



GREEN WASTE OF TEHAMA,  
A WASTE CONNECTIONS COMPANY

February 14, 2025

Tehama County Solid Waste Management Agency  
Mr. Paul Freund  
Interim Agency Manager  
20000 Plymire Road  
Red Bluff, CA 96080

Re: Annual Diversion Report 2024

Dear Mr. Freund:

According to our agreement with the Tehama County/City of Red Bluff Landfill Management Agency (JPA), we are required to provide an annual report to the JPA that documents our progress in implementing the programs identified in the approved Diversion Plan for 2024. The agreement established a target goal of achieving a compound growth rate in the amount of materials recycled by weight on a per capita basis by 2% annually over the 10-year agreement period. Because year one of this agreement was not a full 12 months, the base year goal is proportionate, therefore the total tons to be diverted for 2024 are 5,833. The following is a summary of our performance in 2024.

**PERFORMANCE**

The table below compares our performance to the Diversion Plan target goal. Again, at the end of 2024, our target goal was to recycle 5,833 tons of material. We have diverted a total of 8,125 tons which represents an overall exceedance of 39.30% of the target goal.

PERFORMANCE TO DATE				
Year	Actual Outbound Tons	GOAL (Based on a 2% increase/yr)	Difference	% Achieved Above Goal
2024	8,125.12	5,833	2,292.12	39.30%
<b>Totals</b>	8,125.12	5,833	2,292.12	39.30%

**2024 PROGRAM HIGHLIGHTS**

In 2024, we committed to continue many facets of diversion carried over from the previous contract period. Diversion programs are based on pulling and processing recyclable materials from all three phases of our landfill. At the self-haul pad, employees pull: clothing, mattresses, cardboard, all plastics, electronic waste, metal, carpet, wood, aluminum, and paper. At the landfill, our employees pull: mattresses/box springs, tires, metal, wood waste, and electronic waste. Our Material Recovery Facility

(MRF) employees are sorting all inbound curbside/commercial recycling, baling, and shipping out recyclable commodities.

According to the Diversion Plan for 2024, we committed to: 1) Create and open a “Swap Shop”, 2) “Got Books” Program, 3) Interpretive Sign Project, and 4) Video Outreach. This past year we started our Waste Connections “Swap Shop”, an area in which gently used/unused items were set aside. Once filled, the shop was opened, and the public was invited to take items for free. Items included candles, bicycles, soaps, strollers, cribs, building materials, camping items, etc. This shop had been a wish of the former Agency Manager, Rachel Ross-Donaldson, it was wonderful that she was able to see this shop open for the first time this past November. Although we did not hit our targeted estimated diversion number of 10 tons, we estimate approximately 2 tons of items were taken. Our “Got Books” Campaign was kicked off. This program is in collaboration with Green Waste of Tehama, the hauling company. Used books are collected, processed (donated or bindings removed), and recycled. In 2024, we were able to divert 3.68 tons of books that would have otherwise been buried in the landfill. The interpretive sign is in process. We are currently working with the Landfill Agency to produce a final product to construct. This task will lead us to our 2025 Diversion Plan goals in which we plan to add two more signs to make a walkway for landfill education. Lastly, our video outreach contained the following subjects: Introduction to landfills, How the MRF works (3-part series), and plugging the free drop-off area before the scale. All videos posted on Instagram within Q4 of 2024. This free drop-off area consists of mixed recycling, metal, and textile bins. Another popular program which has allowed customers to deposit over 130 tons of materials into these bins, either using them to reduce the overall weight of their disposal or simply to make use of the free service.


We have included a copy of the spreadsheet which tracks our monthly progress toward our goal. Our top three commodities of the heaviest diversion tons are outbound yard waste grindings (2,227 tons), cardboard (1,705 tons), and metal (1,211 tons).

## **CONCLUSION**

Year one is complete. We are delighted at our success in exceeding this year’s diversion goal. As in years past, it is our employees who continue these efforts and make us successful in achieving these goals. Each day they execute our values of safety, integrity, customer service, to be a great place to work, and to be the premier solid waste company. We celebrate and thank them for their efforts.

If you have any questions, please feel free to contact me at 528-4504.

Respectfully Submitted,



Amanda Garrett  
District Manager  
Green Waste of Tehama,  
A Waste Connections of California, Co.