

Encinitas Event Waste Diversion Guidelines

INTRODUCTION

This document outlines waste diversion planning and activities for diverting waste at events in Encinitas. "Waste diversion" refers to preventing waste that is generated at an event from being discarded in the trash, and subsequently going to our landfill. Moreover, waste diversion provides a variety of financial, environmental, and social benefits.

There are a number of ways to prevent and reduce landfilled waste. You may divert waste by setting up a separate waste bin to capture recyclable material. You may intercept unwanted edible food before it becomes waste and deliver it to a food rescue organization. Encouraging the use of reusable water bottles, for example, is a great way to reduce waste.

Events that eliminate a significant portion of all their waste can be classified as Zero Waste. Zero Waste is a philosophy, a strategy, and a set of practical tools seeking to eliminate waste, not manage it.

Waste diversion planning and reporting pertain to activities that are held in Encinitas community spaces, whether a City permit is required or not.

This guide outlines techniques that can be used at any type of public or private gathering.

OVERVIEW OF KEY TASKS

There are three stages to waste diversion: pre-event planning, day-of event operations, and post-event wrap-up. Below is an outline of the key tasks involved at each stage. Following the outline, each task is described with examples. Where possible, we also provide a template or sample.

PRE-EVENT PLANNING

1. Assess the site and plan waste station locations
2. Communicate with vendors
3. Identify location of waste stations and dumpsters on venue map
4. Arrange for appropriate hauling services
5. Consider water refill stations [optional]
6. Secure disposal containers and supplies
7. Create waste stream signage or get City signage
8. Plan logistics of moving bags from waste stations to dumpsters
9. Coordinate volunteers [optional]



10. Publicize waste diversion goals [optional]

DAY-OF EVENT OPERATIONS

1. Set up waste stations
2. Remind vendors to recycle and point out waste stations
3. Haul bags to dumpsters throughout event
4. Track waste stream quantities

POST-EVENT WRAP-UP

1. Tabulate waste
2. Return ClearStream recycling containers
3. Report waste diversion results to City of Encinitas and the Solana Center
4. Include waste diversion results in all publicity [optional]

If you have any questions about waste diversion at your event, call Solana Center's help line at (760) 436-7986 x700 or email at info@solanacenter.org.



PRE-EVENT PLANNING KEY TASKS

1. ASSESS THE SITE AND PLAN WASTE STATION LOCATIONS



Walk the site, considering the types of waste that will be generated and where they will be disposed.



For example, make sure to plan for adequate waste stations near food trucks and areas of high foot traffic.

ESTIMATED FACILITIES NEEDED

# Attendees	Waste Diversion				Water
	#Waste Stations	Cubic Yardage of Landfill Dumpsters	Cubic Yardage of Recycle Dumpsters	Cubic Yardage of Compost Dumpsters	# Water Stations
0 - 100	1	3	3	3	1
101-250	2	3	3	3	1
251 - 500	2	3	3	3	1
501 - 1000	3	3	3	3	2
1,000 - 2,500	3 to 5	3	3	3	2
2,501 - 5,000	7 to 10	2 to 4	3	2 to 4	3
5,001 - 10,000	15 to 18	4 to 6	2 to 4	4	4
10,001 - 15,000	25 to 30	8 to 10	4 to 5	6	5

Notes:

- Typical dumpster sizes range from 3-cy to 6-cy
- Contact EDCO for cardboard single-use trash boxes and dumpster pricing

Legend



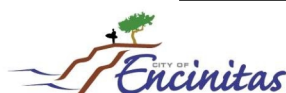
Description



Example



Sample/Template



2. COMMUNICATE WITH VENDORS



Tell the event vendors that you aim to minimize your environmental footprint with this event and that you expect their support in specific areas. Ask what single-use or disposable items they will use and get samples so you know what to expect in your waste streams.



For example, request vendors use recyclable materials and educate event-goers on how to dispose of them properly. Check with Solana Center to see if there is a commercial facility to process compostable products, such as plates, from your event. If not, recyclable products are a better choice.



