



A Public Agency

## STAFF UPDATE

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To: SBWMA Board Members and Agency Staff  
From: Recycling Staff  
Date: October 24, 2013 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.

### New State Mattress Recycling Bill – Senate Bill 254

A new product stewardship bill targeting mattress recycling was signed by California Governor Jerry Brown on September 27, 2013. Under the provisions of Senate Bill (SB) 254, mattress manufacturers are required to create and manage a single mattress recycling organization that will provide recycling services to municipalities free of charge. The program will be financed by a visible state mattress recycling charge, or "eco-fee," which will be collected from consumers at point of sale. The mattress recycling organization must submit a plan detailing the operations of the program to the Department of Resources Recycling and Recovery (CalRecycle) on or before July 1, 2015.

SB 254 should result in cost savings at the Shoreway Environmental Center for RethinkWaste and its Member Agencies, and a potential reduction in illegal dumping costs once it goes into effect. South Bay Recycling partners with St. Vincent de Paul to recycle the mattresses it receives at the Shoreway Facility. Approximately 100 mattresses or box springs are currently recycled through the program per month, averaging \$1,000 per month in operating costs.

California is the third state in the country to pass a mattress recycling law, with Connecticut and Rhode Island passing similar ones earlier this year. Only manufacturers who participate in the program will be permitted to sell mattresses in the state. Staff will monitor the development of the mattress stewardship council and keep the RethinkWaste Board of Directors apprised of the program's progress.

### 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 13,642 collections since the program started in mid-May 2010 through August 2013. **We are also pleased to announce passing the 1 million pounds collected milestone earlier in 2013, at the start of the 3<sup>rd</sup> year of providing this service.**

Approximately 434,458 pounds of HHW material, 470,826 pounds of Universal Waste and 224,564 pounds of E-Scrap has been collected since the start of the program. To increase program participation, an ongoing public outreach effort was initiated starting in late June that is continuing to yield significantly positive results.

The need for additional outreach promoting this service was confirmed via the results of the Single-Family Residential Customer Satisfaction Telephone Survey commissioned by RethinkWaste in Spring 2012, which identified the Door-to-Door HHW Collection Program as one of the programs that residents were not as familiar with. Staff plans to continue its efforts to maintain high participation levels through ongoing public outreach, including direct mail, outdoor and print advertising, *rethinker* newsletters, holiday ads, community events and social media per the adopted Fiscal Year 2014 budget.

We also encourage the remaining two Member Agencies (i.e., Atherton and Redwood City) 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 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 September 2013 was 4,040 pounds with a YTD total for 2013 of 51,400 pounds. Per the adopted FY14 budget, additional outreach will be provided to highlight this service.

### **Shoreway Education Center School Groups and Public Tours Update**

School Group and Public tours continue to be popular as spots fill up quickly. Staff has already begun scheduling tours for 2014. The Tour Program is promoted via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.). Staff will also continue to give tours to interested community groups, businesses, municipal and environmental groups as scheduling allows.

The tour gives the community an opportunity to learn first-hand what happens to their recyclables, plant materials, 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), resource conservation and be empowered to conserve resources in their lives, at school and residences.

The Tour program continues to receive very positive feedback. Below are a few of the many recent comments that tour participants shared at the end of their tour experience:

*"Fantastic! Kids learned a ton. Also relates to our science units." (Teacher)*

*"Very good! It's important for the students to learn about this." (Teacher)*

*"Excellent, amazing, everyone should go!" (Teacher)*

*"Amazing especially since our students participate in composting/recycling at our school." (Parent)*

*"Very nicely planned out – right amount of time." (Parent)*

*"The kids will take what they learned today through the rest of their lives." (Parent)*

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
October 1	Audubon Elementary	Foster City	5	35
October 1	Orion Elementary	Redwood City	4	29
October 2	Menlo-Atherton High	Atherton	10-12	27
October 4	Menlo-Atherton High	Atherton	10-12	27
October 8	Menlo-Atherton High	Atherton	10-12	27
October 9	Henry Ford School	Redwood City	5	50
October 9	Orion Elementary	Redwood City	4	29
October 10	St. Andrews	Saratoga	5	46
October 11	Menlo-Atherton High	Atherton	10-12	17
October 14	Millbrae Cub Scouts	Millbrae	3	28
October 15	Audubon Elementary	Foster City	5	35
October 15	East Palo Alto Charter School	East Palo Alto	5	32
October 16	Orion Elementary	Redwood City	3	39
October 16	Our Lady of Mt. Carmel	Redwood City	5	45
October 17*	Public Open House	Various	All ages	52
October 17	San Francisco State University	San Francisco	Adults	3
October 18	Wornick Jewish Day school	Foster City	5	23
October 21	Los Robles Magnet Academy	East Palo Alto	6	30
October 22	Fair Oaks	Redwood City	4	30
October 23	Highlands	San Mateo	5	33
October 23	Phillips Brooks	Menlo Park	2	48
October 24	Highlands	San Mateo	5	33
October 25	Highlands	San Mateo	5	33
October 28	Nesbit Elementary	Belmont	5	36
October 29	Foster city Elementary	Foster City	5	35
October 30	Fair Oaks	Redwood City	4	30
<b>Total Participants</b>				<b>852**</b>

\* October 17<sup>th</sup> is a 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. \*\*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.

## Photos of Tour Participants at Shoreway Environmental Center



*Orion Elementary School, Redwood City*



*Millbrae Cub Scouts, Millbrae*

### **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.

Every third Thursday of the month 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. Tours will continue to be scheduled on a first-come first-served policy.

