



2024-2026 PUBLIC EDUCATION AND RECYCLING TECHNICAL ASSISTANCE PLAN

Submitted November 2023



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Introduction/Summary

The 2024-2026 Public Education and Technical Assistance Plan is effective January 1, 2024 – December 31, 2026. It is required under section 7.03B of Recology’s Franchise Agreements with the Member Agencies. This Plan is an overarching guidance document for RethinkWaste, Recology San Mateo County (Recology), RethinkWaste Board of Directors and Technical Advisory Committee (TAC) members, Public Education Committee members, and Member Agencies.

This Plan meets the outreach and education requirements in the Franchise Agreements and is in alignment with RethinkWaste’s Mission, Vision, and Principles and Objectives, specifically to “Enhance environmental education to maximize public participation in materials reduction, reuse and recovery programs and services.” This Plan is flexible and may be adjusted to accommodate unforeseen circumstances.

All specific outreach programs will be prioritized based upon and dependent on adopted RethinkWaste budgets and RethinkWaste and Recology staff capacity to administer them.

Below is a summary of the public education and technical assistance described further in this document.

	RethinkWaste responsibilities	Recology responsibilities
Public Education and Promotion		
Newsletters	Create content, print and distribute	Provide mailing list or insert into regular bills
Multi-Family Toolkit	Create content and print	Distribute to MFD Property Managers
Bill Inserts	Create content and print	Insert into bills
Member Agency Shred Events	Maintain contract with third party vendor and coordinate annual event scheduling	Pay for one event per year up to contract amount
Service Guides	Create content and print	Assist in creating content and distribute
Coats for Kids	Help promote	Promote event, coordinate curbside collection with drivers, coordinate bin drop-off locations with Member Agencies, deploy, empty and collect bins
Compost Giveaway	Help promote	Coordinate annual event scheduling, drop off material, bill for additional events (after one)
California State Law Requirements	Outreach and Education on SB 1383, AB 341, AB 1826, AB 827	Outreach and Education on SB 1383 waiver reviews, route reviews and reporting
	<ul style="list-style-type: none"> Maintain general outreach tools: website, social media, educational materials, community events, targeted outreach 	<ul style="list-style-type: none"> Maintain Recycling Technical Assistance for MFDs, Commercial Sector, Private Schools and Preschool/Childcare facilities;

	campaigns, and Public Spaces Programs <ul style="list-style-type: none"> • Shoreway Tours Program • Schools Program (primarily elementary) 	written materials, trainings and/or presentations. <ul style="list-style-type: none"> • Community events and general audience outreach • Assistance on new developments
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RethinkWaste and Recology will meet the outreach and education requirements as specified in Franchise Agreements sections 7.03, 7.04 and 7.05. Both RethinkWaste and Recology will provide additional outreach using common messaging and terms to maintain consistency. This may include outreach campaigns, maintaining social media accounts, additional tabling and events, schools and public spaces programs, and tours.

This Plan incorporates both existing and new methods of outreach to ensure that required and necessary audiences are properly sorting, diverting waste, and reducing overall waste.

This Plan was developed by RethinkWaste and Recology staff with collaborative input and engagement from RethinkWaste’s Public Education and Outreach Committee.

1. Public Education Section

A. RethinkWaste and Recology Franchise Agreement Requirements

This section provides details on RethinkWaste and Recology's outreach responsibilities to promote diversion related programs and services to residents and businesses in the service area. RethinkWaste leads the development of most public education materials, with review and comments provided by Recology.

For public education materials created by Recology, Recology must inform or include RethinkWaste in the outreach collateral development process. RethinkWaste and Recology will collaborate on the timing of mailings and education campaigns to minimize overall impact to customers and to Recology's Customer Service Call Center.

i. Public Education and Promotion

Newsletters – Franchise Agreement Section 7.03(D)(2)

RethinkWaste will produce and distribute the “Rethinker” newsletter to all single and multi-family residents two times per year. Each year, one edition of the newsletter will be direct mailed to all residents and one will be included as a bill insert. RethinkWaste will promote and encourage sign-ups for electronic versions of the newsletter to help reduce costs and to promote sustainability.

Multi-Family Outreach – Franchise Agreement Section 7.03(D)(3)

RethinkWaste will update the Multi-Family Dwelling (MFD) “Toolkit” for property owners, managers and their tenants as needed. This Toolkit currently includes posters, move-in and move-out flyers, postcards, a property owners/managers guide, door hangers, kitchen pails and tip card inserts, all of which are available in English, Spanish, and Chinese. Elements of the Toolkit will be provided to MFD residents in the Recycling Buddy Bags, which will be purchased by RethinkWaste and delivered by Recology. RethinkWaste may produce and add supplemental materials, such as an MFD resident Service Guide. RethinkWaste will provide at least one direct mail piece per year to MFD residents about programs, services, and/or waste reduction tips (e.g. Rethinker newsletter, MFD Service Guide, etc...).

