



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

R-22

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July 1, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file a report by Public Works regarding a multi-family residential recycling program and request the City Manager to implement recommendations. (Citywide)

DISCUSSION

Currently, all City-serviced refuse accounts are provided with recycling collection service. This includes all single-family homes, duplexes, triplexes, apartment buildings with ten dwelling units or less, small businesses and a small share of larger apartment buildings. The City competes with permitted private refuse companies to service apartment buildings with more than ten units.

In 2000, the City implemented a recycling incentive program that was intended to encourage private companies to offer recycling at their respective accounts. Currently, private companies report that they recycle an aggregate of 24% of the solid waste they collect. This number is mostly comprised of recycling conducted at businesses. Despite the incentives currently provided to private companies to offer recycling, residents that are serviced by these private companies increasingly complain that they have no recycling available at their multi-family residential buildings.

Municipal Code 8.60.087.5 gives the Director of Public Works the authority to approve recycling programs as submitted by private companies. Staff recommends that the following guidelines be accepted and implemented to ensure the greatest likelihood for Citywide success of a multi-family recycling program:

- Require private companies to offer recycling service to all multi-family dwelling buildings.
- Require recycling as a mandatory element of a private company's service charge.
- Ensure that private company multi-family dwelling recycling programs are consistent with City-serviced accounts with regard to containers, targeted materials and public education.

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- Allow exemptions by the Director of Public Works for individual accounts when appropriate.
- Suspend new Refuse Transportation Permits.
- Require 100% compliance one year from the date of City Council approval of these guidelines with a 50% compliance requirement at the six-month point.
- Consider suspension or revocation of the Refuse Transportation Permit for failure of a permittee to comply with any requirement of the program.
- Require all new construction and reconstruction to allow adequate space for recycling service.
- Initiate a public education campaign with the support of permitted private companies and the Apartment Owners Association to inform residents of this opportunity.

Staff met with the Apartment Owners Association on May 7, 2008 and with permitted private companies on May 30, 2008 to receive input and incorporate all parties' concerns in the development of this new program. The results of these meetings are summarized on the attached report entitled Multi-Family Private Hauler Recycling.

This letter was reviewed by Deputy City Attorney Amy R. Burton on June 5, 2008 and by Budget Management Officer Victoria Bell on June 9, 2008.

SUSTAINABILITY

The City of Long Beach reported a 69% waste diversion rate for calendar year 2006. We are currently awaiting certification of this figure from the California Integrated Waste Management Board (CIWMB). Implementing a multi-family recycling program will provide residents in larger apartment buildings the opportunity to recycle targeted materials that comprise their household waste as well as helping maintain or increase the City of Long Beach's overall waste diversion rate.

TIMING CONSIDERATIONS

City Council action on this item is not time critical.

FISCAL IMPACT

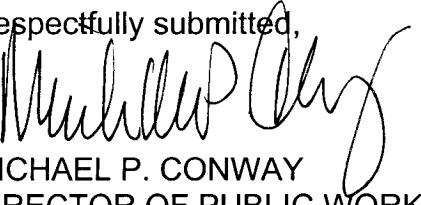
None. There is no impact to the General Fund.

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SUGGESTED ACTION:

Approve Recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

APPROVED:



PATRICK H. WEST
CITY MANAGER

JK:DM:mb
P:councilletters\multi-familyrecycling

Attachment:

Multi-Family Private Hauler Recycling

Background

On March 18, 2008 the City Council requested City staff to develop new requirements for permitted private refuse haulers to ensure that all multi-family residential units that are serviced by private refuse haulers have the same access to recycling as do residential units serviced by the City. This was prompted by complaints by tenants and businesses that haulers do not provide recycling collection service when requested.

The City provides recycling collection services to City serviced refuse accounts including: single family homes, duplexes, triplexes, apartment buildings with ten dwelling units or less, small businesses and a small share of larger apartment buildings. Private refuse haulers service multi-family dwellings with more than ten units. Private refuse haulers that operate in Long Beach are required to have a City issued refuse transportation permit (RTP). There are currently 14 permitted private refuse haulers operating in Long Beach.

The City's current system does not mandate that private refuse haulers offer recycling services. Instead, in 2000, the City implemented a recycling incentive program to encourage private haulers to offer recycling at their respective accounts. Currently, private companies report that they recycle an aggregate of 24% of the solid waste they collect. Most of the reported recycling occurs at businesses.

