



**TOWN OF FAIRFAX**  
**STAFF REPORT**  
**August 5, 2015**

**TO:** Mayor and Town Council  
**FROM:** Michele Gardner, Town Clerk *GT*  
**SUBJECT:** Acceptance of Marin Sanitary Services Second Quarterly Report (April-June 2015)

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**RECOMMENDATION**

Accept the report

**DISCUSSION**

Marin Sanitary Services sent the attached report for the Council's review and acceptance.

**ATTACHMENT**

MSS Second Quarterly Report: April – June 201

AGENDA ITEM # 16

# Town of Fairfax

Quarterly Report April-June 2015

*Marin Sanitary Service*

CONSERVATION – OUR EARTH, OUR MISSION, OUR JOB



2015

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# Town of Fairfax

## Quarterly Report April-June 2015

### Curbside Collection Tonnage: Residential & Commercial

The Overall Recycling Rate for the second quarter of 2015 curbside has not changed from Q1 2015. Table 1 shows the tonnage details for Residential and Commercial waste streams. Apartment data is included in the commercial tonnage.

TABLE 1 CURBSIDE RECYCLING, ORGANICS & GARBAGE FOR RESIDENTIAL AND COMMERCIAL MSS CUSTOMERS

	Residential Q1 2015	Residential Q2 2015	Commercial Q1 2015	Commercial Q2 2015	Total Q1 2015	Total Q2 2015
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#### Tons Collected:

Curbside Yard Waste	397	378	NA*	NA*	397	378
Curbside Recycle	217	223	86	86	303	309
Transfer Station	291	293	295	292	586	585
Commercial processed at Marin Resource Recovery Center (MRRC)	NA	NA	48	39	48	39
<b>Total Tons Collected</b>	<b>905</b>	<b>894</b>	<b>429</b>	<b>417</b>	<b>1334</b>	<b>1311</b>

\*Commercial yard waste is co-collected with residential yard waste. Tonnage is included with Residential.

#### Tons Diverted:

Curbside Yard Waste	397	378	NA*	NA*	397	378
Curbside Recycle	217	223	86	86	303	309
Commercial recovered through MRRC	NA	NA	251	248	251	248
<b>Total Tons Diverted</b>	<b>614</b>	<b>601</b>	<b>337</b>	<b>334</b>	<b>951</b>	<b>935</b>

\*Commercial yard waste is co-collected with residential yard waste. Tonnage is included with Residential.

<b>Diversion</b>	<b>68%</b>	<b>67%</b>	<b>79%</b>	<b>80%</b>	<b>71%</b>	<b>71%</b>
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### Market Values of Materials Diverted

Salvage prices per ton per month for primary curbside commodities. The price of glass has decreased from \$40 per ton to \$18 this year (Table 2). With the Port strike in Oakland, many bales of scrap materials were stored onsite at MRRC until there was a market for the materials. For that reason, some months show no price. Figures 1 and 2 show the average scrap values per ton of plastics and papers respectively.

TABLE 2 AVERAGE MARKET VALUE PER TON OF CURBSIDE ALUMINUM AND GLASS

Q 2 2015		
Month	Aluminum	Glass
April	\$ 1,340.00	\$ 18.00
May	\$ 1,200.00	\$ 18.00
June	\$ 1,040.00	\$ 18.00

FIGURE 1 AVERAGE MARKET VALUE PER TON OF CURBSIDE PLASTICS (\$- DENOTES NO SALE THAT MONTH)

