



A Public Agency

OLD BUSINESS



STAFF REPORT

To: SBWMA Board Members
From: Hilary Gans, Facility Operations Contracts Manager
Kevin McCarthy, Executive Director
Date: June 26, 2014 Board of Directors Meeting
Subject: Update on Additional Third-Party Tons into the Shoreway Environmental Center Materials Recovery Facility (MRF)

Recommendation

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

Analysis

At the February 27, 2014 Board meeting, the Board approved a six-month evaluation period for SBR to receive Recology tons with no specific daily or annual tonnage limits during that period. Since February, Recology has been delivering approximately 100 tons per day of recyclable materials from transfer locations in the cities of San Bruno and Santa Clara. SBR has been operating a second-shift at the MRF to complete the processing of these additional tons from Recology.

The six-month evaluation period approved by the Board has allowed for the previously identified key items to be addressed as follows:

1. SBWMA staff has monitored the functioning of the MRF with the additional third-party tonnage and is confident that there is no adverse impact on the operations of the facility nor the processing of the franchise materials, excepting the ongoing concern noted below regarding the capacity of the MRF tipping (unloading) area.
2. Due to the timing of the shipments of the third-party tonnage, the tipping floor area at the MRF can fill beyond its designed capacity on a daily basis. To ensure that the MRF is in compliance with regulations that require all the materials to be under cover, staff is recommending that the Board approve the construction of a MRF tipping floor roof extension. Staff hired JR Miller and Associates (the architectural firm that did the original MRF design) to prepare a preliminary design and an engineer's estimate for the MRF tipping floor roof extension. The estimated cost of the construction project is \$411,151 as detailed in **Table 1** on page 2 of this staff report. The proposed FY1415 budget assumes a capital project cost of \$450,000 which allows for some additional project contingency.
3. SBWMA staff has evaluated the host fee that it charges SBR for the use of the Shoreway MRF. One purpose of the host fee is to cover the direct costs (e.g., equipment depreciation) associated with handling third-party tons. With staff's recommendation of a capital project to add a MRF tipping floor roof extension, staff has adjusted the host fee to include the cost of this capital under a 15-year depreciation schedule (this analysis is shown in **Table 2** on page 3). Our budget documents assume a tipping fee of \$14 per ton effective August 1, 2014.
4. A long-term processing contract has been negotiated between SBR and Recology for the processing of the recyclables that have been processed at the Shoreway MRF under the interim arrangement.

The contract between SBR and Recology will expire on December 31, 2020 -- the same end date as the Shoreway Operations and Collection Franchise Agreements. Under the contract, SBR is obligated to process the third-party recyclables delivered by Recology and remit to Recology the commodity revenues net of processing costs and the host fees. This contract will be executed by the parties if the Board grants long-term approval for SBR to handle third party recyclables at the Shoreway MRF.

- In order to process the additional third-party tons, SBR has added staffing for a second shift of MRF operations. The sorter labor for the first and second shift is provided through the County of San Mateo's Vocational Rehabilitation Services (VRS) program. An agreement needs to be finalized between SBR and the County for the current workers as well as for the new workers needed for a second shift of operations at the MRF.

Once a letter of intent is in place with the final business terms for an agreement between VRS and SBR, then staff will bring forward a staff report recommending Board approval of an agreement between the SBWMA and SBR for processing of third party recyclables on a long-term basis. If no such agreement is reached in the next four weeks, then staff will need to request an extension of the interim approval in place for SBR to process recyclables from Recology that come from outside our service area.

Table 1

MRF TIPPING AREA ROOF EXTENSION						
Engineers Estimation of Probable Cost of Construction						
Revised March 31, 2014						
MASTER PLAN IMPROVEMENTS						
BUILDING/ SITE AREA		DESCRIPTION OF WORK	QUANTITY	SF / LF	UNIT COST	EXTENDED VALUE
STRUCTURAL IMPROVEMENTS						
	Demolition and Slab	Remove Existing Concrete Slab	2,720	SF	\$3.60	\$9,792
		Remove existing canopy	374	SF	\$30.00	\$11,220
		Remove existing bollard	3	EA	\$240.00	\$720
		Remove portion of concrete abuse wall	48	SF	\$4.80	\$230
		Remove metal wall panel and framing	64	SF	\$9.60	\$614
		New 14" thick concrete slab	2,720	SF	\$3.60	\$9,792
		New 12" thick concrete push wall	18	CY	\$300.00	\$5,400
		New 6" high concrete curb	18	SF	\$20.40	\$367
		8'd x 3'-6" tall concrete filled steel bollard	5	EA	\$1,440.00	\$7,200
TOTAL STRUCTURAL IMPROVEMENTS						\$45,336
Pre-engineered metal building (PEMB)						
	Canopy framing	PEMB Canopy	2,720	SF	\$80.40	\$218,688
					\$0.00	\$0
TOTAL PEMB						\$218,688
Architecture						
	Canopy Finishes	Light fixtures	4	EA	\$420.00	\$1,680
		Relocated downspout	1	EA	\$240.00	\$240
		Painted, 20 gauge galvanized flashing	200	LF	\$12.00	\$2,400
		Additional girt/backing	105	LF	\$12.00	\$1,260
		Fire Suppression	2,720	SF	\$5.40	\$14,688
		Replace trim and flashing at opening	28	LF	\$30.00	\$840
		General Painting and touch-up	1	EA	\$2,400.00	\$2,400
		Skylights	4	EA	\$1,800.00	\$7,200
TOTAL Architecture						\$30,708
SUBTOTAL PROBABLE COST OF CONSTRUCTION						\$294,732
	General Conditions				8%	\$23,579
	Design and Engineering Fees				10%	\$29,473
	General Contractors Overhead and Fees				10%	\$29,473
	Bonds and Insurance				2%	\$4,421
	Contingency				10%	\$29,473
TOTAL ESTIMATED PROBABLE COST OF CONSTRUCTION						\$411,151

