DATE: April 27, 2016

TO: Waste Management Authority Board

FROM: Wendy Sommer, Executive Director

BY: Jeff Becerra, Communications Manager

SUBJECT: Benchmark Information Service

SUMMARY
In July 2013, the WMA began implementation of the Benchmark Information Service, delivering the first report to account holders in January, 2014. At the time the service was implemented, the WMA Board agreed to review the effectiveness of the service and related fee before adoption of the FY16-17 budget to determine if the agency should continue, modify, or terminate the program. At the April 27 WMA Board meeting, staff will provide an overview of the program and its effectiveness to date, along with a recommendation that the program be phased out in 2017.

DISCUSSION
Benchmark Information Service Overview

The WMA adopted the Benchmark Information Service program in 2012 as a novel approach to advance the agency’s long-term waste reduction goals. The Board Resolution created the program “for the purpose of providing information services that allow disposed waste service account holders to better understand and take advantage of waste reduction opportunities such as recycling, composting of organic wastes, and waste prevention.” (See Board Resolution WMA 2012-6 included as Attachment 2.)

The idea for the program, based on academic studies, was that feedback to account holders on prior recycling performance levels in their community as compared to surrounding communities would result in future improved recycling. The service had the ancillary benefit of providing the agency with a more detailed understanding of progress toward our year 2020 objective of less than 10% readily recyclable or compostable materials in the discards that are landfilled.

The Benchmark Information Service has three components:
- Random anonymous measurements of how much recyclable and compostable material is in garbage containers in Alameda County
- Analysis of those measurements
- Reports sent directly to garbage service account holders describing what was found and what people can do to reduce waste at home and at work (sample reports are included in Attachment 3).

The Benchmark Information Service is funded by a per-account fee collected by the hauler or jurisdiction administering the generator’s solid waste collection account. Account holders are provided with a one-time opportunity to opt-out of future years of the service. The annual revenue from the Benchmark Information Service is approximately $950,000. Of that amount, approximately $550,000 covers the costs of data collection (65%) and report production and distribution (35%), performed by outside contractors. The remaining $400,000 covers WMA staff costs to implement the program.

The amount of the fee depends on the size of the account. Fee amounts for FY 2015-16 are:

<table>
<thead>
<tr>
<th>Account Size Categories</th>
<th>Annual Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts with one garbage cart per week on average</td>
<td>$1.74 per year</td>
</tr>
<tr>
<td>Accounts with more than one garbage cart, but less than four cubic yards, per week on average</td>
<td>$6.95 per year</td>
</tr>
<tr>
<td>Accounts with four or more cubic yards per week on average</td>
<td>$20.68 per year</td>
</tr>
</tbody>
</table>

**Benchmark Information Service Benefits**

The Benchmark Information Service program has provided StopWaste with an opportunity to communicate with account holders on jurisdiction-specific recycling performance and other messages such as general recycling education with an emphasis on food scrap composting. In addition, the data gathered has been somewhat useful for identifying countywide recycling trends, such as a growing contingent of residential customers (now about 25% of homes) who are already meeting our 2020 waste reduction goal.

Because the program is specifically targeted towards providing a customer service, WMA staff wanted to understand customers’ view of the service. Accordingly, as part of this evaluation WMA retained the research firm FM3 to conduct a phone survey to gauge the effectiveness of the Benchmark Information Service and report. Based on 600 completed calls (+/- 4% margin of error) in February 2016, findings included:

- Just under half of survey respondents recalled receiving a report
- A high percentage of those who recalled the report felt that it was clear and understandable
- When educated that they were paying approximately $2 annually for the service, approximately half of residential customers supported the service and half did not
- Only a small percent of those who received the report knew about the choice to opt out when they first received the report

Unfortunately the results were inconclusive on the important determinant of the report’s usefulness, and whether or not it resulted in long-term improvements in recycling performance. While the data is not conclusive, it appears that those who stated that the report was very useful and that they were
likely to change their behaviors (approximately one third of respondents) did so because of information in the report about how to recycle rather than the community-level feedback on recycling performance.

The Benchmark Information Service program was developed in large part to increase the level of waste reduction in households and businesses in the County. So far, any discernable level of waste reduction has yet to be seen. After the first year of the service and report distribution, the percent of good stuff found in the garbage increased, along with an increased average weight of garbage and fewer green bins set out at the curb. After the second year of the service and report, recycling performance improved compared to the prior year, but has yet to reach the first year’s baseline numbers.

