



## STAFF UPDATE

To: SBWMA Board Members  
 From: Recycling Program and Environmental Education Staff  
 Date: September 24, 2015 Board of Directors Meeting  
 Subject: Recycling and Outreach Programs Update

### Recommendation

This is an informational report and no action is necessary.

### Collection Programs

#### *WM At Your Door Special Collections (Door-to-Door HHW Collection Program)*

All twelve of the RethinkWaste Member Agencies are now participating in the program as Atherton and Redwood City joined on March 1, 2015. Interest in the program has been strong and the company has made approximately 20,545 collections since the program started in May 2010 through August 2015. The below table provides the program statistics:

<u>Month - Year</u>	<u>Collection Events</u>	<u>Pounds Collected</u>			
		<u>HHW</u>	<u>E-Scrap</u>	<u>Universal Waste</u>	<u>TOTAL</u>
<b>2010 (May - December)</b>	2,855	96,403	47,659	89,689	233,751
<b>2011</b>	3,998	123,042	53,753	123,906	300,701
<b>2012</b>	3,474	113,285	66,519	116,077	295,881
<b>2013</b>	4,343	151,485	80,294	138,898	370,677
<b>2014</b>	3,128	110,702	81,538	85,729	277,969
<b>2015 (Jan-August)</b>	<b>2,747</b>	<b>105,608</b>	<b>70,116</b>	<b>70,868</b>	<b>246,592</b>
<b>May 2010 - June 2015</b>	20,545	700,525	399,879	625,167	1,725,571

The drop in 2014 pounds are primarily attributable to three factors: 1) when initiating service in a community, there is typically a high level of participation given the extended outreach to that community (there was no new startup in 2014); 2) residents participating for the first time contribute significant amounts of materials due to many residents storing their materials for a number of years and when this pent up demand is met, less items are set out going forward or residents have less need to schedule another appointment for a long time; and 3) reduced outreach efforts due to budgetary constraints during the first half of 2014 as RethinkWaste operates on a fiscal year budget. In addition, there is a lag time between when an outreach effort is initiated and when it has an impact due to how quickly thereafter appointments are made and when the material is collected.

Staff continues to look for ways to further promote the program and increase participation. Outreach activities to date include direct mail, outdoor and print advertising, *rethinker* newsletters, holiday ads (November and December), bill inserts, community events and social media. A direct mail postcard promoting this program is being sent to all single and multi-family residents from mid-July through mid-September.

### ***Household Battery and Cell Phone Curbside Recycling Collection Program by Recology***

In August 2015, Recology collected 6,140 pounds of batteries and cell phones which is the same amount collected in August 2014. The monthly average for 2014 was 6,058 pounds and is 6,485 pounds for the first eight months of 2015. Staff has continued to promote this program regularly whenever possible since late 2012, including bill inserts, newsletters, social media and special newspaper ads around the holidays. This ongoing effort has built greater awareness of the program, resulting in the year-over-year increases starting in 2012. The total pounds of batteries and cell phones collected through the curbside recycling program are provided in the table below:

<b>Year</b>	<b>Pounds Collected</b>
2009*	57,000
2010*	53,000
2011	47,000
2012	58,000
2013	66,560
2014	72,700
2015	51,880
<b>Total</b>	<b>406,140</b>

\*Curbside recycling service provided by Allied Waste/Republic Services

### **Outreach Programs**

#### ***RethinkWaste Website, Social Media and "my waste" Mobile App***

The RethinkWaste website hosted 7,335 sessions and 5,616 users in July and August with a total of 18,176 page views.

Social media avenues Facebook and Twitter, continue to provide important program information and services. Facebook currently has 1,689 likes, a slight increase over the previous month, and has seen increased engagement and reach from followers. The Twitter page currently has 510 followers, an increase of 37%.

To date, 798 residents have downloaded the "my waste" mobile application, an increase of 19%. The app enables effective customer communication and engagement, and provides key program information that is easy to find. The mobile app can be downloaded through the RethinkWaste website or Apple and Android app stores.

#### ***Bill Inserts***

Staff continues to assist Member Agencies with developing and including bill inserts in customers' Recology garbage bills. Belmont, Burlingame, Foster City, Menlo Park and San Mateo have included bill inserts promoting their Community Outreach Events (see Community Outreach Events section below) and other customized messages, including water conservation and solar energy.

In addition, customers have received inserts promoting the On-Call Bulky Item Collection Program and the 2015 BizSMART@Work Awards. Residents also received the spring 2015 edition of the *rethinker* newsletter as an insert.