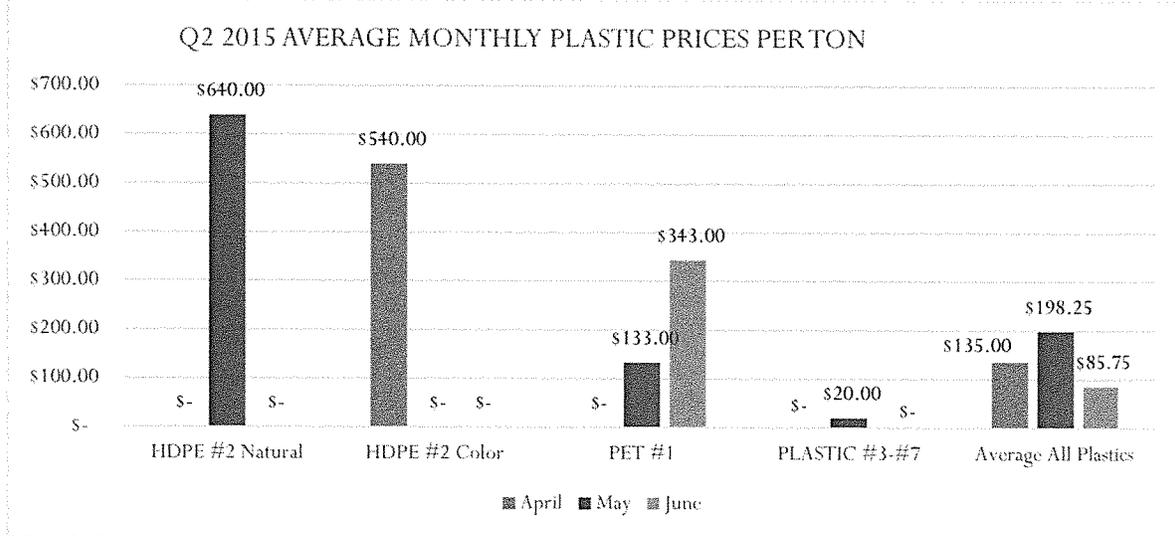
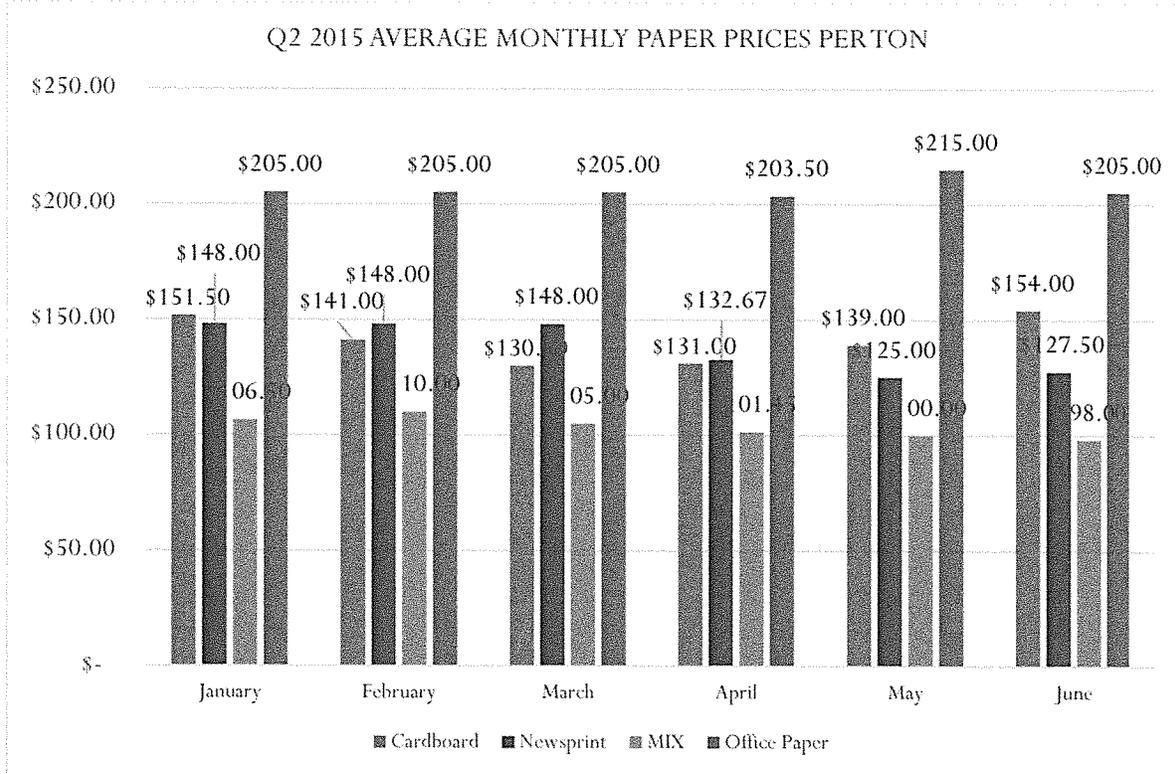


