



HOW CAN MY BUSINESS REDUCE WASTE?

Commercial Services &
Green Resource Guide
2014-2019



CASTRO VALLEY SANITARY DISTRICT

21040 Marshall Street, Castro Valley, CA 94546-6020

510-537-0757 | www.cvsan.org

“Effective environmental services since 1939.”

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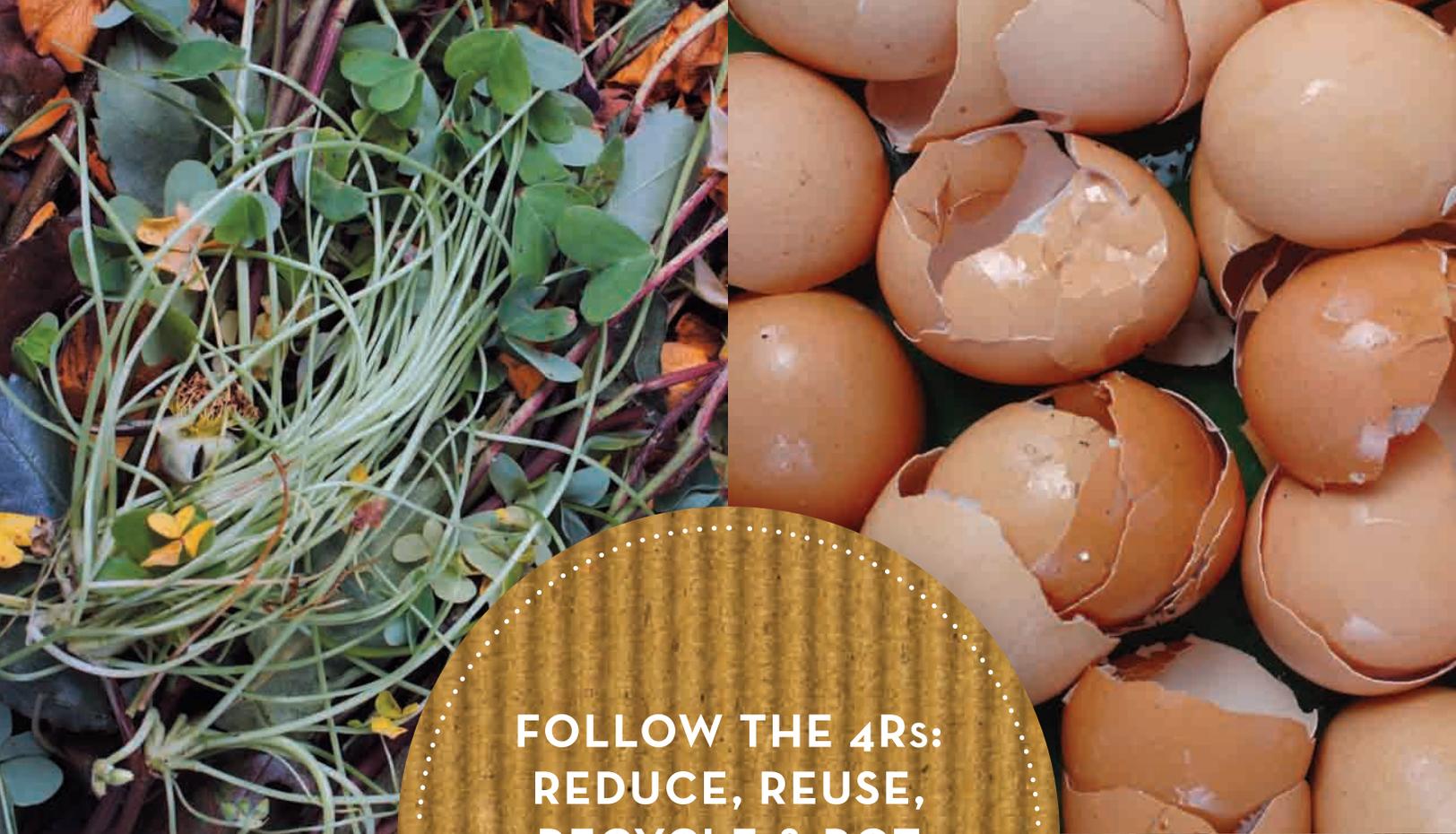
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**FOR GENERAL INFORMATION,
A FREE SITE ASSESSMENT, OR
TO SIGN UP FOR SERVICE CONTACT:
CASTRO VALLEY SANITARY DISTRICT**

510-537-0757

www.cvsan.org





**FOLLOW THE 4Rs:
REDUCE, REUSE,
RECYCLE & ROT**

Read on for more.

