



QUARTERLY REPORT TO THE SBWMA
FOR 3rd Quarter 2011

Submitted October 30, 2011



October 30, 2011

Kevin McCarthy
Executive Director
SBWMA/RethinkWaste
610 Elm Street, Suite 202
San Carlos, CA 94070

Dear Mr. McCarthy:

Enclosed is a copy of the Recology 3rd Quarter 2011 report to the SBWMA. Recology will send electronic copies to each jurisdiction.

In accordance with the requirements of Section 9.04 B of the Agreement, the undersigned hereby certifies, under penalty of perjury, that the report submitted herewith is true and correct to the best knowledge of the undersigned after reasonable inquiry.

If you should have any questions or require additional information, please call me at (650) 598-8243.

Sincerely,

A handwritten signature in blue ink that reads 'Mario Puccinelli'.

Mario Puccinelli
General Manager

cc: Cliff Feldman
Marshall Moran



RECOLOGY SAN MATEO COUNTY

QUARTERLY REPORT TO THE SBWMA

**For
3rd Quarter 2011**

**Submitted
October 30, 2011**



3rd QUARTER 2011 REPORT

TABLE OF CONTENTS

	Page
A. Definitions	ii - iii
B. Summary	iv
C. Tonnage Summary	1 - 14
D. Inquiry, Service Request and Complaint Data	15
E. Call Center Data and Quality Assurance Calls Made	16
F. On-Site Customer Assessments, Visual Audits, and Recycling Tote-Bag Delivery Information	17
G. Liquidated Damages Summary	18 - 23
H. Performance Incentives and Disincentives	24 - 28
I. Summary Assessment	29 - 31
J. Commercial Recycling Promotion Program Status Report	32 - 38
K. 2012 Public Education Plan	39 - 56



3rd QUARTER 2011 REPORT

DEFINITIONS OF WASTE TYPES INCLUDED ON THE TONNAGE SUMMARY REPORT

Commercial Solid Waste – Franchised solid waste collected from businesses, agency facilities, venues and events and multi-family dwellings not coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Commercial Recycling – Franchised recyclable materials collected from businesses, agency facilities, venues and events and multi-family dwellings not coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Commercial Organics – Franchised organic materials collected from businesses, agency facilities, venues and events and multi-family dwellings not coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

MFD Solid Waste – Franchised solid waste collected from multi-family dwellings coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

MFD Recycling – Franchised recyclable materials collected from multi-family dwellings coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

MFD Organics – Franchised organic materials collected from multi-family dwellings coded as apartments delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Roll-Off Solid Waste – Franchised solid waste collected in drop boxes or compactors, serviced by drop box collection vehicles, delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Roll-Off Recycling – Franchised recyclable materials collected in drop boxes or compactors, serviced by drop box collection vehicles, delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Roll-Off Organics – Franchised organic materials collected in drop boxes or compactors, serviced by drop box collection vehicles, delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Residential Solid Waste – Franchised solid waste collected from single-family dwellings delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Residential Recycling – Franchised recyclable materials collected from single-family dwellings delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.

Residential Organics – Franchised organic materials collected from single-family dwellings delivered to the Shoreway Recycling and Disposal Center. Source data is inbound tonnage data provided to Recology by the operator of the Shoreway Recycling and Disposal Center.



3rd QUARTER 2011 REPORT

SUMMARY

Total commercial solid waste tonnage collected:	31,068.22
Total commercial recyclables tonnage collected:	6,097.49
Total commercial organics tonnage collected:	4,760.56
Total residential solid waste tonnage collected:	15,239.80
Total residential recyclables tonnage collected:	9,793.05
Total residential organics tonnage collected:	18,803.43
Overall Calculated Diversion rate:	44.19%
Commercial Diversion rate:	25.01%
Residential Diversion rate:	62.53%
Number of inquiries, service requests and complaints received:	1,145
Number of Customer Service calls received:	54,798
Average Hold Time for Customer Service calls:	21.51 seconds
On-site customer assessments and visual audits conducted:	201
Quality Assurance Program contact calls initiated:	638

