



A Public Agency

STAFF UPDATE

To: SBWMA Board Members
From: Recycling Program and Environmental Education Staff
Date: January 23, 2014 Board of Directors Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

WM At Your Door Special Collections (Door-to-Door HHW Collection Program)

The following ten Member Agencies are participating in the program: Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, San Carlos, San Mateo, San Mateo County, and West Bay Sanitary District. Interest in the program has been strong and the company has made approximately 14,122 collections since the program started in mid-May 2010 through October 2013 (2013 year-end data pending).

Approximately 446,347 pounds of HHW material, 489,747 pounds of Universal Waste and 231,313 pounds of E-Scrap has been collected since the start of the program through October 2013. To increase program participation, an ongoing public outreach effort was initiated starting in late June that is continuing to yield significantly positive results.

The need for additional outreach promoting this service was confirmed via the results of the Single-Family Residential Customer Satisfaction Telephone Survey commissioned by RethinkWaste in Spring 2012, which identified the Door-to-Door HHW Collection Program as one of the programs that residents were not as familiar with. Staff plans to continue its efforts to maintain high participation levels through ongoing public outreach, including direct mail, outdoor and print advertising, *rethinker* newsletters, holiday ads, community events and social media per the adopted Fiscal Year 1314 budget.

We also encourage the remaining two Member Agencies (i.e., Atherton and Redwood City) to offer the program as it provides a more convenient and cost-effective option to properly recycle and dispose of a wide variety of materials (such as common HHW) than is currently available through the County's drop-off program at Tower Road.

Household Battery and Cell Phone Curbside Recycling Collection Program by Recology

The annual total of batteries and cell phones collected through the curbside recycling program has been:

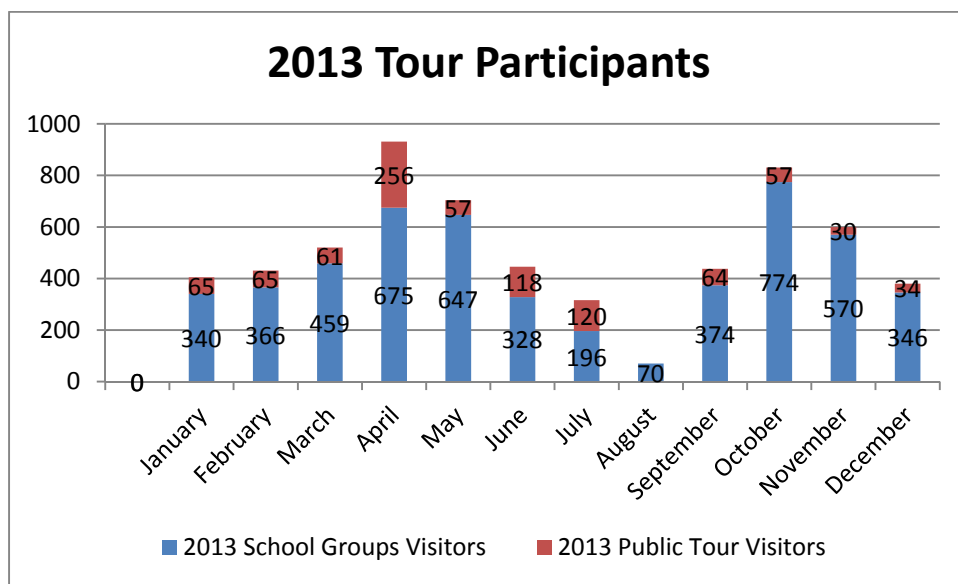
- 2009 - 57,000 pounds
- 2010 - 53,000 pounds
- 2011 - 47,000 pounds
- 2012 - 58,000 pounds
- 2013 - 66,560 pounds

The total amount of batteries and cell phones collected in December 2013 was 5,700 pounds with a YTD total for 2013 of 66,560 pounds. Per the adopted FY1314 budget, additional outreach will be provided to highlight this service.