FIGURE 2 AVERAGE MARKET VALUE PER TON OF CURBSIDE PAPER FIBER



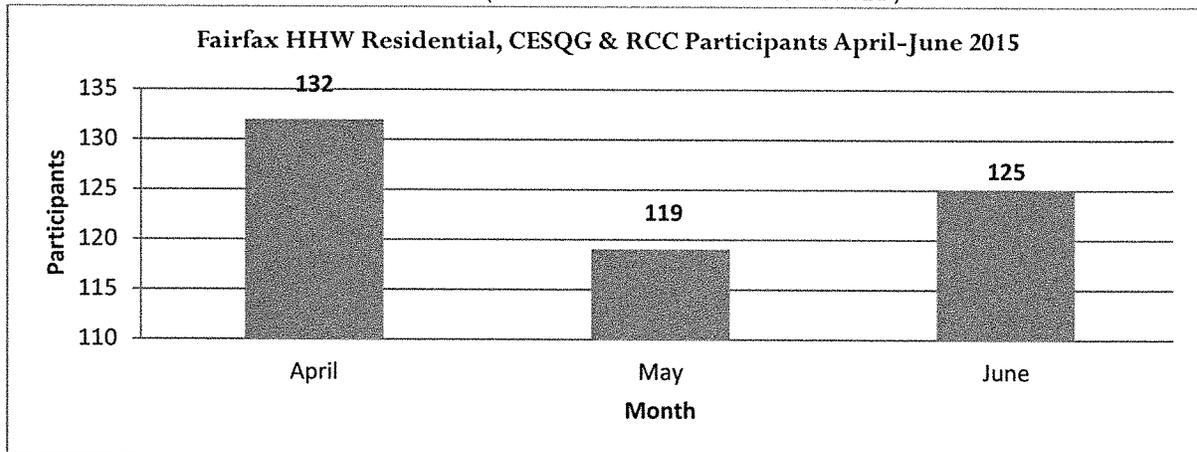
## Household Hazardous Waste

For the second quarter of 2015, there have been a total of 375 drop-off customers at the HHW facility and 1 Residential Curbside Collection. Table 3 shows the participants by customer type and Figure 3 shows the total participation by month.

TABLE 3 HHW PARTICIPANTS BY CUSTOMER MONTH

Customer Type	Participants
Residential	373
Conditionally Exempt Small Quantity Generators (CESQG)-Businesses	2
Residential Curbside Collection (RCC)	1

FIGURE 3 HHW PARTICIPANTS BY MONTH (ALL CUSTOMER TYPES COMBINED)



## New Itemized Billing System Update

The Franchisors Group (FG) 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. Focus groups were held for residential, commercial, and multifamily tenants and property managers/owners at the end of 2013 and beginning of 2014. After analysis of the data, the group decided to go forward with a pilot for the commercial and residential customers only. Based on findings from the focus group and the rate pilot, the following was presented to the Franchisors' Group and will be implemented in 2015.

### RESIDENTIAL CUSTOMERS

This sector will see a reformatted bill that will show all service with a bundled rate. In addition, they will receive more information with the bill on saving money by reducing, reusing, recycling and composting. Customers will now be offered extra dual sort recycling carts for a nominal monthly fee. Additional yard waste carts are already offered. Data will be analyzed in the fall 2015.

### COMMERCIAL CUSTOMERS

This sector will see a reformatted bill and will receive more information on cost savings through recycling and composting. Two organics programs will be offered for the same charge to all commercial customers. There will be no charge for organic service at apartments for the time being. MSS will track service changes for 6 months and assess the impact of changes on service levels. In addition, MSS will investigate costs and time frame for changing billing systems. Findings will be reported in late spring 2015 to the FG. Changes could be adopted by 2016. Data will be analyzed in the fall 2015.

