



Marin Sanitary Service, and its three facilities located on the San Rafael Bay, help preserve the natural beauty of Marin.

Conserving Marin's *Resources*

As a recycling leader for 70 years, with many more to go!



Co-owner Joe Garbarino at the Marin Recycling Center in 1981.

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GENERATION 1: THE MAVERICKS

Leading the Way

How Marin Sanitary Service revolutionized the way the nation recycles

BY ANNE STOKES

Imagine hand-sorting a city’s worth of garbage every day. That’s what recycling looked like in 1948, when Joe Garbarino started. By the 1970s, however, the now Chairman and Co-owner of Marin Sanitary Service (MSS) recognized that the future of the waste industry lay in finding a more efficient way of recycling. Garbarino saw the writing on the wall long before everyone else in the garbage business.

“Why are we burying material that can be reused?” he remembers reasoning. “A lot of the garbage companies thought I was crazy — ‘You can’t do this, it’s not going to work.’ But the people wanted this. I understood that loud and clear.”

Garbarino’s first job in the industry was at the age of 15 for the Scavengers Protective Association in San Francisco. Initially, the job included sorting through trash to pull out and clean materials that could be resold — like glass bottles, wood, metal, rags and newspaper. When compactor trucks arrived in the 1950s they changed how materials were collected — everything was crushed and taken to the landfill. Garbarino saw firsthand how quickly landfills were running out of space.

Looking to expand into the growing suburban neighborhoods surrounding the city, Garbarino and seven partners formed MSS with eight trucks and a rented space

to process materials in 1956. In 1979, the framework of the company’s innovative operations was made possible by a half-million dollar grant from the California Integrated Waste Management Board. Today, the company has a fleet of more than 100 trucks and three facilities located on a 93-acre site in San Rafael where recyclables are processed and sold.

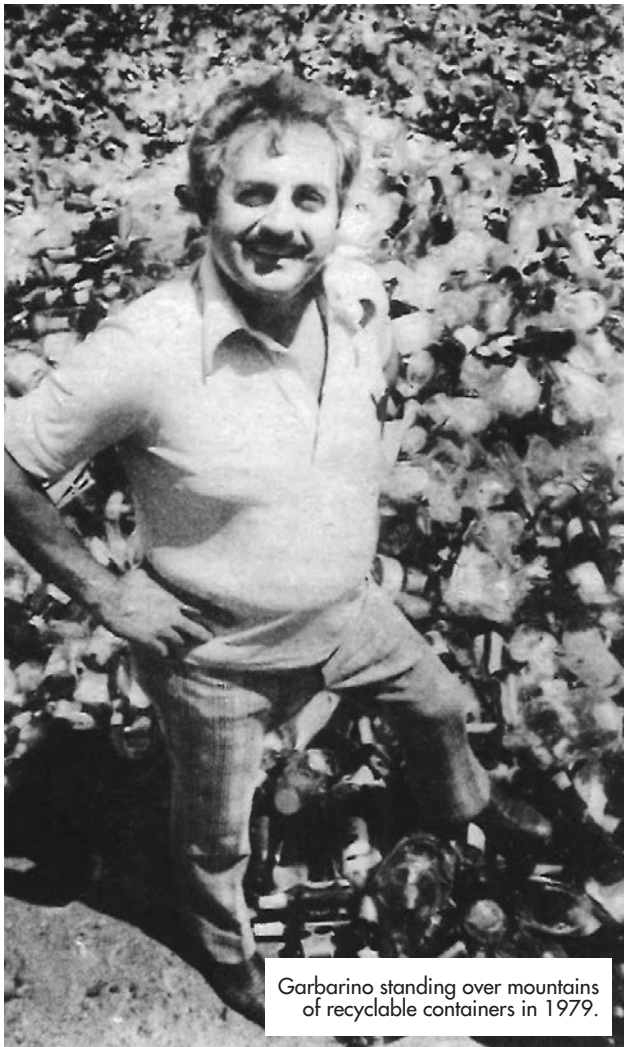
With the grant — and support from former Marin County Supervisor and retired U.S. Senator Barbara Boxer, former Fairfax Mayor Gloria Duncan, environmentalist Ted Wellman and former Marin County Supervisor Gary Giacomini — MSS implemented Garbarino’s vision: the nation’s first county-wide curbside recycling program. It required redesigning the entire existing garbage collection system, including trucks, facility equipment and public education

on why participation was necessary for the program’s success.

