



Rolling Out Compulsory Citywide Organics Collection

**SWANA 51st Annual Western Regional Symposium
April 7, 2022**



**Solid Waste Consultants
to Local Government**

Overview

- **Compulsory rollout process in City of Orange**
- **Lessons learned**
- **Barriers to success**



Overview of Rollout Process

- **Initial letter notice**
 - **Action required; refer to city code**
 - **Visit Minerva website; enter customer number**
 - **Three choices**
 - **Accept recommended service configuration**
 - **Adjust; something different; contact CR&R**
 - **Apply for waiver online in Minerva**
 - **Approve waiver or deliver container**



Initial Letter



CITY OF ORANGE

PUBLIC WORKS DEPARTMENT			www.cityoforange.org
ENGINEERING DIVISION (714) 744-5544 FAX: (714) 744-5573	MAINTENANCE DIVISION (714) 532-6480 FAX: (714) 532-6444	TRAFFIC DIVISION (714) 744-5540 FAX: (714) 744-5573	WATER DIVISION (714) 288-2475 FAX: (714) 744-2973

December 27, 2021

ALEXANDER, GEORGE
PO BOX 12355
ORANGE, CA 928598355

CR&R Account Number: 77-0028623
Service Address:
ALEXANDER, GEORGE
3902 E CHAPMAN AVE
ORANGE, CA 928693915
Food Facility: DOMINOS PIZZA # 7835

Action Required: Complete Online Response Form by January 31st, 2021

Subject: Your Business has not Complied with State and Local Recycling Requirements

Dear Business Owner:

Your business has been identified as a licensed food facility that is not compliant with Senate Bill (SB) 1383 and Orange Municipal Code 8.28-8.30. These laws require you to have both dry recycling and organics recycling programs in place as of January 1st, 2022.

In order to meet this unfunded mandate's requirements, CR&R offers recycling and organics recycling options. A *Minimum Recommended Service Configuration (MRSC)* has been specifically created for your business. This configuration is designed to redistribute your waste stream volume and minimize disposal cost.

Please complete an online form to complete your MRSC. Failure to complete the City of Orange's online response form will result in the MRSC being added to your existing CR&R services as early as February 1st, 2022.

Please complete the online response form with the following steps:

1. Visit this website: www.mswcompliance.com/orange
2. Enter your CR&R account number (see example invoice).
3. Review your *Minimum Recommended Service Configuration*.
4. Enter your name, contact information and click submit.

EXAMPLE

Account Number	77-0031920 8
Service Address	637 W STRUCK AVE ORANGE CA 92867-5523
Invoice Date	12/01/20
Invoice Number	0980990
Invoice Total	\$308.62
Due Date	12/31/20

Thank you for meeting these statewide requirements. To receive free technical assistance, please contact CR&R's Sustainability Coordinator at recyclenow@crmail.com or by phone at (714)-899-2481.

Sincerely,

Joshua Soliz, P.E.
Public Works Administrative Manager



77-211227

EXAMPLE

Account Number	77-0031920 8
Service Address	637 W STRUCK AVE ORANGE CA 92867-5523
Invoice Date	12/01/20
Invoice Number	0980990
Invoice Total	\$308.62
Due Date	12/31/20



Educational Materials

FOOD WASTE RECYCLING PROGRAM GUIDE



Senate Bill 1383: Organic Waste Reduction

Senate Bill 1383 and Orange Municipal Code 8.30.030 requires all commercial businesses to participate in their jurisdiction's organics collection programs in order to reduce landfill waste and pollution. CR&R provides convenient food waste collection services for food waste generators along with the training and resources necessary for successful implementation.

For more information on Senate Bill 1383 please visit calrecycle.ca.gov/organics/slcp. To find out how CR&R processes organic waste into new products, visit crwasteservices.com/services/organics-processing/.