**Benchmark Information Service Drawbacks**

Because the Benchmark Information Service program is operated on a fee for service basis, the Agency has not been able to make broad use of the information generated. The benefits of the program are targeted to account holders only as those are the parties paying the fee for the service and State law does not allow the agency to provide the information to persons who do not pay for the service. Moreover, the revenue from the Benchmark fee can only be used to provide the service itself and cannot be applied to any other Agency projects or services.

Account holders paying for the service must receive a tangible benefit of the service, in this case a hard-copy report of findings. Every account gets a report, so those with multiple accounts are mailed multiple copies, which can seem confusing and contrary to our mission of reducing waste. And only those who pay for the service can receive it. Thus, while the findings may be of general interest and useful to advance the agency’s goals via the media and other means to the entire county, that is not allowed by the program’s structure.

When the program was adopted by the WMA Board, the approved funding level was selected so that it would allow for sufficient residential data collection sample sizes so that jurisdictional differences could be seen, and so that waste reduction trends in eight business sectors could be determined. However, after three years of data collection, residential results show minimal differences between jurisdictions, and the data’s primary use has been to determine countywide trends. On the business side, the level of funding does not support sufficient data gathering to achieve a high level of statistical confidence in the findings.

Production of the report requires a significant allocation of staff resources for administrative tasks such as coordinating with haulers to develop multiple mailing lists, process opt-out requests, and troubleshoot billing problems. Additionally, since we are not able to produce customized reports for each account holder, we run the risk of de-motivating the best recyclers by providing data on community averages only.

**Overall Analysis**

While the Benchmark Information Service has been successful in providing a new avenue of communication to account holders, the funds are limited to providing the service itself only, and the original expected benefits of improved recycling habits through feedback have not been demonstrated.
Further, the restrictions on the use of information generated by the program limit its overall effectiveness. We believe we can identify other sources of funding for data collection to identify recycling trends and then integrate this into the WMA’s overall communications and outreach strategy.

In order to make this transition to other funding sources for priority studies and projects, staff recommends that the Benchmark Information Service continue for one more fiscal year, through June 2017. This additional year will allow the Authority to complete data collection committed to current projects, and to possibly complement a more comprehensive countywide waste characterization study in 2017 if the Board approves that project as part of the FY 2016/17 budget. Additionally, continuation for one more year will allow for longer-term strategic priority setting this fall before the fee revenue sunsets.

For these reasons, staff is recommending that the Benchmark Information Service be phased out at the end of FY16-17.

RECOMMENDATION

Staff recommends that the Authority Board adopt the attached Resolution amending the Benchmark Information Service Fee resolution to cancel the Benchmark Information Service Fee effective June 30, 2017. Fees from account holders will be collected through June 30, 2017, with the last report delivered in July of 2017.

Attachments:

1. Resolution 2016-XX: Amending Resolution WMA 2012-6 Establishing the Benchmark Information Service Fee to Set a Sunset Date for the Fee
2. Resolution 2012-6 Adopting an Annual Tiered Benchmark Information Service Fee
3. Sample Benchmark Reports
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY

RESOLUTION #WMA 2016 – [__]
MOVED:
SECONDED:
AT THE MEETING HELD APRIL 27, 2016

AMENDING RESOLUTION #WMA 2012-6 ESTABLISHING THE BENCHMARK INFORMATION SERVICE FEE TO SET A SUNSET DATE FOR THE FEE

WHEREAS, the Alameda County Waste Management Authority (“Authority”), adopted Resolution #WMA 2012-6 establishing the Benchmark Information Service Fee on June 27, 2012; and

WHEREAS, the Benchmark Information Service Program began operation July 1, 2013 and has provided information to account holders throughout Alameda County on waste reduction performance and reduction opportunities such as recycling, composting of organic wastes, and waste prevention; and

WHEREAS, the Authority has completed an evaluation of the Benchmark Information Service and determined that there are more effective tools to serve the goals of the Benchmark Information Service program; and

WHEREAS, the Authority intends to terminate the program in 2017 and accordingly wishes to terminate the fee established by Resolution #WMA 2012-6 effective June 30, 2017.

NOW THEREFORE, BE IT RESOLVED THAT:

The text of section A of Resolution #WMA 2012-6 is hereby amended to include the bold double-underscored text shown below:

Approves the fee schedule below for all Disposed Waste service accounts in Alameda County effective July 1, 2013 and ending June 30, 2017 for the purpose of providing information services that allow Disposed Waste service account holders to better understand and take advantage of waste reduction opportunities such as recycling, composting of organic wastes, and waste prevention. These services include collecting and providing data on average and best practice waste composition and weight of waste, by customer class to the extent feasible, and a report to each account holder at least once per year.

