

Business Purpose / Measures

Purpose:

To increase residential and commercial film plastic collection and recycling by implementing new and expanded diversion programs, and by implementing demonstration projects in California.

Stakeholders:

- Commercial Generators
- General Public
- Local Government
- Haulers, Recyclers & Processors
- Retailers
- Wholesalers
- Grocers



Process Name:

Implementation Plan for Residential and Commercial Film Diversion Projects

Process Owner:

Plastic Film Cooperative Recycling Initiative

Starts With:

Developing a detailed implementation plan with specific goals, timelines and measurement objectives.

Ends With:

- Implementation of successful programs resulting in the increased diversion of film plastic in California.

M E A S U R E M E N T S

Effectiveness

- Results in significant increase in diversion of plastic film from landfill
- Creates synergies to create new and expanded markets for recovered film plastics
- Prevents plastic film products from being released into the environments

Efficiency

- The cost of consolidating plastic film is offset by its value
- Education and training improves the quantity and quality of film plastics recovered.
- Recycled material provides high quality feedstock for manufacturers.

Adaptability

- Programs can be duplicated in divergent local areas
- New technologies can be shared amongst stakeholders
- Annual review allows for adjusting the mix of programs and projects as necessary

Residential and Commercial Plastic Film Diversion

Top Flow Down

STEP 1:
***Create detailed
implementation plan and goals***

June 30, 2006

STEP 2a and 2b:
**Implementation programs and
projects to increase film
diversion**

Short Term Goals

Jan 1, 2006-Dec 31, 2006

2.1: Annual report of
implementation programs and
projects in April 2007

STEP 3:
**Implementation programs and
projects to increase film
diversion**

Medium term Goals

Jan 1, 2007-Dec 31, 2008

3.1: Annual report of
implementation programs and
projects in April 2008
3.2: Annual report of
implementation programs and
projects is due in April 2009

STEP 4:
**Evaluation: Findings, results
and future actions**

- 4.1 Staff final report to the board in
September 2009.
- 4.2 Conducting conference in
October 2009

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Detailed Implementation Plan for Residential and Commercial Film Diversion Goals

Step 1: *Create Detailed Implementation Plan and Goals.*

Due Date: June 30, 2006

Budget costs: UKN

● S ○ C

<div style="display: flex; justify-content: space-between; align-items: center;"> WHAT WHO </div>	Project Status	CIWMB	PBA	GMA	MRFs Edco Smurfit/ Stone	Local Govt (SF, LA, CCC, Mont)		All others	
1.1: Develop Implementation plan	S	●	○	○	○	○		○	
1.2: Develop Metrics	S	●	○	○	○	○		○	

● Volunteer Lead **S** Started Project ○ Volunteer Member **C** Completed Project

➔ **Key deliverable:** ➔ Detailed Implementation Plan

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Detailed Implementation Plan for Residential and Commercial Film Diversion Goals

Step 2a: Short Term Goals: RESIDENTIAL FILM Diversion

Due Date: April 2007

Budget costs: ____

S C

WHAT \ WHO	Project Status	CIWMB	APC	PBA	Local Govts	MRFs	US EPA	GMA	All
	2a.1: Increase the number of curbside programs accepting bags and other film products	S	<input checked="" type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
2a(1)(a): Develop case studies of successful curbside collection programs		<input checked="" type="radio"/>		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>			
2a.2: Increase the number of material recovery facilities (MRFs) that bale plastic film	S	<input checked="" type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>			
2a2(a): Develop case studies		<input checked="" type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input checked="" type="radio"/>			
2a.3: Education and outreach	S	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	
2a3(a) Identify events to present information out		<input checked="" type="radio"/>							<input type="radio"/>
2a3(a)(1) SWANA						<input checked="" type="radio"/>			
2a3(a)92) Recycling World/Plastic Conference		<input checked="" type="radio"/>							
2a3(b): CRRRA Survey tool – used with MRFs to decide on whether to add film to curbside		<input type="radio"/>	<input type="radio"/>		<input checked="" type="radio"/>				
2a.4: Identify the amount and/or number of reprocessors and end users taking film		<input checked="" type="radio"/>							<input type="radio"/>
2a.5: Increase number of drop off site and list them on www.plasticbagrecycling.org	S	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>				<input type="radio"/>	
2a.6: Promote proper handling of film plastic by consumers		<input checked="" type="radio"/>	<input checked="" type="radio"/>			<input type="radio"/>	<input type="radio"/>		<input type="radio"/>
2a6(1): Bill inserts					<input checked="" type="radio"/>				
2a6(2): Post info to Bd. Web site		<input checked="" type="radio"/>							
2a6(3): PSAs								<input checked="" type="radio"/>	
2a.7: Annual report of implementation programs and projects in April 2007		<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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● Volunteer Lead

