

Staff Jurisdiction Analysis Summary
City of Portola, Plumas County
2012-13 CalRecycle Jurisdiction Review Cycle

Based upon review of diversion program implementation, LAMD staff recommends Portola (City) as making a good faith effort (GFE) meet the requirements of AB939. Portola is a remote, rural, Sierra Nevada town at almost 5,000 feet, with a small population (2,104 residents). This population lives in an approximate area of two square miles. Distance to markets, economies of scale, transportation costs, remoteness of location and climate all contribute to diversion program challenges. Despite these challenges, Portola has experienced a drop in disposal since 2011 that could be the result of declining population and the increased diversion options at the transfer station implemented in 2012. LAMD staff has observed program improvements, including the addition of a commingled recycling option at the redemption and commingled recycling center, and improved disposal accounting practices. Diversion and recycled content procurement programs have been observed to be effective as summarized below:

- **Residential:** There is curbside “pay-as-you-throw” collection service with recycling offered at no extra cost, and variable rates based upon the size of the garbage container. In 2012, the transfer station/recycling center just outside of town began accepting commingled recyclables, free of charge, which has increased diversion. There are also two well-used redemption centers in and immediately outside the City limits. The City has recycling containers well distributed in many public areas. Commingled recycling collection services are accomplished through a stackable commingled three bin system. The hauler has a quality control method using a tagging system. Green waste can be dropped-off at no cost during the month of May at the Environmental Resource Center, and for a few dollars year-round. All new residents are provided a recycling information flyer. The hauler also distributes bilingual fliers to residents four times a year. LAMD staff will continue to monitor and assist with multifamily recycling.
- **Commercial:** Garbage collection is mandatory with a variable rate structure to encourage right sizing. Voluntary commingled recycling collection is available for a fee. Cost is considered the main barrier to participation in the hauler’s collection program. Recycling collection rates were established through an extensive Proposition 218 process, and while less than trash, are still substantial. Cardboard, however, is collected for recycling at no cost, and many businesses participate in this program. While participation in the commercial commingled recycling collection program is low due to the cost, many businesses self-haul to the recycling centers to reduce garbage disposal costs. All new commercial recycling customers are supplied with a flyer written in both Spanish and English four times a year. The hauler works with businesses to reduce contamination and this has resulted in a low contamination rate. LAMD staff will assist the hauler in identifying possible education and outreach such as assisting with waste assessments to help increase commercial recycling. LAMD staff will continue to monitor and assist with further expansion of curbside participation; commercial outreach and education; commercial participation in commingled and cardboard recycling.

- **MCR:** The hauler is providing educational materials to businesses on an annual basis. Multifamily programs at the few apartment complexes is still lacking due to cost and space concerns. 27 entities were covered by the law (24 businesses with 4 or more cubic yards generated per week, and 3 multifamily complexes with 5 or more units) and all 24 businesses are subscribing to recycling services. Each of the three multifamily complexes were visited in person by the hauler to inform them of the law and the options for recycling locally. All of the businesses have subscribed to cardboard (OCC) recycling and the City was successful in certain outreach and education efforts including a direct mail/billing insert and hauler visits to the multifamily complexes to explain the law. Each year direct business contact, printed material distribution and monitoring of participation has taken place. The City also has plans to post information on its website to encourage the recycling of more materials. LAMD staff will assist the jurisdiction and seek to resolve challenges with multifamily recycling.
- **Construction & Demolition (C&D) Debris:** The City has very little new construction and with the population declining since 2000, there is very little demand for construction. There has also been little demolition, with the exception resulting from a fire. Inert material, wood, carpet and scrap metals are recycled LAMD staff provided Portola with a C&D and CalGreen regulation collateral piece during the 2013 site visit to assist in helping Portola to provide its permit applicants with diversion information and state requirements.
- **Government:** The City government is very small. Staff has desk side paper recycling options in addition to toner cartridge, beverage container, and cardboard recycling. City procured items are ordered in bulk, when possible, to reduce packaging waste. Office supplies and furniture are reused whenever possible to save money and reduce waste. Copy machines are set for double-sided printing by default. City staff use reusable utensils in the kitchen. All City owned lawnmowers are fitted with grasscycling blades and used in City parks. The City has a recycled content procurement policy and staff track purchases made. The City purchases recycled content paper and toner cartridges.