Salinas Valley Solid Waste Authority
Mandatory Recycling Ordinance

Sonoma County Waste Management Agency
October 20, 2010
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
831.775.3002
www.svswa.org