



STAFF UPDATES



## STAFF REPORT

---

To: SBWMA Board Members  
From: Cliff Feldman, Recycling Programs Manager  
Date: November 18, 2010 Board of Directors Meeting  
Subject: Update on Allied Contract Compliance

---

### Recommendation

This is an informational report and no action is necessary.

### Analysis

Since July 2008, Republic Services (formerly Allied) has been required to submit its monthly Board packet information on the Monday (e.g., March 16, 2009 by 5:00 pm) prior to the SBWMA issuing the Board packet which is one-week in advance of the Board meeting. Republic submitted its monthly information due in November on time. In addition, per the Republic Services cart delivery/recovery plan, the company is required to report daily on its progress with transition related activities.

### Assessment of Republic Monthly Operational Performance and Metric Report

If requested a verbal update will be provided at the Board meeting.

### Background

Commencing with the June 26, 2008 Board meeting, this staff report is now included as a regular update. Attached are three tables that will be used to frame Republic's contract compliance in the following areas:

- Attachment 1 - Reports Republic Services Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements
- Attachment 2 – Republic Services Collection Services Franchise Agreement and Shoreway Facility Operations Agreement Contract Compliance - Quarterly Reports
- Attachment 3 - Republic Services Collection Services Franchise Agreement Contract Compliance - Public Education and Outreach

The standards that are used in Tables 1 and 2 pertaining to Republic's submittal of reports to the SBWMA and Member Agencies include the timeliness of submittal and content of the report(s).

The contract compliance standards that are reflected in Attachment 3 pertaining to Republic's Public Education and Outreach activities will primarily be based on the timeliness of completing the activities denoted.

#### **Attachments:**

- |                |  |
|----------------|--|
| Attachment 1 – | Reports Republic Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements – November 2010                        |
| Attachment 2 – | Republic Services Collection Services Franchise Agreement and Shoreway Facility Operations Agreement Contract Compliance - Quarterly Reports – November 2010 |
| Attachment 3 – | Republic Services Collection Services Franchise Agreement Contract Compliance - Public Education and Outreach – November 2010                                |



## Attachment 1

Reports Republic Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements – November 2010

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Notes</u>
<b>MONTHLY BOARD PACKET INFORMATION</b>					
January	February 12, 2010 5:00pm	February 11, 2009 11:43 am	Yes	Yes	
February	March 15, 2010 5:00 pm	March 15, 2010 2:34 pm	Yes	Yes	
March	April 12, 2010 5:00 pm	April 12, 2010 4:05 pm	Yes	Yes	
April	May 17, 2010 5:00 pm	May 17, 2010 1:58 pm	Yes	Yes	
May	June 14, 2010 5:00pm	June 14, 2010 11:11am	Yes	Yes	
June	July 12, 2010 5:00 pm	July 12, 2010 3:27 pm	Yes	Yes	
July	August 16, 2010 5:00 pm	August 16, 2010 4:35 pm	Yes	Yes	
August	September 13, 2010 5:00 pm	September 14, 2010 9:54 am	No	Yes	
September	October 18, 2010 5:00 pm	October 18, 2010 3:20 pm	Yes	Yes	
October					
<ul style="list-style-type: none"> <li>• Executive Summary</li> </ul>	November 8, 2010 5:00 pm	November 5, 2010 1:26 pm	Yes	*	*Pending Review



## Attachment 1

### Reports Republic Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements – November 2010

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Notes</u>
• Liquidated Damages Reporting	November 8, 2010 5:00 pm	November 5, 2010 1:26 pm	Yes	*	
• Metrics Graphs	November 8, 2010 5:00 pm	November 5, 2010 1:26 pm	Yes	*	
• Commercial Recycling Monthly Progress Report <sup>1</sup>	N/A	N/A	N/A	N/A	
• Commercial Recycling Coordinators Call Logs <sup>1</sup>	N/A	N/A	N/A	N/A	
November	December 13, 2010 5:00 pm				
December	January 14, 2011 5:00 pm				
<sup>1</sup> Submittal of these reports was discontinued in July 2010 when Recology commenced management of the Commercial Recycling Outreach Program.					
<b>MONTHLY BATTERY AND CELL PHONE COLLECTION PROGRAM UPDATE</b>					
January	February 8, 2010 5:00pm	February 8, 2010 9:01 am	Yes	Yes	
February	March 8, 2010 5:00 pm	March 8, 2010 8:17 am	Yes	Yes	
March	April 12, 2010 5:00 pm	April 9, 2010 9:12 am	Yes	Yes	
April	May 10, 2010 5:00 pm	May 7, 2010 9:10am			



### Attachment 1

**Reports Republic Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements – November 2010**

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Notes</u>
May	June 7, 2010 5:00 pm	June 7, 2010 9:39am	Yes	Yes	
June	July 12, 2010 5:00 pm	July 5, 2010 9:26 am	Yes	Yes	
July	August 9, 2010 5:00 pm	August 4, 2010 9:18 am	Yes	Yes	
August	September 13, 2010 5:00 pm	September 6, 2010 9:19 am	Yes	Yes	
September	October 11, 2010 5:00 pm	October 11, 2010 8:33 am	Yes	Yes	
October	November 8, 2010 5:00 pm	November 5, 2010 1:20 pm	Yes	Yes	
November	December 13, 2010 5:00 pm				
December	January 10, 2011 5:00 pm				
<b>QUARTERLY COMMERCIAL TOP GENERATORS LIST</b>					
Q1-2010	March 15, 2010 5:00 pm	March 12, 2010 12:39 pm	Yes	Yes	
Q2-2010	June 15, 2010 5:00 pm	June 21, 2010 11:01 am	No	Yes	
Q3-2010	September 15, 2010 5:00 pm	September 14, 2010 12:09 pm	Yes	Yes	



### Attachment 1

Reports Republic Has Agreed to Provide That Are Not Specifically Referenced in the Member Agency Franchise Agreements – November 2010

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Notes</u>
Q4-2010	December 15, 2010 5:00 pm				

### Attachment 2

Republic Services Collection Services Franchise Agreement and Shoreway Facility Operations Agreement  
Contract Compliance - Quarterly Reports – November 2010

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Current Disposition</u>
<b>QUARTERLY MIS REPORT</b>					
Q4-2009	February 14, 2010 5:00pm	February 15, 2010 9:52 am	Yes**	Yes	
Q1-2010	May 15, 2010 5:00pm	May 14, 2010 6:57 pm	Yes	Yes	
Q2-2010	August 14, 2010 5:00pm	August 12, 2010 3:19 pm	Yes	Yes	
Q3-2010	November 14, 2010 5:00pm				
<b>QUARTERLY SRDC LIQUIDATED DAMAGES REPORT</b>					
Q4-2009	February 14, 2010 5:00pm	February 15, 2010 8:36 am	Yes**	Yes	
Q1-2010	May 15, 2010 5:00pm	May 14, 2010 3:41 pm	Yes	Yes	



## Attachment 2

### Republic Services Collection Services Franchise Agreement and Shoreway Facility Operations Agreement Contract Compliance - Quarterly Reports – November 2010

<u>Report</u>	<u>Date/Time Due</u>	<u>Date/Time Submitted</u>	<u>Submitted on Time</u>	<u>Compliant</u>	<u>Current Disposition</u>
Q2-2010	August 15, 2010 5:00pm	August 12, 2010 4:13 pm	Yes	Yes	
Q3-2010	November 15, 2010 5:00pm				

\*\*Both Q4 reports were technically submitted after the due date and time, however Staff is reporting them "On Time" due to the due date falling on Sunday and the Presidents' Day holiday.