“Less than one percent of people will take the time to recycle, but if you make it handy at the curb and pick it up once a week, people love that,” he says. “I’m very proud of the work we’ve done and the efforts of the customers we serve. Together we have saved countless resources for future generations.”

“I’m very proud of the work we’ve done and the efforts of the customers we serve.”

Joe Garbarino
Chairman and Co-owner,
Marin Sanitary Service



Garbarino standing over mountains of recyclable containers in 1979.

Garbarino, who still comes to work every day at the age of 85, is proud to see his curbside recycling program in millions of households across the country. He says the secret to his success is keeping an eye on the horizon.

“You’ve got to keep abreast of what’s really happening,” he says. “You’ve got to keep improving. When you see something better, put it in place.”

All photos courtesy of Marin Sanitary Service

Following a Legacy

Recycling would look drastically different in Marin — and across the nation — if not for Marin Sanitary Service. See how it all happened!

1948

Marin Sanitary Service is established

1962

Marin Sanitary Service becomes incorporated

1980

Marin Recycling Center is built

Recycling Made Easy

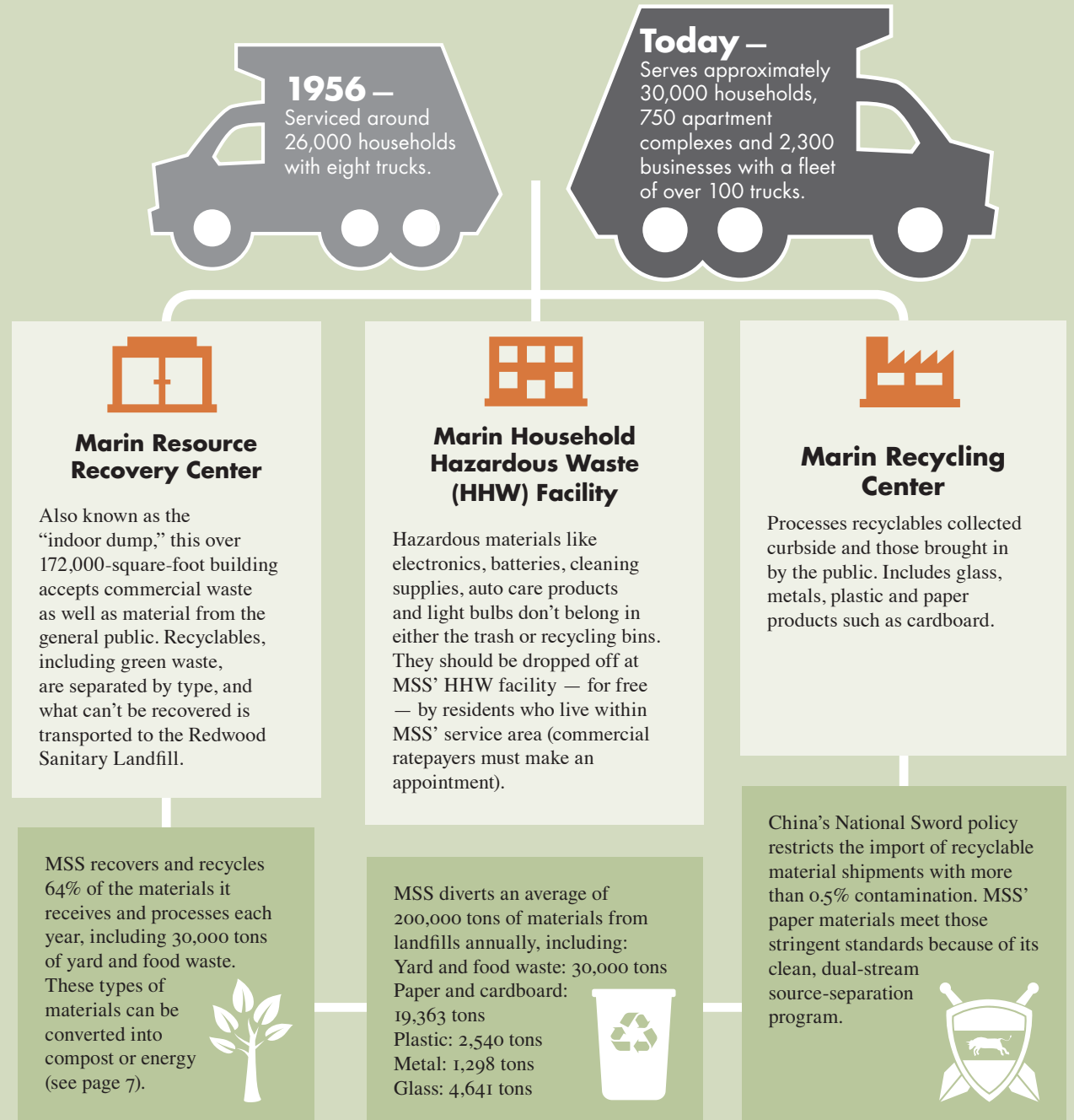
BY ANNE STOKES

Since they were first built in the 1980s, Marin Sanitary Service's (MSS) three facilities have helped make recycling easy for the community. Heeding public demand and environmentalists' advice, MSS was the first company in the nation to roll out a county-wide curbside recycling program, which required innovative facilities and equipment to process materials. Today, cities and counties across the country have followed the MSS model in order to offer convenient recycling services to millions of homes and businesses.

What makes MSS' system so uniquely effective is its dual-stream collection. Rather than co-mingling materials and picking out recyclables piece by piece, everything stays separate from the start. Glass, metal and plastics go into one side of the split recycling cart, paper goes into the other, and green waste a separate cart altogether — keeping them apart so they don't contaminate each other's streams and end up in the landfill.

"All we ask as haulers is to give us a hand and make sure you get it into the right container," says Ron Piombo, MSS Vice President and General Manager of Operations. "It really enhances the safety of our collectors, sorters, equipment operators and the environment."

