



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: March 24, 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. Staff is in the process of developing a contract compliance checklist that will be shared with Member Agencies.

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 April. The company submitted its first monthly reports on February 15 and March 15, 2011 on time. The reporting requirements in the new Franchise Agreement(s) with Recology greatly exceed the requirements prescribed in the Allied/Republic Franchises. However, Allied/Republic did voluntarily report on various metrics for the last couple of years of its contract and this information was useful. Staff is working with Recology to craft a concise monthly (and then quarterly) report that is truly useful to the Board. Our mutual goal is to generate a report that provides the quantitative and qualitative information the Board wants, without being burdened by the plethora of data and information that is required to be compiled and submitted per the Franchise Agreement(s). In addition, staff will be receiving all of the back up data and reports and will regularly report to the Board on the completeness and timeliness of submittal of this contractually required data.

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, as Foster City was included as of March 1, 2011.

Interest in the program remains strong and the company has made approximately 3,266 collections since the program started in mid-May 2010 through February 2011. Approximately 190,814 pounds of HHW material, 15,968 pounds of Universal Waste and 54,825 pounds of E-Scrap has 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. Staff is working on a direct mail outreach piece to be sent to the residents of all participating Member Agencies later this spring to further promote and educate the residents about the service.

Mandatory Commercial Recycling Update

The State Air Resources Board and CalRecycle (formerly the California Integrated Waste Management Board) held a workshop in January 2011 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 well positioned to comply with this new State regulation given the scope of the Franchise Agreement with Recology and RethinkWaste’s plans to promote commercial recycling. A more detailed staff report was included in the February 24, 2011 Board agenda packet.

CartSMART Collection Services Public Education and Outreach

Public education and outreach efforts on the new CartSMART services continue through TV commercials, newsletters and advertising. RethinkWaste staff will continue working with Recology and Member Agencies to tailor messaging and materials based on their input and feedback from customers to help address any issues that arise, such as cart placement or putting carts away after service.

The public education campaign has included outreach materials that were 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 delivered with the kitchen pails
- Kitchen pail labels
- 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
- 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 and Twitter pages to promote program information and new services. To date, the Facebook page has 170 "fans" and followers of the site are starting to be more interactive on the page by posting questions and feedback. Staff included a promotion in the winter "rethinker" to generate additional followers of the Facebook and Twitter pages. Our Facebook page can be found at www.facebook.com/rethinkwaste, and the Twitter page is located at www.twitter.com/rethinkwaste.

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. In January 2011, Recology's first month of collection, approximately 6,670 pounds of household batteries and cell phones were collected which equates to a 31% increase over the quantity collected in January 2010. In February 2011, Recology collected approximately 4,180 pounds of household batteries and cell phones.

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 940 visits per week since the last Board meeting, of which nearly 62% 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). The most commonly visited sections of the site during this period were "Video Contest," and "Beyond the Cart."

rethinker Newsletter

Staff is working on the Spring 2011 rethinker. The focus of the issue will be what items are accepted in the blue Recycle Cart and other program reminders, and how to properly manage household hazardous waste.

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 during the first half 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 Events

Staff is in the process of setting up the first of the Spring Compost Giveaway Events for April. Menlo Park is interested in having an event, and staff is working with San Mateo to set up their weekly giveaway events. Since the system to deliver compost has changed with SBR and Recology taking over operations from Allied in 2011, staff has negotiated the costs to provide compost for Agency's events and detailing the program parameters.

Staff has negotiated a price of \$100 for SBR to provide a back-haul delivery of approximately 50 cubic yards of compost to a Member Agency's Compost Giveaway Event. This would consist of a loose load of compost delivered Monday through Friday during SBR's regular hours of operation that the transfer trucks are running. If a Member Agency requires a smaller load of compost or a Saturday delivery, those would be delivered by Recology and costs would be based on those prescribed in the Recology Franchise Agreement(s) Attachment Q, as follows:

Additional Compost Material Delivery	Section 5.11	A – \$125.00 B – \$250.00	A – one-way only delivery (compost only left on-site) B – Round-trip delivery (Drop-Box left on-site)
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Thus, in summary, if an Agency wants a full (or perhaps half full) load delivered loose on Monday through Friday, SBR will back-haul this directly to a Compost Giveaway Event site for \$100 and the Agency will be directly billed by SBR for this service. If an Agency wants a Saturday delivery, or prefers to have the compost contained in a drop-box, then the cost will be \$100 from SBR (billed directly by SBR) plus \$250 from Recology (included in the annual revenue reconciliation with Recology).

Staff will be sending a form via email for Member Agencies to schedule their RethinkWaste spring Compost Giveaway Events.

In addition to the Compost Giveaway Events organized by RethinkWaste, the Member Agencies are reminded that each Agency is entitled to annually organize directly with Recology the distribution of 30 cubic yards of compost in one or two deliveries at no additional cost. The details of these Bring Your Own Bucket Compost Giveaway Events are found in section 5.11 of the Franchise Agreement with Recology.

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. Is now effective as eight Member Agencies have approved the Amendments.
Franchise Agreements	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.
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.