

STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
 Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: May 28, 2009 Board Meeting
Subject: Recycling and Outreach Programs Update

Required Commercial Recycling Ordinance

The cities of San Carlos and San Mateo have expressed interest and commitment to participate in this program. We have commenced the stakeholder engagement process and will provide future updates to the Board.

Door to Door On-Call Collection of Household Hazardous Waste, Universal Waste, Electronic Scrap and Sharps

The following Member Agencies have expressed an interest to participate in this program:

- East Palo Alto
- Hillsborough
- Menlo Park
- San Carlos
- San Mateo
- Redwood City
- West Bay Sanitary District

The Board will be provided future updates on our progress with providing this service to these Member Agencies.

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 was approximately 3,750 pounds. A total of 3,787 pounds were collected in April 2009.

Electronic Scrap (E-Scrap) Recycling Collection Events

SBWMA is in the process of finalizing the 2009 events for Member Agencies. Confirmed dates and cities are listed below. The City of Belmont held an E-Scrap Recycling Collection Event in April, and approximately 6,000 pounds of E-scrap, 522 linear feet of fluorescent lamps and 122 pounds of household batteries were collected.

Foster City	July 18, 2009
Hillsborough	June 13, 2009
Menlo Park (jointly with Atherton)	August 15, 2009
Redwood City	June 20, 2009
San Carlos	August 15, 2009
San Mateo	July 18, 2009

Member Agencies are reminded that E-Scrap can be taken for recycling to Shoreway on an on-going basis and that other reuse and recycling options are listed in the RecycleWorks.org database. However, special events tend to help motivate participation and facilitate efficient collection of large quantities of these materials. We will be promoting the events on our website once the dates and locations are confirmed.

Future Services Public Education Request for Qualifications

SBWMA staff issued the Request for Qualifications (RFQ) for Roll-Out of New Collection Services Education and Promotion Campaign on April 24, with responses due May 26. Based on feedback from interested firms, we anticipate receiving several responses from well-qualified firms. A Review Panel comprised of Recycling and Facility Management Subcommittee members, SBWMA staff and SBWMA consultant will be evaluating the proposals, conducting interviews and recommending the top three firms to be short-listed. The Review Panel's recommendation will be presented before the Board at its June 25th meeting.

SBWMA Website

The site is averaging approximately 378 visits per week since the last Board meeting, of which nearly 63% are 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., the San Carlos Food Scraps program). The most commonly visited sections of the site are "RFPs/RFQs," "Residents" and "Board Meetings."

rethinker Newsletter

The summer 2009 issue of the SBWMA quarterly residential newsletter is currently under development. The issue includes information on reducing junk mail, what's accepted in the recycling bins and the 2nd Annual Green Lifestyle Competition.

Community Events Recycling

SBWMA provided recycling support to the City of Foster City's Polynesian Festival on May 2. This is the first of many events that SBWMA will support through its ClearStream containers/Event Recycling Trailers through the end of summer, including the upcoming Foster City Art & Wine Festival, Menlo Park's Sunset Celebration, and City of San Mateo's Music in the Park Series.

Compost Giveaway Events

Ten Member Agencies participated in the most recent Compost Giveaway Events held the weekend of April 4, 2009. Member Agencies are reminded that the volume of compost that Allied is required to provide for compost giveaways 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 monthly events and San Mateo operates a site that is open weekly.

Below is a table denoting the amount of compost by cubic yards or bags of compost that Allied is obligated to provide Member Agencies in 2009 (based on 2008 organics tonnage):

Member Agency	2008 Organics Collected (tons)	2009 Compost Giveaway Obligation		
		Cubic Yards		Bags
Atherton	266	266	OR	133
Belmont	1,166	1,166	OR	583
Burlingame	1,014	1,014	OR	507
EPA	127	127	OR	124
Foster City	1,326	1,326	OR	663
Hillsborough	313	313	OR	157
Menlo Park	2,279	2,279	OR	1140
Redwood City	2,791	2,791	OR	1396
San Carlos	479	479	OR	240
San Mateo	2,770	2,770	OR	1385
County of San Mateo	544	544	OR	272
WBSD	206	206	OR	103

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 SBWMA 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, the SBWMA will annually publish a list of approved C&D processing facilities that are certified to accept material.

Member Agencies were requested to respond to the SBWMA in February to convey their intentions of upgrading C&D ordinances. **Thus far, only Atherton, Foster City, and San Mateo have expressed an interest in the recommendations.** It is important to note that the SBWMA has

funds budgeted for FY0809 to provide Member Agencies assistance with this project. Member Agencies are strongly encouraged to contact SBWMA staff regarding your intentions of upgrading your C&D ordinances so we can properly plan and budget for staff support in the new fiscal year.

Schools Recycling Program Update

Staff has purchased 32 gallon recycling carts for distribution to schools in the SBWMA service area. The program is implemented with assistance from RecycleWorks staff who delivers the carts on behalf of the SBWMA. Staff plans to promote the program during this spring/summer to facilitate developing recycling programs for the fall. **Table 2** provides a list of schools that have received carts to date.

**Table 2
List of Schools Provided Recycling Containers**

SCHOOL	MEMBER AGENCY	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 Elem. 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