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STAFF UPDATES



STAFF UPDATE

To: SBWMA Board Members
From: Cliff Feldman, Recycling Programs Manager
Date: March 28, 2013 Board of Director's Meeting
Subject: Update on Recology Commercial Recycling Efforts

Recommendation

This is an informational report and no action is necessary.

Analysis

Based on a recent waste characterization study conducted by RethinkWaste and regular reporting by Recology San Mateo County (Recology), Multi-Family Dwellings (MFD) diversion throughout the RethinkWaste service area continues to be a service sector in need of more focus and effort by Recology and the SBWMA. To address this challenge, RethinkWaste Staff has initiated a Multi-Family Outreach Pilot project to determine the effectiveness of existing public education and outreach tools and to develop new tools. The Pilot will measure the effectiveness of various public education and outreach tools and strategies. The Pilot results will be used by Recology and the SBWMA to drive up MFD diversion levels. Currently under development in coordination with Recology and the Board adhoc Public Education Subcommittee, the Pilot will target up to 60 Multi-Family complexes throughout the RethinkWaste service area that currently have low diversion levels.

The Pilot is anticipated to be launched in late April, and will entail Recology's commercial recycling sales representatives and a consultant contracted by RethinkWaste to implement various outreach strategies. Feedback from these individuals involved in the direct outreach, the property owners/managers and residents and the data derived through the Pilot will analyzed to identify and further develop the most effective outreach strategies and tools for use in FY 13/14 with the goal of more efficiently increasing diversion from this sector. A more detailed report on the Multi-Family Outreach Pilot project will be provided at the May 23, 2013 Board of Directors' meeting.

Background

The Franchise Agreement(s) with Recology fund a commercial recycling sales team consisting of eight commercial recycling sales representatives and one manager. This staff of nine is solely dedicated to the Commercial Recycling Outreach Program activities, of which a major goal is to increase diversion from the Multi-Family sector. Per the Franchise Agreement(s), RethinkWaste is responsible for developing outreach materials and strategies for the company's use in targeting the Multi-Family sector. While anecdotal feedback has been provided from Recology regarding the effectiveness of the existing public outreach materials and strategies, the effectiveness of the various tools and strategies in use have not been systematically and thoroughly measured for effectiveness y. The general intent of this Pilot is to measure the effectiveness of existing and new tools and strategies in an effort to ensure that Recology has the most effective tools and strategies to increase Multi-Family diversion.

Fiscal Impact

The FY 12/13 approved budget includes \$85,000 for Multi-Family Outreach, which includes funding for the Pilot and other related activities.



STAFF UPDATE

To: SBWMA Board Members
From: Recycling Staff
Date: March 28, 2013 Board of Director's Meeting
Subject: Recycling and Outreach Programs Update

Recommendation

This is an informational report and no action is necessary.

WM Curbside 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, with Burlingame starting this month. Interest in the program has been strong and the company has made approximately 10,962 collections since the program started in mid-May 2010 through February 2013. Approximately 366,425 pounds of HHW material, 348,392 pounds of Universal Waste and 180,676 pounds of E-Scrap has been collected since the start of the program. We encourage the remaining two Member Agencies 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. Per the adopted FY 12/13 budget, additional outreach will be provided to highlight this service.

Household Battery and Cell Phone Curbside Recycling Collection Program

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, and 2012 - 58,000 pounds. The total amount of batteries and cell phones collected in February 2013 was 7,420 pounds. Per the adopted FY 12/13 budget, additional outreach will be provided to highlight this service.

Shoreway Education Center School Groups and Public Tours Update

School Group and Public tours continue to be popular as the spots are quickly filling up. In addition to the school groups, staff schedules tours for various community groups such as businesses, Cub Scouts, Garden Clubs and College students, just to mention a few. Outreach efforts in jurisdictions that have low participation continue and staff encourages Member Agencies to promote the tour program within their community. Tours will continue to be scheduled on a first-come first-served policy.

