

Marin Sanitary Service

CONSERVATION – OUR EARTH, OUR MISSION, OUR JOB



Town of Fairfax Annual Report

January 1, 2012-December 31, 2012

1050 Andersen Drive
San Rafael, CA 94901
Phone: (415) 456-2601
Fax: 415-451-4741

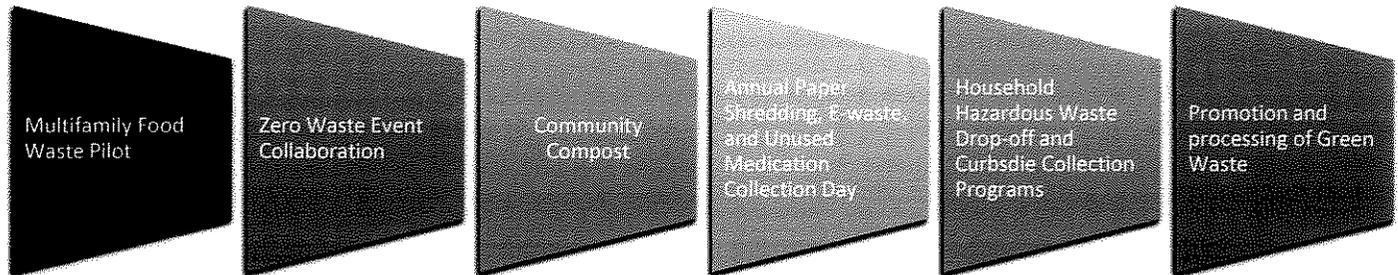
E-Mail: kim.scheibly@marinsanitary.com

Web: www.marinsanitary.com

AGENDA ITEM # 4

Zero Waste Programs

Marin Sanitary Service (MSS) continuously puts forth its best effort to help the Town of Fairfax in meeting its Zero Waste and green house gas reduction goals. On December 1, 2011, MSS signed a Contract with the Town that added several new Zero Waste programs to the existing list of services provided to the Town. As part of this Contract, MSS is providing the Town with a comprehensive annual report for the contract years 2011-2012.



Multifamily Food Waste Composting Pilot

MSS outreached to several multifamily units late winter/early spring to determine interest in participating in the residential food waste program. Only one apartment building expressed interest. In early fall, MSS began outreach and education at 2525 Sir Francis Drake. Kitchen pails filled with instructional materials and stickers were distributed to 16 units. The Company will be adding two more apartment complexes in the next few months. Three main barriers to participation were identified by property managers:

1. Limited space for carts
2. Lack of apartment building staff to bring carts to the curb
3. And the inability to lower their overall garbage rates due to the 32-gallon per unit minimum.

Zero Waste Event Collaboration

In collaboration with Sustainable Fairfax, MSS was able to provide services, signage and event waste management guidance to the town for the Fairfax Festival in June 2012. As a result, 95% of the materials collected were diverted from the landfill. There has also been collaboration on multiple smaller events to help increase diversion and promote zero waste practices.

Community Compost Availability

MSS arranged with the Town to deliver a total of 45 tons of compost material to a designated bunker for distribution to the citizens of the town. This was to be divided into three loads of 15 tons each three times during the year. At the request of the town, the following loads were delivered and distributed as follows:

- 20 tons of compost was distributed to the town in the spring.
- 15 tons of compost was distributed to the town in summer.
- 10 tons remain available to the town for use in 2013 (total available for 2013 will be 55 tons).

