



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by:  Date: 9/15/17
General Manager

DATE: September 15, 2017
TO: General Manager
FROM: Communications and Sustainability Director
SUBJECT: Public Education and Recycling

West End Celebration

The District participated in Sand City's 16th annual West End Celebration again this year on August 26th and 27th. Staff spoke with the public about District services, the new Materials Recovery Facility, and composting. The educational bus was great at engaging families in topics around litter reduction and zero waste. Staff answered a range of questions, including where the public could take household hazardous waste, how to troubleshoot a backyard compost pile, if specific items like pizza boxes or chip bags could be recycled, and how the public can take a tour to view District facilities. The public provided very positive feedback about the District and its programs.



Furthermore, the District provided zero waste support to help the event reduce waste and conserve resources. The District loaned infrastructure (event boxes and signs) and provided technical support. The District helped the City and event organizers draft a letter to vendors encouraging them to serve food with recyclable or compostable service ware, as well as informing them of waste diversion stations.



Overall, the District engaged with about 250 members of the public. GreenWaste Recovery reported that 0.97 tons of recycling, 0.10 tons of food waste, and 0.86 tons of garbage were collected at the event. In total, 1.07 tons or 55.4% of materials collected were diverted.

California Resource Recovery Association (CRRA) Conference

On August 20-23, 2017, staff attended the annual CRRA conference in San Diego. CCRA introduced their new Executive Director Jenna Abbott, who has over 10 years of experience with nonprofits.

The first CRRA/SWANA Zero Waste Principles & Practice Certification Program was launched, which Senior Engineer David Ramirez attended. The program is a new professional development course covering rapidly emerging public and private sector Zero Waste programs and the key principles that support these programs.

Zero Waste continued to be an overarching theme of the entire conference. There was a special focus on organics, due to upcoming California legislation SB 1383 that will ban landfill disposal. Talks were given about reduction of food waste and food recovery within schools, food service, and special events. Market updates on the recycling industry were presented for the first time, and the struggling beverage container recycling program was discussed. Susan Collins stressed that CalRecycle's payment system needed to be reformed and fixed for the program to continue. SB 102, a budget trailer bill pending in the Assembly, will use a few tactics to amend Recycling Program Reimbursements.

On the final day of the conference, General Manager Tim Flanagan and Public Education and Outreach Specialist Angela Goebel spoke on a panel "Motivating Change: New Ways of Telling Our Story." Their talk, "Leveraging New Media to Virtually Engage Your Community," focused on the new District videos that were produced in the past year and how Facebook video ads using excerpts were used to successfully gain 600 more followers. You can view these videos here: <http://www.mrwmd.org/virtual-tour/>.

The most intriguing plenary was the final one presented by two Oceanside chefs, Davin Waite and William Eick. With extreme commitment and creativity, they maximize their food resources from farm and sea at their restaurants. They did a live demonstration of cutting a yellowfin tuna apart and using all parts, from cheeks to skin to bone marrow.

(s) Jeff Lindenthal

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