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
ATHERTON														
Commercial														
Commercial Solid Waste	RSMC	71.98	50.27	47.99	170.24			5.17	175.41					
Commercial Recycling	RSMC	11.02	11.75	17.33	40.10	4.20%	3.54%	(1.42)	38.68					
Commercial Organics	RSMC	66.63	30.76	33.12	130.51	3.10%, 2.70	2.88%	(3.75)	126.76					
Subtotal - Disposed		71.98	50.27	47.99	170.24			5.17	175.41					
Subtotal - Diverted		77.65	42.51	50.45	170.61			(5.17)	165.44	48.54%				
MFD														
MFD Solid Waste	RSMC	0.12	0.00	0.00	0.12			0.00	0.12					
MFD Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
MFD Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.12	0.00	0.00	0.12			0.00	0.12					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Roll-Off														
Roll-Off Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
Roll-Off Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Residential														
Residential Solid Waste	RSMC	139.20	163.84	148.27	451.31			77.97	529.28					
Residential Curbside Recycling	RSMC	95.65	107.68	109.36	312.69	6.20%	6.15%	(19.25)	293.44					
Residential Curbside Organics	RSMC	585.50	663.09	645.88	1,894.47	3.10%	3.10%	(58.73)	1,835.74					
Subtotal - Disposed		139.20	163.84	148.27	451.31			77.97	529.28					
Subtotal - Diverted		681.15	770.77	755.24	2,207.16			(77.97)	2,129.19	80.09%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		211.30	214.11	196.26	621.67			83.15	704.82		704.82	529.28	175.53	704.82
Total Diverted		758.80	813.28	805.69	2,377.77			(83.15)	2,294.62		2,294.62	2,129.19	165.44	2,294.62
Total Diversion Rate		78.22%	79.16%	80.41%	79.27%				76.50%		76.50%	80.09%	48.52%	76.50%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminat ion Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
BELMONT														
Commercial														
Commercial Solid Waste	RSMC	255.09	280.27	261.56	796.92			10.89	807.81					
Commercial Recycling	RSMC	50.47	60.36	59.04	169.87	4.20%	4.20%	(7.13)	162.74					
Commercial Organics	RSMC	36.84	47.83	39.08	123.75	3.10%, 2.70	3.04%	(3.76)	119.99					
Subtotal - Disposed		255.09	280.27	261.56	796.92			10.89	807.81					
Subtotal - Diverted		87.31	108.19	98.12	293.62			(10.89)	282.73	25.93%				
MFD														
MFD Solid Waste	RSMC	128.23	138.10	136.35	402.68			3.53	406.21					
MFD Recycling	RSMC	23.03	28.75	30.21	81.99	4.20%	4.20%	(3.44)	78.55					
MFD Organics	RSMC	0.83	0.97	1.11	2.91	3.10%, 2.70	3.10%	(0.09)	2.82					
Subtotal - Disposed		128.23	138.10	136.35	402.68			3.53	406.21					
Subtotal - Diverted		23.86	29.72	31.32	84.90			(3.53)	81.37	16.69%				
Roll-Off														
Roll-Off Solid Waste	RSMC	43.82	38.38	49.45	131.65			0.02	131.67					
Roll-Off Recycling	RSMC	0.00	0.00	0.41	0.41	4.20%	4.20%	(0.02)	0.39					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		43.82	38.38	49.45	131.65			0.02	131.67					
Subtotal - Diverted		0.00	0.00	0.41	0.41			(0.02)	0.39	0.30%				
Residential														
Residential Solid Waste	RSMC	278.22	292.81	287.89	858.92			74.48	933.40					
Residential Curbside Recycling	RSMC	218.82	233.26	241.78	693.86	6.20%	6.14%	(42.59)	651.27					
Residential Curbside Organics	RSMC	334.56	356.25	338.03	1,028.84	3.10%	3.10%	(31.89)	996.95					
Subtotal - Disposed		278.22	292.81	287.89	858.92			74.48	933.40					
Subtotal - Diverted		553.38	589.51	579.81	1,722.70			(74.48)	1,648.22	63.84%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		705.36	749.56	735.25	2,190.17			88.93	2,279.10		2,279.10	933.40	1,345.69	2,279.10
Total Diverted		664.55	727.42	709.66	2,101.63			(88.93)	2,012.70		2,012.70	1,648.22	364.49	2,012.70
Total Diversion Rate		48.51%	49.25%	49.11%	48.97%				46.90%		46.90%	63.84%	21.31%	46.90%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contamination Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
BURLINGAME														
Commercial														
Commercial Solid Waste	RSMC	779.28	911.97	814.15	2,505.40			39.85	2,545.25					
Commercial Recycling	RSMC	206.90	265.29	267.53	739.72	4.20%	3.00%	(22.19)	717.53					
Commercial Organics	RSMC	214.72	197.70	173.82	586.24	3.10%, 2.70	3.01%	(17.66)	568.58					
Subtotal - Disposed		779.28	911.97	814.15	2,505.40			39.85	2,545.25					
Subtotal - Diverted		421.62	462.99	441.35	1,325.96			(39.85)	1,286.11	33.57%				
MFD														
MFD Solid Waste	RSMC	177.48	185.25	175.12	537.85			5.20	543.05					
MFD Recycling	RSMC	34.54	42.05	40.10	116.69	4.20%	4.20%	(4.90)	111.79					
MFD Organics	RSMC	3.09	3.15	3.33	9.57	3.10%, 2.70	3.10%	(0.30)	9.27					
Subtotal - Disposed		177.48	185.25	175.12	537.85			5.20	543.05					
Subtotal - Diverted		37.63	45.20	43.43	126.26			(5.20)	121.06	18.23%				
Roll-Off														
Roll-Off Solid Waste	RSMC	742.17	664.11	389.53	1,795.81			16.82	1,812.63					
Roll-Off Recycling	RSMC	9.07	10.48	10.04	29.59	4.20%	3.01%	(0.89)	28.70					
Roll-Off Organics	RSMC	37.14	151.85	334.91	523.90	3.10%, 2.70	3.04%	(15.93)	507.97					
Subtotal - Disposed		742.17	664.11	389.53	1,795.81			16.82	1,812.63					
Subtotal - Diverted		46.21	162.33	344.95	553.49			(16.82)	536.67	22.84%				
Residential														
Residential Solid Waste	RSMC	295.46	346.49	305.87	947.82			83.72	1,031.54					
Residential Curbside Recycling	RSMC	216.99	256.49	241.71	715.19	6.20%	6.16%	(44.05)	671.14					
Residential Curbside Organics	RSMC	413.30	450.78	415.55	1,279.63	3.10%	3.10%	(39.67)	1,239.96					
Subtotal - Disposed		295.46	346.49	305.87	947.82			83.72	1,031.54					
Subtotal - Diverted		630.29	707.27	657.26	1,994.82			(83.72)	1,911.10	64.95%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		1,994.39	2,107.82	1,684.67	5,786.88			145.58	5,932.46		5,932.46	1,031.54	4,900.92	5,932.46
Total Diverted		1,135.75	1,377.79	1,486.99	4,000.53			(145.58)	3,854.95		3,854.95	1,911.10	1,943.85	3,854.95
Total Diversion Rate		36.28%	39.53%	46.88%	40.87%				39.39%		39.39%	64.95%	28.40%	39.39%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
EAST PALO ALTO														
Commercial														
Commercial Solid Waste	RSMC	154.53	158.06	152.27	464.86			6.71	471.57					
Commercial Recycling	RSMC	36.56	55.04	41.46	133.06	4.20%	2.99%	(3.98)	129.08					
Commercial Organics	RSMC	24.88	32.60	33.19	90.67	3.10%, 2.70	3.00%	(2.72)	87.95					
Subtotal - Disposed		154.53	158.06	152.27	464.86			6.71	471.57					
Subtotal - Diverted		61.44	87.64	74.65	223.73			(6.71)	217.02	31.52%				
MFD														
MFD Solid Waste	RSMC	180.66	194.37	186.81	561.84			1.00	562.84					
MFD Recycling	RSMC	7.25	8.67	8.25	24.17	4.20%	4.05%	(0.98)	23.19					
MFD Organics	RSMC	0.19	0.24	0.20	0.63	3.10%, 2.70	3.10%	(0.02)	0.61					
Subtotal - Disposed		180.66	194.37	186.81	561.84			1.00	562.84					
Subtotal - Diverted		7.44	8.91	8.45	24.80			(1.00)	23.80	4.06%				
Roll-Off														
Roll-Off Solid Waste	RSMC	70.37	74.72	83.99	229.08			0.32	229.40					
Roll-Off Recycling	RSMC	4.22	1.21	4.48	9.91	4.20%	3.22%	(0.32)	9.59					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		70.37	74.72	83.99	229.08			0.32	229.40					
Subtotal - Diverted		4.22	1.21	4.48	9.91			(0.32)	9.59	4.01%				
Residential														
Residential Solid Waste	RSMC	515.70	582.36	526.25	1,624.31			47.65	1,671.96					
Residential Curbside Recycling	RSMC	102.13	116.60	105.04	323.77	6.20%	6.16%	(19.93)	303.84					
Residential Curbside Organics	RSMC	292.41	319.95	281.94	894.30	3.10%	3.10%	(27.72)	866.58					
Subtotal - Disposed		515.70	582.36	526.25	1,624.31			47.65	1,671.96					
Subtotal - Diverted		394.54	436.55	386.98	1,218.07			(47.65)	1,170.42	41.18%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		921.26	1,009.51	949.32	2,880.09			55.68	2,935.77		2,935.77	1,671.96	1,263.80	2,935.77
Total Diverted		467.64	534.31	474.56	1,476.51			(55.68)	1,420.83		1,420.83	1,170.42	250.42	1,420.83
Total Diversion Rate		33.67%	34.61%	33.33%	33.89%				32.61%		32.61%	41.18%	16.54%	32.61%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
FOSTER CITY														
Commercial														
Commercial Solid Waste	RSMC	394.59	413.44	377.10	1,185.13			22.61	1,207.74					
Commercial Recycling	RSMC	88.28	98.03	96.26	282.57	4.20%	4.20%	(11.87)	270.70					
Commercial Organics	RSMC	108.82	117.64	122.48	348.94	3.10%, 2.70	3.08%	(10.74)	338.20					
Subtotal - Disposed		394.59	413.44	377.10	1,185.13			22.61	1,207.74					
Subtotal - Diverted		197.10	215.67	218.74	631.51			(22.61)	608.90	33.52%				
MFD														
MFD Solid Waste	RSMC	154.12	160.63	164.85	479.60			2.89	482.49					
MFD Recycling	RSMC	20.74	23.03	22.43	66.20	4.20%	4.20%	(2.78)	63.42					
MFD Organics	RSMC	1.07	1.41	1.10	3.58	3.10%, 2.70	3.10%	(0.11)	3.47					
Subtotal - Disposed		154.12	160.63	164.85	479.60			2.89	482.49					
Subtotal - Diverted		21.81	24.44	23.53	69.78			(2.89)	66.89	12.18%				
Roll-Off														
Roll-Off Solid Waste	RSMC	130.05	136.57	129.67	396.29			3.68	399.97					
Roll-Off Recycling	RSMC	3.70	2.55	3.51	9.76	4.20%	4.20%	(0.41)	9.35					
Roll-Off Organics	RSMC	23.59	42.47	40.21	106.27	3.10%, 2.70	3.08%	(3.27)	103.00					
Subtotal - Disposed		130.05	136.57	129.67	396.29			3.68	399.97					
Subtotal - Diverted		27.29	45.02	43.72	116.03			(3.68)	112.35	21.93%				
Residential														
Residential Solid Waste	RSMC	278.91	289.36	292.90	861.17			60.83	922.00					
Residential Curbside Recycling	RSMC	191.41	215.50	204.69	611.60	6.20%	6.15%	(37.64)	573.96					
Residential Curbside Organics	RSMC	245.38	257.96	244.70	748.04	3.10%	3.10%	(23.19)	724.85					
Subtotal - Disposed		278.91	289.36	292.90	861.17			60.83	922.00					
Subtotal - Diverted		436.79	473.46	449.39	1,359.64			(60.83)	1,298.81	58.48%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		957.67	1,000.00	964.52	2,922.19			90.02	3,012.21		3,012.21	922.00	2,090.20	3,012.21
Total Diverted		682.99	758.59	735.38	2,176.96			(90.02)	2,086.94		2,086.94	1,298.81	788.14	2,086.94
Total Diversion Rate		41.63%	43.14%	43.26%	42.69%				40.93%		40.93%	58.48%	27.38%	40.93%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
HILLSBOROUGH														
Commercial														
Commercial Solid Waste	RSMC	31.41	54.53	40.80	126.74			2.37	129.11					
Commercial Recycling	RSMC	58.04	78.94	27.37	164.35	4.20%	0.32%	(0.53)	163.82					
Commercial Organics	RSMC	13.76	36.18	12.84	62.78	3.10%, 2.70	2.93%	(1.84)	60.94					
Subtotal - Disposed		31.41	54.53	40.80	126.74			2.37	129.11					
Subtotal - Diverted		71.80	115.12	40.21	227.13			(2.37)	224.76	63.52%				
MFD														
MFD Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
MFD Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
MFD Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Roll-Off														
Roll-Off Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
Roll-Off Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Residential														
Residential Solid Waste	RSMC	190.47	225.67	199.62	615.76			55.99	671.75					
Residential Curbside Recycling	RSMC	129.30	159.44	145.03	433.77	6.20%	6.17%	(26.77)	407.00					
Residential Curbside Organics	RSMC	293.08	337.07	312.25	942.40	3.10%	3.10%	(29.21)	913.19					
Subtotal - Disposed		190.47	225.67	199.62	615.76			55.99	671.75					
Subtotal - Diverted		422.38	496.51	457.28	1,376.17			(55.99)	1,320.18	66.28%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		221.88	280.20	240.42	742.50			58.35	800.85		800.85	671.75	129.11	800.85
Total Diverted		494.18	611.63	497.49	1,603.30			(58.35)	1,544.95		1,544.95	1,320.18	224.76	1,544.95
Total Diversion Rate		69.01%	68.58%	67.42%	68.35%				65.86%		65.86%	66.28%	63.52%	65.86%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant ion Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
MENLO PARK														
Commercial														
Commercial Solid Waste	RSMC	835.72	950.70	914.04	2,700.46			45.44	2,745.90					
Commercial Recycling	RSMC	175.76	185.91	185.77	547.44	4.20%	4.02%	(22.03)	525.41					
Commercial Organics	RSMC	245.60	274.80	253.79	774.19	3.10%, 2.70	3.02%	(23.42)	750.77					
Subtotal - Disposed		835.72	950.70	914.04	2,700.46			45.44	2,745.90					
Subtotal - Diverted		421.36	460.71	439.56	1,321.63			(45.44)	1,276.19	31.73%				
MFD														
MFD Solid Waste	RSMC	96.90	104.48	97.92	299.30			3.25	302.55					
MFD Recycling	RSMC	22.75	24.34	22.79	69.88	4.20%	4.19%	(2.93)	66.95					
MFD Organics	RSMC	3.14	3.51	3.50	10.15	3.10%, 2.70	3.10%	(0.31)	9.84					
Subtotal - Disposed		96.90	104.48	97.92	299.30			3.25	302.55					
Subtotal - Diverted		25.89	27.85	26.29	80.03			(3.25)	76.78	20.24%				
Roll-Off														
Roll-Off Solid Waste	RSMC	42.52	45.23	46.43	134.18			4.97	139.15					
Roll-Off Recycling	RSMC	51.78	32.92	23.08	107.78	4.20%	4.02%	(4.34)	103.44					
Roll-Off Organics	RSMC	18.39	2.50	0.00	20.89	3.10%, 2.70	3.02%	(0.63)	20.26					
Subtotal - Disposed		42.52	45.23	46.43	134.18			4.97	139.15					
Subtotal - Diverted		70.17	35.42	23.08	128.67			(4.97)	123.70	47.06%				
Residential														
Residential Solid Waste	RSMC	373.23	390.22	400.99	1,164.44			115.21	1,279.65					
Residential Curbside Recycling	RSMC	284.78	293.57	322.68	901.03	6.20%	6.14%	(55.33)	845.70					
Residential Curbside Organics	RSMC	641.63	643.10	646.68	1,931.41	3.10%	3.10%	(59.87)	1,871.54					
Subtotal - Disposed		373.23	390.22	400.99	1,164.44			115.21	1,279.65					
Subtotal - Diverted		926.41	936.67	969.36	2,832.44			(115.21)	2,717.23	67.98%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		1,348.37	1,490.63	1,459.38	4,298.38			168.87	4,467.25		4,467.25	1,279.65	3,187.60	4,467.25
Total Diverted		1,443.83	1,460.65	1,458.29	4,362.77			(168.87)	4,193.90		4,193.90	2,717.23	1,476.67	4,193.90
Total Diversion Rate		51.71%	49.49%	49.98%	50.37%				48.42%		48.42%	67.98%	31.66%	48.42%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminat ion Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
NORTH FAIR OAKS														
Commercial														
Commercial Solid Waste	RSMC	182.75	205.23	201.17	589.15			7.20	596.35					
Commercial Recycling	RSMC	35.20	39.36	34.19	108.75	4.20%	4.20%	(4.57)	104.18					
Commercial Organics	RSMC	25.36	28.92	30.83	85.11	3.10%, 2.70	3.10%	(2.64)	82.48					
Subtotal - Disposed		182.75	205.23	201.17	589.15			7.20	596.35					
Subtotal - Diverted		60.56	68.28	65.02	193.86			(7.20)	186.66	23.84%				
MFD														
MFD Solid Waste	RSMC	38.61	42.42	39.31	120.34			0.36	120.70					
MFD Recycling	RSMC	2.59	3.05	3.01	8.65	4.20%	4.20%	(0.36)	8.29					
MFD Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		38.61	42.42	39.31	120.34			0.36	120.70					
Subtotal - Diverted		2.59	3.05	3.01	8.65			(0.36)	8.29	6.42%				
Roll-Off														
Roll-Off Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
Roll-Off Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Residential														
Residential Solid Waste	RSMC	209.50	249.21	210.35	669.06			31.92	700.98					
Residential Curbside Recycling	RSMC	78.09	97.36	82.15	257.60	6.20%	6.16%	(15.87)	241.73					
Residential Curbside Organics	RSMC	163.08	189.33	165.14	517.55	3.10%	3.10%	(16.04)	501.51					
Subtotal - Disposed		209.50	249.21	210.35	669.06			31.92	700.98					
Subtotal - Diverted		241.17	286.69	247.29	775.15			(31.92)	743.23	51.46%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		430.86	496.86	450.83	1,378.55			39.48	1,418.03		1,418.03	700.98	717.06	1,418.03
Total Diverted		304.32	358.02	315.32	977.66			(39.48)	938.18		938.18	743.23	194.95	938.18
Total Diversion Rate		41.39%	41.88%	41.16%	41.49%				39.82%		39.82%	51.46%	21.38%	39.82%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
REDWOOD CITY														
Commercial														
Commercial Solid Waste	RSMC	1,609.44	1,718.96	1,561.67	4,890.07			57.07	4,947.14					
Commercial Recycling	RSMC	279.39	311.78	280.37	871.54	4.20%	4.18%	(36.44)	835.10					
Commercial Organics	RSMC	207.29	224.45	245.44	677.18	3.10%, 2.70	3.05%	(20.64)	656.54					
Subtotal - Disposed		1,609.44	1,718.96	1,561.67	4,890.07			57.07	4,947.14					
Subtotal - Diverted		486.68	536.23	525.81	1,548.72			(57.07)	1,491.65	23.17%				
MFD														
MFD Solid Waste	RSMC	407.43	431.32	400.56	1,239.31			5.79	1,245.10					
MFD Recycling	RSMC	40.13	42.97	41.20	124.30	4.20%	4.20%	(5.22)	119.08					
MFD Organics	RSMC	5.60	7.09	5.77	18.46	3.10%, 2.70	3.10%	(0.57)	17.89					
Subtotal - Disposed		407.43	431.32	400.56	1,239.31			5.79	1,245.10					
Subtotal - Diverted		45.73	50.06	46.97	142.76			(5.79)	136.97	9.91%				
Roll-Off														
Roll-Off Solid Waste	RSMC	380.91	326.78	357.77	1,065.46			5.88	1,071.34					
Roll-Off Recycling	RSMC	7.83	16.61	13.76	38.20	4.20%	4.18%	(1.60)	36.60					
Roll-Off Organics	RSMC	54.09	50.48	35.94	140.51	3.10%, 2.70	3.05%	(4.29)	136.22					
Subtotal - Disposed		380.91	326.78	357.77	1,065.46			5.88	1,071.34					
Subtotal - Diverted		61.92	67.09	49.70	178.71			(5.88)	172.83	13.89%				
Residential														
Residential Solid Waste	RSMC	852.35	966.26	863.69	2,682.30			195.39	2,877.69					
Residential Curbside Recycling	RSMC	529.47	611.57	564.58	1,705.62	6.20%	6.16%	(105.12)	1,600.50					
Residential Curbside Organics	RSMC	934.22	1,029.58	948.24	2,912.04	3.10%	3.10%	(90.27)	2,821.77					
Subtotal - Disposed		852.35	966.26	863.69	2,682.30			195.39	2,877.69					
Subtotal - Diverted		1,463.69	1,641.15	1,512.82	4,617.66			(195.39)	4,422.27	60.58%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		3,250.13	3,443.32	3,183.69	9,877.14			264.14	10,141.28		10,141.28	2,877.69	7,263.59	10,141.28
Total Diverted		2,058.02	2,294.53	2,135.30	6,487.85			(264.14)	6,223.71		6,223.71	4,422.27	1,801.44	6,223.71
Total Diversion Rate		38.77%	39.99%	40.14%	39.64%				38.03%		38.03%	60.58%	19.87%	38.03%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant ion Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
SAN CARLOS														
Commercial														
Commercial Solid Waste	RSMC	605.63	635.80	578.34	1,819.77			24.48	1,844.25					
Commercial Recycling	RSMC	129.24	141.96	268.79	539.99	4.20%	3.28%	(17.69)	522.30					
Commercial Organics	RSMC	80.23	76.04	67.41	223.68	3.10%, 2.70	3.03%	(6.79)	216.89					
Subtotal - Disposed		605.63	635.80	578.34	1,819.77			24.48	1,844.25					
Subtotal - Diverted		209.47	218.00	336.20	763.67			(24.48)	739.19	28.61%				
MFD														
MFD Solid Waste	RSMC	70.00	76.66	72.92	219.58			1.93	221.51					
MFD Recycling	RSMC	12.34	15.87	15.18	43.39	4.20%	4.20%	(1.82)	41.57					
MFD Organics	RSMC	1.07	1.22	1.12	3.41	3.10%, 2.70	3.10%	(0.11)	3.30					
Subtotal - Disposed		70.00	76.66	72.92	219.58			1.93	221.51					
Subtotal - Diverted		13.41	17.09	16.30	46.80			(1.93)	44.87	16.85%				
Roll-Off														
Roll-Off Solid Waste	RSMC	112.01	85.43	103.13	300.57			3.45	304.02					
Roll-Off Recycling	RSMC	34.68	25.85	36.66	97.19	4.20%	3.50%	(3.40)	93.79					
Roll-Off Organics	RSMC	1.47	0.00	0.00	1.47	3.10%, 2.70	3.02%	(0.04)	1.43					
Subtotal - Disposed		112.01	85.43	103.13	300.57			3.45	304.02					
Subtotal - Diverted		36.15	25.85	36.66	98.66			(3.45)	95.21	23.85%				
Residential														
Residential Solid Waste	RSMC	382.09	383.97	391.67	1,157.73			107.61	1,265.34					
Residential Curbside Recycling	RSMC	300.32	315.99	338.02	954.33	6.20%	6.15%	(58.66)	895.67					
Residential Curbside Organics	RSMC	520.15	511.29	547.64	1,579.08	3.10%	3.10%	(48.95)	1,530.13					
Subtotal - Disposed		382.09	383.97	391.67	1,157.73			107.61	1,265.34					
Subtotal - Diverted		820.47	827.28	885.66	2,533.41			(107.61)	2,425.79	65.72%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		1,169.73	1,181.86	1,146.06	3,497.65			137.46	3,635.12		3,635.12	1,265.34	2,369.77	3,635.12
Total Diverted		1,079.50	1,088.22	1,274.82	3,442.54			(137.46)	3,305.07		3,305.07	2,425.79	879.28	3,305.07
Total Diversion Rate		47.99%	47.94%	52.66%	49.60%				47.62%		47.62%	65.72%	27.06%	47.62%