Table 2

SUMMARY		Current - 2014		Increase	New - 2014		TOTAL
		\$ / ton	Total \$		\$ / ton	Total \$	Total \$
	3rd Party Tons		11,000			15,080	26,080
	3rd Party Fee to SBWMA	\$ 10.30	\$ 10.30	\$ 1.05	\$ 11.35	\$ 14.00	\$ 14.00
	Other fee	\$ -	\$ -		\$ 2.65	\$ -	
	3rd Party Revenue to SBWMA	\$ 10.30	\$ 113,300		\$ 14.00	\$ 211,135	\$ 365,146
	Variable Equipment Depreciation (see "A")	\$ 6.57	\$ 72,243		\$ 6.57	\$ 99,039	\$ 171,282
	New Canopy Depreciation	\$ -	\$ -		\$ 1.05	\$ 27,410	\$ 27,410
	Total Variable Depreciation	\$ -	\$ -		\$ 7.62	\$ 126,449	\$ 198,692
	Margin	\$ 3.73	\$ 41,057		\$ 6.38	\$ 84,686	\$ 166,454
DETAIL		Current			New - 2014		
MRF COST, TONS		BASE	3rd Party Tons	Total	BASE	Incremental	Total
	Existing MRF Tons	67,451		67,451	67,451		67,451
	Current 3rd Party Tons		11,000	11,000	11,000		11,000
	New 3rd Party Tons			-		15,080	15,080
	Total Annual MRF Tons	67,451	11,000	78,451	78,451	15,080	93,531
A.	SBWMA DIRECT EXPENSE						
1.	EQUIPMENT DEPRECIATION						
	Equipment Capital Cost & Installation Total	\$ 17,804,000			\$ 17,804,000		
	Replaceable Equipment Capital Cost (per BHS)	\$ 5,315,834			\$ 5,315,834		
	Equipment Life (years)	12			12		
	Depreciation Expense / Year	\$ 442,986			\$ 515,229		
	adjusted for additional tons		\$ 72,243	\$ 515,229		\$ 99,039	\$ 614,268
	Depreciation Cost per Ton	\$ 6.57	\$ 6.57	\$ 6.57	\$ 6.57	\$ 6.57	\$ 6.57
2.	NEW CANOPY (IN 2014)						
	Canopy Cost				\$ 411,151		
	Life (years)				15		
	Depreciation Expense / Year				\$ 27,410		
	Depreciation Cost per Ton		N/A	\$ -	\$ 1.05	\$ 1.05	\$ 1.05
B.	OTHER OPERATING EXPENSE						
1.	INTEREST EXPENSE						
	Interest Expense - (5 Year Average)	\$ 2,808,180					
	Allocated to MRF Equip - %	37.9%					
	Allocated to MRF Equip - \$	\$ 1,064,396		\$ 1,064,396	\$ 1,064,396		\$ 1,064,396
	Interest Expense per Ton	\$ 15.78	N/A	\$ 13.57	\$ 13.57	N/A	\$ 11.38
2.	MRF BUILDING CAPITAL						
	MRF Building Capital Improvements	\$ 12,189,000					
	Life (years)	30					
	Depreciation Expense / Year	\$ 406,300		\$ 406,300	\$ 406,300		\$ 406,300
	Depreciation Cost per Ton	\$ 6.02	N/A	\$ 5.18	\$ 5.18	N/A	\$ 4.34
3.	FIXED EQUIPMENT CAPITAL						
	Fixed Equipment Capital	\$ 12,488,166					
	Life (years)	18					
	Depreciation Expense / Year	\$ 693,787		\$ 693,787	\$ 693,787		\$ 693,787
	Depreciation Cost per Ton	\$ 10.29	N/A	\$ 8.84	\$ 8.84	N/A	\$ 7.42
	Other Operating Expense- Total Cost per Ton	\$ 32.09		\$ 27.59	\$ 27.59		\$ 23.14

