

CAPITAL



UPDATE

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By Brown, Vence & Associates, Inc.

BEYOND 50%

California jurisdictions have spent the past decade designing and implementing programs to reach 50% diversion. The state, as a whole, is doing fairly well. The California Integrated Waste Management Board calculated that the state reached 42% diversion in 2001. Many individual jurisdictions have achieved diversion rates well in excess of 50%. Many of those falling short of the goal have been given time extensions and expect to reach 50% diversion in 2003.

The 50% goal seemed almost unimaginable when it was established by the California legislature in 1989. Now it has been achieved in many areas and appears attainable statewide in the next few years. Thus government, industry, and environmental advocates are setting their sights on the next horizon—moving beyond 50% to 75%...and even zero waste!



BEYOND 75%—ALAMEDA COUNTY

The Alameda County Waste Management Authority and Source Reduction and Recycling Board (Agency), on behalf of the jurisdictions of Alameda County, is developing a recycling plan to reach 75% diversion, entitled "Vision 2010: 75% and Beyond." County voters established a 75% recycling goal in 1990 with the passage of a citizens' initiative. Alameda County as a whole reached 55% diversion in 2000, and the Agency is planning and designing programs to reach 75% diversion. Many of the programs implemented to reach 50% diversion will be enhanced and expanded for the 75% goal, including:

Food waste composting. This includes public/private partnerships to develop food

waste composting capacity in Alameda County. 7 out of 14 jurisdictions in the County are implementing food waste composting programs. Enhancements to this program will target food waste, yard waste, and food-contaminated paper, which represent nearly 27% of the Alameda County waste stream.

Construction and demolition debris (C&D). The Agency has developed a model ordinance, and 8 out of 14 jurisdictions are developing C&D ordinances requiring generators to divert 50%. The Agency is also encouraging its member agencies to adopt green building ordinances, which would require green building measures or sustainable design to be included in the design criteria of all new or remodeled buildings. This program will target the C&D stream, which represents 21% of the County's disposed waste.

Solid waste facility diversion. The Agency has provided funding to public and private transfer stations and landfills to increase diversion programs. It has recently funded projects at the Berkeley Transfer Station to enhance organics diversion and to the Davis Street Transfer Station to enhance mixed-load recycling. These programs target the self-haul and roll-off waste streams that are typically not addressed by municipally sponsored programs, but that represent nearly 50% of the County's disposed waste.

Business waste diversion. The Agency operates StopWa\$te, a model program for business outreach and technical assistance which achieves 7,500 tons of new diversion annually. The majority of jurisdictions in Alameda County allow open market competition for commercial recycling. This policy has allowed a large private sector infrastructure to develop throughout the County. The Agency is assisting businesses and

jurisdictions in addressing service voids through technical assistance and municipally sponsored programs (such as small business recycling or hauler of last resort franchise provisions).

Residential diversion. The Agency has identified best practices for residential programs and provides technical assistance to member agencies in reviewing and developing franchise agreements. Weekly collection, single-stream recycling, and food waste co-collected with yard waste are emerging as key program elements in new residential programs in Alameda County.

ZERO-WASTE COMMUNITIES

“Zero waste” is the moniker for the 21st century design principle based on nature’s model for sustainability. In nature, nothing goes to waste. Private businesses; non-government agencies; and local, state, and regional governments throughout the world are increasingly beginning to adopt zero waste as a goal. Both private and public sector advocates acknowledge that industries and communities based on extractive and exploitive practices will become endangered in the future. Private businesses such as Amdahl Corporation; Collins & Aikman; Fetzer Winery; Herman Miller, Inc.; Hewlett-Packard; Jardinière; Lulu; Mad River Brewing; Interface Inc.; Pillsbury; Xerox Corp.; San Diego Wild Animal Park; and Scoma’s have adopted zero-waste goals or reduced generation by 80–90%. Several governmental agencies that have adopted zero-waste goals are highlighted below.



New Zealand. In March 2002, New Zealand became the first country to adopt a zero-waste goal. The country’s plan, “Toward Zero Waste and a Sustainable New Zealand,” includes strategies

for working with local government, regional councils, territorial authorities, and the Maori people to achieve its vision. The plan includes detailed targets for diverting organic waste, special waste, C&D waste, hazardous waste, trade waste, and organochlorides (including PCBs and other pesticide waste).

