

TOWN OF FAIRFAX

STAFF REPORT

April 1, 2015

TO: Mayor and Town Council

FROM: Michele Gardner, Town Clerk *MG*

SUBJECT: Accept Marin Sanitary Services 2014 Annual Report

RECOMMENDATION

Accept the report

DISCUSSION

Marin Sanitary Services sent the attached report for the Council's review and acceptance. A presentation on the attached report is included on this evening's agenda.

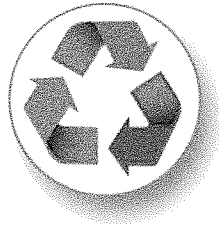
ATTACHMENTS

Marin Sanitary Services 2014 Annual Report

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Marin Sanitary Service

CONSERVATION – OUR EARTH, OUR MISSION, OUR JOB



FAIRFAX ANNUAL REPORT

2014

Marin Sanitary Service (MSS) continuously puts forth its best effort to help the Town of Fairfax in meeting its Zero Waste and greenhouse gas reduction goals. On December 1, 2011, MSS signed a Contract with the Town that added several new Zero Waste programs to the existing list of services provided to the Town. As part of this Contract, MSS is providing the Town with a comprehensive annual report for 2014.

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ZERO WASTE PROGRAMS AND SERVICES

Year End Review

FOCUS GROUP AND RATE PILOT

The Franchisors Group (FG) has engaged HF&H to begin reviewing and revising our current disposal based rate structure in order to convert to one in which charges for all services (a materials management structure) will be outlined. Focus groups were held for residential, commercial, and multifamily tenants and property managers/owners at the end of 2013 and beginning of 2014. After analysis of the data, the group decided to go forward with a pilot for the commercial and residential customers only. Based on findings from the focus group and the rate pilot, the following was presented to the Franchisors' Group and will be implemented in 2015.

RESIDENTIAL CUSTOMERS

This sector will see a reformatted bill that will show all services with a bundled rate. In addition, they will receive more information with the bill on saving money by reducing, reusing, recycling and composting. Customers will now be offered extra dual sort recycling split carts for a nominal monthly fee. Additional yard waste carts are already offered for a nominal monthly fee. The new billing format will begin with the April 2015 bills.

COMMERCIAL CUSTOMERS

This sector will see a reformatted bill and will receive more information on cost savings through recycling and composting. Two organics programs will be offered for the same charge to all commercial customers. There will be no charge for organic service at apartments for the time being. MSS will track service changes for 6 months and assess the impact of changes on service levels. The new format and information will begin April 2015. Behavior change will be monitored and presented to the FG in the fall. In addition, MSS will investigate costs and time frame for changing billing systems. Research findings on billing systems will be reported in late spring 2015 to the FG. Changes could be adopted by 2016.

OPERATIONAL EFFICIENCIES

In 2012, MSS underwent an extensive audit of its collection operations. From the results of the audit, a five year Operational Improvement Plan was developed. This ongoing plan will lead to staffing and operational improvements, technology changes and upgrades to the existing sorting infrastructure, and enhanced outreach programs with the overall goal of efficiently increasing diversion rates in a cost effective manner to keep rates affordable to the MSS rate base.

ZERO WASTE PROGRAMS AND SERVICES

The Company is now two years into the implementation of this efficiency based plan. Highlights of this plan include:

- Implementation of routing efficiencies including more automated routes and route consolidations.
- Replacement of Rear loading trucks with more efficient fully automated side loaders.
- Reduction of routes while sustaining high service levels.
- Route supervision and auditing which have resulted in the retrieval of lost revenues.

The following route audits were performed in 2014 in the Town. The primary purpose of these audits was to verify service at all accounts to ensure proper billing and to determine the feasibility of implementing fully automated routes.

Service Not Billed: Forty eight accounts were not being billed for the services being provided. Letters were sent to the residences to inform them to call and set up an account to continue receiving service. Thirty two (67%) of the customers called and started service.

