



DEPARTMENT OF
PUBLIC WORKS

CITY OF SACRAMENTO
CALIFORNIA

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SUITE 103
SACRAMENTO, CA
95814-2933

SOLID WASTE DIVISION

October 11, 1988

916-449-5757

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

Honorable Members in Session:

SUBJECT: CALIFORNIA STATE DEPARTMENT OF CONSERVATION'S DIVISION OF RECYCLING
CONTRACT

SUMMARY

The California Department of Conservation's Recycling Division has contracted with Californian's Against Waste (CAW) to have CAW research, coordinate and implement a recycling, planning, program model for a California community. CAW has requested that the City of Sacramento apply for consideration as the model City for the CAW project. City staff and the City/County Solid Waste Advisory Committee (SWAC) have evaluated the CAW request. The SWAC and City staff jointly recommend that the City of Sacramento not apply for CAW Model City Recycling Program consideration.

BACKGROUND

In late August 1988, the Department of Public Works received an announcement from the California Department of Conservation's Division of Recycling concerning a new program that would use CAW to provide, for one community, a comprehensive model community recycling plan. A copy of the announcement and program description is attached.

Staff has reviewed the proposed program and met with the CAW Project Manager. The SWAC discussed the item at its October 3, 1988, regular meeting. City staff and SWAC concluded that the CAW Plan would be redundant to the current recycling planning being done with the Sacramento Local Conservation Corps (SLCC) and the final City-wide recycling recommendation of a City Waste Reduction Specialist.

FINANCIAL

CAW has informed City staff that this program does not require a commitment of City funds.

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RECOMMENDATION

It is recommended that the City of Sacramento not apply for consideration as a CAW model recycling City.

Respectfully submitted,

for David Felser
David Felser
Solid Waste Division Manager

Recommendation Approved:

Solon Wisham, Jr.
Solon Wisham, Jr.
Assistant City Manager

Approved:

Melvin H. Johnson
Melvin H. Johnson
Director of Public Works

October 11, 1988
All Districts

DEPARTMENT OF CONSERVATION

DIVISION OF RECYCLING
1000 - 20th St.
SACRAMENTO, CA 95814



AUG 29 1988

(916) 323-3508
(916) 323-3743
TDD (916) 324-2555

August 11, 1988

Dear Local Government Official:

I am proud to introduce a new project sponsored by our Department of Conservation, Division of Recycling, and performed by Californians Against Waste (CAW), a statewide, nonprofit, private agency dedicated to reducing waste and effecting environmentally sound solid waste management.

For the next 12 months, CAW will work with one California community that presently has little or no recycling activities, to research, coordinate and implement a recycling planning program in that community.

At the completion of the program, CAW will present the local government with a comprehensive model community recycling plan. This plan will include:

- a) A "how-to" process for developing a state-of-the-art, cost-effective recycling program.
- b) An analysis and evaluation of specific recycling opportunities such as: mandatory vs. voluntary curbside; co-mingled vs. source separated materials; composting; and "buy-back" recycling.
- c) A budget plan.
- d) A promotion strategy.

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We would invite you to become involved by submitting your community for consideration to be selected. Please examine the enclosed material to see if your community would benefit by the CAW program. For this program to succeed, CAW will need a community that is committed, both philosophically and financially, to effectively changing their waste management policies to an environmentally sound policy involving recycling. If yours is such a community, please toss your hat into the ring!

If you have any questions regarding this program, or need additional information, please call any of the following:

Pat Miller, CAW Project Manager	(408) 730-8105
Mark Murray, CAW Local Government Liaison	(916) 443-5422
Janie Cordray, Department of Conservation	(916) 322-4636

We are looking forward to hearing from you.

Respectfully,



L. G. Vann, Jr.
Chief
Division of Recycling

Enclosure

LGV:JC:mhf



Californians Against Waste



THE BIG PICTURE!

Virtually every community in California is facing some kind of solid waste disposal dilemma. Half of the state's landfills will be filled or closed due to environmental regulation by the year 2000. The siting of new landfills is meeting with increased citizen concern and resistance over issues such as increased traffic, groundwater pollution, and lack of suitable space. The solid waste collection and disposal activities of each city and county represent a complex system intertwined by a web of rules: state regulations, city and county ordinances, collection and disposal contracts or franchises, solid waste facility permits, city and county solid waste and general plans, zoning ordinances, capital and operating budgets, and residential and commercial rate structures.