Recology San Mateo County
Monthly Tonnage Report
Rate Year 2011
Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contamination Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
SAN MATEO														
Commercial														
Commercial Solid Waste	RSMC	1,513.63	1,691.26	1,639.31	4,844.20			70.10	4,914.30					
Commercial Recycling	RSMC	392.37	448.49	411.55	1,252.41	4.20%	3.79%	(47.46)	1,204.95					
Commercial Organics	RSMC	240.75	261.37	234.19	736.31	3.10%, 2.70	3.08%	(22.65)	713.66					
Subtotal - Disposed		1,513.63	1,691.26	1,639.31	4,844.20			70.10	4,914.30					
Subtotal - Diverted		633.12	709.86	645.74	1,988.72			(70.10)	1,918.62	28.08%				
MFD														
MFD Solid Waste	RSMC	458.99	487.23	477.39	1,423.61			10.77	1,434.38					
MFD Recycling	RSMC	70.92	83.75	82.13	236.80	4.20%	4.20%	(9.94)	226.86					
MFD Organics	RSMC	8.71	9.92	8.00	26.63	3.10%, 2.70	3.10%	(0.83)	25.80					
Subtotal - Disposed		458.99	487.23	477.39	1,423.61			10.77	1,434.38					
Subtotal - Diverted		79.63	93.67	90.13	263.43			(10.77)	252.66	14.98%				
Roll-Off														
Roll-Off Solid Waste	RSMC	338.84	402.33	399.30	1,140.47			3.36	1,143.83					
Roll-Off Recycling	RSMC	23.56	33.48	31.60	88.64	4.20%	3.80%	(3.36)	85.28					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		338.84	402.33	399.30	1,140.47			3.36	1,143.83					
Subtotal - Diverted		23.56	33.48	31.60	88.64			(3.36)	85.28	6.94%				
Residential														
Residential Solid Waste	RSMC	1,051.13	1,138.90	1,056.76	3,246.79			236.58	3,483.37					
Residential Curbside Recycling	RSMC	655.03	693.06	716.74	2,064.83	6.20%	6.17%	(127.30)	1,937.53					
Residential Curbside Organics	RSMC	1,163.35	1,182.79	1,178.98	3,525.12	3.10%	3.10%	(109.28)	3,415.84					
Subtotal - Disposed		1,051.13	1,138.90	1,056.76	3,246.79			236.58	3,483.37					
Subtotal - Diverted		1,818.38	1,875.85	1,895.72	5,589.95			(236.58)	5,353.37	60.58%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue	SBR				0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		3,362.59	3,719.72	3,572.76	10,655.07			320.81	10,975.88		10,975.88	3,483.37	7,492.51	10,975.88
Total Diverted		2,554.69	2,712.86	2,663.19	7,930.74			(320.81)	7,609.93		7,609.93	5,353.37	2,256.56	7,609.93
Total Diversion Rate		43.17%	42.17%	42.71%	42.67%				40.94%		40.94%	60.58%	23.15%	40.94%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminat ion Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
SAN MATEO COUNTY														
Commercial														
Commercial Solid Waste	RSMC	113.20	123.30	122.08	358.58			3.71	362.29					
Commercial Recycling	RSMC	18.05	21.25	19.58	58.88	4.20%	4.20%	(2.47)	56.41					
Commercial Organics	RSMC	12.69	13.51	13.63	39.83	3.10%, 2.70	3.10%	(1.23)	38.60					
Subtotal - Disposed		113.20	123.30	122.08	358.58			3.71	362.29					
Subtotal - Diverted		30.74	34.76	33.21	98.71			(3.71)	95.00	20.78%				
MFD														
MFD Solid Waste	RSMC	8.65	9.46	9.51	27.62			0.16	27.78					
MFD Recycling	RSMC	1.17	1.39	1.19	3.75	4.20%	4.20%	(0.16)	3.59					
MFD Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		8.65	9.46	9.51	27.62			0.16	27.78					
Subtotal - Diverted		1.17	1.39	1.19	3.75			(0.16)	3.59	11.45%				
Roll-Off														
Roll-Off Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
Roll-Off Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
Roll-Off Organics	RSMC	0.10	0.00	0.00	0.10	3.10%, 2.70	3.10%	(0.00)	0.10					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.10	0.00	0.00	0.10			(0.00)	0.10	96.90%				
Residential														
Residential Solid Waste	RSMC	215.58	236.29	222.42	674.29			65.91	740.20					
Residential Curbside Recycling	RSMC	173.32	192.73	186.46	552.51	6.20%	6.19%	(34.20)	518.31					
Residential Curbside Organics	RSMC	330.58	353.38	338.98	1,022.94	3.10%	3.10%	(31.71)	991.23					
Subtotal - Disposed		215.58	236.29	222.42	674.29			65.91	740.20					
Subtotal - Diverted		503.90	546.11	525.44	1,575.45			(65.91)	1,509.54	67.10%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		337.43	369.05	354.01	1,060.49			69.78	1,130.27		1,130.27	740.20	390.07	1,130.27
Total Diverted		535.91	582.26	559.84	1,678.01			(69.78)	1,608.23		1,608.23	1,509.54	98.69	1,608.23
Total Diversion Rate		61.36%	61.21%	61.26%	61.27%				58.73%		58.73%	67.10%	20.19%	58.73%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contaminant Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
WEST BAY														
Commercial														
Commercial Solid Waste	RSMC	34.42	36.93	35.84	107.19			1.68	108.87					
Commercial Recycling	RSMC	9.64	10.30	10.58	30.52	4.20%	4.20%	(1.28)	29.24					
Commercial Organics	RSMC	4.19	4.55	4.15	12.89	3.10%, 2.70	3.10%	(0.40)	12.49					
Subtotal - Disposed		34.42	36.93	35.84	107.19			1.68	108.87					
Subtotal - Diverted		13.83	14.85	14.73	43.41			(1.68)	41.73	27.71%				
MFD														
MFD Solid Waste	RSMC	1.29	1.37	1.49	4.15			0.04	4.19					
MFD Recycling	RSMC	0.28	0.41	0.30	0.99	4.20%	4.20%	(0.04)	0.95					
MFD Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		1.29	1.37	1.49	4.15			0.04	4.19					
Subtotal - Diverted		0.28	0.41	0.30	0.99			(0.04)	0.95	18.45%				
Roll-Off														
Roll-Off Solid Waste	RSMC	0.00	0.00	0.00	0.00			0.00	0.00					
Roll-Off Recycling	RSMC	0.00	0.00	0.00	0.00	4.20%	0.00%	0.00	0.00					
Roll-Off Organics	RSMC	0.00	0.00	0.00	0.00	3.10%, 2.70	0.00%	0.00	0.00					
Subtotal - Disposed		0.00	0.00	0.00	0.00			0.00	0.00					
Subtotal - Diverted		0.00	0.00	0.00	0.00			0.00	0.00	0.00%				
Residential														
Residential Solid Waste	RSMC	85.33	106.34	94.23	285.90			32.84	318.74					
Residential Curbside Recycling	RSMC	80.20	93.58	92.47	266.25	6.20%	6.19%	(16.48)	249.77					
Residential Curbside Organics	RSMC	163.69	190.50	173.42	527.61	3.10%	3.10%	(16.36)	511.25					
Subtotal - Disposed		85.33	106.34	94.23	285.90			32.84	318.74					
Subtotal - Diverted		243.89	284.08	265.89	793.86			(32.84)	761.02	70.48%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR				0.00									
Member Agency Recycling	SBR				0.00									
Member Agency Organics	SBR				0.00									
Member Agency Inert / C&D	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		121.04	144.64	131.56	397.24			34.56	431.80		431.80	318.74	113.06	431.80
Total Diverted		258.00	299.34	280.92	838.26			(34.56)	803.70		803.70	761.02	42.68	803.70
Total Diversion Rate		68.07%	67.42%	68.11%	67.85%				65.05%		65.05%	70.48%	27.40%	65.05%