Recology will distribute materials, including the Multi-Family Toolkit and Recycling Buddy Bags, to property owners, managers, and residents.

Bill Inserts – Franchise Agreement Section 7.03(D)(11)

Each Rate Year, **RethinkWaste** will develop, produce and print bill inserts for residential and commercial customers for each Member Agency. The Franchise Agreement allows for the insertion of up to 12 solid waste bill inserts, of which nine are specifically stated. The remaining inserts will be left unspecified to allow Member Agencies the flexibility to develop their own bill inserts to promote programs or events specific to their Agency. Therefore, Member Agencies may develop additional customized inserts (at no additional cost) if not all nine prescribed inserts are utilized, or when some are combined. For reference, **Table 1** below provides the Member Agencies' residential billing cycle with Recology. Residential customers are billed quarterly while commercial customers (which include MFD properties) are billed monthly in most jurisdictions.

Recology leads distribution of bill inserts to residential and commercial customers.

Table 1: Residential Billing Cycle				
<u>Member Agency</u>	Billed Dec. 31 (for service in)	Billed March 31 (for service in)	Billed June 30 (for service in)	Billed Sept. 30 (for service in)
San Mateo	Jan.-March	April-June	July-Sept.	Oct.-Dec.
Menlo Park	Jan.-March	April-June	July-Sept.	Oct.-Dec.
Redwood City*	Jan.-March	April-June	July-Sept.	Oct.-Dec.
West Bay Sanitary District	Jan.-March	April-June	July-Sept.	Oct.-Dec.
<u>Member Agency</u>	Billed Jan. 31 (for service in)	Billed April 30 (for service in)	Billed July 31 (for service in)	Billed Oct.31 (for service in)
Burlingame	Feb.-April	May-July	Aug.-Oct.	Nov.-Jan.
San Carlos	Feb.-April	May-July	Aug.-Oct.	Nov.-Jan.
<u>Member Agency</u>	Billed Feb. 28 (for service in)	Billed May 31 (for service in)	Billed Aug. 31 (for service in)	Billed Nov. 30 (for service in)
Belmont	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.
San Mateo County – Franchised Area	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.
East Palo Alto*	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.
Foster City	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.
Hillsborough	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.
North Fair Oaks*	March-May	June-Aug.	Sept.-Nov.	Dec.-Feb.

**Member Agency billed either directly or through property tax roll. For these customers, Recology only bills residents for extra services such as additional carts. Billing takes place approximately on the last business day of the month.*

Covered bill inserts per the Franchise Agreement include:

- **Annual Bulky Item On-Call Collection (BIC) Notice:** BICs are provided upon request twice annually to all residential customers, at no additional cost between February 1 and December 31 each year. This bill insert is sent to single-family residents once per year.
- **Annual Holiday Tree Recycling (one each for single-family and multi-family households):** This bill insert provides information on the Holiday Tree Recycling program and is sent to both single-family and MFD residents once per year in the last billing cycle of the year for each Member Agency. Recology is required to collect holiday trees from residential customers annually after the holiday season at no additional cost. This insert will be combined with the Annual “Reduce Holiday Packaging” Notice. RethinkWaste covers the cost of creation and mailing of holiday messaging in a postcard to residents that do not receive Recology bill inserts.
- **Annual “Reduce Holiday Packaging” Notice:** This bill insert is designed to provide information on reducing waste during the holidays. The insert is sent to both single-family and MFD residents once per year in the last billing cycle of the year for each Member Agency. This insert will be combined with the Annual “Holiday Tree

Recycling” Notice to promote resource conservation and will also include any holiday collection schedule changes.

- **Compost Giveaway and/or Shredding Event Notice(s) (one each for single-family and multi-family households):** This bill insert promotes both the Recology and RethinkWaste compost giveaway and shredding event programs and is sent to both single-family and MFD customers twice per year. The compost giveaway bill insert can be customized to include Member Agency specific event dates or used to promote shred and/or e-scrap collection events.
- **Commercial Recycling Notice:** This notice is sent to commercial customers (including MFD property owners) twice per year, typically in the spring and fall. The inserts typically provide information on California State law requirements, including, but not limited to SB 1383 and AB 827.
- **Annual Commercial Recycling Awards Notice:** Currently on hold.

Distribution of Materials – Franchise Agreement Section 7.03(E)

Recology will disseminate outreach collateral pieces (i.e., mail, deliver door hangers, etc.) and other promotional and educational items provided by RethinkWaste, including the Multi-Family Toolkit, Recycling Buddy Bags, desk-side and other containers for recycling and organic materials. RethinkWaste funds most of these outreach pieces and items, except for specific commercial outreach pieces and items funded by Recology (7.04).

