



GreenWaste Recovery, Inc.

610 E. Gish Rd

San Jose, CA 95112

(650) 947-4994

2024 Annual Report

January 2024 to December 2024

TOWN OF LOS ALTOS HILLS

Mixed Compostables, Recyclables, and Yard Trimmings Franchise Agreement



January 29, 2025

Peter Pirnejad
26379 Fremont Road
Los Altos Hills, CA 94022

Dear Mr. Pirnejad,

Herein you will find the 2024 Annual Report for the period of January 2024 to December 2024, as required by the Franchise Agreement Between the Town of Los Altos Hills, and GreenWaste Recovery, Inc. for Collection, and Processing of Mixed Compostables, Recyclable Materials, and Yard Trimmings.

The sections of the report are detailed on the following tabs as follows:

- 1 Annual Summary
- 2 Sale of Recyclable Materials
- 3 Contaminants
- 4 Problems Encountered
- 5 Public Education Activities
- 6 Telephone Log
- 7 New Service Recipients
- 8 Missed Pickups
- 9 Town-wide Clean Ups

It has been a pleasure to serve the Town of Los Altos Hills and its residents. We look forward to continuing to service the Town of Los Altos Hills. Please advise if you have any questions regarding this report.

Sincerely,

Gar-Ying Chan
Financial Planning and Analysis Manager
(408) 288-4342
garying.chan@greenwaste.com



Annual Summary

Town Diversion & Tonnage Summary 2024

	Q1 2024			Q2 2024			Q3 2024			Q4 2024		
	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled
Curbside RECY 1	269.82	71.99	197.83	314.43	86.62	227.81	314.55	87.41	227.14	318.69	83.27	235.42
Curbside RECY 2	71.18	31.65	39.53	2.42	1.11	1.31				20.60	8.97	11.63
Curbside RECY 3												
Curbside RECY 4												
Office RECY 1												
Office RECY 2	21.18	9.42	11.76	19.44	8.93	10.51	21.19	9.81	11.38	25.33	11.03	14.30
Office RECY 3												
Office RECY 4												
HDPE Inbound												
Electronics	2.73	0.97	1.76				4.31	1.63	2.68	2.24	0.77	1.47
Metal	5.24	0.19	5.05				6.35	0.24	6.11	4.77	0.16	4.61
Street Sweeping	3.82	3.82		3.44	3.44		1.16	1.16		16.37	16.37	-
Processed Compostables 2	846.27	391.15	455.12	805.31	353.99	451.32	864.10	366.96	497.14	940.77	427.02	513.75
Trash/MSW 2	68.80	39.95	28.85									
Bulky Items	13.60	11.54	2.06	12.16	10.32	1.84	12.06	10.23	1.83	3.84	3.26	0.58
Yard Waste - in	1,020.87	10.21	1,010.66	827.07	8.27	818.80	825.08	8.25	816.83	1,067.60	10.68	1,056.92
Clean-Up Yard Waste												
Quarter Tonnage Total	2,323.51	570.88	1,752.63	1,984.27	472.67	1,511.60	2,048.80	485.70	1,563.10	2,400.21	561.54	1,838.67
Quarter Diversion Rate		75.43%			76.18%			76.29%			76.60%	

Note: The Q1 2024 Street Sweeping Collected tons, and Trash tons above were revised from the quarterly report.

Roll-off Tonnage Summary 2024

	Q1 2024			Q2 2024			Q3 2024			Q4 2024		
	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled	Collected	Trash	Recycled
Brush	9.56	0.05	9.51	18.99	0.09	18.90	21.66	0.04	21.62	17.79	0.03	17.76
Brush OS												
Brush Mixed	1.24	0.01	1.23							2.33	0.00	2.33
C&D	90.69	20.21	70.48	135.48	32.75	102.73	87.29	19.60	67.69	39.44	8.87	30.57
Concrete				7.97	0.09	7.88						
Concrete 2	13.86	0.16	13.70	8.72	0.10	8.62						
Concrete 3	50.17	0.59	49.58	37.18	0.41	36.77	22.18	0.18	22.00	7.84	0.07	7.77
Dirt							11.22	0.58	10.64			
Miscellaneous Debris	22.77	11.41	11.36	12.51	6.52	5.99	20.24	10.57	9.67	22.78	11.78	11.00
Mixed Debris	112.05	24.98	87.07	67.52	16.32	51.20	42.10	9.45	32.65	81.97	18.44	63.53
Manure	134.13	-	134.13	142.75	-	142.75	159.45	-	159.45	139.99	-	139.99
Trash	3.70	3.70	-									
Wood												
Wood Mix										1.72	0.00	1.72
Stucco												
Yard Trim												
Yard Waste	77.38	0.44	76.94	27.17	0.13	27.04	40.45	0.07	40.38	42.06	0.08	41.98
Organics												
Quarter Tonnage Total	515.55	61.55	454.00	458.29	56.40	401.89	404.59	40.48	364.11	355.92	39.28	316.64
Quarter Diversion Rate		88.06%			87.69%			90.00%			88.96%	