ADOPTED this ___ day of __________________, 2016, by the following votes:
AYES:
NOES:
ABSENT:
ABSTAIN:

I certify that under the penalty of perjury that the foregoing is a full, true and correct copy of Resolution # 2016-__.

_____________________
WENDY SOMMER
Executive Director
Attachment A: Resolution Implementing Comprehensive Benchmark Service (Option 1)

ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY
RESOLUTION #WMA 2012 – 6

MOVED: GREEN
SECONDED: KAPLAN

AT THE MEETING HELD JUNE 27, 2012
ADOPTING AN ANNUAL TIERED
BENCHMARK INFORMATION SERVICE FEE EFFECTIVE JULY 1, 2013

WHEREAS, Disposed Waste service account holders in Alameda County are currently unable to assess opportunities to reduce waste or their bills by comparing their waste composition or weight of waste to the average or best practice waste composition or weight of waste for their class of service; and

WHEREAS, the Authority desires to provide all account holders with a disposal and diversion information service that will allow account holders to compare their waste composition or weight of waste to the average or best practice waste composition or weight of waste for their class; and

WHEREAS, the Authority is empowered to impose fees for the preparation, adoption, and implementation of the County Integrated Waste Management Plan (CoIWMP) pursuant to Section 41901 et seq. of the Public Resources Code and the Joint Powers Agreement (JPA) creating this Authority; and

WHEREAS, the benchmark information service fee authorized in this resolution is necessary to enable the Authority to implement and achieve the objectives and goals in the CoIWMP by providing information to account holders about the average and best practice waste composition and weight of waste for their customer class.

NOW THEREFORE, BE IT RESOLVED that the Alameda County Waste Management Authority hereby:

A. Approves the fee schedule below for all Disposed Waste service accounts in Alameda County effective July 1, 2013 for the purpose of providing information services that allow Disposed Waste service account holders to better understand and take advantage of waste reduction opportunities such as recycling, composting of organic wastes, and waste prevention. These services include collecting and providing data on average and best practice waste composition and weight of waste, by customer class to the extent feasible, and a report to each account holder at least once per year.

<table>
<thead>
<tr>
<th>Account Type</th>
<th>Initial Annual Fee (as of July 1, 2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts with one (1) cart of Disposed Waste service per week on an average basis</td>
<td>$1.81 per year</td>
</tr>
<tr>
<td>Accounts with more than one (1) cart, but less than four (4) cubic yards, of Disposed Waste service per week on an average basis</td>
<td>$7.24 per year</td>
</tr>
<tr>
<td>Accounts with four (4) cubic yards or more of</td>
<td>$21.72 per year</td>
</tr>
</tbody>
</table>
B. Requires that the foregoing fee shall be indexed by being adjusted each July 1st commencing in 2014 (to the nearest $0.01 increment) based on the rate of inflation as determined by the change between the prior two July Consumer Price Indices for San Francisco/Oakland/San Jose for Urban Wage Earners. Beginning July 1, 2015, and as applicable each year thereafter, a one year downward adjustment shall be made each July 1st (to the nearest $0.01 increment) by the amount of any actual revenue from the fee in excess of actual reasonable expenses for this service during the year between the 1st of July in the prior two years. This adjustment shall be made on an equal percentage basis for each fee category specified in Section A after adjusting for the change in the rate of inflation. The one year percentage downward adjustment shall be calculated by dividing excess revenue, if any, by actual revenue during the year between the 1st of July in the prior two years.

C. Defines “Disposed Waste service account” as an account for collection of “Disposed Waste” by a “Solid Waste Enterprise” as those terms are defined in Ordinance 2009-01. However, service accounts exclusively for solid waste generated by a permitted construction or demolition project are excluded from this definition.

D. Provides that a Disposed Waste service account will not be required to pay the foregoing fee effective the next July 1st and thereafter if that service account notifies Authority in writing or by electronic mail that it wishes to discontinue the service described in Section A of this Resolution, provided that such notice is given to Authority within 60 days after that service account first receives a written report from Authority pursuant to Section A of this Resolution.