Service Guide – Franchise Agreement Section 7.03(J)

RethinkWaste and Recology work collaboratively to develop and update a Service Guide, which may be distributed annually or as deemed necessary. The Service Guide provides a summary of the scope of services available to all residential customers and highlights the full range of program guidelines and participation requirements regarding the services provided by Recology. The Service Guide can be mailed to residents and is available online at RethinkWaste, Recology, and Member Agency’s websites. Recology will periodically prepare and distribute a Service Notice as outlined in this section of the Franchise Agreement.

Both Single-Family and Multi-Family Service Guides were last updated in 2022 and direct mailed to all households between May and October 2022. (See the [RethinkWaste.org website](https://www.RethinkWaste.org) for current versions of the service guides.) The next service guides will likely be mailed in 2024 and 2026.



ii. Community Events and Programs

Confidential Document Destruction Service Event – Franchise Agreement Section 5.07

RethinkWaste will coordinate for Member Agencies Confidential Document Destruction Events (Shred Events), one per year of which is provided to Member Agencies at no additional cost per the Franchise Agreements. **Recology** will reimburse RethinkWaste for the cost of the one event per Member Agency per year up to the current reimbursement rate. The current rate for 2023 is \$1,274. The Shred Event can be combined with E-Scrap collection, which is not covered under the Franchise Agreement, and is coordinated by RethinkWaste as a value-added service. Member Agencies may request additional Shred/E-Scrap events, and RethinkWaste will bill the Member Agency for unrecovered costs.

RethinkWaste will broadly promote events through website and social media postings, and electronic flyers for Member Agencies' websites upon request. RethinkWaste staff will provide Member Agencies with event date forms for the following calendar year to reserve event dates after the last event of the current calendar year.

Coats for Kids Program – Franchise Agreement Section 5.10

Recology will implement its annual *Coats for Kids* Program in October/November for interested Member Agencies that includes collecting coats curbside from residential customers over a one-week period and collection receptacle locations identified by Member Agencies (upon request) over a two-week period. Member Agencies will receive information from Recology about how to participate in the program. Recology will track how many coats are collected to measure the program's success and distribute the collected clothing items to local non-profits in the community.

Recology and RethinkWaste will jointly promote the program along with participating Member Agencies. These promotional efforts include, but are not limited to, newsletters, press releases, website and social media postings, print advertisements, posters, and electronic flyers.

Compost Giveaway – Franchise Agreement Section 5.11

Recology will coordinate all compost giveaway events for Member Agencies where residents are permitted to bring their own container(s) to obtain their desired amount of compost. One scheduled compost giveaway event will be provided at no additional cost, up to 30 yards of compost in one or two deliveries. Additional events can be requested by Member Agencies at the costs prescribed in Attachment Q of the Franchise Agreement.

RethinkWaste will promote events through website and social media postings, posters, and electronic flyers for Member Agencies' websites. Member Agencies will annually receive a request form from **Recology** to reserve their event(s).

B. California State Law Requirements

This section provides details on the outreach and education requirements RethinkWaste and Recology collaborate on with Member Agencies to satisfy compliance as mandated by California State laws, which currently include AB 341, AB 1826, AB 827, and SB 1383. The main focus of the Plan will be on SB 1383 requirements.

i. **State Assembly Bill (AB) 827**

AB 827 requires businesses subject to AB 1826 and AB 341 to provide customers with recycling and/or organics collection bins or containers to collect materials generated from products purchased on the premises. These bins need to be adjacent to garbage bins, visible and easily accessible to customers and clearly marked with labels of what goes in each bin. Full-service restaurants, as defined in the law, are exempt.

There are no specific penalties associated with AB 827; however, the responsibility for compliance has been placed on the Member Agencies by CalRecycle. Jurisdictional compliance is heavily focused on educational requirements monitored through an annual reporting process to the State.

RethinkWaste and Recology will provide outreach for AB 827.

ii. **State Senate Bill (SB) 1383**

SB 1383 established targets to achieve a 75% reduction in the statewide disposal of organic waste by 2025. Additionally, there is a requirement that 20% of edible food that is currently discarded be recovered for human consumption by 2025.