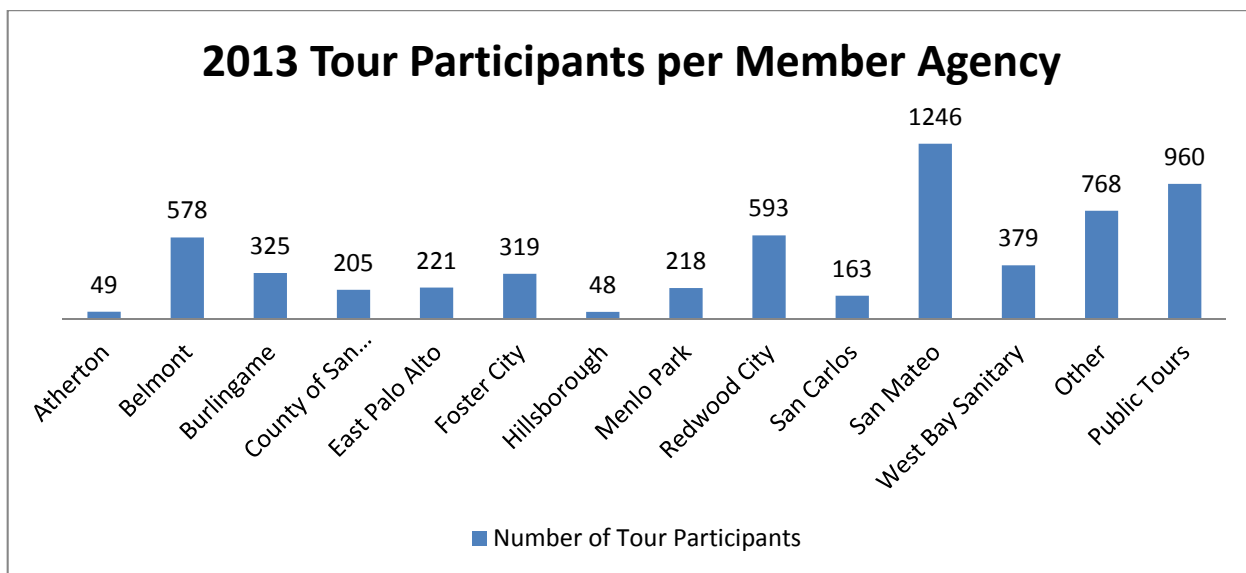
Shoreway Education Center School Groups and Public Tours Update

It has been two years since the launch of the School Group and Public Tour Program at the Shoreway Environmental Education Center in January 2012, which continues to be very popular and a great resource to the RethinkWaste service area community and beyond. In 2013, we hosted over **6,000 visitors**, including **972 public tour visitors**. Cumulatively, we have hosted more than **11,000 visitors, including 1,400 public visitors**, at the Education Center and conducted over **400 tours** in the two years that the program has been running. The tours conducted and participants have more than doubled from 2012 to 2013. To date, spots continue to fill up for the rest of the year.

Below is a chart showing the Tour Program participants for calendar year 2013 (January – December), with a breakout of school tour and public tour visitors. The number of participants varies throughout the year, mostly a correlation to the school year calendar, with peak periods in April, May, October and November. In June and July of 2013, Public Tours were conducted every Thursday, versus the standard, third Thursday of the month, hence the notable increase in participants.



Note: August had no public tour on the 3rd Thursday of the month



The chart on the previous page shows the number of tour participants per jurisdiction – the participants being school groups, community groups such as Girl and Boy Scouts, garden or parent clubs, home school groups, local business groups, and city staff. Other includes school groups and visitors from all over the Bay Area (e.g., Half Moon Bay, San Francisco, Berkeley, Mountain View, San Jose, etc.) Public Tours refers to visitors from both the RethinkWaste service area, and beyond - thus various cities, states and countries such as China, Korea, Ireland and South Africa – making Shoreway Environmental Center a hub for information sharing. Staff continues to concentrate outreach efforts in jurisdictions that have low participation and encourage Member Agencies to promote the tour program within their community.

As supported in the charts, the Tour Program has been welcomed with great enthusiasm by school groups and the community at large. Staff continues to notice returning teachers bringing in their new students for each school year – a progression staff anticipated for an active tour program. In 2013, staff hosted thirty-five percent of returning teachers and sixty-five percent of new teachers.

Positive feedback about the education tour program, which gives the community an opportunity to learn firsthand what happens to their recyclables, yard waste, food scraps and garbage at a working materials recovery facility (MRF) and transfer station, continues to be given. In addition, students and the community are given an opportunity to learn and practice the 4Rs (reduce, reuse, recycle, and rot/composting) and resource conservation, and are empowered to conserve resources in their lives, at school and residences. Below are a few of the many recent comments that tour participants shared at the end of their tour experience:

“Very valuable and a great resource for the kids to have. Also, taught them specifics about recycling!” (Teacher)

“Well organized.” (Teacher)

“The assembly line – kids really loved the sorting. Seeing things live is always memorable.” (Teacher)

“Fantastic! We love it. This is my second time coming with my students.” (Teacher)

The Tour Program is promoted via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.). Staff will continue to give tours to interested community groups, businesses, municipal and environmental groups as scheduling allows.