Background

On February 27, 2014, the Board of Directors approved a 6-month interim processing arrangement to allow Recology to deliver approximately 50 additional tons per day from communities in Santa Clara County. An MOU is in place between the SBWMA and SBR which expires July 31, 2014. In total, Recology is planning to deliver approximately 26,000 tons from sources outside the SBWMA service area in calendar year 2014. The interim arrangement was established to provide time for several items relating the third-party tonnage to be analyzed and completed. A summary of the items are as follows:

1. An assessment of the operational impacts of the additional tonnage to the MRF operation and the need for additional facility infrastructure to accommodate the added tonnage.

2. The evaluation by Staff of the SBWMA host fee that is charged to SBR for the use of the MRF for processing third-party tons.
3. A contract between SBR and Recology that covers the processing arrangements for the third-party tons.
4. A contract between SBR and the County of San Mateo's VRS program that covers the terms of the sorting staff at the MRF.

An update on each of these items is presented in the analysis section of this staff report.

Fiscal Impact

The SBWMA currently collects a host fee of \$10.30 per ton for every third-party MRF ton delivered to Shoreway (the host fee is paid by SBR to the SBWMA). In 2013 approximately \$110,380 in host fee payments were paid by SBR on the Recology tons accepted. The host fee is meant to cover the direct expense to the facility (equipment wear) associated with processing the additional tons plus a margin to cover some of the other MRF expenses that the JPA incurs (e.g., MRF building and equipment depreciation and interest expense). With the recommendation of a MRF tipping floor roof extension, the host fee has been increased from \$10.30 to \$14.00 to cover the added cost of this project. **Table 2** on page 3 of this report shows the detail of the SBWMA Direct Expense at \$6.57 and a Margin of \$3.73 per ton upon which the host fee is based. With the recommendation of a MRF tipping floor roof extension, the host fee has been increased from \$10.30 to \$14.00 to cover the cost of this project and produce additional incremental contributions to cash reserves.

If the 26,000 tons per year of third-party tonnage from Recology is processed at the Shoreway MRF at a host fee of \$14.00 the SBWMA will be paid a total of \$365,000. This amount will vary depending on the host fee amount that is approved by the Board for third-party tonnage and the actual tonnage received during the year.



STAFF REPORT

To: SBWMA Board Members
From: Monica Devincenzi, Recycling Outreach and Sustainability Manager
Date: June 26, 2014 Board of Director's Meeting
Subject: Results of Public Education Survey of Residents

Recommendation

This is an informational report and no action is necessary.

Analysis

Godbe Research has completed the Public Education Survey of Residents commissioned by RethinkWaste in March 2014. The intent of the survey was to gather feedback on how residents like to receive information on CartSMART and other RethinkWaste related services to better target public education and outreach efforts going forward. The results of the survey have also been used to assist in developing the public education and outreach budget for FY1415 that is being considered during the June 26th Board of Directors meeting.

A total of 1,230 interviews were conducted April 10 through April 21, 2014, representing single-family residents age 18 and older within the RethinkWaste service area. The survey was based on targeting 100 completed interviews for each Member Agency, as this provided for the lowest margin of error and the greatest number of interviews based on budget constraints. The average interview time was approximately 12 minutes, with an overall margin of error rate for the study of +/-2.8% at the 95% confidence level. Godbe Research used voter registry, random digit dialing and Recology's database to conduct the telephone interviews. In addition, the survey was translated into Spanish and Spanish-language interviews were conducted based on statistical representation within the respective Member Agencies.

The total number of interviews completed for each Member Agency is listed below:

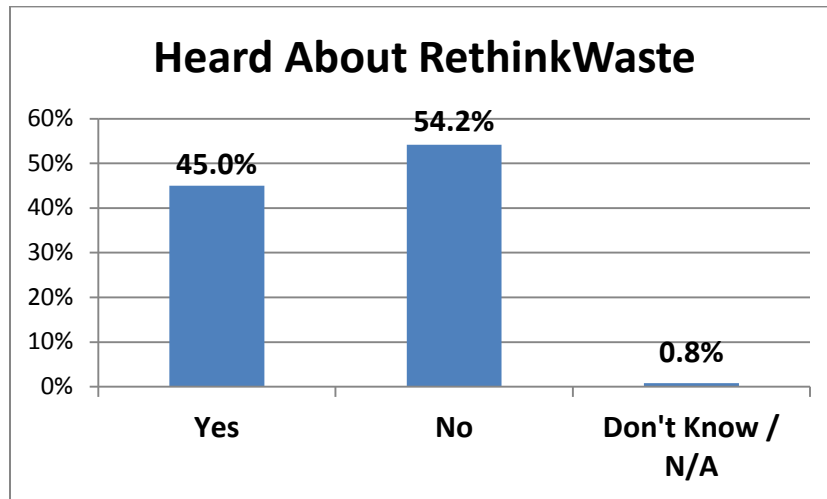
- Atherton - 105
- Belmont - 103
- Burlingame - 107
- East Palo Alto - 99
- Foster City - 107
- Hillsborough - 101
- Menlo Park - 97
- Redwood City - 102
- San Carlos - 97
- San Mateo - 100
- County of San Mateo - 102
- West Bay Sanitary District - 110

