



Department of Community Development and Infrastructure

# Recycling and Solid Waste Programs Long-Range Planning Update

January 14, 2025

Matt Machado, Deputy CAO, Director of Community Development and Infrastructure

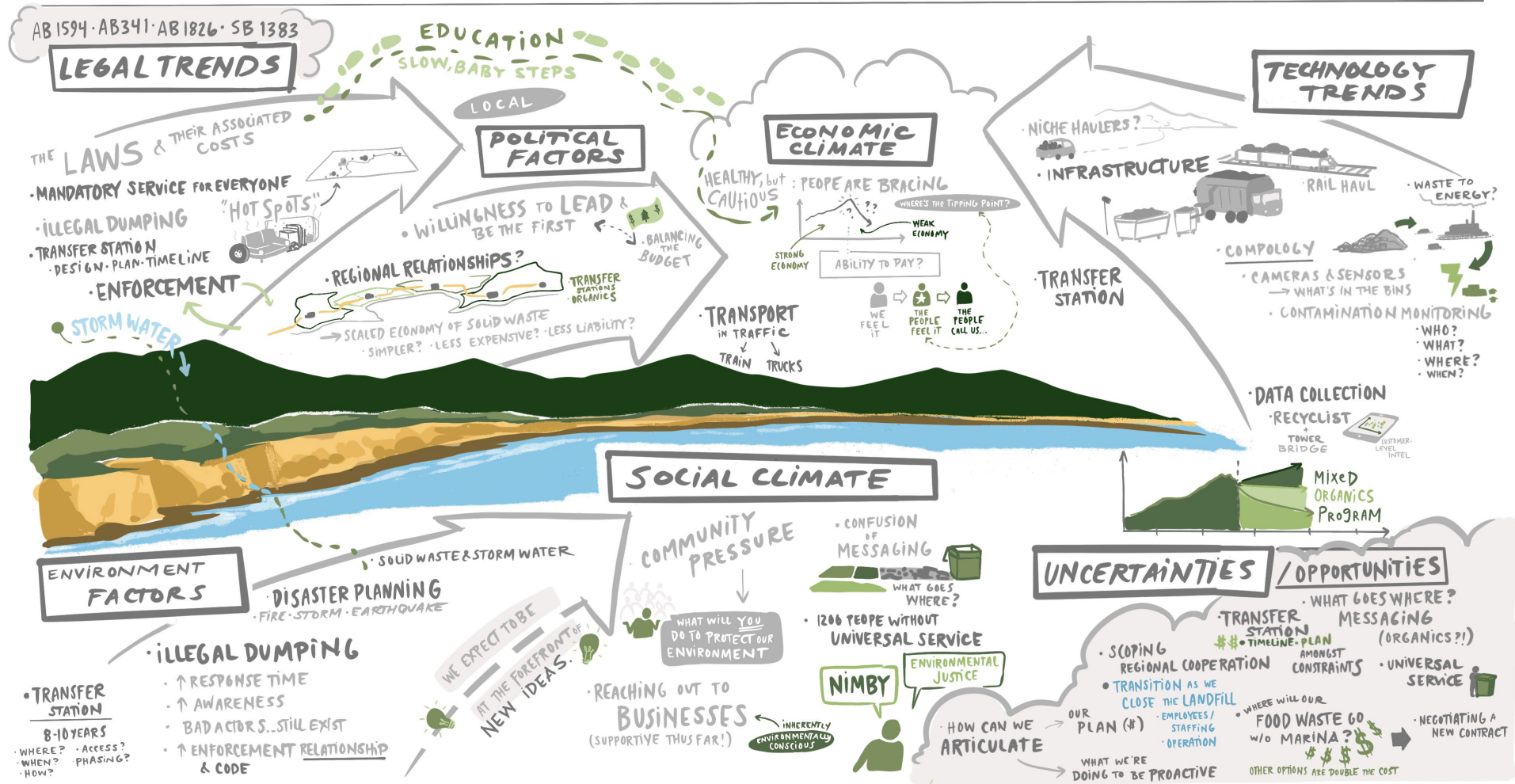
Presented by:

