



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by Wmm Date 7.11.07
General Manager

DATE: July 13, 2007
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education and Litter Activities

The following is an update on recent staff activity.

National Award for Landfill Gas Power Project

Each year, the Solid Waste Association of North America (SWANA) solicits and judges proposals for award winning programs in the solid waste industry. SWANA awards three prizes in each category: gold, silver and bronze, with the awards presented at the national SWANA conference held each fall. Monterey Regional Waste Management District (District) staff submitted a SWANA Excellence Award proposal in April 2007 for the District's Landfill Gas (LFG) Power Project. We received notice on June 25th that the District's LFG program has been selected for the 2007 Landfill Gas Utilization Gold Excellence Award which will be presented in Reno, Nevada on October 18th. This award is a real tribute to the District for initiating the LFG project in 1983, sustaining it over the years while adding capacity and increasing power production from an initial 600 kilowatt hours to today's 4.6 megawatts of power, enough to supply more than 4,000 homes annually. The award is also well deserved recognition for the hard work of the LFG program staff.

Upgraded District Website Now Online

District staff has been working with the local firm Byte Technology of Monterey to revise and refresh the District website www.mrwmd.org. The site has now been completely reprogrammed to increase functionality and expanded to include content on a wide range of District programs. In addition, manifest forms, our fee schedule, and other documents are now available to our customers to download from the site where previously these were faxed upon request. The new site offers a platform we can build upon and continually add content to as available. One of the advantages of working with Byte Technology is the firm will train District staff to perform routine updates in-house. Staff welcomes comments and suggestions for improved content. We intend to publicly promote the new site later this summer and are using the time between now and then to complete any fine tuning that needs to be done. With the July meeting, our complete board packets are now available electronically from the District website.

Recycling Grant Updates

The State Department of Conservation (DOC) is accepting Phase 2 proposals to award \$1.5 million in grant funds to stimulate beverage container recycling and litter abatement. The District is partnering with Ecology Action and jurisdictions throughout our service area to request funding for hospitality industry (bars and restaurants) and special event recycling. In addition, the District was invited to submit a Phase 2 proposal for funds to help offset the cost to implement a beverage container buy back program on site. Grant applications are due at the State by July 13, 2007.

Public Education and Outreach Numbers Increase in FY 06-07

With the FY 06-07 fiscal year now complete, public education staff have totaled up the number of presentations, community events and tours we conducted during the year along with the number of people reached at each event.

MRWMD Public Education Summary				
	# of Activities FY 05-06	Participants FY 05-06	# of Activities FY 06-07	Participants FY 06-07
Presentations	25	1,928	60	2,665
Facility Tours	22	1,054	63	1,875
Community Events	12	1,080	23	1,636
FY Totals	59	4,062	146	6,176
Program Totals (From 1996)		46,500		52,676

Our FY 06-07 saw a more than 50% increase in the number of people directly reached through public education presentations, District tours, and community events we participated in. In addition, in its first full year of service, our Traveling Educational Display (TED) bus was present at 11 community events. Our presentations and tours consistently receive high marks and praise on the evaluation forms we provide to each group we interact with. Attached you will find a copy of two of the many heartfelt thank you letters we received over the last year from teachers and children.

Waste Sorting Performed for the City of Monterey

At the request of the City of Monterey, District staff worked with City staff to conduct an analysis of incoming loads from Cannery Row businesses and multifamily dwellings. The objective of this waste sort was to quantify the percentage of the California Redemption Value (CRV) bottles and cans in these loads. Staff used the same technique employed last December on residential loads: representative samples of approximately 2,000-3,000 pounds were taken from each truck; the samples were then sorted to capture all the beverage containers and compare this weight against the total weight of the sample. Of the two loads sampled from Cannery Row businesses, the samples contained 3.8% and 3.3% CRV containers by weight. A multi-family load that was sampled contained less than 2% CRV beverage containers. Both commercial and residential loads did contain a significant quantity of recyclable green waste, cardboard and mixed paper. The City of Monterey plans to include the sampling data in their DOC grant proposal.

City of Monterey Planning Department Receives District Green Building Kiosk

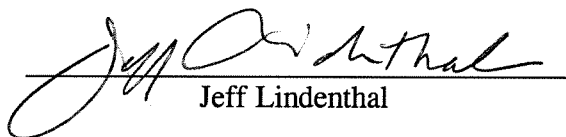
Staff from the Monterey Planning Department requested that the District loan one of our Green Building educational kiosks to their office for public display. The District subsequently loaned the kiosk for an initial period of 18 months and the display was installed this month. Planning Department staff is working to promote green building practices in the City and the District display (created by and purchased from Ecology Action of Santa Cruz) will provide a useful tool for helping educate the public at the point where they apply for and receive building permits.