There are already communities that are looking to recycling as an alternative to waste. Mandatory recycling is being pursued on the east coast where waste generations and landfill shortages are even more critical. But even in California, several communities are already considering it. Contra Costa County recently recommended mandatory curbside recycling for all cities in the county within 2 years. Marin County recently opened a \$9.5 million recycling facility, with a goal to reduce waste by 50%. The San Diego County Board of Supervisors adopted a 25% recycling goal and has already approved the concept of mandatory recycling.

Of course, landfills aren't the only problem. We are still facing depletion of natural resources, environmental degradation, and possibly most importantly, wasteful behavior. As an example, the United States makes up about 6% of the world's population, but uses approximately 41% of the world's resources. As responsible citizens, we must initiate a change in behavior in order to ensure a better future.

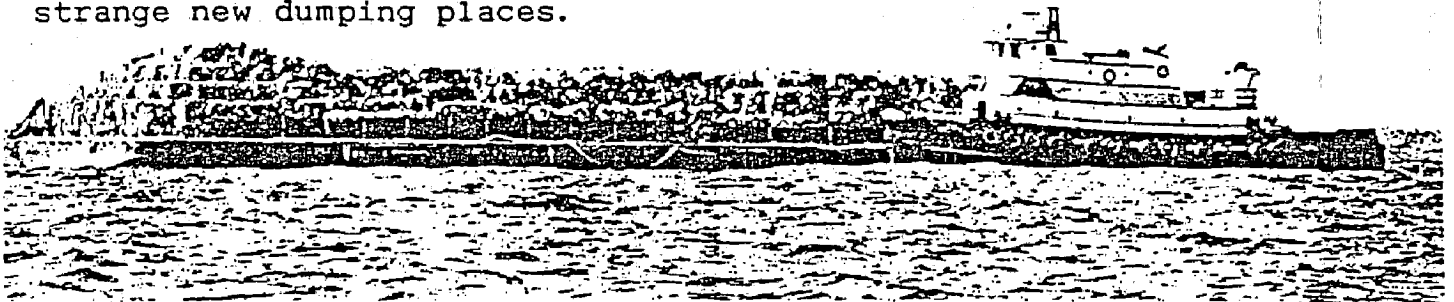




WHAT YOU CAN DO:

Your city or county may already be in the process of considering some form of recycling, but many obstacles confront you. What will it cost? Where will the operation be located? Is it really worth all the extra work? Would a new system be too complicated for residents?

Our present disposal system is already incredibly complex. The City of San Francisco is now shipping their trash to Altamont Pass, 50 miles out of town because they have no landfill. Long Island ships their trash to Ohio. Florida has such a high water table and so few landfills much of their trash is exported out of state. Philadelphia hopes to send theirs to the Caribbean Islands, despite the "Garbage Barge" Odyssey. And of course we've all traced the voyages of the garbage ship "Mobro" whose mission was to seek out and discover strange new dumping places.



And all of these "solutions" carry a tremendous cost, both financially and environmentally. They cost us money for disposal bills, thousands of acres of land devoted virtually forever to landfills, and the loss of valuable natural resources. This year there were no fewer than 40 new bills introduced in the legislature that dealt with recycling. The passage of AB 2020, the California Beverage Container Recycling and Litter Reduction Act, marked the beginning of change in California. Environmentalists, and particularly CAW, have been fighting for a bottle bill in this state for over 20 years. The introduction of these bills traditionally met with opposition from members of industry. AB 2020 is the bill that not only environmentalists supported, but industry as well. The passing of this bill, a law that is unique to California, serves as an acknowledgement that recycling must be a part of California's plans to conserve our natural resources. Nine other states have passed traditional bottle bills.

Your community has an opportunity to show its commitment to conserving our natural resources and make a positive contribution to the environment by becoming a model in California to plan a comprehensive program of waste reduction and recycling. By incorporating recycling as part of an overall waste reduction plan, it will be an integral part of the process, rather than an afterthought, or an appendage.

WE CAN HELP YOU:

The State of California Department of Conservation's Division of Recycling is offering a twelve-month program to one community in California as a model to research, coordinate, and implement the planning process for a comprehensive, state-of-the-art recycling program. This invitation to apply for this program is being extended to every city and county in California.

This work will be carried out by Californians Against Waste, the statewide, nonprofit organization who fought long and hard for the passage of AB 2020.