No Service: Twelve accounts did not have any service. Letters were mailed to these residences to inform them of the services offered by MSS. Six (50%) customers have called and started service.

Distance: The contract with the Town includes standard base rates for curbside collection of refuse. For carts not placed at the curb there is an additional fee for collection (distance fees). After auditing the routes in the Town, five accounts were identified that had been receiving distance service at no charge. The distance was measured and letters were mailed to the customers giving them the option of either bringing the carts down to the curb side or paying the charge for distance. Three customers (60%) decided to pay for the distance service, and two customers (40%) decided to bring the carts to the curbside to be serviced.

In 2015, MSS will begin implementing a route optimization technology system, Route Smart. RouteSmart software integrates with current MSS collections and accounting software (Soft-pak). This system will help to optimize MSS collections routes for the jurisdictions served.

ZERO WASTE PROGRAMS AND SERVICES

Public Information Programs

OUTREACH AND EDUCATION SERVICES

At Marin Sanitary Service, community involvement through education, outreach and alliance building is our greatest passion and supports our ultimate goal of zero waste. Our duty is to engage and educate our community in how *they too* can be part of the solution. Outreach is the most important aspect in reaching our goal of zero waste. In order to provide more hands-on training to customers, MSS now employs five full-time Recycling Programs Coordinators each dedicated to a customer type in addition to a full time Household Hazardous Waste Coordinator. Their contact and program specialty is listed below.

Table 1 Outreach Contacts and Specialties

OUTREACH DEPARTMENT STAFF			
Name	Title	Contact	Primary Focus
Jennifer Grenier Selvig	Recycling Programs Coordinator	(415) 458-5542 Jennifer.grenier@marinsanitary.com	Large Commercial Businesses and C&D Programs
Jessica Connolly	Recycling Programs Coordinator	(415) 456-2665 Jessica.Connolly@marinsanitary.com	Multifamily Dwellings (Apartments)
Ruben Hernandez	Recycling Programs Coordinator	(415) 526-6622 Ruben.Hernandez@marinsanitary.com	Food to Energy and Commercial Organics
Zoe Pearl	Education and School Recycling Programs Coordinator	(415) 458-5539 Zoe.Pearl@marinsanitary.com	Tours, Recycling Education and Outreach in Schools.
Kathy Wall	HHW Coordinator	(415) 485-6806 kathy.wall@marinsanitary.com	Curbside and Drop-off HHW Programs
Chance Shelley	Recycling Programs Coordinator	(415) 458-5530 Chance.Shelley@marinsanitary.com	Community Outreach and Residential Programs

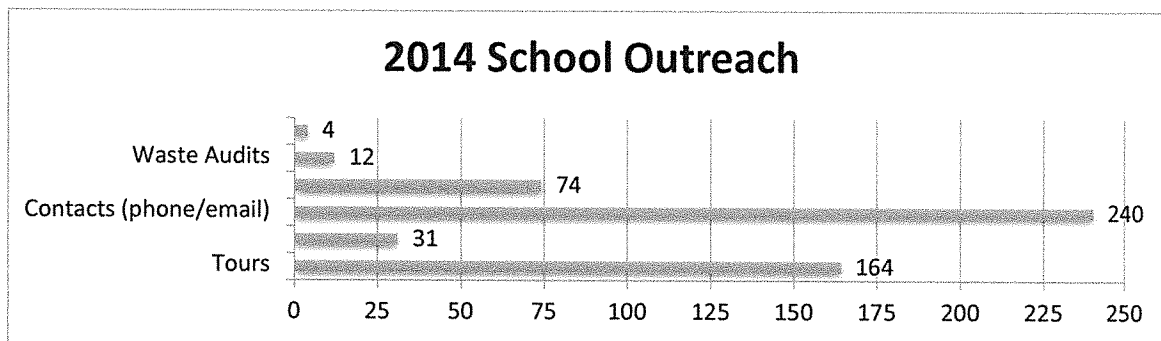
4R PLANET SCHOOL PROGRAM AND TOURS

The 4R Planet School program is twofold. One aspect is our onsite program which includes tours of the MSS recycling facilities and lessons on the Four R's in the MSS Environmental Classroom. The second aspect is our in school program which include hands-on training, waste diversion program assistance,