You can request a signed commitment from each vendor, like the one below.

SAMPLE VENDOR CONTRACT FOR WASTE DIVERSION

Dear Vendor:

Thank you for participating in event name at location on date. We will be working to divert as much waste from the landfill as possible. Last year we were able to keep x% if known of our event waste from begin landfilled. Please join us in our efforts to minimize our environmental footprint.

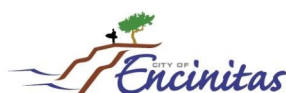
Please complete the following contract and return to _____.

I agree to




- _____ sort my discards and make use of the waste stations at the event
- _____ minimize packaging and wrapping of products and will recycle what I can*
- _____ avoid straws, lids, single-use plastic utensils, and non-recyclable serving containers**
- _____ avoid selling bottled water; instead direct people to water bottle refill stations
- _____ not to dump oil and grease onto streets or down storm drains
- _____ clean up my booth area and not leave anything behind
- _____ encourage customers to use waste stations properly
- _____ pack out and recycle what I can, such as cardboard boxes

*Encinitas Municipal Code 11.26.020 prohibits the distribution of single-use plastic carryout bags at any City facility, City-managed concession, City-sponsored event, or City-permitted event except as otherwise else permitted under EMC 11.26.

**Encinitas Municipal Code 11.27 prohibits food providers from providing prepared food in disposable food service ware made of expanded polystyrene (Styrofoam).








3. IDENTIFY LOCATION OF WASTE STATIONS AND DUMPSTERS ON VENUE MAP



-  Mark out the location for your waste stations on an aerial map of the venue. Consider specifics of your event, such as the flow of the crowd, location of food vendors, and access of dumpsters from each waste station.
-  For example, make sure there are adequate waste receptacles in heavily-trafficked areas.
-  Below is the venue map from 2015 San Diego Botanic Garden Gala. Four “ECO stations” were marked out for waste collection, based on the areas where attendees were expected to congregate. The dumpsters were located in a remote parking lot.

SAMPLE VENUE MAP WITH WASTE STATIONS AND DUMPSTER AREAS



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	Description	
	Example	
	Sample/Template	



4. ARRANGE FOR APPROPRIATE HAULING SERVICES

-  Contact our local hauler, EDCO, who can help plan your capacity needs, given the site and number of attendees expected. Set up the time and location for EDCO to deliver dumpsters and to haul them. If your event has goals of being a Zero Waste event contact the Solana Center for more information.
-  For example, a one-day event with 15,000 people at Moonlight Beach will need an estimated two 5-cy dumpsters for trash, three 5-cy dumpsters for recycling, and 25-30 waste stations. Solana Center can help with planning too.

ENCINITAS RESOURCES




Contact EDCO at (760) 744-5615 x111 to discuss your hauling requirements. Valuable information, specific to Encinitas, is also on the [EDCO website](#).¹

5. CONSIDER WATER REFILL STATIONS [OPTIONAL]

-  If you plan to encourage the use of reusable water bottles, request water refill stations for loan or use a commercial water vending service. You can also use 5-gallon portable water coolers.
-  For example, you may place water refill stations at strategic locations throughout the venue with paper cups. As a fundraiser, you can sell reusable water bottles.




ENCINITAS RESOURCES

Contact Solana Center for Environmental Innovation at info@solanacenter.org or (760) 436-7986 x700 for up-to-date information on businesses that carry water refill stations for rent.

