



A Public Agency

# EXECUTIVE DIRECTOR'S REPORT

## STAFF REPORT

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**To:** SBWMA Board Members  
**From:** Joe La Mariana, Executive Director  
**Date:** November 18, 2021 Board of Directors Meeting  
**Subject:** Executive Director's Report

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Staff and Agency partners continue to be hard at work supporting numerous projects, programs, and facility initiatives. Here are the highlights:

### 1. COVID-19/Shelter-In-Place (SIP) Status Update:

As previously reported, Recology of San Mateo County (Recology) and South Bay Recycling and SBWMA have taken extreme measures to protect our colleagues while continuing with high-quality services. All mandated safety protocols have been followed.

#### a. SBWMA Administrative Program Staff Ops:

Staff continues to work remotely from home or, when needed, at Shoreway and in some instances the administrative offices, which continue to remain closed to the public. An Office Return to Work Policy is currently being developed that includes a phased reopening of the agency's administrative offices in accordance with safety protocols that is anticipated to be in early 2022.

### 2. Administration & Finance:

#### a. Staffing Update – Recruitment for Management Analyst II/III position

Grant Ligon, the Agency's Senior Management Analyst, accepted a Sustainability Manager position with an international manufacturer and resigned his position at the end of October. Grant really grew into his position and served our Agency with great distinction especially during an extremely instrumental time the past 2.5 years.

The Agency is now actively recruiting for a new Management Analyst II-III with applications due December 10, 2021 at 12 p.m. Please view the open position details at: <https://rethinkwaste.org/jobs>

Environmental Education Fellow Nadia Thompson recently departed her Fellowship and sent along this message I wanted to share to show the value of the Fellowship Program we have created:

*"Since wrapping up my time with RethinkWaste this past week, I've been reflecting on my time as a fellow and all that I've learned through the position. I just wanted to take a moment to express my sincerest gratitude and appreciation for my time with the agency and for the fellowship program."*

*Thank you for fostering a program that is so supportive, educational, and meaningful. The lessons were endless: learning the ins and outs of a new industry, understanding the operations of a government agency, gaining firsthand experience with community outreach, and professional development opportunities (to name a few!) These are all skills gained from the fellowship that I am proud to have learned, that truly give me confidence going into my next position. A special thank you to Emi and Julia for being so welcoming, helpful, and receptive as they oversaw the fellows!*

*Thank you all, again, for the constant support and guidance. While I will certainly miss the agency, I am eternally grateful for this steppingstone—I cannot imagine a better entry into my professional career! 😊*

*Warmly,  
Nadia Thompson”*

**b. CY 2022 Budget and Capital Improvement Plan (CIP) Budget**

A Calendar Year FY 2022 budget has been developed by Staff and awaits Board approval at today's meeting as agenda item 8A. The core elements of the DRAFT FY 2022 Budget and CIP were reviewed in depth by the SBWMA Finance Committee on October 12<sup>th</sup> and with the Board and TAC at the joint study session held on October 21<sup>st</sup>.

**c. Expiring Operations Agreement RFQ Update**

The RFQ was released on October 1, 2021 following Board approval. On October 27, 2021, a pre-proposal meeting and site tour were held at the Shoreway Environment Center in which 24 people attended, representing 15 companies. Proposers' questions on the RFQ were due on November 2, 2021. A total of 66 questions were submitted. The SBWMA staff and consultants have reviewed the questions and are working on responses, which are anticipated to be provided to prospective proposers on November 19, 2021. Some companies have expressed an interest in visiting the Shoreway Environmental Center to further observe operations. These site visits are being scheduled for dates in November. Proposals are due on January 12, 2022.

**Code of Conduct:** In September, the Board approved a Code of Conduct that prohibits ex parte contacts between potential contractors and SBWMA Board Members, TAC Members, SBWMA staff, and consultants and prohibits the acceptance of gifts or compensation from potential proposers. Any alleged violations to this Code of Conduct should be reported to myself or the Chair of the Board.

