

STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: September 24, 2009 Board Meeting
Subject: Recycling and Outreach Programs Update

Required Commercial Recycling Ordinance

The cities of San Carlos and San Mateo are participating in this pilot program to assist with the development of required or mandatory commercial recycling ordinances. Staff is concluding the initial stakeholder engagement process in September and will provide future updates to the Board on our progress. The Phase I – Stakeholder Engagement Process report will be available to the Board in October. The next steps include developing a menu of options and recommendations to structure ordinances for these Agencies. Both participating Agencies will decide how to proceed with engaging their elected officials and other stakeholders, which will be geared towards consideration of specific components of potential ordinances.

Door to Door On-Call Collection of Household Hazardous Waste, Universal Waste, Electronic Scrap and Sharps

The following Member Agencies have expressed an interest to participate in this program:

- East Palo Alto
- Hillsborough
- Menlo Park
- San Carlos
- San Mateo
- Redwood City
- West Bay Sanitary District

Staff plans to conclude negotiations with Curbside Inc. in October and present to the Board at the October meeting a draft “Master Contract” with the company to provide these services. Staff had previously conveyed to the Board that the company would sign contracts with individual Member Agencies or solely with the SBWMA. However, based on feedback from Board members from jurisdictions interested in this service, it appears that the prevailing preference may be for the SBWMA to execute a “Master Contract” and Agencies would then sign up to participate. Thus, staff is proceeding with development of this type of contract. If Agencies would prefer to contract directly with the company, the Master Contract can easily be edited for this purpose.

The FY09/10 budget includes \$125,000 to promote roll-out of this new service for up to seven Agencies and can feasibly be done in the first quarter of 2010. The Board will be provided future updates on our progress with providing this service to these Member Agencies.

We continue to encourage all Member Agencies to participate in this important new program to provide a greatly enhanced opportunity for residents to properly discard and recycle their household hazardous waste and related items. Currently, the primary options for residents are periodic community collection events and drop-off of limited materials at select retailers. It is also important to

note that Staff has been informed by the County agency that is responsible for providing HHW services that the scope of service they currently provide will likely be scaled back considerably beginning in July 2010 due to budgetary considerations.

Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program in 2008 was approximately 3,750 pounds and through the first eight months of 2009 the monthly average was 4,760 pounds. A total of 4,640 pounds were collected in August 2009.

City/County Recycling Grants

Each year, the State of California, Department of Conservation (DOC) issues non-discretionary grant funding to California cities and counties per the Beverage Container Recycling and Litter Reduction Act. The funds are derived from non-redeemed California Redemption Value (CRV) deposits and distributed equitably amongst all California cities and counties. The general guideline for use of these funds entails facilitating recycling of CRV containers and litter abatement. DOC staff anticipates payments to be sent in August. The SBWMA will assist Member Agencies with expending these funds upon request.

Electronic Scrap (E-Scrap) Recycling Collection Events/Community Shred Events

SBWMA is in the process of finalizing the 2009 events for Member Agencies. Confirmed dates and cities for the upcoming events are listed below. The Cities of San Mateo, Foster City, Menlo Park and the Town of Atherton held E-Scrap Recycling collection events in July and August, and approximately 60,000 pounds of E-Scrap was collected. This year we have collected approximately 36 tons of E-Scrap materials through these Events.

Member Agencies are reminded that E-Scrap can be taken for recycling to Shoreway on an on-going basis and that other reuse and recycling options are listed in the RecycleWorks.org database. However, special events tend to help motivate participation and facilitate efficient collection of large quantities of these materials.

SBWMA has partnered with Shred-It in hosting Community Shred Events. Belmont, Hillsborough, San Mateo, Foster City, San Carlos, Menlo Park/Atherton and Redwood City have all had successful events, and residents are continuously inquiring when the next event will be held. Shred-it's trucks contain cutting-edge proprietary paper shredding technology and shred large quantities on site giving the community opportunity to have their confidential documents destroyed, free of charge. At these three events, approximately 22.5 tons of shredded material was processed. This material is locally bailed and recycled into "Kirkland" paper products sold at Costco.

We have the following two remaining events scheduled this calendar year: North Fair Oaks on September 26, 2009, and the Town of Hillsborough on October 10, 2009.

Future Services Public Education Request for Qualifications

SBWMA issued Phase 2 Design Competition guidelines on July 23 to the four short-listed firms that were selected to proceed based on their responses to the Request for Qualifications (RFQ) for Roll-Out of New Collection Services Education and Promotion Campaign issued on April 24. The four firms are Jeffrey/Scott Agency, MIG, PMC and Singer Associates. All design submissions were received by the September 9th deadline.

The four firms were required to submit specific promotion collateral and other items during the Phase 2 Design Competition, some of which have been posted on the RethinkWaste website to garner community involvement in selecting the final campaign design. The public may vote for their favorite design until 5 pm on October 2nd.