Kasey Kolassa, Recycling and Solid Waste Services Manager

Beau Hawksford, Department Administrative Analyst

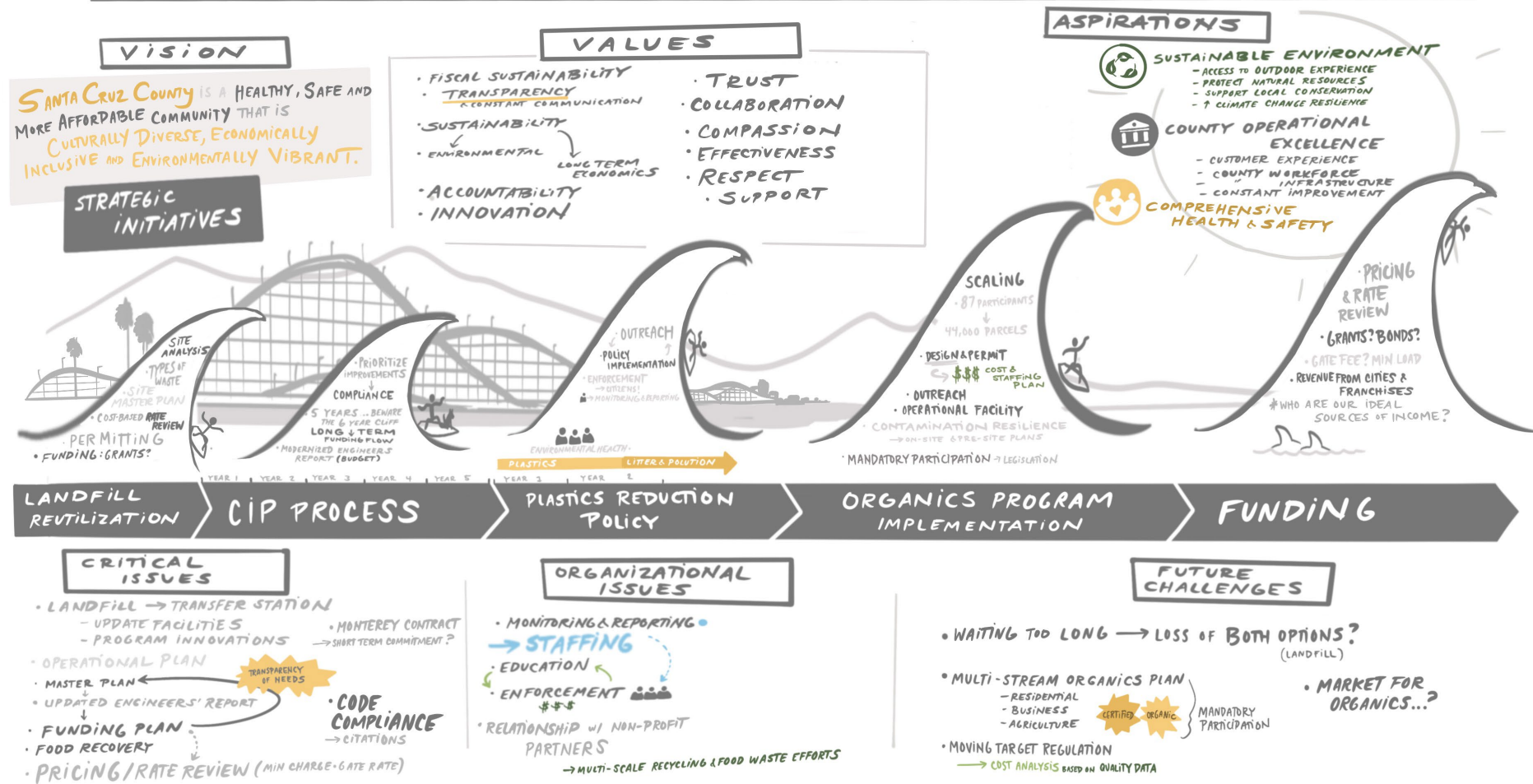
# Context for 2021-2024 Strategy

## CONTEXT MAP



# Vision for 2021-2024 Strategy

## VISION MAPPING





# Buena Vista Landfill

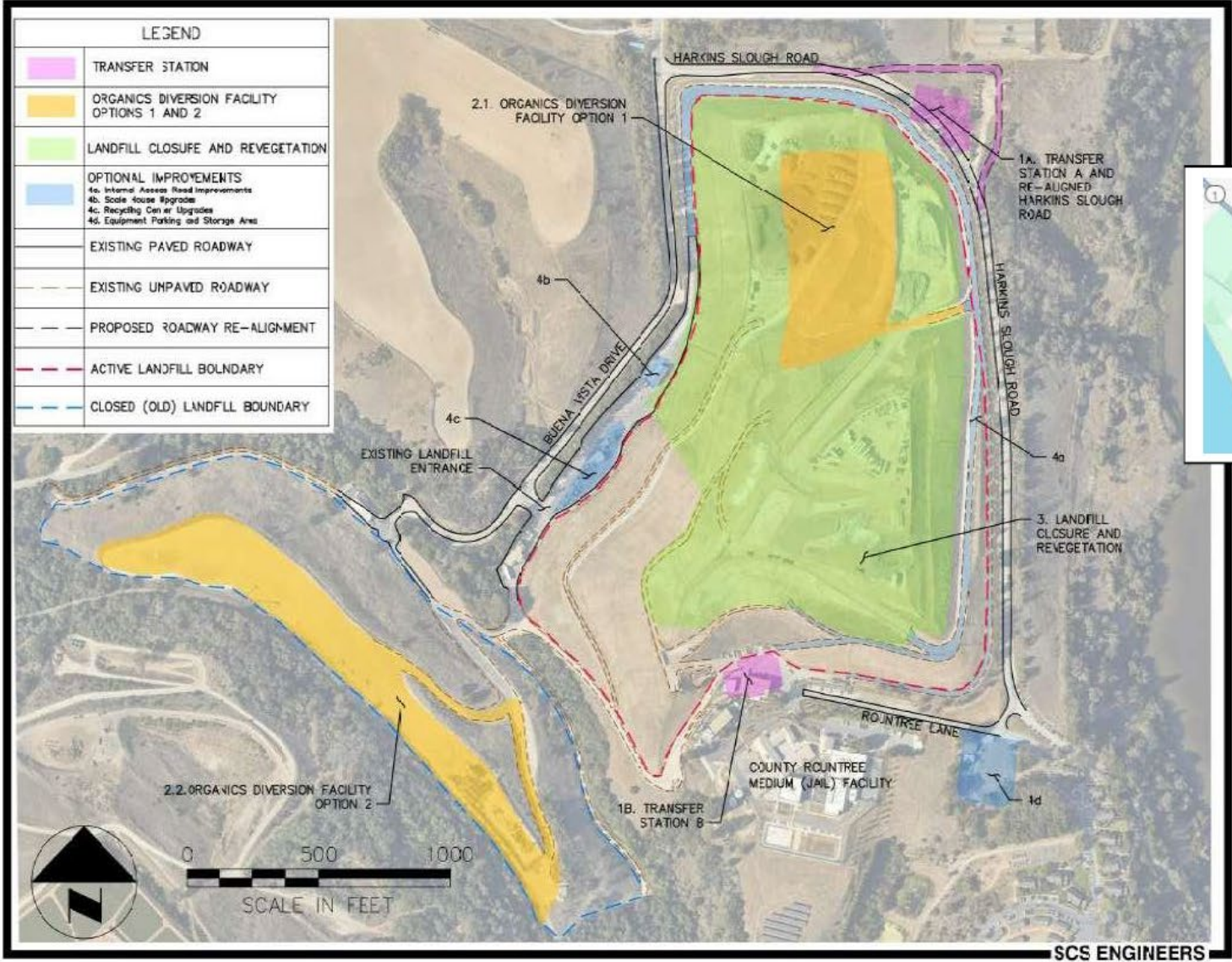
- 4-6 Years of remaining capacity in landfill
- Transfer station to be fully operational prior to the closing of the landfill to ensure continuity of operations
- Invest in organics processing to meet local needs of SB 1383 implementation
- Currently transferring 99 tons/day to Marina