Recology San Mateo County
 Monthly Tonnage Report
 Rate Year 2011
 Summary

Member Agency/Type	Data Source	July	August	September	Quarter 3				RSMC Collection Diversion Quarter 3					
		Tons Collected	Tons Collected	Tons Collected	Tons Collected	Contamination Measured	Percentage Agency	Contamination Tonnage	Net Collected	Recycling Rate	Total Diversion	Single-Family	Commercial	Overall
TOTAL SBWMA														
Commercial														
Commercial Solid Waste	RSMC	6,581.67	7,230.72	6,746.32	20,558.71			297.28	20,856.00					
Commercial Recycling	RSMC	1,490.92	1,728.46	1,719.82	4,939.20	4.20%	3.62%	(179.04)	4,760.16					
Commercial Organics	RSMC	1,281.76	1,346.35	1,263.97	3,892.08	3.10%, 2.70	3.04%	(118.24)	3,773.84					
Subtotal - Disposed		6,581.67	7,230.72	6,746.32	20,558.71			297.28	20,856.00					
Subtotal - Diverted		2,772.68	3,074.81	2,983.79	8,831.28			(297.28)	8,534.00	29.04%				
MFD														
MFD Solid Waste	RSMC	1,722.48	1,831.29	1,762.23	5,316.00			34.91	5,350.91					
MFD Recycling	RSMC	235.74	274.28	266.79	776.81	4.20%	4.19%	(32.57)	744.24					
MFD Organics	RSMC	23.70	27.51	24.13	75.34	3.10%, 2.70	3.10%	(2.34)	73.00					
Subtotal - Disposed		1,722.48	1,831.29	1,762.23	5,316.00			34.91	5,350.91					
Subtotal - Diverted		259.44	301.79	290.92	852.15			(34.91)	817.24	13.25%				
Roll-Off														
Roll-Off Solid Waste	RSMC	1,860.69	1,773.55	1,559.27	5,193.51			38.50	5,232.01					
Roll-Off Recycling	RSMC	134.84	123.10	123.54	381.48	4.20%	3.76%	(14.34)	367.14					
Roll-Off Organics	RSMC	134.78	247.30	411.06	793.14	3.10%, 2.70	3.05%	(24.17)	768.97					
Subtotal - Disposed		1,860.69	1,773.55	1,559.27	5,193.51			38.50	5,232.01					
Subtotal - Diverted		269.62	370.40	534.60	1,174.62			(38.50)	1,136.12	17.84%				
Residential														
Residential Solid Waste	RSMC	4,867.17	5,371.72	5,000.91	15,239.80			1,186.10	16,425.90					
Residential Curbside Recycling	RSMC	3,055.51	3,386.83	3,350.71	9,793.05	6.20%	6.16%	(603.20)	9,189.85					
Residential Curbside Organics	RSMC	6,080.93	6,485.07	6,237.43	18,803.43	3.10%	3.10%	(582.91)	18,220.52					
Subtotal - Disposed		4,867.17	5,371.72	5,000.91	15,239.80			1,186.10	16,425.90					
Subtotal - Diverted		9,136.44	9,871.90	9,588.14	28,596.48			(1,186.10)	27,410.37	62.53%				
Member Agency Vehicles														
Member Agency Solid Waste	SBR	0.00	0.00	0.00	0.00									
Member Agency Recycling	SBR	0.00	0.00	0.00	0.00									
Member Agency Organics	SBR	0.00	0.00	0.00	0.00									
Member Agency Inert / C&D	SBR	0.00	0.00	0.00	0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Transfer Station / Third Party/ Other Transfer Station Diversion														
Self-Haul Solid Waste	SBR				0.00									
MRF Residue					0.00									
Buyback Recycling	SBR				0.00									
Self-Haul Green Waste	SBR				0.00									
Self-Haul Inert / C&D	SBR				0.00									
Other Transfer Station Diversion	SBR				0.00									
Subtotal - Disposed		0.00	0.00	0.00	0.00									
Subtotal - Diverted		0.00	0.00	0.00	0.00					0.00%				
Total Disposed		15,032.01	16,207.28	15,068.73	46,308.02			1,556.80	47,864.82		47,864.82	16,425.90	31,438.92	47,864.82
Total Diverted		12,438.18	13,618.90	13,397.45	39,454.53			(1,556.80)	37,897.73		37,897.73	27,410.37	10,487.36	37,897.73
Total Diversion Rate		45.28%	45.66%	47.06%	46.00%				44.19%		44.19%	62.53%	25.01%	44.19%

Recology San Mateo County
 Inquiry, Service Request and
 Complaint Summary
 Rate Year 2011

	Single-Family Missed Pick-Up Initial Complaints 8.02.B.2				Single-Family Missed Pick-Up Collection Events 8.02.B.2				Excessive Noise 8.02.J				Discourteous Behavior 8.06.J				Property Damage 8.02.H				Spills 8.02.I			
	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3
Atherton	2	2	1	5	1	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
Belmont	1	1	0	2	1	0	0	1	0	0	0	0	0	0	0	2	1	3	6	0	0	0	0	0
Burlingame	2	1	1	4	0	1	0	1	0	0	0	0	0	0	2	0	2	4	0	0	0	0	0	0
East Palo Alto	0	1	1	2	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0
Foster City	1	1	2	4	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Hillsborough	1	0	9	10	0	0	0	0	0	0	0	0	0	0	1	1	0	2	0	0	0	0	0	0
Menlo Park	6	3	1	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
North Fair Oaks	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
Redwood City	9	3	0	12	3	0	0	3	0	0	0	0	0	0	1	3	0	4	0	0	0	0	0	0
San Carlos	6	5	3	14	0	1	0	1	0	3	0	3	0	2	0	2	2	1	2	5	0	0	0	0
San Mateo	6	12	5	23	4	0	0	4	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0
San Mateo County	0	2	1	3	0	0	0	0	0	0	0	0	0	0	0	2	1	3	0	0	0	0	0	0
West Bay	2	0	1	3	2	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Totals	37	31	25	93	11	2	1	14	0	3	0	3	0	2	0	2	9	10	10	29	0	0	0	0

	On-call Bulky Item Collection 5.05				Extra/Overage Requests 8.02.G				Recycling Tote-Bag Request 5.03.B.2				Information requests 7.02.A				Billing Concerns			
	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3
Atherton	0	2	4	6	2	1	2	5	0	0	0	0	2	7	2	11	0	8	2	10
Belmont	16	11	16	43	4	2	3	9	0	0	0	0	8	7	2	17	3	2	6	11
Burlingame	13	18	12	43	3	2	6	11	0	0	0	0	4	7	7	18	3	6	4	13
East Palo Alto	7	7	11	25	0	1	3	4	0	0	0	0	1	2	0	3	0	0	1	1
Foster City	6	10	14	30	1	8	1	10	0	0	0	0	4	2	2	8	1	1	2	4
Hillsborough	6	7	5	18	0	2	1	3	0	0	0	0	2	1	4	7	1	0	2	3
Menlo Park	16	9	7	32	7	6	6	19	0	0	0	0	17	13	5	35	13	4	7	24
North Fair Oaks	0	5	1	6	1	4	0	5	0	0	0	0	2	0	0	2	0	2	0	2
Redwood City	27	28	24	79	12	7	4	23	0	0	0	0	15	12	11	38	6	4	1	11
San Carlos	12	22	20	54	6	9	5	20	0	0	0	0	4	18	8	30	1	14	2	17
San Mateo	33	44	29	106	18	19	10	47	0	0	0	0	10	9	9	28	18	19	12	49
San Mateo County	9	15	7	31	3	3	5	11	0	0	0	0	2	0	2	4	0	1	1	2
West Bay	9	3	3	15	1	1	0	2	0	0	0	0	3	2	2	7	3	3	0	6
Totals	154	181	153	488	58	65	46	169	0	0	0	0	74	80	54	208	49	64	40	153

Recology San Mateo County
 Call Center Data and
 Quality Assurance Calls
 Rate Year 2011

SBWMA Service Area	Number of Calls Received	Number of Calls Answered	Number of Calls Dropped	Percentage of Calls Dropped	Average Hold Time in seconds	Percentage of Calls Answered in Thirty Seconds	Number of Quality Assurance Calls Made
July	17,626	16,801	825	4.68%	26.13	76.13%	218
August	19,030	18,514	516	2.71%	18.09	87.90%	208
September	18,142	17,550	592	3.26%	20.74	83.50%	212
Quarter 3	54,798	52,865	1,933	3.53%	21.51	82.70%	638

Recology San Mateo County
 On-Site Customer Assessments,
 Visual Audits and Recycling
 Tote-Bags Delivered
 Rate Year 2011

	Number of On-site Assessments 7.04.E				Number of Visual Audits 7.06				Recycling Tote-Bags Delivered			
	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3	Jul	Aug	Sep	Qrt 3
Atherton	0	0	0	0	0	0	0	0	0	0	0	0
Belmont	6	7	2	15	0	0	0	0	67	212	0	279
Burlingame	8	8	4	20	0	0	0	0	0	25	10	35
East Palo Alto	13	4	7	24	0	0	0	0	73	117	0	190
Foster City	8	9	1	18	0	0	0	0	140	35	0	175
Hillsborough	0	0	0	0	0	0	0	0	0	0	0	0
Menlo Park	9	11	17	37	0	0	0	0	24	20	120	164
North Fair Oaks	5	8	0	13	0	0	0	0	73	162	18	253
Redwood City	8	14	5	27	0	0	0	0	36	230	30	296
San Carlos	6	12	5	23	0	0	0	0	0	26	14	40
San Mateo	0	0	0	0	0	0	0	0	41	129	28	198
San Mateo County	6	5	4	15	0	0	0	0	0	0	163	163
West Bay	5	0	4	9	0	0	0	0	26	0	0	26
Totals	74	78	49	201	0	0	0	0	480	956	383	1,819

2011 LIQUIDATED DAMAGES

COLLECTION QUALITY

1.A, 1.B, 1.C **Complaints regarding unauthorized collection hours, inadequate care of or damage to private property, and failure to resolve property damage claims within 30 days**
8.01.A, 8.02.H,

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	2	1	150	-	0	0	150	-	150	1	\$ 150
Belmont	2	0	0	1	0	0	3	1	150	150	-	150	2	\$ 150
Burlingame	2	0	0	-	0	0	2	0	0	-	-	-	2	\$ 150
East Palo Alto	1	0	0	-	0	0	-	0	0	-	-	-	1	\$ 150
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	2	\$ 150
Hillsborough	1	0	0	1	0	0	-	0	0	-	-	-	1	\$ 150
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 150
North Fair Oaks	-	0	0	-	0	0	1	0	0	-	-	-	1	\$ 150
Redwood City	1	0	0	3	0	0	-	0	0	-	-	-	6	\$ 150
San Carlos	2	0	0	1	0	0	2	0	0	-	-	-	3	\$ 150
San Mateo	-	0	0	-	0	0	1	0	0	-	-	-	6	\$ 150
San Mateo Cnty	-	0	0	2	0	0	1	0	0	-	-	-	2	\$ 150
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	1	\$ 150
	9	0	0	10	1	150	10	1	150	300	-	300	31	

2. **Complaints regarding failure to provide new service or change existing service level within five (5) business days**
8.02.C

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	1	\$ 100
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 100
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 100
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 100
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 100
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	2	\$ 100
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	5	\$ 100
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	2	\$ 100
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	11	\$ 100
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	6	\$ 100
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	13	\$ 100
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 100
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	1	\$ 100
	-	0	0	-	0	0	-	0	0	-	-	-	59	

3. **Complaints regarding improper container placement**
8.02.B.1

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	12	\$ 50
Belmont	-	0	0	1	0	0	1	0	0	-	-	-	36	\$ 50
Burlingame	3	0	0	3	0	0	-	0	0	-	-	-	35	\$ 50
East Palo Alto	-	0	0	3	0	0	-	0	0	-	-	-	23	\$ 50
Foster City	-	0	0	-	0	0	2	0	0	-	-	-	35	\$ 50
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	20	\$ 50
Menlo Park	-	0	0	1	0	0	2	0	0	-	-	-	42	\$ 50
North Fair Oaks	1	0	0	-	0	0	-	0	0	-	-	-	14	\$ 50
Redwood City	7	0	0	2	0	0	1	0	0	-	-	-	94	\$ 50
San Carlos	1	0	0	3	0	0	1	0	0	-	-	-	46	\$ 50
San Mateo	4	0	0	2	0	0	1	0	0	-	-	-	105	\$ 50
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	27	\$ 50
West Bay	-	0	0	-	0	0	3	0	0	-	-	-	11	\$ 50
	16	0	0	15	0	0	11	0	0	-	-	-	500	

2011 LIQUIDATED DAMAGES

4. Distribution of less than 50% of required non-collection notices

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 25
	-	0	0	-	0	0	-	0	0	-	-	-	0	

5. Excessive noise complaints

8.02.J

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	1	\$ 50
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 50
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 50
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 50
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	4	\$ 50
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	2	\$ 50
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	5	\$ 50
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	2	\$ 50
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	11	\$ 50
San Carlos	-	0	0	3	0	0	-	0	0	-	-	-	6	\$ 50
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	13	\$ 50
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 50
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	1	\$ 50
	-	0	0	3	0	0	-	0	0	-	-	-	59	

6. Complaints regarding unacceptable employee behavior

8.06.J

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	-	0	-	-	0	-	-	0	-	-	250	0	\$ 250
Belmont	-	-	0	-	-	0	-	-	0	-	-	250	0	\$ 250
Burlingame	-	-	0	-	-	0	-	-	0	-	-	250	0	\$ 250
East Palo Alto	-	-	0	-	-	0	-	-	0	-	-	250	0	\$ 250
Foster City	-	-	0	-	-	0	-	-	0	-	-	250	0	\$ 250
Hillsborough	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Menlo Park	-	-	0	-	-	0	-	-	0	-	-	500	0	\$ 250
North Fair Oaks	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Redwood City	-	-	0	-	-	0	-	-	0	-	-	1,250	0	\$ 250
San Carlos	-	-	0	2	2	500	-	-	0	500	-	2,000	0	\$ 250
San Mateo	-	-	0	-	-	0	-	-	0	-	-	750	0	\$ 250
San Mateo Cnty	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
West Bay	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
	0	0	0	2	2	500	0	0	0	500	-	5,750	-	

2011 LIQUIDATED DAMAGES

7.A, 7.B,

Complaints regarding spills of discarded materials and failure to clean up those spills

8.02.1

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 50
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	9	\$ 50
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	8	\$ 50
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	5	\$ 50
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	9	\$ 50
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	5	\$ 50
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	10	\$ 50
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 50
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	22	\$ 50
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	11	\$ 50
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	25	\$ 50
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	6	\$ 50
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	3	\$ 50
	-	0	0	-	0	0	-	0	0	-	-	-	119	

8.

