



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by Wmm Date 3-13-09
General Manager

DATE: March 13, 2009
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, Recycling and Litter Activities

CIWMB Annual Updates Under New Reporting System Complete for Member Jurisdictions

Beginning with the 2007 reporting year (with updates due by March 15, 2009), the California Integrated Waste Management Board (CIWMB), under SB 1016, is shifting AB 939 reporting and compliance requirements away from measuring calculated generation and estimated diversion. In its place, for 2007 the CIWMB has now published a "simplified" disposal-based indicator known as the per capita disposal rate. This indicator is based on only two factors: a jurisdiction's population and its disposal tonnage as reported by disposal facilities such as the MRWMD. Jurisdictions may also utilize an employment-based reporting system which compares total disposal with total employment within the jurisdiction. For MRWMD member agencies, this waste disposed per employee measurement may be most relevant for Sand City, a city with a small population but a large employment base.

The per capita disposal rate will be measured against a "50 percent per capita disposal target" (now released by the CIWMB) for each jurisdiction which is the amount of disposal approximately equivalent to the prior 50% diversion requirement. For most jurisdictions, the 50% per capita disposal target is based on the average of 50% of generation in 2003 to 2006 expressed in terms of per capita disposal. Beginning with the 2007 reporting year, the CIWMB has phased out the use of the former AB 939 recycling rates which have been used for the last ten years and are included through 2008 in this month's recycling report.

The intent of the new reporting system is to focus more attention on programs and program implementation on the local level. Program information is a summary of what local government is doing to reduce waste, what your franchise hauler is doing, and what the MRWMD is doing. Since the MRWMD is the reporting entity for each member jurisdiction, it is imperative to open lines of communication and information exchange with your franchise hauler.

As the new SB 1016 reporting system is implemented, MRWMD staff will be reporting two annual updates for member cities this year: the 2007 annual update is due by March 15, and the 2008 update is due by August 15, 2009. One of the benefits of the new system is that there is much less time elapsed between the reporting year and when reports are due. As can be seen in the chart below, MRWMD member jurisdictions are well below the new 50% per capita disposal target.

City	2007 Population		2007 Employment	
	50% Target	Annual Rate	50% Target	Annual Rate
Carmel-by-the-Sea	15.9	11.6	23.2	16.6
Del Rey Oaks	5.7	4.6	24.0	20.3
Marina	6.9	5.8	40.5	29.6
Monterey	11.0	7.8	12.7	8.6
Pacific Grove	6.1	4.5	16.4	11.4
Sand City	59.7	49.2	9.0	7.4
Seaside	5.2	4.4	28.0	20.3

As part of the annual update reporting, each year the MRWMD requests that franchise haulers provide commercial and residential recycling tonnages for the reporting year along with background information on their outreach programs in the community. Background information includes items such as education through hauler newsletters and billing inserts, detail on special collection events, any school education conducted, MRF tours, etc. Comparing recycling tonnages year over year provides a good indicator of trends in our local programs. Presently, local haulers report their aggregate MRF diversion and do not break out residential curbside and commercial recycling separately. Local franchise agreements (with the exception of the Pebble Beach Community Services District franchise agreement which requires an annual Statement of Waste Volume report) do not specify that franchise haulers provide periodic recycling tonnage and outreach reports to the jurisdiction or the MRWMD.

As the CIWMB is increasingly looking for reporting on local programs implemented by the jurisdiction, the hauler, and the MRWMD, it would be helpful if the franchise haulers will routinely provide such program information on a schedule mutually agreed upon. Such reports, on behalf of their jurisdiction(s), would summarize diversion tonnages, outreach activities, special collection events, and other program information pertinent to the CIWMB annual updates for each city. The table that follows summarizes diversion activity reported in the annual updates for MRWMD member jurisdictions over the last three years.

