



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

7

Reviewed by Wmm Date 10/12/07
General Manager

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

BACKGROUND

The following is an update on recent staff activity.

\$1.5 Million Department of Conservation Multi-family Recycling Grant Awarded to Monterey Bay Region

The California Department of Conservation conducted a grant solicitation for Multifamily Beverage Container Recycling targeting low-income, multifamily housing communities last spring. The MRWMD joined with five local agencies and five local haulers representing over 40 communities to develop a grant proposal in collaboration with nonprofit Ecology Action (EA) who will function as the regional project coordinator. We have just received word that our grant proposal has been funded in full with the grant award totaling \$1,515,000.

The Monterey Bay Area Regional Multifamily Recycling Project will provide increased beverage container recycling opportunities to the underserved low-income communities of the Monterey Bay Area by implementing convenient and consistent recycling program services to maximize CRV diversion. Project outcomes will provide necessary infrastructure for 100 low-income multifamily housing and apartment facilities supported by regional thematic promotion and outreach to encourage a broad based beverage container recycling and waste reduction conservation ethic within this underserved local community.

Partners in the grant include: Monterey Regional Waste Management District (MRWMD), Salinas Valley Solid Waste Authority, the County of Monterey Environmental Health Division, County of Santa Cruz Public Works Department, Housing Authority of the County of Monterey, Housing Authority of the County of Santa Cruz, City of Monterey, BFI of Salinas, Waste Management, Tri-Cities Disposal, Monterey City Disposal, and Green Waste Services.

The multi-family housing communities within the MRWMD service area that are to be included in this grant are summarized on the attached list. A total of 27 properties are to be included. While this grant funding pertains to implementing projects at "low-income, multifamily communities" it is hoped that the experience gained and lessons learned during this program will help expand recycling programs across many more multifamily housing communities.

Small Planet School Education Program Report

MRWMD will fund and coordinate a Waste Free School (WFS) Pilot Project at the Monterey Peninsula Unified School District Marshall Elementary School during the 2007-08 school year. The pilot program will be implemented as part of Marshall's school-wide focus: *Healthy Mind, Healthy Body, Healthy Planet*. Marshall School, located in Seaside on Fort Ord, houses approximately 600 K-5 students and staff. Our pilot project is based on the successful WFS school program in Santa Cruz County where it was implemented in 58 schools over the last 10 years, diverting 6,928 tons of material from disposal and saving schools \$413,518 in disposal fees.

The goal of the WFS program is to establish environmental stewardship education and solid-waste reduction in elementary, middle and high schools. The goal of our one year WFS pilot project is to implement this program locally, demonstrate success and waste disposal cost savings for the pilot school while assessing the feasibility of MRWMD supporting a larger program in the region in future years.

On October 2nd, public education coordinator Kimberle Herring, along with the coordinating teacher and a PTA parent from Marshall School, attended Santa Cruz County's WFS New Site Leader Training. Related training will be attended on Nov. 2nd at the Go Green Initiative Conference in San Jose. The Go Green Initiative is a program that works to create a culture of environmental responsibility on school campuses throughout the United States and internationally. Local school administrators, educators and facility managers will be encouraged to also attend the Go Green conference.

Litter Report

The topic of litter hotlines and litter reporting was in the news recently (see attached story from San Jose Mercury News). Santa Clara County now has an email address (stopvehiclelittering@sanjoseca.gov) and a telephone line (408) 277-4111 where litter violations from motor vehicles can be reported. Staff called the Santa Clara County hotline and found it is not answered by a live person and instead plays a message that was hard to hear and at the end of the recording it did not allow a litter violation message to be left. We provided this feedback to City of San Jose staff with the hope it will help them troubleshoot their new program.