Complaints regarding unreasonable leaks or spills of vehicle fluids

8.02.1

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 500
	-	0	0	-	0	0	-	0	0	-	-	-	0	0

CUSTOMER SERVICE QUALITY

1. Resolution or remedy of complaints or inquiries beyond 10 business days of receipt of the complaint or inquiry

7.02.D

	July			August			September			Q3 LD Amount	Q4 LD Amount	2011 LD Amount	Monthly Allowance	LD per Occurrence
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
	-	0	0	-	0	0	-	0	0	-	-	-	-	

2011 LIQUIDATED DAMAGES

REPORTING

1. Late submittal of reports, applications, proposals or other submittals

	July			August			September			Q3	Q4	2011	Monthly	LD per
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Belmont	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Burlingame	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
East Palo Alto	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Foster City	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Hillsborough	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Menlo Park	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
North Fair Oaks	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
Redwood City	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
San Carlos	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
San Mateo	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
San Mateo Cnty	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
West Bay	-	-	0	-	-	0	-	-	0	-	-	-	0	\$ 250
	-	0	0	-	0	0	-	0	0	-	-	-	-	

2. Accuracy of submittals: corrections or restatements submitted more than two (2) business after notification

	July			August			September			Q3	Q4	2011	Monthly	LD per
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
	-	0	0	-	0	0	-	0	0	-	-	-		

3. Late submittal of billing review report

7.01.E

	July			August			September			Q3	Q4	2011	Monthly	LD per
	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount	Occurrences	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 250
	-	0	0	-	0	0	-	0	0	-	-	-	0	

2011 LIQUIDATED DAMAGES

OTHER

1. Disposal of recyclable materials without written approval														
8.02.D														
	July			August			September			Q3	Q4	2011	Tonnage	LD per Ton
	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
	-	0	0	-	0	0	-	0	0	-	-	-	-	

Disposal of organic materials without written approval														
8.02.D														
	July			August			September			Q3	Q4	2011	Tonnage	LD per Ton
	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
	-	0	0	-	0	0	-	0	0	-	-	-	-	

2. Recyclable materials not delivered to the designated transfer and processing facility														
6.01														
	July			August			September			Q3	Q4	2011	Tonnage	LD per Ton
	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 175
	-	0	0	-	0	0	-	0	0	-	-	-	-	

2011 LIQUIDATED DAMAGES

Solid waste or organic materials not delivered to the designated transfer and processing facility

6.01

	July			August			September			Q3	Q4	2011	Tonnage	LD per Ton Solid Waste/ Organics
	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount	Tonnage	Net of Allowances	LD Amount					
Atherton	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Belmont	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Burlingame	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
East Palo Alto	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Foster City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Hillsborough	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Menlo Park	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
North Fair Oaks	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
Redwood City	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Carlos	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
San Mateo Cnty	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
West Bay	-	0	0	-	0	0	-	0	0	-	-	-	0	\$ 100
	-	0	0	-	0	0	-	0	0	800	-	6,050	-	

Quarterly Single-Family Missed Pick-Up Initial Complaints Incentive/Disincentive Rate Year 2011

Agency	Monthly Service Opportunities Calculation	Number of Monthly Service Opportunities	0.0333%	0.1000%	Number of Complaints			Incentive			Disincentive			\$50	\$50
			Incentive Level Threshold Less than 1 per 3,000 Service Opportunities	Disincentive Level Threshold More than 1 per 1,000 Service Opportunities	Jul	Aug	Sep	Jul	Aug	Sep	Jul	Aug	Sep	Incentive Payment due \$50 per Complaint	Disincentive Payment due \$50 per Complaint
Quarter 3															
Atherton	2370 x 3 x 4.33	30,786	10	31	2	2	1	8	8	9	0	0	0	\$1,250	\$0
Belmont	6692 x 3 x 4.33	86,929	29	87	1	1	0	28	28	29	0	0	0	\$4,250	\$0
Burlingame	6560 x 3 x 4.33	85,214	28	85	2	1	1	26	27	27	0	0	0	\$4,000	\$0
East Palo Alto	4160 x 3 x 4.33	54,038	18	54	0	1	1	18	17	17	0	0	0	\$2,600	\$0
Foster City	6751 x 3 x 4.33	87,695	29	88	1	1	2	28	28	27	0	0	0	\$4,150	\$0
Hillsborough	3634 x 3 x 4.33	47,206	16	47	1	0	9	15	16	7	0	0	0	\$1,900	\$0
Menlo Park	7935 x 3 x 4.33	103,076	34	103	6	3	1	28	31	33	0	0	0	\$4,600	\$0
North Fair Oaks	2620 x 3 x 4.33	34,034	11	34	1	0	0	10	11	11	0	0	0	\$1,600	\$0
Redwood City	17316 x 3 x 4.33	224,935	75	225	9	3	0	66	72	75	0	0	0	\$10,650	\$0
San Carlos	8580 x 3 x 4.33	111,454	37	111	6	5	3	31	32	34	0	0	0	\$4,850	\$0
San Mateo	19960 x 3 x 4.33	259,280	86	259	6	12	5	80	74	81	0	0	0	\$11,750	\$0
San Mateo County	4965 x 3 x 4.33	64,495	21	64	0	2	1	21	19	20	0	0	0	\$3,000	\$0
West Bay	2122 x 3 x 4.33	27,565	9	28	2	0	1	7	9	8	0	0	0	\$1,200	\$0
Totals														\$55,800	\$0

Quarterly Single-Family Missed Pick-Up Collection Events Incentive/Disincentive Rate Year 2011

\$50

Agency	Number of Missed Pick-Up Events			Incentive Threshold	Disincentive Threshold	Disincentive Payment Due \$50 per Event			
	Jul	Aug	Sep			Jul	Aug	Sep	Total
Quarter 3	Jul	Aug	Sep			Jul	Aug	Sep	Total
Atherton	1	0	0	N/A	0	(\$50)	\$0	\$0	(\$50)
Belmont	1	0	0	N/A	0	(\$50)	\$0	\$0	(\$50)
Burlingame	0	1	0	N/A	0	\$0	(\$50)	\$0	(\$50)
East Palo Alto	0	0	0	N/A	0	\$0	\$0	\$0	\$0
Foster City	0	0	1	N/A	0	\$0	\$0	(\$50)	(\$50)
Hillsborough	0	0	0	N/A	0	\$0	\$0	\$0	\$0
Menlo Park	0	0	0	N/A	0	\$0	\$0	\$0	\$0
North Fair Oaks	0	0	0	N/A	0	\$0	\$0	\$0	\$0
Redwood City	3	0	0	N/A	0	(\$150)	\$0	\$0	(\$150)
San Carlos	0	1	0	N/A	0	\$0	(\$50)	\$0	(\$50)
San Mateo	4	0	0	N/A	0	(\$200)	\$0	\$0	(\$200)
San Mateo County	0	0	0	N/A	0	\$0	\$0	\$0	\$0
West Bay	2	0	0	N/A	0	(\$100)	\$0	\$0	(\$100)
Totals	11	2	1			(\$550)	(\$100)	(\$50)	(\$700)

Recology San Mateo County

Quarterly Average Speed of Answer Incentive/Disincentive Rate Year 2011

Aggregate SBWMA

Average Speed of Answer in Seconds SBWMA Service Area	Incentive Average Speed of Answer in Seconds	Disincentive Average Speed of Answer in Seconds	Incentive/Disincentive		\$500	\$500	Quarterly Net Amount
			Incentive Seconds	Disincentive Seconds	Incentive Payment due \$500 per Second	Disincentive Payment due \$500 per Second	

Quarter 3
Month

July	25	15	30	0	0	\$0	\$0	\$0
August	17	15	30	0	0	\$0	\$0	\$0
September	20	15	30	0	0	\$0	\$0	\$0
Totals						\$0	\$0	\$0
			Year 2010					
	Agency	Solid Waste Tons						
	Atherton	3,031				\$0	\$0	\$0
	Belmont	11,159				\$0	\$0	\$0
	Burlingame	25,339				\$0	\$0	\$0
	East Palo Alto	13,120				\$0	\$0	\$0
	Foster City	13,589				\$0	\$0	\$0
	Hillsborough	3,805				\$0	\$0	\$0
	Menlo Park	19,265				\$0	\$0	\$0
	North Fair Oaks	6,849				\$0	\$0	\$0
	Redwood City	42,677				\$0	\$0	\$0
	San Carlos	15,351				\$0	\$0	\$0
	San Mateo	47,351				\$0	\$0	\$0
	San Mateo County	5,278				\$0	\$0	\$0
	West Bay	1,955				\$0	\$0	\$0
		208,769				\$0	\$0	\$0

Quarterly Ninety Second Maximum Hold Time Incentive/Disincentive Rate Year 2011

Aggregate SBWMA \$5

Number of Calls Exceeding Ninety Second Hold Time SBWMA Service Area	Incentive Threshold of Calls SBWMA Service Area	Disincentive Threshold of Calls SBWMA Service Area	Incentive Number of Calls	Disincentive Number of Calls	Incentive Payment Due	Disincentive Payment due \$5 per Call
--	---	--	---------------------------	------------------------------	-----------------------	---------------------------------------

Quarter 3 \$5
Month

July	2,070	N/A	0	N/A	2,070	N/A	(\$10,350)
August	834	N/A	0	N/A	834	N/A	(\$4,170)
September	1,082	N/A	0	N/A	1,082	N/A	(\$5,410)
Totals					<u>3,986</u>		<u>(\$19,930)</u>

		Year 2010 Tons of Solid Waste Collected			
	Agency				
	Atherton	3,031		\$0	(\$289)
	Belmont	11,159		\$0	(\$1,065)
	Burlingame	25,339		\$0	(\$2,419)
	East Palo Alto	13,120		\$0	(\$1,252)
	Foster City	13,589		\$0	(\$1,297)
	Hillsborough	3,805		\$0	(\$363)
	Menlo Park	19,265		\$0	(\$1,839)
	North Fair Oaks	6,849		\$0	(\$654)
	Redwood City	42,677		\$0	(\$4,074)
	San Carlos	15,351		\$0	(\$1,465)
	San Mateo	47,351		\$0	(\$4,520)
	San Mateo County	5,278		\$0	(\$504)
	West Bay	1,955		\$0	(\$187)
		<u>208,769</u>		<u>N/A</u>	<u>(\$19,930)</u>

Recology San Mateo County
 Quarterly Contamination
 Disincentive Calculation
 Rate Year 2011

Quarter 3

Aggregate SBWMA

Material Type	Tons Collected	Allowable Contamination Threshold	Measured Contamination Level	Variance	Tons	Payment Amount	Payment Due
Single-Family Targeted Recyclable Materials	9,729.01	20.00%	6.20%	-13.80%	N/A	\$175	N/A
Commercial Targeted Recyclable Materials	5,379.68	8.00%	4.20%	-3.80%	N/A	\$70	N/A
Residential Organic Materials	18,803.43	5.00%	3.10%	-1.90%	N/A	\$70	N/A
Commercial Organic Materials	4,052.94	10.00%	3.10%	-6.90%	N/A	\$70	N/A
Multi-Family and Commercial Plant Materials	707.62	5.00%	2.70%	-2.30%	N/A	\$70	N/A
Total						\$0	

I. SUMMARY ASSESSMENT

SIGNIFICANT ACCOMPLISHMENTS

Community Organization Involvement

Recology San Mateo County takes pride in being an integral part of the community and many of our employees are involved in community organizations that have a significant impact in the RethinkWaste service area:

- In August, Nikoleta Vicsapiova, Waste Zero Specialist (WZS) for Foster City, was selected to represent RSMC on the Foster City Chamber of Commerce Board of Directors. As an official member she is committed to be a part of the Board of Directors for a three-year term, to attend all Chamber events, and to network with the Foster City business community. She was also seated on the Business Impact Task Force, which will seek opportunities for making Foster City businesses more sustainable.
- In September, Sarah Prescott, WZS for Burlingame and Hillsborough, was selected for and is participating in the San Mateo Leadership Program, representing RSMC. This program includes Foster City, Hillsborough, Burlingame and San Mateo. It is a nine-month program that focuses on leadership skills and various matters relevant to San Mateo County, including city services, education, transportation, non-profit agencies, and healthcare systems.
- Misty McKinney, WZS for Redwood City, was selected this past September to represent RSMC in the Redwood City Chamber of Commerce Business Ambassador Program. As a part of her commitment to the Chamber she is expected to attend scheduled events and network with members of the business community in Redwood City.
- In September, Customer Service Manager Jeannette Haskell was selected for and is participating in the Redwood City-San Mateo County Chamber of Commerce Leadership Program. This 9-month program also focuses on leadership skills and various matters relevant to San Mateo County as noted above.
- Mario Puccinelli, Recology San Mateo County General Manager, was elected in July 2011 to the San Mateo County Economic Development Association (SAMCEDA) Board of Directors. SAMCEDA is the oldest business organization on the Peninsula, incorporated in 1953 to promote development. One of the primary objectives of SAMCEDA is to support, recognize, and bring attention to the San Mateo business community.

