



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: April 25, 2013 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

WM Curbside Door-to-Door HHW Collection Program

The following ten Member Agencies are participating in the program: Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, San Carlos, San Mateo, San Mateo County, and West Bay Sanitary District, with Burlingame starting in February. Interest in the program has been strong and the company has made approximately 11,291 collections since the program started in mid-May 2010 through March 2013. Approximately 387,048 pounds of HHW material, 382,193 pounds of Universal Waste and 181,828 pounds of E-Scrap has been collected since the start of the program. We encourage the remaining two 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.

Per the adopted FY12/13 budget, additional outreach to highlight this service is currently in development, including direct mail, outdoor and print advertising and community events starting in late April and running through the summer. The program has already been promoted through the *rethinker* newsletter, holiday ads and social media.

Household Battery and Cell Phone Curbside Recycling Collection Program

The annual total of batteries and cell phones collected through the curbside recycling program has been: 2009 - 57,000 pounds, 2010 - 53,000 pounds, 2011 - 47,000 pounds, and 2012 - 58,000 pounds. The total amount of batteries and cell phones collected in March 2013 was 4,900 pounds. Per the adopted FY12/13 budget, additional outreach will be provided to highlight this service.

Shoreway Education Center School Groups and Public Tours Update

School Group and Public tours continue to be popular as the spots are quickly filling up. In addition to the school groups, staff schedules tours for various community groups such as businesses, Cub Scouts, Garden Clubs and College students, just to mention a few. Outreach efforts in jurisdictions that have low participation continue and staff encourages Member Agencies to promote the tour program within their community. Tours will continue to be scheduled on a first-come first-served policy.

The Tour program continues to receive very positive feedback, as it gives the community an opportunity to learn firsthand what happens to their recyclables, yard waste, food scraps and garbage at a working materials recovery facility (MRF) and transfer station. In addition, students and the community are given an opportunity to learn and practice the 4Rs (reduce, reuse, recycle, and rot/composting) and resource conservation, and be empowered to conserve resources in their lives, at school and residences.

At the end of each tour, teachers, chaperones, and adult participants are asked to fill out a survey about their experience, and what they think about the tour program as a whole. The responses received thus far continue to be very positive. On the following page are a few of the many recent comments that tour participants shared at the end of their tour experience:

"Well run & organized! Really fits well into the science content." (Teacher)

"It was a great use of our time – very valuable!" (Teacher)

"Great sequence & movement to keep kids engaged." (Teacher)

"Awesome! Reinforced what kids were learning in the classroom, in a visual, real way." (Parent)

"Amazing, educational and informative. Hands on. Really enjoyed this." (Parent)

The table below shows the tours that have been conducted and those scheduled for April 2013.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
April 2	Home Community Group	Belmont	5	27
April 4	Parkside Rascals	San Mateo	3	31
April 5	German International	Menlo Park	3	46
April 9	Mid-Peninsula Auto Club	Redwood City	Adults	25
April 10	Charles Armstrong	Belmont	5	21
April 10	Charles Armstrong	Belmont	5	32
April 11	Bayside STEM Academy	San Mateo	7	37
April 12	Park Elementary	San Mateo	4	37
April 15	Park Elementary	San Mateo	4	31
April 16	Baywood Elementary	San Mateo	2	31
April 16	Park Elementary	San Mateo	4	34
April 17	Baywood Elementary	San Mateo	2	31
April 18*	Public Open House	Various	Adults	50
April 19	Special Education	San Mateo	11	20
April 20*	Earth Day	Various	Various	100
April 22	Serendipity	Belmont	5	24
April 24	Fox Elementary	Belmont	5	31
April 24	Charles Armstrong	Belmont	8	42
April 25	Baywood Elementary	San Mateo	2	31
April 26	Fiesta Gardens	San Mateo	3	30
April 29	Fiesta Gardens	San Mateo	3	30
April 30	Ormondale School	Portola Valley	2	32
April 30	Fiesta Gardens	San Meto	3	30
Total Participants				803**

* Thursday, April 18th, is the Monthly Public Open House Day. Saturday April 20th is our Earth Day Event. The number of participants is based on only those that have made a reservation for the tour on the Public Open House Day and the anticipated Earth Day Tour Participants. **Includes estimated numbers for those scheduled tours that have not been conducted by the date this report is issued.

