

A close-up photograph of a green plant branch with several small, oval-shaped leaves, positioned on the left side of the slide.

OC Waste and Recycling City Managers SB 1383 Workshop

Presented by Trevor Blythe
EcoNomics, Inc.
August 26, 2021

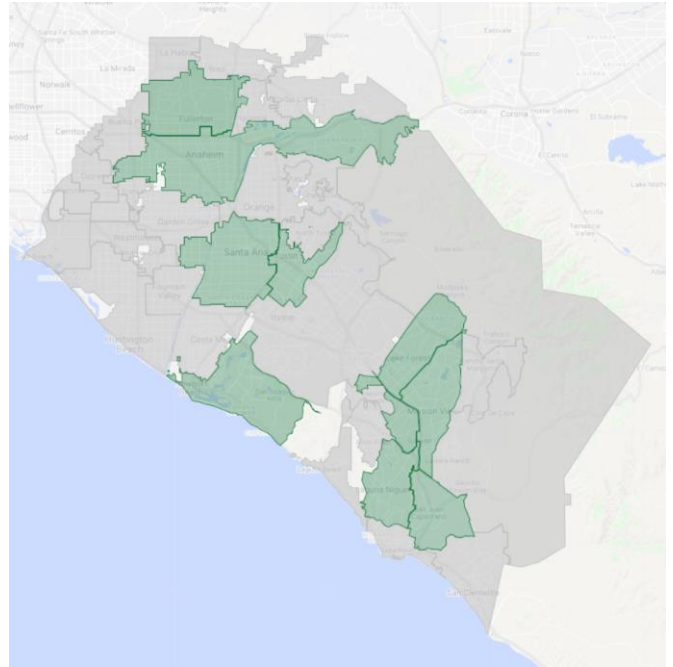


A regional perspective on SB 1383...

EcoNomics, Inc. specializes in assisting local governments with implementing cost-effective diversion programs to exceed state diversion mandates via:

- Competitive procurement
- Contract negotiations
- Program implementation

EcoNomics Client Cities in Orange County



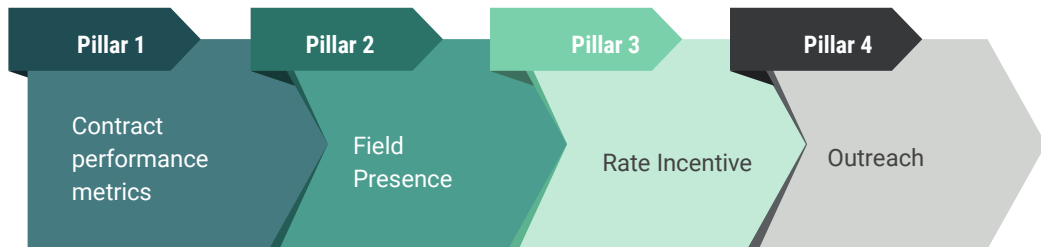
SB 1383 is very program heavy...

SB 1383 will require all single- and multi-family households and businesses to implement organics recycling programs on or before January 1, 2022 or face monetary penalties.

Per SB 1383, these programs must be quality and cannot have high levels of cross-contamination (i.e. trash in organics stream and vice versa).

How are we going to implement all these programs required by SB 1383!?!?!?

Four Pillars of SB 1383 Program Success





Pillar 1:
Compliance-
aligned
**performance
metrics**

Pillar 1: Contract Performance Metrics Aligned with SB 1383 Compliance Requirements

Moving away from diversion requirements in favor of...

- Generator participation requirements (100% compliance)
- Caps on contamination (10% max contamination in recycling and organics streams)
- Referral process for non-compliance

Compliance attainment incentivized by performance-based term extensions.

Performance Metrics Example – Phase 1/Phase 2 Model with Participation Rates

Phase 1 - 2018-2022

If hauler attains 100% AB 1826 and AB 341 compliance by 2022, it receives a 1-year extension to its 8-year base term

