CITY OF HUNTINGTON BEACH
SUPPLEMENTAL COMMUNICATION
Joan L. Flynn, City Clerk
Office of the City Clerk

TO: Honorable Mayor and City Council

FROM: Joan L. Flynn, City Clerk

DATE: April 2, 2012

SUBJECT: **SUPPLEMENTAL COMMUNICATION TO THE CITY COUNCIL FOR THE APRIL 2, 2012, REGULAR CITY COUNCIL/PFA MEETING AND THE SPECIAL MEETING OF THE HUNTINGTON BEACH SUCCESSOR AGENCY AND THE HUNTINGTON BEACH HOUSING AUTHORITY**

Attached is the Supplemental Communication to the City Council (received after distribution of the Agenda Packet):

Study Session
PowerPoint communication received from Travis Hopkins, Director of Public Works, dated April 2, 2012, entitled *Huntington Beach City Council Commercial Recycling.*

Huntington Beach City Council
Commercial Recycling

Why are we here?

Program Development

Proposed Program

Environmental Benefits

Economic Benefits

RAINBOW ENVIRONMENTAL SERVICES®
Providing Greener Possibilities℠

NEW STATE LAW – AB 341
Mandatory Commercial Recycling

- Businesses generating 4 cubic yards/week
- Multi-Family Units with 5 or more dwellings
- Recycle by source separating materials
- Pick up of recyclables by hauler (Rainbow) or may self-haul to an authorized recycling facility
- Mixed waste processing (already provided in current service model) may be used. CalRecycle is studying and expected to set diversion yield in near future

Huntington Beach City Council
Commercial Recycling

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Economic Benefits to the City