### Attachment 3

Republic Services Collection Services Franchise Agreement  
Contract Compliance - Public Education and Outreach - November 2010

<u>Residential Outreach</u>	<u>Frequency and Date Required</u>	2009		2010			
		<u>Date Issued</u>	<u>Compliant</u>		<u>Date Issued</u>	<u>Compliant</u>	
			Yes	No		Yes	No
Residential Collection Services Brochure	Annually each Summer	August	X		Not Issued****		
Recycling Day Postcard Calendars	Annually each December	December & January**	X				
Twice Annual On-Call Bulky Item Collection Service notice - "Spring and Fall Cleanups"	Twice Annually						
	• Spring Events	January* & April	X		April	X	
	• Fall Events	September/October	X		September/October	X	
<u>Commercial Outreach</u>							
Commercial Recycling Guidelines	Annually <sup>1</sup>	Not Issued***	X		February***	X	
Commercial Recycling Bill Inserts	Four Per Year <sup>2</sup>						
	• Q1	March	X				
	• Q2	Discontinued <sup>3</sup>					
	• Q3	Discontinued <sup>3</sup>					
	• Q4	Discontinued <sup>3</sup>					

\*The January mailing was a hold over from 2008 (approved by SBWMA Staff) due to other mailings also going out at the same time in September.

\*\*Some calendars were mailed in early January (approved by SBWMA Staff) due to other mailings also going out at the same time in December.

\*\*\*The February mailing was a hold over from 2009 (approved by SBWMA staff) due Commercial Recycling Coordinator staffing changes being finalized.

\*\*\*\*The brochure was not issued (approved by SBWMA staff) since the issuance would be so close to the delivery and start of the new services and would create confusion for residents.





### Attachment 3 (continued)

#### Republic Services Collection Services Franchise Agreement Contract Compliance - Public Education and Outreach – November 2010

The SBWMA is working collaboratively with Republic to produce and disseminate several other collateral pieces not provided in the above list of contractually required items. The following is a list of the public education and outreach collateral that is produced by Republic but not specifically required in the franchise agreements:

- On-Call Bulky Item Collection Service Appointment Card
- Resident's Guide to Recycling and Disposal Services
- Recycle Your Tree flyer (provided to tree lots)
- MFD On-Call Bulky Item Collection Service Program Brochure
- Ghost Compost Flyer for pumpkin recycling distributed to retailers

<sup>1</sup> The Franchise Agreements do not specify a date.

<sup>2</sup> No specific dates are specified in the Franchise Agreements. The Franchise Agreements state "at least four (4) bill inserts a year."

<sup>3</sup> Discontinued per the 2008 Performance Hearing recommendations.



## STAFF UPDATE

---

To: SBWMA Board Members  
From: Hilary Gans, Facility Operations Contracts Manager  
Date: November 18, 2010 Board of Director's Meeting  
Subject: Shoreway Construction Update

---

### Project Update

This is an informational item and no Board action is required.

This project update summarizes the status of the construction of the Shoreway Master Plan Phase II improvements which include the construction of a new Materials Recovery Facility (MRF) building, modifications to the Transfer Station (TS), and various site work. A contract in the amount of \$16,209,000 was awarded to SJ Amoroso on July 23, 2009 for Phase II of the Master Plan construction work. This report includes a discussion of completed and upcoming construction activities, updates to the construction schedule, and a summary of the project budget.

### Construction and Other Project Activities

The following construction activities occurred over the past month:

#### MRF Building

- Drywall has largely been installed in the administrative area of the MRF building.
- Exterior glazing (glass) at the MRF administrative area has been installed.
- Telecommunication wire has been pulled throughout the administrative building.
- Paving of MRF entry and public recycling center has been completed.

#### Transfer Station (TS)

- Old TS scales and surrounding pavement has been removed in preparation for TS building demo.
- New TS electrical wiring is being routed in anticipation of cut-off of old electrical.
- Shoring and bracing of the TS will occur prior to the start of demolition.
- Support columns in TS will be wrapped in concrete and steel reinforcing materials.

#### Equipment Installation and Other Project Activities

- Container (bottles and cans) sort line is fully erected.
- Fiber (paper) sort line material storage bins have been installed.
- Electrical control rooms have been installed and are being wired to building power.

The following construction activities are expected to occur during the next reporting period:

#### MRF Building

- Administrative area dry-wall taping will begin.
- Building siding will be completed.
- Grading and paving of the MRF truck dock area.

#### Transfer Station

- Hard demolition (building teardown) of the building will be initiated.
- Replacement of the existing TS siding will be underway (pending material delivery).

## Issues of Concern

- The construction team has submitted a Draft Change Order to S.J. Amoroso that captures the resequencing of the MRF and TS construction activities (the resequencing was to minimize time impacts to the final project completion date and have centered on starting transfer station construction prior to the completion of the MRF building). SJ Amoroso is reviewing the draft Change Order (*carried over from prior month*).
- The construction contingency budget for S.J. Amoroso has a balance of \$159,049 (\$1,461,160 spent on a total contingency budget of \$1,620,900). At the October 28<sup>th</sup> Board meeting, the Board approved the transfer of funds from the Unallocated Construction Contingency budget to augment the Phase II contingency funds.
- Due to Covello's high level of engagement in managing the design changes and questions from Amoroso, Covello's expenses for Construction Management (CM) services have been tracking ahead of their original budget. SBWMA and Covello have re-evaluated the CM budget and adjusted staffing levels to reduce monthly expenditures by approximately \$20,000 per month over the balance of the construction project. However, it is anticipated that additional supplementary funds will be required for Covello's CM services to complete the project.

## Construction Schedule

Construction Notice to Proceed (NTP) was issued to SJ Amoroso effective September 14, 2009. The established contract duration for Final Completion is 630 calendar days which corresponds to a completion date of June 6, 2011. A summary of the schedule's major milestones is shown below:

<u>Activity</u>	<u>Contract Baseline Schedule</u>	<u>Schedule Update</u>
Notice to Proceed (NTP)	Sept. 14, 2009	Sept. 14, 2009
MRF Milestone A (MRF process area ready for equipment install)	July 11, 2010	August 21, 2010
MRF Equipment Installation Start Date	June 10, 2010	August 23, 2010
MRF Equipment Start-up	Jan 31, 2010	April 11, 2010
Final Contract Completion	June 6, 2011	June 6, 2011

## Fiscal Impact

- **Construction Budget (S.J. Amoroso)**
  - Monthly progress payments to SJ Amoroso for the month of October total \$925,104.
  - Cumulative progress payments made to Amoroso through the end of October total \$10,364,658 on a total contract amount of \$16,209,000 (Amoroso has been paid 64% of their budget for Construction).
  - Construction change order (CCO) numbers 64-74 were approved for the October. The sum total of all CCO approved through October is \$138,893.
  - Cumulative construction change orders (CCOs) paid to SJ Amoroso through the month of October total \$1,680,274 on a total construction contingency budget of \$2,840,900 (the original construction contingency budget of \$1,620,900 was augmented on October 28<sup>th</sup> with a

\$1,220,000 fund transfer from Unallocated Contingency) (SJ Amoroso has been paid 59% of the revised contingency budget).

- o A summary of approved CCOs sorted by the attributable reason for the change are presented in the table below. Attached at the end of this report (see Phase II - Preliminary Construction Change Order) is a complete list of all approved construction change orders.

<u>Reason Category for Construction Change Order</u>	<u>Abbreviation</u>	<u>Total Change Order Cost by Category</u>
Design Revision/Clarification	DR/DC	\$184,484
Differing site conditions	DSC	\$427,599
Equipment required changes	Equipment	\$525,025
Various reasons for the Change	Multiple	\$206,713
Owner requested changes	Owner	\$68,164
Permitting agency changes	Permit	\$178,289

▪ **Construction Management Budget (Covello)**

- o Payments to Covello for the month of October total \$82,260 on a monthly forecasted amount of \$73,570.
- o Cumulative progress payments made to Covello through October total \$1,082,260 on a budget of \$1,466,000 (Covello has been paid 73% of their budget for Construction Management services).