## Customer Service

In the second quarter of 2015, there were a total of 2,314 calls from the Town. Of these, only 6% were for complaint related issues (109 misses and 30 broken cart repairs).

## Residential Garbage Service Levels

Table 4 below details the Residential service levels and the percentage change from Q1 to Q2 2015.

TABLE 4 SUBSCRIPTION LEVELS FOR RESIDENTIAL GARBAGE CARTS

Residential Weekly Garbage Service			
CART size	Q1 2015	Q2 2015	% change
20 gallon	479	504	5%
32 gallon	1,928	1,894	-2%
64 gallon	151	152	1%
96 gallon	7	7	0%
Residential Weekly Dual Sort Recycling Service			
CART size	Q1 2015	Q2 2015	% change
64 gallon	2,514	2,509	0%
95 gallon	33	39	18%
Residential Weekly Green Waste Service			
CART size	Q1 2015	Q2 2015	% change
35 gallon	25	34	36%
64 gallon	2,544	2,531	-1%

## Mandatory Commercial Recycling Compliance

MSS is working with the Town and Sustainable Fairfax to implement recycling and/or organic services at all Commercial and Multifamily Dwellings per the Town's Mandatory Commercial Recycling Ordinance, [§.08.130](#). Currently, all multifamily and commercial businesses are compliant with the Town's recycling ordinance. Twenty four commercial business are enrolled in an organics recycling program: 16 (4 schools, 2 churches, and 10 businesses) are enrolled in the commercial compost program and 8 restaurants are enrolled in the commercial food to energy program. All Multifamily Dwellings (Apartments with 4 or more units) have recycling and 15 have organics composting service.

TABLE 5 COMPLIANCE: COMMERCIAL BUSINESSES AND APARTMENTS

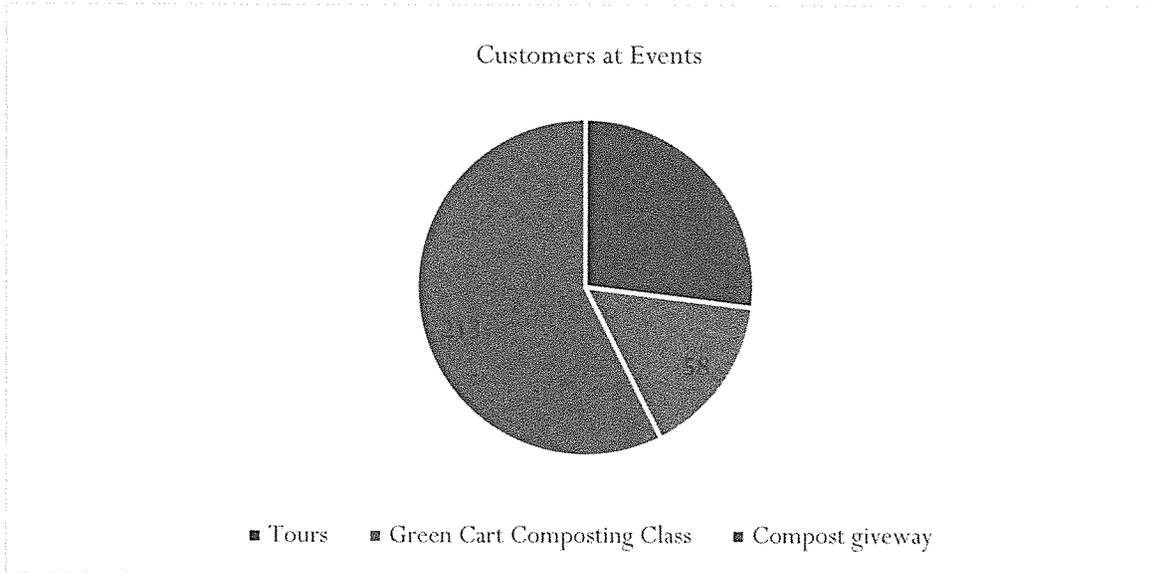
Customer Type	Required and NOT compliant	Required and is compliant	Grand Total
Multifamily Dwelling	0	25	25
Commercial Business	0	90	90
Total	0	115	115