Through these organizations RSMC can interact with local government, enhance professional skills, develop business relationships, promote sustainable initiatives and promote the BizSMART program.

Proactive Equipment Adjustments

The Maintenance Department continually works with our collection equipment to adjust and/or fabricate parts that make our equipment work better, or operate better in the diverse RethinkWaste service area. Modifications that improve the collection or operational process are considered and implemented, after undergoing analysis and design. Two such adjustments to our residential recycling collection vehicles

that have made their way from the drawing board to implementation are the “diverter shield” and the “lock-out screen”.

The diverter shield is an extended 10” rubber flap mounted on the steel frame that is bolted to the top of a side-loader upper loading area, or “hopper”. The design of this hopper adjustment allows the driver to pick up and dump the smaller, shorter 20-gallon cart, knowing that the contents of the container will be better directed to the hopper area and ultimately to the compaction unit.

The lock-out screen is a variable-position device that is mounted on top of the truck and can be manually moved into place, when needed, to cover the hopper loading area. This screen door allows the driver to cover the inside area of the hopper chute when driving the collection vehicle to and from its daily collection route. Adjustments were made and parts were added to the lock-out screen to better accommodate the materials in the recycling collection system and to contain that material in the hopper area.

Contamination Mitigation Procedures

Collectively, RSMC representatives participated in over 50 ride-a-longs with commercial and residential recycling and compost drivers during the third quarter of 2011, to identify and address contaminated accounts. While on the ride-a-longs, representatives take note of problematic accounts and tag containers with non-collection and/or courtesy notices. This prompts follow-up with the customers either by the Diversion Team directly or by Customer Service Representatives, who contact customers to advise them of the contamination found and provide them with information about how to properly divert materials.

Additional monitoring was conducted through load checks performed at the Shoreway Environmental Center transfer station and Material Recovery Facility. Load checks help identify routes with higher than average contamination levels. Route manifests are then generated to perform on-site Contamination Site Checks for further investigation, and, when necessary, tagging of containers and follow-up with customers. Over 1900 Contamination Site Checks were conducted at commercial and multi-family dwelling (MFD) locations in Q3 2011.

RSMC’s efforts in reducing contamination have made an overall impact in the RethinkWaste service area. Based on the results of the Q3 2011 Contamination Sampling, these efforts were extremely helpful in reducing contamination and will be used routinely going forward. The following table summarizes maximum allowable contamination levels and measured contamination results for Q3 2011:

Measured Material Stream	Q3 2011 Measured Contamination	Maximum Allowable*	Q3 2011 Contamination Variance
Commercial Recyclables	4.2%	8.0%	(3.8%)
Residential Recyclables	6.2%	20.0%	(13.8%)
Commercial Compost	3.1%	10.0%	(6.9%)
Residential Compost	3.1%	5.0%	(1.9%)
Commercial Plant	2.7%	5.0%	(2.3%)

*Per Franchise Agreement §6.02B

Driver Training – Routeware

In an effort to support our drivers, during the month of September RSMC engaged two Routeware trainers to work with approximately 45 drivers who requested additional training to become more proficient with Routeware. The trainers went on ride-a-longs with the various routes so they could show the drivers “real world” examples of how to properly utilize the software and hardware. On average, trainers went out with 2-3 drivers a day, spending several hours with those that wanted to do a better job of documenting customer issues. The trainers were also available in the office to assist the drivers with a stationary unit. Overall, it was successful and the drivers increased their knowledge of the system and expressed their satisfaction with the training.

J. COMMERCIAL RECYCLING PROMOTION PROGRAM STATUS REPORT

SUMMARY OF TRAINING AND PROFESSIONAL DEVELOPMENT ACTIVITIES FOR THE COMMERCIAL DIVERSION TEAM AND SUPERVISORY STAFF

The table below presents a summary of 3rd Quarter 2011 training and professional development activities for the Commercial Recycling Promotion Team.

Attendee	Sales Training	San Mateo County Master Composter Program	Showcase Reporting Training	CalRecycle Mandatory Commercial Recycling Workshop	NCRA's July Board Meeting
Maybo AuYeung	X	X	X	X	
Erin McNichol	X		X		
Mia Rossi	X	X		X	
Sarah Prescott	X		X		
Yvette Madera	X				
Misty McKinney	X				
Nikoleta Vicsapiova	X				
Jessica Connolly	X				X
Emmanuel Nava	X				

Sales Training During the month of September, John Delgado, Sales Manager for Recology Silicon Valley, provided RSMC's Commercial Recycling Promotion Team training in sales. John has over 15 years of progressively responsible management experience in the solid waste, recyclables, and organics industry. Currently, John oversees a competitive marketing territory that services approximately 3,500 commercial accounts, along with national account and government contract management.

John's training included two presentations on sales practices and techniques. Among the major points he addressed in his presentations were:

- Research your customer's background and service levels before meeting
- Build trust and relationships with customers to help implement new services
- Look for signs of commonalities to start a conversation with the customer, such as wall pictures or desk photos
- Try to provide customers with a cost-savings proposal to reduce solid waste and reduce monthly costs, which may help them meet budget goals
- Always dress appropriately for your day

- Tuesdays – Thursdays between the hours of 10:00 am and 3:00 pm are the best times to conduct business, unless working with restaurants. Typically, owners or managers of food establishments should be approached either early mornings or mid afternoons
- Master the technical tools available to you, such as computer databases and software programs
- Depending on the business, it may be beneficial to bring another person to balance your personality type
- Play to your strengths and look to others to assist in areas where you aren't as strong
- Follow-up with customers after a program is implemented to be certain that all of their current needs are met
- Stay up to date with local news and ordinances that affect waste diversion
- Work with operations on service-related options before proposing changes to the customer
- Always do what you say you will do for a customer in a timely manner

In addition to the group training sessions, John accompanied each Waste Zero Specialist to meetings with potential new recycling and compost accounts. John observed each specialist's skill set and provided them with specific feedback on how they could improve their sales strategies, which will help the team achieve its ultimate goal of recruiting new recycling and compost accounts and building positive working relationships with their customers.

2011 San Mateo County Master Composter Program WZSs Mia Rossi and Maybo AuYeung completed the 14-week course and earned the title of Master Composter last quarter. During the 3rd quarter, as part of the course's required 50 hours of community service, Mia and Maybo volunteered at the San Mateo County booths for the Home, Garden & Gourmet Show and at Menlo Park Farmer's Market. They also assisted in leading Community Composting Workshops. Through these events, Maybo and Mia were able connect with and teach residents in the RethinkWaste service area about composting fundamentals.

Showcase Report Training WZSs Maybo AuYeung, Erin McNichol and Sarah Prescott attended a two-day workshop provided by Recology's IT department. Workshop attendees were trained on how to utilize the Showcase Query and Report Writing software to produce customized report from Recology AR and ALTAR databases.

CalRecycle Mandatory Commercial Recycling Workshop WZSs Mia Rossi and Maybo AuYeung attended a webinar on July 19, 2011 presented by CalRecycle staff. The purpose of the workshop was to seek stakeholder input on additional staff economic analysis and changes to the Mandatory Commercial Recycling regulation portion of AB32 since the January 19, 2011 CalRecycle meeting.

NCRA's July Board Meeting Diversion Auditor Jessica Connolly attended NCRA's July Board Meeting at the Environmental Learning Center at Recology San Francisco's Tunnel Avenue facility. Topics discussed included the upcoming CRRA conference in San Diego, infrastructure in local processing of recyclables, mandatory commercial recycling programs, and monetary contributions to other recycling and resource recovery organizations.

A DESCRIPTION OF THE STRATEGY AND OVERALL APPROACH TO ATTRACT AND RETAIN A HIGH QUALITY AND EFFECTIVE COMMERCIAL RECYCLING PROMOTION PROGRAM AND SUPERVISORY STAFF

Recology is recognized in the industry for its environmental commitments. We utilize our well-established networks to recruit the best-suited members for our diversion teams by posting on specific “green industry” LISTSERVs that target individuals in the field of waste reduction. We support growth and leadership development amongst our employees and encourage educational opportunities both internally and externally.

At Recology, we believe an employee's compensation includes more than just their paychecks; we recognize that providing a comprehensive benefits package is an important aspect of our employees’ total compensation. By providing a generous benefits package Recology is able to attract and retain good talent.

A DESCRIPTION AND STATUS OF MEETING THE GOALS AND OBJECTIVES FOR THE COMMERCIAL RECYCLING PROMOTION TEAM AND HOW THESE GOALS AND OBJECTIVES ARE TIED TO THE COMPENSATION INCENTIVE PLAN.

New/Increased Recycling and Compost Customers As stated in our 2011 2nd Quarterly Report, submitted on July 30, 2011, our goals were to recruit new recycling and compost customers and enhance the existing diversion programs in order to increase the volume of recyclable materials and the tonnages for compostable materials at the Shoreway facility. The following is an update on the Waste Zero Specialist’s goal of recruiting or increasing recycling and compost customers in Q3 2011:

Q3 2011 Goal New and/or Increased Recycling and Compost Customer	Q3 2011 Actual New and/or Increased Recycling and Compost Customers
210	243

To support the new starts, the team provided technical assistance and the follow-up necessary for a successful program, which included on-site trainings and presentations, delivery of internal containers and the distribution of public education materials. Detailed information about these accounts is available to the Member Agencies upon request.

Site Assessments and Site Checks Although we fell just short of our Q3 goal for Top 100 Site Assessments, as of the end of Q3 there were only 209 assessments remaining to be conducted in 2011. To date in Q4 we have conducted 61 of those 209. We anticipate achieving our 2011 goal of conducting all Top 100 Site Assessments well before December 31, 2011.

We are pleased that we exceeded our Q3 goal for site checks, as summarized below

Q3 2011 Goal Site Assessments*	Q3 2011 Actual Site Assessments	Q3 2011 Goal Site Checks**	Q3 2011 Actual Site Checks
225	201	765	968

*Site Assessments are waste audits that are performed for the Top 100 MSW Generators in each Member Agency. Per Franchise Agreement Section 7.04, RSMC is required to conduct these Site Assessments annually.

**Site Checks are visual on-site collection container assessments for all commercial generators. Per Franchise Agreement Section 7.04, RSMC is required to conduct Site Checks at least once every three years for all commercial accounts.

Site Assessments performed during 2011 in each Member Agency are summarized below:

Member Agency	Number of Top 100 MSW Generators	Site Assessments Completed 2011			Number of Site Assessments Remaining
		Quarter 1	Quarter 2	Quarter 3	
Atherton	24	0	4	0	20
Belmont	100	39	41	15	5
Burlingame	100	18	44	20	18
East Palo Alto	100	21	34	24	21
Foster City	100	30	26	18	26
Hillsborough	6	0	6	0	0
Menlo Park	100	8	38	37	17
North Fair Oaks / County	100	6	17	28	49
Redwood City	100	17	39	27	17
San Carlos	100	16	50	23	11
San Mateo	100	29	53	0	18
West Bay Sanitary District	28	0	12	9	7
Total	958	184	364	201	209

Load Checks The Diversion Auditors' Q3 goal was to conduct 150 load checks at the Shoreway Environmental Center. Although 135 load checks were conducted in Quarter 3, we did fall short of reaching the goal. The most impacting factor that limits the efficiency of conducting load checks at the Shoreway facility is the sporadic nature of the intervals that occur between arrivals of inbound loads of recyclable and compost materials. A Diversion Auditor conducting load checks could be idle, and therefore unproductive, for 30 minutes or more waiting for the next inbound load to arrive.

We have found contamination site checks and ride-a-longs to be more productive opportunities to identify and correct contamination-prone accounts, because these techniques allow for verification and direct contact with the customer, when they are on site and available to discuss contamination issues.

Quarter 4 Goals RSMC's goal is to continue to increase diversion by implementing new compost and recycling programs and working with customers to maximize their existing programs. It is important to make sure that the recycling and compost materials being transported to the Shoreway Environmental Center have limited contamination. We will also continue to perform Site Assessments of the Top 100 MSW Generators and to conduct Site Checks to verify service levels and container counts of commercial accounts.

