The Buck Stops Here:
Communicating about Rates

High Diversion Rates & Compensation Workshop

Thursday, November 7, 2013

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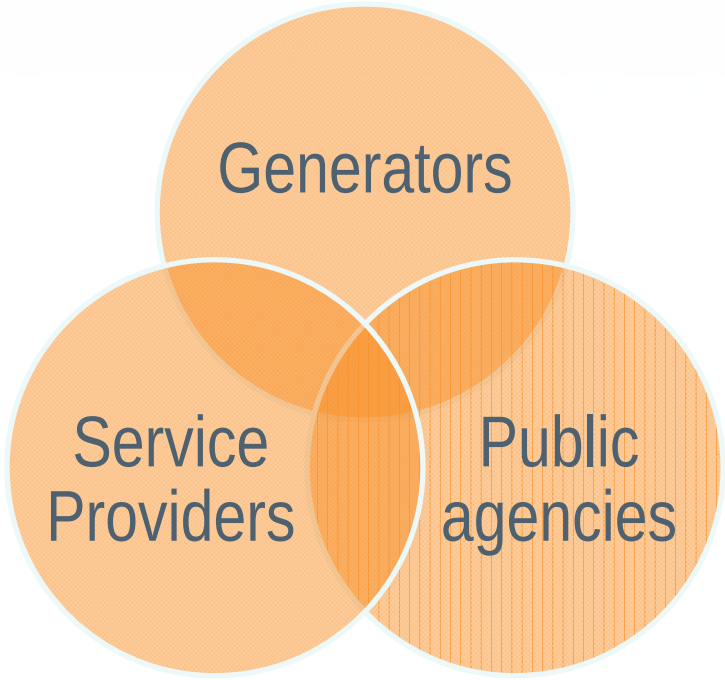
Issues in Funding and Financing Zero Waste

- Paying for New Diversion Programs and Facilities
- Price Signals to Encourage Participation
- Incentivizing Generators and Service Providers
- Balancing Rate Incentives and Cost of Service
- Context for Universal Recycling and Composting



Communicating about Rates

A continuation of the dialogue about Zero Waste

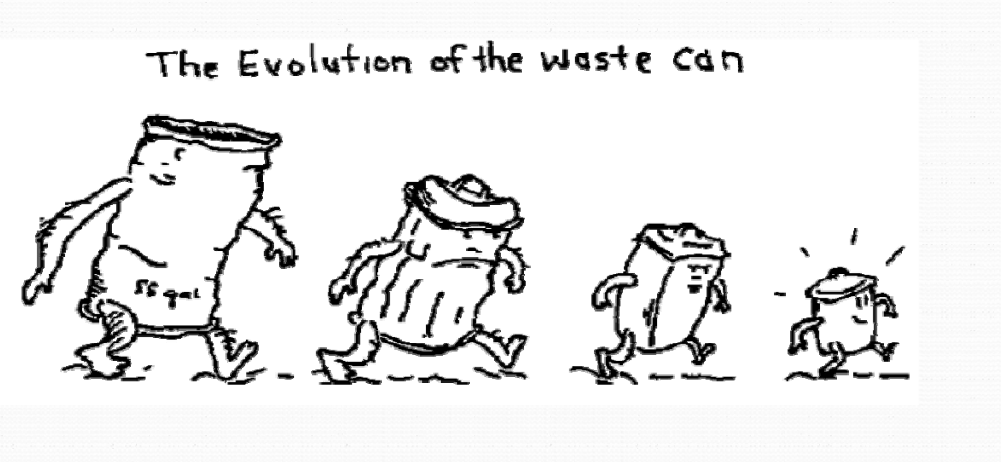
- Part of a larger community discussion/planning process
- Culture change
- Transparency and trust
- Perception of fairness
- Building a constituency
- Public policy champion

Transparency and Trust

- Rate setting can be mysterious
- Rates can include a lot of extras
  - Franchise fees
  - Mitigation and impact fees
  - AB 939 fees
  - Free services
- Customers need to understand the community benefits

Perception of Fairness

- Customers may think
  - Recycling pays for itself
  - Trash collection costs more than recycling or organics collection
- Customers would like to be rewarded for waste reduction efforts
  - Pay As You Throw for Recycling and Organics
  - Base rate plus extra fees for service



Building a constituency

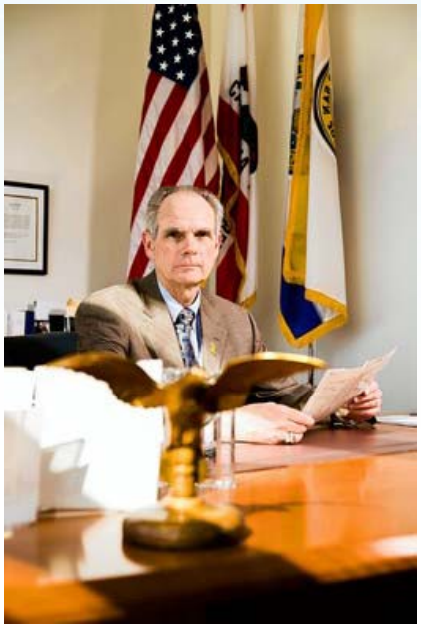
- Climate Action Plan
- Zero Waste Plan
- Community workshops
- Community engagement
- Community buy-in and support for change

CASA

Community Action for a Sustainable Alameda

Public Policy Champion

- Mayor Villaraigosa tripled the LA's trash collection fee from $11 per month to $36.32 per month to pay for more police
- Mayor Newsom signed mandatory recycling & composting ordinance in San Francisco
- Mayor Reed championed the exclusive commercial collection franchise in San Jose which helped to close a budget gap



Communication Case Studies

- San Francisco - Robert Haley

  Discussion of San Francisco's education and outreach activities surrounding their previous and newly adopted rate structure approaches.

- San Rafael - Cory Bytoff

  Discussion of San Rafael's current efforts working with its sustainability committee and proposed focus-group process for assessing public reaction to various rate re-structuring options.