



NEW BUSINESS



STAFF REPORT

To: SBWMA Board Members
From: Kevin McCarthy, Executive Director
Marshall Moran, Finance Manager
Date: February 24, 2011 Board of Director's Meeting
Subject: Resolution Approving Mid-Year Projections for FY2011

Recommendation

It is recommended that the SBWMA Board of Directors approve Resolution No. 2011-03 attached hereto authorizing the following action:

- o Approval of revised mid-year revenue and expenditures projections for FY2011

Attachment A contains budget worksheets providing line item detail for all projected revenues and expenditures. Capital spending is not addressed in this mid-year review.

Analysis

Staff has conducted a thorough analysis of year-to-date revenues and expenditures as previously reviewed by the Board at the January 27, 2011 Board meeting. As originally budgeted and based on the projections detailed below, staff is not requesting Board action for any revenue transfers from reserves to meet bond covenant requirements.

Budget Variances

As detailed under "Fiscal Impact" we are projecting net income of \$289,879 which is substantially below our approved budgeted net income of \$577,444. This negative variance of \$287,565 is due primarily to the following factors:

- \$733,800 lower projected tipping fee revenue due to lower inbound volumes (to the transfer station) and the Board's November 18, 2010 action to reduce the budgeted franchise solid waste tipping fee increase from \$9/ton to \$6/ton; this reduced tipping fee revenues by \$283,000.
- \$826,600 increase in interim offsite MRF processing costs (for Smurfit) due to a two-month delay in commencement of onsite MRF operations at Shoreway; this delay was already shared with the Board in prior staff updates and in the November 2010 bond proforma update

These negative variances are offset somewhat from higher projected commodity revenues of \$145,494, lower SBWMA program budget expenses of \$299,900, lower South Bay Recycling (SBR) operating expenses of \$315,600, and lower disposal and processing costs of \$278,800.

These net income projections are improved since the January 27, 2011 Board meeting due to the following adjustments:

January 2011 Projected Net Income	\$160,120	
Adjustments:	\$64,759	E-recycling revenue previously booked by Allied Waste.
	\$86,000	Expense moved from SBWMA program budget to Allied Waste Settlement fund accrual.
	(\$9,000)	Ox. Mountain trailer tipper maintenance expense previously included with Allied Waste Shoreway operations expense.
	(\$12,000)	Higher Shoreway insurance expense for revised replacement values for building and equipment improvements. Only partial increase reflected in this current fiscal year.
February 2011 Projected Net Income	\$289,879	

Background

On June 24, 2010 the South Bayside Waste Management Authority (SBWMA) Board of Directors adopted the FY 2011 Operating Budget.

Fiscal Impact

The following tables represent FY 2011 revenues and expenditures, actual receipts and payments through December 31, 2010, and year-end projections through June 30, 2011.

FY 2011 NET INCOME				
<u>Revenues</u>	<u>FY 2011 Adopted Budget</u>	<u>FY 2011 Year-to-date Totals</u>	<u>FY 2011 Year End Projections</u>	<u>Variance</u>
Total Revenues	\$41,486,600	\$14,853,238	\$41,061,529	(\$425,071)
Total Expenditures	\$40,909,156	\$15,332,372	\$40,771,650	\$137,506
Net Gain/(Loss):	\$577,444	N/A	\$289,879	(\$287,565)

FY 2011 REVENUES				
<u>Revenues</u>	<u>FY 2011 Adopted Budget</u>	<u>FY 2011 Year-to-date Totals</u>	<u>FY 2011 Year End Projections</u>	<u>Variance</u>
Tip Fee Revenues	\$30,177,400	\$11,920,300	\$29,443,600	(\$733,800)
Commodity Sales Revenues	\$10,788,200	\$2,648,180	\$10,933,694	\$145,494
Interest Income	\$200,900	\$91,582	\$223,600	\$22,700
HHW and Other Revenue	\$320,100	\$193,176	\$460,635	\$140,535
Total Revenues:	\$41,486,600	\$14,853,238	\$41,061,529	(\$425,071)

