



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: July 24, 2014 Board of Directors Meeting
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.

Interest in the program has been strong and the company has made approximately 15,997 collections since the program started in mid-May 2010 through June 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
January - June 2014	1,327	48,005	27,466	35,720	111,191
May 2010 - June 2014	15,997	532,220	275,691	504,290	1,312,201

To increase program participation, an ongoing public outreach effort was initiated starting in late June 2013 that continued to yield significantly positive results through January 2014. For example, the number of collections in 2013 increased 25% from 3,474 in 2012 to 4,343 in 2013. This increase in participation resulted in year-over-year increases of materials collected: 34% increase in HHW; 20% increase in Universal Waste; and, 21% increase in E-Scrap. Due to budget constraints the public outreach efforts were reduced starting in February 2014 and program participation for January-June 2013 vs. 2014 is down 20%.

The FY1415 promotional effort will begin in late July 2014. These outreach activities include direct mail, outdoor and print advertising, *rethinker* newsletters, holiday ads (November and December), community events and social media. Residents will first see a direct mail postcard promoting the program which is scheduled for delivery to all single-family and multi-family residents (in the participating Member Agencies) starting in late July. The postcard will be mailed over a staggered schedule through early September.

The Single-Family Residential Customer Satisfaction Telephone Survey commissioned by RethinkWaste in the spring of 2012 also confirmed the need for additional outreach promoting this service. Residents participating in the survey identified the Door-to-Door HHW Collection Program as one of the programs that residents were not as familiar with.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

The total of batteries and cell phones collected through the curbside recycling program is provided in the table below:

Year	Pounds Collected
2009*	57,000
2010*	53,000
2011	47,000
2012	58,000
2013	66,560
January – June 2014	23,540
Total	305,100

*Curbside recycling service provided by Allied Waste/Republic Services

In June 2014, Recology collected 6,580 pounds of batteries and cell phones which is close to the 4,860 pounds collected in June 2013; however, the monthly average for 2013 was 5,546 pounds and is trending slightly higher at 5,885 for the first half of 2014.

Overall, the total pounds collected in 2013 was up 15% over 2012 totals due in part to ongoing public outreach efforts including promotion in the *rethinker* newsletters, bill inserts and newspaper ads.

Shoreway Education Center School Groups and Public Tours Update

Public Open House Days tours (every Thursday for July) have been very popular with all tour time slots booking up quickly. There will be no Public Open House Day in August, and starting this Fall, as a pilot, every first and third Thursday of the month will be designated for Public Open House Days. 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 begun scheduling school group tours for next fall.

Below is a table showing tours that have been conducted and those scheduled for July 2014.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
July 3*	Public Open House	Various	Various	56
July 10*	Public Open House	Various	Various	43
July 15	Peninsula Young Writers	San Carlos	3-9	25
July 15	Green Life	Menlo Park	9-12	17
July 17*	Public Open House	Various	Various	63
July 21	De Anza College	Cupertino	Adults	42
July 23	Mexico Educativo	Mexico	Adults	10
July 23	Whole Foods	Redwood City	Adults	10
July 24*	Public Open House	Various	Various	60
July 30	Community Youth Environmental Activities	Various	Adults	15
July 31*	Public Open House	Various	Various	60
Total Participants				401**

* Thursday, July 3rd, 10th, 17th, 24th and 31st 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.

Positive feedback about the education tour program continues to be given. Below are some of the comments that public tour participants shared at the end of their tour experience:

"Thanks so much! The boys enjoyed the tour. We were amazed at the massive quantity of stuff that gets processed. We compost in the garden at home."

"Fantastic tour with informative guides. I want to come back for another tour!"

"Thank you so much! What a great service, I heard all positive feedback from our friends on the tour and several friends told us they wish they could have come, loved it in the past or were planning on doing it soon."

"A big THANK YOU to the 2 facilitators today. You were welcoming & very informative."

"I felt that it was a very nicely organized tour. Thank you for offering it free to public!"

Staff will continue to give tours to interested community groups, businesses, municipal and environmental groups as scheduling allows.

Photos of Public Open House Tour Participants at Shoreway Environmental Center



Tour Availability

School Group 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. Tours will continue to be scheduled on a first-come first-served policy.

Fixit Clinic

RethinkWaste, in collaboration with RecycleWorks San Mateo County and TechShop, will be holding its first Fixit Clinic on July 26, 2014 from 11 am to 2 pm at the Shoreway Environmental Center. The general public is invited to bring their broken, non-functioning items such as electronics, small household appliances, computers, electronic toys and other items for assessment, disassembly and possibly repair. Fixit coaches will be on hand to help disassemble and troubleshoot items. Specialty tools will also be provided.

The public can drop in at any time during the family-friendly event to work on their broken items. Items that can be brought in for possible repair include the following:

- Electronics: cell phones, MP3 players, DVD players, radios, CD players
- Small appliances: toasters, coffee makers, blenders, portable heaters, lamps
- Computers: desktop computers, laptops, tablet computers

- Toys: remote control cars, learning notebooks, handheld game consols

Participants are asked to bring boxes, bags or small containers for parts. All items must be carry-in size, no oversized items. Space is limited. Anyone interested in being a Fixit coach at the event can send an email to fixitclinic@gmail.com. For more information or to register, visit www.RethinkWaste.org or call (650) 802-3506.

RethinkWaste Website and Social Media

The new RethinkWaste website averaged over 630 visitors per week over the last month, a slight decrease over last month. The most frequently visited pages this past month included BizSMART, Beyond the Cart, and Household Hazardous Waste.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 570 "likes," a significant increase over the prior months. The Twitter page has 217 followers, which is a slight increase over prior months. RethinkWaste, in collaboration with South Bay Recycling, has also developed a Yelp business page focusing on the programs and services available at the Shoreway Environmental Center. Staff will continue to work on strategies to drive more people to the pages, and is reviewing other social media sites to use as outreach tools. The RethinkWaste Facebook page can be found at www.facebook.com/rethinkwaste, the Twitter page is located at www.twitter.com/rethinkwaste, and the Yelp page is at <http://www.yelp.com/biz/shoreway-environmental-center-san-carlos>.

"my waste" Mobile App

The convenient Agency-wide mobile application tool, "my waste," for residential customer use to request services, get additional program information and other related items was launched on November 19, 2013. The mobile app can be downloaded through the RethinkWaste website or the Apple and Android app stores. To date, 566 residents have downloaded the mobile app, an increase over the prior month. Staff has been promoting the app through various outreach efforts, including print and online advertisements, the *rethinker* newsletter and, most recently, on the Recology trucks. Staff also encourages Member Agencies to continue to promote "my waste" on their respective websites, newsletters, etc. Staff is also available to make presentation on the mobile app at Member Agency public meetings.

Community Outreach Events

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) have started for 2014. RethinkWaste is collaborating once again with Recology on scheduling Member Agency community events. 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 been scheduled or taken place to date:

Shred/E-Scrap Recycling Events

- Redwood City – March 8 (shred only)
- San Mateo – April 13 and October 18
- Belmont – April 26
- Hillsborough – April 26

- Foster City – May 3, July 30 (shred only), and September 6
- Menlo Park – May 3 and November 1
- Burlingame – June 28 (shred only)
- San Carlos – September 13

Compost Giveaway Events –

- Menlo Park – 1st Saturday of the month, February-November
- Redwood City – February 22
- Foster City – March 22, April 12, September 20 and October 4
- San Mateo – Weekly starting mid-March



Photo of Burlingame Shred Event on June 28, 2014