



## STAFF UPDATE

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To: SBWMA Board Members  
From: Recycling Staff  
Date: November 17, 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.

### Recology 2012 Annual Public Education Plan

A copy of Recology San Mateo County's 2012 Annual Public Education Plan was submitted to the Member Agencies and Staff with the company's third quarter 2011 Quarterly Report. Staff worked with Recology to review the draft version of the Public Education Plan as specified in Section 7.03 B of the Franchise Agreement. In addition, Staff and Recology will continue to meet regularly to review the plan to ensure that all outreach and education efforts are coordinated and remain focused and effective.

### 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 6,338 collections since the program started in mid-May 2010 through October 2011. Approximately 256,229 pounds of HHW material, 140,900 pounds of Universal Waste and 92,671 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.

Staff provided an update to the Board in the September agenda packet that we were aware of delays exceeding the contract standard of two weeks to provide service after scheduling an appointment and we are working with the company to get this resolved. The company is on notice to rectify these service delays. They hired additional staff to replace those no longer with the company and to supplement their routing capacity. Staff is now getting daily reports on residents calling to schedule appointments. While some customers are very frustrated with the current extended wait time, the majority are just happy to know the service will be coming to them soon since they typically have stored materials for many years.

### Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program through the first ten months of 2011 is 4,160 pounds. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009. It is anticipated that this trend will continue as a similar year over year reduction will likely be experienced. The total amount of batteries and cell phones collected in October was 1,680 pounds.

### 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, and the Shoreway Environmental Center. Plans are underway to

revamp the website to make it more user-friendly and interesting. Staff is in the process of reaching out to the Board and Public Education Subcommittee for input on the features they would like to see on the updated website. Upon receiving the feedback, a Request for Proposals will be developed and issued in late December or early January.

The current site averaged approximately 453 visits per week since the last Board meeting, of which nearly 71% 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 196 "fans," consistent with the October report. Staff will be working on strategies to drive more people to the pages. 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 current issue of the rethinker has been sent to residents. This issue focuses on the items that are accepted in the green Compost Cart and holiday reminders. In addition, the newsletter provides information on how to sign up for an electronic version, including a promotion to encourage the sign ups. The next issue of the rethinker is in development and will be sent to residents in January 2012.

#### **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 Fall Compost Giveaway Events were held in September and early October. Menlo Park and San Mateo will continue to host events through the remainder of 2011. Staff will be preparing for spring 2012 Events toward the end of the year and will reach out to all Member Agencies for their preferences.

#### **Electronic Scrap/Community Shred Events**

Several Member Agencies hosted RethinkWaste Electronic Scrap/Community Shred Events in October and early November. Staff will continue to work with Member Agencies to hold additional events.

**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, Foster City, 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: Foster City.
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 Foster City.