Litter will also be a high profile topic at the SWANA conference the week of October 15th. MRWMD staff will attend the session described below and prepare a report for the next Litter Abatement Task Force meeting on November 14th:

- ▶ Steven R. Stein of R. W. Beck will speak on litter and its impacts on solid waste managers. Stein and his team have conducted in-depth field studies nationwide along with comprehensive analysis of historical litter-related studies. He will present the results of this combination of extensive field work and research noting changing trends in littering and which strategies produce effective results.

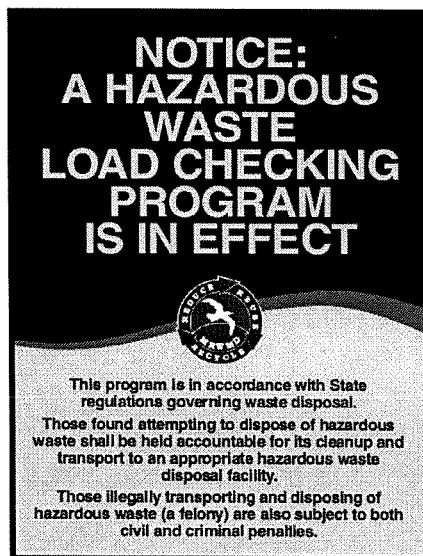
Forum discussions with peers will provide invaluable knowledge, idea sharing and insights regarding the challenges that solid waste managers may face with litter and illegal dumping in the future:

- Litter and resulting issues
- Changing sources of litter
- Staggering costs of litter cleanups
- Funding cleanup costs faced by solid waste managers

Randy Hartmann of the Georgia Department Of Community will update on how Georgia is addressing litter issues. Hartmann will discuss the Governor's initiative to tackle escalating litter costs, as the State of Georgia currently faces annual costs of \$14,000,000. R. W. Beck assisted the State in developing a comprehensive program identifying sources of litter, and designing a toolkit allowing law enforcement and judicial officials to endorse a set of simplified, workable strategies to aggressively reduce litter and the costs of cleanups.

Waste Screening

New public notice signs will be going up in front of the scales shortly. Customer handouts are being distributed at the scale kiosk, and the installation of signs for the Waste Inspection Station in the MRF will be complete when the MRF reopens after the scheduled shutdown on November 5th.



Example of Waste Screening sign posted in English and Spanish posted at the scale kiosk and to be installed in front of the scales.

Household Battery Recycling

Staff has heard from several jurisdictions that household battery collection has surpassed their expectations and only continues to increase. We have found a new battery collection bin that is well designed and visually appealing. A sample of these bins will be available to board members at the October 19th meeting. Additional battery collection bins are available to all jurisdictions upon request. Please contact me to request these bins for use in your jurisdiction.

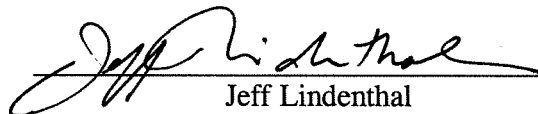
Recycling in the News

Attached to this report is an editorial from the August 2007 edition of Resource Recycling magazine. After describing how some recyclable materials such as newsprint have not changed in more than 100 years, Editor Jerry Powell tells readers "get ready for new stuff". The "new stuff" he expects to begin flowing into the wastestream includes bio-materials such as plastics made from renewable plants. These new bio-plastics are said to be "fully recyclable" with their petroleum-based counterparts. Earlier bio-plastics have been designed to be degradable or compostable and as such act as a contaminant when mixed with petroleum plastics. Mr. Powell says the new bio-materials coming on-line will solve this problem. Another trend in product manufacturing is the use of "nanomaterials". These microscopic additives have the potential to impair a materials recyclability if they become widespread in packaging and are not designed with recycling in mind.

Another trend staff will be monitoring is the industry switch to digital television broadcasting which is happening in the U.S. in February 2009. As a result many consumers between now and then are expected to replace their old analog TV sets. This along with the steady flow of new electronic products entering the marketplace will likely result in a steady increase in electronic waste tonnage collected in the Last Chance Mercantile program.

