



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by: Wmm
General Manager

Date: 8/11/10

DATE: August 13, 2010
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, and Recycling, and Litter

New Proposed Recycling Initiative to Support MPUSD

The Monterey Peninsula Unified School District, with 18 school facilities and approximately 625 classrooms in Marina, Seaside and Monterey, has expressed a desire to scale-up their recycling program across all campuses. MRWMD and City of Monterey staff met with MPUSD Assistant Superintendent, Dan Albert Jr., to discuss implementing a three phase effort to expand recycling infrastructure and effectiveness in classrooms, administrative spaces, campus exteriors, and food service areas over the next three years.

MRWMD staff is in initial stages of coordination with the respective haulers, City of Monterey and additional community partners to determine how best to create an effective partnership to provide MPUSD with the support, technical assistance, infrastructure and educational components necessary for a successful program. The goal of this proposed project is to build a sustainable, uniform, campus-wide waste diversion program and infrastructure which the school district would be able to maintain.

AB 939 Annual Updates Complete for MRWMD Cities

Each year cities and counties must file an "annual update" to their original AB 939 planning documents. The District performs this task for each member city, and County staff provides the same service for the unincorporated area including Pebble Beach. The intent of the annual updates is to report on the waste reduction, recycling, composting, household hazardous waste, and education and outreach "programs". The State reviews and evaluates the information submitted to determine if jurisdictions are in compliance with AB 939 and to identify areas where programs are working well and where improvement may be needed.

This year, the State requested new information on curbside recycling programs including "participation rates" and "set out rates". These metrics are commonly used around the state to evaluate how many customers actually participate in curbside recycling programs, and of those participating how frequently they put their containers out for collection. These types of metrics can be useful for evaluating program effectiveness, and for identifying areas with low participation for targeted outreach to try and improve diversion. Both Monterey City Disposal Service and Waste Management, Inc., reported that they do not presently track this data but may do so in the future.

One area of the report the District completes in detail pertains to outreach and education activities in schools. The District's "Small Planet School Education Program" was defined in the original Source Reduction and Recycling Elements for our member jurisdictions and subsequently implemented in 1996. The core of this program includes classroom presentations, school assemblies, and tours of MRWMD facilities. In 2007, the program was expanded upon to include a "waste free schools" initiative focusing on reducing lunchroom waste and expanding school recycling efforts. The following table summarizes the AB 939 Annual Update information for school and community education and outreach provided by District staff.

Summary of 2009 MRWMD Education and Outreach Activities for AB 939 Annual Update		
Event	# of Activities	People Reached
Community Events	9	1,555
Parades	5	--
School Presentations	37	1,920
School Assemblies	9	4,196
Civic Groups & Public Presentations	8	247
Public Tours	7	34
School Tours	46	1,341
Compost Workshops & Presentations	25	729
Total People Reached		10,022

The AB 939 Annual Updates also provide an opportunity to review the diversion activities that are reported for member jurisdictions. The table below summarizes the diversion recorded at the MRWMD for member jurisdictions, and the diversion reported by the haulers for the tonnage diverted at the material recovery facilities they operate. Total diversion achieved at MRWMD includes the sum of green and wood waste, asphalt and concrete, and MRF diversion.

Summary of MRWMD and Waste Management Diversion Programs (in Tons)					
City	Year	MRWMD Green & Wood Waste*	MRWMD Asphalt & Concrete	MRWMD MRF Diversion	WM MRF Diversion**
Carmel	2008	2,830	875	2,330	1,986
	2009	2,290	809	1,299	1,896
Del Rey Oaks	2008	279	53	180	723
	2009	269	60	142	692
Marina	2008	1,834	640	2,625	1,686
	2009	1,911	724	2,652	1,539
Pacific Grove	2008	3,301	674	2,539	2,421
	2009	3,226	927	2,107	2,098
Sand City	2008	95	127	293	327
	2009	76	40	430	204
Seaside	2008	1,839	1,194	3,789	2,813
	2009	2,377	14,917	3,994	2,593
Pebble Beach	2008	4,766	991	2,865	1741
	2009	4,005	861	2,098	1750

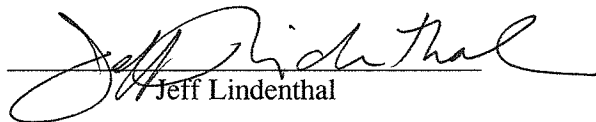
Summary of MRWMD and Monterey City Disposal Service Diversion Programs (in Tons)					
City	Year	MRWMD Green & Wood Waste*	MRWMD Asphalt & Concrete	MRWMD MRF Diversion	MCDS MRF Diversion**
Monterey	2008	5105	1899	7441	5,823
	2009	5376	2047	4954	6,104

* Green & Wood Waste includes source separated materials collected by franchise haulers, and source separated material self-hauled to MRWMD.

** Franchise hauler MRF diversion includes combined residential and commercial recycling tonnage.

In accordance with SB 1016, the State has replaced the former AB 939 “recycling rates” with an annual per capita disposal rate measured against a “50 percent per capita disposal target” for each jurisdiction which is the amount of disposal approximately equivalent to the prior 50% diversion requirement. The 50% per capita disposal target is based on the average of 50% of generation in 2003 to 2006 expressed in terms of per capita disposal. The table below shows that each MRWMD jurisdiction is well below the 50% target. The table also demonstrates that for cities with low population and high employment, measuring the 50% target against the employee base in the City provides a more reasonable indicator of waste generation and disposal. District staff will prepare a summary chart comparing the former diversion rate with the new annual rate for the September Board meeting.

City	2009 Population		2009 Employment	
	50% Target (lbs per capita disposed)	Annual Rate (lbs per capita disposed)	50% Target (lbs per employee disposed)	Annual Rate (lbs per employee disposed)
Carmel-by-the-Sea	15.9	8	23.2	18
Del Rey Oaks	5.7	3.7	24.0	13.7
Marina	6.9	4.5	40.5	22.3
Monterey	11.0	5.9	12.7	6.3
Pacific Grove	6.1	3.7	16.4	9.8
Sand City	59.7	32.3	9.0	5.8
Seaside	5.2	3.9	28.0	18.9


 Jeff Lindenthal