

# Salinas Valley Solid Waste Authority Mandatory Recycling Ordinance

Sonoma County Waste  
Management Agency  
October 20, 2010



**SALINAS VALLEY**  
SOLID WASTE AUTHORITY

# About the Solid Waste Authority

- JPA formed in January 1997
- 6 member agencies
- 9 Member Board of Directors
- Serve a population of about 240,000
- 150,000 are residents of Salinas
- 1 active landfill, 3 closed landfills, 2 transfer stations
- 1 permanent, 1 temporary HHW collection facility
- Anticipate 176,700 tons landfilled this FY
- Combined 69% AB 939 diversion rate
- Staff of 38 employees, 4 assigned to Diversion
- Seven franchise agreements in effect

# Observations and Lessons Learned

2005 C&D Ordinance subcommittee formed  
2006 First ordinance adopted, now 6 adopted  
2007 and 2009 Acquired Board support  
2009 County polystyrene ordinance  
2009 Started work on Mandatory Recycling

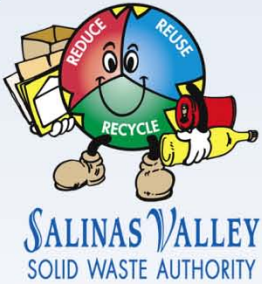
- One ordinance = uniform language
- Identify the stakeholders early
- Conduct in person meetings
- Allow adequate time for changes
- Follow up on suggestions and comments

# Recycling Ordinance Process

- General Counsel approval
- Review of the city and county codes
- Research existing ordinances
- Review AB 32 documents
- Review pending legislation
- Draft the initial language
- Counsel review, public review
- Meet with stakeholders
- Executive Committee review
- Public hearing and Board approval

# Elements

- All generators separate recyclables from solid waste
- Subscribe to appropriate level of recycling service
- Deposit separated items into the labeled container
- Post notices and educate employees and tenants
- If self hauled must be taken to a recycling facility
- Franchise hauler not liable for customer's noncompliance
- Franchise hauler must recycle recyclable materials
- Generator may sell or donate recyclable materials
- Contents of recycling containers property of hauler
- Special events of more than 500 in attendance
- Implementation date specified by resolution
- Enforcement within franchise agreements



# Issues and Resolution

## Fees

Source Reduction and Recycling fee eliminated

## Implementation and Enforcement

Effective date by Board resolution

Enforcement within franchise agreements

City Manager/CAO permission to enforce

Prefer education over penalties

## Conflict in Language

Franchise agreement rules

Uniform definitions

# Impacts

## To the Authority and the County or Cities

Decrease in tonnage and revenue/franchise fees  
Increase in diversion

## To the Rate Payer

Decrease in solid waste fees  
Increase in recycling fees  
Cost for bins in multiple family units

## To the Franchise Hauler

Decrease in franchise fees  
Increase and decrease in service fees  
Increase in recovered material revenue  
Adequate inventory, deployment and routes  
Appropriate signage and education

# Implementation

- Cooperation with management
- Waste assessment
- Cooperation from haulers to implement service
- Educate, educate, educate
- Signage in appropriate languages
- Reassessment
- Recognize achievers





Susan Warner

[susanw@svswa.org](mailto:susanw@svswa.org)

831.775.3002

[www.svswa.org](http://www.svswa.org)