WHY SHOULD MY BUSINESS RECYCLE & COMPOST?

1. REDUCING WASTE IS BENEFICIAL TO BUSINESS

Garbage is waste; there is no way around it. Our garbage goes to the landfill and sits there forever as wasted resources that could be used, recycled, or composted somewhere else. Not only is garbage a waste of resources and the environment, but it's a waste of job potential. According to the Institute for Local Self-Reliance, recycling and composting creates 5-100x the jobs that landfill creates, and reusing materials creates even more.

In Castro Valley, being green is essential to success. Customers, employees, and vendors expect to do business with environmentally conscientious merchants who recycle and compost.

Castro Valley Sanitary District (CVSan) and its contracted collector, Waste Management of Alameda County, Inc. (WMAC), can help you maximize your recycling and composting at no additional cost. For many businesses, the more you reduce waste, the more you save.



"Our employees take ownership of the program. We've reduced our garbage, and we've improved our environmental image."
Katrina Lanuza, Manager, Peet's Coffee

2. OVERCOMING OBSTACLES IS EASY

Below are a few common concerns Castro Valley businesses have about recycling and organics and what we have done together to overcome them.

"We're already recycling all we can." We know Castro Valley businesses do a lot to reduce waste, and we appreciate it. Did you know that a lot of what's in the garbage can be recycled and composted? Restaurants such as Dell Café (shown at right) compost and recycle almost everything and hardly use their garbage cart! During your site assessment, CVSan and WMAC will help identify opportunities.

"We don't have enough space for more containers." We can tailor a bin/cart configuration to fit your business. Services are available up to 5 days a week so you can arrange for smaller containers with more frequent service to make reducing waste fit your space.



"We hardly have any garbage now, we're saving money, and the program has really been worth it since it benefits everyone."
Said "Sam" Nabhan, Owner, Dell Café

2. OVERCOMING OBSTACLES IS EASY - (CONTINUED)

“Training employees will take too much time.” We’ve actually found that most Castro Valley business employees are willing and able to do the right thing and pick up on sorting quickly. We offer quick trainings and “how-to” videos in formats that are either in English, in another language, or accessible to any language through images. Once a program’s been running for a while, it becomes a habit for those who participate.

“Won’t the organics smell bad?” There are many ways to reduce potential smells from collecting organics in its own container. Most businesses that compost find that collection 2 or 3 times a week works well. Other businesses add used paper towels, napkins, or shredded documents to absorb moisture & odor.

3. REDUCING WASTE IS REWARDING

With the free “4R Business, 4R Planet” Award Program, businesses that go beyond recycling to reduce waste can get the recognition they deserve for being a company where green practices are business as usual. The 4R Business, 4R Planet program certifies “4R Star” businesses that complete ongoing activities in each of the 4R categories – Reduce, Reuse, Recycle, and Rot (organics or compost as it’s commonly known). CVSan businesses that have recycling and organics services are most likely already completing all 4Rs. 4R Star businesses are periodically recognized in the Castro Valley Forum, through news releases, events, and on our website at no cost to them.



Every 4R Star receives a window decal and framed certificate indicating participation in the program. You can display yours with pride, in a place where customers and others will see that you’re a certified 4R Star and “green.”

Are you ready to apply for 4R Star certification?

Complete the 4R Business, 4R Planet Program application at www.cvsan.org/BecomeA4RStar and submit to CVSan. Once you are certified, your business will receive:

- A 4R Star award certificate and decal to display with pride.
- One (1) free advertisement in the Castro Valley Forum.
- Cash award (depending on funds available at that time).
- And more!