Canberra, Australia. The Australian Capital Territory of Canberra adopted a “No Waste by 2010” goal and plan in 1996. The plan envisions achieving waste elimination through producer responsibility, efficient purchasing

and production, innovative strategies for waste avoidance, cost effective methods for recovering resources, and local market development. Canberra will replace its two landfills with resource recovery estates that are dedicated to diversion.

City and County of San Francisco. In 1997, the Board of Supervisors adopted the San



SF Environment

Francisco Sustainability Plan. The San Francisco Board of Supervisors recently passed a resolution establishing a 75% goal by 2010 (inspired by Alameda County) and a zero-waste goal to be set once 75% has been achieved. The City has been a leader in developing residential and commercial food waste programs and has provided the funding mechanism so that its contracted hauler can make major capital investments to its recycling infrastructure.

Del Norte County. The Del Norte County Waste Management Authority adopted its Zero Waste Plan in 2000.



A first of its kind for a local municipality, the plan emphasizes resource conservation over discard management. The plan includes a specific recycling program targeted at service voids in the County, including the development of a resource recovery park, a biosolids land application program, food waste composting, and electronic waste collection programs.

Santa Cruz County. The Board of Supervisors adopted its Zero Waste Resolution in 1999, encouraging the pursuit of zero waste as a long-term goal.



California Integrated Waste Management Board. In November 2001, the California Integrated Waste Management Board adopted its Strategic Plan. One of the goals of the plan is to promote a “zero waste California.” The Board’s objectives include promoting source reduction and best business practices, encouraging new technologies, and working with other state agencies and state governments to lead by example.

BVA’S PROGRAMS FOR 50% AND BEYOND

BVA is committed to helping our clients meet and exceed their waste prevention and recycling goals. Our waste prevention specialists work

with businesses and local communities to design and implement programs to reach 50% and beyond.

Comprehensive environmental audits. BVA has provided on-site waste prevention and recycling, energy efficiency, and water efficiency audits for private businesses and institutions including Gap Inc., San Francisco General Hospital, and Stanford University. We are currently part of a team working with the Alameda County Waste Management Authority to implement the next phase of its StopWa\$t program.



Facility design. BVA designs, builds, permits, and finances all kinds of solid waste facilities, including landfills, transfer stations, and recycling facilities. We recently designed a state-of-the-art single-stream processing facility for California Waste Solutions to process materials from San Jose's new single-stream recycling program.

C&D ordinances. BVA works with jurisdictions to develop C&D diversion programs to meet the individual needs of each community. We have developed non-exclusive C&D franchise agreements for the cities of Santa Rosa and Salinas and C&D ordinances requiring generators to recycle in the cities of Oceanside and Santa Clara.

Hauler monitoring programs. We have worked with many communities to implement commercial recycling program requirements through their local haulers. We have assisted these communities in monitoring the performance of the haulers to ensure that they are meeting the required recycling goals. We are currently providing hauler monitoring services in Montebello and Irwindale.

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Grants administration. Many municipalities do not have the resources to take advantage of the beverage container recycling block grants administered by the Department of Conservation or the waste tire, used oil, or household hazardous waste grants available from the California Integrated Waste Management Board. Many of these grant applications require a minimum level

of effort. Maintenance, monitoring, and reporting on the progress of the grant are also required. BVA has assisted several communities in obtaining grant funding and implementing grant programs, including the City of Alameda and Madera County.

Franchise assistance. BVA works with local governments to develop Requests for Proposals and franchise agreements that include diversion incentives, state-of-the-art collection programs, and franchise requirements to maximize diversion. BVA has assisted the cities of San Jose, Santa Clara, and Healdsburg in designing cutting-edge programs to be carried out by their franchisees.

Public education and outreach. BVA designs and develops outreach materials to enhance both residential and commercial recycling programs. We have developed brochures, recycling guides, C&D resource guides, integrated waste management primers, and education plans. Our staff conducts home composting workshops and composting bin sales. We develop and implement school recycling and school outreach programs. We are currently providing outreach and education services in the cities of Montebello, Stockton, and Oceanside, and in Madera County.



Staffing assistance. Dedicated waste prevention and recycling staff are key to successful program implementation. Daily monitoring and implementation of new programs is often necessary. However, some communities cannot dedicate their permanent staff to these tasks. BVA has provided on-site staffing assistance to Gap Inc., the Salinas Valley Solid Waste Authority, and the cities of Fremont, Montebello, San Francisco, and Stockton. Our staff is available for both short- and long-term assignments to provide stop-gap technical assistance or full program development, implementation, and monitoring.



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