



A Public Agency

PUBLIC EDUCATION AND OUTREACH

STAFF REPORT

To: SBWMA Board Members
From: Julia Au, Recycling Outreach Programs Manager
Date: April 25, 2019 Board of Directors Meeting
Subject: Review of SBWMA 2018 Annual Report

Recommendation:

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

Summary

The purpose of this report is to provide the Board a first look at the 2018 SBWMA Annual Report. Each year, the SBWMA produces an annual report of the Agency's key financials and program accomplishments by the April Board meeting. This report is considered an essential communications document that helps the general public understand the work that our agency and contracting partners do on the rate payers' behalf, and why we do it. It should also be noted that the San Mateo County Civil Grand Jury has historically provided a directive for the SBWMA to issue an annual report on the agency's activities and initiatives as part of a fully transparent governance model regarding the agency's structure, its leadership, its priorities, mandates and accomplishments.

Analysis

The 2018 Annual Report was put together by Staff and a graphic designer to create a new look and feel for future annual reports. The 2018 Annual Report highlights the SBWMA activities and major accomplishments which you will find detailed in **Attachment A**. The Report will also be available the Agency's website after Board review.

Background

On July 31, 2018, the San Mateo County Grand Jury issued a report entitled *South Bayside Waste Management Authority Board: Stakeholder Satisfaction with a Board of Elected Officials*. The Report included a series of findings and recommendations addressed to SBWMA that included failure to provide annual Agency reports on its website. Staff subsequently put together a 2017 Annual Report in November 2018 and has established internal procedures to produce an annual report for public distribution every year.

Fiscal Impact

The Agency has allocated in FY 18/19 \$5,000 for Annual Reports.

Attachments:

Attachment A – [2018 RethinkWaste Annual Report \(Available online only at www.rethinkwaste.org\)](http://www.rethinkwaste.org)

STAFF UPDATE

To: SBWMA Board Members
From: Emi Hashizume, Environmental Education Manager
Date: April 25, 2019 Board of Directors Meeting
Subject: Environmental Education Tours Program Update for the 17/18 School Year

Recommendation

This is an informational report. No action is necessary.

RethinkWaste's Environmental Education Program Overview

Every municipal jurisdiction in California must be in compliance with *The California Integrated Waste Management Act of 1989 (AB939)* which, among many other things, requires a formal Public Education and Outreach Plan to engage its residents, students and businesses in long-term performance behavior change in terms of environmental decisions. These activities are included in every jurisdiction's respective Electronic Annual Reports (EARs) that are submitted to CalRecycle for review to ensure statutory compliance. As a practical matter, our agency has historically embraced the opportunity to provide ongoing meaningful environmental education to our citizenry. This priority is clearly expressed in all SBWMA major planning documents, including our Mission Statement; our Guiding Principles and, of course, the agency's master planning document, the 2015 Long-Range Plan.

In the 2017-2018 school year, the RethinkWaste Environmental Education Program consisted of the following four core elements:

- Shoreway Education Center Tours – Schools and General Public
- Student Contests – Poster and Trash-to-Art
- Annual Community Events – America Recycles Day (Nov. 18th, 2017) and Earth Day (April 21st, 2018)
- Free Compost for Schools – Year-round/upon request

These program elements are described below.

Shoreway Education Center School Groups and Public Tours

The School Group and Public Tour Program at the Shoreway Environmental Education Center continues to be popular with the RethinkWaste service area community and beyond. In FY2017-2018 (which coincidentally aligns with the school year), we hosted:

- 6,450 visitors
- 247 tours – *The most tours in a school year since the inception of the Program!*
- 172 school groups – Includes 4,752 student group participants
- 83 bus trips provided
- 15 tours for businesses, institutions, and community groups – For additional information, see *Table 2*
- 60 tours for the general public

Since the program's inception in 2012, we have hosted 37,880 visitors at Shoreway, including 29,000 students and chaperones, and 8,880 public, business, and community tour visitors, and conducted close to 1,400 tours.