Eligible businesses include all businesses located within CVSan boundaries including preschools. K-Adult schools and home-based businesses are not eligible to become certified 4R Stars at this time, however they may participate in the Alameda County Green Business Program.



*New in 2014: The 4R Star Employee Recognition Event!

Send your employees to a CVSan-sponsored event where they are recognized for their efforts. Some receive gift certificates and awards. **Go to cvsan.org/4RStars for more.**

HOW DOES THE PROGRAM WORK?

YOUR SERVICE PLAN REWARDS RECYCLING

CVSan's solid waste services for businesses provide one-stop shopping for recycling, organics, and garbage collection; and they reward waste reduction. The more you use the recycling and organics containers instead of garbage, the lower your overall cost.

UP TO A 3-CUBIC YARD BIN FOR GARBAGE:

Your collection service includes an equal amount of recycling, built into your garbage rate ("bundled plan"). Organics containers can be added at a special rate, much below what garbage pickup for these materials would cost.



LARGER THAN A 3-CUBIC YARD BIN FOR GARBAGE:

Your collection service DOES NOT automatically include recycling, but you can add containers for recycling and organics at special rates, much below garbage pickup rates.

WE CAN HELP YOU IN 4 SIMPLE STEPS

STEP 1: SCHEDULE A FREE CONSULTATION

Call CVSan or WMAC to set up a site assessment of your business or property, at no cost to you. We will quickly evaluate your business's potential to reduce waste, as well as recyclable and compostable materials that are currently going into the garbage.

STEP 2: SIGN UP FOR SERVICE

Based on the assessment, you will receive a short, customized service plan proposal, including service level, cost estimate, donations available, and program set up recommendations. All you have to do is sign up!



STEP 3: GET THE TOOLS YOU NEED

CVSan helps you get the containers and signage necessary for easy and effective sorting of materials. In most cases we can donate what you need; if not, we will help you find resources to make it happen. See page 5 for more information on signage, containers, donations, and trainings from CVSan.

STEP 4: START RECYCLING & COMPOSTING - THE REWARDS WILL FOLLOW!

Higher efficiency, cost savings, and beneficial use of resources are just a few benefits of the CVSan recycling and organics programs. Get an even better return on your efforts through our free 4R Star Awards Program! See page 3 for details.

WHAT TOOLS ARE AVAILABLE TO BUSINESSES?

MAXIMIZE SUCCESS WITH:

RECYCLING & ORGANICS CONTAINERS

CVSan can donate a wide variety of recycling and organics containers to meet the needs of your business.



In the event we cannot donate what you need, CVSan can help with easy grant applications to local agencies that can likely cover the cost.

POSTERS, SIGNS & DECALS

Well-labeled recycling and organics containers are essential to successful programs. Posters can also be placed in key areas such as the copy room, kitchen, or other places where recyclable and compostable items are used. CVSan has a variety of signs and decals available and can customize signs for specific materials.



STAFF TRAINING

It's important to get all employees educated and motivated. We suggest you share the environmental and cost benefits of the programs with your staff in addition to the "how-to" information of what can and cannot go into the bins. CVSan and WMAC are available for trainings to start up programs and refresher trainings to help your staff.



Big Apple Bagels
A 4R Star Business Since 2012



Bay Commercial Bank
A 4R Star Business Since 2012



El Rancho Supermercado
A 4R Star Business Since 2013

WHAT GOES IN THE BLUE CART OR WHITE BIN?



RECYCLABLE



All plastics #1-7



Glass containers

THESE ITEMS DO NOT



Glassware, ceramics & sheet glass

WHAT GOES IN THE GREEN CART OR BEIGE BIN?



FOOD SCRAPS



Fruits, vegetables, eggs & dairy



Leftovers, meat & bones

THESE ITEMS DO NOT



Plastic (bags, flowerpots)

MATERIALS



Bundled plastic bags & wrap



Metal containers



Aluminum foil products



Scrap metal
(up to 2' & 40 lbs.)