### **Night at Shoreway Event**

RethinkWaste is hosting its first ever “Night at Shoreway” event on Friday, November 8<sup>th</sup> from 4-9pm at the facility. Lincoln Elementary Burlingame Cub Scouts, 3<sup>rd</sup> -5<sup>th</sup> grade, will participate in an activity filled night including a tour of Shoreway, recycling relay race, zero waste dinner, movie and much more! It is planned to be a fun and exciting way to learn about resource conservation. This event will showcase how the Shoreway Environmental Center is a versatile resource for the community.

### **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.

### **Free School Compost Giveaway Program**

The free Compost Giveaway Program will continue in the 2013/14 school year. It is for both public and private schools within the RethinkWaste service area. Through the program, schools can receive up to five 50-pound bags of compost for a garden project, or up to 20 cubic yards of the material for landscaping projects per school year. The compost is made from the yard trimmings and food scraps set out by residents and businesses for collection in the green CartSMART and BizSMART containers.

The Compost Giveaway Program is meant to serve as a resource for schools in alignment with the California Department of Education's Garden in Every School initiative. According to the state, students who participate in school garden projects discover fresh food, make healthier food choices, and are physically active. Using compost in gardens and landscaping projects helps improve soil quality, conserve water and control erosion, among others.

The table below shows the schools that have requested compost in September and October 2013.

<u>Date</u>	<u>School</u>	<u>Jurisdiction</u>	<u>Quantity of Compost</u>	<u>*Total # of participants</u>
September 4	Baywood Elementary	San Mateo	3 bags	20
September 26	Highlands Elementary	San Mateo	12 yards	250
October 7	Horrall Elementary	San Mateo	2 yards	400
October 10	Fair Oaks Elementary	Redwood City	5bags	150
<b>Total Participants</b>				<b>820</b>

*\* Estimated number of students and adults involved in the gardening/landscaping project*

Interested schools simply need to complete a request form (available on-line) to receive the compost. Schools need to arrange for the pick-up of the bags of compost at the Shoreway Environmental Center in San Carlos. Staff will arrange for the delivery of the larger quantity of loose compost through Recology San Mateo County at no additional cost to the schools; Recology's delivery costs will be covered in the SBWMA budget. Staff encourages Member Agencies to promote this service and program within their community.

### **High Diversion Rates and Compensation Workshop**

RethinkWaste Staff Cliff Feldman and Monica Devincenzi attended a workshop on managing rates as communities achieve higher diversion levels, resulting in lower revenues to cover the costs of the programs. The half-day workshop held October 9<sup>th</sup> in Oakland was presented by HFH Consultants and HDR, and sponsored by CalRecycle. The workshop featured speakers from CalRecycle, HFH, HDR, SF Environment, StopWaste.org, Waste Management and Marin Sanitary Service, who provided information and case studies highlighting different approaches to rate structuring, costs and public education.

Staff will be sharing the information learned at the workshop in future Board meetings during rate discussions. Joe La Mariana and Lillian Clark with San Mateo County RecycleWorks, and Roxanne Murray with the City of San Mateo also attended the workshop.

### **2013 Public Education and Outreach Update**

RethinkWaste and Recology are 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. Outreach pieces will be developed in collaboration with the Board's Adhoc Public Education Subcommittee.

### **RethinkWaste Website and Social Media**

The new RethinkWaste website was launched in August to provide a more user-friendly and interactive experience for site visitors. The redesigned site includes many new features, and serves as the launching pad for new outreach and education programs, including the Home Diversion Calculator and the "My Waste" mobile application currently in development. The site averaged over 560 visitors per week over the last month, with the most frequently visited pages consisting of Household Hazardous Waste, Shoreway Tours, and Shoreway Services and Rates.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 315 "likes," and the Twitter page has 152 followers. 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](http://www.facebook.com/rethinkwaste), the Twitter page is located at [www.twitter.com/rethinkwaste](http://www.twitter.com/rethinkwaste), and the Yelp page is at <http://www.yelp.com/biz/shoreway-environmental-center-san-carlos>.

### **rethinker Newsletter**

The fall issue of the *rethinker* is in the process of being sent to residents and focuses on new program tools and outreach efforts, household hazardous waste and bulky item collection. The *rethinker* is now published three times annually, instead of quarterly, per the FY14 budget.

### **"My Waste" Mobile App**

RethinkWaste Staff is continuing to work with a third-party vendor in developing the convenient Agency-wide mobile application tool, "My Waste," for residential customer use to request services, get additional program information and other related items. The development of the mobile app has been pushed to late October due to the complexity of the programs and services available to RethinkWaste residents, large customer database and customization needed for 12 separate agencies. A presentation of the mobile app was made to the Board in September.

### **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 11<sup>th</sup> providing the details and costs for the events, and request forms. The following events have been held to date or are still planned for the upcoming months:

#### *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 (*shred only*)
- San Carlos - September 14 (*shred only*)
- Hillsborough - September 15 (*shred only*)
- 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 12
- 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	<p>The Board approved Resolution No.2013-07 recommending that each Member Agency consider adopting a variety of administrative changes.</p> <p>The following ten Member Agencies have approved these contractual changes: Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, San Carlos, City of San Mateo, County of San Mateo and West Bay Sanitary District.</p> <p>Approval from the following two Member Agencies is pending: Menlo Park and Redwood City.</p>
Franchise Agreement(s)	March 28, 2013	March 28, 2013	<p>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).</p> <p>The following nine Member Agencies have approved these contractual changes: Atherton, Belmont, Burlingame, East Palo Alto, Foster City, San Carlos, City of San Mateo, County of San Mateo and West Bay Sanitary District.</p> <p>Approval from the following three Member Agencies is pending: Hillsborough, Menlo Park and Redwood City.</p>