

REDWOOD CITY RECYCLING POLICIES, PROGRAMS AND AWARDS

Redwood City has and will continue to develop and implement source reduction and recycling programs to set an example to its citizens, businesses, industries and institutions.

While Redwood City continues to operate and expand upon its BFI waste diversion programs, it also actively implements the following source reduction and recycling policies and programs:

I. RECYCLING EDUCATION / INCENTIVE PROGRAMS

A. Local Recycling Education/Incentive Programs:

- **Redwood City's Recycling Web Site & Hotline.** The web site and hot line information will also appear in our Fall Parks and Recreation newsletter and on our water bill mail outs to the public.
- **Citizen Guide to Redwood City Booklet** - Prepared & mailed to all Redwood City residents an information guide that contains a *Mayor's Message on Recycling in Redwood City*, information on *Recycling Household Hazardous Waste*, *Commercial Recycling* and *Recycling at the Port* of Redwood City (auto scrap metal, oil, etc., 1990-1). BFI continues to promote recycling programs to Redwood City residents and businesses through recycling literature and billing inserts (94-99).
- **Recycling Public Recognition Award** - Provide recycling incentive (a 'Best Recycling Effort') to residential and business community through a public recognition award program operated by Redwood City's Pride and Beautification Committee (1997-99).
- **Chamber of Commerce Recycling Video & Educational Materials** – Provided the Chamber of Commerce permanent library with a commercial/ industrial recycling training video and recycling education materials for member's use (1993-99).
- **Chamber of Commerce & Port of Redwood City Waste Exchange** – Provide the Chamber and the Port with *CALMAX Waste Exchange Program Magazine* and annual *WRAP Waste Reduction Award Program* application materials for member's use (1993-1999).
- **Downtown Businesses/Merchant Group Recycling Presentations-** Conduct recycling information presentation to Downtown Business Group (1994 and 1999).

- **Elementary School and Adult Recycling Education** - Provided a teacher with a recycling kit (videos, pamphlets, books, posters, etc.) for classroom teaching purposes and to teach a recycling class offered through the City's Park & Recreation Department (1994).
- **Sequoia High School Recycling Training** – Provided students with recycling training as part of the City's *Earth Day* activity efforts. Sequoia High School has a recycling program (1993).
- **Earth Day & City Fairs Recycling Education** – Distribute recycling education materials to citizens at annual Earth Day Fair & at Downtown Business Fair booths (1993-99).
- **Neighborhood & Homeowners Association Recycling Education** – Provide Redwood City Neighborhood and Homeowners Association presidents with recycling education handouts and recycling directory (1993, 1996 & 1999).
- **City Government Public Information Recycling Handouts** – Display recycling education handouts at City Department public information countertops for citizen use and also distribute these materials to downtown business association/merchant groups (1993- 1999).
- **Department Heads/City Staff Training & Recycling Programs** – Held training sessions (including recycling video and presentation by BFI recycling rep); prepared recycling materials and kits for distribution, including desk-side and common area (i.e. employees kitchens, conference rooms, etc.) recycling containers; and assigned a recycling contact/ coordinator within each city department to manage departmental recycling efforts. (Recycling program implemented 1991; expanded in 1993, 1995 and 1998 as part of the Redwood City's *Continuous Improvement Recycling Program*).

B. Regional Recycling Education & Programs:

Redwood City also participates in the creation and implementation of San Mateo County regional recycling programs including:

- **SBTSA Recycling Subcommittee Participation** – Participated on a *SBTSA (regional) Recycling Subcommittee* to define and recommend regional recycling programs that would assist San Mateo County cities in meeting their 25% diversion goal for 1995 and 50% diversion goal for 2000. The Subcommittee ultimately recommended that the SBTSA Board focus on *increasing yard waste recycling, commercial/industrial recycling and multi-unit residential recycling*.

The Subcommittee also recommended to the SBTSA Board, defined the duties of, and hired a Regional Recycling Coordinator to act on behalf of San Mateo County

cities in their waste diversion recycling efforts (Implemented 1993. Program continues to date).

- **Citizen Yard Waste Training & Compost Bin Sales**– Participate in Countywide training program to educate Redwood City citizens on compost bin composting techniques (i.e. advertise the sale of compost bins to residents in *Citizen Guide to Park & Recreation Activities pamphlet*; provide compost bin order forms to City Departments (for display at public information counters), nurseries and shopping centers; and provide classroom training space for composting classes (1994-99).
- **Redwood City has consistently sold more compost bins** for yard waste recycling than any other city in San Mateo County.
- **‘Shop Smart’ Campaign** – Participate in annual Countywide **‘Shop Smart’ Campaigns** (including advertising the ‘Shop Smart Campaign’ in local newspapers, setting up recycling displays in local grocery stores, Community Center buildings, etc. (Implemented 1996).
- **Telephone Book & Christmas Tree Recycling Programs** – Participate in annual countywide *telephone book* and *Christmas tree* educational outreach recycling programs (94-99).
- **Recycling Services Directory** – Participated in the preparation of the Countywide Recycling Services Directory.

