

Ca1RECYCLE

News from the California Integrated Waste Management Board

spring 2009



The California Integrated Waste Management Board is the state's leading authority on recycling and waste reduction. It promotes reducing waste whenever possible, managing all materials to their highest and best use, and protecting public health and safety and the environment.

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The Board is working with stakeholders to weather a temporary downturn in commodity prices for recycled materials. [*Read more...*](#)

California continues to lead the nation in recycling/reuse programs, and now diverts 58 percent of solid waste away from landfills. [*Read more...*](#)

There are three new faces on the Integrated Waste Management Board, and Chair Margo Reid Brown will serve four more years. [*Read more...*](#)

New legislation changes the way jurisdictions and the Board track local efforts to keep solid waste out of landfills. [*Read more...*](#)

The Board marks 15 years of site cleanup program restoring more than 1,000 illegal and orphaned dumping sites across California. [*Read more...*](#)

Recycling Market Development Zone program tops \$100 million in loans to help spur the recycling industry in California. [*Read more...*](#)

Carpet manufacturer Bentley Prince Street, recipient of the 2008 CalRecycle Sustainable Business Award, had a presence at President Obama's inauguration. [*Read more...*](#)

New outreach campaign promotes use of recycled tire products for road paving, community projects. [*Read more...*](#)



Board Vows to Protect Environment During Recycled Markets Shakeup



By Margo Reid Brown

A sudden and severe decline late last year in world prices for recycled materials is significantly impacting the recycling market and the movement of recycled commodities domestically and overseas.

The Board is working with recyclers, brokers, processors, local governments, and industry trade groups to weather this temporary downturn.

Earlier this year my colleagues and I scheduled a series of panel discussions to seek out suggestions from affected industries and stakeholders on possible short-term and long-term solutions.

It's critically important that we do not permit this global price-and-supply crisis to once again allow recyclable materials to end up buried in landfills.

Californians have embraced recycling as an easy, efficient, and effective strategy for protecting the environment, preserving natural resources, bolstering our state's economy, and combating the causes of climate change.

We're turning trash into cash by finding new and better uses for nearly 54 million tons of solid waste annually.

We cannot step back from this progress.

Already the Board has issued guidance to its Local Enforcement Agencies on a streamlined process for temporarily boosting onsite storage of recycled goods.

This will help allay fears that recyclables could be sent to landfills by processors who have seen commodity prices fall below the break-even point, yet who are running out of storage room while waiting for worldwide prices to rebound.

By working with our stakeholders, and businesses most affected by the market turmoil, I'm confident we can develop short-term measures that will get us through these challenging times.

—Margo Reid Brown is Chair of the California Integrated Waste Management Board.



California Waste Diversion Sets Another Nationwide Record

Congratulations are in order to California cities and counties as the state reaffirmed its national leadership in diverting solid waste into higher-value products, based on the 2007 waste diversion rate announced late last year.

The statewide waste diversion rate rose from 54 percent during 2006—already the nation's best—to an unprecedented 58 percent for calendar year 2007.

The 58 percent diversion rate means Californians were able to keep about 53.5 million tons of solid waste out of landfills during 2007. That's the equivalent of filling more than 100 football fields to the height of the Empire State Building.

Per capita waste generation dropped as well, from an average of 6.2 pounds of solid waste per person per day during 2006 to a per capita 5.8 pounds per day in 2007.

Steady gains in the amount of solid waste kept away from landfills are helping to offset the effects of California's steady population growth in recent years. As of Jan. 1, 2008, California has an estimated population of more than 38 million people.

The waste-diversion efforts provide a reliable and steady source of feedstock materials for California's ever-expanding recycling industry, which churns out an estimated \$10 billion worth of goods and services annually.

The recycling/reuse industry accounts for approximately 85,000 jobs, and contributes an estimated \$4 billion in payroll to the California economy.



Sheila Kuehl



John Laird



Carole Migden

New, Returning Leadership at the Board

Three new members were appointed to the six-member policy-setting California Integrated Waste Management Board since the last edition of CalRecycle. In addition, Board Chair Margo Reid Brown was reappointed by Gov. Arnold Schwarzenegger to a new four-year term.

All three new Board appointees, bring years of experience as elected representatives on the local and State levels.