HOW MSS CONSERVES MARIN'S RESOURCES



1981

California Redemption Value (CRV) drop-off and buyback center is added

Transfer Station is built

1986

Semi-automated garbage collection launches

Environmental Classroom built

Planning for Household Hazardous Waste facility begins

1987

Marin Resource Recovery Center (indoor dump) is built

GENERATION 2: THE INDEPENDENTS

New Leadership,
Same Passion

How the second generation of the company built on founding ideals

BY RODNEY OROSCO

When Patty Garbarino entered the recycling and waste business in 1987 there weren't many women in the industry, let alone in leadership. But it wasn't long until Patty lived up to the Garbarino name and redefined it for herself — being named by the Marin Sanitary Service (MSS) partners as the future president of the company in 1989.

"My father asked me to come in and, 'just for a few weeks,' take care of some paperwork at the office," Patty recalls with a laugh. But what started out as a part-time job at MSS outside her originally chosen profession quickly turned into her own career path thanks to her acumen and motivation.

By 2000, Patty was running the company.

The business Patty took over had changed significantly from the one her father, Joe Garbarino, started in the 1950s. Gone were the days of "garbage men" hoisting trash cans to be emptied into the back of a truck. In Patty's company, automated arms picked up garbage collected by human-driven compacting trucks.

Technology may have changed some of the finer points, but the soul of MSS remained very much the same between the first and second generation of the company — it still had what Patty and Joe call *la voglia*, or "the want to make things better" in Italian.

For Patty, keeping *la voglia* in her generation of MSS means utilizing technology.

"Our goal as a company is to further use technology to make a difference."

Patty Garbarino
President, Marin Sanitary Service



"Our goal as a company is to further use technology to make a difference in recycling," Patty says. "It is sinful to waste anything."

As long as Patty remains at the helm of MSS, that desire and goal go together hand-in-hand.

Removing all organic material from the landfill is one of the highest priorities on Patty's list. Wood scraps such as pallets and dry, dead tree trunks and branches are currently sold to a facility that turns them into energy. There are only a few wood biomass facilities left that can take these materials, and the volume of this type of material continues to increase.