With that in mind, the following goals have been set for the Commercial Recycling Promotion Team for Q4 2011:

- Increase commercial diversion tonnage
- Increase the commercial recycling customer base

- Decrease commercial solid waste disposal tonnage
- Perform Annual Site Assessments on the Top 100 MSW Generators
- Conduct Site Checks and bin verification of on-site collection container assessments at commercial accounts to meet our requirement of one Site Check every 3 years
- Monitor contamination of Commercial Recycling and Compost materials

We will achieve these quarterly goals, through the metrics outlined below:

- Each Waste Zero Specialist to perform a minimum of 14 Site Assessments of the Top 100 MSW Generators
- Each Diversion Auditor to perform 62 Site Assessments of the Top 100 MSW Generators
- Each Waste Zero Specialist to implement new and/or increase a minimum of 10 recycling or compost services
- Each Waste Zero Specialist and Diversion Auditor to perform a minimum of 75 site checks of Commercial or MFD customers
- Each Diversion Auditor to conduct a minimum of 15 load checks of commercial recycling at the MRF or compost at the transfer station
- Each Diversion Auditor to conduct a minimum of 150 Contamination Site Checks at Commercial or MFD locations

Compensation Incentive Plan The Commercial Recycling Promotion Team does not have a compensation incentive plan for achieving their set goals. However, Recology management conducts annual performance reviews to verify achievement of goals, as well as evaluate an employee's level of Recology's Leadership Competencies which include items such as strategic thinking, business acumen, communication and customer relations. The annual performance review is then used to determine merit increases.

A DESCRIPTION OF CONTRACTOR'S SALES STRATEGY FOR MAINTAINING AND/OR EXPANDING THE EXISTING COMMERCIAL RECYCLING ACCOUNT BASE AND DIVERSION LEVELS

To support our goals of increasing diversion and minimizing contamination, RSMC will utilize Site Assessments, Contamination Site Checks and Site Checks to identify the needs of customers and provide the most effective technical assistance to them. RSMC will use the following strategies to support these efforts.

- Utilize techniques learned from the Sales Training provided in September
- Connect with business members in the RethinkWaste service area through our participation in local Chambers of Commerce
- Continue to target customers with 0% diversion to implement new recycling and/or compost services

- Continue to follow-up with accounts, especially new compost and recycling accounts, to determine if the programs are being utilized properly. Provide additional trainings and presentations as needed or per request
- Continue to provide Buddy Bags and internal containers to customers
- Provide customers with alternative methods for disposing of non-recyclable material, including non-profit or charitable organizations and through on-line resources, such as Craigslist and Freecycle
- Provide customers with hazardous waste brochures and explain options for disposing of hazardous waste in an environmentally sound manner using established programs throughout the County

To minimize contamination RSMC has developed the following strategies in Q3 and will continue to utilize them to address contamination in recycling and compost programs:

Contamination Site Checks

Members of the Commercial Recycling Promotion Team routinely conduct Contamination Site Checks at commercial accounts. When contamination is found, the Recology representative will speak to the customer on-site to mitigate the contamination right away. Often, speaking with the customer directly allows the Team to immediately supply the customer with the needed resources to reduce contamination.

If the customer is not available, a Non-collection/Correction Notice (NCN) is left on the container. Notices are submitted to the Customer Service Department and a CSR notifies the customer of the contamination found. The customer has the option of removing the contamination so the container can be serviced properly, or the customer approves the container contents to be serviced as garbage. The NCN information is documented on the customer's account.

When applicable, contamination issues are addressed immediately by the Diversion Auditor, or notification is forwarded to the Waste Zero Specialist in the area to follow up with the customer. A Waste Zero Specialist will offer customers the necessary tools to properly handle materials, including internal containers, posters, dock signs, presentations and/or trainings.

Load Checks at the MRF / Transfer Station

At the Shoreway Environmental Center Material Recovery Facility and transfer station Diversion Auditors assess the contents of tipped materials from recycling and compost collection trucks. Assessments are noted on a load check form, which includes the date of the assessment, day of the week, route #, driver name, estimated % of contamination in load, observed contaminants, approximate location within the load of the concentrated contamination (if any), and observer comments. Photographs are also used to document our findings and, when necessary, are shared with customers.

Results are documented in a spreadsheet to allow for the tracking of troubled routes and/or areas, which provides the Commercial Recycling Promotion Team the opportunity to educate customers on acceptable and unacceptable materials in the different material streams and to help correct the contamination.

Because of the limitation of efficiency of the load-check program discussed on Page 35 above, we have reduced the target number of load checks to be preformed by the Diversion Auditors during Q4 2011.

Ride-A-Longs

Ride-A-Longs have been utilized to monitor contamination in the Commercial and MFD Sectors. Throughout Quarter 3, the Commercial Recycling Promotion Team collectively participated in approximately 50 ride-a-longs with commercial recycling and compost drivers. Working collaboratively with the drivers to identify “troubled accounts”, recycling containers are tagged and procedures outlined in the “Contamination Site Checks” section above are followed.

A DESCRIPTION OF THE SERVICES PROVIDED TO THE COMMERCIAL AND AGENCY FACILITY SECTORS.

Services provided by RSMC to our Commercial and Agency Facility sectors include Single-Stream Recycling, Compost and Solid Waste Material collection. Support services provided include conducting Site Assessments and Site Checks, determining adequate and most cost effective service levels, providing presentations and trainings and distributing public education materials and internal containers.

A DETAILED ACCOUNT OF DIVERSION STATISTICS FOR THE COMMERCIAL AND AGENCY FACILITY SECTORS

A detailed account of the diversion statistics is included in the 3rd Quarter 2011 Report detail file in the tab labeled “M1d. Diversion Level”.

2012 Public Education Plan

Submitted by

Recology San Mateo County



September 1, 2011

Table of Contents

INTRODUCTION	43
OVERALL OBJECTIVES	43
STRATEGY	44
STAFFING	44
MEDIA PLAN	45
Residential	45
MFD/Commercial	45
Target Audiences	46
Outreach	46
Additional	47
Strategy	48
Photo and Press Release Opportunities	48
Website	48
EVENTS and OUTREACH	49
MATERIALS	50
Bill Inserts	51
Informational Notices	52
Posters, Signs, Etc.	54
Website	54
CONCLUSION	55

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

[PAGE INTENTIONALLY LEFT BLANK]

INTRODUCTION

Recology and its subsidiaries have forged strong partnerships with the communities we serve, and we are committed to implementing and maintaining public outreach and education programs designed to benefit those communities. Recology of San Mateo County (RSMC) continues this tradition and works closely with the RethinkWaste Member Agencies to develop quality outreach programs for residential and commercial customers in the RethinkWaste (RW) service area. These education programs will be aimed at continuously:

- ❑ Increasing recycling and diversion efforts and achievements
- ❑ Providing information and hands-on opportunities to help customers understand and correctly participate in our programs
- ❑ Emphasizing partnerships with private schools, bilingual communities, and the commercial sector to heighten awareness and participation

We will seek to meet regularly with RW and to work collaboratively with RW and the Member Agencies to ensure that our public education resources and programs are applied in a cost-effective and impactful manner at all times.

In this document Recology San Mateo County presents our plan for public education for 2012.

OVERALL OBJECTIVES

It is Recology's intent to play a significant role in helping each Member Agency achieve waste diversion goals through community education and involvement, including:

- ❑ Educate and inform the community on the wide variety of services and programs being offered by RSMC including fully defining recycle, compost and garbage collection services via the RecologySanMateoCounty.com website, printed materials, e-newsletters, "Beyond the Cart" service brochures, bill inserts and notices, and community involvement and presentations.
- ❑ Inspire the public to take responsibility for their part in conservation, improving the quality of our environment and sustainable living by recycling, composting, reduction, and reuse efforts.

STRATEGY

As described in Franchise Agreement §7.03, all public education activities and efforts will be undertaken as a collaborative effort among RSMC and RW.

Significant outreach will continue to be made throughout the 12 Member Agencies through community events (detailed later in this plan), informative and educational presentations for homeowner associations, property managers, schools, senior centers, service clubs, non-profit organizations, workshops, Chambers of Commerce meetings and events, and city meetings. Informational and promotional materials at said events will be distributed, such as newsletters and brochures. Activities at presentations and events will be geared toward educating the community on proper participation in the CartSMART and BizSMART programs, and making positive changes toward a more sustainable lifestyle. Initiatives, such as communications with residents and business through our Customer Service Department and face-to-face contact with our Waste Zero Specialists and supervisory staff, will also assist in the education process. Customers will be encouraged to take advantage of the RSMC website (to be updated on a regular basis), e-newsletters, and notices, as they will continue to be an effective tool in education and outreach.

It is through our concerted effort of participating in on-going community events and providing presentations, in addition to the distribution of educational materials, that RSMC will inform residential, multi-family and commercial customers of the benefits of source reduction, reuse, recycling and composting.

STAFFING

Communication is the key to productive working relationships and consequent superior customer service. RSMC is budgeted for a full-time Public Education Manager, a position that is currently unfilled; an active recruitment effort is underway to fill this position. During this recruitment, the responsibilities of the position are being fulfilled by various RSMC management personnel under the direction of our Public Affairs Manager. When hired, the new Public Education Manager will devote a minimum of 40 hours a week to public education and outreach.

Understanding that it is necessary to know what is happening in the field, the Public Education Manager will maintain regular communication and interaction with fellow managers, operations, the Recycling & Diversion Team and Customer Service to stay apprised of current issues and concerns. This channel of communication, along with regular meetings and contact with RW and the Member

Agencies, will allow the Public Education Manager to develop and execute an aggressive, targeted and successful public education campaign.

MEDIA PLAN

Our objective is to take advantage of the various forms of media to highlight any and all aspects of the services provided by RSMC.

Our goals are as follows:

Residential

- ❑ RSMC will continue to promote the CartSMART program, including the convenience of the program, the simplicity of the three-cart system, and the quality customer service to our residential, multi-family and commercial customer service base
- ❑ Reduce residential recycling and compost contamination while diverting waste. This will be accomplished through different media outlets, including our RSMC website and residential and commercial utility bill inserts
- ❑ Through our commitment to and participation with the media and the Media Plan, which includes on-going participation at community events and distribution of public education materials as outlined later in this plan, we anticipate and expect to increase our visibility regarding our position on diversion priorities and help position RSMC and RethinkWaste as recycling leaders in the community

MFD/ Commercial

- ❑ Increase awareness in the media and community about the success of the BizSMART program.
- ❑ Target MFDs and commercial customers, including property and/or business owners and managers, employees, and maintenance services, for increased participating in the recycling and compost programs and educate them on proper diversion practices to help mitigate contamination at the Material Recovery Facility (MRF)
- ❑ RSMC will be providing MFDs and Member Agency facilities with collection containers for batteries and cell phones. The design of the label and distribution plan is currently in production. It is RSMCs intent to

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

promote this service on the RSMC, RethinkWaste, and Member Agency websites, as well as through direct correspondence with property managers/owners and our contacts at the Member Agencies

- ❑ Distribute Recycling Buddy Bags and MFD Toolkits, which are provided by RethinkWaste, to residents and property managers/owners of MFDs
- ❑ Provide public education materials, such as commercial brochures, “How To” DVDs, posters, dock signs and HHW brochures
- ❑ Distribute internal containers provided by RethinkWaste , such as blue (recycling) and green (compost) Slim Jims, and cardboard or plastic desk-side recycling containers, to commercial customers to assist in their properly diverting recycling and compost materials from the waste stream
- ❑ Increase visibility for and help position RSMC and RW as recycling leaders in the community

The success of our efforts will be measured once again by increased hits to our website, but more significantly by the reduction in the number of set-out and non-collection notices left for customers (residential), the level of contamination in materials collected (all accounts), and the number of commercial accounts electing to participate in recycling and organics services.

Target Audiences

Our target audiences have been, and will continue to be, quite simply our residential, commercial and multi-family customers. The approximate number of customer accounts is listed below:

Member Agency	SFD Customer Accounts	MFD Commercial Customer Accounts
Atherton	2,359	26
Belmont	6,677	432
Burlingame	6,511	1,345
East Palo Alto	4,173	331
North Fair Oaks	2,601	461
Foster City	6,700	491
Hillsborough	3,627	12

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

Member Agency	SFD Customer Accounts	MFD Commercial Customer Accounts
Menlo Park	7,856	1,126
Redwood City	17,160	2,071
San Carlos	8,531	1,128
San Mateo	19,842	2,590
Unincorporated SMC	4,937	182
West Bay Sanitary District	2,119	30
Total	93,093	10,225

Outreach

RSMC will be reaching out to all local and social media venues, including:

- ❑ Local papers and corresponding websites: Daily Journal, Daily News, SF Examiner (Peninsula edition), SF Chronicle, San Mateo County Times, Burlingame News, The Almanac
- ❑ Bay Area websites and blogs: sanmateorealestateblog.com, sanmateorealestatenews.com, livingwellinsanmateo.com, sf-peninsulablog.com and The Patch
- ❑ Local magazines: Spectrum, Gentry
- ❑ Local television news stations and corresponding websites: KRON, KPIX, KGO, KTVU
- ❑ All Member Agency websites and newsletters, as well as committees sponsored by Member Agencies
- ❑ Join together with Recology's corporate media relations activities, including Recology's Facebook account

Additional

- ❑ Outreach to Member Agency representatives – request to post provided information and updates

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

- RSMC will have “Rainy Day” DVDs that promote environmental awareness available for the schools that we service in the RethinkWaste Service area
- Upon request from the Member Agencies, RSMC will work with RethinkWaste and the Member Agencies to promote a “Coats For Kids” Program, providing gently used coats for families in need.