The Tour program continues to receive very positive feedback, as it 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. 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 be empowered to conserve resources in their lives, at school and residences.

At the end of each tour, teachers, chaperones, and adult participants are asked to fill out a survey about their experience, and what they think about the tour program as a whole. The responses received thus far continue to be very positive. On the following page are a few of the many recent comments that tour participants shared at the end of their tour experience:

"Organized – informative – cool!" (Teacher)
"Perfect. We studied these concepts earlier. It was a great review." (Teacher)
"Visually stimulating, excellent, reinforces classroom learning." (Teacher)
"Fantastic use of time, kids want to help and this tour will inspire them." (Teacher)
"Excellent. Very informative, well presented." (Parent)

The table below shows the tours that have been conducted and those scheduled for March 2013.

<u>Date</u>	<u>School/Group</u>	<u>Jurisdiction</u>	<u>Grade/Group</u>	<u>Total # of Participants</u>
March 5	Redwood High School	Redwood City	9	15
March 7	Washington Elementary	Burlingame	5	35
March 8	Our Lady of Mt. Carmel	Redwood City	3	20
March 12	Hatch Elementary School	Half Moon Bay	3	28
March 13	Los Lomita's School	Atherton	4	25
March 13	St. Matthew Catholic School	San Mateo	4	44
March 14	St. Matthew Catholic School	San Mateo	4	44
March 14	Atherton Cub Scouts	Atherton	3	20
March 14	San Mateo School District Tour	San Mateo	Adult	1
March 15	McKinley Environmental Club	Redwood City	6	10
March 15	City Staff	Berkeley	Adult	1
March 18	McKinley Elementary	Burlingame	4	24
March 21*	Public Open House	Various	Adults	56
March 22	German International School Silicon Valley	Mountain View	3	43
March 26	East Side College Prep	East Palo Alto	6	28
March 27	Brentwood Center	East Palo Alto	4	25
March 28	Washington Elementary	Burlingame	5	35
March 29	McKinley Elementary	Burlingame	3	30
Total Participants				484**

* Thursday, March 21st, is the Monthly 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. While reservations are recommended, they are not required.

**Includes estimated numbers for those scheduled tours that have not been conducted by the date this report is issued.

Tour logistics continue to be conveyed to teachers and all participants via email, phone or on-line, which has worked well. Staff continues to promote the Tour Program, via various channels, (emails, press release, flyers, website, social media, environmental education platforms, etc.)

Photos of tour participants at Shoreway Environmental Center



Pictured above are fourth graders from Los Lomas School in Atherton (photo on left) and fifth graders from Washington Elementary School in Burlingame (photo on right.)

Tour Availability

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.

Free School Compost Giveaway Program

The free Compost Giveaway Program is for both public and private schools within our 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.

The table below shows the schools that have requested compost as of March 2013

<u>Date</u>	<u>School</u>	<u>Jurisdiction</u>	<u>Quantity of Compost</u>	<u>*Total # of Participants</u>
February 25	Baywood Elementary	San Mateo	3 bags	20
February 26	Roosevelt School	Redwood City	5 bags	40
March 7	Charter Learning Center	San Carlos	12 yards	300
Total Participants				360

** Estimated number of students and adults involved in the gardening/landscaping project*

Interested schools simply need to complete a request form 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 new service and program within their community.

Trash to Art Contest

The Trash to Art Contest deadline was March 15th. The contest had 11 classes participate. The winners of the contest will be announced on April 5th and recognized at the Earth Day event at Shoreway Environmental Center on April 20th.

The contest was 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. 90 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.

Judging the Trash to Art Contest

Staff would like to invite the Board and public attendees of the March 28th meeting to participate in the voting process to select the winners of the contest. The Art submittals will be on display and votes will be conducted at the end of the Board meeting. There are 4 prizes to be awarded. RethinkWaste Staff will not vote, unless there is a tie. A draw will result in the Education Staff voting and hopefully, breaking the tie.