The regulations require specific outreach by jurisdictions including the following information to organic waste generators pursuant to Article 3 of the regulations:

- (1) The organic waste generator's requirements to properly separate materials in appropriate containers.
- (2) Methods for: the prevention of organic waste generation, recycling organic waste on-site, sending organic waste to community composting, and any other local requirements regarding organic waste.
- (3) The methane reduction benefits of reducing the landfill disposal of organic waste, and the methods of organic waste recovery the organic waste collection service uses.
- (4) How to recover organic waste and a list of approved haulers.
- (5) Public health and safety and environmental impacts associated with the landfill disposal of organic waste.
- (6) Programs for the donation of edible food.
- (7) If a jurisdiction allows generators subject to its authority to self-haul organic waste, self-hauling requirements shall be included.



Recology and RethinkWaste will develop messaging to help ensure successful implementation of SB 1383, including informing commercial and multi-family dwelling owners of their requirement to educate staff and new tenants (within 14 days of move-in) about proper sorting.

Organics Implementation

Recology Waste Zero will support Member Agencies to meet the requirements of SB 1383 by implementing organic collection services to accounts not already subscribed to compost service.

Recology Waste Zero will utilize a combination of outreach approaches including phone calls, emails, onsite visits, waste audits, and noncompliance letters currently provided by RethinkWaste and/or Member Agencies. SB 1383 outreach materials will be offered in English, Spanish, and Chinese.

Recology will maintain a [SB 1383-specific educational website](#) that features an overview of acceptable items in customers' compost containers, tips for reducing food waste, videos on the composting process, and additional tools to help educate customers on the environmental value of composting.

Recology Waste Zero will prioritize targeted outreach to accounts based upon covered-generators with compost-rich materials, highest generators of weekly garbage volume, and low diversion rates accounts.

Waiver Reviews

Recology Waste Zero will support the SB 1383 waiver review process by assessing each waiver application and providing recommendations to RethinkWaste as to whether the application should be approved or denied. Supporting documentation will be supplied as an excel file to upload to RethinkWaste's selected software.

As part of SB 1383, a jurisdiction may waive a commercial business's obligation to comply with the organic waste requirements if it is determined that the commercial business does not produce adequate volume of organics generated (De Minimis) or demonstrates that the premise lacks adequate space (Space Limitation) for any of the organics container configurations.

Recology's outreach to waiver applicants will consist of a combination of phone calls, emails, and/or site visits to assess the status of the waiver request. De minimis waiver requests will include a combination of utilizing current service level data, Classification Codes, and account history to analyze potential organic materials generated onsite. Space limitation waiver requests will include a combination of utilizing current service level data, adjusting garbage and recycle service, onsite inspections, and mapping technology to analyze if adequate space for a compost container is available. Waiver applicants that are denied SB 1383 waivers will receive technical assistance by Recology Waste Zero to assist with SB 1383 compliance.

Route Reviews

Recology's SB 1383 compliant contamination monitoring will consist of auditing a select number of containers on every route, once per year in a manner consistent with SB 1383 regulations and that results in all routes being reviewed annually. If a route services multiple Member Agencies, it shall be counted as one (1) hauler route for each Member Agency. The route reviews will consist of lifting the lid and conducting a surface visual inspection of the container's contents.

Containers identified with contamination during the route reviews will receive a cart tag to help educate on proper sorting. Recology will provide a list of accounts that were found with excessive

amounts of contamination leading to a non-collection tag to RethinkWaste for further direct mail notification on proper sorting techniques. Common contaminants will be tracked to guide future outreach materials and campaigns.

Recology has developed a custom mobile application to conduct route reviews that links directly to Recology's routing and customer service system. The app will be capable of gathering all the necessary recordkeeping data. Supporting documentation will be supplied as an upload to RethinkWaste's selected software.

Outreach & Education

Member Agencies delegated outreach and education tasks to RethinkWaste and Recology to meet their requirements of the State mandates. **RethinkWaste and Recology** will develop, design, and disseminate educational materials that are easy to understand and follow to inform customers about the seven key messages required by SB 1383 (outlined above). Some of this education may include any of the following:

- Updated information on websites
- Informational posts about relevant laws on social media, newsletters, bill inserts, direct mail pieces, and other materials or methods as needed

Consistent with Section 7295 of the California Government Code, **Recology and RethinkWaste** will translate educational materials into any non-English language spoken by a substantial number of the public are provided organic waste collection services by Member Agencies.

When applicable to printed outreach materials, following the requirements placed on Member Agencies, **Recology and RethinkWaste** will choose to use recycled content paper consistent with the requirements of Sections 22150-22154 of the Public Contract Code.

Reporting

As part of monthly reporting, **Recology** will provide the following data related to public education activities undertaken to support SB 1383 outreach and education requirements:

1. SB 1383 public education material quantity distributed by Recology
 - a. For public education materials distributed en masse to customers by e-mail, text, or other electronic communications, a copy of the education materials distributed and the dates, the type, and the number of accounts receiving the materials.
2. Dates, times, and names of meetings or events attended.
3. Dates, times, and names of school(s) where presentations were performed.
4. A copy of any SB 1383 specific public education materials posted by Recology on social media (including the dates and content of social media posts), unless the same materials were posted or shared by RethinkWaste.

