



**DATE:** October 1, 2014

**TO:** Alameda County Source Reduction and Recycling Board

**FROM:** Gary Wolff, Executive Director

**BY:** Meghan Starkey, Senior Program Manager

**SUBJECT:** Municipal Panel Presentation: Commercial Recycling Promotion and Outreach

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**BACKGROUND**

Measure D mandates that 50% of all Recycling Fund revenues be apportioned to eligible municipalities on a population basis. In 1996, the Board began requesting that representatives from each Measure D-funded jurisdiction update the Board annually on their recycling and waste diversion programs.

Every quarter, StopWaste staff assembles a panel of representatives from the member agencies to speak on a topic previously selected by the Recycling Board. The topic for the October Municipal Panel is “Commercial Recycling Promotion and Outreach.” Agency representatives from the cities of Dublin, Oakland, Pleasanton and Union City will participate in this panel.

**DISCUSSION**

By way of background, we have assembled basic information on the characteristics of the commercial sectors of these cities in Figure 1. In addition, we have asked member agencies to prepare answers to a standard list of questions, which appears after Figure 1. During the panel itself, representatives will verbally share their answers to these questions. Although member agencies are not required to respond in writing to these questions ahead of time, the representative Union City has chosen to do so, and those answers are included in Appendix A.

Figure 1: Commercial Sector Characteristics

<b>Characteristics</b>	<b>Dublin</b>	<b>Oakland</b>	<b>Pleasanton</b>	<b>Union City</b>
Total Comm'l Refuse Accounts	550	4,734	697	578
# Accounts < 4CY	250	3,833	355	404
# Accounts 4+ CY	300	901	342	174
% Comm'l Customers with Recycling	85%	Not available	83%	47%
% Comm'l Customers with Organics	9%	Not available	0.4%	8%
Rate Incentives (Recycling)	Cart service at no additional charge	Open competition for large accounts; small business recycling discounted	Cart service at no additional charge	75% discount
Rate Incentives (Organics)	50% discount	Open competition	Cart service no additional charge	60% discount
Tons Franchise Disposal (All Sectors)	23,547	185,000	50,722	32,572
Tons Comm'l Recycling (net)	3,642	Not available	2,388	1,232
Tons Comm'l Organics (net)	4,288	Not available	Not available	1,391

Note: Numbers as of last Measure D Report (2013); updated numbers available at the meeting.

StopWaste has asked the agency representatives to prepare answers to the following questions.

1. What resources are there for commercial recycling promotion and outreach in your city? Are these resources dedicated (i.e. can they be used for other purposes)? What are the responsibilities of the hauler, jurisdiction and/or third parties? Does the hauler provide some or all of the funding?
2. Are there any quantitative requirements in your commercial recycling program, such as a requirement to reach a certain number of businesses per year, or a target for tons in recycling? If so, please list.
3. What types of communication is used for promotion and outreach? Include site visits, phone calls, newsletters, email blasts, Chamber of Commerce outreach, billing inserts, hotlines, online, social media.
4. What reference and resource materials are available for businesses? Include online URLs if available, including links to websites that contain commercial rates.
5. What has been the impact of mandatory commercial recycling (either state or local) on commercial recycling promotion and outreach in your jurisdiction?
6. Please include any highlights of commercial recycling, challenges and/or description of special circumstances.
7. Is there a particular business you'd like to recognize for its waste reduction efforts?

**RECOMMENDATION**

This item is for information only.

Appendix A:  
Jurisdiction Report

1. Jurisdiction Name & Staff Person's Name:

**City of Union City, Jennifer Cutter, Recycling Programs Coordinator**

2. What resources are there for commercial recycling promotion and outreach in your city? Are these resources dedicated (i.e. can they be used for other purposes)? What are the responsibilities of the hauler, jurisdiction and/or third parties? Does the hauler provide some or all of the funding?

**The City recently hired a full-time Recycling Programs Coordinator.**

**Union City works closely with our two exclusively franchised haulers. Republic Services provides residential and commercial solid waste collection. They also have commercial recycling and organics bin and roll-off services. Tri-CED Community Recycling is the residential and commercial cart service provider for both recycling and organics. Each hauler has a full-time dedicated Recycling Coordinator. As part of the exclusive franchise agreements, the haulers are required to provide staffing for and cover costs to implement commercial recycling and organics programs including multi-family outreach.**

**The StopWaste Business Partnership staff teams up with the City and franchised haulers on commercial recycling outreach to recruit businesses with no hauler recycling service and assist with mandatory recycling ordinance compliance. Environmental Science Associates (ESA) provides assistance with commercial organics outreach, targeting potential new participants and conducting program implementation. The City has hired Cascadia Consulting Group to work on various projects including a commercial waste characterization study, commercial recycling contamination audits, and multi-family organics feasibility study.**

**In addition, the City promotes businesses resources such as the Alameda County Green Business Certification Program and the Alameda County Household Hazardous Waste Program.**

3. Are there any quantitative requirements in your commercial recycling program, such as a requirement to reach a certain number of businesses per year, or a target for tons in recycling? If so, please list.