## Diversion Programs

### New in 2015 Annual MSS Customer Appreciation Day

Marin Sanitary Service held the first annual customer appreciation day on Sunday, April 19, 2015 from 9am-2pm. By 8am the morning of the event, there was a back-up of cars filled with excited MSS customers all the way down Jacoby Street to Andersen Drive. The Company decided to host this event based on feedback from the focus groups held in 2014; customers want more hands-on education especially on what is compostable. Needless to say, the event was a big success. Green cart composting classes were held in the classroom. Participants learned what can and cannot go in the green cart, how to collect kitchen scraps, and how to minimize odor and pests. They were also rewarded with a kitchen pail and some literature on how to source separate their organics properly. In between green cart composting classes, tours of the recycling facility were given. Participants received education on our Dual Sort recycling program and residential split carts, what can and cannot go into the split recycling carts, and how to make better packaging choices to reduce waste in the first place. 80 cubic yards (~16,160 gallons) of compost was available for distribution to customers with the intent to give away up to 64 gallons of compost to every household that attended. Customers were allowed to fill their own containers or have MSS staff fill the containers for them. At 2:15, the very last of the compost was scooped into the last customer's container. On average, 76 gallons of compost was given away per customer. Figure 4 below shows the number of participants at each activity.

FIGURE 4 CUSTOMER APPRECIATION DAY, APRIL 19, 2015



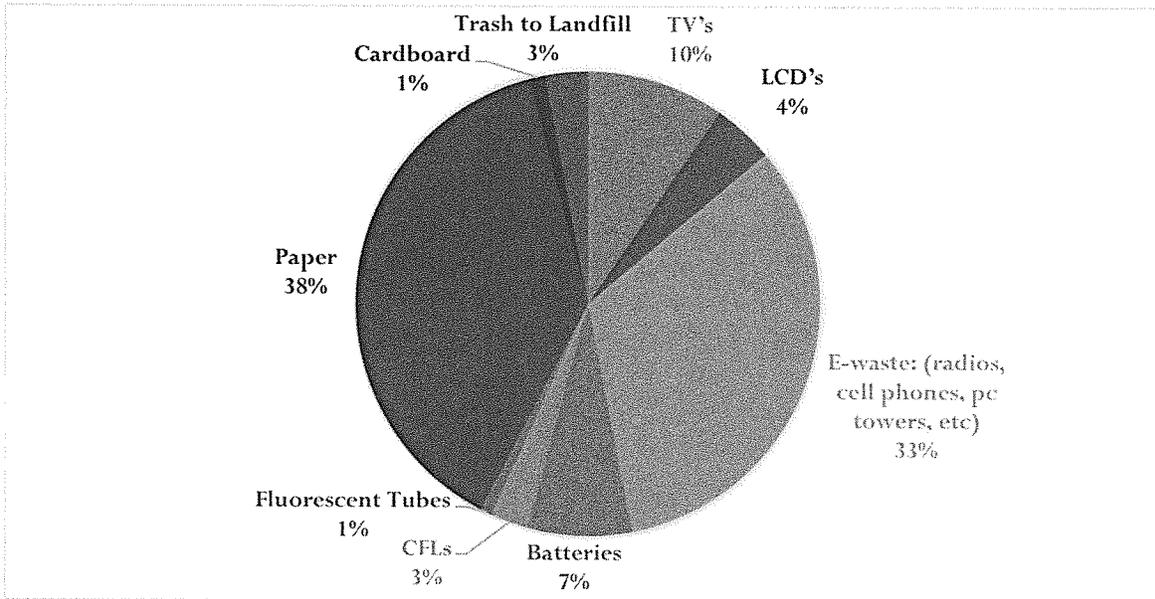
### Annual Paper Shredding and E-waste Collection Day

MSS collaborated with Sustainable Fairfax to plan an annual Take Back collection event on May 2, 2015. Unfortunately, the Sheriff department was unable to provide medication collection this year. This event was provided at no cost to the participating residents. Approximately 191 residents attended, up from 120 last year. 24% of residents walked or commuted by bike to this event. This event diverted 7,244 pounds of materials from the landfill (Figure 5) and achieved a 97% diversion rate (Table 6). In addition to the Take Back Stations, MSS had information tables highlighting the residential recycling and compost program, residential mobile universal household hazardous waste program, and the commercial recycling programs.