"We have looked at building a facility onsite that would convert these materials into energy that could be used to run the Marin Resource Recovery Center," she says. "This program would be much like our Food 2 Energy program that converts food scraps into energy and supplies the energy needs of Central Marin Sanitation Agency."

The company also continues to explore other processing technologies, like robots and optical sorting, to aid in extracting even more resources from the waste stream.

For Patty and the current leaders of MSS, their motivation centers around advancing future generations.

"Recycling is the one thing you can do each day to help the environment," she says. "I want us to continue to be an example of what recycling can be."



Above: Joe and Patty at the Marin Resource Recovery Center in 2014.
Below: The Garbarino family in 1991, running the business together.



GENERATION 3: NEXT GEN

A Path To Tomorrow

New program shapes the next wave of Marin Sanitary Service leaders

BY RODNEY OROSCO

Remaining a leader in the industry is not easy, and it doesn't happen by accident. So, how does Marin Sanitary Service (MSS) plan to remain at the forefront of recycling innovations? By empowering its next wave of leaders.

That is why MSS sends its future leaders back to "school" — ensuring they are well-versed in current industry trends and practices, and are mentored in evolving industry philosophies that can lead to the next level of innovative recycling programs.

The course, called the "Next Generation Management and Leadership Program," is run by the California Refuse Recycling Council and is hosted in once-a-month training modules at industry companies over the course of nine months.

"The program empowers employees by providing them with skills they will need to address the complex world of waste and recycling," says Kim Scheibly, MSS Director of Compliance & Customer Relations.

The course is a comprehensive, rigorous review of what new leaders need to know: industry history, legislative and regulatory impacts, contract negotiations, financial planning, human resources, risk management and safety, and the "nuts and bolts" of running a resource collection operation which includes fleet operations, customer service, outreach and education.

With evolving markets, and the changing laws and contracts they bring, come new challenges and opportunities. MSS President Patty Garbarino and Chairman and co-owner Joe Garbarino recognize this and feel that the Next Generation Program ensures their strategic vision is carried forward into the future.

"Things have shifted from simply picking up trash," Scheibly says. "The new era requires a different set of skills than what was required in the past."

As a program alumna herself, Scheibly knows the value of the program firsthand and how it ensures the leaders of tomorrow will be able to meet the challenges of the times.

Scheibly started at MSS in 2011 as a part-time school recycling coordinator and moved up the communications and



The class of 2014 shows off their diplomas as new industry leaders

outreach ranks to her current position as Director of Compliance & Customer Relations.

To date, 13 MSS employees have graduated from the program, giving the company another advantage when it comes to protecting the environment. Other graduates have moved upward from their previous positions as well. Following the program, drivers became route managers and dispatchers became supervisors. Customer service representatives have moved on to become route data analysts, dispatchers, and outreach coordinators, while outreach coordinators have taken on key roles for non-profit boards in Marin after completing the program.

Empowering its leaders with as much knowledge and skills as possible is necessary if MSS is to fulfill its mission

of exceeding California's statewide goal to reduce solid waste production by 75 percent by 2020.

Tapping into ideas from its rising leaders has allowed MSS to innovate and implement new technologies and programs that push the industry forward.

As Scheibly and other current leaders within MSS know, the Next Generation Program is a huge investment in making sure that future generations of the company are committed not only to MSS but the environment for which it cares.

"The course has given me a strong foundation in the leadership required to help run a 21st century resource management company," Scheibly says. "The course has empowered me to make changes and shake things up a bit."

**"The new era
requires a different
set of skills."**

Kim Scheibly

Director of Compliance & Customer
Relations, Marin Sanitary Service



2006

Dual stream (split cart)
recycling introduced

2007

All machinery at Marin
Recycling Center is
upgraded

2009

Solar panels added to
Marin Recycling Center

Solving a Dangerous Dilemma

BY RODNEY OROSCO

The amount of toxic waste kept out of landfills each year in Marin County is staggering: 1.6 million pounds.

This is due, in large part, to the successful partnerships Marin Sanitary Service (MSS) has formed with others in the county. Zero Waste Marin and the San Rafael Fire Department sponsor the Marin Household Hazardous Waste (HHW) Facility. Marin Recycling & Resource Recovery Association (an MSS company) works in partnership with these agencies to provide Marin County households (except Novato) and businesses who are Small Quantity Generators (SQGs) with a safe and convenient option for hazardous waste disposal.

