



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: October 28, 2010 Board of Director's Meeting
Subject: Update on Recycling and Outreach Programs

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.

Curbside Inc., Door-to-Door HHW Program

Promotion of the new Door-to-Door HHW collection services program continues with the addition of three more Member Agencies rolling out the program over the summer. Menlo Park and the West Bay Sanitary District started offering the program to their residents on August 2, 2010, and East Palo Alto launched it September 1, 2010. This brings the number of Member Agencies participating in the program to seven. Belmont, San Carlos, Hillsborough and the City of San Mateo were the first to offer the new service starting on May 3, 2010.

The initial interest in the program has been strong and the company has made approximately 2,400 collections since the program started in mid-May. Approximately 146,000 pounds of HHW material, 2,300 pounds of Universal Waste and 40,000 pounds of E-Scrap was collected since the start of the program through mid-October 2010.

We recently received notice from Curbside Inc. that they have been acquired by Waste Management Inc. (see www.wm.com). Staff is currently reviewing a request from Curbside Inc. for assignment of the contract and will bring back an item to the Board for consideration.

Future Collection Services Public Education and Outreach

RethinkWaste and Recology San Mateo County staff have been conducting presentations, meetings and other outreach to customers in the service area throughout the summer and fall. Staff is also continuing its work 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.

Please refer to Item 5c in the October Board packet for a more detailed update on the public outreach efforts.

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 totals 4,618 pounds. A total of 4,596 pounds was collected in September 2010.

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 779 visits per week since the last Board meeting, of which over 67% 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 continues to experience an increase in visits to the site since Recology began delivering carts to RethinkWaste residents. The most commonly visited sections of the site during this period remained "Residents" and "CartSMART."

Facebook

RethinkWaste launched its Facebook page on August 30, using the social media tool as one more way of informing and connecting with customers about the new collection services, updates on Shoreway construction activities and other environmental and sustainability information. To date, the page has nearly 60 followers. Staff is in the process of creating a competition to increase the numbers of fans it has on Facebook. The Facebook page can be found by visiting the agency's main website at www.RethinkWaste.org. Staff is also preparing to launch a RethinkWaste Twitter page.

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 Fall 2010 rethinker newsletter is currently under production and focuses on the new single-family and multi-family residential collection services, remaining community meetings and holiday collection information. It will be mailed to residents at the end of October.

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 165 cubic yards of compost was delivered to the following Member Agencies that participated in the October 9, 2010 Fall Compost Giveaway Event: Atherton, Belmont, Burlingame, Foster City, Hillsborough and Redwood City.

Member Agencies are reminded that the volume of compost that Allied/Republic is required to provide annually 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 approximately 5 events each season and San Mateo operates a site that is open weekly. In addition, East Palo Alto is having compost delivered on a regular basis and is requesting deliveries of bagged compost to accommodate their elderly residents. Please let us know if your agency is interested in increasing its participation in this program.

Each Member Agency is entitled to:

- 1 cubic yard of loose finished compost per ton of commercial organic material delivered to Newby Island annually;
- or*
- 1 cubic foot of bagged compost per 2 tons of commercial organic material delivered.

The following table has been revised to illustrate that the aggregate amount of tonnage collected per year is available agency wide irrespective of the jurisdiction individual tonnage attributed to the Commercial Organics Collection Services. Staff previously conveyed that the annual allowable amount per Agency was based on that Agency's specific annual tonnage. Staff continues to encourage Member Agencies to increase their participation.

Member Agency	# of Events Held Spring 2010	Total Amount Compost Used to Date for 2010 at Spring Events	Compost Delivered to Agency Permanent Sites to Date *	Total Projected Amount of Compost Available for Member Agencies in 2010
Atherton	2	80		
Belmont	1	45		
Burlingame	2	80		
East Palo Alto	1	60		
North Fair Oaks	2	240		
Foster City	2	80		
Hillsborough	2	15		
Menlo Park	2	320		
Redwood City	1	130		
San Carlos	2	40		
San Mateo	0	-	520	
West Bay Sanitary District	0	-		
TOTAL SBWMA		1,090	520	

* through April 15, 2010

Other Community Events: Document Destruction

Foster City provided a Document Destruction/Shredding and E-Scrap Event on Saturday, September 18th. E-Recycling of California and Shred It were the vendors. E-Recycling of California reported that 4,064 pounds of e-waste (including batteries) was collected at this event, as well as 45 compact fluorescent bulbs and 88 feet of fluorescent tubes.