



# Memorandum

## MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by JMM Date 1/11/07  
General Manager

DATE: January 12, 2007  
TO: General Manager  
FROM: Public Education and Recycling Manager  
SUBJECT: Report on Recycling and Public Education Activities

### BACKGROUND

The State Division of Recycling within the Department of Conservation (DOC) have requested time to make a presentation on the Comprehensive Recycling Community project at the January 19<sup>th</sup> Board meeting.

### Comprehensive Recycling Community (CRC) Kick-off Event

The State will be hosting a kick-off event for local media on January 22, 2007 at 10 a.m. at Monterey Disposal's material recovery facility at Ryan Ranch. The purpose of this event is two-fold: to announce the new "five and dime" increases in California Redemption Value for CRV designated beverage containers, and to formally announce the CRC project to be conducted on the Monterey Peninsula over the next 12-18 months. Board members are invited to attend this kick-off event. District staff along with the County, and City of Monterey are working with the State to coordinate the event. We will have the District bus on display and have scheduled a class of third grade students to attend.

### District Survey of Beverage Containers in Residential Loads

For two weeks in December, District staff sampled incoming residential loads of refuse to survey the quantity of beverage containers found in representative samples from each load. Each sample was sorted to identify the percentage of beverage containers in the load, and to identify the percentage of California Redemption Value containers within all beverage containers. We used the assumption that the load sample was representative of the entire load.

Origin	Date	Net Truck Wgt (lbs)	Sample Wgt (lbs)	Sample as % of Total Weight	Total Wgt Beverage Containers (lbs) in Sample	% of Beverage Containers in Sample	Total Wgt CRV (lbs) in Sample	% of CRV Containers in Sample
Marina	12/7/06	14380	1200	8.34%	40.5	3.38%	27.5	2.29%
Las Palmas	12/11/06	17600	2080	11.82%	73.5	3.53%	50.75	2.44%
Seaside	12/12/06	16320	2360	14.46%	56.75	2.40%	47.5	2.01%
Monterey	12/13/06	18360	2860	15.58%	50	1.75%	37.5	1.31%
Pacific Grove	12/14/06	17140	1460	8.52%	46.5	3.18%	25.5	1.75%
Marina	12/15/06	9600	1920	20.00%	40	2.08%	31	1.61%
Pebble Beach	12/18/06	12900	1040	8.06%	16.75	1.61%	14.75	1.42%
Pacific Grove	12/19/06	13700	1120	8.18%	56	5.00%	34.5	3.08%
Carmel Valley	12/20/06	8300	1020	12.29%	34	3.33%	25.25	2.48%
Carmel	12/21/06	13840	1600	11.56%	47.5	2.97%	23.5	1.47%

Beverage Containers = all beverage container types (plastic, aluminum, glass)

CRV = California Redemption Value containers only (soda, beer, water, etc.)

We performed this sampling prior to the launch of the State CRC media campaign to promote beverage container recycling on the Peninsula. The State-sponsored media launch started this month with nearly \$24,000 in local radio advertising and will continue throughout the year with much more State money to be allocated to advertising in our region. We plan to survey loads over the next year to see if the percentages of beverage containers decreases which would be an indication that the State advertising campaign is having an impact on raising beverage container recycling rates and reducing the percentage of beverage containers in incoming residential loads destined for the landfill.

Overall, from a statistical perspective of residential waste, the incoming loads we sampled were not overly rich in recyclable beverage containers. The percentage of containers we found were similar to the percentages the CIWMB identifies in the most recent State waste characterization profile.

### **State Advertising to Support New Five and Dime Redemption Values**

The attached summarizes two media campaigns the State is sponsoring to promote beverage container recycling in our region over the next 6 months. The first page details radio traffic sponsorship advertising that will be aired between now and June 3. The second page highlights \$23,975 in radio advertising that will be spent in our market during the month of January to promote the new "five and dime" redemption values.

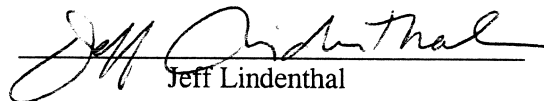
### **Special Event Recycling Grant with Ecology Action**

The kick-off meeting with the District, the State Department of Conservation and Ecology Action will be held in early February to officially launch this project. As the grant will extend into the spring of 2008, we will be surveying the Pebble Beach Pro Am in February to evaluate the availability and effectiveness of recycling at the event so that we can return next year to provide a comprehensive recycling program. The first special event this year we will be working on is the Sea Otter Classic at Laguna Seca, April 6-9.

