35 Years of Rethinking Waste to Support Our Communities’ Environmental and Economic Goals

2017
ANNUAL
REPORT

Rethink waste
South Bayside Waste Management Authority
A Public Agency
Overview

A Message from Our Executive Director, Joe La Mariana

2017 marks the 35th anniversary of the founding of the South Bayside Waste Management Agency, also known as RethinkWaste. As we reflect on 2017, the residents and businesses of RethinkWaste continue on the path to help advance the programs and facilities that serve this community. From tours of the Shoreway Environmental Center and participation at annual events and school contests, to continued uptick in diversion rates, we continue to see commitments to a more sustainable community.

2017 was quite a year, which saw RethinkWaste recover from a catastrophic facility fire in September 2016 (thankfully with no injuries), secure approval of a model re-stated and amended Franchise Agreement with Recology San Mateo County (Recology) and create a fellowship program to commit to two significant long-range plan components.

We started 2017 with the Shoreway Environmental Center coming back into operation in January and public and school facility tours returning a month later. Many structural and fire suppression enhancements were made to the Materials Recovery Facility (MRF), including installation of new handheld fire extinguishers, new water-drops with hose reels and building sprinkler systems to where materials are stored. We also held a battery summit to lead the discussion about safer practices and more disposal options for batteries.

From January-May, staff, Recology and the Franchise Agreement Negotiations Committee (FAX) worked on developing a model franchise agreement for Member Agencies that was adopted by the Agency’s Board of Directors in June. As of this writing, ten of the Agency’s 12 member agencies have formally approved their individual franchise agreements with Recology which formally satisfies section 7.1.1. of the Joint Powers Agreement which means this agreement is fully binding through 2034. The leg work for this required much collaboration and we are thankful to all involved for their time and commitment to making it all come together.

We also started work on two Long Range Plan components that included the hiring of four limited-term fellows in the fall of 2017 to support the environmental education in school pilot program and the public spaces pilot program.

In the midst of this, the Board also approved a re-fresh of the RethinkWaste’s San Carlos’ offices (front office pictured below) that focused on re-used and sustainable materials, local service providers, as well as creating an improved office layout to accommodate the four Long Range Plan Fellows and installing a kitchen.

All these successes and accomplishments would not have been achievable without the dedication, commitment and support of our Member Agencies and our highly-valued contractors – Recology and South Bay Recycling. We are also grateful to staff who carry out our mission, to our Board that provides sound fiscal oversight, and to the community we serve for their participation. We thank all for your continued support!
About RethinkWaste

Who We Are

RethinkWaste is a joint powers authority of 12 member agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, County of San Mateo and West Bay Sanitary District) in San Mateo County, California. RethinkWaste owns the Shoreway Environmental Center, which receives all the recyclables, organic materials and solid waste collected in its service area.

RethinkWaste is an industry and state-wide leader in the delivery of innovative waste reduction and recycling programs while providing strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for the 12 Member Agencies. RethinkWaste, also known as the South Bayside Waste Management Authority (SBWMA), was formed in 1982.

Our Mission

To cost effectively design, implement and manage innovative waste reduction and recycling programs and facility infrastructure that fulfills our fiduciary responsibilities to our Member Agencies while achieving community environmental and economic goals.

Our Core Values

1. Implementing waste reduction, recycling and environmental education programs is paramount to achieving a greater resource conservation ethic and sustainable communities.
2. Delivering high quality, and cost-effective resources and services for our customers, and contractors (i.e., vendors and service providers).
3. Providing sound environmental policies and practices for our member agency communities.
4. Conducting long-term planning for waste reduction and recycling programs and facility infrastructure is fundamental to achieving our mission.
5. Facilitating excellent communication, collaboration and cooperation among all our stakeholders produces the best long-term results.

Our Member Agencies
Residents in the RethinkWaste service area continue to embrace the weekly Recycle, Compost and Garbage collection programs. While the measured residential diversion rates have leveled off since the inception of this program in 2011, residents continue to use their carts and in 2017 there was a significant increase in organic tons collected compared to 2016.

The measured diversion rates are calculated by comparing the amount of materials collected by Recology that were recycled or processed as compost versus those that were sent to the landfill for disposal.
Collection & Diversion

Commercial Program Overview

Businesses and multi-family complexes in the RethinkWaste service area continue to divert more materials away from landfill incrementally each year now. With the passage of AB 341 (Mandatory Commercial Recycling) and AB 1826 (Mandatory Organics Recycling) in full implementation, RethinkWaste continues to work in partnership with Recology to further increase commercial waste diversion.
RethinkWaste owns the 16-acre Shoreway Environmental Center, a LEED® Gold certified facility, which has proven itself to be integral to the success of the collection services and a valuable asset not only to the RethinkWaste Member Agencies, but to the entire region. As shown in the photo below, almost 3,000 photo voltaic panels provides this hardworking site with clean, green energy for about half of its total daily power needs. This was the single largest solar project in San Mateo County when installed in 2010.

The Shoreway Environmental Center receives all the residential and commercial recyclables, organic materials and solid waste collected in the service area by Recology San Mateo County. Each year, almost 500,000 tons of solid waste materials are handled on this site making it one of the largest facilities in Northern California. The facility is operated by South Bay Recycling on the Authority’s behalf.

*MRF tonnage impacted by 2016 Shoreway fire. See page one for more information.
Schools & Tours Program

The School Group and Public Tour Program at the Shoreway Environmental Education Center continues to be popular with the RethinkWaste service area community and beyond. In 2017, we hosted over 6,400 visitors on 252 tours, including 152 school groups and 63 public tours. Over 71% of our visitors came through the school program with over 4,600 students, teachers and chaperones.