ZERO WASTE PROGRAMS AND SERVICES

and custom educational lessons. All of these activities are led by our Education & School Recycling Programs Coordinator. Over 37 outreach events, including tours, material stream audits, recycling and composting needs assessments, assemblies and lessons were provided to Manor, Whitehill, Cascade Canyon, and St. Rita's schools. These schools have received educational materials, signage, and training to implement and improve their school diversion. This year, 15 students from Cascade Canyon and 56 students from Manor School toured the facility. The chart below shows all outreach and education for all schools in the MSS service areas.

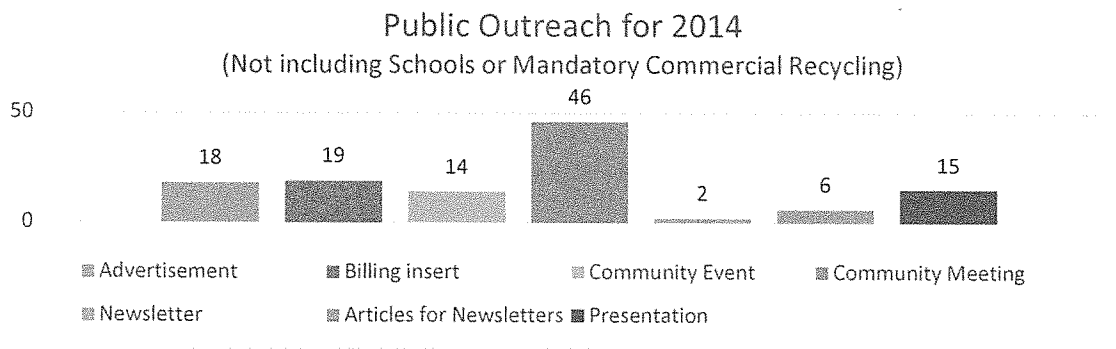
Figure 1 School Outreach by Type



Outreach Materials and Community Events

All Fairfax residential and commercial customers have received multiple direct mail pieces informing them of our programs and services. These mailings have educated the public on zero waste programs; proper recycling and composting practices; the hours and times of operation at all facilities; proper disposal of household hazardous waste; and the towns Mandatory Commercial Recycling Ordinance. Materials were also distributed to public libraries, town halls, Police and Fire Departments, Chambers of Commerce and Community Bulletin Boards to reach more of the community.

Figure 2 Public Outreach by Type



ZERO WASTE PROGRAMS AND SERVICES

Mandatory Commercial Recycling

MSS is working with the Town and Sustainable Fairfax to implement recycling and/or organic services at *all* Commercial and Multifamily Dwellings per AB 341 and Town Mandatory Commercial Recycling Ordinance, 8.08.130. Currently, only 1 business does not have recycling or organics service out of 90. Nineteen (19) commercial business are enrolled in an organics diversion program: 16 (5 school, 2 churches, and 9 businesses) are enrolled in the commercial compost program and 3 restaurants are enrolled in the commercial food to energy program. All Multifamily Dwellings (Apartments with 4 or more units) have recycling and 13 have organics composting service.