Clean paper



Cardboard
(broken down to 4' x 4' or smaller)



Paper cartons

BELONG IN THE RECYCLING CART OR BIN:



Windows,
mirrors



Foam
plastic



Juice boxes/
juice pouches



Shredded paper

& FOOD-SOILED PAPER



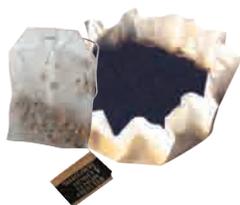
Paper cups



Paper cartons



Paper towels, napkins
& plates



Coffee filters & tea bags



Paper & cardboard food
packaging



Shredded paper
in paper bags



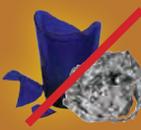
Grass, leaves, flowers, weeds &
plant clippings



Branches & clean wood

Plant debris has been banned
from the landfill.

BELONG IN THE ORGANICS CART OR BIN:



Glass,
metal,
aluminum



Rocks, dirt
concrete



Treated or
coated wood



Cactus or
palm

Pet waste
Diapers
Ashes
Textiles
Sanitary Products

WHAT GOES IN THE BROWN CART OR GREEN BIN?



NON-RECYCLABLE,



Foam plastic



Treated wood (painted & stained)

WHAT SHOULD I DO WITH ITEMS BANNED FROM THE GARBAGE?

HAZARDOUS ITEMS contain harmful components and are not safe to place your bin, cart, or the landfill.

Words such as danger, warning, caution, poisonous, and flammable on labels can mean a product is toxic. Please keep toxics out of your collection carts or bins, and follow the instructions at right for proper disposal.

PLANT DEBRIS (YARD WASTE) is no longer accepted into landfills, because they have a better use to society by creating jobs and reducing environmental impacts when they are composted. If you have this valuable resource to dispose of, please sign up for organics collection service.

DISPOSE OF



Electronics & cell phones



Sharps

CALL CASTRO VALLEY SANITARY DISTRICT AT 510-537-0757 FOR LOCAL DISPOSAL OPTIONS FOR ELECTRONICS & SHARPS OR GO TO WWW.CVSAN.ORG/HHW

NON-COMPOSTABLE ITEMS



Drink boxes & pouches



Non-fluorescent light bulbs



Hoses and wire



Cactus & palm



Diapers & pet feces



Glassware, ceramics & sheet glass



Rubberbands & strapping



Medical waste

HAZARDOUS MATERIALS & YARD TRIMMINGS PROPERLY



Motor oil & filters



Batteries, fluorescent bulbs, mercury thermometers & thermostats
(all mercury containing devices)



Oil-based paints



Plant Debris



Cleaners, pesticides, herbicides and other chemicals

The **ALAMEDA COUNTY HOUSEHOLD HAZARDOUS WASTE PROGRAM** has convenient and cost-effective programs for businesses that generate small quantities of Hazardous and/or Universal Waste. Businesses must set up an account before waste can be accepted. But it's easy to apply. Contact:

CONDITIONALLY EXEMPT SMALL QUANTITY GENERATOR PROGRAM

1-800-606-6606

www.household-hazwaste.org

(Click on "Small Business Disposal Services")



CALL CVSAN AT 510-537-0757 TO SET UP ORGANICS SERVICE.

WHAT ELSE DO I NEED TO KNOW?

SCHEDULE AND SET-OUT INFORMATION

PROPER SET-OUT AND MANAGEMENT OF OUTDOOR BINS & CARTS

- Bin and cart lids must close. Overage fees may apply to overflowing carts and bins.
- If possible, locate bins in a discrete and secure location to discourage illegal dumping.
- Report graffiti on bins to Waste Management immediately by calling 613-8700.



COLLECTION SCHEDULE

Business collection will be provided Monday-Saturday, no earlier than 4:00 a.m. (except within 200 feet of residential properties which is 6:00 a.m.).

No service will be provided on the following holidays: Thanksgiving Day, Christmas Day, and New Year's Day. Instead, collection service will be one day later than usual through Saturday.

IF YOU HAVE ANY PROBLEMS WITH WASTE MANAGEMENT SERVICE

Please call CVSan at 510-537-0757 with any problems or concerns you may have with Waste Management service, including repeated missed pickups and spills.

