



TO: Mayor and Councilmembers

FROM: Charlie W. Ebeling, Public Works Director

CONTACT: Melissa Nelson, Environmental Services Manager
Dan Rowell, Environmental Services Specialist

SUBJECT: Waste Reduction Program Update

RECOMMENDATION:

- A. Receive a Waste Reduction Program Update;
- B. Approve the renaming of the Public Works Department's Solid Waste and Environmental Services Division to the "Environmental Services Division" and the Solid Waste program to the "Waste Reduction" program; and
- C. Approve renaming the Solid Waste Issues Standing Committee, created by Resolution 10-08, to the "Waste Reduction Standing Committee ."

BACKGROUND:

Solid Waste and Environmental Services (SWES) Division staff provided an update to the Solid Waste Issues Standing Committee on February 16, 2023. The Solid Waste Issues Standing Committee recommended the Waste Reduction program update be taken to City Council.

DISCUSSION:

What follows is an update on existing and new programs in the division.

Waste Reduction Programs

In line with local and global trends, the Solid Waste Subdivision has evolved over time from a focus on sanitary waste handling services to waste reduction programs. Currently, all programs within this Subdivision are aimed at waste reduction, with the goal of achieving a more sustainable Goleta. Updates to recent industry trends and waste reduction programs, including ReSource Center updates, organics recycling programs, and other Waste Free Goleta initiatives, are included in the presentation in Attachment 1.

Industry Trends

SWES continues to track industry trends and monitor the legislative platform at the state and federal level, which have increasingly been focusing on waste reduction and recycling measures. There have been many pieces of waste and waste-reduction legislation passed in the last 30 years. The milestones below represent pivotal moments in the industry.

- AB939: Integrated Waste Management Act was passed in 1989 and led to the birth of modern recycling programs.
- AB341: Mandatory Commercial Recycling was passed in 2014 and mandated commercial entities participate in recycling programs.
- AB1826: Mandatory Commercial Organics Recycling was passed in 2016 and mandated commercial entities participate in organics recycling programs.
- SB1383: Short Lived Climate Pollutants was passed in 2016 and is the most significant piece of legislation since AB939. SB1383 aims to reduce methane emissions generated by landfilling of organics.
- AB2440: California Responsible Battery Recycling Act was passed in 2022 and establishes an extended producer responsibility program that includes creating a stewardship organization to handle collection, transportation, and recycling and tracking of how many batteries are recycled.
- SB54: Plastic Pollution Prevention and Packaging Producer Responsibility Act was passed in 2022 and imposes fees or regulatory obligations on businesses or other entities manufacturing or selling single-use packaging or plastic single-use service products.

Additionally, there are several new concepts that are prompting more pivotal legislation. Extended Producer Responsibility is a concept that makes manufacturers responsible for the burden or cost of managing the waste generated by their products, and Circular Economy is a concept where zero waste is landfilled and all material once treated as waste become resources used or reused to make new goods. The Right to Repair concept is gaining momentum, which requires manufacturers to sell parts and tools to help consumers repair the goods they already own instead of buying new.

All these combined concepts and legislation have resulted in an overarching new concept of Waste Free Goleta.

Waste Free Goleta

The City understands the global need to be mindful of resources and reduce pollution by going Waste Free, and the City has already promoted the idea of a Plastic Free Goleta. This means finding ways to reduce the resources we need, rethink/redesign the materials we use, and maximize reuse and recycling. The City has many programs and services designed for waste reduction and material sustainability. In addition to long-standing services offered, recent and new programs include participation with the ReSource Center, organics recycling programs, and other waste prevention initiatives.

ReSource Center

In partnership with neighboring jurisdictions, the City participates in the ReSource Center, a new state-of-the-art materials management facility with objectives to: increase our

community's recycling rate to above 85%; generate resources, such as green energy and compost; dramatically lower local greenhouse gas emissions; improve air quality; create jobs; and meet or exceed state mandates. The presentation contains additional details regarding this facility.

