



STAFF UPDATES





## STAFF REPORT

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To: SBWMA Board Members  
From: Cliff Feldman, Recycling Programs Manager  
Date: April 28, 2011 Board of Directors Meeting  
Subject: Update on Recology Commercial Recycling Outreach Efforts

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### Recommendation

This is an informational report and no action is necessary.

### Analysis

Recology San Mateo County (Recology) is not required to submit monthly statistics on its commercial recycling activities; however, the company is required to submit a quarterly status report on this program per section 9.06.N of the Franchise Agreement(s). Even though a monthly update is not contractually required, the company has agreed to provide the status of some key commercial recycling metrics each month. Below is an example of the information that Recology plans to submit monthly for this staff report to the Board, and staff will continue working with Recology in the near future to determine what other pertinent information should be provided on a monthly basis.

### March 2011 Recology Commercial Recycling Outreach Program Metrics

- 18 new Compost customers subscribed to service
- 91 new Recycle customers subscribed to service
- 225 commercial recycling brochures and posters were distributed
- 325 internal recycling containers were distributed
- 8 presentations were made  
(Sapora Restaurant – San Mateo, Carey School – San Mateo, Mercy High School – Burlingame, NK2G Inc. – Foster City, Kinder Court – San Carlos, Peninsula Seafood Restaurant – San Carlos, Little Learners Preschool – San Carlos, Sons in Retirement – San Mateo)
- 3 community events  
(Geo Kids Family Fest – Downtown Redwood City, SSMC Annual Awards Event, San Carlos State of the City Address - Hiller Aviation Museum)

Staff has commenced monthly meetings with Recology on commercial recycling and requested additional analysis on profiling the commercial customer base and the new accounts that were added during the Recycling Blitz. In addition, Staff has requested information related to the internal metrics used to measure the relative success and cost effectiveness of its commercial recycling outreach (sales) efforts. Once this critical information and analysis is provided and reviewed by Staff, we plan to move forward with execution of several aspects of our Commercial Recycling Communications and Outreach Plan.

### Background

On April 22, 2010, the Board adopted Resolution No. 2010-14 approving the Commercial Recycling Agreement between Recology and Allied Waste/Republic Services. This agreement transferred Allied's commercial recycling outreach program to RSMC commencing on July 1, 2010. In addition, Recology moved its commercial recycling staff into the Shoreway Administration building on this date.

The Member Agencies Franchise Agreements with Recology required the company to commence the first new program, the Recycling Blitz Commercial Recycling Campaign, also on July 1, 2010. Recology's Recycling Blitz

Plan and the SBWMA Commercial Recycling Communications and Outreach Plans were shared with the Board in May 2010. These plans outline the next steps regarding stepping up efforts to increase diversion from the commercial sector in the near term.

Commencing with Recology's first quarterly report due on April 30, 2011, the company is required to submit with each quarterly report a detailed update on its commercial recycling program outreach efforts. This requirement is prescribed in Franchise Agreement section 9.06.N, as follows:

- "N. Commercial Recycling Promotion Program Status Report.** Contractor must prepare and submit, both quarterly and annually, to Agency and SBWMA, a Commercial Recycling Program Status Report. The Commercial Recycling Program Status Report shall include, but not be limited to:
1. A summary of training and professional development activities for the Commercial Recycling Promotion and supervisory staff.
  2. A description of the strategy and overall approach to attract and retain a high quality and effective Commercial Recycling Promotion Program and supervisory staff.
  3. A description and status of meeting the goals and objectives for the Commercial Recycling Promotion team and how these goals and objectives are tied to the compensation incentive plan. (Contractor must explain how the stated goals and objectives will be accomplished if no compensation incentive plan is used.)
  4. A description of Contractor's sales strategy for maintaining and/or expanding the existing Commercial Recycling account base and diversion levels.
  5. A description of the services provided to the Commercial and Agency Facility sectors.
  6. A detailed accounting of diversion statistics for the Commercial and Agency Facility sectors."



## STAFF UPDATE

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To: SBWMA Board Members  
From: Recycling Staff  
Date: April 28, 2011 Board of Director's Meeting  
Subject: Recycling and Outreach Programs Update

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### 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). Staff conducted three well attended workshops to present the information contained in these summary documents in September in Menlo Park, San Mateo and San Carlos. Extra copies of the binders were also provided to each Board Member and the documents have been posted on our website since November 2010. Staff is in the process of developing a contract compliance checklist that will be shared with Member Agencies.