C. Additional RethinkWaste Outreach Programs

In addition to the outreach required under the Franchise Agreement, RethinkWaste will educate all those in the service area through a variety of supported programs and collect metrics to evaluate the effectiveness of these efforts.

i. Community/General Audience Outreach

RethinkWaste Website

The RethinkWaste website (RethinkWaste.org) will serve as a one-stop-shop for information on residential and commercial reduction programs and services, the Shoreway Environmental Center, and current and historical information for Member Agencies and the RethinkWaste Board of Directors. RethinkWaste plans to expand the website to include more information about how residents and businesses can reduce their waste.



RethinkWaste Social Media

RethinkWaste will utilize its social media channels (Facebook, Instagram, Twitter/X, and NextDoor) to communicate important messages to residents and businesses.

Educational Materials

RethinkWaste will update and develop printed and/or digital outreach collateral for customers to provide information on programs and services available to them.

Collaborative Outreach

RethinkWaste will support campaigns and programs from partner groups such as Bay Area Recycling Outreach Coalition (BayROC), San Mateo County Office of Sustainability, San Mateo County Household Hazardous Waste Program, and others as deemed appropriate.

Community Events, Tabling, and Webinars

RethinkWaste will increase visibility and accessibility of programs in the community by hosting and/or participating in community events (such as the annual Earth Day and Rethink Recycling Day events), tabling, and webinars.

Staff will collaborate with contractors and/or Member Agency staff to co-host and plan events to answer residents' questions and to inform them of recycling and waste reduction programs and practices.



2023 Earth Day event at Shoreway.

Public Spaces Program



Compost receptacle in downtown San Carlos with RethinkWaste-designed signage.

RethinkWaste's Public Spaces Program strives to increase diversion in public spaces such as parks, public buildings, and active downtown corridors by utilizing data from waste audits and community surveys, installation of new receptacles, installation of standardized signage, and public outreach.

The program will update signage and/or receptacles for consistency and reinforce the message of proper sorting in public spaces. Program staff will collaborate with RethinkWaste, Member Agency and Recology staff to discuss logistics, service schedules, and information for successful program implementation. Program staff will share collected data with Member Agencies and collaboratively develop outreach strategies to increase participation in public space diversion. Outreach strategies include, but are not limited to, producing social media content, tabling in public spaces (i.e. parks, farmers markets), posting blog posts on the RethinkWaste website,

short videos, and bill inserts.

Targeted Outreach Campaigns

RethinkWaste engage in specific, targeted behavior change campaigns, print, digital or social media marketing and advertising, updating and developing specific outreach collateral, community events, and any other avenues deemed appropriate. These single-subject campaigns will target single-family, multi-family, and commercial customers in the RethinkWaste service area. Program topics to be addressed in 2024-2026 include the following:

- **Proper Battery and Cell Phone Disposal -** RethinkWaste and Recology will do outreach and education on the proper handling of batteries for all residents and businesses with special focus on lithium-ion batteries, via targeted campaigns and through various channels including, but not limited to, bill inserts, seasonal advertising, newsletters, website (RethinkBatteries.org), digital marketing, and social media.
- **Language-specific outreach** – Outreach will be conducted in English, Spanish, and Chinese as appropriate, but targeted campaigns in specific languages will be considered depending on the goal of the campaign and needs in the community.
- **MFD residents emphasis** – Added focus on promoting proper sorting messages directly to MFD residents to increase diversion rates.
- **Shoreway Facility ownership** – Educate residents about their direct “ownership” of the Shoreway Environmental Center and individual stake they have as rate payers, either as a stand-alone campaign or incorporated into other campaigns. It is important



for residents and businesses to understand that the way they choose to dispose of items is directly tied to their bills and how the facility operates.

- **Refuse/Reduce/Reuse** – Focus on upstream thinking to reduce the need to think twice about how to dispose of an item. This campaign may include partnerships to encourage reusing and reducing materials through changing purchasing habits and refusing single-use items.
- **“Beyond the Cart” disposal options** – Educate residents and businesses about alternatives to disposal, which include donation, repair, and utilizing the Shoreway Public Recycling Center and Transfer Station.

ii. Tours Program/Shoreway Environmental Center Outreach

Shoreway Environmental Center Tours Program

The Shoreway Tours Program continues to offer both in-person and virtual tours of the Shoreway Environmental Center that covers firsthand what happens at the Materials Recovery Facility and Transfer Station, while also discussing the importance of the 4 Rs and proper sorting. RethinkWaste hosts three main types of tours: school groups, the general public and business/organizational groups.



