



INTRODUCTION

The City of Los Angeles (City) supports and encourages recycling in multi-family buildings. It has initiated a program to assist you—the property managers and owners of multi-family buildings—to start and maintain recycling programs in your buildings. This FREE program is called the Multi-Family Residential Recycling Program.

The goal of this guide is to assist you with:

- Measuring the value that recycling can bring to your building — and potentially to your bottom line.
- Understanding the process required to start up and maintain a high quality and effective recycling program
- Realizing the value of starting a recycling program with the City paying for support services, and at no additional cost to you or your residents.
- Gaining insight into the type and level of support services being offered.

This guide will provide you with information about:

- Recycling services available for your multi-family buildings.
- Various avenues of support being offered by the City of Los Angeles.
- A model timeline for implementing your recycling program.

You will be given a step-by-step plan for implementing the best recycling program for multi-family building residents.

This guide will help you better understand:

- How to evaluate your waste costs.
- The elements of an effective community member outreach and education program.
- The support available from the City to assist you with outreach, education and other aspects of your recycling program.

As an owner, or building manager, you are the key to the success of any recycling initiative. Introducing a recycling program into multi-family buildings is an opportunity for you to create or improve upon an on-going and effective dialogue with your tenants and/or other residents.

The City has created a website for you to obtain helpful information about the Multi-Family Residential Recycling Program (www.larecycles.org). This website includes helpful tips about recycling, the types of materials accepted in recycling blue bins, and the reasons why recycling is important in the City of Los Angeles.

Let's get started!

WHY RECYCLE?

Single family residential homes have been actively recycling for many years. Up until recently, multifamily buildings have had to make a special request for recycling bins through private waste haulers. The City's Multi-Family Residential Recycling Program provides multi-family buildings with the opportunity to recycle like a single family residential home at no additional cost.

In your multi-family buildings, your waste costs can be calculated by adding:

- The cost of your waste hauling contracts.
- The cost associated with the manager(s) having to work on waste related issues (overflowing bins, cars parked in front of bins, hauler missing pickups, hauler refusing pickups, etc.).

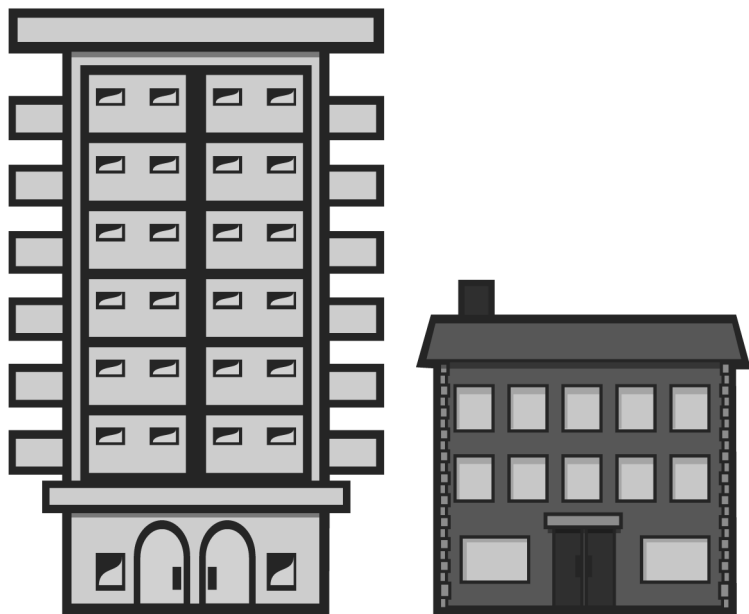
An effective recycling program might assist you to stabilize, if not reduce, both of these costs. In this guide, we will show you how to determine your refuse hauling costs.

Another reason to support recycling is that residents who participate in recycling programs tend to be more responsible citizens in their community. In a study of 20 multi-family recycling projects in cities such as Portland, Oregon, the majority of owners and managers reported that *"recyclers make good residents"*. When tenants show the interest and take the time to recycle, they are often more concerned with maintaining your property than residents who do not participate in recycling programs.