Table 2 Compliance by Type

Customer Type	Required and NOT compliant	Required and is compliant	Grand Total
Multifamily Dwelling	0	25	25
Commercial Business	1	89	90
Total	1	114	115

Table 3 Outreach for all Commercial Businesses and Apartments

OUTREACH ACTIVITIES FOR MANDATORY COMMERCIAL RECYCLING ORDINANCE

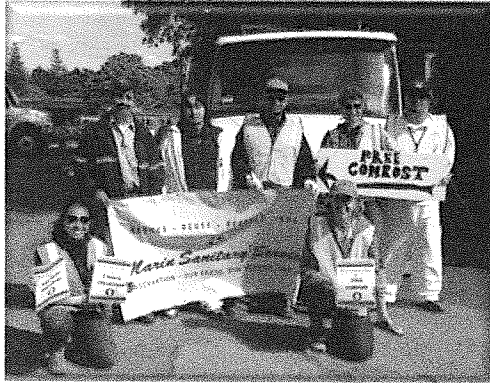
Compliance Packets Mailed	Phone Call or Email	Onsite Education & Training	General Recycling Info Mailed	Recycling Needs Assessment	Waste Audits	Grand Total
3	226	10	12	42	304	597

MSS is partnering with Sustainable Fairfax to do door-to-door outreach to the business and apartment buildings to increase diversion for 2015.

ZERO WASTE PROGRAMS AND SERVICES

Zero Waste Events

ANNUAL PAPER SHREDDING, E-WASTE, AND UNUSED MEDICATION COLLECTION DAY



MSS collaborated with Sustainable Fairfax and the Sheriff's department to plan an annual Take Back collection event on April 26, 2014. This event was provided at no cost to the participating residents. Approximately 120 residents attended. This event diverted 7,031 pounds of materials from the landfill and achieved a **99%** diversion rate. In addition to the Take Back Stations, MSS had information tables highlighting the residential recycling and compost program, residential mobile universal household hazardous waste program, and the commercial recycling programs.

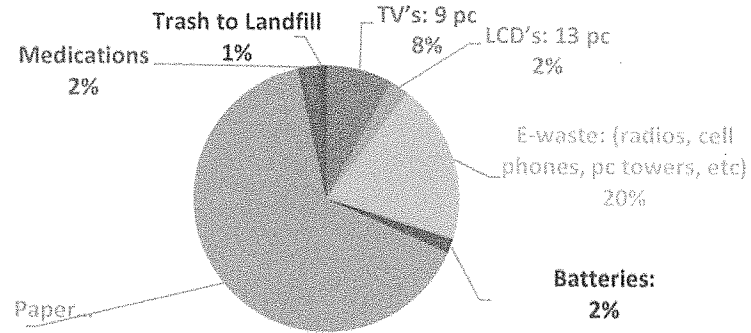
Table 4 Take Back Day April 26, 2104

DIVERSION FROM TAKE BACK DAY	
Total materials collected (lbs.)	7121
Total materials diverted (lbs.)	7031
Total to landfill (lbs.)	90
<i>Diversion Rate</i>	<i>99%</i>

