

## STAFF UPDATE

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To: SBWMA Board Members  
From: Recycling Staff  
Date: June 23, 2011 Board of Director's Meeting  
Subject: Recycling and Outreach Programs Update

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### Recommendation

This is an informational report and no action is necessary.

### Shoreway Public Recycling Center Bin Painting Project

RethinkWaste Staff partnered with Bowditch Middle School in Foster City for an art project at Shoreway's Public Recycling Center as a way to get the community involved and bring some fun to the area. Approximately 40 students from the school's recently formed Interact Club spent most of the morning of Saturday, June 11, 2011 painting recycling bins that are used at the Center, where the general public can drop off recyclables for free. A total of six six-cubic yard bins were painted with designs created by the students that carried environmental and recycling themes and messages.



They were given a tour of the MRF, and a pizza lunch was provided for them. Staff will collaborate with the school and others on future projects.

### 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). 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. Staff is in the process of developing a contract compliance checklist that will be shared with Member Agencies in July.

### Recology San Mateo County Contract Compliance Update

Staff is currently developing a standard staff report and contract compliance template that will be included with the monthly Board packet commencing in July. However, a separate item included in the June Board packet (i.e., item

8a) includes staff's contract compliance review of the 2011 First Quarter Report. The company has submitted its Monthly Reports and the First Quarter Report to the SBWMA on time.

### **Curbside Inc., Door-to-Door HHW Program**

The following eight Member Agencies are now participating in the program: Belmont, East Palo Alto, Foster City, Hillsborough, Menlo Park, San Carlos, San Mateo, and West Bay Sanitary District.

Interest in the program remains strong and the company has made approximately 4,249 collections since the program started in mid-May 2010 through May 2011. Approximately 211,934 pounds of HHW material, 55,223 pounds of Universal Waste and 67,985 pounds of E-Scrap have been collected since the start of the program in May 2010. We encourage additional Member Agencies to offer the program as it provides a more convenient and cost-effective option to properly recycle and dispose of a wide variety of materials (such as common HHW) than is currently available. An updated direct mail brochure on the program is being sent every two weeks to residents over a staggered schedule, as follows:

#### **1<sup>st</sup> Batch**

- Hillsborough
- San Mateo

#### **3<sup>rd</sup> Batch**

- East Palo Alto
- Menlo Park
- Sanitary District West Bay

#### **2<sup>nd</sup> Batch**

- Belmont
- Foster City
- San Carlos

The first mailing to Hillsborough and San Mateo residents has already taken place; the second batch is in the process of being mailed. These are being mailed to all single-family and multi-family residents. Hard copies of the updated brochure will be available at the June Board meeting for those who would like to take some.

### **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 and thus far in 2011 it is 5,048. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009. However, the current trend will result in an increase in batteries and cell phones collected in 2011 over 2010. The total amount of batteries and cell phones collected in May was 4,600 pounds.

### **RethinkWaste Annual Report**

The 2010 RethinkWaste Annual Report was released at the beginning of June and has been posted on the RethinkWaste website. The report highlights RethinkWaste's accomplishments over the last year, shows residential and commercial solid waste and recycling data, and provides information on the rollout of collection services and the Shoreway Environmental Center construction. Hard copies will be available at the June Board meeting.

### **RethinkWaste Website and Social Media**

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 500 visits per week since the last Board meeting, of which over 66% were new visits. The most commonly visited sections of the site during this period continued to be "Beyond the Cart" and "Shoreway" sections.

RethinkWaste continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 180 "fans." Our Facebook page can be found at [www.facebook.com/rethinkwaste](http://www.facebook.com/rethinkwaste), and the Twitter page is located at [www.twitter.com/rethinkwaste](http://www.twitter.com/rethinkwaste).

**rethinker Newsletter**

The Spring 2011 rethinker newsletter has been mailed to residents. This issue is focused on the items that are accepted in the blue Recycle Cart, other program reminders and the Shoreway Public Recycling Center.

**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 Events**

The RethinkWaste Spring Compost Giveaway Events have concluded, with Menlo Park and San Mateo hosting events through out the year. East Palo Alto is also making compost available to residents on an on-going basis at their corporation yard Monday through Friday from 8am – 4pm (Closed 12 -1pm for lunch). They are also currently looking into offering bagged compost to their senior residents. In August RethinkWaste staff will begin to coordinate the fall events, tentatively scheduled for September 10, 2011 and October 8, 2011. Below is the table of the Compost requested for April and May 2011:

<b>SPRING COMPOST DELIVERIES</b>								
<b>City</b>	<b>2-Apr</b>	<b>9-Apr</b>	<b>16-Apr</b>	<b>23-Apr</b>	<b>30-Apr</b>	<b>7-May</b>	<b>14-May</b>	<b>NOTE</b>
Atherton			30					RECOLOGY BYOB*
Belmont			30					RECOLOGY BYOB
Burlingame			30					RECOLOGY BYOB
East Palo Alto	80							
Foster City		40		40			40	
Hillsborough			40			40		
Menlo Park	150					150		
Redwood City					60			
San Mateo	100	100	100	100	100	100	100	
<b>TOTAL CUBIC YARDS DELIVERED</b>	<b>330</b>	<b>140</b>	<b>230</b>	<b>140</b>	<b>160</b>	<b>290</b>	<b>140</b>	<b>1,430</b>

*All amounts of deliveries are in cubic yards*

*\*Bring Your Own Bucket (BYOB) is a Recology Sponsored Event*

**Approved Operating Agreement Amendments or Recommended Recology Franchise Agreement Administrative Changes**

Staff is requesting that Member Agencies keep us apprised if any administrative changes have been made.

<u>Agreement</u>	<u>Board Approval</u>	<u>Staff Recommendation</u>	<u>Description</u>
Operations Agreement	October 28, 2010	N/A	Amendment No. 1. Is now effective as eight Member Agencies have approved the Amendments. Approved by: Belmont, Foster City, Menlo Park, Redwood City, San Carlos, City of San Mateo, San Mateo County, West Bay Sanitary District.
Franchise Agreement(s)	N/A	Via email on October 20, 2010	Requested Member Agencies send letter accepting interest waiver offer from Recology on potential 2011 revenue requirement shortfall if rates approved after January 1 but before March 1, 2011. Approved by: Atherton, Redwood City, City of San Mateo, San Mateo County, West Bay Sanitary District.
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. Approved by: Unknown.
Franchise Agreement(s)	N/A	Via email on December 13, 2010	Member Agency self haul remittance of payments to SBWMA by Recology. Approved by: Burlingame, Foster City, Redwood City.
Franchise Agreement(s)	N/A	Via email on June 3, 2011	Six Member Agencies (i.e., Belmont, Burlingame, Foster City, Menlo Park, Redwood City, San Carlos and City of San Mateo) are requested to allow Recology to continue using used collection vehicles through September 30, 2011. Approved by: Unknown.