“Commercial” Recycling Program

By Pat Quinn, Sacramento County/SWA staff
For Sonoma County Waste Management Agency
November 2010
SWA & Sac County Background

• SWA (City/County) Non-Exclusive Commercial Franchise System
• Comparable “open” systems/rules in adjoining cities
• Low “commercial” recycling rate
• Very competitive service fees
For SWA, “Commercial” is ...

• Business generators
• C&D
• Multi-family (5+ units)

So ...
Ordinances

- SWA Business Recycling (‘07)
- SWA/City/County C&D (December ‘08)
- Multi-family (May ‘09)
- General consistency -- cities and County
Business Recycling Rule Elements

• Mandate on generator – Have recycling service and use it
• 4 CY/wk Threshold
• Recycling service by franchisee, independent recycler, or self-haul
• Outreach, inspection and enforcement by County EMD (Force multiplier benefit)
• $400,000 per year for EMD efforts via existing SWA franchise fee
Stakeholder Outreach for Business Recycling Ordinance

• Developed ordinance elements
• Over a year for stakeholder outreach
• Buy-in by franchisees and independent recyclers
• Business community outreach
• Wow factor -- Metro Chamber support
• Lucky timing in ‘07 – green sentiments rising
Implementation Timeline

• Year 1 – outreach and educate
• Year 2 – Inspections
• Year 3 – Progressive enforcement (administrative civil mechanism)
• Big generators first, better bang for the buck
Business Recycling Enforcement

• Administrative civil penalty (fines) procedures
• In three years of enforcement:
  – Roughly 5,600 inspections
  – 20 NOVs
  – 7 AEOs issued
  – $6,500 in fines
SWA Franchise Agreements

• Annual franchise agreement renewal
• Agreements require:
  – recycling education and outreach
  – Compliance with recycling requirements
• For SWA, both ordinances and annual franchise agreements are useful to set recycling service standards
SWA Franchise Fee Information

• 8% fee on gross commercial MSW revenue
• No franchise fee on source-separated recyclables; could be trouble later
• FY 05-06: Fee revenue ~$4.25M
• FY 09/10: Fee revenue ~$3.25M
• Is revenue down due to the economy or due to increased recycling? Yes.
Measuring Success

• Franchisee disposal tonnage:
  – ~125k tpy Summer ‘07
  – ~85K tpy Summer ‘10
• Franchisee tons recycled: ~20k tpy ‘07 thru ‘10
• Franchisee Diversion Rate (Bus/C&D/MF):
  – ~15% in ’07
  – ~25% in ‘10
• Participation/Compliance:
  – ~100% for the 5,600 business inspected since ‘07
  – ~4,000 businesses yet to be inspected
Contact Info

• [www.sacramentoswa.com](http://www.sacramentoswa.com)
• Pat Quinn 916-875-7082; quinnpa@sacounty.net
• Dave Ghirardelli (C&D) 916-875-4557; GhirardelliD@saccounty.net
• Marie Woodin (Business/MF) 916-875-8527; WoodinM@saccounty.net