



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by Wmm Date 3/12/08
General Manager

DATE: March 14, 2008
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, Recycling and Litter

CIWMB ANNUAL REPORT UPDATES

Each year jurisdictions are required to report to the CIWMB on the status of their diversion, public education and outreach, recycled product procurement activities, and special event recycling. The District prepares and submits these reports for our member cities each year. Monterey County prepares the report for the unincorporated county area. This year we are reporting on the 2006 program year and the annual updates were complete prior to the March 15 deadline.

MONTEREY COUNTY CLEAN-UP DAY

The third annual Monterey County Clean-up Day is Saturday, April 19th. District staff are sponsoring a volunteer check-in site for Clean-up Day at the Home Depot parking lot in Seaside and will be providing a household battery and fluorescent bulb collection event at this location. The District will again be providing disposal vouchers to waive the fee for the disposal of trash collected during clean up events within our service area that day. News of the event and a call to volunteer has been posted on both the www.mrwmd.org and www.KeepMontereyCountyClean.org websites.

CSUMB AND MIIS STUDENT INVOLVEMENT

The public education department presently has two CSUMB students helping install new features in our Small Planet Education Garden to fulfill their community service learning requirement. Additionally, our second intern from the Monterey Institute of International Studies (Mike Perry) joined us in February and is assisting with the development of new public education materials.

WASTE FREE SCHOOLS PILOT PROGRAM AT MARSHALL ELEMENTARY

The Waste Free School (WFS) Pilot Project, modeled after the successful Santa Cruz County program, has been underway at Marshall Elementary School in Seaside since last September. The goal of the Santa Cruz WFS program is to establish or enhance environmental education and solid-waste reduction in elementary, middle and high schools. The goal of the District one-year pilot project is to implement this program locally, demonstrate success and waste disposal cost savings for the pilot school while assessing the feasibility of the District supporting a larger program in the region in future years.

District School Education Coordinator Kimberle Herring has been leading this project which has included:

- School staff training
- Development of a student recycling team
- Set-up of school wide recycling infrastructure
- Pre-project waste audit
- Development of written communications and displays for students and families
- Educational presentations for staff and students.

In January, a Waste Free Lunch Program was launched along with a school wide assembly done in participation with Waste Management Inc. and school staff. Recycling infrastructure was created for the lunch room, and support from custodial staff was enlisted.

In the first two months lunch room waste has been reduced by 50%, already reducing the disposal costs for the school. The students were rewarded with a visit by Recycle Rex (the blue recycling dinosaur) and Department of Conservation staff on February 29th. On that day, Recycle Rex met and congratulated 530 children for their good recycling and visited another 350 students at Monterey's Bay View school to help kick off their waste free lunch program.



Recycling ambassador Recycle Rex with Marshall students.



Marshall School lunchroom sorting and recycling.

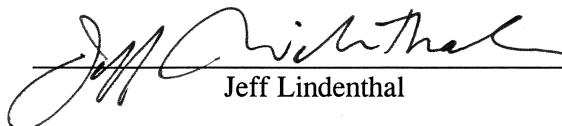
WASTE FREE SCHOOL PILOT PROJECT SUCCESSES TO DATE:

- Increased recycling infrastructure at 2 school sites
- 50% reduction in lunch room waste
- 40% school wide waste reduction
- Received support from Waste Management Inc. and State DOC
- Invited to present program at the US Green Building Council Green School Expo, May 7th.

District staff will continue to work with both Marshall School campuses through the rest of the school year. We will then evaluate the success and the feasibility of expanding the program next year. Staff will work on developing a budget and local partnerships to hopefully expand the program to 5-10 schools next 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