



STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: January 22, 2009 Board Meeting
Subject: Recycling and Outreach Programs Update

Household Battery and Cell Phone Curbside Recycling Collection Program

The 2008 monthly average of batteries and cell phones collected through the curbside recycling program was approximately 3,750 pounds. A total of 45,000 pounds were collected in 2008.

Electronic Scrap (E-Scrap) Recycling Collection Events

The SBWMA and Member Agencies scheduled three events in October and six in November 2008.

Attachment A provides the results from all thirteen events held in 2008. As you can see in **Attachment A**, both the number of participants and the amount of materials collected significantly decreased at the fall events hosted by Member Agencies that also held one earlier in the year. 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 spring, Staff has tentatively scheduled April 18 and 26 with our vendors. **Please confirm your interest to participate in the spring events by February 13, 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, they will also be listed in the spring edition of the rethinker newsletter.

Compost Giveaway Events

The Compost Giveaway Events are scheduled for the weekends of March 14 and April 5, 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.

Recycling and Facility Management (R&FM) Subcommittee

The Recycling and Facility Management Subcommittee met on Thursday, December 11, 2008. The agenda included the following items: Events Recycling Update; Commercial Recycling Policy Options Update; HHW, U-Waste, E-Scrap and Sharps collection services;; and an Allied presentation on Commercial Recycling; however, the HHW, U-Waste, E-Scrap and Sharps collection services item and the Allied presentation on Commercial Recycling were deferred to a special Subcommittee meeting scheduled for January 14, 2009.

SBWMA Annual Report

A combined 2007 and 2008 Annual Report has just been released, which will be distributed to the Board at the January meeting. 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.

The report will also be posted on our website. These reports will be released annually at the start of each calendar year.

SBWMA Website

Several additions were made to the website as part of our ongoing efforts to keep the site updated with new content. These included adding two new pages to the site in early January designed to make the site more accessible and convenient for the Board and Member Agencies. The sections are the "Board of Directors" page and the "Elected Officials Resources" page, and include information on the Board, Authority, governance and contract information in a consolidated area. Both new sections can be found by going to the "About" and "Member Agencies" pages on the web site.

As part of our ongoing public education efforts, we've posted the "Zap then Zip" campaign promoting a "Best Practice" on how residents can safely discharge and prepare their old batteries for curbside recycling. The campaign is promoted on our "Home" page and on the "Battery and Cell Phone Recycling" page.

As always, the Board's input is greatly appreciated as we would like to make this site as dynamic as possible.

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. SBWMA staff allocated \$40,000 in the FY08/09 budget to pay for an outreach campaign to encourage more recycling of yard trimmings and to promote the availability of additional carts. Development of the campaign is ongoing and will be launched in the spring.

rethinker Green Lifestyle Contest

The spring 2009 issue of the SBWMA quarterly residential newsletter, "rethinker," will feature the final grand prize winner of our Green Lifestyle Contest, Kim Hartman of San Carlos. We will announce the 2nd Annual Contest in the summer edition.

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 in March 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 will be releasing a model staff report and recommendations to revise Member Agencies C&D ordinances. 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 will be put forth to the 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. The draft recommendations were presented to the R&FM Subcommittee on May 8, 2008 and the full Board on May 22, 2008.



Attachment A

Results for the SBWMA E-Scrap Collection Events in 2008

Member Agency	Event Date	Number of Vehicles	Monitors and TV's (units)	Computers (units)	Misc. E-Scrap (pounds)	Fluorescent Lamps (linear feet)	Household Batteries (pounds)	Total Weight ³ (pounds)	Remittance to Member Agency
Hillsborough ⁴	June 14	183	122	84	5,332	361	113	14,334	\$1,506.72
Menlo Park ¹	June 21	354	333	141	12,157	2,518	219	28,023	\$3,392.75
Atherton ¹	June 21	73	Included in above	Included in above	Included in above	Included in above	Included in above	Included in above	Included in above
Other ^{1,2}	June 21	3	Included in above	Included in above	Included in above	Included in above	Included in above	Included in above	Included in above
Foster City	June 28	483	205	112	11,918	2,518	219	25,754	\$2,777.24
Redwood City ⁵	June 28	319	285	157	10,082	2,548	351	26,888	\$2,516.79
San Carlos	July 12	310	176	91	9,340	1,637	472	20,563	\$1,581.82
Hillsborough	October 11	135	90	44	3,632	107	133	9,433	\$886.46
East Palo Alto	October 18	33	26	3	1,006	0	0	2,482	\$347.67
San Mateo	October 25	452	199	110	10,629	2,024	200	24,842	\$2,068.87
Belmont	November 8	72	33	8	1,154	26	34	2,724	\$285.08
Foster City	November 8	90	42	15	1,759.00	198	7	4,300	\$443.85
Redwood City	November 8	213	131	98	4,882	132	38	1,321	\$1,021.82
Menlo Park and Atherton ¹	November 15	109	53	16	194	173	2	6,707	\$564.40
San Carlos	November 22	118	42	39	2,591	27	74	6,413	\$576.00

¹ Menlo Park and Atherton had shared events.

² Other includes: Tyco Employees from Fremont (1), San Jose (1) and South San Francisco (1).

³ Total Weight does not include Fluorescent Lamps.

⁴ Hillsborough Total Weight includes: 401 pounds – wire/cable, 476 pounds (53 units) - Liquid Crystal Display (LCD); and does not include 17 cell phones.

⁵ Redwood City Total Weight includes: 170 pounds (14 units) – LCD; 296 pounds – PCB's; and does not include 35 cell phones, and 415 units – HG Lamps (from City staff).