FY 2011 EXPENDITURES

<u>Expenditures</u>	<u>FY 2011 Adopted Budget*</u>	<u>FY 2011 Year-to-date Totals</u>	<u>FY 2011 Year End Projections</u>	<u>Variance</u>
Administrative Expenses	\$1,628,750	\$765,770	\$1,617,850	\$10,900
Contract Compliance & Support	\$1,200,000	\$426,841	\$1,072,000	\$128,000
Recycling & AB 939 Compliance	\$949,000	\$240,701	\$788,000	\$161,000
Collection Operations	\$360,100	\$157,850	\$397,000	(\$36,900)
Total SBWMA Expenses:	\$4,137,850	\$1,591,162	\$3,874,850	\$263,000
Shoreway Operations**:	\$36,771,306	\$13,741,211	\$36,896,800	(\$125,494)
Total Expenses:	\$40,909,156	\$15,332,372	\$40,771,650	\$137,506
*Exclusive of capital project expenses				
** See breakout of expenses below				

FY 2011 EXPENDITURE DETAIL FOR SHOREWAY OPERATIONS

<u>Expenditures</u>	<u>FY 2011 Adopted Budget</u>	<u>FY 2011 Year-to-date Totals</u>	<u>FY 2011 Year End Projections</u>	<u>Variance</u>
Allied Operating Contract	\$13,976,000	\$10,921,374	\$13,899,000	(\$77,000)
SBR Compensation	\$7,813,000	\$0	\$7,497,400	(\$315,600)
Disposal and Processing	\$6,642,700	\$0	\$6,363,900	(\$278,800)
Ox Mtn. Tipper Maintenance	\$0	\$0	\$9,000	\$9,000
Interim Offsite MRF Processing	\$3,543,900	\$1,643,928	\$4,370,500	\$826,600
Insurance Shoreway	\$120,000	(43)	\$132,000	\$12,000
Shoreway Interim Ops.	\$15,806	\$0	\$0	(\$15,806)
Debt Service Bond Interest	\$3,177,900	\$579,644	\$3,177,900	0
Taxes (Sewer)	\$45,000	\$38,893	\$45,000	0
Franchise Fee (San Carlos)	\$1,437,000	\$557,415	\$1,402,100	(\$34,900)
Total Shoreway Operations:	\$36,771,306	\$13,741,211	\$36,896,800	(\$125,494)

The Allied Operating Contract expense includes the SBWMA paying off half or \$671,000 of the 2009 Balancing Account total amount owed to Allied of \$1,342,723 per the HF&H Consultants Operations Rate Report; the remaining portion of the 2009 balancing account will be paid off in the first half (i.e., July-December) of FY 2012. These payments will be made quarterly to Allied Waste.

None of the 2010 estimated Allied Waste Balancing Account of \$871,555 is included in FY2011 expense since the final amount is unknown and payment will begin after the final amount is approved by the Board in September 2011. As part of adoption of the FY2012 budget, staff will make a recommendation on the repayment schedule for the 2010 Allied Waste balancing account; it is likely to be a quarterly repayment schedule starting in the 2nd quarter of FY 2012.

Attachments:

Resolution 2011- 03

FY2011 Mid Year Projections



RESOLUTION NO. 2011-03

RESOLUTION OF THE SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY BOARD OF DIRECTORS APPROVING MID YEAR BUDGET ADJUSTMENTS FOR FISCAL YEAR 2010/2011

WHEREAS, the South Bayside Waste Management Authority proposed budget adjustments as presented is balanced and provided sufficient funds for normal operations.

NOW THEREFORE, BE IT RESOLVED, the South Bayside Waste Management Authority hereby approves the adjustments to the fiscal year 2010/2011 operating budget.

PASSED AND ADOPTED by the Board of Directors of the South Bayside Waste Management Authority, County of San Mateo, State of California on the this 24th day of February, 2011, by the following vote:

Agency	Yes	No	Abstain	Absent	Agency	Yes	No	Abstain	Absent
Atherton					Menlo Park				
Belmont					Redwood City				
Burlingame					San Carlos				
East Palo Alto					San Mateo				
Foster City					County of San Mateo				
Hillsborough					West Bay Sanitary Dist				

I HEREBY CERTIFY that the foregoing Resolution No. 2011-03 was duly and regularly adopted at a regular meeting of the South Bayside Waste Management Authority on February 24, 2011.