The new Board members are:

Sheila Kuehl—A one-time child actress and law school professor, Sen. Kuehl represented a Southern California district for eight years in the state Senate and six years in the state Assembly before being appointed to the Board.

Sen. Kuehl graduated from Harvard Law School in 1978. She served on the faculty of the Loyola, UCLA and USC Schools of Law, and was co-founder and managing attorney at the California Women's Law Center before she began a career in public service.

John Laird—A longtime supporter of environmental programs, Assemblyman Laird was a member of the Santa Cruz City Council when it began an early curbside recycling program.

Assemblyman Laird served 17 years in local political office, including the Santa Cruz City Council (four years as mayor) and Cabrillo College Board of Trustees. He was first elected to the state Assembly in 2002 and served the maximum three-term limit.

Carole Migden—A longtime veteran of Bay Area politics, Sen. Migden served four years representing Marin County and portions of San Francisco and Sonoma County in the state Senate prior to her appointment to the Board.

Prior to her Senate service, Sen. Migden served as chair of the California Board of Equalization, as a member of the California Assembly, and a member of the San Francisco Board of Supervisors.



California Changes the Way it Measures Waste

Legislation signed last year by Gov. Arnold Schwarzenegger changes the way the Board and local jurisdictions will track future progress toward reaching their waste-reduction goals.

The Waste Board-sponsored measure, SB 1016 (Wiggins) changes annual reporting statistics away from solid waste tonnage being diverted from landfills, and instead will monitor each local jurisdiction on the basis of per capita solid waste being disposed at landfills.

The Board announced late last year that the statewide waste diversion rate for 2007 had climbed to 58 percent, best in the nation.

The new formula will be easier to compile, will be available sooner, will be customized to meet each jurisdiction's unique demographics, will streamline the review process, and will give local jurisdictions more flexibility in carrying out their waste reduction responsibilities.

More importantly, the new formula allows the jurisdictions, and the Board, to focus on broader waste diversion implementation efforts. The waste disposal rate will be just one factor being considered.

To continue to meet the state's goal of diverting at least half of all solid waste away from landfills, local jurisdictions now must ensure they dispose no more than their 50 percent per capita waste disposal target.

The per capita disposal rate will be updated annually by the Board, and will be adjusted for changes in a jurisdiction's population or workforce.

The streamlined formula also will free up Board staff to spend more time out in the field working with local jurisdictions to ensure compliance with the overall statewide solid waste reduction goals.



Grant Program Keeping California Clean and Green

California's pristine environment had reason to celebrate in 2008 as the California Integrated Waste Management Board's Solid Waste Disposal and Codisposal Cleanup Program celebrated the 15-year anniversary of providing much needed funds for statewide cleanup programs.

The mission of the program is a simple one: to target sites where waste accumulations are determined to pose a risk to public health and safety and a significant environmental hazard.

Since its inception the program, Board members have partnered with federal, State, and local agencies, Indian tribes, and nonprofits to clean up more than 1,000 sites throughout California.

"In the three years I have been on the Board these are the projects I am most proud of," Board Chair Margo Reid Brown said in marking the program's 15th year.

Through 2008 the program had completed 193 projects at 720 illegal disposal sites, 256 disaster debris sites, and 59 landfill and burn dump sites, for a total of 1,017 sites cleaned up.

The Board has awarded more than \$85 million in cleanup funds since the program began in 1994. It has recovered more than \$14 million in cleanup costs from responsible parties, and leveraged \$48 million in cleanup funds from project partners.

The grants come from the Board's Solid Waste Disposal and Codisposal Grant Program, which funds the cleanup of sites when a responsible party cannot be identified or is unable or unwilling to pay cleanup costs. The grants accelerate the timely cleanup of dump sites that pose a risk to public health or the environment.



\$100 Million Reached for RMDZ Loans

When the Recycling Market Development Zone program approved a \$2 million low-cost loan last fall to B.A.S. Recycling of San Bernardino, it did more than just allow one of the state's top waste tire recyclers to expand its business. It also surpassed a significant milestone.

The loan to B.A.S. pushed the RMDZ program above the \$100 million mark in cumulative lending since the RMDZ program was established in 1993.

RMDZ issues loans of up to \$2 million and provides technical assistance—ranging from developing business plans to identifying reliable sources of recycled goods for use as feedstock to help manufacturers of recycled-content products.