▪ **Design Support Services (JRMA)**

- o Payments to JRMA for the month of October total \$13,222 on monthly forecasted amounts of \$6,500.
- o Cumulative progress payment made to JRMA for Design Support Services through the end of October total \$451,167 on a project budget amount of \$597,000 (JRMA has been paid 75% of their budgeted amount for Design Support Services).

▪ **MRF Processing Equipment and Installation (BHS)**

- o Progress payments to BHS for October total \$584,812.
- o Cumulative progress payments made to Bulk Handling Systems (BHS) for both equipment manufacture and system installation through the end of October total \$11,405,026 on a budget of \$16,901,400 (BHS has been paid 67% of the budgeted amount for equipment and installation).

▪ **Master Plan Project - Bond Funds Status**

- o A summary of the Master Plan budget and expenses through October 2010 is presented in the SEC Master Plan Budget table on the next page. Through the end of October, \$33,226,000 has been spent on a total budget amount of \$44,139,800 (which does not include an Unallocated Project Contingency balance of \$668,100).

## SHOREWAY ENVIRONMENTAL CENTER MASTER PLAN BUDGET

THROUGH OCTOBER 2010

(000's)

	Vendor	Original Project Budget Amount	Allocated Contingency	Spent Amount as of 10/31/10	Remaining Amount as of 10/31/10
<b>PROJECT COST SUMMARY</b>					
<b>Preliminary Costs</b>					
Planning, Design & Engineering	Various	2,404.0	-	(2,353.7)	50.3
Bond Issuance Costs		83.1	-	(83.1)	-
					-
<b>Phase I</b>					
Construction	Rodan	2,405.0	-	(2,283.6)	121.4
Construction Management	Covello	444.3	-	(460.2)	(15.9)
<b>Phase II</b>					
Construction	Amoroso	16,209.0	-	(10,364.0)	5,845.0
Construction Contingency (10%)	Amoroso	1,620.9	1,220.0	(1,680.0)	1,160.9
Construction Management & Design Support Services	Covello/JRMA	2,376.0	216.0	(1,882.1)	709.9
Construction Soft Costs	Various	786.7	-	(100.0)	686.7
					-
<b>Phase III</b>					
Equipment Installation	BHS	2,462.4	-	(2,462)	(0.0)
Contingency (10%)	BHS	246.2	-	-	246.2
Camera System, elec.		85.0	-	-	85.0
Supplemental Fire Suppression		75.0	-	-	75.0
Equipment	BHS	14,354.4	-	(11,405.0)	2,949.4
Contingency	BHS	492.8	-	(152.9)	339.9
Construction Management and Soft Costs	Various	95.0	-	-	95.0
<b>TOTAL PROJECT</b>		<b>44,139.8</b>	<b>1,436.0</b>	<b>(33,226.9)</b>	<b>12,348.8</b>
<b>OTHER PROJECT DOLLARS</b>					
Unallocated Contingency		2,104.1		(1,436.0)	668.1
Transfer Station Public Area (SJA Bid Deduction)		728.0	-	-	728.0
<b>TOTAL PROJECT FUNDS</b>		<b>46,971.9</b>			