The table below shows the tours that have been conducted and those scheduled for January 2014.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
January 8	Boy Scouts	San Carlos	3	18
January 9	Heritage Realty	San Mateo	Adults	12
January 14	Ecole Bilingue	Berkeley	3	35
January 14	DES Architects	Redwood City	Adults	15
January 15	St. Gregory Elementary	San Mateo	4	40
January 16*	Public Open House Day	Various	Various	21
January 17	Ecole Bilingue	Berkeley	3	35
January 22	Roosevelt Elementary	Burlingame	5	33
January 23	Roosevelt Elementary	Burlingame	4	27
January 24	Foster City Elementary	Foster City	5	33
January 29	Burlingame High School	Burlingame	9-12	24

January 29	Hillview Middle School	Menlo Park	6	20
January 29	Hillview Middle School	Menlo Park	8	3
January 30	Palo Alto Garden Club	Palo Alto	Adults	25
January 31	Beechwood Elementary	Menlo Park	4	22
Total Participants				363**

* January 16th is a Public Open House Day. The number of participants is based on only those that have made a reservation for the tour on the Public Open House Day. **Includes estimated numbers for those scheduled tours that have not been conducted by the date this report is issued.

Photos of Tour Participants at Shoreway Environmental Center



Boy Scouts, San Carlos



Heritage Realty, San Mateo

Tour Availability

School Group Tours are offered Monday at 12:30pm – 2:30pm, Tuesday-Wednesday from 9:30am – 11:30am, 12:30pm – 2:30pm, Thursday and Friday 9:30am – 11:30am.

Every third Thursday of the month is a designated Public Open House Day for the general public, and tours are given in the time slots from 9:30am – 10:30am and 11:30am – 12:30pm. Tours will continue to be scheduled on a first-come first-served policy.

Trash to Art Contest

The 2nd annual Trash to Art Contest is running from January to March 21, 2014. The contest is open to 4th-6th grade classes in the RethinkWaste Service Area. The art piece (s) must be made as a class effort and prizes will be rewarded to a class. Ninety percent of the art must be from scrap material collected from home, school, and everyday life, and artwork may be any art medium such as sculptures, collages, murals, etc. These art pieces will be displayed at the Shoreway Environmental Education Center and will add to the educational exhibits.

Earth Day

Save the Date! Join us for our 3rd annual Earth Day on Saturday April 12, 2014 from 10 am-2 pm at the Shoreway Environmental Center in San Carlos. Staff is planning for lots of fun activities for the whole family. The event will include informational booths, music, arts and crafts, games, tours, free compost, and lots more. Bring your bottles and cans to redeem your money. Everyone who shows up automatically enters in a raffle. Trash to Art Contest winners will be recognized. Don't miss out on this fun-for-all event. Earth Day is every day at RethinkWaste. Staff will have more information on the website at www.RethinkWaste.org

Free School Compost Giveaway Program

The free Compost Giveaway Program will continue in the 2013/14 school year. It is for both public and private schools within the RethinkWaste service area. Through the program, schools can receive up to five 50-pound bags of compost for a garden project, or up to 20 cubic yards of the material for landscaping projects per school

year. The compost is made from the yard trimmings and food scraps set out by residents and businesses for collection in the green CartSMART and BizSMART containers.

The Compost Giveaway Program is meant to serve as a resource for schools in alignment with the California Department of Education's Garden in Every School initiative. According to the state, students who participate in school garden projects discover fresh food, make healthier food choices, and are physically active. Using compost in gardens and landscaping projects helps improve soil quality, conserve water and control erosion, among others.

Interested schools simply need to complete a request form (available on-line) to receive the compost. Schools need to arrange for the pick-up of the bags of compost at the Shoreway Environmental Center in San Carlos. Staff will arrange for the delivery of the larger quantity of loose compost through Recology San Mateo County at no additional cost to the schools; Recology's delivery costs will be covered in the SBWMA budget. Staff encourages Member Agencies to promote this service and program within their community.

Business Tour Program

Staff is reaching out to businesses in the RethinkWaste service area to tour the Shoreway Environmental Center. The availability of tours for businesses is being promoted via Chambers of Commerce in all cities in the Rethinkwaste service area (which have a chamber), on our website, business tour flyer and through leveraging Recology's network of business leaders. Member Agencies are encouraged to promote this program to businesses in their community.

Public Education and Outreach Request for Qualifications

RethinkWaste Staff issued an amended Request for Qualifications (RFQ) for Public Education and Outreach on December 9, 2013 with responses due by January 9, 2014. The selected firm(s) will assist with developing and designing a variety of professional, targeted, compelling and demographically appropriate public education and outreach campaigns, print materials, electronic communications and other strategic communication tools based on the Board-approved 2014 Annual Public Education Plan. The selected firm(s) will also assist in measuring the effectiveness of the various outreach efforts.

A total of eight firms responded to the RFQ. Staff will working with the Board's Adhoc Public Education Subcommittee to evaluate the responses. The original RFQ was issued on November 1, 2013 and included a concept design competition. However, based on feedback from interested firms, the RFQ was amended to remove the concept design competition component and the amended RFQ was issued in December.

