



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: January 27, 2011 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

Development of Recology San Mateo County Franchise Agreement(s) Summary Documents

Staff has prepared a binder containing 14 summary documents pertaining to the Member Agencies Franchise Agreements with Recology San Mateo County (RSMC). The goal of this project is to provide Member Agencies with useful tools to facilitate administration of the Franchise Agreements and to assist with educating their staff with the contents and implications of the new contracts with RSMC. Staff conducted three well attended workshops to present the information contained in these summary documents in September in Menlo Park, San Mateo and San Carlos. Extra copies of the binders were also provided to each Board Member and the documents have been posted on our website since November 2010.

Curbside Inc., Door-to-Door HHW Program

The following seven Member Agencies are now participating in the program: Belmont, East Palo Alto, Hillsborough, Menlo Park, San Carlos, San Mateo, and West Bay Sanitary District. In addition, Foster City is anticipated to launch the program on March 1, 2011.

Interest in the program remains strong and the company has made approximately 2,867 collections since the program started in mid-May through December 2010. Approximately 182,880 pounds of HHW material, 3,212 pounds of Universal Waste and 47,659 pounds of E-Scrap has been collected since the start of the program. We encourage additional Member Agencies to offer the program as it provides a more convenient and cost effective option than is currently available.

Mandatory Commercial Recycling Update

The State Air Resources Board and CalRecycle (formerly the California Integrated Waste Management Board) recently held a workshop soliciting comments on the draft mandatory commercial recycling regulation developed per AB32 – California's Global Warming Solutions Act. While the draft regulation states that it "mandates" commercial recycling statewide, the practical application of it simply results in mandating that agencies promote commercial recycling. The reason for this is that it is left up to each individual jurisdiction across the State to decide whether or not it wants to mandate commercial recycling and the regulation does not specify that any enforcement actions will be conducted by the State. What this means to our Member Agencies is that we are positioned well to comply with this new State regulation given the scope of the Franchise Agreement with Recology and RethinkWaste's plans to promote commercial recycling.

Future Collection Services Public Education and Outreach

RethinkWaste and Recology San Mateo County staff continued conducting presentations, meetings and other outreach to customers in the service area through last December. From April through December 2010, RethinkWaste and Recology participated in over 100 community events, meetings and presentations on the

transition to the CartSMART collection services. Staff has also continued working with Jeffrey Scott Agency (JSA), the firm selected to develop the RethinkWaste's public outreach strategy and materials, on finalizing the plans and continuing with collateral development.

The public education campaign includes outreach materials that sent or delivered to residents and commercial customers, a media plan and a community engagement plan.

To date, the following items have been produced and/or completed:

- Graphics for residential and commercial carts
- Residential Garbage Cart Selection brochure
- Recology commercial brochure
- Recology "How To" DVDs (single-family, multi-family and commercial)
- Graphics for commercial bins
- Dock signs for commercial accounts
- Summer "rethinker" newsletter
- Theater spot targeting residents to promote single stream recycling and CartSMART
- Direct mail piece for commercial accounts, notifying them of new service provider, services and containers
- Residential starter kit/piece to be delivered with the carts, providing information on new services
- Print ads promoting Community Meetings
- Print ads promoting delivery of new residential carts
- Compost Card piece to be delivered with the kitchen pails
- Kitchen pail label
- Bus and train ads
- Fall "rethinker" newsletter
- Talking Carts TV commercial in English
- Talking Carts TV commercial in Spanish
- Commercial bill insert, providing basic BizSMART information, including changes in service provider, new services, containers and benefits of recycling and composting
- Banners for downtown areas
- CartSMART video contest

The items currently under production and review include the following:

- Twitter
- Winter "rethinker" newsletter

In addition, the RethinkWaste website has been updated to include information on the residential CartSMART services and BizSMART collection services for multi-family and business customers. RethinkWaste has also launched its Facebook page to promote program information and new services. To date, the page has over 80 "fans" and followers of the site are starting to be more interactive on the page by posting when they receive their new carts, questions and feedback. Staff is developing promotions that would generate additional followers of the Facebook page, as well as the Twitter page when it launches this month.

Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program in 2010 was 4,400 pounds with 3,236 pounds collected in December 2010. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009.

RethinkWaste Website

The RethinkWaste website continues to be updated with information on the CartSMART residential collection and new BizSMART commercial collection services. Staff's goal is to make the website the go-to source for information on future collection services.

The site averaged approximately 1282 visits per week since the last Board meeting, of which over 82% were 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 RethinkWaste outreach promotion (i.e., E-Scrap Events). Staff noticed a significant spike to the number of visitors to the site the week prior to the January 3, 2011 switch over to Recology and the week immediately after, with over 1,800 hits to the site. The most commonly visited sections of the site during this period remained "Residents" and "CartSMART."

Shoreway Construction Webcams

The public can view the ongoing demolition and construction of the Shoreway facility through webcams hosted on the RethinkWaste.org website. There are two cameras that are currently directed at the Materials Recovery Facility. The cameras are being repositioned to show the construction on the transfer station and inside the MRF to show the equipment installation

The webcam link can be found at:

<http://www.rethinkwaste.org/shoreway-facility/construction-webcam>.

rethinker Newsletter

The Winter 2011 rethinker newsletter is currently under production and will be sent to residents this month. The focus of the newsletter is highlighting CartSMART program guidelines, new features and other general information.

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 RethinkWaste 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. Since Member Agencies have recently shown an interest in including this requirement, RethinkWaste has budgeted funds for FY 2011 to annually publish a list of approved C&D processing facilities that are certified to accept material. Staff anticipates commencing this project in the first quarter of 2011.

Schools Recycling Program Update

Staff has purchased 32 gallon recycling carts for distribution to schools in the RethinkWaste service area. The program is implemented with assistance from RecycleWorks staff who has delivered 154 carts on behalf of RethinkWaste.

Compost Giveaway

A total of 150 cubic yards of compost was delivered to Menlo Park on December 3, 2010. There were no other events planned at this time due to weather.

Approved Operating Agreement Amendments or Recommended Recology Franchise Agreement Administrative Changes

Agreement	Board Approval	Staff Recommendation	Description
Operations Agreement	October 28, 2010	N/A	Amendment No. 1
Franchise Agreement(s)	N/A	Via email on December 9, 2010	Overage "bags" change to "tags"; SBWMA relief from purchasing battery/cell-phone bags; On-call bulky item collection temporary schedule for January 2011.
Franchise Agreement(s)	N/A	Via email on December 13, 2010	Member Agency self haul remittance of payments to SBWMA by Recology.