**SBWMA SEC Phase 2 (MRF and TS Improvements) Change Order Summary**  
**Updated through 10/31/10**

Approved Change Orders	Reason	Total	Description
12/22/2009	CCO 1 (Thick Pavement Removal)	\$8,939	Ases demolished at Entrance Driveway 1 contained A/C paving that was thicker than shown on the drawings.
1/23/2010	CCO 2 (MRF Lima Treatment)	\$39,200	Asse demolished at Entrance Driveway 1 contained A/C paving that was thicker than shown on the drawings.
2/26/2010	CCO 3 (Unmanned Tanks at MRF)	\$97,175	Unmanned tanks at MRF building pad for pile driving activities.
3/29/2010	CCO 4 (FO 2 - Unmanned Conditions at Entrance 1)	\$97,935	Tanks of unknown origin discovered during demolition that required special handling and assistance for environmental remediation.
3/29/2010	CCO 5 (Delta 4 - Operator Revisions - Relocate Elec. Svc.)	\$161,791	Relocate electrical service from Entrance 1 as directed by the soils engineer.
3/29/2010	CCO 6 (Delta 6 - Relocate Elec. Feed to BHS Equipment)	\$74,007	Relocate electrical service to accommodate underground secondary feed into the building.
3/29/2010	CCO 7 (Furnish and Install Additional Piles at MRF)	\$13,850	69 additional piles required by equipment support and pit modifications.
3/29/2010	CCO 8 (Furnish and Install Drain for Fire Sprinkler)	\$2,256	Furnish and install drain for relocated fire riser in MRF per Belmont San Carlos Fire Department.
3/29/2010	CCO 9 (Furnish and Install Roof Support for TS Equipment)	\$1,835	Furnish and install roof support for roof-mounted Transfer Station mechanical units.
3/29/2010	CCO 10 (Relocate PEMB Bracing on Grid Line D)	\$1,601	Relocate PEMB bracing to accommodate equipment & planned operations in MRF.
4/30/2010	CCO 11 (Verify Invert to Existing Storm Drain Manhole 104)	\$385	Furnish invert elevation and as built information to facilitate response to City Review comments.
4/30/2010	CCO 12 (FO 4 - Temp Paving Entrance 1, CPE 42)	\$34,365	Provide a temporary A/C paved roadway to re-establish Entrance 1 to the existing South Access Road for vehicular traffic from Strawberry Road to the new Scale House. Work performed and authorized via field order so as not to impede Allied Waste operators with construction activities.
4/30/2010	CCO 13 (Add reinforcing steel at MRF)	\$1,600	Additional rebar ties at MRF Education Building foundation per City Building Permit review comments.
4/30/2010	CCO 14 (FO 5 (MRF Backfill @ DSC))	\$7,051	Fill the void left by the concrete removal at the east of the MRF building pad adjacent to the scale house at the former "Recycling Area" and use imported quarry fine material to mix with in-situ soils in the surrounding areas to stabilize the existing building subgrade.
5/10/2010	CCO 15 (Millstone A Revisions)	\$0	Revised Millstone A and establish new completion date for Millstone A as August 20, 2010.
4/30/2010	CCO 16 (Delta 6 Revised Conveyor Pits, Excavation, Slabs & Walls)	\$70,467	Excavation, concrete placement for walls and slabs ONLY.
4/30/2010	CCO 17 (Dropped Grate Beam at MRF Truck Dock Ramp (REC10))	\$73,659	Revised plan location & configuration of Conveyor Pits per Delta 6 Equipment Modifications - Excavation, concrete placement for walls and slabs ONLY.
4/30/2010	CCO 18 (Furnish Wide Flange Beams for Baler Equipment)	\$4,130	Furnish (lower) grade beam configuration at the MRF Truck Dock Ramp, add concrete stem wall with precast cladding and concrete pedestals.
4/30/2010	CCO 19 (Relocate Floor Drain for Baler Equipment)	\$2,296	Furnish ten (10) W8x21 wide flange beams to be installed by others for the Baler Equipment attachment.
4/30/2010	CCO 20 (Demolish Existing Materials Recycling Facility Conveyor Pits)	\$43,187	Remove & dispose of concrete and reinforcing for the unenclosed condition of the conveyor pit walls and slab at the existing MRF.
4/30/2010	CCO 21 (FO 3, Backfill Existing Materials Recycling Facility Conveyor & O)	\$48,744	Backfill the unenclosed condition of the conveyor and other sump pits at the existing MRF with clean rock and on-site fill.
4/30/2010	CCO 22 (Mix and Re-Use Wet Soil from MRF Excavations)	\$20,970	Wet soil was encountered at the excavations required for the pits and sumps at the existing MRF during demolition, which was determined to be an unenclosed condition. In lieu of off-hauling the unsuitable material at additional cost, it was re-conditioned & mixed with groutings to enable its use as stable fill material.
4/30/2010	CCO 23 (MRF Slab Demolition and Removal)	\$20,364	The existing MRF Building slab was found to have an average thickness of 2'-4" (average over what was shown in the Contract Drawings).
5/28/2010	CCO 24 (Change Wall Type/Add Vapour Barriers)	\$22,801	Revised wall types 9, 13, 23 & 24 at MRF & TS to include vapour barrier for conditioned spaces.
5/28/2010	CCO 25 (Elevator Structural Steel)	\$3,392	Add and relocate structural steel members required per elevator manufacturer shop drawings.
5/28/2010	CCO 26 (Truck Dock Bumpers and Levelers)	\$4,912	Extension of extension of truck dock bumpers per supplier's recommendations.
6/30/2010	CCO 27 (Str. Revisions to MRF Fin Wall)	\$5,275	Clarify the interaction of the canopies and wing wall on Line A-4 at 12.8 in the MRF Administration Building North elevation. Add structural steel.
6/30/2010	CCO 28 (Anchors for Stud Wall Support)	\$1,551	Add angles for stud wall support in accordance with new detail 3/A1/2, 1.0 per Drawing Change Notice 18 (DCN 18).
6/30/2010	CCO 29 (Canopy at West Attachment Revisions)	\$846	Revised canopy dimensions on west side of MRF admin building. (Increase in size).
5/28/2010	CCO 30 (Corner Guard Attachment Revisions)	\$10,077	Revised installation requirements per shop drawing review comments.
5/28/2010	CCO 31 (Shower Stall Modifications)	\$7,048	Furnish and install metal backing for the attachment of the metal wall panel in accordance with Drawing Change Notice 93 and 94.
5/28/2010	CCO 32 (Metal Panel Attachment Modifications)	\$2,835	Contractor cost proposal to add wide flange beams for support of new TS roof-mounted equipment.
5/28/2010	CCO 33 (Roof Equipment Structural Steel)	\$246	Relocate PEMB bracing to accommodate future equipment conveyor in MRF.
5/28/2010	CCO 34 (Grid Line A, 0 Bracing Relocation)	\$66,216	Demolish/Remove A/C thicker than shown on plans and demolish/Remove concrete paving not shown on plans.
5/28/2010	CCO 35 (Concrete and AC Removal)	\$5,221	Install W8x21 beams per BHS requirements on Force Account.
5/28/2010	CCO 36 (Rebar for Equipment Support)	\$53,117	Rebar MRF utility feed from 2000 augers per equipment supplier. Relocate & resize MRF secondary utility feed and Architectural Plan by out to office.
5/28/2010	CCO 37 (Reserved for Delta 4, Operator Revisions)	\$31,194	Add structural support to MRF Admin parapet walls per City of San Carlos Building Permit review comments.
5/28/2010	CCO 38 (MRF Parapet Revisions)	\$28,448	Extend dropped grate beam east of Line 6 along Grid A.
5/28/2010	CCO 39 (Dropped Grate Beams)	\$28,448	Relocate & resize MRF conveyor pits per Equipment supplier requirements - Furnish and install Rebar only per CCO 40.
5/28/2010	CCO 40 (Delta 6 Reinforcing Steel)	\$70,117	Additional cost for rebar at TS & MRF.
6/30/2010	CCO 42 (Add S/S for Equipment and Maintenance Drain)	\$11,334	Layout, form & finish the drainage swale in the MRF process area per Equipment Supplier & Owner recommendation.
6/30/2010	CCO 44 (Stabilize Rock Backfill of Existing Pits at MRF)	\$3,009	Provide labor, equipment and materials on Force Account to stabilize excavation through granular material used as backfill via Field Order 3.
6/30/2010	CCO 44 (Gravel, Sand and Oil Separator Size Revision)	\$985	Increase the working capacity of three (3) Gravel, Sand & Oil separators to 1,200 gallons per the Engineer's requirements.
6/30/2010	CCO 45 (Furnish & Install Support at MRF Roof Up Doors)	\$19,794	Unavail individual prestressing tendon strands at MRF grade beams on T&M.
7/30/2010	CCO 46 (MRF Pile Tendon Splicing)	\$3,061	Furnish & install concrete housekeeping pads for electrical equipment.
7/30/2010	CCO 47 (Housekeeping Pads in MRF Electrical Rooms)	\$1,454	Furnish additional precast forming beds to reduce placement time.
7/30/2010	CCO 48 (Precast Panel Forms)	\$15,376	Furnish & install 2,400 sq ft of additional precast sliphth panels at TS.
7/30/2010	CCO 49 (Furnish & Install Additional Sliphth Panels at TS)	\$62,799	Reverse pit layout to coordinate with Owner-furnished equipment.
7/30/2010	CCO 50 (Delta 6 - Modifications to Equipment Pits)	\$15,955	Contractor cost proposal and horizontal structural members to MRF wing wall at west elevation added via DCN.
7/30/2010	CCO 51 (Modifications to MRF Building at Wing Wall Line E)	\$3,506	Reverse elevation pit waterproofing from built up system to 2/layer topical application.
7/30/2010	CCO 52 (Elevator Pit Waterproofing)	\$2,303	Furnish poly tank vent for the containment of potentially contaminated water infiltrating Pit 3. Tank to be emptied and cleaned by the Environmental. Also construct material prior to increase was mitigated by purchasing decking material. Storage fees only.
7/30/2010	CCO 53 (Contaminated Water and Stabilization at Pit 3)	\$2,797	Leased subcontractor shall furnish systems and anchorage calculations for revised wetting agent tanks.
9/10/2010	CCO 55 (Furnish Seismic Calculations for Wetting Agent Tanks)	\$17,489	Furnish & install Bio Keen downspout filters.
9/10/2010	CCO 56 (Add MRF Downspout Filters and Rod Drain with Downspout)	\$12,924	Add stem wall and add precast paving square pad to accommodate precast installation details at TS Scale Pit.
9/10/2010	CCO 57 (Concrete Foundation and Wall Revisions at Existing Scale Pit/Tran)	\$8,875	Furnish & install 12 pieces for precast panel supports at MRF Admin Building
9/10/2010	CCO 58 (Furnish & Install Precast Support at MRF Administration Building)	\$0	Delete overhead doors 54 & 56. In their place, furnish & install framing & motor panels.
9/10/2010	CCO 59 (Delta Overhead Door 54 & 56, Furnish & Install Framing and Ut)	\$1,571	Increase size of MRF stouter windows to resolve discrepancy between elevation & section.
9/10/2010	CCO 61 (Coordinate HVAC Duct with MRF Equipment)	\$89,231	Modify HVAC duct layout so as to coordinate with Owner-furnished equipment. Net credit.
9/30/2010	CCO 62 (SBSA Monitoring Vault)	\$4,839	Add precast structure & tier for SBSA testing station.
9/30/2010	CCO 63 (Site Utilities)	\$107,899	Site wet utility revisions required by City of San Carlos Building Permit and Belmont San Carlos Fire Department review/approval. Includes C3 requirements for filling of storm water, underground extension of 8" fire line to allow the re-use of existing 8" fire main tap.
10/25/2010	CCO 64 (Trash, Bed & Backfill MRF Gas Service)	\$3,508	Contractor authorization to perform utility trenching and backfill per C&E requirements on Force Account (Field Order 13).
10/25/2010	CCO 65 (Deployment of Shale Screen for TS Roof Replacement)	\$3,720	EA requirement to screen openings in TS roof during replacement performed on Force Account (Field Order 16).
10/25/2010	CCO 66 (Modify Ceiling Framing at Linear D/T/Strut)	\$3,142	Contractor authorization to furnish & install structural light gauge framing & hangers for support of linear diffusers on Force Account (Field Order 22).
10/25/2010	CCO 67 (MRF Office Area Parapet)	\$16,371	Contractor authorization to furnish & install light gauge mill for support of MRF roof parapet liner. Required as a direct result of City Permit Review comments. Work includes chemical wetting agent concentration, storage vessels & delivery system at the Transfer Station Expansion and new Material Recovery Facility fire riser, all in accordance with Belmont San Carlos Fire Department Requirements.
10/25/2010	CCO 68 (TS & MRF Fire Service Revisions)	\$22,403	Contract Change Order specifically covers the fee to open T1-Chases handily in the permit, CA and the permit on labor for the actual hours worked on Saturday, April 17, 2010 as directed in Field Order No. 8 on FORCE ACCOUNT. Excludes handling and disposal fees for contaminated soils.
10/25/2010	CCO 69 (Add Door 88 to MRF Education Room 411)	\$4,970	Contractor shall extend working hours to ten (10) per day beginning April 30, 2010 through May 8, 2010. This authorization includes standard work hours on Saturday, May 1, 2010 and May 8, 2010 as directed in Field Order No. 10 on FORCE ACCOUNT. Excludes handling and disposal fees for contaminated soils.
10/25/2010	CCO 70 (Stockpile Official Saturday, April 17, 2010 - Field Order 8)	\$10,433	Contractor shall extend working hours to ten (10) per day beginning May 11, 2010 through May 22, 2010. This authorization includes standard work hours on Saturday, May 15, 2010 and May 22, 2010 as directed in Field Order No. 12 on FORCE ACCOUNT. Excludes handling and disposal fees for contaminated soils.
10/25/2010	CCO 71 (Premium Time Compensation, April 30, 2010 through May 8, 2010)	\$39,036	The Contractor shall utilize the approved high early concrete mix design on the South Access Rd. to the extents shown in Field Order 24. Work performed on FORCE
10/29/2010	CCO 72 (Finish Pave Entrance 1 - Field Order 24)	\$22,674	The Contractor shall delete excavated pavement at Entrance 1 and in its place, furnish and install asphalt concrete pavement to grade to the limits identified in Field
10/29/2010	CCO 74 (Utilize High Early Mix Design at South Access Road - Field Order 24)	\$5,720	The Contractor shall utilize the approved high early concrete mix design on the South Access Rd. to the extents shown in Field Order 24. Work performed on FORCE
	<b>Total</b>	<b>\$1,590,274</b>	

