City of Dinuba
Department of Resources Recycling and Recovery
Beverage Container Recycling (RBC) Grant Program

Background

Located in the heart of the San Joaquin valley, Dinuba has established itself as a centralized transportation hub in California. With arterial access to Highways 99 and 198, Dinuba is an ideal location for travel, tourism, shipping and transport.

Over the past ten years, Dinuba has shown steady growth and has maintained this growth through the current economic downturn. With an expanding infrastructure, new medical facilities, and a business friendly attitude, Dinuba provides the perfect setting for any industry.

In order for Dinuba to expand its beverage container recycling to meet its growing population, the city needed a system for multifamily complexes and businesses to recycle beverage containers along with other materials at curbside locations. Residents and business produce a high degree of contamination because of their tendency to throw recyclables in the trash, leading to CRV beverage containers and other recyclable materials ending up at the landfill.

Grant Project Goals

The primary goals of the project were to:

- Increase beverage container recycling by partnering with Pena's Disposal and Dinuba Chamber of Commerce .
- Purchase and place approximately 2,500 90-gallon blue recycling carts.
- Develop and distribute outreach material such as flyers, brochures and direct mailers, etc.
- Develop and upload educational materials using social media, website, and newspaper ads.
- Partner with Dinuba Unified School District to get students to assist with distribution of outreach material to the community through door-to-door delivery, school assemblies, school carnivals, and distribution to student
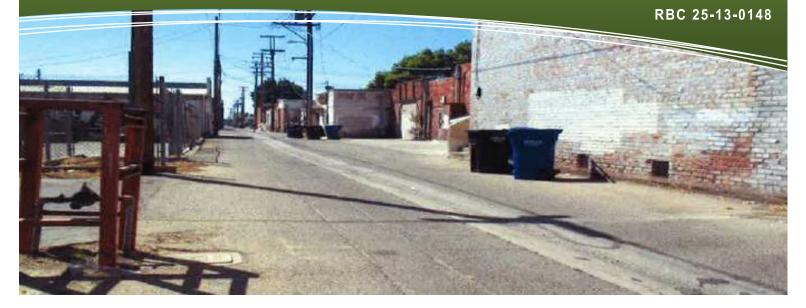
Outcomes and Accomplishments

- The City distributed approximately 31,000 recycling information letters, flyers, door hangers, and stickers.
- The City successfully collaborated with Pena's Disposal and the Dinuba Chamber of Commerce to develop educational materials using social media, website, and newspaper ads.
- The City purchased and installed 2,898 95-gallon beverage container recycling bins.
- Pena's partnered with the Young Men's Initiative, a local non-profit for youth, to distribute door hangers and assemble recycling carts.

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CalRecycle
FY 2013—14
GRANT #
RBC 25-13-0148

Challenges

- The City and Pena's were unable to work with the Dinuba Unified School District because, due to summer break. Instead, Pena's partnered with the non-profit Young Men's Initiative, whose youth assisted with the distribution project and also with the assembly of all the carts after they were received.

- The City requested that Pena's deliver quarterly reports of volumes collected, but due to short staffing and high processing costs, these reports were provided semi-annually.

Lessons Learned and Recommendations

- Extensive research and careful planning prevented a lot of problems. Before implementing this project, the City made sure it was properly designed to fill residents' needs, as well as to help the City achieve CalRecycle AB 341 goals. After one year, CRV collections have increased significantly, and public awareness of recycling is the greatest it has ever been. This was a very successful project for all involved.

- This project's success is also due to the partnership between City officials, the waste hauler, and a local nonprofit organization working together to accomplish a common goal.

- Because the order for recycling carts was very large, the vendor lowered the per-unit price, allowing the purchase of an extra 398 carts for the same budgeted amount of money.

Snapshot

Grant Program: Beverage Container Recycling
Grant Program Website:
http://www.calrecycle.ca.gov//BevContainer/Grants/
Grant Number: RBC25-13-0148
Grant Type: Beverage Container Recycling
Year Awarded: 2013-14
Funding: Awarded 165,000
Grant Manager Contact: Tharon.Wright@CalRecycle.ca.gov