TABLE 6 DIVERSION FROM TAKE BACK DAY MAY 2, 2015

Total materials collected (lbs.)	7469
Total materials diverted (lbs.)	7244
Total to landfill (lbs.)	225
Diversion Rate	97%

FIGURE 5 MATERIALS COLLECTED BY PERCENTAGE



### Fairfax festival

In collaboration with Sustainable Fairfax, MSS was able to provide services, signage and event waste management guidance to the town for the Fairfax Festival June 13-14, 2015. MSS is now taking the organics material collected from residences to Redwood Landfill, a Waste Management facility, to be composted. Waste Management shared an educational/informational booth with MSS to help educate customers on proper sorting of organic materials.

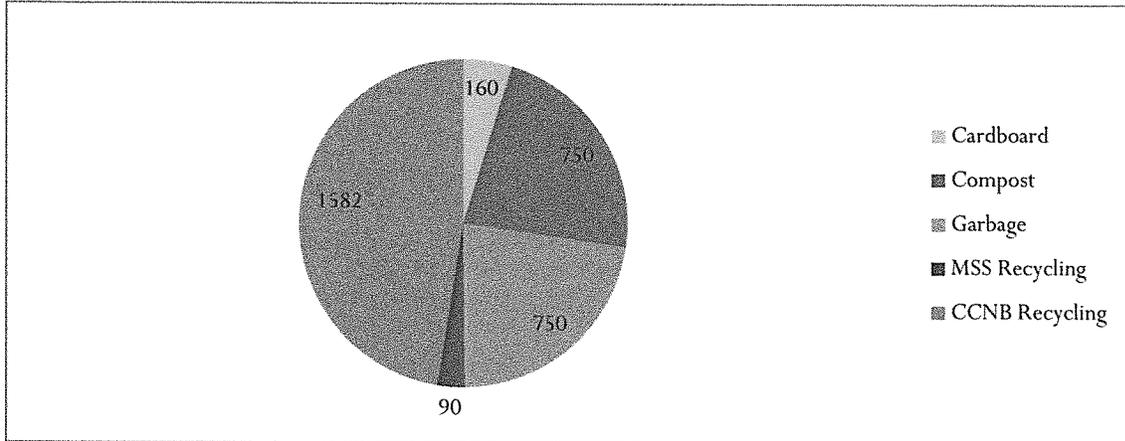
The Fairfax Festival was a huge success both in providing entertainment and activities to patrons and in diverting wasted material from the landfill. The festival also disposed of less total material than in previous years, indicating that source reduction strategies were successful. Coordination between the Town of Fairfax, CCNB, and MSS was key to achieving such a high diversion rate. Signage and CCNB staff assisted patrons in quickly and correctly sorting material. Every sorting station was manned by a CCNB representative who kindly helped people think about where items go, and questionable items were brought to the attention of festival staff.

Recommendations for next year include:

- Elimination of all compostable plastics would be key in decreasing the confusion of festival patrons.
- CCNB signage created for the festival which depicts material that is sold from vendors.
- Having booth and vendors sign contracts to not give out “swag” that may end up in the garbage.
- Ensure all vendors only serve food in beverages in truly compostable and recyclable materials.

An additional 8 hours of MSS staff time can be saved by source separation of the materials which then can be weighed and processed with all other incoming materials from the public. This will result in time and cost savings from an MSS operational standpoint and increase the efficiency and timeliness of reporting. As a result of additional sorting by MSS staff, 94% of the materials collected were diverted from the landfill. The diversion coming into the facility prior to MSS sorting was 77%.