Annual Paper Shredding, E-waste, and Unused Medication Collection Day

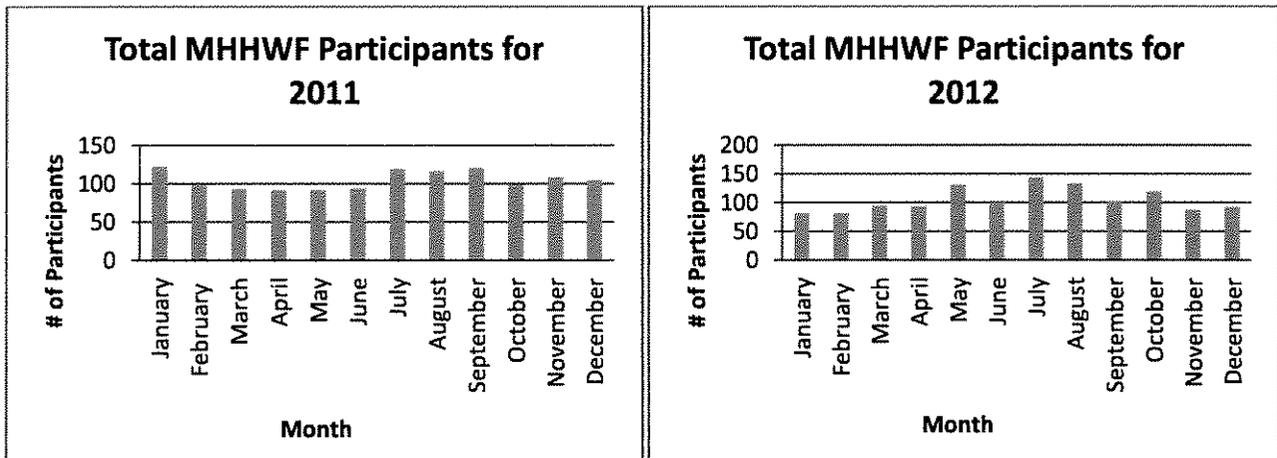
MSS is collaborating with Sustainable Fairfax and the Sheriff's department to plan an annual take-back collection event in April 2013 at no cost to the participating resident. Ideas so far are to include an information table highlighting the MSS residential recycling and compost program, residential mobile universal household hazardous waste program, commercial recycling program; document shredding; e-waste collection; and unused medication collection. MSS will provide overall management for the event in cooperation with the Town and include the cost of the entire event in the collection rate.

Household Hazardous Waste (HHW) Curbside Collection and Drop-off Programs

Every Residential Customer was mailed a brochure explaining the program. All new customers also receive the brochure along with a Residential Services Guide that explains the drop-off facility and curbside programs in detail. Information on HHW is also placed in the residential newsletters and is available on the website and at the facility. Since the program began in July 2012, there have been 25 participants. The main products being collected are latex paint, batteries, and fluorescent tubes and bulbs. While anticipated participation is lower than expected, the participation for the drop off program at the Marin Household Hazardous Waste Facility has remained steady and averages 105 Fairfax participants per month. There were 1263 combined Residential and Conditionally

Exempt Small Quantity Generators participants in 2011. This number increased to 1266 combined for the year 2012. We will partner with Sustainable Fairfax to get the message out at even more community events. See Table 1 for details.

Table 1: 2011 and 2012 HHW Facility Drop-off Participation: Combined Residential and Commercial



Promotion and Processing of Green Waste

MSS helped the town promote two "Chipper Days" in October in collaboration with the Fairfax Volunteer Office and the Fire Department. Approximately 10 tons of heavy brush was removed from the town, chipped and composted. In addition, MSS empties a 20-cubic yard debris box from the Town Corporation Yard that contains leaves, brush, grass, grass cuttings, and other similar materials.

Promotion Composting Using Green Carts

Curbside food waste/yard waste tonnage is slowly increasing as more participants become aware of the program. We saw a slight increase of 153 tons from 2011 to 2012. Every Fairfax residential customer received the following information regarding the program:

- Two newsletters with information on the importance of this program, kitchen pail purchasing, tips for collecting food scraps in the home, and a list of acceptable and non-acceptable items.
- One postcard reminder to start collecting food scraps and food soiled paper in the green cart.
- One special edition newsletter focused entirely on the composting.
- Cart sticker with what is accepted and not accepted in the green cart.
- Cart hanger with program information.
- Website with information on composting containers and how to collect food scraps in the home.

In the fall of 2012, residential green waste routes were manually audited over a three-week period. Below are the findings:

- 47% of residents set out green carts at the curb.
- 43% of these carts contained evidence of food waste. This equals a 20% participation rate.
- Main contamination issues: milk cartons, plastic bags, and pet waste.

More targeted outreach is planned for 2013 including a how-to video, a new brochure, and updates to the website, electronic news updates, and a social media campaign. In addition, all gray carts will have stickers reminding people to not place food or recyclables in the garbage

Public Information Programs

At Marin Sanitary Service, community involvement through education, outreach and alliance-building is our greatest passion and supports our ultimate goal of zero waste. Our duty is to engage and educate our community in how *they too* can be part of the solution. Education is the most important aspect in reaching our goal of Zero Waste.

