2010 ANNUAL REPORT

Rethinking Waste to Support Greener Communities

South Bayside Waste Management Authority

Simple. Smart. Green.
Innovative Recycling and Outreach Programs

Door-to-Door Household Hazardous Waste Collection

RethinkWaste launched a new Door-to-Door Household Hazardous Waste (HHW) collection program to many of its Member Agencies starting in May 2010. This easy-to-use program for single-family and multi-family residents promotes the safe and proper management of such items as paint, solvents, insecticides, cleaning products, fluorescent lamps, laptops, computers monitors, TVs and sharps. Residents simply contact At Your Door Special Collection (formerly known as Curbside, Inc.), the company contracted by RethinkWaste to provide the service, and schedule an appointment for the pick up of HHW materials from their home. The cities of Belmont, San Carlos and San Mateo, and the town of Hillsborough were the first to offer the program to their residents, followed by Menlo Park, the West Bay Sanitary District and East Palo Alto. Foster City will be starting the program in March 2011. Approximately 2,870 pick-ups were made from May through December 2010, resulting in an estimated 182,880 pounds of HHW material, 3,252 pounds of Universal Waste and 47,659 pounds of Electronic Scrap that were properly collected, recycled and disposed.

Curbside Battery Recycling

RethinkWaste has continued to operate one of the largest and most convenient curbside battery collection programs in the United States. A total of 53,000 pounds of batteries and cell phones were collected curbside from single-family residences in 2010, bringing the total amount collected and recycled to more than 182,000 pounds since the program was launched in October 2007.

Community Event Recycling

Member Agencies took advantage of RethinkWaste’s Special Events Recycling Trailer program to maximize diversion efforts at their community events in 2010. RethinkWaste recycling containers and staffing were provided to nearly 30 community events to promote recycling. These events generated 18,360 pounds of food scraps, 8,200 pounds of bottles and cans, and 19,430 pounds of cardboard and mixed paper.

Facebook

RethinkWaste launched its Facebook page in September 2010, using social media as one more way of informing its customers about the new residential and commercial Recycle, Compost and Garbage collection services starting next year. The page also provides important construction updates on the Shoreway Environmental Center, and other programs and general environmental and sustainability information. Follow RethinkWaste at www.facebook.com/rethinkwaste.

Recycling & Disposal Facts & Figures

- Approximately 91,000 tons of material collected from residents is currently recycled annually, with 75,000 tons of solid waste disposed.
- The commercial sector accounts for 64% of all solid waste disposed by the RethinkWaste Member Agencies.
- 44,000 tons of material collected from businesses is currently recycled annually, with 133,500 tons disposed.
- The Business Composting Program, fully implemented in 2005, contributes approximately 14,000 tons annually to the overall commercial diversion efforts.
- The RethinkWaste service area disposed of approximately 225,000 tons of solid waste in 2010.

Diversion in the residential and commercial sectors has remained relatively flat over the last 6 years. This is due in part to outdated programs and facilities, which have not kept up with the standards set by other Bay Area cities. RethinkWaste anticipates higher diversion starting in 2011 with the start of the new residential and commercial services, and the completion of the Shoreway Environmental Center.

To jump start the commercial recycling program, Recology San Mateo County took over Allied Waste of San Mateo County’s Commercial Recycling Program and staff. Recology launched its commercial blitz starting July 1, 2010 through December 31, 2010, focusing on getting business that were not recycling on board.

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Future Programs & Services

RethinkWaste Future Collection Services

RethinkWaste spent most of 2010 preparing for the transition to the future CartSMART and BizSMART weekly Recycle, Compost and Garbage collection services set to take place by January 1, 2011. This included preparation on behalf of RethinkWaste’s 12 Member Agencies for the transition from Allied Waste of San Mateo County as the franchised hauler and operator of the Shoreway Recycling and Transfer Station, to Recology San Mateo County as the franchised hauler and South Bay Recycling (SBR) as the facility operator upon the ending of Allied Waste’s contracts on December 31, 2010.

Cart Delivery

Recology San Mateo County delivered nearly 440,000 new wheeled carts between August and December of 2010 to the 92,000 homes and 10,000 businesses that make up the RethinkWaste Service Area. Recology was back out in December delivering two-gallon kitchen pails to residents for in-home use in preparation for the launch of the food scraps collection program.

CartSMART “Soft Launch”

So that residents would not have to store the new wheeled carts until the official start in January 2011, RethinkWaste, Recology and Allied Waste negotiated a plan for a “soft launch” of the new services that enabled residents to use the carts as soon as they received them, with Allied Waste providing the service. This meant that, with residents could take advantage of the single-stream recycling right away, however, both the recycling and yard trimmings stayed on an every other week collection schedule. In addition, food scraps could not be added until January. Recology concluded its cart delivery to residents on December 16.