ATTEST:

Brian Moura, Chairperson of SBWMA

Cathy Hidalgo, Acting Board Secretary

**SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY
REVENUE SUMMARY**

FY 2011 APPROVED BUDGET

REVENUES BY MAJOR CATEGORY					
REVENUE SUMMARY	APPROVED FY 2010-2011	Revenue YTD 12/2010	Mid Year Proj. FY 2010-2011	Variance	Notes
ADMINISTRATIVE REVENUES					
409100 INVESTMENT INCOME	200,900	91,582	223,600	22,700	
409101 INVESTMENT (GASB 31) MARKET VALUE ADJ					
409200 INTEREST INCOME					
TOTAL ADMINISTRATIVE	200,900	91,582	223,600	22,700	
OPERATIONS					
480007 TIPPING FEES	30,177,400	11,920,300	29,443,600	(733,800)	Lower SW Franchise Tip Fees vs. Budget (\$283k); lower tons
480023 COMMODITY SALES	10,788,200	2,648,180	10,933,694	145,494	w/ October '10 actual deduction (NA for FY2011)
480024 COMMODITY REVENUE SHARE - NEW OX MOUNTAIN				-	
480025 E-RECYCLING REVENUE			64,759	64,759	
480031 HHW DOOR TO DOOR COLLECTION SERVICE	320,100	166,300	357,000	36,900	incl: SC, Hills, Bel, CSM, MP, EPA, WB
				-	
480008 MISCELLANEOUS REVENUE		26,876	38,876	38,876	Difference between RSMC & Allied on Comm. Outreach Dept.
TOTAL OPERATIONS	41,285,700	14,761,656	40,837,929	(447,771)	
TOTAL OPERATING REVENUES	41,486,600	14,853,238	41,061,529	(425,071)	
MISCELLANEOUS - EQPT AUCTION					
TOTAL REVENUE	41,486,600	14,853,238	41,061,529	(425,071)	
NET OPERATING INCOME / <LOSS>	577,444		289,879	(287,565)	
PROGRAM SPECIFIC BUDGET					
SHOREWAY REMEDIATION MONITORING	250,000 (250,000)				Funds from Allied Settlement of \$1.5M FY10 Estimated Environmental Costs for FY11
TOTAL PROGRAM SPECIFIC BUDGET	-				

GENERAL OPERATING EXPENSES BY MAJOR CATEGORY							
EXPENDITURE SUMMARY			APPROVED	Spent to Date	Mid Year Proj.	Variance	Notes
			FY 2010-2011	FY 2010-2011	FY 2010-2011		
ADMINISTRATIVE EXPENSES							
520305	520305	ADMINISTRATIVE STAFF	592,600	280,258	585,200	(7,400)	New hire declined medical benefit coverage
520306	520306	AB 939 PROGRAM STAFF	586,900	276,356	599,900	13,000	Unbudgeted PERS benefits added
520328	520328	EMPLOYEE RECRUITMENT/HR SUPPORT	5,000	1,438	5,000	-	
520337	520337	PEO COST (HR & PR FEES)	20,100	14,053	18,600	(1,500)	Reduced LGS fees
520312	520312	BOARD COUNSEL	60,000	11,623	45,000	(15,000)	
520300	520300	BOARD MEETINGS & RECORDINGS	6,000	1,286	5,000	(1,000)	Reduced Millbrae TV fees
520310	520310	ACCOUNTING SERVICES	110,000	50,000	110,000	-	
520334	520334	INFORMATION SYSTEMS	27,000	20,822	32,000	5,000	IT Upgrades (new server)
520338	520338	WEBSITE	10,100	7,582	10,100	-	
520301	520301	ANNUAL AUDIT	15,000	5,683	15,000	-	
520701	520701	D&O INSURANCE	35,000	19,237	35,000	-	
520202	520202	BANK FEES	12,000	4,452	12,000	-	
520203	520203	RENT	50,000	23,722	50,000	-	
520204	520204	PRINTING AND POSTAGE	200	89	200	-	
520107	520107	UTILITIES & PHONE	18,000	6,589	18,000	-	
520905	520905	OFFICE/TENANT IMPROVEMENTS	3,000	2,876	3,000	-	
520201	520201	OFFICE SUPPLIES	18,000	12,338	18,000	-	
520215	520215	OFFICE EQUIPMENT COSTS	17,000	6,464	18,500	1,500	Increase in Ricoh copier lease
520504	520504	PUBLICATIONS & PUBLIC NOTICES	2,000	2,088	2,000	-	
520501	520501	PROFESSIONAL DUES & MEMBERSHIPS	2,000	110	2,000	-	
520801	520801	VEHICLE MILEAGE & TOLLS	350	111	350	-	
520105	520105	CELL PHONES	6,000	2,845	5,500	(500)	
520503	520503	CONFERENCE & MEETINGS	12,000	6,487	11,000	(1,000)	
520502	520502	TRAINING	5,000	1,263	4,000	(1,000)	
520511	520511	SPONSORSHIPS & DONATIONS	12,500	5,000	9,500	(3,000)	
522706	522706	COMPUTER PURCHASE	3,000	3,000	3,000	-	
TOTAL ADMINISTRATIVE			\$ 1,628,750	\$ 765,770	\$ 1,617,850	\$ (10,900)	
CONTRACT COMPLIANCE AND SUPPORT							
RATES							
520307	520307	RATE REVIEW	180,000	130,603	170,000	(10,000)	
TOTAL RATE REVIEW			180,000	130,603	170,000	(10,000)	
CONTRACTOR							
520308	520308	FACILITY IMPROVEMENT OVERSIGHT	40,000	10,913	35,000	(5,000)	David Langer
520309	520309	BUSINESS CONSULTANT/HF&H	-	-	-	-	
520309	520309	HCM01 CONTRACT MANAGEMENT SUPPORT	15,000	600	5,000	(10,000)	
520309	520309	HCN01 CONTRACT NEGOTIATIONS/LEGAL REVIEW	15,000	-	10,000	(5,000)	
520309	520309	HCS02 COLLECTION SERVICES RFP & IMPLEMENTATION	150,000	63,905	140,000	(10,000)	
520309	520309	HCS03 COLLECTION SERVICES PUBLIC EDUCATION FOR ROLLOUT	675,000	220,820	650,000	(25,000)	
520309	520309	HCS1B FACILITY RFP & IMPLEMENTATION	40,000	-	27,000	(13,000)	Joe Sloan
520309	520309	HSR01 SHOREWAY REMEDIATION LEGAL & TECHNICAL	40,000	-	-	(40,000)	Remediation cost charged to Remediation Reserve account
520329	520329	ANNUAL ALLIED PERFORMANCE HEARING	-	-	-	-	
520336	520336	QUARTERLY LOAD CONTAMINATION MONITORING	45,000	-	35,000	(10,000)	
TOTAL CONTRACTOR			1,020,000	296,237	902,000	(118,000)	
TOTAL CONTRACT COMPLIANCE & SUPPORT			\$ 1,200,000	\$ 426,841	\$ 1,072,000	\$ (128,000)	

