106	1,822	108,248
_	5,342	239,105	6,948	552,122	1,499	133,002	13,789	924,229
	Weight per Vehicle/Pickup	44.8		79.5		88.7		67.0

## RSWA HHW Program Participation Paint Recycling (Oil Latex)

	Poway	Vista
Jul-18	15,512	25,272
Aug-18	8,805	24,058
Sep-18	6,246	27,587
Oct-18	14,269	20,792
Nov-18	5,453	25,837
Dec-18	5,543	20,415
Jan-19	12,140	6,413
Feb-19	3,675	25,929
Mar-19	8,194	22,900
Apr-19	6,197	25,392
May-19	7,646	27,191
Jun-19	13,530	23,007
TOTAL FY19	107,210	274,793

### Item 8.C.



### REGIONAL SOLID WASTE ASSOCIATION

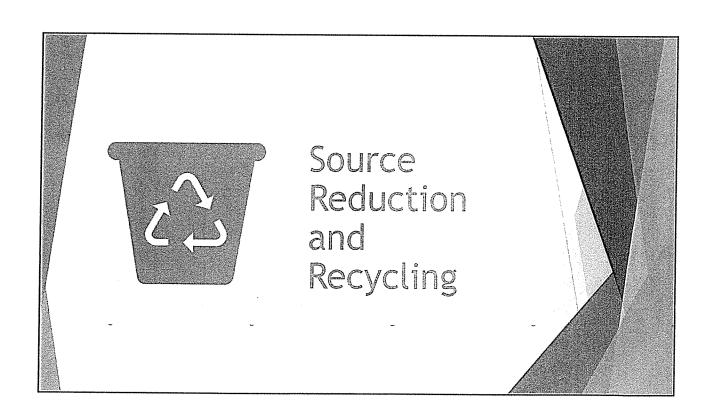
Member Agencies: Cities of Del Mar, Encinitas, Escondido, National City, Poway, Solana Beach, and Vista

### Pending Legislation Related to Solid Waste Matters

As Presented By: General Manager/General Counsel, James H. Eggart

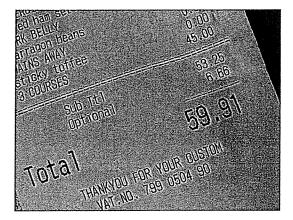
July 11, 2019

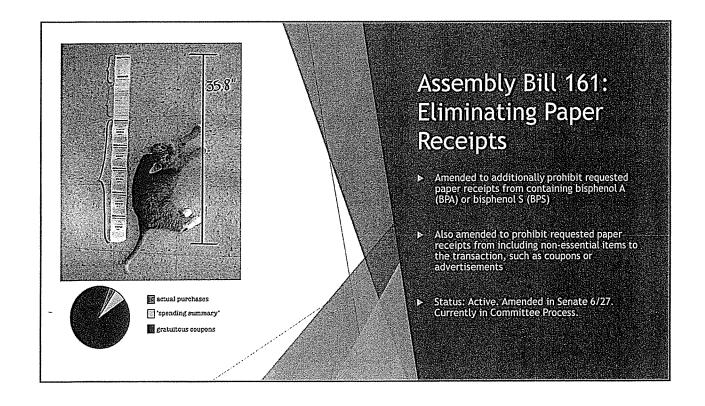
Board Meeting



### Assembly Bill 161: Eliminating Paper Receipts (Skip the Slip)

- ▶ Would prohibit businesses from printing paper receipts for the retail sale of food, alcohol, personal property, or services unless requested by the consumer
- ▶ Would begin January 1, 2022
- ▶ Civil fines up to \$25 a day
- Enforceable by the Attorney General, a district attorney, or a city attorney
- Health care providers, small businesses, and small nonprofits exempt