CAW has recruited Pat Miller to be their project manager for this program. Ms. Miller's extraordinary background will bring hands-on experience in managing material recovery programs, marketing recovered materials, routing of collection vehicles, and cost accounting for recycling operations. She has been a recycling advocate for over 16 years, and is the former manager of the City of Sunnyvale's innovative recycling program. In 1985 her program was selected as the most outstanding curbside collection program in the United States by the National Recycling Coalition. She is responsible for establishing one of the first curbside recycling programs for plastic beverage containers in the United States. She has sold recovered materials to secondary materials buyers in both domestic and export markets and has conducted monthly multi-material market surveys throughout California.

CAW WILL HELP YOUR COMMUNITY:

1. Survey public opinion and attitude towards various recycling activities and potential for participation.
2. Survey and identify markets for recyclable materials, taking into account volumes available, transportation costs, and long term demand.
3. Prepare a "menu" of waste reduction and recycling opportunities for the community. The program will outline costs and benefits, and their potential for successful implementation.

4. Coordinate a meaningful community involvement process to build broad consensus for recycling choices. Input would be sought from citizens, community groups, and businesses in order to achieve support by and for the community.
5. Develop written materials explaining the current situation facing the community and the potentials offered by various recycling and waste reduction efforts.
6. Conduct community workshops to discuss the menu of recycling opportunities with business groups, neighborhood associations, public interest groups, community service organizations, and waste industry and recycling representatives.
7. Issue press releases and hold events to promote presentations, workshops, and other activities to raise community awareness.
8. At the culmination of this project the community will have a model plan, including budget, and promotion strategy for a creative recycling program that best utilizes the resources and potential of the community.

WHAT WE NEED FROM YOU:

If you are interested in having this model program performed in your community, begin now by sending in your invitation response materials.

We will select a community that has little or no organized recycling now, but has the genuine desire to make a positive commitment to recycling principles. Responses will be evaluated by a combination of the following criteria:

1. Motivation to participate in this project.
2. Status of current recycling in the community, including non-profit, private, and/or municipal.
3. Resources that will be contributed to this effort.
4. Number of residences in the community.
5. Population of community.

Any information that could be helpful in making our decision should be included. The following issues are of particular interest to us:

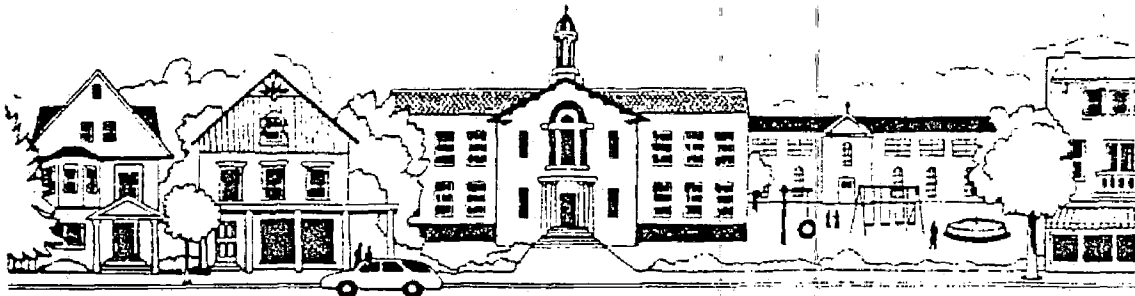
1. Municipal involvement: staff participation, public outreach, economic development/redevelopment initiative, elected officials' interest and commitment, council resolutions, waste disposal situation, motivation.
2. Secondary industry support: convenience zone operators (recycling centers), paper companies, scrap metal dealers, plastics dealers, and recyclers' letters of support.
3. Local business support: retailers who generate wastes, commercial/industrial sector, and grocer's letters of interest.
4. Active citizens: environmental groups, schools, youth organizations, interested parties.

All materials must be received by Friday, October 14, 1988. The review of the applications will be conducted by CAW, and may include an interview with CAW and DOC before the final selection. The selected community will be announced by FRIDAY, OCTOBER 28, 1988.

For your convenience, a suggested format is included. This sample is not a requirement, but is merely intended as a suggestion.

We expect you may have some questions about your responses. Please feel free to call Pat Miller at (408) 730-8105, if you have any questions.

Good luck! We are looking forward to your response.



CALIFORNIANS AGAINST WASTE
909 12th Street, Suite 201
Sacramento, California 95814
(916) 443-5422

RESPONSE FORM

Name of Agency

Address

Authorized Person

Title

Telephone

Contact Person

Title

Telephone

(Suggested Format)

- I. Motivation to participate
- II. Status of current recycling
- III. Additional resources and support
- IV. Number of households (single family/multi-family)
- V. Population
- IV. Additional information you may wish to include

(use additional sheets)