ZERO WASTE PROGRAMS AND SERVICES

Figure 3 Materials Collected by Percentage

PERCENTAGE OF MATERIALS COLLECTED

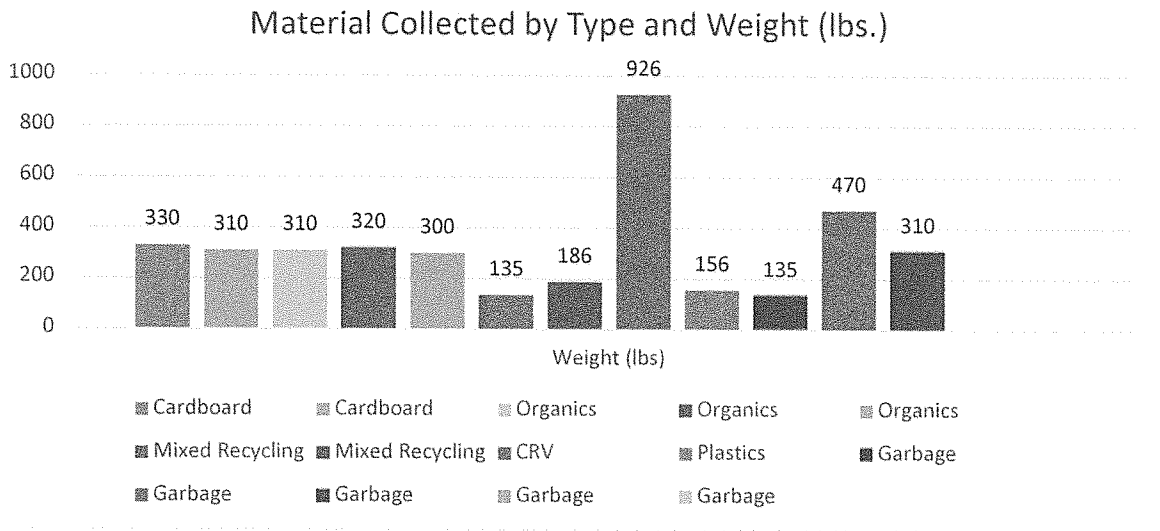


FAIRFAX FESTIVAL

In collaboration with Sustainable Fairfax, MSS was able to provide services, signage and event waste management guidance to the town for the Fairfax Festival in June 2014. Overall, this was a successful event. Coordination between the Town, CCNB, and MSS was a key to achieving such a high diversion rate. Proper sorting is imperative to diversion. This should occur prior to disposal, to increase efficiency and decrease processing costs. For next year's event, an additional 6 hours of MSS staff time can be saved by source separation of the materials which then can be weighed and processed with all other incoming materials from the public. This will result in time and cost savings from an MSS operational standpoint and increase the efficiency and timeliness of reporting. As a result of additional sorting by MSS staff, **92%** of the materials collected were diverted from the landfill. The diversion coming into the facility prior to MSS sorting was 76%.

ZERO WASTE PROGRAMS AND SERVICES

Figure 4 Materials Collected by Type and Weight (lbs.)



Recommendations for 2015 event:

1. Two debris bins were completely empty, less garbage service is needed at future festivals. A review of bin needs for next year will be needed.
2. More coordination with CCNB sorting staff before (especially in regards to signage), during and after event will increase efficiency and diversion.

ZERO WASTE PROGRAMS AND SERVICES

Residential Programs

RESIDENTIAL SERVICE LEVELS

All residential customers are offered three services as part of the bundled “resource hauling” rate. This includes a gray “landfill” (garbage) cart, a dual sort split body recycling cart and a green organics cart. The charge is based on the size of the landfill cart. There are 2,555 Residential customers signed up for service with MSS. Below are the residential cart subscription levels for 2014.

Table 5 Residential Cart Service Subscriptions

Residential Weekly Garbage Service			
CART size	Number of customers		
	2013	2014	% Change
20 gallon	411	464	6.0%
32 gallon	1972	1934	-1%
64 gallon	143	149	2%
96 gallon	6	8	14%

Table 6 Residential Cart Service Subscription for Recycling and Organics

Residential Weekly Dual Sort Recycling Service			
CART size	Number of customers		
	2013	2014	% Change
64 gallon	2488	2531	0.9%
95 gallon	NA	29	NA
Residential Weekly Green Waste Service			
CART size	Number of customers		
	2013	2014	% Change
32 gallon	NA	24	NA
64 gallon	2519	2544	0.5%

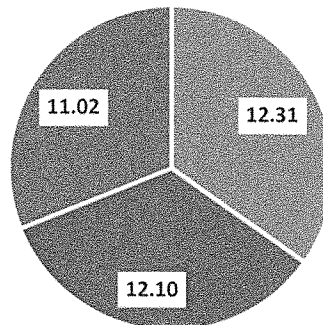
CHIPPER DAYS

Marin Sanitary Service recognizes the importance of providing safe, efficient and reliable curbside yard waste removal on residential properties for the prevention of fires. MSS helped the town promote two “Chipper Days” in October in collaboration with the Fairfax Volunteer Office and the Fire Department to further reduce disposal of heavy brush that may pose a fire threat to the Town.