“Our HHW program offers Marin residents the opportunity to properly dispose of household hazardous products frequently used in the home, like bulbs, batteries, paint and used motor oil,” says Kathy Wall, Marin Household Hazardous Waste Program Manager.

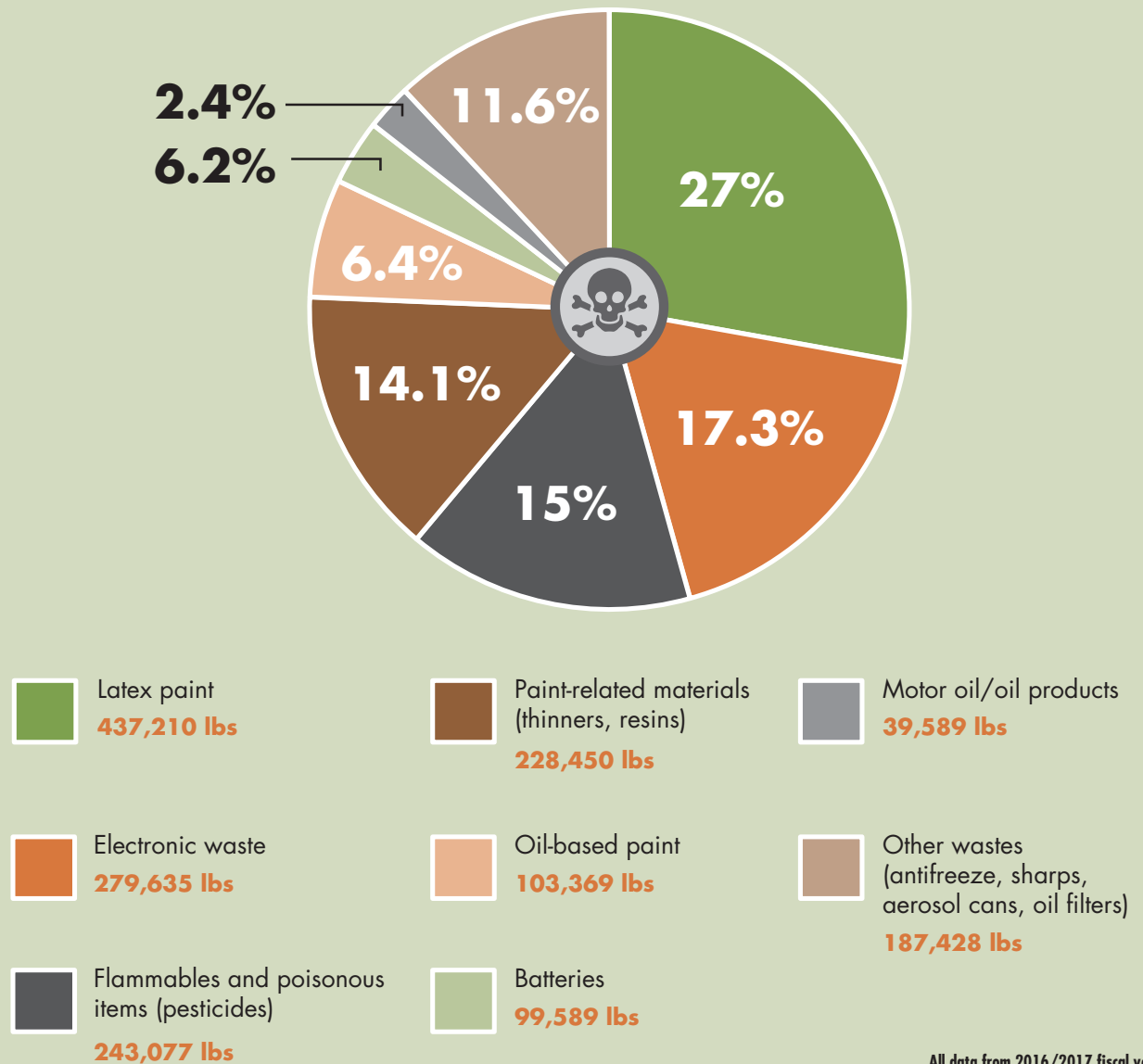
Thanks to the HHW facility, tons of very dangerous chemicals are kept out of the environment (as depicted in the chart to the right), preventing Marin from becoming polluted or dangerous to live in.