Figure 1. Buena Vista Landfill Redevelopment Project Area Map

DRAWN BY: SRS      DATE: 02/01/2024      FILE NAME: BUENA VISTA LANDFILL IMPROVEMENTS



# ASSESSMENTS AND CHARGES

|                                  | 2022-2023   | 2023-2024   | 2024-2025   | 2025-2026   | 2026-2027   | 2027-2028   | 2028-2029   | 2029-2030   | 2030-2031   | 2031-2032   |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| New Annual Charge                | \$110.00    | \$125.00    | \$140.00    | \$155.00    | \$175.36    | \$183.32    | \$191.50    | \$197.76    | \$200.80    | \$204.19    |
| Number of Parcels                | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      | 45,017      |
| Resulting Average Annual Revenue | \$4,951,870 | \$5,627,125 | \$6,302,380 | \$6,977,635 | \$7,894,147 | \$8,252,597 | \$8,620,694 | \$8,902,480 | \$9,039,482 | \$9,191,822 |

## Recycling and Solid Waste Infrastructure Charge Approved Uses

- Buena Vista Landfill Closure Costs
- Transfer Operations from Buena Vista Landfill
- Facilities Capital for Buena Vista proposed Transfer Stations and Organics Facility
- Capital Reserve to lower amount of bond and capital payments in the future
- Charges have been approved through 2026-27; new protest vote will be required every five years





# Buena Vista Landfill Gas (LFG) to Energy Project

Goals/objectives are to find best technology to:

- Highest/best use of LFG to energy (most efficient with least emissions/impact to the environment)
- Power our fleet of transfer trucks and other vehicles/equipment
- Energy production plant that fits within space constraints at Buena Vista
- Partner with City of Watsonville to include their landfill's gas
- Request for Proposals (RFP) presented to Board for release in Spring 2025



# Ben Lomond Transfer Station

- Facility is over 30 years old
- Roof canopy needed to address Stormwater Runoff issues
- Electrical upgrades needed to increase efficiency and safety
- Scalehouse upgrades needed to increase efficiency and reduce spatial constraints
- With upgrades, facility will be able to continue to operate for another 30+ years
- Construction anticipated to begin Summer 2025



# Illegal Dumping

- Bulky item pick-up program (GreenWaste) has been successful in reducing illegal dumping
  - 5,546 bulky items collected via curbside collection in 2023
- Community Partnerships
  - Downtown Streets Team (DST) (with HSD and HSA)
  - Watsonville Works (with HSD and HSA)
  - Save Our Shores
  - Trash Talkers (Pitch-In Santa Cruz Campaign)
  - County Parks
  - Roads Litter Crews
  - Sheriff's Department
- Education and outreach efforts
  - GreenWaste truck signs, frequent TV and radio ads, and a social media presence
  - Zero Waste Newsletters to GreenWaste customers by sector
  - Convenient reporting system for timely removal (My Santa Cruz County app)
  - Various tabling events including Earth Day events
- Enforcement
  - High-powered cameras have been deployed at hotspots throughout the County, and can be relocated with ease
  - New Code Compliance Investigator started on November 25, 2024





# Disaster Debris Management

- Lessons learned from storms in recent years
  - Necessary to have monitored debris boxes that are delivered and hauled away same day
    - Unmonitored boxes quickly became over-filled, and made clean-up more difficult
    - Many of the items in the unmonitored boxes were not storm related
  - Improved waste management tracking from time of collection through disposal
    - “Cradle to grave” waste management necessary to receive reimbursement from State and/or Federal Emergency Management Agency (FEMA)



# SB 1383 – Short-Lived Climate Pollutant Reduction Strategy

- Implementation Began January 1, 2022
- Goal to remove all organic waste from landfill
- Food waste is accepted curbside in green organics cart commingled with yard waste
- Monitoring began by means of flipping lids on trash days as required
- Outreach and education is offered to customers that need it
- Enforcement by the State to begin January 1, 2024
- Edible food rescue component

## Residential

**greenwaste** a brighter shade of green **ORGANICS | ORGANICOS**

**YES** Please place all organic items in the organics cart or bin.  
Por favor coloque todos los artículos orgánicos en el bote o contenedor orgánicos.