Also, most community residents want to recycle! In a 1998 Sacramento County survey, 84% of apartment residents expressed a strong desire to recycle. By giving your tenants an opportunity to recycle, you will be showing that you are listening to their wishes and positively responding to their desires, as well as giving them a sense of ownership over their living environment.

How does it affect the larger community in which I live, namely my city, and my state or country?

In news headlines, you might have heard about the barges of American garbage shuttling around the world looking for a country that would accept their refuse. This situation happens because: **we are running out of room for our trash!** The City of Los Angeles produces over 12,000 tons of garbage a day! That is enough garbage to cover one acre of land 15 feet deep...daily! Recycling is an effective way to divert materials from our landfills since, on average, over 60% of all garbage collected is recyclable.



HOW THE RECYCLING PROGRAM WORKS

A high quality recycling program begins by making it as easy as possible for residents to recycle and creating a consistent and persistent outreach program that teaches them how they can recycle. In particularly effective programs, there is even an effort to motivate increased recycling participation through small incentive programs, and on-going efforts to educate the tenants about the value that recycling brings to their residential neighborhood and the larger community.

To make it as easy as possible for your residents to recycle, we will assist you with:

- Locating the recycling bins in the most convenient areas possible.
- Including the clearest possible signage indicating the proper use of the containers.
- Consistently distributing materials (recycling information for present and future tenants).
- Reminding residents to recycle.

Once those decisions are made, we will also help plan a kick-off meeting and an on-going outreach plan to educate and remind residents on the recycling policy, and the various methods that they can use to help them in their recycling efforts.

Because of tenant turnover, it is important to consistently provide outreach materials and reminders, and clearly transmit recycling policies to new tenants. When you decide to add a tenant to your community, it is important to make clear what are your recycling expectations. It is also worth considering ways to provide leadership opportunities for motivated residents.

***You might be familiar with the “Three R’s.”
They are going to be your primary diversion
techniques by:***

- ***Reducing*** the amount of trash generated.
- ***Reusing*** materials before they are thrown away.
- ***Recycling*** appropriate material.

***Here are some ways that communities have
utilized the Three R’s in their waste diversion
programs:***

- Furniture, clothing, bicycles, baby items, and appliances in reasonable condition can be collected by non-profit organizations.
- Community members can organize or participate in a swap meet and yard sale.
- A bulletin board can be used to list items for donation, sale, or trade that might otherwise be disposed.
- Residents can be encouraged to shop for items in bulk, which reduce the packaging volume.
- Yard trimmings can be hauled away by your landscape contractor for composting or use as a soil amendment.
- Old trophies can be re-engraved with the names of community recycling “champions.”

HOW TO REDUCE YOUR REFUSE HAULING COSTS

You might be surprised to discover that most of the volume in your dumpster is occupied by AIR! That's right, you're probably paying a lot of money to have a truck come and pick up air. Think about it; empty uncrushed beverage containers are mostly air. Uncrushed plastic bottles...air. Cardboard boxes...air. Tin cans...air. When you begin recycling these items you will be removing a lot of empty space from your trash bins. The end result for you is that you will stop paying to have the garbage truck pick up your air! Now it's time to find out how much you're paying to have your trash picked up. On the following page, you will find the Waste Generation, Capacity and Cost Worksheet.

Most businesses are looking for ways to reduce costs. Starting a recycling program might allow you to reduce your overall waste collection costs. Waste collection is charged on a cubic yard basis. To save money on your waste collection, you must reduce the bin size, number of bins, or collection frequency. That means you must divert enough material from the trash stream to make the jump. For example, you might be able to change from a 4-cubic yard bin to a 3-cubic yard bin. Generally, the more material you can remove from your trash the more money you can save!

Here is a list of the information you need to complete the worksheet:

- The number of garbage bins on your property.
- The size of the garbage bins on your property.
- The number of times per week the garbage is collected.
- The cost to collect your bins (generally available on your contract/waste bill).
- How full the bins are at collection time.

Look at your waste collection contract or invoice to help you fill out this worksheet. It should tell you how many bins you have on your property and their capacity. If not, take a walk around and count your bins. The contract/invoice should also list the pickup frequency and schedule.