**Western Exterior Face of MRF Building**



**Northeastern Exterior Face of MRF Building**





**Interior of MRF building Showing Educational Room**





## STAFF UPDATE

**To:** SBWMA Board Members  
**From:** Marshall Moran, Finance Manager  
 Kevin McCarthy, Executive Director  
**Date:** November 18, 2010 Board of Director's Meeting  
**Subject:** Bond Proforma Update

### Bond Proforma Update

This staff report is for discussion purposes only and no formal action is requested of the Board of Directors.

Based on this update analysis for calendar year 2011, staff is recommending no change to the previously assumed and budgeted tipping fee adjustments for January 1, 2011. Although the cash flow is lower than originally projected, it is primarily due to one-time payments to Allied rather than due to ongoing operating issues. The 2011 calendar year results still show a surplus and cash flow is bolstered by capitalized interest which was added to the bond amount as an additional cushion for 2011.

### Analysis

Staff has conducted a review of the final bond proforma (dated 8/24/09) projected Shoreway operating (financial) results for calendar year 2011. We reviewed the following information listed below to re-project 2011 results:

- Approved SBR Rate Application with final 2011 rates
- 2010 Shoreway facility rate application report from HF&H
- Allied projected disposal and processing rates for 2011
- Commodity pricing from Smurfit through September 2010
- Actual investment rates of return through June 2010

	2011 Calendar Year		
	Original Bond Proforma	Nov 2010 Bond Proforma Update	Variance to Bond Original Proforma
<b>Operating Revenue</b>	43,363,000	42,781,032	(581,968)
<b>Operating Expense</b>			
Operating Expense	15,548,745	17,099,298	1,550,553
Disposal & Other Expense	20,655,750	20,463,897	(191,853)
Interest Expense, net	3,028,467	3,045,849	17,382
<b>Total Expense</b>	39,232,962	40,609,043	1,376,082
<b>Net Surplus / Shortfall</b>	4,130,038	2,171,989	(1,958,050)
Capitalized Interest	1,513,931	1,513,931	(0)
<b>Net Cash Flow</b>	5,643,970	3,685,920	(1,958,050)

*VARIANCE EXPLANATIONS TO AUGUST 2009 PROJECTION:*

Revenue Variance

- Lower public volume partially offset by higher franchise tons
- The new county fee at Ox Mountain added to the tip fee effective July 1, 2010
- New HHW program

Operating Expense

- Additional estimated payments due to Allied for prior year underpayments (\$1.57M)
- Lower disposal and SBR Operating cost due to lower tons
- New HHW program

**Background**

On July 23, 2009 the Board approved a resolution authorizing the issuance of solid waste enterprise revenue bonds Series 2009A (tax-exempt) and Series 2009B (taxable). Staff committed that after the bond sale quarterly updates would be provided on actual financial performance as compared to bond proforma projections.

**Fiscal Impact**

There is no fiscal impact associated with this item.

**Attachments:**

A – Detailed Variance Analysis of August 2009 Projections vs. November 2010 Projections

## Attachment A

	2011 Calendar Year			Explanations
	2011 (Original Bond Proforma)	2011 (Nov 2010 Bond Proforma)	Variance to Bond Original Proforma	
<b>Operating Revenue</b>				
Tip Fee Revenue	23,119,000	24,809,485	1,690,485	Higher tons; Ox Mtn Co fee increase
Public Tip Fee Revenue	8,667,000	6,042,998	(2,624,002)	Lower volume
Commodity Material Sales	11,577,000	11,396,000	(181,000)	
HHW Program		532,548	532,548	New program
<b>Total Operating Revenue</b>	<b>43,363,000</b>	<b>42,781,032</b>	<b>(581,968)</b>	
<b>Operating Expenses</b>				
SBR Operating Cost	14,050,333	12,389,461	(1,660,872)	Lower tons; lower final fee increases
SBR Interim Operation Cost	338,344	901,245	562,901	Longer period of interim ops
SBR Interest Expense	308,120	308,120	-	
SBR Startup Cost	276,462	276,462	-	
Subtotal SBR Cost	14,973,260	13,875,288	(1,097,972)	
Allied 2009 Adjustments		1,358,644	1,358,644	Unknown in 2009
Allied 2010 Adjustments		218,000	218,000	Unknown in 2009
Off-site Processing to Smurfit	535,485	1,647,366	1,111,881	Longer period of Smurfit Operations
MRF Maintenance > \$10k	40,000		(40,000)	Not needed in Year I - under warranty
<b>Total Operating Cost</b>	<b>15,548,745</b>	<b>17,099,298</b>	<b>1,550,553</b>	
Commodity Revenue Sharing	1,163,250	874,161	(289,089)	Reduced tons for rev sharing due to longer Smurfit processing
Disposal Expense	13,572,000	12,947,958	(624,042)	Reduced tonnage assumption
Buyback Payments	909,000	1,322,230	413,230	Adjusted to current Allied payment amount
Shoreway Offsite Parking		52,000	52,000	Not identified in 2009 as needed
SBWMA Operating Budget	3,302,500	3,066,000	(236,500)	Adjusted for timing of roll out payments
HHW Program		532,548	532,548	New program
Permit & Insurance	195,000	200,000	5,000	
Franchise Fee	1,514,000	1,469,000	(45,000)	Reduced tip fee revenue
Other Costs Subtotal	20,655,750	20,463,897	(191,853)	
<b>Total Operating Expense</b>	<b>36,204,495</b>	<b>37,563,194</b>	<b>1,358,700</b>	
<b>Non-Operating</b>				
Interest Income < >	(149,396)	(132,013)	17,382	
Debt Service Expense	3,177,863	3,177,862	(1)	
Subtotal	3,028,467	3,045,849	17,382	
<b>Net surplus / Shortfall</b>	<b>\$ 4,130,038</b>	<b>\$ 2,171,989</b>	<b>\$ (1,958,050)</b>	Lower primarily due to unknown Allied prior year adjustments; lower tons
Capitalized Interest	1,513,931	\$ 1,513,931	\$ -	
<b>Net Cash Flow</b>	<b>\$ 5,643,970</b>	<b>\$ 3,685,920</b>	<b>\$ (1,958,050)</b>	
<b>Bond Covenant</b>				
Break Even 1	1.20	1.14	(0.06)	
Debt Coverage 2	2.73	2.10	(0.62)	