YES	NO
<p>Place the following items in your food waste container:</p> <ul style="list-style-type: none"> • All food preparation scraps • All table scraps • Solidified fats or greases • Spoiled food <p>Make food waste containers easily accessible for staff.</p> <p>Make sure containers are labeled correctly so staff knows what material goes in each container.</p> <p>Provide training to staff. CR&R is available to assist in any training program.</p>	<p>Do NOT place the following in your food waste collection container:</p> <ul style="list-style-type: none"> • Plastic • Glass • Metal • Liquids • Styrofoam • Trash • Paper • Green/Yard Waste <p>Do not overfill container. Food waste is much heavier than regular trash.</p>

Helpful Tip: Bagging food waste for collection with clear or compostable liners is recommended. Liners can help maintain a clean container and minimize odors.

Food Waste Collection Container Sizes

Food Waste Carts



35 GALLON
38.5"H x 19.25"W x 24.25"D

64 GALLON
41.75"H x 24.25"W x 31.75"D

Food Waste Bin



2 YARD
3'H x 3'W x 5'5"L

Right-Sizing and Adjusting Services: Increasing recycling and lowering trash services can help your business minimize disposal costs. Contact our Sustainability Coordinators at recyclenow@crmall.com in order to get free technical assistance for adjusting your solid waste services.

77-21115-2a

COMMERCIAL RECYCLING PROGRAM GUIDE



Dry Recycling Collection

Senate Bill 1383 (SB 1383) and Assembly Bill 341 (AB 341) requires all jurisdictions to support the statewide goal of 75% diversion from landfill. Per Orange Municipal Code 8.29.220, all businesses are required to participate in recycling programs.

CR&R provides convenient dry recycling collection services along with the training and resources necessary for successful implementation.

For more information on Mandatory Commercial Recycling please visit calrecycle.ca.gov/recycle/commercial.

Container Sizes

Recycle Cart



35 GALLON
64 GALLON
96 GALLON

Recycle Bin



2-YARD 3'H x 3'W x 5.5'L
3-YARD 4'H x 4'W x 6'L
4-YARD 4.5'H x 4.5'W x 6'L

Split Bin



3-YARD 4'H x 4'W x 6'L
4-YARD 4.5'H x 4.5'W x 6'L
*Bin Dimensions May Vary

PAPER

- Magazines
- Phone Books
- Newspaper
- Cardboard (Flattened)
- Milk or Juice Cartons

METAL

- Aluminum Cans
- Tin Cans

GLASS

- Bottles and Jars

PLASTICS

- Drink Bottles
- Detergent Containers
- Milk Containers





FREE Recycling Assistance

For a free waste evaluation or additional information on recycling compliance, contact our Sustainability Coordinators at recyclenow@crmall.com



Enter Customer Number

 MINERVA

 City of Orange

Please enter your CR&R account number:



Three Options



MINERVA

City of Orange

Organics Recycling Response Form

To reduce the amount of organic waste being sent to landfills, and to comply with Orange Municipal Code 8.28-8.30, we have identified your Minimum Recycling Service Level to enable you to meet mandatory recycling requirements. Your response to the recommended configuration is required.

Follow the steps below

1. Review your Current and Minimum Recommended Service Configuration (MRSC). Accept if you agree and provide your contact information and submit your response.
2. To adjust your recommended services select "Add and Adjust Services", fill in the contact information and submit your response. A representative from CR&R will contact you via your provided email to discuss your service levels.
3. To request an Organics Recycling Waiver Application, select "Request a Waiver Application", fill in the requested information, and submit your request. The City will review your request and notify you via your provided email if your application has been approved or denied.



Accept, Adjust, or Apply

Table 1 - Your Current Service Configuration:

 Print

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	3	65	1	1.0
Waste	Front Load	Cubic Yard	1	6	1	6.0
Total Weekly Volume in Cubic Yards						7.0

We've adjusted your trash service configuration to reallocate a portion of your trash volume to other waste streams. This helps optimize your service levels so you pay only for the services you need.