Voting guidelines

- Each Board Member and public attendee will receive four pieces of voting paper, which they will use to cast their vote. The voting paper will be labeled "Your vote for 1st prize", "Your vote for 2nd prize" etc.
- It will be one vote per art piece.
- You will place voting papers into the containers provided.

Staff will tally up the votes, and the four pieces with the lowest scores (i.e., we will come up with an average ranking between 1 and 4) will be the winners.

Earth Day

Save the Date! Join us for our 2nd Annual Earth Day on Saturday April 20, 2013 from 10:00am-2:00pm 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 encourages Member Agencies to promote the event within their community. More information can be found on our website at www.RethinkWaste.org.

RethinkWaste Website and Social Media

The RethinkWaste website continues to be updated with information on the CartSMART residential collection and BizSMART commercial collection services, other program information and the Shoreway Environmental Center. The current site averaged approximately 589 visits per week since the last Board meeting, of which over 63% were new visits.

RethinkWaste Staff continues to work on the website revamp to make it more user-friendly and interactive based on feedback from customers, Board Member and the Public Education Subcommittee. Staff is working with the firm Gauger and Associates selected through a Request for Proposals process in the spring and summer of 2012. Staff will continue to work with the adhoc Public Education Subcommittee on the redesign and seek some additional feedback from the Board. Staff anticipates the new website going live in spring 2013.

RethinkWaste also continues to use its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 299 "likes," and the Twitter page has 132 followers. Staff will continue to work on strategies to drive more people to the pages. Our Facebook page can be found at www.facebook.com/rethinkwaste, and the Twitter page is located at www.twitter.com/rethinkwaste.

rethinker Newsletter

The spring issue of the *rethinker* has been produced and is included in Recology's February through April 2013 invoices per the Board action on September 12, 2012 to adopt the FY13 budget. The issue focuses on Earth Day and spring cleaning tips. The *rethinker* is now published three times annually, instead of quarterly, also per the FY13 budget.

Community Outreach Events

Staff has been working with Recology to try and better coordinate 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) for this year to avoid any duplicative efforts. 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 continues to provide outreach and promotion for all community events. An email was sent to all Member Agencies on March 11th providing the details and costs for the events, and request forms.

Shoreway Two Million Ton Celebration

A Shoreway Two Million Ton Celebration was held March 1st to recognize the two million tons of residential and commercial recyclable and organic materials that have been delivered to the Shoreway Environmental Center for recycling and transfer between 1994 and the end of February 2013. Attendees at the significant diversion milestone included Assemblymember Rich Gordon, Assemblymember Kevin Mullin Field Representative Joe Fazio, San Carlos Vice Mayor Bob Grassilli, RethinkWaste Board Members and Staff, Recology and SBR. The event garnered local press coverage in several local Patch news sites and in two national trade journals.

Approved Operating Agreement Amendments or Recommended Recology Franchise Agreement Administrative Changes

Staff is requesting that Member Agencies keep us apprised if any administrative changes have been made.

