

## Long-Term Trash Load Reduction Plan and Assessment Strategy

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**Submitted by:**

**County of San Mateo**

400 County Center, 1st Floor  
Redwood City, CA 94063



**COUNTY OF  
SAN MATEO**

*In compliance with Provisions C.10.c of Order R2-2009-0074*

**February 1, 2014**

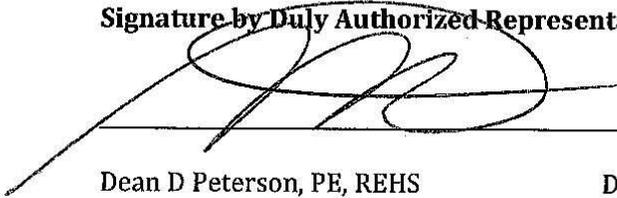
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**COUNTY OF SAN MATEO  
LONG-TERM TRASH LOAD REDUCTION PLAN AND  
ASSESSMENT STRATEGY**

**CERTIFICATION STATEMENT**

"I certify, under penalty of law, that this document and all attachments were prepared under my direction or supervision in accordance with a system designed to ensure that qualified personnel properly gather and evaluate the information submitted. Based on my inquiry of the person or persons who manage the system, or those persons directly responsible for gathering the information, the information submitted, is, to the best of my knowledge and belief, true, accurate, and complete. I am aware that there are significant penalties for submitting false information, including the possibility of fine and imprisonment for knowing violations."

**Signature by Duly Authorized Representative:**

  
\_\_\_\_\_  
Date 1/24/14

Dean D Peterson, PE, REHS  
Director, Environmental Health

Date

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## ABBREVIATIONS

ARS	Auto Retractable Screens
BART	Bay Area Rapid Transit
BASMAA	Bay Area Stormwater Management Agencies Association
BAYROC	Bay Area Recycling Outreach Coalition
BID	Business Improvement District
BMP	Best Management Practice
CalRecycle	California Department of Resources Recycling and Recovery
Caltrans	California Department of Transportation
CARON	Community Alliance to Revitalize Our Neighborhood
CASQA	California Stormwater Quality Association
CCD	California Coastal Cleanup Day
CDS	Continuous Deflection Separator
CPS	Connector Pipe Screens
CEH	County Environmental Health
CEQA	California Environmental Quality Act
CY	Cubic Yards
DPW	Department of Public Works, County of San Mateo
Draft Protocol	Draft On-land Visual Trash Assessment Protocol
EIR	Environmental Impact Report
EPA	Environmental Protection Agency
Fitzgerald ASBS	James V. Fitzgerald Area of Special Biological Significance
Fitzgerald Program	James V. Fitzgerald ASBS Pollution Reduction Program
FY	Fiscal Year
Generation Rates Project	<i>BASMAA Trash Generation Rates Project</i>
GIS	Geographic Information System
HSA	County Human Services Agency
Long-Term Plan	Long-Term Trash Load Reduction Plan
MRP	Municipal Regional Stormwater NPDES Permit
MS4	Municipal Separate Storm Sewer System
NFO	North Fair Oaks
NGO	Non-Governmental Organization
NPDES	National Pollutant Discharge Elimination System
PIP	Public Information and Participation program
Q	Flow
SamTrans	San Mateo County Transit District
SBWMA	South Bayside Waste Management Authority
SFCJPA	San Francisquito Creek Joint Powers Authority
SFPUC	San Francisco Public Utilities Commission
SFRWQCB	San Francisco Regional Water Quality Control Board
SMCFCD	San Mateo County Flood Control District
SMCWPPP	San Mateo Countywide Water Pollution Prevention Program
SMCWPPP Pilot Strategy	SMCWPPP Pilot Trash Assessment Strategy
Strategy	Trash Assessment Strategy
SWRCB	State Water Resource Control Board
SWP	Sheriff's Work Program
TAC	Technical Advisory Committee
TMA	Trash Management Area
TMDL	Total Maximum Daily Load
USEPA	United States Environmental Protection Agency
Water Board	San Francisco Regional Water Quality Control Board
WDR	Waste Discharge Requirements

## PREFACE

This Long-Term Trash Load Reduction Plan and Assessment Strategy (Long-Term Plan) is submitted in compliance with provision C.10.c of the Municipal Regional Stormwater NPDES Permit (MRP) for Phase I communities in the San Francisco Bay (Order R2-2009-0074). The Long-Term Plan was developed using a regionally consistent outline and guidance developed by the Bay Area Stormwater Management Agencies Association (BASMAA) and reviewed by San Francisco Bay Regional Water Quality Control Board staff. The Long-Term Plan is consistent with the Long-Term Trash Load Reduction Framework developed in collaboration with Water Board staff. Its content is based on the County of San Mateo's current understanding of trash problems within its jurisdiction and the effectiveness of control measures designed to reduce trash impacts associated with Municipal Separate Storm Sewer (MS4) discharges. This Long-Term Plan is intended to be iterative and may be modified in the future based on information gained through the implementation of trash control measures. The Long-Term Plan may also be modified based on the availability of funding for implementation. The County of San Mateo therefore reserves the right to revise or amend this Long-Term Plan at its discretion. If significant revisions or amendments are made by the County of San Mateo, a revised Long-Term Plan will be submitted to the Water Board through the County of San Mateo's annual reporting process.



## 1.0 INTRODUCTION

### 1.1 Purpose of Long-Term Trash Reduction Plan

The Municipal Regional Stormwater National Pollutant Discharge Elimination System (NPDES) Permit for Phase I communities in the San Francisco Bay (Order R2-2009-0074), also known as the Municipal Regional Permit (MRP), became effective on December 1, 2009. The MRP applies to 76 large, medium and small municipalities (cities, towns and counties) and flood control agencies in the San Francisco Bay Region, collectively referred to as Permittees. Provision C.10.c of the MRP requires Permittees to submit a *Long-Term Trash Load Reduction Plan* (Long-Term Plan) by February 1, 2014. Long-Term Plans must describe control measures that are currently being implemented, including the level of implementation and additional control measures that will be implemented and/or increased level of implementation designed to attain a 70% trash load reduction by July 1, 2017, and 100% (i.e., “No Visual Impact”) by July 1, 2022.

This Long-Term Plan is submitted by the County of San Mateo in compliance with MRP provision C.10.c. Consistent with provision C.10 requirements, the goal of the Long-Term Plan is to solve trash problems in receiving waters by reducing the impacts associated with trash in discharges from the County of San Mateo’s municipal separate storm sewer system (MS4) that are regulated by NPDES Permit requirements. The Long-Term Plan includes:

1. Descriptions of the current level of implementation of trash control measures and the type and extent to which new or enhanced control measures will be implemented to achieve a target of 100% (i.e. full) trash reduction from MS4s by July 1, 2022, with an interim milestone of 70% reduction by July 1, 2017;
2. A description of the *Trash Assessment Strategy* that will be used to assess progress towards trash reduction targets achieved as a result of control measure implementation; and,
3. Time schedules for implementing control measures and the assessment strategy.

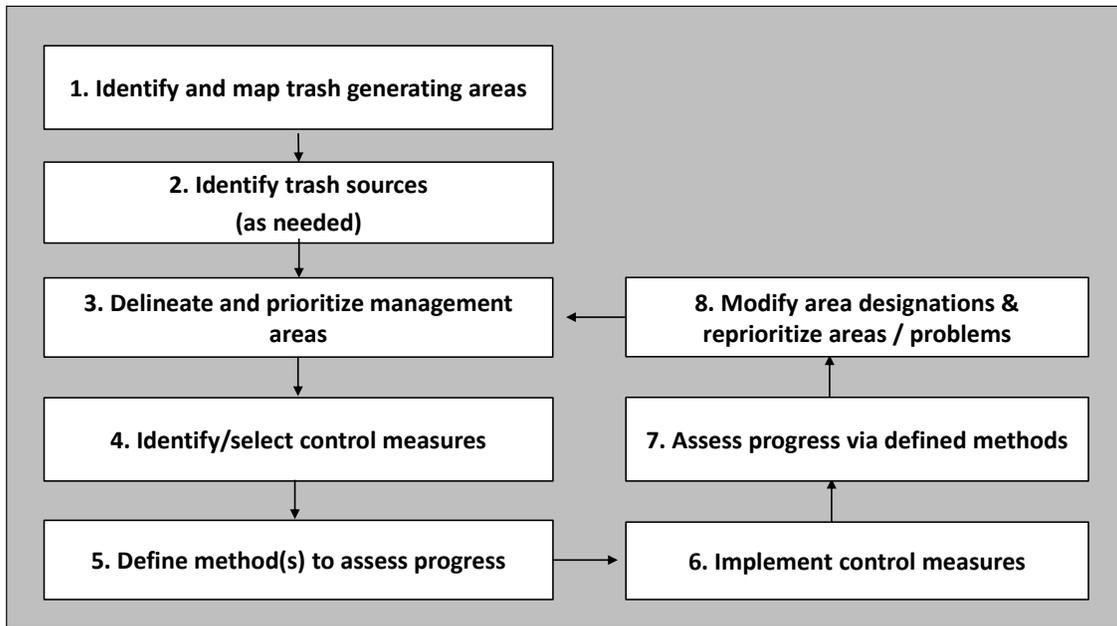
The Long-Term Plan was developed using a regionally consistent outline and guidance developed by the Bay Area Stormwater Management Agencies Association (BASMAA) and reviewed by the San Francisco Bay Regional Water Quality Control Board (Water Board) staff. The Long-Term Plan is consistent with the Long-Term Trash Load Reduction Framework (see section 1.2.1) developed in collaboration with Water Board staff. Its content is based on the County of San Mateo’s current understanding of trash problems within its jurisdiction and the effectiveness of control measures designed to reduce trash impacts associated with MS4 discharges. The Long-Term Plan builds upon trash control measures implemented by the County of San Mateo prior to the adoption of the MRP and during the implementation of the Short-Term Trash Load Reduction Plan submitted to the Water Board on February 1, 2012.

## 1.2 Background

### 1.2.1 Long-Term Trash Load Reduction Plan Framework

A workgroup of MRP Permittees, Bay Area countywide stormwater program staff and Water Board staff met between October 2012 and March 2013 to better define the process for developing and

implementing Long-Term Plans, methods for assessing progress toward reduction goals, and tracking and reporting requirements associated with provision C.10. Through these discussions, an eight-step framework for developing and implementing Long-Term Plans was created by the workgroup (Figure 1).



**Figure 1.** Eight-step framework for developing, implementing and refining Long-Term Plans.

The workgroup agreed that as the first step in the framework, Permittees would identify Very high, High, Moderate, and Low trash generating areas in their jurisdictional areas. Trash generation rates developed through the *BASMAA Baseline Trash Generation Rates Project* (as discussed below) were used as a starting point for differentiating and delineating land areas with varying levels of trash generation. Permittees would then use local knowledge and field and/or desktop assessments to confirm or refine the level of trash generation for specific areas within their jurisdiction. Each Permittee would then develop a map depicting trash generation categories within their jurisdiction.

As a next step, Permittees would then delineate and prioritize Trash Management Areas (TMAs) where specific control measures exist or are planned for implementation. TMAs delineated by Permittees are intended to serve as reporting units in the future. Reporting at the management area level provides the level of detail necessary to demonstrate implementation and progress towards trash reduction targets.

Once control measures are selected and implemented, Permittees will evaluate progress toward trash reduction targets using outcome-based assessment methods. As the results of the progress assessments are available, Permittees may choose to reprioritize trash management areas and associated control measures designed to improve trash reduction within their jurisdictions.

### 1.2.2 BASMAA Generation Rates Project

Through approval of a BASMAA regional project in 2010, Permittees agreed to work collaboratively to develop a regionally consistent method to establish trash generation rates within their jurisdictions. The project, also known as the *BASMAA Trash Generation Rates Project* (Generation

Rates Project) assisted Permittees in establishing the rates of trash generation and identifying Very High, High, Moderate and Low Trash generating areas.

The term “trash generation” refers to the rate at which trash is produced or generated onto the surface of the watershed and is potentially available for transport via MS4s to receiving waters. Generation rates do not explicitly take into account existing control measures that intercept trash prior to transport. Generation rates are expressed as trash volume/acre/year and were established via the Generation Rates Project.

In contrast to trash generation, the term “trash loading” refers to the rate at which trash from MS4s enters receiving waters. Trash loading rates are also expressed as trash volume/acre/year and are equal to or less than trash generation rates because they account for the effects of control measures that intercept trash generated in an area before it is discharged to a receiving water. Trash loading rates are specific to particular areas because they are dependent upon the effectiveness of control measures implemented within an area.

Figure 2 illustrates the difference between trash generation and loading.



**Figure 2.** Conceptual model of trash generation, interception and load.

Trash generation rates were estimated based on factors that significantly affect trash generation (i.e., land use and income). The method used to establish trash generation rates for each Permittee builds off “lessons learned” from previous trash loading studies conducted in urban areas (Allison and Chiew 1995; Allison et al. 1998; Armitage et al. 1998; Armitage and Rooseboom 2000; Lippner et al. 2001; Armitage 2003; Kim et al. 2004; County of Los Angeles 2002, 2004a, 2004b; Armitage 2007). The method is based on a conceptual model developed as an outgrowth of these studies (BASMAA 2011b).

Trash generation rates were developed through the quantification and characterization of trash captured in Water Board-recognized full-capture treatment devices installed in the San Francisco Bay Area. Trash generation rates estimated from this study are listed for each land use type in **Table 1**. Methods used to develop trash generation rates are more fully described in BASMAA (2011b, 2011c, and 2012).

**Table 1.** San Francisco Bay Area trash generation rates by land use (gallons/acre/year).

Land Use	Low <sup>b</sup>	Best <sup>b</sup>	High <sup>b</sup>
Commercial & Services	0.7	<b>6.2</b>	17.3
Industrial	2.8	<b>8.4</b>	17.8
Residential <sup>a</sup>	0.3 - 30.2	<b>0.5 - 87.1</b>	1.0 - 257.0
Retail <sup>a</sup>	0.7 - 109.7	<b>1.8 - 150.0</b>	4.6 - 389.1
K-12 Schools	3	<b>6.2</b>	11.5
Urban Parks	0.5	<b>5.0</b>	11.4

<sup>a</sup> For residential and retail land uses, trash generation rates are provided as a range that takes into account the correlation between rates and household median income.

<sup>b</sup> For residential and retail land uses: Low = 5% confidence interval; Best = best fit regression line between generation rates and household median income; and, High = 95% confidence interval. For all other land use categories: High = 90<sup>th</sup> percentile; Best = mean generation rate; and, Low = 10<sup>th</sup> percentile.

### 1.2.3 Short-Term Trash Load Reduction Plan

In February 2012, the County of San Mateo developed a Short-Term Plan that described the current level of control measures implementation and identified the type and extent to which new or enhanced control measures would be implemented to attain a 40% trash load reduction from its MS4 by July 1, 2014. Since that time, the County of San Mateo has begun to implement its short-term plan. Control measures implemented to date via the short-term trash reduction plan are:

#### **Control Measure #1 – Full-Capture Treatment Devices**

In the County’s Short-Term Trash Load Reduction Plan, 45 locations for trash full capture device installation were identified. To date, 91 full trash capture devices have been installed throughout unincorporated San Mateo County (see *Full-Capture Treatment Devices* in Section 3.2). The treatment area for the devices is approximately 200 acres. The devices are located within the following priority trash management areas: TMA #1 (North Fair Oaks (NFO)), TMA #2 (Broadmoor), TMA #3 (Unincorporated Colma), TMA #5 (Mid-Coast), and TMA #9 (throughout unincorporated San Mateo County). In the Red High trash generating areas, 4.4% of land is now treated with full trash capture devices, and in the Yellow Moderate trash generating areas, 7.5% of land is now treated with full trash capture devices.

#### **Control Measure #2 – Enhanced Storm Drain Inlet Maintenance**

In the unincorporated NFO area (TMA #1), the highest priority trash management area, storm drain inlet maintenance (approximately 189 catch basins/inlets) has been increased from annually to quarterly.

#### **Control Measure #3 – Enhanced On-Land Trash Cleanups**

The County has been successful in implementing several new cleanup events throughout unincorporated San Mateo County. Since MRP adoption, an annual community cleanup event has been established in the County’s priority trash management area, NFO (TMA #1). The Department of Public Works (DPW) RecycleWorks staff and the Board of Supervisors District 4 Office work with the North Fair Oaks Community Council on an annual basis to organize the event. For FY12-13 the event was a huge success with over 300 volunteers resulting in the collection of approximately 4,000 lbs of litter and debris along streets and sidewalks, around schools, and at other locations throughout this community.

In 2013, as part of the *Be Seen Keeping It Clean* and Safe Routes to School Program, DPW RecycleWorks organized an Earth Day school cleanup event. Forty schools throughout the County participated with students, families, and other community members collecting approximately 730 bags of litter and recyclables on their walks to school.

The County Parks Department has continued to sustain an increased level of cleanup efforts within the extensive County Parks system since MRP adoption. On average, County Parks organizes approximately 20 to 25 volunteer on-land trash cleanup events each year involving approximately 700 to 800 volunteers and resulting in removal of 1,000 to 2,000 lbs of litter from our Parks system.

**Control Measure #4 – *Single-use Carryout Plastic Bag Ordinance***

On November 6, 2012, the County Board of Supervisors passed Ordinance No. 04637 prohibiting retail establishments from distributing single-use carryout plastic bags within unincorporated San Mateo County. The ordinance became effective on April 22, 2013. To ensure that facilities are abiding by the ordinance, plastic bags were added to the activity areas checklist on the standard stormwater facilities inspection report form. County Environmental Health (CEH) inspectors also enforce the ordinance on a complaint basis. Violations may result in fines: 1st = \$100, 2nd = \$200, 3rd = \$500 (each day single use bags are distributed = 1 violation). Complaints and inspection records are maintained in the CEH EnvisionConnect electronic database. CEH has conducted targeted outreach for the bag ban including: development of a dedicated County website - <http://smchealth.org/BagBan>, reusable bag giveaways, outreach on Facebook and at local events, and development of resources for retailers including fact sheets, posters, and register tent cards.

**Control Measure #4 - *Polystyrene Foam Food Service Ware Ordinances***

On May 6, 2008, the County Board of Supervisors adopted Ordinance No. 04421 restricting the County’s use of bottled water and polystyrene foam and solid disposable food service ware products and requiring the use of biodegradable, compostable, reusable food service ware by all County of San Mateo departments and food service providers on property owned or leased by the County.

On March 1, 2011, the County Board of Supervisors adopted Ordinance No. 04542 prohibiting food vendors from using polystyrene-based disposable food service ware. The ordinance became effective on July 1, 2011. Violations may result in fines: 1st = \$100, 2nd = \$200, 3rd = \$500 (each day observed using polystyrene = 1 violation). Enforcement is by the CEH Inspectors. To ensure that facilities are abiding by the polystyrene food ware ordinance, polystyrene was added to the activity areas checklist on the standard stormwater facilities inspection report form. Complaints and inspection records are maintained in the CEH EnvisionConnect electronic database.

**Control Measure #5 – *Public Education and Outreach Program***

The County has implemented public education and outreach programs to increase public awareness about the impact of litter on their communities and water quality and to encourage the public to stop littering. This has been implemented at a regional, county-wide, and local level. Highlights include: 1) participation in the regional *Be The Street* campaign; 2) DPW RecycleWorks *Be Seen Keeping It Clean* campaign, production of movie ads to discourage littering and illegal dumping, and development of a lesson plan for litter reduction; 3) participation in the *Rethink Disposables* campaign aimed at food and beverage packaging source reduction; and 4) multiple anti-litter-focused education and outreach efforts implemented by the San Mateo Countywide Water Pollution Prevention Program (SMCWPPP) program through school presentations, newsletters, web resources, social media, and the *It’s a Team Effort* campaign. Education and outreach has also

taken place at cleanup events led by County Parks, DPW RecycleWorks, and the San Mateo County Flood Control District and at region- and county-wide events such as Coastal Cleanup Day (CCD), National Rivers Cleanup Day, and Spring Cleaning SMC. Now that priority trash management areas have been identified, a more targeted education and outreach program is being developed to discourage littering and illegal dumping within these specific areas. Details on the program components are included in *Section 3.2.12*.

#### **Control Measure #6 – Street Sweeping**

In the County's Short-Term Trash Load Reduction Plan, five areas, including residential areas that were later determined to have a Low trash generation designation, were identified for enhanced street sweeping via establishment of no parking zones during street sweeping and posting. With revised trash rates and development of a new trash load reduction approach that is focused on identification of priority management areas and area specific management measures, the County's strategy for enhanced street sweeping has shifted. Our efforts are now focused on enhancing street sweeping in priority trash management areas with Moderate and High trash generation rates and where street litter has been observed to be a problem. Enhancements will include the establishment of no parking zones during street sweeping and/or increased street sweeping frequency. Additional details are included in *Section 3.2 Street Sweeping*.

In addition, the County has focused on synchronizing street sweeping routes with garbage and recycling collection routes to ensure maximum scheduling coordination and reduction of fugitive trash that stems from garbage collection. In 2011, the DPW street sweeping operations staff worked closely with Recology San Mateo operations staff on the synchronization of street sweeping routes with garbage and recycling collection routes in NFO; Harbor/Industrial area; areas near Schools, Places of Worship, and Government Facilities; and in Low level trash generation areas. In FY13-14, DPW RecycleWorks will work with the West Bay Sanitary District to ensure synchronization of street sweeping routes with the garbage and recycling collection routes in the West Menlo area.

#### **Other Measures**

Other measures that were identified in the Short-Term Plan that are currently in progress include: 1) Reduction of Trash from Uncovered Loads, 2) Anti-littering and Illegal Dumping Enforcement Activities, and 3) Improved Trash Bin/Container Management. Control measures described in this Long-Term Plan build upon actions taken to-date via County of San Mateo's Short-Term Plan. A full description of control measures implemented via short and long-term plans is included in *Section 3.2*. Outcomes associated with short-term plan implementation will be reported in the County of San Mateo's Fiscal Year 2013-14 Annual Report, scheduled for submittal to the Water Board by September 15, 2014.

### **1.3 Organization of Long-Term Plan**

This Long-Term Plan is organized into the following sections:

- 1.0 Introduction;
- 2.0 Scope of the Trash Problem;
- 3.0 Trash Management Areas and Control Measures;
- 4.0 Progress Assessment Strategies;
- 5.0 References; and
- Appendices

*Section 2.0* is intended to provide a description of the extent and magnitude of the trash problem in the County of San Mateo. Control measures that will be implemented by County of San Mateo as a result of this Long-Term Plan are described in *Section 3.0*. *Section 4.0* describes the methods that will be used to assess progress toward trash reduction targets.

## 2.0 SCOPE OF THE TRASH PROBLEM

### 2.1 Permittee Characteristics

Incorporated in 1856, the County of San Mateo covers 198,178 acres in San Mateo County and has a jurisdictional area of 19,766 acres. The County also includes 20 incorporated Cities. This Long-Term Plan will apply only to unincorporated areas, where the County has jurisdiction.

Unincorporated census-designated communities are scattered around the County and include Broadmoor, Burlingame Hills, El Granada, Devonshire, Emerald Lake Hills, Highlands-Baywood Park, Kings Mountain, Ladera, Lost Trancos, La Honda, Loma Mar, Menlo Oaks, Montara, Moss Beach, NFO, Pescadero, Princeton-by-the-Sea, San Gregorio, Sequoia Tract, Sky Londa, and West Menlo Park. According to the 2010 Census, the unincorporated areas have a population of 61,222.

The 2010 Census provides socioeconomic statistics for the entire County (including incorporated areas). These statistics are applicable to unincorporated County in a general sense. According to the 2010 Census, it has a population of 718,451, with a population density of 1,602.2 people per square mile and average household size of 2.74. Of the 718,451 residents who call County of San Mateo home, 22% are under the age of 18, 64% are between 18 and 64, and 13% are 65 or older. The median household income was \$87,751 for 2008-2012.

The majority of the San Mateo County Coastside is rural with Low trash generation rates. Even the more urbanized Mid-Coast area (Montara, Moss Beach, El Granada, Miramar) still has a rural character with primarily low to medium density single family residences interspersed with open space areas and riparian corridors. The Mid-Coast area and communities of Pescadero and San Gregorio are centered around Highway 1 and are common tourist destinations leading to increased trash and litter along the Highway 1 corridor, particularly at frequently visited locations such as restaurants, coffee shops, and beach access areas.

The San Mateo County Bayside is more urbanized. However, the unincorporated communities along the Highway 280 and Skyline ridgeline and hills (Burlingame Hills, San Mateo Highlands, Devonshire, Emerald Lake Hills, Sequoia Tract, Ladera) still have a rural character with primarily low to medium density single family residences with relatively higher median household incomes and few retail and commercial areas. These communities generally have Low trash generation rates, and litter is generally only observed along major thoroughfares where businesses such as grocery and convenience stores, gas stations, and restaurants are located.

Unincorporated communities closer to San Francisco Bay, Highway 101, and El Camino Real (Broadmoor, NFO, Colma, Harbor/Industrial) are characterized by higher density commercial, retail, industrial, and residential areas with more multi-family dwellings and relatively lower median household incomes. These communities generally have higher trash generation rates and are the County's highest priority areas for trash management.

The NFO community has the highest trash generation rates and is the County's number one priority for achieving trash reduction goals. The higher trash rates in North Fair Oaks appear to not only be a result of density and higher trash generating land use types (i.e., commercial, retail) but are also affected by more complex socioeconomic and housing issues such as cultural norms, overcrowding, more transient population with frequent move ins/outs, evictions, high-rent burdens, more unpermitted haulers, homelessness, English as a second language barriers, and often a lack of knowledge about the waste disposal and recycling resources available.

When considering levels of trash generation and the ability of the County to control trash discharges to the MS4, it's important to recognize challenges related to complex socioeconomic issues and problems related to jurisdiction, particularly state-owned roadways and freeways including Highway 1, El Camino Real, Highways 101 and 280, and State Routes 84 and 92. Caltrain, San Mateo County Transit District (SamTrans) routes, and Bay Area Rapid Transit (BART) also run through parts of unincorporated San Mateo County. These roadways, freeways, and public transit lines bisect many of the County's communities.

Land uses within the County of San Mateo depicted in ABAG (2005) are provided in Table 2. The County of San Mateo is primarily comprised of 7 land uses. These include commercial and services, industrial, residential, retail, K-12 schools, urban parks, and other. Other comprises nearly 96 percent of the County's jurisdictional area. The category other primarily includes land uses such as agriculture, urban open (i.e. parks, recreation areas, vacant undeveloped land, etc.), and more.

**Table 2.** Percentages of the County of San Mateo's jurisdictional area<sup>1</sup> within land use classes identified by ABAG (2005)

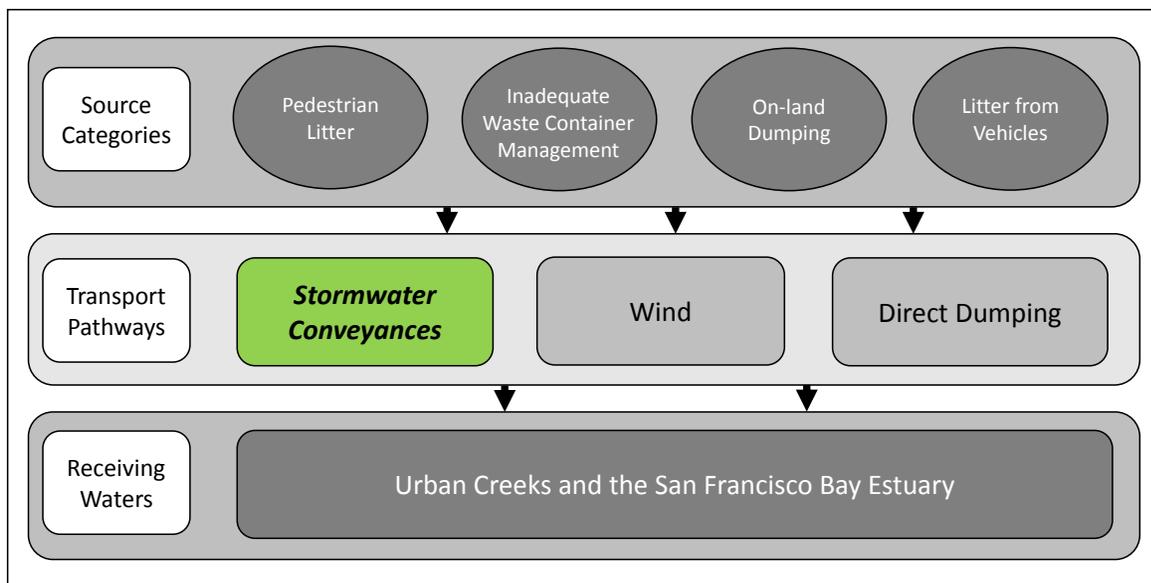
Land Use Category	Jurisdictional Area (acres)	% of Jurisdictional Area
Commercial and Services	279.9	0.2%
Industrial	241.1	0.1%
Residential	6584.6	3.8%
Retail	107.7	0.1%
K-12 Schools	243.5	0.1%
Urban Parks	56.4	0.0%
Other	165,670.3	95.7%

## 2.2 Trash Sources and Pathways

Trash in San Francisco Bay Area creeks and shorelines originates from a variety of sources and is transported to receiving waters by a number of pathways (Figure 3). Of the four source categories, pedestrian litter includes trash sources from high traffic areas near businesses and schools, transitional areas where food/drinks are not permitted (e.g. bus stops), and from public or private special events with high volumes of people. Trash from vehicles occurs due to littering from automobiles and uncovered loads. Inadequate waste container management includes sources such as overflowing or uncovered containers and dumpsters as well as the dispersion of household and business-related trash and recycling materials before, during, and after collection. On-land illegal dumping of trash is the final source category.

Trash is transported to receiving waters through three main pathways: 1) Stormwater Conveyances; 2) Wind; and, 3) Direct Dumping. Stormwater or urban runoff conveyance systems (e.g., MS4s) consist of curbs/gutters, and pipes and channels that discharge to urban creeks and the San Francisco Bay shorelines. Wind can also blow trash directly into creeks or the Bay. Lastly, trash in receiving waters can also originate from direct dumping into urban creeks and shorelines.

This Long-Term Plan and associated trash control measures described in *Section 3.0* are focused on reducing trash from one of the transport pathways illustrated in Figure 3– stormwater conveyances. Specifically, the Long-Term Plan is focused on reducing the impacts of discharges from MS4s to San Francisco Area receiving waters and the protection of associated beneficial uses.



**Figure 3.** Trash sources categories and transport pathways to urban creeks.

The County and San Mateo County Flood Control District (SMCFCD) continue to lead or participate in several creek cleanup programs that address litter within our waterways resulting from all

<sup>1</sup> A Permittee’s jurisdictional area is defined as the urban land area within a Permittee’s boundary that is not subject to stormwater NPDES Permit requirements for traditional and non-traditional small MS4s (i.e. Phase II MS4s) or the California Department of Transportation, or owned and maintained by the State of California, the U.S. federal government or other municipal agency or special district (e.g., flood control district).

transport pathways, including wind and direct dumping. These programs include the Colma Creek Maintenance and Monitoring Program, Annual Maintenance and Winter-Preparedness Walk on San Francisquito Creek, and CCD.

The on-going Colma Creek Maintenance and Monitoring Program was started in 2005 and involves quarterly channel inspections (including documentation of trash and illegal dumping) and approximately 10 creekside cleanups utilizing the Sheriff Work Program (SWP) work force. Information on any illegal dumping issues that are noted outside of the SMCFCFCD facilities and jurisdiction is forwarded to Town of Colma Department of Public Works and City of South San Francisco Code Enforcement staff for follow-up abatement and enforcement. The cleanups result in removal of approximately 40 to 50 cubic yards of trash and debris annually from the banks and upland areas along lower Colma Creek. The SMCFCFCD maintains a message board that was installed in FY11-12 at Colma Creek just upstream from the confluence with the San Francisco Bay near the pedestrian bridge. Postings include where to report illegal dumping, homeless encampments, endangered species information (i.e., leash ordinance to protect nesting clapper rails), and cleanup and volunteer event information. SMCFCFCD and County staff also coordinate with the South San Francisco Community Preservation Task Force (i.e., annual presentations focused on trash and pollution within the Colma Creek watershed, the County's litter cleanup efforts, upcoming volunteer opportunities, and cleanup and abatement of homeless encampments along the creek). In addition to CCD, SMCFCFCD and County staff have also coordinated with the City of South San Francisco and local business and school groups to conduct several additional volunteer cleanup events each year, including National Rivers Cleanup Day.

The San Francisquito Creek Joint Powers Authority (SFCJPA) coordinates the "Annual Maintenance and Winter-Preparedness Walk on San Francisquito Creek" with the SMCFCFCD, the Santa Clara Valley Water District, the City of Palo Alto, the City of Menlo Park, and the City of East Palo Alto. The maintenance walks began in 1999 and occur yearly in September. The walks cover the entire reach of San Francisquito Creek between Sand Hill Road in Menlo Park and US 101. As a result of these walks, debris, downed tree limbs, and branches are assessed for public safety concerns each year by maintenance staff from the responsible agencies along the creek. In 2005, elimination of trash was added as an objective of the annual walk. Crews clean up dumping sites and report areas of high incidence of trash to organizers of the annual creek clean-up on CCD, which follows the maintenance walk. Volunteers then target those areas of high trash incidence. Homeless encampments are noted and dealt with by the proper authorities and property owner outreach by the appropriate jurisdiction when appropriate.

County staff continue to participate (team captains, coordinating outreach with SMCWPPP, etc.) in CCD at multiple creek and shoreline sites within unincorporated San Mateo County including: Gazos State Beach, Mavericks, Mirada Surf, Montara Beach, Pescadero, Pillar Point, Surfers Beach, Pistacio State Beach, San Gregorio, Coyote Point, Colma Creek, and San Francisquito Creek.

In addition, the County's Human Services Agency (HSA) works to address homelessness. The Human Services Agency, Center on Homelessness and Safety Net Services, coordinates the provisions of homeless services administered throughout the County, including those by non-governmental entities. HSA's contracts with non-profit organizations include street outreach, case management services, shelter and permanent supportive housing for people that who have lost their housing. In addition, HSA's safety net organizations provide financial assistance for low income individuals and families who are at risk of losing their housing.

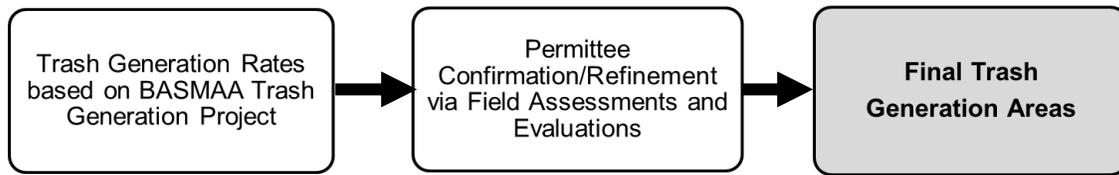
According to the 2013 San Mateo County Homeless Census and Survey, unincorporated San Mateo County had 11 people on the street, 8 people in cars, 22 people in RVs, and 5 people in encampments for a total of 46 people who were unsheltered and none who were sheltered. This is the most recently conducted Homeless Census showing a point in time count of homeless persons living on the streets, in vehicles, in homeless shelters, and other locations on the night of January 24<sup>th</sup>, 2013. The homeless census count has steadily been decreasing in the unincorporated areas, from a high of 162 in 2007 to 46 homeless counted in 2013.

Occasionally, homeless encampments have been observed in County Parks. Parks staff have worked to break up the encampments and remove garbage.

## **2.3 Trash Generating Areas**

### **2.3.1 Generation Categories and Designation of Areas**

The process and methods used to identify the level of trash generation within the County of San Mateo are described in this section and illustrated in Figure 4.



**Figure 4.** Trash sources categories and transport pathways to urban creeks.

As a first step, trash generation rates developed through the Generation Rates Project were applied to parcels within the County of San Mateo based on current land uses and 2010 household median incomes. A Draft Trash Generation Map was created as a result of this application. The draft map served as a starting point for the County of San Mateo to identify trash generating levels. Levels of trash generation are depicted on the map using four trash generation rate (gallons/acre/year) categories that are symbolized by four different colors illustrated in Table 3.

**Table 3.** Trash generation categories and associated generation rates (gallons/acre/year).

Category	Very High	High	Moderate	Low
Generation Rate (gallons/acre/year)	> 50	10-50	5-10	< 5

The County of San Mateo then reviewed and refined the draft trash generation map to ensure that trash generation categories were correctly assigned to parcels or groups of parcels. County of San Mateo staff refined maps using the following process:

1. Based upon our knowledge of trash generation and problem areas within the County of San Mateo, staff identified areas on the draft map that potentially had incorrect trash generation category designations. This verification and refinement process first involved review by DPW Roads Division Management with 15+ years of day-to-day field observations. Two Bayside supervisors reviewed all Bayside trash generation maps and identified areas that were potentially incorrect. The Coastside Road Maintenance manager reviewed all Coastside trash generation maps and identified areas that were potentially incorrect. The review was supplemented by viewing conditions in Google Earth – Street View. Staff developed a list of 107 areas where trash generation category designations were to be confirmed.
2. Trash generation category designations initially assigned to areas identified in step #1 were then assessed and confirmed/refined by the County of San Mateo. To assist Permittees with developing their trash generation maps, BASMAA developed a Draft On-land Visual Trash Assessment Protocol (Draft Protocol). The Draft Protocol entails walking a street segment and visually observing the level of trash present on the roadway, curb and gutter, sidewalk, and other areas adjacent to the street that could potentially contribute trash to the MS4. Based on the level of trash observed, each segment (i.e., assessment area) was placed into one of four on-land assessment condition categories that are summarized in Table 4.

**Table 4.** Definitions of on-land trash assessment condition categories.

On-land Assessment Condition Category	Summary Definition
A (Low)	Effectively no trash is observed in the assessment area.
B (Moderate)	Predominantly free of trash except for a few pieces that are easily observed.
C (High)	Trash is widely/evenly distributed and/or small accumulations are visible on the street, sidewalks, or inlets.
D (Very High)	Trash is continuously seen throughout the assessment area, with large piles and a strong impression of lack of concern for litter in the area.

Using the Draft Protocol the County assessed a total of 107 areas in order to verify and refine the trash generating area designations. The visual assessments were conducted by

two DPW staff over a period of two weeks in May 2013 and three additional days in August 2013. Staff reviewed street sweeping schedules and planned assessments for times when the level of trash in the assessment areas was predicted to be the highest (just before street sweeping). The assessment was supplemented by viewing conditions in Google Earth – Street View. A total of 43 areas were changed on the Coastside, and 43 areas were changed on the Bayside. In general, the areas that were downgraded were locations (i.e., places of worship, fire stations, rural commercial areas) that were classified as commercial and therefore assigned a higher trash rate when in actuality observed trash levels were quite low. Other areas that were downgraded were several rural residential properties that were most likely classified with Moderate trash rates due to a low median household income but that were observed to be clean properties with low trash levels. In the NFO area (TMA #1), several areas were upgraded from Moderate to High trash generation rates.

3. Based on the assessments conducted to confirm/refine trash generation category designations, the County of San Mateo created a final trash generation map that depicts the most current understanding of trash generation within the County of San Mateo. The County of San Mateo documented this process by tracking the information collected through the assessments and subsequent refinements to the Draft Trash Generation Map. The County of San Mateo’s Final Trash Generation Map is included as Figure 5 through 9.

### 2.3.2 Summary of Trash Generating Areas and Sources

Summary statistics for land use and trash generation categories generated through the mapping and assessment process are presented in Table 5. Final Trash Generation Maps are divided among regions of the County and are presented in Figure 5, Figure 6, Figure 7, Figure 8, and Figure 9.

**Table 5.** Percentage of jurisdictional area within the County of San Mateo assigned to each trash generation category.

Trash Generation Category	Jurisdictional Area (Acres)	Commercial and Services	Industrial	Residential	Retail	K-12 Schools	Urban Parks	Other
Very High	0.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
High	361.6	4.8%	13.1%	64.8%	11.2%	4.8%	0.0%	1.2%
Medium	772.0	18.8%	24.3%	34.1%	3.6%	17.0%	1.4%	0.9%
Low	172,049.8	0.1%	0.0%	3.5%	0.0%	0.1%	0.0%	96.3%

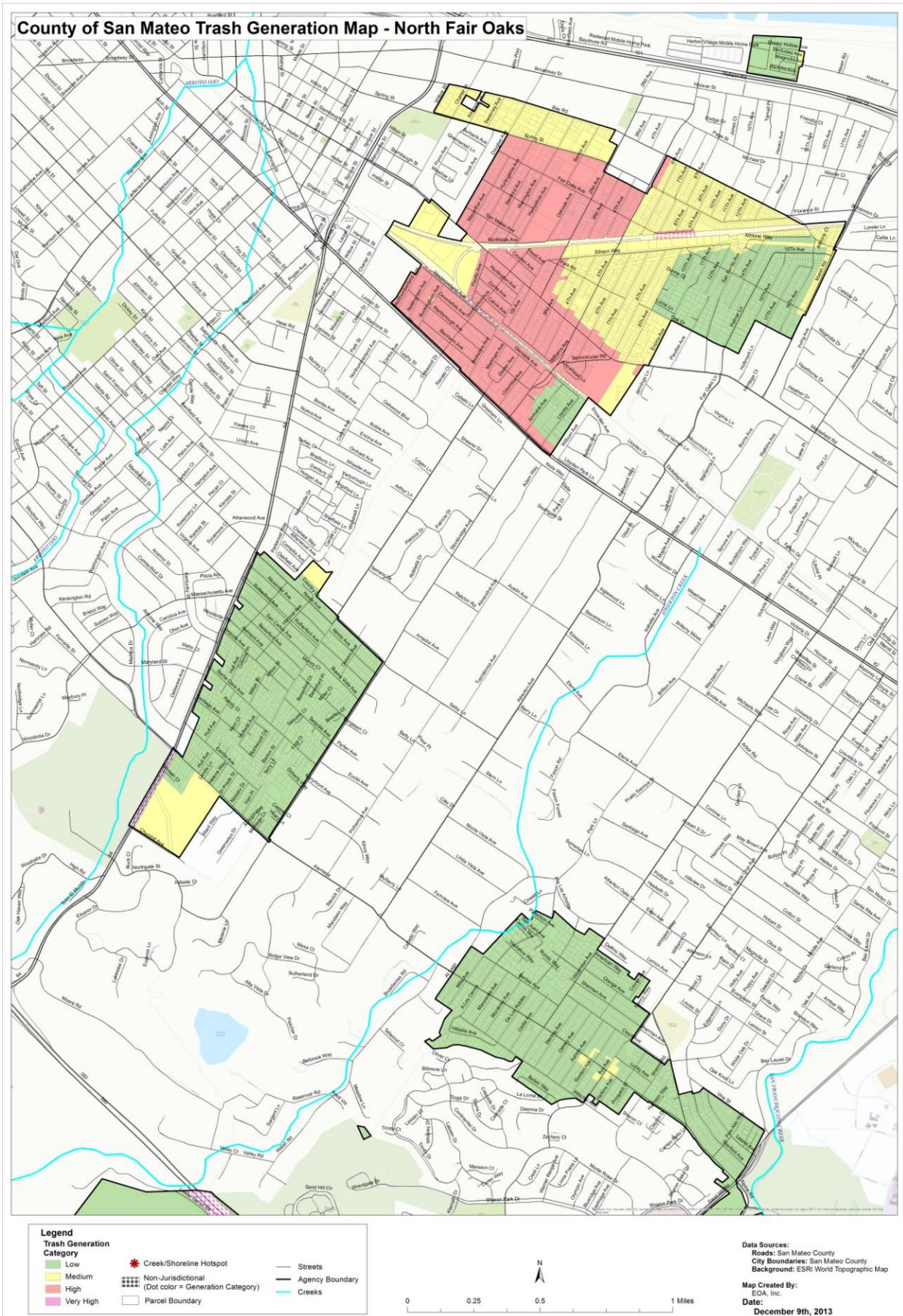


Figure 5. Final Trash Generation Map for the County of San Mateo, North Fair Oaks

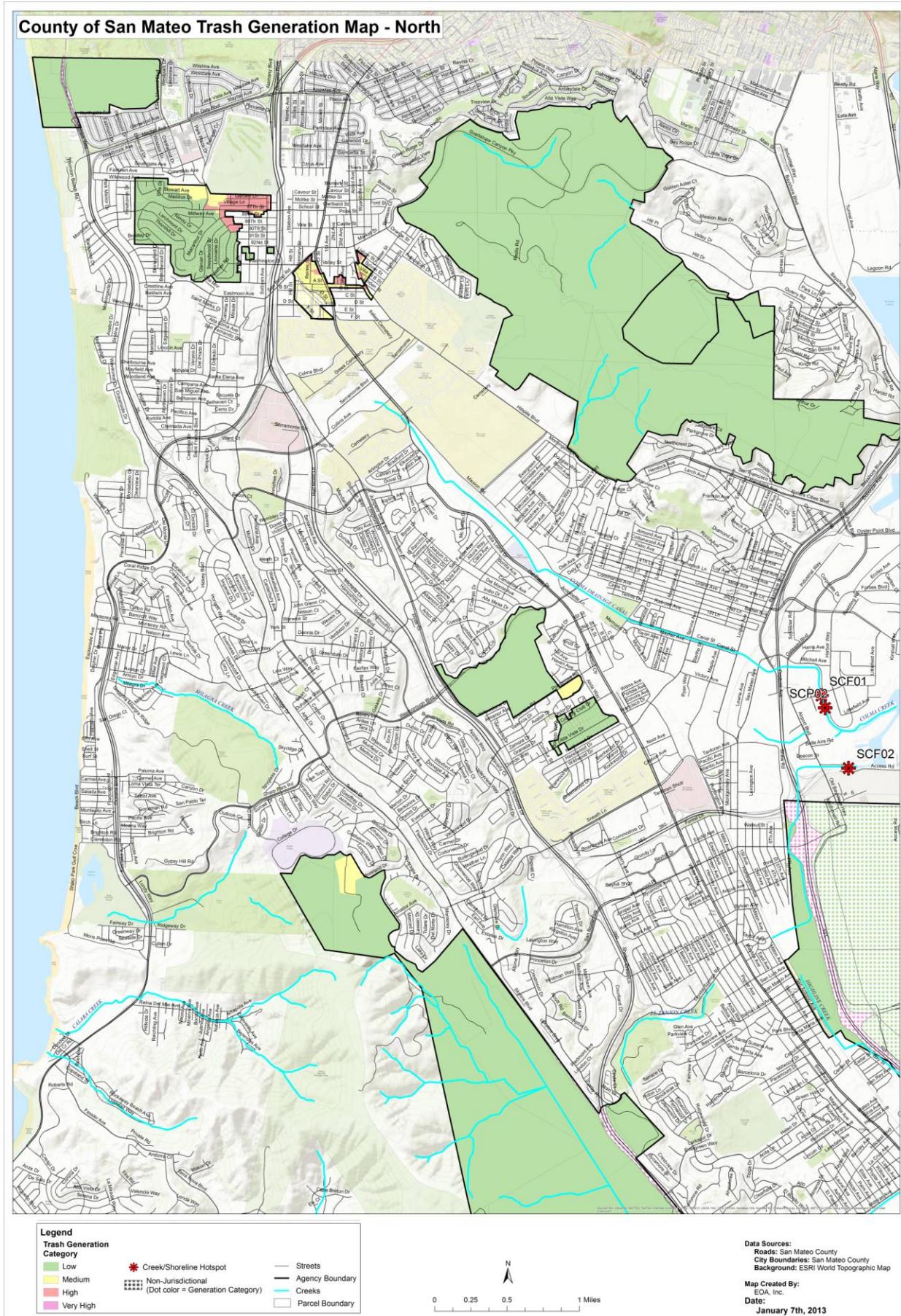


Figure 6. Final Trash Generation Map for the County of San Mateo, Northern region

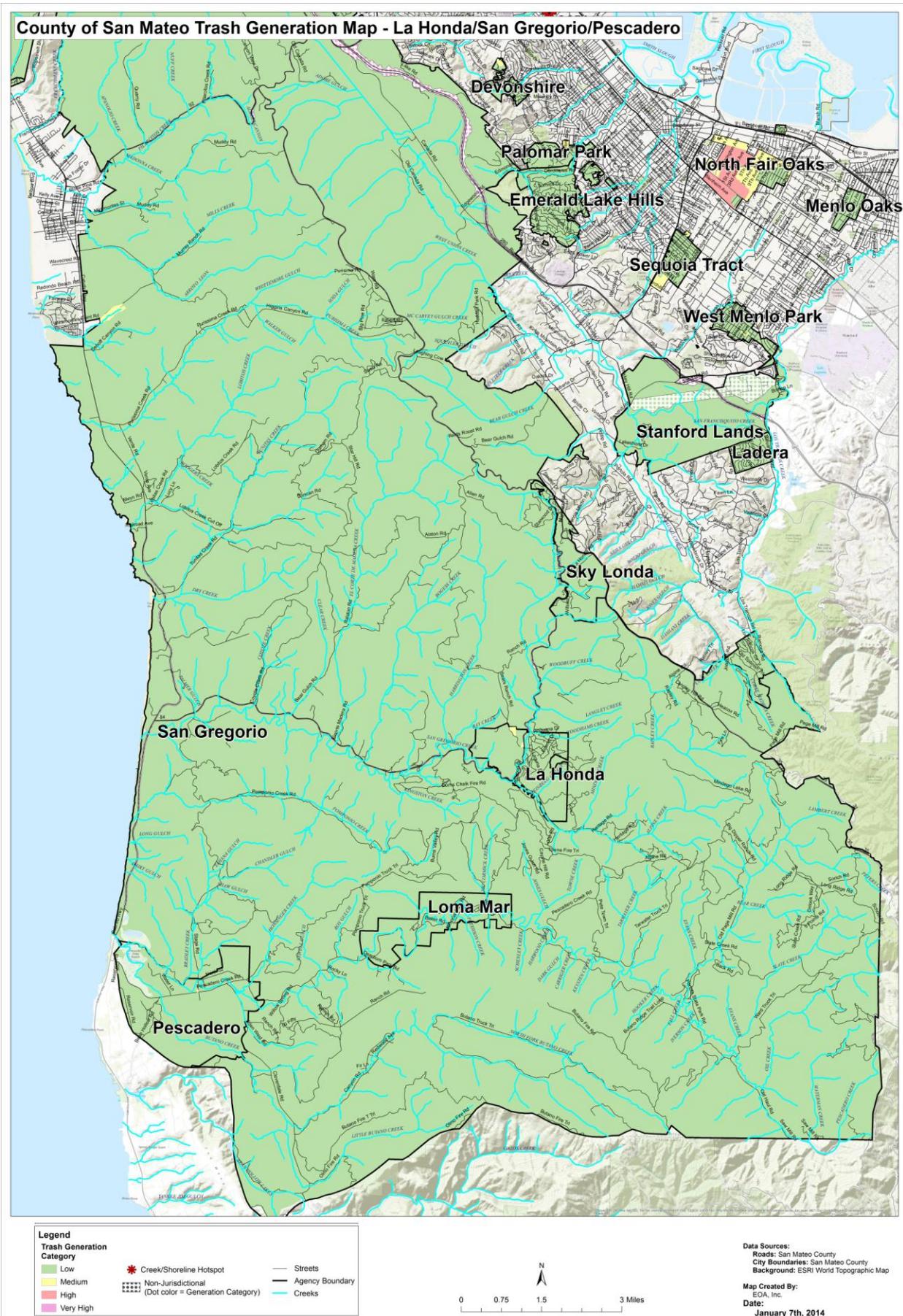


Figure 7. Final Trash Generation Map for the County of San Mateo, Southern region

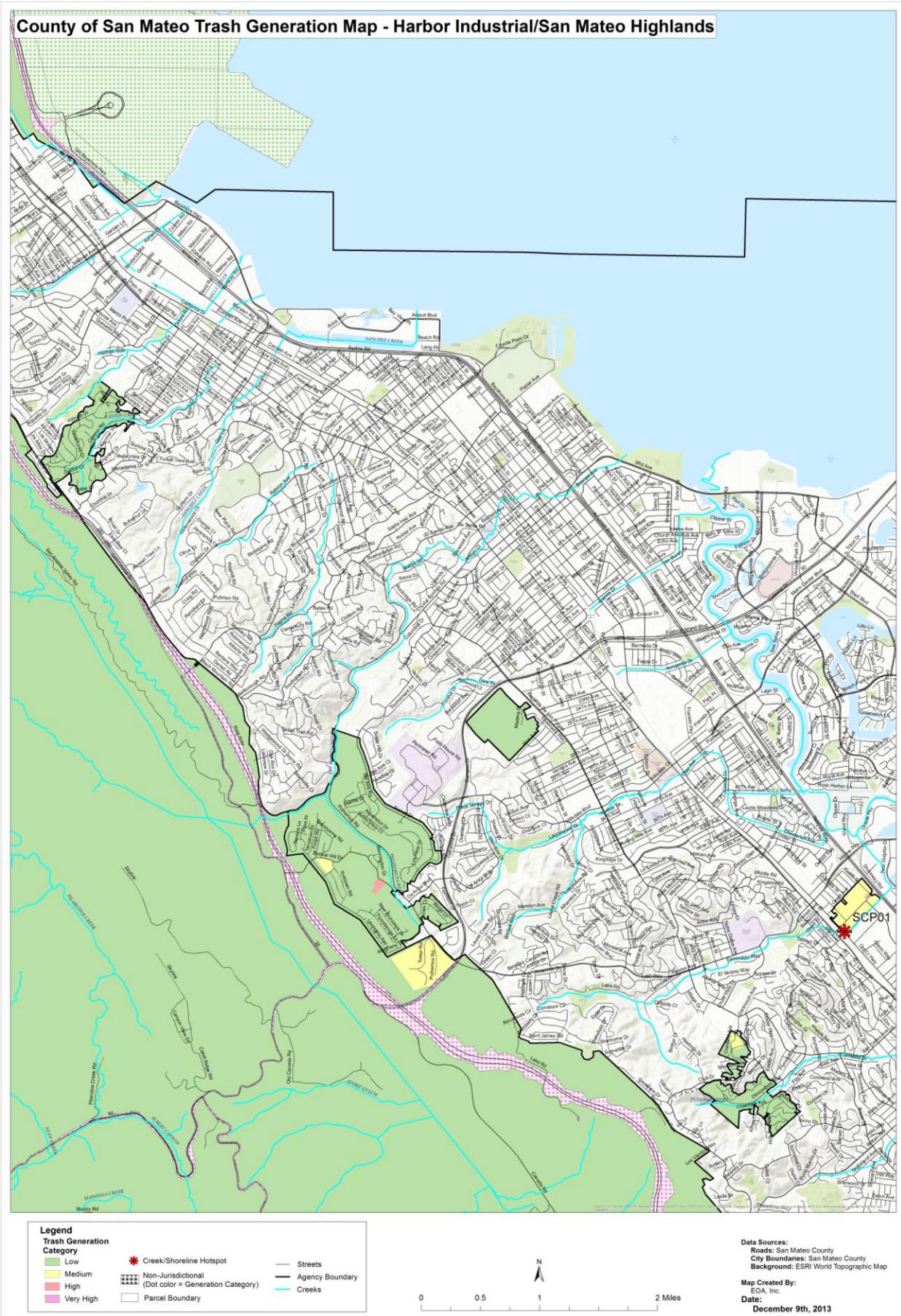


Figure 8. Final Trash Generation Map for the County of San Mateo, Eastern region

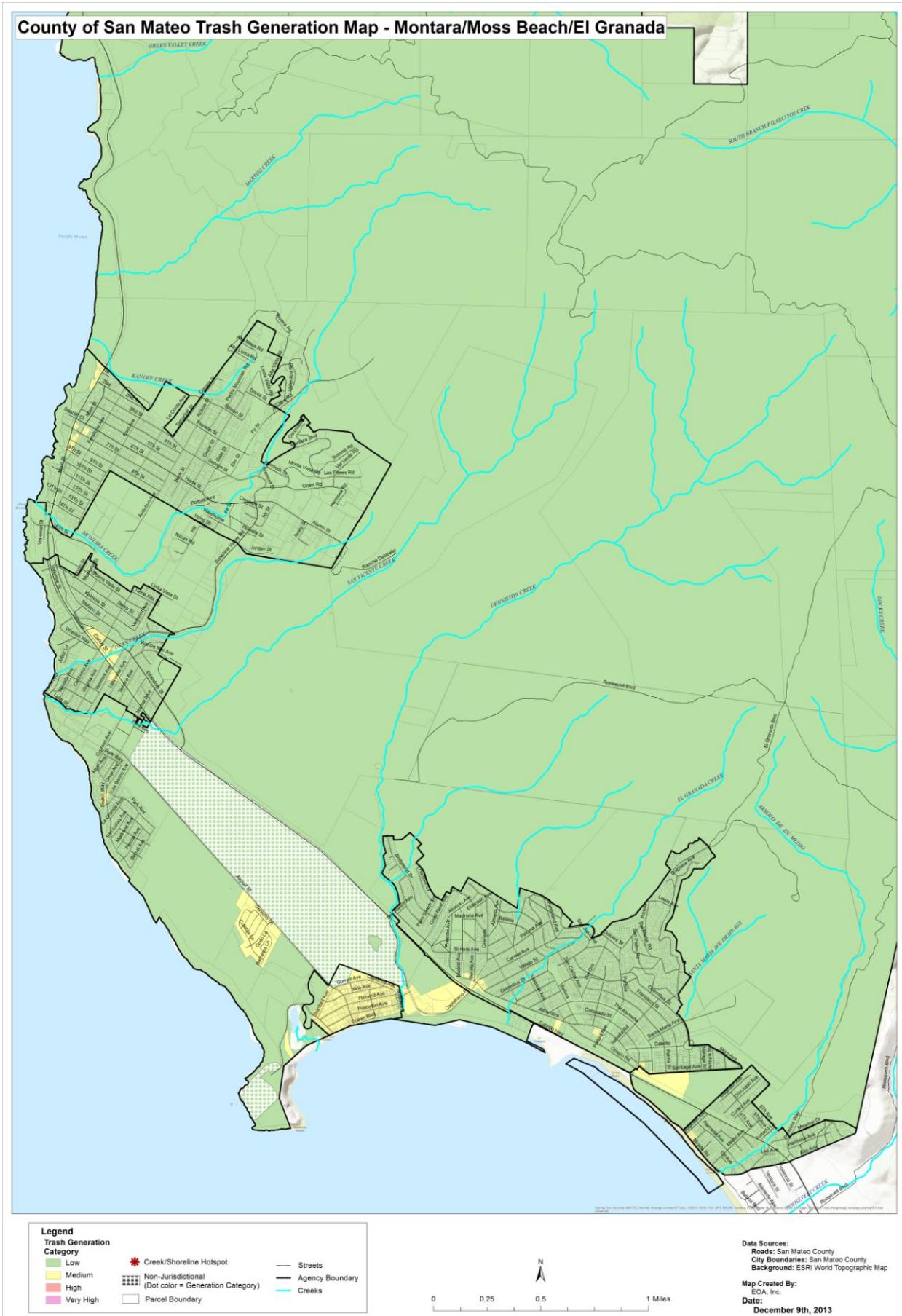


Figure 9. Final Trash Generation Map for the County of San Mateo, Western region

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### 3.0 TRASH MANAGEMENT AREAS AND CONTROL MEASURES

This section describes the control measures that the County of San Mateo has or plans to implement to solve trash problems and achieve a target of 100% (i.e. full) trash reduction from their MS4 by July 1, 2022. The selection of control measures described in this section is based on the County of San Mateo's current understanding of trash problems within its jurisdiction and the effectiveness of control measures designed to reduce trash impacts associated with MS4 discharges. Information on the effectiveness of some trash control measures is currently lacking and therefore in the absence of this information, the County of San Mateo based its selection of control measures on existing effectiveness information, their experience in implementing trash controls and knowledge of trash problems, and costs of implementation. As knowledge is gained through the implementation of these control measures, the County of San Mateo may choose to refine their trash control strategy described in this section. If significant revisions or amendments are made (due to changes in funding, results from pilots, or other reasons), a revised Long-Term Plan will be submitted to the Water Board through the County of San Mateo's annual reporting process.

