



# PUBLIC EDUCATION AND OUTREACH



## STAFF REPORT

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**To:** SBWMA Board Members  
**From:** Julia Au, Outreach and Communications Manager  
**Date:** September 26, 2019 Board of Directors Meeting  
**Subject:** New RethinkWaste Website

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### Recommendation

This staff report is for informational purposes only and has no action.

### Summary

SBWMA entered into contract with S. Groner Associates (SGA) in March 2019 for website redesign services to meet current and necessary communication and outreach needs. Over the course of five months and with guiding input from SBWMA's Public Education and Outreach Committee and the 2017-2018 San Mateo County Civil Jury, Staff worked closely with SGA to design a new and dynamic website for the Agency. The new redesigned website launched August 4 and can be viewed at [www.rethinkwaste.org](http://www.rethinkwaste.org)

### Analysis

The SBWMA recognized that its website is an important and vital communication tool for Board Members, elected officials, residents and businesses alike, as well as an important tool for others to see what and how SBWMA interacts with its service area.

The redesigned website is more aesthetically pleasing and has distinct new features that not only improve usability and navigation on the front and back end, but also meets the communication needs of our service area community.

Specific new website features include:

- Mobile responsive website
- Spanish and Chinese translation with an easy click from the top of the page via Google Translate plug-in
- Dynamic search function that also includes document text search (including Board packets and agendas)
- Direct access to agendas and meetings in top bar and bottom footer
- Events calendar that includes location and maps
- New forms on *Contact Us*, *Tours*, and *Residential Frequently Asked Questions* pages to increase transparency for community to contact the Agency
- Easy distinction for when you are leaving to an offsite location (i.e. to Recology or SBR)
- New sections/pages:
  - Schools section to highlight the work with schools, contests, school tours, teaching tools
  - Latest News/Blog section where news items and other important and timely information will be posted and a promoted
  - Get involved. Ways for residents to becoming more involved in their community

## Desktop Home Page Before

**Welcome**

RethinkWaste is a joint powers authority of twelve public agencies in San Mateo County, California and is a leader in the delivery of innovative waste reduction and recycling programs. Together we can rethink waste in ways that are simple, smart and green!

**About Us**

**Plan a Tour**

**Board Meetings and Agendas**

**Standing Committee Meetings and Agendas**

**Events Calendar**

**Who do I contact?**

**Don't Trash Your Batteries!**  
Learn how you can properly dispose of your used household batteries.

**What's New**  
Jul 1 - RethinkWaste Issues almost 450 million in Green Deeds

**Interactive Carts**  
See where materials go in your bin, green and back came.

**Shoreway Facility Map**  
Learn more about the services available at our Shoreway Environmental Center in San Carlos through our interactive map.

**Division Calculator**  
Calculate your recycling rate at home.

**Business Recycling Reporting**  
NOTICE: On February 28, 2016, the SBWMA Board of Directors approved to repeal SB-Grantee No. 002 (2014) requiring materials to submit quarterly reports. You no longer need to submit information on this website.

**View Service Area Map**

**Board Meetings and Agendas**

**Member Agencies**

Where to reach us:  
**RethinkWaste** (510) 802-3100  
 333 Shoreway Rd, San Carlos, CA 94070  
**Shoreway Facility** (510) 802-3135  
 333 Shoreway Rd, San Carlos, CA 94070  
**Tour Contact Info** (510) 802-3100  
 333 Shoreway Rd, San Carlos, CA 94070

## Desktop Home Page After

**RETHINK YOUR WASTE**

LEARN MORE ABOUT OUR SHOREWAY FACILITY

**GET TO KNOW RETHINKWASTE**

**LEARN HOW TO GET FREE COMPOST**

**SCHEDULE A BULKY PICKUP**

**ACCESS SCHOOL TEACHING TOOLS**

**RETHINK YOUR WASTE WITH OUR SORTING GAME**

**LATEST NEWS**

**UPCOMING EVENTS**

SEP 12 THU LEARN MORE

SEP 14 SAT LEARN MORE

SEP 14 SAT LEARN MORE

**RETHINKWASTE**

**PROGRAMS**

**RESOURCES**

**QUICKLINKS**

## Mobile Home Page Before

rethinkwaste.org

**Residents**

**Businesses**

**Shoreway Facility**

**About Us**

**Welcome**

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**Don't Trash Your Batteries!**

## Mobile Home Page After

rethinkwaste.org

**AGENDAS & MEETINGS | CALENDAR OF EVENTS | CONTACT US**

**RETHINK YOUR WASTE**

LEARN MORE ABOUT OUR SHOREWAY FACILITY

**GET TO KNOW RETHINKWASTE**

**LEARN HOW TO GET FREE COMPOST**

**SCHEDULE A BULKY PICKUP**

In addition to helping launch a new website, the SBWMA entered into a new one-year contract with SGA in August 2019 to conduct annual hosting and website management/maintenance on an hourly basis.

Staff would like to extend its appreciation to the SGA staff, especially SGA Project Manager Suzi Senna, for her exceptional creativity, guidance, and hard work through the whole process while also meeting the tight deadlines initially put forward by the Agency to launch the website during the summer. In addition, SGA created a clearly identified and easy-to access custom section to house our agency's important legacy documents, including our historic meeting agendas and staff reports to improve transparency as a public agency.

### **Background**

The previous RethinkWaste website was first launched in mid-2013 and met the needs of the Agency at the time it was developed. Since then, RethinkWaste has grown with new programs and projects and, thus, needed a website to reflect the creative and community-based needs of our Agency. Modern website industry design standards dictate that cornerstone outreach tools, such as an organizational website, should:

- Be constantly updated for content
- Be regularly assessed for maximum technical functionality
- Have its design aesthetic refreshed every few years to remain relevant

On July 31, 2018, the San Mateo County Civil Grand Jury issued a report entitled *South Bayside Waste Management Authority Board: Stakeholder Satisfaction with a Board of Elected Officials*. This Report included the following comments directed at improving the agency's stakeholder's ease of use and access to critical agency records:

- **Finding 4:** "SBWMA does not have an updated dedicated webpage where the public can conveniently find all agency financial documents and reports in one place."
- **Recommendation 2:** Post all historical annual agency reports and financial reports to the "Budget & Annual Reports" page of the SBWMA website for public availability by December 31, 2018."

These observations were also corroborated to Staff through public Board and TAC meeting conversations. Based on this feedback, Staff provided minor site improvements and updates with the understanding that the core structure of the website was technically limited and a long-term fix would require external technical and redesign support.

### **Fiscal Impact**

The website redesign project has been included in the adopted FY 19/20 budget, including \$30,000 for website redesign services and \$10,000 for website hosting and maintenance services.

### **Attachments:**

None