The next step is to find out how full the bins are when they are serviced. For this information, have your manager check on the morning (or the night before) they are serviced. Are they overflowing by the time the truck comes, or are they only half full? If you have bins in different areas, take note if the bins in certain areas are fuller than others. If bins are collected Monday, Wednesday, and Friday, the Wednesday bins are often significantly less full than the other 2 days. So, it might take you a full week to gather appropriate data. Try to come up with an average volume for all your bins at collection time. Are they 60% full, 80% full, 105% full?

Now you have all the information you need to fill out the Waste Generation, Capacity and Cost Worksheet. Once you've calculated the monthly waste volume that you generate, you can compare it to your monthly waste capacity and cost. You can calculate potential savings by looking at your contract/waste bill and determining the cost per pickup of each bin. If you think that you have a better chance of reducing bin size than reducing frequency of pickup, then call your hauler to ask for the pricing for the smaller bin.

WASTE GENERATION, CAPACITY AND COST WORKSHEET	
A SIZE OF CONTAINER Dumpsters, or bins, are usually sized in cubic yards (cu. yd.) and rolling carts are usually sized in gallons (gal).	<u>3</u>
B NUMBER OF CONTAINERS How many of this size container do you have?	<u>2</u>
C COLLECTION FREQUENCY Circle the collection days of the week. Mon Tue Wed Thu Fri Sat Sun	# of Days per Week <u>1</u>
D TOTAL WASTE CAPACITY If the containers are always 100% full at pickup, then this is also your Actual Waste Generated.	Line A x <u>3</u> Line B x <u>2</u> Line C x <u>1</u> equals Line D <u>6</u>
E TOTAL COST FOR THIS SIZE CONTAINER Your Waste Contract should list the total cost per week or per month for this type of container.	\$ <u>150.00</u>
F COST PER CONTAINER	Line B x <u>2</u> Line C <u>1</u> divided by Line E = \$ <u>150.00</u> equals Line F = \$ <u>75.00</u>
G AVERAGE FULLNESS OF CONTAINER Visually estimate the fullness percentage of each container before it is picked up and figure out the average fullness.	<u>80</u> %
H ACTUAL WASTE GENERATED	Line D <u>6</u> Line G x <u>.80</u> equals Total Waste <u>4.80</u>

WASTE GENERATION, CAPACITY AND COST WORKSHEET

A	SIZE OF CONTAINER Dumpsters, or bins, are usually sized in cubic yards (cu. yd.) and rolling carts are usually sized in gallons (gal.).	_____
B	NUMBER OF CONTAINERS How many of this size container do you have?	_____
C	COLLECTION FREQUENCY Circle the collection days of the week. Mon Tue Wed Thu Fri Sat Sun	# of Days per Week _____
D	TOTAL WASTE CAPACITY If the containers are always 100% full at pickup, then this is also your Actual Waste Generated.	Line A x _____ Line B x _____ Line C x _____ equals _____ Line D _____
E	TOTAL COST FOR THIS SIZE CONTAINER Your Waste Contract should list the total cost per week or per month for this type of container.	\$ _____
F	COST PER CONTAINER	Line B x _____ Line C _____ divided by _____ Line E _____ equals _____ Line F _____
G	AVERAGE FULLNESS OF CONTAINER Visually estimate the fullness percentage of each container before it is picked up and figure out the average fullness.	_____ %
H	ACTUAL WASTE GENERATED	Line D _____ Line G x _____ equals _____ Total Waste _____

WHAT MATERIALS YES



Brown paper bags
Cans/Metal, aluminum,
steel & tin
Cardboard (*flattened and put next
to the bin*)
Cereal boxes
Colored paper
Glass bottles & containers
Magazines
Metal coat hangers
Mixed paper
Newspaper
Office paper
Plastic containers
Plastic grocery bags
Unwanted mail

For a complete list of accepted items
visit our website www.larecycles.org

HOW TO RECYCLE

- Please rinse all cans, bottles and plastics before recycling. Crush aluminum cans to save space in the bin.
- Put recyclable items into the blue recycling bin or store them in a bag or container. Do not tie or close the bag.

