

Memorandum

To: Solid Waste Advisory Group
From: Gayle Wilson, Solid Waste Management Director
Subject: Update on Expansion of Rural Curbside Recycling
Date: March 30, 2016

The expansion of rural curbside recycling to the additional 6,800 rural residences is scheduled for summer 2016. In accord with the approved schedule, beginning in February program information has been distributed to those residences and resident preferences were solicited. Upon completion in April, all responses will be compiled and new carts and bins ordered upon BOCC approval. Cart distribution is scheduled for July 2016 with collection to begin as soon as a residence receives its requested recycling receptacle.

The required new collection truck has been ordered and will be ready to roll in early April. A driver has been hired and will soon begin training on the new routes. The Radio Frequency Identification 'chip' embedded in the carts distributed in the rural areas will be utilized following the expansion to allow tracking of the \$600,000 in county inventory. This technology will also allow insight into participation, although since, not all rural households are being issued a cart, we cannot effectively track overall participation and set out rates.

A large-scale re-routing for all 22,000 eligible rural curbside recycling customers is being completed in conjunction with the expansion that will affect most of the residences along the existing ten rural routes. Some that may have had the same collection day for twenty years since rural curbside began will experience a change in their collection schedule. Those changes will be publicized through the annual calendar card mailing to all residences, the annual Waste Matters newsletter, the Orange County Solid Waste and Recycling e-newsletter and other means to minimize confusion and maximize collection efficiency.

At the end of January 2016, Orange County Solid Waste mailed requests to the approximately 6,800 rural area households in the parts of the County that currently do not have access to curbside recycling services. As of March 11, approximately 2,500 replies have been received. Approximately 900 pieces of mail were returned to sender for a variety of reasons. Hence about one-half of the eligible households have either replied or mailed request was undeliverable. We are seeking other ways to contact those at locations where mail was undeliverable.

The breakdown of replies is:

Type container requested	Cart	Bin	Neither	Returned to Sender
Number	1,766	393	303	903
Percentage of those who replied that are requesting a container	72%	16%	12%	13% of total ~6,800 mailed

On March 14, the County mailed a second round of requests to those addresses that did not reply to the first mailing with a response closing date of March 31. All replies received by that date will be consolidated and carts and bins ordered for delivery in July. Those households that did not submit a timely request for a cart or bin before the closing date can request one, but ordering and delivery of additional recycling receptacles will be delayed perhaps even until after the start of the fiscal year and when the initial program has been established and implementation issues resolved, probably autumn 2016.

Of those replying to the first mailing, 328 took time to comment on the section of the reply postcard allotted to comments. A summary of the comments can be characterized overall as follows:

Type comment	Positive towards curbside	Negative towards curbside	Requesting County trash service	"Already recycling at WRC (will not use curbside)	Other
Number	227	24	10	48	19

A print out of all comments is available electronically as requested. Staff has also replied directly to over 150 questions received either via the postcards, email or on line.