



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by W. M. M. Date 1/9/09
General Manager

DATE: January 9, 2009
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, Recycling and Litter Activities

New District Television Advertising Campaign on the Air

A new District advertising campaign began running December 15th on the Comcast cable network. Comcast taped two television spots on location at the District. The first, under the theme “making the right choices” talks about how the District can help you conserve resources and reduce waste by portraying proper disposal for batteries and fluorescent bulbs, the availability of free paint at the Last Chance Mercantile (LCM), and low cost compost bins. The second spot, under the theme “going green with home improvement” features the LCM along with the District’s compost and wood chip mulch products. The customers featured in these spots are actual District patrons who are so enthusiastic about our programs they gladly donated their time to support our efforts and appear in these commercials.

Comcast considers the “making the right choices” spot to be a Public Service Announcement (PSA) and as such they are giving it greater airtime and channel exposure at no additional charge. Also, they are running an aluminum recycling PSA with our name as a co-sponsor free of charge. The District spots are now appearing across all 40 of Comcast’s cable networks and are in rotation approximately 1,000 times per month. Both commercials have been added to the District website and can be viewed by clicking on the link from the home page.

New Public Education Initiatives for 2009

Staff is working to implement several new events in the coming months including:

- E-waste Collection Event. A one-day electronic waste (e-waste) collection event, in partnership with E-Recycling of California, the District’s e-waste recycling vendor. This event is tentatively scheduled for February 21st, in Castroville. The objective is to provide convenient e-waste collection service to a community within the District service area traditionally under-served by special collection events. The timing of the one-day event is to coincide in close proximity to the February 17th conversion to digital television broadcast as we anticipate many people will have upgraded their televisions in the months prior to the switch.
- Monterey County Agriculture Expo Spanish Presentation. A presentation in Spanish on the District’s successful agricultural plastic recycling pilot program will be held at the March 3, 2009 Monterey County Agricultural Expo. This forum will help us inform and educate the local agricultural community on the District’s program including how to deliver agricultural plastic free of contaminants. The County Agricultural Commissioners office has expressed strong support for the District’s agricultural plastic recycling program and has offered their assistance to help with promotion and education.

- A Day Without a Bag, Earth Day, April 22nd. Our strategy for this event is to coordinate a reusable shopping bag giveaway at grocery stores throughout Monterey County. Our event would be modeled after the successful Day Without A Bag events conducted last December in Southern California. The objective is to promote waste reduction and to call attention to the low recycling rates for plastic bags and the litter problems they pose in our region. This event will be discussed at the 3R Committee meeting later this month and the Litter Abatement Task Force meeting next month. We hope to enlist the support of Monterey County and the Salinas Valley Solid Waste Authority in coordinating this event. Our plan is to engage stores, jurisdictions and others county-wide in hosting Day Without a Bag activities.
- Winter Compost Education Workshops. The District will host three workshops to promote waste reduction through home composting on January 31st, February 28th, and March 28th. Workshops begin at 10 a.m. in the Board room located in the District Administration Building and include a short introduction and overview of the District before adjourning to the Small Planet Education Garden for hands-on compost pile building and demonstrations.
- Compost Outreach Volunteer Training Program. Kimberle Herring is coordinating a training program to prepare volunteers to set up informational displays at Farmers Markets and other community events to promote waste reduction through home composting. Engaging volunteers will aid District staff in furthering compost education in the community. It is our hope that volunteers will become part of a “green team” that the District can engage for assistance with community outreach and education. Judging from turn-out at our past compost workshops, there is a lot of interest in “how to compost” in the local community.

Litter Abatement Task Force

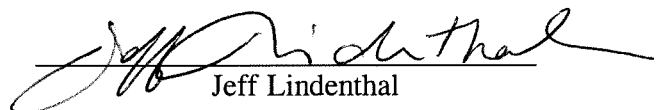
The next meeting of the Litter Abatement Task Force is February 11th, at 2:00 p.m. at Supervisor Potter’s office. A representative from the California Ocean Protection Council is planning to attend to brief the Task Force on the recently adopted Implementation Strategy to Reduce and Prevent Ocean Litter.

A news story appeared on KSBW television recently regarding a new Adopt-A-Beach clean-up program underway in Santa Cruz County. The program is funded in part by the California Coastal Commission and implemented by the non-profit group Save Our Shores. This program will be an agenda item at the next Task Force meeting as well. The story can be viewed on the KSBW website from the following link:

<http://www.ksbw.com/video/18442737/index.html>

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.


Jeff Lindenthal