2014 Residential Public Outreach Survey

RethinkWaste is in the process of developing a residential survey to determine the best way to deliver public education and outreach messages. During the 2012 Residential Customer Satisfaction Survey on the CartSMART services, a series of questions were developed to gauge where residents looked for program information, such as bill inserts, the *rethinker* newsletter, websites, newspaper ads, etc. However due to budgetary constraints and the length of the 2012 survey, these questions were ultimately dropped. Staff plans to have the survey conducted in February and March so that the results can be used to help plan the FY1415 budget.

Acterra 2014 Business Environmental Awards

Staff is excited to announce that the Shoreway Environmental Education Center/Tour Programs is a finalist in the Acterra 2014 Business Environmental Awards in the Environmental Project category. As part of the evaluation process, a site visit by the award judges will take place in early February. Award winners will be announced on March 17, 2014 and recognized at Acterra's annual awards reception on May 28, 2014.

2014 Public Education and Outreach Update

RethinkWaste and Recology are developing a number of outreach pieces to be distributed to residents in the coming months. This includes an updated On-Call Bulky Goods Collection Program insert and Service Notice, the annual program brochure that will provide a summary of the scope of services available to all residential, commercial, multi-family and Agency facility customers. An updated multi-family toolkit is also being finalized for use by Recology's Waste Zero Specialists. Outreach pieces will be developed in collaboration with the Board's Adhoc Public Education Subcommittee. A critical component of the outreach efforts will be to measure the effectiveness of the various tools used.

RethinkWaste Website and Social Media

The new RethinkWaste website was launched in August 2013 to provide a more user-friendly and interactive experience for site visitors. The redesigned site includes many new features and serves as the launching pad for new outreach and education programs. The site averaged over 593 visitors per week over the last month, with the most frequently visited pages consisting of Household Hazardous Waste, Shoreway Tours, and Shoreway Services and Rates.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 322 "likes," and the Twitter page has 178 followers, an increase over the prior months. RethinkWaste, in collaboration with South Bay Recycling, has also developed a Yelp business page focusing on the programs and services available at the Shoreway Environmental Center. Staff will continue to work on strategies to drive more people to the pages, and is reviewing other social media sites to use as outreach tools. The RethinkWaste Facebook page can be found at www.facebook.com/rethinkwaste, the Twitter page is located at www.twitter.com/rethinkwaste, and the Yelp page is at <http://www.yelp.com/biz/shoreway-environmental-center-san-carlos>.

"my waste" Mobile App

The convenient Agency-wide mobile application tool, "my waste," for residential customer use to request services, get additional program information and other related items was launched on November 19, 2013. The mobile app can be downloaded through the RethinkWaste website or the Apple and Android app stores. To date, 278 residents have downloaded the mobile app. Staff is working on various outreach efforts, including print and online advertisements, newsletters and inserts to promote the app. Staff also encourages Member Agencies to continue to promote "my waste" on their respective websites, newsletters, etc. A presentation of the mobile app was made to the Board in September.

Community Outreach Events

The Community Outreach Events (Compost Giveaway, E-Scrap/Shredding Events, Recology's Bring Your Own Bucket Compost Giveaway, Confidential Document Destruction Service Event and Coats for Kids event) have started for 2014. RethinkWaste is collaborating once again with Recology on scheduling Member Agency community events, with the 2014 program structure being similar to 2013. Recology is the point of contact for all Compost Giveaway Events and the Coats for Kids event. RethinkWaste is the point of contact for all E-Scrap/Shredding events. In addition, RethinkWaste will continue to provide outreach and promotion for all community events. Event request forms were sent out on January 14, 2014 to schedule the 2014 events. Staff encourages Member Agencies to promote their events through inserts in the Recology bills to increase participation/attendance of events by residents.

Approved Recommended Recology Franchise Agreement Administrative Changes and Amendments

Staff is requesting that Member Agencies keep us apprised if any administrative changes and amendments to the Franchise Agreements with Recology have been made.

<u>Agreement</u>	<u>Board Approval</u>	<u>Staff Recommendation</u>	<u>Description</u>
Franchise Agreement(s)	March 28, 2013	March 28, 2013	<p>The Board approved Resolution No.2013-07 recommending that each Member Agency consider adopting a variety of administrative changes.</p> <p>All twelve Member Agencies have approved these contractual changes.</p>
Franchise Agreement(s)	March 28, 2013	March 28, 2013	<p>The Board approved Resolution No.2013-08 recommending that each Member Agency consider adopting amendments to Attachment I (Performance Incentives and Disincentives) and include a new section as 8.08(D) (Administrative Changes to the Franchise Agreement).</p> <p>All twelve Member Agencies have approved these contractual changes.</p>