**3. Committee Updates:**

**a. Finance Committee Meeting** (no meeting held)

**b. Legislative Committee** (November 1)

The Legislative Committee met to discuss the end of the Legislative Session (a full update will be given to the full Board today under agenda item 11B) and priority focus areas in 2022. The Committee discussed focusing on the reintroduction of the Agency's co-sponsored battery EPR legislation, along SB 1383 procurement fixes and engagement on plastics issues.

**c. Pub Ed/Outreach Committee** (no meeting held)

**d. Technical Advisory Committee** (no meeting held)

- e. **Zero Waste Committee** (next meeting is December 16)

#### 4. **Collection and Recycling Program Support and Compliance:**

- a. **Franchise Agreement—Amendment One (Adding a 4<sup>th</sup> Bulky Item Collection Route effective January 1, 2022)**

All member agencies have now formally approved this item. The Town of Belmont's council approved this item on November 9<sup>th</sup>. It should be noted that should future adjustments be considered, the Town of Belmont will require an extra approval step by having the decision come back to their Council. This is due to their unique compensation model within their Franchise Agreement with Recology. The other member agencies have authorized the SBWMA Board to wholly make this decision.

- b. **SB 1383 Update**

Under Board direction, staff have released an RFP for SB 1383-mandated services for SB 1383 outreach, waiver management/review, and contamination monitoring. Proposers may submit a proposal for (i) all requested services; (ii) outreach and waiver services; or (iii) contamination monitoring services only. The deadline for submissions is November 15, 2021.

The Agency held its second Town Hall-style webinar for residents and businesses about SB 1383 on October 27<sup>th</sup> in partnership with CalRecycle and Recology SMC. In total, ~80 people attended webinar. In addition, staff working with Recology SMC have started mailing letters to multi-family dwelling property owners and businesses informing them of the upcoming SB 1383 requirements. These letters are available in English, Spanish, and Chinese.

Staff have been attending Member Agency City Council/Board of Directors meetings for approvals of the SBWMA SB 1383 delegation MOU, SB 1383 Ordinances and the County's Edible Food Recovery MOU. **Attachment A** below outlines the major meetings and actions completed and the list of anticipated upcoming meetings.

- c. **Community Outreach and Environmental Education**

- i. **Environmental Education (EE) Update**

The EE Team hosted virtual class presentations for 6<sup>th</sup> graders attending Hillview Middle School in Menlo Park in October. The EE Team is continuing to check-in with campuses participating in the In-Schools Program to schedule refresher education this fall and winter. The team is developing new educational resources, such as expanded content for presentations and a program overview video to be shared with school districts administration via the San Mateo County Office of Education.

The EE Team is preparing to return to schools to provide in-person presentations, facilitation of lunch time bin monitoring, and support with campus waste assessments beginning this November. The team will be hosting virtual class presentations for all students and conducting the first round of in-person lunch time bin monitoring since March 2020 at Park School Elementary in San Mateo the week of November 15<sup>th</sup>!

- ii. **Public Spaces Update**

Staff, in collaboration with a graphic designer, is updating existing downtown San Carlos receptacle signage now that the city placed eight new composting receptacles next to landfill and recycling receptacles. Staff is also working with Burlingame, Foster City, and San Mateo to redistribute currently unused receptacle signage. Additionally, staff has conducted bi-weekly waste audits of parks with signage located in San Mateo, Burlingame, and Foster City to gather data on the effectiveness of the use of the new signage. Since September 2021, the team has performed 21 waste audits in total.

iii. **Shoreway Virtual Tours**

Virtual tours of the Shoreway Environmental Center have been popular with both school groups and business organizations this fall. As the five Fellows hired in September gain experience leading tours, tour offerings will be expanded and additional tours may be accommodated. Staff plans to resume in-person, onsite tours of the Shoreway Environmental Center in early 2022, based on the vaccination status of students and the training necessary to prepare the Fellows for facilitating in-person tours.

iv. **Poster Contest**

The Agency's annual Poster Contest for 3-5<sup>th</sup> graders in the service area received 17 submissions from seven Member Agencies. Winners will be announced later in November.

