

STAFF REPORT

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: October 22, 2009 Board Meeting
Subject: Recycling and Outreach Programs Update

Required 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 initial stakeholder engagement process in September and will provide future updates to the Board on our progress. The Phase I – Stakeholder Engagement Process report will be available to the Board in October. The next steps include developing a menu of options and recommendations to structure ordinances for these Agencies. Additional stakeholder engagement will be pursued to obtain feedback on the recommended components of potential ordinances.

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 and the year-to-date 2009 monthly average was 4,805 pounds. A total of 5,164 pounds was collected in September 2009.

City/County Recycling Grants

Each year, the State of California, Department of Conservation (DOC) issues non-discretionary grant funding to California cities and counties per the Beverage Container Recycling and Litter Reduction Act. The funds are derived from non-redeemed California Redemption Value (CRV) deposits and distributed equitably amongst all California cities and counties. The general guideline for use of these funds entails facilitating recycling of CRV containers and litter abatement. DOC staff anticipates payments to be sent in August. The SBWMA will assist Member Agencies with expending these funds upon request.

Electronic Scrap (E-Scrap) Recycling Collection Events/Community Shred Events

SBWMA has completed the 2009 events for Member Agencies. The Cities of Belmont, Foster City, Menlo Park, Redwood City, San Carlos and San Mateo, the Towns of Atherton and Hillsborough and the North Fair Oaks are of San Mateo County held E-Scrap Recycling collection events. Approximately 36 Tons of E-Scrap were collected for the year.

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.

SBWMA has partnered with Shred-It in hosting Community Shred Events. Belmont, Hillsborough, San Mateo, Foster City, San Carlos, Menlo Park/Atherton and Redwood City and North Fair Oaks have all had successful events, and residents are continuously inquiring when the next event will be held. Shred-it's trucks contain cutting-edge proprietary paper shredding technology and shred large quantities on site giving the community opportunity to have their confidential documents destroyed, free of charge. Approximately 41.5 tons of shredded material has been processed this year. This

material is locally baled and recycled into "Kirkland" paper products sold at Costco. Please note that the Franchise Agreement(s) with Recology include one annual document destruction event for each agency.

Future Services Public Education Public Vote/Design Competition

The SBWMA launched a contest for the public to vote for their favorite public outreach design in an effort to garner community support and provide early publicity for the future collection services. A total of 555 valid votes were cast during the contest, which ran September 14 through October 2. The public was invited to view three designs (logo, program theme, residential brochure) submitted by each of the four short-listed firms competing in the Phase 2 Design Competition for Collection Services Education and Promotion Campaign Development and Implementation.

Design A received the highest number of votes (183 votes), followed by Design B (170 votes), and then Design C (113 votes) and Design D (89 votes). The contest was limited to SBWMA service area residents, one entry per person. Two winners from those who cast a vote for their favorite design will be selected through a random drawing. Winners will receive either an iPod shuffle or \$100 gift certificate to a local restaurant.

Please refer to the staff report included in the October 22nd Board packet for additional information on the Design Competition and recommendation on firm selection.

SBWMA Website

The site averaged approximately 729 visits per week since the last Board meeting, of which over 66% were new visits. During the week of September 27, there was a total of 1,079 visits to the site, the highest on record since the new website was launched. The increase in that week, as well as the rest of this reporting period, was a direct result of the contest encouraging the public to vote for their favorite public education design contest.

rethinker Newsletter

The Fall 2009 issue of the SBWMA quarterly residential newsletter was sent to residents during the first week of October. The issue includes information on waste-less holidays, what's accepted in the bottles and cans bin and the 2nd Annual Green Lifestyle winners. Staff will be developing the Winter 2010 newsletter over the next few months.

2nd Annual Green Lifestyle Winners

The summer 2009 issue of the SBWMA quarterly residential newsletter, "rethinker," announced the SBWMA's Green Lifestyle Contest with the goal of identifying residents who truly shine when it comes to being green. Staff received over 20 entries of which two winners were selected. The winners were Michele Lobitz of San Mateo and Janet Szelenyi of San Carlos. They will be featured in upcoming issues of the "rethinker." The winners will receive \$100 gift certificates to a local restaurant of their choice that is participating in the commercial recycling and composting programs.

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 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 SBWMA service area. The program is implemented with assistance from RecycleWorks staff who has delivered approximately 120 carts on behalf of the SBWMA. The following table provides a list of schools that have received carts to date.

List of Schools Provided Recycling Containers

School	Agency	# 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	4
Charles Armstrong School	Belmont	3
Burlingame Intermediate School	Burlingame	13
Cipriani Elementary School	Belmont	3
Central Elementary School	Belmont	1
Franklin Elementary School	Burlingame	5
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

Community Events Recycling

The SBWMA ended its events recycling activities for this event season this month with events in the cities of Foster City and Belmont. The SBWMA ClearStream containers were used at over 20 events between April and October, and SBWMA provided staffing services through outside vendors for many of these events. Staff is currently compiling data on the tonnages collected, recycled or composted at these events to report back to the Board. Staff will also be focusing on organizing the trailers and making reservations for next year's event season, which starts in late spring 2010, over the next few months.

Compost Giveaway Events

Nine Member Agencies participated in the Fall Compost Giveaway Events. 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 approximately 5 events each season and San Mateo operates a site that is open weekly. In addition, East Palo Alto requested a couple of deliveries of bagged compost this fall to accommodate their elderly residents.

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	421	421	OR	211
Burlingame	1,014	1,014	OR	507
EPA	127	127	OR	64
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	50	50	OR	25