Staff has historically used a variety of strategies (e.g., direct mail, electronic newsletters, inserts, print media and social media) to deliver public education and outreach information, and messages to ensure the widest audience reach and effectiveness. This has primarily been based on marketing industry best practices that show that for any message to be effective, it needs to be repeated multiple times and in different ways. The findings of the survey support this multi-faceted and comprehensive approach in that there is not one specific means of outreach and message delivery that is significantly preferred by the residents. Instead, it is a combination of direct mail, electronic media, and bill inserts, among others.

Staff has included a summary of the key survey results on pages 2-6 of this staff report. The results provided are based on the total responses received. A topline report prepared by Godbe Research showing all of the questions and results is included as **Attachment A** to this report. Member Agencies will be provided a specific report for their survey results including demographic information for those surveyed.

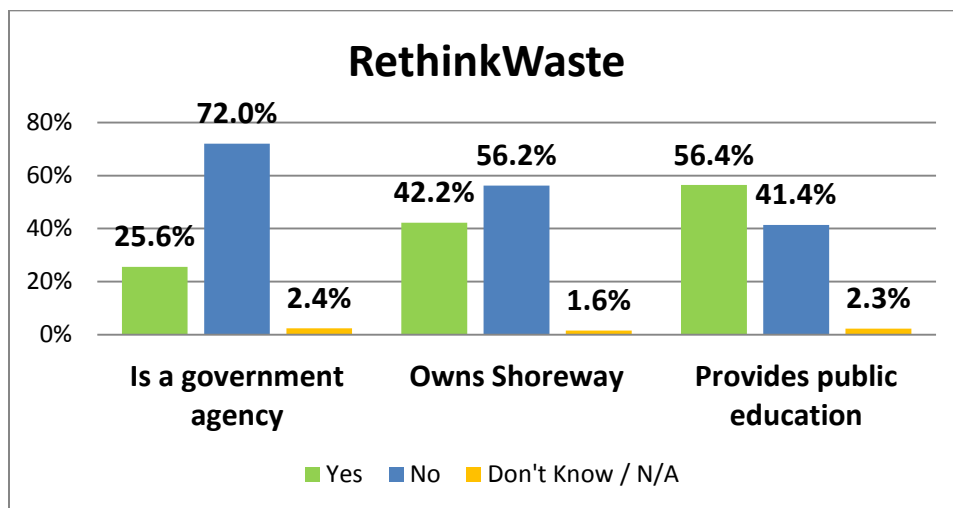
Key Survey Results

When residents were asked whether they had seen, heard or read anything about RethinkWaste, the responses were as follows:



Staff was anticipating that people would in general be unaware of the joint powers authority (JPA) given RethinkWaste not being a typical city or county form of government, or even a service provider like Recology San Mateo County. While staff does not have any prior data for comparison, we believe the recognition would be significantly lower prior to the roll out of new services in 2011. It is important to note that the question above was asked solely to get a sense of public knowledge and staff is not proposing any type of branding campaign or efforts.

A second follow up question was asked of the 45% that stated they had heard about RethinkWaste. They were asked whether they knew three specific things about the joint powers authority (JPA) as shown in the table below:

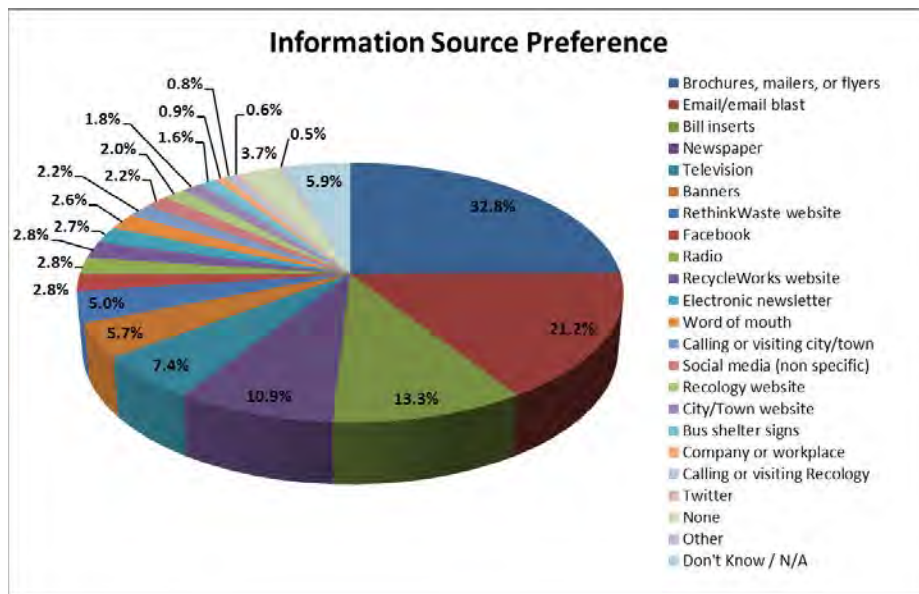


Staff is not surprised by the findings that 72% of the respondents stated they did not know that RethinkWaste is a government agency as it confirms our anecdotal experience when interacting with the public. This is why staff

updated the JPA's logo to include "A Public Agency" below the name last year. In addition, staff is in the process of preparing a signage plan for the next fiscal year for the Shoreway Environmental Center that may assist in further clarifying this issue. The signage plan is being developed to provide greater convenience and clarity for customers using the facility. Staff believes that a greater percentage, 42.2%, was able to identify RethinkWaste as owning the Shoreway facility directly because of the existing signage on the buildings.

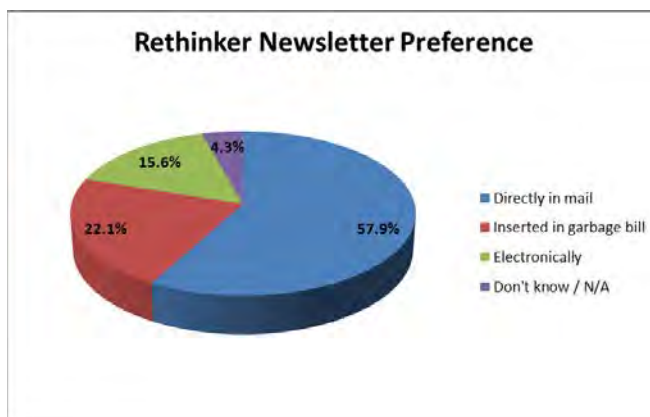
An interesting finding was that over 56% stated that they were aware that RethinkWaste provides public education for their CartSMART Recycle, Compost and Garbage and other related services as it is one of the key areas of responsibility for the JPA.

When asked about their information source preference to get information about their recycling, garbage and other related services in an open-ended question allowing for multiple answers, the responses were as follows:



The highest category was "Brochures, mailers or flyers" at 32.8% supporting staff's continued use of direct mail for some of its public education and outreach efforts. It was followed by "Email/email blast" at 21.2% and "Bill inserts" at 13.3%. When you add those that preferred "Electronic newsletter" at 2.7% to the "Email/email blast" results, it is just under 24%, still below those that prefer direct mail.

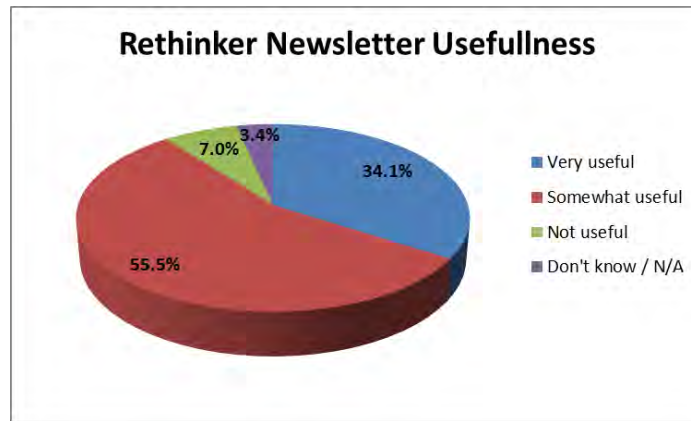
The preference for direct mail is even higher when residents were asked specifically about the RethinkWaste newsletter, the *rethinker*, at nearly 58% in comparison to electronically at only 16% as shown below:



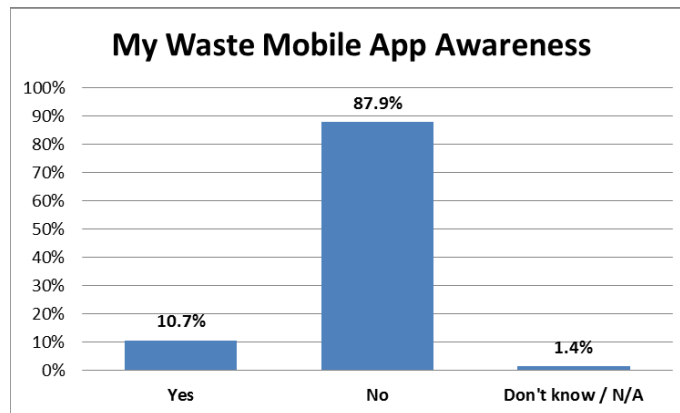
It should be noted that while staff continues to promote signing up for an electronic version of the newsletter, to date there are only 900 subscribers or about 0.1% of single family accounts. In contrast, of the approximately 93,300 single-family households serviced by Recology, roughly 30,000 or 32% have subscribed to electronic bill payment, leaving two-thirds of the residents as still receiving paper bills. Interestingly, receiving the newsletter as a bill insert came in second at 22% on this question, whereas it came in as the third choice in the prior one that dealt with overall information source preference.

Based on these findings and as part of the efforts to reduce costs, staff has proposed that one of the *rethinker* newsletters be included as an insert in Recology's billing for FY1415 and two direct mailed. In addition, staff will continue to promote and encourage residents to move to electronic media as part of RethinkWaste's efforts to encourage source reduction and sustainability.

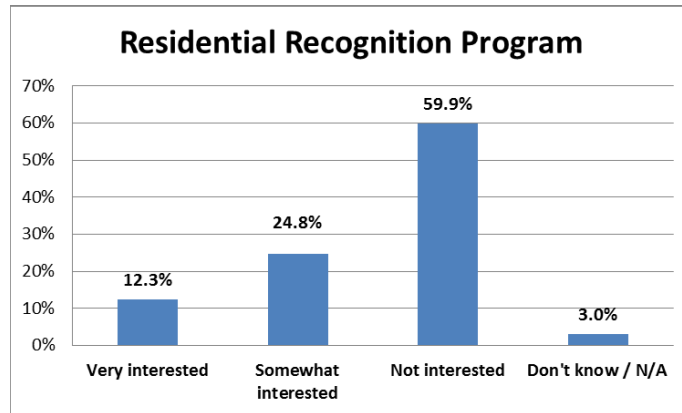
Regarding the newsletter, nearly 90% stated they found it very to somewhat useful, with only 7% stating that it was not useful. Both Recology and staff report increases in program participation and questions related to the subjects covered in an issue of the newsletter when residents receive a copy. The newsletter is one of the outreach requirements specified in the Franchise Agreements with Recology.



When asked about their awareness of RethinkWaste's free mobile application, approximately 11% stated that they knew there was one. Staff has initiated outreach efforts to increase knowledge and use of the "my waste" mobile application, including promotion in the *rethinker* newsletter, social media, truck signs and online advertising. Staff has also been in continued discussions with the third-party vendor who developed the mobile app. They are reporting that in general there is a lower download of the application across all of their customers throughout the United States and Canada, especially in those communities that have a comprehensive education program and website like RethinkWaste.



A couple of the survey questions dealt with a recognition program for households that have high diversion rates through the CartSMART program. Specifically, they were asked how interested they would be in participating in such a program, with responses as follows:



Approximately 37% said they would be very to somewhat interested. While the number who said they were not interested is higher, staff believes those that were very to somewhat interested present the potential to increase residential diversion incrementally and to provide a financial gain to the JPA. As shown in previous reports, residential diversion has plateaued since the roll out of the new services in January 2011. Residential diversion was at 66.9% for calendar year 2013 in comparison to 66.7% in 2012, and 66.2% in 2011. It was 54.7% in 2010 prior to the new services. As such, new opportunities, such as a recognition program need to be explored to maximize diversion opportunities at a relative low cost in comparison to implementing a system redesign.

More specifically, every additional ton of recycling diverted from the landfill results in \$61.72 per ton net commodity revenue to the JPA and the avoidance of \$54.43 per ton in disposal expense. If 37% of the households in the service area increased their recycling by 10%, that would equate to an additional 1,500 tons of recyclables collected over 2013 figures.

Of those that said they were very to somewhat interested in a recognition program, over 72% said they would like to be recognized by receiving gift certificates/cards to local restaurants and stores. Staff will be using its online Home Diversion Calculator launched last August to develop and implement a recognition program in FY1415.

The last programmatic questions were related to the Shoreway Environmental Center and facility usage. Of those that said they had visited the Shoreway facility (37.3%), the chart below details the reasons given for the purpose of their visit. Multiple responses were allowed.