E. Requires that any Solid Waste Enterprise or member agency that collects payments from Disposed Waste service accounts shall also collect the fee described in Section A unless informed by Authority that an account has taken the action described in Section D of this Resolution. The annual fee for each service account as of July 1st of each year shall be pro-rated over the number of billing cycles for each service account from that July 1st until the following June 30. If an account is not billed on a regular cycle, the annual fee shall be collected during each year from each July 1st through the following June 30th at a frequency approved in writing by the Executive Director.

F. Requires that revenue collected shall be remitted to the Authority by the 15th day of September, January, April, and July for the preceding three month period together with a report demonstrating compliance with this resolution and all applicable laws in a form acceptable to the Executive Director unless a less frequent submittal schedule is approved in writing by the Executive Director. Any fee that was due and payable in the current and previous reporting periods but is as yet uncollected shall be described in the report.

G. Provides that if payment and the report is not received on or before the due date, it shall be deemed delinquent. If payment and report are not received by the Authority within sixty (60) days of the due date, the amount due and unpaid shall be subject to a late charge at the interest rate the Authority would have earned on such funds and the Solid Waste Enterprise or member agency failing to submit the payment and report shall reimburse the Authority for its cost to collect the payment and report. However, amounts billed but as yet uncollected through no fault of the Solid Waste Enterprise or member agency (delinquent service accounts) are not subject to a late charge.
H. Nothing in this Resolution shall be construed to prevent Solid Waste Enterprises or member agencies from collecting their actual costs of administration of this Resolution in addition to the fee specified in Section A to the extent such administrative cost recovery is permitted under Federal, State, and Local laws and the terms of any contracts between Solid Waste Enterprises and member agencies. Nothing in this Resolution shall be construed to limit the discretion of member agencies to modify their solid waste rates to offset the financial impact on ratepayers of the fee in Section A (e.g., using rate stabilization funds to temporarily offset the financial impact until the next member agency rate adjustment cycle).

I. If any provision of this Resolution or its application to any situation is held to be invalid, the invalidity shall not affect other provisions or applications of this Resolution which can be given effect without the invalid provision or application, and to this end the provisions of this Resolution are declared to be severable.

J. Finds that enactment of this Resolution is not a “project” subject to the requirements of the California Environmental Quality Act, California Code of Regulations, title 21, section 15378(b)(4) because it can be seen with certainty that the information services provided will not result in a potentially significant impact on the environment; further, even if it were a “project,” it would be categorically exempt from the California Environmental Quality Act pursuant to California Code of Regulations, title 21, sections 15306 (information collection) and 15308 (actions for protection of the environment).

APPROVED BY THE FOLLOWING VOTE:

AYES: Carson, Cutter, Freitas, Green, Henson, Kaplan, Keating, Landis, Natarajan, Sullivan, Tam, West, Wile, Worthington

NOES: Biddle, Sadoff, Turner

ABSTAIN: None

ABSENT: None

I certify that under the penalty of perjury that the foregoing is a full, true and correct copy of Resolution 2012 - 6.

Gary Wolff, Executive Director
Attachment 3

Sample Benchmark Reports
How Can WE Add $140 Million to Alameda County’s economy?

HERE’S HOW:

Put this... in here...

Open to Find Out More

STOP WASTE
at home • at work • at school
Spin the wheel and look at the upper container to see the 2013 results for common business types. For example, garbage containers from light manufacturing facilities contained an average of 77% garbage (by weight), 16% recyclables and 7% compostables. To see the 2013 residential results for your community, spin the wheel until your city or sanitary district shows up in the lower container.

**How Does the Wheel Work?**
Spin the wheel and look at the upper container to see the 2013 results for common business types. For example, garbage containers from light manufacturing facilities contained an average of 77% garbage (by weight), 16% recyclables and 7% compostables. To see the 2013 residential results for your community, spin the wheel until your city or sanitary district shows up in the lower container.

**So How Are We Doing?**
Let’s face it—we’re still burying too many valuable recyclable and compostable items in landfills. In 2008, garbage containers in Alameda County contained about 60% garbage and 40% recyclable and compostable items. Spin the wheel to see all the 2013 results. Please sort your garbage into the right containers and help achieve our countywide goal: By 2020, less than 10% of what’s in garbage containers will be recyclable or compostable.
Please **Sort Better**

This means putting **ALL** recyclable and compostable items where they belong—in the recycling and compost containers. And never mix garbage with recyclables or compostables.