A Selection Advisory Panel has been established consisting of Board Members, elected officials and key community leaders. The panel members are as follows:

- Amy Buckmaster (Redwood City Chamber of Commerce)
- Andrea Gray (Acterra)
- Brian Moura (SBWMA Board Vice Chair)
- Coralin Feierbach (Belmont City Council)
- Jim Hartnett (tentative, Redwood City Council)
- Kari Binley (Sustainable San Mateo County)
- Kelly Fergusson (Menlo Park City Council)
- Laura Galli (Foster City Staff)
- Lillian Clark (RecycleWorks Staff)
- Malcolm Smith (Redwood City Staff)
- Terri Cook (Belmont City Clerk)

The Selection Advisory Panel is in the process of reviewing the Phase 2 campaigns and will make a final recommendation to the Executive Director and Board of Directors regarding the award of a contract(s). The recommendation for awarding the contract(s) will be presented to the Board at the October 22nd meeting.

Phase 3 will consist of awarding the contract(s) and commencement of the actual public outreach and promotion campaign.

SBWMA Website

The site averaged approximately 390 visits per week since the last Board meeting, of which nearly 62% are new visits. There is a noticeable increase in the number of visitors to the site following the release of the Board packets, residents receiving the rethinker Newsletter, or other SBWMA outreach promotion (i.e., E-Scrap Events). The most commonly visited sections of the site are "RFPs/RFQs," "Residents" and "Board Meetings."

rethinker Newsletter

The Fall 2009 issue of the SBWMA quarterly residential newsletter is in final production and will be sent to residents during the first week of October. The issue includes information on waste-less holidays, what's accepted in the bottles and cans bin and the 2nd Annual Green Lifestyle winners. Staff will be developing the Winter 2010 newsletter over the next few months.

C&D Recycling Update

Staff released a model staff report and recommendations to revise Member Agencies C&D ordinances on February 6, 2009. The goal of the revisions is to set high standards for all of the ordinances in an effort to increase C&D diversion throughout the SBWMA service area. Addressing the issue of C&D recycling regionally will likely be the most effective strategy to ensure high levels of diversion, even though Member Agencies are responsible for administering and enforcing their respective C&D ordinances. A variety of recommendations were submitted to Member Agencies; however, one overarching recommendation that has proven to be effective in other communities (e.g., San Jose) is

to require contractors to deliver material to certified C&D recycling facilities. If Member Agencies include this requirement, the SBWMA will annually publish a list of approved C&D processing facilities that are certified to accept material.

Member Agencies were requested to respond to the SBWMA in February to convey their intentions of upgrading C&D ordinances. **Thus far, only Atherton, Foster City, San Mateo, and more recently Redwood City have expressed an interest in the recommendations.** The FY09/10 budget includes only limited funding to support this effort this fiscal year.

Schools Recycling Program Update

Staff has purchased 32 gallon recycling carts for distribution to schools in the SBWMA service area. The program is implemented with assistance from RecycleWorks staff who has delivered approximately 120 carts on behalf of the SBWMA. The following table provides a list of schools that have received carts to date.

List of Schools Provided Recycling Containers

School	Agency	# of Carts Delivered
St. Timothy School	San Mateo	2
Arundel School	San Carlos	6
San Carlos Charter Learning Center	San Carlos	6
Tierra Linda Middle School	San Carlos	2
Adelante School	Redwood City	2
Aragon High School	San Mateo	32
Franklin Elementary School	Burlingame	4
Charles Armstrong School	Belmont	3
Burlingame Intermediate School	Burlingame	13
Cipriani Elementary School	Belmont	3
Central Elementary School	Belmont	1
Franklin Elementary School	Burlingame	5
Redwood High School	Redwood City	4
Summit Prep. High School	Redwood City	4
Nesbit School	Belmont	2
St. Matthew School	San Mateo	3
Menlo Atherton High School	Atherton	25
Red Morton Park (AYSO Program)	Redwood City	3

Community Events Recycling

SBWMA is in the process of winding down its events recycling activities for this event season. Over the spring and summer, SBWMA provided recycling support to the cities of Foster City, Menlo Park, Redwood City and San Mateo through the use of its ClearStream containers/Event Recycling Trailers. Staff will be assisting the City of Belmont with one event in October.

Compost Giveaway Events

Nine Member Agencies participated in the Spring Compost Giveaway Events. The fall events are tentatively scheduled for September 12 and October 10, 2009. Member Agencies are reminded that the volume of compost that Allied is required to provide for compost giveaways is significantly more than the amount that has been used by Member Agencies. Thus, Member Agencies are encouraged to participate in the events and consider establishing permanent locations to distribute compost to the public year-round. Menlo Park holds monthly events and San Mateo operates a site that is open weekly.

Below is a table denoting the amount of compost by cubic yards or bags of compost that Allied is obligated to provide Member Agencies in 2009 (based on 2008 organics tonnage):

Member Agency	2008 Organics Collected (tons)	2009 Compost Giveaway Obligation		
		Cubic Yards		Bags
Atherton	266	266	OR	133
Belmont	421	421	OR	211
Burlingame	1,014	1,014	OR	507
EPA	127	127	OR	64
Foster City	1,326	1,326	OR	663
Hillsborough	313	313	OR	157
Menlo Park	2,279	2,279	OR	1140
Redwood City	2,791	2,791	OR	1396
San Carlos	479	479	OR	240
San Mateo	2,770	2,770	OR	1385
County of San Mateo	544	544	OR	272
WBSD	50	50	OR	25