



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: November 20, 2014 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 17,244 collections since the program started in mid-May 2010 through October 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>
<i>May - December 2010</i>	2,855	96,403	47,659	89,689	233,751
<i>2011</i>	3,998	123,042	53,753	123,906	300,701
<i>2012</i>	3,474	113,285	66,519	116,077	295,881
<i>2013</i>	4,343	151,485	80,294	138,898	370,677
<i>January - October 2014</i>	2,574	91,141	49,530	70,721	211,392
<i>May 2010 - October 2014</i>	17,244	575,356	297,755	539,291	1,412,402

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 will first see 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.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

In October 2014, Recology collected 7,300 pounds of batteries and cell phones which is much higher than the 4,120 pounds collected in October 2013; however, the monthly average for 2013 was 5,546 pounds and is trending slightly higher at 6,171 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
January – October 2014	55,540
Total	337,100

*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 470 visitors per week over the last month, a decrease over October. 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 1,299 “likes,” the same as the prior month. The Twitter page has 227 followers, a slight increase compared to last month.

To date, 615 residents have downloaded the “my waste” mobile application, the same as 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.

Community Outreach Events by Recology and RethinkWaste

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 ended for 2014. RethinkWaste and Recology continued to collaborate on scheduling Member Agency community events. The following events took place in 2014:

Shred/E-Scrap Recycling Events

- Redwood City – March 8 (shred only)
 - San Mateo – April 13 and October 25
 - 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 (shred only)
 - North Fair Oaks – October 4 (shred only)
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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

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. Tours are currently being scheduled for 2015.

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
November 4	Hillview Middle School	Menlo Park	6	12
November 5	Ocean Shore Elementary	Pacifica	3	31
November 5	Cub Scouts	Belmont	3	20
November 10	Cub Scouts	Morgan Hill	3	10
November 12	Fiesta Gardens Elementary	San Mateo	3	28
November 13	Adventures Group	Palo Alto	Adults	15
November 14	Fiesta Gardens Elementary	San Mateo	3	29
November 14	Solar City	San Mateo	Adults	25
November 17	Highlands Elementary	San Mateo	5	36
November 18	International School of the Peninsula	Palo Alto	3	37
November 18	Highlands Elementary	San Mateo	5	36
November 19	International School of the Peninsula	Palo Alto	3	37
November 20*	Public Open House Day	Various	Various	37
November 21	Fiesta Gardens Elementary	San Mateo	3	28
November 24	Washington Elementary	Burlingame	4 and 5	40
November 25	Fiesta Gardens Elementary	San Mateo	3	30
November 25	Laurel Elementary	San Mateo	4	35
November 26	Highlands Elementary	San Mateo	5	36
Total Participants				522*

*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



3rd graders from Laurel Elementary School, Atherton



3rd graders from Ocean Shore Elementary, Pacifica