Phase 2 – 2022-2025

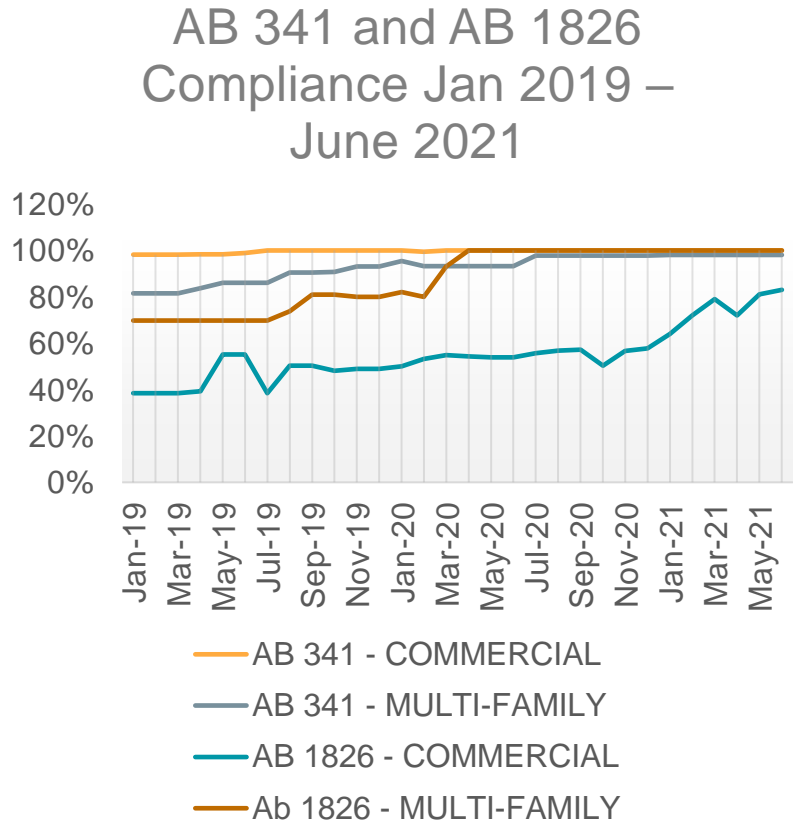
If hauler attains 100% SB 1383 multi-family compliance and <%10 contamination by 2025, it receives an second 1-year extension

Assessment Periods

Contract clearly outlines goal assessment period and methodology to verify attainment



- AB 341 and AB 1826 attainment in City with 2 phase model
- 100% compliance required by 2022





Pillar 2: Boots
on the **ground**

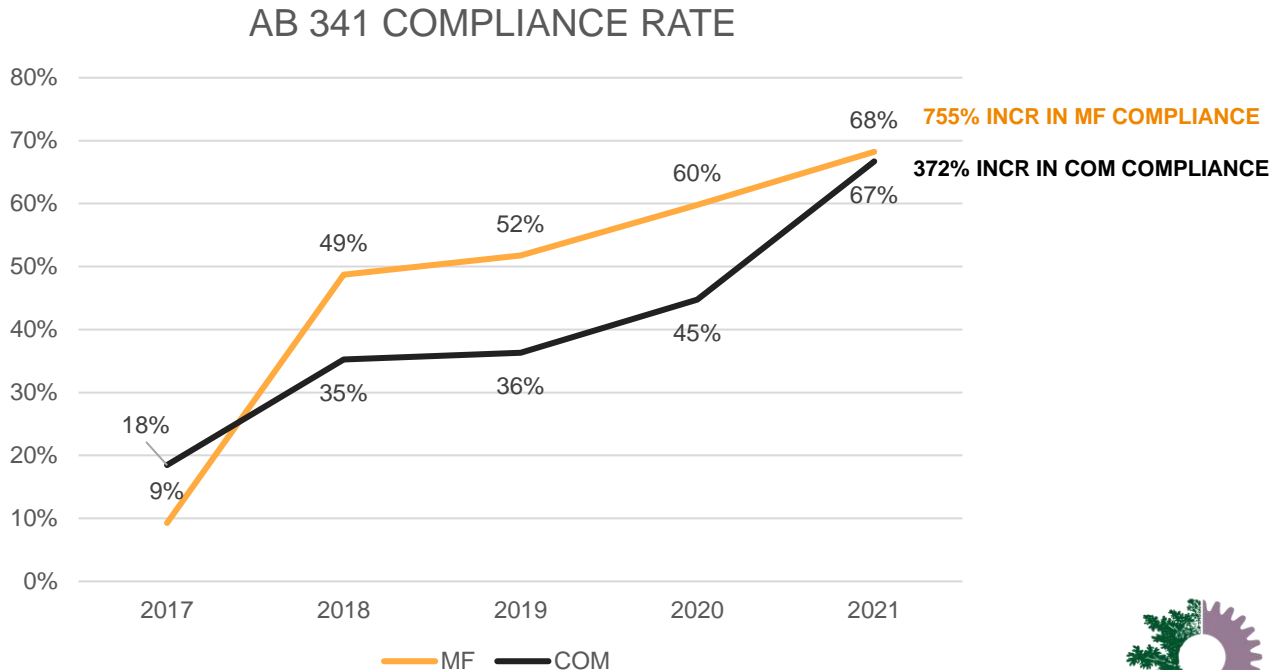
To attain performance metrics and compliance requirements, the City needs 'boots on the ground'