To date, RMDZ has approved in excess of 120 business loans, which in turn have created nearly 9,000 new jobs for the California economy, and have provided invaluable technical assistance to scores of businesses across the state.

RMDZ business zones now cover approximately half of California. B.A.S. collects waste tires and processes them into crumb rubber, primarily for use in Rubberized Asphalt Concrete and recreation markets.

The \$2 million loan will allow B.A.S. to expand and modernize its processing equipment as it prepares to move to a new location this year, and to increase its processing capacity.

The new equipment will result in new jobs at B.A.S. and will allow 5,000 additional tons of waste tires to be diverted each year away from California landfills.



State's Top Business Sustainability Winner Earns Special Recognition

While more than 2 million people were on hand in Washington D.C. in late January for the inauguration of President Obama, so was one of California's leading advocates of sustainable business practices, and they got closer to the nation's 44th president than almost anyone else at the ceremony.

Carpet manufacturer Bentley Prince Street, recipient of the 2008 CalRecycle Sustainable Business Award from the California Integrated Waste Management Board's Waste Reduction Awards Program, provided the colorful carpeting that lined the steps from the U.S. Capitol to the platform where the presidential inauguration ceremony took place, as well as the inaugural evening's Green Ball gala carpeting.

Use of Bentley Prince Street's recycled-content carpeting on Inauguration Day helped to draw additional attention to the company's commitment to sustainability and waste prevention.

Bentley Prince Street, based in City of Industry, distinguished itself from hundreds of other businesses vying for the top WRAP award with its record of extraordinary measures to reduce waste at every stage of the manufacturing process.

The company calls its multi-faceted conservation efforts the "Seven Fronts of Sustainability." Its goal by 2020 is to eliminate any potential negative environmental impact from its carpet manufacturing process.

Already, all of the electrical power used at its main facility is considered renewable through a combination of green-e certified renewable energy credits and electricity from its onsite solar panels.

Customers can purchase carpet products where the greenhouse gas emissions emitted during the lifecycle of the product are offset through the purchase of certified carbon offset credits. The environmental impacts of its employees' business travel are also offset.

Bentley Prince Street encourages its workers to identify areas of potential waste reduction. Employees take part in monthly Dumpster Dives at the factory, where they seek out discards that can be put to higher and better uses.

Since 1994, the company's voluntary waste reduction efforts have saved the firm almost \$70 million in waste disposal costs.

"Bentley Prince Street is a shining example of how companies across our state are conserving resources, protecting and strengthening our environment and their bottom lines when they embrace sustainability," Board Chair Margo Reid Brown said in presenting the WRAP of the Year award.



Green Roads Lead to a Greener Environment

Many California communities are getting smart when it comes to using environmentally friendly materials in their local streets and roads. By doing so, they are protecting natural resources and preventing unnecessary waste from clogging our landfills.

It's a very green solution that addresses California's environmental and transportation needs.

The California Integrated Waste Management Board expects to begin an outreach campaign soon to elected officials and decision makers in select jurisdictions across the state about the benefits and uses of these recycled-content materials – showing how they can help create “green roads” in their own communities.

The campaign's goal is to further educate decision-makers so that they will choose to use rubberized asphalt concrete or tire-derived products within their regions.

The benefits are substantial. In fact, a two-inch-thick overlay can save as much as \$22,000 per lane mile when compared to a four-inch-thick conventional asphalt overlay, as well as offering lower maintenance costs.

The Board also will concentrate on continuing outreach activities to local communities to alert the public about the advantages—including cost-effectiveness—of using rubberized asphalt concrete on their neighborhood roadways.

This asphalt alternative greatly reduces road noise, giving it the nickname “quiet roads.” Studies indicate that it can reduce tire-pavement interface noise—which accounts for 75 percent of the noise generated by highways—by as much as 85 percent in some cases.

The “rubber roads” are long lasting, durable pavements which resist cracking and, when designed properly, last much longer than conventional, un-modified asphalt materials.

They are also environmentally friendly. A two-inch thick resurfacing project uses more than 2,000 waste tires per lane mile.

If a rubberized asphalt paving overlay was applied annually to just five percent of the nation's roads, nearly all the nation's discarded tires could be completely removed from the waste stream.



California Integrated Waste Management Board

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John Laird
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Carole Migden
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