FIGURE 6 2015 FAIRFAX FESTIVAL DIVERSION (LBS.)



### Diversion Program Pilots

#### Bulky Item Scheduled Curbside Collection Pilot:

During the week of April 27-30, 2015, MSS conducted a pilot to determine the feasibility of implementing a curbside bulky item collection program for residential customers in order to decrease illegal dumping of materials. The pilot area chosen was Santa Venetia in the Las Gallinas Valley Sanitary District service area of San Rafael. The study was designed to determine the following:

1. Cost of implementation: truck, driver time, outreach time and materials.
2. Cost of disposal and processing.
3. Types of materials collected.
4. Types of materials diverted.
5. Participation.

The week before the collection, flyers were hand delivered to each customer address in the designated pilot collection area. The flyers included details on what could and could not be set out at the curb on their regular service collection day. Overall the program was a huge success and was well received by the community. Overall participation was high (29%) and 35 tons of materials were recovered resulting in a recycling rate of 82%. The results of the pilot are shown below in Figures 7 and 8. Rate implications for adding this service will be presented in the 2016 rate application for review fall 2015.

FIGURE 7 LGVSD PILOT RESULTS

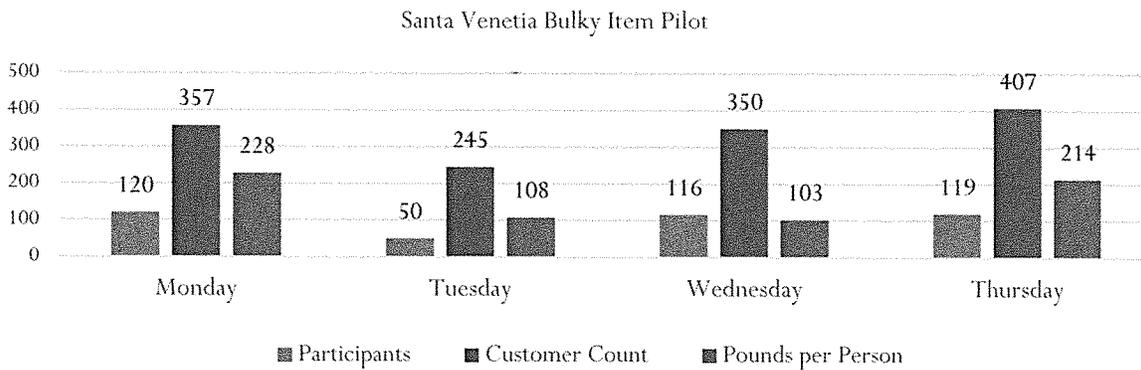
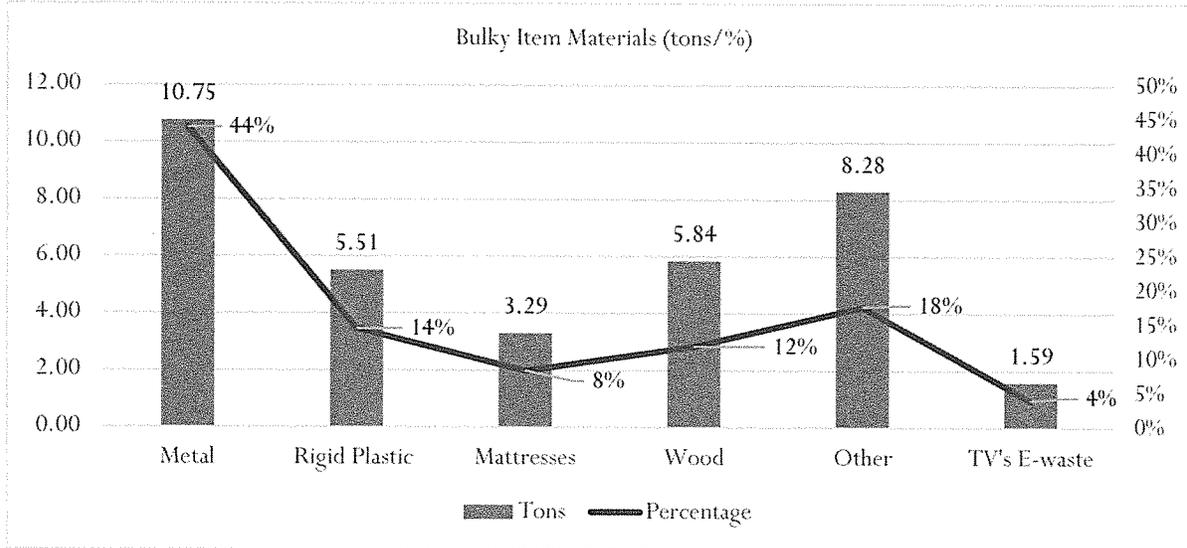