**Coffee & Filters:**  
Coffee grounds, paper coffee filters  
**Café & Filtros:**  
Granos de café, filtro de café de papel

**Grains:**  
Wheat, rice, pasta, beans, flour  
**Granos:**  
Pan, arroz, pasta, frijoles, harina

**Fruits & Vegetables:**  
Whole or cut fruits and vegetables, peels, scraps, seeds, pulp, stems  
**Frutas & Verduras:**  
Frutas y verduras enteras o picadas, cascara, trozos, semillas, pulpa, tallos

**Yard Trimmings:**  
Branches, twigs, flowers, grass clippings, hay, landscape vegetation, leaves, plant trimmings, weeds, shrubs, small prunings, small stumps, tree trimmings  
**Recortes de Jardín:**  
Ramaz, liozs, flores, recortes de césped, heno, vegetación de paisaje, hojas, recortes de plantas, setos, arbustos, pequeñas podas, pequeños troncos, recortes de árboles

**Dairy & Cooked Meats:**  
Fish, shellfish and shell, cooked meat, cheese, poultry, bones, eggshells  
**Lácteos & Carne Cocinada:**  
Pescado, mariscos y conchas, carne cocinada, queso, aves de corral, huesos, cáscaras de huevo

**Compostable Food Wares:**  
(Must be certified "Compostable" by BPI, Certified and CMAA) Banks, cups, plates, cutlery, bags, packaging  
**Productos de comida compostables:**  
(Deben estar certificados como "Compostables" por BPI-Certified y CMAA) Tazas, platos, cubiertos, bolsas, envases

**NO LIQUIDS**  
NO LIQUIDOS

**NO HAZARDOUS WASTE**  
NO RESIDUOS PELIGROSOS

**NO RAW MEATS**  
NO CARNE CRUDA

**NO DIRT**  
NO TIERRA

**NO RECYCLABLE MATERIAL**  
NO MATERIAL RECICLABLE

**NO GARBAGE**  
NO BASURA

Santa Cruz County 831.426.2711 | Capitola/Scotts Valley 831.768.9505 | www.greenwaste.com | santacruz@greenwaste.com

## Commercial

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**YES** Please place all items in the cart or bin.  
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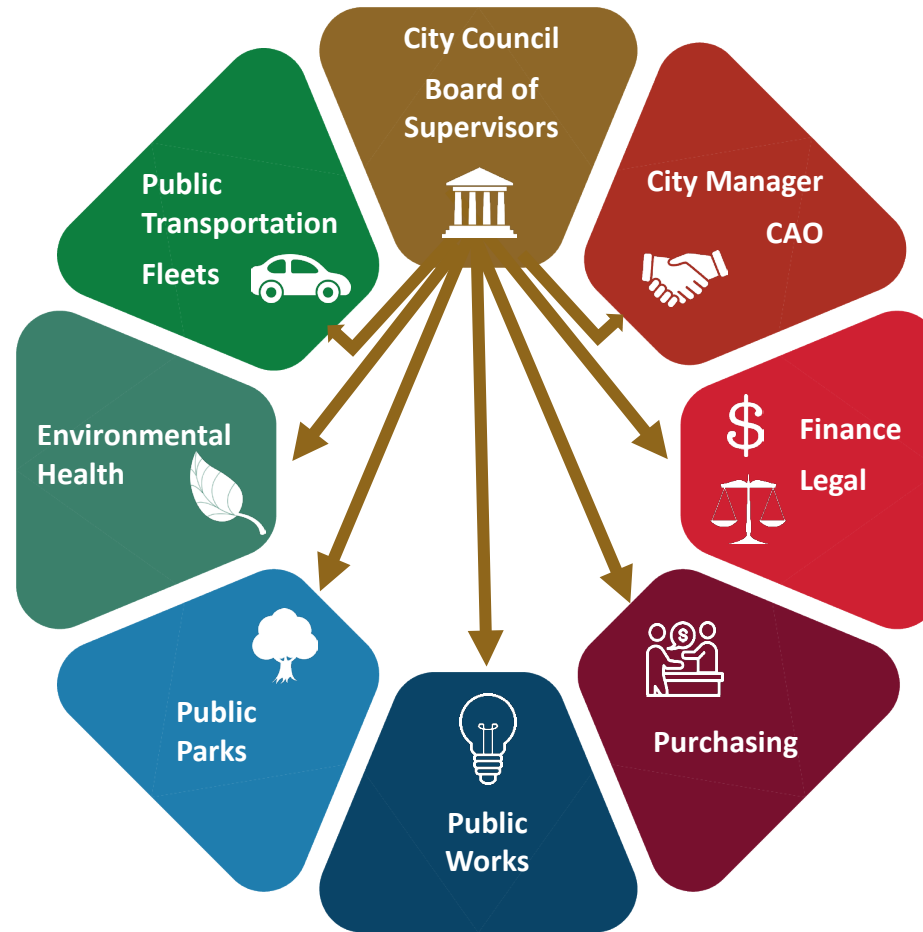


