



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: May 26, 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). 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 June.

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 June. This item for the June Board packet will also include staff's contract compliance review of the 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 3,998 collections since the program started in mid-May 2010 through April 2011. Approximately 205,160 pounds of HHW material, 43,288 pounds of Universal Waste and 63,849 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. A direct mail outreach piece will be sent to the residents of all participating Member Agencies in June and early July to further promote and educate the residents about the service.

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 5,160. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009. If the current trend continues through 2011, we anticipate collecting approximately 9,000 more pounds than in 2010. The total amount of batteries and cell phones collected in April was 4,860 pounds.

RethinkWaste Annual Report

The 2010 RethinkWaste Annual Report will be released at the end of this month and will be sent to the Board. 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. The report will also be posted on our website.

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 561 visits per week since the last Board meeting, of which over 65% were new visits. The most commonly visited sections of the site during this period were "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 175 "fans." Our Facebook page can be found at www.facebook.com/rethinkwaste, and the Twitter page is located at www.twitter.com/rethinkwaste.

rethinker Newsletter

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

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. In August 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:

SPRING COMPOST DELIVERIES

City	2-Apr	9-Apr	16-Apr	23-Apr	30-Apr	7-May	14-May	NOTE
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	
TOTAL CUBIC YARDS DELIVERED	330	140	230	140	160	290	140	1,430

All amounts of deliveries are in cubic yards

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

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 one truck load which is 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	A – One-way only delivery (compost only left on-site)
		B – \$250.00	B – Round-trip delivery (Drop-Box left on-site)

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).

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. Details of these Bring Your Own Bucket (BYOB) Compost Giveaway Events are found in section 5.11 of the Franchise Agreement with Recology. Recology held BYOB events in Atherton, Belmont and Burlingame on April 16th.

Approved Operating Agreement Amendments or Recommended Recology Franchise Agreement Administrative Changes

<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.
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.