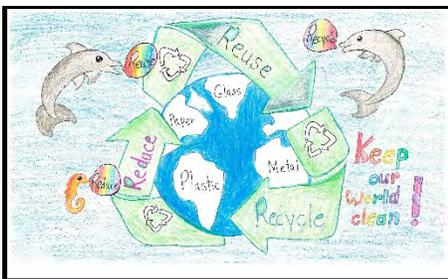
About 70% of the tours led during the 2017-2018 school year were for classes, as seen in Table 2. Of these, 46% were classes with returning teachers that had participated in the Tours Program in previous years. Teachers and visitors continue to give positive feedback:

"This tour is fantastic! We look forward to it each year and continue to reference what we learned throughout the year."
Foster City teacher

"Our group is a bit unusual, but Madison went with the flow of their questions and interests while providing great information to us."
San Mateo teacher

Poster Contest

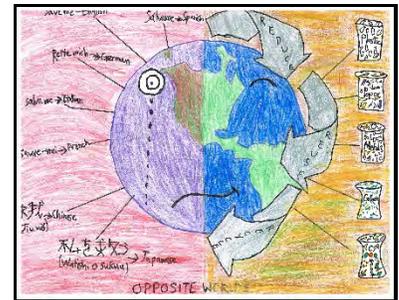
The fourth annual RethinkWaste Poster Contest was held in Fall 2017 to complement America Recycles Day. 84 student artists in 3rd through 5th grade submitted posters embodying the "RethinkWaste – Re-use World!" theme. Three winners received prizes and were recognition at City Council meetings. The 1st place poster was featured on the side of a Recology truck with routes through the winning artist's city (San Mateo).



1st Place – Agnes Q., San Mateo



2nd Place – Thalia C., Belmont



3rd Place – Param A., Foster City

America Recycles Day

RethinkWaste hosted its third America Recycles Day event at the Shoreway Environmental Center on November 18th, 2017. Despite the rain, over 70 community members came out to enjoy the festivities – event attendees received tours of the Transfer Station and MRF, shredded documents, connected with local vendors, participated in arts and craft activities, and celebrated the winners of the Poster Contest.



Event attendees make paper



Poster contest winners



Event attendees hunt for worms in the compost

Trash-to-Art Contest

In Spring 2018, the fifth annual Trash-to-Art contest was held for 3rd through 5th graders attending school in the RethinkWaste service area. As the name implies, the contest challenges students to create art pieces from items that are normally thrown away. The art pieces were crafted and submitted by classes or by individual students. All 26 entries were showcased at the Earth Day event, and some pieces remain on display at the Shoreway Environmental Education Center.



1st Place – Class, "Heart the Earth"



2nd Place – Class, "Rethink Truck"



1st Place – Individual, "Birdhouse"



2nd Place - Individual, "Desk Organizer"

Earth Day

RethinkWaste's annual Earth Day event gives the community an opportunity to learn about the Shoreway Environmental Center and various programs available to the public. The seventh annual event on April 21st, 2018 had an estimated 500-600 visitors, *almost doubling the attendance from the previous year!* For the first time, the event included a petting zoo, lunch, facility tours, numerous informational booths, music, arts and crafts, free compost, battery and e-waste recycling, and recognition of Trash-to-Art Contest winners.



Family sharing Earth Day pledges



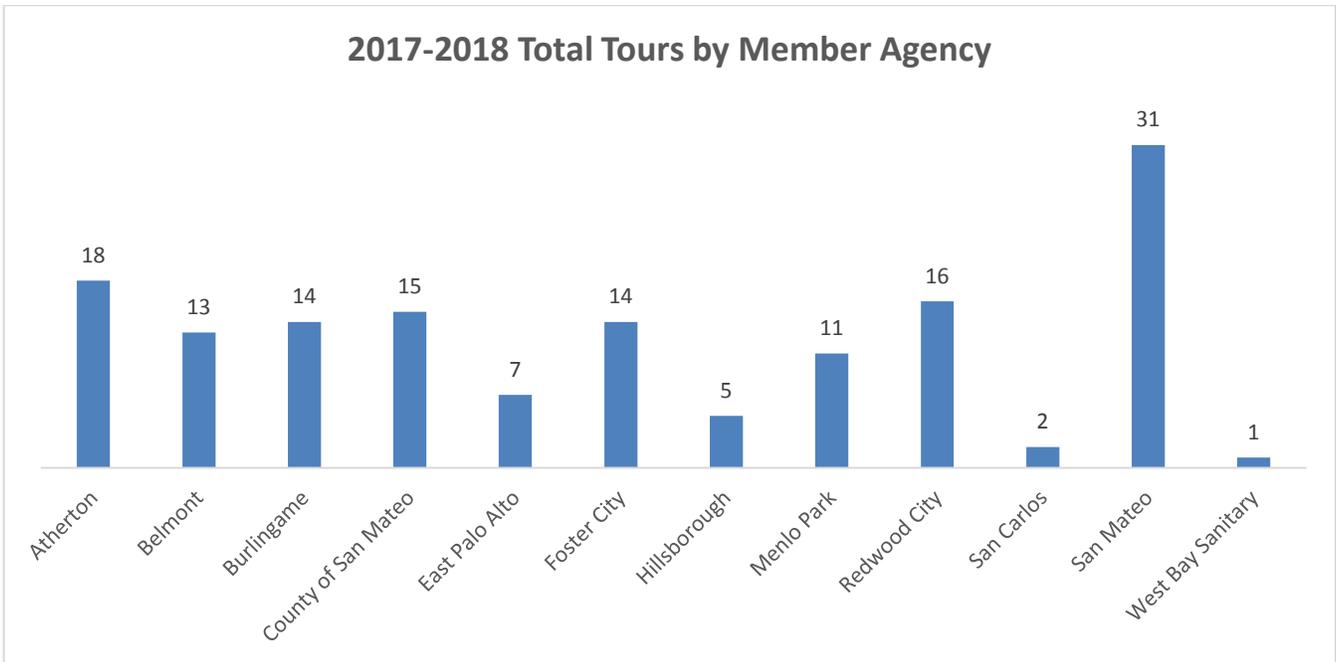
Students from the class with the 1st Place Trash to Art contest entry claiming their prize

