



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: February 23, 2012 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

Residential Survey

RethinkWaste will be conducting a customer satisfaction survey of single-family residents throughout the service area. 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. Responses to the RFP are due on March 2, 2012 and staff will present a recommendation for selection at the March 22, 2012 Board of Directors meeting. Staff will be seeking input from the Board and elected officials in the development of the questions. Plans are to have the survey conducted in late March and April, 2012.

2012 Public Education and Outreach Update

RethinkWaste and Recology continue to review specific components of Recology's 2012 Public Education Plan, and to discuss upcoming coordinated and collaborative outreach and education efforts. Most recently, Monica Devincenzi from RethinkWaste and Gino Gasparini from Recology taped a 10-minute segment for PenTV's "One on One" show, discussing the success of the CartSMART residential program, the improvements at Shoreway and frequently asked questions. The segment aired on February 12th, and will air again on February 19th and 26th at 7 am, 12 pm and 7 pm each day. Both RethinkWaste and Recology have posted links to the show on their respective websites and social media sites.

RethinkWaste plans on developing a commercial bill insert to address the mandatory commercial recycling requirements of AB 341 to be sent in Recology's April or May invoices. 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.

Recology will be producing the Annual On-Call Collection Service Notice for single-family residences to promote the twice annual Bulky Item Collection Program. The notice will be sent to residents in the spring.

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 6,891 collections since the program started in mid-May 2010 through January 2012. Approximately 280,299 pounds of HHW material, 196,757 pounds of Universal Waste and 105,301 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 January 2012 was 4,540 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. February marks the start of providing bus transportation to those that meet the criteria.



In addition to the school groups, staff is scheduling tours for the various community groups that had previously been put on a waiting list. Tour logistics have been conveyed to teachers and all participants via email or phone, and printed material and this approach has worked well so far. All participants are required to sign a permission slip prior to taking the tour. At the end of the tour, teachers and chaperones are asked to fill out a survey about their experience, and the responses received thus far been very positive. For example, the tour program was described as "informative and worth class time to learn about resource conservation."

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

Date	School/Group	Jurisdiction	Grade/Group	Total # of participants
February 6	Gloria Dei Lutheran Elementary	Belmont	5 th	33
February 7	Carey School	San Mateo	2 nd	45
February 8	Benjamin Fox Elementary	Belmont	4 th	36
February 9	Roy Cloud Elementary	Redwood City	2 nd	32
February 13	Our Lady of Mount Carmel	Redwood City	4 th	36
February 14	Sunnybrae School	San Mateo	4 th & 5 th	36
February 15	Beechwood School	Menlo Park	5 th	24
February 16*	Public Open House	Various	Adults	15
February 21	Sunnybrae School	San Mateo	5 th	36
February 22	PAC 126 Cub Scouts	Burlingame	8 year olds	8
February 22	Brownies Troop	Burlingame	2 nd	20
February 23	Beechwood School	Menlo Park	4 th	24
February 28	St. Gregory School	San Mateo	4 th	45
February 29	St. Matthew Catholic School	San Mateo	4 th	45
Total Participants				435**

* Thursday, February 16th, 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 for website redesign will be issued in March.

The current site averaged approximately 469 visits per week since the last Board meeting, of which over 72% 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 219 "fans," and the Twitter page has 65 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* is currently in development and will focus 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.

Rethink@Work Pledge

RethinkWaste will be kicking off its "Rethink@Work" pledge campaign this week, designed to increase visibility and raise awareness for recycling in the RethinkWaste business community. Individuals will be joining the campaign by pledging to reduce waste in their workplace. Upon pledging, they will be placed into random drawings each week for a gift card of \$15 from local shops and businesses. In addition, five businesses will be selected and rewarded with a lunch and tour of the Shoreway Environmental Center for their employees during the contest period based on the pledges. One business will be selected every two weeks from pictures that have been uploaded to RethinkWaste's Facebook page or by random selection. The selected businesses will also receive a visit from Recology's Zero Waste Specialists to encourage further recycling and diversion.

The campaign will run through April 20, 2012 and will be open to anyone working in the RethinkWaste service area. Rethink@Work will be actively being promoted through the RethinkWaste and Recology websites, Facebook and Twitter pages. Pledges can be made online through dedicated pages on RethinkWaste's website and Facebook page. In the coming weeks, tips on how to recycle more and reduce their waste will be emailed to participants in the campaign. This campaign was originally scheduled for a launch at the end of January, but was pushed back due to some additional time being required for designing and programming of the website and Facebook page.

Business Awards Program

RethinkWaste, in partnership with Recology, is in the process of developing a Business Awards program to recognize businesses and multi-family complexes for their efforts to reduce waste in 2011 through the BizSMART collection services. The awards program will be promoted through bill inserts, local chambers of commerce, websites, advertising and email blasts. It is anticipated that the program will be launched in February with the recognition event occurring sometime in late spring.

Community Outreach Events

Staff has begun coordination with Member Agencies for their Community Outreach Events, such as Compost Giveaway, E-Scrap/Shredding events, Recology's Bring Your Own Bucket giveaway of compost to residents and the Confidential Document Destruction Service Event. Outreach materials are currently in design and will be available for Member Agency use upon request.

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.