Environmental Education Fellow Jayden Hanan leading an in-person business tour.

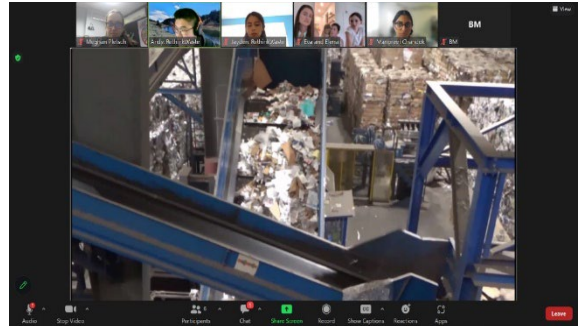
The Shoreway Tours Program will be promoted through various channels including emails, newsletters, flyers, the RethinkWaste website, social media, in-person tabling events and environmental education platforms.

RethinkWaste staff recruits tour participants by outreaching directly to partner organizations, schools, and individual educators. Underserved schools and campuses located in Member Agency jurisdictions with histories of low participation will be targeted in outreach campaigns.

To increase participation, RethinkWaste may do any of the following:

- Direct outreach to district staff through drop-ins, mailers and email blasts
- Host or participate in community, informational, or green team-related events on school sites located near or in underserved communities to promote educational programs

RethinkWaste uses a survey that is shared with visitors after the conclusion of tours. The feedback gathered from the surveys is analyzed, considered, and often implemented by staff in periodic updates to the tour processes and procedures. The Tours Program is updated at least once annually from tour feedback and/or identified need for new procedures or resolving challenges. With the growth of the Tours Program, new tour formats have been implemented such as a split tour format to accommodate larger groups of visitors.



Environmental Education Fellow Andy Zhang hosting a virtual public tour.

Tours Exhibits and Education Materials

RethinkWaste will update and develop materials to promote the programs and services available at the Shoreway Environmental Center. Currently, RethinkWaste offers the following:

- Tours Program flyer to promote public, school and business tours
- Public information brochure
- Teaching tools, lesson booklets and interactive sorting activities

The hallway leading to the Rethinker Room contains a mural depicting a map of the service area and important locations such as Shoreway, Ox Mountain Landfill and closed landfills, a question-and-answer game, and video display screens. RethinkWaste will consider the following potential updates to the space:

- Creating new videos of where landfilled and compostable waste goes after it exits the transfer station.

iii. Schools Outreach

School Educational Materials

RethinkWaste will offer the following no-cost educational materials to support educators, school administrators, and students:

- RethinkWaste Lesson Booklet, including 10 original activities
- Original games, such as Waste Pictionary and Waste I-Spy
- Introductory program, musical, and refresher education videos
- Slide decks for presentations and trainings
- Bin sorting signage and posters
- Resource guides with tips about the 4 Rs, green team training procedures and suggestions, ideas for student engagement
- Informational sheets with overviews of Shoreway Tours Program, school compost giveaway, and Shoreway Environmental Center services

RethinkWaste Lesson Booklet

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[Prefer to listen? Click here for audio!](#)

Green Team and Custodial Support and Recognition

RethinkWaste staff will provide support to campus Green Teams and custodians, including:

- Hosting workshops for custodial staff regarding proper sorting practices and/or bin system maintenance, collect feedback and best practices, and to better understand how to provide necessary assistance.
- Conducting presentations, providing equipment, offering informational resources, and facilitating opportunities for networking and shared learning among Green Teams and student environmental clubs.



Students from San Carlos's Central Middle School's Environmental Club presenting at the Green Teams Celebration Event in May 2023.

RethinkWaste will offer support, events, incentives, and/or provide recognition to Green Teams and custodians to recognize their hard work and encourage continued positive behavior.

In-Schools Program

The In-Schools Program will provide waste infrastructure, equipment, faculty training, technical support, and environmental education to drive participation and waste diversion. Priority will be given to public elementary schools, but support may be offered to private elementary schools or public secondary schools.

RethinkWaste staff will work with school administrators to identify the specific needs of each campus and build individualized action plans that include recommendations for waste management bins and infrastructure (signage, liquid buckets, food share tables, etc...). This will be paired with student and staff education, such as presentations and assemblies, supporting green teams, bin monitoring during lunch periods, lesson plans, activities, and videos.

All curricula will be tailored to each class's specific educational needs, and staff will utilize and build on alternative learning resources for schools. RethinkWaste will reach additional audiences through tabling events and other school-based functions.