Public Outreach & Education

RethinkWaste and Recology also launched an extensive public outreach and education campaign on the new services that included information sent to homes and delivered with the carts and kitchen pails, instructional videos, movie theater and TV commercials, bus signs and bus shelter ads, banners in downtown areas and print advertising, among others. Community meetings were also held in each Member Agency in advance of the cart delivery to provide information on CartSMART and answer residents’ questions.

In addition, RethinkWaste developed an engaging grassroots effort through the creation of its Green Team Block Leader community program. Volunteers were recruited from throughout the service area to become the CartSMART experts in their neighborhoods and to help get the word out about the new services and build excitement. RethinkWaste staff conducted six two-hour trainings between August and November 2010, ultimately training approximately 120 volunteers. Representatives from RethinkWaste and Recology were also at over 100 community events, meetings and presentation to help spread the word about the changes to the services.

Shoreway Environmental Center

The rollout of the CartSMART and BizSMART services includes the transformation of Shoreway Recycling and Transfer Station in San Carlos into the future Shoreway Environmental Center. The Shoreway Facility, which is owned by RethinkWaste, is currently undergoing $47 million in capital improvements that was started in November 2009.

Construction continued in 2010 on the new 70,200-square-foot Materials Recovery Facility (MRF) where the recyclables from RethinkWaste’s residential and commercial customers will be processed once construction is completed. The new MRF will house state-of-the-art recycling processing equipment designed specifically to handle single stream (commingled) recyclables from the new collection services program.

The new MRF replaces the previously existing 48,000-square-foot facility that was outdated. The new MRF is expected to be fully operational in April 2011. RethinkWaste also began the expansion of the existing 62,000-square-foot transfer station by an additional 14,780 square feet to increase unloading space for public customers and allow for more recovery of recyclables.

Other key features of the future facility include a relocated Public Recycling Center, which includes a buy-back and free recycling drop-off center, major traffic improvements, “Green Building” features and a new environmental education center. All construction activity is expected to be completed in late spring 2011.

Visit www.RethinkWaste.org for updates on the new programs and services.
Fiscal Year 2011 RethinkWaste Operating Budget

Each year, the RethinkWaste Board of Directors approves a budget which includes revenues, expenditures and budget reserves. Sources of revenue include tipping fees charged at the Shoreway Recycling and Disposal Center, the sale of recyclable commodities and investment income. These revenue sources fund program expenditures related to administration, franchise contract compliance and support, recycling programs, Shoreway operations (includes our contractor’s operating budget), and capital improvements. The adopted, revised mid-year FY 2010-11 budget was for $41.1 million in revenues and expenditures of $40.8 million; these figures are exclusive of capital expenditures.

RethinkWaste continues to be a non-PERs agency, with no long-term pension obligations. This results in the cost-effective delivery of the agency’s services using a quasi public/private business model.

Simple. Smart. Green.

RethinkWaste designs and implements sustainable waste reduction, recycling and facility operations services to achieve our Member Agencies environmental goals and requirements.

About RethinkWaste

RethinkWaste is a joint powers authority in San Mateo County managing the collection and processing of garbage, recyclables and organic materials for the cities of Belmont, Burlingame, East Palo Alto, Foster City, Menlo Park, Redwood City, San Carlos and San Mateo; the towns of Atherton and Hillsborough, the County of San Mateo and the West Bay Sanitary District. Our Member Agencies hold individual franchise agreements with the franchised hauler for the collection of recyclables, compost and garbage. RethinkWaste also contracts out the day-to-day operations of the Shoreway Environmental Center.

Our Strategic Priorities

- Provide strategic oversight and direction to the environmental services companies that collect, process, recycle and dispose of residuals for the Member Agencies.
- Ensure contractors’ and RethinkWaste programs are managed cost effectively for the ratepayers with performance metrics for all programs.
- Deliver strategic oversight and management of the Shoreway Environmental Center to meet financial, operational, and environmental goals.
- Ensure compliance with environmental regulations governing the collection and processing of recyclables and organic materials and meet or exceed diversion goals.
- Anticipate trends and implement innovative solutions for waste reduction, recycling and facility operations services.
- Monitor and assess contractor performance so that customer satisfaction and service delivery meets or exceeds contractual requirements.
- Adhere to best practices in office operations, operational infrastructure, procurement, human resource, IT and governance.
- Support RethinkWaste programs and policies through relevant outreach, education, and focused communication.

For more information on RethinkWaste’s vision, and key initiatives and milestones through 2010, visit http://www.rethinkwaste.org/about/history-and-mission.
Our Mission

RethinkWaste designs and implements sustainable waste reduction, recycling and facility operations services to achieve our member agencies environmental goals and requirements.