#### 3.1 Management Area Delineation and Prioritization

Consistent with the long-term plan framework, the County of San Mateo delineated and prioritized trash management areas (TMAs) based on the geographical distribution of trash generating areas, types of trash sources, and current or planned control measure locations. TMAs are intended to form the management units by which trash control measure implementation can be tracked and assessed for progress towards trash reduction targets. Once delineated, TMAs were also prioritized for control measure implementation. The methods and rationale for delineation and prioritization of County TMAs are detailed below.

Identification of primary level TMAs was largely based on the geographical location of unincorporated communities and the spatial distribution of trash generating areas within the County's jurisdiction. The top six priority management areas were easily identified as there were clustered areas (often around commercial or centralized business areas) with Moderate to High trash generation rates in six different unincorporated communities (NFO, Broadmoor, unincorporated Colma, Harbor/Industrial, Mid-Coast, and West Menlo areas). TMAs were assigned numeric priority (1 being the highest) based on the amount of area designated as High.

Selection of TMAs was also based on the location of specific existing or planned management actions based on trash sources. The County has useful information on the types and sources of litter based on data and knowledge obtained during routine maintenance by our Roads Division, response to illegal dumping reports and complaints, hot spot clean up events, community cleanup events (i.e., CCD, NFO events), visual trash assessments, and the results of local and regional trash and litter audit studies (i.e., BASMAA Trash Baseline Generation Rates and *ReThink Disposables*, formerly called *Taking Out the Trash*). For example, in our highest priority trash management area, NFO (TMA #1), we conduct cleanup event litter tallies. For the most recent June 2013 cleanup event, the most frequently littered item, based on the tally results, was cigarette butts (approximately 60%). Packaging from take-out/snack food/convenience store items comprised approximately 30% of the collected litter. The remaining items were primarily illegally dumped household items (i.e. mattresses and, furniture and clothing). County staff have also mapped illegal dumping locations within this TMA to assist with the selection of trash management actions.

During review of trash generation rates maps, Roads Division Management and staff conducting the visual trash assessments provided insight into trash sources based on field observations and knowledge gained from years of street sweeping, litter and illegal dumping cleanup, and catch basin maintenance. In general, our top four management areas are located in clustered commercial/retail or industrial centers surrounded by medium to high density residential areas within four unincorporated areas of San Mateo County. We have observed that the primary sources of trash in these areas are street litter, illegal dumping, and overflowing trash receptacles for multi-family apartment complexes, restaurants, and other businesses. Illegal dumping of mattresses, furniture, clothing, and household garbage is especially prolific along the Caltrain tracks and right-of-way and in the lower income neighborhoods within TMA#1. Although mattresses and furniture would not typically be regulated by the MRP, they are often associated with smaller dumped items which do make it into the MS4 system.

Trash management areas TMA #5 (Mid-Coast) and TMA#6 (West Menlo) include small business areas characterized with Moderate trash generation rates within larger Low trash generating residential areas. We have observed that the sources are largely related to street litter of items from take-out restaurants, coffee shops, convenience stores, construction vehicles, or possibly the unpermitted haulers that scavenge in these areas.

Schools, places of worship, and government facilities were generally modeled as Moderate and were scattered throughout the County, often in the midst of Low trash generating residential areas. In reviewing the trash generation maps, it was apparent that these areas should be grouped as one management area (TMA #7) as the management measures will be targeted (i.e., education and outreach and increased cleanups/maintenance at the school or facility of interest). For schools, designated as TMA #7, observed trash items are largely related to packaging found in school lunches or pedestrian litter.

After assigning the previously described primary management areas, all that remained were a few isolated rural community commercial areas (i.e., Pescadero and La Honda – TMA #8) and areas that were designated as Low (TMA #9), where the County will rely on more jurisdictional-wide measures to reduce trash levels.

Portions of TMA #5 and #9 are located within the James V. Fitzgerald Area of Special Biological Significance (Fitzgerald ASBS), a priority area for the County. A 5.5-mile band of shoreline including the James V. Fitzgerald Marine Reserve was designated as an ASBS due to the mosaic of habitats and tremendous diversity of marine life that exists in the area. The watershed draining to the Fitzgerald ASBS is approximately 4.5 square miles including the unincorporated communities of Montara, Moss Beach, and Seal Cove. The Ocean Plan prohibits waste discharges, including storm water runoff, to ASBS. On March 20, 2012, the State Water Board adopted a General Exception to the Ocean Plan waste discharge prohibition to ASBS (State Water Board Resolution No. 2012-0012, as amended by 2012-0031) with Special Protections to govern excepted stormwater discharges to the ASBS. The Special Protections prohibit the discharge of trash via stormwater discharges to the Fitzgerald ASBS and require development of ASBS Compliance Plans by permitted dischargers. Areas draining to the Fitzgerald ASBS are a priority for the County, and pollution prevention measures and Best Management Practices (BMP), including trash reduction measures, will be included in the Fitzgerald ASBS Compliance Plan, which will be submitted to the Regional and State Water Board in September 2014.

Maps depicting the County of San Mateo’s TMAs are included in Figure 10, Figure 11, Figure 12, Figure 13, and Figure 14. All jurisdictional areas within the County are included within a TMA. The amount of jurisdictional land area and associated trash condition categories for each TMA are included in Table 6.

**Table 6.** Jurisdictional area and percentage of each Trash Management Area (TMA) comprised of trash generation categories

TMA	Jurisdictional Area (Acres)	Trash Generation Rate			
		Very High	High	Medium	Low
1	730.5	0.0%	44.5%	37.2%	18.3%
2	54.8	0.0%	40.4%	59.1%	0.4%
3	43.0	0.0%	18.9%	78.1%	2.9%
4	60.6	0.0%	1.6%	98.4%	0.0%
5	162.0	0.0%	0.0%	98.4%	1.6%
6	4.0	0.0%	0.0%	96.1%	3.9%
7	210.3	0.0%	2.3%	97.4%	0.3%
8	3.7	0.0%	0.0%	100.0%	0.0%
9	171,914.6	0.0%	0.0%	0.0%	100.0%

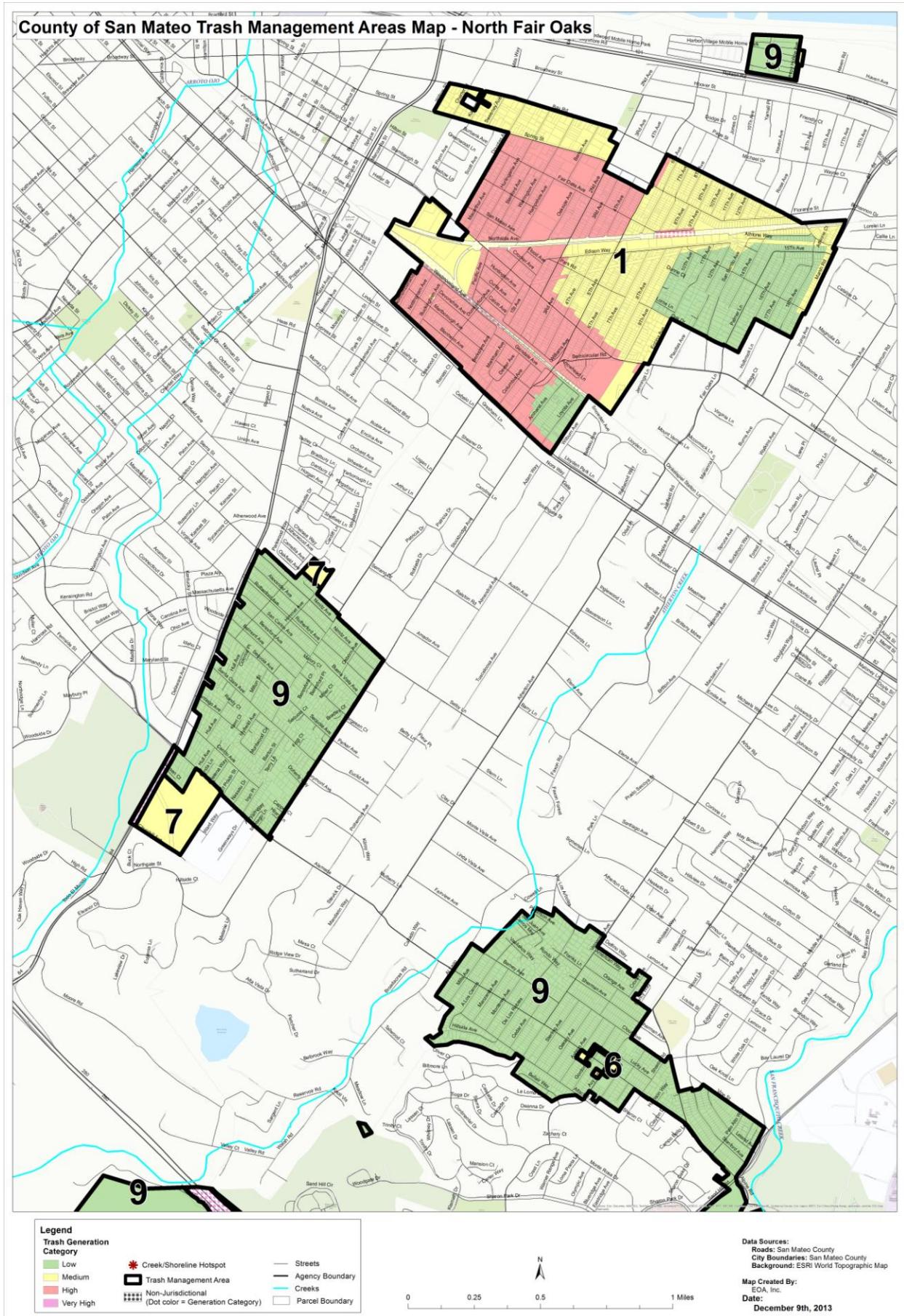


Figure 10. Trash Management Area Map for the County of San Mateo, North Fair Oaks.

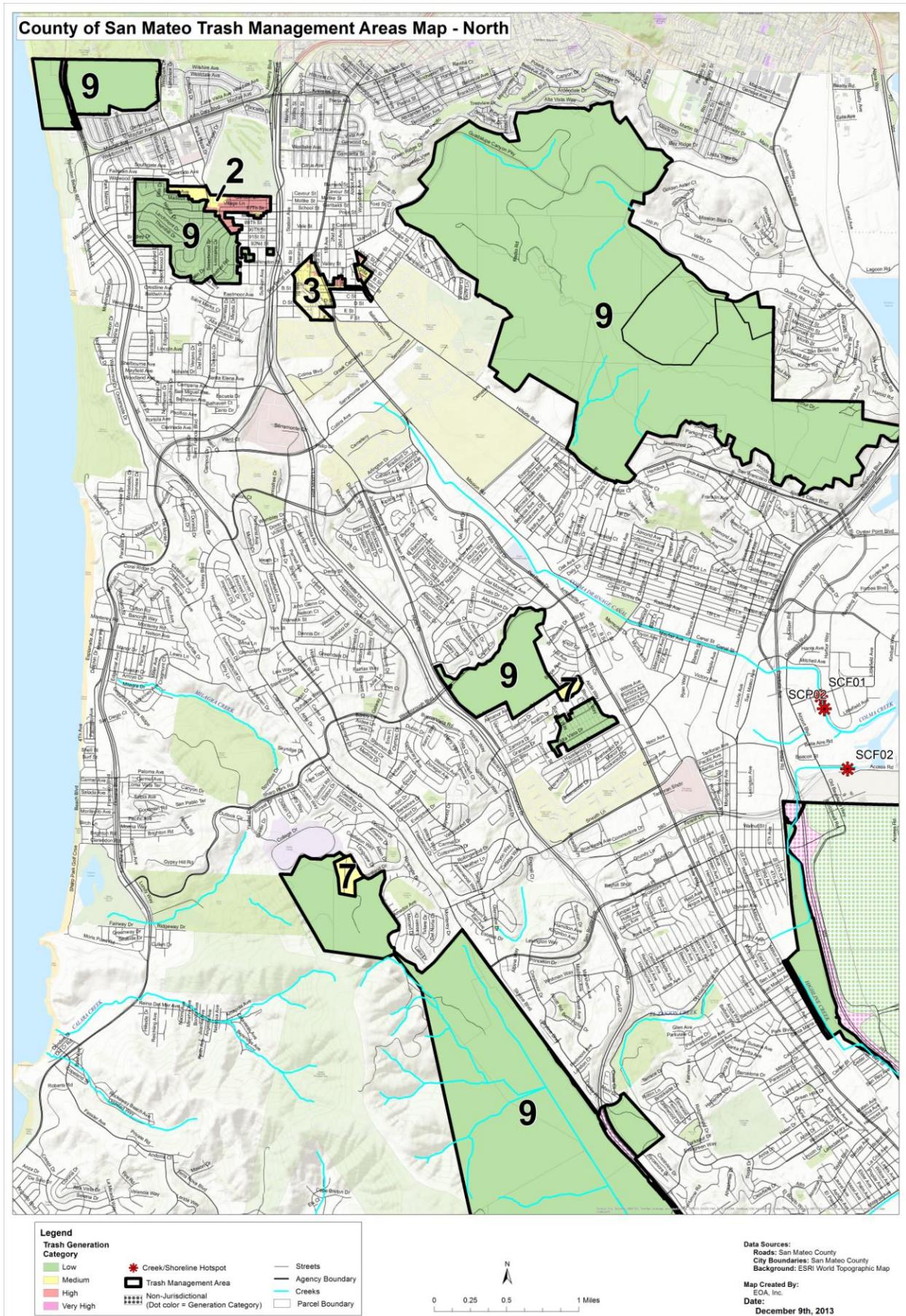


Figure 11. Trash Management Area Map for the County of San Mateo, Northern region.

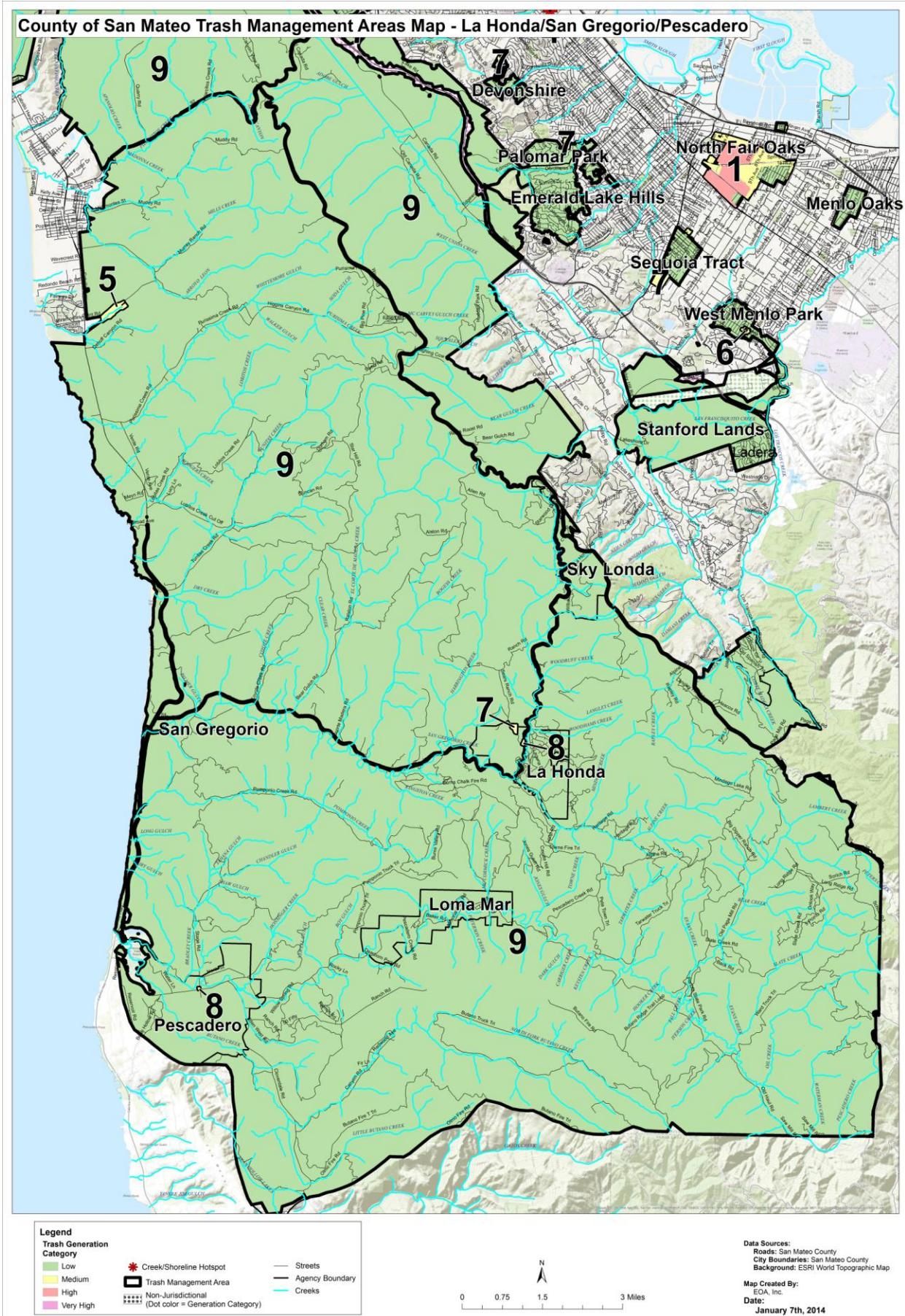


Figure 12. Trash Management Area Map for the County of San Mateo, Southern region.

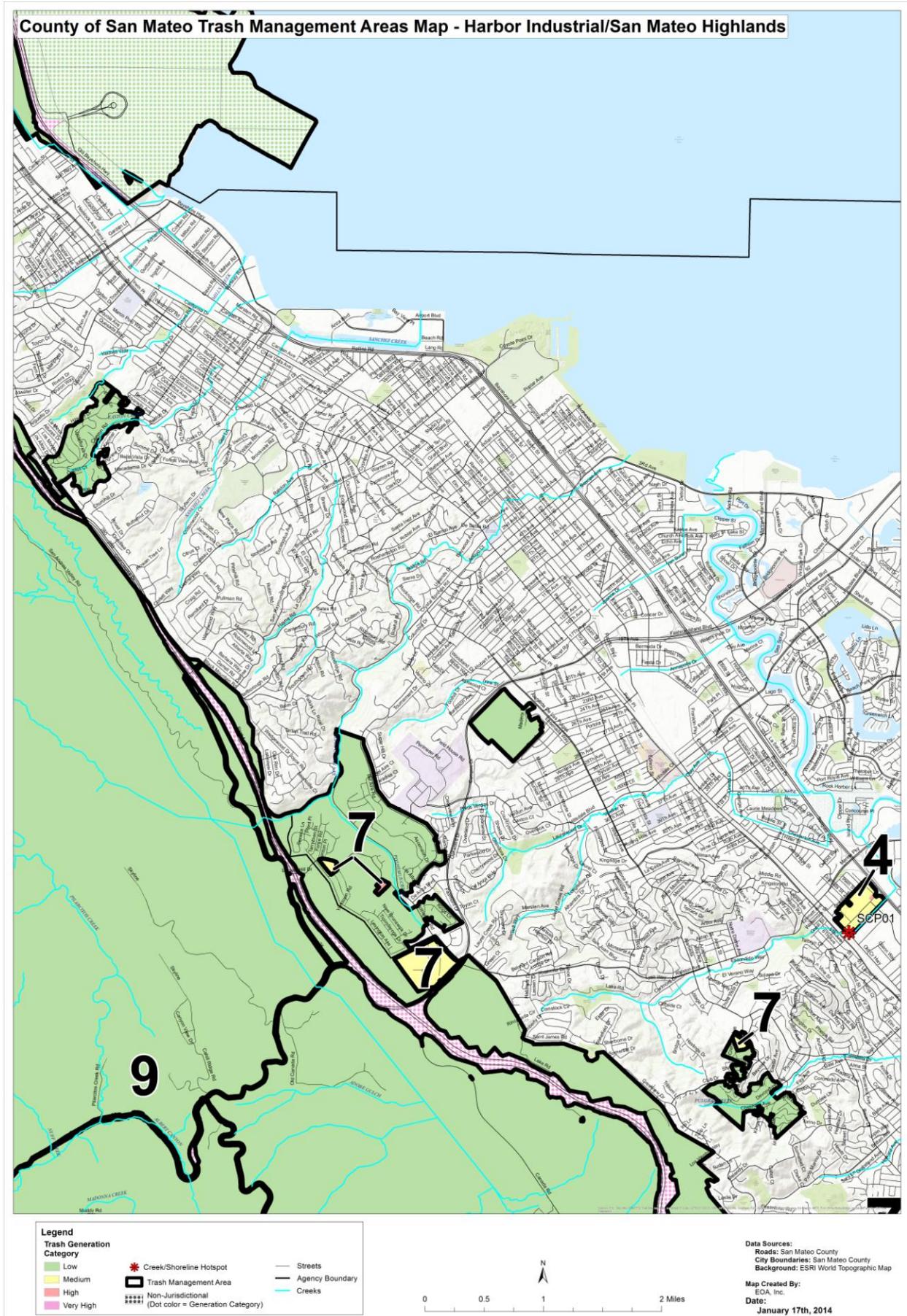


Figure 13. Trash Management Area Map for the County of San Mateo, Eastern region.

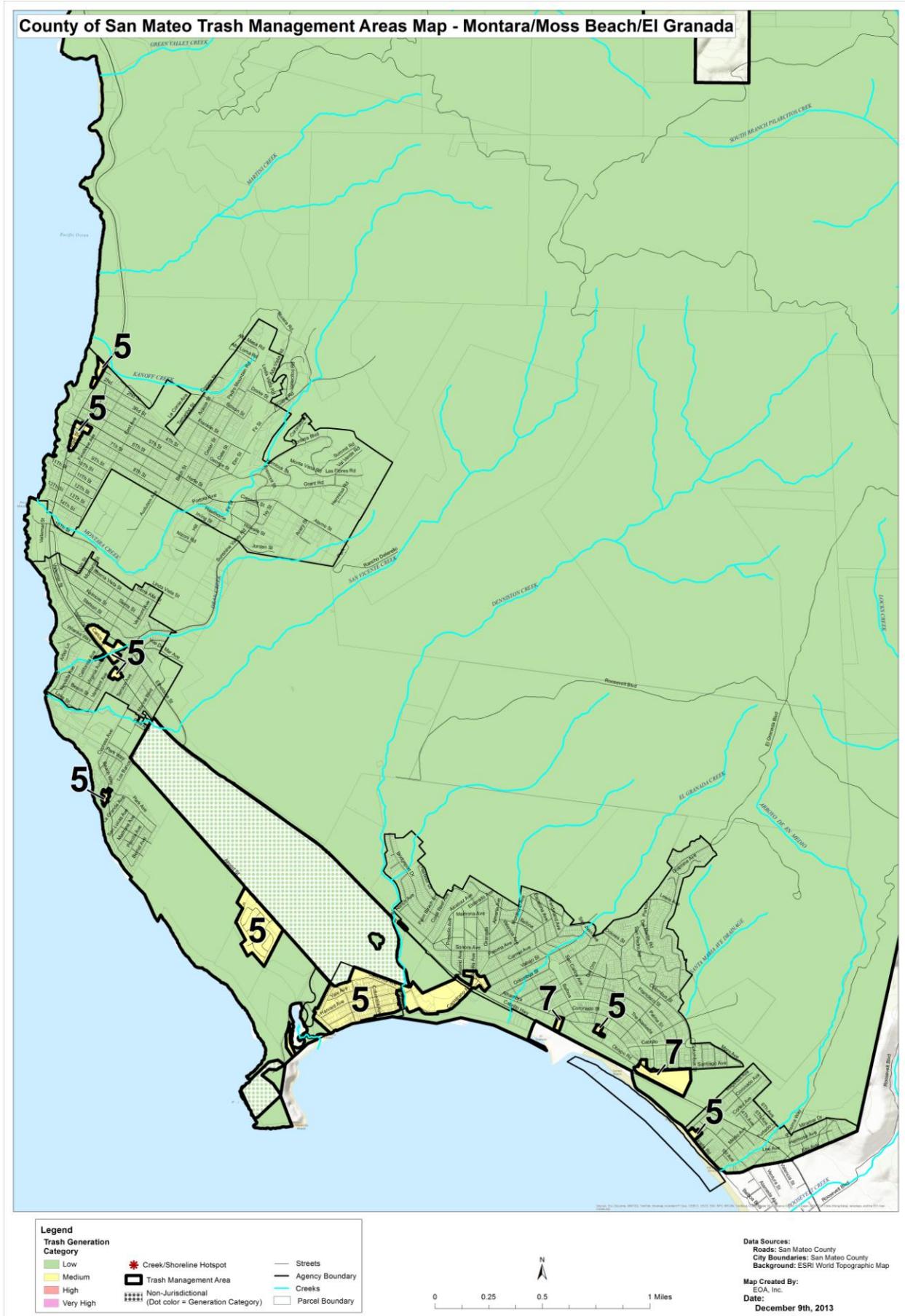


Figure 14. Trash Management Area Map for the County of San Mateo, Western region.

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### 3.2 Current and Planned Trash Control Measures

For the top four priority areas (TMA #1, TMA #2, TMA #3, and TMA #4), which all have Moderate and High trash generation areas, the County will rely on a variety of trash control measures. The County plans to install additional full trash capture devices in these priority areas, where feasible (TMA #1 and TMA #3). Please see Figure 15 and Figure 16 for maps of Full Trash Capture Devices in these TMAs. Feasibility is limited in areas that are prone to flooding or where existing catch basins cannot be easily retrofitted (i.e., bubble up systems). The County also plans to increase sweeping frequency and/or posting in two of our priority TMAs (TMA #4 and areas within TMA #1). In the four priority areas, there are several key business areas (i.e., TMA #1 – Middlefield Ave & 5th Ave, TMA #2 – 87th Ave, TMA #3 – Hillside Blvd, TMA #4 – Harbor Blvd) where the County plans to implement a targeted business BMP and outreach program to reduce trash sources. Elements of a targeted business BMP and outreach program may include site visits and distribution of outreach materials (litter/waste reduction, recycling info, bin management, and packaging/take-out source reduction campaigns around Earth Day to raise awareness), trash enclosure audits, move-in move out packet for multifamily dwellings, clean business front pledge or ordinance requiring cleanup within 25 to 50 feet in front of business with take-out, community cleanups, and ash tray promotion where cigarette litter has been identified. Additionally, more targeted on-land cleanups through the SWP or a new Adopt a Block program are also proposed for TMA #1, TMA #2, and TMA #3.

The County also plans to develop an improved anti-littering and illegal dumping program. The enhanced program is first being piloted in TMA #1 where illegal dumping is a widespread problem. Elements of the program include mapping of common dump locations, signage, illegal dumping surveillance cameras at targeted locations, outreach to multi-family complex owners, increased enforcement, and community cleanup days.

In the lower priority management areas (TMA #5, TMA #6, and TMA #8), the sources of trash are more isolated (i.e., small commercial areas or single restaurants and convenient stores), and management measures will include targeted outreach to specific businesses (including elements of the targeted business program described above), on-land cleanups, and jurisdiction-wide measures including the plastic bag and polystyrene bans. There are two locations for full trash capture devices in TMA #5.

For schools, places of worship, and government facilities (TMA #7), the County will rely on targeted outreach and education at specific locations, increased community and school cleanup events, and facility specific changes. There are six locations for full trash capture devices near two schools in TMA #7. At one County-owned complex, the County plans to enhance street sweeping and facility maintenance. The County also plans enhanced street sweeping near a specific school.

For the low priority management area (TMA #9) where trash rates are designated as Low, the County will primarily rely on jurisdiction-wide measures such as plastic bag and polystyrene bans, which have already been implemented and enhanced education and outreach campaigns. Other jurisdiction-wide measures that the County plans to implement are an improved enforcement program to reduce trash from uncovered loads, and an improved centralized reporting system for litter and illegal dumping with an outreach campaign to encourage reporting by the public and County staff. There have been discussions with the regional waste agencies Stopwaste.Org and San Francisco Department of the Environment to revisit the Shop Smart campaign to reduce packaging

which has a ripple effect of reducing packaging often found on school sites and grocery store parking lots, and continue to provide information to County school sites on the benefits of a “no-waste lunch” in the interim.

### **3.2.1 Trash Management Area #1: North Fair Oaks area**

NFO is a community in the southwest area of the County bounded by Redwood City, Atherton, and Menlo Park. Highway 82/El Camino Real borders NFO. Caltrain runs directly through NFO, and the Southern Pacific Railroad Dumbarton Spur line also runs northwest to southeast through the area. There are a variety of land uses, including a high density multi-family sector and commercial business areas along Highway 82/El Camino Real and along Middlefield Road and 5<sup>th</sup> Avenue. Parts of NFO also include industrial uses. The south and southeastern portions of the community are mostly low-density residential areas. The community has a large Spanish speaking population.

The NFO community has the highest trash generation rates and is the County’s number one priority for achieving trash reduction goals. Illegal dumping is a main issue in NFO. The higher trash rates in NFO appear to not only be a result of density and higher trash generating land use types (i.e., commercial, retail) but are also affected by more complex socioeconomic and housing issues such as cultural norms, overcrowding, more transient population with frequent move ins/outs, evictions, high-rent burdens, more unpermitted haulers, homelessness, language barriers, and often a lack of knowledge about available resources.

#### **TMA#1 Prior actions (before 12/1/2009 and continued)**

##### ***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA# 1 prior to MRP adoption.

##### ***Street Sweeping***

County-maintained streets within the NFO community have been swept on a regular basis prior to MRP adoption. The frequency of street sweeping has varied by location (weekly in some of the commercial and industrial areas and monthly or twice a month for the majority of the residential areas) as shown in Attachment 1. Past street sweeping frequency in residential areas was largely based on whether or not the roadways were improved with curb and gutter. In 2006, no parking zones during street sweeping were established on selected streets. County Resolution No. 067933 has a list of posted streets and is included as Attachment 2.

##### ***On-land Trash Cleanups***

Since 2000 (approximately), the DPW Roads Division has conducted weekly on-land trash cleanups at multiple locations throughout the NFO community. The clean-up activities have been conducted using the SWP work force (generally two workers) and a DPW Roads Division supervisor. The cleanups typically have occurred on Mondays and have been conducted along an established hot spot route (i.e., 5<sup>th</sup> Ave, railroad tracks and right-of-way, Fair Oaks School), as well as at complaint specific locations. On average, approximately 3 cubic yards of litter have been collected per cleanup day.

In 2005, SMCWPPP took over the coordination of CCD for San Mateo County. This task involved working with a variety of local government agencies, non-profit organizations, and volunteers to organize, promote, and supply cleanup efforts throughout San Mateo County, and acting as a point of contact for the California Coastal Commission, which sponsors the event. CEH provides this outreach support to SMCWPPP under contract. In 2009, the NFO area was a CCD site. The site captain for the site was a volunteer from a local business. SMCWPPP promoted the event with paid

and internet advertising, and acted as a point of contact for the public for CCD information. The site captain managed resident volunteers and reported to SMCWPPP on trash collected.

Periodic clean-up events have occurred in this area throughout the year with limited success. The areas have remained clean for a few days, after which litter returns. The importance of involvement of local residents emerged as a clear need for future success.

***Partial-Capture Treatment Devices***

The County has maintained the Athlone Terrace Pump Station, located in the NFO area. The Station pumps stormwater from roughly half of the NFO basin to a box culvert on Marsh Road (Atherton Channel) in Redwood City. The Atherton Channel then flows to the Bayfront Canal before entering the San Francisco Bay. The pump station has a partial screening device which screens trash during low flow. The partial screening device consists of expanded metal diamond shaped screening (1.5 inches by 0.5 inches and 30 inches high) that separately surrounds both pumps in the sump. Road maintenance staff has manually removed accumulated trash from the screened area on an as needed basis.

***Enhanced Storm Drain Inlet Maintenance***

The County has maintained and removed material from storm drain inlets in the NFO area at least once per year, typically prior to the start of the rainy season.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping. Since TMA #1 is a hotspot of illegal dumping in the County, a brief summary of prior work is highlighted below.

DPW staff has picked up illegal dumping, including litter and excessive loose and liquid debris. Complaints have been received via hotlines. Code Enforcement officers have also utilized existing municipal code to address illegal dumping on private property, through the code enforcement process. The County had zoning ordinance sections 6102.39 on garbage and 6102.40 on commercial garbage prior to MRP adoption.

In areas served by the Joint Powers Authority known as the South Bayside Waste Management Authority (SBWMA), the franchised hauler (Allied Waste) offered bulky item collection on an appointment basis twice per year for no additional charge for residents in NFO.

The DPW Roads crew and SWP have also routinely picked up illegally dumped items every Monday, as described in the *On-Land Trash Cleanup* Section above.

***Improved Trash Bins/Container Management***

The County installed public containers in NFO, where excess litter had been documented, including ten public containers located on Middlefield Road and four public containers located at the local parks and the community center. These containers have been serviced twice a week by the

Franchised Hauler and cleaned every six months by County staff. The containers are concrete and can accommodate a folded pizza box. They also have a basket on the top for bottle and cans collection. These baskets reduce the amount of litter from individuals that search the receptacles for recyclables. Since bottles and cans are stored in the top basket, individuals no longer have to rummage through the entire receptacle.

### **TMA#1 Present actions (12/1/2009-7/1/2014)**

#### ***Full-Capture Treatment Devices***

During the summer of 2010, DPW conducted a pilot by installing four trash capture devices, three of which meet the full trash capture device requirements (connector pipe screens (CPS) and auto retractable screens (ARS)), in the unincorporated NFO community. DPW was satisfied with the performance of the units and during the Spring and Summer of 2011, installed 10 additional units that meet the full trash capture device requirements (CPS with ARS), with funding provided through the Bay-Area wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership. A total of 13 full-capture treatment devices have now been installed within TMA #1. The total area treated by the devices is approximately 42 acres. In the Red High trash generating areas in TMA #1, 3.6% of land is now treated with full trash capture devices, and in the Yellow Moderate trash generating areas, 11.2% of land is now treated with full trash capture devices. The device locations are shown in Figure 15. Full Trash Capture Device Map for the County of San Mateo, North Fair Oaks.

In general, the level of maintenance needed for full-capture treatment devices varies by specific location and/or area depending on the levels of trash, frequency of street sweeping, and the timing of storms in relation to street sweeping. Although the ARS is designed to automatically retract, if a storm event is predicted late in the street sweeping cycle (particularly in areas with less frequent street sweeping) and a significant amount of trash has accumulated in front of the ARS, the unit may require hand sweeping to prevent standing water and backups in the event that the ARS does not retract. The DPW Road Maintenance crews clean out the CPS units installed in TMA #1 approximately quarterly with a Vac-Con truck. At the locations where the 13 full-capture treatment devices have been installed, the ARS units typically do not require hand sweeping before storms because the streets are swept weekly (i.e., Middlefield Road and Bay Road).

#### ***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the NFO community are swept on a regular basis. In 2011, the DPW street sweeping operations staff worked closely with Recology San Mateo operations staff on the synchronization of street sweeping routes with garbage and recycling collection routes. This synchronization ensures maximum scheduling coordination and reduction of fugitive trash that stems from garbage collection.

#### ***On-land Trash Cleanups***

An annual community cleanup has been established in TMA #1. As described in the *Prior actions* section above, SMCWPPP, through a contract with CEH, currently coordinates CCD for San Mateo County. In 2010, the NFO area was once again a site for CCD, with a volunteer from a private business acting as site captain. After 2010, the NFO area was no longer a specific site for CCD, but may have been cleaned up through the efforts of the City of Redwood City site captain, who sent volunteers to numerous sub-sites in the area.

In 2011, DPW RecycleWorks staff and the Board of Supervisors District 4 Office began working with the North Fair Oaks Community Council to organize an annual cleanup event. For FY11-12, the NFO community cleanup event was held on 4/28/2012 on the weekend after Earth Day. DPW staff worked with the North Fair Oaks Community Council prior to the event to identify hot spot locations for cleanup. The event was a success, particularly in terms of raising awareness; sixty-five volunteers collected approximately 1,135 lbs of litter as well as large illegally dumped items like furniture. For FY12-13, the cleanup event was held on 6/1/2013 as part of the *Be Seen Keeping It Clean* campaign. The event was even more successful with over 300 volunteers collecting over 4,000 lbs of litter. District 4 Supervisor Warren Slocum and his staff will continue the annual NFO Community Cleanups in the current time period and through the end of his term in January 2017. See *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for more information on the *Be Seen Keeping It Clean* Campaign.

As described in the *Prior actions* section above, the DPW Roads Division conducts weekly on-land trash cleanups at multiple locations throughout the NFO community using the SWP work force. These cleanups continue in the present time period.

***Partial-Capture Treatment Devices***

DPW Road maintenance staff has continued to manually remove accumulated trash from the partial-capture treatment device at the Athlone Terrace Pump Station located in the NFO area. As a pilot test during the FY09-10, DPW installed one partial-capture treatment device (ARS) along Middlefield Road in TMA #1. No additional partial-capture treatment devices are currently planned for this area.

***Enhanced Storm Drain Inlet Maintenance***

As described in the *Prior actions* section above, storm drain inlets in the NFO area have typically been maintained once per year. As detailed in the *Short-Term Plan*, in FY11-12, the County increased the storm drain inlet maintenance frequency in the NFO area (approximately 189 catch basins/inlets) from once per year to quarterly.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads. A brief summary of current work is highlighted below.

In areas covered by garbage Franchise agreements with Recology San Mateo County, such as TMA #1, the Franchised hauler is required to cover loads of materials in transit to their facilities. Currently, the County is beginning to discuss issues of uncovered loads in its service areas. A large part of these discussions will focus on the unpermitted haulers who transport materials through the County service areas and have historically been difficult to manage.

The County has also formed an Illegal Dumping Workgroup in FY13-14 to address trash from uncovered loads, in conjunction with ongoing work on illegal dumping.

In November 2010, the County revised its ordinance on solid waste. In *Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*, language was expanded on permitting for solid waste transport via the County Health Officer (CEH) to include considerations of public health and safety.

***Anti-littering and Illegal Dumping Enforcement Activities***

The County is currently in the process of ramping up the response to illegal dumping in TMA #1. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on

illegal dumping and the formation of the County's Illegal Dumping Workgroup. A summary of current work is highlighted below.

Since TMA #1 is a hotspot of illegal dumping, the County's Illegal Dumping Workgroup has focused much of its attention on the NFO community. The Workgroup has completed introductory research on illegal dumping in TMA #1 that identified the main drivers of illegal dumping in that community as well as best management practices and possible solutions. Research was presented to the North Fair Oaks Community Council in Fall 2013 for consideration in their work. Since then, the North Fair Oaks Community Council has selected illegal dumping as a main concern and focus for 2014 and beyond.

In addition, the County Board of Supervisors has approved the installation of cameras and signs in TMA #1. The County plans to install 6 cameras and 6 signs in hotspots in TMA #1 in the second quarter of 2014. The Workgroup will work to identify appropriate locations for the cameras and signs. The Workgroup is currently conducting research on best practices relating to camera and sign use to best inform the overall strategy.

Starting in February 2014 and continuing into the future, the Workgroup will also work with CARON (Community Alliance to Revitalize Our Neighborhood), a program of the Sheriff's Office, to include anti-littering and illegal dumping information in its Citizens Police Academy class content, its work with schools, and its facilitation of Neighborhood Watch Programs. CARON was created in 1999 by residents of NFO and other unincorporated coastal communities.

County staff works to engage the community on garbage complaints. In October 2011, Code Enforcement staff began attending monthly NFO Community Meetings with the public. Staff answer questions about code enforcement and illegal dumping and serve as a resource for the community. Staff offer suggestions for recycling, garbage, and provide information on the entities that would be able to best assist residents.

Other community outreach has been conducted through the DPW RecycleWorks *Be Seen Keeping It Clean* Campaign that began in 2011. The campaign featured ads in movie theaters for Earth Day 2011 with messaging to reduce illegal dumping. In 2012, the campaign ran another ad with anti-littering messaging that encouraged the public to put litter in the trash can when walking down the street. *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* provides a more detailed description of the County-wide anti-littering messaging associated with this campaign.

In 2013, County Ordinance No. 04648 was updated to revise the administrative remedies provisions in order to establish greater deterrent to violations and to recover the cost of administering its code compliance program. See *Section 3.2.11 Jurisdiction-wide Control Measures* for more detail.

As described in the *Prior actions* and *Present actions* sections above, DPW staff continues to pick up illegal dumping and excessive loose and liquid debris. In areas served by the Joint Powers Authority (SBWMA), a Franchised hauler removes bulky debris. The County recently renegotiated the Franchise agreement with Recology San Mateo County. The Board of Supervisors approved the agreement on October, 20, 2009, with an effective date of January 1, 2011. The new agreement now includes the following language: "Contractor shall provide abandoned waste cleanup collection service at no additional cost to the agency. In addition the Franchise agreement contractor shall collect Bulky Items from Single-Family, Multi-Family residential properties, twice a year and other

customers for a fee.” This franchise agreement is effective until January 1, 2020. Additional information on this contract is included in *Section 3.2.11 Jurisdiction-wide Control Measures*.

***Improved Trash Bins/Container Management***

The County has continued to maintain the 10 public containers in TMA #1. These containers are currently serviced with greater frequency than in the period prior to MRP adoption, now at three times a week (every other day) by the Franchised Hauler and also cleaned every six months by County staff. As described in the *Prior action* section, the containers are concrete and can accommodate a folded pizza box; they also have a basket on the top for bottle and cans collection.

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #1 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

The County is interested in potential improvements to the Athlone Terrace Pump Station including conversion to a full-capture screening system. As mentioned in previous sections above, the pump station pumps stormwater from roughly half of the NFO basin. Retrofitting the pump station with a full trash capture automated screening device would therefore address trash reduction goals for half of TMA #1. However, detailed feasibility, work, and cost estimates are still needed.

Improvement may be limited by downstream capacity issues within the storm drain system of the neighboring jurisdictions. As an alternative plan, the County has selected locations for full-capture devices (CPS and ARS) and other methods to achieve long-term trash reduction goals for this area. Feasibility will be explored in FY15-16. A total of 53 locations have been selected for installation of full-capture treatment devices (CPS with ARS). The total estimated treatment area will then be 339.6 acres, covering 27.5% of the Moderate trash generating area and 75.3% of the High trash generating area within TMA #1. The proposed device locations are shown in Figure 15. Full Trash Capture Device Map for the County of San Mateo, North Fair Oaks. The devices will be installed beginning in FY13-14 through FY18-19. We anticipate that the new and existing CPS units will need to be maintained approximately quarterly with a Vac-Con truck. In areas where the street sweeping frequency is twice per month, the ARS units may require hand sweeping before storms if a predicted storm is late in the street sweeping cycle.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the NFO community are swept on a regular basis. Despite routine street sweeping at the current frequency and other trash reduction efforts, street litter continues to persist. It is clear that street sweeping enhancement would be beneficial in achieving long-term trash reduction goals for this area.

Proposed enhancements will include the establishment of no parking zones during street sweeping and/or increased street sweeping frequency. The County proposes enhancements along 16.3 center line miles of County-maintained roadway in TMA #1 as shown in the *North Fair Oaks Proposed Street Sweeping Map* included in Attachment 3.

In the red line area shown on the proposed sweeping map, the current street sweeping frequency is once per month, and the area is posted for no parking during street sweeping. This area has been designated as having a High trash generation rate and is therefore the highest priority area within TMA#1. The County plans to increase the street sweeping frequency in this area, approximately

12.1 center line miles, from monthly to twice per month with posted no parking during both sweeping events.

In the blue line area shown on the proposed sweeping map, the past street sweeping frequency has been monthly without established no parking zones and posting. The County plans to increase the street sweeping frequency in this area, approximately 0.6 curb center line miles, from monthly to twice per month with posted no parking during both sweeping events.

In the green line area shown on proposed sweeping map, the past street sweeping frequency has been once per month, largely in part because many of the streets were not improved with a curb and gutter and sweeping was not as effective. Over time, many of these streets have been improved, and additional improvements are planned for the future. Roadway improvements within this neighborhood are limited by the existing roadway width and right-of-way. The typical roadway standard for improvement in this area of North Fair Oaks includes roadway travel lanes, bordered by a gutter system with informal off-street parking along the shoulders and no curb. Street sweeping is only effective up to the gutter; therefore, posted no parking during street sweeping does not significantly improve street sweeping efficiency in this area. The County plans to increase the street sweeping frequency in this area, approximately 3.6 center line miles, from monthly to twice a month without posting.

The County plans to begin implementation of the proposed street sweeping enhancements in FY15-16. It is important to note that the approval process will require community meetings and will ultimately depend upon approval by the County Board of Supervisors.

#### ***On-land Trash Cleanups***

County staff and District 4 Board of Supervisors staff will continue to work with the NFO Community Council to support a minimum of one community cleanup in NFO each year at least until the end of Supervisor Warren Slocum's term in January 2017. This event will be focused around CCD or Earth Day. In the long-term, this event may be replaced by more frequent community cleanup events implemented as part of an "Adopt a Block" program described in more detail in *Section 3.2.11 Jurisdiction-wide Control Measure* that could target areas along Middlefield Road and along 5<sup>th</sup> Avenue.

As described in above sections, since 2000, the DPW Roads Division has conducted weekly on-land trash cleanups at multiple locations throughout the NFO community using the SWP work force. The DPW Roads Division will continue this routine on-land cleanup effort for NFO into the future.

#### ***Partial-Capture Treatment Devices***

The DPW Road maintenance staff will continue to maintain the two existing partial-capture treatment devices (ARS along Middlefield Road and Athlone Terrace Pump Station screen) on a routine basis. No additional partial-capture treatment devices are planned for this area.

#### ***Enhanced Storm Drain Inlet Maintenance***

As described in the *Present actions* section above, maintenance frequency for storm drain inlets in the NFO was increased from once per year to quarterly in FY11-12. The County plans to continue with this increased maintenance frequency in the future.

#### ***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of future, planned actions to reduce trash from uncovered loads. A brief description of NFO-specific work is highlighted below.

The County will continue developing a pilot plan for TMA #1 for addressing unpermitted haulers in the future. This work will require cooperation among multiple agencies and will be facilitated through the Illegal Dumping Workgroup. Outreach to unpermitted haulers will first be piloted in TMA #1 in FY13-14 and FY14-15, since they represent a major source of illegal dumping in this area.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping. Since TMA #1 is a hotspot of illegal dumping in the County, a brief summary of future work is highlighted below.

The County's research on illegal dumping, best practices, and possible solutions was presented to the North Fair Oaks Community Council for consideration in their work for 2014 and beyond. Illegal dumping in particular has been identified by the Community Council as a main concern and has been selected as a focus for work in 2014 and the future. The County will provide advisory support to the Community Council. The Community Council will encourage cultural change around garbage and host community events, as needed.

In the future, the County will begin using information collected from six cameras installed in the current time period (second quarter of 2014) in hotspots in TMA #1 to identify perpetrators of illegal dumping. The County will also evaluate the effectiveness of cameras and signage as deterrents and/or enforcement mechanisms. New efforts to reduce illegal dumping, such as adopting new technology for better tracking and reporting, will be initially rolled out to the public in NFO and then be made available jurisdiction-wide.

The County Illegal Dumping Workgroup will continue to implement solutions as described in *Section 3.2.11 Jurisdiction-wide Control Measures*. The Workgroup will continue to work with CARON, a program of the Sheriff's Office, to include anti-littering and illegal dumping information in its Citizens Police Academy class content, its work with schools, and its facilitation of Neighborhood Watch Programs.

County Code Enforcement will continue to attend monthly NFO Community Meetings.

DPW RecycleWorks will also continue to run ads with anti-littering messaging, first started under the *Be Seen Keeping It Clean* campaign in 2011.

The County will continue to work with Recology San Mateo County to ensure information about the bulky item clean-ups (stipulated in Franchise agreement) is effectively advertised in order to reduce illegal dumping. The current franchise agreement extends to January 1, 2020. See *Section 3.2.11 Jurisdiction-wide Control Measures* for more detail.

The DPW Roads crew will continue to pick up illegal dumping and loose debris.

***Improved Trash Bins/Container Management***

The County will continue to maintain the 10 public containers in North Fair Oaks. The County will not consider plans to replace the containers with models that lack an opening, as that change could result in damage to containers from scavenging of bottles and cans. If the containers are observed full on a daily basis, the Franchised hauler will begin to service them every day rather than every other day.

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County's future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

Please see *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for activities occurring jurisdiction-wide that impact NFO, such as a targeted business BMP and outreach program along Middlefield Road and 5<sup>th</sup> Avenue to reduce trash sources and targeting multi-family properties.

In TMA #1, El Camino Real is under the jurisdiction of California Department of Transportation (Caltrans). The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along El Camino Real. The County will be engaging with Caltrans to coordinate and collaborate on the additional trash control measures to be implemented along El Camino Real.

In addition, TMA #1 contains SamTrans routes, a Caltrain right of way, and a San Francisco Public Utilities Commission (SFPUC) right of way. The County will also collaborate with these agencies on reducing trash from their jurisdictional areas. This collaboration will most likely occur at a coordinated County-wide level in FY14-15.