ZERO WASTE PROGRAMS AND SERVICES

Residential customers received a flyer with their Resource Hauling bill in September informing them of the event as well as information on the MSS curbside residential organics (food scraps/yard waste) program. A total of 12.31 tons of heavy brush was removed from the town, chipped and composted. The “Chipper Days” program, now in its third year, continues to divert more brush each year.

Figure 5 Brush Collected by Year (tons)



■ 2014 ■ ■ ■ 2013 ■ ■ ■ ■ 2012

COMMUNITY COMPOST AVAILABILITY

Per our agreement with the Town, MSS will deliver up to a total of 45 tons of compost material to a designated bunker for distribution to the citizens of the town. 45 tons of compost was requested and delivered for 2014.

PROMOTION COMPOSTING USING GREEN CARTS

All residential customers received a special compost newsletter with their bill that contained information on the importance of this program, kitchen pail purchasing, tips for collecting food scraps in the home, and a list of acceptable and non-acceptable items. In addition, the program is promoted at Town events and on the MSS website. Outreach will continue in 2015 in partnership with Zero Waste Marin, the Town, and Sustainable Fairfax. Curbside composting workshops are planned for 2015.

ZERO WASTE PROGRAMS AND SERVICES

Recycling Rates

TONNAGE AND DIVERSION

Jurisdictional diversion rates are calculated based on a disposal-based indicator which is a per capita disposal rate expressed as pounds per person per day (PPD). This disposal rate uses two factors: a jurisdiction's population and its disposal tonnage, as reported by disposal facilities. The jurisdictional diversion rate focuses on a list of programs that includes but is not limited to recycling, composting, household hazardous waste, and other source reduction programs such as purchasing policies, xeriscaping, and material exchange programs (thrift shops, yard sales, reuse stores). The disposal target for each jurisdiction or regional agency was calculated by averaging the waste generation over a period of four years (2003, 2004, 2005, and 2006), which was determined by CalRecycle to be the equivalency of the 50% AB 939 landfill diversion rate. The disposal target for the Marin County was calculated to be 7.6 PPD. For 2013, the Marin County Jurisdictional Diversion rate was 74% (down from 75% in 2012) with a population disposal of 4.0 PPD (up from 3.8 PPD in 2012). Information on the source reduction reporting element can be found at the link below.

<http://www.calrecycle.ca.gov/lgcentral/PARIS/Codes/default.htm#Reduction>

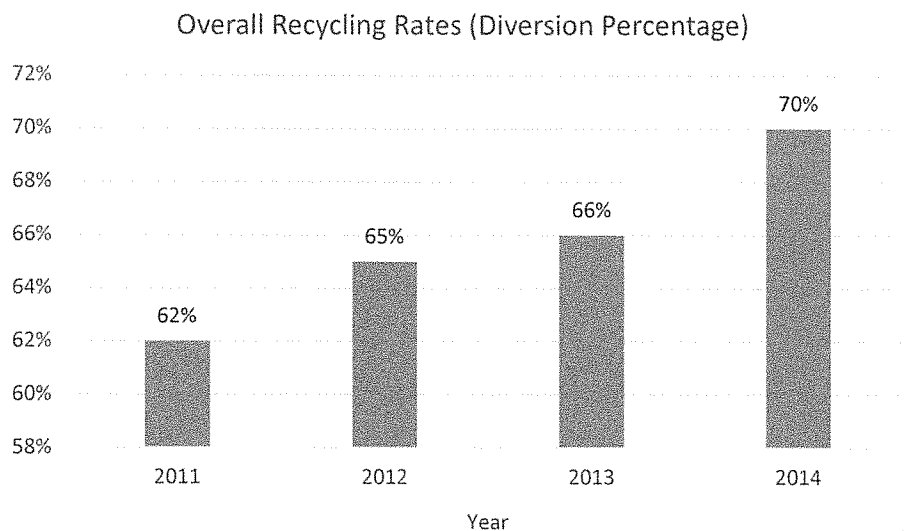
The ton per ton recycling and disposal rates of the various haulers in Marin all contribute to the 74% diversion rate. For the purpose of this report, only tonnages for franchised materials sorted at the MSS facilities are used. Since MSS only handles the franchised waste stream, the other tonnages from source reduction, back-hauling recyclables, grasscycling, garage sales, and a whole host of non-franchised programs within the Town are not accounted for by MSS but are reflected in the Jurisdictional diversion rate that is reported to the State by the JPA. Tonnage for the rate regulated programs is presented below.

