

Integrated Waste Management Recycle Right and Recycling Markets Update

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T&E Committee
March 2, 2020
Item 2



Environmental Services



Delivering world-class utility services and programs
to improve our health, environment, and economy.

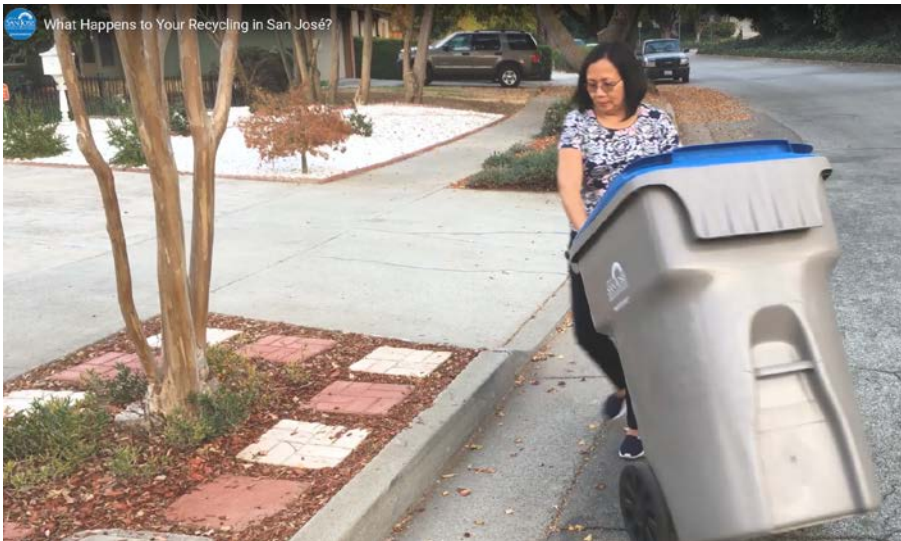
China's National Sword & International Markets

- China's policy significantly restricts imports
- Alternate international markets emerging
- Still uncertainty, questionable capacity, and historic lows for exports



Adapting to Markets: Council-directed Enhancements

- Future Recycle Plus contracts adaptable to markets, while providing convenient, consistent service for residents



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Recycle Plus

Adaptable Recyclables List for Studies



- CWS & Green Team joint request to amend list
- Removed Textiles & Polystyrene
- Clarified Plastic Bags & Other Film: clean & clear



Responding to Markets

- Industry push toward:
 - Domestic markets
 - Improving processing facilities
 - Waste prevention & public education



A photograph of two women wearing white hard hats and high-visibility yellow safety vests, standing in front of a large pile of waste. The woman on the left is gesturing with her hand while speaking. The woman on the right is listening. A large, semi-transparent white circle is overlaid on the left side of the image, containing the text.

Biocollection Partnership

**A domestic end-market
solution here in San José**



Biocollection Partnership



- Domestic solution
- Alternative market for hard-to-recycle plastics
- Pilot complete; Biocollection looking to scale

Waste Prevention

- Bans
- CA Straws Upon Request law



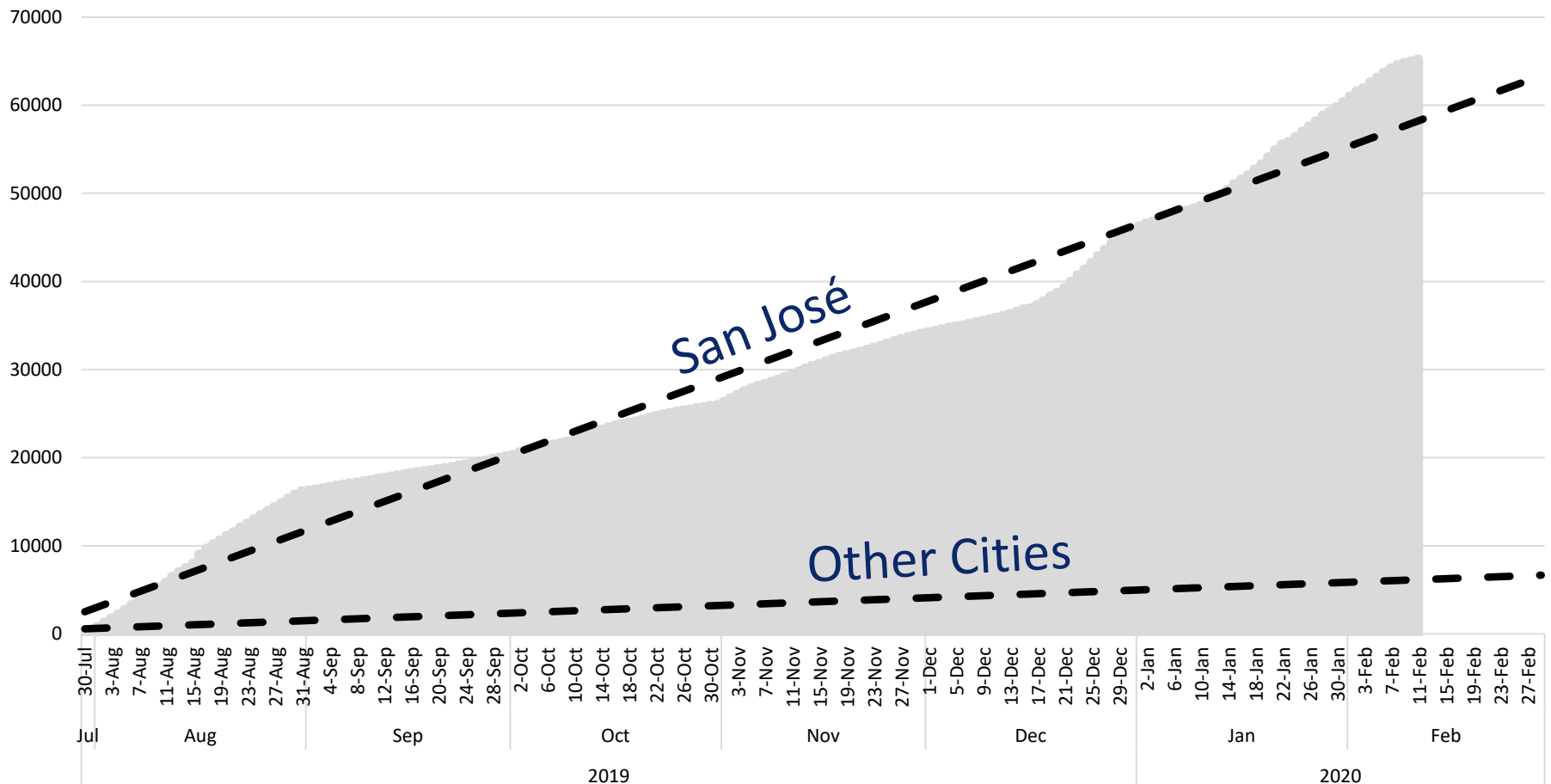
SanJoseRecycles.org – Database Driven Web Site Landing Page