Environmental Classroom

Every year, over 3,000 students and adults come for tours of our recycling facilities. From January 1, 2011-December 31, 2012, 212 students (1st-3rd graders) and adults from the Town toured the facility and were given detailed information on recycling, composting, reuse, and better purchasing practices to help with zero waste. The Company has implemented a new 4R Planet Schools Program that includes hands-on education and training on development and implementation of recycling and composting programs. Our Education and School Recycling Coordinators are working hard to set up recycling and compost programs in the following four schools: Manor, Whitehill, Cascade Canyon and St. Rita's schools. These schools have received educational materials, signage, and training to implement and improve their school diversion. The goal is to have at least one grade from each of these schools tour the facility in 2013.

Outreach Materials

All Fairfax residential and commercial customers have received multiple direct mail pieces informing them of our programs and services. Mailings to date include:

- Two commercial billing inserts and two commercial newsletters
- Three residential billing inserts and four residential newsletters
- Residential Services Guide for new customers
- Fairfax Household Universal Waste Pick-up Program brochure.

These mailings have educated the public on zero waste programs; proper recycling and composting practices; the hours and times of operation at all facilities; proper disposal of household hazardous waste; and the new Mandatory Commercial Recycling Law (AB 341). In addition, there have been 10 ads placed in community newsletters, newspaper ads, and online ads informing the public of our services and encouraging people to reduce, reuse, recycle and compost.

Community Events

MSS participated in 14 community events in 2012. In addition to providing services at these events, we have also been able to supply event planning guidance, signage, collaboration on sorting stations, and educational materials for distribution to the public. The Company participated in many community presentations including the Trash Talk event held on September 20th.

Diversion Activities

Background on Diversion Calculations

Jurisdictional diversion rates are calculated based on a disposal-based indicator which is a per capita disposal rate expressed as pounds per person per day (PPD). This disposal rate uses two factors: a jurisdiction's population and its disposal tonnage, as reported by disposal facilities. The jurisdictional diversion rate focuses on a list of programs (<http://www.calrecycle.ca.gov/igcentral/PARIS/Codes/default.htm#Reduction>) that includes but is not limited to recycling, composting, household hazardous waste, and other source reduction programs such as purchasing policies, xeriscaping, and material exchange programs (thrift shops, yard sales, reuse stores). The disposal target for each jurisdiction or regional agency was calculated by averaging the waste generation over a period of four years (2003, 2004, 2005, and 2006), which was determined by CalRecycle to be the equivalency of the 50% AB 939 landfill diversion rate. The disposal target for the Marin County was calculated to be 7.6 PPD. For 2011, the Marin County Jurisdictional Diversion rate was 75% with a population disposal of 3.8 PPD, 50% better than the disposal target.

The ton per ton recycling and disposal rates of the various haulers in Marin all contribute to the 75% diversion rate. For the purpose of this report, only tonnages for franchised materials sorted at the MSS facilities are used. Since MSS only handles the franchised waste stream, the other tonnages from source reduction, back-hauling recyclables, grasscycling, garage sales, and a whole host of non-franchised programs within the Town are not accounted for by MSS but are reflected in the Jurisdictional diversion rate that is reported to the State by the JPA.

Types of Materials Collected

Materials diverted through our residential and commercial curbside programs include glass bottles and jars; aluminum and bi-metal cans, foils, and containers; plastic bottles and containers #1-7; Cardboard; mixed papers; paperboard; and newsprint; and organics including yard waste and food waste where applicable. The mix of materials in the recycling stream has changed significantly over the years. Newsprint collection continues to decline as people switch to electronic versions of newspapers and magazines. Lighter weight plastics are replacing glass and some metals and now make up the majority of the waste stream. Though the volume of these materials seems to be increasing, the actual recorded tonnage has decreased.

MSS has tracked the amount of residential and commercial waste and recyclables collected and processed from the Town of Fairfax at their facilities in 2011 and 2012 (Tables 2 and 3). Increases in the diversion rates of both the residential and commercial streams were seen in 2012 as compared to 2011. In 2011, 56.9% of the residential material collected was recycled, and 76.0% of the commercial material collected was recycled, which results in a total recycling rate of 62.1% as shown in Table 2 below. The diversion rate for materials in the residential stream increased from 56.9% in 2011 to 59.1% in 2012. The commercial diversion rate increased from 76.0% in 2011 to 77.7% in 2012.