GENERAL OPERATING EXPENSES BY MAJOR CATEGORY						
EXPENDITURE SUMMARY	APPROVED FY 2010-2011	Spent to Date FY 2010-2011	Mid Year Proj. FY 2010-2011	Variance	Notes	
COLLECTION OPERATIONS				-	incl: SC, Hills, Bel, CSM, MP, EPA, WB	
522710 522710 HHW DOOR TO DOOR COLLECTION SERVICES	320,100	133,137	357,000	36,900		
522711 522711 CURBSIDE HOUSEHOLD BATTERY RECYCLING SERVICES	40,000	24,713	40,000	-		
TOTAL COLLECTION OPERATIONS	360,100	157,850	397,000	36,900		
TOTAL SBWMA PROGRAM BUDGET	\$ 4,137,850	\$ 1,591,162	\$ 3,874,850	\$ (263,000)		
SHOREWAY OPERATIONS					updated property values SBR trailer rental & Hatcher Press Parking moved to MP capital.	
522701 522701 OPERATING CONTRACT - ALLIED	13,976,000	10,921,374	13,899,000	(77,000)		
522712 522712 OPERATOR COMPENSATION - SBR	7,813,000	-	7,497,400	(315,600)		
522713 522713 DISPOSAL & PROCESSING COSTS	6,642,700	-	6,363,900	(278,800)		
522716 522716 MAINTENANCE - OX MTN TIPPER - NEW 2/11/11			9,000	9,000		
522708 522708 INTERIM OFFSITE MRF OPERATIONS	3,543,900	1,643,928	4,370,500	826,600		
520710 520710 INSURANCE SHOREWAY	120,000	(43)	132,000	12,000		
522714 522714 SHOREWAY FACILITY COST	15,806	-	-	(15,806)		
521104 521104 DEBT SERVICE BOND INTEREST	3,177,900	579,644	3,177,900	-		
521117 521117 AMORTIZATION OF BOND ISSUANCE				-		
521118 521118 Revenue Bond Arbitrage				-		
520320 520320 BOND REFINANCING	-			-		
520324 520324 TAXES (SEWER)	45,000	38,893	45,000	-		
522702 522702 FRANCHISE FEE	1,437,000	557,415	1,402,100	(34,900)		
520327 520327 ARBITRAGE FEES				-		
TOTAL SHOREWAY OPERATIONS	\$ 36,771,306	13,741,210	36,896,800	125,494		
TOTAL OPERATING EXPENSES	\$ 40,909,156	\$ 15,332,372	\$ 40,771,650	\$ (137,506)		



