



“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
- Pat Quinn 916-875-7082;
quinnpa@sacounty.net
- Dave Ghirardelli (C&D) 916-875-4557;
GhirardelliD@sacounty.net
- Marie Woodin (Business/MF) 916-875-8527;
WoodinM@sacounty.net