The Company's ongoing Operational Improvement Plan for 2013 will lead to staffing and operational improvements, technology changes and upgrades to our existing sorting infrastructure originally installed in 1989. These changes will improve the recovery of materials sorted in this facility and increase the diversion rate even more. In addition, MSS is working with Sustainable Fairfax and the town to set up three model businesses in the community with internal sorting stations, signs, and employee education. This model will then be shared with other businesses in the community.

Table 2: 2011 MSS Residential and Commercial Waste Collections for Town of Fairfax: Ton per Ton Diversion

	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
<u>Collected:</u>			
Curbside Food/Yard Waste	1,169	NA	1,169
Curbside Recycle	1,133	154	1,287
Transfer Station	1,744	23	1,767
Commercial to MRRC	NA	1,313	1,313
Total collected	4,046	1,490	5,536
<u>Diverted:</u>			
Curbside Food/Yard Waste	1,169	NA	1,169
Curbside Recycle	1,133	154	1,287
74.54% Commercial recovered through MRRC	NA	979	979
Total Diverted	2,302	1,133	3,435
Diversion	56.9%	76.0%	62.1%
<u>Tons to Landfill</u>			2,101

Table 3: 2012 MSS Residential and Commercial Waste Collection for Town of Fairfax: Ton per Ton Diversion

	<u>Residential</u>	<u>Commercial</u>	<u>Total</u>
<u>Collected:</u>			
Curbside Yard Waste	1,322	NA	1,322
Curbside Recycle	1,100	142	1,242
Transfer Station	1,677	56	1,733
Commercial to MRRC	NA	1,465	1,465
Total collected	4,099	1,663	5,762
<u>Diverted:</u>			
Curbside Yard Waste	1,322	NA	1,322
Curbside Recycle	1,100	142	1,242
Commercial recovered through MRRC		1,151	1,151
Total Diverted	2,422	1,293	3,715
Diversion	59.1%	77.7%	64.5%
<u>Tons to Landfill</u>			2,047

Residential Mix of Bins for Landfilled Tonnage Tracking

Over the past two years (January 2011-December 2012), there has been a 9% increase in the number of customers switching to 20-gallon carts for garbage collection. This resulted in a corresponding 25% decrease in the usage of 96-gallon carts and a 5% decrease in usage of 64-gallon carts. Overall percentage of carts can be seen in the Table 4 below.

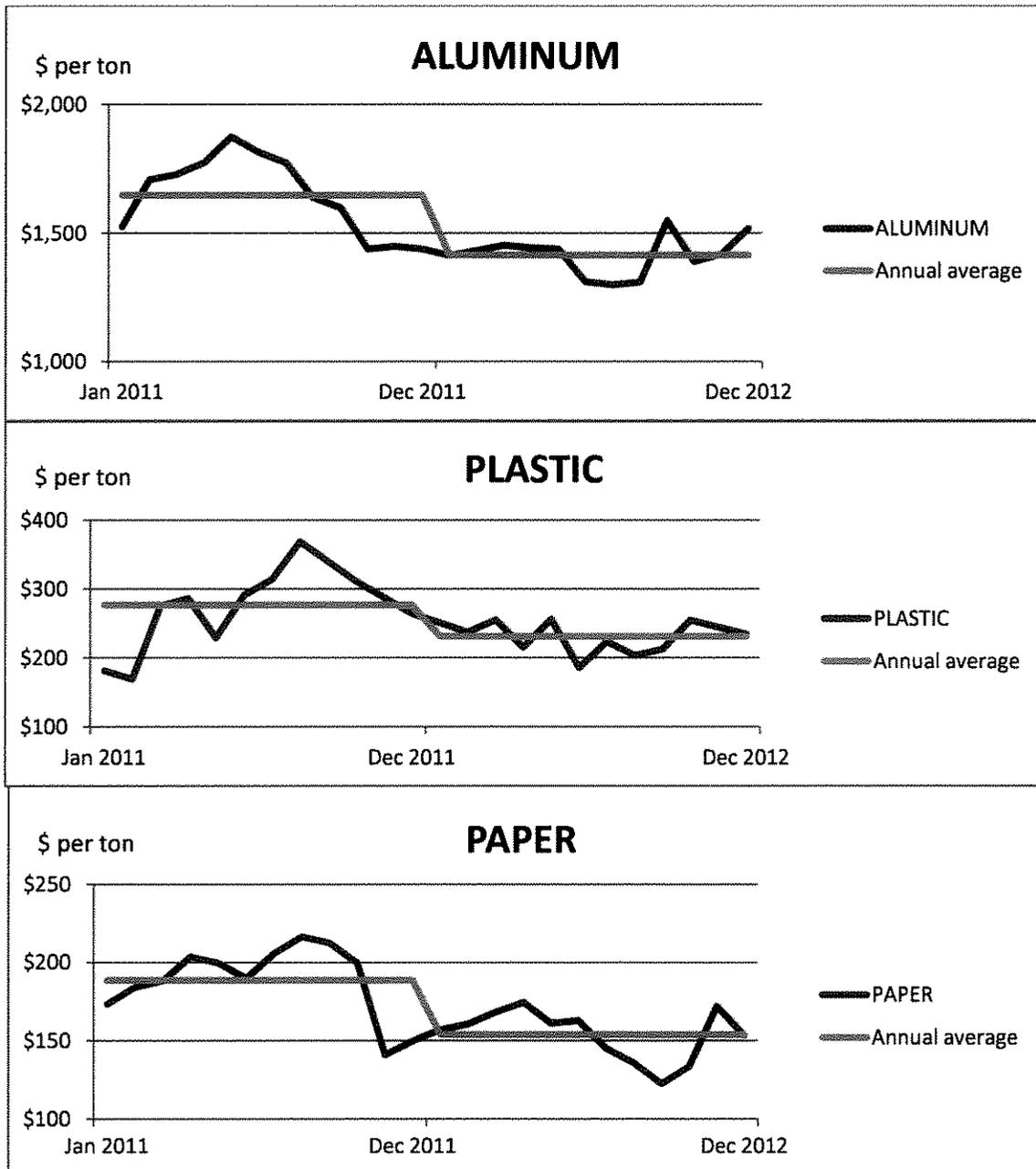
Table 4: 2011-2012 MSS Residential Mix of Garbage Carts for Town of Fairfax