Table 2 - Our Minimum Recommended Service Configuration (MRSC)

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	3	65	1	1.0
Waste	Front Load	Cubic Yard	1	4	1	4.0
Organics	Front Load	Cubic Yard	1	2	1	2.0
Total Weekly Volume in Cubic Yards						7.0

Accept

I accept the Minimum Recommended Service Configuration

Add and Adjust Services

I will likely need more capacity. Please EMAIL me to review my Service Configuration.

Apply for a Waiver

I qualify for an Organics Recycling Waiver because: I do not generate 20 gallons of Organic Waste per week; or We do not have sufficient space on the premises to store an additional 35-gallon cart.



Capture Contact Info

Accept

I accept the Minimum Recommended Service Configuration

Add and Adjust Services

I will likely need more capacity. Please EMAIL me to review my Service Configuration.

Apply for a Waiver

I qualify for an Organics Recycling Waiver because: I do not generate 20 gallons of Organic Waste per week; or We do not have sufficient space on the premises to store an additional 35-gallon cart.

I hereby certify that, to the best of my knowledge, the provided information is true and accurate.

Name *



Title or Position *



Email *



Phone *



Special Delivery Instruction

Submit

All (*) is a required field




Accept: You're done!

Table 1 - Your Current Service Configuration: Print

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	3	65	1	1.0
Waste	Front Load	Cubic Yard	1	6	1	6.0
Total Weekly Volume in Cubic Yards						7.0

We've adjusted your trash service configuration so you pay only for the services you need. This helps optimize your service levels so



You are free to go

(Expect delivery within the next 45 Days)

Table 2 - Our Minimum Recommendation

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	1	65	1	1.0
Waste	Front Load	Cubic Yard	4	6	1	4.0
Organics	Front Load	Cubic Yard	2	6	1	2.0
Total Weekly Volume in Cubic Yards						7.0




Adjust: We'll contact you.

Table 1 - Your Current Service Configuration: Print

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	3	65	1	1.0
Waste	Front Load	Cubic Yard	1	6	1	6.0
Total Weekly Volume in Cubic Yards						7.0

We've adjusted your trash service configuration so you pay only for the services you need. This helps optimize your service levels so



Expect an email from CR&R to discuss adding and adjusting your service level.

Table 2 - Our Minimum Recommendation:

Material Type	Container Type	Unit of Measure	Container Quantity	Container Size	Pickups per Week	Weekly Volume CY
Recyclables	Cart	Gallon	3	65	1	1.0
Waste	Front Load	Cubic Yard	1	4	1	4.0
Organics	Front Load	Cubic Yard	1	2	1	2.0
Total Weekly Volume in Cubic Yards						7.0



Apply: Waiver Application

City of Orange

Organics Recycling Waiver Application

Customer Number: 1234567

Name: Test Seed Account

Service Address: 100 Orange CA

WAIVER Form Instructions (Includes site audit)

1. Select a waiver type (either De Minimus or Space) option *

- 1 - De Minimus Waiver: I certify that we do not generate 20 gallons of Organic Waste a week.
- 2 - Space Waiver: I certify that we do not have sufficient space on the premises to store an additional 35-gallon cart.

2. Provide a detailed explanation of why you are requesting a waiver *

NOTE: Requesting this option will result in an inspection of your location. The City of Orange's contracted hauler, CR&R may reach out to you and request additional details to complete the waiver application.