## STAFF UPDATE

---

To: SBWMA Board Members  
From: Cliff Feldman, Recycling Programs Manager  
Monica Devincenzi, Recycling Outreach & Sustainability Manager  
Date: November 18, 2010 Board of Director's Meeting  
Subject: Update on Rollout of New Collection Services

---

### Recommendation

This is an informational report and no action is necessary.

### Analysis

#### *Public Education and Outreach*

Staff has continued working with Jeffrey Scott Agency (JSA), the agency selected to assist RethinkWaste with its public education campaign/collateral development needs; the Board of Directors' Public Education Committee (Brian Moura, San Carlos; Laura Galli, Foster City; Lillian Clark, RecycleWorks/San Mateo County; and Roxanne Murray, San Mateo) and Recology San Mateo County to develop and produce the components of the Public Education and Outreach Campaign for Rollout of New Collection Services.

A Master Timeline (**Attachment A**) for the campaign, which encompasses outreach materials that will either be sent or delivered to residents and commercial customers, a media plan and a community engagement plan, provides an overview of when the different aspects of the multi-media campaign will be taking place over the next several months. As stated in previous staff updates, this schedule may be adjusted as needed.

To date, the following items have been produced and/or completed:

- Graphics for residential and commercial carts
- Residential Garbage Cart Selection brochure
- Recology commercial brochure
- Recology "How To" DVDs (single-family, multi-family and commercial)
- Graphics for commercial bins
- Dock signs for commercial accounts
- Summer "rethinker" newsletter
- Theater spot targeting residents to promote single stream recycling and CartSMART
- Direct mail piece for commercial accounts, notifying them of new service provider, services and containers
- Residential starter kit/piece to be delivered with the carts, providing information on new services
- Print ads promoting Community Meetings
- Print ads promoting delivery of new residential carts
- Compost Card piece to be delivered with the kitchen pails
- Kitchen pail label
- Bus and train ads
- Fall "rethinker" newsletter

The items currently under production and review include the following:

- TV spots targeting residents to promote the new CartSMART weekly services
- Commercial bill insert, providing basic BizSMART information, including changes in service provider, new services, containers and benefits of recycling and composting
- Print ads promoting Community Meetings and delivery of new residential carts
- Banners for downtown areas
- CartSMART Families diaries, Blog
- CartSMART video contest
- Twitter
- Winter “rethinker” newsletter

In addition, the RethinkWaste website has been updated to include information on the residential CartSMART services and BizSMART collection services for multi-family and business customers. RethinkWaste has also launched its Facebook page to promote program information and new services. To date, the page has 64 “fans” and followers of the site are starting to be more interactive on the page by posting when they receive their new carts, questions and feedback. Staff is developing promotions that would generate additional followers of the Facebook page, as well as the Twitter page when it launches.

Please note, after further review and discussion with JSA and the Public Education Committee, the decision was made to not proceed with web banner ads on the new services or the Spanish radio spots. Targeting the web banners to just the RethinkWaste customers was not feasible, and could create more confusion than was intended. With regard to the Spanish radio, it was determined that reallocating the money toward the Spanish TV spot buy would result in more air time as radio advertising is much more expensive than TV, and it would better target our customers.

RethinkWaste and Recology staff continue to have information booths at Member Agencies’ community events and to make presentations to organizations as requested, and will continue to do so through the end of the calendar year. In addition, community meetings open to the general public are being held by RethinkWaste in each Member Agency in partnership with Member Agencies and Recology San Mateo County through the end of the year. To date, the cities of San Mateo (August 18), Redwood City (September 15), San Carlos (October 5) Menlo Park (October 14), Belmont (October 28), San Mateo County/North Fair Oaks (November 4), East Palo Alto (November 8) and Foster City (November 10) have had their community meetings. Remaining meetings consist of Burlingame (November 17), Hillsborough (November 30), West Bay Sanitary District (December 1), Unincorporated San Mateo County (December 2) and Atherton (December 6).

We have also launched the RethinkWaste Green Team Block Leader community program to recruit volunteers from the service area to create a grassroots effort at the neighborhood level on getting the word out about the new services and building excitement. The program includes training volunteers to serve as their neighborhood experts on the CartSMART collection services. Six trainings were held in San Mateo, Redwood City, San Carlos Menlo Park, Belmont and Foster City. . . . Approximately 120 volunteers have been trained as block leaders. Many block leaders have gone on to host neighborhood meetings, distribute information and answer questions as part of their individual efforts to promote the new services. RethinkWaste staff is sending out regular updates to the volunteers and seeking feedback on their neighborhood specific activities.

RethinkWaste staff will also be reaching out to Board Members to assist us in December with sending out email blasts and web postings reminding residents that weekly collection of recyclables (blue cart) and organics (green cart) start the week of January 3<sup>rd</sup>.

### ***Residential and Commercial Can/Cart Delivery and Recovery***

The commercial and residential cart delivery/recovery effort commenced on August 16 and 30, respectively. The effort is proceeding quite well. This rollout is challenging given the scope of the effort and the coordination required between the cart delivery contractors hired by Recology, the cart recovery contractor hired by Allied Waste/Republic Services, Recology and Allied Waste/Republic Services. All five of these companies have significant responsibilities that must be adhered to in unison to ensure a smooth transition, as follows:

Cart delivery companies hired by Recology (i.e., Environmental Delivery Services [EDS] and WWS) –These contractors are responsible for delivering all of Recology's new carts to both the commercial and residential sectors. For the commercial sector, EDS follows the regular garbage route driver and delivers the new carts and brings the empty ones curbside simultaneously. For the residential sector, the new carts are delivered the day prior to collection of yard trimmings.

Cart delivery company hired by Allied Waste/Republic Services (Container Pros) – This contractor is responsible for recovering all old Allied Waste/Republic carts currently in service. For the commercial sector, this company is following the (EDS and WWS) and removing the carts after the new ones are placed in service. For the residential sector, this company is following the Allied Waste/Republic Services yard trimmings route trucks and removing the carts as they are emptied.

Recology San Mateo County – Recology is responsible for placing a supervisor in the field to oversee the cart delivery efforts of their contractor. In addition, the company is making the most of this experience and conducting a route audit to validate the data provided by Allied Waste/Republic Services.

Allied Waste/Republic Services – Allied is responsible for oversight of the efforts of their contractor and ensuring their collection route drivers are working in unison with both the cart delivery and cart recovery companies. For the commercial sector, Allied is collecting customer owned garbage cans as needed. For the residential sector, Allied is collecting both the customer owned garbage cans, plant material carts and obsolete recycling tubs as they are placed curbside by residents for collection.

SBWMA – SBWMA staff and a consultant (RJ Proto Consulting Services) are monitoring the progress of this rollout effort. Specifically, the SBWMA's consultant is conducting field audits and observing the activities of the five companies to ensure all tasks are started on time and stay on schedule.