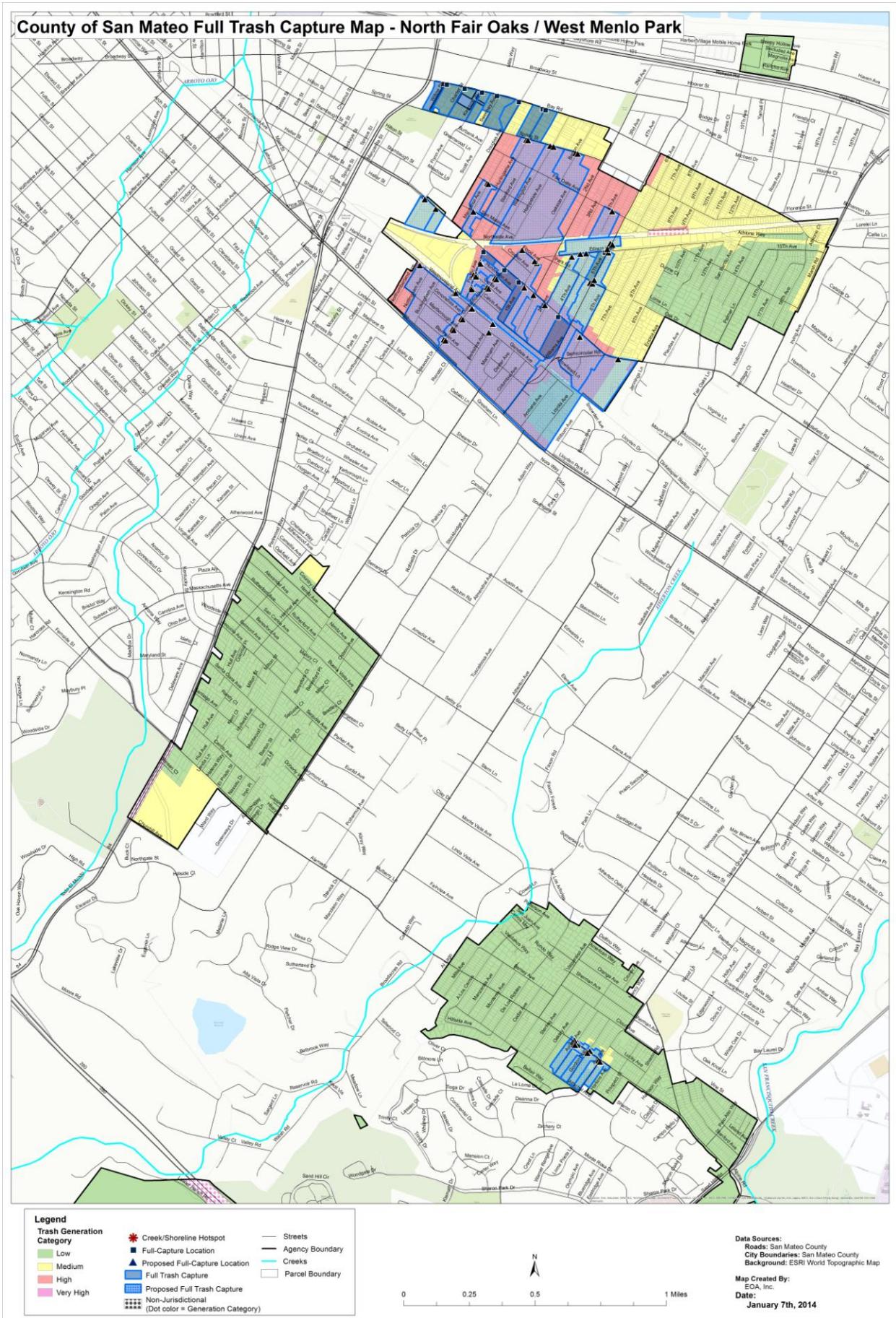


Figure 15. Full Trash Capture Device Map for the County of San Mateo, North Fair Oaks

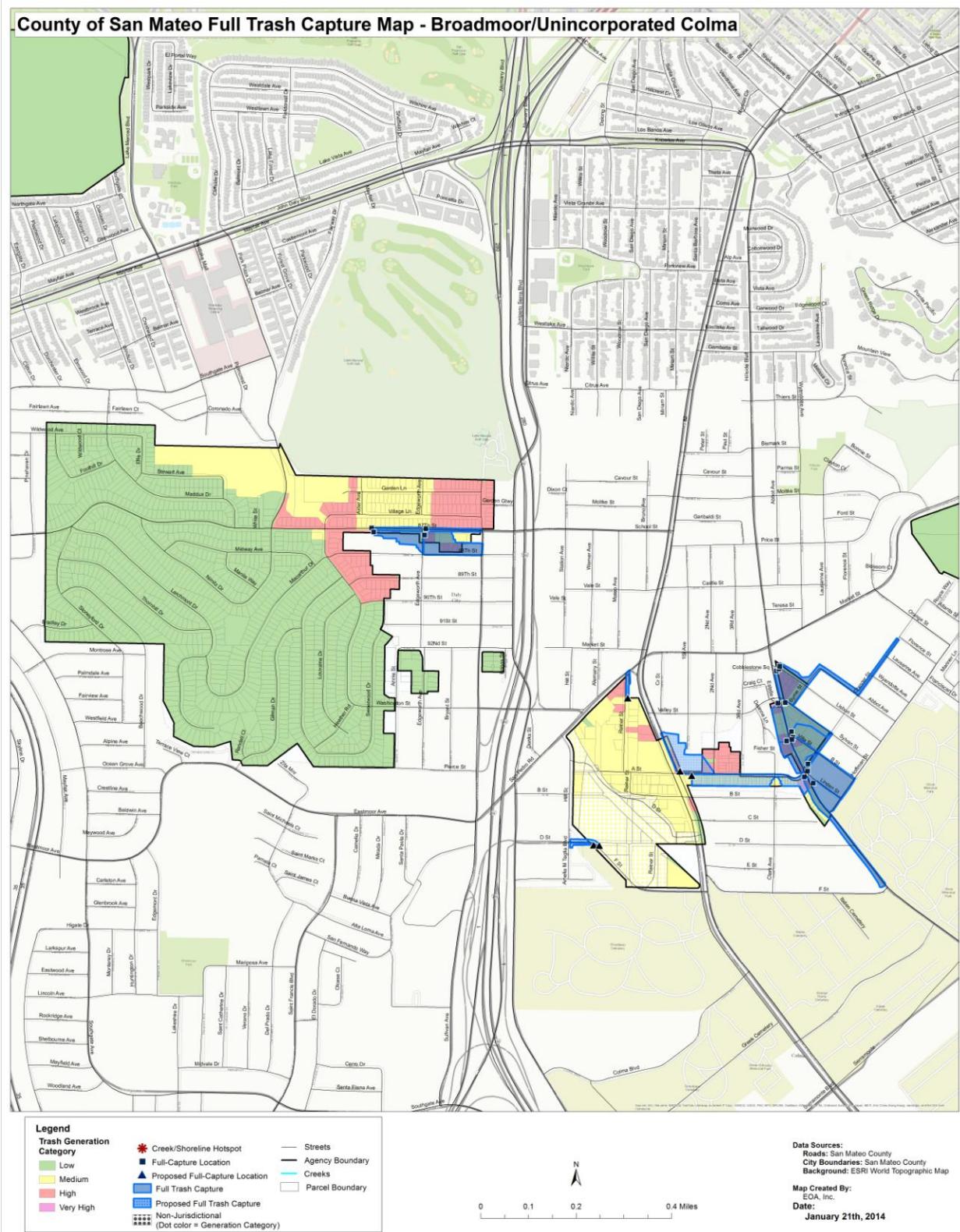


Figure 16. Full Trash Capture Device Map for the County of San Mateo, Northern region

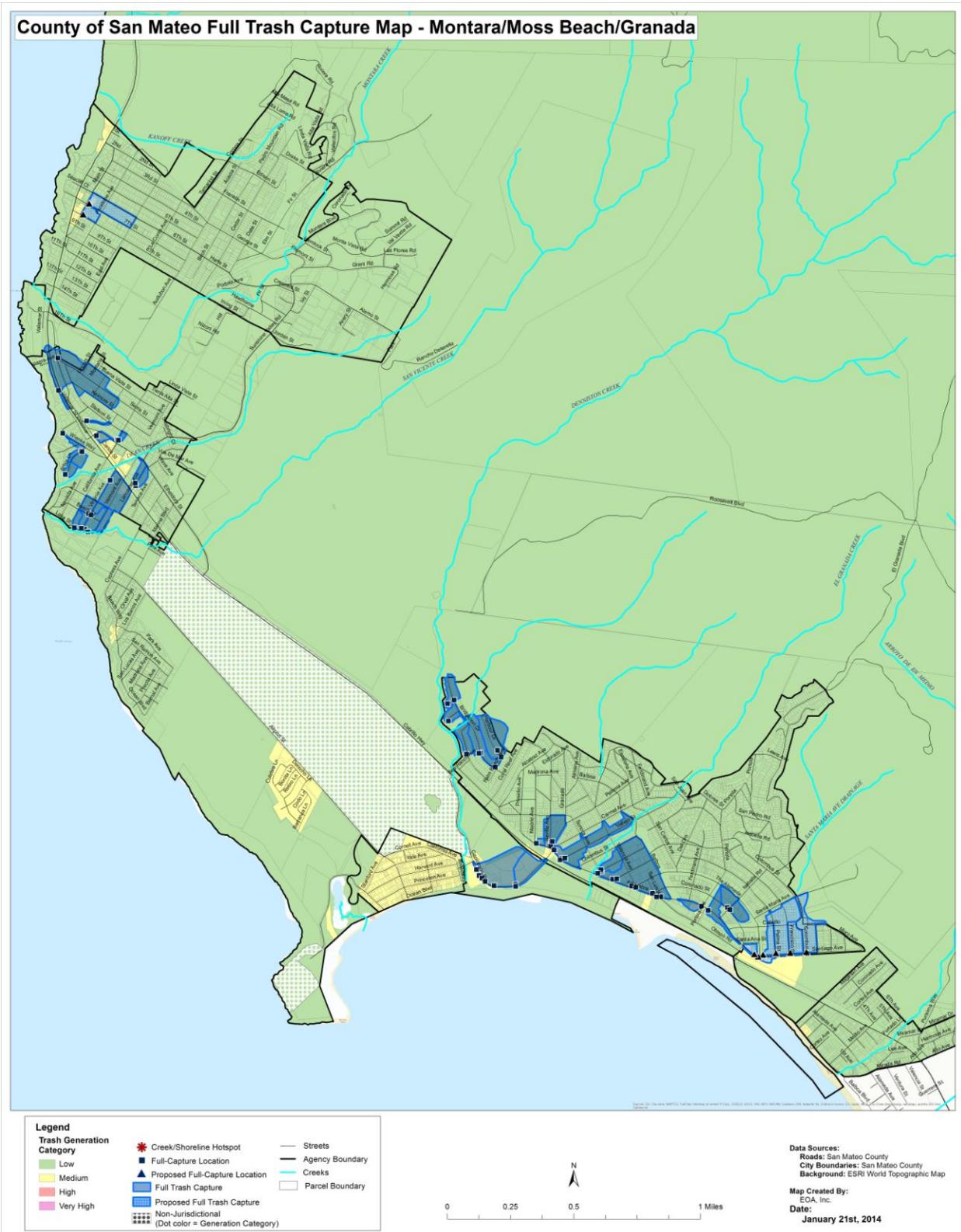


Figure 17. Full Trash Capture Device Map for the County of San Mateo, Western region

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### **3.2.2 Trash Management Area #2: Broadmoor area**

The Broadmoor Trash Management Area in the northern part of the county is surrounded by the City of Daly City. 87<sup>th</sup> Street has commercial land use, and there is a mix of multi-family buildings and single-family homes in the area.

#### **TMA #2 Prior actions (before 12/1/2009 and continued)**

##### ***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA #2 (Broadmoor area) prior to MRP adoption.

##### ***Street Sweeping***

County-maintained streets within the Broadmoor community have been swept on a regular basis prior to MRP adoption. As shown in Attachment 1, the frequency of street sweeping is twice per month.

##### ***On-land Trash Cleanups***

Since 2000 (approximately), the DPW Roads Division has conducted on-land trash cleanups approximately twice per month along 87<sup>th</sup> Street from Sullivan Avenue to Park Plaza Drive. Street litter has been commonly observed along 87<sup>th</sup> Street. This area was mapped as having Moderate and High trash generation rates. The clean-up activities have been conducted using the SWP work force (generally two workers) and a DPW Roads Division supervisor. The cleanups typically have occurred every other Tuesday.

In addition to on-land cleanups using the SWP work force, the DPW Roads Division crew also conducts routine patrols in the Broadmoor area every Monday. The patrols have been conducted since 2001 (approximately) and are specifically done to cleanup illegal dumping and areas with accumulated trash.

##### ***Partial-Capture Treatment Devices***

No partial-capture treatment devices were installed in the Broadmoor area (TMA #2) prior to MRP adoption.

##### ***Enhanced Storm Drain Inlet Maintenance***

The County has maintained and removed material from storm drain inlets in the Broadmoor area at least once per year, typically prior to the start of the rainy season.

##### ***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

##### ***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

DPW staff has picked up illegal dumping, including litter and excessive loose and liquid debris. Complaints have been received via hotlines. Code Enforcement officers have also utilized existing

municipal code to address illegal dumping on private property, through the code enforcement process. The County had zoning ordinance sections 6102.39 on garbage and 6102.40 on commercial garbage prior to MRP adoption.

A DPW-led SWP crew has also routinely picked up illegally dumped items biweekly on Tuesdays, as described in the *On-Land Trash Cleanup* Section above.

***Improved Trash Bins/Container Management***

There are no public containers in this service area.

**TMA #2 Present actions (12/1/2009-7/1/2014)**

***Full-Capture Treatment Devices***

During Spring and Summer 2011, four full-capture treatment devices (CPS with ARS) were installed along 87<sup>th</sup> Avenue with funding provided through the Bay-Area wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership. The total area treated by the devices is 3.0 acres. In the Red High trash generating areas in TMA #2, 6.6% of land is now treated with full trash capture devices, and in the Yellow Moderate trash generating areas, 4.7% of land is now treated with full trash capture devices.<sup>2</sup> The device locations are shown in Figure 16. Full Trash Capture Device Map for the County of San Mateo, Northern region. The Road Maintenance crews clean out the CPS units approximately every other month with a Vac-Con truck. They also hand sweep in front of the ARS prior to and/or during storms on an as-needed basis.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the Broadmoor community are swept on a regular basis. As detailed in the County's *Short-Term Trash Load Reduction Plan*, street sweeping enhancements (posting for no parking during street sweeping) were initially planned for the Broadmoor area in order to assist with meeting the County's long-term trash reduction goals. In 2013, County DPW initiated the process for posting and establishment of no parking zones along all streets in TMA #2 that were mapped as having Moderate and High trash generation rates. The item was presented to the Board of Supervisors on 8/6/2013. Due to community opposition, the Board of Supervisors postponed the item to October 2013 to allow DPW staff additional time to hold community meetings and further study the extent of the problem. Opposition included petitions signed by 96 residents in the Broadmoor area. A follow-up community meeting was held, and opponents continued to question the degree of trash impacts, expressed concern about lack of parking, inconvenience for elderly and parents with young children, and visual impacts due to signage. The preferred community option for addressing litter in this area is via community on-land cleanups. No additional street sweeping enhancements are planned at this time.

***On-land Trash Cleanups***

As described in the *Prior actions* section above, the DPW Roads Division conducts on-land trash cleanups along 87<sup>th</sup> Avenue twice per month using the SWP work force and routine patrols and illegal dumping cleanup each Monday throughout the entire Broadmoor area.

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<sup>2</sup> An additional 9.53 acres are treated in the City of Daly City.

Since residents have rejected enhanced street sweeping in favor of community on-land cleanups, as described in *Street Sweeping* in this section, residents have agreed to participate in an “Adopt a Block” program to keep litter out of the gutters. The Adopt a Block program is described in *Section 3.2.11 Jurisdiction-wide Control Measures*. As suggested by the public at community meetings pertaining to proposed street sweeping, a community clean-up program for the Broadmoor area will be developed. This program will be piloted in Broadmoor beginning in FY13-14 and will be evaluated so that successful elements can be applied jurisdiction-wide. Program elements will likely include training and education materials for volunteers; bags, pickers, gloves, and other tools for the cleanup; standardized data tracking and reporting forms; and community recognition.

***Partial-Capture Treatment Devices***

No partial-capture treatment devices are planned for installation before 7/1/2014.

***Enhanced Storm Drain Inlet Maintenance***

Inlets with full-trash capture devices are maintained every other month. Enhanced storm drain inlet maintenance is not planned at this time.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County’s present work on uncovered loads.

The County is currently requesting additional enhanced methods for capturing loose debris from the Franchised hauler in the Broadmoor area. Currently, the Franchised hauler, Garbage Collection Service, is in the Request For Proposal process through the City of Daly City.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping.

Both DPW staff and the Franchised hauler currently pick up illegal dumping as a part of their collection services to the Broadmoor area.

County staff work to engage the community on garbage complaints. In October 2013, Code Enforcement staff began attending monthly Broadmoor Community Meetings with the public. Code Enforcement will continue participation into early 2014. Staff answer questions about code enforcement and illegal dumping and serve as a resource for the community. Staff offer suggestions for recycling, garbage, and provide information on the entities that would be able to best assist residents.

***Improved Trash Bins/Container Management***

There are no public cans in this area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #2 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

DPW will continue to maintain and inspect the four existing full-capture treatment devices every other month and hand sweep in front of the ARS units on an as-needed basis. No additional full-capture treatment devices are planned for the future.

***Street Sweeping***

At this time, enhanced street sweeping is not planned for the Broadmoor area. As described above, the community’s preferred option to address trash in the area is via community on-land cleanups. The County is willing to try this approach; however, if after an initial assessment period, trash reduction goals are not being met, the County will move forward with the previous proposal for enhanced street sweeping in all areas with Moderate and High trash generation rates.

***On-land Trash Cleanups***

The County will continue the Adopt a Block program if it effectively reduces trash loads. Please see *Section 3.2.11 Jurisdiction-wide Control Measures* for more information.

As described in the *Prior actions* and *Present actions* sections above, the DPW Roads Division will continue to conduct on-land trash cleanups along 87<sup>th</sup> Avenue twice per month using the SWP work force and routine patrols and illegal dumping cleanup each Monday throughout the entire Broadmoor area.

***Partial-Capture Treatment Devices***

Four locations have been selected for installation of partial-capture treatment devices (ARS). Full-capture devices are not feasible at these locations due to the depth of the catch basins. These devices will be implemented in FY13-14 thru FY14-15.

***Enhanced Storm Drain Inlet Maintenance***

Enhanced storm drain inlet maintenance in the Broadmoor area is not proposed at this time.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of planned future actions to reduce trash from uncovered loads.

As stated in the *Present actions* section, the County is currently requesting additional enhanced methods for capturing loose debris from the Franchised hauler in the Broadmoor area. Currently, the Franchised hauler, Garbage Collection Service, is in the Request For Proposal process through the City of Daly City. The County will continue to work with the new Franchised hauler and the City of Daly City to improve methods for reducing litter left behind from servicing carts. The County will negotiate a new franchise agreement for garbage collection services in the future.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

TMA #2 residents have agreed to an Adopt a Block program to keep litter out of the gutters, as discussed above in *On-Land Cleanups*.

Both DPW staff and the Franchised hauler currently pick up illegal dumping as part of their collection services to the Broadmoor area.

County Code Enforcement will continue attending monthly Broadmoor Community Meetings, as requested by the community.

***Improved Trash Bins/Container Management***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping. See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #2 along 87<sup>th</sup> Avenue.

Since TMA #2 contains SamTrans routes, the County will collaborate with SamTrans in the future time period on reducing trash from its jurisdictional area. This collaboration will most likely occur at a coordinated County-wide level in FY14-15.

**3.2.3 Trash Management Area #3: Unincorporated Colma area**

The Unincorporated Colma Trash Management Area is bordered to the south by the Colma BART Station and includes a stretch of El Camino Real/Highway 82. Several areas have multi-family housing. There are commercial business areas in the San Pedro Rd. and Reiner St. area and along Hillside Blvd.

**TMA #3 Prior actions (before 12/1/2009 and continued)**

***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA #3 (unincorporated Colma area) prior to MRP adoption.

***Street Sweeping***

County-maintained streets within the unincorporated Colma area have been swept on a regular basis prior to MRP adoption. The street sweeping frequency is currently once per month as shown in Attachment 1. In 2006, no parking zones during street sweeping were established for streets in this area. County Resolution No. 067933 contains a list of the posted streets and is included in Attachment 2.

***On-land Trash Cleanups***

The DPW Roads Division crew conducts routine patrols in the unincorporated Colma area every Monday. The patrols have been conducted since 2001 (approximately) and are specifically done to cleanup illegal dumping and areas with accumulated trash.

***Partial-Capture Treatment Devices***

No partial-capture treatment devices were installed in TMA #3 (unincorporated Colma area) prior to MRP adoption.

***Enhanced Storm Drain Inlet Maintenance***

The County has maintained and removed material from storm drain inlets in TMA #3 at least once per year, typically prior to the start of the rainy season.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See Section 3.2.11 *Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

Both DPW staff and the Franchised hauler have picked up illegal dumping as part of their collection services to the unincorporated Colma area.

The DPW Roads crew has also routinely picked up illegally dumped items every Monday, as described in the *On-Land Trash Cleanup* Section above.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

**TMA #3 Present actions (12/1/2009-7/1/2014)*****Full-Capture Treatment Devices***

During Spring and Summer 2011, 13 full-capture treatment devices that meet the full trash capture device requirements (CPS and ARS) were installed in TMA #3 with funding provided through the Bay Area-wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership. The total area treated by the devices is approximately 8.6 acres. In the Red High trash generating areas in TMA #3, 31.3% of land is now treated with full trash capture devices, and in the Yellow Moderate trash generating areas, 18% of land is now treated with full trash capture devices.<sup>3</sup> The device locations are shown in Figure 16. Full Trash Capture Device Map for the County of San Mateo, Northern region. The Road Maintenance crew cleans out the CPS units approximately every other month with a Vac-Con truck. They also hand sweep in front of the ARS prior to and/or during storms on an as-needed basis.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the unincorporated Colma area are swept on a regular basis. No street sweeping enhancements are proposed at this time.

***On-land Trash Cleanups***

As described in the *Prior actions* section above, the DPW Roads Division conducts routine patrols and illegal dumping cleanup each Monday throughout the entire unincorporated Colma area. This action continues through the present time period.

The County also plans to implement a routine on-land cleanup rotation (similar to existing efforts in TMA #1 and #2) throughout the unincorporated Colma area using the SWP work force or the landscaping crew. The target cleanup areas will be at hot spot locations such as along the County-maintained B Street walkway to BART, storm drain inlets at least once per month to supplement current street sweeping efforts, and any other areas with visible trash accumulation (FY13-14).

***Partial-Capture Treatment Devices***

In 2011, one partial-capture treatment device (ARS) was installed near the intersection of Valley Street and Hillside Boulevard as part of the Bay-area Wide Trash Capture Demonstration Project

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<sup>3</sup> An additional 9.53 acres are treated in the City of Daly City.

administered by San Francisco Estuary Partnership. The DPW Road Maintenance crew sweeps in front of the ARS prior to and/or during storms on an as-needed basis.

***Enhanced Storm Drain Inlet Maintenance***

Inlets with full-trash capture devices are maintained every other month. Enhanced storm drain inlet maintenance is not planned at this time.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping.

Both DPW staff and the Franchised hauler will continue to pick up illegal dumping as part of their collection services to the unincorporated Colma area.

The DPW Roads crew have also routinely picked up illegally dumped items every Monday, as described in the *On-Land Trash Cleanup* Section above.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #3 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

Five additional locations have been selected for installation of full-capture treatment devices (CPS with ARS). The estimated treatment area will then be 12.8 acres, covering 27.4% of the Moderate trash generating area and 43.6% of the High trash generating area within TMA #3.<sup>4</sup> The proposed device locations are shown in Figure 16. Full Trash Capture Device Map for the County of San Mateo, Northern region. The devices will be installed FY 14-15. We anticipate that the new and existing CPS units will need to be maintained approximately every other month with a Vac-Con truck. DPW will continue to hand sweep in front of the ARS units on an as-needed basis.

***Street Sweeping***

At this time, enhanced street sweeping is not planned for the unincorporated Colma area.

***On-land Trash Cleanups***

As described in the *Prior action* and *Present actions* sections above, the DPW Roads Division will continue to conduct routine patrols and illegal dumping cleanup each Monday throughout the entire unincorporated Colma area.

***Partial-Capture Treatment Devices***

No additional partial-capture treatment devices are currently planned for this area.

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<sup>4</sup> An additional 9.53 acres are treated in the City of Daly City.

***Enhanced Storm Drain Inlet Maintenance***

Enhanced storm drain inlet maintenance in the unincorporated Colma area is not proposed at this time.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of future, planned actions to reduce trash from uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

In the future time period, the new, franchised hauler will continue to assist DPW staff in removing illegal dumping.

The DPW Roads crew will also continue routine pickups of illegally dumped items every Monday, as described in the *On-Land Trash Cleanup* Section above.

***Improved Trash Bins/Container Management***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #3 along Hillside Blvd.

In TMA #3, El Camino Real is under the jurisdiction of Caltrans. The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along El Camino Real. The County will be engaging with Caltrans to coordinate and collaborate on the additional trash control measures to be implemented along El Camino Real.

In addition, TMA #3 contains SamTrans and BART routes, and the County will collaborate with these agencies in the future time period on reducing trash from its jurisdictional area. This collaboration will most likely occur at a coordinated County-wide level in FY14-15.

**3.2.4 Trash Management Area #4: Harbor/Industrial area**

The Harbor/Industrial Trash Management Area is bordered by Highway 101 on the east and Highway 82/ El Camino Real and the Caltrain tracks on the west. Belmont Creek borders the area to the south. This area is largely commercial and industrial, especially on Harbor Blvd.

**TMA #4 Prior actions (before 12/1/2009 and continued)**

***Street Sweeping***

County-maintained streets within the Harbor/Industrial area have been swept on a regular basis prior to MRP adoption. The frequency of street sweeping is weekly as shown in Attachment 1, but streets are not currently posted for no parking during street sweeping.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

DPW staff have picked up illegal dumping, including litter and excessive loose and liquid debris. Complaints have been received via hotlines. Code Enforcement officers have also utilized existing municipal code to address illegal dumping on private property, through the code enforcement process. The County had zoning ordinance sections 6102.39 on garbage and 6102.40 on commercial garbage prior to MRP adoption.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

**TMA #4 Present actions (12/1/2009-7/1/2014)**

***Street Sweeping***

As described in the *Prior Actions* section above, County-maintained streets within the Harbor/Industrial area are swept weekly. In 2011, the DPW street sweeping operations staff worked closely with Recology San Mateo operations staff on the synchronization of street sweeping routes with the garbage and recycling collection routes to ensure maximum scheduling coordination and the reduction of fugitive trash resulting from garbage collection.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

In areas covered by garbage Franchise agreements with Recology San Mateo County, such as TMA #4, the Franchised hauler is required to cover loads of materials in transit to their facilities.

***Anti-littering and Illegal Dumping Enforcement Activities***

Currently, illegal dumping is not a significant problem in TMA #4. The County is currently ramping up its response to illegal dumping, should it occur in TMA #4. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #4 Future actions (after 7/1/2014-7/1/2022)**

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the Harbor/Industrial area are swept weekly. Despite routine weekly street sweeping and the other

jurisdiction-wide trash reduction efforts that are currently in place, street litter continues to persist, and it is clear that street sweeping enhancements would be beneficial in achieving long-term trash reduction goals for this area.

Proposed street sweeping enhancements will include the establishment of no parking zones during street sweeping (FY14-15). The County proposes the enhancement along 1.2 center line miles of County-maintained roadway in TMA #4 as shown in the *Harbor/Industrial Proposed Street Sweeping Map* included in Attachment 3.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of planned future actions to reduce trash from uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

Both DPW staff and the Franchised hauler, Recology, will pick up illegal dumping if it occurs in the future.

***Improved Trash Bins/Container Management***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #4 along Harbor Blvd.

In TMA #4, Highway 1 (Harbor off ramp) is under the jurisdiction of Caltrans. The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along Highway 1. The County will be engaging with Caltrans in FY14-15 to coordinate and collaborate on the additional trash control measures to be implemented along Highway 1.

**3.2.5 Trash Management Area #5: Mid-Coast area**

The Mid-Coast Trash Management Area has a mix of residential housing and commercial businesses. Sections of this area are bordered by the Half Moon Bay Airport. Highway 1/Cabrillo Highway cuts through Moss Beach near the Carlos Street area. Portions of this trash management area (Montara and Moss Beach) drain to the Fitzgerald ASBS, where the discharge of trash via stormwater outfalls is prohibited. This management area includes common tourist destinations, such as Pillar Point Harbor, Fitzgerald Marine Reserve, and Montara State Beach, leading to increased trash and litter along the Highway 1 corridor, particularly at common stops such as restaurants, coffee shops, and beach access locations.

**TMA #5 Prior actions (before 12/1/2009 and continued)**

***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA #5 (Mid-Coast area) prior to MRP adoption.

***Street Sweeping***

Selected County-maintained streets within the Mid-Coast area have been swept on a regular basis prior to adoption of the MRP. The frequency of street sweeping is generally twice per month as shown in Attachment 1. Street sweeping is not conducted on all County-maintained roadways in the Mid-Coast area as many of the streets lack improvements (curbs, gutters, etc.) which would enable sweepings to be collected instead of simply being pushed aside.

***On-land Trash Cleanups***

In 2005, SMCWPPP took over the coordination of CCD for San Mateo County. This task involved working with a variety of local government agencies, non-profit organizations, and volunteers to organize, promote, and supply cleanup efforts throughout San Mateo County, and act as a point of contact for the California Coastal Commission, which sponsors the event. CEH provides this outreach support to SMCWPPP under contract. Between 2005 and 2009, half a dozen state beaches and beaches in unincorporated areas in the mid-coast area from Montara to Pigeon Point were CCD sites. Site captains consisted of volunteer residents and agencies such as San Mateo County Parks Department, California State Parks, and Pillar Point Harbor Commission. SMCWPPP promoted the event each year with paid and internet advertising, and acted as a point of contact for the public for CCD information. Site captains managed resident volunteers and reported to SMCWPPP on trash collected.

Since 2000 (approximately), the DPW Roads Division has conducted on-land trash cleanups at hot spot locations where litter is more commonly observed in the Princeton (along Airport, Cornell, and California) and Moss Beach areas. The cleanup activities have been conducted using the SWP work force (generally two workers) and a DPW Roads Division supervisor. The cleanups have typically occurred every other Wednesday.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of prior actions to reduce trash from uncovered loads.

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

The Mid-Coast area garbage collection is franchised by one service provider, Recology of the Coast, for two special districts: the Granada Sanitary District and the Montara Water and Sanitary District. There is no County involvement in these districts.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

Currently, DPW staff picks up illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

### **TMA #5 Present actions (12/1/2009-7/1/2014)**

#### ***Full-Capture Treatment Devices***

During 2012 and 2013, 60 full-capture treatment devices (59 CPS and 1 Contech Stormwater Management StormFilter catch basin vault system) were installed in the Mid-Coast area (TMA #5 and TMA #9) with funding provided through the Bay Area-wide Trash Capture Demonstration Project administered by San Francisco Estuary Partnership. The Contech Storm Filter device was installed using Proposition 84 grant funds from the State Water Resources Control Board. Fifteen of the sixty devices are located within TMA #5 in areas that were mapped as having Moderate trash generation rates. The total area treated by the fifteen devices located in TMA #5 is approximately 20 acres. In the Yellow Moderate trash generating areas in TMA #5, 12.5% of land is now treated with full trash capture devices. The device locations are shown in Figure 17. Full Trash Capture Device Map for the County of San Mateo, Western region. The maintenance frequency varies by location. DPW clean out the CPS units approximately once per year with a Vac-Con truck; however, depending on location, some units require mechanical cleaning twice per year. The Mid-Coast full-capture treatment devices installations did not include ARS. If increased maintenance of the CPS units are needed, it is usually attributed to the presence of leaf litter and less frequent street sweeping in the Mid-Coast area (typically twice per month). During the rainy season, the units are inspected more frequently, and manual servicing is conducted as needed.

#### ***Street Sweeping***

As described in the *Prior Actions* section above, County-maintained streets within the Mid-Coast area are swept on a routine basis. Enhanced street sweeping is not planned at this time.

#### ***On-land Trash Cleanups***

As described in the *Prior Actions* section above, SMCWPPP, through a contract with CEH, currently coordinates CCD for San Mateo County. Each year, mid-coast site locations vary depending on whether a site captain is available for a given site. The target list of unincorporated County and State beaches in mid-coast has grown to nearly one dozen. SMCWPPP continues to coordinate site captain from local agencies and resident volunteers.

As described in the *Prior Actions* section above, the DPW Roads Division continues routine on-land trash cleanups in several of the Mid-Coast hot spot areas using the SWP work force.

#### ***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

The Mid-Coast area garbage collection is franchised by one service provider for two areas, the Granada Sanitary District and the Montara Water and Sanitary District. In areas not covered by a franchised hauler, residents are allowed to self-haul to the landfill and must comply with County ordinance codes in transporting solid waste.

The County will meet with these two agencies to discuss how they have addressed uncovered loads from their service areas.

#### ***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

DPW staff continues to pick up illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #5 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

A total of two locations in Montara have been selected for installation of full-capture treatment devices that meet the full trash capture device requirements (CPS). The estimated treatment area will then be 20.7 acres, covering 12.8% of the Moderate trash generating area within TMA #5.<sup>5</sup> The proposed device locations are shown in Figure 17. Full Trash Capture Device Map for the County of San Mateo, Western region. The devices will be implemented FY14-15 to FY16-17. We anticipate that the new and existing CPS units will need to be maintained with a Vac-Con truck approximately one to two times per year. DPW will continue with more frequent inspections during rainy season and manual servicing as needed.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the Mid-Coast area are swept on a routine basis. Enhanced street sweeping is not planned at this time.

***On-land Trash Cleanups***

CEH anticipates continuing to support existing SMCWPPP outreach efforts for CCD, National River Cleanup Day, and various cleanup events throughout the county, funded by contract. The scope of this support is determined by an annual workplan that outlines how SMCWPPP funding is spent on outreach. SMCWPPP's efforts are focused on countywide compliance of the MRP on behalf all the Cities and the County.

As described in the *Prior actions* and *Present actions* sections above, the DPW Roads Division will continue to conduct on-land trash cleanups at Mid-Coast hot spot locations using the SWP work force. These cleanups will be expanded to any areas where trash reduction goals cannot be met via other reduction methods in FY15-16.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of future, planned actions to reduce trash from uncovered loads.

The Mid-Coast area is franchised by one garbage collection service provider for two areas, the Granada Sanitary District and the Montara Water and Sanitary District. The County will continue to discuss with these two agencies to see how they have addressed uncovered loads from their service areas.

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<sup>5</sup> These two units will also cover adjacent green areas.

The County will continue developing a plan for addressing unpermitted haulers in the future. This work will require cooperation among multiple agencies, and will be facilitated through the Illegal Dumping Workgroup.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

DPW staff will continue to pick up illegal dumping in the future.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #5. Since sources of trash are more isolated in this TMA, the County will implement select elements of the targeted business BMP and outreach program in TMA #5.

In TMA #5, Highway 1 is under the jurisdiction of Caltrans. The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along Highway 1. The County will be engaging with Caltrans to coordinate and collaborate on the additional trash control measures to be implemented along Highway 1.

In addition, TMA #5 contains SamTrans routes, and the County will collaborate with SamTrans in the future time period on reducing trash from its jurisdictional area. This collaboration will most likely occur at a coordinated County-wide level in FY14-15.

**3.2.6 Trash Management Area #6: West Menlo area**

The West Menlo Trash Management Area has a commercial business area with small businesses along Alameda De Las Pulgas. We have observed that the sources are largely related to street litter of items from take-out restaurants, coffee shops, and convenience stores.

**TMA #6 Prior actions (before 12/1/2009 and continued)**

***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA #6 (West Menlo area) prior to MRP adoption.

***Street Sweeping***

County-maintained streets within the West Menlo area are swept on a routine basis. The frequency of street sweeping is twice per month as shown in Attachment 1.

***Activities to Reduce Trash from Uncovered Loads***

The County’s ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County.

This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

**TMA #6 Present actions (12/1/2009-7/1/2014)**

***Full-Capture Treatment Devices***

No full-capture treatment devices are planned for the present time period.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the West Menlo area are swept on a routine basis.

Streets in TMA #6 fall under the West Bay Sanitary District. In FY13-14, DPW RecycleWorks will work with the West Bay Sanitary District to ensure synchronization of street sweeping routes with the garbage and recycling collection routes. This synchronization will ensure maximum scheduling coordination and reduction of fugitive trash that stems from garbage collection.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

In areas covered by garbage Franchise agreements with Recology San Mateo County, such as TMA #6, the Franchised hauler is required to cover loads of materials in transit to their facilities.

***Anti-littering and Illegal Dumping Enforcement Activities***

The County is currently in the process of ramping up the response to illegal dumping with TMA #1 being the pilot area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #6 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

A total of 12 locations have been selected for installation of full-capture treatment devices (CPS with ARS). The estimated treatment area is 1.9 acres, covering 52.4% of the Moderate trash generating area within TMA #6. The proposed device locations are shown in Figure 15. Full Trash Capture Device Map for the County of San Mateo, North Fair Oaks. The devices will be implemented in FY14-15 to FY16-17. We anticipate that the CPS units will need to be maintained with a Vac-Con truck approximately one to two times per year. DPW will conduct more frequent inspections during rainy season and hand sweeping in front of the ARS as needed.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets within the West Menlo area are swept on a routine basis. Enhanced street sweeping is not planned at this time.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of future, planned actions to reduce trash from uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans planned for this area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #6. Since sources of trash are more isolated in this TMA, the County will implement select elements of the targeted business BMP and outreach program in TMA#6.

Since TMA #6 contains SamTrans routes, the County will collaborate with SamTrans in the future time period on reducing trash from its jurisdictional area. This collaboration will most likely occur at a coordinated County-wide level in FY14-15.

**3.2.7 Trash Management Area #7: Schools, Places of Worship, and Government Facilities**

This trash management area groups schools, places of worship, and government facilities in the unincorporated areas. While not physically near each other, trash reduction in these areas can have a similar approach based largely on targeted education and outreach and jurisdiction-wide measures. For schools, designated as TMA #7, observed trash items are largely related to pedestrian litter.

**TMA #7 Prior actions (before 12/1/2009 and continued)**

***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in TMA #7 prior to MRP adoption.

***Street Sweeping***

County-maintained streets throughout unincorporated San Mateo County have been swept on a routine basis prior to MRP adoption. This has included County-maintained streets around schools, places of worship, and government facilities. The frequency of street sweeping has been generally twice per month as shown in Attachment 1.

***On-land Trash Cleanups***

In 2005, SMCWPPP took over the coordination of CCD for San Mateo County. This task involved working with a variety of local government agencies, non-profit organizations, and volunteers to organize, promote, and supply cleanup efforts throughout San Mateo County, and acting as a point of contact for the California Coastal Commission, which sponsors the event. CEH provides this outreach support to SMCWPPP under contract. SMCWPPP promoted the event with paid and internet advertising, and acted as a point of contact for the public for CCD information. As part of this effort, all public schools in the County were sent a promotional poster and a letter encouraging participation in the event by cleaning up their campuses on the Friday before the event, as CCD is always on a Saturday. The number of schools participating varied from year to year.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

In areas within TMA #7 that are not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

***Other Activities***

Through the contract, described above, between CEH and SMCWPPP, a school outreach program has been in place for elementary, middle, and high schools for a number of years. Anti-littering messages are part of the outreach effort, and schools from each jurisdiction within the County are targeted for outreach every year. Please see *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for more detailed information.

**TMA #7 Present actions (12/1/2009-7/1/2014)**

***Full-Capture Treatment Devices***

No full-capture treatment devices are planned for the present time period.

***Street Sweeping***

In 2011, the DPW street sweeping operations staff worked closely with Recology San Mateo operations staff on the synchronization of street sweeping routes with garbage and recycling collection routes in the County Franchise area (as described in TMA #1). This synchronization ensures maximum scheduling coordination and reduction of fugitive trash that stems from garbage collection.

***On-land Trash Cleanups***

As described in the *Prior actions* section above, SMCWPPP, through a contract with County Environmental Health, currently coordinates Coastal Cleanup Day for San Mateo County. Public schools continue to be targeted for participation as outlined above.

For the last two years, an Earth Day event has been organized with the Safe Routes to Schools program coordinator to encourage students to pick up litter on the way to school, at 40 school sites. This year the program plans to focus its efforts on a few schools or one school district, which are yet to be determined.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County’s present work on uncovered loads.

In areas within TMA #7 that are not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County’s Illegal Dumping Workgroup.

DPW staff also work with schools to reduce waste. One particular activity involves promoting a no waste lunch.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

***Other Activities***

SMCWPPP continues to implement a school outreach program for elementary, middle, and high schools for a number of years. Anti-littering messages are part of the outreach effort, and schools from each jurisdiction within the County are targeted for outreach every year.

See *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for a detailed description of outreach efforts to schools.

**TMA #7 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

A total of six locations in El Granada have been selected for installation of full-capture treatment devices that meet the full trash capture device requirements (CPS). The six locations are along a frontage road for two schools in El Granada. The estimated treatment area will then be 2.0 acres, covering 1.0% of the Moderate trash generating area within TMA #7.<sup>6</sup> The proposed device locations are shown in Figure 17. Full Trash Capture Device Map for the County of San Mateo, Western region. The devices will be implemented FY14-15 to FY16-17. We anticipate that the new CPS units will need to be maintained with a Vac-Con truck approximately one to two times per year. DPW will continue with more frequent inspections during rainy season and manual servicing as needed.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets throughout unincorporated San Mateo County are swept on a regular basis. Despite routine street sweeping at

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<sup>6</sup> These six units will also cover adjacent green areas.

the current frequency and the other trash reduction efforts that are currently in place, street litter continues to persist in some areas. It is clear that street sweeping enhancement would be beneficial in achieving long-term trash reduction goals for this area. Enhancements within TMA #7 are proposed for two areas – San Mateo Highlands around Highland Elementary School (FY14-15) and the Tower Road area (FY 15-16). The Tower Road area includes several County-owned parcels and facilities. Enhancements will include the establishment of no parking zones during street sweeping. The County proposes enhancements along 1.3 center line miles of County-maintained roadway in this TMA as shown in the *San Mateo Highlands and Tower Road Proposed Street Sweeping Maps* included in Attachment 3.

***On-land Trash Cleanups***

As described in the *Prior actions* section above, SMCWPPP, through a contract with CEH, currently coordinates Coastal Cleanup Day for San Mateo County. Public schools continue to be targeted for participation as outlined above. CEH anticipates continuing to support SMCWPPP outreach efforts for Coastal Cleanup Day, National River Cleanup Day, and various cleanup events throughout the county, funded by contract. The scope of this support is determined by an annual workplan that outlines how SMCWPPP funding is spent on outreach. SMCWPPP's efforts are focused on countywide compliance of the MRP on behalf all the Cities and the County.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of future, planned actions to reduce trash from uncovered loads.

In areas within TMA #7 that are not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County's future work on anti-littering and illegal dumping enforcement activities.

DPW RecycleWorks will continue to provide litter curricula and any outreach materials to reduce illegal dumping and litter on school sites, including promotion of the no waste lunch. DPW RecycleWorks works with the school districts to provide waste assessment to the sites. In this assessment the County identifies way to reduce illegal dumping in the school enclosures and to have adequate containers to collect solid waste for the school sites. DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping. See *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for a detailed description of outreach efforts to schools.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County's future work on improved trash bins/container management and monitoring of garbage enclosures.

Schools and places of worship will be included in County outreach associated with AB341 (recycling at commercial and public facilities). The County will conduct outreach to schools and places of worship that generate more than 4 cubic yards of waste to include recycling in their waste management plans.

Schools and places of worship will also be included in an enhanced multi-departmental program for monitoring garbage enclosures.

***Other Activities***

For schools, places of worship, and government facilities within TMA #7, the County will rely on targeted outreach and education at specific locations, increased community and school cleanup events, and facility specific changes.

Places of worship will be targeted with specific outreach and education materials. Following evaluation of the Adopt a Block pilot in Broadmoor, the County will provide support through the Adopt a Block program to places of worship for new cleanup events at their locations. Similar to schools, DPW RecycleWorks can also provide basic information to places of worship on how to have adequate containers and reduce and prevent waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that can be implemented for places of worship.

In TMA#7, Highway 84 (Woodside High) is under the jurisdiction of Caltrans. The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along Highway 84. The County will be engaging with Caltrans in FY14-15 to coordinate and collaborate on the additional trash control measures to be implemented along Highway 84.

**3.2.8 Trash Management Area #8: Rural Community Commercial areas**

The Rural Community Commercial areas Trash Management Area is in La Honda and Pescadero and includes a very small commercial area with several businesses. The small commercial area in Pescadero is bordered by County-maintained streets. The small commercial area in La Honda is fronted by State Route 84, which is maintained by Caltrans. Sears Ranch Road, a County-maintained roadway, is adjacent to this area. There are no County-maintained storm drain inlets within TMA#8.

**TMA #8 Prior actions (before 12/1/2009 and continued)**

***Street Sweeping***

County-maintained streets throughout unincorporated San Mateo County have been swept on a routine basis prior to MRP adoption, including selected streets in rural community commercial areas in Pescadero and La Honda. The small commercial area in Pescadero is bordered by County-maintained streets. The street sweeping frequency has been once per month as shown in Attachment 1. The small commercial area in La Honda is fronted by State Route 84, which has been maintained by Caltrans. Sears Ranch Road, a County-maintained roadway, is adjacent to this area and has been swept once per month as shown in Attachment 3.

***On-land Trash Cleanups***

Since 2000 (approximately), the DPW Roads Division has conducted on-land trash cleanups at hot spot locations where litter is more commonly observed in the Pescadero area (Stage Road between Highway 1 and State Route 84 and along Pescadero Creek Road from Highway 1 to Stage Road). The clean-up activities have been conducted using the SWP work force (generally two workers) and a DPW Roads Division supervisor. The cleanups have typically occurred every other Wednesday.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

In areas not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

***Improved Trash Bins/Container Management***

There are no public cans in this service area.

**TMA #8 Present actions (12/1/2009-7/1/2014)**

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets adjacent to the small commercial areas of Pescadero and La Honda are swept monthly. Enhanced street sweeping is not planned at this time.

***On-land Trash Cleanups***

As described in the *Prior actions* section above, the DPW Roads Division continues routine on-land trash cleanups in several Pescadero hot spot areas using the SWP work force.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

In areas not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping and the formation of the County's Illegal Dumping Workgroup.

Currently, DPW staff picks up illegal dumping.

***Improved Trash Bins/Container Management***

There are no public cans in this service area. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

**TMA #8 Future actions (after 7/1/2014-7/1/2022)**

***Street Sweeping***

As described in the *Prior and Present actions* section above, County-maintained streets adjacent to the small commercial areas of Pescadero and La Honda are swept monthly. Enhanced street sweeping is not planned at this time.

***On-land Trash Cleanups***

As described in the *Prior actions* and *Present actions* sections above, the DPW Roads Division will continue to conduct on-land trash cleanups at Pescadero hot spot locations using the SWP work force.

See *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for more information on planned, future activities in on-land trash cleanups.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of planned future actions to reduce trash from uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of future work on illegal dumping.

DPW staff will continue to pick up illegal dumping.

***Improved Trash Bins/Container Management***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

***Other Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for information on a targeted business BMP and outreach program that will be implemented in TMA #8. Since sources of trash are more isolated in this TMA, the County will implement select elements of the targeted business BMP and outreach program in TMA#8.

In TMA #8, Highway 84 is under the jurisdiction of Caltrans. The County and Caltrans have an existing maintenance agreement that delegates certain maintenance functions to the County, including street sweeping, landscape maintenance and litter removal. Additionally, the County provides storm sewer maintenance and inlet and catch basin cleaning along Highway 84. The County will be engaging with Caltrans to coordinate and collaborate on the additional trash control measures to be implemented along Highway 84.

**3.2.9 Trash Management Area #9: All remaining green areas**

Much of the County’s land falls into Trash Management Area #9, which includes many of the County’s parks and residential areas. Much of the unincorporated area is largely rural in character with primarily low to medium density single family residences. Portions of this trash management area that are located in Montara and Moss Beach drain to the Fitzgerald ASBS, where the discharge of trash via stormwater outfalls is prohibited. County parks located within the geographical boundaries of cities are described in *Section 3.2.10*, and are not part of TMA#9.

**TMA #9 Prior actions (before 12/1/2009 and continued)**

***Full-Capture Treatment Devices***

No full-capture treatment devices were installed in the TMA #9 prior to MRP adoption.

***Street Sweeping***

County-maintained streets throughout unincorporated San Mateo County have been swept on a routine basis prior to adoption of the MRP, including areas located within TMA #9 that were mapped as having Low trash generation rates. This includes residential communities in Broadmoor, Country Club area (near South San Francisco), Burlingame Hills, San Mateo Highlands, Devonshire, Emerald Lake Hills, Sequoia Tract, West Menlo, Menlo Oaks, Ladera, Los Trancos, Mid-Coast (Montara, Moss Beach, El Granada, Princeton, Miramar) and several major roadways including Guadalupe Canyon Parkway (near Daly City), Alpine Road and Sandhill Road (near Stanford), Canada Road near Interstate 280, Edgewood Road (near Redwood City), and Pescadero Creek Road. The street sweeping frequency has generally been twice per month as shown in Attachment 1.

***On-land Trash Cleanups***

The County implemented on-land cleanup activities prior to MRP adoption (i.e., Coastal Cleanup Day, Earth Day events, and County Parks volunteer cleanups). Since 2000 (approximately), the DPW Roads Division has conducted on-land trash cleanups at key locations throughout unincorporated San Mateo County. The cleanups have generally been conducted at locations where illegal dumping is more frequently observed. Areas within TMA #9 include the Pescadero area (Stage Road between Highway 1 and State Route 84 and along Pescadero Creek Road from Highway 1 to Stage Road), the Mid-Coast area (along Airport Street in Princeton and Etheldore Street in Moss Beach), along Canada Road (near Interstate 280), and along Polhemus Road (near San Mateo Highlands). The clean-up activities have been conducted using the SWP work force (generally two workers) and a DPW Roads Division supervisor. The cleanups have typically occurred twice per month at each location.

The DPW Roads Division crew also conducts routine patrols along County-maintained roadways in the following areas: unincorporated Colma, Broadmoor, Burlingame Hills, San Mateo Highlands (along Polhemus Road, upper and lower Crystal Springs Road, Skyline Boulevard, Ralston Avenue) and Emerald Lake Hills (along Edgewood Road, Canada Road, Edmonds, Crestview) and along Guadalupe Canyon Parkway near Daly City. The patrols have been conducted every Monday since 2001 (approximately) and are specifically done to cleanup illegal dumping and areas with accumulated trash.

County Parks staff have conducted regular trash maintenance at all County parks, such as regularly taking out the garbage, cleaning restrooms, and picking up litter throughout the parks. In addition to staff maintenance, Parks initiatives include Coastal Cleanup Days, Earth Day cleanups, additional volunteer cleanups and SWP cleanups.

***Activities to Reduce Trash from Uncovered Loads***

The County's ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of prior work on illegal dumping.

Illegal dumping has been picked up by Parks staff. Park rangers that notice illegal dumping have reported it to the Parks department for pickup. Rangers continually monitor conditions in Parks,

including sites that are subject to repeat illegal dumping. Parks staff follow up on illegal dumping reports as quickly as possible to deter additional dumping. If the scale of the dumping was too large for Parks staff to handle, SWP work force crews have been used to clean up the sites.

***Improved Trash Bins/Container Management***

County Parks staff have conducted regular trash maintenance at all County parks, such as regularly taking out the garbage.

***Other Activities***

County Parks and other departments have had multi-subject outreach programs, including anti-littering messaging, prior to MRP adoption.

**TMA #9 Present actions (12/1/2009-7/1/2014)**

***Full-Capture Treatment Devices***

During 2012 and 2013, 60 full-capture treatment devices (59 CPS and 1 Contech Stormwater Management StormFilter catch basin vault system) were installed in the Mid-Coast area. Forty-five of the sixty Mid-Coast devices are located within TMA #9 in areas that were mapped as having Low trash generation rates. These devices are located in areas that drain to the Fitzgerald ASBS where the discharge of trash via direct stormwater discharges is prohibited. The total area treated by the 45 devices is approximately 146 acres. In TMA #9, 0.09% of all land is now treated with full trash capture devices. The device locations are shown in Figure 17. Full Trash Capture Device Map for the County of San Mateo, Western region. Maintenance frequency varies by location. DPW cleans out the CPS units approximately once per year with a Vac-Con truck; however, depending on location, some units require mechanical cleaning twice per year. The Mid-Coast full-capture treatment devices installations did not include ARS. If increased maintenance of the CPS units are needed, it is usually attributed to the presence of leaf litter and less frequent street sweeping in the Mid-Coast area (typically twice per month). During the rainy season, the units are inspected more frequently, and manual servicing is conducted as needed.

***Street Sweeping***

As described in the *Prior actions* section above, County-maintained streets throughout unincorporated San Mateo County continue to be swept on a routine basis.

In 2011, the DPW street sweeping operations staff worked closely with Recology San Mateo operations staff on the synchronization of street sweeping routes with garbage and recycling collection routes in the County Franchise area (as described in TMA #1). This synchronization ensures maximum scheduling coordination and reduction of fugitive trash that stems from garbage collection.

***On-land Trash Cleanups***

County Parks participates in collaborative outreach with SMCWPPP for Coastal Cleanup Day sites in unincorporated San Mateo County, including Mirada Surf Park. County Parks held a total of two additional volunteer Shoreline and Coast Cleanup events at Mirada Surf Park that cleaned along the trail and harbor parking lot area. Since MRP adoption, County Parks has sustained an increased level of cleanup efforts. In addition, Parks partners with the SWP to conduct additional cleanups as needed in County parks such as Mirada Surf.

***Enhanced Storm Drain Inlet Maintenance***

Storm drain inlets throughout the County are typically maintained once per year and on an additional as needed basis. Since adoption of the ASBS Special Protections, inspection and maintenance frequency for stormwater outfalls that exceed 18 inches in diameter (five Fitzgerald ASBS discharges) has been increased to twice annually, prior to and during the rainy season. Since many of the outfalls are located on steep coastal bluffs, inspection and maintenance generally takes place at the inlets. This enhanced level of storm drain inlet maintenance and inspection for ASBS discharges will continue into the future.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County's present work on uncovered loads.

The County Parks Division has handled and transported garbage and debris collected within the County Parks system in an enclosed garbage collection truck to the local landfill; therefore, there are no agreements with a contracted hauler. All loads have been covered during transport. The Park Maintenance Section currently operates two garbage packers (a Peterbilt/Heil and a CCC/Heil). These trucks service all park units located within District's 1, 2, 4 & 6. Memorial Park (District 3) has their own garbage packer that services the campground containers.

***Anti-littering and Illegal Dumping Enforcement Activities***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of current work on illegal dumping. Both DPW staff and the Franchised hauler, Recology, will pick up illegal dumping if it occurs in the future.

Illegal dumping has been picked up by Parks staff as described in *Prior actions*.

***Improved Trash Bins/Container Management***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of present actions on improved trash bin/container management.

County Parks has improved public trash bin/container management practices at County parks since the MRP adoption. Through a 3-year grant (2011 to 2013) for Marbled Murrelet restoration and corvid management and additional funds from DPW RecycleWorks, several County parks (including District 3 - Memorial Park, Pescadero Creek Park and Sam McDonald Park) have begun updating trash cans to a bear/animal proof style, which keeps animals from spreading the trash around the campground. In FY11-12, Parks installed 72 animal proof food lockers at Memorial Park through the corvid management grant to prevent trash from leaving the container. Additionally, with grant funds, summer interpretive extra help staff visit campgrounds and picnic areas daily to monitor for compliance of picnic area and camping regulations and educate park visitors about appropriate food storage and trash disposal.

During FY12-13, the County continued a multi-year effort to upgrade containers throughout our County Parks system. With a CalRecycle Beverage Container Recycling Grant, DPW RecycleWorks and Parks were able to improve recycling and reduce litter at County Parks by installing additional Bear Saver Bins for the Pescadero County Park Complex (made up of Sam MacDonald, Pescadero and Memorial County Parks) as well as at Edgewood County Park and Natural Preserve.

Litter reduction activities have also been enhanced in District 2 of the County Parks by replacement of open trash cans with animal proof cans at Huddart and Wunderlich Parks and by putting lids on

regular trash receptacles at Edgewood Park and the Woodside Store. At Huddart Park, a major source of litter is corvid activity around dumpsters; therefore, making sure the lids are closed on the dumpsters has reduced litter.

**TMA #9 Future actions (after 7/1/2014-7/1/2022)**

***Full-Capture Treatment Devices***

DPW will continue to maintain the existing CPS units with a Vac-Con truck approximately one to two times per year. DPW will continue with more frequent inspections during rainy season and manual servicing as needed. No additional full-capture treatment devices are planned for the future.<sup>7</sup>

***Street Sweeping***

No street sweeping enhancements are planned at this time.

***On-land Trash Cleanups***

County Parks will continue to hold Coastal Cleanup Day events, Earth Day cleanup events, additional volunteer cleanups, and additional cleanups through the SWP. Collaborative outreach with SMCWPPP for Coastal Cleanup Day sites in unincorporated San Mateo County, such as Mirada Surf, and for the additional approximately two annual cleanup events will continue.

***Enhanced Storm Drain Inlet Maintenance***

This enhanced level of storm drain inlet maintenance and inspection for ASBS discharges will continue into the future as stated above.

***Activities to Reduce Trash from Uncovered Loads***

County Parks will continue to haul trash in covered loads, as described in earlier sections.

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a description of planned future actions to reduce trash from uncovered loads in non-park areas.

***Anti-littering and Illegal Dumping Enforcement Activities***

Parks staff will continue to remove illegal dumping found at County parks. However, Parks may also benefit from some of the overall proposed illegal dumping activities (such as technology solutions) discussed in *Section 3.2.11 Jurisdiction-Wide Control Measures*.

***Improved Trash Bins/Container Management***

Parks will continue to monitor trash bins and containers and update them as needed and as the budget allows.

See *Section 3.2.11 Jurisdiction-wide Control Measures* for more information on the County’s future work on improved trash bins/container management and monitoring of garbage enclosures.

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<sup>7</sup> While no additional full-trash capture devices are planned for TMA #9 in the future, approximately 46 additional acres or 0.11% of all land in TMA #9 will be covered due to planned future installation of full-trash capture devices in adjacent Moderate trash generating areas in TMA #1, TMA #5, TMA #6, and TMA #7.

