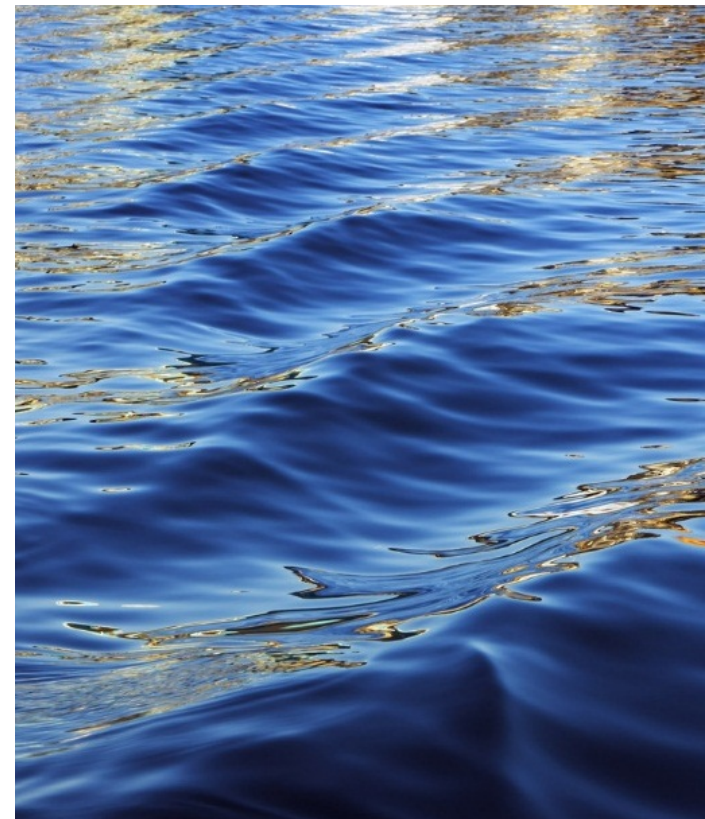




Sustainability Commission

Zero Waste Updates



Updates

- SB 1383
 - Overview of regulation
 - Multi-family and commercial site owner responsibilities and rollout schedule
 - Solid waste ordinance
 - Sustainable purchasing policy
 - Enforcement
- FoodCycle outreach campaign
 - 2021 survey
 - Outreach activities in 2020/21
 - What's next?



SB 1383 Overview

- Mandatory food scraps for all by 2022
- 75% reduction in landfilled organics by 2025
- Increase edible food recovery by 20% by 2025



Requirements for Single-Family Residents:

Mixed Waste ("garbage")

Recyclable Materials

Containers (bottles & cans)

Paper & Cardboard

Food Scraps

Yard Trimmings

(All have been implemented)

Requirements for Multi-Family and Commercial Sites:

Multi-family Properties

- Mixed Waste (“garbage”)
- Recyclable Materials
 - Containers (bottles & cans)
 - Paper
- Food Scraps (**coming in 2022**)
- Yard Trimmings
 - Landscaper exemption/waiver

Commercial Properties

- Mixed Waste (“garbage”)
- Food Scraps (**coming in 2022 to non-participating businesses**)
 - Quantity exemption/waiver
 - < 96 gallons/week of mixed waste
 - Or as otherwise determined by the ESD Director
- Yard Trimmings
 - Landscaper exemption/waiver

Property Owner Responsibilities:

- Subscribe to and pay for an adequate level of mandatory collection services
- Place materials in the correct containers
- Provide necessary indoor containers
- Educate tenants, contractors, and employees on proper sorting
- Allow City inspections for compliance

Rollout Schedule:

- Multi-family rollout:
 - **Phase 1: February 2022**
 - North of Evelyn Ave
 - **Phase 2: July 2022**
 - Evelyn Ave to El Camino Real
 - **Phase 3: July 2023**
 - South of El Camino Real
- Commercial rollout:
 - **July 2022 Phase 1**
 - **July 2023 Phase 2**



Outreach Tools for Owners and Residents:

- Multi-family residents:
 - Recycling tote bag, countertop pail and How-to FoodCycle flyer
- Multi-family property owners:
 - Letter/FAQ six months prior
 - Site visits with owner
 - Phone call/email to confirm service
- Commercial property owners:
 - Training videos
 - How-to Recycle food scraps flyer
 - Site visit with property owner/manager
 - Phone call/email to confirm service



Why does the Solid Waste Ordinance Need Changing?

