



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: January 26, 2012 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

Recology 2012 Annual Public Education Plan

RethinkWaste and Recology staff met in December to review their 2012 Public Education Plan and discuss specific components to ensure that all outreach and education efforts are coordinated and remain focused and effective. Follow up meetings are planned for January and the upcoming months to determine whether any changes are going to be recommended for Member Agency consideration.

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 and San Mateo County is rolling out the program beginning February 15, 2012. Interest in the program remains strong and the company has made approximately 6,589 collections since the program started in mid-May 2010 through December 2011. Approximately 272,530 pounds of HHW material, 173,512 pounds of Universal Waste and 100,995 pounds of E-Scrap have been collected since the start of the program. 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 through the County's drop-off program at Tower Road.

Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program during 2011 was 3,945 pounds. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009. While early participation in CartSmart program resulted in an increase of household battery and cell phone collection, it appears this increase has now leveled off as the full year result (i.e., 47,334 pounds) is below that achieved in 2010. 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 November and December 2011 was 5,740 pounds.

Shoreway Education Center School Groups and Public Tours Update

Tours of the Shoreway Environmental Education Center started in the second week of January. In addition to the school groups, staff is scheduling tours for the various community groups that had previously been put on a waiting list. Tour logistics have been conveyed to teachers and all participants via email or phone, and printed

material and this approach has worked well so far. All participants are required to sign a permission slip prior to taking the tour. At the end of the tour, teachers and chaperones are asked to fill out a survey about their experience, and the responses received thus far been very positive. For example, the tour program was described as “informative and worth class time to learn about resource conservation.” Below is a table showing the tours that have been conducted and those scheduled for January 2012.

Date	School/Group	Jurisdiction	Grade/Group	Total # of participants
January 10	Baywood Elementary	San Mateo	4 th & 5 th	31
January 12	La Honda Elementary	La Honda	3 rd & 4 th	26
January 18	KZZR Armenian	San Francisco	4 th	13
January 19*	Public Open House	Various	Adults	40
January 26	Sea Crest	Half Moon Bay	4 th	34
Total Participants				144

* Thursday, January 19th is open house day. We are expecting approximately 40 adults from City of Menlo Park Staff, World Centric, Whole Foods and community members from Redwood City and San Mateo.

Staff continues to promote the Tour Program, via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.) Staff is open to any suggestions for further promoting the program.

Tour availability

Tours are being offered Monday-Wednesday from 9:30am – 11:30am OR 12:30pm - 2:30pm and Thursday 9:30am – 11:30am. Every third Thursday of the month is being designated as Open House Day for the public from 9:30am – 12:00pm.

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 interactive. Staff received some input from Board Members and the Public Education Subcommittee on the features they would like to see on the updated website and we are in the process of developing a Request for Proposals to issue on the website redesign.

The current site averaged approximately 483 visits per week since the last Board meeting, of which nearly 73% were new visits. The most commonly visited sections of the site during this period continued to be “Beyond the Cart” and “Shoreway” sections.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 219 “fans,” an increase of approximately 25 fans since the November report. The Twitter page has 65 followers. There was a notable increase in activity on the RethinkWaste website, and Facebook and Twitter pages immediately following the release of the last *rethinker* newsletter. Staff will continue to work on strategies to drive more people to the pages. Our Facebook page can be found at www.facebook.com/rethinkwaste, and the Twitter page is located at www.twitter.com/rethinkwaste.

rethinker Newsletter

The winter issue of the *rethinker* is currently in production and will be sent to residents at the end of January. This issue focuses on the Shoreway Environmental Center and the School Groups and Public Tours programs.

The fall issue of the newsletter provided information on how to sign up for an electronic version, including a promotion to encourage the sign ups. Over 400 residents signed up for electronic copies of the *rethinker*. Staff will continue driving residents to go paperless with the newsletter.

Rethink@Work Pledge

RethinkWaste will kick off "Rethink@Work" on January 30, 2012; a pledge campaign to increase visibility and raise awareness for recycling in the RethinkWaste business community. Individuals will be encouraged to join the campaign by pledging to reduce waste in their workplace. Upon pledging, they will be placed into random drawings each week for a gift card of \$15 from local shops and businesses. In addition, five businesses will be selected and rewarded with a lunch and tour of the Shoreway Environmental Center for their employees during the contest period based on the pledges. One business will be selected every two weeks from pictures that have been uploaded to RethinkWaste's Facebook page or by random selection. The selected businesses will also receive a visit from Recology's Zero Waste Specialists to encourage further recycling and diversion.

The campaign will run through March 31, 2012 and will be open to anyone working in the RethinkWaste service area. Rethink@Work will be actively promoted through the RethinkWaste and Recology websites, Facebook and Twitter pages. Pledges will be made online through dedicated pages on RethinkWaste's website and Facebook page. In addition, weekly tips on how to recycle more and reduce their waste will be emailed to participants in the campaign.

Business Awards Program

RethinkWaste, in partnership with Recology, is in the process of developing a Business Awards program to recognize businesses and multi-family complexes for their efforts to reduce waste in 2011 through the BizSMART collection services. The awards program will be promoted through bill inserts, local chambers of commerce, websites, advertising and email blasts. It is anticipated that the program will be launched in February with the recognition event occurring sometime in late spring.

Public Education Subcommittee

A Public Education Subcommittee meeting was held on January 11, 2012 to discuss upcoming education and outreach efforts, strategize on future activities and garner feedback from members. The subcommittee members are Brian Moura (San Carlos), Laura Galli (Foster City), Lillian Clark (RecycleWorks/San Mateo County), Rebecca Fotu (Menlo Park) and Roxanne Murray (San Mateo). RethinkWaste staff consisted of Kevin McCarthy, Cathy Hidalgo, Faustina Mututa and Monica Devincenzi.

Community Outreach Events

Staff will offer assistance to our Member Agencies by coordinating their Community Outreach Events, such as Compost Giveaway and E-Scrap/Shredding events. In addition, staff will coordinate the Member Agencies events with Recology for the Bring Your Own Bucket giveaway of compost to residents and the Confidential Document Destruction Service Event. The request form will be sent out to each agency by the end of January and staff will confirm the events, and provide outreach as needed.

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, and 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, and 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, and 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.
Franchise Agreements	N/A	Via email on December 2, 2011	All Member Agencies were requested by Recology to modify the Bulky Item Collection service schedule. While customers can sign up for this service anytime, this change provides the company relief from providing the service from January 1-22, 2012 in lieu of December 1, 2011-January 2, 2012. The company has assured staff that all customers on the wait list will receive the service within the contractually specified two weeks commencing on January 23, 2012. Approved by Foster City, Menlo Park, City of San Mateo, San Mateo County, and West Bay Sanitary District.