3. Upload required image(s) supporting your request and click the "Add" button *

Upload image(s) and documents supporting request

Choose file No file chosen

Add

Records 0-0 of 0



Post to Customer Record

Customer Account Notes

Customer Account #: 0062664 Customer Account: MARIACHI LOS REYES Customer Account Address: 650 N TUSTIN CA 92856


Category*

- Select -

Notes*

File Upload

No file chosen

 [Choose File](#) [+ New Note](#)

[Export](#)

Date	Category	Notes	Created By	Role	Documents and Images	Customer Forms
4/6/2022	Organics Opt-out- Accepted	WO created for 4/22 -tl 2/14/22-DM: Q1 ZONE 4 OPT-OUT 1ST NOTICE SENT 2/14-TLI- 2/23/22-PC:Q1 ZONE 4 OPT- OUT 2ND NOTICE AUTO DIAL-TLI 2/14/22-DM: Q1 ZONE 4 OPT-OUT 1ST NOTICE SENT 2/14-TLI- 2/23/22-PC:Q1 ZONE 4 OPT-OUT 2ND NOTICE AUTO DIAL-TLI	Tingyao Li	Hauler	View	View Delete Details



Outreach Report

Outreach Report

Customer Account # Customer Account Customer Address

Request Button Selected Waiver Option Selected Status Last Completed Date

Customer Account	Customer Address	Contact Name	Email	Phone	Request Button Selected	Last Completed Date	Waiver Option Selected	Status	Notes
TUSTIN MELK LLC	1836-1882 N TUSTIN ST, Orange CA 92865	Tina VanLeeuwen	tina@aorteam.com	7143104885	Waiver Requested	3/25/2022	Space Waiver	Pending	
NOHL RANCH CARWASH	2700 N SANTIAGO BLVD, Orange CA 92867-1723	Divyesh Patel	nohlranchoarwash@yahoo.com	9094566463	Waiver Requested	3/24/2022	De Minimus Waiver	Pending	
LA FITNESS (LAF000038)	3901 W METROPOLITAN DR, Orange CA 92868-3507	Liz Howard	elizabethh@fitnessintl.com	949-255-7409	Waiver Requested	3/23/2022	De Minimus Waiver	Resolved	WO created for 4/15
AMERICAN LEGION	143 S LEMON ST, Orange CA 92866-1319	Susan Wood	sdwood5015@yahoo.com	3109901404	Accepted	3/22/2022		Resolved	WO created for 4/18
WIENERSCHNITZEL 660	108 W LINCOLN AVE, Orange CA 92865-1017	Ray Bahrami	bahramiray@yahoo.com	7147979800	Accepted	3/22/2022		Pending	
NORMS RESTARAUNTS LLC	1550 E KATELLA AVE, Orange CA 92867-5026	DANIEL A. BERRIOS	dberrios@norms.com	7146397562	Accepted	3/22/2022		Pending	
R & M PACIFIC RIM	2493 N TUSTIN ST, Orange CA 92865-3707	Frederick Kim	fkim@rmshell.com	7146067484	Waiver Requested	3/21/2022	De Minimus Waiver	Pending	
H & S ENERGY LLC	2844 N SANTIAGO BLVD, Orange CA 92867-1725	Christian Torres	c.torres@hasoil.com	7148733774	Accepted	3/21/2022		Pending	



Follow up

- **Thirty days to respond to initial letter**
- **Phone call – four weeks**
- **2nd phone call – five weeks**
- **2nd letter – six weeks**
- **Personal visit – eight weeks**
- **Deliver container – ten weeks**



Summary of Results

	27-Dec	10-Jan	1-Feb	15-Feb	28-Feb	
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
Accepted/Work Orders Placed	28	23	25	16	3	95
Applied for Waiver	14	9	4	5	3	35
Adjust/Working on Proposals	7	6	2	4	2	21
No-Response, Made Contact	6	3	7	0	0	16
Yet to Make Contact	1	12	17	34	47	111
Total Accounts	56	53	55	59	55	278

Made Final Notice deliveries to seven customers on March 14th; no issues.