- Compliance with SB 1383 – January 1 2022 deadline
- Comprehensive update of solid waste sections of Municipal Code
- Harmonize Municipal Code with new Specialty Franchise Agreement
- Codify Construction & Demolition Debris (C&D) recycling program
- Modernize solid waste Municipal Code language



Compliance and Fees

- Must be in compliance by January 1, 2022
- Use education to enforce first
- Courtesy notice as first step
- Non-collection notices as second step then;
- Fine for repeat offenders
 - \$50-100, 1st offense
 - \$100-200, 2nd offense
 - \$250-\$500, 3rd offense

FOOD SCRAPS NON-COLLECTION NOTICE



Food scraps bin # _____ was not collected due to the following contaminant/s in bin:

<input type="checkbox"/> Plastic packaging	<input type="checkbox"/> Garbage
<input type="checkbox"/> Metal	<input type="checkbox"/> Bathroom waste
<input type="checkbox"/> Glass	<input type="checkbox"/> Black garbage bags (clear bags only)
<input type="checkbox"/> Other _____	

WARNING #1 – Customer must remove contaminants and call Specialty for a one-time courtesy return.

WARNING #2 – Customer must remove contaminants and call Specialty for collection. Return trip fee applies.

WARNING #3 – This service issue is being referred to City staff. They will contact you to discuss service options to avoid future fines.

Date/Time: _____

 408-565-9900  Sunnyvale

Date _____ Time _____

Rte. # _____ Bin # _____

☐ Contamination (Plastic, Metal, Glass, Garbage) in Food Scrap Bin

Sustainable Purchasing Policy Changes



- Policy purpose and definitions updated to reflect Zero Waste and Climate Action Plan priorities
- Paper products with 30%+ post consumer recycled content (already exists in current but removed price preference language)
- Added language detailing the required purchase and record keeping of quantities of organic products including:
 - Compost – will need to purchase 5800 tons to meet 100% or requirement (we give away <1000 tpy)
 - Mulch – parks purchases 2500 tpy, goes toward our total requirement
 - Biofuel
 - Green Energy – future AD program



FoodCycle Outreach Campaign Update

2021 FoodCycle Survey

- First FoodCycle survey sent in Spring 2019 to 3,200 households (40% response rate)
 - 75% participate monthly; 64% do weekly
 - Biggest barriers: hygiene (smells/pests), limited space
 - Biggest benefit: "right thing to do", avoid landfill waste
- To follow up, launched an online survey in Feb/March 2021 with Gigantic Idea Studios
 - Available in three languages; 2,141 responses
 - Similar results re: barriers/ benefits



We want to hear from you!

The City of Sunnyvale wants to know about your experience and participation in the food scraps program. If you are a resident of a single family home, please fill out the short survey at the link below.