TO RECYCLE

NO

Anti-freeze
Appliances & electronics
Batteries
Broken glass
Ceramic mugs
Cleaning products
Clothing
Construction debris
Food-soiled paper
(*eg. pizza boxes*)
Food waste
Furniture
Gardening pots
Glass mirrors
Light bulbs
Medical waste (*eg. syringes,
bandages, tissues, cotton-
swabs*)
Motor oil
Paint
Pressurized cans
Trash
Waxed cardboard & paper
(*eg. milk cartons*)
Yard trimmings



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- Empty the container or bag into the blue recycling bin. Reuse the bag or container or recycle it, if it's recyclable.

MAKING YOUR RECYCLING PROGRAM A SUCCESS!

The two most important factors in the success of any recycling program are:

- Management/owner support.
- Resident education, outreach and communications that are on-going and persistent.

As the manager/owner or resident of a multi-family building, your support is crucial to the success of your recycling program. You set the tone by example. You can communicate to your residents. You can provide education and outreach materials. And you can encourage resident participation.

One of the ways that you can show and share your enthusiasm is through resident education and outreach. If your residents don't know about this program, or don't know how to participate, they won't! The goal of your outreach efforts should be to promote enthusiasm in your residents while educating them on the recycling process. Four key elements in any education plan are:

- Create a unique identity for your program.
- Be consistent.
- Be clear.
- Cover the basics.

Be consistent.

Work to start your outreach program early and keep it going right through your kick-off date and beyond. And keep the information the same. Try not to change policies once you have begun, or your residents will get confused and lose their enthusiasm. Present one, consistent message. People need reinforcement. They like to be gently reminded.

Be clear.

Create signage and outreach materials that have simple instructions and big pictures that will effectively communicate your message. Think of your materials as freeway billboards. Your audience will have about 15 seconds to look at them. Graphics, photographs, and arrows are all effective elements to incorporate. If you can weatherize your signs—do it. Remember that children and non-readers will rely on graphic elements alone for their information.

Cover the basics.

Don't assume your residents know anything. For many of them, this program might be the first time they will participate in a recycling program. Create outreach materials that generate enthusiasm or create something unique. Make sure the materials show them:

- Why they should recycle.
- What materials can be recycled.
- What materials can NOT be recycled.
- How to prepare the materials for collection.
- The location of the recycling bins.
- When recycling will be picked up.
- Who to contact for more information.

An education and outreach program can be a lot of fun. It's a good way to get to know more of your residents. And it's a great way for residents to get to know each other. Think of meetings as fun gatherings rather than obligations.

You might choose to offer the residents some incentive to join you—food, drinks, door prizes, or anything else you can think of. Also, remember that if a large percentage of your residents are non-English speaking, it is a good idea to provide educational materials with simple, graphic content.

Your educational program is limited only by your imagination. Have fun with it. Here are some additional ideas to get you started

- Have the younger residents participate in a recycling art project.
- Include recycling information in your community newsletter.
- Have a community party when you reach a recycling goal.
- Use available resources provided by the City on our website www.larecycles.org

Above all, have fun! Recycling does not have to be hard work. You can feel great about what you're doing. Recycling can be fun! Enjoy it.



WE PROVIDE SUPPORT

We will support you in the following ways:

- Answer questions about how best to market a recycling program in a particular building.
- Provide recycling information packets to each unit.
- Address questions and concerns about the program.
- Meet with residents at the recycling meeting to discuss the recycling program.
- Coordinate with the manager, interested residents and hauler to confirm the program start date.
- Provide signage, posters, and flyers and assist in posting them in appropriate public locations and/or distributing them to residents prior to the program start date.
- Provide on-going review and support.

Outreach materials created to support the recycling program will include:

- Initial recycling meeting flyers
- Signage for recycling bins and areas
- List of recyclable materials
- List of recycling do's and don'ts
- Locations of recycling bins
- Educational tri-fold for children
- Sample recycling policies and move-in packets for new residents
- Web site to educate, inform, and provide outreach materials (www.larecycles.org)



FREQUENTLY ASKED QUESTIONS

Will the City charge me any fees for getting help or participating in this program?

No. The City of Los Angeles will not charge a property owner, property management company or tenant for participation in the Multi-Family Residential Recycling Program.

How can I ensure a successful recycling program in my community?

Reach out to your residents with educational materials and encourage communication. With just a little extra time and effort, you can kick-off a successful recycling program at your building.

