

## Local Implementation Plan - City of Santa Paula

	Implementation Target Dates By Calendar Qtr*								
	2nd Qtr. 2009	3rd Qtr. 2009	4th Qtr. 2009	1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr. 2011
<b>1) EVALUATE EXISTING DIVERSION PROGRAMS, ACCOUNT FOR AND INVENTORY RESULTING TONNAGE AND IDENTIFY NEW OPPORTUNITIES FOR DIVERSION</b>									
<p>a. The City of Santa Paula (City) has worked with CIWMB staff to identify programs and areas that need to be enhanced to achieve diversion requirements. The City also recognizes that additional independent evaluation can help the City further implement programs to go beyond the targets identified in this plan. To achieve this the City will implement a diversion inventory that was included in the City's noncertified 2004 waste generation study. The City will account for tonnage associated with the existing diversion identified in that study as it is currently implemented. Where necessary, the City will gather new data. This calculation of annual tonnage shall be completed by May 30, 2009 and presented to the Jurisdiction Compliance and Audit Section (JCA) in the form of a simple spreadsheet that identifies for each existing source category/"program activity" of diversion:</p> <p>I) "Generator Identification"            II) "Program Activity" (i.e. source category itself: 3rd party, grasscycling, diaper services, back-hauling, thrift stores, rendering, etc.)            III) "Tons Diverted" (annually)            IV) "Tons Disposed" (annually where available)            V) "Program Diversion Rate" (where available)            VI) "Source or Methodology"</p> <p>Note: The City recognizes that this task is not a recalculation of the base year. It is intended to be a diversion inventory and will not constitute Board certification of the City's 2004 waste generation study as a base year or any base year stemming from the diversion inventory recalculation process.</p>	5/30/09								

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<p>b. Based on the findings from task 1a, the City will implement targeted programs not already outlined in this LIP to further the City's overall diversion efforts. Potential programs could include, but are not necessarily limited to, enhancement and/or implementation of grasscycling/organics diversion, 3rd party diversion, back-hauling, and rendering. The City will evaluate its municipal solid waste streams to identify previously unidentified sources of diversion not already captured in the existing noncertified 2004 waste generation study. Should the City identify additional sources of diversion that would reasonably contribute to the City's disposal reduction efforts, the City will account for and calculate the annual tonnage associated with the new found sources of diversion. The evaluation of new diversion sources will be completed by May 30, 2009 and presented to JCA in the form of a simple spreadsheet that identifies for each new source category of diversion:</p> <p>I) "Generator Identification"                      II) "Program Activity" (i.e. source category itself: 3rd party, grasscycling, diaper services, back-hauling, thrift stores, rendering, etc.)                      III) "Tons Diverted" (annually)                      IV) "Program Diversion Rate" (where available)                      V) "Source or Methodology"                      VI) Review and adjust implementation to maximize diversion</p>			11/30/2009						
						Continuous and on-going			