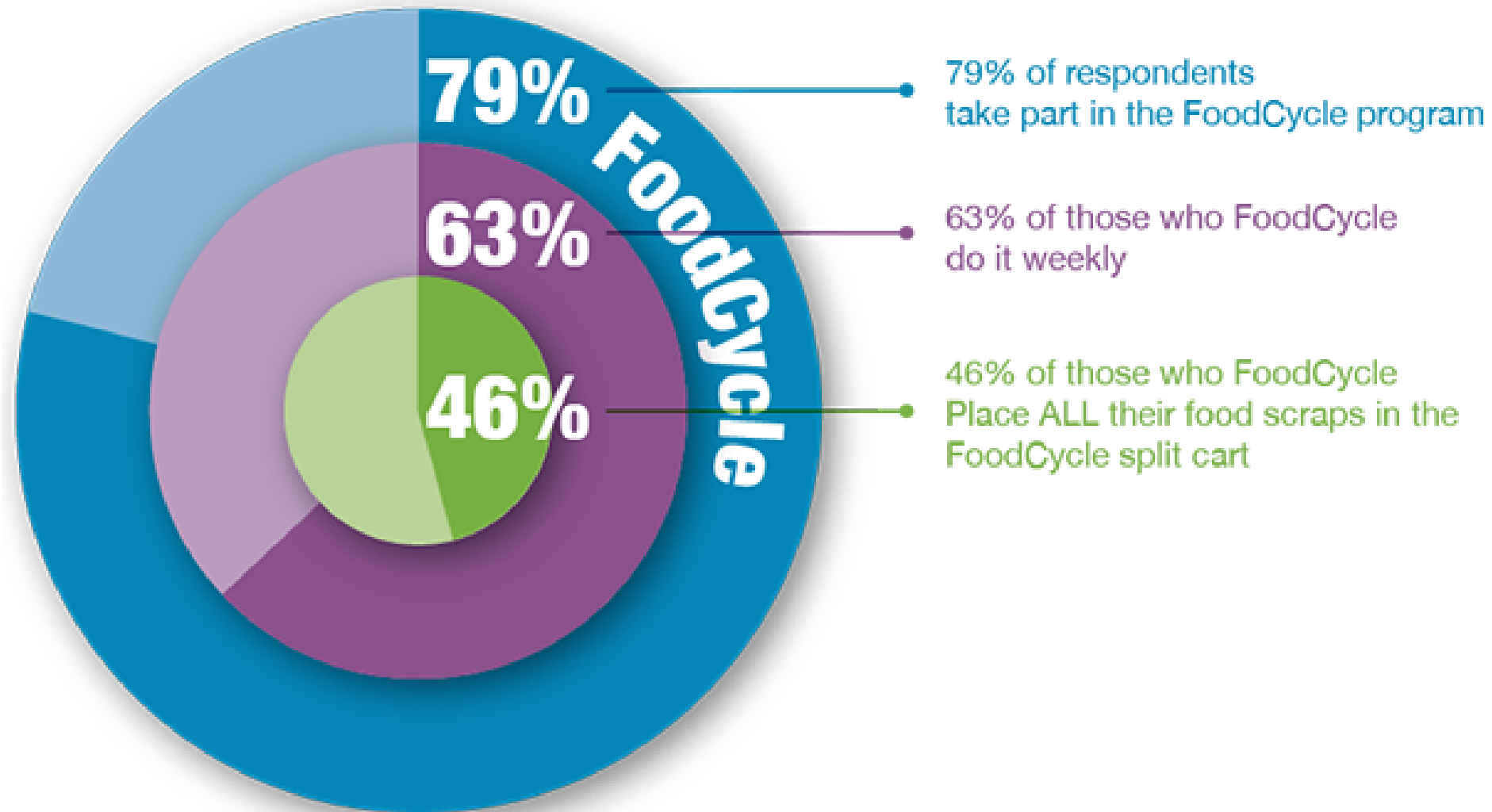
www.surveymonkey.com/r/FoodCycleSunnyvale
Survey closes March 31, 2020.

Thank you for your feedback!

Use the QR code to go directly to the survey.



2021 Survey Results At-a-Glance



March 2021: Lid Flipping



- Chose 80 carts per route, three routes daily
 - $80 \times 3 \times 5$ (weekdays) = surveyed 1,200 carts
 - Looked for FoodCycle participation levels, contamination, frequency of participation, garbage fill levels
- Participation rate each day ranged 51-62%
- Average contamination rate 32%
- Average frequency: 47% participate weekly, 22% participated once in two weeks