New Programs

The City's new programs are currently focused on organics reuse and recycling and waste pollution reduction. SB1383 is the most significant waste reduction mandate to be adopted in California in the last 30 years, with the overarching goal to reduce carbon emissions generated from degradation of organic waste in landfills. Below are the City's new programs focused on organics recycling/reduction:

- **Organics Collection:** The City now provides all residential and commercial customers with organics collection and recycling services. These services avoid landfill disposal of organic waste by turning it into reusable compost or mulch. The presentation provides detail and updates for Organics Collection programs.
- **Procurement:** A component of organic waste reduction is purchasing materials and energy that are generated in the most sustainable way possible. The City now has a procurement program to meet this goal as an organization. This includes City procurement targets for renewable energy, compost, mulch, and recycled content paper, as well as a process to ensure cross-departmental participation. One intention for implementing such a program is to encourage market development for these recycled goods. Updates and descriptions are included in the presentation in Attachment 1.
- **Edible Food Recovery:** This program recovers edible food that would otherwise be landfilled and connects excess edible food with community members experiencing food insecurity. Over 470,000 pounds of food was recovered and distributed in calendar year 2022. New recordkeeping and matchmaking tools created by the regional partnership have streamlined implementation for food generators and food recovery agencies.

Other Programs

In addition to waste reduction and resource recovery, the City continues to lead programs on waste containment and pollution reduction. Most recently the SWES Division has implemented new initiatives for abandoned items and lost shopping carts in the community through property owner/operator collaboration, including the development of data tracking tools, and collection process.

- **Abandoned items** have been a source of neighborhood blight for years. The SWES Division has more recently utilized ArcGIS to perform spatial data analysis on abandoned item locations from July 1, 2020 to June 30, 2023. Analysis resulted in the identification of hot spots where these items are most commonly reported by the community or found by City Staff. There is a strong correlation between the abandoned item hotspots to medium and high-density multifamily land uses. Beyond geographic information, the analysis identified seasonality trends that indicate an increase in abandoned items during Summer move in/move out, Winter holidays, and Spring cleaning. The composition of abandoned items was analyzed and over 73% of abandoned items were mattresses, couches, and wood

furniture. The SWES Division plans to outreach property managers and property owners of these land uses to improve understanding of the municipal code, and the free bulky item pickup services included in the City's franchised contract for solid waste handling services. In addition to outreach, the SWES Division has made comprehensive updates to the availability of free bulky item collection pickup services to be included in an upcoming fourth amendment of the franchised contract for solid waste handling services.

- **Lost Shopping Carts** are another source of neighborhood blight that can attract abandoned items and litter. The SWES Division has utilized ArcGIS to perform spatial data analysis on lost shopping cart locations from July 1, 2022 to June 30, 2023. Analysis resulted in the identification of hot spots where these carts are most commonly reported by the community or found by City Staff. There is a strong correlation between the lost shopping carts to medium and high-density multifamily land uses as well as commercial, regional, and community land uses. These hot spots are largely in residential neighborhoods, but also include bus stops and entrances to parks and open spaces. The amount of lost shopping carts is significantly higher in Western Goleta in the Marketplace area when compared to Eastern Goleta. In Eastern Goleta there are less retailers that offer shopping carts for use by customers. Additionally, the analysis showed more than 50% of all lost shopping carts were from two retailers. The SWES Division has established pilot partnerships with these retailers to streamline retrieval of these lost shopping carts. This pilot has been working well since May 2023, and the SWES Division hopes to replicate this approach with other retailers in the community.

Renaming

To further reduce waste, not only does the City need technology and programs aimed at resource recovery (i.e., recycling), but the City also needs more programs focused on waste reduction and reuse. Some items that are a current/upcoming focus include:

- Support Material Bans (led by the Sustainability Division)
- Expand Recycling Drop Offs
- Donation or Material Swap Opportunities
- Expanded Education and Outreach

Achieving Waste Free Goleta will be an ongoing dialogue with the community. Due to significant industry and scope changes over time and the public messaging needed to be successful, this Division recommends moving away from the semantic emphasis on solid waste. This will involve renaming the titles of the SWES Division and Solid Waste Program to the "Environmental Services Division" and "Waste Reduction Program", respectively. The term "Environmental Services" for the Division will encompass the Stormwater Program that is also a focus of the Division. To maintain alignment with the updated naming conventions, staff also recommends renaming the Solid Waste Issues Standing Committee to the Waste Reduction Standing Committee.

The Division will still be responsible for more traditional solid waste activity, such as negotiation and implementation of the City's solid waste franchise and coordination with

disposal facilities. However, the new name will better reflect the emphasis on waste reduction.

GOLETA STRATEGIC PLAN:

City-Wide Strategy: 1. Support Environmental Vitality

Strategic Goal: 1.3 Adopt best practices in sustainability

FISCAL IMPACTS:

There is no fiscal impact associated with this item.