<u>Agreement</u>	<u>Board Approval</u>	<u>Staff Recommendation</u>	<u>Description</u>
Operations Agreement	October 28, 2010	N/A	Amendment No. 1. Is now effective as eight Member Agencies have approved the Amendments. Approved by: Belmont, Foster City, Menlo Park, Redwood City, San Carlos, City of San Mateo, San Mateo County, and West Bay Sanitary District.
Franchise Agreement(s)	N/A	Via email on October 20, 2010	Requested Member Agencies send letter accepting interest waiver offer from Recology on potential 2011 revenue requirement shortfall if rates approved after January 1 but before March 1, 2011. Approved by: Atherton, Foster City, Redwood City, City of San Mateo, San Mateo County, and West Bay Sanitary District.
Franchise Agreement(s)	N/A	Via email on December 9, 2010	Overage "bags" change to "tags"; SBWMA relief from purchasing battery/cell-phone bags; On-call bulky item collection temporary schedule for January 2011. Approved by: Foster City.
Franchise Agreement(s)	N/A	Via email on December 13, 2010	Member Agency self haul remittance of payments to SBWMA by Recology. Approved by: Burlingame, Foster City, and Redwood City.
Franchise Agreement(s)	N/A	Via email on June 3, 2011	Six Member Agencies (i.e., Belmont, Burlingame, Foster City, Menlo Park, Redwood City, San Carlos and City of San Mateo) are requested to allow Recology to continue using used collection vehicles through September 30, 2011. Approved by Foster City.
Franchise Agreements	N/A	Via email on December 2, 2011 and November 15, 2012	All Member Agencies were requested by Recology to modify the Bulky Item Collection service schedule. While customers can sign up for this service anytime, the Franchise Agreement requires the company to provide this service from January 1 through December 1 each year (i.e., not during the month of December). Approval of this request authorizes the company to change when the service is provided to February 1 through December 31 (i.e., not during the month of January) in order to provide service to those customers that prefer to schedule this service at the end of the calendar year. (Recology has received complaints from customers that wanted to schedule their 2 nd collection in December since they are entitled to two each calendar year). Approved for 2012/2013 by Belmont, Burlingame, Foster City, Menlo Park, San Mateo County and West Bay Sanitary District.



STAFF UPDATE

To: SBWMA Board Members
 From: Hilary Gans, Operations Contracts Manager
 Date: March 28, 2013 Board of Director's Meeting
 Subject: Facility Operations Update

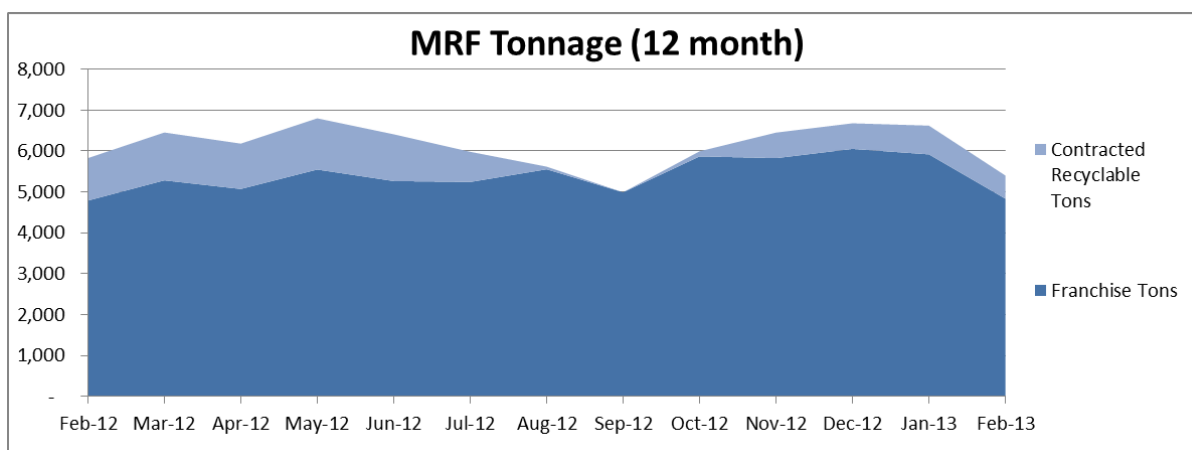
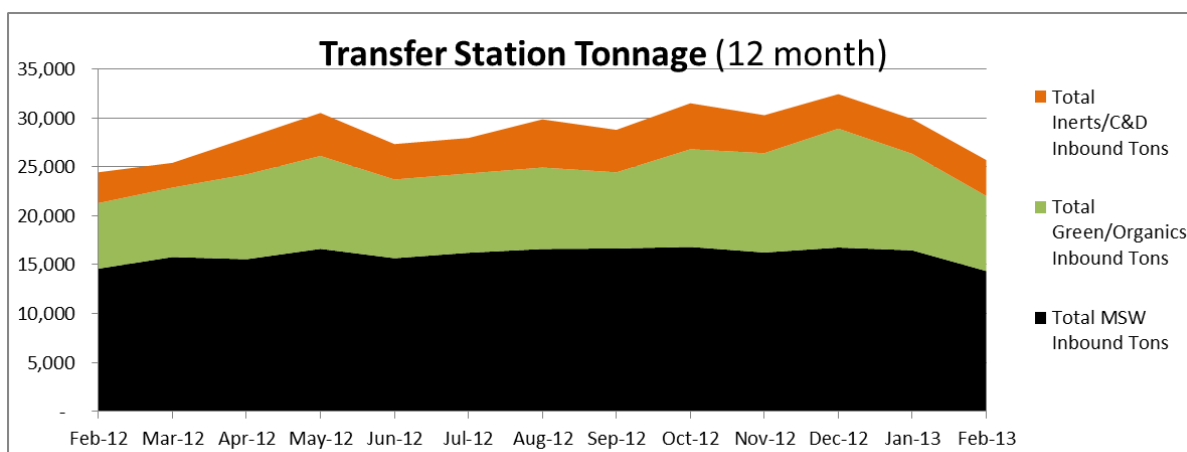
Recommendation