v. **Rethink Recycling Days**

Staff hosted a series of virtual events through the end of October into early November in celebration of Rethink Recycling Day. Over 60 community members attended the virtual events, which included a kids crafting workshop, a kombucha-making workshop, and virtual Shoreway tours.

vi. **Pub Ed and Outreach Updates**

In collaboration with Recology, staff are currently in planning phases of a compost campaign, which will focus on spreading awareness about SB 1383 and proper composting practices to apartment/condo property owners and residents. Staff was also involved in a recent Bay Area-wide "Love Food, Not Waste" campaign, spearheaded by Bay Area Recycling Outreach Coalition (BayROC) focused on food waste prevention throughout the nine Bay Area counties. The campaign included digital and radio ads, and utilization of local influencers such as radio hosts and local chefs. The campaign drove visitors to BayROC's website, which increased website activity by 104.4%, and a 91.6% increase in page views.

## 5. **Shoreway Operations and Contract Management**

a. **Alternative Fuels Analysis**

The SBWMA is working with a consultant to analyze the fuel options for the future collection fleet. Once an analysis is complete, staff will present the report and findings to the Board and present fuel utility / tank options and impacts to the Shoreway facility.

b. **Advanced Sorting Technologies**

A consultant has been working with SBR and Staff to analyze options at the existing MRF for installation of advanced sorting equipment. 3D modeling was conducted in November and an RFI is being developed to solicit proposals from MRF equipment manufacturers in December.

c. **Anaergia Service Contract**

A service contract is being prepared for the O2E system installed by Anaergia. This will be brought to the Board for consideration at the January Board meeting.

d. **Work at Shoreway**

The Shoreway facility received a Notice of Violation (NOV) from the local enforcement agency (LEA) for a damaged wall of the MRF that agency staff is trying to repair. The SBWMA staff conducted an RFP for the wall repair work but received no bids. The project is being reconsidered and will be reissued with the hope of attracting bids. An engineering firm has started the evaluation of the existing underground fuel storage tanks and is preparing a plan for 1) testing the soils around the tanks, 2) analyzing options for removal and replacement of the tanks, and 3) consideration of alternative fuel options at the Shoreway site.

Respectfully submitted,



Joe La Mariana  
Executive Director

**Attachments:**

- A. SB 1383 Member Agency Tracking

**Attachment A  
SB 1383 Member Agency Tracking**

<b>Member Agency</b>	<b>SBWMA SB 1383 Implementation MOU</b>	<b>OOS Edible Food Recovery MOU</b>	<b>SB 1383 Ordinance</b>
<b>Belmont</b>	Scheduled 12/14/21	Adopted 7/27/2021	1st Reading 11/9/21
<b>Burlingame</b>	Scheduled 11/15/2021	Scheduled 11/15/2021	1st Reading 11/1/2021
<b>East Palo Alto</b>	Adopted 11/2/2021	Adopted 11/2/2021	1st Reading 11/2/2021
<b>Foster City</b>	Adopted 10/4/2021	Adopted 10/4/2021	Adopted 11/1/2021
<b>Hillsborough</b>	Adopted 10/11/2021	Adopted 10/11/2021	Adopted 11/8/2021
<b>Menlo Park</b>	Adopted 10/12/2021	Adopted 10/12/2021	1st Reading 11/9/2021
<b>Redwood City</b>	Adopted 10/11/2021	Adopted 11/8/2021	1st Reading 11/8/2021
<b>San Carlos</b>	Adopted 11/8/2021	Adopted 11/8/2021	1st Reading 11/8/2021
<b>San Mateo</b>	Scheduled 11/15/2021	Scheduled 11/15/2021	1st Reading Scheduled 11/15/2021
<b>San Mateo County</b>	Scheduled 11/16/2021	Scheduled 11/16/2021	1st Reading Scheduled 11/16/2021
<b>West Bay Sanitary District</b>	Scheduled 12/8/2021	Scheduled 12/8/2021	1st Reading Scheduled 12/8/2021