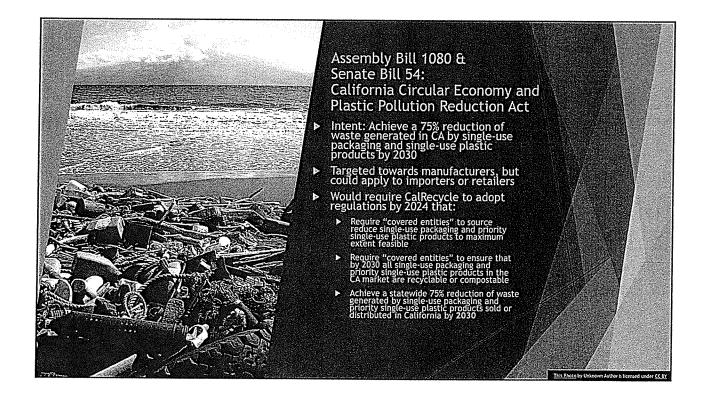






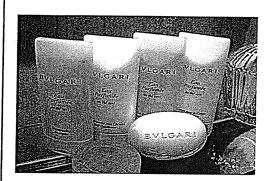


- Would require businesses subject to mandatory solid waste and/or organic waste recycling to provide on-site customers with access to recycling bins to collect material purchased on the premises
- Would require that recycling bins display educational signage indicating what is appropriate to place in the bin according to the local jurisdiction's solid waste ordinances and practices
- Full-service restaurants exempt
- Amended to additionally require CalRecycle to develop signage that businesses may use to mark bins
- Underlying purpose is to provide convenience and consistent access to recycling where people live, work, and play
- Status: On Senate Floor for Third Reading



## Assembly Bill 1080 & Senate Bill 54: California Circular Economy and Plastic Pollution Reduction Act ► Would require "covered entities" of single-use plastic packaging and priority single-use plastic products sold or distributed in California to achieve a recycling rate of ► At least 20% by 2024. ► At least 40% by 2028. ► At least 75% by 2030. ► Status of AB 1080: ► Amended in Senate on 775/19, Currently in Committee Process. ► Status of SB 54: ► Amended in Assembly on 6724/19: Currently in Committee Process.



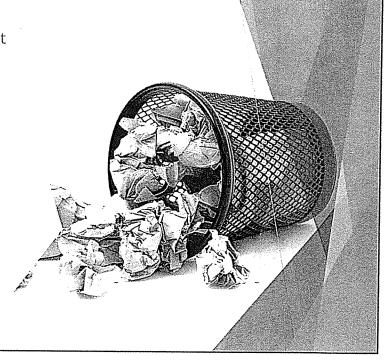


### Assembly Bill 1162: Prohibition on Single Use Hotel Toiletries

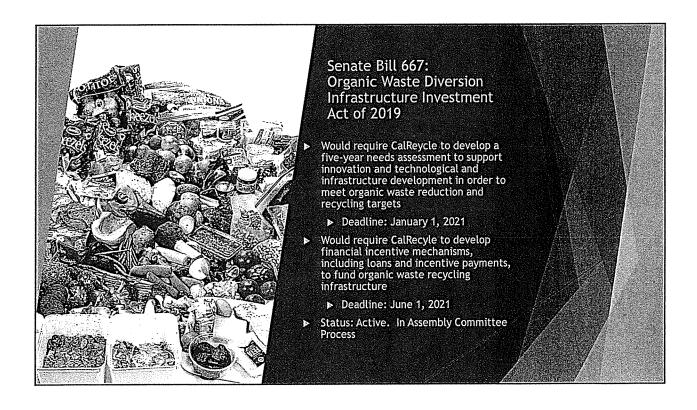
- Would prohibit hotels from distributing personal care products in single use, small plastic bottles
  - ▶ Would encourage the use of bulk dispensers
- ► Slated to apply to hotels with 50+ bedrooms in 2023, and to the remainder of hotels in 2024
- Enforceable by City Attorney, County Counsel, District Attorney, or Attorney General
- ► Penalties up to \$500 per violation / \$2,000 annually
- Would prohibit new local ordinances and preempt existing less stringent local ordinances
- ▶ Status: Active. In Senate Committee Process

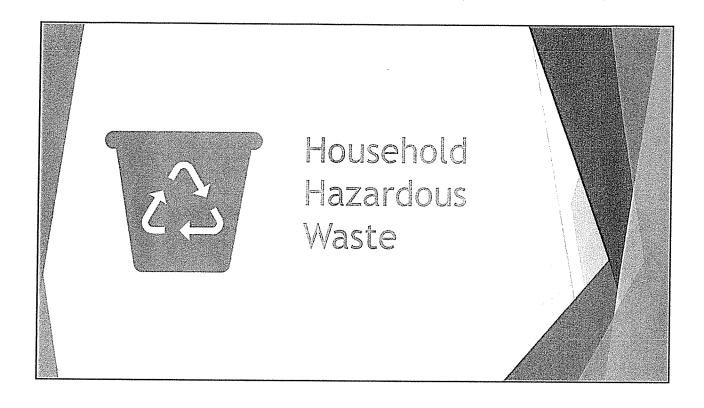
### Assembly Bill 1583: The California Recycling Market Development Act