### Recology San Mateo County Contract Compliance Update

Staff is currently developing a standard staff report and contract compliance template that will be included with the monthly Board packet commencing in April. The company submitted its first monthly reports on February 15 and March 15, 2011 on time. The reporting requirements in the new Franchise Agreement(s) with Recology greatly exceed the requirements prescribed in the Allied/Republic Franchises. However, Allied/Republic did voluntarily report on various metrics for the last couple of years of its contract and this information was useful. Staff is working with Recology to craft a concise monthly (and then quarterly) report that is truly useful to the Board. Our mutual goal is to generate a report that provides the quantitative and qualitative information the Board wants, without being burdened by the plethora of data and information that is required to be compiled and submitted per the Franchise Agreement(s). In addition, staff will be receiving all of the back up data and reports and will regularly report to the Board on the completeness and timeliness of submittal of this contractually required data.

### Curbside Inc., Door-to-Door HHW Program

The following eight Member Agencies are now participating in the program: Belmont, East Palo Alto, Foster City, Hillsborough, Menlo Park, San Carlos, San Mateo, and West Bay Sanitary District.

Interest in the program remains strong and the company has made approximately 3,632 collections since the program started in mid-May 2010 through March 2011. Approximately 196,892 pounds of HHW material, 29,183 pounds of Universal Waste and 58,880 pounds of E-Scrap have been collected since the start of the program in May 2010. We encourage additional 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. Staff is working on a direct mail outreach piece to be sent to the residents of all participating Member Agencies later this spring to further promote and educate the residents about the service.

### **Mandatory Commercial Recycling Update**

The State Air Resources Board and CalRecycle (formerly the California Integrated Waste Management Board) held a workshop in January 2011 soliciting comments on the draft mandatory commercial recycling regulation developed per AB32 – California’s Global Warming Solutions Act. While the draft regulation states that it “mandates” commercial recycling statewide, the practical application of it simply results in mandating that agencies promote commercial recycling. The reason for this is that it is left up to each individual jurisdiction across the State to decide whether or not it wants to mandate commercial recycling and the regulation does not specify that any enforcement actions will be conducted by the State. What this means to our Member Agencies is that we are well positioned to comply with this new State regulation given the scope of the Franchise Agreement with Recology and RethinkWaste’s plans to promote commercial recycling. A more detailed staff report was included in the February 24, 2011 Board agenda packet.

### **CartSMART Collection Services Public Education and Outreach**

Public education and outreach efforts on the new CartSMART services continue through mailers, newsletters, website and social media. RethinkWaste staff will continue working with Recology and Member Agencies to tailor messaging and materials based on their input and feedback from customers to help address any issues that arise, such as cart placement or putting carts away after service.

### **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 was 4,400 pounds with 3,236 pounds collected in December 2010. A total of 53,000 pounds was collected during 2010, which is slightly less than the 57,000 pounds collected in 2009. In January 2011, Recology’s first month of collection, approximately 6,670 pounds of household batteries and cell phones were collected which equates to a 31% increase over the quantity collected in January 2010. However, in March 2011, Recology collected approximately 4,840 pounds of household batteries and cell phones which is more consistent with the monthly average collected in 2010.

### **RethinkWaste Website and Social Media**

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 600 visits per week since the last Board meeting, of which over 61% 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). The most commonly visited sections of the site during this period were “Beyond the Cart” and “Compost Giveaway” sections.

RethinkWaste has also launched its Facebook and Twitter pages to promote program information and new services. To date, the Facebook page has 173 “fans” and followers of the site are starting to be more interactive on the page by posting questions and feedback. Our Facebook page can be found at [www.facebook.com/rethinkwaste](http://www.facebook.com/rethinkwaste), and the Twitter page is located at [www.twitter.com/rethinkwaste](http://www.twitter.com/rethinkwaste).

### **rethinker Newsletter**

Staff is working on the Spring 2011 rethinker. The focus of the issue will be what items are accepted in the blue Recycle Cart and other program reminders, and how to properly manage household hazardous waste.

