

# Residential and Commercial Plastic Film

## Grocery and Retail Store Film Collection

### Objectives

- 1 Increase collection of bags and other film products at grocery stores through drop off and internal collection
- 2 Reduce the number of bags used through promoting re-useable bags, reuse of bags; and proper use of bags (no multiple bagging)

### Metrics

- 1 Number of stores participating by county
- 2 Percentage of stores participating by county
- 3 Percent population served by county
- 4 Number of WRAP applications by grocery stores

### Target Audience

- 1 Grocery and retail stores which have drop off-meet requirements of regs
- 2 General Public-know to recycle; reduce; reuse
- 3 Local Governments-promote program

### Tasks and Deliverables

- 1 Identify stores and retail outlets regulated
- 2 Increase number of stores with drop off program and listed on plastic bag recycling ([www.plasticbagrecycling.org](http://www.plasticbagrecycling.org))
- 3 Increase number of local jurisdictions with links to [plasticbagrecycling.org](http://plasticbagrecycling.org)
- 4 Get California Grocers Association (CGA), Independent Grocers (IGA) and California Retailers Association to participate
- 5 Outreach to Stores
  - a. Mail info on [plasticbagrecycling.org](http://plasticbagrecycling.org).
  - b. Presentations at Industry meetings, workshops and conferences
  - c. Offer training working with Progressive Bag Alliance (PBA), American Plastics Council (APC) and local government
- 6 Outreach to General Public
  - a. Promote proper signage at grocery stores
  - b. Public service announcement (PSA) in major markets
  - c. Bill stuffer, newsletter in local jurisdiction
  - d. Printed messages on bags
  - e. Articles and press releases
  - f. Wal-Mart school program
- 7 Outreach to Local Government
  - a. Workshops and local taskforce (LTF) meetings
  - b. Info on web pages
  - c. Listserv email
  - d. Infocycling
  - e. Articles and press release

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7. Case studies
  - a. Barriers
  - b. Segregation
  - c. Amount collected
  - d. Economics
  - e. Effectiveness & efficiencies
  - f. End use products/export
- 8 Outreach to Retail Plastic bag manufacturers
  - a. Train grocery and retail outlets on how to set up a collection programs (PBA has a tool kit)
    - i. Domestic
    - ii. Importers

**Key Stakeholders**

- 1 Industry reps (CGA, IGA)
- 2 Stores and retailers
  - a. Albertsons
  - b. Safeway/Vons
  - c. Kroger's
  - d. BelAir/Raley
  - e. Whole foods
  - f. Trader Joes
  - g. Program stores (Rite aid, Longs/Walgreens)
  - h. Big box (Lowe's, Home Depot, Walmart, Target and Khol's)
  - i. Department stores (Macy's)
- 3 Plastic film Reps
  - a. PBA/CBCFA
  - b. APC
- 4 Environmental Groups
  - a. CAW
  - b. Antilitter group (KCB)
- 5 Recyclers
  - a. Rocky Mountain recycling
  - b. Next life
  - c. Al's Plastic
  - d. AERT
  - e. Marathon
  - f. Envision
  - g. Trex
  - h. SMURFIT

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- i. Hilex
- 6 Haulers
  - a. Norcal
  - b. WMI
  - c. Allied Waste (BFI)
  - d. CR&R
  - e. Independent (CRRC)
- 7 Local Governments/Recycling Coordinators
  - a. SF
  - b. LA
  - c. Contra Costa (central)
  - d. San Jose

## **Curbside Film Collection**

### **Objective:**

Increase number of jurisdiction collecting plastic film and other products and packaging through curbside and “bag in bag” collection (residential and Commercial)

### **Metrics:**

- 1 Participating jurisdictions
- 2 Percent population served by jurisdiction or service area
- 3 Through Put from MRF data

### **Target Audience:**

- 1 Local governments

### **Tasks and Deliverables**

- 1 Review baseline data collected by OLA-how many curbside programs collecting plastic
  - a. Link curbside programs to MRFs
  - b. Link MRFs to brokers and recyclers
- 2 Secure participation of key stakeholders
- 3 Develop case studies
  - a. SAC county
  - b. LA co. SAND
  - c. Santa Clara
  - d. San Jose
  - e. San Juan Capistrano
  - f. Hylex Processing)

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- g. Al's (processing)
- 4 Education and Outreach
  - a. Post case studies to web
    - i. Post or link to other local J's info
  - b. Presentations
    - i. CRRA
    - ii. CRRC
    - iii. SWANA
  - c. Board workshop-how to set up curbside collection program for plastic
    - i. Regional workshop
    - ii. Include MRFs; local J's; end users; haulers
  - d. Other
    - i. Articles and interviews
    - ii. Site visits
    - iii. Make outreach materials flexible for tailoring to local conditions
- 5 Promote curbside collection from small business
- 6 Identify incentives for local J's MRFs
  - a. Economics
    - i. Film has value
    - ii. RCPs-close the loop
    - iii. Jobs-siting processing facilities
  - b. Cut litter control costs at landfills and other SWFs