BURGER KING

PACIFIC SALES
KITCHEN, BATH & ELECTRONICS

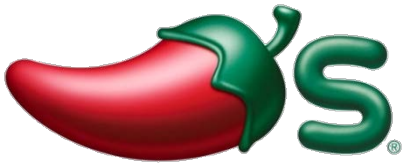
usbank

OSH
Orchard Supply Hardware

PETSMART
Careers

7 ELEVEN

Walgreens
The Pharmacy America Trusts


'S

ARCHSTONE

JO-ANN
fabric and craft stores

KOHL'S

TRADER JOE'S

SPORTS AUTHORITY
DEDICATED TO THE DEDICATED

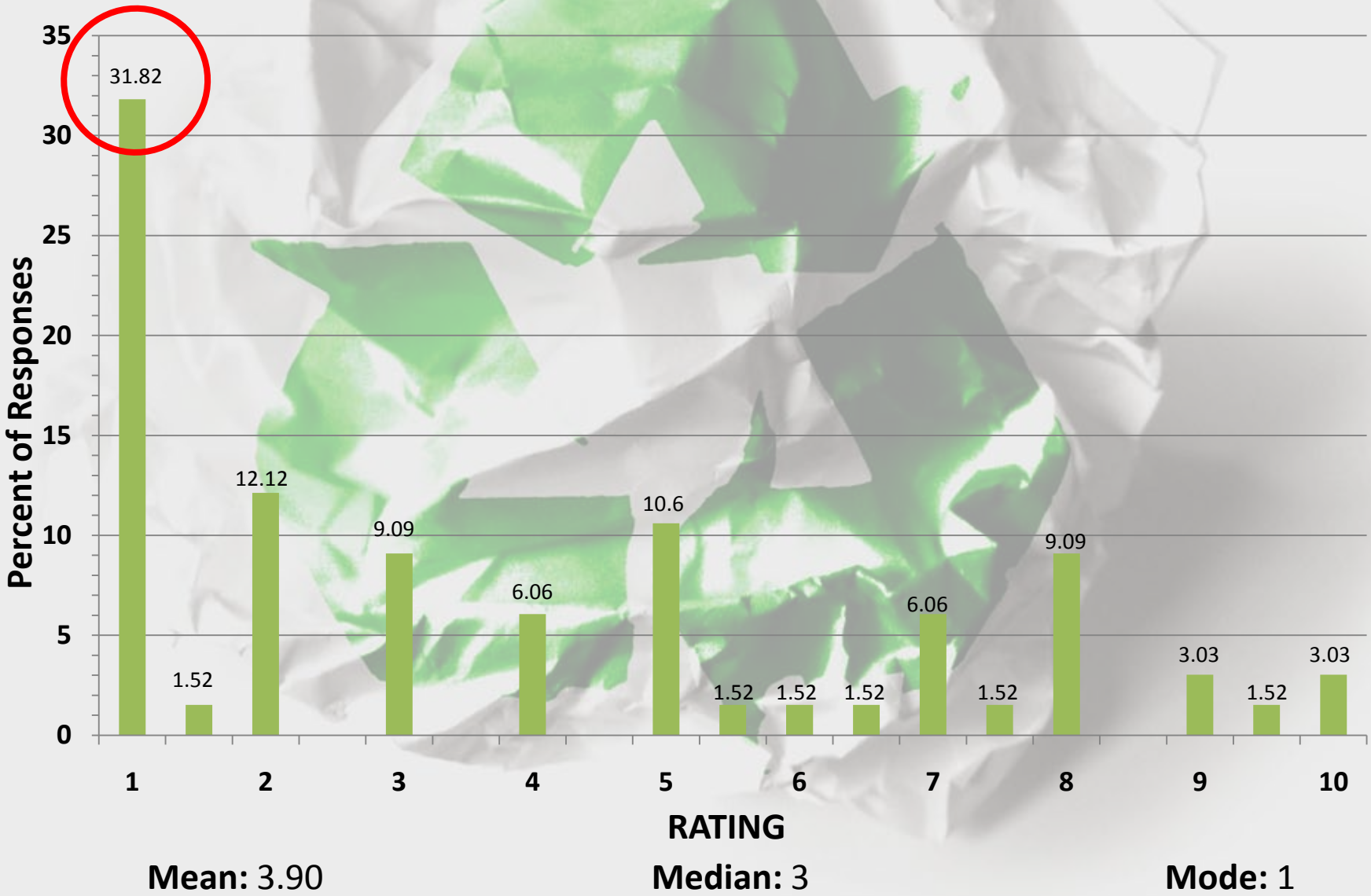
COMFORT SUITES

CHUCK E. CHEESE'S

Sir Speedy
Printing and Marketing Services

Cumulative Results

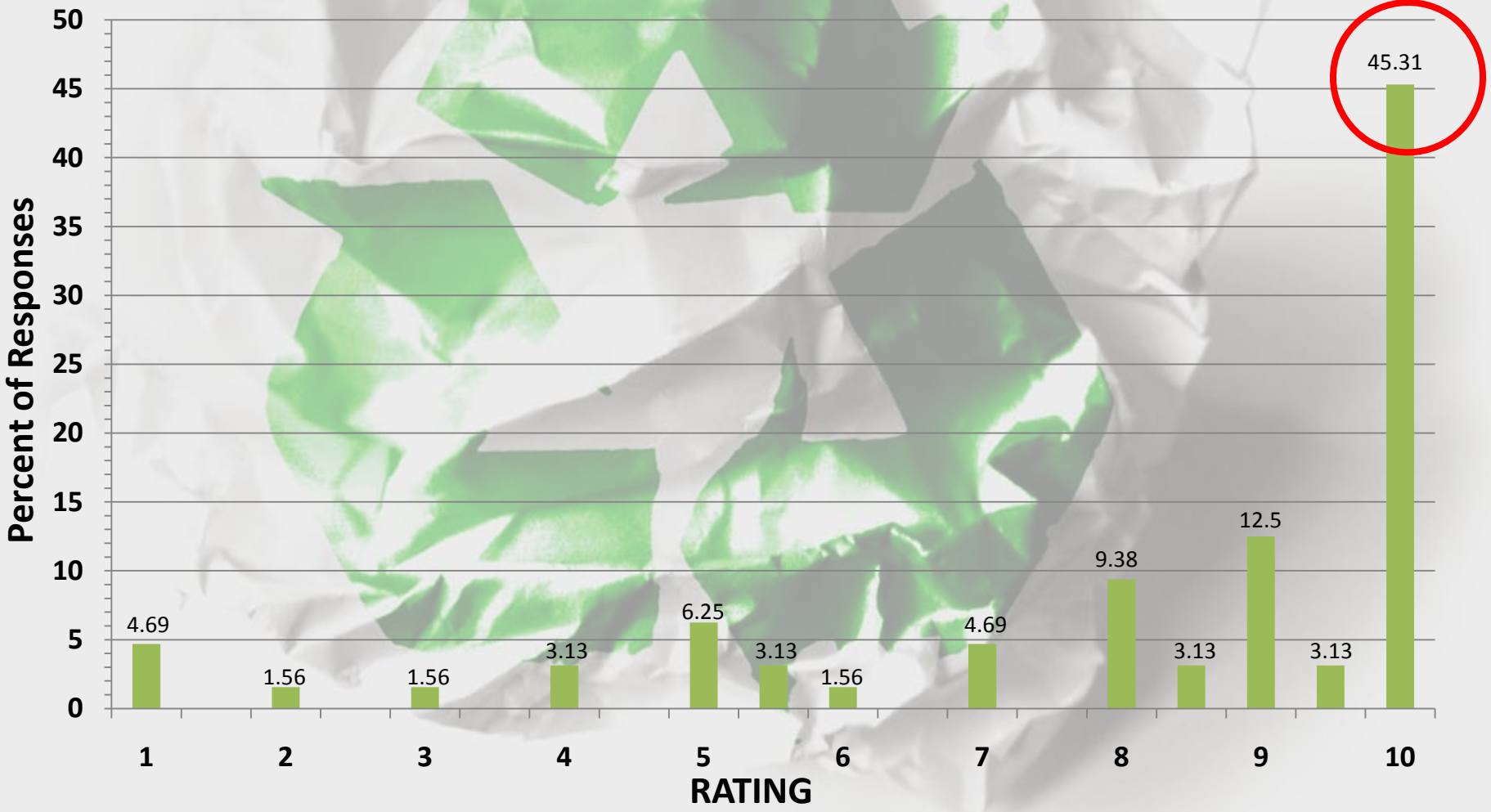
On a scale of 1-10, how green would you rate your company as being <u>today</u>?