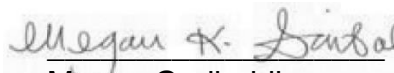
ALTERNATIVES:

Council may elect to not support the renaming of the SWES Division and Solid Waste Subdivision. In doing so, the existing naming conventions will remain in place. This will have no impact to programs and services offered but will reduce the effectiveness of community outreach campaigns. In alignment with the City-Wide Strategies listed above, renaming the SWES Division and Solid Waste Subdivision will help maximize the City's efforts to reduce waste and its impact on the environment.

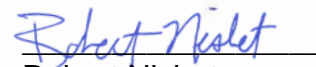
Reviewed By:


Kristine Schmidt
Assistant City Manager

Legal Review By:


Megan Garibaldi
City Attorney

Approved By:


Robert Nisbet
City Manager

ATTACHMENTS:

1. Waste Reduction Programs Update Presentation

ATTACHMENT 1

Waste Reduction Programs Update Presentation

Waste Reduction Programs Update

Division updates for
Waste Free Goleta



Agenda

➤ Waste Reduction Program Updates



➤ Staff Recommendation

- Rename Division, Program, and Standing Committee

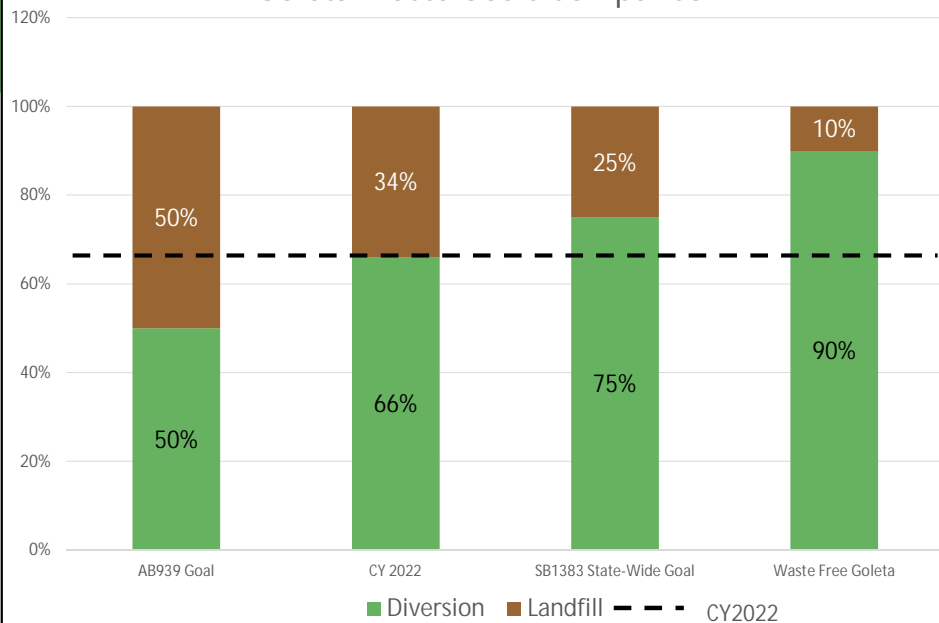
Industry Trends

Legislation	Type	Year
AB 939: Integrated Waste Management Act	Recycling	1989
SB 1383: Short-Lived Climate Pollutants Act	Organics Recycling and Food Recovery	2016
AB 2440: EPR Covered Batteries and Battery-Embedded Products	Extended Producer Responsibility (EPR) *NEW*	2022
SB 54: Plastic Pollution Prevention and Packaging Producer Responsibility Act	Circular Economy *NEW*	2022
SB 244: Right to Repair Act	Right to Repair *NEW*	In Progress (2023)



Waste Free Goleta

Goleta Waste Goals Comparison



WASTE FREE GOLETA



Waste Free Goleta encourages these behaviors to maximize the reduction of waste and its environmental impact.

Learn more at www.cityofgoleta.org/wastefreegoleta

ReSource Center



➤ Sign Up for a Tour at www.LessIsMore.org

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The ReSource Center is a cutting-edge facility that is redefining local waste recovery.



Reduces Waste

Recovers an additional 60% of waste that would normally be landfilled.



Reduces GHG Emissions

Removes emissions equivalent of 28,668 cars annually.



Generates Renewable Energy

Annual renewable energy generated to power 2,000 homes.



Improves Air Quality

Captures methane gas and generates electricity using clean burning gas engines.



