



## STAFF UPDATE

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**To:** SBWMA Board Members  
**From:** Recycling Staff  
**Date:** April 26, 2012 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.

### Residential Survey

The customer satisfaction telephone survey of single-family residents throughout the service area, conducted by Godbe Research on behalf of RethinkWaste, will be underway by next week. The intent of the survey is to better determine and measure resident sentiment and satisfaction with their CartSMART Recycle, Compost and Garbage collection services and service provider; awareness of the various entities related to their services and their respective roles; and other related programs and services.

A Request for Proposals (RFP) was issued on February 13, 2012 to select a professional firm to conduct the telephone survey. A total of four firms responded to the RFP, and ultimately Godbe was recommended and selected at the March 22, 2012 Board of Directors' meeting.

Results from the survey will be shared at the May 24, 2012 Board meeting and the Elected Officials Briefing Session held later that same day.

### Earth Day@Shoreway

RethinkWaste will be holding its "Earth Day@Shoreway" event on Saturday, April 21, 2012 at the Shoreway Environmental Center from 9 am - 12 pm in coordination with Recology San Mateo County and South Bay Recycling. The event includes a compost giveaway, tours of Shoreway, "Rethink Your Bucket" contest and other activities.

Earth Day@Shoreway is also a kick off for RethinkWaste's ongoing compost giveaway at Shoreway. Following the event, residents of the RethinkWaste service area will be able to pick up free compost at Shoreway any time they need it. They will be provided with up to two empty paper bags at the scale house per visit for the compost. Residents will then be directed to the Shoreway Transfer Station where they can fill up the bags with compost. Shovels will be provided for residents to use. Residents will need to show a utility bill or identification card as proof of residency. Like the Earth Day giveaway, the free compost is for residents only, no commercial customers.

### 2012 Public Education and Outreach Update

RethinkWaste is finalizing the commercial bill insert, to be sent in Recology's upcoming invoices, to address the mandatory commercial recycling requirements of AB 341. RethinkWaste will also be developing additional

commercial outreach pieces to complete a commercial toolkit for Recology's Zero Waste Specialists to use as a resource to promote increased recycling and compost efforts, and to better address customers' needs.

### **Community Activities**

RethinkWaste staff often participates in community events and activities, or as presenters/speakers for various organizations, groups and customers in the service area on programs and services. Most recently, Monica Devincenzi presented the successes of the CartSMART residential Recycle, Compost and Garbage collection services as a speaker at the Northern California Recycling Association (NCRA) Recycling Update on March 27, 2012 in Berkeley. The annual conference features both public and private speakers and attendees from the greater Bay Area, and provides a great forum to discuss the latest in industry news, issues and legislation.

### **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. In addition, San Mateo County will be the ninth Member Agency to roll out the program beginning in April 2012. Interest in the program remains strong and the company has made approximately 7,428 collections since the program started in mid-May 2010 through March 2012. Approximately 292,686 pounds of HHW material, 218,292 pounds of Universal Waste and 112,727 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 March 2012 was 4,420 pounds.

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

The Shoreway Environmental Education Center tours have become extremely popular and in high demand in the short time since they were launched in January, and spots are quickly filling up for the remainder of this school year. In addition to the school groups, staff is scheduling tours for various community groups which include Boys & Girls clubs, Cub Scouts, college students, just to mention a few. Tour logistics have continued to be conveyed to teachers and all participants via email or phone, which has worked well. All participants are required to sign a permission slip prior to taking the tour. At the end of the tour, teachers, chaperones, and adult participants are asked to fill out a survey about their experience, and the responses received thus far continue to be very positive. For example, the tour program was described as "an eye-opener & very informative." Attached with the report is an example of a letter staff received from a student who participated in the Tour Program.



East Palo Alto Boys & Girls Club



Menlo Park German American International School

Below is a table showing the tours that have been conducted and those scheduled for April 2012.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
April 2	German American International	Menlo Park	3 <sup>rd</sup>	31
April 2	Mid-Peninsula Boys & Girls Club	San Mateo	7-13 yr. olds	22
April 3	St. Gregory School	San Mateo	5 <sup>th</sup>	39
April 3	Parkside Rascals	San Mateo	6-12 yr. olds	20
April 4	St. Gregory School	San Mateo	6 <sup>th</sup>	39
April 4	Boys & Girls Club	East Palo Alto	6 <sup>th</sup> -8 <sup>th</sup>	18
April 9	Skyline College	San Bruno	Adults	6
April 10	Footstep Childcare	Belmont	4-5yr. olds	35
April 11	Happy Campers	Burlingame	4 <sup>th</sup> & 5 <sup>th</sup>	17
April 12	Cub Scouts	Menlo Park	2 <sup>nd</sup>	20
April 16	San Mateo Park Elementary	San Mateo	4 <sup>th</sup>	30
April 17	San Mateo Park Elementary	San Mateo	4 <sup>th</sup>	34
April 17	Crestmoor Elementary	San Bruno	5 <sup>th</sup>	48
April 18	Kings Mountain Elementary	Woodside	2 <sup>nd</sup> -3 <sup>rd</sup>	47
April 18	Girl Scouts	San Mateo	2 <sup>nd</sup> -5 <sup>th</sup>	22
April 19*	Open House	Various	Adults	63
April 23	Kindergarten	San Carlos	4-5 yr. olds	30
April 23	Sacred Heart School	Atherton	6-9 yr. olds	26
April 24	Taft Community School	Redwood City	1st	44
April 24	Nesbit School	Belmont	4 <sup>th</sup>	25
April 25	St. Catherine of Siena	Burlingame	5 <sup>th</sup>	42
April 25	Cub Scouts	San Carlos	2 <sup>nd</sup>	15
April 26	St. Pius Elementary	Redwood City	6 <sup>th</sup>	40
April 30	Heart for Christ	Peninsula	K-6 <sup>th</sup>	10
<b>Total Participants</b>				<b>723**</b>