	<u>Carts at Dec 2011</u>	<u>Carts at Dec 2012</u>	<u>Increase/ (decrease)</u>	<u>% Increase/ (decrease)</u>
Number of carts				
20 gal. can	343	375	32	9%
32 gal. can	2,041	2,036	(5)	0%
64 gal. can	155	147	(8)	-5%
96 gal. can	4	3	(1)	-25%
	2,543	2,561	18%	1%
% of carts				
20 gal. can	13.12%	14.17%		
32 gal. can	80.71%	80.16%		
64 gal. can	6.01%	5.55%		
96 gal. can	0.16%	0.12%		
	100.0%	100.0%		

Market Value of Materials

Table 5 shows the trends in market values for our three main streams of recyclables from January 2011-December 2012. Compost made at Zamora is not sold by MSS; however, it is reported by our partners at that facility that the price sold per ton is currently at \$10 per ton. All commodities saw a decrease in market value over this two year period; aluminum fell by 14%; plastics fell by 16.4%; and paper fell by 18.4%

Table 5: Market Value of Recyclables



Customer Service Call Logs

Residential New Starts for 2012

In 2012, there were 154 calls to start new service. Beginning in the spring of 2012, all new customers received the Residential Service Guide that explains MSS Curbside services including debris box rental and document shredding; Marin Resource Recovery Center drop-off information; Marin Recycling drop-off and buy-back information; and Marin Household Hazardous Waste drop-off information.

Customer Complaints

We are proud to report that there are minimal complaint calls from the Town. From January 1, 2011 –December 31, 2012, there were 354 customer complaint calls. 348 of these calls were for missed pick-ups, less than 1% of the total customer count. In most cases, the drivers were able to pick-up the missed carts on the same day or the next business day. There were six miscellaneous calls: three for noise; one for a driver arriving before 6:30; one for shattered glass in the street; and one for a missing cart. All were immediately resolved and drivers were given the necessary education on company collection policies and procedures.

Reports of Injuries and Damage to Property

There were only 12 reportable incidents in 2012; four were driver injuries; three were minor and immediately treated. One incident was a major shoulder injury due to repeatedly dumping overloaded green waste containers. There were three incidents involving MSS trucks and five incidents involving customer property. Of these, four required minor repairs and the remaining four required no action.

Progress of the new itemized billing system discussed in Section 18 of contract.

The Franchisors Group has engaged HF&H to begin reviewing and revising our current disposal based rate structure in order to convert to one in which charges for all services (a materials management structure) will be outlined. These talks will continue through early 2013 and will not go into effect until 2014 at the earliest.