



## STAFF UPDATE

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**To:** SBWMA Board Members  
**From:** Recycling Staff  
**Date:** March 22, 2012 Board of Director's Meeting  
**Subject:** Recycling and Outreach Programs Update

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### 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. A total of four firms responded to the RFP. Please refer to the staff report for item 4D in the March 22, 2012 Board of Directors' packet for details and recommendation.

### Earth Day Event at Shoreway

RethinkWaste will be holding an Earth Day event on Saturday, April 21, 2012 at the Shoreway Environmental Center from 9 am - 12 pm in coordination with Recology San Mateo County and South Bay Recycling. Details of the event are being finalized, which will include tours of Shoreway and a free compost giveaway.

### 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. 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.

### Community Activities

RethinkWaste staff often participates in community events and activities, or as presenters/speakers for various organizations, groups and customers in the service area on programs and services. Most recently, Monica Devincenzi and Cathy Hidalgo from RethinkWaste made presentations to the San Carlos Chamber of Commerce Government Affairs Council meeting on March 2<sup>nd</sup> and the Redwood City-San Mateo County Chamber of

Commerce Leadership Redwood City/Belmont/San Carlos meeting on March 9<sup>th</sup>. Both were held at the Shoreway Environmental Center jointly with Recology, and included tours of Shoreway. In addition, Monica did a joint presentation with Gerald Schwartz, San Mateo County RecycleWorks, on March 1<sup>st</sup> to employees of Silver Spring Networks in Redwood City as part of their Green Team lunch series on what happens to materials once they are picked up and Shoreway.

### **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 7,168 collections since the program started in mid-May 2010 through February 2012. Approximately 286,155 pounds of HHW material, 208,129 pounds of Universal Waste and 109,094 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 February 2012 was 5,480 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. In addition to the school groups, staff is scheduling tours for the various community groups. 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 continue to be very positive. For example, the tour program was described as "interesting, well organized and very educational."



*Members of the San Carlos Chamber of Commerce Government Affairs Council tour Shoreway on March 2<sup>nd</sup>.*

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
March 2	San Carlos Chamber of Commerce Government Affairs Council	San Carlos	Adults	15
March 5	Bright Horizons Preschool	Foster City	3-5 year olds	15
March 6	Bright Horizons Preschool	Foster City	3-5 year olds	20
March 7	Sequoia Pre-nursery	San Carlos	3-5 year olds	40
March 8	St. Matthew Catholic School	San Mateo	4th	45
March 9	Leadership Class Redwood City/Belmont/San Carlos	Redwood City/Belmont/San Carlos	Adults	20
March 12	Mothers Group	San Carlos, Belmont	2-5 year olds	40
March 13	Sunnybrae School	San Mateo	4 <sup>th</sup>	36
March 14	North Shoreview Montessori	San Mateo	4 <sup>th</sup> & 5 <sup>th</sup>	35
March 15*	Public Open House	Various	Adults	46
March 19	Girls Scouts	San Carlos	3 <sup>rd</sup>	22
March 20	Roy Cloud School	Redwood City	2 <sup>nd</sup>	38
March 21	White Oaks School	San Carlos	4-5 year olds	34
March 28	Belle Haven	Menlo Park	4 <sup>th</sup>	35
March 29	Nativity School	Menlo Park	4 <sup>th</sup>	31
<b>Total Participants</b>				<b>472**</b>

\* Thursday, March 15<sup>th</sup>, 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 has been drafted and will be issued shortly.

The current site averaged approximately 648 visits per week since the last Board meeting, of which over 63% 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 236 "fans," and the Twitter page has 76 followers, an increase since the February 23, 2012 Staff Update. 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](http://www.facebook.com/rethinkwaste), and the Twitter page is located at [www.twitter.com/rethinkwaste](http://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 kicked off the "Rethink@Work" pledge campaign in February, designed to increase visibility and raise awareness for recycling in the RethinkWaste business community. Individuals can join the campaign by pledging to reduce waste in their workplace. Upon pledging, they are placed into random drawings each week for a gift card of \$15 from local shops and businesses. Week one and week two winners have been announced on our website.

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.

Rethink@Work is actively being promoted through the RethinkWaste and Recology websites, Facebook and Twitter pages. In addition, Foster City, Menlo Park, Redwood City, San Carlos and the San Carlos Chamber of Commerce have promoted the campaign through their respective websites, Facebook pages, newsletters, press releases or email blasts. In addition, Rethink@Work has prompted some waste audit requests from Recology's Zero Waste Specialists.

The campaign runs through April 20, 2012 and is open to anyone working in the RethinkWaste service area. 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.

### **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 a bill insert, local chambers of commerce, websites, advertising and email blasts. The program is being launched in March with the recognition event occurring sometime in late spring.

**Community Outreach Events**

Spring Community Outreach Events (Compost Giveaway, E-Scrap/Shredding events, Recology's Bring Your Own Bucket giveaway of compost and the Confidential Document Destruction Service Event) have been scheduled and are posted on our website. Agencies are encouraged to contact staff to schedule additional events.

**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.