***Other Activities***

Please see *Section 3.2.11 Jurisdiction-Wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for future actions that will address TMA#9.

**3.2.10 County Parks Located Within Boundaries of Cities**

This section describes the County of San Mateo's actions to address trash at County parks located within or partially within the geographical boundary of a City/Town. These parks are not shown on the County's maps as trash management areas. Trash management at County parks is the responsibility of the County, regardless of geographical location. Parks physically located within or partially within the geographical boundary of a city or town include: Coyote Point Park, Coyote Point Marina, Junipero Serra Park, San Pedro Valley Park, Edgewood Park, and Flood Park. Junipero Serra Park, San Pedro Valley Park, and Edgewood Park all have Low trash generation rates. Coyote Point Park, Coyote Point Marina, and Flood Park all have Moderate trash generation rates.

TMA #9 describes the County's actions to address parks located within the County's geographical unincorporated area boundaries. Low trash generating parks in this section (Junipero Serra Park, San Pedro Valley Park, and Edgewood Park) have the same trash maintenance as described in *Section 3.2.9*. Therefore, see *Section 3.2.9* and *Section 3.2.12* for more information on the types of activities that will continue to take place in the County parks where trash generation rates are low.

Actions to address trash at the parks with a Moderate trash generating rate are described below. Coyote Point Park and Coyote Point Marina are next to each other in an urban area with a number of recreational and picnicking activities. Flood Park is in an urban residential area and also has a variety of recreational and picnicking activities.

**Prior actions (before 12/1/2009 and continued)**

***On-land Trash Cleanups***

County Parks staff have conducted regular trash maintenance at all County parks, such as regularly taking out the garbage, cleaning restrooms, and picking up litter throughout the parks. In addition to staff maintenance, Parks initiatives include Coastal Cleanup Days, Earth Day cleanups, additional volunteer cleanups and SWP cleanups. Coastal Cleanup Day and Earth Day events have taken place at Coyote Point Park and Coyote Point Marina.

In 2005, SMCWPPP took over the coordination of CCD for San Mateo County. This task involved working with a variety of local government agencies, non-profit organizations, and volunteers to organize, promote, and supply cleanup efforts throughout San Mateo County, and acting as a point of contact for the California Coastal Commission, which sponsors the event. CEH provides this outreach support to SMCWPPP under contract. SMCWPPP promoted the event with paid and internet advertising, and acted as a point of contact for the public for CCD information.

***Enhanced Storm Drain Inlet Maintenance***

All County parks with storm drains are re-stenciled as needed. The 20 storm drains in Coyote Point Park have been inspected annually in September.

Catch basins in County parks are cleaned out as needed each year, typically several times throughout the year, with more cleaning occurring during the fall and winter months.

***Activities to Reduce Trash from Uncovered Loads***

County Parks has handled and transported garbage and debris collected within the County Parks system in an enclosed garbage collection truck to the local landfill; therefore, there are no agreements with a contracted hauler. All loads have been covered during transport.

The County’s ordinance on solid waste (*Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*) has required permits for transport of solid waste through the unincorporated County. This code applies to trash transported in uncovered loads. In addition, Chapter 4.04 requires that all loads must be covered in the transport of solid waste. See *Section 3.2.11 Jurisdiction-wide Control Measures* for a more detailed description of prior codes on uncovered loads.

***Anti-littering and Illegal Dumping Enforcement Activities***

Illegal dumping has been picked up by Parks staff. Park rangers that notice illegal dumping have reported it to the Parks department for pickup. Rangers continually monitor conditions in Parks, including sites that are subject to repeat illegal dumping. Parks staff follows up on illegal dumping reports as quickly as possible to deter additional dumping. If the scale of the dumping was too large for Parks staff to handle, SWP work force crews have been used to clean up the sites.

***Improved Trash Bins/Container Management***

County Parks staff have conducted regular trash maintenance at all County parks, such as regularly taking out the garbage.

***Other Activities***

Multi-subject outreach programs, including anti-littering messaging, have existed for County Parks prior to MRP adoption.

**Present actions (12/1/2009-7/1/2014)**

***On-land Trash Cleanups***

As described in the *Prior Actions* section above, SMCWPPP, through a contract with CEH, currently coordinates CCD for San Mateo County.

Parks has successfully increased the cleanup efforts taking place compared to before MRP adoption. During Fiscal year 2012-13, County Parks sustained this increased level of cleanup effort. County Parks organized 18 volunteer on-land trash cleanup events, including a CCD and Earth Day event, at Coyote Point Park and Coyote Point Marina. These cleanups focused on the bayside trail as well as the opposite side of the trail. CCD at Coyote Point Park and Coyote Point Marina occurred on 9/15/2012 and collected approximately 0.7 cubic yards of trash. Parks also partners with the SWP to hold additional cleanups as needed in Coyote Point Park.

***Enhanced Storm Drain Inlet Maintenance***

Coyote Point Park, Coyote Point Marina, and Flood Park continue to have the storm drain maintenance described in *Prior actions*.

***Activities to Reduce Trash from Uncovered Loads***

See *Section 3.2.11 Jurisdiction-wide Control Measures* for a detailed description of the County’s present work on uncovered loads.

The Park Maintenance Section currently operates two garbage packers (a Peterbilt/Heil and a CCC/Heil). These trucks service all park units located within District’s 1, 2, 4 & 6.

***Anti-littering and Illegal Dumping Enforcement Activities***

Illegal dumping has been picked up by Parks staff as described in *Prior actions*.

***Improved Trash Bins/Container Management***

County Parks has undertaken a number of upgrades to trash bins and containers to address trash. During the FY12-13, the County continued a multi-year effort to upgrade containers throughout our County Parks system. With a CalRecycle Beverage Container Recycling Grant, DPW RecycleWorks and Parks were able to improve recycling and reduce litter at County Parks by adding 32-gallon bottles and cans carts at Flood Park, and improved waste and recycling signage at Flood Park to encourage proper disposal/recycling. At Flood Park, the County has reduced the number of open cans and will enhance efforts to keep the dumpster lids closed.

At Coyote Point Marina, the number of dumpsters has been increased. There are currently 10 dumpsters and another will be added in February 2014. The dumpsters have plastic hinged lids that were recently modified so the lids could be secured and not blown open. The secured lids also prevent animals such as raccoons from getting into the dumpsters. The six recycle stations were replaced with six animal proof stations that have a trash and recycle side to each station. The park has reduced the number of open cans to eight with plans to replace these containers in the future. Since open cans are accessible to birds, animals and wind, they are emptied more frequently.

Coyote Point Park has 30 bins, which all have plastic lids that shut. Coyote Point Park has sixteen garbage cans on site (30 gallon cans lined with plastic bags), and all of the garbage cans are animal proof.

***Other Activities***

County Parks includes anti-littering messages at outreach events and volunteer cleanups.

**Future actions (after 7/1/2014-7/1/2022)**

***On-land Trash Cleanups***

As described in the *Prior actions* section above, SMCWPPP, through a contract with CEH, currently coordinates CCD for San Mateo County. CEH anticipates continuing to support existing SMCWPPP outreach efforts for CCD, National River Cleanup Day, and various cleanup events throughout the county, funded by contract. The scope of this support is determined by an annual workplan that outlines how SMCWPPP funding is spent on outreach. SMCWPPP's efforts are focused on countywide compliance of the MRP on behalf all the Cities and the County.

In FY14-15, County Parks will focus on continuing to conduct a majority of volunteer cleanups and annual volunteer cleanup events, like CCD events and Earth Day, at Coyote Point Park and Coyote Point Marina. In addition, they will continue to partner with the SWP to conduct supplemental cleanups at Coyote Point Park. Since permit adoption, Parks has been able to increase the level of cleanups. County Parks intends to maintain the cleanup efforts for the next Fiscal Year and into the future at Coyote Point Park and Coyote Point Marina. Collaborative outreach with SMCWPPP for CCD sites in unincorporated San Mateo County, including Coyote Point Park and Coyote Point Marina, will continue.

In FY14-15, the County will also focus on ensuring more ongoing volunteer cleanups at Flood Park to address its Moderate trash generation rate. During volunteer cleanups, park rangers will emphasize anti-littering messages.

***Enhanced Storm Drain Inlet Maintenance***

Enhanced storm drain inlet maintenance is not proposed at this time. The storm drains will continue to be inspected annually in September, catch basins cleaned at the same frequency, and storm drains re-stenciled as needed.

***Activities to Reduce Trash from Uncovered Loads***

No changes to how Parks hauls trash are proposed.

***Anti-littering and Illegal Dumping Enforcement Activities***

Parks staff will continue their current activities to remove illegal dumping found at County parks. However, Parks may also benefit from some of the overall proposed illegal dumping activities (such as technology solutions) discussed in *Section 3.2.11 Jurisdiction-Wide Control Measures*.

***Improved Trash Bins/Container Management***

At Coyote Point Marina, the remaining eight open cans will be replaced with the animal proof stations over the next two years to help prevent spillage. Coyote Point Marina still has one older style recycle station that has a trash and recycle side. This recycle station is also scheduled to be changed out to an animal proof station later in 2014.

***Other Activities***

Parks will implement increased public outreach to visitors at Coyote Point Park, Coyote Point Marina, and Flood Park on trash and anti-littering beginning in FY14-15. In early 2014, Parks will decide what will be the most effective outreach methods to implement, which may include verbal education by Parks staff; anti-littering messages on websites, reservations or other materials; and possibly signage or other notification at the parks. DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping.

Please see *Section 3.2.11 Jurisdiction-Wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for future actions that will address these parks.

### **3.2.11 Jurisdiction-wide Control Measures**

This section addresses issues and implementation that are common across the unincorporated County, such as inspections, ordinances, code enforcement, illegal dumping, storm drain inlet maintenance, reduction of trash from uncovered loads, and trash bin management. Public Education and Outreach Programs are also jurisdiction-wide, but are addressed in *Section 3.2.12*.

#### **Prior actions (before 12/1/2009 and continued)**

##### ***Routine Commercial/Industrial Facility Inspections***

The County of San Mateo has conducted routine facility inspections of commercial/industrial facilities since 1993. As part of these inspections, potential stormwater violations, including migration of trash off-site and into the MS4 or nearby waterways is assessed. Potential discharges and actual non-stormwater discharges, including trash, are documented pursuant to the County's Business Inspection Plan and enforcement by CEH is implemented in accordance with the County's Enforcement Response Plan.

##### ***Single-Use Carryout Plastic Bag Ordinances***

Prior to adoption of the MRP, no policies or ordinances on Single-use Carryout Plastic Bags were enacted by the County.

##### ***Polystyrene Foam Food Service Ware Ordinances***

On May 6, 2008, the County of San Mateo Board of Supervisors adopted Ordinance No. 04421 restricting the County's use of bottled water and polystyrene foam and solid disposable food service ware products and requiring the use of biodegradable, compostable, reusable food service ware by all County of San Mateo departments and food service providers on property owned or leased by the County.

##### ***Enhanced Storm Drain Inlet Maintenance***

Prior to MRP adoption, the County maintained and removed material from storm drain inlets at approximately 1700 catch basins throughout the County at least once per year, typically prior to the start of the rainy season. Additional maintenance at catch basins is also conducted on an as needed basis. All County parks with storm drains and Corps Yards have been inspected annually in September and storm drains have been re-stenciled as needed. Catch basins in County parks are cleaned out as needed each year, typically several times throughout the year, with more cleaning occurring during the fall and winter months. These maintenance activities are ongoing.

##### ***Reduction of Trash from Uncovered Loads***

Prior to MRP adoption, the County of San Mateo had two provisions in the municipal code that prohibited the transportation of trash and/or debris without a cover, which is excerpted below.

4.04.020 Permit required to transport garbage.

It shall be unlawful for any person, directly or indirectly, to bring or cause to be brought or conveyed, into or through the unincorporated territory of the County of San Mateo, any garbage, without first applying to the Board of Supervisors and procuring from said Board a permit to do so as hereinafter provided.

*(Prior code § 4100.1; Ord. 391, 06/12/33; Ord. 1637, 02/25/64; Ord. 3113, 06/16/87)*

4.04.090 Garbage in transit.

All garbage in the process of being conveyed into, through, or within the County shall be properly covered.

*(Prior code § 4100.8; Ord. 1678, 10/27/64)*

***Anti-Littering and Illegal Dumping Enforcement***

The County has an anti-litter and enforcement program in place through existing municipal code (Chapter 4.100.120, Chapter 1.12, and Chapter 4.04), multiple general complaint hotlines, and our Code Compliance Section. However, the anti-littering enforcement effort is folded into existing programs within multiple departments and is not a stand-alone program. The County has multiple hotlines currently in operation and receives a wide range of complaints, including litter. The County hotlines include: DPW RecycleWorks Program hotline (1-888-442-2666), Road Services Division public complaint and services request line (650-363-4103, 650-363-4100 After Hours and Weekend Emergencies), Environmental Health Division complaint hotline (650-372-6200 X 1112) and on-line complaint form, and Building and Planning Code Compliance Section call- in number (650-363-4825) and on-line complaint form.

Prior to MRP adoption, the County had existing ordinance language in Chapter 4.04 that prohibited littering and illegal dumping, which is excerpted below:

4.04.030 Permit required to dump garbage.

It shall be unlawful for any person, directly or indirectly, to dump or deposit or cause to be dumped or deposited, or assist in dumping or depositing, any garbage within the territorial limits of the County of San Mateo, including the San Francisco Bay and tide lands thereof within the boundaries of said County of San Mateo, without having first applied to the Board of Supervisors and procured from said Board a permit to do so as hereinafter provided.

*(Prior code § 4100.2; Ord. 391, 06/12/33)*

Prior to MRP adoption, the County also had existing ordinance language in Ordinance No. 3633 that prohibited littering (since 1995).

In areas served by the Joint Powers Authority known as SBWMA, the franchised hauler (Allied Waste) offered bulky item collection on an appointment basis twice per year for no additional charge for customers.

***Improved Trash Bin/Container Management***

Prior to MRP adoption, the County had existing ordinance language in Chapter 4.04 on receptacles for trash and minimum levels of service, which is excerpted below.

4.04.110 Garbage to be kept in receptacles.

All garbage shall be placed by the person, firm or firms occupying the premises upon which such garbage is created, in a watertight plastic or metal receptacle of not less than twenty gallons capacity, which receptacle shall be kept continuously closed by a close fitting cover.

*(Prior code § 4100.21; Ord. 221, 03/16/1908; Ord. 1637, 02/25/64; Ord. 1678, 10/27/64)*

4.04.170 Solid waste collection in County Service Area No. 8--Definitions.

Unless the context otherwise indicates, terms used herein have the following meanings:

(f) "Unit of Pickup" (U.P.) means one trash receptacle not exceeding 32 gallons in size located in the rear yard, or two such receptacles when located at curbside or within fifteen feet of roadway pavement.

*(Prior code § 4100.30; Ord. 2255, 07/23/74; Ord. 2879, 02/28/84; Ord. 4124, 07/30/02)*

4.04.180 Rates.

Service Charges per Unit of Pickup shall be established by the Board for the Service Area on the basis of the current franchise rates applicable to the Service Area, necessary reserves and overhead costs and in accordance with the following schedule of minimum Units of Pickup:

- (a) Residential (one to four dwelling units per parcel) - 1 U.P. per dwelling unit.
  - (b) Apartment House (more than four dwelling units) - 3/4 U.P. per dwelling unit (if not a whole number, rounded up to the next whole number).
  - (c) Mixed Residential/Commercial-Industrial - 1 U.P. per residential unit.
- (Prior code § 4100.31; Ord. 2255, 07/23/74; Ord. 2879, 02/28/84; Ord. 4124, 07/30/02)

4.04.190 Placement of receptacles.

All receptacles shall be placed on the premises at ground level so as to be readily accessible for removing and emptying by the refuse collector. Any disputes or complaints arising from or concerning the placement of receptacles, the size of containers, or the quantities to be removed shall be determined by the health officer.

(Prior code § 4100.32; Ord. 2255, 07/23/74; Ord. 2879, 02/28/84)

**Present actions (12/1/2009-7/1/2014)**

***Routine Commercial/Industrial Facility Inspections***

Routine facility inspections of commercial/industrial facilities have continued since the adoption of the MRP. As described in the *Prior actions* section, potential stormwater violations, including migration of trash off-site and into the MS4 or nearby waterways is assessed and potential discharges and actual non-stormwater discharges are documented pursuant to the County's Business Inspection Plan and enforcement by CEH is followed in accordance with the County's Enforcement Response Plan. Per the ASBS Special Protections requirements, the inspection frequency for commercial and industrial facilities located within the Fitzgerald ASBS watershed (portions of TMA #5 and #9) has been increased. Commercial facilities are now inspected twice during the rainy season, and industrial facilities are inspected monthly during the rainy season. The inspection frequency for construction sites located within the Fitzgerald ASBS watershed was increased to weekly during the rainy season. The County will continue with this enhanced level of inspection for ASBS facilities in the future.

***Single-Use Carryout Plastic Bag Ordinances***

The County of San Mateo adopted Ordinance No. 04637 on November 6, 2012, which established that after April 22, 2013, retail establishments are prohibited from distributing single-use carryout plastic bags within unincorporated San Mateo County. The County of San Mateo began the planning process by hosting a public workshop on September 27, 2011. To ensure that facilities are abiding by the ordinance, plastic bags have been added to the activity areas checklist on the standard stormwater facilities inspection report form. As inspectors verify the removal of plastic bags, education and outreach is conducted. The total percent trash reduced from MS4s as a result of implementing a single-use carryout plastic bag ordinance is measured by percent compliance as inspectors verify the removal of plastic bags from regulated facilities.

In addition to the adoption of the ordinance, the County of San Mateo implements a public education and outreach campaign focused on reduction of single-use bags and enforcement actions designed to ensure compliance with the ordinance. Please see *Section 3.2.12* for information on public education and outreach related to this ordinance.

***Polystyrene Foam Food Service Ware Ordinances***

On March 1, 2011, the County of San Mateo Board of Supervisors adopted Ordinance No. 04542 prohibiting food vendors from using polystyrene-based disposable food service ware. The ordinance became effective on July 1, 2011 and requires all food vendors to discontinue using any polystyrene products and substitute their food service ware with biodegradable, compostable, reusable, or recyclable food service ware, such as aluminum, plastics coded with #1,2, 4, or 5, uncoated or coated paper, cardboard, and plastics made from corn, potatoes, sugar, or other plant-based products.

Currently, food inspectors monitor businesses for municipal code compliance. To ensure that facilities are abiding by the polystyrene food ware ordinance, polystyrene was added to the activity areas checklist on the standard stormwater facilities inspection report form. The success of polystyrene removal as a trash source in the MS4 for unincorporated County is measured by percent compliance as inspectors verify the removal of polystyrene foodware from regulated facilities. Violations may result in fines: 1st = \$100, 2nd = \$200, 3rd = \$500 (each day observed using polystyrene = 1 violation). Complaints and inspection records are maintained in the CEH EnvisionConnect electronic database.

***Enhanced Storm Drain Inlet Maintenance***

The County will continue the maintenance activities described in *Prior actions* above.

***Reduction of Trash from Uncovered Loads***

The County of San Mateo has implemented the following enhanced control measures to reduce trash from vehicles with uncovered loads since adoption of the MRP and prior to July 1, 2014.

Prior to MRP adoption, the County of San Mateo had two provisions in the municipal code that prohibited the transportation of trash and/or debris without a cover. Ordinance No. 04528 was amended on November 30, 2010 to provide enhanced language for Chapter 4.04. Revised Chapters 4.04.020 and 4.04.100, which pertain to transport of waste and uncovered loads, are excerpted below:

**4.04.020 - Permit required to dump solid waste.**

It shall be unlawful for any person, directly or indirectly, to bring or cause to be brought or conveyed, into or through the unincorporated territory of the County of San Mateo, any solid waste without first applying to the County Health Officer and procuring from the County Health Officer a permit to do so as hereinafter provided.

**4.04.100 - Solid waste and recyclable materials in transit.**

All solid waste and recyclable materials in the process of being conveyed into, through, or within the County shall be properly covered and conveyed in a manner to safeguard the public health and safety of the inhabitants of the County of San Mateo, and in compliance with all applicable state laws.

In November 2010, the County revised its ordinance on solid waste. In *Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*, language was expanded on permitting for solid waste transport via the County Health Officer (CEH) to include considerations of public health and safety.

The current level of enforcement of these enhanced codes is low and permits are not routinely issued. The County is beginning to have discussions about uncovered loads in the County's service areas. Currently, the franchised hauler in two County areas require covered loads. The difficulty is

all of the other private entities or “unpermitted haulers” who haul uncovered materials through the County service areas, posing a County-wide problem.

The County has identified the need for development of a multi-departmental enhanced program for uncovered load and illegal dumping enforcement and tracking as well as collaboration between solid waste and stormwater staff within County Departments and at the Countywide level. In response, the County has formed a Workgroup on littering, illegal dumping, and uncovered loads (referred to as the Illegal Dumping Workgroup). This Illegal Dumping Workgroup has been meeting regularly in the current time period to refine internal procedures and workflows surrounding uncovered loads, among other issues. The Workgroup consists of staff from all of the departments involved, including the County Manager’s Office, DPW, Department of Planning and Building - Code Compliance Section, Department of Environmental Health, Department of Parks, and the Sheriff’s Office. Unpermitted haulers play a role in increased illegal dumping. Initial planning efforts have focused on strategies to reduce illegal dumping and litter and to improve tracking, particularly in TMA #1 (NFO).

The Sheriff’s Office began working with California Highway Patrol in January 2014 to ramp up enforcement of California State Vehicle Codes on uncovered loads. The Sheriff’s Office will also better prioritize enforcement of uncovered loads in hotspot areas like TMA #1 (NFO) as part of an overall ramp up of enforcement on illegal dumping.

DPW RecycleWorks took the lead in coordinating solid waste and stormwater staff at the Countywide level in order to better address uncovered loads. DPW RecycleWorks has coordinated five Countywide Recycling Committee meetings (11/14/2012, 5/16/2012, 3/20/2013, 5/8/2013, and 11/13/2013) with staff from solid waste and SMCWPPP in attendance to collaborate and create solutions on issues related to litter, covered loads, and trash haulers. Meeting minutes are included in Attachment 4.

The County only has six franchised areas (Broadmoor, Granada Sanitary District, Montara Water and Sanitary District, West Bay Sanitary District, County Franchise Area, and County Service Area No. 8). The other areas are open to any hauler or debris box company to provide service. The three Haulers that presently service unincorporated San Mateo County are Recology of the Coast, Recology San Mateo County and Allied Waste. However, only two of the six franchised county areas are directly managed by the County of San Mateo DPW. The other areas are managed by the various Sanitary Districts. Below is a list of the haulers, service areas, and who manages the contract area:

- Recology San Mateo County – areas served are the County Service Area-8 (NFO) and County Franchised Area (East of 280) including unincorporated areas from Burlingame to Menlo Park, managed by the County
- Recology San Mateo County – areas served are Unincorporated Menlo Park and Ladera, managed by West Bay Sanitary District
- Recology of the Coast – area served is Montara, managed by Montara Water and Sanitary District
- Allied Waste – area served is El Granada, managed by Granada Sanitary District
- Allied Waste – area served is Broadmoor, managed by the City of Daly City

The County of San Mateo recently incorporated prescriptive language into a new 10-year franchise agreement (January 1, 2011 through December 31, 2020) for Recology of San Mateo County to service CSA-8 and other unincorporated County Franchised Areas (Burlingame Hills to Menlo Park)

in the SBWMA Service Area. The contract language requires Recology San Mateo County to cover loads when transporting trash and debris to municipality or privately-owned landfills and transfer stations as well as other trash loading reduction measures. Excerpts from the *Recology San Mateo County Franchise Agreement Between County of San Mateo and Recology San Mateo County for Recyclable materials, Organic Materials, and Solid Waste Collection Services*, Section 8.02 Collection Standards, I. Litter Abatement 1-3, address:

1. Minimization of Spills. If any Solid Waste, Targeted Recyclable Materials, or Organic Materials are spilled or scattered during Collection or transportation operations, the Contractor shall promptly clean up all spilled and scattered materials. Contractor shall use due care to prevent vehicle oil, vehicle fuel, or other liquids from being spilled during Collection or transportation operations including maintenance of the Collection vehicles to minimize and correct any leaks. Contractor shall ensure that all liquid spills or leaked liquids fluids are cleaned up promptly on the same day that they occur.

Contractor shall not transfer loads from one vehicle to another on any public street, unless it is necessary to do so because of mechanical failure, emergency (e.g., combustion of material in the vehicle), accidental damage to a vehicle, or unless approved by the Agency.

2. Clean-Up. During Collection operations, the Contractor shall clean-up litter in the immediate vicinity of any Container storage area (including the areas where Containers are delivered for Collection) if Contractor's actions are the cause of the litter. Each Collection vehicle shall be equipped with protective gloves, a broom, and shovel at all times for cleaning up litter. Absorbent material shall be carried on each Collection vehicle at all times and used by Contractor for cleaning up liquid spills. The Contractor shall document and discuss instances of repeated spillage not caused by it with the Customer where spillage occurs, and Contractor shall report such instances to Agency. If the Contractor has attempted to have a Customer stop creating spillage but is unsuccessful, the Agency will attempt to rectify such situation with the Customer. The Contractor shall coordinate with Agency regarding Agency street cleaning activities to minimize litter.

3. Covering of Loads. Contractor shall cover all open Drop Boxes with an Agency-approved cover, at the Collection location before transporting materials to the Designated Transfer and Processing Facility.

An additional litter reduction measure that has been implemented under the new franchise agreement with Recology San Mateo County is the synchronization of street sweeping routes with the garbage and recycling collection routes to further mitigate litter. In 2011, the County of San Mateo's DPW street sweeping operations staff worked closely with Recology San Mateo County operations staff to ensure maximum scheduling coordination which will result in litter reduction.

***Anti-Littering and Illegal Dumping Enforcement***

The County of San Mateo has an anti-litter and enforcement program in place through existing municipal code, multiple general complaint hotlines, and our Code Compliance Section. However, the anti-littering enforcement effort is folded into existing programs within multiple departments and is not a stand-alone program. A brief summary is provided below.

The County municipal code prohibits littering:

Chapter 4.100.120 - Littering.

No person shall throw, deposit, leave, maintain, keep, or permit to be thrown, deposited, placed, left, or maintained, any refuse, rubbish, garbage, or other discharged or abandoned

objects, articles, and accumulations, in or upon any street, alley, sidewalk, storm drain, inlet, catch basin, conduit or other drainage structures, business place, or upon any public or private lot of land, so that the same might be or become a pollutant, except in lawfully established dumping grounds.

The occupant or tenant, or in the absence of occupant or tenant, the owner, lessee, or proprietor of any real property in front of which there is a paved sidewalk, shall maintain said sidewalk free of litter to the maximum extent practicable.

No person shall throw or deposit litter in any pond, lake, stream or any other body of water.

Prior to MRP adoption, the County of San Mateo had one other provision in the municipal code that prohibited illegal dumping. This ordinance (No. 04528) was amended on November 30, 2010 to provide enhanced language for Chapter 4.04 (Solid Waste Collection, Transport, Storage, and Disposal). Revised Chapters 4.04.040 and 4.04.150, which pertain to illegal dumping, are excerpted and summarized below:

Chapter 4.04.040 – Permit required to dump solid waste

It shall be unlawful for any person, directly or indirectly, to dump, deposit, bury or landfill or cause to be dumped or deposited, or assist in dumping or depositing, any solid waste, within the territorial limits of the County of San Mateo, including the San Francisco Bay and tide lands thereof within the boundaries of said County of San Mateo, without having first applied to the County Health Officer and procured a permit to do so as hereinafter provided.

Chapter 4.04.150 – Prohibitions

No person shall dump, place or bury any solid waste or recyclable materials in any lot, vacant unimproved property, land, street or alley, or in any water or waterway or public easement elsewhere in the County, or in any location other than authorized disposal areas or facilities.

Multiple County hotlines have been in operation since pre-MRP adoption and receive a wide-range of complaints, including litter. DPW RecycleWorks operates an informational hotline for County of San Mateo residents and businesses. The hotline (1-888-442-2666) addresses various inquiries regarding trash, solid waste, recycling, source reduction, freecycle, material handling and processing resources and other related environmental issues and resources.

DPW Road Services Division operates a public complaints and services request line (650-363-4103, 650-363-4100 After Hours and Weekend Emergencies). When a litter complaint/call is received from the public, a service request is generated through the Roads Services Division's management system. The service request for cleanup and investigation is then directed to either the Roads Supervisor for the County SWP or the Roads Maintenance Supervisor for the appropriate district. Additionally, an illicit discharge form is filled out for any litter found within the County-maintained right-of-way and tracked in an illicit discharge complaint database. If evidence (e.g., names, addresses, etc.) from illegal dump sites is found, in an attempt to identify offenders, Roads staff will forward the information to the County Code Compliance Section, a section of the County Building and Planning Department.

The CEH Division also maintains a complaint hotline. Complaints are reported through the Complaint Hotline (650-372-6200 X 1112) or via email: [www.smhealth.org/envirom](http://www.smhealth.org/envirom)

The response procedure is as follows.

For Trash Complaints involving Hazardous Waste:

- If waste is easily identified as common Household Hazardous Waste, which includes clearly legible labels, contact district hazardous materials inspector. HazMat Inspector will conduct initial investigation to determine origin of waste and will ensure appropriate collection and disposal.
- For Non-Household Hazardous Waste, have Complainant contact Local Fire Department for First Responder. Local Fire will determine next step and enact an Emergency Response if necessary.
- HazMat Inspector will pursue enforcement through Administrative Enforcement Order (AEO), or contact District Attorney.

For Trash Complaints not involving Hazardous Waste:

- If waste is on Private Property, refer it to City/County Code Enforcement.
  - If waste is considered Putrescible Garbage, or other health hazard, contact Solid Waste Specialist for investigation.
  - If waste is considered Rodent or Mosquito Harborage, refer it to Mosquito Abatement/Vector Control for investigation.
- If waste is on the Public Right of Way, refer it to City/County DPW
- Environmental Health will assist City/County Public Works or Code Enforcement or other departments with investigation if requested by that department.

The Code Compliance Section maintains a call-in number (650-363-4825) and online complaint form as well. The Code Compliance Section may issue citations, levy fines, and use its authority to abate litter problems according to the County Enforcement Response Plan.

A recent accomplishment resulting from the County’s effort to improve the illegal dumping enforcement and tracking program was adoption of County Ordinance No. 04648 on February 8, 2013 to update the County’s administrative remedies provisions in order to establish greater deterrent to violations and to recover the cost of administering its code compliance program. Prior to adoption of the new ordinance, most violations of County Code were enforced using criminal procedures, which were slow and labor intensive. The new ordinance provides an alternative tool that allows enforcement of all County Code violations through a County administrative citation or compliance order.

The new ordinance has allowed for better enforcement of codes regarding illegal dumping on private property. Several problems had been identified with the older zoning ordinance sections 6102.39 on garbage and 6102.40 on commercial garbage, which made it difficult to ensure a property’s compliance with the code. With the passing of County Ordinance No. 04648, the administrative remedies were changed from a 30 day letter to a notice of violation. Under the new ordinance, once a notice of violation is issued, the property has a 14 day compliance deadline. If no significant improvement is achieved within the first 14 days, an administrative citation is issued for \$100. After the 14 day period, if compliance has still not been achieved, a second administrative citation is issued for \$200. If no compliance is achieved, the final level of citation is \$500 and up to \$500 a day. If no compliance is achieved (e.g. due to an absentee owner), the officer goes to court

for an abatement warrant and will have it executed at the expense of the owner. The dollar amount of the cleanup will become a lien against the property.

In the first year since the adoption of the ordinance, 85 percent of the 226 cases have come into compliance and only 12 percent have gone beyond the \$100 administrative citation. The remaining 3 percent of cases have gone before a judge for abatement warrants.

The County has enhanced anti-littering and illegal dumping enforcement efforts since permit adoption through an improved tracking system; increased litter enforcement and abatement efforts in Colma Creek in collaboration with the City of South San Francisco and the Town of Colma through the Colma Creek Maintenance and Monitoring Program; and collection of evidence and enforcement actions related to illegal dumping near the Pescadero Transfer Station.

The County's Illegal Dumping Workgroup has been meeting regularly in the current time period to refine internal procedures in dealing with complaints from the public on this issue and to improve enforcement of pertinent County codes.

The Illegal Dumping Workgroup has met with representatives from Accela (workflow management software used by the DPW and Planning and Building) to discuss the possibility of creating an illegal dumping module to better improve information sharing among the various departments involved in responding to illegal dumping complaints. The Workgroup has also met with representatives from SeeClickFix, an online and mobile app for the public and County staff to report illegal dumping, among other issues. SeeClickFix and Accela also allow for internal tracking and reporting. The Workgroup will continue to explore technology solutions to better streamline the County response to illegal dumping as well as increase transparency with the public. In preparation for possible new technologies, the Workgroup is currently mapping work flows for all departments involved. The workflow maps will inform the structure of new software. In 2014, the County will decide on an appropriate technology solution and vendors and begin internal work to support rolling out the technology to the public.

The Illegal Dumping Workgroup has completed introductory research on illegal dumping in TMA #1 (NFO) that identified the main drivers of illegal dumping in that community as well as best management practices and possible solutions that can apply jurisdiction-wide.

Starting in February 2014 and continuing into the future, the Workgroup will also work with CARON, a program of the Sheriff's Office, to include anti-littering and illegal dumping information in its Citizens Police Academy class content, its work with schools, and its facilitation of Neighborhood Watch Programs. CARON was created in 1999 by residents of NFO and other unincorporated coastal communities.

As described in the *Prior actions* and *Present actions* sections above, DPW staff continues to pick up illegal dumping and excessive loose and liquid debris. In areas served by the Joint Powers Authority (SBWMA), a Franchised hauler removes bulky debris. The County recently renegotiated the Franchise agreement with Recology San Mateo County. The Board of Supervisors approved the agreement on October, 20, 2009, with effective date of January 1, 2011. The new agreement now includes the following language: "Contractor shall provide abandoned waste cleanup collection service at no additional cost to the agency. In addition the Franchise agreement contractor collects Bulky Items from Single-Family, Multi-Family residential properties, twice a year and other customers for a fee."

As described in greater detail in *Present actions* for Improved Trash Bin/Container Management, DPW staff have conducted outreach to multi-family properties through the SBWMA on meeting the requirements of AB341 for recycling, conducted site assessments, and provided recommendations for garbage services. The majority of multi-family properties contacted during this phase of outreach modified their recycling services. Additional efforts will be focused on commercial properties generating more than four cubic yards in FY14-15.

***Improved Trash Bin/Container Management***

The County of San Mateo has implemented the following improved trash bin/container management practices prior to July 1, 2014. In section 4.04.090, it now specifies the amount of recyclable and solid waste materials that can be disposed of from one’s own premises whereas the previous ordinance language did not specify an amount. In section 4.04.120, the language is updated to allow for more types of receptacles, carts, or bins and the timeframe for placement for collection. The County of San Mateo municipal code includes requirements for appropriate trash service for private properties:

4.04.090 - Disposal of solid waste and recyclable materials from one's own premises.

The provisions of this Chapter shall not be construed to prevent a person from disposing of solid waste and recyclable materials in an amount of up to 10 cubic yards accumulating upon, and its source being from, one's own premises in the manner provided in Sections 4.04.100, 4.04.110, 4.04.130 through 4.04.160 of the Ordinances Chapters.

4.04.120 - Solid Waste to be kept in receptacles, carts or bins.

All solid waste and recyclable materials shall be placed by the person(s) occupying the premises upon which such solid waste and recyclable materials are created in a watertight plastic or metal receptacle, or in carts and bins with tight fitting lids provided by the refuse collector, of not less than 20-gallon capacity. All carts, bins and receptacles placed for collection by a refuse collector must be placed for collection not more than 24 hours preceding the weekly collection service day. Following removal of the solid waste and recyclable materials, all carts, bins and receptacles must be stored within 24 hours in a less conspicuous area of the premises so as not to create a nuisance to the occupants of neighboring premises and to safeguard the public health and safety of the inhabitants of the County of San Mateo. All violations of this Section shall constitute a nuisance and may be referred to the appropriate County agency for nuisance abatement.

In the areas managed by the County there are multiple methods in which to identify customers not subscribed to the proper level of services:

1. The County has a minimum level of service for the areas managed by the County. In addition, staff works with the Recology Recycling Coordinators to identify properties that need additional services when they conduct annual outreach activities.
2. Staff also receives complaints from the public that the Solid Waste Environmental Health program will investigate. If additional services are required, the health officer will require it.

The current minimum residential service levels have updated the units of pickup, with different units of pickup for Apartments, Mixed Residential/Commercial-Industrial, and Commercial properties without residential units. Chapter 4.04 also has a separate section on minimum non-residential service levels. An excerpt from Chapter 4.04 on minimum residential and non-residential service levels is included below:

4.04.220 Minimum residential service levels in the Service Area.

The Board shall establish minimum curbside levels of service per Unit of Pickup for parcel(s) containing dwelling unit(s) within the Service Area as defined in Section 4.04.220(a). The minimum charge to each parcel will be calculated based on Section 4.04.220(a)(1—3) and the garbage and recyclables rates applicable to the Service Area. The charge will appear on the property tax bill. Services in addition to the minimum service levels shall be billed directly by the refuse collector.

Minimum Units of Pickup:

(a) For the purposes of Section 4.04.220, "Unit of Pickup" (U.P.) means two (2) 32-gallon carts or cubic yard equivalent or one (1) 64-gallon cart or cubic yard equivalent located at the curb or within five feet of the right of way for service by the refuse collector.

(1) Residential parcels, defined as parcels containing one to four dwelling units, shall have one (1) U.P. per dwelling unit.

(2) Apartment House parcels, defined as parcels containing more than four dwelling units shall have ½ U.P. per dwelling unit.

(3) Mixed Residential/Commercial-Industrial parcels shall have ½ U.P. per residential dwelling unit and ½ U.P. per business. The residential dwelling unit will be billed on the property tax bill and the commercial business will be billed by the refuse collector.

*(Ord. No. 04528, § 1, 11-30-2010)*

4.04.230 Minimum non-residential service levels in the Service Area.

The Board shall establish a minimum curbside level of service per Unit of Pickup for commercial parcels within the Service Area as defined in Section 4.04.230(a). The minimum charge to each parcel will be calculated based on Section 4.04.230(a)(1) and the garbage and recyclables rates applicable to the Service Area. The charge for the minimum level of service and any additional services will be billed directly by the refuse collector.

(a) For the purposes of Section 4.04.230, "Unit of Pickup" (U.P.) means one (1) 32-gallon cart or cubic yard equivalent.

(1) Commercial parcels, defined as parcels containing no residential dwelling units, shall have one (1) U.P. per business.

*(Ord. No. 04528, § 1, 11-30-2010)*

In January 2011, a significantly improved curbside collection program for trash, recycling and organics was launched in the SBWMA service area. This service area consists of 90,000 households, 20,000 multifamily dwelling accounts and 20,000 commercial accounts in the twelve municipalities that comprise the SBWMA. These twelve municipalities are: East Palo Alto, Menlo Park, Atherton, Redwood City, San Carlos, Belmont, Foster City, San Mateo, Burlingame, Hillsborough, County of San Mateo (unincorporated franchised area) and West Bay Sanitary District. The new service provider, Recology of San Mateo County, uses a fully automated collection program that uses a system of 400,000 plastic carts with wheels and lids that are provided to each account. This has reduced fugitive litter during the weekly collection of these materials in the homes and commercial structures within this service area. The previous service provider's outdated collection system

utilized the various personal garbage cans and small, open bins for recyclables that inadvertently allowed small amounts of debris to escape during the collection process.

The County has recognized the need for increased monitoring of garbage enclosures. For older buildings, the types and sizes of bins are often not updated to current garbage collection standards, which now pickup garbage, recyclables, and, increasingly, organic materials. Within the SBWMA, organic materials have been expanded beyond yard waste to now include food waste. County staff will work with property owners or managers to expand or install garbage enclosures in order to prevent fugitive garbage from overflowing bins or from servicing of improperly filled bins. The SBWMA has started a Technical Advisory Committee (TAC) that has included garbage enclosure monitoring as a discussion item. The TAC will consider recommendations for standardization of bin enclosure specifications for new buildings that all 12 member agencies could adopt. The SBWMA will work with the Franchised hauler, Recology of San Mateo County.

Since July 2012, DPW engaged in the first phase of compliance with AB341 (California's mandatory recycling law). The County has focused its outreach on businesses that generate four cubic yards or more of solid waste (including recyclables) as well as multifamily properties with five or more units. In the unincorporated County, the Joint Powers Authority, SBWMA, represents the largest franchise agreement (and serves about half of the County's population). The SBWMA includes 10 cities, the West Bay Sanitation District, and the County. County staff worked with the Franchised hauler, Recology of San Mateo County, on an outreach program for compliance with AB341. Staff contacted all businesses and properties that met the baseline criteria under AB341 for mandatory recycling, completed site assessments and made recommendations for services. The majority of businesses and properties pursued recommendations.

CEH also promotes litter reduction through improved trash bin and container management practices at commercial and industrial facilities. During routine inspections, and in response to complaints, CEH staff routinely advise businesses to keep trash bins closed, manage fugitive trash dispersal by animals, and to order larger containers, as appropriate. CEH works with businesses that share trash bins to educate them that they share responsibility for managing their refuse.

### **Future actions (after 7/1/2014-7/1/2022)**

#### ***Routine Commercial/Industrial Facility Inspections***

Routine facility inspections of commercial/industrial facilities will continue to identify actual and potential stormwater violations, including off-site trash migration assessment into the MS4 or nearby waterways. Potential and actual non-stormwater discharges will be documented pursuant to the County's Business Inspection Plan and enforcement will be conducted in accordance with the County's Enforcement Response Plan.

#### ***Single-Use Carryout Plastic Bag Ordinances***

The County of San Mateo will continue to implement public education and outreach campaigns focused on reduction of single-use bags. Enforcement actions designed to ensure compliance with the ordinance will be phased in during FY14-15 to ensure that the ordinance is being followed and plastic bags are eliminated. Plastic bags have been added to the activity areas checklist on the standard stormwater facilities inspection report form and inspectors will continue to verify the removal of plastic bags.

CEH inspectors will also enforce the ordinance on a complaint basis beginning FY14-15. Violations may result in fines: 1st = \$100, 2nd = \$200, 3rd = \$500 (each day single use bags are distributed = 1 violation). CEH inspectors may also enforce the ordinance on a complaint basis. Complaints and inspection records are maintained in the CEH EnvisionConnect electronic database.

The County will continue to participate in the regional Bay Area Recycling Outreach Coalition (BAYROC) "Bring your own reusable bags" campaign which advertises on grocery carts, print ads, radio ads, bus ads, press events and social media as funding allows. Additionally, the County will continue to use the website, <http://igotmybag.org/home.htm>, to provide additional information and to promote the campaign. The County may conduct additional customer surveys with those who bring their own bags to shop at retail locations in the County to study if there is continued or increased change in the shoppers' behavior. Future campaigns will focus on Shopping Smart buying in bulk to reduce packaging.

#### ***Polystyrene Foam Food Service Ware Ordinances***

As reported in the *Present Actions* section, food inspectors monitor businesses for municipal code compliance and ensure that facilities are abiding by the polystyrene food ware ordinance. Polystyrene was added to the activity areas checklist on the standard stormwater facilities inspection report form and inspectors verify the removal of polystyrene foodware, education and outreach is conducted. Once education and outreach is considered sufficiently established, compliance enforcement will be conducted to ensure the ordinance is being followed beginning in FY14-15.

#### ***On-land Trash Cleanups***

Based on the trash management areas identified and information on the types of trash present in these areas, the County plans to pursue an expansion of its current On-Land Trash Cleanups through the creation of an "Adopt a Block" program. A formal program would allow for a greater focus on cleanup of urban areas in high priority trash management areas, standardized data collection, and recognition for participants. The Adopt a Block program would allow residents to volunteer to clean their own residential areas or other areas, and businesses to work together to keep business areas and storefronts clean.

This program will initially be piloted in Broadmoor in FY13-14 and potentially North Fair Oaks. Successful elements and lessons learned from the pilot can then be used when expanding to make Adopt a Block available jurisdiction wide (FY14-15). For example, a similar model could be used for more ongoing volunteer driven creek cleanups. Program elements will likely include training and education materials for volunteers; bags, pickers, gloves, and other tools for the cleanup; pledge forms; standardized data tracking and reporting forms; and community recognition.

#### ***Enhanced Storm Drain Inlet Maintenance***

The County will continue the maintenance activities described in *Prior actions* above.

#### ***Activities to Reduce Trash from Uncovered Loads***

The County's Illegal Dumping Workgroup will continue to meet in the future and will focus on improved enforcement of the existing code related to uncovered loads. In early 2014, topics will include issuing tarps for a fee, issuing permits for waste transport, revising or improving the ordinances on uncovered loads and increased enforcement through ticketing vehicles that are not covered. County outreach to unpermitted haulers with uncovered loads will be piloted in TMA #1 (NFO) and then applied jurisdiction-wide, as these haulers represent a significant concern in that area. In 2014, San Mateo County Environmental Health Solid Waste Section will also explore the

feasibility of expanding solid waste inspection activities to include municipal solid waste collection and transfer truck fleets at the county's permitted solid waste facilities and operations.

The Sheriff's Office will continue to work with California Highway Patrol to ramp up enforcement of California State Vehicle Codes on uncovered loads. The Sheriff's Office will also continue enforcement on uncovered loads in TMA #1 as a pilot before expanding enforcement jurisdiction-wide in FY13-14.

***Anti-littering and Illegal Dumping Enforcement Activities***

The Illegal Dumping Workgroup will continue to explore a range of possible solutions to illegal dumping at the jurisdiction-wide level. In FY13-14 and FY14-15, the Workgroup will ramp up enforcement of illegal dumping using information collected from cameras installed in the current time period, with hopes of identifying and prosecuting violators.

In order to take advantage of the recently revamped Administrative Fine Structure, the County will explore the possibility of deputizing staff from the DPW to augment Code Enforcement staff in enforcing County code on littering and illegal dumping in FY15-16.

The Workgroup will also work to integrate illegal dumping considerations into inspections of multi-family properties, which account for a high percentage of illegally dumped items. Information outreach on proper disposal of bulky items as well as right-sizing of bins to account for building occupancy will be included. Overall, a comprehensive and targeted outreach program for the multi-family sector will be created. Please see *Section 3.2.12 Jurisdiction-wide Public Education and Outreach*.

The Workgroup will continue to work with CARON in the future time period to include anti-littering and illegal dumping information in its Citizens Police Academy class content, its work with schools, and its facilitation of Neighborhood Watch Programs.

The Workgroup will also continue to implement new technology solutions, such as SeeClickFix or Accela, to facilitate easy reporting by the public and to increase transparency of County responses. These types of technology solutions would initially be rolled out to the public in high priority TMAs, such as NFO (TMA#1) in FY14-15, but also available and expanded jurisdiction-wide.

As described in greater detail in *Future actions* for Improved Trash Bin/Container Management, a new phase of outreach that will include multi-family properties will begin in Quarter 4 of FY13-14 and continue into FY14-15. County staff will contact multi-family property owners and managers and conduct assessments, including "right sizing" of containers/bins. This "right sizing" activity will help curtail illegal dumping due to a lack of container space. Outreach to residents will include the provision of informative flyers, a "Buddy Bag" (a receptacle for recyclables), and possibly a small organic waste pail.

The County is also in the process of discussing a future approach to the problematic area of move-in/out in the multi-family sector. Move-in/out is correlated with illegal dumping especially from tenants who have been evicted and have no means of transporting materials to an approved solid waste facility. The County would like to provide information on legal ways to dispose of bulky items and plans to work with property managers to get residents in sync with the Franchised haulers that offer bulky item pickups as part of the Franchise agreements and other option available within our County to recycle or dispose of bulky item waste.

***Improved Trash Bin/Container Management***

As part of the County's outreach on AB341, staff will continue to engage new accounts (businesses generating four cubic yards of solid waste or more and multifamily properties of five units or more) in the unincorporated County that does not fall under the SBWMA, as part of the second phase of AB341 outreach. These areas may or may not be served by a Franchise agreement with a garbage collection service. This outreach will begin in the fourth quarter of FY13-14 and continue into FY14-15. County staff will make contact with businesses or multifamily property owners and conduct site assessments. Part of these assessments will include "right sizing" of containers/bins, such that the needs of the business or property are met in accordance with health and safety standards. County staff will also perform billing audits to double check adequacy of service levels. Staff will then provide information on recycling services available to the businesses or properties at their locations, with the goal of encouraging adoption of recommended service levels in addition to providing owners and property managers with information for proper waste disposal options.

Additional tactics are included in outreach to multi-family properties that are worth highlighting. The County currently pursues two tiers of outreach to multi-family properties. First, County staff works with property owners or managers to set up the appropriate level of service, in the process described above. Second, County staff engages residents (tenants) by disseminating information on new recycling efforts. Residents are provided posters and flyers and a "Buddy Bag", constructed of heavy duty recycled material. Buddy Bags are used to collect recyclables. Residents are also given a small organics pail if their property has signed up for that service.

The County is also in the process of discussing a future approach to the problematic area of move-in/out in the multi-family sector. Move-in/out is correlated with illegal dumping. The County would like to provide information on legal ways to dispose of bulky items and plans to work with property managers to get residents in sync with the Franchised haulers that offer bulky item pickups as part of the Franchise agreements.

As stated in the *Present actions* section above, the County has recognized the need for increased monitoring of garbage enclosures. County staff will continue to work with property owners or managers to expand or install garbage enclosures in order to prevent fugitive garbage from overflowing bins or from servicing of improperly filled bins. The SBWMA will continue work through its TAC to evaluate garbage enclosure monitoring. The TAC will consider recommendations for standardization of bin enclosure specifications for new buildings that all 12 member agencies could adopt. The SBWMA will work with the Franchised hauler, Recology of San Mateo County.

The County of San Mateo will continue to incorporate prescriptive language into any future contracts with the Franchised hauler, Recology San Mateo County. In the future, the County will also seek to encourage haulers to incorporate changes, such as drivers picking up debris that has fallen from servicing containers or tagging carts to identify problems for customers. Tags would identify issues such as overflowing bins.

***Targeted Business BMP and Outreach***

With the identification of TMAs, it is clear that a targeted business BMP and outreach program would help address trash. The County will work to create a targeted, comprehensive business program that incorporates measures like on-land cleanups, source reduction, anti-littering and illegal dumping enforcement, improved bin management, and outreach. Since this program requires implementation by a variety of County departments and could benefit from a regional

approach, the County is committed to meeting in 2014 to discuss what elements a program should include, funding, and how it will be implemented. The County would likely implement this program in priority TMAs before making it available jurisdiction-wide.

Elements of a targeted business BMP and outreach program may include outreach and materials distribution (see *Section 3.2.12*); trash enclosure audits; clean business front pledge or ordinance requiring cleanup within 25 to 50 feet in front of business with take-out; community cleanups and/or participation in Adopt a Block; and ash tray promotion where cigarette litter has been identified. Rather than list each potential element of the program broken up by measure type (i.e. Improved trash bin/container management, On-land cleanups, etc.), the program is described here as a separate measure, with the potential outreach components described in *Section 3.2.12 Jurisdiction Wide Public Education and Outreach*.

### **3.2.12 Jurisdiction-wide Public Education and Outreach Programs**

The County relies on Public Education and Outreach Programs as key measures to increase source reduction, prevent trash from entering the MSR, and change the public’s behavior. The County participates in a number of regional education and outreach programs, as well as delivering its own programs throughout the unincorporated areas.

#### **Prior actions (before 12/1/2009 and continued)**

##### ***Public Education and Outreach Programs***

The County of San Mateo implemented public education and outreach control measures prior to the effective date of the MRP, such as CCD coordination, various outreach events, and outreach related to the polystyrene foam ordinance. Multi-subject outreach programs exist for multiple County departments and divisions including County DPW (RecycleWorks and San Mateo County Flood Control District), Parks, Environmental Health Division, and the Planning and Building Department.

Collaborative outreach with SMCWPPP for CCD for the following sites in unincorporated San Mateo County has been conducted on the 3<sup>rd</sup> Saturday of September each year since 2005:

- Gazos State Beach
- Mavericks
- Mirada Surf
- Montara Beach
- Pescadero
- Pillar Point
- Surfers Beach
- Pescadero State Beach
- San Gregorio
- Coyote Point
- Colma Creek
- San Francisquito Creek
- North Fair Oaks

#### **Present actions (12/1/2009-7/1/2014)**

The County of San Mateo has implemented the following public education and outreach control measures prior to July 1, 2014.

***Outreach for Single-Use Carryout Plastic Bag Ordinances***

CEH has conducted targeted outreach for the bag ban including: development of a dedicated County website - <http://smchealth.org/BagBan>, reusable bag giveaways, outreach on Facebook and at local events, and development of resources for retailers including fact sheets, posters, and register tent cards. We will continue to do outreach (reusable bag giveaways, answering phone calls, social media posts, etc.) throughout FY13-14 to residents about the bag ban, and will continue in a reduced capacity thereafter.

***Litter Reduction Advertising Campaign(s)***

***1. Bay Area Recycling Outreach Coalition (Regional)***

Currently, the County participates in a regional Bay Area Recycling Outreach Coalition (BAYROC) “Bring your own reusable bags” campaign which advertises on grocery carts, print ads, radio ads, bus ads, press events and social media. Additionally, a website (<http://igotmybag.org/home.htm>) was set up by the regional group to provide additional information and to promote the campaign. The County has participated in surveying customers who bring their own bags to shop at retail locations in the County before and after the media campaign to study if there was a change in the shoppers’ behavior. Future campaigns may focus on Shop Smart reducing packaging, which can thereby reduce snack packaging litter around many neighborhoods and schools.

***2. BASMAA Youth Outreach Campaign (Regional)***

Through participation and funding of the regional BASMAA Youth Outreach Campaign the County of San Mateo implements an outreach campaign designed to reduce littering from the target audience in the Bay Area. The Youth Outreach Campaign was launched in September 2011 and increases the awareness of Bay Area Youth (ages 16-24) on litter and stormwater pollution issues, and eventually changes their littering behaviors. Combining the ideas of Community Based Social Marketing with traditional advertising, the Youth Campaign engages youth to enable the peer-to-peer distribution of Campaign messages. The Campaign will at least run from FY11-12 through FY13-14. A brief description of the Campaign activities is provided below:

- **Raising Awareness:** The Campaign raises awareness of the target audience on litter and stormwater pollution issues. Partnerships with youth commissions, high schools, and other youth focused organizations are developed to reach the target audience. Messages targeted to youth are created and distributed via paid advertising, email marketing, Campaign website and social networking sites (e.g., Facebook and Twitter).
- **Engage the Youth** - The advertisements encourage the audience to participate in the Youth Campaign by joining a Facebook page, entering a contest, taking an online quiz, etc., and providing their contact information. At the beginning of FY12-13, a video contest was launched to get Bay Area youth further involved in the Campaign. An online voting system was used to select the winning entry and media advertising was conducted to promote the winning entry.
- **Change Behaviors:** To move the audience along the behavior change continuum, the Campaign used electronic platforms such as email marketing and social networking sites to encourage participants to engage in increasingly more difficult behavior changes, such as participating in a clean-up, organizing a clean-up, etc.. Results will be forthcoming by the end of the fiscal year, as effectiveness will be evaluated in late spring 2014.
- **Maintain Engagement:** The Campaign continues to interact with the target audience through email marketing, a website, and social media outlets such as Facebook, You Tube, and Instagram.
- **Evaluation:** The Youth Campaign includes a pre and post campaign survey to evaluate the effectiveness of outreach. The pre-campaign survey was conducted in August 2012 and the

post campaign survey will take place in late spring 2014, which will allow comparative analysis of the campaign. Other evaluation mechanisms, such as website hits, number of youth engaged in the Campaign's social networking website, etc. are used to evaluate its effectiveness in increasing awareness and changing behavior.

In addition, the DPW RecycleWorks program focuses on Solid Waste diversion, source reduction, reuse, recycling and composting. The program has been choosing messages on the website and in the advertising campaigns for Earth Day to reduce litter and illegal dumping in San Mateo County.