- As amended, this bill would:
  - Extend the sunsets on the following two existing recycling incentive programs from 2021 to 2031:
    - The California Alternative Energy and Transportation Financing Authority's assistance in the form of a sales and use tax exclusion for projects that promote the use of recycled feedstock; and
    - CalRecycle's Recycling Market Development Zone Loan Program, which encourages California-based recycling business that reduce or recycle recovered waste
  - Require CalRecycle to convene a Statewide Commission on Recycling Markets and Curbside Recycling to provide policy recommendations, identify products that are recyclable or compostable, and provide feedback on public messaging designed to encourage proper recycling and to minimize contamination in curbside recycling programs
- ▶ Status: Active. In Senate Committee Process







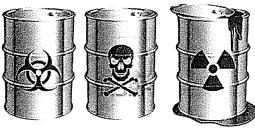


### Assembly Bill 1509: The Lithium-Ion Battery Recycling Program

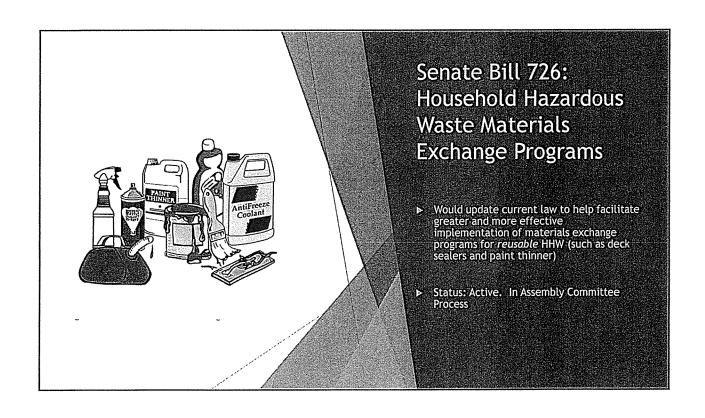
- Would create a recycling program for LI batteries
- Would require CalRecycle to track disposal rates of LI batteries and products with embedded batteries
- Would require entities that manufacture, sell, or distribute LI batteries to achieve specified recycling rates based disposal rates:
  - ▶ 25% by December 31, 2025
  - ▶ 55% by December 31, 2028
  - ▶ 75% by December 31, 2031
  - ▶ 90% by December 31, 2034
- Would require same entities to establish and fund stewardship program
  - ► Take-back program
  - ▶ Refundable Deposit system
- Status: Active. But, on 6/25/19, the Senate Committee on Environmental Quality postponed any upcoming hearings