STAFF UPDATE

To: SBWMA Board Members
From: Hilary Gans, Facility Operations Contracts Manager
Date: February 24, 2011 Board of Director's Meeting
Subject: Resolution Approving Change Order for Master Plan Phase 2 & 3 Construction Management Services

Recommendation

It is recommended that the SBWMA Board of Directors approve Resolution No. 2011-04 attached hereto authorizing the following action: Approve contract change order number CM01 totaling \$360,000 for Covello Group for construction management service for Phase 2 and 3 of the Shoreway Master Plan construction.

Analysis

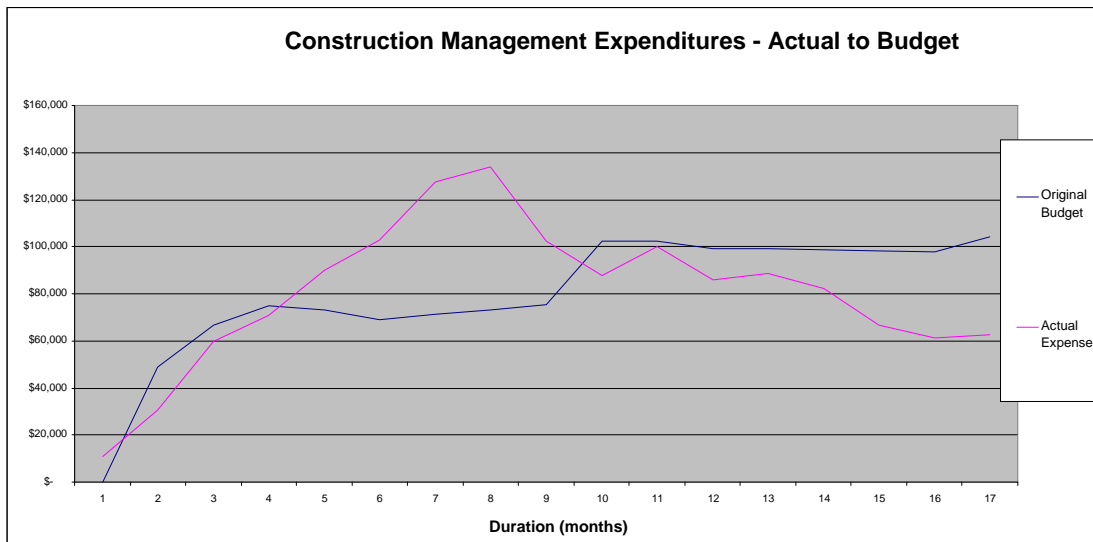
The original budget for Phase II Master Plan construction management (CM) services was created in July 2009 in the amount of \$1,466,000. The budget estimate was based on simple percentage (9%) of the total Phase II construction contract award to S.J. Amoroso in the amount of \$16,209,000. The budget for CM services has been spent and needs to be augmented to provide Covello Group sufficient funds to complete the MRF and transfer station (TS) construction projects.

The original Covello budget was based on a "best-case" forecast of the level of effort estimate for CM services need to complete Phase II of the Master Plan project. The project has proven to be much more complex than predicted and has required a higher level management than the original budget forecast anticipated. There are several factors that have contributed (and in some cases, continue to contribute) to the need for a higher level of construction management services than originally forecasted.