Creates Jobs

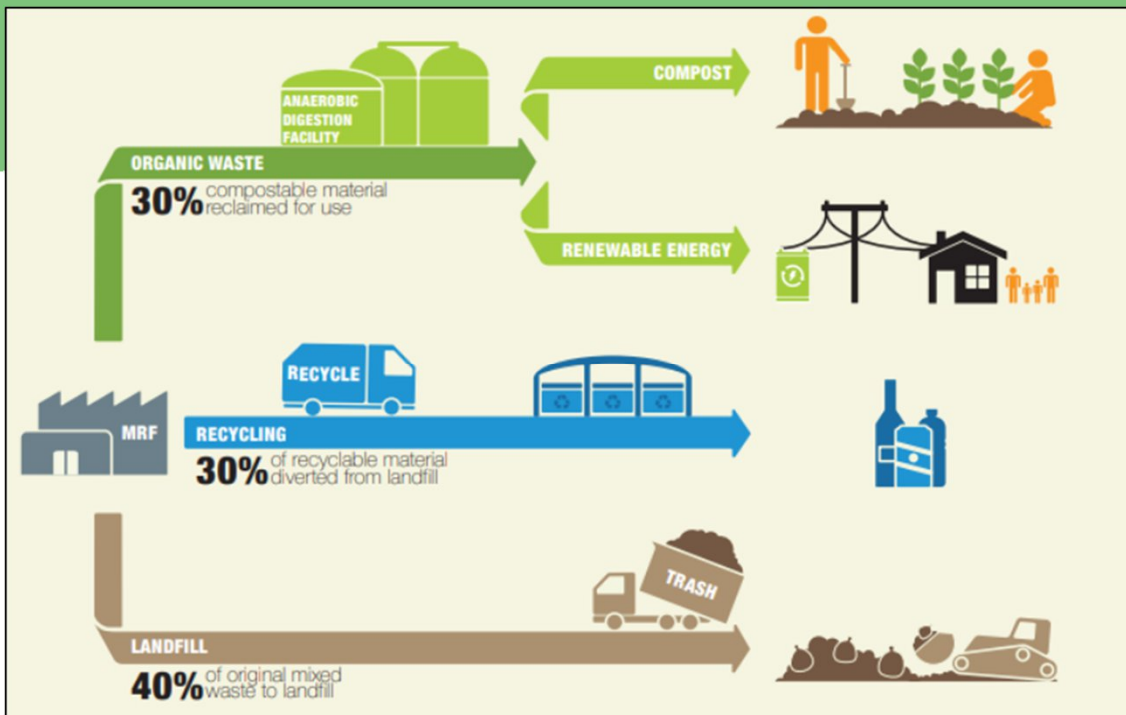
Creates nearly 100 permanent living wage jobs.



Meets or Exceeds State Mandates

Vital to achieving state-mandated GHG emission reductions, increasing recycling, and diverting organic waste.

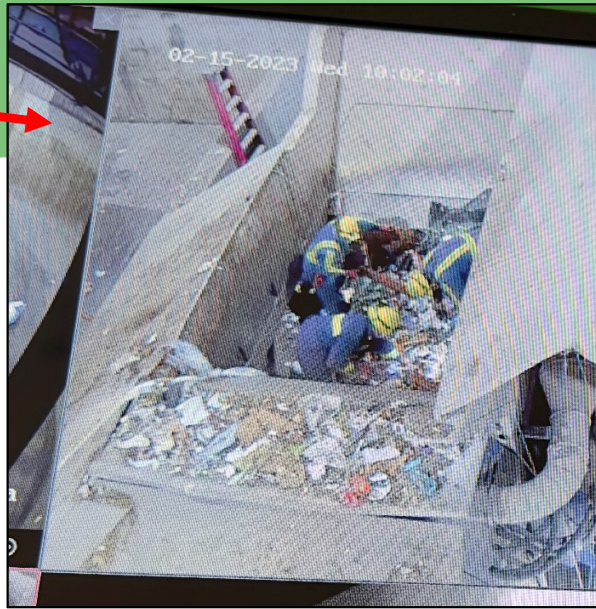
ReSource Center



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ReSource Center



► Modern, Interactive, and Immersive Education Opportunities

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New Programs

New Organics Recycling Programs	
Organics Collection	✓
Edible Food Recovery	✓
Education and Outreach	✓
Procurement	✓
Capacity Planning	✓
Enforcement	✓