## SB 1383 IN ACTION

### LOCAL GOVERNMENT ROLES AND RESPONSIBILITIES

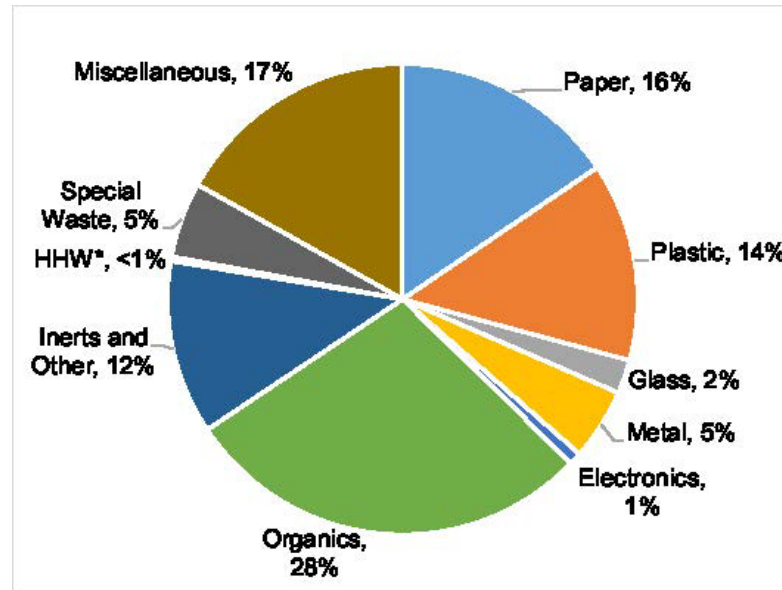
**SB 1383 doesn't just apply to waste management and recycling departments.**

**Every local department plays a role in SB 1383 implementation.**



# Organic Waste Is the Largest Waste Stream in California

CALIFORNIA GENERATES  
APPROXIMATELY **23 MILLION**  
**TONS** OF ORGANIC WASTE  
EVERY YEAR



**California's Waste Stream**

IN CALIFORNIA, **MILLIONS ARE**  
**FOOD INSECURE**

1 IN 5 CALIFORNIANS

- ABOUT 8.8 MILLION

- 1 IN 3 SANTA CRUZ COUNTY RESIDENTS



CALIFORNIA THROWS AWAY  
**MORE THAN 6 MILLION TONS**  
OF FOOD WASTE EVERY YEAR!

# Green Business and Green Schools Programs

- GREEN BUSINESS
  - Environmental Innovations
    - Outreach to businesses within the unincorporated County and the Cities of Capitola and Scotts Valley
    - Funded with combination of funds from Recycling and Solid Waste, Sanitation, Flood Control, and Storm Water
    - Currently, there are 71 green businesses supported by the program
- GREEN SCHOOLS
  - Focus on storm water runoff into the Monterey Bay and waste reduction
  - Coastal Watershed Council
    - During 2023-24 School Year
      - 15 Schools
      - 893 Students Engaged
      - 28 Teachers Supported
      - 154 Lessons
  - Banana Slug String Band or Zun Zun Assemblies to back-up lessons to elementary school students
  - O'Neill Sea Odyssey
    - 536 students served through contributions from Santa Cruz County



