

# We're #1 – Group1

Problems for holding back

## Money & Economics

- § E-waste – not large enough volume to divert materials from landfill

## Packaging & product design → source reduction

- § Need to design to use longer & for recycling

## Need global association

- § 1975 – ISRI design for recycling → started with auto industry
- § for design for recycling

Existing policies and programs need to be more effective for kids and adults – including public outreach

No teeth behind design for recycling or financial incentive to do on own convenience and difficult to change public & private behavior

## TECHNOLOGY is a problem

- § relates to budget
- § need to add new technologies
- § look by waste stream
- § current systems are not cost effective
- § not enough \$ for R&D for recycling institute
- § Need research institute for recycling technologies

## Get away from numbers

- § Statistics are misleading
- § 1990 didn't know
- § focus on programs statewide + statewide calculation of numbers and impacts
- § from landfills
- § don't have numbers to accurately know what's going to landfills

## Micromanagement of local governments

Need a benchmark and starting point but not sure if current is accurate and useful

No accurate reporting because:

- § No standards on how to report
- § Demographics different
- § AB939 adjustment methodology doesn't adjust 100% for differences in communities
- § Ind. based US. tourist based cities
- § Different types of products

## Don't need numbers from locals anymore

- § Numbers got us started
- § Now deal with what holding back programs and policies needed
- § Need new way to measure programs

## Need to stop increasing recycling generation and focus on eliminating & reuse & reduction of waste

- § Increase recyclables versus reduce waste
- § Overall waste reduction
- § Designing out waste
- § Manufacturers creating more wastes & more and more products and packaging

Need to reduce consumption per capita

Problems between haulers and recyclers depend on revenue generated by amounts of materials processed

### Markets:

- § Toner cartridges
- § Sent back to manufacturers versus shipped overseas
- § Lexmark “clean faith” campaign knocked out small refillers
- § HP Roseville – process a lot, why not here?

### Economics

- § Exclude franchise – more services provided, costs more
- § If stronger demand & higher value for materials would see more recycling

### Education

- § For businesses and institutions
- § Where to get info to start programs
- § Website resources
- § Economics for programs
- § Time to sort
- § Tech. assistance
- § City of Hope benefits City of Duarte – bale boxes

### Siting Problem →Ties to Costs:

- § Cost for permitting
- § Multiple permits – business license
- § Won't permit more landfills and MRFs in LA County in the next 10-15 years

### Problem: space for facilities

- § Transportation issue to get to rural processing?
- § Rail short fall
- § Cost of land is astronomical
- § RMDZs have not helped on those issues
- § Public acceptance dies at public hearings

### Negative stigma around new facilities

- § Enut group fought composting site on city owned land
- § Mixed messages from enut groups
- § Public called composting “dump” perceive odor problems

### Siting Problems:

- § Air – bad
- § Stormwater – bad
- § They don't work with one another

- § Proponents stuck in the middle
- § Just say “traffic” and delayed forever

**National problem needs national leadership** → ties to education

- § Perception that issues is finished
- § Public not making priority until \$200/mo

**School programs**

- § Curriculum
- § Programs K-12
- § Ineffective
- § No resources available for students to get into resource management
- § State mandates don't prioritize
- § Show what to do & kids will follow – school exempt from 939
- § Fast food places need to recycle
- § Need school recycling programs

**Consumer awareness** of what they buy

- § To drive source reduction
- § Consumer driven campaigns, like coke
- § Which issues to tackle 1<sup>st</sup>
- § Legislation mandates may be needed – to buy from companies that take back or don't get state funds (SB50) encourage now

Public Apathy – can't just do more of same education tools to juice them up again

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Problems for Recycling More and Wasting Less (in blue ink) and its Solutions (in red)

**Money and Economics**

- § Stronger demand needed to increase value of materials
- § Would recycling more if better prices
- § Need R&D to design more cost effective equipment/systems
- § Need incentives, mandates
- § LF surcharges, by counties, to fund public and private recycling programs then statewide by legislation or initiative
- § Promote PAYT in SoCal
- § State and local incentives for permit costs for reuse, recycling and composting