#### ***Community Outreach Events by Recology and RethinkWaste***

The 2015 Member Agency Community Outreach Events (Compost Giveaway, E-Scrap/Shredding Events, Recology's Bring Your Own Bucket Compost Giveaway, Confidential Document Destruction Service Event and Coats for Kids event) scheduled and organized by RethinkWaste and Recology are underway. As a reminder,

Recology is the point of contact for all Compost Giveaway Events and the Coats for Kids event. RethinkWaste is the point of contact for all E-Scrap/Shredding events. In addition, RethinkWaste will continue to provide outreach and promotion for all community events. Staff encourages Member Agencies to promote their events through inserts in the Recology bills to increase participation/attendance of events by residents.

The following events have already taken place and/or are scheduled to date:

*Shred/E-Scrap Recycling Events*

- San Carlos – March 28 and October 17
- Redwood City – April 18 (shred only)
- Belmont – April 25
- San Mateo – April 26 and October TBD
- Menlo Park – May 2 and November 7
- Foster City – May 9, July 29 (shred only), and September 12
- Hillsborough – May 30 (shred only)
- Burlingame – June 27
- San Mateo County – September 19
- Atherton – September 26
- East Palo Alto – November 14

*Compost Giveaway Events*

- Menlo Park – 1<sup>st</sup> Saturday of the month, February-November
- San Mateo – Weekly, March-October
- Foster City – March 21, April 18, September 19 and October 3
- San Carlos – April 18, July 11 and July 25
- Redwood City – April 25

**Shoreway Education Center School Groups and Public Tours Update**

Over **21,000** visitors have toured Shoreway since the tour program began in January 2012 for schools and the general public. Public Open House Day tours will continue to take place the first and third Thursday of the month starting this month.

Tours spots are quickly filling up. Staff promotes the Tour Program, via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.). Staff will also continue to give tours to interested community groups, businesses, municipal and environmental groups as scheduling allows.

Below is a table showing tours that have been conducted and those scheduled for August and September 2015.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
August 4	YMCA Stonestown	San Francisco	4,5	50
August 5	Kidzjet	San Mateo	3,4	6
August 6	Robotics group	Cupertino	5	7
August 7	College Park/Brewer Island	Foster City	5	10
August 21	Girl Scouts	Millbrae	3,4	14
September 2	Argonaut	Saratoga	5	16
September 3*	Public Open House Day	Various	Various	50
September 8	Redwood High School	Redwood City	9, 10	41
September 9	Sunnybrae	San Mateo	4	35

September 9	Redwood Elementary	Saratoga	5	10
September 10	Sunnybrae Elementary	San Mateo	4	35
September 11	Sunnybrae Elementary	San Mateo	4	35
September 16	Rosalie Rendu Center	East Palo Alto	Adults	25
September 17*	Public Open House Day	Various	Various	50
September 18	Audubon Elementary	Foster City	5	30
September 21	Stanbridge Academy	San Mateo	3,4	14
September 22	Audubon Elementary	Foster City	5	30
September 23	MA High School	Atherton	9	21
September 24	Trinity School	Menlo Park	4	23
September 24	Audubon Elementary	Foster City	5	30
September 25	Audubon Elementary	Foster City	5	30
September 29	Foster City Elementary	Foster City	5	35
September 30	Nativity School	Menlo Park	5	40
<b>Total Participants</b>				<b>**637</b>

\* The number of participants is based on only those that have made a reservation for the tour on the Public Open House Day. \*\*Includes estimated numbers for those scheduled tours that have not been conducted by the date this report is issued.

### Photos of Tour Participants at Shoreway Environmental Center



*Sunnybrae Elementary, San Mateo*



*Redwood High School, Redwood City*

### Free School Compost Giveaway Program

It is for both public and private schools within the RethinkWaste service area. Through the program, schools can receive up to five 50-pound bags of compost for a garden project, or up to 20 cubic yards of the material for landscaping projects per school year. The compost is made from the yard trimmings and food scraps set out by residents and businesses for collection in the green CartSMART and BizSMART containers.

Interested schools simply need to complete a request form (available on-line) to receive the compost. Schools need to arrange for the pick-up of the bags of compost at the Shoreway Environmental Center in San Carlos. Staff will arrange for the delivery of the larger quantity of loose compost through Recology San Mateo County at no additional cost to the schools; Recology's delivery costs will be covered in the SBWMA budget. Staff encourages Member Agencies to promote this service and program within their community.