Tour logistics continue to be conveyed to teachers and all participants via email, phone or on-line, which has worked well. Staff continues to promote the Tour Program, via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.)

Photos of tour participants at Shoreway Environmental Center



Pictured above are fifth graders from Charles Armstrong School in Belmont (photo on left) and Mid-Peninsula Auto Club in Redwood City (photo on right).

Tour Availability

Tours are offered Monday at 12:30pm – 2:30pm, Tuesday-Wednesday from 9:30am – 11:30am, 12:30pm – 2:30pm, Thursday and Friday 9:30am – 11:30am. Every third Thursday of the month is a designated Public Open House Day for the general public, and tours are given in the time slots from 9:30am – 10:30am and 11:30am – 12:30pm.

Free School Compost Giveaway Program

The free Compost Giveaway Program is for both public and private schools within our 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. The Compost Giveaway Program is meant to serve as a resource for schools in alignment with the California Department of Education’s Garden in Every School initiative. According to the state, students who participate in school garden projects discover fresh food, make healthier food choices, and are physically active. Using compost in gardens and landscaping projects helps improve soil quality, conserve water and control erosion, among others.

The table below shows the schools that have requested compost this spring.

<u>Date</u>	<u>School</u>	<u>Jurisdiction</u>	<u>Quantity of Compost</u>	<u>*Total # of Participants</u>
February 25	Baywood Elementary	San Mateo	3 bags	20
February 26	Roosevelt School	Redwood City	5 bags	40
March 7	Charter Learning Center	San Carlos	12 yards	300
March 19	St Matthew’s Episcopal Day	San Mateo	5 bags	74
March 24	Washington Elementary	Burlingame	1 yard	78
Total Participants				512

** Estimated number of students and adults involved in the gardening/landscaping project*

Interested schools simply need to complete a request form 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 new service and program within their community.

Trash to Art Contest Winners

Winners will be recognized by San Carlos Mayor Bob Grassilli at RethinkWaste's second annual Earth Day@Shoreway event on Saturday, April 20th, from 10 am to 2 pm at the Shoreway Environmental Center in San Carlos.

First Place will be awarded to the fifth grade classes of teachers Sandra Sperow and Dawn Tesarowski's from Audubon School in Foster City for their "The U.S.A. Just Got Recycled" map with each state represented by what makes it famous. Students used such materials as fabric, cardboard and cartons to create the three-dimensional piece. The class will receive \$500, a special recognition event and a private tour of Shoreway.

Teacher Shelley Jones' fourth grade class from Fiesta Gardens International School in San Mateo will receive Second Place for their "Young Shadows: Homage to Louise Nevelson," inspired by the work of a twentieth century American artist, Louise Nevelson, who reused and repurposed objects to create her gigantic sculptures. The piece was made from Girl Scout cookie boxes, paperboard tubes and beverage box inserts, among others. They will receive \$250 and a private tour of Shoreway.

Third Place goes to sixth graders in Kathie Strafaci's class who teaches at St. Charles School in San Carlos for their "Tiger" statue, representing their school mascot. The tiger is made from water bottles and caps, newspapers, old rope and fabric. The Third Place prize is \$150. Fourth Place also went to fifth grade class at Audubon School for their "Recycleston-A Colonial Town" made from cardboard boxes, old computer wires and milk cartons. They will receive \$100 for their class.

In addition to the winners' schools, submissions were received from Beechwood School (Menlo Park), Fox Elementary School (Belmont), Heather Elementary School (San Carlos), John Gill School (Redwood City), Our Lady of Mt. Carmel School (Redwood City), San Carlos Charter Learning Center (San Carlos), St. Catherine of Siena (Burlingame) and Wornick Jewish Day School (Foster City.) All pieces will be on display at Shoreway.

Earth Day

Join us for our 2nd Annual Earth Day on Saturday April 20, 2013 from 10:00am-2:00pm at the Shoreway Environmental Center in San Carlos. Staff is planning for lots of fun activities for the whole family. The event will include informational booths, music, arts and crafts, games, tours, free compost, and lots more. Bring your bottles and cans to redeem for money. Everyone who shows up automatically enters in a raffle. Trash to Art Contest winners will be recognized. Don't miss out on this fun-for-all event. Earth Day is every day at RethinkWaste. Staff encourages Member Agencies to promote the event within their community. More information can be found on our website at www.RethinkWaste.org.