Professional FoodCycle Videos

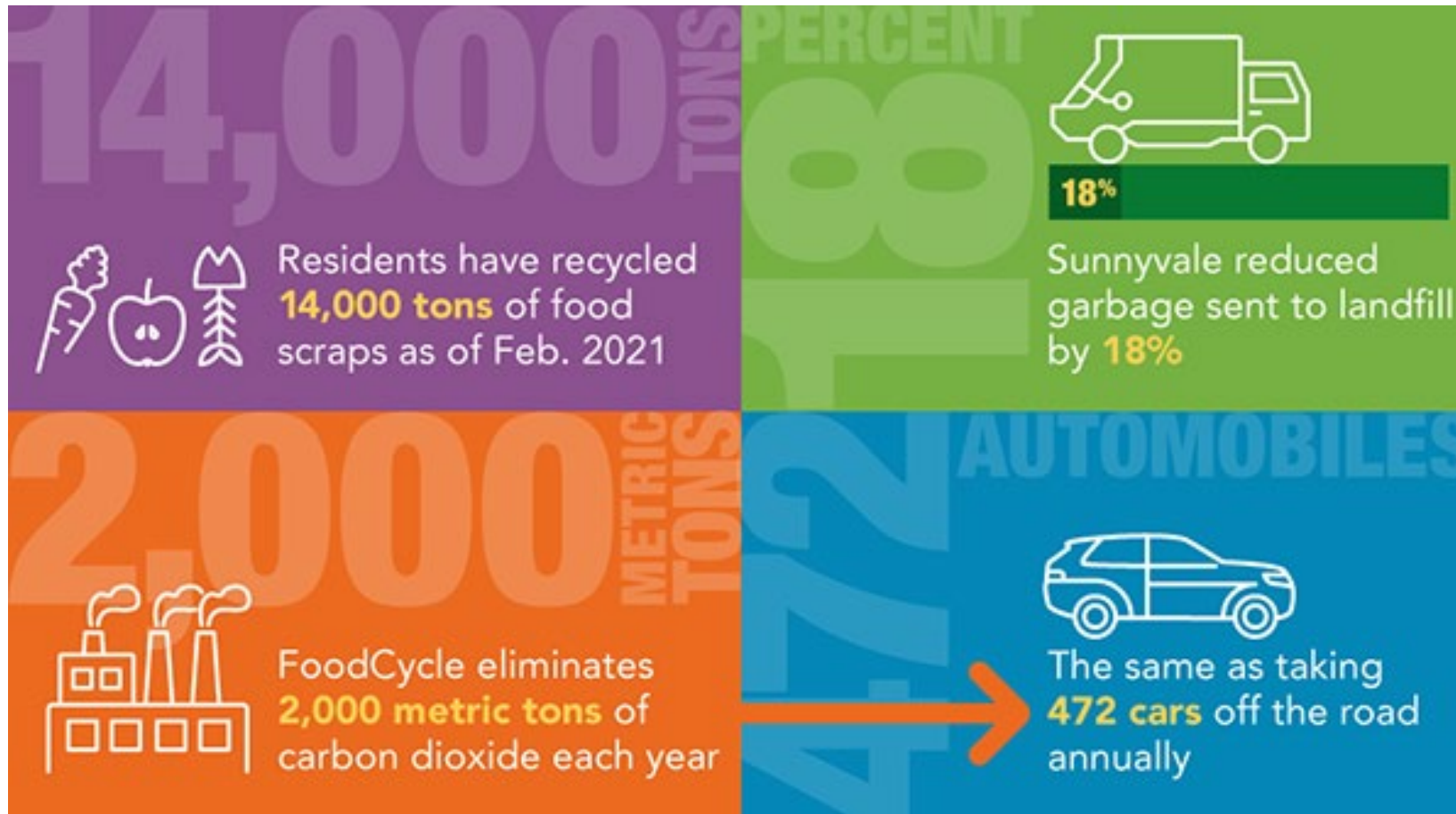
- One featured Sunnyvale residents and focused on benefits, "why" of program
- Other two addressed barriers
 - One was limiting smells, pests, and mess
 - Other was about creating an easy set-up, convenience



FoodCycle Benefits Video



Revamped City Webpage



- Less text overall
- More graphics (like this!)
- New sections:
 - Tips
 - What's New
 - Why FoodCycle
 - Q & A

Outreach sent out

- Utility Bill Inserts
 - ◆ 19,000 residents
- Feature in Horizon Newsletter
 - ◆ All Sunnyvale households
- Ads in Sunnyvale Sun
- Facebook/Nextdoor posts
 - ◆ Reached 2,000-5,000 people

How to Keep FoodCycling Clean and Fresh



Use a clear plastic bag to line your pail

- Four-gallon clear bags work best for most pails. Order them online.
- Black or opaque bags are not accepted.
- Compostable bags work, but get soggy.
- All bags are screened out during processing.



Keep scraps in the fridge or freezer until collection day

- This helps your outdoor cart stay cleaner too.



Request a clean cart

- Available up to two times per year
- Go to sunnyvale.ca.gov and search "how to get rid of anything." Then click on "Request Clean Cart Replacement."

Watch the Video:
youtube.com/SunnyvaleRecycling

sunnyvale.ca.gov
Search "Food Scrap Recycling"

FoodCycling

for Small Spaces and Busy People



Choose a container that works for you:

- Official and mini-pails are included with your service.
- Decorative pails with filters and lids look nice on counters and keep odors contained
- Plastic tubs with lids are great for small spaces.
- Or just use a plastic bag.