Free Compost for Schools

Schools can receive up to five 50-pound bags of compost for pick up at Shoreway, or up to 20 cubic yards delivered per school year. The compost is made from the yard trimmings and food scraps that are collected from residents and businesses in the RethinkWaste service area. In the 2017-2018 school year, **thirty-seven 50-lb bags** and **170 cubic yards** of compost were donated, as seen in *Table 3*. The total amount distributed is equivalent to about 86 tons of compost.

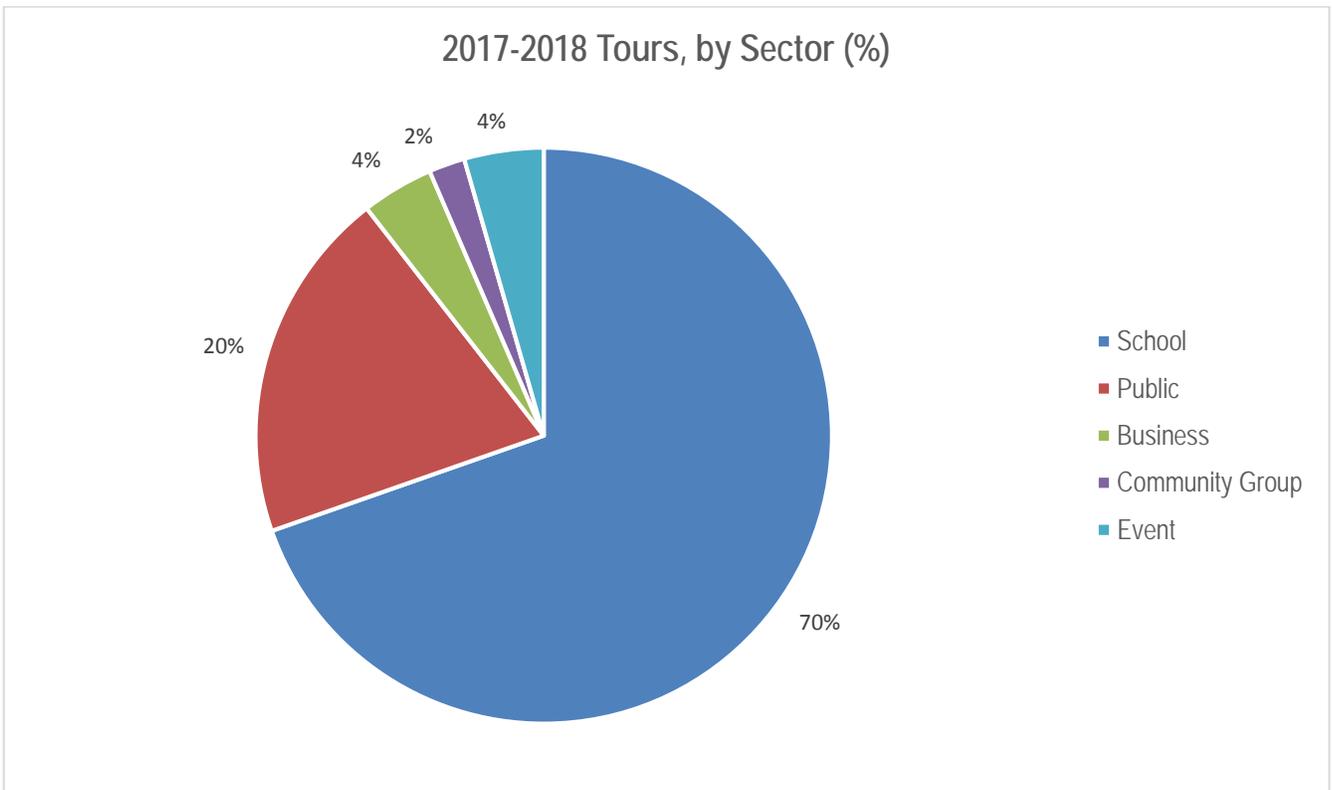
Our compost serves as an important resource for schools in alignment with the California Department of Education's "Garden in Every School" initiative. According to the Department, students who participate in school garden projects discover fresh food, make healthier food choices, and are physically active. Using compost in gardens and landscaping projects helps to improve their garden's soil quality, conserve water, and control erosion.