**The City has a strong relationship with its two haulers, meeting in-person monthly to discuss commercial recycling initiatives and goals. There is no finalized commercial outreach plan, but with newly available resources the City is working to reevaluate existing programs and determine appropriate quantitative targets for the coming years. All commercial recycling and organics outreach is tracked by listing business names, dates, number of hours spent monthly, and type of outreach conducted (e.g. presentation, waste assessment, service proposal, technical assistance, training, and signage).**

**There are four main projects the City is focusing on. They include helping businesses to comply with the mandatory recycling ordinance, cleaning up contaminated recycling accounts, conducting outreach to existing organics accounts and creating incremental growth, and multi-family recycling outreach.**

**Since Union City is temporarily opted out of Phase 2 organics implementation, the City and haulers are focusing on re-education for the existing customers and targeting potential customers to add over the next several years. This means 8 hours per week, or the equivalent to 20% of time spent each month. The City has identified 200 high organics generating commercial accounts.**

4. What types of communication is used for promotion and outreach? Include site visits, phone calls, newsletters, email blasts, Chamber of Commerce outreach, billing inserts, hotlines, online, social media.

**The City works hard to provide recognition for business waste reduction efforts. For example, City Council Proclamations are issued to showcase environmental achievements in the business community and company profiles are highlighted on the City's website (including winners of the StopWaste Business Efficiency Awards & U.S. Zero Waste Business Council). The City's Solid Waste & Recycling Division nominates and presents a Green Business Award as part of the Chamber of Commerce's Annual Community Spirit Event.**

**Union City establishes strong ongoing connections with property owners, site managers, and employees. Commercial outreach includes weekly site visits, cold calls, and e-mail communication. The site visits consist of waste audits, service recommendations, employee training and presentations, technical assistance, signage, internal collection containers, and follow-up contact to ensure success.**

**Other opportunities include the Chamber Business Expo, Shop Local Campaign, Meet your City Officials Luncheon, business mixers, merchant association meetings, and service club presentations (e.g. Lions, Rotary).**

**The City produced a brochure focusing on mandatory commercial recycling and distributed it to all Union City businesses. The haulers in partnership with the City produce a quarterly newsletter mailed to all businesses. Union City takes advantage of outreach materials**

available through StopWaste to promote commercial recycling and educate businesses about the mandatory ordinance requirements.

5. What reference and resource materials are available for businesses? Include online URLs if available, including links to websites that contain commercial rates.

**Free resource materials: posters, brochures, decals, flyers, and internal collection containers.**

City of Union City: <http://www.ci.union-city.ca.us/departments/city-manager-s-office/garbage-recycling-and-composting-/rates-for-garbage-and-recycling-service>

Republic Services: <http://www.republicservices.com/site/alameda-county/en/pages/union-city.aspx>

Tri-CED Community Recycling: <http://www.tri-ced.org/index.php?page=union-city>

Stopwaste Business Recycling Resources: <http://stopwaste.org/home/index.asp?page=4>

StopWaste Commercial Mandatory Recycling: <http://www.recyclingrulesac.org/>

Alameda County Green Business Program: <http://www.greenbusinessca.org/>

CalRecycle Commercial Mandatory Recycling: <http://www.calrecycle.ca.gov/>

6. What has been the impact of mandatory commercial recycling (either state or local) on commercial recycling promotion and outreach in your jurisdiction?

**Both the state and county mandatory recycling legislation have delivered a strong supporting message and strengthened our local recycling outreach efforts. Our haulers saw a huge spike in businesses contacting them to establish recycling services in response to outreach pieces regarding state/county mandatory recycling.**

**The City's Solid Waste & Recycling Division has the opportunity for greater guidance and support from the state through annual site visits where representatives are impressed with Union City's comprehensive recycling programs.**

**The county mandatory commercial recycling ordinance has played an even larger role in promoting compliance and awareness in our City through the enforcement inspections. With StopWaste issuance of notification letters for non-compliance, the City established a protocol to reach out to all affected businesses. This includes sending a City letter offering commercial assistance, analyzing inspector data, and strategizing outreach with our haulers and the StopWaste Partnership Team.**

7. Please include any highlights of commercial recycling, challenges and/or description of special circumstances.

**In order to move forward with Phase 2, mandatory commercial organics, Union City must enact a major rate restructuring since the organics program is heavily subsidized by the City. We must also consider how to successfully implement multi-family organics diversion.**

**Another challenge, as we create comprehensive recycling and organics programs, is dealing with existing infrastructure that is poorly designed to accommodate containers for three material streams. An alternative solution is allowing businesses to leave the dry recyclables bin outside while the organics and garbage are inside the covered enclosure.**

**When working with businesses regarding the mandatory recycling ordinance, we are finding that many companies take advantage of third party haulers not well documented or approved under City permits. Although Union City has franchised hauler recycling, exceptions include “specialty materials” and businesses being allowed to sell their own recyclables. The City will be reviewing our permitting process for 3<sup>rd</sup> party haulers to establish better monitoring and determine that facilities being utilized are legitimate recycling processors.**

**One highlight we are proud of is a successful project working closely with existing commercial recycling accounts to clean-up contamination in the loads through a concentrated outreach effort and educational campaign. Illegal dumping is a constant obstacle to maintaining clean commercial recycling loads. The City provides businesses with free “No Dumping” Signs which cite the Municipal Code. Adding hauler lock service also helps secure containers and prevents recycling contamination.**

**The City’s General Plan is being updated. At a recent public meeting to determine what citizens felt were the most important assets, an overwhelming majority cited recycling. This encourages us in our efforts to continue promoting recycling and waste reduction in our community.**

8. Is there a particular business you’d like to recognize for its waste reduction efforts?

**St. Anne’s Church, Jane Relopez  
Old Alvarado Shopping Center, Smith & Watkins—Lu Tipping, Property Manager  
The Backyard Bayou, Han Huynh**