**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.

**Compost Giveaway Events**

The first of the RethinkWaste Spring Compost Giveaway Events started in early April and will continue through May. Below is the table of the Compost requested for April and May 2011:

SPRING COMPOST DELIVERIES								
City	2-Apr	9-Apr	16-Apr	23-Apr	30-Apr	7-May	14-May	NOTE
Atherton			30					RECOLOGY BYOB*
Belmont			30					RECOLOGY BYOB
Burlingame			30					RECOLOGY BYOB
East Palo Alto	80							
Foster City		40		40			40	
Hillsborough			40			40		
Menlo Park	150					150		
Redwood City					60			
San Mateo	100	100	100	100	100	100	100	
<b>TOTAL CUBIC YARDS DELIVERED</b>	<b>330</b>	<b>140</b>	<b>230</b>	<b>140</b>	<b>160</b>	<b>290</b>	<b>140</b>	<b>1,430</b>

*All amounts of deliveries are in cubic yards*

*\*Bring Your Own Bucket (BYOB) is a Recology Sponsored Event*

Since the system to deliver compost has changed with SBR and Recology taking over operations from Allied in 2011, staff has negotiated the costs to provide compost for Agency’s events and detailing the program parameters.

Staff has negotiated a price of \$100 for SBR to provide a back-haul delivery of one truck load which is approximately 50 cubic yards of compost to a Member Agency’s Compost Giveaway Event. This would consist of a loose load of compost delivered Monday through Friday during SBR’s regular hours of operation that the transfer trucks are running. If a Member Agency requires a smaller load of compost or a Saturday delivery, those would be delivered by Recology and costs would be based on those prescribed in the Recology Franchise Agreement(s) Attachment Q, as follows:

Additional Compost Material Delivery	Section 5.11	A – \$125.00 B – \$250.00	A – One-way only delivery (compost only left on-site) B – Round-trip delivery (Drop-Box left on-site)
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**Thus, in summary, if an Agency wants a full (or perhaps half full) load delivered loose on Monday through Friday, SBR will back-haul this directly to a Compost Giveaway Event site for \$100 and the Agency will be directly billed by SBR for this service.** If an Agency wants a Saturday delivery, or prefers to have the compost contained in a drop-box, then the cost will be \$100 from SBR (billed directly by SBR) plus \$250 from Recology (included in the annual revenue reconciliation with Recology).

In addition to the Compost Giveaway Events organized by RethinkWaste, the Member Agencies are reminded that each Agency is entitled to annually organize directly with Recology the distribution of 30 cubic yards of compost in one or two deliveries at no additional cost. Details of these Bring Your Own Bucket (BYOB) Compost Giveaway Events are found in section 5.11 of the Franchise Agreement with Recology. Recology held BYOB events in Atherton, Belmont and Burlingame on April 16<sup>th</sup>.

**Approved Operating Agreement Amendments or Recommended Recology Franchise Agreement Administrative Changes**

<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.
Franchise Agreements	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.
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.
Franchise Agreement(s)	N/A	Via email on December 13, 2010	Member Agency self haul remittance of payments to SBWMA by Recology.





## MAY - SEPTEMBER 2011 BOARD AGENDA ITEMS (SUBJECT TO CHANGE)

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### May 26, 2011

- Receipt of Recology and SBR Monthly Reports
- Approval of Quarterly Investment Report as of 3/31/10
- Review of Draft FY 2012 Budget
- Executive Director Performance Review (*Closed Session*)

### June 23, 2011 (Board meeting at Shoreway Environmental Center)

- Receipt of Recology and SBR Monthly Reports
- Resolution Approving Power Purchase Agreement with Fresh Air Energy – II, LLC
- Resolution Adopting FY 2012 Budget
- Resolution Approving New Insurance Coverage's at Shoreway Environmental Center

### July 28, 2011

- Receipt of Recology and SBR Monthly Reports
- Review of Allied Waste 2010 Closeout Rate Applications for Collection and Shoreway Operations

### September 22, 2011

- Resolution Approving Allied Waste 2010 Closeout Rate Applications for Collection and Shoreway Operations
- Resolution Approving 2012 South Bay Recycling Compensation Application
- Resolution Approving 2012 Recology San Mateo County Compensation Application
- Approval of Quarterly Investment Report as of 6/30/11
- Receipt of Recology and SBR Monthly Reports

### SHOREWAY ENVIRONMENTAL CENTER GRAND RE-OPENING CEREMONY SOMETIME IN MID TO LATE SEPTEMBER