



# EXECUTIVE DIRECTOR'S REPORT



## STAFF REPORT

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To: SBWMA Board Members  
From: Kevin McCarthy, Executive Director  
Date: November 19, 2015 Board of Directors Meeting  
Subject: Executive Director's Report

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### Key Board Agenda/Package Items

- Consideration of approval of tipping fee adjustments for 2016. The assumed tipping fee increases for franchise business in the adopted FY1516 budget have remained unchanged. Small new increases are proposed on self-haul customer rates. The recommended franchise tipping fee increases will have a 0.6% collection rate impact.
- Discussion and proposed plan as to how the JPA can best support Member Agencies with future franchise agreement decisions, notably regarding a decision that needs to be made in 2017 as to whether or not to extend the current franchise agreements with Recology.
- A time sensitive request to approve SBR leasing two additional tractor trailers to address longer haul distances for glass. SBR currently ships glass to San Leandro but in the first quarter of 2016 will be required to ship to Fairfield. The estimated lease cost is about \$100k/year for the two tractor trailers.

### Program and Operational Update

#### *RethinkWaste Website, Social Media and "my waste" Mobile App*

The RethinkWaste website hosted 3,098 sessions from October 9th, 2015 to November 8th, 2015. The average session lasted 2.5 minutes with approximately 70% of visitors being new to the site. Staff will be using this data along with additional analytics to develop content and drive increased engagement with the site.

During the month of October, RethinkWaste has worked in conjunction with Stephen Groner Associates to launch a Social Media Marketing Campaign with the objective of developing our online presence and leveraging existing platforms to increase followers and boost engagement. Since the launch of the campaign, fans on Facebook have increased by 443 or approximately 26% with 506 instances of engagement. Similarly, the followers on Twitter have increased by 155 or approximately 33% with 95 instances of engagement. Staff will be making a future presentation on how this level of social media engagement supports our Agency's mission to achieve 75% diversion and beyond.

In an effort to increase engagement with the MyWaste Mobile App, staff will be working with the app developer to roll out a website plug-in to all member agency websites over the coming weeks. The plug-in will serve as a web version of the mobile app and allow for alternative methods of access and increased engagement.

### Announcements

As previously disclosed on November 10<sup>th</sup>, my last day will be on December 31, 2015. I will be starting a new job on January 4<sup>th</sup> with CH2M Hill in Oakland and will remain a San Carlos resident and engaged customer. Overall, the past 9+ years have been an amazing experience, one I could probably write a book about. In the end, I far exceeded all the original goals I was hired to accomplish and have proven adaptable and flexible to meet changing service and political conditions and governance changes. I especially want to thank prior Board Members Larry Patterson and Brian Ponty for their leadership and support during challenging times. And there are

a number of elected officials out there, you know who you are, that have provided good counsel and support for the JPA either as Board Members or in fulfilling their public service duties. Finally, the hardest goodbye is to my staff that collectively provides great staff work and an unbelievable level of commitment to a job well done for the customer.

**News of Interest**

"Germany faces an awkward trash problem: there's not enough of it."

<http://www.wastedive.com/news/germany-faces-an-awkward-trash-problem-theres-not-enough-of-it/407730/>