



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: September 23, 2010 Board of Director's Meeting
Subject: Update on Recycling and Outreach Programs

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 scheduled three workshops to present the information contained in these summary documents and concluded two. The workshops on September 14 in Menlo Park had 16 attendees and the one on September 15 in San Mateo ten. The final workshop is scheduled for 9:00am to 1:00pm on September 22 in the San Carlos Library, Conference Rooms A/B and currently has 24 RSVPs.

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 over 1,671 collections since the program started in mid-May. Approximately 111,620 pounds of HHW material and 29,320 lbs of E-Scrap was collected from the 1,671 households that were provided service through September 1, 2010.

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. 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 5c in the September 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 4,621 pounds. A total of 4,478 pounds was collected in August 2010.

Community Events Recycling

RethinkWaste continues providing recycling support at Member Agency community events through the use of its ClearStream Containers/Event Recycling Trailers. Previous events include Menlo Park's Connoisseur's Marketplace, San Mateo Music in the Park series and Foster City Summer Concert Series.

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 522 visits per week since the last Board meeting, of which over 62% 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). Most recently, staff noticed an increase in visits to the site that corresponded to the same time that Recology began delivering carts to San Mateo residents. The most commonly visited sections of the site during this period were "Residents" and "CartSMART."

Facebook

RethinkWaste launched its Facebook page on August 30, using the social media tool as one more way of informing and connecting with customers about the new collection services, updates on Shoreway construction activities and other environmental and sustainability information. The Facebook page can be found by visiting the agency's main website at www.RethinkWaste.org.

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 is currently under production 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. There are no updates to report since most schools are closed during July and August.

Compost Giveaway

Atherton, Burlingame, Foster City, Hillsborough and Redwood City participated in the September 11, 2010 Fall Compost Giveaway Event. A total of 180 cubic yards of compost was delivered to these events. The same five Member Agencies, with the addition of Belmont, will participate in the October 9th event.

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	-		
TOTAL SBWMA		1,090	520	12,828

* through April 15, 2010

Other Community Events: Document Destruction

The Town of Hillsborough provided a Document Destruction/Shredding Event on August 28th. A company named Shred It provided service for this event at a cost of \$100 per hour.

Foster City is providing a Document Destruction/Shredding and E-Scrap Event on Saturday, Sept 18th. E-Recycling of California and Shred It are the vendors.