1. *S.J. Amoroso (SJA) Contracting Style* – SJA has required a very high level of detailed direction throughout the construction project. Both Covello and JRMA have been very engaged in responding to the numerous requests for information (RFIs) put forth by SJA (note that a change order was approved (7/22/2010) to in provide additional funds to JRMA for design support services). The total number of RFIs and the level of detail in the explanations that SJA has required far exceeded Covello's and JRMA's expectations (and has been higher than either firm has experienced on comparable projects). For example, to date there have been 480 RFIs (when RFI's with multiple iterations are included the total is 615) and 301 design change notifications (DCNs).
2. *Concurrent Activities* - A requirement of the Master Plan project is that MRF and TS construction not unduly interfere with the daily operations of the Shoreway Center. Managing the demolition and construction around the full-time operations of the Shoreway Center has proven to be very challenging. Covello (and SJA) have done an excellent job of coordinating the daily construction activities around the facility operations so that there have been no operational shutdowns or significant impacts.
3. *Design Changes* – As has been explained in prior construction updates, the MRF foundation required modifications to the original foundation design to accommodate the BHS equipment package designed by South Bay Recycling (the original construction bid documents were prepared prior to the Facility Operator selection award). The change to the MRF foundation required a redesign of the administrative building, the pits, and the electrical supply and had a substantial impact on the construction budget, schedule and the level of CM support required.

4. *Construction Resequencing* – as discussed above there were design changes to the MRF foundation that caused delays to the overall project schedule (at the time the MRF shell was completed (milestone A) the construction schedule showed a delay of roughly 60-days and there were standing delay claims by SJA totaling \$250K). Through the: 1) resequencing of the MRF and TS construction to compress the project schedule, and 2) successful negotiation of a resequencing change order with SJA; Covello was able to rescind the delay claims by SJA on the project. The resequencing effort took a substantial amount of time that was not anticipated in the original CM contract.
5. *Extended Construction Management Services* – the resequencing and resulting construction schedule shifts more of the MRF and TS construction till later in the construction schedule. This shift will require a greater level of construction management and oversight through the end of the construction project than was forecast in the original CM budget.

In the graph below the actual CM expenditures on Phase II of the Master Plan construction project are compared to the original budget. The graph shows a spike in CM expenses in months 5-9 while the MRF foundation was being built and RFIs were coming in from SJA for the entire MRF building (at this peak, there were an average of 100-125 RFIs per month). After month 8, there has been a steady decline in CM expenses as the project has progressed. These cost reductions are the result of direct efforts to reduce project staffing as the demands of the project have receded.



Currently the staff levels are at minimum levels and the current CM cost levels (approximately \$60k per month) will be maintained throughout the balance of the construction project and through project close-out. Currently the CM budget is almost depleted and it is forecasted that a contract change order in the amount of \$360,000 will be sufficient to complete the remaining 6 months of required construction management services. The change order amount plus the original budget amount will bring the CM expense on Phase II to \$1,826,000 or 11% of the project construction cost.

Background

On October 22, 2009 the SBWMA Board approved the contract with Covello Group for construction management services for Phase II of the Master Plan construction project. Covello Group is scheduled to complete CM services approximately the same time as the construction is completed in June 2011.

Covello Group performed construction management services for the SBWMA for Phase I of the Master Plan construction. This project started on July 2009 and had a construction budget of \$2,405,000 and a CM budget

of \$444,300. Phase I was completed on schedule, under budget, and without complication. Based on Covello's performance on Phase I construction the firm was hired to assist the SBWMA with Phase II of the Master Plan construction project. At the beginning of the construction project, Covello Group assisted in the construction contract bidding process, in the creation of the construction contract specification documents, and in the multi-agency permitting process. Since construction "notice to proceed" was issued to S.J. Amoroso (9/14/2009) the Covello Group has had several staff persons onsite actively managing the construction activities and providing onsite coordination to the facility operator.

Since the original budget for Covello Group was established, there have been no changes to the budget. The original budgeted dollars have been spent and need to be augmented in order to pay Covello Group for CM services through the end of the project.

Fiscal Impact

The original CM budget amount of \$1,466,000 was included in the Master Plan Bond proforma. The additional funds for this change order will be taken from the Master Plan - Unallocated Contingency budget line.

The Bond proforma process anticipated the need for contingency funds for occurrences where line-item expenses might exceed their budgets. The overall Master Plan – Unallocated Contingency was established for this purpose and currently has a balance of \$668,100. The Covello change order of \$360,000 will reduce the balance of the Unallocated Contingency to \$308,100.