STRATEGIC PLANNING IMPACT

- A4c: Based on Waste Characterization and Analysis, identify new diversion opportunities.
- A6a: Program focus on public awareness, increased diversion of organics and commercial wastes, proper management of hazardous and prohibited materials, litter abatement, and sustainability.
- A6c: Expand school education and outreach program through Waste Free Schools partnership with Santa Cruz County, and internships with local college students.


Jeff Lindenthal

Hotline set up for reporting litterbugs

COUNTY TAKES STEP IN EFFORT TO CLEAN UP SOUTH BAY HIGHWAYS

By Gary Richards
Mercury News
San Jose Mercury News
Article Launched:09/24/2007 01:37:57 AM PDT

Sueling Cho was furious as she drove on Highway 17 last Monday, spotting a driver in a blue metallic Chevy Cobalt flipping a cigarette out the window near Interstate 280.

"Where can I report this driver?" the 42-year-old consultant from Los Gatos wanted to know. "In this high fire zone time, this is incredibly irresponsible."

Now, Cho - and everyone else in Santa Clara County fed up with trash along South Bay freeways and streets - has a way to report litterbugs: a countywide hotline that is believed to be the second, after San Diego, in California's ongoing war against roadside trash.

And it's a war whose stakes are high: Far from just a nuisance, litter costs millions to clean up, poses a danger to animals and leads to dozens of fatal crashes each year. To file a report, you can fire off an e-mail to stopvehiclelittering@sanjoseca.gov or call (408) 277-4111 - a number that may be ringing non-stop.

A survey two years ago ranked highways in the nine-county Bay Area as the most trashed in the state. Within that dubious group, only the East Bay had dirtier roads than Santa Clara County.

The hotline is the first major step by a task force formed last year to look at the South Bay's trash problem. Led by San Jose council members Nora Campos and Forrest Williams, the group of about three dozen includes police officers, California Highway Patrol officers, officials from other cities and the county, the water district, Caltrans and the district attorney's office.

Here's how it works: Get the license plate number, the make of the car, the spot where the littering took place, etc. Just like with the hotline to report smoking vehicles, a warning letter will be sent out to the registered owner.

No \$1,000 tickets will be written, but officials hope the letter will inform the offender of the seriousness of littering or shame them into not flinging trash out of the window.

"Once we send out a letter and tell them they've been spotted littering and aren't anonymous anymore, I think this will help," said Gordon Castro, a supervisor in San Jose's anti-litter program.

Trash plugs up storm drains, poisons and chokes wildlife and threatens water supplies. Tossed cigarette butts start fires. Caltrans spends about \$55 million a year picking up trash statewide, \$18 million alone in the Bay Area and nearly \$2 million in Santa Clara County. Last year, state workers picked up 11,688 cubic yards of trash or 81,816 bags within the county.

And there is another cost. In the past two years, 155 people lost their lives after crashing into debris on state highways from discarded washing machines to ladders.

Officials say the litter comes from a variety of sources - careless drivers who pitch trash out of their windows or fail to cover debris in the beds of pickups, and recycling trucks that inadvertently spew paper and plastic remnants. Budget cuts during the past several years have meant fewer dollars and maintenance workers to bag the filth.

It is an enormous job. It would take one crew working an eight-hour shift every weekday for several months just to keep the 52-mile stretch of Highway 101 clean within the county. And drivers notice. "I would say that 17-880 is just about the worst I have seen it in the past five years," said Steve Strom of Los Gatos.

Adds Peggy Beahm of San Jose: "I was embarrassed at the conditions (on 680). It just wasn't an occasional soda can or paper bag. It was bags of garbage, car parts, clothes."

And from Carl Brannon of San Jose: "When did it happen? When did the city dump move to the stretch of Highway 85 between Almaden Expressway and Highway 17?"

Contact Gary Richards at mrroadshow@mercurynews.com or (408) 920-5335.