Staff met with the Apartment Owners Association, on May 7, 2008 regarding this proposed initiative. The Apartment Owners Association was supportive of the city's plan and suggested including a component that would mandate new and retrofit construction to have space for residential units to recycle. In addition, the Association will hold workshops in conjunction with City staff to educate their members about the City's expectations.

Permitted private refuse haulers were invited to a meeting on May 30, 2008 to understand the City's intent and provide input into the development of the multi-family recycling program. Company representatives that attended the meeting expressed general satisfaction with the City's plan and provided additional insight to staff to better ensure the success of this program.

Program Objectives

- Ensure equal availability of recycling collection service for all residents of Long Beach regardless of the size of their residential building or which permitted private refuse hauler services it.
- Increase recycling efforts for multi-family dwellings to help maintain or increase the City's current waste diversion rate of 69%.

Private Hauler Requirements

- Haulers will make regularly scheduled recycling service available to all multi dwelling buildings.
- At a minimum, haulers must recycle the same commodities/materials that the City's residential recycling program currently targets.
- Any recycling charges must be included in the base service level price quote and/or contract.
- An adequate public education effort to sustain an effective program must be provided by the private haulers. At a minimum, this must include information to all residents regarding targeted materials, collection schedule, and contact information.
- Haulers will be required to provide monthly reports detailing their recycling efforts including number of accounts and tonnage collected.
- Any request to opt out of the program may be made on a case by case basis and must meet certain conditions and the request must be submitted in writing to the Director of Public Works and can only be approved by the Director or his designee. Conditions for opting out may include physical limitations that would prohibit the placement of recycling containers at a particular building or an existing, successful recycling program.

Program Implementation

City staff will work closely with private refuse haulers and the Apartment Owners Association to ensure the success of this program. It is anticipated that full implementation of this program will take one year. Haulers will be expected to provide a progress report at the six month marker. Haulers will be expected to have at least 50% of accounts rolled out in six months. Implementation has been divided into five sub-categories: collection, charges, marketing, reporting, and inspection/enforcement.

Collection

- Frequency of collection will be at the discretion of the respective hauler. The City expects enough collection and/or container space to ensure against overflow and minimize scavenging opportunities.
- Collection day(s) must be posted on the container and/or building – visible to residents and City inspection.
- At a minimum, targeted materials for collection must include all commodities currently collected in City's residential recycling program. This will help make marketing materials more universal. If a private hauler customer should receive a brochure regarding the City's collection program, the information will still be relevant.
- Third party collection will be allowed only upon approval by the Director of Public Works. Third party collection refers to situations where an entity other than the permitted refuse hauler provides recycling collection service to the account. A

third party service provider may be necessary if an account has recyclable materials that the hauler cannot accommodate such as wooden pallets or large metals.

- Co-collection will be allowed only upon approval by the Director of Public Works. Co-collection refers to situations when refuse and recycling are combined in one container then separated at a different facility.

Charges

- Charges for service must be included in overall price quote provided by the hauler. Haulers may not present recycling collection in a manner that may be perceived as optional.
- Staff does not intend to set recycling rates. Staff believes that market conditions and competition will ensure reasonable rates just as it occurs with refuse collection service provided at private refuse hauler accounts.

Marketing

- Minimum requirements for marketing include information to all residents regarding what materials are targeted for recycling, collection schedule and contact information.
- The City will develop customizable marketing materials that private haulers can download from our website and modify to suit their particular company. This will ensure some consistency in marketing tools and ensure all necessary information be included.
- The City will offer additional workshops for permitted refuse haulers as needed to assist with development of plans and better ensure the success of this program.
- The City will offer workshops in conjunction with the Apartment Owners Association for their membership to ease any concerns that may arise between building owners and their refuse/recycling service provider.

Reporting

- Haulers will be required to provide the City monthly reports regarding their refuse and recycling collection activities. Reports will be made available electronically.
- Additional reporting will be required for accounts where a hauler uses a third party for recycling collection or commingled collection methods.

Inspection/Enforcement

- The City will establish an inspection process to ensure that haulers are providing the program as stipulated i.e. no overflow, sufficient marketing effort, etc.
- City will periodically audit reports for accuracy.
- Permitted haulers that do not comply with program requirements will be subject to suspension or revocation of their refuse transportation permit, making them unable to operate within the City of Long Beach.

Staff will require periodic progress reports from each permitted hauler regarding the rollout of this program during the first year. Staff will report back to council after this six-month threshold and again after the one year period has expired.