CVSAN HOLDS COLLECTION EVENTS

FREE COLLECTION

CVSan offers 2 free collection events each year. In April, we collect sensitive documents for shredding and an additional item such as mattresses or reusable goods. In August, we often collect hazardous items that cannot go in the recycling, organics, or garbage such as electronics, batteries, fluorescent light bulbs, and latex paint.

As an added bonus, free compost is distributed at each event. CVSan residents and businesses only (bring ID).



Visit www.cvsan.org/RecyclesDay for more information on these events.

WHAT'S BEYOND RECYCLING & COMPOSTING?

BE PART OF THE NEW GREEN ECONOMY

Going green is no longer considered the odd practice of a few businesses, but a mainstream business strategy and recipe for success. The benefits of "greening" your organization include reduced operating costs, increased productivity, better community relations, job creation through recycling and composting, and free publicity and recognition from CVSan. As we move towards Zero Waste, going beyond recycling

and composting is the next natural step.



Below and on the next page, learn more about Reduce, Reuse, and Buying Recycled.

REDUCE: PREVENT WASTE BEFORE THE CART/BIN

We've covered the last two "Rs" in Recycle and Rot (also known as compost or organics); let's explore the first two Rs, starting with Reduce. When certain materials routinely become garbage through your day-to-day operations, it means unnecessary cost and lower productivity for your business. Often small changes can help reduce and even prevent waste.

- **Replace disposable items with reusable alternatives.** Invest in durable plates, bowls, utensils, mugs and glasses for the break room (and customer areas if you can) instead of single-use items.
- **Stop junk mail.** Unwanted mail consumes staff time, wastes resources and adds to your garbage bill. For simple instructions to cut back on junk mail, visit www.stopjunkmail.org and click on the "business" tab.
- **Reconsider packaging.** It's great to recycle packaging like cardboard and bubble-wrap but even better to reduce it or eliminate it altogether. Visit www.useusables.com for more information.



[www.StopWaste.Org/
Partnership/freeresources](http://www.StopWaste.Org/Partnership/freeresources)



www.useusables.com



www.stopjunkmail.org

REUSE: “THE SHARING ECONOMY”

The second “R” is Reuse and you may have even heard of the “Sharing Economy.” Whether it’s car or bike sharing, thrift shopping, tool lending, toy swapping, or consignment, the old adage “One person’s trash is another person’s treasure” applies to businesses now more than ever! You’d be surprised how often a company or person’s “throw-aways” are valued by another organization, school or individual. Typical examples include empty containers, unwanted furniture, and surplus office supplies.

- **Visit the California Materials Exchange (CalMAX)** at www.calrecycle.ca.gov/CalMAX to post and search ads by material category and location.
- **Offer your items locally** on www.craigslist.org or join the Castro Valley Freecycle group at www.freecycle.org.
- **Use the “Recycling Wizard”** at www.StopWaste.Org/recycle to find reuse outlets in Alameda County. Choose “Materials To Be Reused” under the “Where Can I Recycle?” tab.
- **Repair and Reuse options are better for the environment** (and often your bottom line) than dumping or purchasing new.
- **iFixit.com** can help you repair almost anything and get you the parts you need.
- **Call or visit local Castro Valley businesses** that specialize in repair of appliances, electronics, vehicles, and more.



www.calrecycle.ca.gov/calMAX



freecycle.org



iFixit.com



www.StopWaste.Org/recycle

BUYING RECYCLED PRODUCTS

Recycling means more than separating paper, cardboard, and containers from the garbage. It also means buying products made from these recovered materials to keep the recycling industry going. When you buy recycled, you’re not only helping the environment but you’re helping create jobs, many of which are local. For example, did you know that most of our recycled aluminum and glass goes to local beverage distributors to make new bottles and cans? Recycling provides a use for resources we can’t afford to waste in the garbage.

Recycled content alternatives are widely available for many common products. Some examples useful for business are featured below. Look for the highest possible amount of “post-consumer” recycled content. Post-consumer means that it’s been used by consumers and has been turned it into something new.