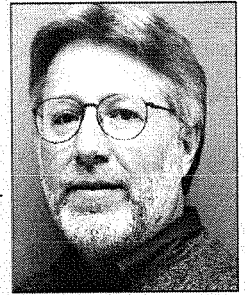
ATTACHMENT A:
SAMPLE PROJECT LOCATIONS: MRWMD
MONTEREY BAY AREA MULTIFAMILY RECYCLING GRANT

HA/Inst	NO. UNITS	COMPLEX NAME	UNITS SIZES	SITE LOCATION(S) ADDRESSES	City	Haulier	District	Juris
1	USDH-HUD	Del Monte Manor	Family	1466 Yosemite St., Seaside, CA 93955	Seaside	WM	MRWMD	MRWMD
2	USDH-HUD	Hannon Assembled Apt	Family	1773 Waring Place Seaside, CA 93955	Seaside	WM	MRWMD	MRWMD
3	USDH-HUD	Villa del Monte	Elderly	1680 Broadway Ave., Seaside, CA 93955	Seaside	WM	MRWMD	MRWMD
4	HACM	No Name	(2 Br)	242 Montecito Avenue; 531 Watson Street Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
5	HACM	Oak Grove	(2 Br)	1100 2nd St. Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
6	HACM	Portola Vista	(1 Br)	20 Del Monte Ave., Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
7	HACM	Casanova Plaza (Disabled-Elderly)	(1 & 2 Br)	800 Casanova Ave., Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
8	HCD	No Name	Rental Rehab	420 Estrella Ave., Monterey CA 93940	Monterey	MCD	MRWMD	Monterey
9	HCD	Casa de Perla	(5 Br)	608 Pearl St., Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
10	USDH-HUD	De la Vina Apts	Elderly	345 De la Vina Ave., Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
11	USDH-HUD	El Estero	Disabled	151 Park Ave., Monterey, CA 93940	Monterey	MCD	MRWMD	Monterey
12	HCD	Marina Senior Housing	Rental New Construction	3082 Sunset & 248 Carmel Marina, CA 93933	Marina	WM	MRWMD	MRWMD
13	HCD	Pueblo Del Mar	Rental Rehab	3048-3100 17th Regiment Marina, CA 93933	Marina	WM	MRWMD	MRWMD
14	HCD	Pueblo Del Mar	Rental Rehab	3026-3044 Kwajalein Court Marina, CA 93933	Marina	WM	MRWMD	MRWMD
15	USDH-HUD	Charles Apts	Family	3109 Seacrest Ave., Marina, CA 93933	Marina	WM	MRWMD	MRWMD
16	USDH-HUD	Cypress Gardens	Family	3135 Seacrest Ave., Marina, CA 93933	Marina	WM	MRWMD	MRWMD
17	MCEHD-CP	Gracia	Mobile Homes	1702 Elkhorn Road Watsonville, CA	Elkhorn	WM	MRWMD	MCHD
18	HACM	Paseo de las Rosas	(2, 3 & 4 Br)	Sainas St., Pajaro St., Seymour St., & Haight St., Speegle St., Castroville, CA 95012	Castroville	WM	MRWMD	MCHD
19	HCD	Geil Street Apartments/Castroville Project	Rental Complex (1 & 2 Br)	11299 Geil St., Castroville, CA 95012	Castroville	WM	MRWMD	MCHD
20	HACM	Rippling River	(Studios and 1 Br)	53 E. Carmel Valley Rd., Carmel Valley, CA 93924	Carmel Valley	WM	MRWMD	MCHD
21	HCD	Pacific Meadows	(1, 2 Br, Studio)	5315 Carmel Valley Rd., Carmel, CA 92923	Carmel Valley	WM	MRWMD	MCHD
22	MCEHD-CP	Big Sur Lodge Pfeiffer Big Sur State Park	Dormitories	47225 Highway 1 Big Sur, CA	Big Sur	WM	MRWMD	MCHD
23	MCEHD-CP	Big Sur Lodge Pfeiffer Big Sur State Park	Apartments	47225 Highway 1 Big Sur, CA	Big Sur	WM	MRWMD	MCHD
24	MCEHD-CP	Deefjen's Staff Housing	Apartments	Hwy 1 at Castro Canyon, Big Sur, CA	Big Sur	WM	MRWMD	MCHD
25	MCEHD-CP	Esalen Institute	Apartments	Hwy 1 Big Sur, CA	Big Sur	WM	MRWMD	MCHD
26	MCEHD-CP	Fernwood Resort Employee	6 Apts, 2 Mobile Hms	Hwy 1 Big Sur, CA	Big Sur	WM	MRWMD	MCHD
27	MCEHD-CP	Gorda Town Labor Camp	Dorm	Hwy 1 Big Sur, CA	Big Sur	WM	MRWMD	MCHD

