



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: September 25, 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 16,464 collections since the program started in mid-May 2010 through August 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 - August 2014	1,794	63,666	35,599	50,382	149,647
May 2010 - August 2014	16,464	547,881	283,824	518,952	1,350,657

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 began 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 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.

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 – August 2014	48,240
Total	329,800

*Curbside recycling service provided by Allied Waste/Republic Services

In August 2014, Recology collected 6,140 pounds of batteries and cell phones which is close to the 6,740 pounds collected in August 2013; however, the monthly average for 2013 was 5,546 pounds and is trending slightly higher at 6,030 pounds for 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

A second Public Open House Day is now being held monthly at the Shoreway Environmental Center to give the general public and local businesses more opportunities to see the facility in operation. Public Open House Day tours will now take place the first and third Thursday of the month starting with this month. Tours will be held twice on each of the Public Open House Day, from 9:30–10:30 am and 11:30 am–12:30 pm. School Groups tours have also restarted for the 2014/2015 school year. Over 15,550 visitors have toured Shoreway since the tour program began in January 2012.

Photos of Tour Participants at Shoreway Environmental Center



5th graders from Brewer Island Elementary, Foster City



Peninsula Regent, San Mateo

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

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
August 1	Kaiser Summer Youth Camp	Redwood City	9-12	19
August 7	Sheriff's Activities League	San Mateo	3-12	17
August 12	American Advanced Academy	Burlingame	3-8	15
August 18	Girl Scouts	Belmont	5	17
August 19	Tolerance Education Training Center	China	6 and 7	12
August 19	Peninsula Regent	San Mateo	Adults	9
August 25	Marin Sanitary District	Marin	Adults	1
August 28	Stanford	Palo Alto	Adults	17
September 3	Brewer Island Elementary	Foster City	5	33
September 4	Public Open House Day	Various	Various	22
September 10	Girl Scouts	Palo Alto	4	12
September 11	Sea Crest Elementary	Half Moon Bay	4	41
September 12	Wornick Jewish Day School	Foster City	5	18
September 16	Centennial Montessori School	San Mateo	3	8
September 17	St. Andrews	Saratoga	5	46
September 18	Public Open House Day	Various	Various	20
September 19	Laurel Elementary	Atherton	3	24
September 23	Laurel Elementary	Atherton	3	22
September 23	San Carlos Charter School	San Carlos	3 and 4	34
September 24	Redwood High School	Redwood City	11 and 12	25
September 25	Foster City Elementary	Foster City	5	18
September 26	Laurel Elementary	Atherton	3	22
September 29	San Carlos Charter School	San Carlos	3 and 4	34
September 30	Menlo-Atherton High	Atherton	10-12	25
September 30	San Carlos Charter School	San Carlos	3 and 4	34
Total Participants				**545

* 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.

The tour program continues to receive positive feedback. Below are some of the comments that tour participants shared at the end of their tour experience:

"Great tour. Both my boys love garbage trucks and now they are better at recycling."

"This is a wonderful community service. EVERYONE, but especially children, should take this tour."

"Every school age child should be REQUIRED to take this tour."

"My husband and I enjoyed the tour immensely. We are avid recyclers and wanted to learn more, which we did."

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

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.

RethinkWaste Website and Social Media

The new RethinkWaste website averaged over 560 visitors per week over the last month, a decrease over July. The most frequently visited pages this past month included Household Hazardous Waste, Shoreway Facility and Beyond the Cart.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 1,288 “likes,” a significant increase over the prior months. The Twitter page has 221 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, 612 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) are nearing their end for 2014. RethinkWaste and Recology continued to collaborate 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 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)

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 San Carlos Shred Event on September 13, 2014

Coats for Kids

This year's Coats for Kids curbside collection from residential customers will take place during the week of October 13-17. In addition, participating Member Agencies can have two separate collection locations for residents and community members to drop off coats between October 13-24, such as libraries, city halls or community centers. This year's participating communities to date include Belmont, Burlingame, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos and San Mateo. Member Agencies who have not signed up to participate can do so by contacting Gino Gasparini at Recology at ggasparini@recology.com by September 30th.

This year's Coats for Kids will be promoted through the Fall 2014 *rethinker* set to go out at the end of September, print ads in local newspapers, press release, Recology and RethinkWaste websites and social media sites.