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Organics Collection

- Residential (Single Family & Multi-Family Dwellings)
 - Combined collection of trash and organics (**brown** bin) and green waste (**green** bin)
 - Backyard composting: 2 Free EarthMachine bins and composting guidance
- Commercial
 - Food scraps and soiled paper products (**yellow** bin)



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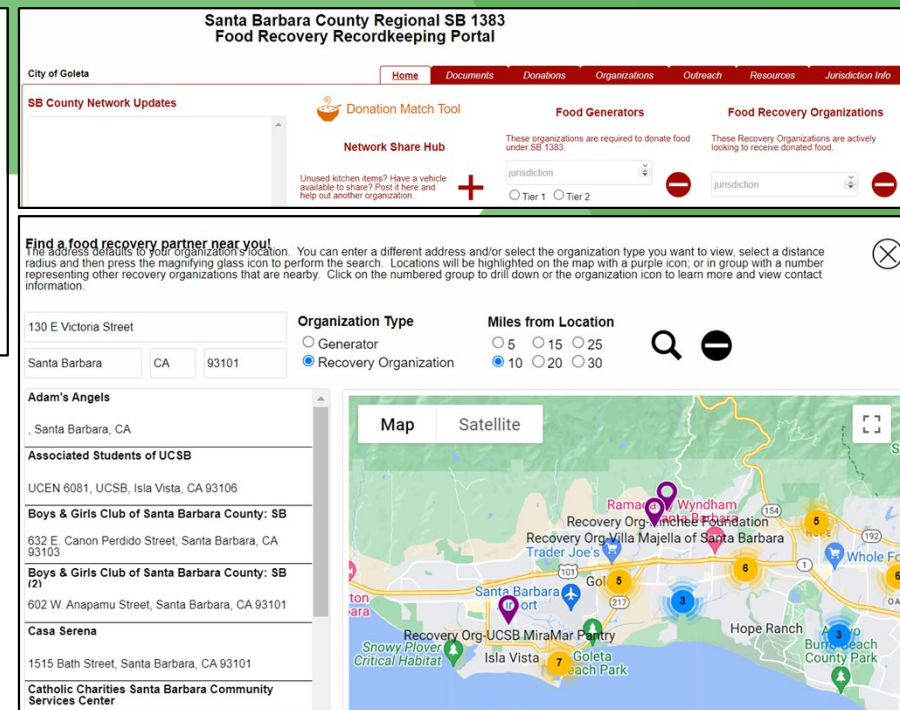
Edible Food Recovery

➤ Regional Collaborative Approach

- Tools for businesses and Matchmaking

➤ Goleta's Progress

- Over 470,000 lbs recovered in CY 2022
- New Recovery Capacity – Food Bank Sharehouse
- 100% Compliance for Tier 1 Generators (13 total)
- Effective January 1, 2024 for Tier 2 Generators (4 total)
 - Outreach in September 2023



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Procurement

➤ Renewable Energy/Compost/Mulch

- Purchasing credits shared with participating jurisdictions
- Powers 2,000 homes on the South Coast

➤ Recycled Content Paper

- Paper purchases by City and Direct Service Providers must be at least 30% recycled content
- Department stakeholders identified, Annual trainings executed, Streamlined recordkeeping tools for City and Direct Service Providers



Other Programs

- Support Material Bans
 - Sustainability Division's Plastic Free Goleta Program
- Expand Recycling Drop Offs
 - Current: Textiles, Medicine, Sharps, Plastic Bags, Styrofoam, Batteries, Paint, Oil, Tires, Mattresses, Propane Tanks
- Increase and Advertise Donation Opportunities
 - Edible Food, Textiles, Bulky Items, Construction Materials
- Evaluate Waste Free Goleta Events
 - Donation or Material Swaps, Repair "Fix It" Workshops
- Expand Waste Free Goleta Outreach
 - Business Outreach, Social Media, K-12 Education, Pack It In – Pack It Out, Waste Containment BMPs