The CRV redemption (6.6%), drop off of recyclables (44.4%) and drop off of household hazardous waste and electronics (39.6%) all occur within Shoreway's Public Recycling Center. Based on the results, nearly 91% of the respondents go to Shoreway specifically for the services provided at the Public Recycling Center (PRC), verifying what staff has believed – that it is valuable and convenient community resource. Staff will be exploring additional ways to continue to promote the use of the PRC.

Interestingly, of the 61% that said they had not visited Shoreway, a majority (73.2%) stated they had not gone to another waste or recycling facility. Staff will continue to work with South Bay Recycling on developing and implementing strategies to increase usage of the overall facility.

Background

While staff has extensive experience in developing public education and outreach campaigns and strategies, and has worked in collaboration with Recology and the Board's adhoc Public Education Subcommittee over the years in developing them, no formal effort had been initiated to determine the best methods to deliver messages to residents in the RethinkWaste service area previously. In previous budget planning Board meetings, discussion has taken place regarding the use of direct mail vs. electronic media for some outreach efforts.

RethinkWaste commissioned a customer satisfaction telephone survey of single-family residents throughout the service area in the spring of 2012, based on feedback from the Board and Member Agencies, to determine resident sentiment and satisfaction with the new CartSMART program, and Recology's performance and related services. The 2012 Customer Satisfaction Survey conducted by Godbe originally included questions related to public education and outreach, but were ultimately not included due to the length of that survey and budget constraints. These questions were the premise for the survey that was just conducted, to ultimately determine the most effective methods for delivering information to residents and assist in developing the FY1415 budget public education and outreach budget.

Fiscal Impact

The RethinkWaste FY1314 budget includes \$130,000 for Residential Outreach Programs. The contract with Godbe Research to conduct this research was for a not-to-exceed amount of \$44,875 and has been paid with these funds.

Attachments:

Attachment A – Godbe Topline Report



GODBE RESEARCH
Gain Insight

RETHINK WASTE / SBWMA

2014 Messaging Survey

Topline Report
n=1,230
12-minutes
Hybrid Sample

April 29, 2014

www.godberesearch.com

Northern California and Corporate Offices
1660 South Amphlett Blvd., Suite 205
San Mateo, CA 94402

Southern California/Southwest
4695 MacArthur Court, 11th Floor
Newport Beach, CA 92660

Nevada
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Reno, NV 89521

Pacific Northwest
601 108th Avenue NE, Suite 1900
Bellevue, WA 98004

SURVEY METHODOLOGY

Godbe Research was commissioned by Rethink Waste to conduct a survey to assess awareness and optimize messaging efforts. The survey was also designed to: (a) gauge awareness of Rethink Waste; (b) determine preferred methods for receiving communication; (c) gauge satisfaction with the Rethinker newsletter; (d) assess interest in participating in a recognition program; and (e) gauge awareness of Shoreway Environmental Center and other waste disposal and recycling facilities.

Survey Methodology

Godbe Research conducted a total of 1,230 interviews representing approximately 296,277 adults age 18 and older within the Rethink Waste jurisdiction. Included in this sample was a subsample of approximately 183,640 voters. The error rate for the study is plus or minus 2.8%. Interviews were conducted from April 10 through April 21, 2014. The average interview time was approximately 12 minutes. Once collected, the sample was compared with the respective populations within the selected RethinkWaste jurisdictions to examine possible differences between the demographics of the sample and the actual universe of voters. The data were weighted to correct these differences, and the results presented are representative of the population characteristics of the jurisdiction in terms of demographics.

Questionnaire Methodology

Questions 3, 9, 11 and 12 allowed the respondents surveyed to mention multiple responses and may sum to more than 100.

Conventional rounding rules are used in this report (.5 or above was rounded up, and .4 or below was rounded down). As a result, the percentages may not add up to 100 percent.

MESSAGING INFORMATION

1. Before today, have you seen, heard or read anything about RethinkWaste?

Yes	45.0%
No	54.2%
DK/NA	.8%

2. [If Q1= Yes] Did you know that RethinkWaste _____?

	Yes	No	DK/NA
A. Is a government agency	25.6%	72.0%	2.4%
B. Owns the Shoreway Environmental Center in San Carlos	42.2%	56.2%	1.6%
C. Provides public education for your CartSMART Recycle, Compost, Garbage and other related services	56.4%	41.4%	2.3%

3. From what sources would you prefer to get information about your recycling, garbage and other related services?

Brochures, mailers or fliers	32.8%
Email/email blast	21.2%
Bill inserts	13.3%
Newspaper	10.9%
Television	7.4%
Banners	5.7%
Website - RethinkWaste/www.rethinkwaste.org	5.0%
Facebook	2.8%
Radio	2.8%
Website - RecycleWorks/www.recycleworks.org	2.8%
Electronic newsletter	2.7%
Word of mouth/family/friend/neighbor	2.6%
Calling or visiting city/town	2.2%
Social media (non specific)	2.2%

Website - Recology www.recologysanmateocounty.com	2.0%
Website - City/Town	1.8%
Bus shelter signs	1.6%
Company or workplace	.9%
Calling or visiting Recology	.8%
Twitter	.6%
None - don't seek information on garbage, waste reduction or recycling	3.7%
Other	.5%
DK/NA/Refused	5.9%

4. Have you read the RethinkWaste newsletter, the “Rethinker,” that is mailed to you three times a year?

Yes	42.0%
No	55.2%
DK/NA	2.8%

5. [If Q4=Yes] Do you find the information on the RethinkWaste newsletter, the “Rethinker” to be very useful, somewhat useful, or not useful?

