



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: January 22, 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)

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. Interest in the program has been strong and the company has made approximately 17,798 collections since the program started in May 2010 through December 2014. 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>
May - December 2010	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
May 2010 - December 2014	17,798	594,917	329,763	554,299	1,478,979

The FY1415 promotional effort began in late July 2014 to increase program participation. These outreach activities include direct mail, outdoor and print advertising, *rethinker* newsletters, holiday ads (November and December), community events and social media. Residents have received a direct mail postcard promoting the program which was delivered to all single-family and multi-family residents (in the participating Member Agencies) starting in late July. The postcard was mailed over a staggered schedule through early September. Residents will get a second mailer this spring. In addition, Redwood City and Atherton will be rolling out the program March 2, 2015 to their respective communities.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

In December 2014, Recology collected 4,840 pounds of batteries and cell phones which is much lower than the 5,700 pounds collected in December 2013; however, the monthly average for 2013 was 5,546 pounds and was slightly higher at 6,058 pounds for 2014.

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
Total	354,260

*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 450 visitors per week over the last month, a decrease over November, but typical for this time of the year. 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 1,346 “likes,” an increase over the prior months. The Twitter page has 234 followers, a slight increase compared to prior months.

To date, 620 residents have downloaded the “my waste” mobile application, a slight increase over prior months. 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.

Community Outreach Events by Recology and RethinkWaste

RethinkWaste and Recology have started scheduling 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), with the 2015 program structure being similar to 2014. 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. Event request forms were sent out on January 6, 2015 to schedule the 2015 events. Staff encourages Member Agencies to promote their events through inserts in the Recology bills to increase participation/attendance of events by residents.

Shoreway Education Center School Groups and Public Tours Update

The Tour Program continues to provide tours to schools, businesses and the community. Tours provide an opportunity to see firsthand what happens to recyclables, yard waste, food scraps and garbage at a working materials recovery facility (MRF) and transfer station. Tour participants are given 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.

Upcoming Events and Contests

RethinkWaste announced our 1st America Recycles Day Poster Contest in November 2014 to 3rd-6th grade students with the theme, "Rethink Waste – This Is How I Recycle!" Staff received over 200 posters from 20 schools by the December 19, 2014 deadline. A total of five posters were chosen that best met the contest criteria and online voting is taking place from January 12-16, 2015 to select the 1st, 2nd and 3rd place winners. The top five submissions that best met the contest criteria were received from Michele Hratko (4th grade, Belmont Oaks Academy, Belmont), Ella Galli (5th grade, St. Catherine of Sienna, Burlingame), Raina Lahiri (5th grade, Cipriani Elementary, Belmont), Amanda Li (6th grade, Central Middle School, San Carlos), and Samantha Campbell (6th grade, Central Middle School, San Carlos). The winning artwork will be prominently displayed and used on various RethinkWaste public education and outreach materials in 2015.

Education staff is pleased to announce its 3rd annual Trash to Art Contest, open to 4th-6th grade students. Artwork is made from recyclable and non-recyclable materials collected from everyday life. Winning classes receive cash prizes and a tour of the Shoreway Environmental Center. Winners will be recognized at our Earth Day@Shoreway event on April 11, 2015.

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
January 7	Taft Elementary	Redwood City	4	27
January 7	Redwood Shores Elementary Scouts	Redwood City	5 and 6	11
January 8	Selby Lane Elementary	Atherton	4	37
January 9	Taft Elementary	Redwood City	4	30
January 13	Foster City Elementary	Foster City	5	36
January 13	Hillview Middle School	Menlo Park	6	12
January 14	Audubon Elementary	Foster City	5	27
January 15*	Public Open House Day	Various	Various	6
January 16	Selby Lane Elementary	Atherton	4	37
January 20	Marjorie Tobias Elementary	Daly City	5	36
January 20	Oak Knoll School	Menlo Park	5	57
January 21	St. Gregory	San Mateo	4	42
January 21	Sustainability Coordinators	Various	Adults	20
January 22	Milpitas Christian School	Milpitas	3	45
January 23	Menlo Atherton High School	Atherton	11 and 12	23
January 26	Oak Knoll School	Menlo Park	5	57
January 27	Ecole Bilingue	Berkeley	3	32
January 27	Ecole Bilingue	Berkeley	3	32
January 28	Audubon Elementary	Foster City	5	40
January 29	Selby Lane Elementary	Atherton	4	37
January 30	Selby Lane Elementary	Atherton	4	37
Total Participants				681*

*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



5th graders from Highlands Elementary School, San Mateo



4th and 5th graders from Washington Elementary, Burlingame