Get ready for new stuff

As much as the popular press believes that the garbage stream has rapidly changed in past years, a careful assessment would suggest that the materials we use daily are pretty much the same for the past few decades. That, however, may change dramatically in this decade.

Take packaging as an example. Ever since the general commercialization of the aluminum beverage can in the late 1960s and the polyethylene terephthalate (PET) bottle in the late 1970s, few new packaging materials have been brought to the market in any great volume. Yes, it can be pointed out that the aluminum can drove the steel beverage can off the shelf and that the PET bottle was the kiss of death for the glass soft drink container, but the materials we used for packaging in the late 1970s (plastic, steel, aluminum and paper) are still the complete market today.



The same goes for paper and paperboard. Newsprint is over a hundred years old. Try as they might, makers of products that compete against the corrugated box have gained little market share. The papers used in today's offices are nearly identical to those consumed 30 years ago.

In other words, while we might consume more stuff than ever before, and some materials have captured market share from others, the items that flow through our recycling systems today are about the same as those recovered a quarter of a century ago. Paper made from trees is collected and baled before being repulped. Metals made from ores are processed for remelting. Plastics made from oil or natural gas are washed, flaked and pelletized.

But now we see several new trends that may alter our trash flows. The first example is bio-materials. As part of broader debates regarding global warming and the production of greenhouse gases, we are seeing investment dollars flowing to bio-material developers.

And some intriguing and interesting developments are on the horizon. For example, Dow Chemical (Midland, Michigan) has joined with Crystalsev (Ribeirão Preto, Brazil), the prominent Brazilian producer of sugar and ethanol, to make 750 million pounds per year of polyethylene (PE) from ethanol.

Nearly all of the PE produced worldwide relies on nonrenewable resources, as it is made from petroleum-based products (either naphtha or natural gas). The new Brazilian plant, set to open in 2011, will use ethanol made from sugar cane, a renewable resource.

But this is not a degradable plastic, with all the recycling problems inherent with degradable plastics. This new plastic will have the same features of petrochemical-based PE, including being fully recyclable.

A second area worthy of watching is the potential to use nanomaterials in making products. Nanomaterials are being developed that add new properties to existing materials, such as improving tensile strength or durability.

These new tiny materials, however, could seriously harm recycling by making an easily recyclable material unusable. Federal officials are aware of these concerns and are just beginning to ask questions regarding the recycling impact of new nanomaterials. Trade groups representing recycling interests need to be more diligent about potential changes to materials recovery by these new fangled products.

Jerry Powell

Reprinted with permission from Resource Recycling, P.O. Box 42270, Portland, OR 97242-0270; (503) 233-1305, (503) 233-1356 (fax); www.resource-recycling.com.

Reflections on the 38th Annual Earth Day

Some 35 years ago, not long into my tenure as a member of the governing board of the Monterey (California) Regional Waste Management District, a group of us met at Toro Park to help observe an early Earth Day.

I didn't know quite what to expect. But from a colorful booth at the park we passed out some brochures about protecting the environment and chatted with those who had come out for the day.

