



STAFF UPDATE

To: SBWMA Board Members and Agency Staff
From: Recycling Staff
Date: July 25, 2013
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

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, with Burlingame starting this past February. Interest in the program has been strong and the company has made approximately 12,116 collections since the program started in mid-May 2010 through June 2013. **We are also pleased to announce passing the 1 million pounds collected milestone at the start of the 3rd year of providing this service.**

Approximately 405,519 pounds of HHW material, 418,552 pounds of Universal Waste and 194,624 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.

Outreach efforts to promote the program to residents in participating Member Agencies, including direct mail, outdoor and print advertising, will continue throughout the year per the adopted FY14 budget. A direct mail postcard was sent in a staggered schedule to the Member Agencies starting in mid-June. The program was also previously promoted through the *rethinker* newsletter, holiday ads and social media. In addition, the program was recently featured on the Belmont Patch site and on air at KGO 810 radio.

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:

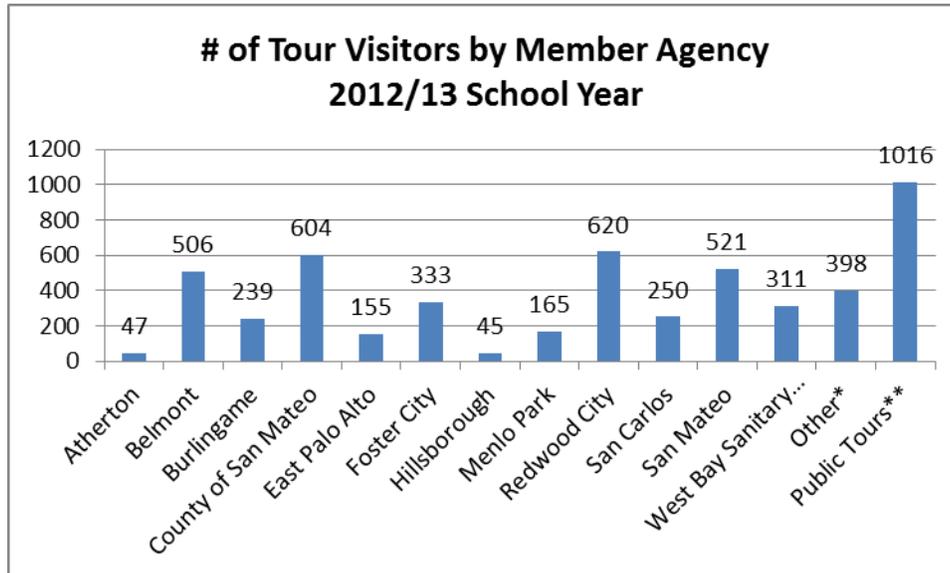
2009 - 57,000 pounds
2010 - 53,000 pounds,
2011 - 47,000 pounds
2012 – 58,000 pounds

The total amount of batteries and cell phones collected in June 2013 was 4,860 pounds with a YTD total for 2013 of 36,340 pounds. Per the adopted FY14 budget, additional outreach will be provided to highlight this service.

Shoreway Education Center School Groups and Public Tours Update

Public Open House Days tours (every Thursday for June and July) have been very popular with all tour time slots fully booked. Staff is scheduling tours for various community groups such as Girl and Boy Scouts, Summer Camps, Garden Clubs, just to mention a few. Staff has already begun scheduling school group tours for next fall.

For the 2012/13 school year, the Tour Program has hosted over 5000 visitors to the Shoreway Environmental Center. The chart below shows the number of 2012/13 visitors by member agency.



Note: Other* is all the groups that participated in the Tour Program from all over the Bay Area e.g. San Francisco, Berkeley, San Jose etc. Public Tours** are all participants who come from both the RethinkWaste service area, and beyond.

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.

Public Tour participants receive a survey after their tour asking them about their experience. In response to the question "What did you like best about the tour?" below are a few of the many recent comments shared:

"Physically going through the plant. The machinery was amazing! The sheer volume of stuff that needs to be recycled and dealt with is overwhelming. I never thought I would literally see mountains of recyclable material. I also liked that it didn't stink too much."

"Detailed explanation about the recycling facility and how the program works."

"Seeing the facility in action; it was helpful to have a visual of how the materials are processed."

The tour guides were very knowledgeable and very willing to answer all our questions!"

"Learning about how the recycling is separated."

"Being able to see the facility and operation closely."

"Existence of tour."

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
July 1	Global Policy	Korea	Adults	6
July 2	Recology	San Mateo	Adults	5
July 11	Public Open House Day	Various	All ages	37
July 12	Heart Home School	Redwood City	3 rd & up	10
July 16	Sanitation Staff	Tennessee	Adults	3
July 17	CalRecycle	Sacramento	Adults	1
July 18	Public Open House Day	Various	All ages	89
July 24	Families@1	San Jose	3	40
July 24	Families@1	San Jose	3	40
July 25	Public Open House Day	Various	All ages	66
Total Participants				297**

* Thursday, July 11th, 18th & 25th are Public Open House Days. 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.

Tour logistics continue to be conveyed to 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 Public Tour Participants at Shoreway Environmental Center in July



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.

To accommodate more of the community to tour Shoreway Environmental Center during summer (June & July), every Thursday 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. There will be no Public Open House Day in August, and the standard every third Thursday of the month schedule will continue in September going forth. Tours will continue to be scheduled on a first-come first-served policy.