2013 Public Education and Outreach Update

Single-family residents will be receiving their annual Bulky Item Collection program notice as an insert in the Recology invoices in the April, May and June cycles. Copies of the insert will be available for Member Agencies at the April 25th Board of Directors' meeting.

RethinkWaste 2012 Annual Report

The RethinkWaste 2012 Annual Report is currently in development and will be distributed in May. The report highlights RethinkWaste's accomplishments over the last year, shows residential and commercial solid waste and recycling data, and provides information on the Shoreway Environmental Center.

2012 Member Agency Snapshot Report

RethinkWaste has developed a Member Agency specific snapshot report for calendar year 2012 that highlights the following key information for you: recycling and composting collection program results, outreach efforts, community events and other recycling related programs; tonnage and other operational information for the Shoreway Environmental Center, including tour totals; and a summary of upcoming future projects and services in development. The reports are in the form of PowerPoint Presentations that will be provided to each Member Agency. Staff is also available to make the presentations before Member Agency governing bodies upon request. We encourage Member Agencies to share their report with key stakeholders in your community and make them available to the public.

BizSMART@Work 2013 Awards Program

RethinkWaste, in partnership with Recology, will be announcing the call for nominations for BizSMART@Work 2013 Awards program starting April 24th. The second annual program will recognize businesses and multi-family complexes in the RethinkWaste service area for their efforts in reducing waste in 2012 through the BizSMART Recycle, Compost and Garbage collection services. Award categories include Recycle, Compost, and a combined Recycle and Compost one. 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 will be promoted through a bill insert, newspaper ads, press releases, email blasts, Recology's Zero Waste Specialists as they visit customers, local Chambers of Commerce, and the RethinkWaste and Recology websites, Facebook and Twitter pages, among others. Applications are due May 22, 2012 with a recognition event to be held in late June.

RethinkWaste Website and Social Media

The RethinkWaste website continues to be updated with information on the CartSMART residential collection and BizSMART commercial collection services, other program information and the Shoreway Environmental Center. The current site averaged approximately 592 visits per week since the last Board meeting, of which over 62% were new visits.

RethinkWaste Staff continues to work on the website revamp to make it more user-friendly and interactive based on feedback from customers, Board Member and the Public Education Subcommittee. Staff is working with the firm Gauger and Associates selected through a Request for Proposals process in the spring and summer of 2012. Staff will continue to work with the adhoc Public Education Subcommittee on the redesign and seek some additional feedback from the Board. Staff anticipates the new website going live in spring 2013.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 299 "likes," and the Twitter page has 141 followers. 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 spring issue of the *rethinker* has been produced and is included in Recology's February through April 2013 invoices per the Board action on September 12, 2012 to adopt the FY13 budget. The issue focuses on Earth Day and spring cleaning tips. The *rethinker* is now published three times annually, instead of quarterly, also per the FY13 budget.

Community Outreach Events

Staff has been working with Recology to try and better coordinate the 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) for this year to avoid any duplicative efforts. 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 continues to provide outreach and promotion for all community events. An email was sent to all Member Agencies on March 11th providing the details and costs for the events, and request forms.

The following events have been planned to date:

Shred/E-Scrap Recycling Events

- Belmont - April 20
- Redwood City - April 27 (shred only)
- San Mateo - April 28
- Menlo Park - May 4
- Foster City - May 11
- Burlingame - June 29
- Foster City - Aug. 17
- Menlo Park - Nov. 2

Compost Giveaways

- Menlo Park - Monthly event
- San Mateo - Monthly event
- Foster City - March 16
- Foster City - April 13
- Redwood City - April 20
- Belmont - April 20 & 21
- Foster City - September 14
- Foster City - October 12

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 and November 15, 2012	All Member Agencies were requested by Recology to modify the Bulky Item Collection service schedule. While customers can sign up for this service anytime, the Franchise Agreement requires the company to provide this service from January 1 through December 1 each year (i.e., not during the month of December). Approval of this request authorizes the company to change when the service is provided to February 1 through December 31 (i.e., not during the month of January) in order to provide service to those customers that prefer to schedule this service at the end of the calendar year. (Recology has received complaints from customers that wanted to schedule their 2 nd collection in December since they are entitled to two each calendar year). Approved for 2012/2013 by Belmont, Burlingame, Foster City, Menlo Park, San Mateo County and West Bay Sanitary District.