ZERO WASTE PROGRAMS AND SERVICES

Table 7 Tonnage Comparison 2013-2014

2013-2014 Comparison	Residential	Residential	Commercial:	Commercial:	Total:	Total:
	: 2013	: 2014	2013	2014	2013	2014
Collected (in tons):						
Curbside Yard Waste	1,542	1,453	*NA	*NA	1,542	1,453
Curbside Recycle	1,109	1,280	136	123	1,246	1,403
Transfer Station	1,540	1,448	38	901	1,578	2,350
Commercial processed	NA	NA	982	196	982	196
Total tons collected	4,192	4,182	1,156	1,220	5,347	5,402
*Commercial yard waste is co-collected with residential yard waste.						
Diverted (in tons):						
Curbside Yard Waste	1,542	1,453	*NA	*NA	1,542	1,453
Curbside Recycle	1,109	1,280	136	123	1,246	1,403
Commercial recovered	NA	NA	761	824	761	824
Total tons diverted	2,652	2,734	897	946	3,549	3,680
*Commercial yard waste is co-collected with residential yard waste.						
Diversion	63%	68%	78%	78%	66%	70%

Figure 6 Recycling Rates from 2011-2014 (Residential and Commercial combined)



ZERO WASTE PROGRAMS AND SERVICES

Household Hazardous Waste (HHW) Programs: Curbside and Drop-off

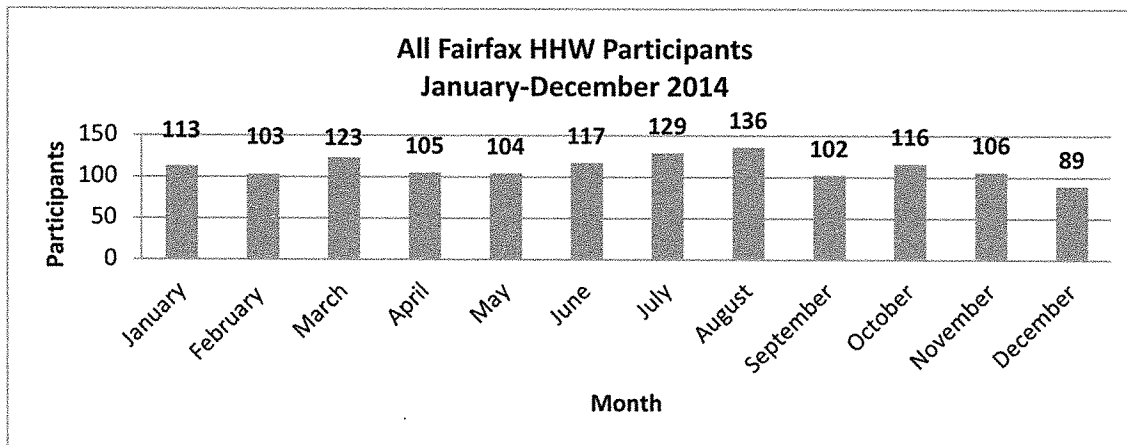
New residential customers receive a brochure explaining the Curbside Collection program. All new customers also receive a Residential Services Guide that explains the drop-off facility program. A new HHW website (www.marinhhw.com) has detailed information on the materials accepted, how to transport materials to the facility, how to schedule curbside collections, and more. Despite the advertisement of this program, participation continues to be very low. The Curbside program had only six (6) participants this year, down from 11 in 2013. MSS continues to partner with Sustainable Fairfax to get the message out at more community events. Brochures were distributed to the Library and the Police Department. While anticipated participation is lower than expected, the participation for the drop off program at the Marin Household Hazardous Waste Facility has remained steady and averages 112 Fairfax participants per month.