Mean: 3.90 **Median:** 3 **Mode:** 1

Cumulative Results

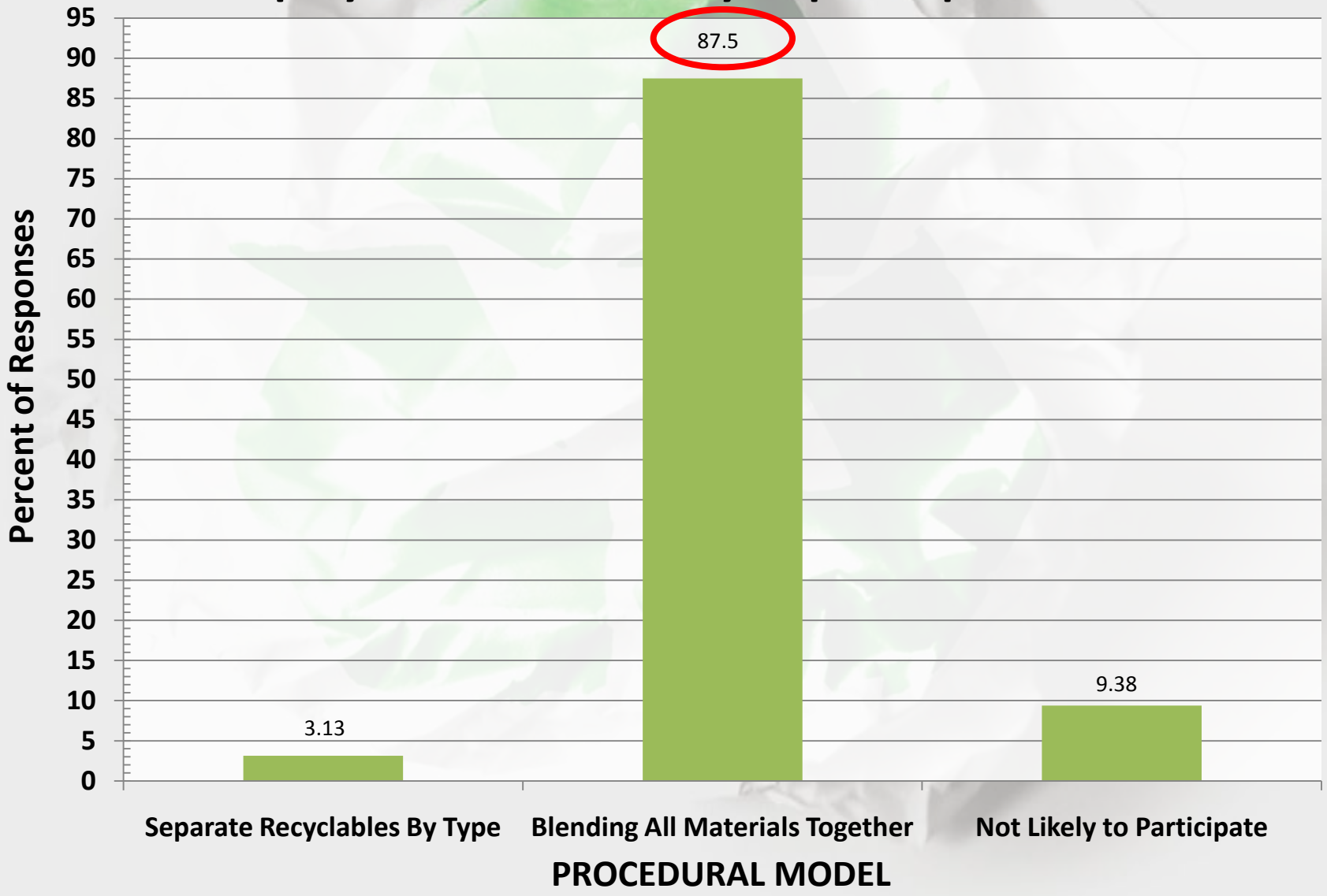
How green would your company like to be tomorrow and in the future?



Mean: 8.13 **Median**: 9 **Mode:** 10

Cumulative Results

Which procedural model would you and your employees be more likely to participate in?



Commercial Recycling Research Conclusions

1. Customers are ready for a recycling program to improve their environmentalism

2. They would prefer a commingled system

3. Most customers will voluntarily participate in recycling if their cost remains the same

4. Customers like the concept of being recognized for their green results

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Commercial Recycling Pilot Research