**2) MANDATORY COMMERCIAL RECYCLING ORDINANCE**

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<p>a. The City will promulgate a mandatory commercial recycling ordinance. At minimum the ordinance will:</p> <p>I) Provide the City with the authority to mandate source separation of single stream recyclable materials on an account-by-account and citywide basis.</p> <p>II) Require that all commercial recycle, greenwaste and trash bins with a designed capacity of 1 cubic yard or greater be properly delineated with conspicuous bilingual labeling that clearly identifies each container's allowable constituents. With respect to trash and greenwaste bins, they shall at least be labeled as "Trash Only" and "Greenwaste Only" respectively. With respect to single stream recycle bins, they shall at least be labeled as "Recycle Only" with an additional label that conspicuously identifies the types of materials considered recyclable. To the extent that Unicycle or similar programs are allowed to exist within City limits, all Unicycle bins will be conspicuously labeled as "Unicycle" with accompanying conspicuous labeling that explains the bin's allowable and disallowable contents using both bilingual narrative and graphical instructions.</p> <p>III) Require that operators of motor vehicle, heavy equipment or vessel transporting businesses maintain documentation for each motor vehicle, heavy equipment item and vessel transported and the disposition of which is disposal. Documentation will include at minimum:</p> <ol style="list-style-type: none"> <li>1) Name, street address, city, state and zip code of generator.</li> <li>2) Date, street address, city, state and zip code where the motor vehicle, heavy equipment or vessel was initially loaded onto or hitched to the transporter's vehicle for transport.</li> <li>3) Date the vehicle was hauled to a dismantling, scrap metal recycling or disposal facility for disposal.</li> <li>4) Name, street address, city, state and zip code of the dismantling, scrap metal recycling or disposal facility where the motor vehicle, heavy equipment or vessel was disposed.</li> <li>5) Tonnage receipt received from the dismantling, scrap metal recycling or disposal facility.</li> </ol> <p>IV) Require motor vehicles, heavy equipment or vessels intended for disposal and originating from within the City's boundaries to be sent to a permitted scrap metal recycling or other facility licensed as a dismantling facility.</p> <p>V) Require all scrap metal resulting from vehicle and equipment dismantling operations be sent to a scrap metal</p>									
		7/31/09							

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<p>v) Require all scrap metal resulting from vehicle and equipment dismantling operations be sent to a scrap metal recycling facility.</p> <p>VI) Make it unlawful to attribute or attempt to attribute tonnage associated with the disposal of motor vehicles, vessels, heavy equipment or components there of to the City of Santa Paula when the location at which the transporter took physical custody of the motor vehicle, vessel, heavy equipment, or component(s) was outside the City's boundaries, or if the vehicle or vessel was registered in a city other than Santa Paula at the time the transporter took initial physical custody of the vehicle.</p> <p>VII) Make it unlawful to dispose of greenwaste to a solid waste toter or dumpster designated as either trash, Unicycle or recycling.</p> <p>VIII) Make it unlawful for self haulers, franchise haulers, and proprietary haulers to dispose of recyclables and greenwaste at a landfill (this provision shall not apply to disposal resulting from emergencies that immediately affect public health and safety, or greenwaste that is used as alternative daily cover or that which receives further processing for other forms of diversion.)</p> <p>IX) Provide the City with the authority to require commercial generators to use locking trash, Unicycle, recycle and/or greenwaste containers, or other reasonable means to secure the containers from inappropriate use on a 24 hour/7 day per week basis.</p> <p>X) Levy penalties against violators of the ordinance. Penalties shall include refusal to collect accumulated waste up to and including monetary penalties.</p> <p>XI) The City will work closely with the CIWMB to develop this ordinance through case studies and other technical assistance available to it.</p>									
b. The City will finalize the mandatory commercial recycling ordinance and adopt it by September 30, 2009.		9/30/09							
c. The City will provide a copy of the adopted mandatory commercial recycling ordinance to JCA by October 31, 2009.			10/31/09						

**3) EDUCATIONAL OUTREACH - COMMERCIAL SECTOR**

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	2nd Qtr. 2009	3rd Qtr. 2009	4th Qtr. 2009	1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr. 2011
<p>a. The City will design and implement a public outreach/education program designed to educate commercial sector entities about:</p> <p>I) The City's mandatory recycling ordinance                      II) What commercial entities can do to contribute to the City's waste diversion efforts                      III) Public and private resources available to commercial generators for the purposes of waste reduction and recycling                      IV) Contact name and phone number of a designated city official assigned to this public outreach program</p> <p>The City will author a written plan of action that describes the architecture of the City's public outreach program. The documentation furnished by the City will include at minimum: a description of the media format(s) used in its campaign, frequency of media distribution, copies of promotional literature as available, specific points of sale (i.e. where written, verbal or electronic outreach is delivered). The City's educational materials will be provided in languages that are consistent with the primary languages customarily spoken by its constituents. The City will submit its written plan to JCA by April 1, 2010.</p>					4/1/10				
<p>b. The City will launch its commercial sector outreach/education program on a citywide basis by May 1, 2010.</p> <p>Program "launch" will consist of one or more of the following:</p> <p>I) Air time, through a radio station with significant market share that serves the City.                      II) Air time, through a television station with significant market share that serves the City. Public access cable stations are acceptable.                      III) Space, either non-classified section advertising or feature story, through a newspaper of greatest circulation that serves the City.                      IV) Space, through feature article in a city/community news letter that's routinely mailed to each business in the City.                      V) Special information mailer delivered to each business in the City.                      VI) Web page, either within the City's existing website or stand-alone developed by the franchise hauler, dedicated to the City's commercial solid waste management program and waste diversion efforts.</p>					5/1/10				

