



CENTRAL CONTRA COSTA
SOLID WASTE AUTHORITY

Agenda Report

TO: CCCSWA BOARD OF DIRECTORS

FROM: BART CARR, SENIOR PROGRAM MANAGER

DATE: JULY 15, 2010

SUBJECT: PRESENTATIONS ON EXCLUSIVE AND NON-EXCLUSIVE COMMERCIAL FRANCHISING IN VARIOUS BAY AREA CITIES

SUMMARY

The Authority's Commercial Recycling Permit Program is set to expire after June 30, 2012. Staff has engaged the Board at our February planning workshops with regard to implementing a commercial recycling program that is more effective than the permit system that is currently used. The Board has requested information from jurisdictions that have implemented alternatives to a permit system. Representatives from communities that are utilizing different approaches will provide information about their programs.

RECOMMENDED ACTION

1. Receive presentations from visiting city representatives.
2. Address presenters with pertinent questions.

DISCUSSION

During the Board's February 2010 workshop on commercial recycling, the Board expressed interest in learning more about various commercial franchise scenarios being used throughout the Bay Area. To this end, staff has invited representatives from three Bay Area cities who have adopted different approaches to franchising their commercial recycling services. Presentations to provide the Board with real-world information on how each program performs will be made at the July 29th Board meeting by the following city representatives:

- Martin Nelis, Solid Waste Program Manager, City of Pleasant Hill: Single Franchise
- Jack Macy, Senior Program Manager, City/County of San Francisco: Single Franchise
- Michael Foster, Integrated Waste Management Program, City of San Jose: Multiple Franchise

Each city representative will provide an approximate ten minute presentation that will describe their franchising approach to commercial recycling and why it was chosen, how the program was implemented,

and what results have been achieved to date.

The presentations will include information in three performance areas: Recycling collection and material processing methods, Business participation, and Diversion rates. To assist the Board in determining what components of these programs may be most applicable to CCCSWA's future commercial recycling needs, staff will rate each city's program in the identified performance areas. These ratings and particulars regarding the program will be brought back to the Board at the February 2011 workshop where the CCCSWA's direction for future commercial recycling will be discussed and planned.