



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: June 25, 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 19,334 collections since the program started in May 2010 through May 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-May)	1,536	55,370	46,413	34,275	136,058
May 2010 - May 2015	19,334	650,287	376,176	588,574	1,615,037

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.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

In April 2015, Recology collected 5,060 pounds of batteries and cell phones which is lower than the 6,580 pounds collected in April 2014. The monthly average for 2014 was 6,058 pounds and is 6,300 pounds for the first four months of 2015. 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	25,200
Total	379,460

*Curbside recycling service provided by Allied Waste/Republic Services

Due to submittal of the 2016 Recology Compensation Application on June 15, the company's monthly report which is typically submitted on the 15th of each month will be issued on June 30th. The battery and cell phone collection data for May will be updated in the July staff report.

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 in comparison to the prior month. 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 1,680 "likes," a slight increase over the prior month. The Twitter page has 372 followers, also an increase compared to prior months.

To date, 671 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, will recognize the 2015 BizSMART@Work Award winners at a special luncheon on Friday, June 26th at the Shoreway Environmental Center. The fourth annual program recognizes 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.

This year's winners are as follows:

Recycling Category:

A - Lot - A Gelato and More, Belmont
Hola's Mexican Restaurant, Belmont
Learning Links Preschool, Burlingame
Osteria Coppa, San Mateo
Soleska Market, Menlo Park

Composting Category:

Belmont Plywood and Doors Co., Belmont
Torello Association, Burlingame
Vlahos and Vozike Properties, San Carlos

Recycling and Composting Category:

707 Old County Road Apartments, Belmont
2104 Sand Hill Road, LLC, West Bay Sanitary District
Barracuda Restaurant, Burlingame
Carpenter's Union #217, Foster City
Celia's Mexican Restaurant, San Mateo
Depot Café, San Carlos
DES Architects + Engineers Inc., Redwood City
Fare, PDQ, Belmont
Fattoria e Mare, Burlingame
Hudson Pacific Properties – Metro Center, Foster City
Lulu's on the Alameda, Menlo Park
Oracle, Redwood City
Our Common Ground, East Palo Alto
Peninsula Golf & Country Club, San Mateo County
SamTrans, San Carlos
Sapore Italiano, Burlingame
Specialty's Café & Bakery, Redwood City
Trader Joe's # 69, Menlo Park
Westlake Development Company, Foster City

The public also had a chance to weigh in on some of the nominees through the "Rethinker's Choice" award category, which were selected from the nominees for the Recycle and Compost category, and the winner will be announced at the luncheon.

Bill Inserts

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

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
- San Mateo County – September 19
- Atherton – September 26
- East Palo Alto – November 14

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

As the school year is winding down, staff is scheduling tours for various community groups such as Girl and Boy Scouts, Summer Camps, Garden Clubs, Businesses, just to mention a few. In addition, starting June 4th, every Thursday, for the months June and July, will be a Public Open House Day. This gives increased opportunities for the general public to tour Shoreway Environmental Center, and learn of the various programs available to the community. There will be no Public Open House Day in August, and the standard every first and third Thursday of the month schedule will restart in September going forth. Staff has already begun scheduling school group tours for next fall.

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
June 1	Stratford School	Palo Alto	3	39
June 2	Franklin Elementary	Burlingame	4	39
June 2	Nesbit Elementary	Belmont	5	35
June 3	St. Catherine of Siena	Burlingame	5	39
June 3	Facebook	Menlo Park	Adults	2
June 4*	Public Open House Day	Various	Various	26
June 5	Germany International School of Silicon Valley	Mountain View	3	41
June 10	YMCA	San Francisco	Adults	20
June 11*	Public Open House Day	Various	Various	30
June 12	Channing House	Palo Alto	Adults	20
June 15	San Mateo Commissioners	San Mateo	Adults	10
June 16	Robotics Team	San Jose	6,7	6
June 17	Robo Explorers Jr.	Santa Clara	4,5,6	11
June 18	Public Open House Day	Various	Various	60
June 19	Brewer Island Elementary	Foster City	5	33
June 24	TCU/IAM Training Program	San Jose	Adults	30
June 30	Shelter Network Camp	San Mateo	3-8	10
June 30	Girls to Women	East Palo Alto	4,5,6	36
Total Participants				**487

* 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



Nesbit Elementary, Belmont



St. Catherine of Siena, Burlingame