Who would have guessed that Earth Day, begun in 1970, would become the largest public gathering around the United States and a rallying point for public consciousness about the environment? It helped to focus attention on the need to conserve, an Earth Day theme that continues today.

In those days, many people assumed that we had an unlimited supply of natural resources. In the decades following World War II, we had become a "throw away" society. There was little discussion about global warming or climate change. And although the notion of recycling was around, it was not embedded in public action, and opportunities were limited.

Much has improved since then through the day-to-day actions of people and because of policies adopted at the local, state, and national levels. The solid waste industry has also changed from one that was disposal-oriented to one that is now diversion-driven. The amount of material that we recycle continues to increase.

A significant reason is landmark California legislation enacted in 1989, known as the Integrated Waste Management Act. This law, AB939, required jurisdictions to meet diversion goals of 25% by 1995 and 50% by 2000. That percentage is likely to increase in the not-too-distant future, perhaps to a 75% diversion goal. The state has even adopted the goal of zero waste with the tag line "You Make It Happen!"

That first Earth Day, on April 22, 1970, gave our district a theme that has grown stronger over the years: "Reduce, reuse, recycle." This priority has conserved landfill capacity as we have worked to be environmentally sensitive and cost-effective.

Our board reflects the approximately 175,000 people the district serves with representatives from the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, and Seaside, as well as Monterey County and the Pebble Beach Community Services District. Together, we work for a regional solution to solid waste issues.

It is encouraging that the list of products and

packaging that can be recycled is steadily increasing. However, the variety of materials in the wastestream is growing day by day.

California law now prohibits the trash disposal of such electronic waste as televisions and computers, along with household batteries and fluorescent light bulbs. In 1987, the district opened a permanent household hazardous waste collection facility, where these items—along with leftover paint, pesticides, and used motor oil—are collected from district residents, free of charge, six days a week.

Although we maintain a 100-year site life at the Monterey Peninsula Landfill, we are planning for a future when more materials can be recycled, salvaged, and diverted from disposal.

At this year's Good Old Days celebration in Pacific Grove, sustainability was a strong theme. A new organization, Trees for P.G., joined forces with the City of Pacific Grove, the local chamber of commerce, and the nonprofit Sustainable P.G. to make Good Old Days a carbon-neutral event. Free trees were handed out for residents to take home and plant, and the city is seeing that hundreds of trees are planted to offset the carbon-dioxide impact of hosting the event.

The creativity behind the Pacific Grove effort reflects another theme that came out of the first Earth Day: "Think globally; act locally." Local residents were doing just that with cleanup events and Earth Day observances throughout Monterey County.

The Monterey Peninsula has a long history of creative approaches to thinking globally and acting locally. The first drop-off recycling bins were placed in several local cities in 1975, and the tonnage of material collected has only increased over the years. In 1982, one of the first curbside recycling programs in the nation was launched in the city of Carmel-by-the-Sea. At the Monterey Peninsula Landfill, we created a public-private partnership in 1983 to capture methane gas and generate electricity. Today, the district is self-sufficient in generating all its own renewable energy and distributing enough surplus electricity back to the grid to power 4,000 homes.

Although Earth Day is formally observed just once a year, its message is something we should respect every day. One of the lessons from the first Earth Day held true on the 38th observance of this annual celebration of our planet: When it comes to conserving resources, individual actions do make a difference.

MSW

Gary Bales has been a director of the Monterey Regional Waste Management District since 1969.

Editorial Advisory Board

Laurie Batchelder Adams

PRESIDENT
LBA ASSOCIATES
DENVER, CO

Sara L. Bixby

DIRECTOR
SOUTH CENTRAL IOWA SOLID WASTE AGENCY
TRACY, IA

Martin Dareff, CPPPO, CPPB

MANAGER, VEHICLE SERVICES
METROPOLITAN DADE COUNTY, FL

Victoria O. Garland

DEPUTY DIRECTOR, SOLID WASTE SERVICES
CITY OF CHARLOTTE, NC

Harvey Gershman

PRESIDENT
GERSHMAN, BRICKNER & BRATTON INC.
FAIRFAX, VA

Thomas B. Hadden III

EXECUTIVE DIRECTOR
METRO WASTE AUTHORITY
DES MOINES, IA

John S. Hadfield, P.E.