Sale of Recyclable Materials

Town Diversion & Tonnage Summary 2024

Throughout 2024, market conditions exhibited stability, and trends among various sectors. In the first quarter, demand for goods remained steady, with both domestic, and overseas demand for fiber goods increasing due to low generation. The domestic plastics market saw aggressive competition with the overseas market, particularly with Polyethylene Terephthalate (PET #1) reaching its strongest performance in over a year. Metals remained stagnant, showing a slight upward trend in non-ferrous metals, and overall demand was healthy, projecting continued stability into the second quarter. In the second quarter, fiber grades, especially cardboard, maintained their strength. OCC mills, and material recovery facilities (MRF) generators were at a stalemate due to low volumes, which kept values high. Despite the low volumes, mills held their current rates, although their finished goods decreased in value, and ocean freight costs increased. The plastics market remained stable with improving pricing, while metals experienced a slight decrease in demand, affecting pricing by 10% to 15%.

Q3 2024 experienced market conditions similar to the previous quarter. Fiber grades, particularly cardboard, continued to be strong, with OCC mills, and MRF generators still at a stalemate. The plastics market remained stable with improving pricing, and metals experienced a slight decrease in demand, impacting pricing by 10% to 15%.

In Q4 2024 the fiber market softened in both pricing and demand, which is a trend typical towards the end of the year. Mills halted purchasing activities before Lunar New Year, and inclement weather complicated material processing. International freight rates climbed, with vessels skipping the Oakland port. In contrast, the plastics market showed robust performance with increased demand observed over the past few months.

Overall 2024 was affected by market conditions with specific trends in fiber, plastics, and metals, reflecting the various demand and pricing across the different sectors.

Quarter	Sale of Recyclables
Q1 2024	255.94
Q2 2024	239.64
Q3 2024	247.31
Q4 2024	267.42
Total:	1,010.31



Contaminants

During 2024, GreenWaste collected **1,424.47** tons of recyclables. Of the recycling tons collected, **414.16** tons were contaminants. All contaminants were removed, mixed with our garbage, and transported to Newby Island Landfill located at 1601 Dixon Landing Road, Milpitas, CA 95035.

Quarter	Contaminants
Q1 2024	114.21
Q2 2024	96.65
Q3 2024	99.09
Q4 2024	104.21
Total:	414.16



Problems Encountered

To our knowledge, there was no problem encountered or scavenging occurring during the 2024 year to report to the Town of Los Altos Hills.

GreenWaste issued a total of **1,063** non-collection notices in 2024 to residents. The top categories were: Carts blocked, Gate issue (closed, locked, or code invalid), Extras not scheduled, Contaminated - recycle, and skipped.

Quarter	Non-Collection Notices
Q1 2024	258
Q2 2024	288
Q3 2024	238
Q4 2024	279
Total:	1,063



Public Education Activities

Quarterly Bill Inserts/Direct Mailers

Starting in 2024, the town switched from a quarterly to an annual newsletter. The final version of the 2024 annual newsletter was approved by the town, and mailed out to residents during the week of February 19, 2024. During the transition, residents also received the final Spring 2024 newsletter, which focused on educating them about Plastic #2: HDPE (High-Density Polyethylene). It included visual examples of common household, and commercial HDPE materials, a reminder to "Think Empty, Clean, and Dry" when recycling, and information about the upcoming Town Cleanup schedule. The 2024 Annual Newsletter featured various content which included: types of GreenWaste services available to residents, cart set-out guidelines, and collection information, the holiday tree collection schedule, town clean-up day schedules, mini sorting guide for proper disposal of items in mixed compostables, recycling, or yard trimmings carts, contact information for questions about household hazardous waste materials, and more.

With a grant from The Recycling Partnership, GreenWaste created a direct mailer postcard focusing on Plastic #5: Polypropylene (PP). It covered how this type of plastic material is sorted, and processed at the San Jose Materials Recovery Facility. This postcard was mailed out to residents in November 2024.

Clean-up day postcards were sent to residents before the scheduled clean-up days on March 23, July 27, and October 26. They included information on acceptable, and unacceptable materials, a contact number for the safe disposal of Household Hazardous Waste (HHW), and details about other available programs.

The 2024 Fire Prevention Flyers were mailed out as direct mailers to residents before the start of the year in early December 2023.

Updates to GreenWaste website

Throughout the year, GreenWaste updated the Town of Los Altos Hills webpage to keep content current with important updates. GreenWaste also included, and updated the town's respective GreenWaste webpage with the town's newsletters, and clean-up day post cards. The resource page was updated throughout the year, and included household hazardous waste (HHW) & sharps disposal information, Save the Food resources, California recycled content finder, reuse resources, and a blog post.

