



DEPARTMENT OF  
PUBLIC WORKS

SOLID WASTE DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

921 TENTH STREET  
SUITE 500  
SACRAMENTO, CA  
95814-2715

916-449-5757

DAVID A. PELSER  
SOLID WASTE  
DIVISION MANAGER

March 12, 1991

Transportation and Community Development/  
Budget and Finance Committees  
Sacramento, California

Honorable Members in Session:

SUBJECT: Information Report on Curbside Recycling Block Leader/Master Composter Programs

**SUMMARY**

The Solid Waste Division is beginning implementation of the Block Leader/Master Composter Program. Whenever Block Leader/Master Composter meetings are conducted, members of the Council and their Administrative Assistants will be notified in advance.

**BACKGROUND**

On November 14, 1989 and again on March 13, 1990, the Joint Committees received a full report from the Solid Waste Division pertaining to the implementation of a curbside recycling program. This report contained a section devoted to education and promotion. The proposed public education program focused on two key areas: school involvement and neighborhood participation. A key element of the neighborhood program was the development of a Block Leader Program. In approving the implementation of Phase I of a citywide curbside recycling program, the City Council also approved the staff recommendation to implement a variety of public education and promotional activities, including the development of Block Leaders.

The City Council has also indicated on several occasions the importance of promoting backyard composting of yard waste as a form of source reduction in the City's overall strategy to reduce and recycle a large percentage of its waste stream. Block Leaders and Master Composters distribute information to new residents and advise neighbors on recycling and composting. Similar to the recycling Block Leader concept, the Solid Waste Division has proposed training volunteers as Master Composters.

During March, 1991, the Solid Waste Division will begin meeting with residents who have expressed interest in volunteering to be recycling Block Leaders or Master Composters. As these meetings are scheduled, staff will notify the appropriate Council members (and their Administrative Assistants) who represent the areas served by the meeting.

Block Leaders and Master Composters are volunteers who will give the Solid Waste Division promotional program a one-on-one approach. Block Leaders/Master Composters will be used to distribute materials

such as brochures and door hangers and to answer questions and concerns regarding City recycling/composting programs. Block Leaders/Master Composters will also be asked to assist the elderly and the disabled in curbside recycling activities. Periodic meetings will be conducted to update Block Leaders and Master Composters on City programs and as to how they may assist the Solid Waste Division in promoting source reduction and recycling.

#### FINANCIAL DATA

Expenses associated with the implementation of a Block Leader/Master Composter program are included in the approved 1991-90 budget.

#### POLICY MATTERS

Both the November 14, 1989 report and the March 13, 1990 report to Council emphasized the need to emulate successful programs utilized by other communities. Both reports recommended the implementation of a Block Leader program successfully used in a number of other communities. Council has approved the Solid Waste Division's implementation of such programs through several actions to date. Council has also expressed the desire to emphasize backyard composting which will be integrated into the curbside recycling promotional effort.

As a matter of procedure, staff will apprise respective members of the Council whenever Block Leader/Master Composter meetings are held in their district.

#### MBE/WBE

All City MBE/WBE policies will be applied to the purchase of supplies and services related to promoting waste reduction and recycling.

#### RECOMMENDATION

Staff recommends this report be forwarded to the full City Council for information and filing.

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Recommendation Approved:



JACK CRIST  
Deputy City Manager

Contact Person to  
Answer Questions:

DAVID A. PELSER, SOLID WASTE DIVISION MANAGER  
449-2043

Respectfully submitted,



DAVID A. PELSER  
Solid Waste Division Manager

Approved:



MELVIN H. JOHNSON  
Director of Public Works

March 12, 1991  
All Districts