Litter Report

The next meeting of the Litter Abatement task force will be held on Wednesday, August 8th at 2 p.m. As reported last month, the District and the Salinas Valley Solid Waste Authority (SVSWA) have worked together to sponsor a 15-minute theatrical performance on the topic of litter and marine pollution this summer at the Monterey Bay Aquarium. The performance is titled "Basta Basura! Enough Trash!" and this bilingual show is presented three times a day. Our litter website www.keepmontereycountyclean.org is listed in the Aquarium program as the sponsor for this performance. The performers also acknowledge the website at the end of the show. We plan to measure the success of this promotion in part by monitoring traffic to the litter website. Early indications show that traffic to the site has increased from 335 visits per month in April to 565 visits for the month of July.

New State Plastic Bag Recycling Law (AB 2449) Effective July 1, 2007

Starting July 1, 2007, large grocery stores and pharmacies (those with over 10,000 square feet of retail space) will be required to take back plastic bags for recycling and encourage reusable shopping bags, waste reduction and recycling. It is estimated that California retailers distribute 19 billion plastic bags annually (600 bags per second!). One of the consequences of this rampant plastic bag consumption and limited recycling opportunities is litter. It has been reported that San Francisco spends \$8.5 million each year to deal with plastic bag litter. An analysis by the City of Los Angeles found plastic bags and film represent 45% of the litter in the Los Angeles River. This law is an attempt to increase the recycling of plastic bags by making convenient recycling collection available where bags are distributed and it is an attempt to reduce plastic bag consumption by requiring stores to promote and sell reusable bags. Stores are required to print a message on plastic bags they distribute stating: "Please Return to a Participating Store for Recycling". Stores are also required to maintain records, available for inspection, for three years describing the collection, transport, and recycling of bags they collect.


Jeff Lindenthal

Attachments

Words and Images

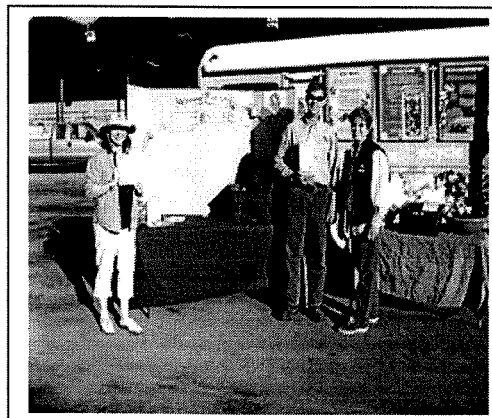
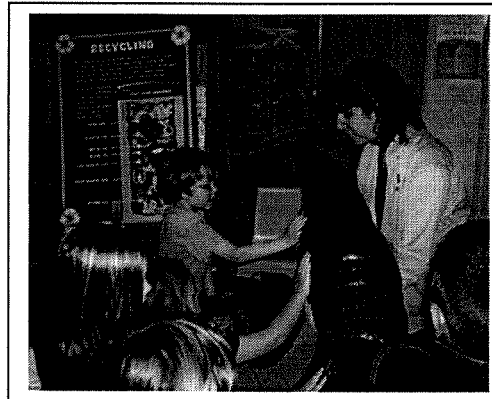
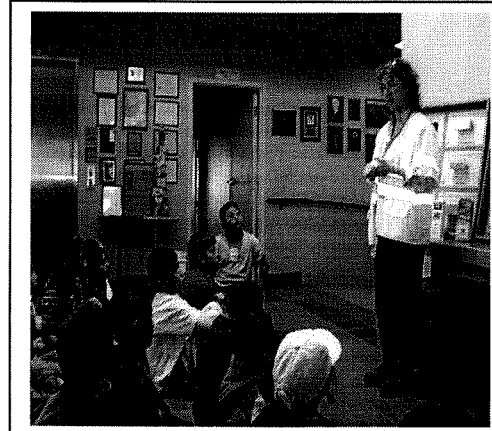
Small Planet Education Program 06-07

April 17, 2007

Dear Ms. Kimberle,

Thank you for having
Room 3 go to the MRWMD.
I promise you I will try
my best to reduce, reuse, and
recycle! When I grow up I
want to work at the MRWMD
because I do care. Love,
Ariana

RECYCLE!



Words and Images

Small Planet Education Program 06-07

April 20, 2007

Dear Ms. Kimberle,

😊 P.S. We thought we would reuse our lunch trays for the letters. What do you think?

I truly appreciate your expertise & enthusiasm for protecting our planet Earth and for teaching our 2nd graders to become more aware of & responsible for caring for our Earth. Thank you for coming in to teach our students about the 3 R's & our natural resources and for taking us on a grand tour of your MRWMD site.

We really enjoyed spending the day with you & learning so much. Thank you for providing the grant to us to be able to take this very worthwhile field trip.

You are most effective in what you do for the MRWMD!

Many, many thanks! Best regards,
Joy Chandler