Instead of incorrectly placing these hazardous materials in their trash bins, residents can now conveniently drop off their HHW right at the Marin HHW facility, or during a Toxic Away Day event.

“The public wants to do the right thing and we want them to do the right thing,” Wall explains. “It is less expensive for everyone to bring hazardous waste to the facility than having to clean up spills and other environmental hazards.”

HOW MUCH WASTE IS TOXIC?

Keeping our world a safe and beautiful place for all to enjoy is now easier thanks to the Marin Household Hazardous Waste Facility. Look below to see how much toxic waste the HHW program keeps out of Marin County.



All data from 2016/2017 fiscal year



2011

Residential curbside composting program designed

Automated weekly collection of organics begins

2012

Commercial Recycling Program enhanced and Outreach Coordinators hired to ensure compliance with state mandates for MSS' contracted cities and towns

2013

Food 2 Energy (F2E) program begins

2015

Residential Clean-Up Programs for bulky items and scheduled clean-ups added

Municipal Illegal Dumping Support Program implemented

MOVING FORWARD: NEW TECHNOLOGIES

Squeezing Power From Scraps

How Marin Sanitary Service's latest programs are further reducing waste

BY RODNEY OROSCO



A Marin Sanitary Service Food 2 Energy truck dumps out food scraps that will be processed and converted into energy.

Whereas most people just see garbage when they look at leftovers from dinner or old food gone bad, Marin Sanitary Service (MSS) sees opportunity.

Its innovative Food 2 Energy (F2E) program was created to convert every fruit peel or meat trimming into a renewable resource, rather than sending such organic waste to the landfill where toxic gases will be released into the atmosphere.

The concept is simple: gather food scraps from restaurants, schools, hospitals and grocery stores throughout Marin County and turn this organic waste into a usable energy.

All commercial food scraps in Marin County are collected by MSS and brought to the MSS Transfer Station where major contaminants are removed. The leftover material is ground up and hauled to the Central Marin Sanitation Agency (CMSA). CMSA processes the food scrap material into even smaller pieces and removes any small contaminants that were missed before, such as the fibrous rinds from melons and squash, small twisty ties or plastic food labels. After being combined with biosolids to aid with decomposition, the food scrap material is fed into the anaerobic digesters where released gas is collected and converted to energy. That gas then powers the water treatment facility at CMSA.

The program was officially instituted at the end of 2013, but it started taking shape as early as 2006 when Al Boro, former Mayor of San Rafael, made reducing greenhouse gases a priority for the city soon after the passage of AB 32

(the Global Climate Solutions Act). At Al's suggestion, Ken Nordhoff, former San Rafael City Manager, and Jean Bonander, former Larkspur City Manager, city began seriously looking at implementing a commercial food waste to energy program. What resulted was a unique partnership between MSS as a private resource hauler and CMSA as a public utility for its new program.

"The Food 2 Energy program has been successful since the beginning thanks to the support from the community."

Ruben Hernandez

Recycling Programs Coordinator for F2E and Commercial Organics, Marin Sanitary Service



"Since 2009, MSS and CMSA have had a very innovative and successful public-private partnership that led to the development and later implementation of the Central Marin Food-to-Energy Program. In this program, MSS identifies eligible restaurants and markets, educates their staff on the

program requirements, collects and processes the food waste, and then CMSA uses it to produce renewable electricity to power its regional wastewater facilities," says Jason Dow, General Manager of CMSA. "There are many benefits realized from the program, including reduced truck trips to Redwood Landfill, reduction in greenhouse gas emissions, tipping fee savings for MSS, electricity and natural gas procurement savings for CMSA, and the generation of green power. MSS has been a great partner."

This partnership is well-suited for several reasons: Both agencies share similar service areas, are in close proximity to each other with less than half a mile separating them, and both have the full support of their boards. Once the program began, MSS and CMSA worked together to educate all the cities and towns they served on the new process and how to contribute. The program also allows MSS to be a partner in Marin County's Zero Waste goal.

