

# Roseville, California



## Challenge

The City of Roseville partners with Rubicon to reduce food waste contamination and increase diversion from landfills. Coffee grounds, moldy fruit, and expired cheese are just a few examples of the food waste and other organics that end up in people's trash and in landfills. Landfills are a hotbed for methane, a greenhouse gas significantly more potent than carbon dioxide, and it is exacerbated by the decomposition of food waste and other organics that could otherwise be recycled or composted.

In 2016, the state of California enacted legislation (SB 1383) mandating commercial organics recycling in an effort to divert 75% of organic waste from landfills by 2025. To comply with state law, the City of Roseville created a commercial organics collection



# 70-75

daily commercial  
customers



# 1,819

tons of food waste  
diverted from landfills to  
the composting facility in  
2021



# 1,115

metric tons CO<sub>2</sub>e  
avoided (equivalent to  
removing 240 passenger  
vehicles off the road each  
year)

program to divert food waste from landfills to a composting facility and reduce greenhouse gas emissions. Since implementing the program, the City has dealt with commercial entities disposing non-food waste in organic bins, contaminating the bins' contents. Contaminated organic bins must be sent to the landfill, effectively negating the potential greenhouse gas reduction intended by SB 1383.

Roseville's composting facility significantly.

In partnership with Rubicon, the City of Roseville diverted 1,819 tons of food waste from the landfill to the composting facility over the course of 2021. This led to 1,115 metric tons of carbon dioxide equivalent (MTCO<sub>2e</sub>) emissions avoided by preventing decomposition at the landfill and the carbon sink created by the application of compost to soils. This is equivalent to removing 240 gasoline-powered passenger vehicles from the road or 140 homes' energy use for one year.

## Solution

Beginning in 2021, the City of Roseville partnered with Rubicon to install Rubicon's proprietary technology platform, RUBICONSmartCity™ – a technology suite that helps city governments run more efficient, effective, and sustainable operations – in the City's waste collection vehicles. “With Rubicon, we more effectively manage food waste collection for our 70-75 daily commercial customers through a digitized route management platform,” said Shelly Tilley, refuse and stormwater utility manager. “As a result, we reduced contamination because drivers used the platform to document contaminated bins and dumpsters, helping us identify customers with frequently contaminated containers and educate them on which materials can and can't be composted.” This helped increase the tonnage of organics waste sent to

## Powered by AWS

RUBICONSmartCity is a software-as-a-service (SaaS) offering that is powered by Amazon Web Services (AWS). Rubicon leverages the AWS Cloud and other tools to empower cities to use cloud-based technology and machine learning to support their vision for a smarter city.



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