Find a place to store it:



- On the counter
- In, near or under the sink
- Next to the garbage can
- In the fridge or freezer

Set up reminders



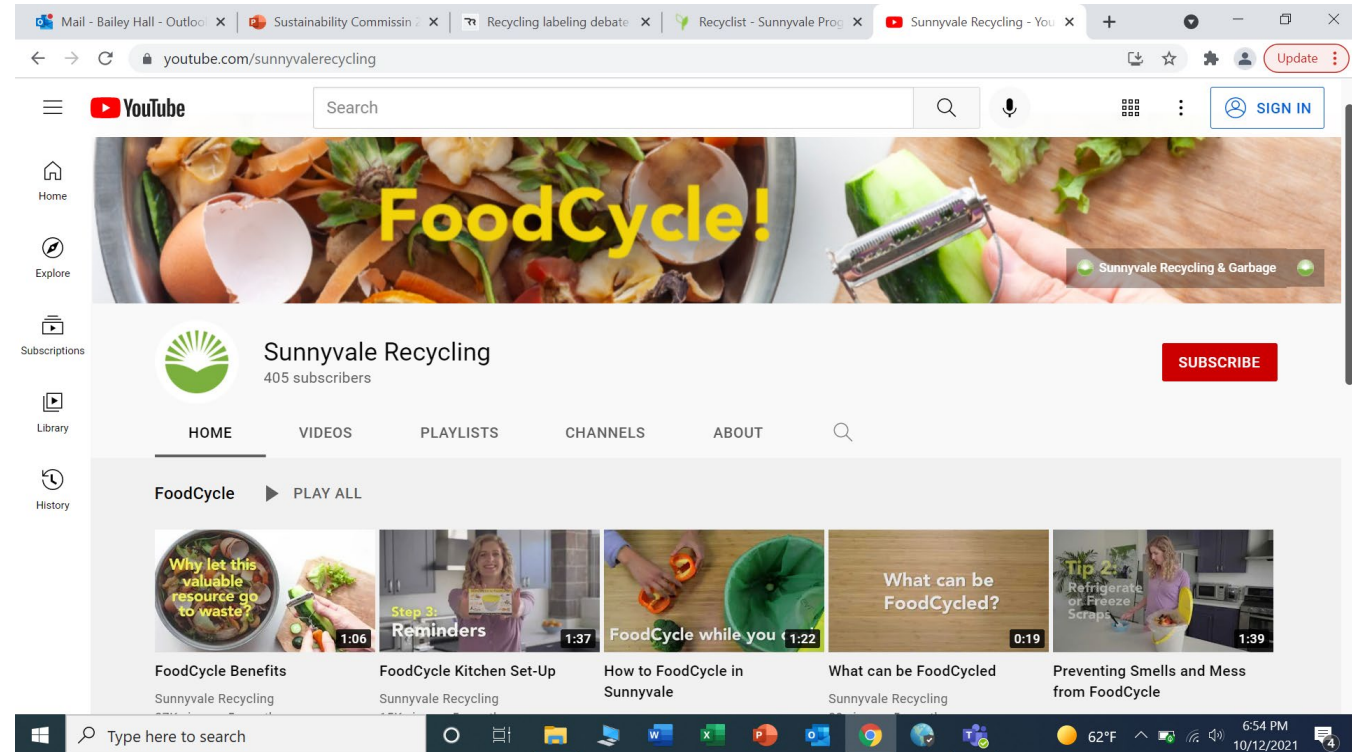
Download and print this small sign to help you remember:
sunnyvale.ca.gov
Search "Food Scrap Recycling"

Watch the Video:
youtube.com/SunnyvaleRecycling

...

Youtube Channel Reach

- Youtube proved to be a powerful communication tool:
 - ◆ Benefits video: 27,000 views
 - ◆ How to FoodCycle: 17,000
 - ◆ Prevent Smell/Mess: 15,000
 - ◆ Kitchen Set-Up: 15,000



Recent Updates

- Pilot testing messages via "cart tags" (Oct 2021)
 - One message uses social norming, second uses tips to reduce barriers, then a control group
- Will then do lid-flipping again two weeks after to assess changes in participation
- Compare results from March, create a report
- If either message has made an impact, we'll highlight that messaging in outreach moving forward



Questions?

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