



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: April 22, 2010 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

Annual Report

The 2009 RethinkWaste Annual Report has just been released, which will be distributed to the Board at the April meeting. The report highlights RethinkWaste's accomplishments over the last year, shows residential and commercial solid waste and recycling data, and provides information on our future plans. The report will also be posted on our website and shared at the Progress Seminar in Monterey.

Curbside Inc., Door-to-Door HHW Program

The City of Menlo Park is the fifth Member Agency that approved the new Curbside Door-to-Door Household Hazardous Waste (HHW) program at its March 23, 2010 council meeting. Member Agencies Belmont, Hillsborough, San Carlos and San Mateo had previously approved the new program that will provide a convenient option for residents to properly handle their unwanted Household Hazardous Waste, Electronic Scrap, Universal Waste, Sharps and Medicine. The new door-to-door collection services program launches May 3, 2010 for Belmont, Hillsborough, San Carlos and San Mateo. Menlo Park's program starts July 1, 2010. Targeted public outreach for participating Member Agencies will begin in April.

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.

Staff will be attending the Progress Seminar presented by the Redwood City/San Mateo County Chamber of Commerce Monterey, and will be sharing an information table with Recology during the April 17th breakfast to provide basic information on the new services.

Please refer to Agenda Item 5b of the April Board packet for a more detailed Staff update on the public education campaign.

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 2009 and the Phase II stakeholder engagement public meetings in January and early February 2010. 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 included providing both Cities with updates on our stakeholder engagement process, sharing the recommendations used to structure their ordinance(s), and providing draft model ordinances. The San Carlos City Council voted 4-1 on April 12, 2010 approving the Mandatory Commercial and Multi-Family Residential Recycling Ordinance. The second reading of the ordinance by the San Carlos City Council is scheduled for their April 26, 2010 meeting. City of San Mateo staff anticipate making a presentation on the recommended components of an ordinance to its Public Works Commission in June. The Board will be provided updates on our progress in the coming months as needed. In addition, the Final Project Report prepared collaboratively with Cascadia Consulting, is provided as **Attachment A**.

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 5,367 pounds was collected in March 2010.

RethinkWaste Website

The RethinkWaste website is undergoing 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 website is currently in the process of being updated in April to reflect the new RethinkWaste logo and color scheme, and include information on the Curbside Inc. Door-to-Door HHW program.

The site averaged approximately 414 visits per week since the last Board meeting, of which over 58% 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). The most commonly visited sections of the site "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

The Spring 2010 rethinker newsletter was sent out to residents the first week of April, and focused on home composting, Curbside Inc. Door-to-Door HHW program and profile of the 2nd Annual Green Lifestyle Contest winner. The Summer 2010 rethinker newsletter is being worked on and will focus on the Recology cart deliveries for the new services and new program 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.

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 a small handful of Agencies have expressed an interest in the recommendations.** The FY09/10 budget includes only limited funding to support this effort this fiscal year. Funds will be budgeted in the next fiscal year only if a critical mass of Member Agencies express a need for support with modifying their C&D ordinances.

Spring Compost Giveaway

Nine Member Agencies participated in the Spring Compost Giveaway Events. 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 requested deliveries of bagged compost this spring 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	-		
TOTAL SBWMA		1,090	520	

* through April 15, 2010

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. 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	6
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	21
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
White Oaks Elementary School	San Carlos	3
Ralston Middle School	Belmont	10
Henry Ford Elementary School	Redwood City	3

E-Scrap Processor Agreements

RethinkWaste currently utilizes the services of E-Recycling of California (ERC) for both community collection events and on-call pick-up of E-scrap at the Shoreway facility under separate contracts due to expire on April 20, 2010. Staff has consistently received positive feedback from customers on their delivery of services. Staff requested updated pricing from ERC and another vendor, ECS Refining, as part of its review of whether to extend the ERC contracts. ERC’s pricing was substantially better than the ECS pricing as shown below:

	<u>ERC</u>	<u>ECS</u>
Covered Electronic Waste (TV’s, Computer Monitors)	\$0.18/lb. rebate	\$0.14/lb rebate
Other E-Scrap (Consumer electronics, etc.)	No charge	(\$0.10)/lb cost
CPU’s	\$0.15/lb rebate	(\$0.10)/lb cost

Based on the company’s good performance history and superior pricing, staff will be executing a new consolidated agreement (for both the events and Shoreway) with ERC through 12/31/11.

Attachment:
Attachment A – RethinkWaste Mandatory Commercial Recycling Ordinance Development Project Final Report