



## STAFF REPORT

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**To:** SBWMA Board Members  
**From:** Cliff Feldman, Recycling Programs Manager  
Monica Devincenzi, Recycling Outreach and Sustainability Manager  
**Date:** February 26, 2009 Board Meeting  
**Subject:** Recycling and Outreach Programs Update

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### **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. A total of 5,415 pounds were collected in January 2009.

### **Electronic Scrap (E-Scrap) Recycling Collection Events**

While the SBWMA coordinated spring and fall events for Member Agencies 2008, both the number of participants and the amount of materials collected significantly decreased at the fall events as compared to the spring events. Given the significant decrease in materials collected, it may make more sense to begin scheduling only one event per year instead of two. Staff will bring this issue before the Recycling and Facilities Management Subcommittee for further direction.

For Member Agencies interested in hosting events this May-June-July, **please confirm your interest to participate by March 16, 2009**. Alternative dates can likely be scheduled if that is your preference.

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. We will be promoting the events on our website once the dates and locations are confirmed.

### **Compost Giveaway Events**

The Compost Giveaway Events are scheduled for the weekends of March 14 and April 4, 2009. Ten Member Agencies will participate in the spring events.

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.

### **Recycling and Facility Management (R&FM) Subcommittee**

The Recycling and Facility Management Subcommittee met on January 14, 2008. The agenda included the following items: an Allied presentation on Commercial Recycling Commercial; and HHW, U-Waste, E-Scrap and Sharps collection services. The next Subcommittee meeting is tentatively scheduled for April.

### **SBWMA Annual Report**

A combined 2007 and 2008 Annual Report was released in January and has also been posted on our website. The report highlights SBWMA's accomplishments over the last two year, shows residential and commercial solid waste and recycling data, and provides information on our future plans. There are additional copies available if any Board member needs extras. These reports will be released annually at the start of each calendar year.

## **SBWMA Website**

Videos from both the January Board meeting and the Elected Officials Briefing have been posted to the website. The videos are available approximately a week following each Board meeting.

## **Yard Trimmings Recycling Campaign**

Per direction from the R&FM Subcommittee Chair, Dianne Dryer, the SBWMA requested and received a proposal from Allied to offer additional yard trimmings carts to residents. Development of a campaign promoting yard trimmings composting and availability of additional carts is ongoing and will likely be launched in the spring.

## **rethinker Green Lifestyle Contest**

The spring 2009 issue of the SBWMA quarterly residential newsletter, "rethinker," is currently in production and will feature the final grand prize winner of our Green Lifestyle Contest, Kim Hartman of San Carlos. This issue focuses on promoting the Yard Trimmings program.

## **San Carlos Weekly Residential Food Scraps Collection Service**

In November 2008, the San Carlos City Council approved a rate increase to pay for the cost of implementing weekly yard trimmings service with the inclusion of food scraps. The San Carlos Weekly Residential Yard Trimmings and Food Scraps Collection Service is scheduled to commence with delivery of kitchen pails the week of March 2 and weekly collection services beginning the week of March 9, 2009. Each single-family household will receive a kitchen pail to consolidate food scraps that are then placed in the green yard trimmings cart for collection. Public education activities will consist of distributing direct mail, emails, posters, flyers, affixing decals on yard trimmings carts, running ads, making presentations, and providing articles and artwork for placement in various community publications.

## **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 by February 17, 2009 to convey their intentions of upgrading C&D ordinances. Thus far, few Member Agencies have contacted the SBWMA to proceed with this project. It is important to note that the SBWMA has funds budgeted for FY09 to provide Member Agencies assistance with this project.

## **CIWMB Annual Report – AB939 Compliance**

Compliance with the California Integrated Waste Management Act of 1989 (AB939) requires every city and county in California to submit an annual compliance report to the California Integrated Waste Management Board (CIWMB). New for reporting year 2007 is how compliance with the 50% diversion requirement is calculated. The new system is based on per capita solid waste generation in lieu of the formula used in the past which included variables such as taxable sales from the State Board of Equalization. The per capita formula significantly simplifies this aspect of reporting and now only includes population and solid waste generation as variables. The 2007 report is due to CIWMB on March 15 and

the 2008 report is due in August. Another important nuance regarding compliance that has changed is related to meeting the 50% diversion threshold. Beginning with the 2007 report year, compliance with the 50% threshold is now considered a target and not a definitive threshold. This change is being framed by CIWMB staff as reducing the importance of achieving a diversion percentage, while placing higher priority on development and implementation of effective programs when assessing compliance with AB939. The SBWMA has annually coordinated development of Member Agencies Annual Reports and has budgeted in the FY09 budget for the 2007 reports due in March. Table 1 below provides preliminary results of 2007 report year calculations using the per capita disposal method.

**Table 1**

<b>Preliminary Calculation of 2007 Per Capita Disposal</b>					
	<b>2007</b>			<b>Per Capita Disposal Target (lbs/person/day) <sup>4</sup></b>	<b>Meets Target (Yes/No)</b>
	<b>Population <sup>1</sup></b>	<b>Disposal (tons) <sup>2</sup></b>	<b>Per Capita Disposal (lbs/person/day) <sup>3</sup></b>		
Atherton	7,391	7,754	5.7	11.5	Yes
Belmont	25,788	18,739	4.0	5.3	Yes
Burlingame	28,544	37,967	7.3	8.3	Yes
East Palo Alto	32,489	16,037	2.7	8.5	Yes
Foster City	30,138	21,141	3.8	3.7	<b>No</b>
Hillsborough	11,075	8,189	4.1	6.6	Yes
Menlo Park	31,017	35,078	6.2	7.4	Yes
Redwood City	76,695	88,497	6.3	9.1	Yes
San Carlos	28,515	39,330	7.6	7.5	<b>No</b>
San Mateo	95,098	84,931	4.9	5.8	Yes

**Notes:**

<sup>1</sup> Source: DOF population estimates, available at: [http://www.dof.ca.gov/research/demographic/reports/estimates/e-4\\_2001-07/documents/E-4\\_2008%20Internet%20Version.xls](http://www.dof.ca.gov/research/demographic/reports/estimates/e-4_2001-07/documents/E-4_2008%20Internet%20Version.xls), accessed on November 10, 2008.

<sup>2</sup> Source: CIWMB jurisdiction disposal by facility, available at: <http://www.ciwmb.ca.gov/LgCentral/DRS/Reports/JurDspFa.asp>, accessed on November 10, 2008.

<sup>3</sup> Formula: ((disposed tons x 2,000 lbs) / Population) / 365)

<sup>4</sup> Targets for Atherton and Hillsborough reflect EDAW's calculations, as the CIWMB's preliminary goals did not account for reporting year generation studies. All goals subject to 2005/2006 Biennial Review findings.

**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 delivers the carts on behalf of the SBWMA. Staff plans to promote the program during this spring/summer to facilitate developing recycling programs for the fall. **Table 2** provides a list of schools that have received carts to date.

**Table 2**  
**List of Schools Provided Recycling Containers**

School	City	# of Carts Delivered
St. Timothy School	San Mateo	2
Arundel School	San Carlos	5
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	6
Charles Armstrong School	Belmont	3
Burlingame Intermediate School	Burlingame	4
Cipriani Elementary School	Belmont	3
Central Elementary School	Belmont	1