This is an informational report and no action is necessary.

I. OPERATIONS UPDATE

Facility Tonnage

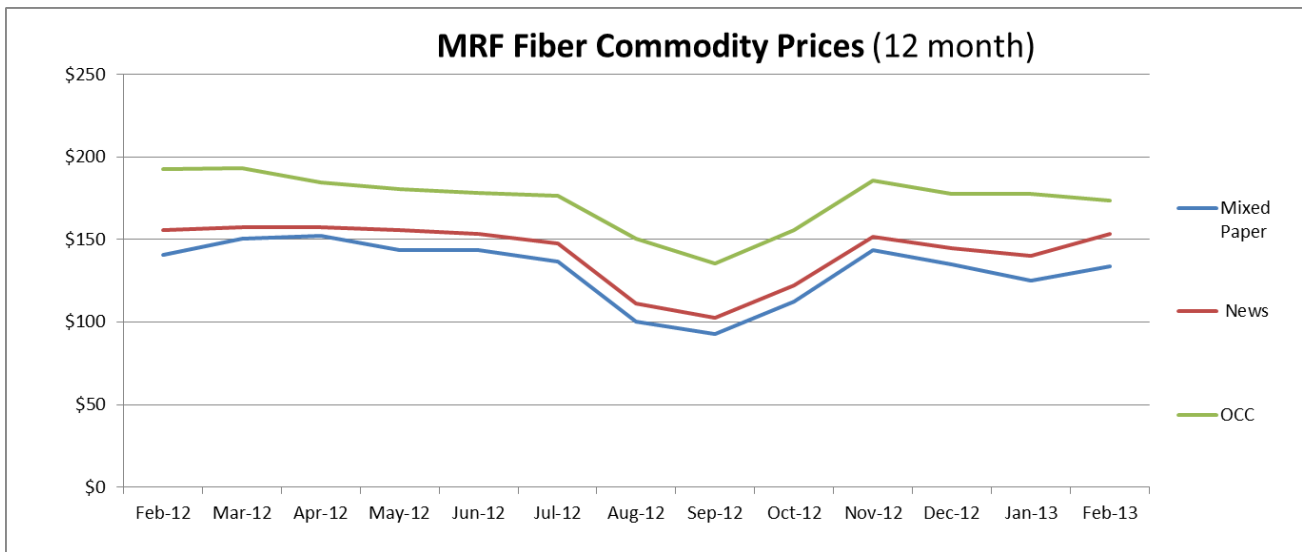
The charts below provide a summary of the monthly inbound tonnage at the Shoreway Environmental Center Transfer Station and MRF. The tonnage for both the MRF and the Transfer Station show a decline in the month of February that is the result of: 1) fewer days in the month, 2) a typical seasonal lull in waste after the passing of the holiday's season, and 3) less construction and yard trimmings being generated in the winter time.