Toyota of Huntington Beach

ARCHSTONE
Huntington Beach

Huntington Beach City Council
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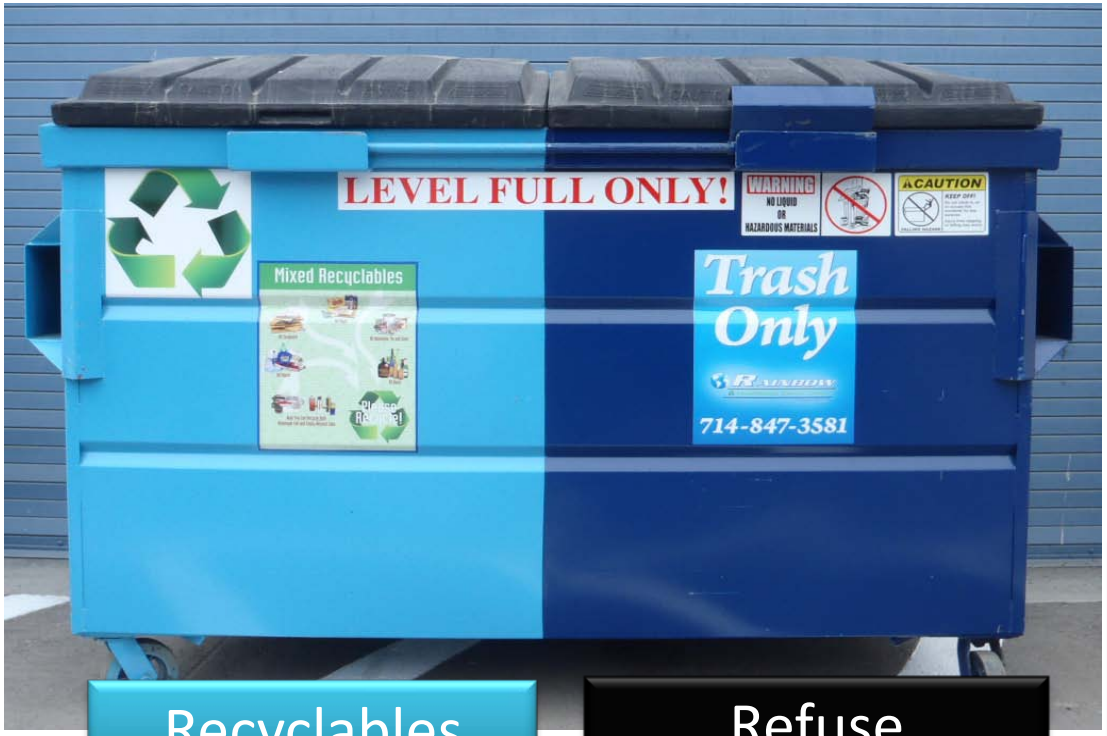
Commercial Source Separation - Preferred

Recyclables

Refuse

- Commercial Source Separation Option – Best & Highest Resource Recovery
- Financial Incentive to Customers – 1/3 less than refuse bin

Commingled Source Separation



Recyclables

Refuse

Source Separated materials processed at Clean Stream MRF

- Split Bin for single enclosure and space-constrained customers

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Mixed Waste Processing Option

Refuse & Recyclables – No Sort

Materials Processed at Mixed Waste "Mini-MRF"

- Customers may choose to continue with Mixed Waste Processing option - AB341 compliant

Food Waste Program

- 65 gallon green container is standard
- Serviced by Residential truck
- 2 cubic yard & 6 cubic yard for large generators
- Material processed at Rainbow's organics MRF and composted at Agromin

AGROMIN
Soil for a Greener World

Program Outreach

Environmental Sustainability Representatives

- Professional and friendly sustainability consultants to champion Commercial Recycling and to support Huntington Beach customers
- B2B field model – face to face interactions
- Primary responsibilities to convert customers through waste audits, education and training and to add value
- Program development, education and training is provided to customers for free