**Technologies**

- § Public Outreach
- § Unified voice for recycling
- § Sectors – residential, businesses
- § Negative stigma of waste
- § Work by business sector to reach out to chambers and trade associations to expand diversion and develop new messages and tools
- § Develop new messages and tools
- § Schools – integrate curriculum into new performance standard & ex. order by Department of Education require school to recycle
- § Need major state marketing campaign on new messages

## Numbers

- § Numbers got us started; now move on
- § Micromanaging local governments
- § Statistics are misleading
- § Need new measure of progress
- § Stop increasing recycling and focus on reuse, source reduction and reducing of wastes
- § Manufacturers, increasing more & more products and packaging
- § Focus on programs not counting
- § Statewide #s based on LF tonnage, to measure overall progress

## Siting

- § NIMBY
- § Cost for permitting
- § Won't be able to site more in LA area
- § Need space for facilities & transportation
- § Promote CalEPA Integrated Environmental Permitting Services
- § RMDZs act applied to all recycling biz, not just those with loans and to resolve conflicts between permitting agencies

*Note: no more different colors used in the following notes*

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## Education

- § Need new messages and tools to get message to public
- § Next level of sophistication
- § Social marketing
- § Marketing is better term than "education"
- § Who does it? Pays for it! → local level, brochures
- § How to recover resources and importance to them
- § State should have major campaign for consumers on website
- § Producer responsibility
- § Technological & institutional actions
- § LA shares → CA Shares
- § Ebay
- § Use of internet
- § Community newsletters and bill inserts
- § Social marketing listserve (like electronic task force)
- § Listserve for "marketing resource" to the public
- § Leaders in developing messages and tools
- § Resources on CIWMB website
- § Professional chat room for people working on same issues like this
- § Curriculum: adds ons to classes already doing K-6, middle & HS. CIWMB working on that and tying to new performance standards
- § High School – get into more sophisticated issues
- § Schools need to also do comprehensive reuse, recycling and composting programs
- § Encourage state and local government with Department of Education and DOC to develop curriculum and programs

- § Execute order to provide recycling programs in all schools (Cor. Supt. Of Instruction and Dept. of Education)
- § Tie to avoided costs to fund recycling initiatives

Outreach to businesses:

- § Health care – huge waste generates
- § Work by business sector to engage major trade associations to develop new messages and tools
- § Local and state government make this a priority
- § Develop marketing plan to target business associations
- § Tech. Audits
- § Comprehensive sustainable programs
- § When cities license business in city give literature and collect fees based on whether they recycle or not → IKEA in Covina required to recycle
- § Work with chamber of commerce
- § C&D policies → Gardena and other cities shown that can increase biz recycling with innovative policies and incentives
- § Change OLA to Biz Assistance → not numbers, helping on outreach to biz associations, work with local community recycling programs

**Money & Economics**

LFs tip fees

- § Raise them
- § Rail to desert will help
- § Watch out for wind fall profits to LF operators
- § Tip fee surcharge to fund recycling programs (new tax)
- § Start with County initiatives
- § Legis. on state initiative

Pay as You Throw

Need flexibility for users to offer as option to help on transition

Property tax bill situation is more difficult, has been done

Permit fees

Incentives for reuse, recycling and composting facilities

Waive fees (or partial)

CIWMB has incentive for regional diversion facilities with < 10% trash – waive permit requirement

Cities could use that def to waive fees for those type of facilities

RMDZs – still lot of hurdles

- § Should help on getting permits and resolving conflicts between permitting agencies
- § For projects not given loans as well as those using RMDZ funding

**Siting**

See above on Problems and Solutions

## **Technology**

- § State fund R&D to promote new tech for:
  - Reuse, recycling and composting
  - Collection systems
  - Processing systems
  - Appropriate conversion technologies
- § Grants to colleges, universities and put research facilities to do pilots and models
- § Siting problems:
  - Education
  - Fixing problems
  - Model programs & pilots
  - Strict control

## **Numbers**

- § Statewide #s, based on LF tonnage, should be way measured in future instead of local government #s
- § Focus on programs not counting