Since the program’s inception in January 2012, RethinkWaste has hosted more than 33,000 visitors at the Shoreway Environmental Center. Tour participants learn about what happens to their recyclables, organics and garbage once it leaves their homes and businesses.

The September 7, 2016 fire at the Shoreway facility resulted in 13 additional tour cancellations in January 2017. Consequently, staff gave 12 classroom presentations to 365 3rd-5th grade students in the RethinkWaste service area in January. The presentations addressed resource conservation practices and provided topic-specific instruction about the 4Rs (reduce, reuse, recycle, and rot/composting).

2017 Environmental Education Accomplishments

<table>
<thead>
<tr>
<th>252 Tours (School &amp; Public)</th>
<th>6,430 Visitors</th>
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<tbody>
<tr>
<td>12 Classroom Presentations</td>
<td>365 students</td>
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<tr>
<td>80 No-Cost Buses to 3rd-5th grade classes</td>
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<tr>
<td>195 cubic yards of free compost delivered to school and community gardens</td>
<td>2,320 participants</td>
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Community Events & Activities

Trash-to-Art Contest
Our fifth annual Trash-to-Art contest was open in the spring to all 3rd to 5th grade classes and individuals in the RethinkWaste service area. The contest encouraged students to turn normally discarded items into a piece of art. A total of 26 art pieces were received and displayed at our annual Earth Day event.

Earth Day @ Shoreway
Over 300 people attended the 6th annual Earth Day @ Shoreway event. We had a dozen informational booths, music, arts and crafts, a puppet show, tours, free compost, and recognition of Trash-to-Art Contest winners.

America Recycles Day
The third annual America Recycles Day was held at the Shoreway Environmental Center on November 18. We had over 70 participants that took tours of the Transfer Station and MRF, shredded their documents, took facility tours, met local vendors, enjoyed crafts and honored our winners of our Poster Contest.

Poster Contest
Our fourth annual poster contest held in the Fall to commemorate America Recycles Day was open to 3rd-5th grade students with the theme “RethinkWaste – Reuse World!” 84 posters were received with the winning artwork prominently displayed on a Recology recycling truck that runs through the winning artist’s City.
Board Highlights

Board of Directors

Our 12-member Board includes an elected representative from each of our twelve Member Agencies. Each SBWMA Member Agency selects its representative to serve on the Board of Directors.

Bill Widmer
ATHERTON
Council Member

Davina Hurt
BELMONT
Council Member

Michael Brownrigg
BURLINGAME
Vice Mayor

Donna Rutherford
EAST PALO ALTO
Council Member

Charlie Bronitsky, Vice Chair
FOSTER CITY
Mayor

Jay Benton
HILLSBOROUGH
Council Member

Catherine Carlton
MENLO PARK
Council Member

Alicia Aguirre
REDWOOD CITY
Council Member

Bob Grassilli, Chair
SAN CARLOS
Mayor

Rick Bonilla
SAN MATEO
Deputy Mayor

Warren Slocum
COUNTY OF SAN MATEO
Supervisor

Fran Dehn
WEST BAY SANITARY DISTRICT
Secretary, Board of Directors
Board Highlights

Board Meeting Highlights

**January 2017**

Annual Financial Audit completed and mid-year budget was favorable.

Recology Franchise Agreement Extension Discussion continues with an emphasis on Member Agency input on both current and future services, and projected growth in our communities.

**February 2017**

The SBWMA entered into a 5-year lease with the City of San Carlos for Administrative Offices Space at the San Carlos Library.

**March 2017**

Board Approves the Executive Director’s Assessment and Recommendations of SBWMA Staffing and Operations

**April 2017**

Board approves a contract to replace the transfer station conveyor.

**May 2017**

Board approves the FY 17/18 SBWMA Operations Budget.

Board takes a position to support important California state legislation, including: AB 1158 (California Carpet Stewardship Act of 2017), AB 1219 (California Good Samaritan Food Donation Act), AB 954 (Food Waste Reduction), AB 1288 (Tip Fee Reform), AB 1036 (Composting Goal Adjustments Between State Agencies), AB 1594 (Ocean Plastic Takeout Food Packaging), and SB 705 (Sustainable Takeout Food Packaging).

**June 2017**

Board approves the Proposed Model Recology Franchise Agreement Extension and Compensation Package Details.

SBWMA enters into three-year contracts with Aaronson, Dickerson, Cohn and Lanzone for Legal Services and DTE Networks for IT Services. SBWMA also enters into one-year contract with Tanner Pacific for Construction Management Services.

**September 2017**

Board approves the 2018 Recology San Mateo County and South Bay Recycling Compensation Applications.

Board approves Organics Processing Contract with Republic Services at Newby Island.

**November 2017**

Board approves tipping fee increases effective January 1, 2018.

Board approves Memorandum of Understanding with the City of San Leandro and East Bay Municipal Utility District regarding the Organic Waste Conversion Project.

Board approves the first amendment to the Executive Director’s Employment Agreement.
Fiscal Year 2017-18 Budget

Each year, the RethinkWaste Board of Directors approves an agency-wide operating budget which includes revenues, expenditures and budget reserves. Sources of revenue include tipping fees charged at the Shoreway Environmental 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 17/18 budget was for $49.1 million in revenues and expenditures of $47.6 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.