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SanJoseRecycles.org is seeing a growth in traffic that is **5 times faster** than other cities



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Recycle Right Ads











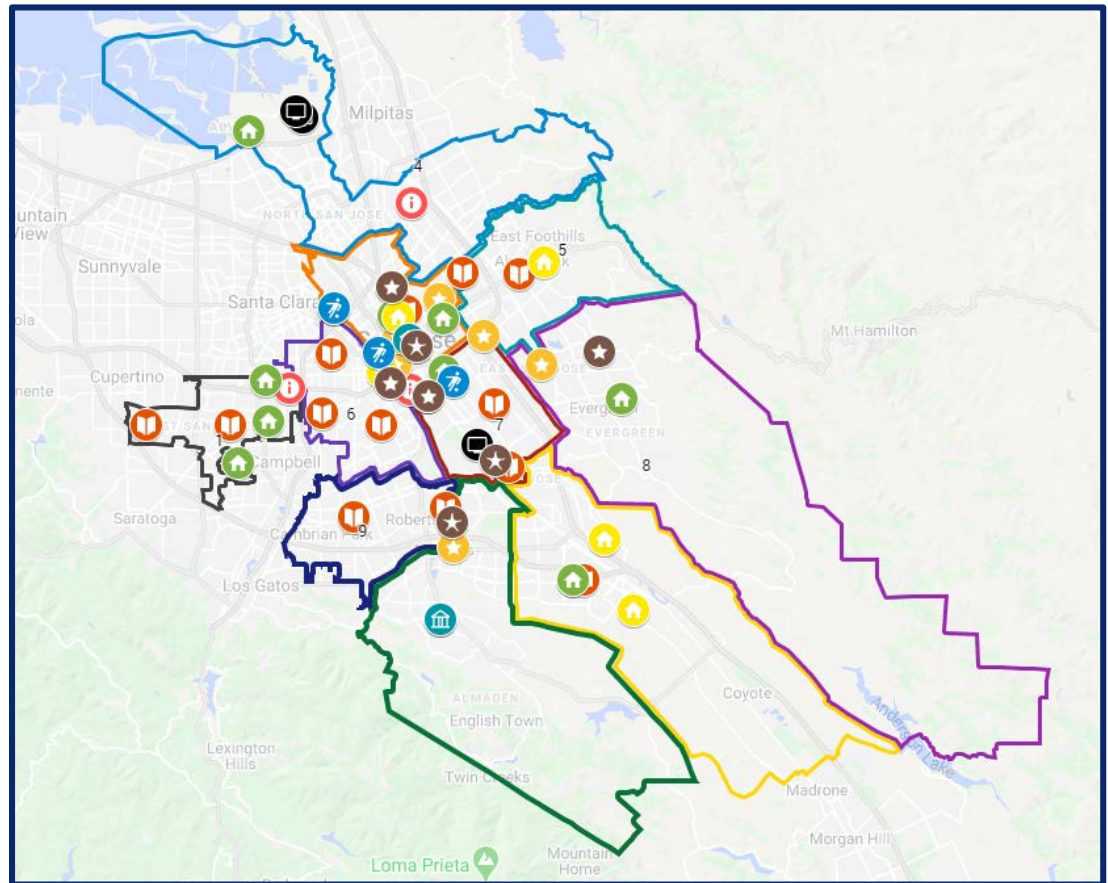
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Presentations & Community Events

- 47 Presentations & Events
 - 12+ More Planned through June
- As of 2/12/2020

-  Community Events
-  Library Presentations
-  NA Presentations
-  Scheduled NA Presentations
-  Sport Events
-  Static Display
-  City Events
-  Hauler Presentations & Events



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