The In-Schools Program coordinates with important partner organizations with similar organizational priorities, such as Recology, San Mateo County Office of Sustainability, San Mateo County Office of Education, and San Mateo County Environmental Health Services to standardize policies, adjust service levels, develop complementary curriculum development and presentations, support food share table programs, assist with school gardens and worm composting, and recognize school champions.



RethinkWaste staff, Andy Zhang and Reyna Oceguera, bin monitoring at College Park Elementary in San Mateo.

Community Partnerships

RethinkWaste will actively participate in the San Mateo County Zero Waste Education Alliance (ZWEA) and Community Based Environmental Education Partner (CBEEP) Network to encourage joint efforts with local environmental education partners across San Mateo County.

RethinkWaste will participate in outreach events hosted by CBEEP to connect with teachers and administrators and promote program offerings. As a community partner, RethinkWaste will also provide tours and presentations for San Mateo County Office of Education's Environmental Solutionary Teacher Fellowship Program and support the San Mateo County Office of Sustainability's Youth Climate Action annual programming to mentor and assist students working on waste-related projects.

Student Contests

RethinkWaste will host two annual contests for students and/or classrooms in the service area. In the spring, the Trash to Art Contest will challenge individual students and class groups to create art pieces from items that are normally recycled or thrown away. In the fall, the Poster Contest will invite students to conceptualize and illustrate based on a theme related to the 4 Rs. Winners will be awarded prizes and recognized at RethinkWaste events and at their home city council meetings. The Poster Contest winner(s) also get their art featured on the side of a Recology truck.



Belmont City Council recognizes a 2023 Trash to Art Contest Winner at a City Council Meeting.

RethinkWaste will increase contest participation through outreach, especially encouraging students from socioeconomically disadvantaged communities to participate by:

- Translating contest flyers
- Distributing contest flyers via email and directly to Member Agency recreation centers, libraries, and businesses for promotion
- Sharing flyers with school and district administrators, teachers, and green team leads
- Requesting Member Agency staff and partner organizations such as the San Mateo County Office of Education to include in their media sources

D. Monitoring and Evaluation and Equity

For each program, RethinkWaste will use data to measure success utilizing the following metrics: service levels, disposal numbers, contamination rates, etc. and compare to previous years.

RethinkWaste will also use anecdotal information and surveys to improve programs.

RethinkWaste will complete racial equity scans to analyze the equity impacts of proposed projects, policies and programs.

2. Recycling Technical Assistance Section

Recology's team of Waste Zero Specialists (Recology Waste Zero) will support the success of the recycle, compost, and solid waste programs through comprehensive education and outreach and assist Member Agencies to meet State diversion mandates, drive clean material diversion to the Shoreway Environmental Center by implementing new recycling and compost programs, and inspire lasting behavior change among customers.

Recology Waste Zero will deliver educational presentations in classrooms, lead hands-on trainings for restaurant and janitorial staff, and facilitate discussions in office environments. These services might include recycling games, waste sorting demonstrations, and more formal presentations related to resource recovery and waste reduction.

Recology will provide the following outreach tools and technical assistance approaches to new and existing customers:

- MFD Toolkits
- Commercial Starter Kits
- Presentations & Trainings
- On-site Meetings & Walk-throughs
- Door to Door Outreach
- Community Tabling Events
- Waste Audits
- Contamination Site Checks
- Cost Analysis Proposals
- Diversion Analysis Reporting

A. MFD Sector Public Education & Technical Assistance

Recology Waste Zero will partner with MFD property managers to provide extensive assistance and resources, including diversion consultations, best practices on source reduction, onsite meetings and walkthroughs, presentations, and distribution of materials included in the MFD Toolkits.

i. MFD Toolkit

Recology Waste Zero will offer the following resources to property managers and residents through door-to-door deliveries to connect with residents and engage in real-time questions and answers.

The following resources and tools will be provided to MFD customers:

- Recology Commercial Brochure
- Recycling Buddy Bags & Insert
- Kitchen Pails & Insert
- Compost Flyer
- Compost Doorhangers
- Proper Sorting Doorhangers
- SB 1383 MFD Brochure
- Battery Buckets & Flyer
- MFD Service Guide
- Property Manager Guide
- Move In / Move Out Flyers
- Program Signage & Posters

ii. Evening Presentations and Weekend Tabling

Recology Waste Zero will attend tabling events and HOA meetings to present on topics including SB 1383, existing status of solid waste collection programs, and recommendations for increased diversion and maximize resident participation, and introduce new programs, like organics and/or MFD Battery Bucket(s) collection.

Recology Waste Zero will coordinate with property managers for complex-hosted weekend events to educate residents on programs, answer questions, and provide MFD materials.



Waste Zero Specialist Jennifer Hannan with residents of Lighthouse Cove HOA during a weekend tabling event promoting the new compost program.