Solicitation for participation in the program will begin in early 2012, in order to determine which Member Agencies wish to participate. This will provide RSMC with the anticipated scale of the program, which will be used to determine various aspects including number and location of collection sites, routes involved for the residential collection and public education requirements.

- RSMC and RethinkWaste presence at community events, community presentations, etc.

Strategy

Recology will continue to pursue opportunities for a media presence in addition to ongoing updates to the RSMC website at www.RecologySanMateoCounty.com

Photo and Press Release Opportunities

Recology will utilize various community events, such as compost giveaways, document shredding events, Chambers of Commercial Art & Wine Festivals, volunteer projects, etc., to promote the CartSMART and BizSMART programs. Through relationships with the media, coverage of said events will be used to increase environmental awareness in the RethinkWaste service area.

Website

All press releases and photos will be posted on the Press Room page of our website

E-newsletters will include news updates for customers who sign up via the RSMC website. The audience will include both commercial and residential customers that have signed up for these notifications. Topics may include the following:

- CartSMART Program Information

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

- ❑ BizSMART Program Information
- ❑ Holiday Information, including Waste Reduction Tips and TreeCycling
- ❑ Proper Cart Placement Information
- ❑ Community Events, including Compost Giveaways and Shredding Events
- ❑ Education to help mitigate contamination

EVENTS AND OUTREACH

As detailed in Attachment C of the Franchise Agreements, RSMC will have a visible presence at a significant portion of community events in all 12 Member Agencies throughout 2012. Attendance may include staffing booths or tables equipped with educational and promotional literature and materials.*

The following is a list of events we are committed to attending at this time. Any and all other events that are brought to our attention will be evaluated and added to this list as deemed appropriate.

EVENT	SPONSOR
Progress Seminar – April 2012	All Member Agencies
Earth Day Events – April 2012	Atherton, San Mateo, Belmont, East Palo Alto
Easter Egg Hunt – April 2012	San Mateo, Menlo Park
Hometown Days – May 2012	San Carlos
Art and Wine Festivals – Summer 2012	Foster City, Burlingame, Menlo Park, San Carlos
Concert Series – Summer 2012	San Mateo, Belmont, Redwood City, Foster City, Atherton, Burlingame
Hot Harvest Nights – Summer 2012	San Carlos
Movie Nights – Summer 2012	Belmont, Redwood City
Fourth of July Parades and Festivals – July 2012	Redwood City, Foster City, San Mateo County, North Fair Oaks, Menlo Park
North Fair Oaks Community Festival– Summer 2012	North Fair Oaks
Chamber Events – Expos, Good Morning Breakfasts Throughout 2012	All Member Agencies

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

EVENT	SPONSOR
National Night Out – August 2012	Belmont, East Palo Alto, San Mateo, Menlo Park, Atherton
Farmers Markets – Summer 2012	All Member Agencies
Pet Parades – Summer 2012	Burlingame, Redwood City
Dames Day in the Park – September 2012	Atherton
Salsa Fest – September 2012	Redwood City
Halloween Event – October 2012	Belmont, Foster City
Community Clean-up Events – Spring/Fall 2012	San Mateo, Atherton, Burlingame, East Palo Alto, Foster City, Menlo Park, Redwood City, San Carlos
Senior Wellness Fair – September 2012	San Mateo
Block Parties – throughout year	Menlo Park

**Events and scheduling subject to change.*

RSMC will continue to make informational presentations, upon request, via Power Point or other means at:

- ❑ Homeowners and Neighborhood Association meetings
- ❑ Schools
- ❑ Senior centers
- ❑ Service clubs
- ❑ Any other association or organization deemed appropriate who should request an appearance

MATERIALS

It is understood that all communication will focus on the convenience of RSMC's programs, sustainability, and the four "R's" (reduce, reuse, recycle and rot). As RSMC's customer base includes thousands of people whose primary language is other than English, materials used in outreach and education will incorporate a heavy use of graphics so people speaking any language can understand how to properly participate in programs by viewing our materials. An emphasis will be placed on recycling and reuse, as well as offering several options and resources for donation, reuse and exchange.

Bill inserts and notices are a convenient and practical way of educating the customer and communicating necessary messages and information. As described in Franchise

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

Agreement §7.03 e., each rate year, RSMC will include up to twelve solid waste bill inserts. In addition, if bills are mailed at intervals that do not accommodate the timely distribution of the specified notices, notices will be separately mailed as necessary by RSMC. In order to reduce the # of inserts we have to mail – we need to lock down dates for the shredding/BYOB events, etc.

RSMC will continue to develop, produce and distribute the following materials:

Bill Inserts

Bill Inserts are an easy and effective method of educating customers and promoting upcoming programs and services.

INSERT	PURPOSE	QUANTITY	DATE*
Annual On-Call Collection Service Notice	Inform customers of the free twice-annual bulky item pickup service, while taking the opportunity to promote other options such as donating usable goods to local non-profits, schools and community organizations, utilizing the internet to post items on various websites and organizing trade and yard sales with the intention to help reduce the waste stream.	RSMC will produce one solid waste bill insert for SFD customers.	March 2012
Annual Holiday Tree Recycling Notice	Educate customers on the details of RSMC's holiday tree pickup program. This insert will be included along with the Annual Reduce Holiday Packaging notice; front and back.	RSMC will produce two separate inserts; one each for SFD and MFD.	Fall 2012
Annual "Reduce Holiday Packaging" Notice	Distributed in conjunction with the Annual Holiday Tree Recycling Notice, this notice is another vehicle to continue encouraging customers to reduce holiday waste. In addition to less packaging, ribbons and boxes, this notice provides an opportunity to educate customers about "Green Holiday Tips," such as no-waste gift giving and bringing their own reusable bag while shopping.	RSMC will produce two separate inserts; one each for SFD and MFD. This insert will be included along with the Annual Holiday Tree Recycling notice; front and back.	Fall 2012

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

INSERT	PURPOSE	QUANTITY	DATE*
Annual Compost Giveaway Notice	Promote the Compost Giveaway events and encourage participation in San Mateo County's home composting program, and to utilize other available residential and MFD organics programs.	RSMC will produce SFD and MFD solid waste inserts to be distributed every six months.	Spring 2012
Twice Annual Commercial Recycling Notice	Inform commercial customers of current recycling and organics programs, green business opportunities, hazardous waste disposal procedures, and other relevant programs.	RSMC will produce commercial solid waste Bill inserts to be distributed every six months.	March, September 2012
Annual Commercial Recycling Awards Notice	Direct commercial customers to available resources that would assist in their efforts to reduce their carbon footprint, green building practices and donation/reuse opportunities to local non-profits, charities and community organizations.	RSMC will produce one commercial solid waste bill insert.	July 2012

**Dates subject to change.*

Informational Notices

Informational Notices are efficient tools to inform the public of upcoming changes in schedule, new services and information, as well as correcting incorrect procedures.

ITEM	PURPOSE	DATE*
Set Out Correction Notices	A tool to educate the customer on improved participation. RSMC will instruct customers as to any preparation of solid waste, recyclable materials, or organic materials and the proper placement of containers. If a customer does not adhere to instructions, RSMC will notify the customer by way of a cart hanger with specific written instructions to identify the steps the customer must take to maintain collection service. If the problem is corrected, no further communication is necessary, and regular service will continue.	on-going
Non-Collection Notices	RSMC may choose not to collect materials for the following reasons: (i) Source Separated or Targeted Recyclable Materials or Organic Materials do not comply with the allowable Contamination thresholds; (ii) materials	on-going

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

ITEM	PURPOSE	DATE*
	<p>contain hazardous waste; or (iii) the loaded weight of a container exceeds the maximum load limit specified by the cart manufacturer and specified in Attachment D. In such case, RSMC will issue a Non-Collection Notice stating the reason(s) the materials were not collected and will identify the steps the customer must take to recommence collection service. The Non-Collection Notice will be affixed prominently onto the cart by way of a cart hanger with precautions taken to protect it from the elements to prevent inadvertent removal.</p> <p>RSMC will document the use of Non-Collection Notices by recording the date and time of issuance, address of service recipient, reason(s) for issuance, name of employee who issued the notice, and truck and route numbers. Notices will be 4"x11" in size and approved by RethinkWaste. In the event a container is not collected due to excessive contamination and customer does not take the necessary steps to recommence collection service, the customer shall be assessed a fee (approved by the Agency) for collection of the container as Solid Waste by RSMC.</p> <p>This additional fee charged to the customer may include: (i) a return trip charge and (ii) an extra Solid Waste Collection charge.</p> <p>Upon request, RSMC will report monthly to Agency any Non-Collection notices issued. RSMC will take direction from the Agency with regard to termination or reinstatement of collection service to a service recipient due to numerous Non-Collection Notices issued to the same customer.</p>	
Holiday Collection Calendars	Notices to customers about holiday related changes to collection schedules.	October 2012
E-Green Notices	E-Green notices are not newsletters, but provide information related to cart delivery, how to reduce waste, environmental events, workshops, meetings, programs, and activities. Customers can sign up via the RecologySanMateoCounty.com website.	Quarterly

Posters, Signs, Etc.

RSMC has produced dock and enclosure signs for internal and external use in MFD and commercial accounts to help identify the correct placement of items into carts and/or bins. However, when we get requests for specific information or signs, we will assist in the development of the material and work directly with the customer to meet their needs. For example, an MFD may request a flier with information specifically dealing with buddy bags and kitchen pails, or may want information dealing with bins only, with no reference to carts. RSMC will assist in developing a customized flier. Our goal is to ensure the customer is fully informed so that participation is capitalized on.

Website

The RSMC website is and will continue to be updated on a regular and on-going basis, with the following information and capabilities as stated in Franchise Agreement §7.02 c.

- ❑ View and pay bills issued by RSMC
- ❑ Schedule services such as, but not limited to, on-call collection service events, on-call bulky item collections, extra collections, service changes, temporary drop box service, service terminations, and temporary service stops
- ❑ Provide answers to frequently asked questions including, but not limited to proper container set-out instructions, list of acceptable recyclable and organic materials, collection days (in response to customer input of service address), billing inquiries, customer service telephone and e-mail contact information, and the designated Transfer and Processing Site hours, directions, and acceptable materials
- ❑ Ability to file complaints via e-mail
- ❑ Maintain and produce visitor logs and reporting including, but not limited to, website and individual page visitation, number of web-based bill payments per month, number of website-submitted complaints per month, and individual and summary customer complaint and resolution reporting
- ❑ Additional services: holiday tree recycling, battery and cell phone recycling, confidential material destruction, and compost giveaways.

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

- ❑ Information on “hard to recycle” items –items that can be recycled but are not accepted in RSMC recycling programs, in addition to donation and reuse options
- ❑ Downloadable brochures and posters for MFD and commercial customers
- ❑ Kid’s Corner: interactive games and activities geared toward “green” education
- ❑ Community Corner: What’s going on in the community, green events, green news, announcements
- ❑ Green e-newsletters by subscription or request
- ❑ Holiday schedule
- ❑ Debris box services information
- ❑ Contact Us: e-mail, phone, physical location
- ❑ Links to all Member Agencies, RethinkWaste, RecycleWorks, and other appropriate organizations
- ❑ Hazardous Household Waste and Universal Waste information: Including how to properly dispose of items and alternatives to buying more environmentally friendly options
- ❑ History of Recology: who we are, where we’ve been and our goals for the future
- ❑ Green tips and facts

CONCLUSION

RSMC strongly believes in our partnership with the Member Agencies and RethinkWaste, and pledges to honor our commitments made to the communities in which we serve, including providing the highest standards of customer service and education. We intend to achieve the maximum levels of diversion of materials from disposal through recycling outreach and reuse programs supported by creative and intuitive public education. We will make every effort to properly evaluate our actions, through methods described in this plan, to not only ensure that we are meeting expectations but to also learn how we can improve as a company and as a leader in the industry.

Recology San Mateo County
PUBLIC EDUCATION PLAN 2012

RSMC will continue to serve as a catalyst for change, intent on achieving increased community participation in the day-to-day activities that contribute to successful diversion rates as well as encouraging more responsible, environmentally aware behavior that will stay with the community for a lifetime and beyond. Together we can help reduce our carbon footprint, conserve precious resources and continue to be a model example for other communities.