In 2014, there were 1337 combined Residential and Commercial Conditionally Exempt Small Quantity Generators (CESQG) participants. This is down from 1,404 participants in 2013. The main products being collected are latex paint, batteries, and fluorescent tubes and bulbs.

Table 8 HHW Customers by Type

Customer Type	Participants
Residential	1329
CESQG	8
Residential Curbside Collection (RCC)	6

Figure 7 Participants per Month



ZERO WASTE PROGRAMS AND SERVICES

Customer Service Call Logs

RESIDENTIAL AND COMMERCIAL NEW STARTS FOR 2014

This year, there were 174 calls to start new Residential service. All new customers received the Residential Service Guide that explains MSS Curbside collection services and programs, debris box rental and document shredding; Marin Resource Recovery Center drop-off information; Marin Recycling drop-off and buy-back information; and Marin Household Hazardous Waste drop-off information as well as the HHW Curbside Collection Brochure. This year, there were 12 calls to start new Commercial service. All new customers received information on MSS Curbside collection services and programs, debris box rental and document shredding; Mandatory Recycling Laws and ordinances; and Marin Household Hazardous Waste drop-off information.

CUSTOMER COMPLAINTS

We are proud to report that there are minimal complaint calls from the Town. From January 1, 2014 – December 31, 2014, there were 581 customer complaint calls. 399 of these calls were for residential (356) and commercial (43) missed pick-ups, accounting for less than .03% of the total customer annual collection count. In most cases, the drivers were able to pick-up the missed carts on the same service day or the next business day. There were 170 calls reporting broken carts. All carts were either repaired or replaced. The remaining 12 were miscellaneous calls: three for noise; one for a driver arriving before 6:30; seven for carts not being returned to correct location; and one for service requested not performed. All issues were immediately resolved and drivers were retrained on company collection policies and procedures as needed.

Table 9 Complaint Log by Type

Misses by Route Type		Broken Container by Type	
Commercial Garbage	31	Broken Commercial Bin	45
Commercial Recycling	11	Broken Residential Garbage Cart	21
Commercial Yard Waste	1	Broken Residential Recycling Cart	83
Commercial Total	43	Broken Residential Yard Waste Cart	21
Residential Garbage	224	Grand Total	170
Residential Recycling	74		
Residential Yard Waste	58		
Residential Total	356		
Grand Total	399		

ZERO WASTE PROGRAMS AND SERVICES

REPORTS OF INJURIES AND DAMAGE TO PROPERTY

Marin Sanitary Service has an active safety committee that includes owners, supervisors, loss control and insurance personnel that meets monthly to review accidents and injuries. Each department has a tailored safety plan that includes ongoing training and review for new equipment, procedures and all OSHA required safety subjects. Documented employee safety meetings are held daily, weekly, monthly and throughout the year with written agendas and handout materials in all departments.

All accidents and injuries are investigated in an interactive process with the employee to determine what factors caused the event. If it is discovered that changes to equipment, procedures, or collection location could prevent a recurrence, corrective action is taken whenever possible. If refresher training is needed, it is addressed with the entire department. Any claim of damage is investigated immediately by supervisors and the safety administrator. If the Company is liable, restitution is made to the owner/customer by either repair at the Company's expense or payment to the owner/customer. Liable automobile damage is repaired by a reputable, local business and a rental is provided if needed, or payment is made if the owner/customer prefers.

Figure 8 Injuries, Accidents and Workers Compensation Claims in Fairfax 2014



ZERO WASTE PROGRAMS AND SERVICES

Contact Information

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Company Information

Marin Sanitary Service

CONSERVATION - OUR EARTH, OUR MISSION, OUR JOB



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