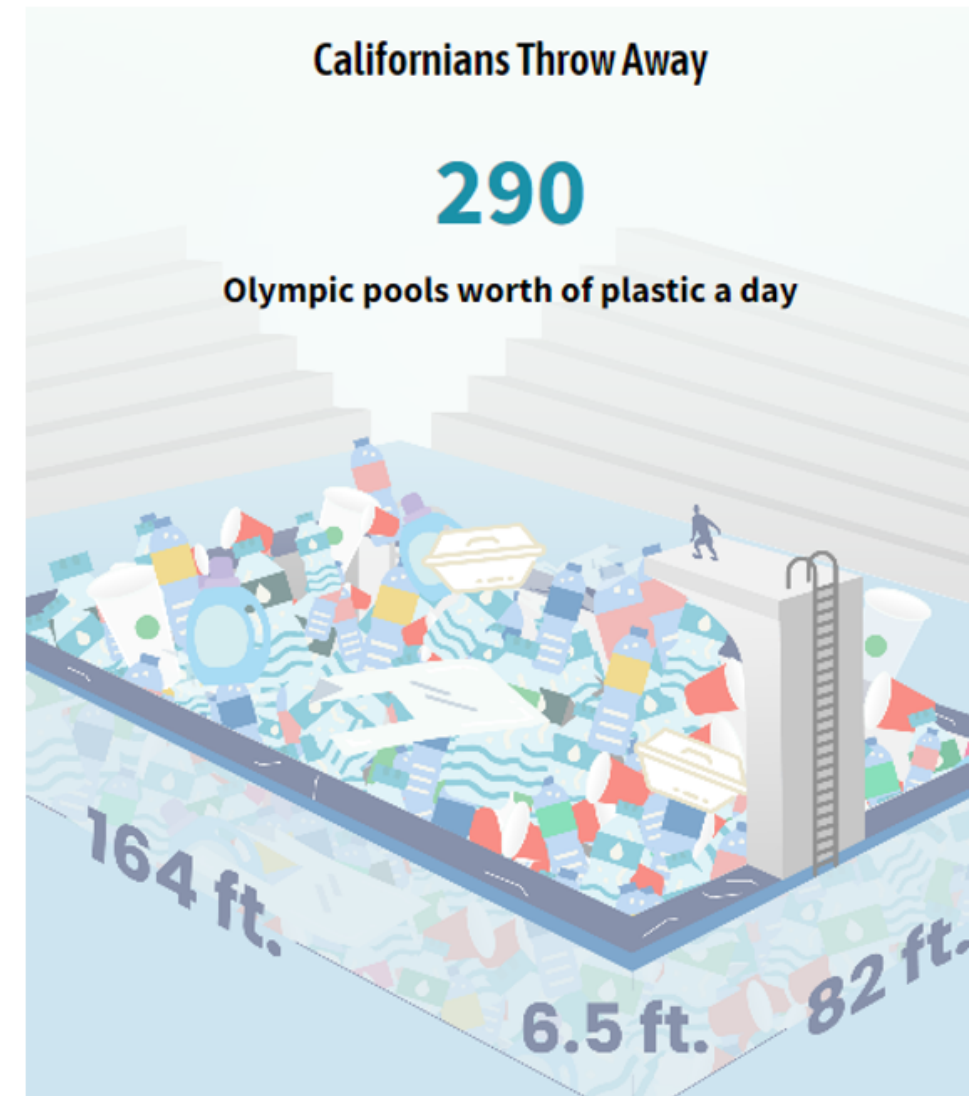
# Commitment to Zero Waste

- SB1280 authored by Senator John Laird and signed by Governor Newsom – Requires one-pound propane cylinders sold in California to be reusable or refillable beginning January 1, 2028
  - Currently there are nine locations throughout Santa Cruz County that sell refillable containers
- Carelt App purchased using SB1383 Grant Funding to help businesses more easily donate leftover edible food
- SB54 signed by Governor Newsom – Landmark Extended Producer Responsibility (EPR) Legislation
  - Requires producers to ensure packaging and plastic food ware sold in California is recyclable or compostable



# SB 54: Plastic Pollution Prevention and Packaging Producer Responsibility Act

- Packaging makes up over 50% of what we dump in California landfills by volume.
- We must reduce packaging waste and ensure it gets recycled to meet our state's diversion and climate goals.
- SB 54 Goals by 2032:
  - Cut sale of single-use packaging by 25%
  - Actually recycle 65% of all packaging sold
  - Ensure 100% of all packaging is either recyclable or compostable
  - Build a truly circular economy



# Questions?

Thank You