FIGURE 8 BULKY ITEMS COLLECTED



**Multifamily Dwellings (MFD) Organics Collection and Outreach Pilot**

The MFD Organics Pilot was developed to analyze the relationship between outreach/education and participation rates among multifamily dwelling (MFD) residents; Marin Sanitary Service will use the results to determine the most effective method(s) to implementing a full-scale compost program at MFDs in MSS's service area, and what outreach tools – if any – ought to be provided to MFD residents to increase participation in a compost program.

Overarching goals of pilot:

- To increase participation in compost programs among MFD tenants.
- To determine cost effective methods of outreach.
- To collect contaminant-free organic material.
- To study the cost impact of implementing a full scale organics program at MFDs.

There were 20 MFDs enrolled in the study, which were broken into 4 different Groups (5 MFDs were in each Group). Each Group received a different level of outreach (Table 7): Group 1 received door-to-door outreach along with a kitchen compost pail, and 10 compostable bags; Group 2 received all the same onsite outreach as Group 1, but no kitchen compost pail; Group 3 received outreach materials posted on their doors, but no face-to-face interaction; Group 4 received no outreach. Study group population consisted of 20 buildings containing 185 units total.

TABLE 7 MULTIFAMILY ORGANICS PILOT GROUPS

Outreach Tools	Group 1	Group 2	Group 3	Group 4
Kitchen pail	Yes	No	No	No
Training/Presentation	Yes	Yes	No	No
Door-to-door outreach	Yes	Yes	No	No
Brochures/Internal Stickers	Yes	Yes	Yes	No
Posters/Signage/Cart Stickers	Yes	Yes	Yes	Yes

MSS's Outreach department conducted outreach/education to participants in the study who were slated to receive outreach and education. Data was then collected for the multifamily compost pilot between February 17, 2015 and April 1, 2015. Each participant in the pilot study had data collected on them once a week for six weeks. Marin Sanitary Service had to extend the study by one week as two of the participants in the study had their carts emptied before we were able to collect data. The following data was collected: number of carts with material in them, how full each cart was (measured by percentage), the overall percentage of food scraps and yard waste, whether or not the carts were contaminated, what the contamination was, and any other notable information. MSS then studied the participation rates in each group, and analyzed whether or not outreach efforts and/or tools (kitchen compost pail, compostable bags) impacted participation rates in the various groups.

Group 1 had highest level of participation (91%). Groups 2-4 had a significantly lower participation rates than Group 1 (56%, 50% and 50% respectively). Percentages of food waste in the green carts ranged from 62-92% and was not statistically different between Groups 1 and 2. Contamination rates were greatest in Groups 3-4 who did not receive as much outreach training. Contaminants included plastic bags, plastic cups, plastic bottles, plastic to-go containers, Styrofoam cups and egg cartons, milk cartons, and coffee cups. Less common contaminants included a full bag of various recyclables, a bag of dirt, and dog poop.

As anticipated, the more hands-on training and tools that are provided to tenants in MFDs, the higher the participation and the lower the contamination. Rate implications for this program will be recommended in the fall of 2015 for implementation in 2016 in all MSS Service Areas.

FIGURE 9 MULTIFAMILY ORGANICS PILOT RESULTS