### ***Outreach to School-age Children or Youth***

#### ***1. Countywide Programs***

Through participation and funding of the SMCWPP Public Information and Participation program (PIP), the County of San Mateo continues to implement litter reduction outreach to school-age children and youth. SMCWPPP currently oversees two contracts to provide direct outreach to grades K-12 in a school setting on behalf of all Permittees. The contract for grades K-5 is currently held by the Banana Slug String Band, which performs a presentation called "We All Live Downstream." Through songs and interactive exercises, the message of not putting anything in the storm drains (including trash) is delivered, along with basic concepts of the water cycle and the impact of pollution on aquatic life. In FY12-13, the Banana Slug String Band performed at 37 assemblies at 26 elementary schools in San Mateo County, reaching 7,920 students. Several of these presentations were conducted at elementary schools within the unincorporated San Mateo County, such as Pescadero, La Honda, and Farallone View Elementary. Many of the other elementary schools targeted also have students that reside within unincorporated areas.

The second contract is held by Rock Steady Science, which presents "Water Pollution Prevention and Your Car" to high school students. A portion of this presentation is dedicated to watershed and storm drain education, and the impact of litter on local creeks and waterways. In FY12-13, a new presentation was developed and implemented by County Environmental Health under the SMCWPPP contract. CEH conducted the presentation to 20 classes at 7 schools throughout San Mateo County and reached over 500 students. As noted above, students residing in unincorporated areas often attend schools in neighboring cities.

The elementary contract and the CEH high school presentation schedule are managed to ensure that schools in each community in the County are reached. For communities without high schools, the feeder schools in neighboring communities are specifically targeted for presentations. In addition to outreach at the school sites, a number of student activity guides and coloring books related to watershed health and littering are provided to children who attend outreach events. Schools are also directly targeted in promotion of CCD by encouraging them to participate in a campus cleanup the day before CCD, which always falls on a Saturday. Please see *Section 3.2.7 On-Land cleanups* above.

In addition to the programs described above, DPW RecycleWorks continues to conduct litter/waste-reduction activities. These include participating in the green schools program in which a school gets certified by achieving goals set from a menu of categories, one of which is litter reduction. DPW RecycleWorks Litter Collection Event Lesson Plan for grades 3 through 12 is a lesson plan available to teachers for teaching students to identify various types of litter; list items that can be landfilled, composted, or recycled; and explain approximately how long it takes for various items (litter) to decompose. The lesson plan explains the effects that litter has on an ecosystem and is designed to encourage students to take action to prevent littering. On February 2,

2013, DPW RecycleWorks provided one teacher training on the lesson plan at the Spring Science Technology Engineering and Math (STEM) Resource Fair at the San Mateo County Office of Education, in which 12 teachers attended. Additional teachers were reached through a website posting of the lesson plan curriculum.

DPW RecycleWorks and Safe Routes to School co-sponsored the *Be Seen Keeping It Clean* event (4/19/2013), where 40 schools participated in conducting a walk to school with family members, teachers, community enthusiasts and community leaders picking up litter on their way to school. Approximately 730 bags of litter and recyclables were collected during the walks to schools. As part of *Be Seen Keeping It Clean*, another cleanup event was held on 6/1/2013 in NFO. The event included participation of over 300 volunteers and over 4,000 lbs of litter were collected. During the Spring of 2012, DPW RecycleWorks produced a movie ad for reducing illegal dumping. The ad was shown in four movie theaters throughout the County approximately 8,000 times. In the Spring of 2013, DPW RecycleWorks produced a movie ad to encourage reduction of litter in the County. The DPW RecycleWorks Litter Reduction Movie Ad was shown from April 12, 2013 through May 9, 2013 in four theaters (Century Theaters in Redwood City, San Bruno, Daly City, and San Mateo); the message *Be Seen Keeping it Clean* resulted in 296,348 impressions (e.g., people reached).

DPW RecycleWorks conducts school assemblies and field trips to the Transfer Stations focusing on waste and proper disposal in addition to litter reduction and recycling. The program also conducts waste audits at schools to encourage waste reduction, and staff outreach events at schools.

## **2. Local Programs**

As described above, DPW RecycleWorks program has conducted outreach to school aged children since the MRP adoption and will continue to in the future. Specific examples with litter-reduction messages include the following:

- Publishing the annual school newsletter, “Resource Conservation News”, distributed to over 6,500 teachers and school administrators in San Mateo County.
- Distributing bottle and can bins with signage to public and private schools, County parks, and public facilities to reduce litter and encourage recycling.
- Providing field trips to the Transfer Station and closed landfills and presentations on the schools site focusing on waste source reduction, reuse, recycling, composting, and proper disposal.
- The DPW RecycleWorks website also provides useful information to students in San Mateo County about habitat protection (reducing litter) and information on the watersheds in San Mateo County. For more details on web content, please visit:  
<http://www.recycleworks.org/kids/index.html>

## **3. Be the Street Youth Litter Campaign Surveys**

The goal of the Be the Street Youth Litter Campaign’s pre-campaign survey was to assess and describe littering behavior and perceived social norms related to littering among youth living in the Bay Area. The data collected stand alone to characterize Bay Area youth, and also will serve as a baseline against which data from a future follow-up survey will be compared following outreach campaign implementation.

A 5-minute online survey was made available in Spring 2012. The survey assessed littering behavior, contextual factors related to littering, peer-to-peer interactions about to littering, and willingness to participate in various campaign activities (e.g., art contest). Recruitment for the

survey included outreach to Bay Area high schools and colleges, and placement of an ad on the social networking website [www.Facebook.com](http://www.Facebook.com).

A total of 353 individuals were eligible for inclusion in the sample based on age (14-24 years) and residence (provided zip code that was within the BASMAA region). The sample was 60% female, had a mean age of 17 years, and almost all respondents were in high school. Select results are highlighted below.

- 86% of respondents reported littering at least one item in the past month
- The items littered by the most respondents in the past month included chewing gum (littered by 52% of respondents in the past month), food waste (41%), and food or beverage-related packaging (40%).
- The items littered by the fewest respondents in the past month were cigarette butts, (littered by 7% of respondents in the past month), disposable utensils (14%), and bottle caps (21%).
- Among those who littered an item at least once in the past month, frequent littering varied considerably by trash item: littering items at least once per week ranged from 35% for beverage containers to 43% for chewing gum to 74% for cigarette butts.
- Littering at school was more common relative to other settings: 25%, 10%, and 7% of respondents littered at least sometimes at school, at home, and at work, respectively.
- The vast majority of the sample (91%) indicated that trash/recycling can placement deterred them from littering. Additionally, 71% of respondents stated that feelings of guilt discouraged them from littering.
- 88% of respondents indicated that they picked up trash that was not their own at least once in the past month.
- Respondents rated their likelihood of littering in the next month on a 7-point likert1 scale ranging from (1) Very unlikely – (7) Very Likely. The mean score was 2.79 (SD=1.67), meaning that on average, respondents intended not to litter.
- Respondents also rated their likelihood of participating in a number of activities related to the campaign. The activity that most respondents were at least somewhat likely to do was expressing disapproval if s/he saw a friend littering: 69% of respondents reported they were at least somewhat likely to do so. Additionally, 62% of respondents were at least somewhat likely to pick up litter that was not their own, and 40% were at least somewhat likely to participate in a litter cleanup day.
- Results of regression analyses indicated that females and those who had stronger disapproval ratings of their own and their friends' littering behavior had significantly greater likelihood of several prosocial things (e.g., express disapproval of friends' littering, not littering)

## ***Media Relations***

### ***1. BASMAA Regional Media Relations Project (Regional)***

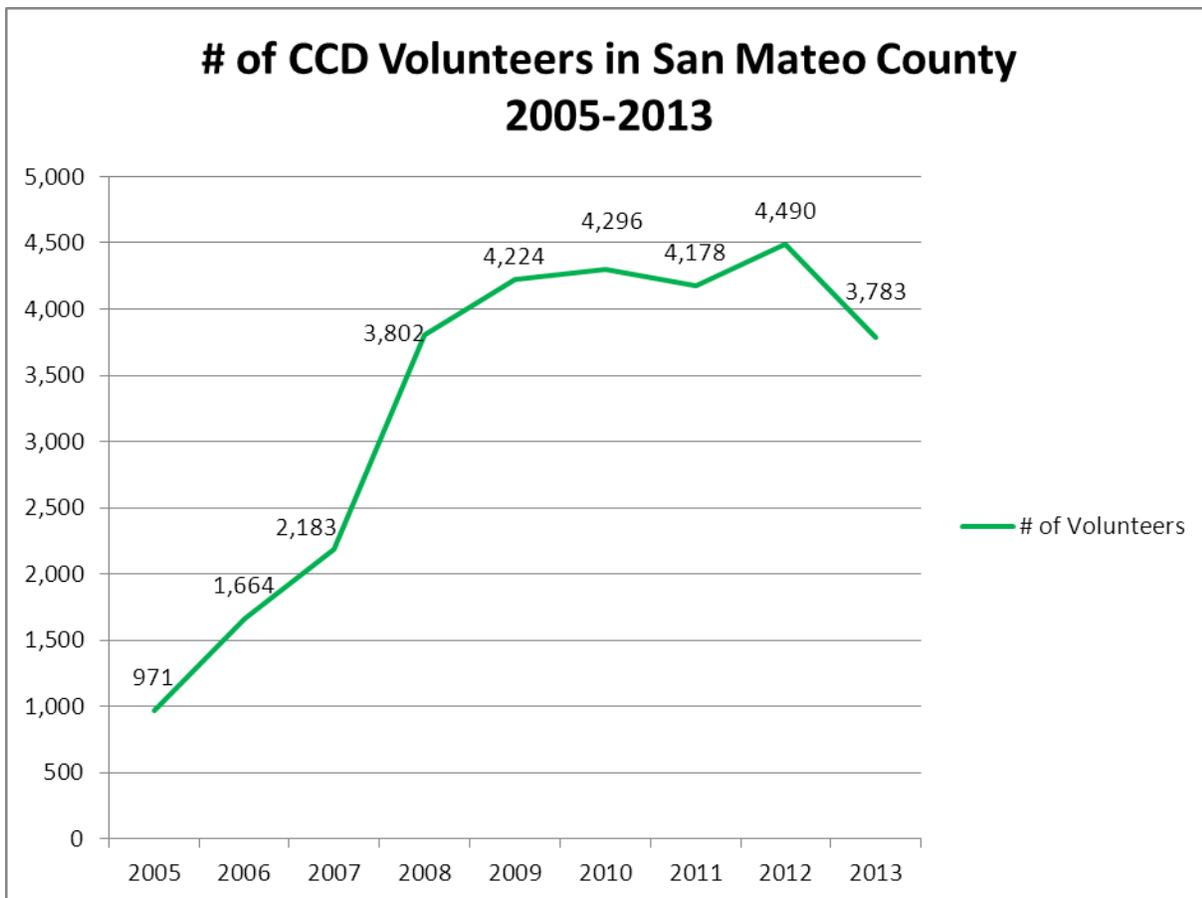
Through participation and funding of the BASMAA Regional Media Relations Project, the County of San Mateo continues to implement a media relations project partially designed to reduce littering from target audiences in the Bay Area. The goal of the BASMAA Media Relations Project is to generate media coverage that encourages individuals to adopt behavior changes to prevent water pollution, including littering. At least two press releases and PSAs focus on litter issues each year (e.g., creek clean-up activities, preventing litter by using reusable containers, etc.).

**2. Coastal Cleanup Day Promotion (Countywide)**

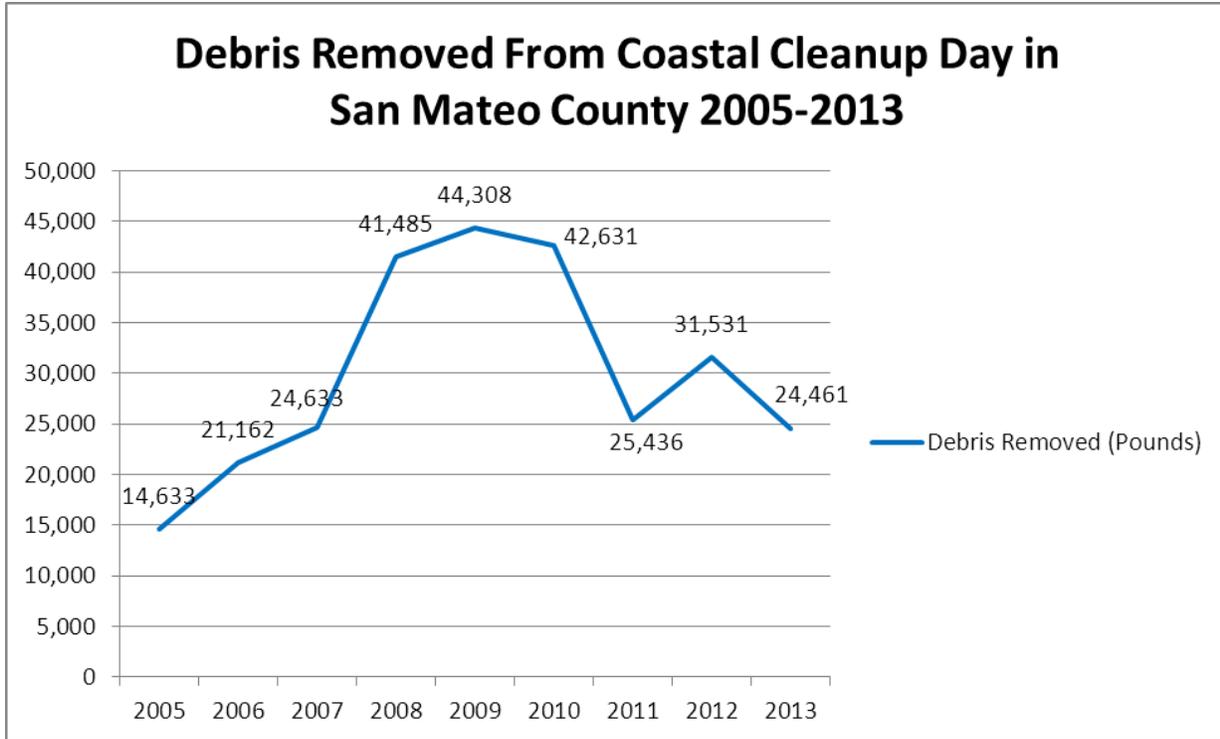
On the countywide level, SMCWPPP also conducts annual press releases for CCD, and uses Twitter and Facebook to promote cleanup events. These releases are intended to gain support and assistance for cleanup events conducted each September in local water bodies.

**Community Outreach Events**

SMCWPPP, through its PIP program, plans to continue to conduct community outreach events through its current contract. Outreach materials related to litter that are distributed include, in addition to the children’s materials listed above under Outreach to School-age Children or Youth, a promotional sign for cigarette smokers to discourage cigarette litter, and pocket ashtrays are given out. A general stormwater pollution prevention flyer in English and Spanish that includes litter reduction in its messaging is distributed. In addition to table outreach events conducted for specific Permittees, PIP also conducts a Countywide Event aimed to reach residents from throughout the County. PIP manages an online calendar which promotes cleanup events by non-profit organizations throughout the County. In FY12-13, PIP completed its 8<sup>th</sup> year acting as the county coordinator for CCD, increasing volunteer participation by 400% in that time, and trash removal increased by 300% as demonstrated in the following graphs. Due to the way data is tracked for these events, these Figures 18 and 19 show data for the entire County, including the unincorporated areas.



**Figure 18.** Number of CCD Volunteers in San Mateo County (2005-2013)



**Figure 19.** Debris Removed from CCD in San Mateo County (2005-2013)

New outreach materials are also being disseminated to the public, including reusable shopping bags to encourage reduction in use of plastic carryout bags. In addition, spring cleanups are planned to be promoted under one theme by PIP, who will assist directing volunteers to cleanup events in their communities (including unincorporated County). SMCWPPP conducts a total of 10-12 outreach events on behalf of various jurisdictions within the County each fiscal year. Generally, one to two of these events occurs annually within unincorporated County. SMCWPPP will also continue maintaining an online calendar of cleanups on a monthly basis.

**Additional Community Outreach Events (Local)**

Additional outreach efforts conducted by the County of San Mateo since the MRP adoption with litter-reduction messages included the following:

- South San Francisco Day In the Park (9/18/2010), Orange Park, South San Francisco – local fair
- South San Francisco Community Preservation Task Force Meetings (2/9/2011, 4/1/2012, 5/8/2013), South San Francisco – annual public presentation focused on trash, pollution, the County’s litter cleanup efforts in the Colma Creek watershed, upcoming volunteer opportunities, and cleanup and abatement of homeless encampments along the creek.
- Participation in Clean Water Action *ReThink Disposable* (formerly Taking Out the Trash Program); Phase 1 (2011) - participated in 3 litter audits at two sites in the Colma Creek watershed – report summarizing sources and branding; Phase 2 (future 2014-2015) targeted outreach to local businesses for food and beverage packaging source reduction including cost benefit analysis. Please see the *Future actions* section.
- DPW RecycleWorks on-going outreach – (<http://www.RecycleWorks.org>), tabling at local festivals, events, workshops and shows (i.e., NFO Community Festival, San Mateo County

Fair, Peninsula Home and Garden show), certifying new Master Composters, and Sustainable Gardening lecture series.

- Each year County departments collaborate on Earth Day themes and events; in 2012, the theme focused on reducing litter and illegal dumping.
- Environmental Health Household Hazardous Waste Collection Events – web-page, on-line appointments, permanent facility in San Mateo, approximately monthly at rotating sites throughout County
- Collaborative outreach with SMCWPPP for CCD for sites in unincorporated San Mateo County from *Prior Actions* continues.
- National Rivers Cleanup Day in collaboration with the City of South San Francisco (5/21/2011, 5/19/2012, and 5/18/2013), Colma Creek downstream of Utah Avenue
- Renat/Pfizer Cleanup Day (6/19/2013) cleanup of Colma Creek in South San Francisco, including public outreach table. Consisted of 25 volunteers from a local biotech company removing 8.3 cubic yards of trash and illegally dumped debris from 0.5 mile of stream.
- Colma Creek Volunteer Day (10/1/2011, 11/3/2012) creek cleanup and planting event with public outreach, including litter reduction, pollution prevention, and creek/marsh restoration messaging.
- *Be Seen Keeping It Clean* Community Clean-up (6/1/2013) in NFO. Community cleanup along streets and sidewalks with educational information for litter and recycling. Over 300 volunteers participated and collected 4,030 pounds of garbage, 105 pounds of recyclables, and 35 pounds of organic waste.
- North Fair Oaks Festival (8/23/2009, 8/22/2010, 8/21/2011, 8/19/2012) cultural street festival in unincorporated San Mateo County for families and local residents. Public outreach was staffed by SMCWPPP/CEH staff and messaging included general stormwater pollution prevention, children’s education, and litter prevention, including Spanish-speaking staff. Thousands of residents and families attended the event.
- Streets Alive!Parks Alive! Event (5/5/2013) at Quarry Park, El Granada. Community hike with local organization tables, exhibits, and activities. SMCWPPP/CEH hosted an informational table for the Fitzgerald ASBS Pollution Reduction Program and provided information on pollution prevention. A variety of stormwater materials, including reusable bags, were handed out to approximately 30 visitors.
- San Mateo County Fair (6/11/2011-6/19/2011, 6/9/2012-6/17/2012, 6/8/2013-6/16/2013). An outreach table was set up in the Sustainable Living exhibit and was staffed for at least two hours per day. During the non-staffed times, outreach materials were available for the public to take as needed.

Since June 2011, the County has conducted outreach through the James V. Fitzgerald ASBS Pollution Reduction Program (Fitzgerald Program). The Fitzgerald Program is currently funded in part by a Proposition 84 grant from the State Water Board. Outreach includes annual newsletters, workshops, and a website describing various aspects of the Fitzgerald ASBS and watershed, regulatory setting, the Fitzgerald Pollution Reduction Program, community events, as well as measures that local residents and businesses can take to prevent stormwater pollution, including trash and litter. The outreach materials and website also direct residents and local businesses to the SMCWPPP website and more targeted litter reduction efforts. The County plans to continue with targeted outreach for this priority area in the future.

Additional outreach has been conducted within the County of San Mateo and aimed towards County staff. DPW RecycleWorks partnered with San Mateo County Green Team to offer reusable water

bottles and bags to County staff promoting reduction of single use water bottles and bags. The program began in 2008.

### **Future actions (after 7/1/2014-7/1/2022)**

#### ***Public Education and Outreach***

The County of San Mateo will continue to implement public education and outreach control measures that support non-stormwater discharges, including the trash reduction goals for 2022, as described in the *Present Actions* section. The existing SMCWPP Public Education and Outreach Programs will continue for the duration of SMCWPP's contract (currently through 2014), such as BASMAA Youth Outreach Campaign, outreach to school age children or youth, media relations, CCD promotion, community events, partnerships with other Safe Routes to Schools and DPW RecycleWorks, Earth Day cleanups, and school litter campaigns. The County will continue to participate in these types of regional, broad-based education and outreach campaigns beyond 2014.

#### ***Outreach to School-age Children or Youth***

As described in the *Present Actions* section above, DPW RecycleWorks program will continue to provide existing outreach to school aged children on an annual basis. Specific examples with litter-reduction messages include the following:

- Publishing the annual school newsletter, "Resource Conservation News", distributed to over 6,500 teachers and school administrators in San Mateo County.
- Distributing bottle and can bins with signage to public and private schools, County parks, and public facilities to reduce litter and encourage recycling.
- DPW RecycleWorks website also provides useful information to students in San Mateo County about habitat protection (reducing litter) and information on the watersheds in San Mateo County. For more details on web content, please visit:  
<http://www.recycleworks.org/kids/index.html>

#### ***Targeted Business BMP and Outreach***

With the identification of TMAs, it is clear that a targeted business BMP and outreach program would help address trash. The County will work to create a targeted, comprehensive program for businesses that incorporates outreach as well as additional measures. Since this program requires implementation by a variety of County departments and could benefit from a regional approach, the County is committed to meeting in 2014 to discuss what elements a program should include, funding, and how it will be implemented. The County would likely implement this program in priority TMAs before making it available jurisdiction-wide.

Elements of a targeted business outreach program may include site visits; distribution of outreach materials, such as litter/waste reduction, recycling information, education on bins, and packaging/take-out source reduction campaigns around Earth Day to raise awareness; move-in move out packet for multifamily dwellings. Please see *Section 3.2.11 Jurisdiction-wide Control Measures* for some of the other non-outreach measures this business program would include, such as on-land cleanups, source reduction, anti-littering and illegal dumping enforcement, and improved bin management.

#### ***Targeted Outreach***

Based on the trash management areas identified and information on the types of trash present in these areas, the County plans to also pursue more targeted education and outreach in the future. Beginning in 2015, the County will implement targeted outreach through a regional campaign and/or as an additional, stand-alone program run by the County. Targeted outreach will coincide

with the expiration of the SMCWPPP contract at the end of 2014, as much of this work could be included in SMCWPPP efforts. Alternatively, the following elements of a targeted outreach program will be part of the new SMCWPPP contract or the County will implement them in addition to regional education work. Focusing first on the high priority trash management areas, successful elements can be made available County-wide in the future. The County may pursue the following types of targeted outreach:

- Outreach and education materials in other languages, such as Spanish
- Outreach and education materials in other formats (video, etc.) for those who do not read
- Multi-family specific outreach, such as move in/move out education packet
- Multi-family specific outreach on waste disposal/recycling options and bin containers available through hauler
- School campaigns with a greater focus on reducing and preventing litter on campus
- Toolkits or outreach specifically targeting places of worship with information on waste disposal/recycling options and bin containers available through hauler
- Outreach and education materials geared toward high trash generating facilities common across the County, such as retail/business areas and fast food establishments
- Continued participation in Clean Water Action's *ReThink Disposable* (formerly Taking Out the Trash Program), which is focused on source reduction. Phase 2 of *ReThink Disposable* (from 2014- March 2015) includes targeted outreach to local businesses for food and beverage packaging source reduction including cost benefit analysis and the County's support for South San Francisco's outreach efforts. Ideas for distributing materials throughout the County include posting to County websites; distributing during business or food inspections; distributing at permit desks; leveraging existing DPW outreach events, campaigns, and programs; and through SMCWPPP. The County will assess how best to distribute outreach materials and begin County-wide distribution in March 2014.

### **3.2.13 Creek and Shoreline Hot Spot Cleanups**

Per the MRP, the County was responsible for selecting four hot spots. Belmont Creek and Colma Creek hotspots fulfill the County's MRP requirements. An additional Colma Creek hotspot and a San Bruno Creek hotspot fulfill the SMCFCFCD's MRP requirements.

#### **Prior actions (before 12/1/2009 and continued)**

The County did not have designated creek hot spots prior to 12/1/2009.

#### **Present actions (12/1/2009-7/1/2014)**

Per the MRP, four hot spots were selected in June 2010. Two hot spots (SCP01 on Belmont Creek and SCP02 on Colma Creek) were selected to meet the County's MRP requirements, and two additional hot spots (SCF01 on Colma Creek and SCF02 on San Bruno Creek) were selected to meet SMCFCFCD's MRP requirements.

Hot spots were selected on Colma Creek based on frequent observations of trash by County staff during routine maintenance monitoring and monthly cleanups (see description of Colma Creek Maintenance and Monitoring Program in Section 2.2). Selection of the hot spots on Colma Creek was also based on the recent inclusion of Colma Creek on the 303(d) List of Impaired Water Bodies due litter. The selected hot spot reaches of Colma Creek are within the SMCFCFCD's jurisdiction.

San Bruno Creek was selected as a hot spot due to observations of trash and litter by County staff during quarterly inspections of downstream facilities. The selected hot spot reach of San Bruno Creek is within the SMCFCFCD's jurisdiction.

Belmont Creek was selected as a hot spot due to frequent observations of trash and litter by County staff during routine maintenance activities. The hot spot reach of Belmont Creek is located within the right-of-way of Old County Road, a County-maintained roadway.

Additional hot spot location information is included in Attachment 5.

The first cleanups were conducted in September and October 2010 and have been conducted annually since then at the same time of year. Cleanups at the Colma Creek sites (SCP02 and SCF01) are generally conducted on CCD. Since 2010, on average, approximately 2.5 cubic yards are removed per cleanup at the two Colma Creek hot spots, 0.5 cubic yards per cleanup at the Belmont Creek hot spot, and 1.75 cubic yards per cleanup at the San Bruno Creek hot spot. Dominant pathways and sources include litter from adjacent roadways, illegal dumping, and accumulation from storm drain outfalls.

#### **Future actions (after 7/1/2014-7/1/2022)**

In the future, the County and SMCFCFCD will continue with annual creek hot spot cleanups at these four locations.

### 3.2.14 Summary of Trash Control Measures

Based on the characteristics of the TMAs identified, the types of trash present, and the known trash sources, the County has included in this Long-Term Trash Load Reduction Plan both current and future planned actions that we believe will effectively achieve the “full” trash reduction level needed in each TMA. These measures are summarized below by TMA.

#### Trash Management Area 1: North Fair Oaks area

##### Full-Capture Treatment Devices

- *Present:* Installed 13 devices that meet the full trash capture device requirements (CPS and ARS) with total treatment area of 42 acres.
- *Future:* Planning to convert Athlone Terrace Pump Station, which pumps stormwater from roughly half of TMA #1, to a full-capture screening system.
- *Future:* As an alternative plan, identified 53 locations for full-capture treatment devices (with CPS and ARS), with total additional treatment area of 297 acres.

##### Street Sweeping

- *Present:* Synchronized street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection. Streets are swept on regular basis.
- *Future:* Planning to establish no parking zones during street sweeping and/or increase street sweeping frequency in 2015/2016, pending community meetings and Board of Supervisors approval. Increase street sweeping frequency for approximately 12.1 center line miles from monthly to twice per month with posted no parking. Increase street sweeping frequency for 4.2 center line miles from monthly to twice per month with posted no parking for 0.6 curb center line miles.

##### On-Land Trash Cleanups

- *Present:* NFO Community Cleanup held annually, in coordination with DPW, District 4 staff, and the NFO Community Council.
- *Present:* SMCWPPP coordinates CCD in NFO.
- *Present:* DPW Roads Division conducts weekly on-land trash cleanups every Monday at multiple locations along established hot spot route using the SWP work force.
- *Future:* County staff will continue to implement the NFO Community Cleanup and any CCD for which NFO is selected.
- *Future:* County will work with Recology to ensure information about the bulky item cleanups are advertised to reduce illegal dumping.
- *Future:* DPW Roads Division will continue to conduct weekly on-land trash cleanups.

### Partial-Capture Treatment Devices

- *Present:* County staff continue to maintain the partial-capture device at the Athlone Terrace Pump Station, which pumps stormwater from roughly half of TMA #1.
- *Present:* Installed one partial-capture treatment device (ARS) along Middlefield Road.
- *Future:* Continued maintenance of the two partial-capture treatment devices in TMA #1.

### Enhanced Storm Drain Inlet Maintenance

- *Present:* Increased storm drain inlet maintenance frequency (approximately 189 catch basins/inlets) from once per year to quarterly.
- *Future:* County staff will continue the increased maintenance activities for storm drain inlets.

### Activities to Reduce Trash from Uncovered Loads

- *Present:* Revised ordinance on solid waste, *Chapter 4.04: Solid Waste Collection, Transport, Storage, and Disposal*, to expand language on permitting of solid waste transport via the County Health Officer (CEH) to include considerations of public health and safety.
- *Present:* Franchised hauler is required to cover loads of materials in transit to their facilities.
- *Present:* County is beginning to discuss issues of uncovered loads, with expanded focus on unpermitted haulers. Work is carried out in conjunction with the County's newly formed Illegal Dumping Workgroup.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* County will work with Franchised haulers to address uncovered loads and will develop a plan for addressing unpermitted haulers, through inter-departmental collaboration. Outreach to unpermitted haulers will first be piloted in TMA #1.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* Formed Illegal Dumping Workgroup to address TMA #1 as a hotspot of illegal dumping. Presented introductory research on main drivers and best management practices to NFO Community Council, which selected illegal dumping as main focus for work in 2014 and beyond.
- *Present:* Plans to install approximately six cameras and six signs in hotspots, in the second quarter of 2014.
- *Present:* Code Enforcement staff attends monthly NFO Community Meetings with the public to answer questions and provide information on recycling and garbage.

- *Present:* Through the *Be Seen Keeping It Clean* Campaign, featured ads in movie theaters with anti-littering and anti-illegal dumping messaging.
- *Present:* Revised County Ordinance No. 04648 was updated to revise the administrative remedies provisions in order to establish greater deterrent to violations and to recover cost of administering its code compliance program
- *Present:* Renegotiated the Franchise agreement with Recology San Mateo County to include pickup of illegal dumping by the hauler at no additional cost, as well as bulky item pickup from single family and multi-family properties, twice a year.
- *Present:* Multiple County departments continue to respond to and pickup illegal dumping.
- *Present:* Illegal Dumping Workgroup will collaborate with CARON to include messaging on illegal dumping in classes and community outreach in FY13-14.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
  
- *Future:* County will provide support to the NFO Community Council in community organizing on illegal dumping.
- *Future:* Implement new technology for easy resident or staff reporting of illegal dumping in NFO, and then make available jurisdiction-wide. Revamp internal workflow system to make illegal dumping response more efficient and transparent to the public.
- *Future:* Evaluate the effectiveness of cameras and signs as deterrents and enforcement mechanisms.
- *Future:* Code Enforcement staff will continue to attend monthly NFO Community Meetings.
- *Future:* County will continue ads with illegal dumping messaging, first started through *Be Seen Keeping It Clean*.
- *Future:* County will work with Recology to ensure information about the bulky item cleanups are advertised to reduce illegal dumping.
- *Future:* Multiple County departments will continue to respond to and pickup illegal dumping.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* Increased frequency of service for the 10 public containers in TMA #1 to three times a week by the Franchised hauler. The containers are also cleaned every six months by County staff.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
  
- *Future:* County will continue to maintain the 10 public containers. If the containers are observed full on a daily basis, the Franchised hauler will begin to service them every day rather than every other day.

- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program along Middlefield Road and 5<sup>th</sup> Avenue in North Fair Oaks to reduce trash sources and targeting multi-family properties.*
- *Future:* DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping.
- *Future:* The County will collaborate with SamTrans, Caltrans, Caltrain, and SFPUC through a coordinated County-wide approach in FY14-15.

### **Trash Management Area 2: Broadmoor area**

#### Full-Capture Treatment Devices

- *Present:* Installed 4 devices that meet the full trash capture device requirements (CPS and ARS) with total treatment area of 3 acres.
- *Future:* No additional devices are planned for installation.

#### Street Sweeping

- *Present:* Due to community opposition, including petition, to proposed posting of no parking zones during street sweeping along streets with Moderate and High trash generation rates, the Board of Supervisors postponed the item to allow time for additional community meetings and further study. The Broadmoor area has selected community-based on-land cleanups as its preferred option over enhanced street sweeping.
- *Future:* If trash reduction goals are not met after the initial assessment period for the Broadmoor area community-based cleanups, the County will move forward on its proposal to post no parking zones during street sweeping along streets with Moderate and High trash generation rates.

#### On-Land Trash Cleanups

- *Present:* DPW Roads Division conducts on-land trash cleanups along 87<sup>th</sup> Avenue twice per month using the SWP work force. DPW also conducts routine patrols and illegal dumping pickup every Monday throughout the entire Broadmoor area.
- *Present:* Will develop and pilot an “Adopt a Block”/community cleanup program for the Broadmoor area in FY13-14.
- *Future:* DPW Roads Division will continue to conduct its on-land trash cleanups.
- *Future:* The County will continue the Adopt a Block program if it is effective.

#### Partial-Capture Treatment Devices

- *Present:* No partial-capture treatment devices have been installed.

- *Future:* Plans to install 4 partial-capture treatment devices (ARS).

#### Enhanced Storm Drain Inlet Maintenance

- *Present:* Storm drain inlets are maintained once per year. Inlets with full-capture treatment devices are maintained every other month.
- *Future:* Enhanced storm drain inlet maintenance not proposed at this time.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* Currently requesting additional, enhanced methods for capturing loose debris from the Franchised hauler, Garbage Collection Service.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* The City of Daly City, which manages the Solid Waste franchised agreement for this service area, will negotiate a new Franchise agreement for garbage collection services in the future. County will also continue to work with the Franchised hauler and the City of Daly City to improve methods for reducing fugitive litter from garbage collection.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* Both DPW staff and the existing and new Franchised hauler will pick up illegal dumping as part of their curbside services.
- *Present:* Code Enforcement staff began attending monthly Broadmoor Community Meetings with the public, to provide information on garbage and recycling.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* Both DPW staff and the new Franchised hauler will continue to pick up illegal dumping as part of their franchised services.
- *Future:* Code Enforcement staff will continue to attend monthly Broadmoor Community Meetings, as requested by the community.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* There are no public cans in this area.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary* below for additional information on a targeted business BMP and outreach program along 87<sup>th</sup> Avenue in TMA #2.
- *Future:* DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping. DPW RecycleWorks outreach materials for multifamily residents (move in/move out literature) will be provided to the new franchised hauler for distribution in this service area.
- *Future:* The County will collaborate with SamTrans through a coordinated County-wide approach in FY14-15.

**Trash Management Area 3: Unincorporated Colma area**

Full-Capture Treatment Devices

- *Present:* Installed 13 devices that meet the full trash capture device requirements (CPS and ARS), with total treatment area of 8.6 acres.
- *Future:* Plans to install 5 additional devices, with total treatment area of 4.2 acres.

Street Sweeping

- *Present:* County-maintained streets are swept once per month.
- *Future:* No plans for enhanced street sweeping at this time.

On-Land Trash Cleanups

- *Present:* DPW Roads Division conducts routine patrols and illegal dumping pickup every Monday throughout the entire unincorporated Colma area.
- *Future:* Plans to implement a routine on-land cleanup rotation throughout TMA #3 (similar to work in TMA #1 and #2), using the SWP work force or the landscaping crew. Target cleanup areas will be at hot spot locations in FY13-14.
- *Future:* DPW Roads Division will continue to conduct its on-land trash cleanups.

Partial-Capture Treatment Devices

- *Present:* Installed one partial-capture treatment device (ARS).
- *Future:* No additional devices are currently planned.

Enhanced Storm Drain Inlet Maintenance

- *Present:* Maintained once per year. Inlets with full-capture treatment devices are maintained every other month.
- *Future:* Enhanced maintenance not proposed at this time.

Activities to Reduce Trash from Uncovered Loads

- *Present: See Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present: Both DPW staff and the Franchised hauler continue to pick up illegal dumping as a part of the collection services cost. DPW staff also routinely pick up illegally dumped items every Monday.*
- *Present: See Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future: The new Franchised hauler will begin to assist DPW staff in removing illegal dumping.*
- *Future: DPW staff will continue routine pick up of illegally dumped items every Monday.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present: There are no public cans in this service area.*
- *Present: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future: The County will collaborate with SamTrans, Caltrans, and BART through a coordinated County-wide approach in FY14-15.*

#### **Trash Management Area 4: Harbor/Industrial area**

##### Street Sweeping

- *Present: Synchronized street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection. Streets are swept on regular basis.*
- *Future: Proposed enhancements include establishment of no parking zones during street sweeping (FY14-15), along 1.2 center line miles of roadway.*

##### Activities to Reduce Trash from Uncovered Loads

- *Present: See Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

- *Future: See Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present: Currently, illegal dumping is not a significant problem in TMA #4. The franchised hauler will remove bulky debris in addition to the two annual pickups of bulky items for customers.*
- *Present: See Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future: County will work with Caltrans to decrease litter on the highways in order to improve litter reduction in TMA #4.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present: There are no public cans in this service area.*
- *Present: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future: See Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program along Harbor Blvd in TMA #4.*
- *Future: The County will collaborate with Caltrans through a coordinated County-wide approach in FY14-15.*

### **Trash Management Area 5: Mid-Coast area**

#### Full-Capture Treatment Devices

- *Present: Installed 15 devices that meet the full trash capture device requirements (CPS and ARS), with total treatment area of 20 acres.*
- *Future: Identified 2 locations for full-capture treatment devices (CPS), with total treatment area of .6 acres.*

#### Street Sweeping

- *Present: County-maintained streets swept on regular basis.*
- *Future: No enhanced street sweeping planned at this time.*

#### On-Land Trash Cleanups

- *Present: SMCWPPP coordinates CCD at several sites in TMA #5.*

- *Present:* DPW Roads Division conducts biweekly on-land trash cleanups every other Wednesday at multiple locations along established hot spot route using the SWP work force.
- *Future:* SMCWPPP will continue to coordinate CCD.
- *Future:* DPW Roads Division will continue to conduct biweekly on-land trash cleanups. These cleanups will be expanded to any areas where trash reduction goals cannot be met via other reduction methods in FY15-16.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* County will meet with Granada Sanitary District and Montara Water and Sanitary District to discuss how they have addressed uncovered loads from their service areas.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* County will continue outreach to the sanitary districts.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* DPW staff continues to pick up illegal dumping.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* DPW staff will continue to pick up illegal dumping.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* There are no public cans in this service area.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future:* There are no public cans in this service area.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program. Selected elements will be implemented in TMA#5, since sources of trash are more isolated in this TMA.*
- *Future:* The County will collaborate with SamTrans and Caltrans through a coordinated County-wide approach in FY14-15.

#### **Trash Management Area 6: West Menlo area**

#### Full-Capture Treatment Devices

- *Present:* none
- *Future:* Identified 12 locations for full-capture treatment devices (with CPS and ARS), with total additional treatment area of 1.9 acres.

#### Street Sweeping

- *Present:* County-maintained streets swept on regular basis.
- *Present:* DPW will work with the West Bay Sanitary District to synchronize street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection.
- *Future:* Enhanced street sweeping not planned at this time.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* There are no public cans in this service area.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future:* There are no public cans in this service area.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program. Since sources of trash are more isolated in TMA #6, selected elements of this targeted business program will be implemented.*
- *Future:* The County will collaborate with SamTrans through a coordinated County-wide approach in FY14-15.

### **Trash Management Area 7: Schools, Places of Worship, and Government Facilities**

#### Full-Capture Treatment Devices

- *Present:* none
- *Future:* Identified 6 locations for full-capture treatment devices (CPS), with total treatment area of 1.9 acres.

#### Street Sweeping

- *Present:* County-maintained streets swept on regular basis.
- *Present:* Synchronized street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection. Streets are swept on regular basis.
- *Future:* Enhancements proposed for two areas (San Mateo Highlands in FY14-15 and Tower Road area in FY15-16) to post no parking during street sweeping, along 1.3 center line miles of roadway.

#### On-Land Trash Cleanups

- *Present:* SMCWPPP coordinates CCD in TMA #7. Public schools continue to be targeted for participation.
- *Present:* 40 school sites participate in the Safe Routes to Schools program, which coordinates picking up litter on the way to school. The County will continue working with this program, but is currently identifying a few schools, or a single school district, to focus on in the future.
- *Future:* Continued coordination of CCD involving public schools.
- *Future:* SMCWPPP will continue to implement a school outreach program.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* In areas within TMA #7 that are not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* DPW staff works with schools to reduce waste, through programs such as the no waste lunch.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* DPW staff to continue school outreach, such as the no waste lunch. In addition, DPW will provide waste assessment to schools on illegal dumping and containers.

- *Future: See Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present: There are no public cans in this service area.*
- *Present: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future: There are no public cans in this service area.*
- *Future: Schools and places of worship will be included in outreach associated with AB341 and included in an enhanced multi-departmental program for monitoring garbage enclosures.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Present: SMCWPPP continues to implement a school outreach program, including anti-littering messages.*
- *Future: County will rely on targeted outreach and education at specific locations, increased community and school cleanup events, and facility specific changes.*
- *Future: County will provide support to places of worship through the Adopt a Block program. DPW RecycleWorks will also provide outreach on adequate containers and waste prevention.*
- *Future: See Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program.*
- *Future: The County will collaborate with Caltrans through a coordinated County-wide approach in FY14-15.*

### **Trash Management Area 8: Rural Community Commercial areas**

#### Street Sweeping

- *Present: County-maintained streets swept monthly.*
- *Future: No enhanced street sweeping planned at this time.*

#### On-Land Trash Cleanups

- *Present: DPW Roads Division continues routine on-land trash cleanups in hot spot areas using SWP work force.*
- *Future: DPW Roads Division will continue routine on-land trash cleanups in hot spot areas using SWP work force.*

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* In areas not covered by a franchised hauler, residents are allowed to self-haul to the landfill and to comply with County ordinance codes in transporting solid waste.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* DPW staff picks up illegal dumping.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* DPW staff will continue to pick up illegal dumping
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* There are no public cans in this service area.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
- *Future:* There are no public cans in this service area.
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on a targeted business BMP and outreach program. Since sources of trash are more isolated in TMA #8, selected elements of this targeted business program will be implemented.*
- *Future:* The County will collaborate with Caltrans through a coordinated County-wide approach in FY14-15.

### **Trash Management Area 9: All remaining green areas**

#### Full-Capture Treatment Devices

- *Present:* Installed 45 devices that meet the full trash capture device requirements (CPS and ARS) in areas with Low trash generation rates, with total treatment area of 146 acres. The devices are located in areas that drain to the Fitzgerald ASBS.
- *Future:* None planned.

#### Street Sweeping

- *Present:* County-maintained streets swept on routine basis.
- *Present:* Synchronized street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection. Streets are swept on regular basis.
- *Future:* Further enhancements not planned at this time.

#### On-Land Trash Cleanups

- *Present:* County Parks collaborates with SMCWPPP for CCD and additional cleanups, and held two additional volunteer cleanups at Mirada Surf Park.
- *Future:* Existing cleanups will continue.

#### Enhanced Storm Drain Inlet Maintenance

- *Present:* The County has increased inspection and maintenance frequency for stormwater outfalls that exceed 18 inches in diameter to twice annually, prior to and during the rainy season since the adoption of ASBS Special Protections.
- *Future:* The County will continue increased inspection and maintenance described above.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* County Parks Division transports garbage in covered loads.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on uncovered loads.*

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* Parks staff picks up illegal dumping
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*
- *Future:* Parks staff will continue to pick up illegal dumping. The County's ongoing work on illegal dumping will also impact parks, such as through technology solutions. See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* Updated containers in several County Parks to animal-proof models from 2011 to 2013.

- *Present:* Installed 72 animal-proof lockers at Memorial Park. Summer interpretive extra help staff also visit campground and picnic areas to monitor compliance of picnic and camping regulations, and education visitors about food storage and trash disposal.
- *Present:* During FY12-13, installed Bear Saver Bins in Pescadero County Park complex and the Edgewood County Park and Nature Preserve.
- *Present:* Replaced open trash cans with animal-proof cans at Huddart and Wunderlich Parks and added lids to trash cans in Edgewood Park and the Woodside Shore.
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*
  
- *Future:* See *Jurisdiction-wide Control Measures summary below for additional information on bin/container management.*

#### Other Activities

- *Future:* See *Jurisdiction-wide Control Measures summary* and *Jurisdiction-wide Public Education and Outreach summary* below for efforts that will also cover TMA #9.

### **County Parks Located Within Boundaries of Cities**

#### On-Land Trash Cleanups

- *Present:* County Parks collaborates with SMCWPPP for CCD.
- *Present:* Increased cleanup efforts since MRP adoption
  
- *Future:* Existing cleanups will continue.
- *Future:* In FY14-15, County Parks will partner with SWP to conduct supplemental cleanups at Coyote Point Park.
- *Future:* In FY14-15, County Parks will increase volunteer cleanups at Flood Park.

#### Enhanced Storm Drain Inlet Maintenance

- *Present:* Inspected annually in September and storm drains are re-stenciled as needed. Catch basins are cleaned out as needed, typically several times throughout the year, with more cleaning in fall and winter months.
  
- *Future:* Enhanced storm drain maintenance is not planned at this time.

#### Activities to Reduce Trash from Uncovered Loads

- *Present:* County Parks Division transports garbage in covered loads.
  
- *Future:* County Parks will continue current activities.

#### Anti-littering and Illegal Dumping Enforcement Activities

- *Present:* Parks staff picks up illegal dumping
- *Present:* See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

- *Future:* Parks staff will continue to pick up illegal dumping. The County's ongoing work on illegal dumping will also impact parks, such as through technology solutions. See *Jurisdiction-wide Control Measures summary below for additional information on anti-littering and illegal dumping enforcement activities.*

#### Improved Trash Bins/Container Management

- *Present:* Added 32-gallon bottles and cans carts, improved waste and recycling signage, reduced the number of open cans, and will enhance efforts to keep dumpster lids closed at Flood Park.
- *Present:* Increased the number of dumpsters at Coyote Point Marina to 10, and adding an additional dumpster in February 2014. Dumpsters have secured lids. Replaced 6 recycling stations with animal-proof stations. Reduced number of open cans to 8, with plans to replace in the future.
- *Present:* Coyote Point Park has 30 bins with lids and 16 30-gallon animal-proof cans lined with plastic bags.
- *Present:* During FY12-13, installed Bear Saver Bins in Pescadero County Park complex and the Edgewood County Park and Nature Preserve.
- *Present:* Replaced open trash cans with animal-proof cans at Huddart and Wunderlich Parks and added lids to trash cans in Edgewood Park and the Woodside Shore.
- *Future:* Will replace eight remaining open cans at Coyote Point Marina with animal-proof stations in the next two years.

#### Other Activities

- *Present:* County Parks includes anti-littering messages at outreach events and volunteer cleanups.
- *Future:* Parks will implement increased public outreach to visitors at Coyote Point Park, Coyote Point Marina, and Flood Park on trash and anti-littering beginning in FY14-15.
- *Future:* DPW RecycleWorks will continue to provide Earth Day messaging to the public about reducing litter and illegal dumping.
- *Future:* See *Section 3.2.11 Jurisdiction-Wide Control Measures* and *Section 3.2.12 Jurisdiction-wide Public Education and Outreach* for future actions that will address these parks.

### **Jurisdiction-wide Control Measures**

#### Routine Commercial/Industrial Facility Inspections

- *Present:* Routine facility inspections of commercial/industrial facilities include consideration of potential stormwater violations.
- *Future:* Continuation of current inspections.

#### Single-Use Carryout Plastic Bag Ordinances

- *Present:* Adopted Single-Use Carryout Plastic Bag Ordinance (No. 04637) which established that after April 22, 2013, retail establishments are prohibited from distributing single-use carryout plastic bags within unincorporated San Mateo County.
- *Present:* Implementing public education and outreach campaign on reduction of single-use bags and enforcement actions.
- *Future:* CEH inspectors will enforce ordinance beginning in FY14-15.
- *Future:* Continue to participate in BAYROC and other public education campaigns.

#### Polystyrene Foam Food Service Ware Ordinances

- *Present:* Adopted Polystyrene Foam Food Service Ware Ordinance (No. 04542) prohibiting food vendors from using polystyrene-based disposable food service ware after July 1, 2011.
- *Present:* Polystyrene added to food inspector checklist for business inspections.
- *Future:* Compliance enforcement will begin in FY14-15.

#### On-land Trash Cleanups

- *Future:* Expansion of current on-land trash cleanups through the creation of an Adopt a Block program, first piloted in Broadmoor in FY13-14 and expanded jurisdiction-wide in FY14-15.

#### Enhanced Storm Drain Inlet Maintenance

- *Present:* The County continues its maintenance activities described in *Prior actions*.
- *Future:* The County will continue its current maintenance activities.

#### Reduction of Trash from Uncovered Loads

- *Present:* Formed multi-departmental Illegal Dumping Workgroup that will also address uncovered loads. Currently refining internal procedures and workflows surrounding uncovered loads.
- *Present:* Sheriff's Office began working with California Highway Patrol in January 2014 to ramp up enforcement of uncovered loads. Sheriff's Office will also better prioritize enforcement in hotspot areas, like TMA #1.
- *Present:* Revised ordinance on solid waste to expand language on permitting of solid waste transport (including covered loads).
- *Present:* DPW coordinated solid waste and stormwater staff at County level to better address uncovered loads in Recycling Committee Meetings.
- *Present:* Renegotiated a new 10-year franchise agreement with Recology of San Mateo County to service additional unincorporated County Franchised areas in the SBWMA Service Area. Language requires Recology to cover loads when transporting trash and debris.

- *Present:* Synchronized street sweeping routes with garbage and recycling collection routes to maximize scheduling coordination and reduce fugitive trash from garbage collection. Streets are swept on regular basis.
- *Future:* Illegal Dumping Workgroup will continue to meet and focus on improved enforcement of existing code on uncovered loads in early 2014. County outreach to unpermitted haulers will be piloted in TMA #1, and then applied jurisdiction-wide.
- *Future:* CEH Solid Waste Section will explore feasibility of expanding solid waste inspections to include municipal solid waste collection and transfer truck fleets.
- *Future:* Sheriff's Office will continue to work with California Highway Patrol to ramp up enforcement on uncovered loads and continue enforcement in TMA #1, before jurisdiction-wise expansion.

#### Anti-Littering and Illegal Dumping Enforcement

- *Present:* Formed Illegal Dumping Workgroup to refine internal procedures in dealing with illegal dumping complaints and to improve enforcement of County code. Workgroup has met with SeeClickFix and Accela representatives to discuss possibility of creating illegal dumping reporting app and workflow modules. Currently mapping County workflows to inform this process. Completed introductory research on main drivers of illegal dumping and best management practices.
- *Present:* Illegal Dumping Workgroup to begin working with CARON to include anti-illegal dumping information in Citizens Police Academy content and other community outreach.
- *Present:* Revised ordinance on solid waste to expand language on permitting of solid waste transport (including covered loads).
- *Present:* Operates multiple departmental hotlines for illegal dumping reporting.
- *Present:* Multiple County departments continue to respond to and pickup illegal dumping.
- *Present:* Updated administrative remedies provisions in County Ordinance No. 04648 on February 8, 2013, in order to establish greater deterrent to violations and to recover costs of administering code compliance program. The new code allows for better enforcement of illegal dumping on private property.
- *Present:* Renegotiated the Franchise agreement with Recology San Mateo County to include pickup of illegal dumping by the hauler, as well as bulky item pickup from single family and multi-family properties, twice a year.
- *Present:* Revised County Ordinance No. 04648 to enhance the administrative remedies provisions in order to establish greater deterrent to violations and to recover cost of administering its code compliance program.
- *Present:* Conducted outreach to multi-family properties on recycling, conducted site assessments and provided recommendations for garbage services, in order to reduce incentive to illegally dump bulky items.
- *Future:* Ramp up enforcement of illegal dumping in FY 13-14 and FY14-15 with information collected from cameras installed in present time period.

- *Future:* In 2014, will explore possibility of deputizing staff from DPW to augment Code Enforcement staff.
- *Future:* Will develop a comprehensive and targeted outreach program to multi-family properties, during inspections and as part of AB341 outreach. AB341 outreach to begin in the fourth quarter of FY13-14 and continue in FY14-15.
- *Future:* Will continue to work with CARON and other community outreach through the Sheriff's Office.
- *Future:* Implement new technology for easy citizen reporting of illegal dumping in TMA #1, and then be made available jurisdiction-wide.
- *Future:* Evaluate the effectiveness of cameras and signs as deterrents and enforcement mechanisms.
- *Future:* Illegal Dumping Workgroup will collaborate with CARON to include messaging on illegal dumping in classes and community outreach.
- *Future:* Code Enforcement staff will continue to attend monthly NFO Community Meetings.
- *Future:* County will continue ads with illegal dumping messaging, first started through *Be Seen Keeping It Clean*.
- *Future:* County will work with Recology to ensure information about the bulky item cleanups are advertised to reduce illegal dumping.
- *Future:* Multiple County departments will continue to respond to and pickup illegal dumping.

#### Improved Trash Bin/Container Management

- *Present:* Enhanced ordinance on solid waste to expand language on amount of waste materials that can be disposed of from one's own premises and also to allow for more types of receptacles, carts, or bins and the timeframe for placement for collection.
- *Present:* Outreach to customers not subscribed to proper level of garbage service through multiple channels (e.g. Environmental Health inspections).
- *Present:* Improved curbside collection program for trash, recycling, and organics launched in the SBWMA service area.
- *Present:* County staff to work with property owners or managers to expand or install garbage enclosures to capture fugitive trash.
- *Present:* Engaged in first phase of compliance monitoring under AB341 to all businesses and multi-family properties in the SBWMA service area, including site assessments and provision of recommendations for garbage services.
- *Present:* County Environmental Health promotes bin management through routine inspections and in response to complaints.
  
- *Future:* Staff will engage new accounts (businesses and multi-family properties) with outreach and site assessments under AB341 compliance requirements. A large focus will be "right sizing" containers.
- *Future:* Entering discussions on increased monitoring of garbage enclosures in order to capture fugitive trash at Countywide level.

### Targeted Business BMP and Outreach

- *Future:* Committed to meeting in 2014 to discuss elements of a regional program for businesses that incorporates measures like on-land cleanups, source reduction, anti-littering and illegal dumping enforcement, improved bin management, and outreach. Program would be implemented in priority TMA's before expansion jurisdiction-wide.

### Jurisdiction-wide Public Education and Outreach Programs

#### Outreach for Single-Use Carryout Plastic Bag Ordinances

- *Present:* CEH conducts targeted outreach for the bag ban including development of dedicated County website, reusable bag giveaways, outreach on Facebook and at local events, and development of resources for retailers.

#### Litter Reduction Advertising Campaigns

- *Present:* County participates in the BAYROC "Bring your own reusable bags" campaign. County implements the BASMAA Youth Outreach Campaign on litter and stormwater pollution issues, running from FY11-12 to FY13-14.
- *Future:* County will continue work with BAYROC through FY13-14.