Youth Education Programs

A Virtual Education Program utilizing the GreenWaste Children's Book is available to share with the Town's younger audience. The book educates kids about friendship, the GreenWaste Material Recovery Facility (MRF), anti-litter, compost, and the importance of recycling.

Social Media

GreenWaste continued to post and share content on all our social media platforms regarding collection vehicles, processing equipment, sorting tips, and holiday reminders.

Special Events

June 2, 2024:

GreenWaste participated in the Town's Annual Picnic, providing extra mixed compostables, and recycling carts. Our Outreach team answered questions about recycling, and customer service, and gave away miniature garbage carts, rulers, color-changing pencils, and fridge magnets. We also hosted a recycling spin-the-wheel game to engage the community, and educate residents on proper waste sorting.

September 28, 2024:

GreenWaste joined the Town's Annual Touch-a-Truck event, and brought an Isuzu truck. The truck demonstrated garbage truck operations, and the kids enjoyed seeing the mechanical arms in action. Attendees met our Route Supervisor, who shared stories on his operation's daily routines. Our Outreach team provided information on recycling, and waste management, and distributed new sorting posters with a QR code for waste sorting guidance. We also gave away recyclable frisbees, bamboo pens, color-changing pencils, and mini rulers. The event was filled with learning, laughter, and community spirit.

We successfully held all the town clean-up day events as scheduled on March 23, 2024, July 27, 2024, and October 26, 2024.

In Closing

With the Town's support, our Public Education and Outreach team is committed to continuing to build a strong rapport with the community. We are available via phone, and email to educate, answer questions, and address any concerns. We've created various tools, and resources are available on our website, and social media. These resources include a Virtual Children's Youth Program, and a Virtual MRF Tour. We remain engaged, and ready to assist with any questions, or concerns that customers may have regarding their GreenWaste services.



Telephone Log

In 2024, GreenWaste received **4,753** calls and **13** complaints regarding missed carts, carts returned to the wrong location, scheduling, and billing. All were resolved within 24-hours.

Quarter	Complaints	Number of Calls
Q1 2024	7	1015
Q2 2024	3	1202
Q3 2024	2	1264
Q4 2024	1	1272
Total:	13	4,753



New Recipients

In 2024, GreenWaste setup **131** new customer accounts. A breakdown by year and by month is below:

Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Jan	10	14	11	12	10	8	8	6	9	6	8	6	9
Feb	5	17	19	19	8	10	10	4	4	12	10	11	7
Mar	12	9	17	25	6	4	5	5	9	16	3	6	15
Apr	8	21	20	22	14	7	12	5	7	14	11	9	6
May	16	40	21	8	9	10	15	15	9	18	13	14	9
Jun	21	23	36	17	14	24	16	14	13	24	12	13	15
Jul	24	27	21	15	13	6	11	13	14	25	17	13	16
Aug	17	27	30	9	8	14	12	7	19	20	20	16	12
Sep	16	10	28	9	16	18	9	7	13	16	3	7	8
Oct	16	6	40	28	14	9	7	7	7	12	15	10	11
Nov	10	8	24	8	2	12	5	6	13	21	14	14	12
Dec	9	11	17	11	5	11	8	4	18	13	6	10	11
Total:	164	213	284	183	119	133	118	93	135	197	132	129	131



Missed Pickups

In 2024, GreenWaste reported **80** missed collection on mixed compostables, recyclables or yard trimmings. All missed pickups were collected within 24-hours of being reported and in most cases, due to an incorrect set out. A breakdown by month is below:

Quarter	Missed Pick-ups
Jan 2024	8
Feb 2024	2
Mar 2024	9
Apr 2024	8
May 2024	8
Jun 2024	10
Jul 2024	9
Aug 2024	3
Sep 2024	8
Oct 2024	2
Nov 2024	7
Dec 2024	6
Total:	80



Town-Wide Clean-Ups

In 2024, three Town Clean-up events were held. In preparation for the town clean-up events, clean-up post cards were mailed out to the residents prior to the event. With cooperation, and support from the Town of Los Altos Hills, the events ran smoothly without any issues.

Summary of Events

Date:	3/23/2024
Car Count:	643
Trash tons collected:	68.80
Metal tons collected:	5.24
E-waste tons collected:	2.73

Date:	7/27/2024
Car Count:	692
Trash tons collected:	64.69
Metal tons collected:	6.35
E-waste tons collected:	4.31

Date:	10/26/2024
Car Count:	571
Trash tons collected:	54
Metal tons collected:	4.77
E-waste tons collected:	2.24

Location: Foothill College Lot 6, 12345 El Monte Rd. Los Altos Hills, CA 94022

Hours: 9:00AM to 3:00 PM