Office supplies
(made from recycled paper)



Promotional items
(made from recycled materials)



Furniture
(made from recycled materials)

Online resources:

RecycleStore: www.calrecycle.ca.gov/Recyclestore

Recycled Content Products Directory: www.calrecycle.ca.gov/RCP

DOES CVSAN PROVIDE WASTEWATER SERVICES?

WASTEWATER

CVSan manages and maintains approximately 160 miles of wastewater sewer mains and nine lift stations that transport wastewater from Castro Valley businesses to the Oro Loma/Castro Valley Wastewater Treatment Plant in San Lorenzo.

WHAT IS FOG AND WHAT CAN I DO TO HELP?

Your business can help keep this important part of our infrastructure free from buildup of fats, oils and grease (FOG). FOG can be produced or used during the preparation of food;

FOG is a natural byproduct of cooking and the food preparation process. The problem with FOG is that it can get into the sewer system through sinks and drains as well as through poorly maintained grease traps and grease interceptors. This usually happens when grease is washed into the plumbing system, usually through kitchen sinks. **FOG can affect sewer system performance by clogging pipes and restricting flow, which can result in backups and overflows.** Overflows can damage property and contaminate Castro Valley waterways.



WHO PRODUCES FOG?

Restaurants are one of the largest producers of FOG. Other sources of FOG include butcher shops or meat departments, cafeterias, and food preparation centers such as community centers or senior centers.

IF I PRODUCE FOG, WHAT DO I NEED TO DO?

You are likely a FOG producer even if you only produce small amounts commonly found at restaurants that do not use fryers. As a FOG producer you will need to do several things to properly handle FOG and comply with CVSan code as well as County of Alameda and Regional Water Quality Control Board Regulations as follows:

- Never pour oil or grease into drains, no matter what kind of business you run.
- If you are in a food-related business, develop a fats, oils and grease management plan to avoid costly sewer backups. Some businesses may be required to install and service grease traps or interceptors.
- Clean grease interceptors at least twice a year and clean grease traps every month.
- Use a licensed grease hauler or recycler to dispose of used cooking oil and large quantities of separated FOG. Maintain service documentation for CVSan inspections.
- Do not use additives, enzymes, surfactants, or grease emulsifiers for FOG remediation.

For more information call CVSan at 510-537-0757 or go to www.cvsan.org/FOG.



CASTRO VALLEY SANITARY DISTRICT
510-537-0757
www.cvsan.org



**WASTE MANAGEMENT OF
ALAMEDA COUNTY**
510-613-8700 or 510-613-8751
wmcabay.wm.com

OTHER HELPFUL RESOURCES:

ALAMEDA COUNTY GREEN BUSINESS PROGRAM
510-567-6770 /
www.greenbiz.ca.gov/AboutUsAC.html

BAY-FRIENDLY LANDSCAPING PROGRAM
510-444-SOIL / www.BayFriendly.org

BUILD IT GREEN
510-845-0472 / www.builditgreen.org

CALMAX MATERIALS EXCHANGE
877-520-9703 /
www.calrecycle.ca.gov/CalMAX

CRAIGSLIST
www.craigslist.org

EPP BEST PRACTICES & FACT SHEETS
www.StopWaste.Org/EPP

FREecycle
www.freecycle.org

GREEN SEAL
202-872-6400 / www.greenseal.org

HAZARDOUS WASTE (SMALL BUSINESS PROGRAM)
800-606-6606 /
www.household-hazwaste.org

IFIXIT
www.iFixit.com

RECYCLED PRODUCT LISTINGS
www.calrecycle.ca.gov/RCP

RECYCLESTORE
www.calrecycle.ca.gov/Recyclestore

REUSABLE TRANSPORT PACKAGING
877-STOPWASTE / www.useresables.com
reusables@stopwaste.org

STOP JUNK MAIL
www.stopjunkmail.org

STOPWASTE & STOPWASTE BUSINESS PARTNERSHIP
877-STOPWASTE / www.StopWaste.Org
partnership@stopwaste.org