"The Food 2 Energy program has been successful since the beginning thanks to the support from the community, the County's Board of Supervisors, central Marin Town and City councils, regulators and MSS Board," says Ruben Hernandez, Recycling Programs Coordinator for F2E and Commercial Organics at MSS.

Since its beginning, the F2E program has successfully kept around 8,000 tons of food out of the landfill from 210 businesses throughout the county.

2016

Multifamily Dwelling Composting Program launches

New services help businesses comply with state organics recycling rules

Organics Recycling Law (AB 1826)

2018+

New technologies reviewed

Refine existing programs and services

Focus on cleaner materials and diverting organics

2025

Marin County target date to become a Zero Waste Community



Marin Sanitary Service Trailblazers in the Recycling World

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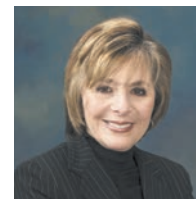


“Marin Sanitary Service worked tirelessly to educate the public on the importance of recycling, re-use, composting and creating less waste. Their state of the art recycling center has been replicated throughout the United States and abroad. The banning of plastic bags in many counties is due to their efforts. Their commitment to making the community a safer and more environmentally friendly place cannot be overstated.”

KARIN URQUHART

Executive Director of the Marin Conservation League (1980-1996)

“



“[Marin Sanitary Service] was a trailblazer in the world of recycling. [Joe Garbarino’s] vision brought the first in the nation curbside recycling to our community and beyond. I remember standing next to Joe the day the recycling center opened. He is proof that taking care of our planet is also good business.”

BARBARA BOXER

Marin County Supervisor (1976-1982)
U.S. Senator (1993-2017)

“



“A key to its success has been Marin Sanitary Services’ (MSS) understanding that making recycling convenient for people increases participation. [Its many programs help] me, as a San Rafael resident, and Marin County achieve our goal of zero waste. MSS has also been a

trusted adviser for me and other legislators when it comes to public policies. We can all be proud of the impressive diversion rate we’ve achieved in Marin County thanks in large part to MSS’ leadership.”

JARED HUFFMAN

California State Assemblymember (2006–2012)
U.S. Representative (2013–Present)

“



“Joe Garbarino and Marin Sanitary were and still are pioneers of the modern recycling movement. Without Marin Sanitary’s pioneering recycling effort and Joe Garbarino’s sticking his neck out and resisting his industry colleagues, California’s recycling achievements would never have come

to pass. It was only through the courageous leadership and advocacy of Joe Garbarino and Marin Sanitary that California has led the world in waste reduction.”

WESLEY CHESBRO

California State Senator (1998-2006)
California Integrated Waste Management Boardmember (1990-1998 and 2004-2006)
Founder, Arcata Community Recycling Center (1971)

“



“[Marin Sanitary Service’s recycling program] has achieved one of the highest waste diversion rates in the country by focusing on the many sources of waste ... and finding uses for those commodities that would otherwise be buried in landfills.

I am honored and proud that I have had the opportunity to work [with] Marin Sanitary Service on such a successful and influential program in recycling, waste diversion ... and the protection of [Marin’s] environment.”

DENNIS STONE

Former Chief of the Recycling Division for the California Integrated Waste Management Board

CONTACT US

Online: marinsanitaryservice.com
Call: 415-456-2601



Marin Recycling Center

535 Jacoby St., San Rafael
415-453-1404
Hours: Tuesday-Saturday,
8 a.m. to 4 p.m.

Glass, metal containers, plastic
or paper recycling.



Marin Resource Recovery Center

565 Jacoby St., San Rafael
415-485-5647
Hours: Monday-Saturday, 8 a.m. to 4 p.m.
and Sunday, 9 a.m. to 4 p.m.

Yard waste or
large items.



Marin Household Hazardous Waste Facility

565 Jacoby St., San Rafael
415-485-6806
Complete list of accepted materials at marinhhw.com.
Hours: Tuesday-Saturday, 8:00 a.m. to 3:30 p.m.

Toxic items like batteries, old paint
or propane canisters.