Lessons Learned

- Adequate resources
- Close coordination with waste hauler
- Rollout segmented by location and type
- Multiple types of outreach
- Design a systematic workflow



Adequate Resources

- Fund one or more dedicated full time positions through your hauler agreement
- Employed by hauler, or employed by jurisdiction and funded by franchise agreement
- At least one FTE per every 65,000 in population
- Typically less that 1% of total revenue



Close Coordination

- Collaborate on planning
- Software tool enable everyone to be on the same page
- Periodic meetings



Rollout by Location and Type

- **Maintain route density**
- **Focus on like types of customers**

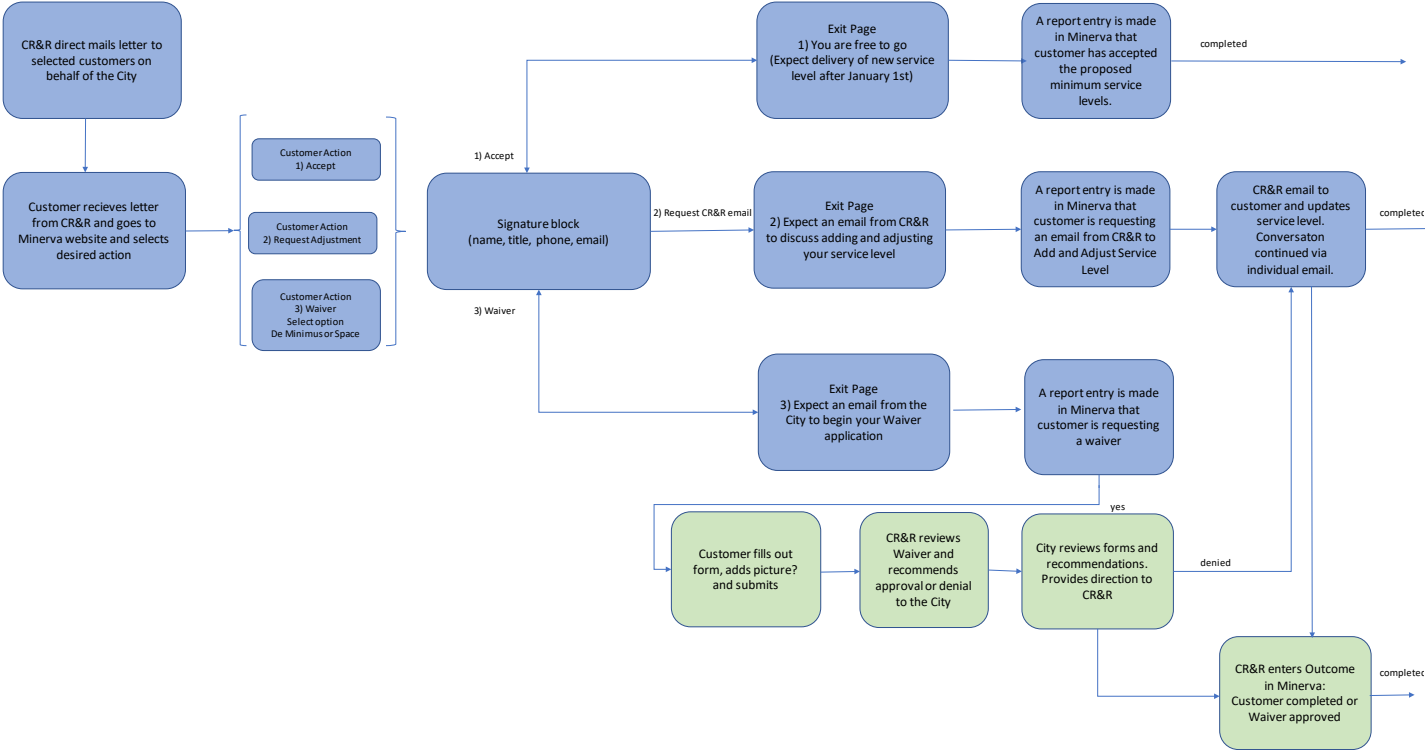


Multiple types of outreach

- Initial letter
- Two phone calls
- Final letter
- Personal visit
- Cart delivery



Systematic Workflow



Barriers to Success

- **Collecting recyclables in the trash truck**
- **Equipment shortages**



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