All five companies are cooperating to ensure this program is a success. The effort is on schedule, except for the two days that the Allied drivers conducted a work stoppage. However, the companies are working closely together to make up for this lost time within the framework of the established implementation schedule. The following are some observations made thus far:

- Since cart delivery acts like a route audit, carts are only delivered to customers on the list denoted as active. This generates some calls since addresses not on the list are not receiving new carts, but these customers concerns are promptly addressed. Customers not on the list or those that are inactive are required to call in to Allied Waste initiate service and their carts are then delivered the next day. In order to further facilitate capturing the inactive accounts that may be receiving service or should be but are not because they are inactive in Allied's system, a door hanger has been prepared and is being distributed by RSMC to new cart recipients and by Allied to those that have already received their new carts.

- Occasionally, a customer will see the size of the cart being delivered and decide it's not the right size. If the customer conveys this directly to the cart delivery supervisor, the change is made on the spot and noted on the supervisor's exception log. Allied is provided this information daily and then updates the customer's account to reflect the change in service level.
- If a customer calls either Recology or Allied to make a change in their subscription level (size of cart), Allied updates the customer's account and a work order is issued which Recology receives a copy of. The change in cart size is then made the next day.
- All indications are that Allied and Recology are on track with the established cart delivery/recovery schedule.

Since the residential cart delivery/recovery effort is scheduled to follow the yard trimmings collection schedule, in some cases the day's deliveries must be supplemented with homes from routes that are different than those outlined in the published delivery schedule. While this has happened on a handful of occasions, it has led to confusion since residents were surprised to get their new carts in advance of the dates previously published. Recology will begin notifying the Board in advance of these deviations in the published schedule so that the Member Agencies are prepared to answer questions and are also not surprised when these situations occur.

Recology will be making a presentation at the November Board meeting to provide a final update on the status of the rollout since there is no meeting in December. If Board members have any questions or concerns that they would like Recology to address in the presentation, please submit these items to Staff by November 12, so we can consolidate them and provide to Recology.

### **Background**

The SBWMA is committed to providing regular monthly updates to the Board on progress with the new collection services transition. The first new program related to the new collection services transition commenced on July 1, 2010 with Recology San Mateo County taking over management of the Allied Waste/Republic Services commercial recycling outreach program, moving into the Shoreway Administration building and kicking off the Recycling Blitz commercial recycling outreach campaign. The cart delivery/recovery effort started on August 16 for the commercial sector and August 30 for the residential sector and both of these efforts will proceed through November and into early December. In mid-December, the kitchen pails will be distributed to the residential sector. While these are the fundamental highlights of the transition activities most visible to the public, there are numerous activities transpiring simultaneously related to public education and oversight of the entire transition effort. As stated above, the SBWMA will continue to provide the Board with pertinent updates monthly.

### **Attachments:**


Attachment A – Master Timeline



**Public Education Campaign for Rollout of New Services Master Timeline**

ITEM	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
Cart Labels/Graphics Sent to Toter	Completed															
SFD #1 - Cart/Service Level Selection -Direct Mail				Completed												
SFD #2 - Summer Rethinker Newsletter -Direct Mail/Insert					Completed											
Recology/RethinkWaste Booths at Community Events				Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement								
Recology Commercial Brochure				Completed												
Recology Commercial Bin Labels/Dock Signs				Completed												
Recology How-To DVDs				Completed												
Recology Commercial Blitz					Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement						
MFD & Commercial Outreach - Mailers, Advertising, On-Site Visits/Training					Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement	Community Engagement			
Advertising - Print/Newspapers #1- New Carts/Services							Media Plan									
Advertising - Movie Theaters #1 - New Carts/Services									Media Plan							
Community Meetings/Presentations										Community Engagement	Community Engagement					
SFD #3 - New Program Brochure - Cart Deliveries										Completed	Completed					
SFD #4 - Fall Rethinker Newsletter -Direct Mail/Insert										Completed	Completed					
Advertising - Print/Newspapers #2- New Carts/Services																
Advertising - Zoned Cable/TV Commercials #1 - New Carts/Services										Media Plan						
Advertising - Movie Theaters #2 - Food Scraps/Weekly Service											Media Plan	Media Plan				
Downtown Community Banners/Public Signs																
SFD #5 - Weekly Service/Food Scraps Brochure, Kitchen Pail Sticker/Other Reminders - Pail Deliveries											Completed					
Advertising - Print/Newspapers #3 - Food Scraps/Weekly Service											Media Plan	Media Plan				
Advertising - Bus/CalTrain/SamTrans Signs											Media Plan	Media Plan				
SFD #6 - Winter Rethinker Newsletter -Direct Mail/Insert												Completed	Completed			
Advertising - Zoned Cable/TV Commercials #2 - Food Scraps/Weekly Service												Media Plan	Media Plan			
SFD #7 - Spring Rethinker Newsletter -Direct Mail/Insert														Completed	Completed	Completed

Mailers/Brochures/Newsletters 

Community Engagement Activities 

Media Plan/Advertising Related Activities 

Items Completed 



## STAFF REPORT

**To:** SBWMA Board Members  
**From:** Cliff Feldman, Recycling Programs Manager  
**Date:** November 18, 2010 Board of Directors Meeting  
**Subject:** Update on Recology Commercial Recycling Outreach Efforts

**Recommendation**

This is an informational report and no action is necessary.

**Analysis**

Recology San Mateo County (RSMC) initially submitted the July and August Recycling Blitz campaign reports on August 13 and September 14, 2010, respectively, in compliance with the requirement to provide these by the 15<sup>th</sup> day of each month. The September report was submitted primarily on time on October 15; however, one table that is prepared by Allied staff was submitted late on October 18. The October updates are due on November 15 and will be provided to the Board when these are submitted which will be after issuance of this Board packet on November 11, 2010.

The following are highlights of Recology's Commercial Recycling Outreach and Recycling Blitz activities during the July 1 through October 31, 2010 period:

- 828 new customers have subscribed to recycling (774) and organics (54) service.
- 1,900 customers were contacted (a total of 2,314 are targeted for Blitz outreach).
- 2,215 commercial recycling brochures and posters were distributed.
- 6,116 Buddy Bags were distributed to multi-family dwelling customers.
- 1,735 internal recycling containers were distributed.
- 22 community events and 48 presentations (e.g., homeowners associations).

**RSMC Recycling Blitz and Maintenance of Existing Accounts New Diversion Results**

2010	July		August		September		October	
Diversion Results (in cubic yards)	New Accounts	Existing Accounts	New Accounts	Existing Accounts	New Accounts	Existing Accounts	New Accounts	Existing Accounts
Recycling	512	161	672	1,019	498	159	567	255
Organics	21	0	26	94	6	9	4	41
Total New Diversion	533	161	698	1,113	504	168	571	296
Garbage (Reduction)	43	7	110	82	50	18	46	93

"New Accounts" are new recycling and organics customers established per Recology's Recycling Blitz activities. "Existing Accounts" are old or existing Allied accounts that are now being maintained by Recology's Commercial Recycling Outreach team.

**Background**

On April 22, 2010, the Board adopted Resolution No. 2010-14 approving the Commercial Recycling Agreement between RSMC and Allied Waste/Republic Services. This agreement transferred Allied's commercial recycling

outreach program to RSMC commencing on July 1, 2010. In addition, RSMC moved its commercial recycling staff into the Shoreway Administration building on this date.

The Member Agencies Franchise Agreements with RSMC required the company to commence the first new program, the Recycling Blitz Commercial Recycling Campaign, also on July 1, 2010. RSMC's Recycling Blitz Plan and the SBWMA Commercial Recycling Communications and Outreach Plans were shared with the Board in May 2010. These plans outline the next steps regarding stepping up efforts to increase diversion from the commercial sector in the near term.