Legend		
 Description	 Example	 Sample/Template

¹ <http://www.edcodisposal.com/encinitas/>

6. SECURE DISPOSAL CONTAINERS AND SUPPLIES

-  Schedule delivery of EDCO cardboard single-use boxes and purchase trash bags, to be used for collecting trash at each station. Typically, EDCO will deliver flattened boxes with your dumpsters. Request ClearStream recycling containers and bags from the City of Encinitas. Solana Center has additional ClearStream containers for loan as well if needed.
-  Make sure you have ample bags for each station. For example, you may assume that the waste will need to be collected an average of 3 times from each bin so you should plan for 3+ bags for each bin.
-  The City of Encinitas form for requesting ClearStream bins is included at the end of this document and is also available [online](#).²



Legend



Description






Example



Sample/Template

²<http://www.encinitasca.gov/LinkClick.aspx?filethttp://www.encinitasca.gov/LinkClick.aspx?fileticket=9vGAOQ1RG6s%3d&portalid=0icket=TKW9cRkSFd0%3d&tabid=178&portalid=0>

7. CREATE WASTE STREAM SIGNAGE OR GET CITY SIGNAGE

-  Make clear signs for each type of waste that you will be collecting – e.g., recycling, food, trash.
-  Consider size of wording, images of items, and method for hanging the signs.
-  Below is an example from the Switchfoot BroAm event at Moonlight Beach. For sign development services, contact Solana Center at info@solanacenter.org or (760) 436-7986 x700.



8. PLAN LOGISTICS OF MOVING BAGS FROM WASTE STATIONS TO DUMPSTERS



Determine who will move the bags and how frequently.



For example, you might schedule a crew of volunteers to educate event-goers about recycling and have them carry full bags to the dumpsters. The City of Encinitas also has contractors who can be hired.

9. COORDINATE VOLUNTEERS [OPTIONAL]



Volunteers are an important component in achieving high levels of waste diversion. For help coordinating volunteers, contact Solana Center at info@solanacenter.org or (760) 436-7986 x700.

10. PUBLICIZE WASTE DIVERSION GOALS [OPTIONAL]



Include the purpose of waste diversion and your goals in any press materials.



For example, you may publicize that the event

- goal is 75% diversion from the landfill
- strives to be a Zero Waste event
- aims to minimize its environmental footprint
- will be free of single-use water bottles

Legend



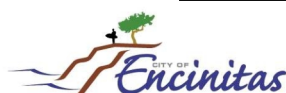
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Example




Sample/Template




DAY-OF EVENT OPERATIONS KEY TASKS

1. SET UP WASTE STATIONS


-  Plan time prior to the event to set up EDCO cardboard trash boxes, paired with ClearStream recycling bins, at each waste station. Include signage. Put extra trash bags in each box before lining it. Tie extra ClearStream bags on the wire frame of each recycling bin.



2. REMIND VENDORS TO RECYCLE AND POINT OUT WASTE STATIONS

-  Before the event and during vendor load-in, visit each vendor to remind them to recycle and encourage attendees to recycle packaging and containers.

3. HAUL BAGS TO DUMPSTERS THROUGHOUT EVENT

-  Before bags are too full to carry, haul them to the dumpsters. Wagons may be useful.

Legend



Description



Example



Sample/Template

4. TRACK WASTE STREAM QUANTITIES

- Keep a running total of the trash and recycling being disposed. The most precise method is to weigh each bag. Alternatively, you can count the number of bags. Check for contamination, for example, significant trash in a recycling bin.
- Below are templates for tracking each waste stream by volume or by weight.

WASTE TRACKING TALLY SHEET TEMPLATE – BY WEIGHT

Tally throughout event at scale near dumpsters, just prior to disposal

[illegible]

Legend



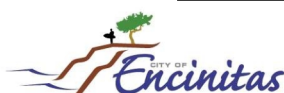
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Example






Sample/Template



WASTE TRACKING SHEET TEMPLATE – BY VOLUME

Complete sheet at end of event from visual inspection of dumpsters

Type	Dumpster #	Dumpster Capacity (3, 4, or 5 cubic yards)	Portion of Dumpster Filled (eg, 50%)	Contaminated? (Y/N)	Notes
Recycling	1				
	2				
	3				
	4				
	TOTAL				
Trash	1				
	2				
	3				
	4				
	TOTAL				
Food	1				
	2				
	3				
	4				
	TOTAL				
Liquid	1				
	2				
	3				
	4				
	TOTAL				

Legend		
	Description	
		Example
	Sample/Template	

POST-EVENT WRAP-UP KEY TASKS

1. TABULATE WASTE



Sum up the total waste to landfill (based on how much went in the trash dumpster) and the total recycling in the recycling dumpster. Calculate the percent diversion.



