August, 2010 Amended Local Implementation Plan - City of Clearlake

	Completion Dates* (based on calendar year)									
1) SCHOOLS PROGRAM - EDUCATION AND OUTREACH	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr 2011	3rd Qtr. 2011	4th Qtr. 2011	Completed Tasks			
a. The City will revise their franchise agreement with City's hauler to require schools to pay for waste disposal.										
b. The City will require the hauler to establish an education and outreach program to educate school staff and students on recycling.										
c. The City will ensure that the schools have a recycling outreach and education program (provided by either the franchise hauler or the City) with other assistance. The program will include:										
i. The promotion of recycling opportunities offered to all residents.										
ii. recycling training opportunities to the students/schools such as the County's recycling magician or other similar events.										
iii. flyers and brochures about 'why recycle' and 'how to recycle'.										
The City will fully implement this task and sub-tasks by November 30, 2010.										
2) IMPROVE SELF-HAUL RECYCLING PROGRAM AT LANDFILL	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr 2011	3rd Qtr. 2011	4th Qtr. 2011	Completed Tasks			
The City will work with Lake County to enhance the self-haul recycling drop-off program at the landfill. **The City can only ask the County to do some of the tasks descrived below. The decision on whether the County will do some of the tasks is the sole responsibility of the County.** In order to accomplish this task, the City will:										
a. Work with Lake County to determine what can be done to improve the drop off program at the landfill. The improvements to be evaluated, and if determined effective implemented include (but are not linmited to):										
i. providing new recycling handouts to Clearlake businesses and residents.										
ii. evaluating the landfill signage, staging, etc. for possible improvements.										
iii. working with the County staff to conduct load checks of Clearlake customers and if load checks identify the need for business waste audits, conduct waste audits that could lead to reduced disposal costs.										
b. In order to measure the effectiveness of this program, the City with the help of the County, will keep track of the number of residents and businesses that have perused the drop-off center prior to using the landfill. The means on this measurement will be jointly agreed upon by the City and County. A monthly total will be submitted to the City via the County as a means of monitoring this task.										
The City will fully implement this task and sub-tasks by January 28, 2011.										
3) IMPROVE COMMERCIAL/BUSINESS DIVERSION	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr 2011	3rd Qtr. 2011	4th Qtr. 2011	Completed Tasks			
The City will work with the franchise hauler to identify businesses that need recycling and provide education to increase their diversion.										
Task 2. a (iii) Should help.										
a. The City, through it's franchise hauler, will:										
i. work with the Chamber of Commerce to advertise their recycling services.										
ii. include billing inserts about recycling on a regular basis.										
iii. conduct waste audits when an audit could be helpful or when asked by a business.										
iv. provide one on one education to businesses about waste reduction techniques and recycling opportunities such as back hauling, etc.										
v. implement a non-recycling surcharge on multi-family units.										
b. The City will work to promote recycling with the commercial and business sector of the City by:										
i. Encouraging all City events and businesses to provide recycling by providing outreach to the community organizations, volunteer and service organizations.										
ii. Providing recycling infomration with business application forms advising all new businesses of how Clearlake's program is implemented.										
iii. Facilitating and promoting recycling activities such as recycling booths, demonstrations, contests, etc. put on by others.										

c. In order to measure the effectiveness of this program, the franchise hauler will provide the City with:										
i. monthly total of new commercial recycling accounts started or enhanced.										
ii. monthly total of waste audits conducted.										
The City will fully implement this task and sub-tasks by November 30, 2010.										
4) Establish an Outreach and Education Program	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr 2011	3rd Qtr. 2011	4th Qtr. 2011	Completed Tasks			
The City will develop and provide educational material regarding the recycling programs available to the City's residents and business community. The City will:										
a. Coordinate with the City's franchise hauler to attend large events to provide City recycling program educational materials and recycling stations. Possible events include the County fair, business events, special demonstration events to City officials, schools, non profits, etc.										
b. Establish a multi-family residential unit outreach program which may consist of:										
i. forming neighborhood volunteer committees to educate neighborhoods about recycling.										
ii. door to door distribution of flyers (bilingual as needed).										
iii. developing a "recycling how to kit" for multi-family unit managers.										
c. Development and distribution of recycling flyers/publications.										
i. establish a list of what types of flyers/publications are maintained and where they are kept throughout the City for distribution.										
ii. billing inserts (franchise hauler).										
iii. flyers and publications (Lake County).										
iv. flyer templates, how to guides, childrens' activity books (CalRecycle).										
d. Coordinate with community volunteers to obtain their services to assist in outreach and education efforts.										
The City will fully implement this task and sub-tasks by March 1, 2011.										
	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr 2011	3rd Qtr. 2011	4th Qtr. 2011	Completed Tasks			
Quarterly Report Due Dates:										
Q3-2010 July 1, 2010 -September 30, 2010 Due October 31, 2010										
Q4-2010 October 1, 2010 -December 31, 2010 Due January 31, 2011										
Q1-2011 January 1, 2011 - March 30, 2011 Due April 30, 2011										
Q2-2011 April 1, 2011 - June 30, 2011 Due July 31, 2011										
Q3-2011 July 1, 2011 - September 30, 2011 Due October 31, 2011										
Q4-2011 October 1, 2011 - December 31, 2011 Due January 31, 2012										
Q1-2012 January 1, 2012-March 30, 2012 Due April 30, 2012										