Distribute recycling directories and directory updates to the Chamber of Commerce, Port of Redwood City, Downtown Merchant/Business Groups, Neighborhood and Homeowner’s Associations and School Districts. Redwood City also displays the directories at City public information counters, etc. (1994-99).

II. CITY GOVERNMENT RECYCLING AWARDS/ EFFORTS

- **Redwood City Recycling Awards** – Redwood City’s Corporation Yard received awards from the *Peninsula Conservation Center Foundation, Business Environmental Awards Program* and the *League of California Cities* for establishing a *City Corporation Yard Recycling Center* (1997). The Corporation Yard recycles the following items:
 - All spoils from excavations (right-of-way asphalt, concrete, storm, water, sewer, native soil and creek sediment)
 - Cardboard
 - Plastic
 - Metal
 - Haz-mat - engine/motor oils
 - Non-water liquids that come in from the right-of-way

- Green waste
- All street cleaning dumps from street sweepers
- Wood products
- Appliances - washers, dryers, refrigerators, freezers, etc.
- Catch basin spoils
- Creek waste including all green waste trimmings
- All park trash
- All trash & debris
- Tires
- Batteries
- Glass
- Wood pallets
- Florescent lights

The program began in 1995 and has been expanded over the years including the addition of more bins for paper, glass, metal, cardboard, aluminum etc. Public Works Services (PWS) FTE employees have been managing this Continuous Improvement Recycling Program on a part-time basis since 1995. The PWS Department anticipates requesting additional funding for the FY 2000/2001/2002 budget in order to provide more staff resources to the program (1995-99).

- In addition to its Recycling Program, the Yard also has a ***Haz-mat Storage and Disposal Program*** and ***Hosts Hazardous Waste Recycling Events*** several times a year.
- **Public Works Department (PW)** – ***PW recycles all of its green waste and mulches 40 + cubic yards/month*** from its *Street Tree Operation*. PW also ***recycles wood-chips*** from a tree trimming service provided to Redwood City citizens (Program started 1993 and expanded to 100% green waste recycling 1995).
- **Engineering Department** – Uses ***recycled rubber tires*** for street paving and chip sealing (1995-99).
- **City Offices and Community Centers** – ***City Departments*** (Library, Planning, Engineering, Building, City Manager's Office, Finance, Cash Collection, Human Resources, Information Services, Fire, Police, Water, Public Works and Parks & Recreation Departments) and ***City Community Centers*** (CAB, Fair Oaks, Sandpiper, and Veterans Senior Center buildings) ***recycle mixed office paper, newspaper, cans, bottles and cardboard***. (In 1990-4 some Departments recycled office paper and newspaper with Youth Enterprises; 1995-6 some departments and Community Centers recycled paper, newspaper, cans, bottles and card board with BFI; 1997-99 all departments and Community Centers, as applicable, began recycling programs and/or expanded existing recycling efforts with BFI).
- **Other City Offices Recycling Efforts** – City Departments that use printers also ***recycle printer toner cartridges and inkbottles*** (1990-99).

- **Water Department** – Prepare and distribute recycling flyers, including a form on *how to reduce junk mail*, to all Redwood City water customers (1999).
- **Citywide Reduce & Reuse Efforts** – All departments are linked through a computer network and use e-mail to transfer memos, agendas, staff reports and other documents between departments and to customers/clients in an effort *to reduce paper use*. The City also has a web page that enables customers/clients to view information about Redwood City. In addition, whenever possible, the City *reuses packaging material* such as Council, Commission and Committee envelop packages (1997-99).
- City departments also *use recycled content paper and paper products* (i.e. recycled paper towels and other building maintenance supplies) (1990-99).

III. OTHER CITYWIDE RECYCLING POLICIES/PROGRAMS

- **Existing Commercial, Industrial and Residential Recycling Efforts** – Provided BFI with *mailing labels* of all existing *multi-family residential developments* and Redwood City's *largest business employers*. The City requested and BFI agreed to use these labels to send out information on *how to establish recycling programs* within these higher density developments (1993).
- **New Commercial, Industrial and Multi-Unit Residential Recycling Policy** - Developers of new commercial, industrial and multi-unit residential projects as *a policy* are required *to contact BFI to establish recycling areas* within these new developments (1996-99).
- **Downtown Businesses Centralized Recycling Area** - Redwood *City financed and installed a new centralized recycling area for businesses* located on Broadway. These businesses did not have adequate room within their existing buildings for recycling. The recycling area was built within the City's Perry Street parking lot and is used by Broadway restaurants, liquor stores and other businesses to recycle cardboard, bottles, cans and other recyclable items (1997).