Attachments:

Resolution 2011-04



RESOLUTION NO. 2011-04

RESOLUTION OF THE SOUTH BAYSIDE WASTE MANAGEMENT AUTHORITY BOARD OF DIRECTORS APPROVING A CHANGE ORDER FOR MASTER PLAN PHASE 2 AND 3 CONSTRUCTION MANAGEMENT SERVICES

WHEREAS, On October 22, 2009 the SBWMA Board approved a contract with Covello Group for construction management services for Phase II of the Master Plan construction project ; and

WHEREAS, the Master Plan project has proven to be much more complex than expected with some project design changes, construction re-sequencing and other factors requiring a higher level management than the original budget forecast anticipated; and

WHEREAS, it is recommended that the Board approve a change order for construction management services.

NOW, THEREFORE BE IT RESOLVED that the South Bayside Waste Management Authority hereby approves a change order of \$360,000 for Covello Group to complete construction management services for the balance of work under the Shoreway Master Plan Phases 2 and 3.

PASSED AND ADOPTED by the Board of Directors of the South Bayside Waste Management Authority, County of San Mateo, State of California on the this 24th day of February, 2011, by the following vote:

Agency	Yes	No	Abstain	Absent	Agency	Yes	No	Abstain	Absent
Atherton					Menlo Park				
Belmont					Redwood City				
Burlingame					San Carlos				
East Palo Alto					San Mateo				
Foster City					County of San Mateo				
Hillsborough					West Bay Sanitary Dist				

I HEREBY CERTIFY that the foregoing Resolution No. 2011-04 was duly and regularly adopted at a regular meeting of the South Bayside Waste Management Authority on February 24, 2011.

ATTEST:

Brian Moura, Chairperson of SBWMA

Cathy Hidalgo, Acting Board Secretary



STAFF REPORT

To: SBWMA Board Members
From: Monica Devincenzi, Recycling Outreach Sustainability Manager
Cathy Hidalgo, Recycling Coordinator
Date: February 24, 2011 Board of Director's Meeting
Subject: Presentation of Video Contest Winners

Recommendation

This staff report is for announcement purposes only and no formal action is requested of the Board of Directors.

Background

RethinkWaste, with Recology San Mateo County and South Bay Recycling as sponsors, held a video contest seeking creative minds to help spread the word about the new CartSmart program in our Member Agency communities. The purpose of the contest was to obtain videos that would educate and inspire our residents to change their behaviors and to take advantage of the new services. The winning videos will be played on our website, Facebook and YouTube pages, and/or used for public outreach efforts.

The contest was broken out into the following categories: How CartSmart has increased their recycling, How CartSmart has increased their composting and How CartSmart has made them **Rethink-their-Waste**. The contest was open to Individuals/Families and School Organizations/Student Groups.

Outreach began in November of 2010. The focus was to use social media outlets (Facebook, Twitter), Member Agency website postings, posters in public areas, newspaper ads and press releases. Posters and postcards, along with video applications, were sent to middle schools and high schools, both public and private, along with private K-8/12 schools in the service area.

RethinkWaste received a total of 12 videos by the February 1, 2011 deadline.

The process for selecting the winners was by public voting and review by the Public Outreach Subcommittee comprised of Brian Moura (San Carlos), Laura Galli (Foster City), Lillian Clark (Recycleworks/County), Roxanne Murray (San Mateo) and RethinkWaste Staff. A total of 528 votes was submitted by the public during the voting period. The winning videos are:

Group Category

- First Place: Frisbee Studios (Video #1) – Titled: Remix Waste
- Second Place: Riekes Center (Video #4) – Titled: RethinkWaste PSA

Individual/Family Category

- First Place: Do Your Part (Walikonis) Video # 7
- Second Place: CartSmart We Love You! (Cinquini) Video # 2

Honorable Mention:

- Welcome to CartSMART (Morey) Video # 3
- Rethinking Waste One Interview at a Time (Gillooley) Video # 5
- Recycling Trick Shots (Sandor) Video # 6
- Cart Smart Rules, Sorting Drools (Okad/Waller) Video # 8
- Moments in the Life of a Recycler (Doyle) Video # 9
- Save Our Planet (Breeze) Video # 10
- A Moment with Mother Nature (Rosen) Video # 11
- Way to Rethink Your Waste (Wang) Video # 12

Fiscal Impact

The RethinkWaste/SBWMA Fiscal Year 2011 budget includes \$675,000 for outreach strategy development and implementation for new collection services, of which \$5,200 was allocated for the video contest material development and promotion. South Bay Recycling sponsored the contest by purchasing the iPad and Recology San Mateo County sponsored it by contributing \$2,500 for the cash awards.