The CRC project, along with our Special Event Recycling Grant, promises a windfall of new energy and increased visibility for our local recycling efforts. I look forward to reporting back to you in the coming year on these exciting programs.

### **AMBAG Tri-County Economic Conference January 19, 2007**

The District was invited to present an overview of our landfill gas renewable energy program on a panel addressing "Renewable Solutions for an Energized Economy". As this date conflicts with our Board Meeting and you are not able to make the presentation on behalf of the District, I will attend and make the presentation. I appreciate the opportunity to present our innovative landfill gas program to this audience though I regret that it means that I will miss the January 19<sup>th</sup> Board meeting.

  
Jeff Lindenthal

CDOC  
5 10 Radio Detail  
Monterey Area

**Traffic Sponsorship Jan 1 to June 3, 2007**

Monterey	KABL-AM	1460	Adult Standards (Monterey)
	KAZU-FM	90.3	NPR (Monterey)
	KCDU-FM	101.7	CHR (Monterey)
	KDON-FM	102.5	CHR (Monterey)
	KIDD-AM	630	Nostalgia (Monterey)
	KHIP-FM	103.9	AC (Monterey)
	KMBY-FM	104.3	New Rock (Monterey)
	KOCN-FM	105.1	R&B Oldies (Monterey)
	KPIG-FM	107.5	Adult Alternative (Monterey)
	KPRC-FM	100.7	Spanish "La Preciosa" (Monterey)
	KRXX-AM	540	Talk (Monterey)
	KTOM-FM	92.7	Country (Monterey)
	KWAV-FM	96.9	AC (Monterey)
	KYAA-AM	1200	Oldies (Monterey)
	KYZZ-FM	97.9	Oldies (Monterey)

Estimated R/F for Traffic based on general Rotation

<b>Reach</b>	<b>65%</b>
<b>Frequency</b>	<b>12.5</b>
<b>TRP's</b>	<b>812</b>

**Regular Spot Placement Jan 1, to Jan 28, 2008**

Monterey	KDON-FM	102.5	CHR (Monterey)
	KHIP-FM	103.9	AC (Monterey)
	KPIG-FM	107.5	Adult Alternative (Monterey)
	KTOM-FM	92.7	Country (Monterey)
	KWAV-FM	96.9	AC (Monterey)

<b>Reach</b>	<b>59.6%</b>
<b>Frequency</b>	<b>13.9</b>
<b>TRP's</b>	<b>828</b>

# Radio Weekly Reach & Frequency

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Market: MONTEREY-SALINAS  
 Client: California Dept of Conservation  
 Brand:  
 Product:  
 Campaign: GM 5/10 increase  
 Flight Dates: January 01, 2007 - January 28, 2007  
 Survey: Spring 06, Winter 06 (ARB)

Buyer: Stephanie Brown  
 Estimate:  
 Curve Type: MRP  
 Station: KDON-FM, KHIP-FM, KPIG-FM,  
 KTOM-FM, KWAV-FM

Date: 12/20/2006 12:04:32 PM

**Demo: P 18-49 MSA Pop: 317,000**

Weeks	Spots	Cost	GRPs	CPP	CPM	CPR	GRIs (00)	Net Reach (00)	Reach %	Frequency
1/1/2007	186	4,595.00	198.0	23.21	7.35	134.75	6,254	1,080	34.1	5.8
1/8/2007	198	6,460.00	210.0	30.76	9.74	184.57	6,630	1,108	35.0	6.0
1/15/2007	198	6,460.00	210.0	30.76	9.74	184.57	6,630	1,108	35.0	6.0
1/22/2007	198	6,460.00	210.0	30.76	9.74	184.57	6,630	1,108	35.0	6.0
<b>Market</b>	<b>780</b>	<b>23,975.00</b>	<b>828.0</b>	<b>28.96</b>	<b>9.17</b>	<b>402.27</b>	<b>26,144</b>	<b>1,890</b>	<b>59.6</b>	<b>13.9</b>