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c. The City will ensure that all commercial recycle, greenwaste and trash bins with a designed capacity of 1 cubic yard or greater are properly delineated with conspicuous bilingual labeling that clearly identifies each container's allowable constituents. With respect to trash and greenwaste bins, the City shall at least label them as "Trash Only" and "Greenwaste Only" respectively. With respect to single stream recycle bins, the City shall at least label them as "Recycle Only" with an additional label that conspicuously identifies the types of materials considered recyclable. To the extent that Unicycle or similar programs are allowed to exist within City limits, all Unicycle bins will be conspicuously labeled as "Unicycle" with accompanying conspicuous labeling that explains the bin's allowable and disallowable contents using both bilingual narrative and graphical instructions. All labeling shall conform to the City's mandatory commercial recycling ordinance. Labeling shall be completed by June 16, 2010.					6/16/10				
d. The City will monitor the implementation of its commercial outreach/education program for one year beginning on the date of full implementation and make program improvements as necessary.						Monitoring period			

**4) COMMERCIAL UNICYCLE PROBATIONARY FIELD TESTING**

a. At the City's discretion it may conduct a period of probationary field testing for its franchise hauler's commercial Unicycle program. The test period will start on April 6, 2009 and end no later than August 5, 2009. During this test period the franchise hauler operating the Unicycle program, or its equivalent, will demonstrate a consistent and reliable diversion rate to be part of the overall AB939 compliance. Unicycle's diversion rate will be calculated as a program. Calculation of Unicycling's (or similar program's) diversion rate will be restricted to the tonnage deposited into commercial bins designated as "Unicycle" and processed over the Unicycle MRF line. Unicycle will not be allowed at schools, restaurants, multi-family dwellings or anywhere else where food waste could be introduced into the waste stream. To the extent that Santa Paula's Unicycle diversion rate is a product of the franchise haulers' company wide Unicycle diversion rate, the data parameters described above will be applied to tonnage from all jurisdictions serviced by the hauler to the extent that Unicycle tonnage from those jurisdictions is used to calculate a diversion rate issued to Santa Paula. The franchise hauler providing Unicycling or its equivalent will provide tonnage and diversion reports specific to the Unicycle program on a weekly basis. Reports will be submitted to the City by the hauler within 5 calendar days following the close of the month for which the report is being furnished. The City will provide an electronic copy of each report to CIWMB within 48 hours of receipt from the hauler. Should the Unicycle program fail to comply with the previously stated reporting requirements over the entire term of the field test (4 months) with a positive comparison over the single stream system, the Unicycle program will terminate in the City of Santa Paula and be replaced by a commercial single stream recycling program.	4/6/2009								
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b. If the Unicycle program passes the probationary period, the program shall be continuously monitored through June 16, 2011. Within that period, if the franchise hauler fails to deliver an AB939 diversion rate or fails to comply with reporting requirements at any point in time within the monitoring period, the Unicycle program will terminate in the City of Santa Paula and be replaced by a commercial single stream recycling program. Unicycle will not be allowed at schools, restaurants, multi-family dwellings or anywhere else where food waste could be introduced into the waste stream.									

