



Recycling, Rotting, & Reducing Emissions

Alameda County Sustainability

2013 Climate Symposium: Sharing Success

Project Overview

Summary

To assist Alameda County in meeting its 75% waste diversion goal, compost and recycling programs were implemented at Alameda County's owned and leased buildings. Additionally, educational outreach campaigns were run in order to encourage building tenants and visitors to embrace and use the new compost and recycling programs.

Project Objective 1: Increase the Number of County Buildings with Compost and Recycling Programs

- Identify the buildings with the most pressing need for compost and recycling
- Once a building is identified, perform a waste audit to determine how much to downgrade the trash and how much compost and recycling to add
- Negotiate with the waste hauler to obtain the best service and rates
- Notify the building, train the janitors, and add new containers and signage to the building

Project Objective 2: Increase Awareness of the County's Compost and Recycling Programs

- Utilize the principles of community-based social marketing to normalize compost and recycling among County employees, by running a multi-building recycling competition, designing signs, recruiting volunteers, modifying the website, and making a movie

Key Partners

- The janitorial staff
- The Building Management Division
- The Green Team
- The owners/building managers of the County's leased buildings
- The area waste haulers



Educational Compost Poster

Results

Expanding Compost and Recycling at County Buildings

- Started ten new compost and recycling programs, expanding service to 490,121 square feet of government facilities
- Reduced GHG emissions by 208,141 lbs
- 253% improvement from the previous year
- Generated cost savings while expanding Alameda County's waste services
- Made Employee Appreciation Day a zero waste event

Waste Reduction Outreach Efforts

- Successfully ran a month-long recycling competition that reduced contamination of the recycling stream to 1% from 20% in the six buildings that participated
- Trained ten new janitorial teams on how to successfully administer a compost and recycling program
- Created a set of guidelines informing event planners how to have a green event when they rent out the County's Veterans Buildings



Educating preschoolers about compost and recycling at a daycare at a County building

Key Takeaways

Strategies for Ensuring a Successful Compost/Recycling Program

- Create a sense of ownership among employees in regards to the program: emphasize that the program is theirs and that they play an important role in the County's sustainability efforts
- Ensure the janitors are adequately trained and value their suggestions: the janitorial staff are the eyes and ears of the program and crucial to a successful compost and recycling program
- Competitions are a great tool for promoting green behavior in a fun way

Recommendations

- When rolling out compost and recycling programs eliminate desk-side trash cans
- Explore the possibility of having one hauler for all the waste accounts
- More competitions!

READY * SET RECYCLE

What is it???
It is a GSA competition between:

- 11th floor Lakeside
- 10th floor Lakeside
- 9th floor Lakeside
- 8th floor Lakeside
- 6th floor Lakeside
- Communications at 150th Ave San Leandro, BMD at Fairmount, Drop&Salvage
- BMD at Santa Rita Jail

How do I help my team win a dessert party and recognition in the Insider???

- Stop by the Kickoff Event any time between 11am and 1pm on February 4th in the Lakeside lobby & play the Sorting Game
- Sign the Recycling Pledge
- Ensure you put items in the correct bin
- Ensure your workstation and office have paper recycling bins
- Ensure your break room has recycling for bottles and cans
- Ensure your office has a battery recycling bag and an area designated for cardboard recycling

When is it???
February 4th- March 1st

Email questions to the Green Team @ Tommy.Fenster@agov.org

See the Attachment for more details on scoring!

Recycling Competition Poster



...graduated from Pomona College in 2011 with a Bachelor of Arts, while majoring in Environmental Policy. In the Fall he will be working as an environmental policy advisor on Andy Katz's campaign to represent District 15 in the California Assembly. To pay the bills he will be working for a moving company. In 2014 Tommy will be attending Lewis and Clark Law School on a full scholarship with the intent of using his law degree to get involved in politics and advocate for laws that enhance the health of the environment and the people of California.

Tommy Fenster



Tommy would like to thank Ryan Bell, Kif Scheuer, Kristin Bell, Jon Gire, and all my CCBA Homies