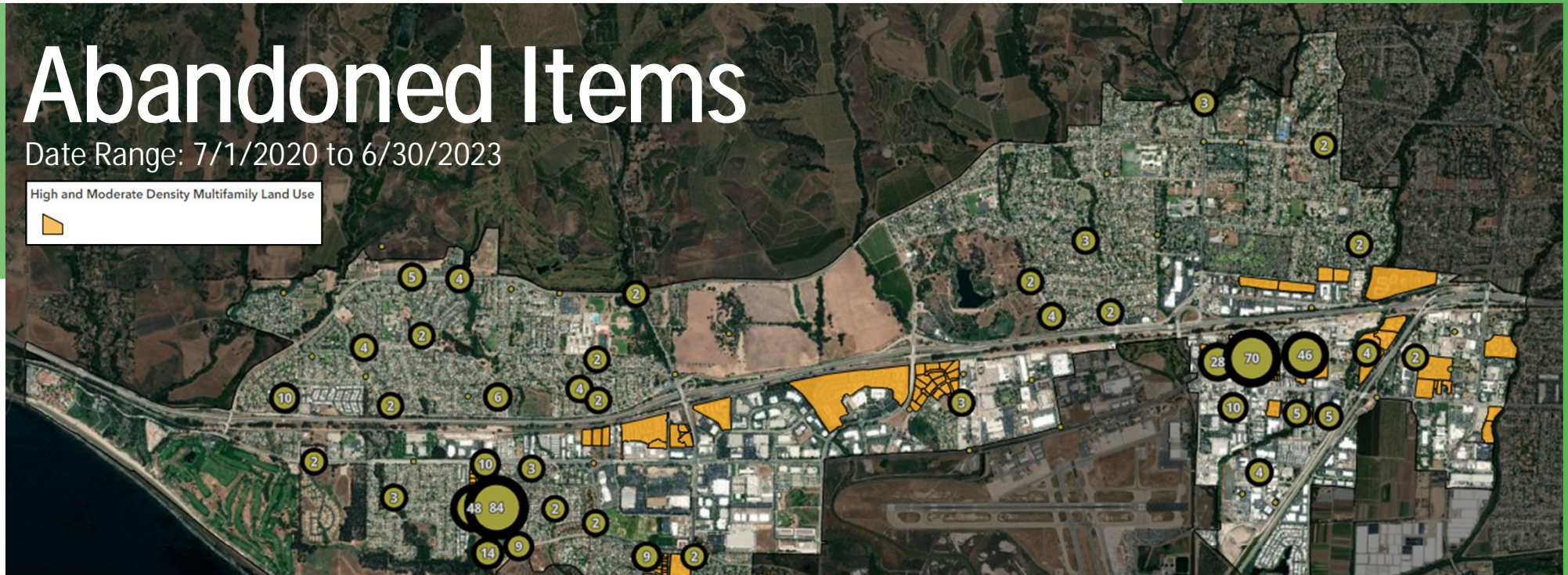


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Abandoned Items

Date Range: 7/1/2020 to 6/30/2023

High and Moderate Density Multifamily Land Use



► Hot Spots

- Hot spots correlate to Medium and High Density Multifamily land uses
- Outreach to property managers and expanded services in upcoming contract amendment