**5) COLLECTION OF COMMERCIAL SINGLE STREAM RECYCLABLES**

a. The City will establish citywide on-site collection of source separated single stream commercial recyclables where Unicycle has not been selected by the account holder, where Unicycle has failed pursuant to program task 4a or 4b, or where account holders generate recycle rich waste streams. The City will implement the program and complete its first full citywide collection cycle of single stream commercial recyclables by June 16, 2010.					6/16/10				
b. The City will monitor the implementation of on-site commercial recycle collection for one year beginning on the date of full implementation and make program improvements as necessary.									Monitoring period

**6) COLLECTION OF COMMERCIAL GREENWASTE**

a. The City will implement on-site routine collection of source separated commercial greenwaste at all trailer/mobile home parks within the City. The City shall launch the program and complete one full citywide collection cycle by June 16, 2010.					6/16/10				
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<p>b. The City shall conduct a Citywide evaluation to identify additional commercial entities that generate greenwaste in quantities sufficient to justify routine on-site greenwaste collection service. Sufficient quantity shall be that which supports at least bi-weekly greenwaste collection. The City shall complete its evaluation by March 31, 2010. The evaluation shall at least consist of a document that identifies each targeted commercial entity's:</p> <p>I) Name                      II) Street address                      III) Recommended bin size                      IV) Estimated collection frequency.                      V) Reason for need (other than "it's in the L.I.P.")</p> <p>Composting facilities, commercial entities whose greenwaste consists entirely of grasscycled lawn clippings, or commercial entities whose generation patterns are better served through "on-demand" roll-off or dumpster service, shall not be subject to this requirement.</p>				3/31/10						
c. Additional entities identified through the evaluation conducted in task 6(b) shall be provided with bins designated as "greenwaste only" and receive their first collection by June 16, 2010.					6/16/10					
d. The City will monitor the implementation of on-site commercial greenwaste collection for one year beginning on the date of full implementation and make program improvements as necessary.						Monitoring period				

**7) CONTINUATION OF EXISTING PROGRAMS**

a. The City will continue to operate public source separated drop box operations such as the one located at the southern tip of South Palm Ave.						Continuous and on-going			
b. The City will continue to operate community clean-up events on a quarterly basis. The City shall ensure that materials are source separated by material type (i.e. greenwaste, metals/white goods, inerts, etc.)						Continuous and on-going			
c. The City will continue the use of its permitting process to regulate the allocation of self-hauled tonnage to the City of Santa Paula and educate the public on alternatives to landfill disposal of recyclable materials.						Continuous and on-going			

**8) MONITORING AND ENFORCEMENT**

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<p>a. The City will implement a bin tagging program by which contaminated commercial recycle, greenwaste, recycle laden trash bins, and greenwaste contaminated Unicycle bins are marked with conspicuous tags that educate property owners or tenants of the materials improperly disposed to their respective dumpsters. In egregious or repetitive cases the City will invoke the penalties enumerated in the mandatory recycling ordinance. Tags will be color coded for severity: yellow indicating a warning, and red indicating a violation that invokes the penalties enumerated in the mandatory recycling ordinance. The City will obtain commercial route schedules from all haulers servicing the City's commercial sector. From those schedules the City will identify routes to be targeted for tagging on the chosen day of inspection. On the day of inspection, the City will dispatch a representative(s) to inspect commercial bins and their contents along the routes prior to collection by route trucks. Representative(s) will document the issuance of each bin tag. At minimum, documentation will include:</p> <p>I) Name of representative                      II) Date of inspection                      III) Business name associated with each tagged bin                      IV) Street address associated with each tagged bin                      V) Hauler responsible for servicing the tagged bin                      VI) Severity of violation (Red or Yellow tag)                      VII) Reason for tagging</p> <p>This documentation will be included with each quarterly report submitted by the City. Inspection and bin tagging will be conducted at least 1 day per week. However, the day and route chosen shall not duplicate the previous 4 weeks. At its discretion the City may reinspect any specific generator at any time if that specific generator has previously violated the mandatory recycling ordinance. Should the City determine that it's not legally feasible for City staff to perform bin tagging on private property due to trespass issues, the City shall make this the responsibility of the franchise hauler(s). Should the City delegate the bin tagging function to the franchise hauler(s) it shall at least verify the delivery of bin tagging services through physical observation from the closest public right of way and collection of the documentation described above. The City will launch this program by June 16, 2010.</p>					6/16/10				
<p>b. The City will designate a City representative to make monthly visits to the working face of the Toland Rd. landfill to ensure that route trucks collecting greenwaste, Unicycle and single stream recyclables are not dumping at the landfill for the purpose of disposal. The City will document each visit in writing and record observations that include but are not limited to: name of designated city representative, date, time, instances of improper disposal of greenwaste and recyclables, origin of loads (e.g. direct from route, materials recovery facility, etc.), unique identification number of franchise hauler vehicles, etc. The City will include these observations in its quarterly reports to CIWMB. Improper disposal of greenwaste at the landfill does not include greenwaste delivered for use as alternative daily cover or that which receives further processing for other forms of diversion. Monitoring visits to the Toland Rd. landfill will begin on June 16, 2010.</p>					Monitoring period				