Note: for a period of eight-months (December to August 2012) the Shoreway MRF was processing contracted recyclable tons from Allied Waste's Newby Island facility. In the month of September, the chart shows this volume dropping to zero as this material was reabsorbed by the Newby Island MRF. Starting in October, contract tons from Recology's San Bruno transfer station have been received for processing.

Commodity Revenues

This chart provides a price trend summary of fiber commodities marketed by SBR from the Shoreway MRF and is taken from a market index (OBM) that tracks the export price for recycled fiber. SBR's pricing to the SBWMA is contractually tied to this index through the Fiber Price Assurance Mechanism (see Attachment 11-B in Operations Agreement). Since fiber represents the largest volume of commodities marketed from the MRF, the price and MRF volume charts provides a strong indicator of trend in SBWMA commodity revenues. Fiber prices have recovered since the summer 2012 drop and now stabilized.



Operational Issues of Note

There was a small fire in the MRF that originated in inbound commercial recyclables tipped on the floor. The fire was quickly contained by onsite staff. There was no damage nor were the fire sprinklers activated.

II. MASTER PLAN UPDATE

Construction Overview

This project update summarizes the status of the construction of the Shoreway Master Plan improvements which include the construction of new Materials Recovery Facility (MRF) building, modifications to the Transfer Station (TS), various site work, and the purchase and installation of the single stream processing equipment. At this point the major contracts associated with the Master Plan improvements (Phase I, Phase II, and Phase III contracts) have been closed. This report provides a discussion Construction Closeout Projects (both master plan and non-master plan related) and a summary of the Master Plan budget.

Issues of Note

None to note.

Update on Master Plan Projects

The following construction activities are expected to occur during the next reporting period:

MRF and Transfer Station Buildings

- Rainwater harvest tank installation
- Continued installation of the outdoor education area landscape and features near the Transfer Station
- Signage installation
- Installation of new roll up door mechanisms in Recology Shop (non-master plan)
- Patch repair to the transfer station tipping floor (non-master plan)

Master Plan Project Expenditures Summary

An amount of \$127,200 remains in the Master Plan budget to complete the projects associated with the Master Plan close out. All construction contracts related to the MRF and transfer station buildings have been closed-out (this includes contracts with JS Amoroso, JRMA, and Covello). Ongoing reports to the Board will include updates on close-out projects with and full Master Plan completion expected in 2013.



APRIL – JUNE 2013 BOARD AGENDA ITEMS (SUBJECT TO CHANGE)

April 25, 2013

- Approval of Acting Vice-Chair
- Approval of Calendar Year 2012 Financial Statements
- Approval of Covenant to Restrict Use of Property [Environmental Restriction] 225 Shoreway Road, San Carlos (Former BFI Facility)
- Discussion on 2014 Rate Setting Process
- Consideration of Modifications to Unrestricted Cash Reserve Policy
- Discussion on FY2014 Budget Priorities
- Consideration of Recommending an Amendment to the Collection Services Franchise Agreement for a Change in Scope of Services
- Contractor Quarterly Updates
- Closed Session: Executive Director Performance Evaluation

May 23, 2013

- Approval of Quarterly Investment Report as of 3/31/13
- Update on Strategic Plan: Research on Future Diversion Opportunities
- Review of Draft FY2014 Budget
- Report on Non-Exclusive Franchise Options for Commercial Recycling
- Staff Presentation on Home Diversion Calculator Project
- Update on Multi-Family Dwelling and Commercial Recycling Pilot Project
- Closed Session: Executive Director Performance Evaluation
- Closed Session: Conference with Labor Negotiator: Unrepresented employees- (All employees)

June 27, 2013

- Approval of vendor contracts for FY2014
- Resolution Adopting FY2014 Budget
- Resolution Approving Findings from Review of Collection Services and Facility Operations Reports, Tonnage Data and Customer Service Systems Audits
- Findings from Review of Collection Services and Financial and Accounting Systems Audits