*\* Thursday, April 19<sup>th</sup>, is the Monthly Public Open House Day. The number of participants is based on only those that have made a reservation for the tour on the Public Open House Day. While reservations are recommended, they are not required.*

*\*\*Includes estimated numbers for those scheduled tours that have not been conducted by the date this report is issued.*

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 the Public Open House Day for the general 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 based on feedback from customers, Board Members and the Public Education Subcommittee. A Request for Proposals (RFP) for website redesign has been drafted and will be issued later this month. The issuance of the RFP was delayed due to staff efforts on the Customer Satisfaction Survey.

The current site averaged approximately 625 visits per week since the last Board meeting, of which over 64% were new visits. The most commonly visited sections of the site during this period continued to be “Beyond the Cart,” “Shoreway Services” and “Shoreway Location” sections.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 248 “fans,” and the Twitter page has 82 followers, an increase since the March 22, 2012 Staff Update. 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](http://www.facebook.com/rethinkwaste), and the Twitter page is located at [www.twitter.com/rethinkwaste](http://www.twitter.com/rethinkwaste).

### **Rethink@Work Pledge**

RethinkWaste kicked off the “[Rethink@Work](#)” pledge campaign in February, designed to increase visibility and raise awareness for recycling in the RethinkWaste business community. Individuals joined the campaign by pledging to reduce waste in their workplace. Upon pledging, they were placed into random drawings each week for a gift card of \$15 from local shops and businesses. Winners have been announced on our website.

In addition, to date, one business, JSI Shipping in Burlingame, has been selected and rewarded with a lunch and tour of the Shoreway Environmental Center for their employee. Will Waller, Green Team organizer of JSI along with five other employees, toured the facility with RethinkWaste and Recology Staff, and had a luncheon in the Rethinker Room to celebrate their success of their program. In 2011, JSI, which handles shipping and logistics and employs approximately 75 people at this location, reached out to Recology to increase their recycling service and to add compost services. They are currently at 51% diversion, which was an 11% increase from their prior service.



Two businesses have been selected and will participate in the tour in early May. Staff will update who the winners were and their program successes next month.

Rethink@Work is actively being promoted through the RethinkWaste and Recology websites, Facebook and Twitter pages. In addition, Foster City, Menlo Park, Redwood City, San Carlos and the San Carlos Chamber of Commerce have promoted the campaign through their respective websites, Facebook pages, newsletters, press releases or email blasts. In addition, Rethink@Work has prompted some waste audit requests from Recology's Zero Waste Specialists. The campaign ends April 20, 2012

### **Business Awards Program**

RethinkWaste, in partnership with Recology, has announced the call for nominations for BizSMART@Work 2012 Awards program. The program will recognize businesses and multi-family complexes in the RethinkWaste service area for their efforts in reducing waste in 2011 through the BizSMART Recycle, Compost and Garbage collection services. Award categories include Recycle, Compost, and a combined Recycle and Compost one. The awards will recognize businesses and multi-family complexes separately based on the number of employees for the first, and the number of units for the latter. Multi-family complexes include apartments, townhomes and condominiums. Small, medium and large winners will be selected in each category based on the specifications detailed in the application. The public will also have a chance to weigh in on some of the nominees through the "Rethinkers' Choice" award category, which will be selected from the nominees for the Recycle and Compost category. The "Rethinkers' Choice" award will allow for the public to vote for their favorite nominees.

The awards program was launched with newspaper ads, a press release and email blasts and is currently being promoted through the RethinkWaste and Recology websites, Facebook and Twitter pages. In addition, Recology promoted the program through a bill insert and the Zero Waste Specialists have been actively promoting it during their day to day activities with the business community. Local Chambers have been instrumental in promoting the program as well.

Applications are due April 25, 2012. Staff will provide an update at the meeting on the number of applications received.

### **rethinker Newsletter**

The spring issue of the *rethinker* is in production and focuses on the most frequently asked questions from customers and multi-family programs and services. It will be sent to residents in April.

Following the release of an issue of the *rethinker* newsletter, there is always a notable increase in activity on the RethinkWaste website and Facebook and Twitter pages. Staff will continue driving residents to go paperless with the newsletter.

### **Community Outreach Events**

Spring Community Outreach Events (Compost Giveaway, E-Scrap/Shredding events, Recology's Bring Your Own Bucket giveaway of compost and the Confidential Document Destruction Service Event) are currently under way and are posted on our website. Agencies are encouraged to contact staff to schedule 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, 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.