



STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Monica Devincenzi, Recycling Outreach & Sustainability Manager
Date: February 25, 2010 Board of Directors Meeting
Subject: Recycling and Outreach Programs Update

Future Collection Services Public Education and Outreach

Public education coordination meetings with Recology San Mateo County are ongoing and will continue throughout the transition to the future services. 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 begin collateral development.

All public education and outreach plans and materials will be reviewed by a Public Education Subcommittee comprised of Brian Moura (San Carlos), Laura Galli (Foster City), Lillian Clark (San Mateo County RecycleWorks), Roxanne Murray (San Mateo), and RethinkWaste staff Monica Devincenzi. As appropriate, final draft plans and materials will then be brought before the Board of Directors for final approval. Staff encourages other Member Agencies who would like to be involved in the initial drafting and review of the materials to appoint staff from their jurisdiction to the Public Education Subcommittee.

Mandatory Commercial Recycling Ordinance

The cities of San Carlos and San Mateo are participating in this pilot program to assist with the development of required or mandatory commercial recycling ordinances. Staff concluded the Phase I initial stakeholder engagement process in September and the Phase II stakeholder engagement public meetings in January and early February. In addition, we now have a mandatory commercial recycling webpage which can be found at: <http://www.rethinkwaste.org/businesses/mandatory-commercial-recycling>.

The next steps include providing both cities with updates on our stakeholder engagement process and sharing the recommendations to structure their ordinance(s). The Board will be provided updates on our progress in the coming months as the governing bodies of these Agencies provide further direction to staff.

Household Battery and Cell Phone Curbside Recycling Collection Program

The monthly average of batteries and cell phones collected through the curbside recycling program in 2008 and 2009 was 3,750 and 4,778 pounds, respectively. A total of 5,151 pounds was collected in January 2010.

RethinkWaste Website

The RethinkWaste website will also undergo some significant changes in the coming months to reflect RethinkWaste's new logo, future services updates and other information. Staff's goal is to make the website the go-to source for information on future collection services.

The site averaged approximately 332 visits per week since the last Board meeting, of which over 59% 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 SBWMA outreach promotion (i.e., E-Scrap Events). The most commonly visited sections of the site are "RFPs/RFOs," "Residents" and "Board Meetings."

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 will be repositioned when construction begins on the transfer station.

The webcam link can be found at:

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

rethinker Newsletter

Staff is currently working on the development of the Spring 2010 rethinker newsletter, which will focus on home composting, the new door-to-door household hazardous waste collection program and profile of the 2nd Annual Green Lifestyle winner. The issue will be sent out the first week of April.

Spring Compost Giveaway

Spring Compost Events are scheduled for March 13th and April 10th. Please submit your participation form as soon as possible. Please contact Jeannene Minnix Kingston for further information. jminnix@rethinkwaste.org.

Each Member Agency is entitled to 1 cubic yard of loose finished compost per ton of commercial organic material delivered to Newby Island or 1 cubic foot of bagged compost per 2 tons of commercial organic material delivered. Additional bagged compost can be obtained for \$1.58 per bag. Please see the table below:

Member Agency	Tons of Commercial Organic Material Delivered in 2009	Based on 2009 Materials, Average Amt of Compost Available in 2010	OR Average Compost BAGGED Allowance for 2010
Atherton	242	242	121
Belmont	458	458	229
Burlingame	1,280	1,280	640
East Palo Alto	117	117	59
Fair Oaks	500	500	250
Foster City	1,355	1,355	678
Hillsborough	325	325	163
Menlo Park	2,294	2,294	1,147
Redwood City	2,638	2,638	1,319
San Carlos	580	580	290
San Mateo	2,995	2,995	1,498
West Bay Sanitary District	44	44	22
TOTAL JPA	12,828	12,828	6,414

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. If Member Agencies include this requirement, RethinkWaste will annually publish a list of approved C&D processing facilities that are certified to accept material.

Member Agencies were requested to respond to RethinkWaste in February 2009 to convey their intentions of upgrading C&D ordinances. **Thus far, only Atherton, Foster City, San Mateo, and more recently Redwood City have expressed an interest in the recommendations.** The FY09/10 budget includes only limited funding to support this effort this fiscal year.

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 129 carts on behalf of RethinkWaste. The table on the following page provides a list of schools that have received carts to date.

List of Schools Provided Recycling Containers

School	City	Total Number of Carts Delivered
St. Timothy School	San Mateo	2
Arundel School	San Carlos	5
San Carlos Charter Learning Center	San Carlos	6
Tierra Linda Middle School	San Carlos	2
Adelante School	Redwood City	2
Aragon High School	San Mateo	32
Franklin Elementary School	Burlingame	6
Charles Armstrong School	Belmont	3
Burlingame Intermediate School	Burlingame	13
Cipriani Elementary School	Belmont	3
Central Elementary School	Belmont	1
Burlingame High School	Burlingame	11
Redwood High School	Redwood City	4
Summit Prep. High School	Redwood City	4
Nesbit School	Belmont	2
St. Matthew School	San Mateo	3
Menlo Atherton High School	Atherton	25
Red Morton Park (AYSO Program)	Redwood City	3
Laurel Elementary School	San Mateo	2