

## Recycle Plus Program History

In October 1983, the City Council adopted Solid Waste Policies designed to encourage competition and diversion. (See Exhibit 1, Tab 1.) The Solid Waste Policies were based on goals stated in the General Plan and included:

- Providing the highest quality of services at the lowest cost to the rate payers;
- Using financial incentives to minimize waste and maximize recycling; and
- Managing landfills to conserve capacity and guarantee the City control over the use of facilities.

In 1984, the City realized substantial savings through a competitive process that resulted in awarding separate contracts for the collection and disposal of solid waste. These savings allowed for the implementation in 1985 of the first curbside recycling program in any large city.

By Council directive, the Solid Waste Policies were revised in May of 1998. The revisions included the following modifications:

Competition: the original IWM policies included a provision for solicitations at least every ten years for exclusive solid waste collection contracts. The strict ten year requirement was eliminated to allow for greater flexibility in setting the terms of collection contracts;

Linkage to Sustainable City Goals: The City's waste diversion goal represents its commitment to manage and conserve natural resources for future generations as defined in the Sustainable City Major Strategy.

In 1989, the State Legislature passed Assembly Bill 939, mandating that all jurisdictions in California divert 50% of their waste from landfill by January 1, 2000 by source reduction, recycling and composting. In response, in 1991 the City developed the Recycle Plus Program. During the RFP process for Recycle Plus the City Council reaffirmed their commitment to the Solid Waste policies.

To encourage competition, the City was divided into three collection districts. Phase I of Recycle Plus was implemented in 1991 and included the awarding of contracts for citywide collection and processing of yard trimmings. Two contracts were awarded for collection and one for processing. Phase II was completed in 1993 with the implementation of two contracts for the collection and processing of garbage and recycling. Phase II included the transition from unlimited garbage collection at a flat rate to a Pay-As-You-Throw (PAYT) variable rate structure to encourage recycling through financial incentives and greatly expanded the materials collected curbside. The result was a dramatic increase to recycling rates for single family residents.

With the 1993 agreements set to expire in 2002, the City Council again reaffirmed their commitment to the Solid Waste Policies through the RFP process for new contracts to begin in July 2002, encouraging competition for the highest quality of service at the lowest cost to the rate payers. After evaluation of the existing program and the completion of several pilot programs and

analysis of the results, single stream recycling in wheeled carts and automated collection by split body trucks was implemented as the most convenient, efficient and cost effective collection method. (See Exhibit 2, Tab 1.)

The City was a participant in the signing of the Urban Environmental Accords during World Environment Day, June 5 2005. The accords provide vision and direction for solid waste programming into the future, including a goal for zero waste to the landfill by 2040. (See draft IWM Implementation Strategy of UN Accords in this tab.)