**Key stakeholders**

- 1 Local jurisdictions
- 2 Clean MRF operators
- 3 End users
- 4 Brokers/Processors
- 5 General Public at local level
- 6 Haulers
- 7 Film product manufacturers

## **MRF Separation of bags and Other Film**

**Objective:** Promote new and expanded plastic film collection efforts at MRFs and transfer stations for recycling and to solve contamination issues with film at these facilities

### **Metrics**

- 1 Number of MRFs participating
- 2 Permitted capacity vs. plastic recovered
  - a. Aggregated by solid waste study (SWS) regions
  - b. Or Identify by service area

### **Target Audience:**

- 1 MRF Operators and transfer stations
- 2 Local Jurisdictions
- 3 Waste Haulers

### **Tasks and Deliverables**

- 1 Review results from 2005 processor and MRF survey
  - a. Use to help design representative sampling
    - i. Coordinate with permitting and enforcement (P&E): send survey through P&E and /or local enforcement agencies (LEAs)
    - ii. Review what is currently in Solid Waste Information System (SWIS)
- 2 Develop case studies to document what the benefits are
  - a. City Fibers, LA
  - b. Edco
  - c. Castroville Marina MRF
  - d. Recycle America/WMI
  - e. Sacto recycling and transfer station (SMURFIT)
- 3 Education and Outreach
  - a. Post case studies to web pages
  - b. Mass mail to other MRFs and local jurisdictions
    - i. Participating facilities and how they benefit (provide cost info)
  - c. Conference Presentations
    - i. SWANA
    - ii. CRRC
    - iii. CRRA
    - iv. Manufacturer conferences
    - v. LEA workshop/Conferences
  - d. Board sponsored Workshop-How to
  - e. Outreach to end users re: using the recovered film (website; listserv; ads; direct mailers; articles and interviews
    - i. Bales

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- ii. Flakes, ground and pellets
- 4 Increase Drop-off
  - a. Opportunities at MRFs and Solid Waste Facilities
  - b. Promote with general public
- 5 Listserv of Operators
- 6 Help MRFs operators keep material out of screens
  - a. Meet with equipment vendors

**Key Stakeholders:**

- 1 MRFs and transfer stations
- 2 Haulers/SWANA/CRRC
- 3 Local Government
- 4 Processors and brokers
- 5 End users
  - a. Bag manufacturers
  - b. Plastic lumber/Railroad ties
  - c. Other film manufacturers
  - d. Other plastic products and packaging

**Transport Packaging (Big Box Stores, Malls)**

**Objectives:**

- 1 Promote new and expanded film collection at big box stores, shopping malls and distribution centers (DCs) through domestic processing channels
- 2 Reduce the amount of packaging and bags used

**Metrics**

- 1 number of stores, malls and distribution centers participating
- 2 Amount of film diverted to processors
- 3 Amount of packaging reduced
- 4 Population served by participating stores

**Target Audience:**

- 1 Stores
- 2 General public
- 3 Local Governments

**Tasks and deliverables**

- 1 Identify number and locations of stores, malls and DCs
  - a. ID stores, malls and DCs with existing programs

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- b. Contact with appropriate company representative/decision makers
- c. ID regions to target stores, malls and DCs in those regions
- 2 Recruit distributors to help train and promote collection and endues
- 3 Organize meetings with Board members and key stakeholders to get their buy in and feedback
- 4 Identify processors and end-users who will provide the market
  - a. Capacity (current & planned) of processors
  - b. ID demand from manufacturers
    - i. Plastic lumber
    - ii. Film products
- 5 Estimate potential supply through stores and DCs
  - a. Stretch wrap; shrink wrap
  - b. Bags
  - c. Garment dust covers
  - d. Bundling film (similar to srretch wrap)
  - e. Other (furniture cover/mattress cover/bubble wrap)
- 6 education and outreach
  - a. Case studies
    - i. Wal-Mart sandwich bales
    - ii. SMURFIT
    - iii. Khols
    - iv. CA Grey Bears
    - v. Others
  - b. Outreach to stores, malls and DCs
    - i. Work with haulers to set up collection
    - ii. Set up drop off for bags and other film
    - iii. Coordinate regional approach
    - iv. Source reduction-reuse, BMPs, use less packaging
    - v. Provide info on benefits (avoid disposal fee/potential profit centers)
  - c. Outreach to processors and Manufacturers
    - i. Provide info on amounts, locations and quality of recovered film
    - ii. Assist processors in expanding capacity
    - iii. Site new processing facilities
    - iv. Provide info regarding local govts wanting to site a facility
  - d. Board Sponsored workshops-how to set up these type of programs
  - e. Other
    - i. Conference presentations
    - ii. Articles and interviews
    - iii. WRAP awards
    - iv. Post case studies and other written materials to the web page
    - v. Develop a listserv for stores and DCs

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**Key Stakeholders**

- 1 store owners (Costco, Wal-Mart, target, Grocer distribution centers; IKEA; SAMS Club, Home Depot; Office Depot etc)
- 2 Haulers
- 3 Recyclers/Processors
- 4 Targeted local jurisdiction (have lot of distribution centers)
- 5 End users (manufacturers)