Summary of MRWMD and Waste Management Diversion Programs (in Tons)					
City	Year	MRWMD MRF Diversion	Green/Wood Waste*	Asphalt & Concrete	WM MRF Diversion**
Carmel-by-the-Sea	2005	2,896	2,402	1,189	1,518
	2006	2,486	2,753	1,142	1,579
	2007	1,984	2,397	904	5,342
Del Rey Oaks	2005	201	335	94	307
	2006	141	296	74	314
	2007	163	306	77	394
Marina	2005	3,783	1,948	1,102	3,023
	2006	3,540	2,164	1,326	3,103
	2007	3,043	2,638	945	3,175
Pacific Grove	2005	2,641	3,163	1,334	3,207
	2006	2,665	3,286	1,031	3,288
	2007	2,482	3,010	1,416	3,466
Sand City	2005	763	53	103	188
	2006	750	46	306	211
	2007	603	81	87	499
Seaside	2005	5,715	2,541	1,564	3,445
	2006	4,418	2,096	1,341	3,548
	2007	3,702	2,055	1,217	5,339

Summary of MRWMD and Monterey City Disposal Service Diversion Programs (in Tons)					
City	Year	MRWMD MRF Diversion	Green/Wood Waste*	Asphalt & Concrete	MCDS MRF Diversion**
Monterey	2005	6,183	5,287	3,337	6,401
	2006	7,085	5,282	3,380	6,608
	2007	6,827	4,855	2,765	5,940

* Green & Wood Waste includes source separated materials collected by franchise haulers, and source separated material self-hauled to MRWMD.

** Franchise hauler MRF diversion includes combined residential and commercial recycling tonnage.

Monterey County Clean-up Day and Earth Day Events

Monterey County is again sponsoring the annual Clean-up Day to be held on April 18th. The County presently has 18 clean-up locations around the region where clean-up activities will be taking place with more locations being added each week. The District will again participate in the Marina Locke Paddon Park Earth Day event and clean-up on April 18th. The District will assist the County in promoting the 4th annual Clean-up Day and will again coordinate with County staff to provide disposal vouchers so collected debris may be disposed of free of charge.

District staff participated in a conference call with governmental affairs managers for Safeway grocery stores and the California Grocers Association. Both organizations were enthusiastic about participating in the BYO Bag event the District will conduct on Earth Day, April 22nd. The BYO Bag campaign has three related themes we seek to promote:

- Anti-litter / Litter reduction
- Recycle your bags
- Bring your own bag

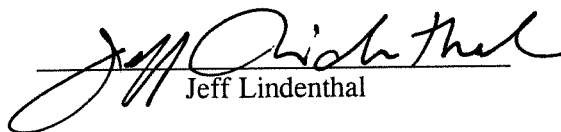
One of the outreach tools staff proposed to utilize at this event, a concept that several local cities and organizations supported, is the use of a "bag monster" costume depicting the 500 plastic bags per capita on average that are consumed in the State each year. The grocers expressed concern that the costume not be used in a negative way as they have seen done in other areas of the State. As part of the promotion, a press conference is proposed to be held at the Safeway store in Del Rey Oaks to again reinforce the three event themes.

Another aspect of the event that is being discussed is utilizing the Central Coast Recycling Media Coalition (CCRMC) to promote a BYO Bag Earth Day reusable bag giveaway. With CCRMC approval, the idea is to promote the reusable bag giveaway and participating stores. Consumers could then visit the CCRMC website (www.ProtectYourCentralCoast.org) to obtain a coupon for a free reusable bag which they could then redeem at a participating grocery store. This could simplify the logistics of having staff and volunteers at stores handing out bags on Earth Day. The next conference call with the grocers to review event logistics will be held on March 13th.

Strategic Planning Impact

A5c: Identify and draft applicable District diversion policies.

A6a: Program focus on public awareness, increased diversion of organics and commercial wastes, proper management of hazardous and prohibited materials, litter abatement, and sustainability.


Jeff Lindenthal