Eastern Goleta

Mathilda	Cannon Green
Ellwood Beach Drive	Phelps

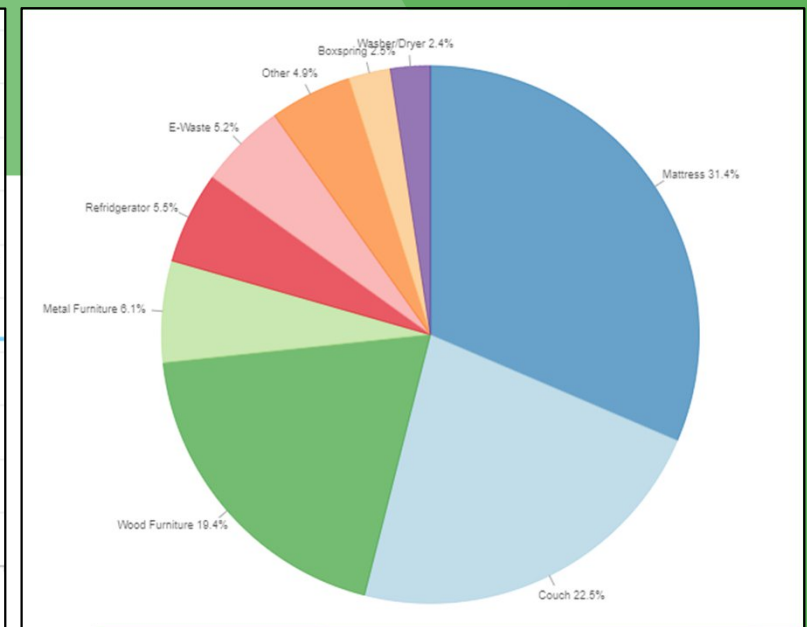
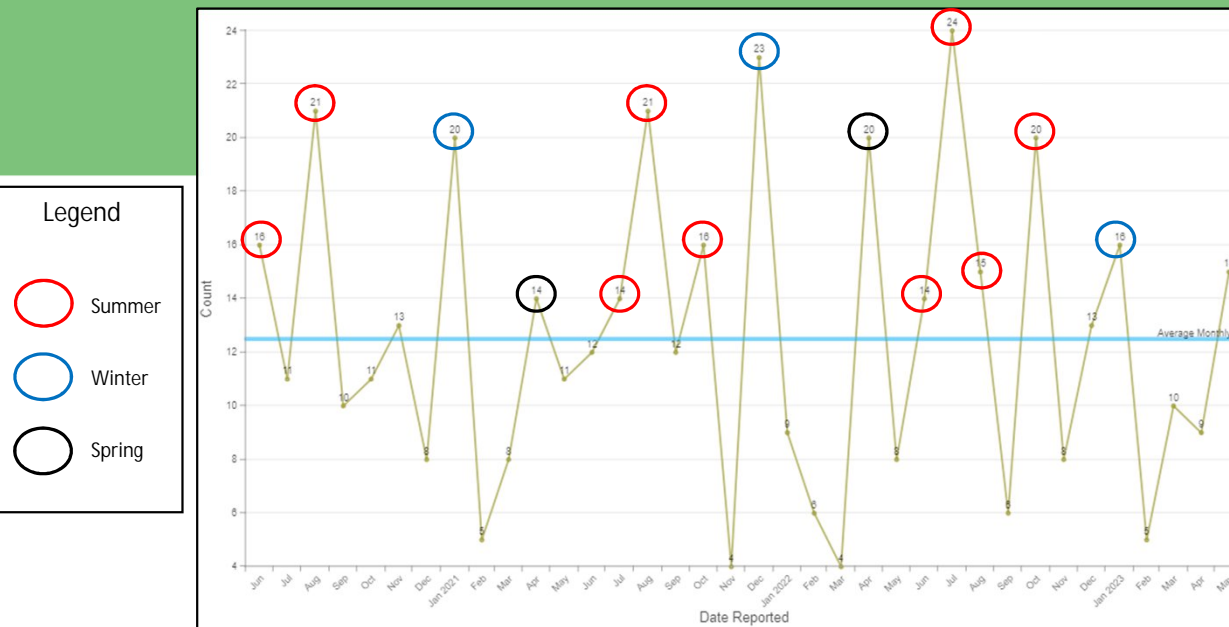
Western Goleta

Nectarine	Magnolia
Alondra	Orange

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Abandoned Items



► Abandoned Items

- 73.3% of Items are Mattresses, Couches, and Wood Furniture
- Spikes: Summer Move In/Out and Winter Holidays

