



**Overview of Stakeholder Engagement Process in San Carlos  
Proposed Mandatory Commercial Recycling  
February 10, 2010**

**Overview**

The mandatory commercial recycling stakeholder engagement process was implemented in two phases during July-September 2009 and January-February 2010, respectively. The first phase (i.e., Phase I) entailed holding group meetings to educate and inform stakeholders about the implications of mandatory commercial recycling, provide examples of where these policies have been implemented, explained the State's requirements regarding reduction of greenhouse gas emissions and the focus on commercial recycling in this regard, and how much of an impact the commercial sector has on garbage generation. In addition, during Phase I both individual and telephone interviews were conducted with stakeholders and a telephone survey was done.

The second phase (i.e., Phase II) focused on engaging stakeholders through conveying the reasons to endorse a mandatory commercial recycling policy, providing the specific recommendations for the policy and explaining the process and results achieved. The sections below provide the metrics of participation in the meetings, survey and interviews, and summary a brief of the feedback received through engaging stakeholders through both Phases I and II.

**Phase I – Stakeholder Engagement Meetings July – September 2009**

A total of **11 meetings and interviews** were conducted with stakeholders involving approximately **149 individuals**. The businesses and organizations represented included City staff, San Carlos Green, Harbor Industrial Committee, Chamber of Commerce, Sustainable San Mateo County, SAMCEDA, Recology San Mateo County, Allied Waste/Republic Services, BOMA, Rotary Club, Property Managers Association, Economic Development Advisory Committee and the San Carlos Kiwanis Club.

To promote and encourage attendance at the Phase I meetings, approximately 800 flyers were distributed, **1,600** emails were sent, **21** phone calls made, and five websites were updated with a calendar of the meetings and information about mandatory commercial recycling.

### **Phase I – Telephone Survey July-August 2009**

A telephone survey was conducted during July - August 2009. A total of **185** businesses were contacted and **32** surveys were completed.

The major findings of the survey include:

- **More than four-fifths** (i.e., a total of **83%**) of respondents either agreed (29%) or strongly agreed (54%) with the following statement: **“I believe the City should require businesses and apartment buildings to recycle.”** Approximately 10% were neutral and 6% disagreed.
- Three-quarters of respondents (**75%**) held the opinion that **“helping businesses by providing recycling technical assistance”** should be a high priority for the City if a mandatory commercial recycling ordinance were adopted.
- A significant **majority of respondents already have a recycling program**, and usually recycle cardboard (97%), mixed paper (91%), and cans and bottles (90%).

### **Phase II - Stakeholder Engagement Meetings January - February 2010**

Three public stakeholder engagement meetings were held and a total of **36 people attended**. These individuals represented 13 businesses, two collection services companies, residents, city personnel, chamber staff and a community environmental group.

To promote and encourage attendance at the Phase II meetings, approximately 1,300 printed flyers were distributed, 1,500 emails were sent, five websites were updated with information on the meetings, one full-page advertisement was purchased in the San Mateo Daily Journal and RethinkWaste issued press announcement that was distributed to five local papers, of which two wrote stories announcing the meetings.

### **Summary of Phase I and Phase II Findings**

The general findings from these stakeholder meetings and the perspective of the local businesses that were represented include:

- A unanimous endorsement of the proposed mandatory commercial recycling ordinance.
- A unanimous concurrence that this policy would benefit the City with State mandated diversion goals and lowering its carbon footprint through reduction of greenhouse gases.
- The stakeholders conveyed an agreement with the recommended approach to phase in the ordinance.
- Several stakeholders thought the City should include the residential sector.