Some of our contracts require the hauler to...

- Provide 2 dedicated full-time recycling coordinators to the City
- Provide City-funding to hire staff or consultants
- Fund a collaborative approach that involves City, hauler, and consultant staff
- Staffing costs incorporated into rate structure

If hauler-provided staff, specific qualifications and scope of work written into contract to ensure hauler provides top talent

IMPACT OF CONSULTANT FIELD PRESENCE ON AB 341 COMPLIANCE RATE





Pillar 3: Rate
Incentive

To attain performance metrics and compliance requirements, rate incentives are critical

We recommend a rate incentive where recycling and organics is 50% the cost of equivalent trash to...

- Incentivize desired behavior (i.e. compliance program implementation)
- Disincentivize undesired behavior (i.e. disposal)
- Softens the blow of mandatory participation ordinance
- Business friendly

Align City's compliance requirement with haulers profit incentive and generators cost-reduction incentive

	Number of Cities	Average AB 1826 Compliance Rate
Commercial Organics Service Costs <u>Less than</u> Trash	9	60-80%
Commercial Organics Service Costs <u>Same as, or</u> <u>More, than</u> Trash	12	20-40%

2018 analysis of OC cities AB 1826
T1-T2 compliance correlated with
organics rate structure.



Pillar 4:
Effective
Outreach

To comply with SB 1383, effective outreach is critical

To maximize participation in SB 1383 programs, we recommend that the City:

- Provide door-to-door outreach for residential and multi-family organics programs
- Provide each household a kitchen pail
- Generate social media content for distribution via City channels
- Develop 'how-to' videos for distribution via social media

SB 1383 requires massive behavior change across all sectors. Creative and engaging outreach and marketing is required to accomplish this.

In 2022, the law
will require all
households to
recycle their
organic waste.

Play

0:28 / 4:34

In 2022, state and local laws
will require all households,

13

1 share

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TINA NGUYEN
RECYCLING CONSULTANT, ECONOMICS INC.

Nuestra basura se entierra en el vertedero.

Santa Ana Recycling Training

161 views • Aug 11, 2020

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EcoNomics, Inc

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RECOGNIZE THIS BIN?



GREEN
CART FOR
ORGANICS



**PLACE
FOOD WASTE
INSIDE YOUR
GREEN CART!**



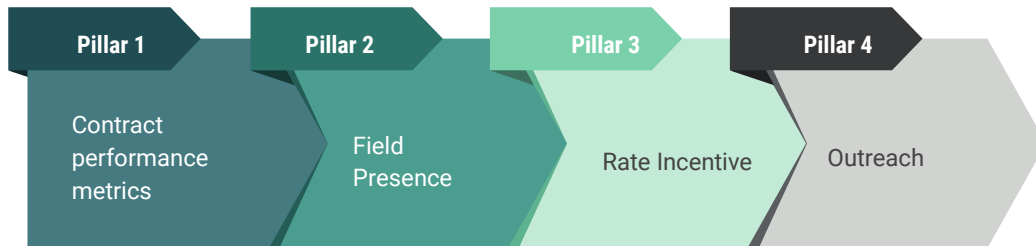
IT'S KIND OF A BIG DILL

Each year, the food wasted by Anaheim's food service establishments would be sufficient to serve over 3.3 million meals! That's enough food to provide 3,000 individuals with 3 meals a day for an entire year. Participating in the Anaheim Food Regeneration and Recycling Program makes a big difference in your community.

For a waste evaluation or to set up an organics recycling program please contact:
Organics@anaheim.net | 714-765-6802



Four Pillars of SB 1383 Program Success





Thank you!

Does anyone have any
questions?

trevor@economicsinc.net
858.886.6657