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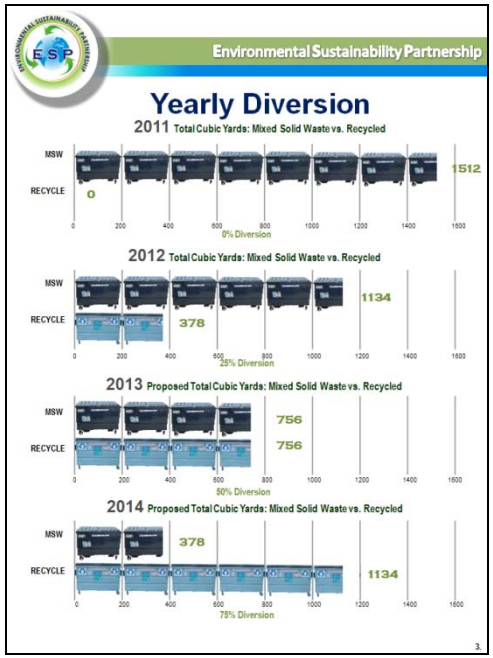
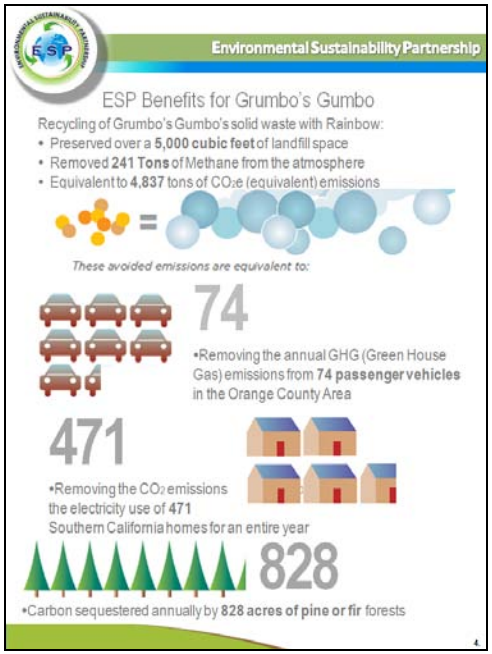
Environmental Sustainability Partnership

Website Promotion

Green Awards





Annual Customized Environmental Sustainability Reports

Recognition & Promotion for Huntington Beach Businesses & Multi-family Communities

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Huntington Beach City Council
Commercial Recycling

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California State Leader

"Rainbow Environmental Services and the City of Huntington Beach named Recycling leader for larger cities, State of California."

Rainbow named California State Climate Action Leader in 2007 & 2008

THE ORANGE COUNTY
REGISTER
SATURDAY, JAN. 31, 2009

Huntington Beach named state leader in recycling

Surf City and Fresno tied as the top recycling cities recognized by a California board.

By JAIMEE LYNN FLETCHER
THE ORANGE COUNTY REGISTER

HUNTINGTON BEACH • Surf City can now boast that it has the best recycling practices in Orange County — and the state.

The California Integrated Waste Management Board this week named Huntington Beach and Fresno as the top recycling cities in the state.

The award is based on 2006 numbers certified by board members in December.

"We work real hard at doing the best we can but without the cooperation of the commercial and residential sectors we couldn't be as successful as we are," said Ron Shenkman, chairman of the city's waste company, Rainbow Disposal.

Huntington Beach has made big strides with its recycling practices, increasing its diversion rates to 71 percent in 2006 from 45 percent in 1995. Fresno also recycled 71 percent of its solid waste in 2006.

The state requires all cities to divert at least 50 percent of its waste. The waste management board is now working toward increasing that rate to 75 percent statewide.

Rainbow Disposal seems well on its way to reaching the state's targeted goal, however economic influences could prompt a drop in recycling numbers, Shenkman said.

Less consumer buying and a slowing construction industry could affect diversion rates, he said.

"There are other factors that can negatively impact (recycling) numbers," he said. "This economy that we're in right now, the recession — all those things factor in."

Rainbow Disposal hopes its new and proposed recycling programs will prevent a significant drop in their numbers.

The disposal company in May 2007 rolled out a new program for residents to separate trash, yard waste and recyclables into separate bins. They also switched to an automated trash collecting system that uses natural gas instead of diesel as another step toward environmentally-friendly trash practices.

"The separate recycling bins are certainly helping on the diversion end of it," Shenkman said. "We are noticing an improvement."

MARK MARTINEZ, THE ORANGE COUNTY REGISTER

Rainbow Disposal in Huntington Beach has taken steps to increase recycling efforts. In 2007, it started a program that added separate bins for yard waste, trash and recyclables.

The disposal company also is embarking on a 10-year modernization project that is expected to sort and divert trash more effectively.

The program, announced in December, would include upgrading machines that could sort up to 1,200 more tons of trash a day, expanding offices and enclosing all trash sorting and dumping activities.

Rainbow Disposal's new facility would also take some trash and convert it into fuels, mulch and renewable energy, company officials said.