**Sorting Better** is good for the environment. A healthier environment means a brighter future for everyone.

**Sorting Better** creates jobs. More jobs means more money spent locally, which creates even more jobs.

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**Sorting Better Grows Our Economy**

Did you know that every $1 added to the local economy creates about $2 of economic activity?* Think of it as the multiplier effect.

In 2013, Alameda County residents and businesses dumped $70 million of recyclable and compostable items in the garbage. We can’t afford to keep doing that. Keeping this good stuff out of the landfill can **Boost the Local Economy by About $140 Million Each Year.**

Everyone in Alameda County properly sorts their recyclables & compostables...

Waste companies sell recyclables & compostables, hire workers, buy equipment...

Workers buy groceries, go to ball games, send kids to college, buy homes...

*For data sources, see www.stopwaste.org/benchmark
StopWaste is a public agency responsible for reducing waste in Alameda County. As part of a new Benchmark Service, StopWaste conducts random, anonymous measurements of what’s in garbage containers in Alameda County. Every year we’ll report to you what we find. That way, you’ll know what’s going into our landfills that shouldn’t be there. Keeping recyclables and compostables out of the garbage is good for the economy and the environment. You can help simply by sorting better.

The Benchmark Service is paid for by an annual fee charged to all garbage accounts in Alameda County.

<table>
<thead>
<tr>
<th>Account Size</th>
<th>Annual Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 garbage cart/week</td>
<td>$1.81</td>
</tr>
<tr>
<td>More than 1 garbage cart &amp; less than 4 cubic yards/week</td>
<td>$7.24</td>
</tr>
<tr>
<td>4+ cubic yards/week</td>
<td>$21.72</td>
</tr>
</tbody>
</table>

If you don’t want to pay the Benchmark Service fee in future years, you have until March 31, 2014 to opt out. You can opt out by completing the form at www.stopwaste.org/benchmark or by calling 1-877-786-7927. If you opt out, you will not receive future reports.

Open to Find Out More
HOW MUCH GOOD STUFF DID RESIDENTS AND BUSINESSES THROW AWAY LAST YEAR?

FIND OUT INSIDE

This report is part of the StopWaste Benchmark Service, which is funded by an annual fee charged to all garbage accounts in Alameda County. Because you are a new account holder, you have until March 31, 2015 to opt out if you do not want to pay for the Benchmark Service or receive this report in future years. To learn more or opt out, visit www.stopwaste.org/benchmark or call 1-877-786-7927.

{Name}
<Address 1>
<Address 2>
<City> <State> <Zip>
RESIDENTIAL 2014

WHAT’S IN GARBAGE CONTAINERS (AVERAGE, BY WEIGHT)
- Recyclables
- Compostables
- Garbage

Where does this data come from?
StopWaste is a public agency responsible for reducing waste in Alameda County. As part of our Benchmark Service, we periodically conduct random, anonymous measurements of what’s in residential and commercial garbage containers. Then we report to you what we find.

What do the graphs show?
The blue and green bars show the average amount of recyclables and compostables we found in garbage containers in 2014. Most residents are doing a good job of keeping cans, bottles, paper and other recyclables out of the garbage. And five communities are fantastic—their garbage contained 5% or less recyclables!

Businesses and institutions are throwing away too much good stuff. (No business category is fantastic. Business types like Shipping/Receiving naturally have a low percent of compostables because they generate few food scraps.) And all communities, as well as grocery stores, restaurants and schools, could do a much better job of sorting their compostables.

BE A FANTASTIC RECYCLER. GET TIPS AT STOPWASTE.ORG/BENCHMARK

HOW MUCH GOOD STUFF IS IN YOUR GARBAGE?

Surveys show that Alameda County residents believe they are doing a great job of recycling. But the data tells a different story. Most of us are putting too much good stuff—especially food scraps and food soiled paper—in the garbage.

Countywide, 45% (by weight) of the items in residential garbage containers could have been recycled or composted. Keeping this good stuff out of the garbage—and keeping garbage out of the recycling and green containers—benefits the local economy and the environment. You can help by sorting better.

Want to measure how much good stuff you are throwing away? Learn how at stopwaste.org/benchmark.

BUSINESS 2014

WHAT’S IN GARBAGE CONTAINERS (AVERAGE, BY WEIGHT)
- Recyclables
- Compostables
- Garbage

Most businesses are putting too many recyclables and compostables in their garbage containers.
INCLUDE THE FOOD!
WE’VE PUT ON WEIGHT!

