



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: April 23, 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 18,606 collections since the program started in May 2010 through March 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>
2010 (May - December)	2,855	96,403	47,659	89,689	233,751
2011	3,998	123,042	53,753	123,906	300,701
2012	3,474	113,285	66,519	116,077	295,881
2013	4,343	151,485	80,294	138,898	370,677
2014	3,128	110,702	81,538	85,729	277,969
2015 (Jan-Mar)	808	28,247	29,715	16,692	74,654
May 2010 - March 2015	18,606	623,164	359,478	570,991	1,553,633

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. Another direct mail piece will be sent to residents in a staggered schedule starting in April.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

In March 2015, Recology collected 7,500 pounds of batteries and cell phones which is slightly higher than the 6,740 pounds collected in March 2014. The monthly average for 2014 was 6,058 pounds. 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:

Year	Pounds Collected
2009*	57,000
2010*	53,000
2011	47,000
2012	58,000
2013	66,560
2014	72,700
2015	20,140
Total	374,400

*Curbside recycling service provided by Allied Waste/Republic Services

Outreach Programs

RethinkWaste Website, Social Media and “my waste” Mobile App

The RethinkWaste website averaged over 600 visitors per week over the last month, an increase in comparison to the prior months. The most frequently visited pages this past month continue to be Household Hazardous Waste, Shoreway Facility and Shoreway Tours.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 1,672 “likes,” an increase over the prior months. The Twitter page has 306 followers, also an increase compared to prior months.

To date, 652 residents have downloaded the “my waste” mobile application, an increase over the prior month. The convenient Agency-wide mobile app for residential customers enables them to request services, get additional program information and receive notifications. The mobile app can be downloaded through the RethinkWaste website or the Apple and Android app stores. The mobile app is being promoted through the *rethinker* newsletter, social media, truck signs, bill inserts, website and direct mail.

2015 BizSMART@Work Awards Program

RethinkWaste, in partnership with Recology, has kicked off its 2015 BizSMART@Work Awards program. The fourth annual program will recognize businesses and multi-family complexes in the RethinkWaste service area for their efforts in reducing waste in 2014 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 1, 2015 with a recognition event to be held in late June.

Bill Inserts

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

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

Compost Giveaway Events

- Menlo Park – 1st 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

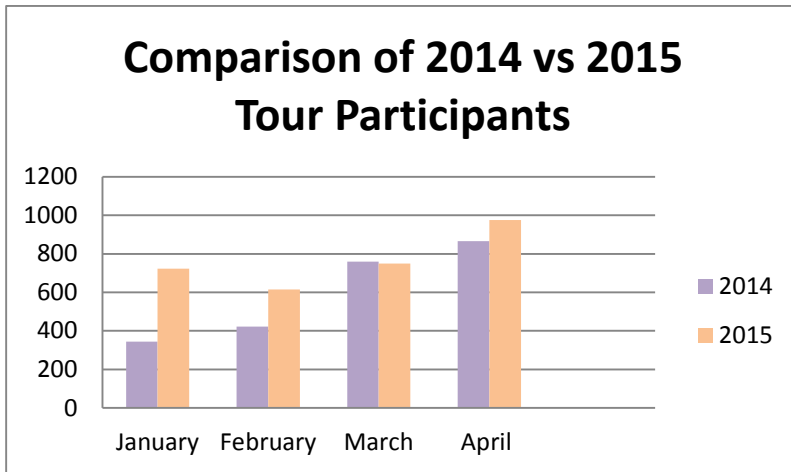
The Tour Program continues to be successful as staff have seen rising numbers in participants. The tour program gives participants the opportunity to learn and practice the 4R's (reduce, reuse, recycle, rot), resource conservation and waste management at school, residences and their everyday lives.

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
April 1	Half Moon Bay High School	Half Moon Bay	11 and 12	42
April 2	Public Open House Day	Various	Various	33
April 3	Ocean Shore Elementary	Pacifica	6	31
April 6	UP Cedros	Mexico	10, 11 and 12	15
April 7	McKinley Institute of Technology	Redwood City	6	35
April 7	John Gill Elementary	Redwood City	5	32
April 8	McKinley Institute of Technology	Redwood City	6	35
April 9	Park Elementary	San Mateo	4	35
April 10	Cipriani Elementary	Belmont	3	36
April 10	Redwood City Leadership	Redwood City	Adults	25
April 11	Earth Day	Various	Various	150
April 13	Charles Armstrong	Belmont	5	31
April 14	McKinley Institute of Technology	Redwood City	6	35
April 15	McKinley Institute of Technology	Redwood City	6	35
April 15	Charles Armstrong	Belmont	5	20
April 16*	Public Open House Day	Various	Various	30
April 17	Park Elementary	San Mateo	4	32
April 20	Trinity Elementary School	Menlo Park	4	30
April 21	Park Elementary	San Mateo	4 and 5	34
April 21	San Trans	San Carlos	Adults	25
April 22	Cesar Chavez	East Palo Alto	8	25
April 22	Girl Scouts	Palo Alto	3	18
April 23	Franklin Elementary	Burlingame	4	35
April 28	Tierra Linda Middle School	San Carlos	5	37
April 28	Warm Springs Elementary STEM	Fremont	3 and 4	12
April 29	Our Lady of Angels	Burlingame	7	45
April 29	SRI International	Menlo Park	Adults	25
April 30	Tierra Linda Middle School	San Carlos	5	37
Total Participants				975*

*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.

The chart on the following page compares the number of tour participants from January through April 2015 against the same time period in 2014. Except for a slight decrease in March 2015, staff anticipates that the number of tour participants in 2015 will likely exceed 2014 due to the popularity of the program and ongoing efforts of the environmental education staff.



Photos of Tour Participants at Shoreway Environmental Center



Public Open House Tour



John Gill Elementary 5th grade, Redwood City

Earth Day@Shoreway

Approximately 300 people attended RethinkWaste’s fourth annual Earth Day@Shoreway event on Saturday, April 11th from 10 am-2 pm at the Shoreway Environmental Center. This free, family friendly event included informational booths, food, arts and crafts, games, tours, free compost, and lots more. The third annual Trash to Art Contest winners were also recognized.