Why should I participate in this recycling program?

By participating in the program you are joining thousands of other communities in reducing the amount of waste sent to landfills. In addition, you are taking control of your waste collection costs. In the process, there is a chance you might reduce your overall waste costs.

How much additional work is required for a recycling program?

For you, the owner/manager, there will be little increase in your workload during the planning and implementation phase of the program. Once the program is in place, however, the time needed for monitoring and maintaining the program should be minimal. For your residents, recycling adds very little time and effort to their normal waste disposal routine since the materials will be source separated.

Does recycling cause problems?

In general, adding a recycling program tends to improve the conditions of the waste collection area. Recycling creates a positive sense of ownership for the residents and causes them to be more aware of their actions. Educating the residents on proper preparation and separation of recyclable material will help keep the area clean. Locked containers, proper lighting, and monitoring of the area will discourage scavenging of valuable recyclables.

Where does our recycling go from here?

Your recycling is taken to a materials recovery facility. There it is further sorted and classified for sale to buyers. This material is then converted into new “recycled” goods. You can look on the labels of items you buy to determine if they contain recycled content. Paper goods will often give a percentage of “post-consumer” content. That content is the material you have contributed through your recycling program.

Why can't all material be recycled?

In most cases, it is a cost issue. The process for re-manufacturing recycled material is expensive. In some cases, no re-manufacturing process has been developed. For some materials that could be recycled, there might not be enough demand.

Where can I go for assistance or to make a suggestion?

The resource section at the end of this guide has a list of phone numbers for you to call with questions, concerns, or comments.

RESOURCES

Alley Clean Up	800-996-2489
Animal Services	888-452-7381
Bulky Item Pick Up	800-988-6942
LA Sanitation Customer Service Center	800-773-2489
Dead Animal Pick Up	800-996-2489
Drop Off Yards	800-773-2489
Household Toxics/SAFE Centers	800-988-6942
Illegal Dumping	800-996-2489
Multi-Family Residential Recycling Program Hotline	800-773-2489
Pot Holes	800-996-2489
Sewer & Storm Drain Issues	800-996-2489
Stormwater Hotline	800-974-9794
Street Lighting	800-996-2489
Street Tree Trimming	800-996-2489
Toll-free City Information	3-1-1
Used Oil Disposal	800-988-6942
Vacant Lot Clean Up	800-996-2489

City of Los Angeles Neighborhood Drop-Off Yards

Drop-Off Yards accept materials such as bulky items, furniture and up to 4 tires per year. All drop-off yards are open from 8am-2pm, Monday through Friday. For more information call 800-773-2489.

North Central Collection Yard 452 San Fernando Rd. Los Angeles, CA 90031	Harbor Collection Yard 1400 N. Gaffey St. San Pedro, CA 90731	East Valley Collection Yard 11050 Pendleton St. Los Angeles, CA 91352
South LA Collection Yard 786 S. Mission Rd. Los Angeles, CA 90023	West LA Collection Yard 2027 Stoner Ave. Los Angeles, CA 90025	West Valley Collection Yard 8840 Vanalden Ave. Northridge, CA 91324

Household Hazardous Waste

Everyday household products that are under your sink or in your garage, such as paint, paint thinners, cleaners, solvents, used oil, furniture polish and unwanted electronic equipment and computers are household hazardous waste (HHW). HHW should NOT be placed in the trash. S.A.F.E. Centers are permanent collection sites located throughout the City for HHW collections. To find the S.A.F.E. Center near you dial 3-1-1 or 800-998-6942.

Bulky Item Collection

The City of Los Angeles (City) will pick-up your large or bulky household items, such as mattresses, couches, and other furniture from all residents free of charge. To make arrangement to have these items removed from your curbside, please call 800-988-6942, from 7:30am-4:45pm, Monday through Friday. Please have an itemized list ready when calling in your request. The City does not collect automotive parts, construction materials, commercial materials, and cardboard.

Unrequested Advertising or Unwanted Mail

You can reduce unrequested advertising or unwanted mail by visiting their website (www.dmaconsumers.org) or writing to:

Direct Marketing Association
Mail Preference Service
P.O. Box 9008
Farmingdale, NY 11735-9008