Alameda County households are gaining weight in the wrong place. The amount of food scraps, food soiled paper and yard trimmings in our garbage bins has almost doubled over the past year. Let’s move the scale in the right direction by putting all that good stuff where it belongs.

Please put all your food scraps in the green bin so they can be turned into compost for farms and gardens. Compost acts like a sponge, helping soil hang onto nutrients and water — and helping us all get through the drought.

5 COMMON OBSTACLES to Food Scrap Recycling... and What to Do About Them

1. Tempted to use the garbage disposal? Remember the drought! Composting saves water.

2. Worried about flies? Empty your kitchen pail into the green bin every few days.

3. Think food scrap recycling is yucky? Wrap or layer “icky” stuff with newspaper or food soiled paper. Or line the pail with a compostable plastic bag (check with your service provider — they aren’t allowed in all cities).

4. Only have food scraps & no yard trimmings? If it seems messy to put just food scraps in the green bin, line the bottom with food soiled paper to absorb moisture. Or use large paper lawn & refuse bags (sold by home improvement stores).

5. Household members don’t follow the rules? Hang this brochure on your refrigerator to remind everyone to “INCLUDE THE FOOD!”

BUSINESSES

5 RECYCLING MISTAKES ...EVEN SMART BUSINESSES MAKE

1. Not having adequate recycling service.
2. Not having organics collection if required in your city. (Organics = food scraps, compostable paper and plant debris)
3. Putting recyclables or organics in the garbage.
4. Putting garbage in recycling or organics containers.
5. Not giving employees, tenants and contractors information at least annually about how and what to recycle.

IT’S THE LAW!

Sorting recyclables is mandatory for most businesses and multi-family properties with five or more units. And in some cities, businesses with a lot of food scraps and compostable paper are required to sort organics now or starting soon. For information on the rules or to order free indoor food scrap bins for your business, visit RecyclingRulesAC.org.

Restaurants & Grocery Stores — Step Up to the Plate!

Last year, 53% of the “garbage” thrown away by Alameda County restaurants wasn’t garbage at all. It was compostable food scraps and paper. And 32% of grocery stores’ “garbage” was actually compostable items. Don’t risk a citation — follow the sorting rules required in your city.

GET MORE TIPS AT STOPWASTE.ORG/BENCHMARK
“RECYCLING FOOD WASTE AND LANDSCAPE DEBRIS INTO COMPOST IS A WIN-WIN PROCESS. COMPOST HELPS OUR GARDEN’S SOIL RETAIN MORE MOISTURE AND HELPS US GROW HEALTHY, NUTRITIOUS FOOD.”

DIANE DOVHOLUK,
The Garden at Wente Vineyards
Livermore, CA

This report is part of the StopWaste Benchmark Service, which provides information to help residents and businesses in Alameda County reduce waste, boost the local economy, and get more value from our recycling programs. Find out more at www.stopwaste.org/benchmark.
FARMERS USE COMPOST TO IMPROVE SOIL AND GROW OUR FOOD. Look inside to find out how you can help.

PUT FOOD SCRAPS IN THE GREEN BIN
KEEP THEM OUT OF THE GARBAGE
Farmers use compost to improve soil and grow healthier food for all of us. Please put all food scraps and food soiled paper in the green bin so they can be turned into compost.

**CITY OF FREMONT**

What’s in residential garbage containers?

- **Recyclables**
- **Compostables**

<table>
<thead>
<tr>
<th></th>
<th>Recyclables</th>
<th>Compostables</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>11%</td>
<td>89%</td>
</tr>
<tr>
<td>2020</td>
<td>5%</td>
<td>95%</td>
</tr>
</tbody>
</table>

One in 10 Fremont residents didn’t put any recyclables or compostables in the garbage. They’re fantastic!

Residents, more info and help at StopWaste.org/benchmark

**BUSINESSES**

A **GOOD IDEA IS NOW THE LAW!**

The Mandatory Recycling Ordinance for businesses and multi-family properties is being phased in across the county. Violators may receive citations and fines. Stay in compliance by following the recycling and composting rules in your city.

**How Are Businesses Doing?**

Most businesses in Alameda County are still throwing too many recyclables and organics (food scraps and food soiled paper) in the garbage.

In 2015, the garbage containers of offices, warehouses, light manufacturing facilities and retail stores (except grocery) contained 15% or more recyclable paper and cardboard, on average. Food scraps and food soiled paper made up 26% of grocery stores’ garbage containers and 47% of restaurants’ garbage containers, on average. **Let’s get those numbers lower in 2016!**