

**CITY OF SEASIDE****Mandatory Commercial Recycling Program****I. PURPOSE**

The City of Seaside is required by Assembly Bill 341 (AB 341) to implement a Mandatory Commercial Recycling Program (Program). The Program must outline how the City will fulfill its responsibilities to provide education, outreach, monitoring and reporting on commercial recycling.

The Mandatory Commercial Recycling Regulation was approved by the State of California Office of Administrative Law on May 7, 2012. This regulation addresses mandatory recycling requirements for businesses that generate 4 or more cubic yards of commercial solid waste per week and multifamily residential dwellings with 5 or more units, regardless of the amount of waste generated. AB 341 does not mandate a diversion goal for businesses and multifamily complexes. The law simply requires these types of customers to implement commercial recycling.

The City's Program and any changes are submitted to the California State Department of Resources Recycling and Recovery (CalRecycle). CalRecycle is responsible for the oversight of AB 341.

**II. DEFINITIONS**

**MRWMD:** MRWMD is the acronym for Monterey Regional Waste Management District. The District operates the Monterey Peninsula Landfill (MPL) and Materials Recovery Facility (MRF) on a 461 acre site in Marina. MPL is the location for regional disposal and the MRF provides processing of recyclables from commercial and self-hauled materials.

**GreenWaste Recovery:** GreenWaste Recovery is the City of Seaside's waste disposal and recycling service hauler.

**Waste Assessment:** Waste assessment is an on-site visit to a customer's place of business or multifamily complex to evaluate effective methods of recycling waste generated by the customer.

**III. EDUCATION AND OUTREACH**

The City must establish methods of education and outreach to promote commercial recycling within its jurisdiction. Below is how the City will fulfill this requirement.

**A. Electronic media:**

- 1) MRWMD's website includes AB 341 information and how to comply locally <http://www.mrwmd.org/programs-services/recycling>

- 2) GreenWaste Recovery's website includes AB 341 information for commercial businesses and how to comply locally  
<http://www.greenwaste.com/seaside/commercial/regulatory-requirements>
- 3) GreenWaste Recovery's website includes AB 341 information for multifamily complexes and how to comply locally  
<http://www.greenwaste.com/seaside/multi-family/regulatory-requirements>
- 4) Protect Your Central Coast has a web page devoted to AB 341, provided by a regional partnership; the Central Coast Recycling Media Coalition.  
<http://protectyourcentralcoast.org/business-recycling-on-the-central-coast/>
- 5) Testimonials from local businesses are provided as PSA's via Radio and TV on AB 341 are provided by the Central Coast Recycling Media Coalition.  
<https://youtu.be/eDPiHbYsdmA> and <https://youtu.be/dCy1AJnMdiU>

**B. Printed media:**

- 1) GreenWaste Recovery provides a Multifamily Recycling Guide to a multifamily (MF) customers, tenants, managers and property owners in the City at the start of service. The Recycling Guide includes AB 341 Information. <http://www.greenwaste.com/seaside/multi-family/outreach>
- 2) GreenWaste Recovery provides a Business Recycling Guide to all commercial customers in the City at the start of service. The Recycling Guide includes AB 341 Information.  
<http://www.greenwaste.com/seaside/commercial/outreach>
- 3) GreenWaste Recovery will provide at least one printed piece each year to all AB 341 eligible businesses and MF complexes that includes information about the state law.

**C. Direct Contact:**

- 1) GreenWaste Recovery will provide "Recycling Opportunity Waste Assessments" at least one time per year to each multifamily complex with 5 or more units in the City. AB 341 information will be incorporated into these assessments.
- 2) GreenWaste Recovery will conduct on-site meetings and workshops for multifamily complexes with 5 or more units, when requested. The workshops will incorporate AB 341 information into the resources provided for property managers and tenants.
- 3) GreenWaste Recovery will provide "Recycling Opportunity Waste Assessments" at least one time per year to each business in the City that falls under the AB 341 threshold. AB 341 information will be incorporated into these assessments.
- 4) GreenWaste Recovery will conduct on-site meetings and workshops for AB 341 eligible businesses, when requested. The workshops will incorporate AB 341 information into the resources provided for business owners and employees.
- 5) MRWMD and GreenWaste Recovery will have the opportunity to provide outreach to civic associations and groups, and to incorporate info about AB 341. Examples of organizations that may be contacted include:
  - a. Montereysea.org with their business outreach  
[http://montereysea.org/resources\\_businesses.php](http://montereysea.org/resources_businesses.php) (*This non-profit has been contacted about updating their tri-fold brochure Trash 101*)

*Simple Tips Every Business Should Know to include reference to AB 341)*

- b. Monterey County Business Council, <http://mcbc.mcbusiness.org/>
- c. Seaside Chamber of Commerce, <http://seasidechamber.com/>
- d. Monterey Peninsula Chamber of Commerce  
<http://www.montereychamber.com/>
- e. North Monterey Chamber of Commerce  
<http://www.northmontereycountychamber.org/>
- f. Monterey Commercial Property Association <http://www.mcpoa.org/>

#### **IV. MONITORING AND REPORTING**

The City must establish methods to monitor and report on commercial recycling within its jurisdiction. Below is how the City will fulfill this requirement.

- A. GreenWaste Recovery will identify commercial entities and multifamily complexes that fall under the AB 341 thresholds in the City, including those that do not currently have recycling service.
- B. GreenWaste Recovery will notify commercial and MF complexes that are not recycling, e.g. by letter, phone call, or visit, of the requirement to recycle and how to comply.
- C. GreenWaste Recovery will report to City and MRWMD on a quarterly basis participation percentage by program and customer type, and an Education and Outreach Report summarizing activities completed and recycling opportunity assessments provided to customers.
- D. GreenWaste Recovery will provide an annual report to the City and MRWMD including a summary assessment of the programs performed under the contract including an annual total of the data included in quarterly reports.

#### **V. REPORTING IN ELECTRONIC ANNUAL REPORT**

The City must electronically report to CalRecycle the progress achieved in implementing its Program, including education, outreach and monitoring activities, by providing updates in an electronic annual report. Below is how the City will fulfill this requirement.

- A. MRWMD will report the total number of commercial entities and the total number of multifamily complexes that fall within the AB 341 thresholds in the City.
- B. MRWMD will report the total number of commercial entities and the total number of multifamily complexes that fall within the AB 341 thresholds that are not recycling in the City.
- C. MRWMD will report on all program (education, outreach and monitoring) activity provided by GreenWaste Recovery, MRWMD and the City during the reporting year to those businesses and multifamily complexes that fall within the AB 341 thresholds, e.g., sent newsletters to all business, made one Chamber presentation, sent X letters, visited X number of businesses/MF complexes that had not been recycling, conducted X waste assessments, etc.

## **VI. PROGRAM ADMINISTRATION**

The responsibility for developing, implementing and updating this Mandatory Commercial Recycling Program (Program) lies with the Program Administrator who may be the City Manager or his or her appointee. The Program will be periodically reviewed and updated to reflect changes in laws and regulations, as well as, new methods of providing education, outreach, monitoring and reporting on commercial recycling. When warranted, the Program Administrator will present his or her recommended changes to the City Council. The City Council will make a determination of whether to accept, modify or reject those changes to the Program.