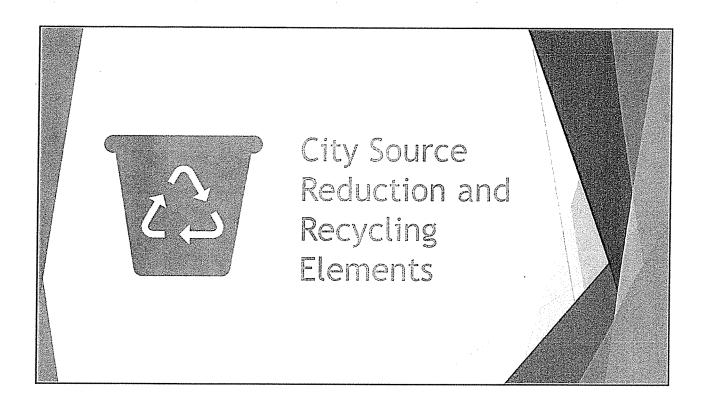


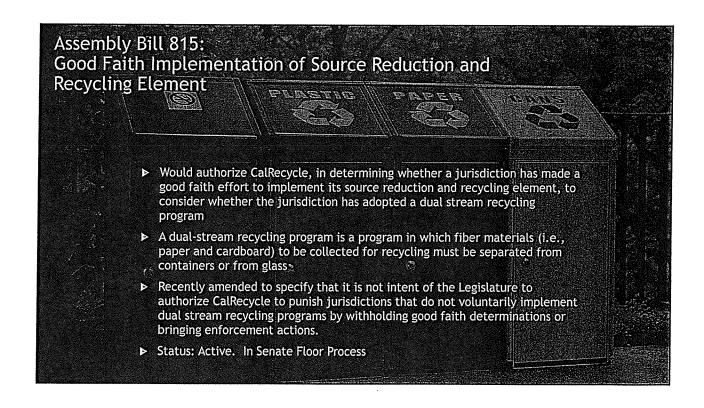
### Assembly Bill 655: Permit Renewals for Hazardous Waste Facilities



- Would provide for expedited permit renewal for a hazardous waste facility if CalRecycle determines certain conditions are met, including that operations at the facility have not changed since the approval of the permit in effect at the time of the renewal application is submitted
- Status: Still pending referral from Assembly



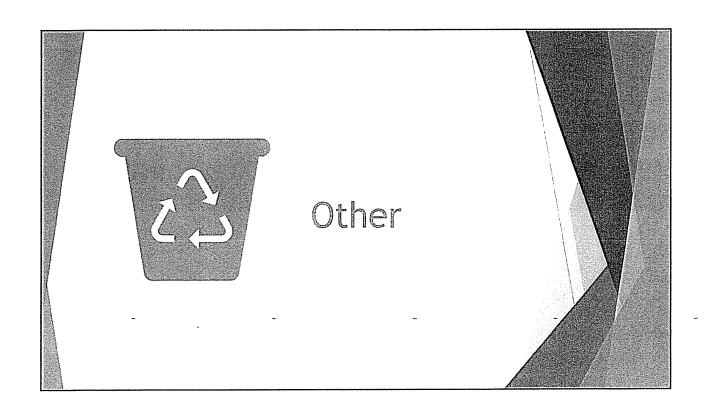




Assembly Bill 1228: Additional Information Required in Source Reduction and Recycling Element

- ▶ Gutted and Amended
- ▶ Originally, would have required the source reduction component of a city's source reduction and recycling element to evaluate and identify rate incentivizing programs to reduce the amount of wastes that generators produce
- Now would allow income tax credits for reusable or compostable cutlery to food service businesses

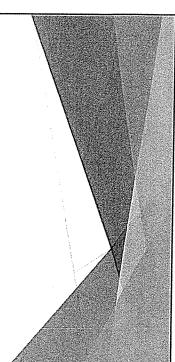
### REUSE AS REDUCE RECYCLE



### Assembly Bill 470: California Green Business Program



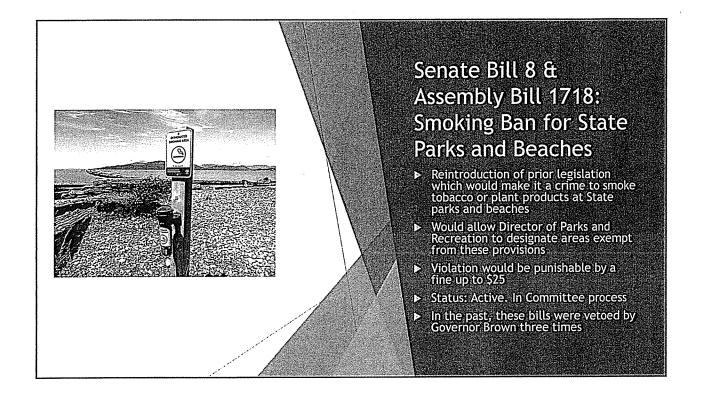
- Would establish the California Green Business Program within the California EPA
- Would require development of environmental standards for green business certification programs operated by local governments or their designees
- Would provide for the establishment of local programs, which would certify small and medium sized businesses and public agencies as California green businesses, or an equivalent designation of the local program's choosing, for voluntarily adopting environmentally preferable business practices:
  - Increased energy efficiency
  - ▶ Pollution prevention
  - > GHG reduction
  - > Water conservation
  - Waste reduction practices
- Efficient and active transportation initiatives
- Status: Held under submission by Assembly Committee on Appropriations as of 5/16/19