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c. The City will bring all instances of improper disposal to the attention of the hauler(s) in writing within 10 days of the date of discovery. The City will ensure that within X days (TBD by the City) of its written notice, the hauler(s) provides a written response describing the corrective actions that will be taken and have been taken to ensure that improper disposal does not recur.					<b>Monitoring period</b>				
d. The City will designate a City representative to conduct routine visits to the Gold Coast MRF and monitor processing effectiveness of the Unicycle program. The City will document each visit in writing and record observations that include but are not limited to: name of designated city representative, date, time, visual estimate of percent diversion and an evaluation as to whether the diversion rates reported by the hauler's weekly reports appear reasonable. The City will begin monitoring the Unicycle MRF line and recovery process the week of April 6, 2009. Throughout the duration of the Unicycle probationary field test, the designated city representative will conduct weekly visits to the Gold Coast MRF. The City will submit these monitoring reports along with the hauler's weekly Unicycle reports. Should Unicycle continue beyond August 2009, a designated city representative will conduct at least monthly visits to the Gold Coast MRF to evaluated Unicycling's processing effectiveness.		<b>Monitoring period</b>							

**9) REPORT QUARTERLY AND ANNUALLY**

a. The City must develop and maintain a Compliance Documentation Binder to track and document the progress of each of the Compliance Order tasks. This binder must include copies of all public education materials, service contracts, collected data and studies, disposal facility visits, and all work associated with the completion of the Compliance Order, including a copy of all quarterly reports submitted to CIWMB. This binder will be a record of progress of task and program implementation. The City will make this binder available to CIWMB staff upon request.									
b. The City must submit quarterly reports to the CIWMB representative according to the LIP completion date schedule. These quarterly reports must include the implementation status of all programs in this LIP. The quarterly reports will include any issues that need attention and any concerns the City may have regarding implementation of the LIP. The City will use the guidelines for completing the quarterly reports, as provided by CIWMB, to ensure that the City submits a comprehensive report. In the quarterly reports the City will include a single example of each newly printed educational material along with an explanation of how the item was distributed. The City will work together with its franchise hauler(s) to submit monthly hauler reports for both disposal and recycled materials to CIWMB along with each quarterly report. Each quarterly report will be due <b>30 days</b> after the end of the calendar quarter. Weekly reports specific to Unicycling will be submitted to CIWMB as they are received by the City.									
c. The City will continue to submit an Annual Report on Source Reduction and Recycling Element implementation to the CIWMB by the due dates.									

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\* Key to column dates:

Q2-09 = April 1, 2009 - June 30, 2009  
 Q3-09 = July 1, 2009 - September 30, 2009  
 Q4-09 = October 1, 2009 - December 31, 2009  
 Q1-10 = January 1, 2010 - March 31, 2010  
 Q2-10 = April 1, 2010 - June 30, 2010  
 Q3-10 = July 1, 2010 - September 30, 2010  
 Q4-10 = October 1, 2010 - December 31, 2010  
 Q1-11 = January 1, 2011 - March 31, 2011  
 Q2-11 = April 1, 2011 - June 30, 2011

