



A Public Agency

EXECUTIVE DIRECTOR'S REPORT

STAFF REPORT

To: SBWMA Board Members
From: Joe La Mariana, Executive Director
Date: October 27, 2022 Board of Directors Meeting
Subject: Executive Director's Report

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

1. Contractor Updates:

a. Recology San Mateo County (Recology)

The Recology team request for reimbursement of COVID-related expenses will be discussed at the November 17th Board meeting.

b. South Bay Recycling (SBR) Operations

SBR continues to navigate an uncertain international commodity market which has created a backlog of fiber products that is currently stored on our site taking up precious parking spaces for site employees. This unfortunate situation creates extended stress on the site operations.

2. Administration & Finance:

a. Operations Agreement RFQ Update

Staff and consultants began the Phase 2 parallel negotiations process earlier this summer. Six rounds of negotiation meetings have been completed for each proposer, for a total of twelve meetings. Modifications to the Operations Agreement have been made to balance risk and proposers have submitted final cost proposals reflecting the modifications discussed during the negotiation meetings. Cost proposals continue to show a large increase over current costs. Negotiations are still in progress for a few remaining items. Staff will present two final Operations Agreements (one for each proposer) with their corresponding costs to the Board at the November Board Meeting along with the staff recommendation.

3. Committee Updates:

a. Finance Committee Meeting (October 18)

The Finance Committee met to hear and discuss the FY 2023 Operations Budget and Capital Improvement Plan.

b. Legislative Committee (next meeting December 5)

- c. **Pub Ed/Outreach Committee** (no meeting held)
- d. **Technical Advisory Committee** (no meeting held)
- e. **Zero Waste Committee** (no meeting held)

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

a. **SB 1383 Update**

Electronic Annual Report (EAR)

The SBWMA, and its contractor Ascent Environmental, coordinated the state mandated EAR submission on October 3rd. This year's EAR was substantially different than in the past since CalRecycle combined it with the SB 1383 Annual Report. The report required data from the SBWMA, County of San Mateo, Recology and Member Agency staff.

Contamination Monitoring

The timeline for contamination route reviews shifted to later in the month. **The reviews will take place between October 30 to November 4, 2022.** The route reviews will be completed by contractors SCS Engineers (SCS) and Blue Strike Environmental. The SBWMA contacted Member Agency staff on 10/19 and provided route review notifications and social media language.

To address privacy concerns related to monitoring of containers, the SCS team members will wear vests and name tags and carry letters detailing the contamination monitoring efforts on behalf of the jurisdiction.

SB 1383 Generator Compliance

In 2022, more than 1,100 generators have been brought into compliance so far by either subscribing to the required organics collection services through Recology or by receiving a waiver.

Additional SB 1383 updates can be found in agenda item 12B.

b. **Community Outreach and Environmental Education**

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

The EE team has worked diligently as students returned to school this fall, coordinating with schools to offer education to new campuses and schools previously participating in the RethinkWaste In-Schools Program. The first lunch bin monitoring session of the 2022-2023 School Year was at Roy Cloud Elementary School in Redwood City. The team is also supporting Green Teams at multiple campuses across the San Carlos School District and has delivered replacement and additional waste equipment (such as bins and dollies) to several other schools in the service area. As part of the Environmental Solutionary Teacher Fellowship program hosted by the County of San Mateo's Office of Education, the EE team participated in educational rotation sessions (similar to virtual office hours) to inform teachers about RethinkWaste's services and programming.

In late October, the team will implement a full program roll-out at College Park Elementary in San Mateo, including assemblies for all grade levels and a week of lunch monitoring.

ii. **Public Spaces Program Update**

New signage has been added to existing receptacles in downtown Redwood City in front of the San Mateo County History Museum. As a result of the waste audits and summary for Belmont parks, staff is drafting two targeted outreach fliers in Belmont to increase sorting with park reservations and to avoid confusion around coffee cup disposal. Additionally, staff is planning a presentation at the Barrett Community Center focused on structural change at the community level to reduce waste.

iii. **Shoreway Tours**

The RethinkWaste team continues to offer both in-person and virtual tours of the Shoreway Environmental Center. The last month featured several classes from Cañada College attending both virtual and in-person tours. Additionally, we received wonderful feedback from our public tour participants, including a very positive review reported in the San Mateo Daily Journal on October 8, 2022. See article here:

https://www.smdailyjournal.com/opinion/columnists/trash-talk/article_9eeb620c-46bd-11ed-8f1c-8b79eb374232.html

The team has finalized the new tour format for school groups and we are excited to start hosting students in-person starting in November!

iv. **Poster Contest**

After receiving many creative submissions, the RethinkWaste team officially closed the annual fall Poster Contest in October. We received 44 submissions from six Member Agencies and 15 schools for the theme, "Everyday Upcycling," where students illustrated ways to turn ordinary household items into something new! The winners will be gifted fun, reusable items and receive recognition at their local City Council meetings later this fall. The first-place winner will get their poster displayed on a local Recology truck! Full list of winners can be found on our website here: <https://rethinkwaste.org/2022/10/17/rethinkwaste-announces-2022-poster-contest-winners/>

v. **Pub Ed and Outreach Program Update**

Community Events

Staff concluded community tabling events in September and then collected and analyzed data from all the 2022 events. In total, staff participated in 22 tabling events across the service area and reached over 839 households. Tabling opportunities led to strengthened relationships with community groups and member agency staff, while also providing more visibility of RethinkWaste resources in the community. Events ranged from libraries, rotary clubs, parks, and senior centers to farmers markets and resource fairs. Staff will map out and plan tabling events for 2023 during the fall/winter months. If you have an event that you would like staff to participate in, please email rethinker@rethinkwaste.org.

Rethink Recycling Days

Our annual Rethink Recycling Day events are back in full force with both in-person and virtual events being offered to the community. We held in-person tours of Shoreway on October 22,

with almost 40 sign ups as of the writing of this report. We are also hosting an in-person story-time and crafting workshop for children at the San Carlos Library on October 25, and a virtual soap-making workshop on October 26 where over 90 individuals are registered for both events. For more information, visit rethinkwaste.org/2022rrd.

5. Shoreway Operations and Contract Management

a. Commodity Prices

Scrap values for recovered paper are at their lowest point since China unilaterally implemented their National Sword policy when the country stopped purchasing recyclable materials. Current values for paper sold from Shoreway are at \$13 per ton (last year this time the same paper sales averaged \$135 per ton). It is difficult to predict how low recovered fiber pricing will go but all recycled commodity prices have been dropping due to reduced manufacturing tied to the world economic downturn. The global economic downturn has seriously impacted the international commodity markets.

Labor issues and complications at the Port of Oakland are leading to the continued need to store bales at Shoreway and cost increases in the transportation of overseas commodities.

b. MRF Roof Replacement Project

Construction on this project began on October 8, 2022 and was completed the following day on October 9, 2022. The SBWMA contracted Tanner Pacific to provide construction management and building inspection oversight. The final walk through occurred on October 18, 2022 and the project was completed on time and within budget.

Respectfully submitted,



Joe La Mariana
Executive Director