For example, if 40 pounds of trash and 60 pounds of recycling were collected, then 60% of the waste generated was diverted.



Either by weight or volume, fill in the following:

TOTAL RECYCLING =	_____	A
TOTAL COMPOSTED =	_____	B
TOTAL LANDFILL =	_____	C
TOTAL WASTE GENERATED =	_____	$A + B + C = D$
DIVERSION RATE (%) =	_____	$(A + B) / D$

2. RETURN CLEARSTREAM RECYCLING CONTAINERS



Return cleaned ClearStream recycling containers and unused bags to the lending organization (City of Encinitas or Solana Center).

3. REPORT WASTE DIVERSION RESULTS TO CITY AND SOLANA CENTER



The City of Encinitas would like to know about your event and how much material was diverted. Please fill out the [quick survey online](http://tinyurl.com/EncinitasWasteDiversion-survey).³

Legend



Description



Example



Sample/Template

³ <http://tinyurl.com/EncinitasWasteDiversion-survey>

4. INCLUDE WASTE DIVERSION RESULTS IN ALL PUBLICITY [OPTIONAL]



Include the results of your waste diversion efforts in your press release.



Below is a sample press release, highlighting waste diversion activities at a large Encinitas event.

SAMPLE PRESS RELEASE FOLLOWING EVENT

FOR IMMEDIATE RELEASE

Media Contact:

Jamie Higgins, Communications Coordinator

Phone (760) 436-7986

jamie@solanacenter.org

New Waste Diversion Record Set at Switchfoot Bro-Am

ENCINITAS, CALIFORNIA – Four metric tons of greenhouse gases were avoided due to Green Team recycling efforts at the 11th annual Switchfoot Bro-Am and Rob Machado Bro Junior on July 11th. Solana Center for Environmental Innovation in partnership with the Rob Machado Foundation, with support from the City of Encinitas and Hurley, put together a Green Team of volunteers that diverted a record 2,414 lbs. of event-generated waste. Solana Center and Rob Machado Foundation staff with 89 Green Team volunteers processed an unprecedented 2,923 lbs. of waste, recycled 1,628 lbs. of waste and recycled 785 lbs. of food waste to be composted.

“The Green Team diverted from the landfill an unprecedented 83% of all the waste. It wouldn't have been possible without our longstanding partnership with Rob Machado Foundation and collaborative support from the City of Encinitas and Hurley,” said Solana Center Executive Director, Jessica Toth. “What a great success! I couldn't be happier with the outcome.”

This tremendous effort, resulted in the diversion of 83% of the total waste generated at the event, attended by an estimated 15,000 people.

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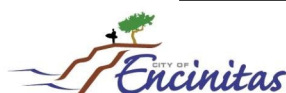
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Example



Sample/Template



SUMMARY OF ENCINITAS RESOURCES

Service	Resource	Contact Info
Hauling Service	EDCO http://www.edcodisposal.com/encinitas/	(760) 744-5615 x111
Portable Recycling Units	City of Encinitas http://www.encinitasca.gov/LinkClick.aspx?fileticket=9vGAOQ1RG6s%3d&portalid=0	recycling@encinitasca.gov
Portable Trash Units	EDCO http://www.edcodisposal.com/encinitas/	(760) 744-5615 x111
Water Refill Stations	Rob Machado Foundation http://www.robmachadofoundation.org/	info@robmachadofoundation.org
Volunteer Green Team Support	Solana Center for Environmental Innovation https://www.solanacenter.org/	(760) 436-7986 x707
Recycling & Composting Advice	Solana Center for Environmental Innovation https://www.solanacenter.org/recycling https://www.solanacenter.org/compost-resources	(760) 436-7986 x700
Waste Diversion Reporting	Solana Center for Environmental Innovation Online form http://tinyurl.com/EncinitasWasteDiversion-survey	(760) 436-7986 x701



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