#### Outreach to School-age Children or Youth

- *Present: Countywide programs include* – In FY12-13, County began participating in the SMCWPPP PIP to implement litter reduction outreach to school-age children and youth, with contract with the Banana Slug String Band for grades K-5 and contract with Rock Steady Science for high school students. DPW RecycleWorks also implements a green schools program, provides the RecycleWorks Litter Collection Event Lesson Plan for grades 3-12, with lesson plan training for teachers. DPW RecycleWorks and Safe Routes to School co-sponsored the *Be Seen Keeping It Clean* events in 2013. DPW RecycleWorks also conducts school assemblies and field trips to the Transfer Stations on litter reduction, as well as litter audits at schools. Through the *Be The Street Youth Litter Campaign*, conducted survey on littering behavior and perceived social norms related to littering among youth living in the Bay Area.
- *Present: Local programs* – DPW RecycleWorks conducts outreach to school aged children including an annual school newsletter, "Resource Conservation News", distribution of bottle and can bins, providing field trips, and maintaining a resource-rich website.
- *Future:* SMCWPPP programs will continue through end of contract in 2014. County will continue to participate in regional, broad-based education and outreach campaigns beyond 2014.
- *Future:* DPW RecycleWorks will continue its outreach to school-aged children on an annual basis.

#### Media Relations

- *Present:* Through the BASMAA Regional Media Relations Project, the County implements a media relations project partially designed to reduce littering from target audiences in the

Bay Area. At least two press releases and PSAs focus on litter issues each year. At the Countywide level, SMCWPPP also conducts annual press releases for CCD and uses social media to promote events.

- *Future:* The County will continue its media relations work in the future.

#### Community Outreach Events

- *Present:* SMCWPPP conducts community outreach events through the PIP program, including information on cigarette litter, stormwater pollution in multiple languages, management of an online calendar of cleanup events by nonprofit organizations, and coordinating the CCD. Each year, SMCWPPP conducts 10-12 outreach events on behalf of jurisdictions in the County, with 1-2 occurring annually within unincorporated County.
- *Present:* The County conducts a large variety of additional outreach events, such as presentations, the Clean Water Action *ReThink Disposable* campaign, outreach at community events/festivals, volunteer cleanups, Streets Alive! Parks Alive!, etc.
- *Future:* The County will continue its involvement in community outreach events in the future.

#### Targeted Business BMP and Outreach

- *Future:* County will work to create a targeted, comprehensive program for businesses that incorporates outreach as well as additional measures. County is committed to meeting in 2014 to discuss what elements of a program should include, funding, and how it will be implemented. County would likely implement this program in priority TMAs before making it available jurisdiction-wide.

#### Targeted Outreach

- *Future:* County will implement targeted outreach, focusing first on high priority TMAs and then expanding successful elements jurisdiction-wide, starting in FY14-15. Elements of targeted outreach may be included in the next SMCWPPP contract (2015) or be implemented by the County in addition to regional education work. Targeted outreach may include outreach in multiple languages and multiple formats, outreach to multi-family sector, school campaigns, toolkits for places of worship, targeting of high trash generating facilities common across the County, and continued participation in Clean Water Action's *ReThink Disposable* campaign.

### 3.3 Control Measure Implementation Schedule

The table below shows the overall implementation schedule for prior, current, and planned control measures by TMA. Please see *Section 3.2* for more detailed information on implementation dates for future actions for control measures. For example, there are a variety of initiatives planned for the future under the control measure called anti-littering and illegal dumping enforcement activities. The table shows the implementation of control measures implemented before the current permit, enhanced activities implemented under the current permit or planned for the future, and ongoing continuation of enhanced activities. This is to help differentiate between, for example, street sweeping that the County has historically implemented, and new or enhanced street sweeping activities to better address trash in specific areas.

**Table 7.** County of San Mateo trash control measure implementation schedule.

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term							
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>
<b>TMA #1 North Fair Oaks</b>														
Full trash capture devices			X <sub>e</sub>			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>			
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>					X <sub>e</sub>						
On-land trash cleanups	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Partial-capture treatment devices	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>											
Enhanced storm drain inlet maintenance	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>										
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>			X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							
<b>TMA #2 Broadmoor area</b>														
Full trash capture devices			X <sub>e</sub>											
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
On-land trash cleanups	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>											
Partial-capture treatment devices						X <sub>e</sub>	X <sub>e</sub>							
Enhanced storm drain inlet maintenance	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term							
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>
<b>TMA #3 Unincorporated Colma area</b>														
Full trash capture devices			X <sub>e</sub>				X <sub>e</sub>							
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
On-land trash cleanups	X <sub>b</sub>	X <sub>e</sub>												
Partial-capture treatment devices			X <sub>e</sub>											
Enhanced storm drain inlet maintenance	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							
<b>TMA #4 Harbor/Industrial area</b>														
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>				X <sub>e</sub>							
On-land trash cleanups							X <sub>e</sub>							
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							
<b>TMA #5 Mid-Coast area</b>														
Full trash capture devices					X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>					
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
On-land trash cleanups	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>											
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term							
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							
<b>TMA #6 West Menlo area</b>														
Full trash capture devices							X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>					
Street sweeping	X <sub>b</sub>	X <sub>e</sub>												
On-land trash cleanups							X <sub>e</sub>							
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities							X <sub>e</sub>							
<b>TMA #7 Schools, Places of Worship, and Government Facilities</b>														
Full trash capture devices							X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>					
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>				X <sub>e</sub>	X <sub>e</sub>						
On-land trash cleanups	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>										
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Other activities	X <sub>b</sub>	X <sub>e</sub>												
<b>TMA #8 Rural Community Commercial areas</b>														
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
On-land trash cleanups	X <sub>b</sub>	X <sub>e</sub>												

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term								
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>	
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>									
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Other activities							X <sub>e</sub>								
<b>TMA #9 All remaining green areas</b>															
Full trash capture devices					X <sub>e</sub>										
Street sweeping	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>												
On-land trash cleanups	X <sub>b</sub>	X <sub>e</sub>					X <sub>e</sub>								
Enhanced storm drain inlet maintenance					X <sub>e</sub>										
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>									
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Other activities	X <sub>b</sub>						X <sub>e</sub>								
<b>County Parks Located Within Boundaries of Cities</b>															
On-land trash cleanups	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>								
Enhanced storm drain inlet maintenance	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>						
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>						
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>												
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Other activities: outreach	X <sub>b</sub>		X <sub>e</sub>												
<b>Jurisdiction-wide Control Measures</b>															
Routine commercial/industrial facility	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>						

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term							
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>
inspections														
Single-use carryout plastic bag ordinances					X <sub>e</sub>		X <sub>e</sub>							
Polystyrene foam food service ware ordinances	X <sub>e</sub>		X <sub>e</sub>				X <sub>e</sub>							
On-land trash cleanups							X <sub>e</sub>							
Enhanced storm drain inlet maintenance	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>					
Activities to reduce trash from uncovered loads	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>								
Anti-littering and illegal dumping enforcement activities	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Improved trash bins/container management	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>		X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Targeted Business BMP and Outreach							X <sub>e</sub>							
<b>Jurisdiction-wide Public Education and Outreach</b>														
Public education and outreach	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Outreach on single-use carryout plastic bag ordinances					X <sub>e</sub>	X <sub>e</sub>								
Litter reduction advertising campaign				X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>								
Outreach to school-age children or youth	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>									
Media relations	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>									
Community outreach events	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>b</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>							
Additional community outreach events			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>		X <sub>e</sub>							
Targeted Business BMP and Outreach							X <sub>e</sub>							
Targeted Outreach							X <sub>e</sub>							
<b>Creek and Shoreline Hot Spot Cleanups</b>														
Colma Creek SCP02 Cleanup			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>
Colma Creek SCF01 Cleanup			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>

Trash Management Area and Control Measures	Pre-MRP	Short-Term					Long-Term							
		FY 2009-2010	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014 <sup>a</sup>	FY 2014-2015	FY 2015-2016	FY 2016-2017 <sup>b</sup>	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022 <sup>c</sup>
Belmont Creek SCP01 Cleanup			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>
San Bruno Creek SCF02 Cleanup			X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>	X <sub>e</sub>

<sup>a</sup>July 1, 2014 - 40% trash reduction target

<sup>b</sup>July 1, 2017 - 70% trash reduction target

<sup>c</sup>July 1, 2022 - 100% trash reduction target

X<sub>b</sub> = basic activities are implemented

X<sub>e</sub> = enhanced activities are implemented

Shaded gray = ongoing continuation of enhanced activities

## 4.0 PROGRESS ASSESSMENT STRATEGY

Provision C.10.a.ii of the MRP requires Permittees to develop and implement a trash load reduction tracking method that will be used to account for trash load reduction actions and to demonstrate progress and attainment of trash load reduction targets. Early into the MRP, Permittees decided to work collaboratively to develop a trash load reduction tracking method through the Bay Area Stormwater Management Agencies Association (BASMAA). Permittees, Water Board staff and other stakeholders assisted in developing Version 1.0 of the tracking method. On behalf of all MRP Permittees, the Bay Area Stormwater Management Agencies Association (BASMAA) submitted Version 1.0 to the Water Board on February 1, 2012.

The Trash Assessment Strategy (Strategy) described in this section is intended to serve as Version 2.0 of the trash tracking method and replace version 1.0 previously submitted to the Water Board. The Strategy is specific to Permittees participating in the San Mateo Countywide Water Pollution Prevention Program (SMCWPPP), including the County of San Mateo. The County intends to implement the Strategy in phases and at multiple geographical scales (i.e., jurisdiction-wide and trash management area) in collaboration with SMCWPPP. Pilot implementation is scheduled for the near-term and as assessment methods are tested and refined, the Strategy will be adapted into a longer-term approach. The Strategy selected by the County is described in the following sections.

### 4.1 SMCWPPP Pilot Assessment Strategy

The following SMCWPPP Pilot Trash Assessment Strategy (SMCWPPP Pilot Strategy) was developed by SMCWPPP on behalf of the County and other San Mateo County Permittees. The SMCWPPP Pilot Strategy will be implemented at a pilot scale on a countywide basis and includes measurements and observations in the County of San Mateo.

#### 4.1.1 Management Questions

The SMCWPPP Pilot Strategy is intended to answer the following core management questions over time as trash control measures outlined in section 3.0 are implemented and refined:

- Are the MS4 trash load reduction targets being achieved?
- Have trash problems in receiving waters been resolved?
- If trash problems in receiving waters exist, what are the important sources and transport pathways?

The SMCWPPP Pilot Strategy, including indicators and methods, is summarized in this section and fully described in the SMCWPPP Pilot Trash Assessment Strategy, a compendium document submitted to the Water Board on February 1, 2014 on behalf of all SMCWPPP Permittees (SMCWPPP 2014).

#### 4.1.2 Indicators of Progress and Success

The management questions listed in the previous section will be addressed by tracking information and collecting data needed to report on a set of key environmental indicators. Environmental indicators are simple measures that communicate what is happening in the environment. Since trash in the environment is very complex, indicators provide a more practical and economical way to track the state of the environment than if we attempted to record every possible variable.

With regard to municipal stormwater trash management, indicators are intended to detect progress towards trash load reduction targets and solving trash problems. Ideally, indicators should be robust and able to detect progress that is attributable to multiple types of trash control measure implementation scenarios. Assessment results should also provide Permittees with an adequate level of confidence that trash load reductions from MS4s have occurred, while also assessing whether trash problems in receiving waters have been resolved. Indicators must also be cost effective, relatively easy to generate, and understandable to stakeholders.

Primary and secondary indicators that SMCWPPP Permittees will use to answer core management questions include:

**Primary Indicators:**

- 1-A Reduction in the level of trash present on-land and available to MS4s
- 1-B Effective full capture device operation and maintenance

**Secondary Indicators:**

- 2-A Successful levels of trash control measures implementation
- 2-B Reductions in the amount of trash in receiving waters

In selecting the indicators above, the County of San Mateo in collaboration with SMCWPPP and other SMCWPPP Permittees recognize that no one environmental indicator will provide the information necessary to effectively determine progress made in reducing trash discharged from MS4s and improvements in the level of trash in receiving waters. Multiple indicators were therefore selected.

The ultimate goal of municipal stormwater trash reduction strategies is to reduce the impacts of trash associated with MS4s on receiving waters. Indicators selected to assess progress towards this goal should ideally measure outcomes (e.g., reductions in trash discharged). The primary indicators selected by SMCWPPP are outcome-based and include those that are directly related to MS4 discharges. Secondary indicators are outcome or output-based and are intended to provide additional perspective on and evidence of, successful trash control measure implementation and improvements in receiving water condition with regard to trash.

As described in Section 2.2, trash is transported to receiving waters from pathways other than MS4s, which may confound our ability to observe MS4-associated reductions in creeks and shorelines. Due to this challenge of linking MS4 control measure implementation to receiving water conditions, the receiving water based indicator is currently considered a secondary indicator. Evaluations of data on the amount of trash in receiving waters that are conducted over time through the Pilot Assessment Strategy will assist the County in further determinations of the important sources and pathways causing problems in local creeks, rivers and shorelines.

### **4.1.3 Pilot Assessment Methods**

This section briefly summarizes the preliminary assessment methods that the County of San Mateo will implement through the SMCWPPP Pilot Strategy to generate indicator information described in the previous section. Additional information on each method can be found in the SMCWPPP Pilot Trash Assessment Strategy submitted to the Water Board by SMCWPPP on behalf of the County.

**1-A. On-land Visual Assessments**

As part of the Trash Generation Map assessment and refinement process (see Section 2.3.1), a draft on-land visual assessment method was developed to assist Permittees in confirming and refining trash generating area designations (i.e., Very High, High, Moderate and Low Trash generating categories). The draft on-land visual assessment method is intended to be a cost-effective tool and provide Permittees with a viable alternative to quantifying the level of trash discharged from MS4s. As part of BASMAA’s *Tracking California’s Trash* grant received from the State Water Resources Control Board (see Section 4.2), quantitative relationships between trash loading from MS4s and on-land visual assessment condition categories will be established. Condition categories defined in the draft on-land assessment protocol are listed in Table 8

**Table 8.** Trash condition categories used in the draft on-land visual assessment protocol.

Trash Condition Category	Summary Definition
A (Low)	Effectively no trash is observed in the assessment area.
B (Moderate)	Predominantly free of trash except for a few pieces that are easily observed.
C (High)	Trash is widely/evenly distributed and/or small accumulations are visible on the street, sidewalks, or inlets.
D (Very High)	Trash is continuously seen throughout the assessment area, with large piles and a strong impression of lack of concern for litter in the area.

On-land visual assessments will be conducted in trash management areas within the County of San Mateo as part of the SMCWPPP Pilot Trash Assessment Strategy. On-land assessments are intended to establish initial conditions and detect improvements in the level of trash available to MS4s over time. More specifically, on-land visual assessment methods will be conducted in areas not treated by trash full capture devices in an attempt to evaluate reductions associated with other types of control measures. Assessment methods for areas treated by full capture devices are described in this next section.

Given that the on-land assessment method and associated protocol have not been fully tested and refined, initial assessments will occur at a pilot scale in the County and in parallel to the *Tracking California’s Trash* project. The frequency of assessments and number of sites where assessments will occur during the pilot stage are more fully described in the SMCWPPP Pilot Trash Assessment Strategy (SMCWPPP 2014).

### 1-B. Full Capture Operation and Maintenance Verification

Consistent with the MRP, adequate inspection and maintenance of trash full capture devices is required to maintain full capture designation by the Water Board. The County of San Mateo is currently developing an operation and maintenance verification program (Trash O&M Verification Program), via SMCWPPP, to ensure that devices are inspected and maintained at a level that maintains this designation.

The SMCWPPP Trash O&M Verification Program will be modeled on the current O&M verification program for stormwater treatment controls implemented consistent with the Permit new and redevelopment requirements. Additional details regarding the Trash O&M Verification Program can be found in the SMCWPPP Pilot Trash Assessment Strategy (SMCWPPP 2014).

### 2-A. Control Measure Effectiveness Evaluations

In addition to on-land trash assessments and full capture operation and maintenance verification, the County will also conduct assessments of trash control measures implemented within their jurisdictional area. Assessment methods will be selected based on trash sources and the type of control measure being implemented. Control measure effectiveness evaluations are more fully described in the SMCWPPP Pilot Trash Assessment Strategy. The following are example assessment methods that may be used to demonstrate successful control measure implementation and progress towards trash reduction targets:

- Product-related Ordinances – Annually tracking and reporting the % of businesses in compliance with the ordinance and the percentage requiring a response.
- Street Sweeping – Reporting the frequency of sweeping and ability to sweep to the curb in specific areas where enhanced sweeping is implemented; and/or documenting the level of trash on streets directly after street sweeping during wet and dry weather seasons.
- Public/Private Trash Container Management – Reporting the magnitude and extent of enhanced actions; and/or visually assessing and documenting conditions around public trash containers before and after implementing enhanced control measures.
- Targeted Outreach and Enforcement – Reporting the magnitude and extent of enhanced actions; tracking and reporting the % increase in enforcement actions; and/or visually assessing and documenting the conditions in targeted areas before and after implementing control measures.
- Public Outreach Campaigns – Reporting the magnitude and extent of enhanced actions, and/or conducting pre and post campaign surveys.
- On-land Cleanups and Enforcement – Reporting the magnitude and extent of enhanced actions; visually assessing and documenting the conditions in targeted areas before and after control measure implementation; and/or tracking the volumes of trash removed.
- Illegal Dumping Prevention – Reporting the magnitude and extent of enhanced actions; and/or tracking and reporting improvements in the number of incidents.

- Business Improvement Districts – Reporting the magnitude and extent of enhanced actions; and/or visually assessing and documenting the conditions in BID areas before and after implementing control measures.
- Prevention of Uncovered Loads - Reporting the magnitude and extent of enhanced actions; tracking and reporting the decreases in the number of incidents; and/or visually assessing and documenting the conditions in targeted areas before and after implementing control measures.
- Partial Capture Devices – Reporting the magnitude and extent of enhanced actions; and/or visually assessing and the amount of trash in storm drains or downstream of partial capture devices.

## **2-C. Receiving Water Condition Assessments**

The ultimate goal of stormwater trash management in the Bay Area is to significantly reduce the amount of trash found in receiving waters. In the last decade, San Mateo County Permittees and volunteers have collected data on the amounts of trash removed during cleanup events. More recently, Permittees have conducted trash assessments in creek and shoreline hotspots using standardized assessment methods. In an effort to answer the core management question *Have trash problems in receiving waters been resolved?*, the County of San Mateo plans to continue conducting receiving water condition assessments at trash hot spots a minimum of one time per year. Assessment will be conducted consistent with Permit hot spot cleanup and assessment requirements. Additional information on receiving water assessment methods can be found in the SMCWPPP Pilot Trash Assessment Strategy (SMCWPPP 2014).

## **4.2 BASMAA “Tracking California’s Trash” Project**

The SMCWPPP Pilot Assessment Strategy described in the previous section recognizes that outcome-based trash assessment methods needed to assess progress toward trash reduction targets are not well established by the scientific community. In an effort to address these information gaps associated with trash assessment methods, the Bay Area Stormwater Management Agencies Association (BASMAA), in collaboration with SMCWPPP, the 5 Gyres Institute, San Francisco Estuary Partnership, the City of Los Angeles, and other stormwater programs in the Bay Area, developed the *Tracking California’s Trash* Project. The Project is funded through a Proposition 84 grant awarded to BASMAA by the State Water Resources Control Board (SWRCB) who recognized the need for standardized trash assessment methods that are robust and cost-effective.

The Project is intended to assist BASMAA member agencies in testing trash assessment and monitoring methods needed to evaluate trash levels in receiving waters, establish control measures that have an equivalent performance to trash full capture devices, and assess progress in trash reduction over time. The following sections provide brief descriptions of tasks that BASMAA will conduct via the three-year Project. Full descriptions of project scopes, deliverables, and outcomes will be developed as part of the task-specific Sampling and Analysis Plans required by the SWRCB during the beginning of the Project. The Project is currently underway and will continue through 2016.

### 4.2.1 Testing of Trash Monitoring Methods

BASMAA and the 5 Gyres Institute will evaluate the following two types of assessment methods as part of the Project:

- **Trash Flux Monitoring** – Trash flux monitoring is intended quantify the amount of trash flowing in receiving waters under varying hydrological conditions. Flux monitoring will be tested in up to four receiving water bodies in San Francisco Bay and/or the Los Angeles areas. Methods selected for evaluation and monitoring will be based on a literature review conducted during this task and through input from technical advisors and stakeholders. Monitoring is scheduled to begin in 2014 and will be completed in 2016.
- **On-land Visual Assessments** – As part of the Project, BASMAA will also conduct an evaluation of on-land visual assessment methods that are included in the SMCWPPP Pilot Assessment Strategy. The methods are designed to determine the level of trash on streets and public right-of-ways that may be transported to receiving waters via MS4s. BASMAA plans to conduct field work associated with the evaluation of on-land visual assessment at a number of sites throughout the region. To the extent practical, sites where the on-land methods evaluations take place will be coordinated with trash flux monitoring in receiving waters. On-land assessments will occur in areas that drain to trash full capture devices, and all sites will be assessed during wet and dry weather seasons in order to evaluate on-land methods during varying hydrologic conditions. Monitoring is scheduled to begin in 2014 and will be completed in 2016.

### 4.2.2 Full Capture Equivalent Studies

Through the implementation of BASMAA's *Tracking California's Trash* grant-funded project, a small set of "Full Capture Equivalent" projects will also be conducted in an attempt to demonstrate that specific combinations of control measures will reduce trash to a level equivalent to full capture devices. Initial BMP combinations include high-frequency street sweeping, and enhanced street sweeping with auto-retractable curb inlet screens. Other combinations will also be considered. Studies are scheduled to begin in 2014 and will be completed in 2016.

## 4.3 Long-Term Assessment Strategy

The County of San Mateo is committed to implementing standardized assessment methods post-2016 based on the lessons learned from pilot assessments and studies that will occur between 2014 and 2016. Assessment activities described in the previous sections will evaluate the utility of different assessment methods to demonstrate progress towards trash reduction targets and provide recommended approaches for long-term implementation. Lessons learned will be submitted to the Water Board with the FY15-16 Annual Report and a revised Strategy will be developed and submitted, if necessary. The revised Strategy will include agreed upon assessment methods that will be used to demonstrate progress during the remaining term of trash reduction requirements. Reporting using the new/revised methods will begin with the FY16-17 Annual Report.

## 4.4 Implementation Schedule

The implementation schedule for the SMCWPPP Pilot Implementation Strategy, BASMAA’s Tracking California’s Trash project, and the Long-Term Assessment Strategy are included in Table 9. Load reduction reporting milestones are also denoted in the table. The schedule is consistent with the need for near-term pilot assessment results to demonstrate progress toward short-term targets, while acknowledging the need for testing and evaluation of assessment methods and protocols prior to long-term implementation. For more detailed information on implementation timelines, refer to the SMCWPPP Pilot Trash Assessment Strategy (SMCWPPP 2014) and monitoring plans developed as part of BASMAA’s Tracking California’s Trash project.

**Table 9.** County of San Mateo trash progress assessment implementation schedule.

Trash Assessment Programs and Methods	Prior to FY 2013-14	Fiscal Year								
		2013-14 <sup>a</sup>	2014-15	2015-16	2016-17 <sup>b</sup>	2017-18	2018-19	2019-20	2020-21	2021-22 <sup>c</sup>
<b>Pilot Trash Assessment Strategy (SMCWPPP)</b>										
On-land Visual Assessments										
Initial (Baseline) Assessments	X									
Pilot Progress Assessments		X	X	X	X					
Full Capture Operation and Maintenance Verification			X	X	X					
Control Measure Effectiveness Evaluations	X	X	X	X	X					
Receiving Water Condition Assessments	X	X	X	X	X					
<b>Tracking California’s Trash Project (BASMAA)</b>										
Testing of Trash Monitoring Methods										
Trash Flux Monitoring Protocol Testing			X	X	X					
On-land Visual Assessment Evaluations			X	X	X					
Full Capture Equivalent Studies			X	X	X					
<b>Long-Term Trash Assessment Strategy (SMCWPPP)</b>						X	X	X	X	X

<sup>a</sup>July 1, 2014 - 40% trash reduction target

<sup>b</sup>July 1, 2017 - 70% trash reduction target

<sup>c</sup>July 1, 2022 - 100% trash reduction target

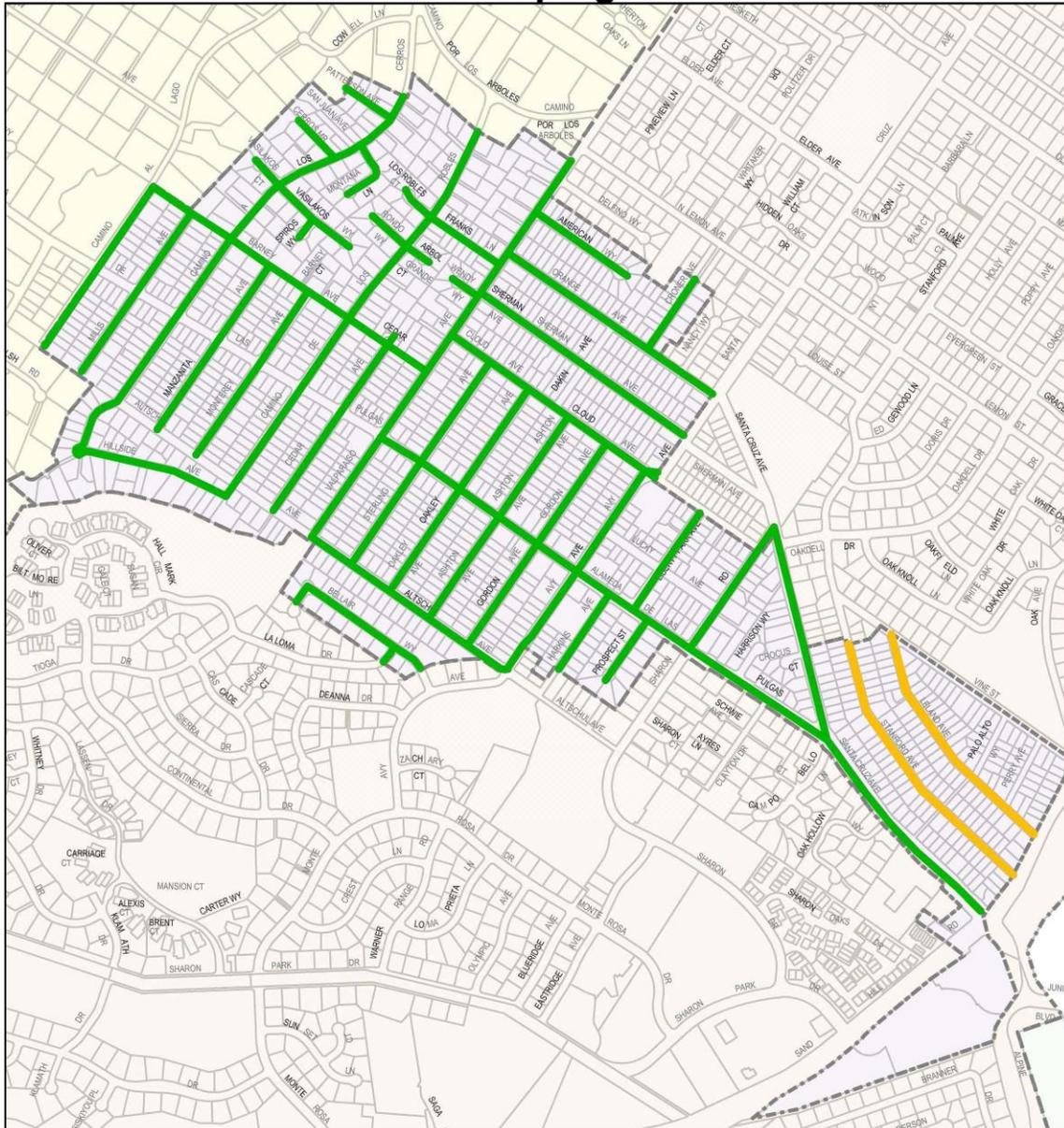
## 5.0 REFERENCES

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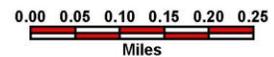
# APPENDICES

## Attachment 1. Street Sweeping Maps

### West Menlo Street Sweeping Routes



- Legend**  
Street\_Sweeping\_Routes
- █ West Menlo Park - 1st Thursday - Truck Driver: Ubaldo C.
  - █ West Menlo Park - 3rd Thursday - Truck Driver: Mike C.
  - █ West Menlo Park - 1st Friday - Truck Driver: Ubasido C.
  - █ West Menlo Park - 3rd Friday - Truck Driver: Mike C.



# Airport St Street Sweeping Routes

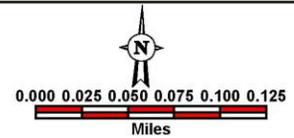


### Legend

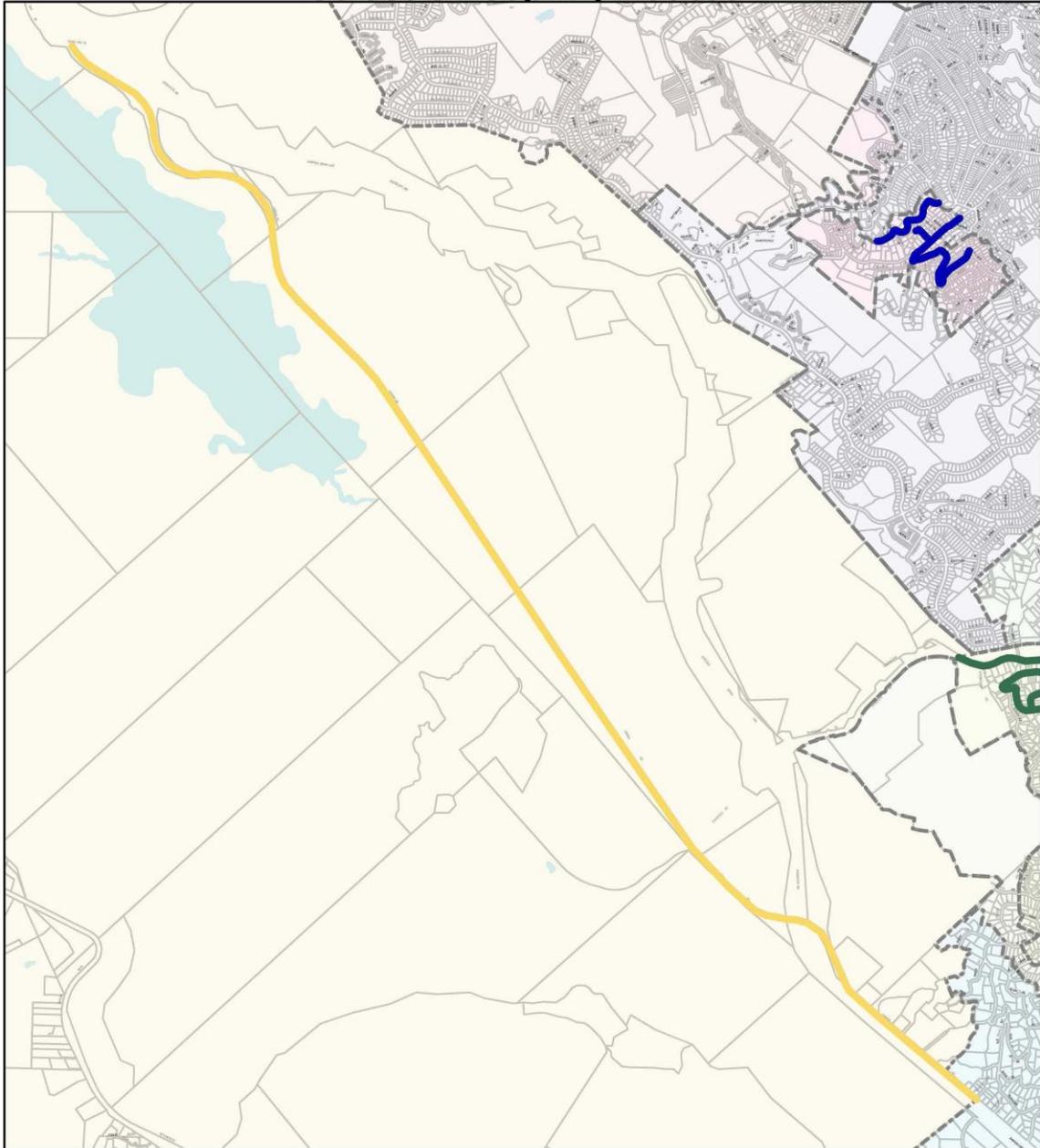
Street\_Sweeping\_Routes

 Airport - 2nd & 4th Week - Thursday

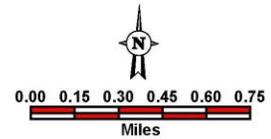
Truck Driver: Juan O.



# Cañada Road Street Sweeping Routes



**Legend**  
Street\_Sweeping\_Routes  
Cañada Rd - every Friday  
Truck Driver: Mike C.



# Burlingame Hills Street Sweeping Routes



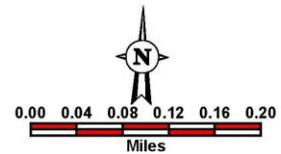
**Legend**

Street\_Sweeping\_Routes

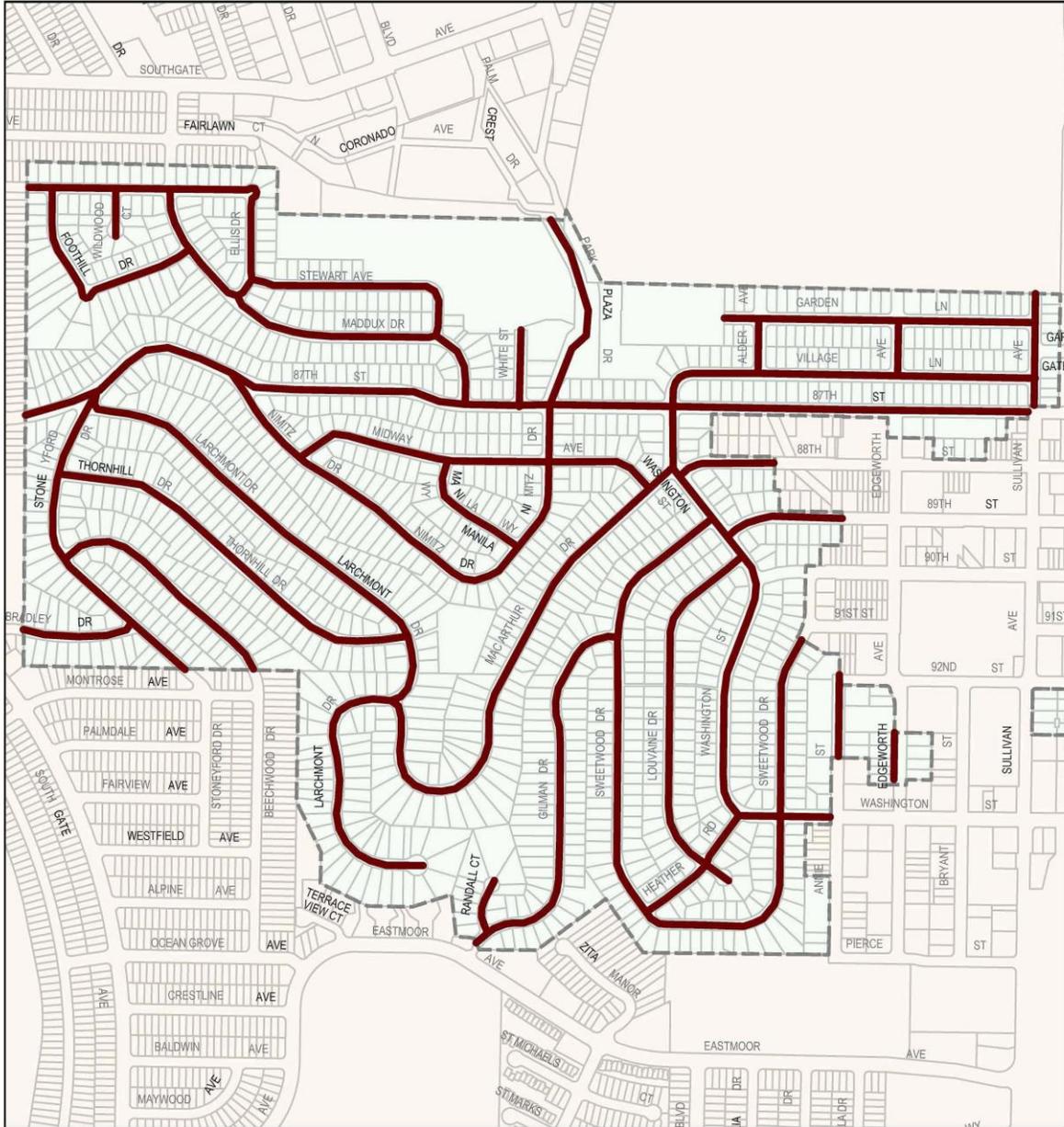
— Burlingame Hills - 1st & 3rd Week - Wednesday

Truck Driver: Juan O.

Pg. 7



# Broadmoor Street Sweeping Routes



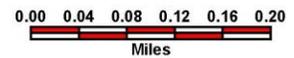
**Legend**

Street\_Sweeping\_Routes

 Broadmoor - 1st & 3rd Week - Monday

Pg. 1

Truck Driver: Juan O.



# Alpine Rd Street Sweeping Routes



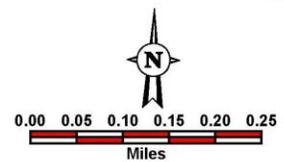
**Legend**

Street\_Sweeping\_Routes

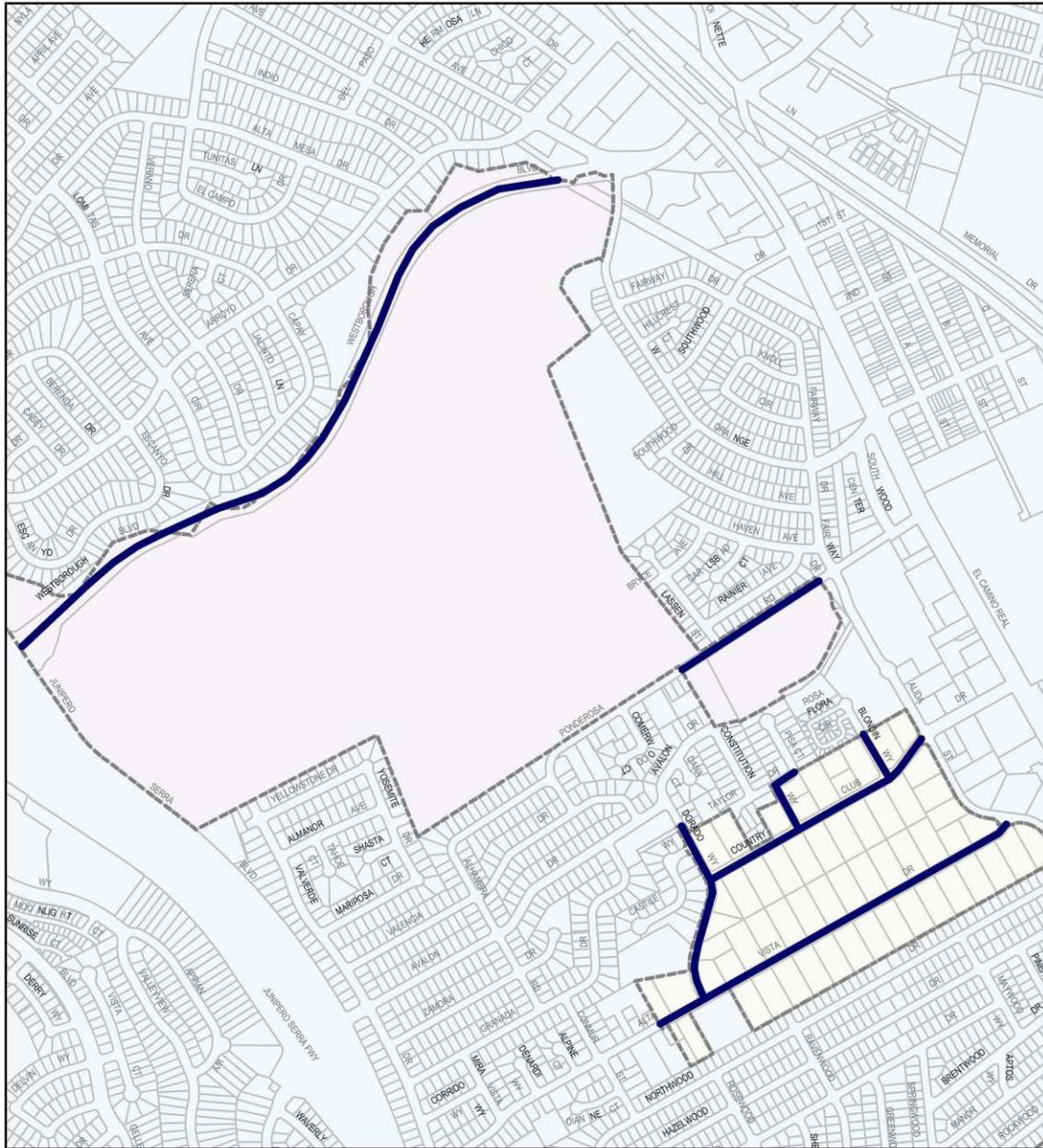
 Alpine Rd - Weekly - Tuesday

Pg. 17

Truck Driver: Mike C.

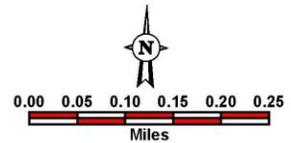


# Country Club Street Sweeping Routes

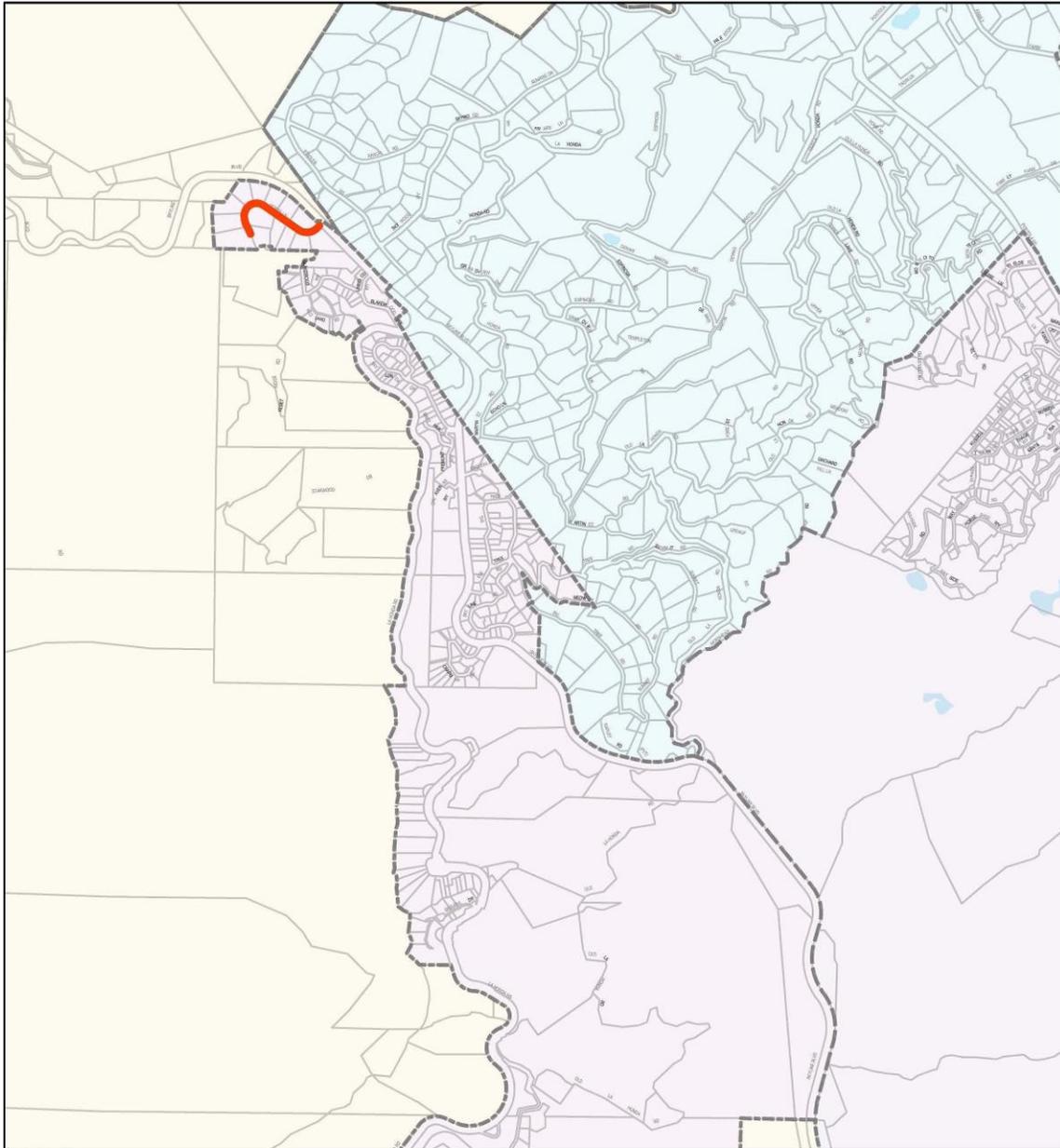


**Legend**  
Street\_Sweeping\_Routes  
Country Club- 1st & 3rd Week - Tuesday

Truck Driver: Juan O.



# Skylonda Street Sweeping Routes

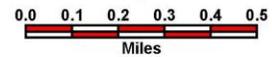


**Legend**

Street\_Sweeping\_Routes

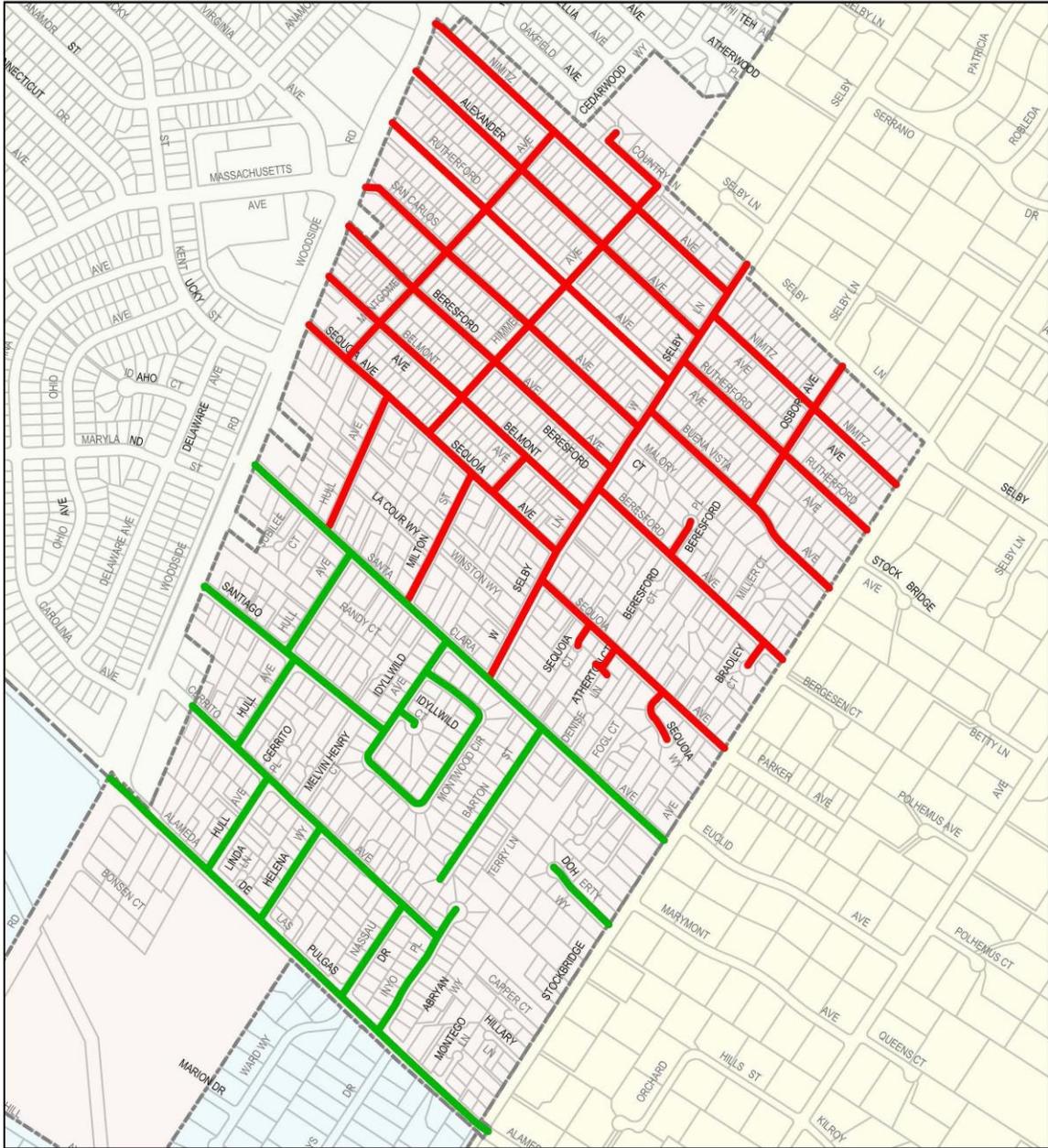
 Skylonda - 1st Week - Tuesday

Truck Driver: Mike C.

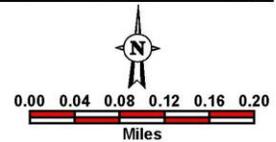


Pg. 19

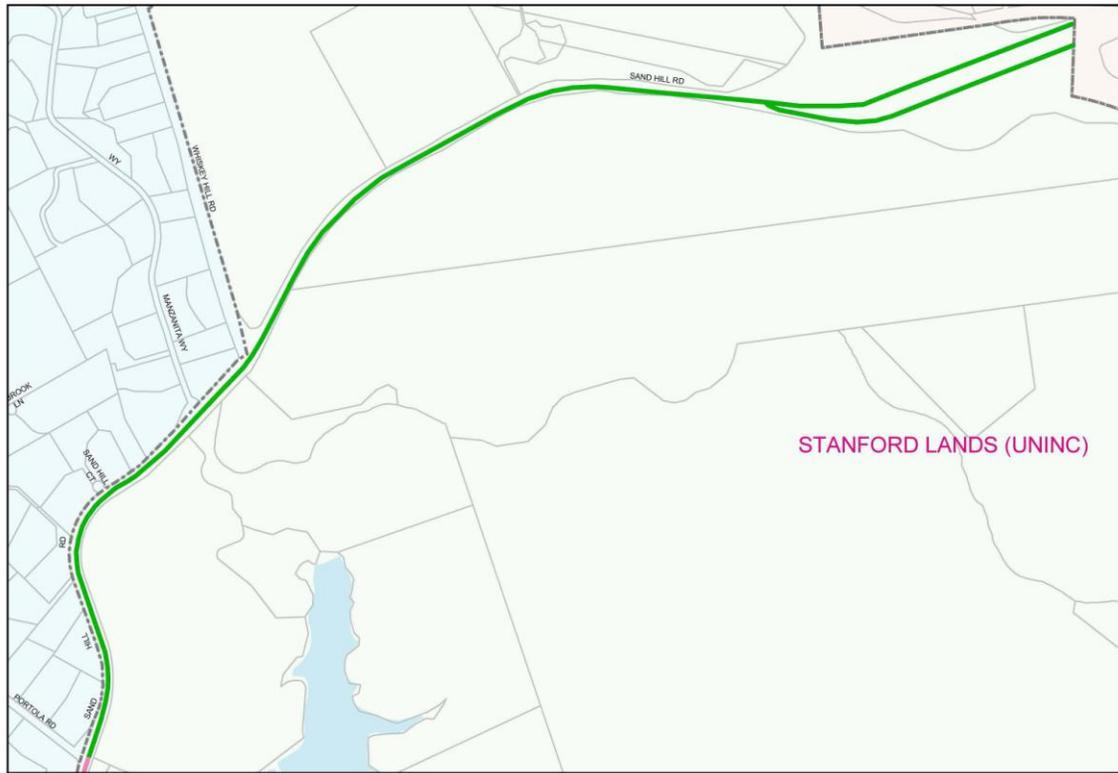
# Sequoia Tract Street Sweeping Routes



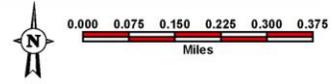
**Legend**  
Street Sweeping Routes  
Sequoia Tract - Green 2nd Week - Tue & Wed  
Sequoia Tract - Red 1st Week - Tue & Wed  
Even address numbers on Tue. - Odd address numbers on Wed.  
Truck Driver: Ubaldo C.