Table 1



Tours include schools, businesses, and community groups.

Table 2



Events include Earth Day and America Recycles Day.

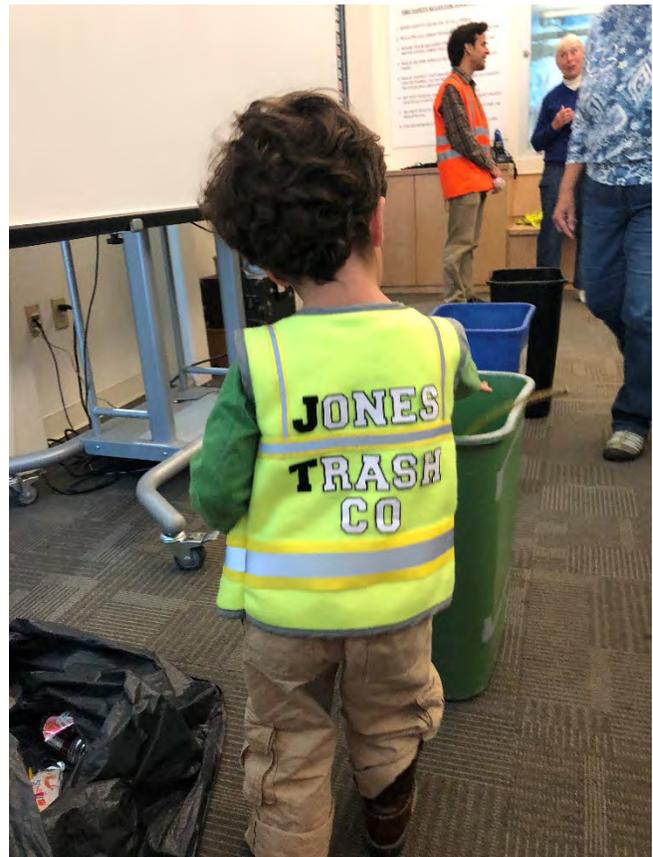
Table 3

2017-2018 Free Compost for Schools, by Member Agency				
Jurisdiction	50-lb Bags Picked Up	Cubic Yards Delivered	Number of Times Requested	Estimated # Students and Adults involved in garden project
Atherton	--	30	2	950
East Palo Alto	5	30	3	725
Menlo Park	--	40	2	203
Redwood City	27	40	7	1,110
San Mateo	<u>5</u>	<u>30</u>	<u>3</u>	<u>527</u>
Total:	37	170	17	3,515

Tour Program Photo Highlights



Students from Fiesta Gardens (San Mateo) excited about the MRF



Young material sorter in-training



Dennis Uyat (RethinkWaste Staff) introduces tour group to Transfer Station during a tour on Earth Day



Students from Key School (Palo Alto) pose for the camera with Nicole Lee and Madison Guzman (RethinkWaste Staff)

Agenda Item 8C

Presentation by 6th Grader Christine Chang on her Metal Straws initiative in San Carlos

No Staff Report- Presentation Only at the April 25, 2019 Board Meeting