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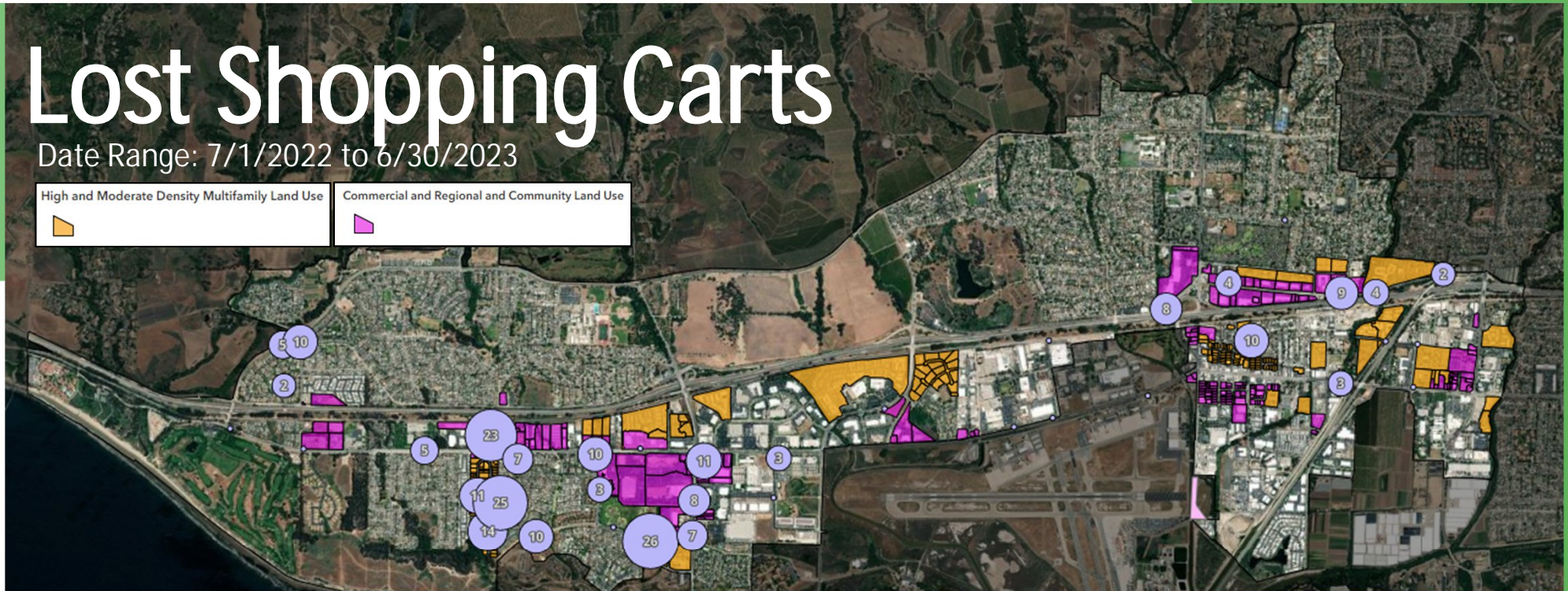
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Lost Shopping Carts

Date Range: 7/1/2022 to 6/30/2023

High and Moderate Density Multifamily Land Use

Commercial and Regional and Community Land Use



► Western & Eastern Goleta Hot Spots

- Hot spots correlate to Medium and High-Density Multifamily as well as Commercial, Regional, and Community land uses
- Lost shopping carts in residential neighborhoods, bus stops, entrances to Parks and Open Spaces

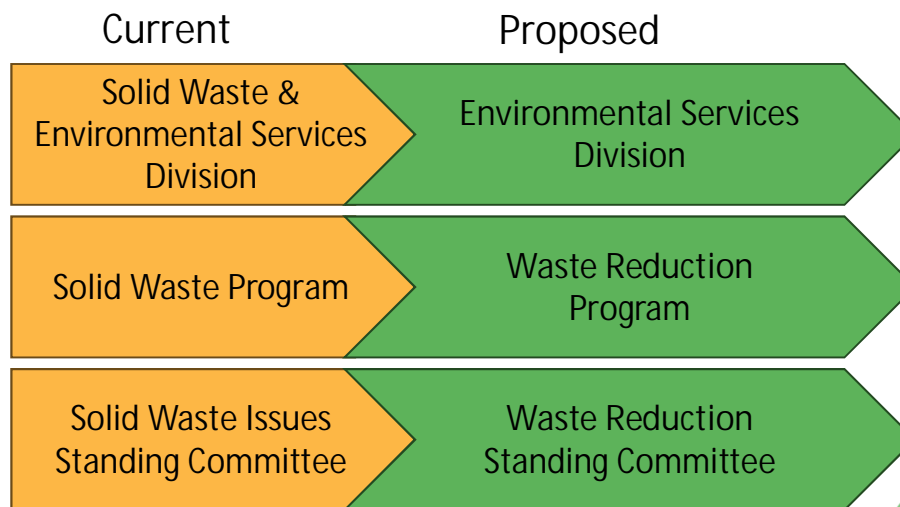
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Recommendation:

Rename Division, Subdivision, and Standing Committee

- Goals
- Accurately Reflect Programs Offered
 - Align With Industry Trends
 - Enhance Public Messaging Campaigns like Waste Free Goleta





Waste Reduction



United States Environmental Protection Agency

Search EPA.gov

Related Topics: [Reduce, Reuse, Recycle](#)

Reducing Waste: What You Can Do

The 3 R's

The "R's" are strategies to help us send less trash to the landfill and save resources!

FOLLOW THEM IN PRIORITY ORDER

REDUCE
1

REUSE
2

RECYCLE
3

 SANTA BARBARA COUNTY
Resource Recovery & Waste Management Division
Innovative Environmental Solutions

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Thank you!

Questions or
Comments?