Business Tour Program

Staff is reaching out to businesses in the RethinkWaste service area to tour the Shoreway Environmental Center. The availability of tours for businesses is being promoted via Chambers of Commerce in all cities in the Rethinkwaste service area (which have a chamber), on our website, business tour flyer and through leveraging

Recology's network of business leaders. Member Agencies are encouraged to promote this program to businesses in their community.

Contractor Coordination Meeting

The second RethinkWaste-Recology Contractor Coordination will be held on July 25, 2013 at the San Carlos City Hall. Staff encourages Member Agency Board Members or staff to attend the meetings which are designed to discuss such areas as operations, customer service, and commercial recycling, in an effort to share information and address issues as they arise. The meetings are held every other month, with the next one taking place in September. The first RethinkWaste-Recology Contractor Coordination Meeting was held on May 7, 2013 at the Shoreway Environmental Center

2013 Public Education and Outreach Update

RethinkWaste and Recology will be developing a number of outreach pieces to be distributed to residents in the coming months. This includes a Service Notice, the annual program brochure that will provide a summary of the scope of services available to all residential, commercial, multi-family and Agency facility customers. The Annual Holiday Tree Recycling and "Reduce Holiday Packaging" inserts will be sent to all residential and multi-family customers in the September through November billing cycles. In addition, new and updated outreach tools targeting multi-family customers are also in development. All outreach pieces will be developed in collaboration with the Board's Adhoc Public Education Subcommittee.

2014 Annual Public Education Plan

RethinkWaste Staff will be developing the 2014 Annual Public Education Plan in collaboration with Recology and the Board AdHoc Public Education Subcommittee for approval at the October Board of Directors meeting. It will be a comprehensive plan that encompasses both Recology Franchise Agreement public education requirements and RethinkWaste outreach efforts per the Board approved FY14 budget.

As part of the changes to the Franchise Agreement for Collection Services incorporated earlier this year, which included the elimination of Recology's Public Education Manager position, RethinkWaste has assumed managing all of their public education requirements, including submitting and managing the Annual Public Education Plan as specified in Section 7.03B of the Franchise Agreement.

"My Waste" Mobile Application Tool

RethinkWaste Staff is working with a third-party vendor in implementing a convenient Agency-wide mobile application tool, "My Waste," for residential and commercial customer use to request services, get additional program information and other related items. The mobile app is currently in development and expected to become available in late summer. A presentation of the mobile app will be made to the Board in September.

RethinkWaste 2012 Annual Report

The RethinkWaste 2012 Annual Report is currently in development and will be distributed in August. 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.

2013 BizSMART@Work Awards Program

RethinkWaste, in partnership with Recology, recognized the winners of the 2013 BizSMART@Work Awards program at a luncheon on June 28, 2013 at the Shoreway Environmental Center. San Mateo County Supervisor Don Horsley presented the awards to the recipients. The winners were also recognized by Joe Fazio, Field Representative to Assemblymember Kevin Mullin. The winners received plaques made of recycled glass and commendations from Assemblymember Mullin. Winners of this year's awards are:

Recycling Category:

Bird in the Nest, San Carlos
Friends of San Carlos Library/San Carlos Library/City of San Carlos, San Carlos
Stalcar Apartments, Belmont

Composting Category:

Community Church, East Palo Alto
Manor/Nantucket Cove HOA, Foster City

Recycling and Composting Category:

Brookside Skilled Nursing, San Mateo
Codexis, Redwood City
Cowabunga Creamery, San Carlos
Embassy Suites Food & Beverage Department, Burlingame
Inflection, Redwood City
Kingfish Restaurant, San Mateo
Pacific Biosciences, Menlo Park
PalCare, Burlingame
Stacks Restaurant, Menlo Park

Rethinker's Choice Award:

Inflection, Redwood City



Supervisor Don Horsley and Assemblymember Mullin Field Representative Joe Fazio present the 2013 Rethinker's Choice Award to Inflection of Redwood City.

The second annual program recognized businesses and multi-family complexes in the RethinkWaste service area for their efforts in reducing their waste in 2012 through the BizSMART Recycle, Compost and Garbage collection services. The public also weighed in on some of the nominees through online voting for the "Rethinker's Choice" award category, which were selected from the winners in the Recycle and Compost category.

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 586 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 Members and the Adhoc 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 anticipates the new website going live in early August 2013.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 310 "likes," and the Twitter page has 150 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.

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 held or are still 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 (shred only)
- Foster City - August 17
- San Mateo Highlands/County - August 24
- San Carlos - September 14
- San Mateo - October 26
- 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

- San Carlos - October 5
- Foster City - October 12

Approved Recommended Recology Franchise Agreement Administrative Changes and Amendments

Staff is requesting that Member Agencies keep us apprised if any administrative changes and amendments to the Franchise Agreements with Recology have been made.

<u>Agreement</u>	<u>Board Approval</u>	<u>Staff Recommendation</u>	<u>Description</u>
Franchise Agreement(s)	March 28, 2013	March 28, 2013	The Board approved Resolution No.2013-07 recommending that each Member Agency consider adopting a variety of administrative changes. To date, the governing bodies of four Member Agencies have adopted these contractual changes: Burlingame, Foster City and San Carlos and the City of San Mateo.
Franchise Agreements	March 28, 2013	March 28, 2013	The Board approved Resolution No.2013-08 recommending that each Member Agency consider adopting amendments to Attachment I (Performance Incentives and Disincentives) and include a new section as 8.08(D) (Administrative Changes to the Franchise Agreement). To date, the governing bodies of four Member Agencies have adopted these contractual changes: Burlingame, Foster City, San Carlos and the City of San Mateo.