Rainbow Disposal will know this year how their recycling numbers compare to its 2006 results.

The waste management board this month implemented a new system for calculating disposal rates that is expected to turn out results every year.

A complex formula that generally took 18 to 24 months of number crunching has been replaced with a per capita formula, expected to be more accurate and efficient, according the board's Web site.

"They've always been two years behind," said Sue Gordon, vice president of Rainbow Disposal's Environmental and Public Affairs. "But we're catching up."

Huntington Beach's 2007 diverted waste numbers are expected to be released by March 15 and its 2008 numbers will be out by Aug. 1.

The Associated Press and Register reporter Annie Burris contributed to this report.

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DISPOSAL CO., INC.

ENVIRONMENTAL SERVICES®

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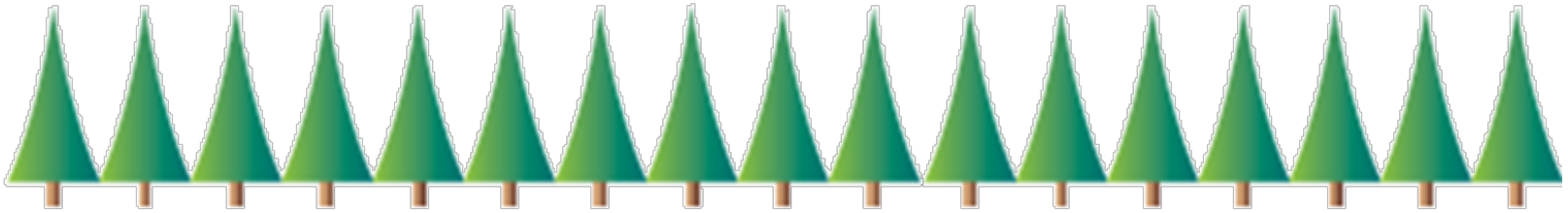
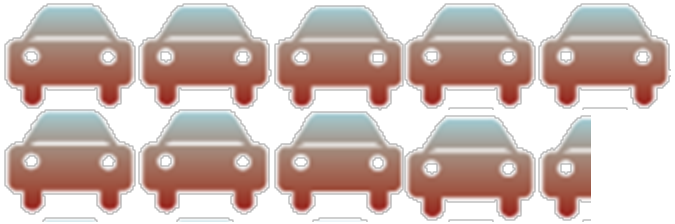
20,000,000 pounds

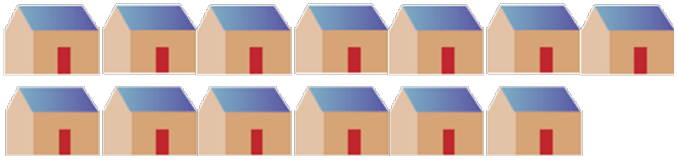
Estimated Environmental Benefits to Huntington Beach



170,000 Trees preserved each year of Huntington Beach's program



93,693 tailpipe emissions removed from cars taken off Southern California roads for 1 month



Energy equivalent of 130,000 homes powered for a day

460,000 gallons of petroleum preserved each year of program

http://www.calrecycle.ca.gov/climate/Calculator/default.htm

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Economic Benefits

Recycling offset to Collection Rates - Estimated $1.2 million in overall savings to Businesses

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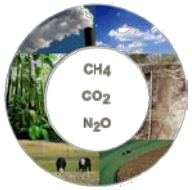
Summary Benefits to Huntington Beach

1. Increased Recycling/Reduced Landfill Waste
2. Reduced Air Pollution
3. Natural Resources Preservation
4. Mandate Compliance
5. Complimentary Education & Outreach
6. Support for City Staff in Program Administration



Final Thoughts

Reducing use and Recycling of the Earth's natural resources may become the defining accomplishment of our era.

- Time Magazine

1. Increased Recycling
2. Reduced Landfill Waste
3. Reduced Air Pollution (GHG's)
4. Preservation of Natural Resources

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Questions?

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