### Senate Bill 241: Member Approval of Joint Powers Authority Contracts

- Gutted and amended
- ▶ Originally, would have required the legislative body of a majority of member agencies of a joint powers authority to approve and ratify each employee MOU
- Now would create an administrative process for charitable organizations to receive donations on the State personal income tax return





### Item 9.B.



07/08/2019

RE:Convention Attendance Board Member Update Subj: Waste Expo2019

May 6<sup>th</sup>-May 9<sup>th</sup> I had the privelage of representing RSWA at the 2019 WasteExpo Convention held in Las Vegas NV. This is the largest gethering of waste collectors, recyclers, and vendors, in the United States. My goal at this years convention was, to attend some informative classes, and take in as much of the exhibit hall as possible, which is an informative class in itself. With all of the targets we are expected to hit with SB1383 I was intrigued to find out what other municipalities were doing, and also what the actual number requirements are for our communities.

One of my favorite classes attended was, "How to engage your stakeholders", (notes attached for your review). If you have any particular questions feel free to ask. I was most impressed with what Pheonix is currently doing. They do have a full time Zero Waste team, and their Coordinator spoke, (Lucas Mariarcher). The City of Pheonix alone services 400,000 customers. They set a goal of 40% waste reduction/diversion/recycling by 2020 and are currently at 33%. It was awesome to see their data, how they tracked progress, as well as the info they provided on what was most effective. Good Ole face to face inertaction turned out to be most effective. 17,214 face to face engagements annually. Whether with commnunity members, students, or even city employees. They stressed the importance of breaking down recycling and diversion responsibility to the individuals level. Clearly state what those expectations are and how those individuals are making a difference. Stating 20 million tons of organic waste and recycling needs to be diverted is too huge for any one person to wrap their head around.

Cool interactive trash programs were;

- Zero Waste Cafeteria @ City Hall/School District (interns were bin guards)
- Recycle Madness (during March) Everyone involved Mayor Won..
- Student tours of transfer station every week, with educational component
- Assemblies at schools
- Zero waste training courses
- Shine on/Shining Bright Trash Program (improved recycling 110% at scale)
- Certified Green Business Leader EDD Green Business Program

A Class I also got a lot out of was "Anerobic Digestion and Emerging Technologies for Processing Organic Waste and Producing Renewable Energy Products. A lot of the class was explaining the logistics of the Anaerobic Degestor and the prupose of it, and inevitably the results, and uses. From powering their fleets of truckls and cars with RNG to powering their

buildings. It was also eye opening to heart that currently only 9 out of the 50 states have laws/restrictions in regards to Organic Waste diversion/recycling. There was a gentlman by the name of George Savage on the panel from CalRecovery/Recycle and they were up for questions after the session. I asked about SB1383 and the diversion requirement of 50%by2020 75%by2025 and what exactly thosre numbers looked like. He indicated that rough numbers indicate we need to divert 11.5million tons by 2020 and 17.25million tons by 2025 although there is no accountability matrix in place or current gauge of where we are at on file. A study showed that out of 23million Tons of trash generated per year 12.6million of that tonage has the potential to be composted or digested.

The exhibit hall this year was stacked with technology, and some machines larger than most homes. It was awesome that we are already in the process of completing our anorbic digestor with EDCO, and that their sorting machine at the transfer station is so state of the art. As I walked through the sea of vendors I realized that in San Diego County we are on the tip of the spear when it comes to waste and recycling standards, and technology integration. One thing is I was a fan of the hard plastic/rubber dumpsters that have replaced all metal dumpsters as they're made from recycled plastic and extremely durable. MUCH EASIER TO KEEP CLEAN

Overall Waste Expo2019 was very beneficial, and educational. I was great to know that we are not in this alone and that other municipalities across the nation take this just as serious as we do. Additionally being able to put a number to the target of organic waste needing to be diverted was huge. 11.5million Tons by 2020 and 17.25million tons by 2025. We have a lot of work to do for our communities, our country, and our children.

