



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by lmm Date 3-8-07
General Manager

DATE: March 9, 2007
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Recycling and Public Education Activities

BACKGROUND

District work on Litter Abatement and public education and recycling is ongoing. A report on recent activity follows.

District Litter Abatement Task Force

The quarterly meeting of the District's Litter Abatement Task Force was held February 21st at Supervisor Potter's office. The committee received a report from CalTrans quantifying the volume of litter collected along area roadways (in cubic yards) and will monitor this on an ongoing basis to gauge whether the litter problem is trending up or down locally. The District applied for, and received, a CalTrans spot cleaning permit. This permit allows the District to respond to reports of nearby litter spills on Highway 1 and allows for clean up. A representative from Surfrider Foundation attended the meeting and reported that they track litter metrics from all of their beach cleanups and the local chapter is working on a reusable shopping bag promotion campaign as an alternative to plastic bags in stores.

The County of Monterey made a presentation on the second annual County Clean-up Day to be held on April 21st. Volunteers are needed to help with this annual event and postings are now up on the District website, as well as www.keepmontereycountyclean.org. John Ramirez from the County also reported that an illegal dumping incident first reported on the litter website has now been turned over to the District Attorney for investigation and prosecution.

The California Highway Patrol (CHP) reported that one option to offer increased vehicle tarping enforcement at the District would be with a reimbursable services contract. Staff will investigate the cost of such a contract with the CHP for FY 07-08 budget consideration.

Recycling Report

The AB 939 Annual Report 2005 program updates for each of our jurisdictions must be filed electronically with the State by March 15. City staff has been contacted to obtain or verify program information to be included. The Annual Report update will be filed for each City prior to the deadline.

Report on Recycling and Public Education Activities

March 9, 2007

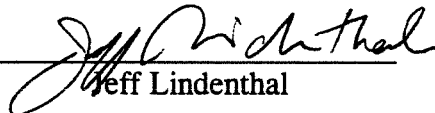
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The District loaned 25 recycling bins to the City of Seaside for use at the start of the Tour of California bicycle race that they hosted on February 22nd. Recycling bins were paired next to trash bins and despite a deluge of rain in the hours before the start of the race, the recycling bins were well utilized by the many hundreds of attendees who turned out.

The District now has an inventory of special event recycling bins that are available on a loan basis to member jurisdictions for their special event use. A flyer promoting the program will be distributed to city staff.

This April, Director Gary Bales will mark his 38th year of service to the District. District staff along with consultant Lewis Leader sat down with Gary on February 15th and conducted an interview to discuss the changes Gary has witnessed at the District and the solid waste industry over this span of time. It is anticipated that the interview will make an interesting article in one of the solid waste industry periodicals and in future District publications.

Last summer, Ecology Action wrote a \$138,000 grant for Special Event Recycling in the District service area which the Department of Conservation subsequently funded. Ecology Action spent considerable time and effort to write this grant application at no cost to the District. This year, the District would like to again partner with Ecology Action to write a continuation grant for additional Special Event Recycling activity in our area. In addition, the District has met with Ecology Action, City of Monterey, Monterey County, and Waste Management, Inc. to discuss bar, restaurant, and hospitality recycling in our region. We plan to retain Ecology Action to write a comprehensive grant proposal for a bar, restaurant, and hospitality recycling campaign targeted to the largest 100 or more bar, restaurant, and hospitality establishments in our service area. The Scope of Work with Ecology Action will provide additional support for the District when conducting special event recycling at events that are not part of the current grant. An example of such an event is the Monterey County Fair. The cost of the Ecology Action scope of work (attached) will range from \$4,950 to \$9,750.


Jeff Lindenthal

Attachment

Ecology Action of Santa Cruz

Pollution Prevention/Zero Waste Group

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Achieving Community and Environmental Excellence through Partnership and Innovation

PROPOSED SCOPE OF SERVICES FOR MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT (DISTRICT).

To be provided by Ecology Action Program Specialist Brennen Jensen

TASK 1: 2007 DOC Annual Competitive Grant - Special Event Recycling

10 hours Phase I for the District component

8 to 26 hours Phase II for the District component

Ecology Action to submit grant application for continuing Special Event Recycling Support on Peninsula. Scope of work to be completed by Brennen for this effort as it relates to District territory:

Phase I Proposal (Due likely 4/30/07)

- Contact Department of Conservation (DOC) to discuss project idea and obtain feedback.
- Revise existing project plan based on lessons learned so far in implementation.
- Identify special events in District territory to include.
- Re-establish target diversion figures for District events.
- Draft concept proposal content for the District's review.

Phase II Proposal (likely due June 07)

- Utilize lessons learned in current project to refine project scope and target diversion for final proposal.
- Draft additional language for final proposal for the District review.

TASK 2. 2007 DOC Annual Competitive Grants - Bar and Restaurant Recycling

20 to 34 hours Phase I

30 to 60 hours Phase II

Submit grant application for implementing a Bar, Restaurant and Hospitality Recycling Program on the Peninsula. Ecology Action may be included as a subcontractor for all or some of the implementation. Scope of work to be completed by Brennen for this effort.

Phase I Proposal (Due likely 4/30/07)

- Contact DOC to discuss project idea and obtain feedback.
- Obtain and review copies of San Luis Obispo grant applications and reports to use their program as a model.
- Develop project budget and scope.

- Identify several key participants and stakeholders and obtain letter of support (chamber, Green Business program, some bars and restaurants, etc).
- Establish target diversion figures.
- Draft concept proposal content for District review.

Phase II Proposal (likely due June 07)

- Refine project scope and target diversion for final proposal.
- Draft additional language needed for final proposal for the District's review.

TASK 3: 2007 Special Event Extra Help

8 to 20 hours

- Support District staff by providing assistance at special events that are not included in the current DOC grant (at the request of the District staff with hours approved in advance).

COST AND INVOICING PROPOSAL

These task totals range from 76 to 150 hours.

Our Program Specialists are billed at an at-cost rate of \$65 for our program partners like the District, so total costs will be in the range of \$4,950 to \$9,750 for this assistance.

We will submit invoices on a monthly basis to the District with the number of hours and project area included. We will keep the District contract manager abreast of all progress via email and phone updates. Once the actual DOC RFPs are issued, we can add in deadlines to the above tasks and confirm the District's approval in writing.

THURSDAY, MARCH 8, 2007

S.F. weighs plastic bag ban

SAN FRANCISCO (AP) — The generation-old checkout counter question of paper or plastic could get a bit more complicated if city lawmakers ban plastic grocery bags.

Angered by what they see as a weak effort by supermarkets to cut down on the use of plastic bags, six local lawmakers want the city to prohibit grocers from giving out the ubiquitous sacks blamed for eating up fossil fuel, littering streets and choking wildlife.

“San Francisco is poised to be the first U.S. city to ratchet up its response against global warming,” said Supervisor Ross

Mirkarimi, who crafted the measure scheduled to be heard by a legislative committee today.

Internationally, discouraging plastic bag use already has caught on in parts of South Africa, Ireland and Taiwan, where authorities either tax shoppers who use them or impose fees on companies that distribute them.

The legislation under consideration in San Francisco would require grocery stores that do more than \$2 million in sales a year to offer customers only bags made of recyclable paper, plastic that can be turned into compost, or sturdy cloth or plastic that can be used repeatedly.