



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by: *[Signature]* Date: *7/11/08*
jer General Manager

DATE: July 11, 2008
 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.

Litter Report

The next meeting of the Litter Abatement task force will be held on Wednesday, August 13th at 2 p.m. Again this summer, 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 at the Monterey Bay Aquarium. The performance is titled "Basta Basura! Enough Trash!" and this bilingual show is presented several times a day all summer long.



The Monterey Bay Aquarium has added a new section to their website on the impact of plastic pollution in the marine environment. This excellent resource includes a description of the problem, a list of things people can do to help, and a link to support AB 2058 which is aimed to reduce plastic bag litter. This information can be found at: http://www.montereybayaquarium.org/cr/oceanissues/plastics_albatross/.

Plastic litter has been in the national news recently. Both the New York Times Sunday Magazine and Discover Magazine have done recent stories on the "Great Pacific Garbage Patch". These in-depth articles can be found at: http://www.nytimes.com/2008/06/22/magazine/22Plastics-t.html?_r=1&ref=magazine&oref=slogin and <http://blogs.discovermagazine.com/betterplanet/2008/02/22/the-synthetic-sea/>.

The 3rd annual County Clean-Up Day took place on April 19th. Staff from the County of Monterey will present a short overview and summary of the effort, which continues to grow in support and participation each year, at the July 18th Board meeting.

National Award for District Household Hazardous Waste Program

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 2008 for the District's Household Hazardous Waste (HHW) program. We received notice on July 8th that the District's program has been selected for the 2008 Special Waste Bronze Excellence Award which will be presented during the annual SWANA conference on October 23rd.

In 1986, long before other communities were planning for or carrying out such programs, the District implemented mobile community HHW collection events. This experience and the community feedback gained from these events led the District to initiate one of the first permanent HHW collection facilities in the nation. The District's innovative reuse program for paint and garden products, which allows products to be used for the purpose they were intended while minimizing costly disposal fees, has been replicated by many other programs. This award is a tribute to the District and well deserved recognition for the hard work of the HHW program staff.

Public Education and Outreach Numbers Increase in FY 07/08

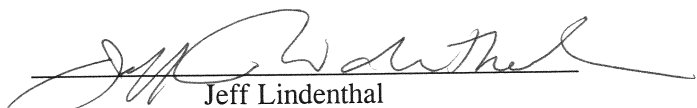
With the FY 07/08 fiscal year now complete, public education staff has tallied the number of presentations, community events and tours conducted during the year along with the number of people reached at each event as listed in the table below.

MRWMD Public Education Summary				
	# of Activities FY 06/07	Participants FY 06/07	# of Activities FY 07/08	Participants FY 07/08
Presentations	60	2,665	67	4,330
Facility Tours	63	1,875	61	1,327
Community Events	23	1,636	27	1,362
Parades w/ District Bus	1	-	2	-
MC Fair Exhibit	1	-	1	-
Fiscal Year Totals	148	6,176	158	7,019
Program Totals (From 1996)		52,676		59,695

The significant increase in our school presentation numbers for FY 07/08 is attributable to a new School Assembly Program that Public Education Coordinator Kimberle Herring developed. Assemblies allow us to reach many more students in a short time frame vs. a hands-on classroom presentation. School assemblies will be a primary focus for our school education program this fiscal year.

Strategic Planning Impact

- 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 and internships with local college students.



Jeff Lindenthal