

STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: June 25, 2009 Board Meeting
Subject: Recycling and Outreach Programs Update

Required Commercial Recycling Ordinance

The cities of San Carlos and San Mateo are participating in this program. We have commenced the stakeholder engagement process and will provide future updates to the Board. Staff is proposing \$85,000 in the FY09/10 budget to support continuation of this work. The final work products from this program will be usable by all Member Agencies.

Door to Door On-Call Collection of Household Hazardous Waste, Universal Waste, Electronic Scrap and Sharps

The following Member Agencies have expressed an interest to participate in this program:

- East Palo Alto
- Hillsborough
- Menlo Park
- San Carlos
- San Mateo
- Redwood City
- West Bay Sanitary District

The Board will be provided future updates on our progress with providing this service to these Member Agencies. We continue to encourage all Member Agencies to participate in this important new program to provide a greatly enhanced opportunity for residents to properly discard and recycle their household hazardous waste and related items. Currently, the primary options for residents are periodic community collection events and drop-off of limited materials at select retailers.

Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program in 2008 was approximately 3,750 pounds and through the first five months of 2009 the monthly average was 4,562 pounds. A total of 4,264 pounds were collected in May 2009.

City/County Recycling Grants

Each year, the State of California, Department of Conservation (DOC) issues non-discretionary grant funding to California cities and counties per the Beverage Container Recycling and Litter Reduction Act. The funds are derived from non-redeemed California Redemption Value (CRV) deposits and distributed equitably amongst all California cities and counties. The general guideline for use of these funds entails facilitating recycling of CRV containers and litter abatement. As of June 16, the following Member Agencies had not submitted the funding request forms to the DOC:

- Burlingame
- East Palo Alto
- Hillsborough
- Menlo Park
- Redwood City
- San Carlos

The funding request forms are due to the DOC on June 30.

Electronic Scrap (E-Scrap) Recycling Collection Events/Community Shred Events

SBWMA is in the process of finalizing the 2009 events for Member Agencies. Confirmed dates and cities for the upcoming events are listed below. The Town of Hillsborough held an E-Scrap Recycling collection event in June, and approximately 9,000 pounds of E-Scrap was collected.

Foster City	July 18, 2009
Menlo Park (jointly with Atherton)	August 15, 2009
Redwood City	June 20, 2009
San Carlos	August 15, 2009
San Mateo	July 18, 2009

Member Agencies are reminded that E-Scrap can be taken for recycling to Shoreway on an on-going basis and that other reuse and recycling options are listed in the RecycleWorks.org database. However, special events tend to help motivate participation and facilitate efficient collection of large quantities of these materials.

SBWMA has partnered with Shred-It in hosting Community Shred Events. Belmont and Hillsborough have both had successful events, and residents inquiring when the next event will be held. Shred-it's trucks contain cutting-edge proprietary paper shredding technology and shred large quantities on site giving the community opportunity to have their confidential documents destroyed, free of charge

We are promoting the events on our website, through the Summer Newsletter, once the dates and locations are confirmed.

Future Services Public Education Request for Qualifications

SBWMA staff issued the Request for Qualifications (RFQ) for Roll-Out of New Collection Services Education and Promotion Campaign on April 24, with responses due May 26. A total of 14 responses were received. Please refer to the Staff Report (**Item 4B**) included in the June 25th Board packet for an update on the process and recommendations.

SBWMA Website

The site is averaging approximately 321 visits per week since the last Board meeting, of which nearly 61% are 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 SBWMA outreach promotion (i.e., E-Scrap Events). The most commonly visited sections of the site are "RFPs/RFQs," "Residents" and "Board Meetings." The 2nd Annual Green Lifestyle Competition will also be promoted on the website in conjunction with the Summer 2009 rethinker Newsletter.

rethinker Newsletter

The Summer 2009 issue of the SBWMA quarterly residential newsletter is currently under development. The issue includes information on the upcoming E-Scrap and Shred Events, the new used cooking oil and sharps programs at the Shoreway Recycling and Disposal Center, what's accepted in the mixed paper recycling bin and the 2nd Annual Green Lifestyle Competition.

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 SBWMA 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. If Member Agencies include this requirement, the SBWMA will annually publish a list of approved C&D processing facilities that are certified to accept material.

Member Agencies were requested to respond to the SBWMA in February to convey their intentions of upgrading C&D ordinances. **Thus far, only Atherton, Foster City, and San Mateo have expressed an interest in the recommendations.** No additional interest has been expressed recently and staff has proposed limited funding to support this effort in the FY09/10 budget.

Schools Recycling Program Update

Staff has purchased 32 gallon recycling carts for distribution to schools in the SBWMA service area. The program is implemented with assistance from RecycleWorks staff who delivers the carts on behalf of the SBWMA. Staff plans to promote the program this summer to facilitate developing recycling programs for the fall. The following table provides a list of schools that have received carts to date.

List of Schools Provided Recycling Containers

SCHOOL	MEMBER AGENCY	NUMBER OF CARTS DELIVERED
St. Timothy School	San Mateo	2
Arundel School	San Carlos	5
San Carlos Charter Learning Center	San Carlos	6
Tierra Linda Middle School	San Carlos	2
Adelante School	Redwood City	2
Aragon High School	San Mateo	32
Franklin Elementary School	Burlingame	6
Charles Armstrong School	Belmont	3
Burlingame Intermediate School	Burlingame	13
Cipriani Elementary School	Belmont	3
Central Elem. School	Belmont	1
Burlingame High School	Burlingame	11
Redwood High School	Redwood City	4
Summit Prep. High School	Redwood City	4
Nesbit School	Belmont	2
St. Matthew School	San Mateo	3

Community Events Recycling

SBWMA provided recycling support to the City of Foster City's Art & Wine Festival and City of Menlo Park's Sunset Celebration. Other events that SBWMA will support through its ClearStream containers/Event Recycling Trailers through the end of summer include the City of San Mateo's Music in the Park Series and Wine Walk; Menlo Park's Connoisseur's Market Place and Foster City's Summer Concert Series.

Compost Giveaway Events

Nine Member Agencies participated in the most recent Compost Giveaway Events held the weekend of April 4, 2009. Member Agencies are reminded that the volume of compost that Allied is required to provide for compost giveaways 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 monthly events and San Mateo operates a site that is open weekly.

Below is a table denoting the amount of compost by cubic yards or bags of compost that Allied is obligated to provide Member Agencies in 2009 (based on 2008 organics tonnage):

Member Agency	2008 Organics Collected (tons)	2009 Compost Giveaway Obligation		
		Cubic Yards		Bags
Atherton	266	266	OR	133
Belmont	1,166	1,166	OR	583
Burlingame	1,014	1,014	OR	507
EPA	127	127	OR	124
Foster City	1,326	1,326	OR	663
Hillsborough	313	313	OR	157
Menlo Park	2,279	2,279	OR	1140
Redwood City	2,791	2,791	OR	1396
San Carlos	479	479	OR	240
San Mateo	2,770	2,770	OR	1385
County of San Mateo	544	544	OR	272
WBSD	206	206	OR	103