Very useful	34.1%
Somewhat useful	55.5%
Not useful	7.0%
DK/NA	3.4%

6. [If Q4=Yes] Would you prefer to receive the RethinkWaste newsletter, the “Rethinker,” directly in your mail, inserted in your garbage bill or electronically?

Directly in mail	57.9%
Inserted in garbage bill	22.1%
Electronically	15.6%
DK/NA	4.3%

7. Did you know that RethinkWaste has a free mobile app, called “My Waste,” to make it easier for residents to learn about the programs, schedule services and report issues?

Yes	10.7%
No	87.9%
DK/NA	1.4%

8. RethinkWaste would like to recognize residents/households who recycle a lot through the blue and green carts. How interested would you be in having your household recognized for your efforts, would you be very interested, somewhat interested, or not interested?

Very interested	12.3%
Somewhat interested	24.8%
Not interested	59.9%
DK/NA	3.0%

9. [If Q8=Very interested or Somewhat interested] How would you like to be recognized for your recycling efforts?

Special sticker or label on cart	15.8%
Gift certificate or gift card to local restaurant/store	72.4%
Recognition luncheon/dinner	10.4%
DK/NA	10.8%

10. Have you visited or used the Shoreway Environmental Center in San Carlos?

Yes	37.3%
No	61.0%
DK/NA	1.7%

11. [If Q10=Yes, ask] Why did you visit or use the Shoreway Environmental Center [Multiple responses accepted.]

Taken material to the Transfer Station	22.7%
Went to the buy-back center/redeemed CRV bottles and cans	6.6%
Drop-off recyclables	44.4%
Drop-off hazardous waste/electronics	39.6%
Tours	6.1%
Other	1.3%
DK/NA	1.1%

12. [If Q10=No ask] If you have gone to another waste disposal and recycling center instead of the Shoreway Environmental Center, which facility was it? [Multiple responses accepted.]

Ox Mountain Landfill/Dump in Half Moon Bay	4.3%
Sunnyvale SMaRT Station or Sunnyvale	3.4%
Blue Line Transfer Station or South San Francisco	2.0%
San Francisco (SF) Dump or Recology or San Francisco	4.1%
Local CRV buy-back center	4.0%
Other	1.7%
No-Have not gone to another Waste Disposal and Recycling Center	73.2%
DK/NA	7.8%

DEMOGRAPHICS

A. Record Gender [Recorded from voice]:

Male	48.4%
Female	51.6%

B. [If RDD sample] What city do you live in?

Atherton	1.8%
Belmont	6.9%
Burlingame	7.6%
East Palo Alto	6.5%
Foster City	8.0%
Hillsborough	2.7%
Menlo Park	8.2%
Redwood City	19.8%
San Carlos	7.3%
San Mateo	26.0%
County of San Mateo/Unincorporated/Fair Oaks	.8%
West Bay Sanitary District	4.4%

And now just a few questions for comparison purposes.

C. Now I am going to read some age groups. Please stop me when I reach the group that best describes your age.

18 to 24	8.4%
25 to 29	9.4%
30 to 34	9.5%
35 to 39	10.3%
40 to 44	10.6%
45 to 49	9.8%
50 to 54	7.3%
55 to 59	9.4%

60 to 64	7.3%
65+ years	17.0%
Prefer not to say/NA	1.0%

D. Do you own or rent your place of residence?

Own	56.4%
Rent	38.6%
Other	3.2%
DK/NA	1.9%

E. What is the primary language used in your household?

Arabic	.5%
Chinese - Cantonese	1.5%
Chinese - Mandarin	1.3%
English	89.5%
Filipino/Tagalog	.3%
Japanese	.1%
Korean	.0%
Hindi	.3%
Russian	.5%
Spanish	4.5%
Vietnamese	.2%
Other	.9%
DK/NA	.4%

FROM VOTER FILE:

F. Age

18 to 29	16.4%
30 to 39	13.9%
40 to 49	14.8%
50 to 64	20.4%
65 and over	21.0%
Not coded	13.5%

G. Homeownership Status

Own	62.9%
Rent	37.1%