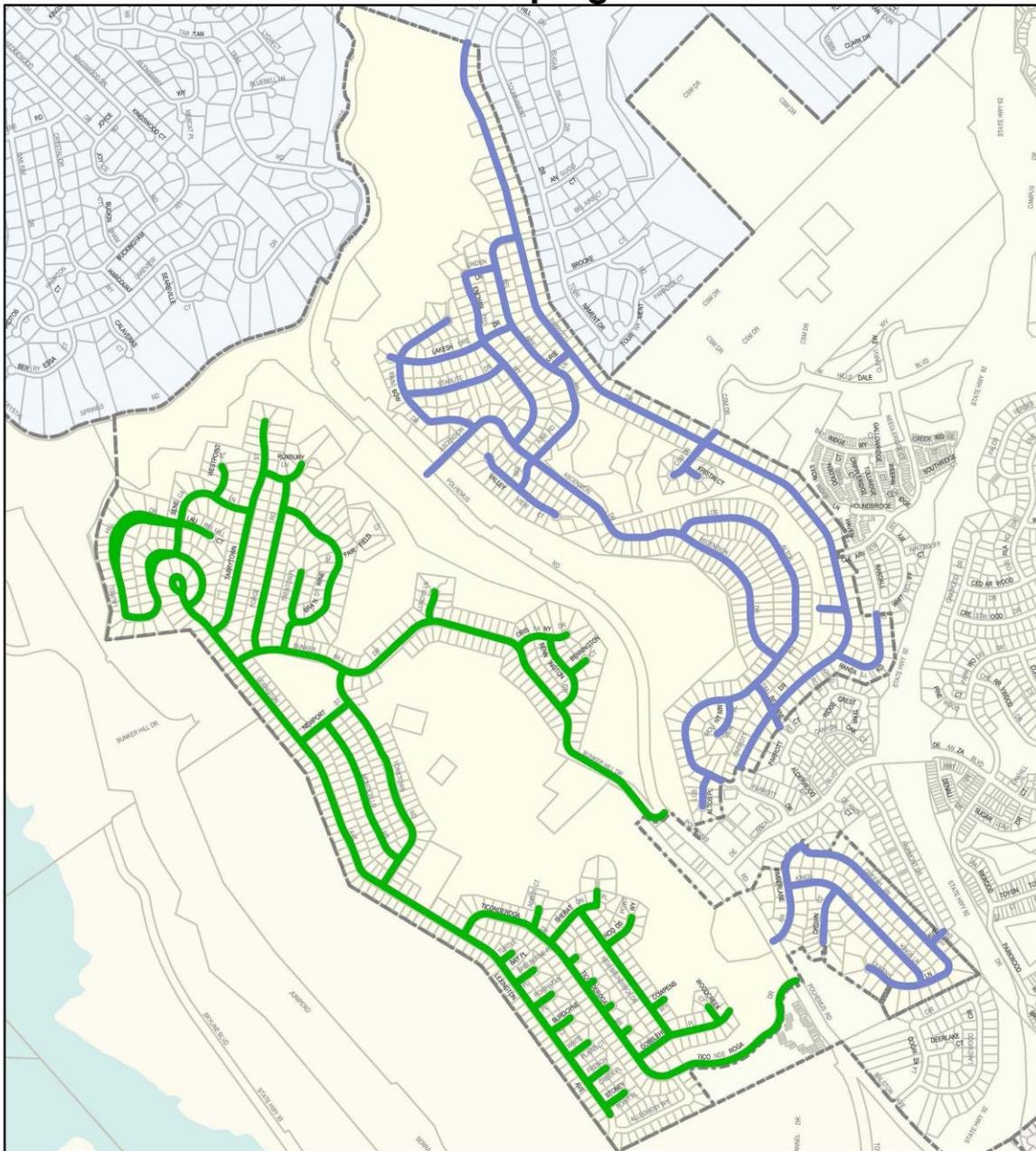
### Sandhill Road Sweeping Route



**Legend**  
Street Sweeping Routes  
Edgewood Rd - weekly - Tuesday  
Truck Driver: Mike C



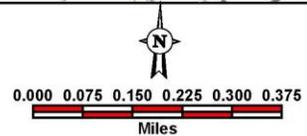
# San Mateo Highlands Street Sweeping Routes



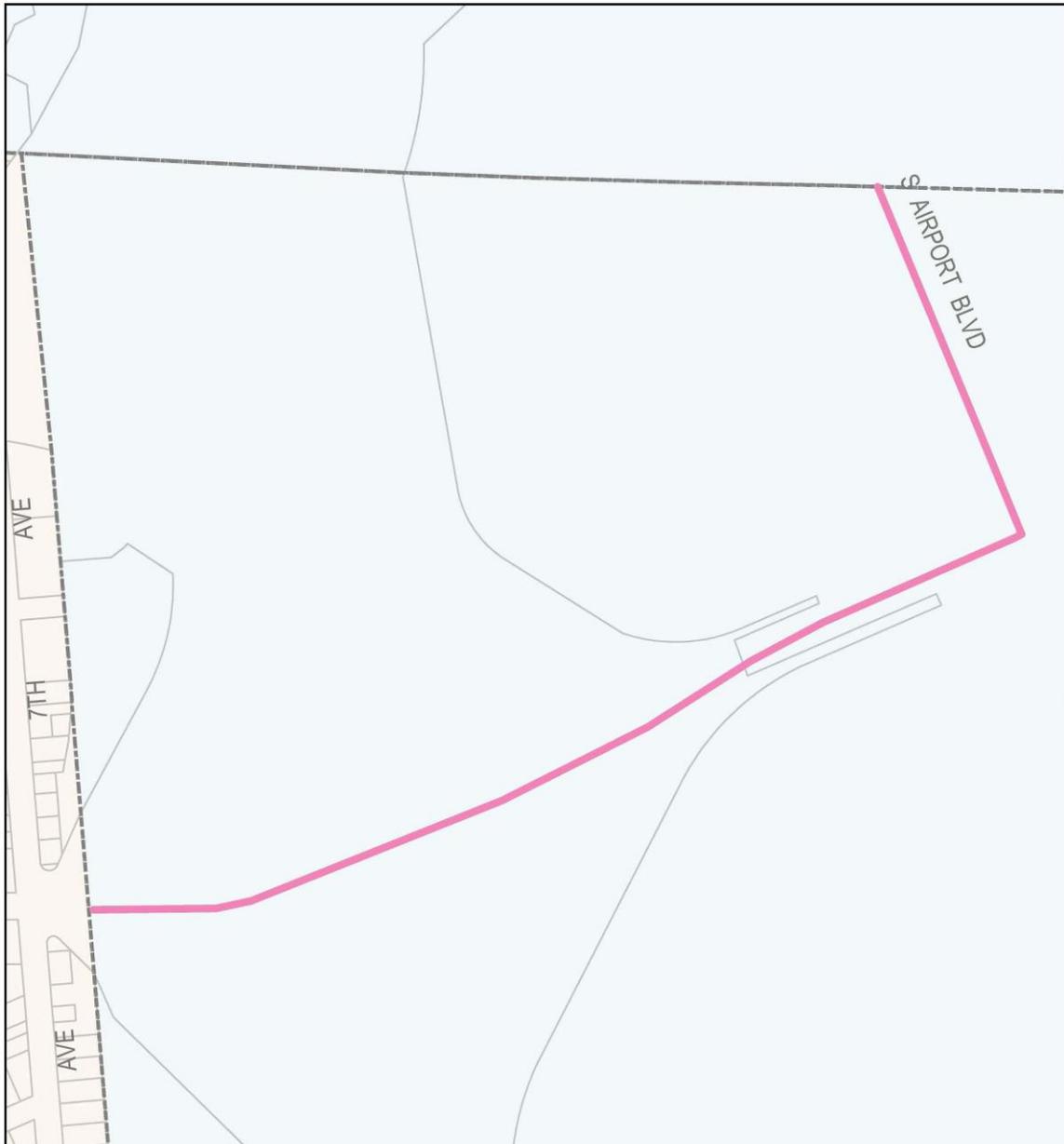
**Legend**  
Street\_Sweeping\_Routes

- Highlands - Green - 2nd & 4th Week - Wednesday
- Highlands - Purple - 2nd & 4th Week - Thursday

Truck Driver: Mike C.

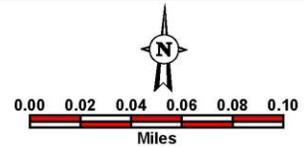


# San Bruno Ave & S. Airport Blvd. Street Sweeping Route



### Legend

- Street\_Sweeping\_Routes
- San Bruno/S. Airport Blvd. - 1st & 3rd Week - Tuesday



Pg. 6

Truck Driver: Juan O.

# Princeton Street Sweeping Routes

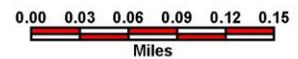


### Legend

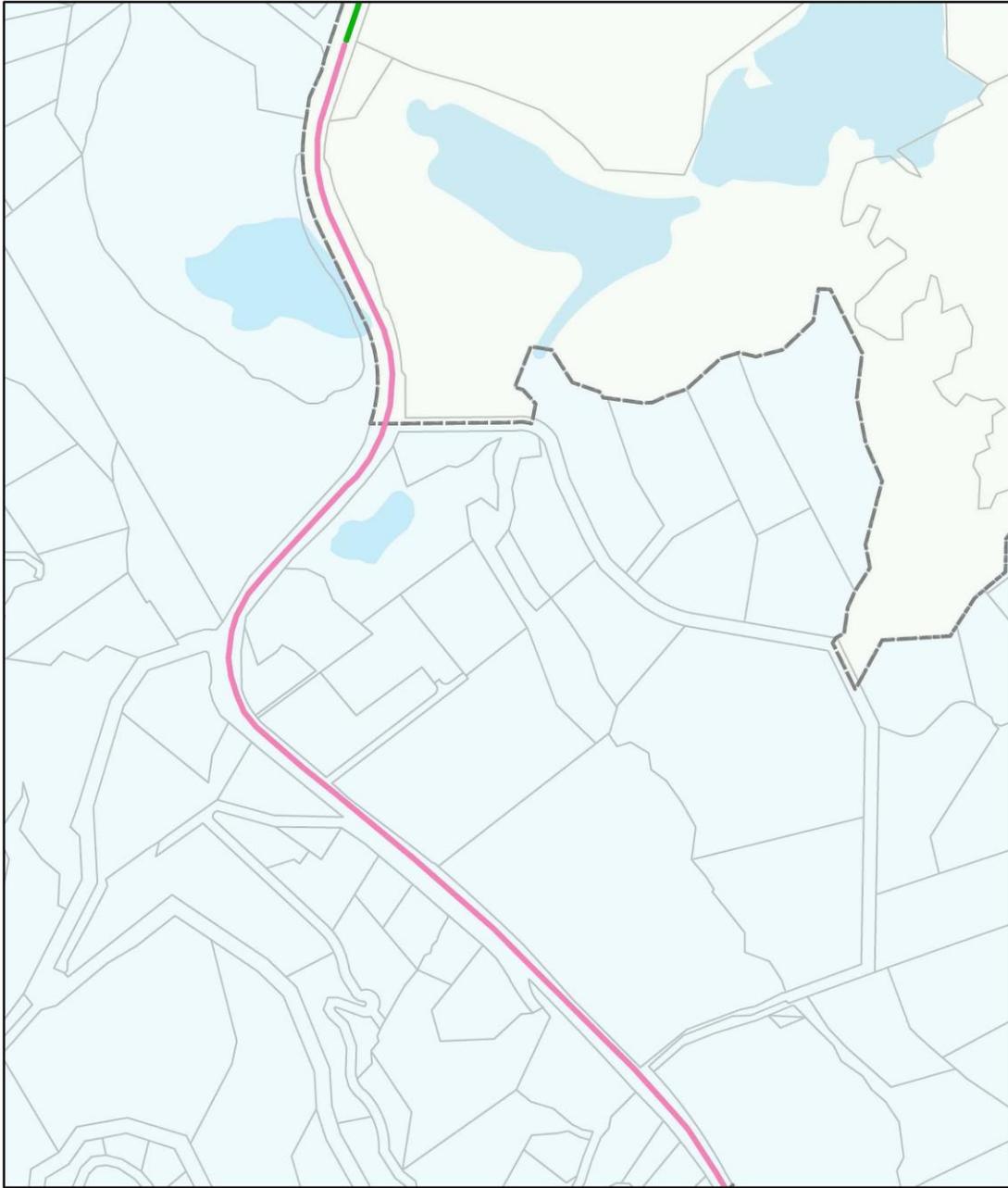
- Street\_Sweeping\_Routes
- Princeton - 2nd & 4th Week - Tuesday

Truck Driver: Juan O.

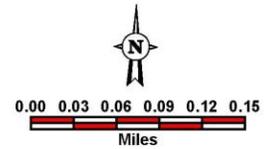
Pg. 25



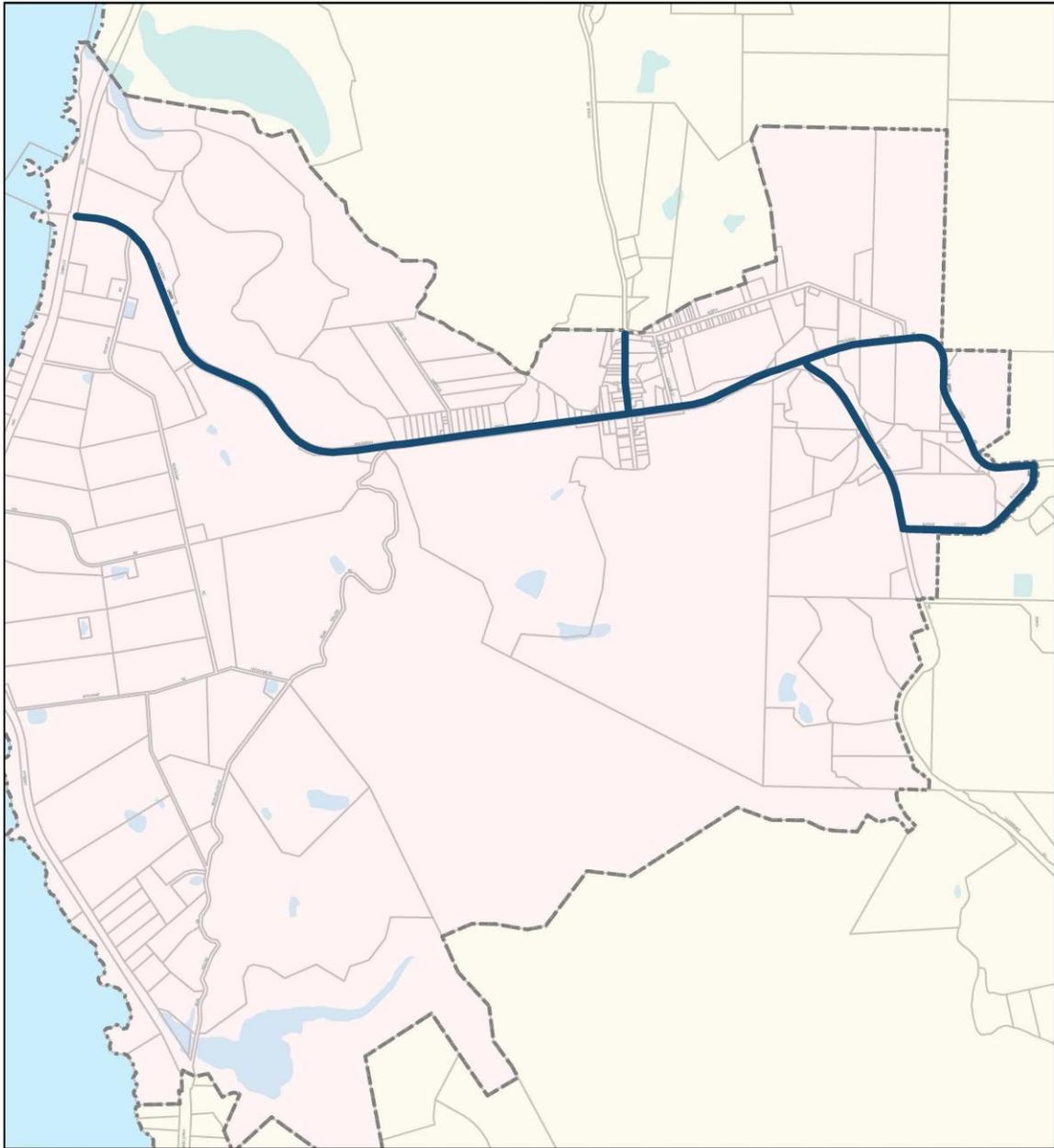
# Portola Road Street Sweeping Routes



**Legend**  
Street\_Sweeping\_Routes  
— Edgewood Rd - weekly  
Truck Driver: Mike C.



# PESCADERO Street Sweeping Routes

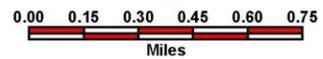


Legend

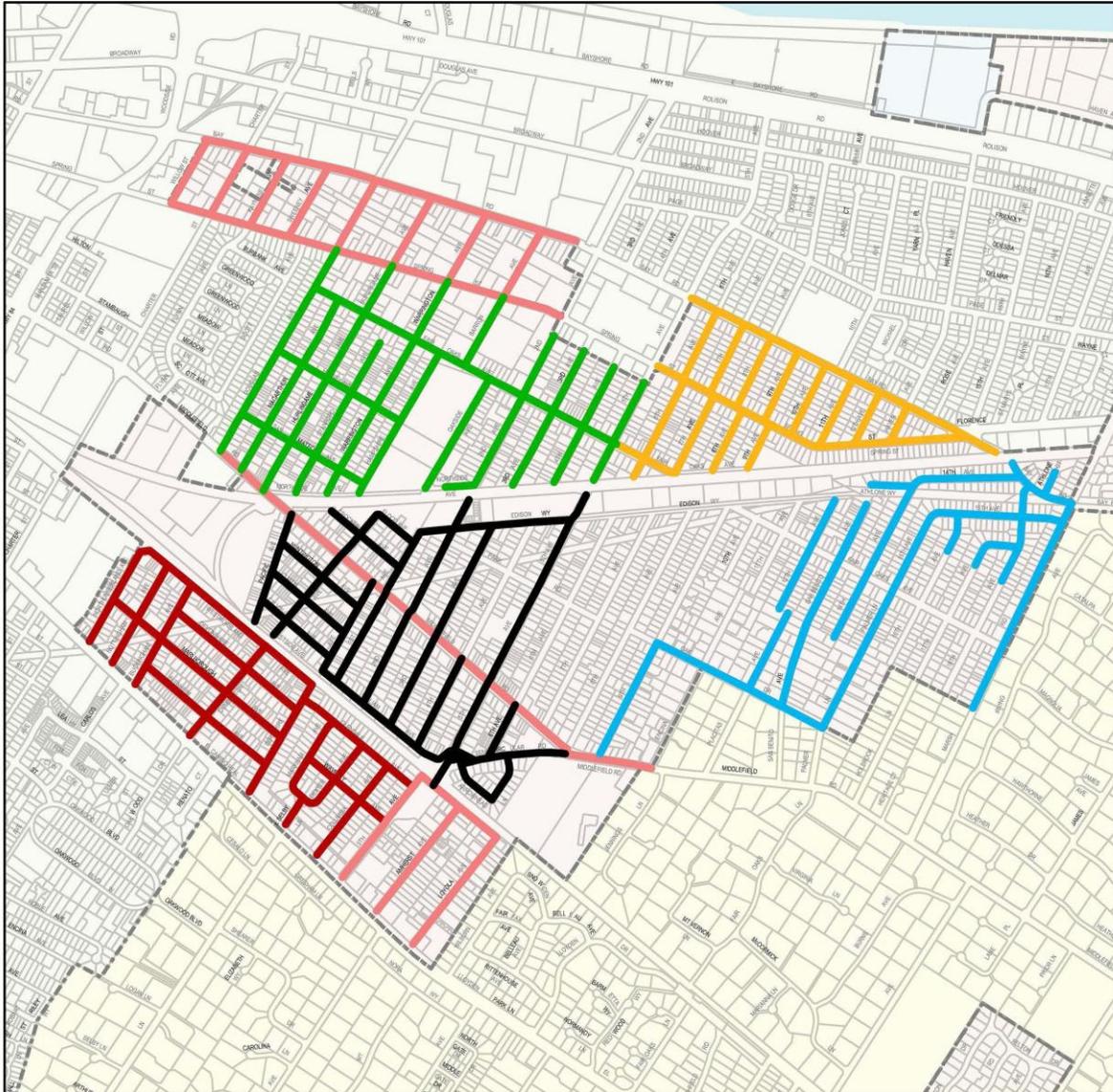
Street\_Sweeping\_Routes

 Pescadero - 1st Week - Tuesday

Truck Driver: Mike C.



# North Fair Oaks Street Sweeping Routes

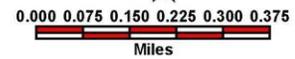


**Legend**

Street\_Sweeping\_Routes

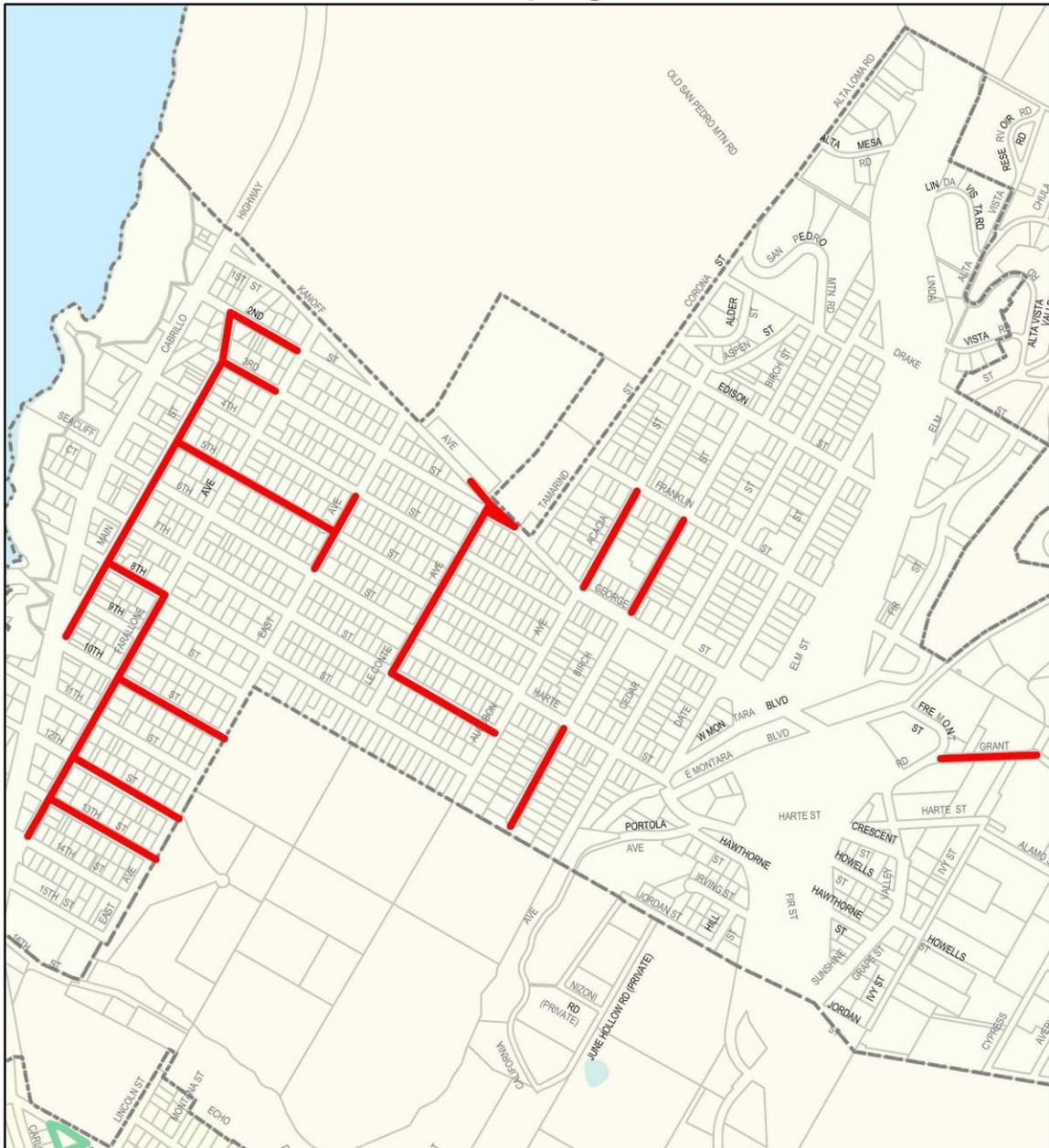
- North Fair Oaks - Aqua - 2nd & 4th Week - Tuesday
- North Fair Oaks - Black - 1pm-3:30pm - 3rd Wed & Thu
- North Fair Oaks - Green - 7am-12:30pm - last Wed & Thu
- North Fair Oaks - Orange - 1st & 3rd - Tuesday
- North Fair Oaks - Pink - Every Friday
- North Fair Oaks - Red - 11am-1:30pm - 3rd Wed & Thu

Truck Driver: Ubaldo C.



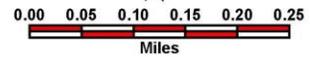


# Montara Street Sweeping Routes

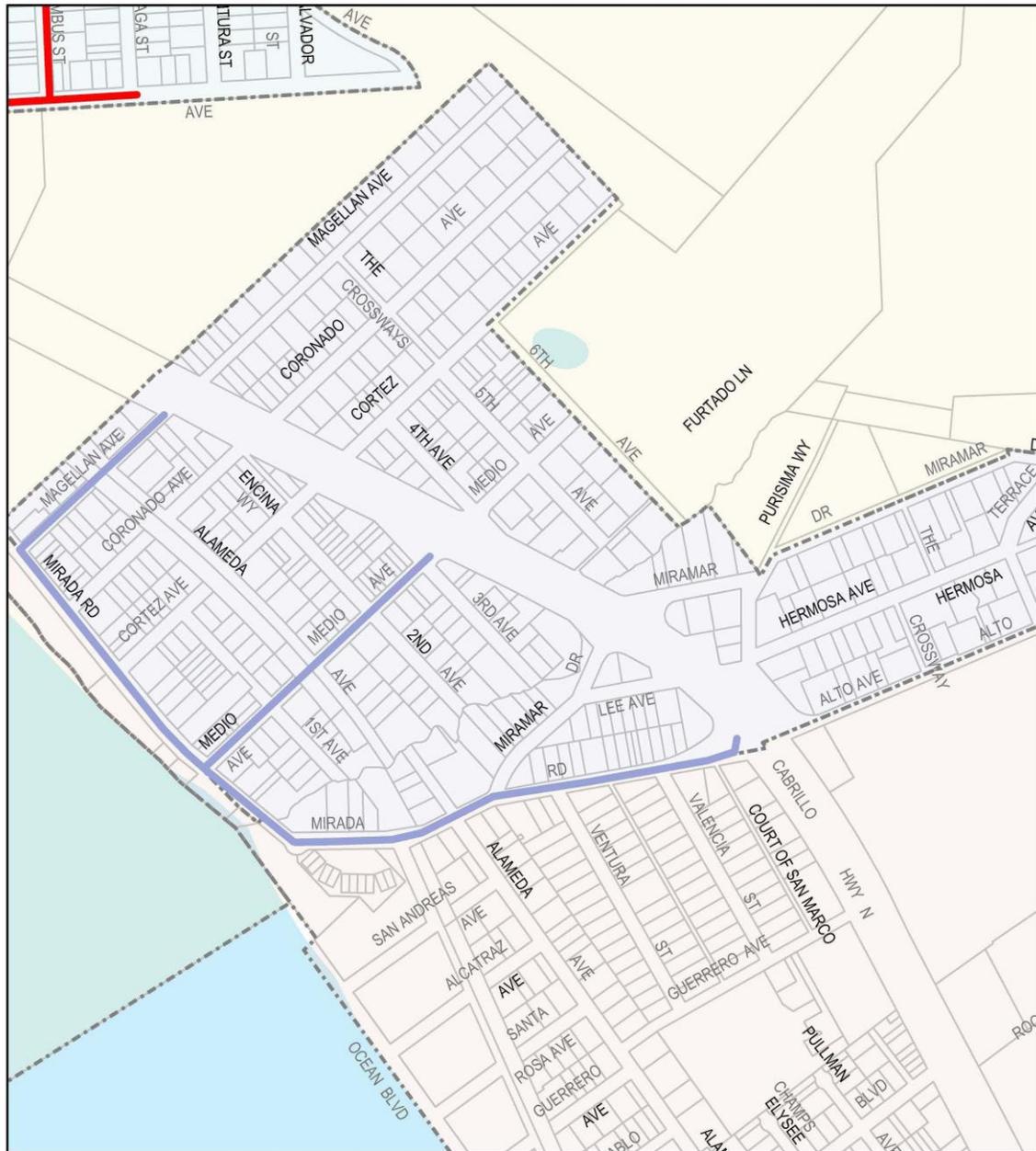


**Legend**

- Street\_Sweeping\_Routes
- Montara - 2nd & 4th Week - Wednesday
- Truck Driver Juan O.



# Miramar Street Sweeping Routes

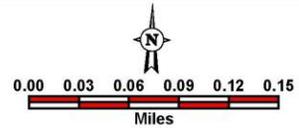


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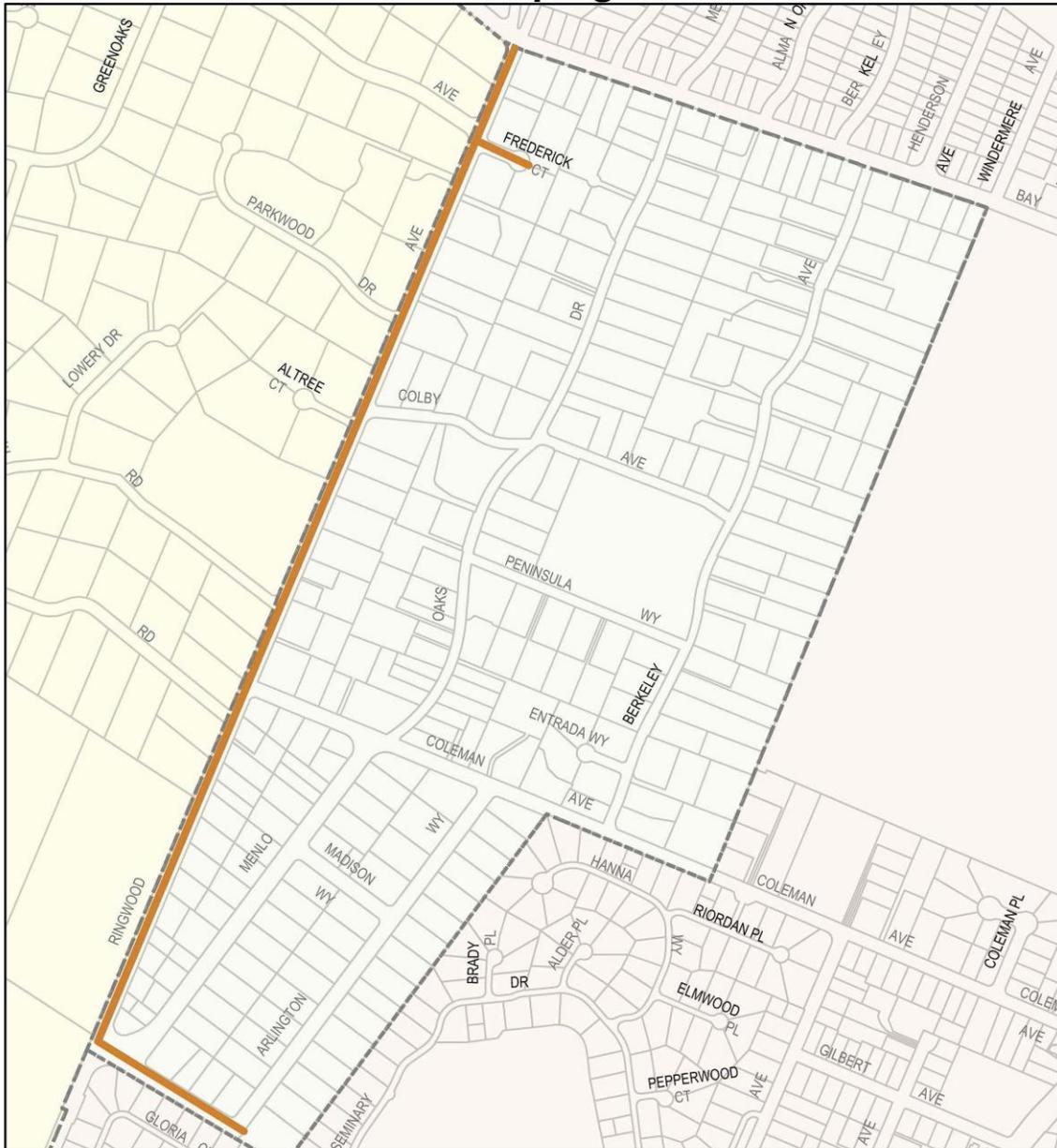
Street\_Sweeping\_Routes

Miramar - 2nd & 4th Week - Tuesday

Truck Driver: Juan O.



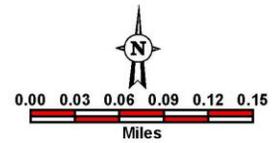
# Menlo Oaks Street Sweeping Routes



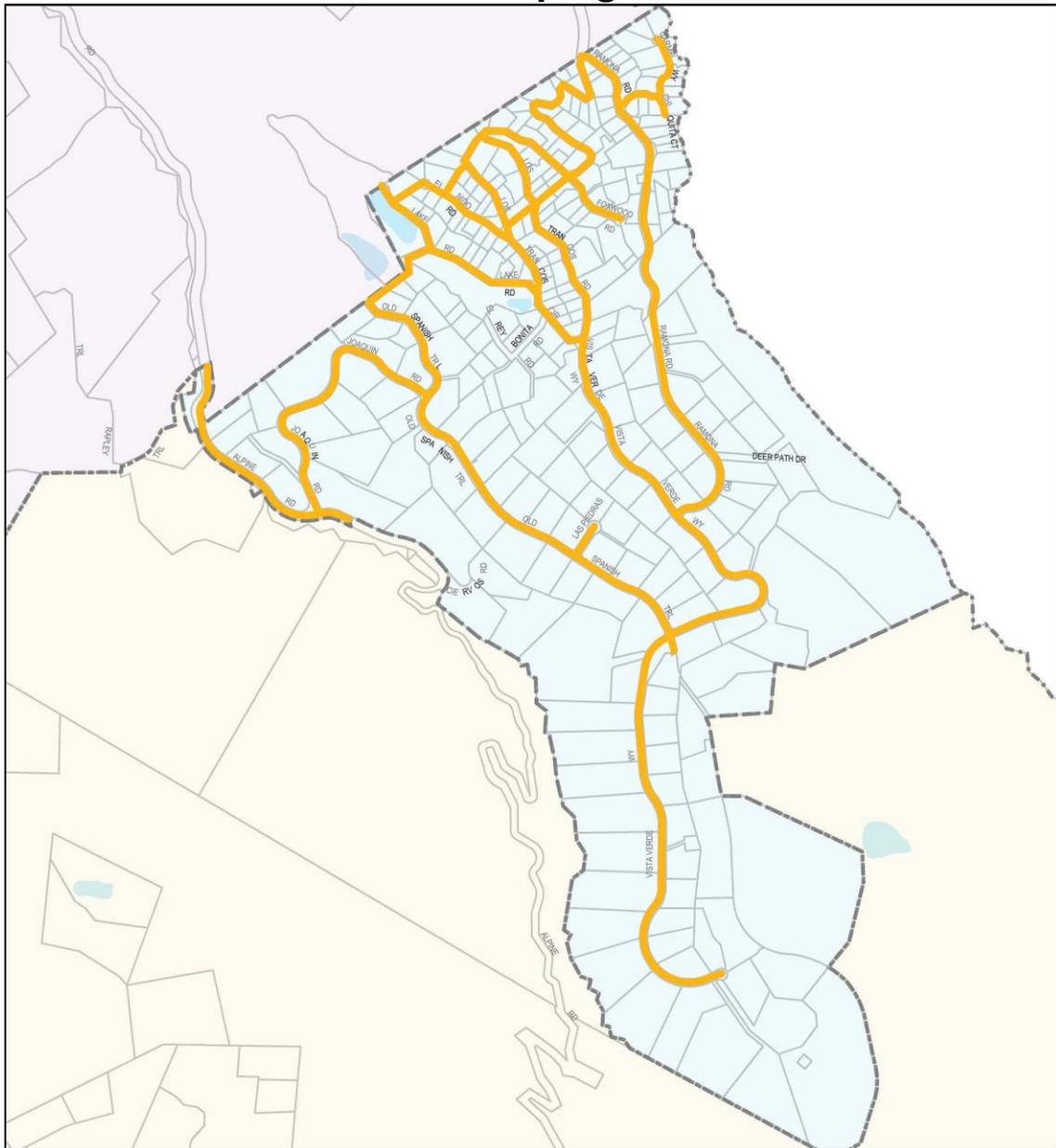
**Legend**

- Street Sweeping Routes
- Menlo Oaks - Weekly - Tuesday

Pg. 15 Truck Driver: Mike C.

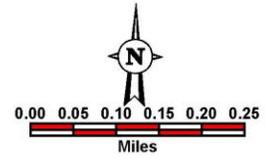


# Los Trancos Street Sweeping Routes



**Legend**  
Street\_Sweeping\_Routes  
Los Trancos - 1st & 3rd Week - Thursday

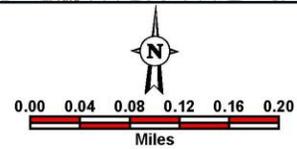
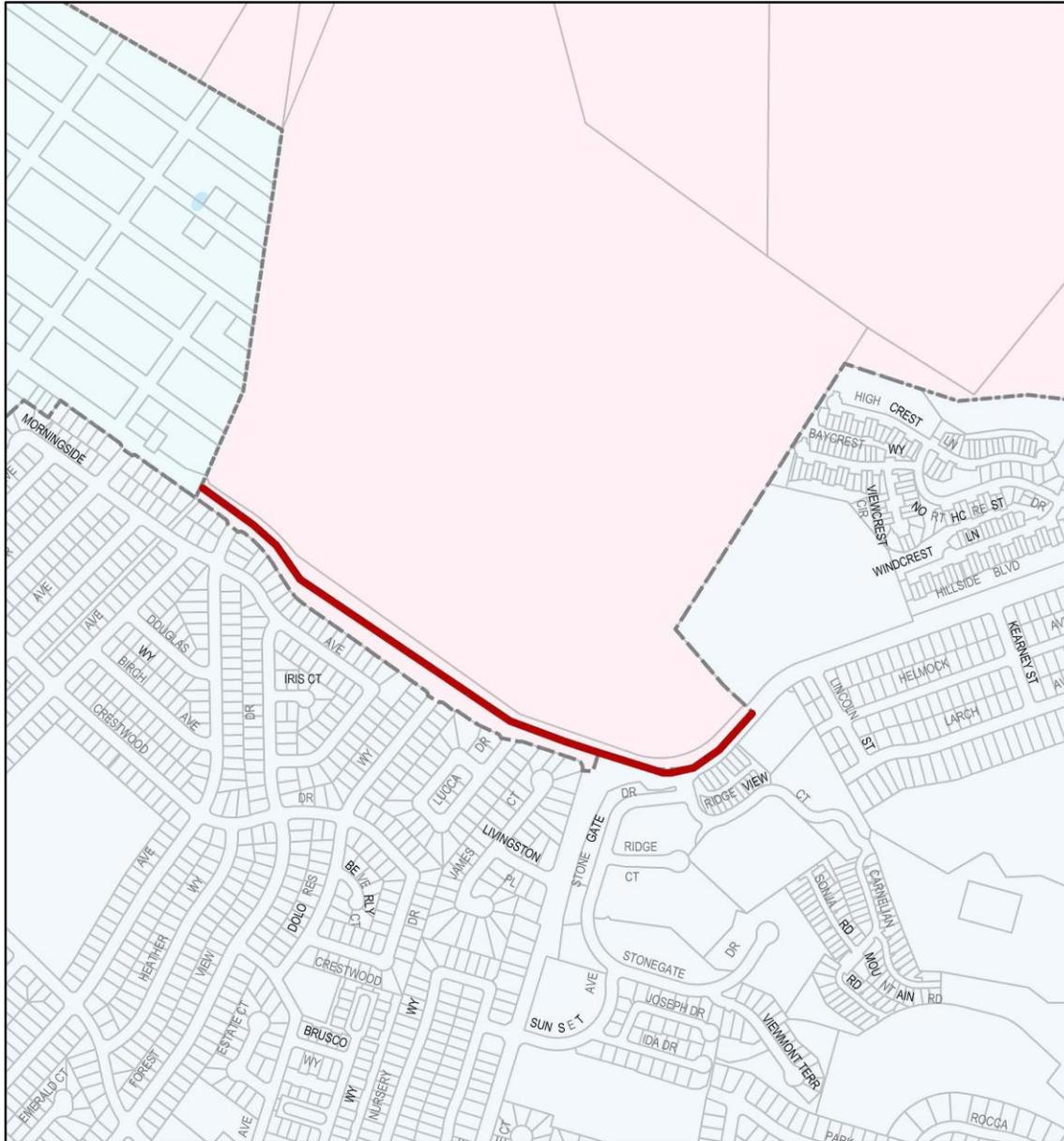
Truck Driver: Mike C.







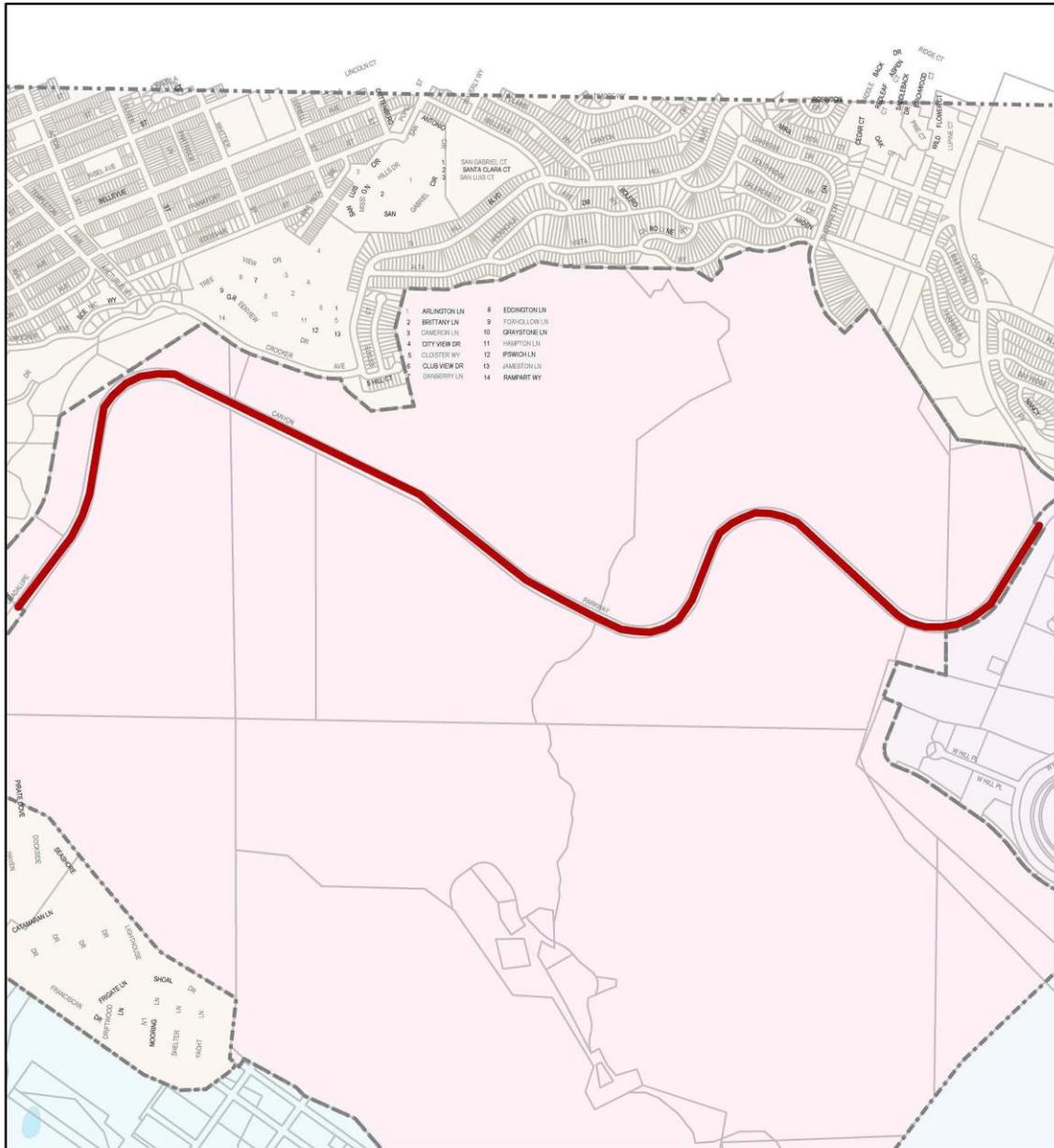
# Hillside and Chestnut Street Sweeping Routes



Pg. 4 Truck Driver: Juan O.



# GUADALUPE CANYON Street Sweeping Routes

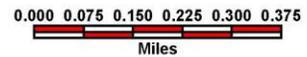


**Legend**

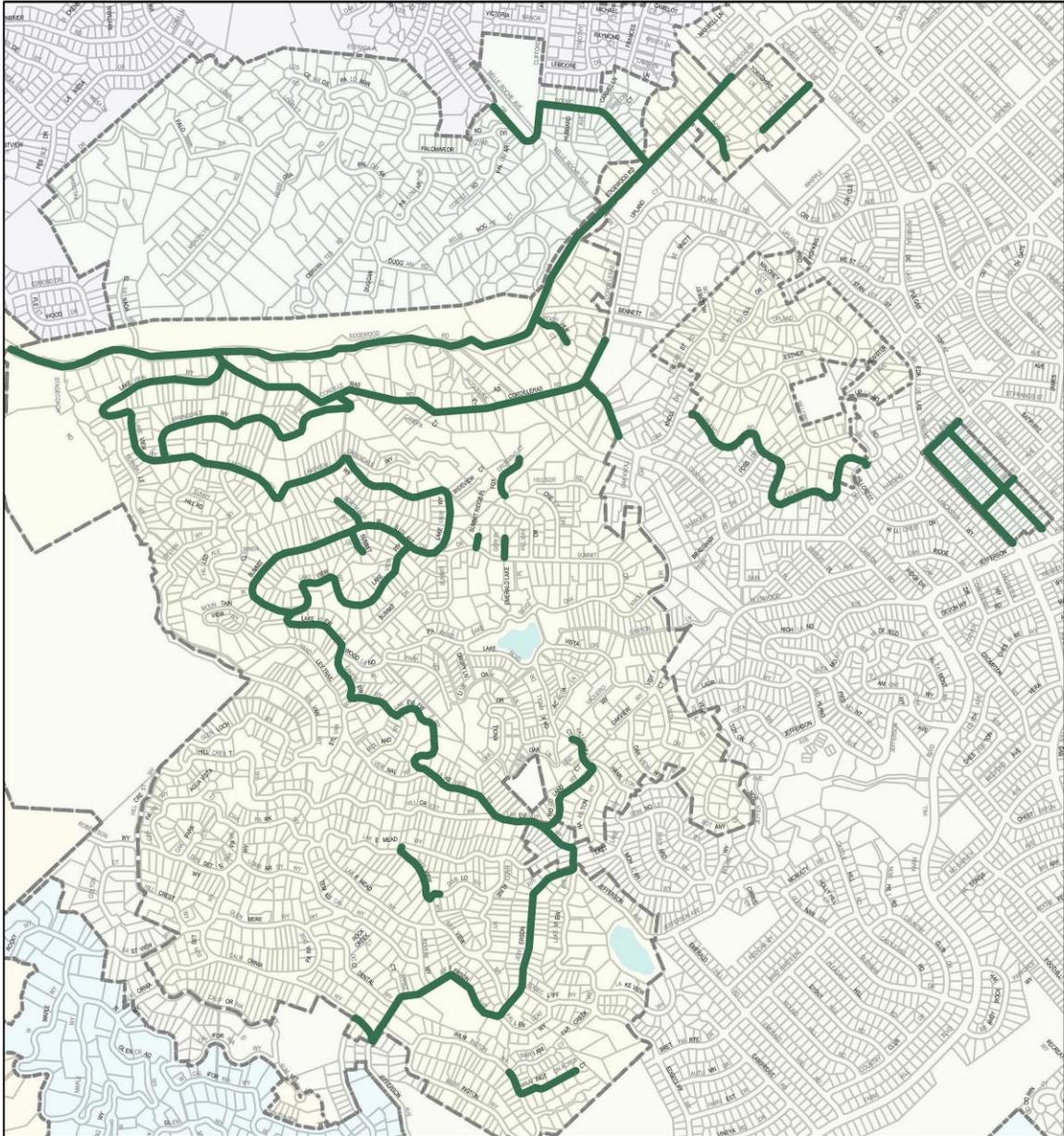
Street\_Sweeping\_Routes

 Guadalupe Canyon - 1st & 3rd Week - Monday

Truck Driver: Juan O.



# Emerald Lake Hills Street Sweeping Routes



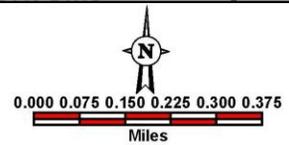
**Legend**

Street\_Sweeping\_Routes

 Emerald Lake Hills - 1st & 3rd Week - Thursday

Pg 12

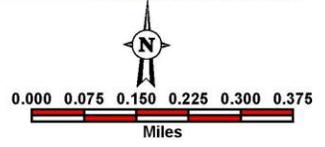
Truck Driver: Juan O.



# El Granada Street Sweeping Routes

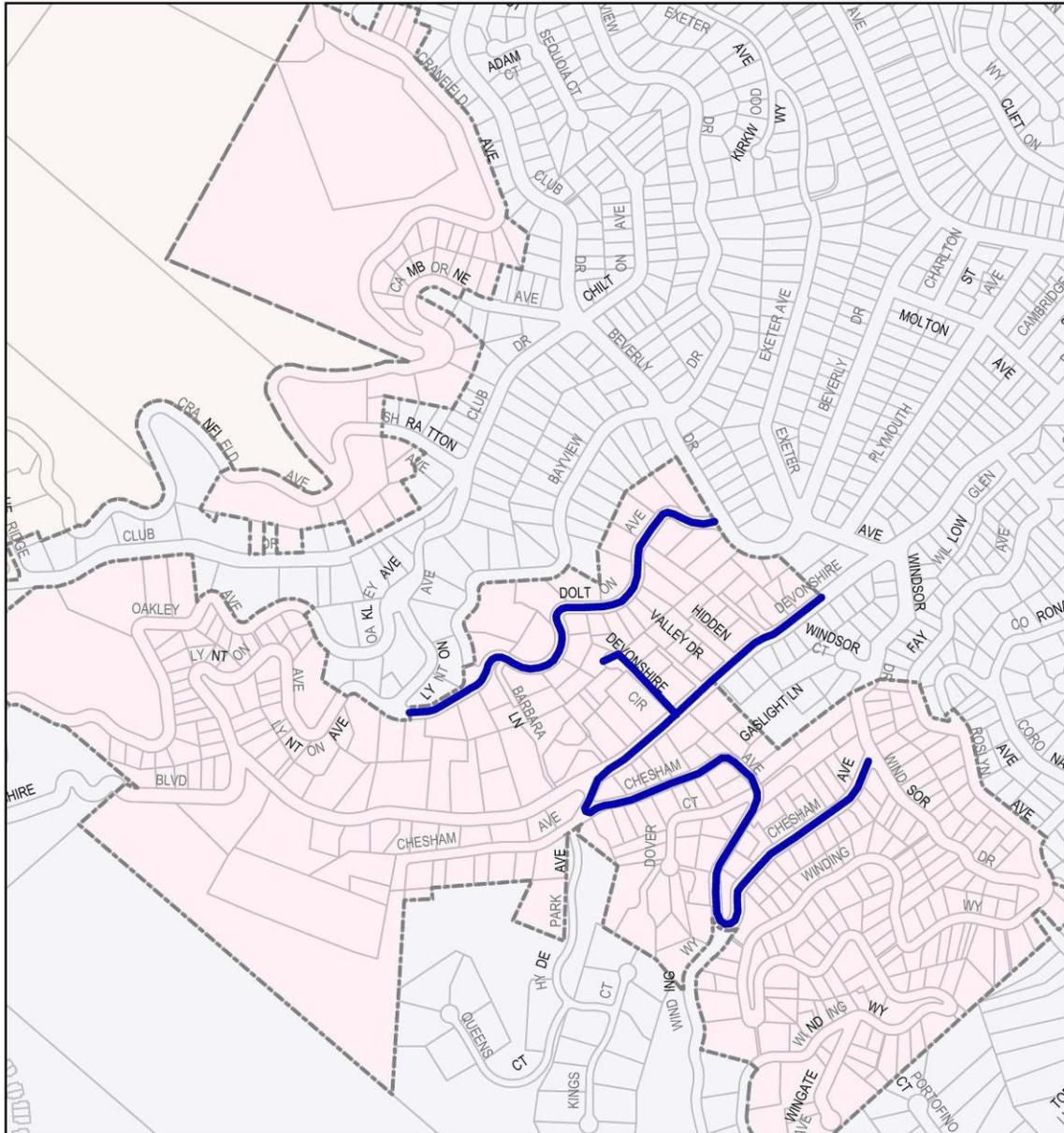


**Legend**  
Street\_Sweeping\_Routes  
— El Granada - 2nd & 4th Week - Mon & Tue  
Truck Driver: Juan O.





# Devonshire Street Sweeping Routes



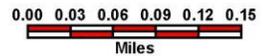
**Legend**

Street Sweeping Routes

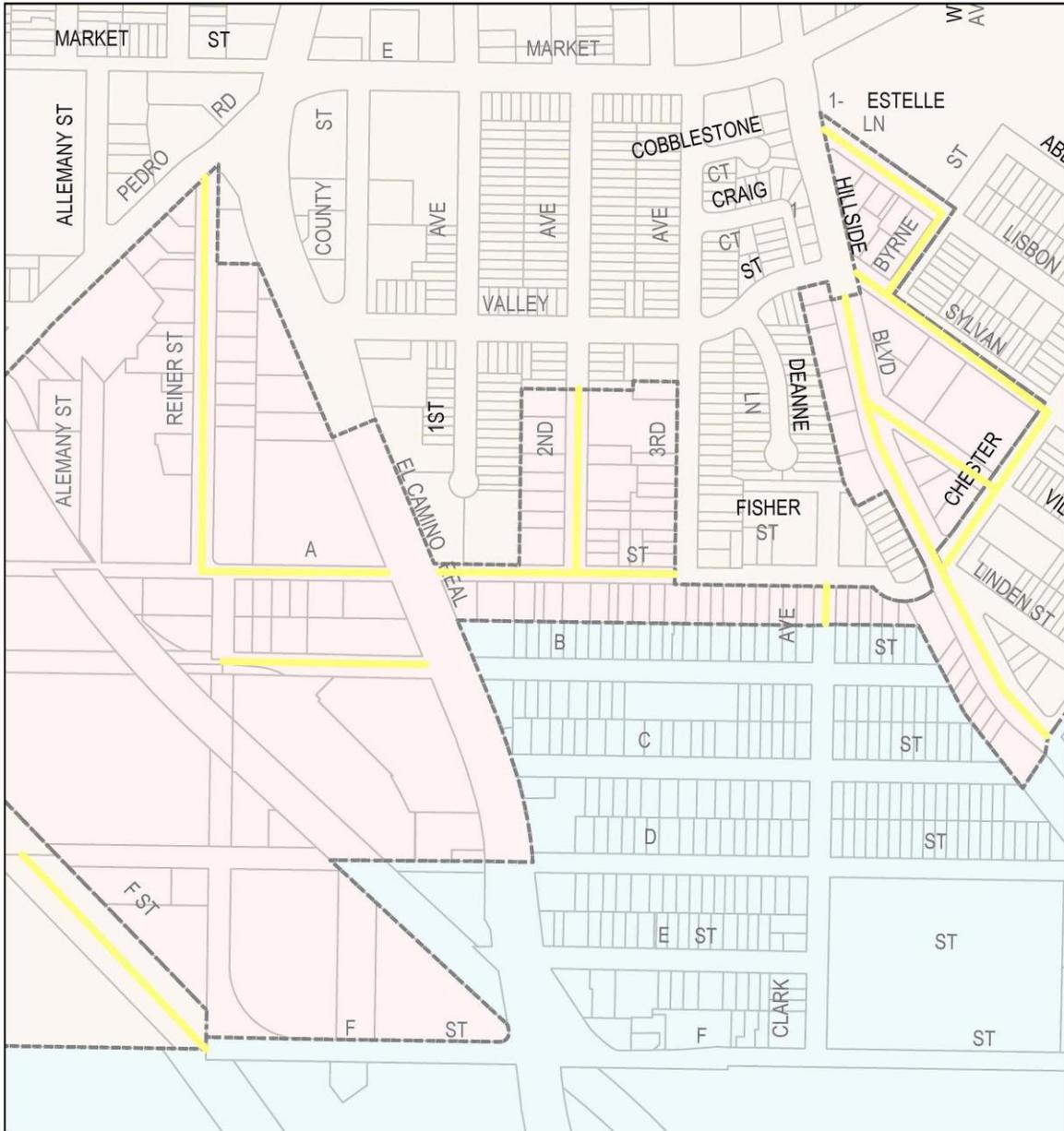
 Devonshire - 1st & 3rd Week - Tuesday

Pg 10

Truck Driver: Juan O.



# Daly City Street Sweeping Routes

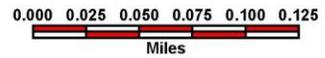


**Legend**

Street\_Sweeping\_Routes

 Daly City - 2nd & 3rd Week - Friday

Truck Driver: Mike C.





Resolution No. 067933

Board of Supervisors, County of San Mateo, State of California

\* \* \* \* \*

**Resolution Designating No Parking During Specified Hours Zones  
for Street Sweeping in Public Rights-of-Way**

**RESOLVED**, by the Board of Supervisors of the County of San Mateo, State of

California, that

**WHEREAS**, the State of California Vehicle Code allows a local agency to establish no parking zones in public rights-of-ways; and

**WHEREAS**, the Director of Public Works has recommended that there is a continuing need for no parking during specified hours zones that were previously considered by this Board and for new no parking during specified hours zones to provide for street sweeping in public rights-of-way; and

**WHEREAS**, this Board of Supervisors has reviewed and concurred with the recommendation of the Director of Public Works.

**NOW, THEREFORE, IT IS HEREBY DETERMINED AND ORDERED** that:

No parking during specified hours zones for street sweeping are declared to exist at the following locations:

DALY CITY AREA

On one side of the following portions of streets between the hours of 6:00 a.m. and 9:00 a.m. on the second Friday of each month:

- CLARK STREET between the corporate limits of the Town of Colma and A STREET.
- F STREET between D STREET and the corporate limits of the Town of Colma.
- HILLSIDE BOULEVARD between HOFFMAN STREET and SYLVAN STREET.
- LISBON STREET between BYRNE STREET and HILLSIDE BOULEVARD.
- REINER STREET between A STREET and SAN PEDRO ROAD.
- SYLVAN STREET between CHESTER STREET and HILLSIDE BOULEVARD.
- VILLA STREET between CHESTER STREET and HILLSIDE BOULEVARD.

On one side of the following portions of streets between the hours of 6:00 a.m. and 9:00 a.m. on the third Friday of each month:

- BYRNE STREET between SYLVAN STREET and LISBON STREET.
- CLARK STREET between B STREET and A STREET.
- F STREET between D STREET and the corporate limits of the Town of Colma.
- HILLSIDE BOULEVARD between HOFFMAN STREET and SYLVAN STREET.