B. Commercial Sector Public Education & Technical Assistance

The commercial sector has a wide array of business types ranging from tech firms to small local businesses. Regardless of their size or unique characteristics, Recology will provide complimentary Starter Kits to new and existing accounts in order to equip and prepare customers to properly sort accepted materials for each commodity. Recology Waste Zero will provide support to commercial generators with internal container placement to align with AB 827 and ensure maximum diversion.

i. Starter Kit

The following resources and tools will be provided to commercial customers:

- Recology Commercial Brochure
- SB 1383 Brochure – Businesses
- Green & Blue “Slim Jim” Internal Containers
- Green & Blue Deskside Internal Containers
- Cardboard Deskside Internal Containers
- Landfill, Recycle, and Compost Program Posters – 8.5 X 11
- Landfill, Recycle, and Compost Program Posters – 10 X 12
- Landfill, Recycle, and Compost Program Stickers – 4.5 X 9
- Paper Towel Only Stickers

ii. In-Person Trainings and Training Videos

Recology Waste Zero will lead hands-on trainings that are tailored to targeted audiences based on business type, to review specific materials generated at that business. This allows Recology Waste Zero to review the materials that employees routinely encounter. These stakeholders include food service employees, janitorial staff and custodial services, members of churches, hospital staff, hospitality, retail/service stores within shopping malls, and offices. Recology will offer trainings in multiple languages.



Waste Zero Specialist Alex Rinear and Gabriela Navarro conduct a training for manufacturing staff in their warehouse in Burlingame.

If an onsite training is not available, Recology Waste Zero offers a training video that is available in both English and Spanish and can be accessed on the website.

iii. In-Person and Virtual Presentations

Recology Waste Zero will provide more in-depth educational presentations for customers about proper sorting practices, what happens to materials after collection, and source reduction. Presentations may also include viewing compost and recycle processing videos and an interactive sorting game. Presentations are typically provided in a PowerPoint format for larger audiences and have a longer duration than a training to allow more time to facilitate discussion and space for Q&A.



Waste Zero Specialists Alex Rinear and Jennifer Hannan conduct a presentation for Illumina employees at their Foster City campus.

C. **Private School and Preschool / Childcare Facility Education & Technical Assistance**

Recology Waste Zero will work directly with private schools and preschools to provide internal containers, signage, on-site and virtual presentations for assemblies and in-classroom lectures.

Recology Waste Zero will lead hands-on, activities tailored to a younger audience that educate on what materials belong in each bin, “What Goes Where,” landfill science, and source reduction. Recology



Waste Zero Specialists Heather Rockwood and Jennifer Hannan conduct school presentation in Menlo Park.

Waste Zero will also play a sorting game, perform the 5 Rs song and dance, and encourage students to sign a recycling pledge.

Recology Waste Zero will offer additional resources for students and teachers such as seed planting, waste zero coloring books, crossword searches and in-classroom guides on environmental curriculum called "Better at the Bin is Better for the Future."

Virtual classroom programming can be found on Recology's [website](#).



A page from the Better at the Bin is Better for the Future coloring book.

D. Community Events



Binny greets community members at a Touch-A-Truck event in Redwood City.

Recology will maintain a positive public interface throughout the communities within the RethinkWaste service area by participating in community events organized by Member Agencies, RethinkWaste, Chambers of Commerce, or local organizations such as music in the park concert series, farmers markets, City clean-ups, parades and Touch-a-Truck events.

While participating in tabling events, Recology Waste Zero will interact with residents by playing the sorting game, distribute kitchen pails and battery buckets, educate on the benefits of participating in the compost and recycle programs, and review best practices on sorting techniques. Informational flyers and brochures including residential service guides, Bulky Item Collection information, and Shoreway Environmental Center brochures will also be available.

E. General Audience Outreach

i. Website

Recology will maintain and update its [website](#) as a platform and resource for residents, property managers, and commercial business owners to find service and program information, confirm material acceptability, print guides and signage, find information about state legislation, and how to contact Recology Customer Service.

ii. Social Media

Recology Waste Zero will utilize social media platforms such as Facebook, Instagram, and Twitter to communicate important service updates, promote best practices, and stay connected with customers throughout the RethinkWaste service area.

F. New Developments

Recology Waste Zero, in collaboration with Recology's Operations Team, will work with Member Agency staff and land developments/contractors/owners to determine best service levels and container locations to promote seamless service and maximum diversion in new developments. Recology Waste Zero will continue to attend monthly meetings with Member Agency staff to remain informed of upcoming development projects. Recology Waste Zero will provide technical consultations to customers to guide the development of solid waste and recycling plans and to facilitate successful sorting and proper placement of solid waste to ensure safe and efficient collection by Recology drivers.