



FY 2016/17
Grant #
TA3-15-0016

Salinas Valley SWA

Department of Resources Recycling and Recovery
Local Government Waste Tire Amnesty Grant

Background

Salinas Valley Solid Waste Authority is the only active landfill in the Salinas Valley. They have three different recycling drop-off facilities for locals to dispose of their waste. Each of these facilities held the waste tire recycling events. Like many others, Salinas Valley has the problem of illegally dumped waste tires, that get into local water ways, farm lands, and private properties. The illegal dumping poses many health risks to those around the sites or who use the resources that have become contaminated by the waste tires. The Authority was granted \$52,535 to conduct the events.



Grant Project Goals

The main goals of the program were to offer the public the opportunity to legally dispose of waste tires at no cost and reduce the instances of illegal dumping, improper storage, and potential public health issues associated with those issues. The goal was also to utilize the disposal events as an educational opportunity to promote proper disposal/recycling of waste tires.

Outcome and Accomplishments

The Salinas Valley Solid Waste Authority was able to successfully:

- Conduct ten tire amnesty events which gave the public multiple opportunities to legally dispose of waste tires at no cost
- Educated the public about the proper disposal and recycling of waste tires
- Air on both radio and television to promote the program and provided ample information via flyers, email blasts, social media posts, and ads in local newspapers to gain a larger resident base and ensure mass turn out to each event (All ads were posted in both English and Spanish)
- Anticipated to collect around 36,000 tires, ended up collecting a total of 41,741 waste tires



FREE TIRE RECYCLING

Drop off your old tires FREE!
AT ALL 3 LOCATIONS MARCH 7-19, 2016

SALINAS	GONZALES	KING CITY
Sun Street Transfer Station, 139 Sun Street	Johnson Canyon Landfill, 31400 Johnson Canyon Road (Open Sunday)	John Road Transfer Station, 52054 John Road

- Car and small truck tires with or without rims •
- Residents only; no businesses • Limit 9 tires per trip •

Recycling your worn out tires is another step toward a future without landfills.
For hours, directions or more information, call SVSWA at 775-3000 or visit SalinasValleyRecycles.org



Funded by a grant from CalRecycle



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Challenges

Two of the three of Salinas Valley Solid Waste Authority's open facilities are located in rural areas, which made coordinating with a Local Conservation Corps (LCC) a bit of a challenge, logistically and financially. The nearest LCC is a minimum two-hour round trip to and from Salinas Valley SWA's northern facility, and a minimum four-hour round trip to its most southern facility. The local LCC includes travel time in their service cost, therefore using their services became costly. Scheduling with the LCC was also an issue with the SVSWA's operation department. The LCC was not always able to go to the sites when the service was needed, due to their own internal scheduling. As a result of the operational needs and increased costs, SVSWA was not able to use the LCC services for the entire grant term. However, after evaluations, SVSWA will continue to use the LCC for services for future events at its most northern facility.

Lessons Learned and Recommendations

By using the awarded grant money to create the television ads and not mentioning any specified dates, Salinas Valley Solid Waste Authority will be able to continue to use the same television ads to spread awareness for future events without incurring any additional costs.

Snapshot

Grant Program: Local Government Waste Tire Amnesty Grant

Grant Program Website:

<https://www.calrecycle.ca.gov/Tires/Grants/Cleanup/>

Grant Number: TA3-15-0016

Grant Type: Tire Amnesty Clean up

Year Awarded: 2016

Funding: Awarded \$52,535, spent \$50,033.74

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