ALSO NOVEMBER 15<sup>TH</sup> IS AMERICA RECYCLES DAY!! I PROPOSE WE ALL TRY TO RESOLVE OR PROCLAIM SOMETHING TO THAT EFFECT IN OUR CITIES ON THAT DAY ANNUALLY TO HELP RAISE AWARENESS.. learn more at <a href="https://www.americarecyclesday.org">www.americarecyclesday.org</a>

If you have any questions or concerns feel free to contact me direct anytime @760-815-4872 or  $\underline{joegreen@cityofvista.com}$ . Thank you for your time

Respectfully,

Joe Green City Of Vista

Council Member

### **NOTES FOR "ENGAGE YOUR STAKEHOLDERS"**

Lucas Mariacher SPEAKER...
City of Phoenix Zero Waste Coordinator
Public Works department they have a zero waste Team
Public Education Program
400,000 customers
40% x2020 currently at 33% in Phoenix
Public education public private partnerships
Define your stakeholders
GRAPHIC DESIGNER ???? CAVNA??? Free
School presentations and competitions every day

Phoenix owns their station which is different than us. They do offer weekly tours which is the most effective tool with engaging the public

Programming is the difference between just education and outreach and adding programming

- Student tours every week educational component
- Assemblies at schools (short presentations and simple)
- Zero waste training course
- Food scraps program

City facilities retrofits (audit city hall 38 different types of containers??)

Landfill/recycle and compost containers by microwave (put lid on bins) Standardizing messaging See photo of all speakers info

Replaced 800 containers, colors and size all standard in city with labels and messaging. Images AND TEXT on all bins

School recycling competition (not enjoyable BUT contact Lucas to get ideas)

Recycle Madness at city hall Got everyone excited and involved. Mayors office won:)

Pheonix2Zero-Lectures (Dee Johnson) FREE EVENT FOR PUBLIC? Get a good speaker if possible Dee is great

Certified Green Business Leader from their Green Business Program We can certify someone download checklist water recycling, different levels. It's super cool. Whole Foods certified proctor and gamble certified great engagement,

Film screening PHX2Zero-FilmScreening INDOOR WITH CINEOPLOLIS Q&A front end free to public

Zero Waste Cafeteria at city hall Clean River Bins Helps with diversion

Intern bin guards lol..

17,214 face to face engagements annually

That's all indirect education

Direct education is most important Education alone doesn't change behavior

Curbside education program

Goal was to decrease contamination and increase education

Avg 30% contamination rate 1000 households 6 week study

Borrowed tags from Massachusetts on how to reward or rate households every week Oops Shine On 30% Of residents bag recyclables

DONT BAG RECYCLABLES

1st week 28% shining 72% not and. 6th week

### SUMMARY!!

Build a team use local resources CSUSM?? Provide your base education Develop effective programming for all stake holders Must have a direct education tool (cart tags) Pilot, track, analyze, and implement

### 2017 PROBLEM 130,000 tailgaters Penn St game

Simplified Message #GreenMatters Weis Market MOONLIGHT recycling message?? Recycling in weekly emails??

This lady just presented on her recycling program in Pennsylvania and at the end after a year of tracking the contamination went from 50-68%... (that's worse) and she was excited because she created some good programs.. wth are people thinking?? Sorry had Tj share with someone.

KEEP AMERICA BEAUTIFUL
Clean Green and Beautiful neighborhood
End littering, improve recycling, and beautify American communities
KAB.ORG

Strategies to promote recycling
Goal setting
Rewards
Pledges & Commitments
Instructions
Feedback
Justification
Cognitive Dissonance
Prompts
Social modeling
Convenience

Common Theme

How can we show that what people are doing is really making a difference??

ARD2018 every

November 15th is America recycling day

Financial investments are a good way to get businesses to divert more and contaminate less??

Incentives for citizens with recycling??

Single stream recycling

Signage

Must break down to individual level as far as expectations and how individuals are making a difference. Stating 11.5mil needs to be diverted is to huge for any one person to wrap their head around

Normative Message as opposed to a control message say "in Vista we all divert our organic waste, recycling, and trash where it goes. Each one of us break our trash into 3 separate containers in an effort to become a zero waste community"

Much better than saying Break your recycling into 3 bins

Must convince them they're doing the right thing?

Also give options of where other materials can be taken film batteries plastic, compost, oil, paint, etc.. make it an information piece

### BEYOND THE BIN MOVEMENT

Public space recycling
Active public space recycling programs
Main Street Recycles
Shadowridge recycles
Moonlight recycles
The Wave Recycles
Foothills of Vista Recycle
Townsite Community Recycles

We can get bin grants and corporate partners to help with this

Cole Dr Pepper and others

Consistent branding

Marketing toolkit Professional network