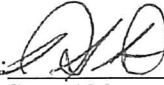




# Memorandum

## MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by:  Date: 6/16/17  
General Manager

DATE: June 16, 2017  
TO: General Manager  
FROM: Communications and Sustainability Director  
SUBJECT: Public Education and Recycling

### 4<sup>th</sup> Annual Hazardous Waste Collection Event on June 24, 2017

District staff will host the 4th annual one-day hazardous waste collection event on June 24, 2017 from 9 a.m. to 2 p.m. at Monterey Peninsula College parking lot A. Last year the event attracted 552 residents who brought hazardous items (43%), electronic waste (16%), or both (41%). Staff anticipates the turn-out will be similar this year.

The District's contractor for hazardous materials removal, Stericycle, will be managing the unloading of vehicles and hazardous material handling. District hazardous waste program staff will divert reusable products for distribution at Last Chance Mercantile. Many items are received unused or nearly full and diverting these to reuse saves the District the expense of sending them out for recycling or disposal and allows them to be used for the purpose intended.

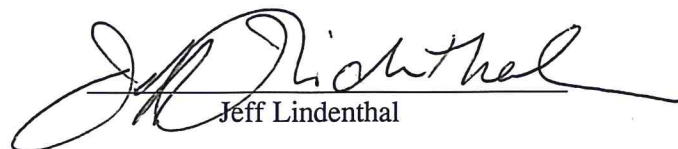
Outreach for the event is being conducted through direct mail flyers targeting the District's farthest southern and eastern service areas. Paid advertisements are appearing in the Monterey County Weekly, Monterey County Herald, Carmel Pine Cone, Cedar Street Times, and on several social media channels. District staff will survey attendees to determine participation by origin, how they were informed of the event, and their use of the District permanent HHW facility. A complete report on the event will be provided to the Board in July.



*A short survey will be completed as customers arrive at the event*



*HHW program staff Glen Evett and Kirk Bennett divert reusable materials in 2016 for distribution at Last Chance Mercantile.*

  
Jeff Lindenthal