



TEHAMA COUNTY/CITY OF RED BLUFF LANDFILL DIVERSION PLAN 2025

According to the agreement between the Tehama County/City of Red Bluff Landfill Management Agency (TCSWMA) and, Waste Connections of California, Inc., and Madera Disposal Systems, Inc. (WCI), Section 4.G.14, WCI must develop and implement a Diversion Plan which focuses on efforts to maximize recyclable material processing, marketing, reuse and diversion of all recyclable materials we receive.

Our goal is to continue to extend the life of the landfill, to be good stewards of this resource, and be compliant with the new contract terms and conditions. At a minimum, WCI shall recycle the following recyclable materials for diversion: newspaper, mixed paper, glass jars and bottles, cans (aluminum bi-metal and tin), telephone books, magazines, cardboard, chipboard, aluminum foil and trays, aerosol cans, scrap metal, plastic containers #1-7, plastic bags, tires, automotive batteries, water-based paint, used motor oil, automotive oil filters, agricultural plastic, mattresses and box springs, alkaline and rechargeable batteries, and carpet.

This diversion plan explains the current processes, marketing, and planned programs for added diversion for year two. These operational processes have been developed by analyzing the data gathered during the previous ten years of diversion. The system that has been developed will produce sufficient diversion to achieve our 2% annual increase in diversion. For year two, our set goal is 7,000 annual tons. Alterations and additions to the proposed programs are based on data from 2024.

After detailing the current systems, this document concludes with the areas of extra emphasis for year two. The focus of these additional programs will be reuse and education. The intention is to build on the success of the variety of active diversion processes to promote the practical reuse of materials and impactful education.

CURRENT PROGRAM

The following describes the current processes in place to sort and divert different commodities from the self-haul pad, landfill and material recovery facility (MRF). Our current practices now provide the baseline that we use to meet our diversion goals.

I. SELF-HAUL AREA

We recognize most of our increase in diversion will be here at the self-haul pad. This is where diversion will be impacted the most, and this is where we will focus our efforts. The majority of our self-haul customers are sent to this area, this enables us to divert materials that would otherwise be directly landfilled.

Most self-haul customers are directed to the self-haul area to dispose of their unwanted materials. Our employees direct the customer where to unload and assess what kind of material they are disposing of. The self-haul pad attendant directs the customer where to unload yard waste/wood waste, concrete, tile, asphalt, appliances, mattresses/box-springs, electronic wastes, and carpet.

Our employees currently pull the following items from mixed trash loads:

- **Cardboard**
- **Rigid Plastic**
- **Mixed Recycling (plastic beverage containers, aluminum, paper, etc.)**
- **Metal**
- **Electronic Waste**
- **Carpet**
- **Wood**
- **Any Unacceptable Materials**

To facilitate metal recycling, appliances are staged north of the MRF to await processing. Once processed, these appliances are stockpiled with other metals to be loaded once a full load is ready.

Carpet, mattresses, and box springs are loaded into staged trailers awaiting transport. Once a full load is accumulated, they are shipped to off-site markets.

Tires found in either self-haul loads or in the landfill are relocated to a stockpile located north of the MRF. Tires are removed weekly by a third-party vendor.

Rigid and agricultural plastic, pesticide and fertilizer containers are segregated and staged in a 40 cubic yard container until there is enough to process. These containers are accepted free of charge if brought in separated from other trash and are required to be triple rinsed.

The “external” recycling bin program has been a success and will continue to make recycling as easy as possible for the residents of the county. WCI will continue to place three bins prior to the scale house for: mixed recycling, metal, and clothing. Although there are contamination challenges with these bins, the overall response and utilization outweighs any additional sorting labor on WCI’s part.

II. LANDFILL

Safety is our #1 Operating Value, as we ask our employees to pull items from the active face, we will not jeopardize safety.

Customers directed to the landfill face are commercial haulers like Green Waste of Tehama, Waste Management, Sierra Pacific, other commercial traffic and some self-haul customers with commercial motorized dump trailers. Currently, landfill operators pull the following items out of the waste stream and staged separately for diversion:

- **Mattresses/Box Springs**
- **Tires**
- **Metal**
- **Wood Waste**
- **Electronic Wastes**
- **Any Unacceptable Materials**

Additionally, roofing, construction and demolition (C&D) materials are separated at the tipping pad and used as alternative daily cover.

III. MRF

Co-mingled recyclables enter the Material Recovery Facility (MRF) from the City and County's designated haulers. There are two sorting piles, one dedicated to residential single stream and the other to commercial single stream. Recyclable materials can be found in loads brought to the landfill and the self-haul pad. In either location, all co-mingled recyclables are processed in the MRF.

We deploy six sorters to process the residential single-stream materials first, and then process commercial single-stream material. The sort line has multiple stations. Sorters are positioned at each station based on the materials to be pulled and are responsible for sorting one or more specific items. These materials are pulled off the sorting belt and dropped into a container below. As the containers reach capacity, the processed material is stockpiled in bins or on the MRF floor until there is sufficient material to produce one bale. A final inspection for contaminants is performed before baling the material.