SOUTHEASTERN PUBLIC SERVICE AUTHORITY
CHESAPEAKE, VA

H. Lanier Hickman, P.E.*

OCEAN CITY, MD

Theresa Jennings

DIRECTOR, SOLID WASTE DIVISION
DEPARTMENT OF NATURAL RESOURCES AND PARKS
KING COUNTY, WA

Michael Long

EXECUTIVE DIRECTOR
SOLID WASTE AUTHORITY OF CENTRAL OHIO

Richard J. Mauck, P.E.

DIRECTOR OF STREETS & AUTOMOTIVE SERVICES
CITY OF SANTA CLARA, CA

William M. Merry, P.E., DEE

GENERAL MANAGER
MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT
MONTEREY, CA

Nancy W. Nevil

SOLID WASTE MANAGER
CITY OF PLANO, TX

John H. Skinner, Ph.D.

EXECUTIVE DIRECTOR
SOLID WASTE ASSOCIATION OF NORTH AMERICA
SILVER SPRING, MD

Eugene Tseng, J.D.

PRESIDENT
E. TSENG & ASSOCIATES
AGOURA HILLS, CA

N.C. Vasuki, P.E.*

FORMER CHIEF EXECUTIVE OFFICER
DELAWARE SOLID WASTE AUTHORITY

James D. Warner

EXECUTIVE DIRECTOR
LANCASTER COUNTY
SOLID WASTE MANAGEMENT AUTHORITY

Ana E. Wood

SOLID WASTE DIRECTOR
CITY OF JACKSONVILLE, FL

*Diplomate, American Academy of Environmental Engineers

BOARD OF DIRECTORS

LEO LASKA
CHAIR

SUE McCLOUD
VICE CHAIR

GARY BALES
DAVID PENDERGRASS
KEN GRAY
JOSEPH P. RUSSELL
JERRY SMITH
DON JORDAN
LIBBY DOWNEY



MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Home of the Last Chance Mercantile

WILLIAM MERRY, P.E., DEE
GENERAL MANAGER/
DISTRICT ENGINEER

TIMOTHY S. FLANAGAN
ASST. GENERAL MANAGER

RICHARD SHEDDEN, P.E.
SENIOR ENGINEER

RICHARD NORTON
ADMIN. SERVICES MGR.

ROBERT WELLINGTON
COUNSEL

October 4, 2007

Ms. Bridgett Luther
Department of Conservation
801 K Street, MS 24-01
Sacramento, CA 95814

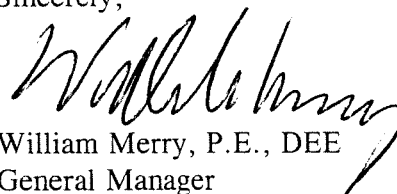
Dear Ms. Luther:

The recent 50th Anniversary of the Monterey Jazz Festival served as yet another reminder of the positive impact the Comprehensive Recycling Community is having on the Monterey Peninsula. It was great to have the Department of Conservation (DOC) exhibit on display and your staff on hand throughout the event.

The DOC premiums distributed at the event were a big hit with the record crowds that attended the three-day festival. We observed a steady flow of music fans stopping by to peruse the DOC booth and the many recycled content products on display. Our staff heard many positive comments and praise for the DOC participation in this venerable Monterey event.

On behalf of all of us at the Monterey Regional Waste Management District, thank you for your continued media outreach promoting recycling on the Monterey Peninsula and the DOC involvement in community events. We look forward to news of the continued success of the Comprehensive Recycling Community program and thank you for all your efforts to boost recycling in our region.

Sincerely,



William Merry, P.E., DEE
General Manager