S Started Project

○ Volunteer Member

C Completed Project

➔ **Key deliverable:**

➔ Short Term Goals for Residential Diversion

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Detailed Implementation Plan for Residential and Commercial Film Diversion Goals

Step 2b:

Short Term Goals: COMMERCIAL FILM Diversion

Due Date: April 2007

Budget costs: UKN

● **S** ○ **C**

WHAT	WHO	Project Status	CIWMB	PBA	Wholesalers And Warehouses	Local Govt	APR & CRRA	MRFs SWANA CRRA			GMA	All
2b.1: Identify the number of material recovery facilities (MRFs) that pull film and actively marketing		S			○	○		●				
2b.2: Identify big box stores that collect film		S	●	○	○						○	
2b.3: Education and outreach a) case study b) workshop			●	○	○	○	○				○	
2b.4: Identify the number of reproprocessors and end users accepting commercial film			●									
2b.5: Bring wholesalers and distributors to the table			●	○	○	○					○	
2b.6: Develop a survey tool for jurisdictions			●			○						
2b.7: Annual report of implementation programs and projects in April 2007			●									○

● Volunteer Lead
S Started Project
○ Volunteer Member
C Completed Project

➔ Key deliverable:
➔ Short Term Goals for Commercial Collection
➔

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Detailed Implementation Plan for Residential and Commercial Film Diversion Goals

Step 3: Medium Term Goals: RESIDENTIAL & COMMERCIAL Due Date: April 2009

Budget Costs: _____

● S ○ C

WHAT \ WHO	Project Status	CIWMB	P B A	APC & APR	MRFs & Haulers	GMA	Local Govts	US EPA	all		
3.1 Develop case studies of curbside programs collecting film plastic from residential and commercial.	S	●	○		○		○				
3.2 Increase the number of small and medium consolidation points to collect film plastic.		●	○	○	○	○	○				
3.3 Education and Outreach 1. Case Studies a) Curbsides b) store programs 2. Identify workshops		●	○	○		○	○	○			
3.4 Promote markets for highly contaminated film collected in residential and commercial curbside, i.e.; Conversion technology		●			○			○			
3.5 Increase the number of reprocessors and endusers											
3.6 Increase diversion at big box stores; use less											
3.5 Annual report of implementation plan in April 2008 and April 2009		●							○		

● Volunteer Lead
 S Started Project
 ○ Volunteer Member
 C Completed Project
➔ **Key deliverable:**
 ➔ Medium Term Goals for Residential and Commercial Collection

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Detailed Implementation Plan for Residential and Commercial Film Diversion Goals

Step 4: Evaluation: Findings, results and future actions Due Date: December 31, 2009

Budget Costs: _____

● S ○ C

WHAT \ WHO	Project Status	CIWMB	PBA	Local Govt	APC & APR					all
4.1: Staff final report to the Board in September 2009		●								
4.2: Conduct conference on residential and commercial film diversion program in October 2009		●								○

● Volunteer Lead **S** Started Project ○ Volunteer Member **C** Completed Project

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