We currently process the following materials on the sort lines: newspaper, mixed paper, glass jars and bottles, cans (aluminum bi-metal and tin), telephone books, magazines, cardboard, chipboard, aluminum foil and trays, aerosol cans, scrap metal, plastic containers #1-7, plastic bags, agricultural plastic, and alkaline and rechargeable batteries.

YEAR TWO PROPOSED PROGRAMS

SWAP SHOP

In 2024, Waste Connections created a "Swap Shop" to house reusable items. Building on previous diversion efforts, WCI employees actively separated usable items from the self-haul area, cleaning and storing them in this dedicated space, which also accommodated reusable construction and demolition materials. This facility was opened for the first time in November, offering Tehama County residents free access to these items, with a WCI employee present to weigh and record each item.

Our first launch in 2024 generated a positive response, but it also identified areas where we can improve. In 2025, we would like to further develop the swap shop in the following ways.

- Weights and recording
 - o Add a scale to the shop for accurate weights
 - o Implement a sign-in sheet similar to the paint program
- Signage and Marketing
 - o Add an identifying sign
 - o Use social media to advertise swap days
- Building Materials
 - o Develop a more effective collection system for useable building materials
- Explore the "Swap"
 - o Investigate the viability of residents bringing in lightly used objects directly to the shop

Our goal is to have the swap shop open three Saturdays throughout the year (material dependent), with an adjusted yield for the project of 5 tons in 2025.

“GOT BOOKS?”

The "Got Books" program, launched in January 2024 by our Recycling Coordinator, addresses the challenge of hard-bound book recycling. This free program offers Tehama County residents curbside collection of unwanted books, which are then picked up, processed, and redistributed by WCI. While the primary goal is reuse, books deemed unsuitable are prepared for paper recycling by removing their bindings. The program prioritizes both the reuse and diversion of discarded texts, tracking collections by weight and reporting recycled paper as "books."

"Got Books?" will continue in 2025. The program's first year provided valuable insights for improvement. While the collection and processing of books has proven effective, the distribution of books in good condition requires refinement. This year, we will focus on diversifying our book donation strategy. Currently, books are given directly to individuals, stocked in "little libraries," or made available in the Swap Shop.

Loads received at the Self-Haul Pad that contain books suitable for reuse, will be set aside and added to the Swap Shop. Books not suitable for reuse, will be set aside, bindings removed, and recycled.

We estimate this project will yield approximately 5 tons in 2025.

INTERPRETIVE SIGN “Path to Sustainability”

This project shifted in scope during 2024. Originally the idea was to design and build one sign that covered the whole system. After going through the design process and meeting with the Agency Director, we decided that a series of signs would be more effective in explaining what goes on at the facility while communicating the “why” behind diversion. The sidewalk around the building is conducive to multiple signs. We propose to continue this project with an additional sign in 2025. The first sign gives a cross-section view of a landfill while facing phase one, the second sign should face the Material Recovery Facility (MRF) and be devoted to the diversion work that takes place there.

WCI will commit \$5K to this project.



MARKETING

2025 will continue to grow our social media presence, and we will continue to use that platform to communicate information about waste collection, while still including content about the landfill. The focus on the landfill will be aimed at showing the community what goes on at the landfill from a closer perspective

than they could achieve themselves. Much of the unwillingness to recycle comes from a lack of knowledge of the waste disposal process. Additionally, we will develop a new educational video using the landfill as an educational component for the recycling coordinator's school outreach.

TABLE 1 –

Guide to Plastics #1 - #7			
Identity Code	Abbreviation & Name	Some Common Products	Commonly Unmarked Materials
	PET or PETE Polyethylene teraphthalate	Plastic Beverage Containers including soft drink, water, Juice bottles, mouthwash bottles, peanut butter containers and salad dressing containers	Fiber for Carpet, Fleece Jackets, Comforter Fill and tote bags. Plastic food and Non-food containers. Film and sheet strapping.
	HDPE High-Density polyethylene	Bottles including milk, water, juice, cosmetic, shampoo, dish and laundry detergent.	Cereal box liners, Plastic lumber for outdoor decking, fencing and picnic tables. Pipe, floor tiles, buckets, crates, flower pots, garden edging, film and sheet, recycling bins
	V or PVC Polyvinyl Chloride	Plastic Toys, some clear food packaging, medical tubing. Wire and cable Insulation.	Mud flaps, cassette trays, electrical boxes, cables, traffic cones and garden hose.
	LDPE Low-Density Polyethylene	Shrink Wrap, Greenhouse film, Plastic shopping bags, paper towel/toilet paper/etc packaging.	Shrink-Wrap Greenhouse Film, Garbage can liners.
	PP Polypropylene	Prescription Medicine Bottles, ketchup bottles, some yougurt containers, some margerine (or similar) tubs.	Oil Funnels, garden rakes.
	PS Polystyrene	All Styrofoam, egg cartons, restaurant carryout boxes, plates/cups, etc.	Thermal insulation, light switch plates, license plate frames, egg cartons, packing peanuts
	OTHER Any Other Plastics	Nalgene bottles, CD's and some food product containers	Some bottles and plastic lumber applications