## STAFF UPDATE

---

To: SBWMA Board Members  
From: Recycling Staff  
Date: November 18, 2010 Board of Director's Meeting  
Subject: Recycling and Outreach Programs Update

---

### Recommendation

This is an informational report and no action is necessary.

### Development of Recology San Mateo County Franchise Agreement(s) Summary Documents

Staff has prepared a binder containing 14 summary documents pertaining to the Member Agencies Franchise Agreements with Recology San Mateo County (RSMC). The goal of this project is to provide Member Agencies with useful tools to facilitate administration of the Franchise Agreements and to assist with educating their staff with the contents and implications of the new contracts with RSMC. Staff conducted three well attended workshops to present the information contained in these summary documents in September in Menlo Park, San Mateo and San Carlos. Extra copies of the binders were also provided to each Board Member and the documents will be posted on our website.

### Curbside Inc., Door-to-Door HHW Program

Promotion of the new Door-to-Door HHW collection services program continues with the addition of three more Member Agencies rolling out the program over the summer. Menlo Park and the West Bay Sanitary District started offering the program to their residents on August 2, 2010, and East Palo Alto launched it September 1, 2010. This brings the number of Member Agencies participating in the program to seven. Belmont, San Carlos, Hillsborough and the City of San Mateo were the first to offer the new service starting on May 3, 2010.

The initial interest in the program has been strong and the company has made approximately 2,400 collections since the program started in mid-May through mid-October 2010. Approximately 146,000 pounds of HHW material, 2,300 pounds of Universal Waste and 40,000 pounds of E-Scrap has been collected since the start of the program.

We recently received notice from Curbside Inc. that they have been acquired by Waste Management Inc. (see [www.wm.com](http://www.wm.com)). Staff has completed reviewing the request from Curbside Inc. to assign the contract to WM Curbside LLC and we have negotiated with the company an extension to the current agreement for two additional years with two on year options. The Board consideration of the consent to assignment is a separate agenda item.

### Future Collection Services Public Education and Outreach

RethinkWaste and Recology San Mateo County staff have been conducting presentations, meetings and other outreach to customers in the service area throughout the summer and fall. Staff is also continuing its work with Jeffrey Scott Agency (JSA), the firm selected to develop the RethinkWaste's public outreach strategy and materials, on finalizing the plans and continuing with collateral development.

Please refer to Item 6d in the November Board packet for a more detailed update on the public outreach efforts.

### **Household Battery and Cell Phone Curbside Recycling Collection Program**

The monthly average of batteries and cell phones collected through the curbside recycling program in 2010 totals 4,560 pounds. A total of 4,038 pounds was collected in October 2010.

### **RethinkWaste Website**

The RethinkWaste website continues to be updated with information on the CartSMART residential collection and new BizSMART commercial collection services. Staff's goal is to make the website the go-to source for information on future collection services.

The site averaged approximately 562 visits per week since the last Board meeting, of which over 82% were new visits. There is a noticeable increase in the number of visitors to the site following the release of the Board packets, residents receiving the rethinker Newsletter, or other RethinkWaste outreach promotion (i.e., E-Scrap Events). Staff continues to experience an increase in visits to the site since Recology began delivering carts to RethinkWaste residents. The most commonly visited sections of the site during this period remained "Residents" and "CartSMART."

### **Shoreway Construction Webcams**

The public can view the ongoing demolition and construction of the Shoreway facility through webcams hosted on the RethinkWaste.org website. There are two cameras that are currently directed at the Materials Recovery Facility. The cameras are being repositioned to show the construction on the transfer station and inside the MRF to show the equipment installation

The webcam link can be found at:

<http://www.rethinkwaste.org/shoreway-facility/construction-webcam>.

### **rethinker Newsletter**

The Fall 2010 rethinker newsletter has been mailed to residents and focuses on the new single-family and multi-family residential collection services, remaining community meetings and holiday collection information.

### **C&D Recycling Update**

Staff released a model staff report and recommendations to revise Member Agencies C&D ordinances on February 6, 2009. The goal of the revisions is to set high standards for all of the ordinances in an effort to increase C&D diversion throughout the RethinkWaste service area. Addressing the issue of C&D recycling regionally will likely be the most effective strategy to ensure high levels of diversion, even though Member Agencies are responsible for administering and enforcing their respective C&D ordinances. A variety of recommendations were submitted to Member Agencies; however, one overarching recommendation that has proven to be effective in other communities (e.g., San Jose) is to require contractors to deliver material to certified C&D recycling facilities. Since Member Agencies have recently shown an interest in including this requirement, RethinkWaste has budgeted funds for FY 2011 to annually publish a list of approved C&D processing facilities that are certified to accept material. Staff anticipates commencing this project in the first quarter of 2011.

### **Schools Recycling Program Update**

Staff has purchased 32 gallon recycling carts for distribution to schools in the RethinkWaste service area. The program is implemented with assistance from RecycleWorks staff who has delivered 154 carts on behalf of RethinkWaste.

**Compost Giveaway**

A total of 165 cubic yards of compost was delivered to the following Member Agencies that participated in the October 9, 2010 Fall Compost Giveaway Event: Atherton, Belmont, Burlingame, Foster City, Hillsborough and Redwood City. There are no other events planned at this time due to weather.

Member Agencies are reminded that the volume of compost that Allied/Republic is required to provide annually is significantly more than the amount that has been used by Member Agencies. Thus, Member Agencies are encouraged to participate in the events and consider establishing permanent locations to distribute compost to the public year-round. Menlo Park holds approximately 5 events each season and San Mateo operates a site that is open weekly. In addition, East Palo Alto is having compost delivered on a regular basis and is requesting deliveries of bagged compost to accommodate their elderly residents. Please let us know if your agency is interested in increasing its participation in this program.

Each Member Agency is entitled to:

- 1 cubic yard of loose finished compost per ton of commercial organic material delivered to Newby Island annually;
- or*
- 1 cubic foot of bagged compost per 2 tons of commercial organic material delivered.

The following table has been revised to illustrate that the aggregate amount of tonnage collected per year is available agency wide irrespective of the jurisdiction individual tonnage attributed to the Commercial Organics Collection Services. Staff previously conveyed that the annual allowable amount per Agency was based on that Agency's specific annual tonnage. Staff continues to encourage Member Agencies to increase their participation.

Member Agency	# of Events Held Spring 2010	Total Amount Compost Used to Date for 2010 at Spring Events	Compost Delivered to Agency Permanent Sites to Date *	Total Projected Amount of Compost Available for Member Agencies in 2010
Atherton	2	80		
Belmont	1	45		
Burlingame	2	80		
East Palo Alto	1	60		
North Fair Oaks	2	240		
Foster City	2	80		
Hillsborough	2	15		
Menlo Park	2	320		
Redwood City	1	130		
San Carlos	2	40		
San Mateo	0	-	520	
West Bay Sanitary District	0	-		
<b>TOTAL SBWMA</b>		<b>1,090</b>	<b>520</b>	

\* through April 15, 2010



## JANUARY 2011 BOARD AGENDA ITEMS (SUBJECT TO CHANGE)

---

### January 27, 2011

- Election of New Officers for 2011
- Mid Year Review of FY2011 Annual Operating Budget
- Update on Start-up of New Collection Services
- Update on South Bay Recycling Initiating Shoreway Operations
- Discussion on Third Party (i.e., Non-Franchise) Pricing Approach for Contracted Tonnage

### February 24, 2011

- Approval of Quarterly Investment Report as of 12/31/10
- Approval of Mid-Year FY2011 Budget Adjustments (if necessary)
- Update on Shoreway Remediation Activities
- Update on Start-up of New Collection Services
- Update on South Bay Recycling Initiating Shoreway Operations