- LISBON STREET between BYRNE STREET and HILLSIDE BOULEVARD.
- REINER STREET between A STREET and SAN PEDRO ROAD.
- VILLA STREET between CHESTER STREET and HILLSIDE BOULEVARD.

DUMBARTON OAKS AREA

On one side of the following portions of streets between the hours of 11:00 a.m. and 1:30 p.m. on the third Wednesday of each month:

- BERKSHIRE AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- BLENHEIM AVENUE between BUCKINGHAM AVENUE and BERKSHIRE AVENUE.
- BUCKINGHAM AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- COLUMBIA AVENUE between EL CAMINO REAL and GLENDALE AVENUE.
- DEVONSHIRE AVENUE between BUCKINGHAM AVENUE and BERKSHIRE AVENUE.
- DEXTER AVENUE between EAST SELBY LANE and GLENDALE AVENUE.
- DUMBARTON AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.

- EAST SELBY LANE between EL CAMINO REAL and DEXTER AVENUE.
- FIFTH AVENUE between EL CAMINO REAL and the railroad underpass between WAVERLY AVENUE and SEMICIRCULAR ROAD.
- GLENDALE AVENUE between FIFTH AVENUE and BERKSHIRE AVENUE.
- MARKHAM AVENUE between DEXTER AVENUE and GLENDALE AVENUE.
- MARLBOROUGH AVENUE between NORTHUMBERLAND AVENUE and BERKSHIRE AVENUE.
- NORTHUMBERLAND AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- NOTTINGHAM AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- WAVERLY AVENUE between FIFTH AVENUE and DEXTER AVENUE.
- WESTMORLAND AVENUE between BERKSHIRE AVENUE and NORTHUMBERLAND AVENUE

On one side of the following portions of streets between the hours of 11:00 a.m. and 1:30 p.m. on the third Thursday of each month:

- BERKSHIRE AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.

- BLENHEIM AVENUE between BUCKINGHAM AVENUE and BERKSHIRE AVENUE.
- BUCKINGHAM AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- COLUMBIA AVENUE between EL CAMINO REAL and GLENDALE AVENUE.
- DEVONSHIRE AVENUE between BUCKINGHAM AVENUE and BERKSHIRE AVENUE.
- DEXTER AVENUE between EAST SELBY LANE and GLENDALE AVENUE.
- DUMBARTON AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- EAST SELBY LANE between EL CAMINO REAL and DEXTER AVENUE.
- FIFTH AVENUE between EL CAMINO REAL and the railroad underpass between WAVERLY AVENUE and SEMICIRCULAR ROAD.
- GLENDALE AVENUE between FIFTH AVENUE and BERKSHIRE AVENUE.
- MARKHAM AVENUE between DEXTER AVENUE and GLENDALE AVENUE.
- MARLBOROUGH AVENUE between NORTHUMBERLAND AVENUE and BERKSHIRE AVENUE

- NORTHUMBERLAND AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- NOTTINGHAM AVENUE between EL CAMINO REAL and WESTMORLAND AVENUE.
- WAVERLY AVENUE between FIFTH AVENUE and DEXTER AVENUE.
- WESTMORLAND AVENUE between BERKSHIRE AVENUE and NORTHUMBERLAND AVENUE.

NORTH FAIR OAKS AREA

On one side of the following portions of streets between the hours of 1:00 p.m. and 3:30 p.m. on the third Wednesday of each month:

- ARROWHEAD AVENUE between SEMICIRCULAR ROAD and SEMICIRCULAR ROAD.
- BERKSHIRE AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.
- CALVIN AVENUE between PACIFIC AVENUE and BERKSHIRE AVENUE.
- CROCKER AVENUE between SOUTHSIDE AVENUE and FIRST AVENUE.
- CURTIS AVENUE between PACIFIC AVENUE and BERKSHIRE AVENUE.
- DUMBARTON AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.

- DUMBARTON AVENUE between MIDDLEFIELD ROAD and FLOOD AVENUE.
- EDISON WAY between FIRST AVENUE and FIFTH AVENUE.
- FIFTH AVENUE between the railroad underpass between WAVERLY AVENUE and SEMICIRCULAR ROAD and the intersection of EDISON WAY.
- FIRST AVENUE between WILLIAM AVENUE and EDISON WAY.
- FLOOD AVENUE between DUMBARTON AVENUE and FIRST AVENUE.
- FOURTH AVENUE between WILLIAM AVENUE and MIDDLEFIELD ROAD.
- HUNTINGTON AVENUE between PACIFIC AVENUE and BERKSHIRE AVENUE.
- PACIFIC AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.
- SECOND AVENUE between WILLIAM AVENUE and EDISON WAY.
- SEMICIRCULAR ROAD between FIFTH AVENUE and MIDDLEFIELD ROAD.
- SIXTH AVENUE between SEMICIRCULAR ROAD AND MIDDLEFIELD ROAD.
- THIRD AVENUE between WILLIAM AVENUE and MIDDLEFIELD ROAD.
- WILLIAM AVENUE between BERKSHIRE AVENUE and FIFTH AVENUE.

On one side of the following portions of streets between the hours of 7:00 a.m. and 12:30 p.m. on the last Wednesday of each month:

- BARRON AVENUE between FAIR OAKS AVENUE and SPRING STREET.

- DOUGLAS AVENUE between MIDDLEFIELD ROAD and SPRING STREET.
- FAIR OAKS AVENUE between DOUGLAS AVENUE and FIFTH AVENUE.
- FIFTH AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- FOURTH AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- HALSEY AVENUE between DOUGLAS AVENUE and HAMPSHIRE AVENUE.
- HAMPSHIRE AVENUE between NORTHSIDE AVENUE and FAIR OAKS AVENUE.
- HURLINGAME AVENUE between MIDDLEFIELD ROAD and SPRING STREET.
- MACARTHUR AVENUE between MIDDLEFIELD ROAD and FAIR OAKS AVENUE.
- OAKSIDE AVENUE between NORTHSIDE AVENUE and FAIR OAKS AVENUE.
- SAN MATEO AVENUE between DOUGLAS AVENUE and HAMPSHIRE AVENUE.
- SECOND AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- STANFORD AVENUE between NORTHSIDE AVENUE and the dead end of STANFORD AVENUE.
- THIRD AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.

- WARRINGTON AVENUE between NORTHSIDE AVENUE and SPRING STREET.

On one side of the following portions of streets between the hours of 1:00 p.m. and 3:30 p.m. on the third Thursday of each month:

- ARROWHEAD AVENUE between SEMICIRCULAR ROAD and SEMICIRCULAR ROAD.
- BERKSHIRE AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.
- CALVIN AVENUE between PACIFIC AVENUE and BERKSHIRE AVENUE.
- CROCKER AVENUE between SOUTHSIDE AVENUE and FIRST STREET.
- CURTIS AVENUE between BERKSHIRE AVENUE and PACIFIC AVENUE.
- DUMBARTON AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.
- DUMBARTON AVENUE between MIDDLEFIELD ROAD and FLOOD AVENUE.
- EDISON WAY between FIRST AVENUE and FIFTH AVENUE.
- FIFTH AVENUE between railroad underpass between WAVERLY AVENUE and SEMICIRCULAR ROAD and the intersection of EDISON WAY.
- FIRST AVENUE between WILLIAM AVENUE and EDISON WAY.
- FLOOD AVENUE between DUMBARTON AVENUE and FIRST AVENUE.

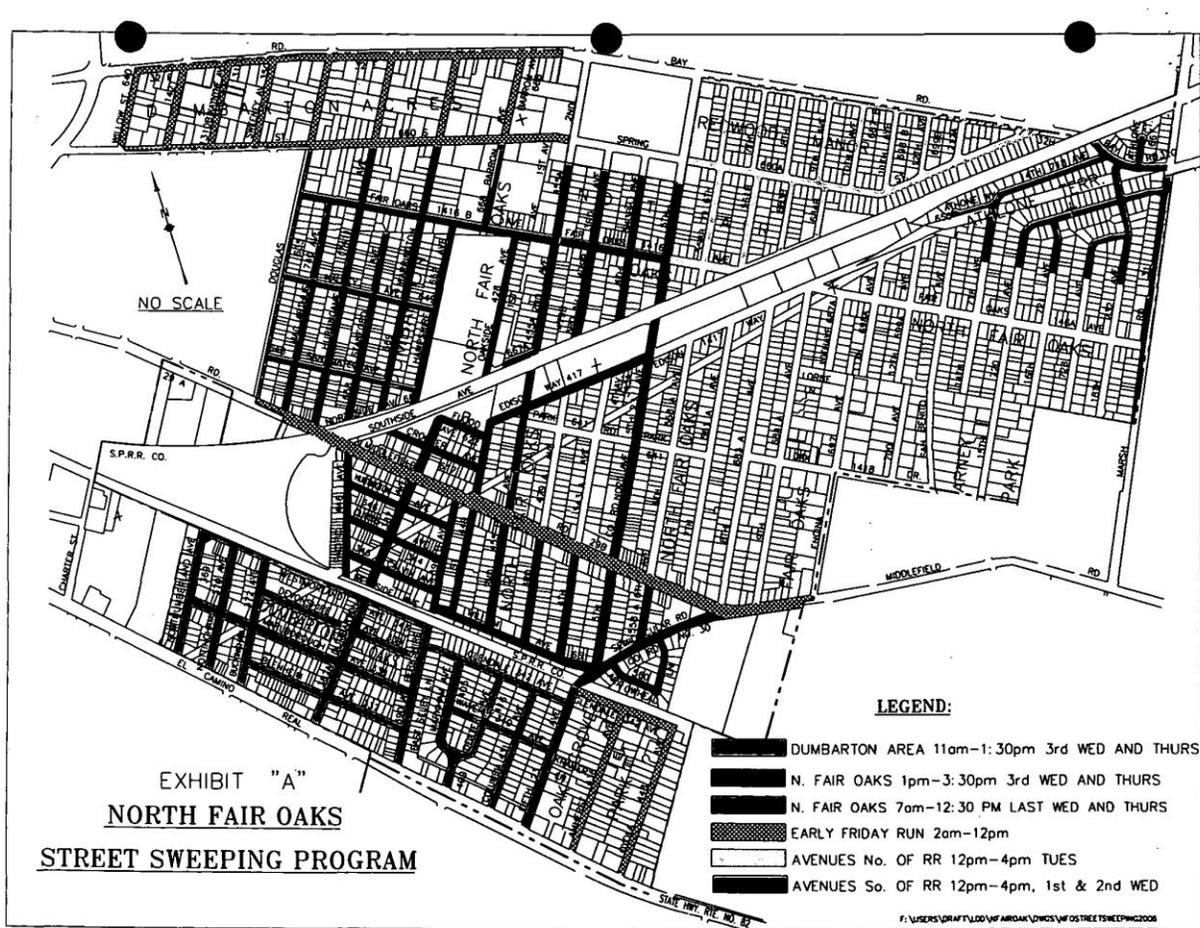
- FOURTH AVENUE between WILLIAM AVENUE and MIDDLEFIELD ROAD.
- HUNTINGTON AVENUE, between PACIFIC AVENUE and BERKSHIRE AVENUE.
- PACIFIC AVENUE between WESTSIDE AVENUE and MIDDLEFIELD ROAD.
- SECOND AVENUE between WILLIAM AVENUE and EDISON WAY.
- SEMICIRCULAR ROAD between FIFTH AVENUE and MIDDLEFIELD ROAD.
- SIXTH AVENUE between SEMICIRCULAR ROAD and MIDDLEFIELD ROAD.
- THIRD AVENUE between WILLIAM AVENUE and MIDDLEFIELD ROAD.
- WILLIAM AVENUE between BERKSHIRE AVENUE and FIFTH AVENUE.

On one side of the following portions of streets between the hours of 7 a.m. and 12:30 p.m. on the last Thursday of each month:

- BARRON AVENUE between FAIR OAKS AVENUE and SPRING STREET.
- DOUGLAS AVENUE between MIDDLEFIELD ROAD and SPRING STREET.
- FAIR OAKS AVENUE between DOUGLAS AVENUE and FIFTH AVENUE.
- FIFTH AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- FOURTH AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- HALSEY AVENUE between DOUGLAS AVENUE and HAMPSHIRE AVENUE.

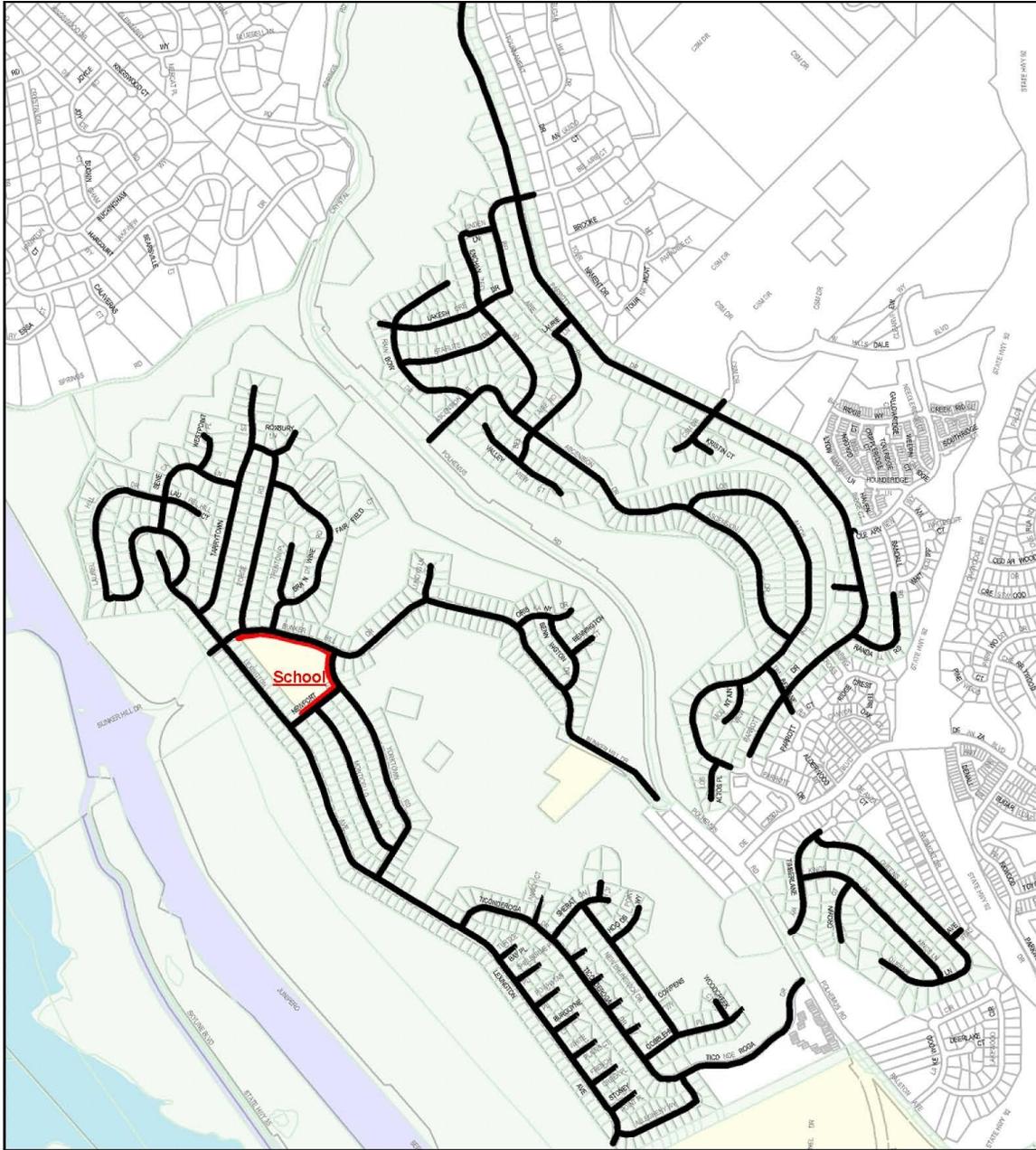
- HAMPSHIRE AVENUE between NORTHSIDE AVENUE and FAIR OAKS AVENUE.
- HURLINGAME AVENUE between MIDDLEFIELD ROAD and SPRING STREET.
- MACARTHUR AVENUE between MIDDLEFIELD ROAD and FAIR OAKS AVENUE.
- OAKSIDE AVENUE between NORTHSIDE AVENUE and FAIR OAKS AVENUE.
- SAN MATEO AVENUE between DOUGLAS AVENUE and HAMPSHIRE AVENUE.
- SECOND AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- STANFORD AVENUE between NORTHSIDE AVENUE and the dead end of STANFORD AVENUE.
- THIRD AVENUE between the Southern Pacific Railroad tracks and SPRING STREET.
- WARRINGTON AVENUE between NORTHSIDE AVENUE and SPRING STREET.

\* \* \* \* \*



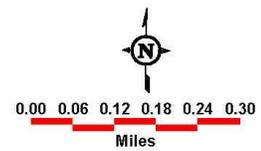
Attachment 3. Proposed Street Sweeping Maps (TMA #1, TMA #4, TMA #7)

### San Mateo Highlands proposed Street sweeping routes



Legend  
Street sweeping routes

- Highlands - Black** - Current sweeping twice per month (*not posted*); No proposed changes
- Highlands - Red** - Current sweeping twice per month (*not posted*); Proposed posting
- SCHOOL** - Highlands elementary school



## North Fair Oaks proposed Street sweeping routes

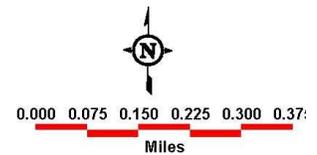


### Legend

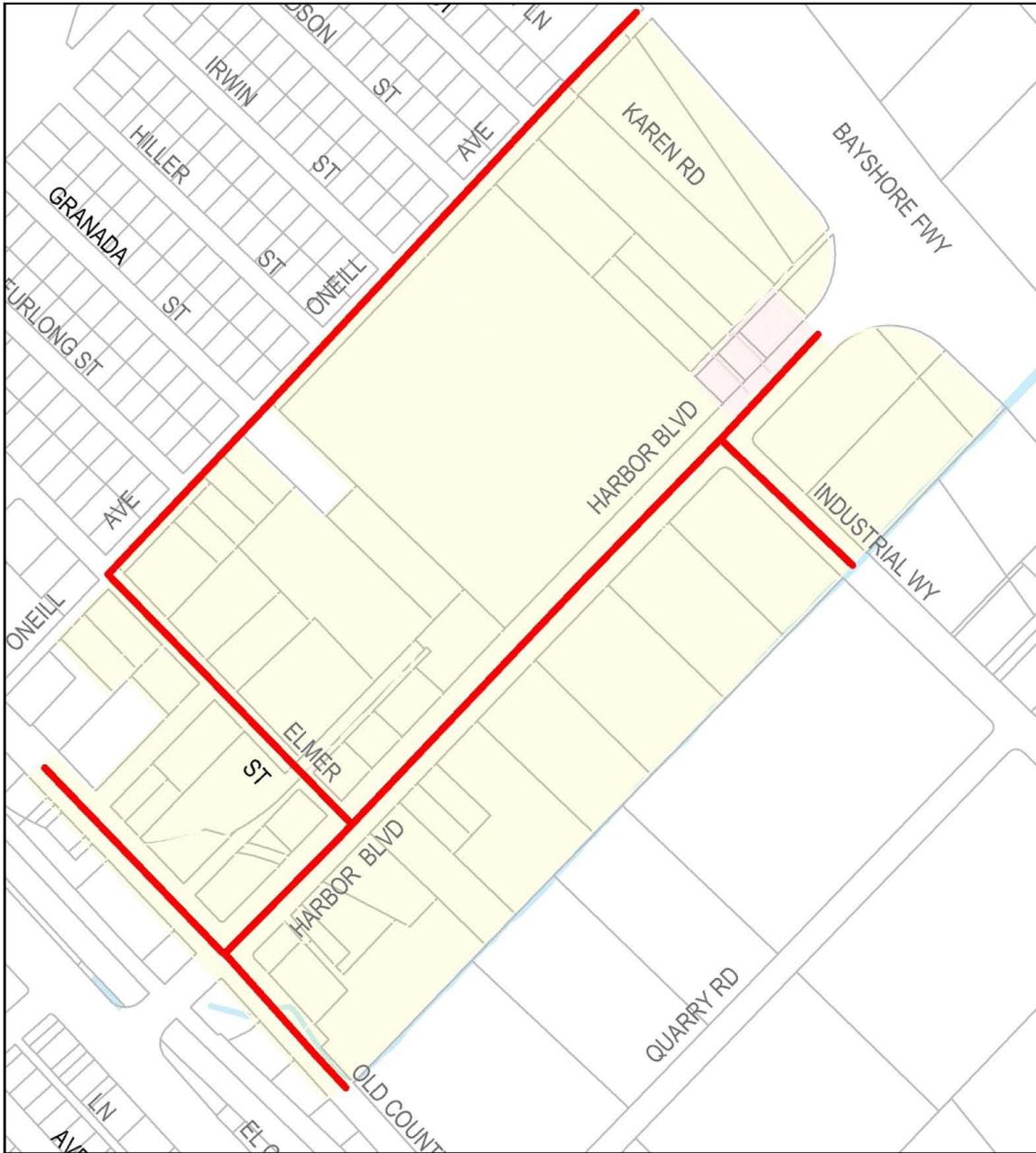
Street sweeping routes

- **North Fair Oaks - Red** - Current sweeping once per month (*posted*); Proposed sweeping twice per month (*posted*)
- **North Fair Oaks - Grey** - Current sweeping weekly (*not posted*); No proposed changes
- **North Fair Oaks - Black** - Current sweeping twice per month (*not posted*); No proposed changes
- **North Fair Oaks - Green** - Current sweeping once per month (*not posted*); Proposed sweeping twice per month (*not posted*)
- **North Fair Oaks - Blue** - Current sweeping once per month (*not posted*); Proposed sweeping twice per month (*posted*)

Pg. 14    Truck driver: Ubaldo C.    [School](#)    [Taft elementary school](#)



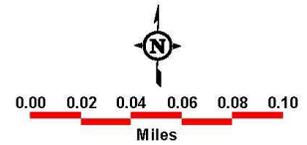
## Harbor Industrial proposed Street sweeping routes



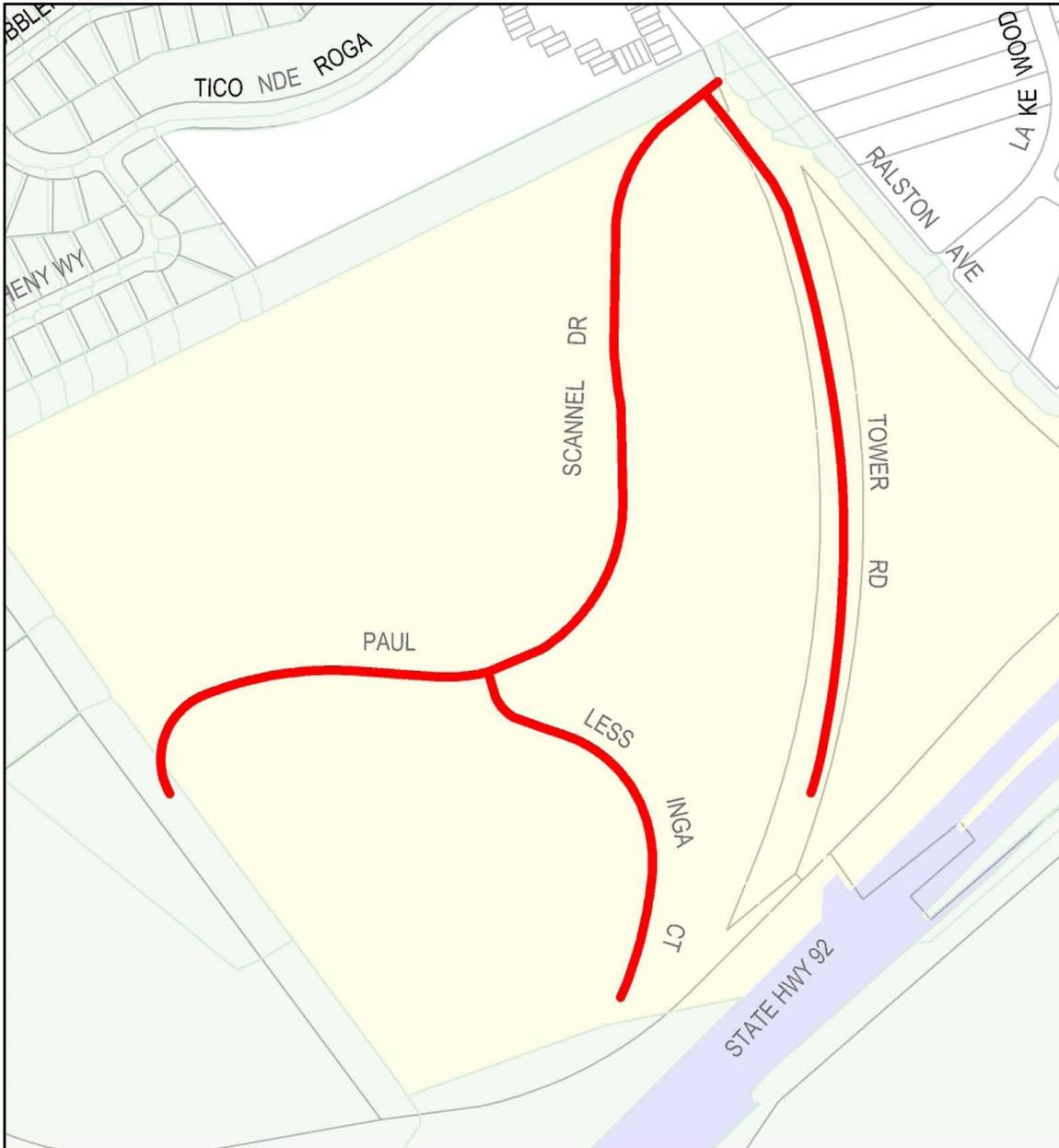
Legend  
Street sweeping routes

Harbor Industrial - Red - Current sweeping weekly (not posted); Proposed posting

Pg. 11 Truck driver: Juan O.

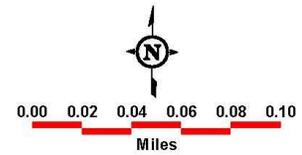


# Tower Road proposed Street sweeping route



**Legend**  
Street sweeping routes

 **Tower Road - Red** - Current sweeping twice per month (*not posted*); Proposed posting



Pg. 29    Truck driver:    Mike C.

## Attachment 4. Countywide Recycling Committee Meetings Minutes

Countywide Recycling Committee Meeting  
Millbrae Public Library  
May 16, 2012

Attending:

Allied Waste Daly City – Ray Padilla, Stephanie Ragler  
Cascadia Consulting - Richard Gertman, Natalee Henry, Gretchen Muller, Gwen Vernon  
City of Belmont – Diane Lynn, Tim Murray  
City of Brisbane – Maria Saguisag -Sid  
City of Burlingame - Vince Falzon  
City of Daly City – Jesse Myott  
City of East Palo Alto – Michelle Daher  
City of Foster City – Laura Galli  
City of Menlo Park – Rebecca Fotu  
City of Millbrae – Craig Centis, Mike Killigrew, Krista Kuehnhackl, Shelly Reider  
City of San Carlos – Paul Baker, Lou Duran  
City of San Mateo –Ron Kasper, Roxanne Murray  
City of South San Francisco - Susan Kennedy, Susan McCue , Andrew Wemmer  
County of San Mateo Board of Supervisors Offices – Juda Tolmasoff (Aide to Supervisor Carole Groom), Randy Torrijos (Aide to Supervisor Dan Pine), Nicholas Calderon (Aide to Supervisor Don Horsley), Maya Perkins (Aide to Supervisor Rose Jacobs Gibson)  
County of San Mateo Public Works Engineering Department - Ann Stillman  
County of San Mateo Water Pollution Prevention Program - Julie Casagrande, Matt Fabry, Carole Foster  
County of San Mateo Environmental Health – Waymond Wong  
EOA, Inc. - Chris Sommers  
Recology San Bruno, Recology of the Coast - Felicia Neirby  
Recology San Mateo County – Maybo Anyeung  
RecycleWorks of San Mateo County – Lillian Clark, Joe La Mariana, Miriam Reiter, Kim Springer  
SBWMA - Monica G. Devincenzi  
San Francisco International Airport – Emily Lau  
South San Francisco Scavenger, Inc. - Barbara Bernardini, Ron Fornesi  
Town of Atherton – Steve Tyler  
Town of Hillsborough - Catherine Chan, Gary Francis  
Town of Portola Valley – CheyAnne Brown  
Town of Woodside – Dong Ngyen

Joe La Mariana made opening remarks, including acknowledging the presence of multiple city staff, county staff, haulers, and Board of Supervisors representatives. He noted that the meeting aim was to facilitate interaction between solid waste and stormwater staff regarding compliance with stormwater pollution regulations. During the

meeting Joe pointed out that in 2000, the amount disposed of in the County of San Mateo was just under one million tons, and that in 2010, the people living in the county disposed of 558,000 tons.

The County solid waste staff explained what that office did in order to inform persons in the stormwater field, and vice versa.

County of San Mateo Solid Waste Staff- Lillian Clark

Lillian explained the background and described activities and responsibilities of the county's waste management programs and services. They include:

- Maintaining the RecycleWorks website, showing where to recycle and donate materials in the county
- Encouraging deconstruction of C&D materials through Waste Management Plans
- Providing outreach to the public such as compost lectures, publications, staffing for events, etc.
- Managing garbage and franchise agreements
- Conducting solid waste planning activities
- Handling illegal dumping issues
- Managing bottle and can grants from CalRecycle
- Participate in the Bay Area Recycling Outreach Coalition
- Promotes source reduction of waste
- Offers a variety of programs to divert/reduce waste, as required by CalRecycle

Lillian may be reached at: [lclark@smcgov.org](mailto:lclark@smcgov.org) Related website: [www.RecycleWorks.org](http://www.RecycleWorks.org)

County of San Mateo Stormwater Pollution Prevention Staff – Matt Fabry;

Matt explained the background for the county Stormwater Pollution Prevention Program and described the program aims. The program is associated with and under C/CAG. Efforts of the San Mateo County Stormwater Pollution Prevention Program (SMCWPPP) and of the Bay Area Stormwater Management Association (BASMAA) are now focused on the Municipal Regional Permit as required by the Federal EPA NPDES (National Pollutant Discharge Elimination System).

Per the regulations, local jurisdictions are required to reduce trash loads from municipal separate storm sewer systems by 40% by 2014, 70% by 2017 and 100% by 2022.

Matt may be reached at: [mfabry@smcgov.org](mailto:mfabry@smcgov.org) Related website: [www.flowstobay.org](http://www.flowstobay.org)

EOA, Inc., Consultants - Chris Sommers

Methods to reach the NPDES requirements include planning, implementation and assessment elements.

Planning includes:

- Determination of a baseline trash load - Develop trash generation rates that can be used by all Bay Area permittees to develop city/county-specific baseline trash loads
- Creating a tracking method
- Creating short and long term goals

Long and short term trash reduction plans are part of the process; a variety of actions may be used, such as

- An annual cleanup of creek/shoreline trash hot spots
- Install and maintain full and partial capture devices in sewers
- Anti-Littering and Illegal Dumping Enforcement Activities
- Credit to meet the permit requirements is given by municipalities engaging in activities such as Bag & Styrofoam Container Bans and Public Education & Outreach

Since the regional Baseline Trash Load study has been submitted, next steps are to create a Trash Load Reduction Tracking Method and then Short-Term Load Reduction Plans. Eventually Long-Term Trash Load Reduction Plans will be formulated.

Chris may be reached at [csommers@eoainc.com](mailto:csommers@eoainc.com)

#### Breakout Session

Breakout groups then discussed how to address issues and coordination. Notes from the groups sorted by general topic:

#### Communications:

- Adequate enforcement required -set up internal communications
- Targeted outreach to specific groups, i.e.
  - Trash- teen boys, high schools
  - Evictions- (multifamily dwellings) - programs for trash pick up
  - Illegal Dumping hotline for Regional Countywide issues (800 number)
- Create shared database
- More education on dumping/littering
- Coordinate outreach
- Follow meetings like this with specific topic
  - Breakout by similar municipalities (i.e. Portola/Woodside)
- Coordinate a meeting with haulers
- Put solid waste folks on e-mail list for trash TAC
- Stormwater folks could receive solid waste annual reports
- Standardize docs for full capture device maintenance reporting

Enforcement:

- Covered load enforcement
- Funding for enforcement priorities – camera deterrent
- Garbage truck equipment's escaped litter – big percentage of litter

Funding:

- Joint priorities funding – improvement for solid waste/clean water

Regulations:

- Regional bag ban
- Take action re street sweeping/garbage
- Create covered load regulations – create local level ordinances
- Enforce state regulations on Highway 1

Countywide Recycling Committee Meeting  
November 14, 2012  
South San Francisco Scavenger Company

Attendees

Stephanie Ragler, Jeannene Kingston - Allied Waste, Daly City  
Rhonda Andrade, Rachele Tarver – CalRecycle  
John Jacobi, Tim Murray- City of Belmont  
Karen Kinser - City of Brisbane  
Rob Mallick Joe McCluskey - City of Burlingame  
Michelle Daher - City of East Palo Alto  
Krista Kuehnhackl – City of Millbrae  
Kevin Fehr - City of Redwood City  
Paul Baker, Lou Duran – City of San Carlos  
Debi Sargent – City of Sunnyvale  
Ron Kasper – City of San Mateo  
Susan Kennedy - City of South San Francisco  
Matt Fabry – City/County Association of Governments (C/CAG)  
Felicia Neirby, Recology San Bruno and Recology of the Coast  
Tammy Del Bene, Gino Gasparini, Misty McKinney, Nikoleta Vicsapiova – Recology San Mateo County  
Monica Devincenzi - RethinkWaste  
Julia Au, Mary Bell Austin, Ana Clayton, Timothy Swillinger, Wesley Won - San Mateo County, Environmental Health  
Lillian Clark, Joe La Mariana, Marc Monbouquette, Miriam Reiter, Kim Springer - San Mateo County, RecycleWorks  
Ed Cooney - Town of Hillsborough

Review of Last Meeting – Lillian Clark, Resource Conservation Program Manager, County of San Mateo

Lillian provided a background, summarizing results of the stormwater pollution prevention discussion from the last meeting. She noted that in connection with stormwater requirements, it is anticipated that the County Earth Day project this year will be a student cleanup on the way to school, in conjunction with the Safe Routes for Schools program. The aim now is to find areas of nexus between the interests of persons working in the area of solid waste and the needs of the Wastewater Pollution Prevention Program. An example of this is the problem of covered loads, specifically the litter generated if loads are not covered.

Wastewater Pollution Prevention: Feedback from the State on Submitted Plans - Matt Fabry, Wastewater Pollution Prevention Program Manager, City/County Association of Governments

Matt provided an encapsulation of the previous countywide presentation, stating that cities must make plans to make a 40% reduction in stormwater-related pollution by 2014. He then provided an update: unfortunately, the San Francisco Regional Control Board's feedback on initial plans of how to meet this goal were not favorable. Due to a conflicting annual report deadline, a follow-up workshop on the situation did not have representation by all the involved cities, and therefore was not balanced. Subsequently, one of the high-ranking members of the Regional Control Board charged the cities to implement programs to reduce trash, but not to rely on the previously used credit system. The Wastewater Pollution Prevention Program now needs to

- ⓧ define tools needed
- ⓧ generate effectiveness measures

- ⌘ determine what must be tracked and reported on

A steering committee is expected to develop a blueprint for a long term trash reduction plan. Part of the intention is to refine baseline loading rates and to create a template for moving forward.

Covered Loads – *Debi Sargent, Solid Waste Contract Administrator, City of Sunnyvale*

Debi explained what was done at the Sunnyvale SmartStation to promote covered loads: the staff conducted a 30-day survey of incoming vehicles and determined that 75% of them were not tarped. They then set a fee of \$15 for a non-covered load. Although initially quite a number of customers were willing to pay the fee, as time progressed, more and more customers covered their loads. The station also made low-cost tarps available for sale.

Follow-up comments:

- ⌘ Kirby Landfill charges two times the load price for an untarped vehicle.
- ⌘ Tammy Del Bene spoke in favor of a campaign advising residents to bag garbage before placing it into their garbage container.
- ⌘ There is a California state law requiring covered loads for residential and commercial vehicles. However, it usually isn't enforced.

Illegal Dumping – *Kim Springer, Resource Conservation Program Manager, County of San Mateo*

Kim asked how many cities were affected by illegal dumping; there were many affirmative responses. Kim showed a video of illegal dumping instances; this was followed by a County-sponsored video clip message for movie theater-goers portraying illegal dumping as “uncool,” along with an educational component.

Follow-up comments:

- ⌘ There was a suggestion that DMV put info into driver's license renewal mailings regarding, instead of drunk driving, covered loads.
- ⌘ A desire was stated to get Code Enforcement involved.
- ⌘ Stephanie Ragler said Allied Waste teamed up with Code Enforcement in order to address the problem; she noted that Allied was picking up three tons a day of illegally dumped materials on a regular basis in Daly City.

Announcements

- ⌘ Mary Bell Austin, in connection with the recent passage of the County unincorporated areas plastic bag ban, invited committee members to contact her if they wished to have an appearance of the Bag Monster, a screening of the film *Bag It*, or reusable giveaway bags.
- ⌘ Karen Kinser suggested the Committee examine the connection between street sweeping and trash.
- ⌘ Miriam Reiter told the Committee about revised publications: Construction Site Recycling: A Guide for Building Contractors, the accompanying Pocket guide, and the Commercial Guide. The Commercial Guide includes a new insert sheet on AB 341: Mandatory Commercial Recycling.
- ⌘ Joe La Mariana announced that Miriam Reiter is retiring from RecycleWorks.

The next meeting will be March 20, 2013.

**Countywide Recycling Committee Meeting  
March, 20, 2013  
Belmont Sports Complex**

Attendees:

Matt Fabry - City/County Association of Governments (C/CAG)  
Sue Vang - Californians Against Waste  
John Muma, Rachelle Tarver, Rhonda Andrade - CalRecycle  
Diane Van Zant - City of Belmont  
Lisa Puntecono, Randy Breault - City of Brisbane  
Joe McCluskey, Steve Dalorup - City of Burlingame  
Michelle Daher - City of East Palo Alto  
Shelly Reider - City of Millbrae  
Paul Baker, Lou Duran, Pat Potter - City of San Carlos  
Kay McClain, Ron Kasper, Roxanne Murray - City of San Mateo  
Samantha Meyer - Clean Water Action  
Ann Stillman - County of San Mateo Public Works  
Jack Nixon, Ed Cooney - CSG  
Elizabeth Rouan, Julia Au, Katheryn Cooke, Mary Austin, Wesley Won, Waymond Wong - County of San Mateo Environmental Health  
Chris Sommers - EOA  
Felicia Nirby - Recology of San Bruno and Recology of the Coast  
Misty McKinney, Mia Rossi, Niki Vicsapiova, Sarah Prescott, Sandra Tinoco, Yvette Madera - Recology of San Mateo County  
Jeannene Minnix Kingston - Allied Waste Services of Daly City  
Daina Lujan - San Mateo County Office of Education  
Barbara Bernadini - South San Francisco Scavenger Company  
Catherin Chan - Town of Hillsborough  
Jo La Mariana, Lillian Clark, Kim Springer, Gerald Schwartz, Krista Kuehnhackl - County of San Mateo RecycleWorks

**EOA Baseline Trash Load Study Results:** *Chris Sommers - EOA*

Chris explained what was found in the study that led to trash load reduction planning. It is assumed that all urban creeks are impacted. Creek/shoreline annual hot spot cleanups started in 2010 and by February 2012, baseline trash loads, a load reduction tracking method and a short-term trash reduction plan were developed to attain a 40% reduction. Watershed litter sources include pedestrian litter from vehicles, inadequate waste container management, illegal dumping, and direct dumping to creeks and shorelines. Street sweepers can actually sweep debris into the storm drains and not mean to. The goal of the SF Bay Area Baseline Trash Generation Rates Development was to develop rates that can be used by all Bay Area municipalities for city-specific baseline trash loads. Cascadia Consulting Group characterized trash types from 159 sites 4 times; trash was 17% of the debris found (other plastic was 51%, paper 20%, plastic grocery bags 8%, Styrofoam 6%, recyclable beverage containers 4%, metal 1% and miscellaneous 10%).

**Getting to the Source of the Litter in SF Bay:** *Samantha Meyer - Clean Water Action (CWA)*

Samantha taught us about the sources and types of trash and where it is coming from and how we can reduce it. CWA is a national environmental advocacy organization headed in DC, locally in Oakland. They work both upstream (stopping pollution at the source) and downstream (clean up, reducing exposure).

The project purpose was to reduce marine debris in the San Francisco Bay by focusing on the source. 80% comes from land via litter, industrial discharges and garbage management. There were 4 cities included in the study including Oakland, San Jose, South San Francisco and Richmond. There was a two ¼ mile site per jurisdiction, which was sampled 3 times per site, with a minimum 4 days of trash accumulation.

The top items collected were cigarette butts, napkins, food wrappers, receipts, cellophane, straws, bottle caps, cigarette wrappers, condiments, paper cups and tickets. Most of it was from nonpoint sources but some was from point sources such as receipts or food packing with company logos on it and that is where the focus on reduction should be. Almost half was food packaging and 9% cigarette packaging. 60% was from non-reusable litter meaning that 40% could be replaced with reusable products. Fifty years ago people didn't eat take-out food. The goal of source reduction is not having waste to manage by eliminating it before it becomes a problem to redesign, reuse, and/or eliminate certain items. The United States has 5% of the world's population but uses 27% of the resources. CWA is working with food businesses to reduce packaging and single-use disposables and encourage use of reusable products. It's not just bags that are reusable, but dishes as well. There is a lot of potential for cups. Possible solutions include voluntary reduction of disposables by businesses or local ordinances that promote reusable containers by charging customers or requiring "for here" served on durables. There should also be more garbage and recycling pickups downtown. Recycling is an important solution to plastic pollution, but what is being produced is often not recyclable. Until we make manufactures responsible, they will not make recyclable products.

**Earth Day Cleanup Event - "Be Seen Keepin' It Clean":** *Gerald Schwartz - RecycleWorks and Daina Lujan - San Mateo County Office of Education Safe Routes to school program*

Gerald and Daina spoke about the Be Seen Keeping It Clean event and how the event celebrates Earth Day and the Safe Routes to Schools initiatives and picking up litter along the way and how people could help. Forty schools have shown an interest in participating in the event starting April 19. The events will be coordinated by on site Safe Routes to school coordinators, working with their students. Contact Daina if you would like to get involved. Students will be giving two bags to collect litter and there will be litter/recycling data collection on the way to school. They could use volunteers at the welcome table or with the "walking school buses". The welcome tables can include educational incentives and pencils. Trash and recycling data will be collected by San Mateo County Office of Education.

**The Connection:** Group discussion:

Municipalities that collect litter in public areas.

The County of San Mateo Environmental Health helps with the May River Cleanup and the Coastal Cleanup on the third Saturday in September. Pacifica has weekly public container collection and monthly cleanup events. People sign up for beaches and residents can pick up litter on their streets. San Mateo hired someone to clean up parking lots, etc. Brisbane has 2 roll off bins that say please dump here to help with illegal dumping and a public stewardship event. San Carlos has cigarette butt containers placed from the Lion's Club. Half Moon Bay collects cans. Millbrae collects cans/bottles, paper and trash. San Bruno Department of Public Works has an illegal dumping box. The County uses both Recology, public cans, and the Road Dept. to pick up debris found in the street.

Law/Ordinance Options: Code enforcement can help with illegal dumping. There can be State laws for covered loads or to require covered containers. Use the State Vehicle Codes for litter and illegal dumping laws.

The next meeting will be August 14, 2013.

If you would like copies of the Power Point Presentations send an email to [info@RecycleWorks.org](mailto:info@RecycleWorks.org)

**Countywide Recycling Committee Meeting  
May 8, 2013  
Colma Community Center**

Attendees:

Jeannene Minnix Kingston, Stephanie Ragler - Allied Waste Services of Daly City  
Rhonda Andrade - CalRecycle  
Clay Reigel - Cascadia Consulting Group  
Joe McCluskey, Steve Dalorup, Vince Falcon - City of Burlingame  
Joseph Curran, Jesse Myott - City of Daly City  
Michelle Daher - City of East Palo Alto  
Laura Galli - City of Foster City  
Vanessa Marcadejas - City of Menlo Park  
Shelly Reider - City of Millbrae  
William Li - City of San Bruno  
Lou Duran - City of San Carlos  
Roxanne Murray - City of San Mateo  
Susan Kennedy, Susan McCue, Susy Kalkin - City of South San Francisco  
Elizabeth Rouan, Ana Clayton, Julia Au, Katheryn Cooke, Mary Austin, Wesley Won, Waymond Wong - County of San Mateo Environmental Health  
Steve Kraemer - County of San Mateo Parks  
Jo La Mariana, Lillian Clark, Kim Springer, Erin McNichol, Krista Kuehnhackl - County of San Mateo RecycleWorks  
Kathleen Gallagher, Jack Nixon - CSG  
Felicia Neirby - Recology of San Bruno and Recology of the Coast  
Misty McKinney, Mia Rossi, Sandra Tinoco, Gino Gasparini, Angela Goebel - Recology of San Mateo County  
Monica Devincenzi, Heather Co - Rethink Waste  
Barbara Bernardini - South San Francisco Scavenger Company  
Catherin Chan - Town of Hillsborough  
Brandi de Garmaux - Town of Portola Valley

**Be Seen Keepin' It Clean:** *Joe La Mariana - County of San Mateo RecycleWorks*

Joe presented the 30 second ad that played at four (4) San Mateo County movie theaters between 4/12 and 5/9. The ad focused on getting young adults to not litter and recycle or dispose of their waste properly.

**Outdoor Litter and Recycling Containers:** *Steve Kraemer - County of San Mateo Parks*

Steve presented on the Bear Saver trash and recycling containers that have worked very well for County parks. They pay for themselves within five (5) year and are good for keeping out seagulls, raccoons, ravens, crows (predators of the endangered Mabled Murrelet,) etc. They save on labor time and cost since there is less litter to pick up from the animals scavenging through the containers. It takes two (2) people to install them, which are usually service volunteers, but they are easy to install. They installed 20 of them at Coyote Point Park six (6) years ago. The ones close to the Bay get exposed to the water and last about 10-15 years, in other locations they last longer +/-20 years.



At Sam MacDonald Park they still have the old Windsor Barrel containers. They are hard to lift out and don't last.



*Barbara Bernardini – South San Francisco Scavenger Company*

Public trash and recycling containers should have a large enough opening to fit trash and/or recyclables into, but not large enough for residents to put personal garbage into. Containers should not have a flat top because people will pile trash or recyclables on them. These containers fill up quickly if they are not serviced enough. This can lead to illegal dumping by people putting trash adjacent to the cans. They are always overloaded by food and coffee establishments. In Canada, littering is an offense and punishable by scolding.



A Big Belly solar container can be found at the Millbrae Starbucks on Broadway. They are great because they compact materials and hold 150 gallons. They also have a drawer opening, are easy to maintain, and available for recyclables and organics.



*Stephanie Ragler and Jeamene Mimmix Kingston – Allied Waste Services of Daly City*

The public trash and recycling containers in Daly City don't have lids. Two (2) employees are needed on the routes since containers can weigh between 60-80 pounds. The type of containers that lift out are used at the parks, and if the lids are not put back on properly, then they are easy to knock off or the garbage overflows. On

Mission Street the hauler does not provide the containers. Some containers are provided from Daly City and some from CalTrain.



Eco-Pop Designs lids were added to containers for cans and bottles in Half Moon Bay. They look good, last and are easy to service.



Daly City has containers for trash and recycling with a can on the outside. Due to the coastal fog, the containers get rusty and jammed, which makes them difficult to open.

*Gino Gasparini - Recology*

The concrete public trash and recycling containers are not good because they don't have handles, they break down and are hard to service. In San Carlos they use 32-gallon can inserts that can be replaced at the hardware store, therefore, no special inserts are needed that are costly to replace.



They use their own Toter containers in parks and festivals that are rolled out easily for collection day. Peet's and Starbucks should have to put in city cans that they service since they always have so much waste.

Comments: Jeannene Minnix Kingston mentioned that the Toters are good public containers because people know what goes into them at home. Kim Springer asked if there are automated outdoor containers that are more attractive than Toters and Gino answered yes. Brandi de Garneau mentioned that containers that contain recycled content are difficult to find.

**Waste Management At Your Door Special Collection:** *Monica Devincenzi - Rethink Waste*  
 200,000 pounds were collected in 2012 (87 pounds per household). The service is only for residential customers, not commercial. Residents can have unlimited appointments and it costs \$0.40-0.45 per month. All household hazardous waste must be identifiable and non-leaking. They are rolling out a new advertising campaign using direct mail and at Home Depot. Redwood City and Atherton are the only two (2) cities in the SBWMA service area that don't subscribe to the service. Some people don't want to wait two weeks even though they stored it for 25 years. People get confused and think the service is provided by Recology when it is not.

Comments: Waymond Wong, County of San Mateo Environmental Health, mentioned that the permanent County Household Hazardous Waste Facility is open three (3) days a week. People can usually make an appointment the night before and bring their materials in the next day. They can also provide special collection events.

**PaintCare:** *Elizabeth Rouan - County of San Mateo Environmental Health*  
 PaintCare, passed in 2012, was designed and implemented by the industry with input from retailers. Paint makes up 50% of the waste from the County Household Hazardous Waste Program, so this frees up about \$250,000 per year. The Oregon pilot in 2009 raised the bar on the quality of recycled paint. The program accepts architectural coatings including oil and latex paint, primers, sealers, undercoats, stains, shellacs, lacquers, varnishes and urethanes. The program is for residential and commercial customers. There is a limit on how much oil based paint a business can drop off, but if they have more than 300 gallons, it can be picked up. The limit for residential customers is from five (5)-20 gallons. The materials need to be labeled and non-leaking. Call first because they might be full. Most of the paint is recycled by Visions and made into recycled paint called Workhorse. Kelly Moore makes a version of recycled paint called eCoat. Recycled paint comes in interior, exterior, sheen or flat. This program should be a model for other products including batteries, sharps and pharmaceuticals.

**Green Business Program and RecycleWorks Volunteer Academy Update:** *Kim Springer - County of San Mateo RecycleWorks*  
 The Green Business Program is running again despite being on hold for a year and half. The Green Business Program contractor recently held a workshop to help 20 interested businesses move closer to certification. There will be an \$80-\$300 certification fee, depending on the size and certification complexity.

The RecycleWorks Volunteer Academy is under development. It would be great for the cities to send us volunteers for the program and then we could provide trained volunteers back to the cities to use at events. Volunteers can also help with sorting food waste and recyclables. Courses offered will include Resource Conservation 101, Master Composting, Green Building & Architecture, Green Business, Commercial Recycling, Water Systems, Youth Supervisor Green Training and Energy Efficiency. If we have more volunteers we can support more events.

Comments: Attendees mentioned that they agreed with the need for energy and water expertise. They also mentioned considering leveraging existing community college or non-profit programs for training.

The next meeting will be November 13, 2013.

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**Countywide Recycling Committee Meeting  
November 13, 2013**

**Portola Valley Community Hall**

**The Construction & Demolition Waste Process**

Attendees:

Rhonda Andrade - CalRecycle  
Joe McCluskey - City of Burlingame  
Michelle Daher - City of East Palo Alto  
Vanessa Marcadejas - City of Menlo Park  
Shelly Reider, Jamaica Thacker - City of Millbrae  
Paul Baker - City of San Carlos  
Kay McClain, Ron Kasper, Roxanne Murray - City of San Mateo  
Joe La Mariana, Lillian Clark, Kim Springer, Erin McNichol, Krista Kuehnhackl - County of San Mateo  
RecycleWorks  
Peter Schultze-Allen - EOA  
Kelly Runyon - ESA  
Ray Malacrea - Granite Rock  
Dave Marcan - Marcan Enterprise, Inc.  
Sarah Prescott - Recology San Mateo County  
Stephen Bantillo - Recycling Certification Institute  
Hilary Gans, Monica Devincenzi - SBWMA  
Barbara Bernardini - South San Francisco Scavenger Company  
Brandi de Garneau - Town of Portola Valley  
Matthew Begin, Mike Fava - Zanker Road Resource Management

**Construction and Demolition (C&D) Collection and Processing at South San Francisco Scavenger Company:** *Barbara Bernardini - South San Francisco Scavenger Company*

Blue Line Biogenic CNG Facility:

The Biogenic CNG Facility broke ground November 7 to collect food waste starting the second quarter of 2014 from commercial and residential customers. There will be 8 dry anaerobic digesting chambers, an enclosed negatively aerated receiving bay, 95,000 gallon percolate tank, biofilter, external biogas storage bladder and a 100 kW combined heat & power system. It will take 21 days to process and will process up to 11,200 tons per year. The finished product will go to Z Best to be finished. They already send some food scraps there. It will fuel 10-12 vehicles with the gas it creates.

Blue Line C&D Receiving and Processing:

The materials come in and are weighed and customers receive a tag saying where it is from, the size, weight and description of what is collected. C&D is also gathered from around the facility. They take tile, carpet, etc. and try to pull it off of the commercial garbage sorting line. At the C&D sort line, they perform a negative sort meaning they pick out anything that is not clean wood, wire, cardboard, scrap metal, tile or porcelain and put it in boxes below. Mixed paper and cardboard boxes, etc. are taken to the scale house to weigh and track what come off of the sort line. They started taking clean drywall 2-3 years ago and carpeting and padding this year. The wood area takes clean wood and yard waste that is ground and taken to an alternative fuel plant in Rocklin. They don't take pressure treated wood. They have at least a 65% diversion rate.

**Zanker Disposal and Recycling Changes to C&D Diversion Percentages:** *Matt Begin - Zanker Road Resource Management*

Zanker Road Landfill was permitted in 1985 and closed in the 1970's due to EPA regulations. The diversion rate was 70% that went up to 79% in 1989. In 1998, the Rocket Plant had a diversion rate of 95%. Floor sorting had a diversion rate of 55% from 1985-2007. The C&D sort line had a diversion rate of 78% in 2007 that went up to 83% in 2011. There are prescreens, conveyor belts, electromagnets, air sifters and optical sorters that sort the materials. It takes an average of 35 minutes to process a typical Silicon Valley house. They used to have catch all categories and then they took out the trash. Now they grade all of the loads going to the site. Trash is anything that is not recyclable and doesn't have a market that goes to the landfill. In 2013, after getting certified by the Recycling Certification Institute, Zanker has a diversion rate of 68.83% including ADC and 44.63% without ADC. If pressure treated wood comes in on a load then the load checker will tell them to take it to the trash pile. If materials are bagged then they won't look in them and they will be counted as trash. Carpet must be source separated or it will be counted as trash. Zanker would like to increase the diversion rate from 68% to 85%, eliminate ADC, increase diversion of hard to recycle materials and comply with LEED & CalGreen Specifications.

**Recycling Certification Institute National Certification Program and the 2010 California Green Building Standards Code of Regulations, Title 24, Part 1:** *Stephen Bantillo - Recycling Certification Institute*

The RCI is a 3<sup>rd</sup> party facility certification program that promotes truth in advertising transparencies. The protocols were developed with much input from the industry. First one needs to register and upload information, such as what is currently taken in, to be approved. Then to get certified, they get audited, verified, and evaluated of the data and operational process. RCI contracts with independent, third-party firms where they are trained to become evaluators. Evaluators, using RCI Protocols, evaluate the records and reports of the facility. Green Halo is the interface. Registration costs \$400, and certification for a mixed facility - CDRA Member \$7,000, mixed facility - non-member \$8,000, single line/stream \$1,500, re-certification (mixed) \$3,500 and re-certification (single) \$1,000. CalGreen's diversion rate is 50% and there is talk of increasing it to 65%.

## Attachment 5. Creek and Shoreline Hot Spots



San Mateo County FCD

Site ID: SBR01

### Site Information

**Site Location:** San Bruno Creek from North Access Road downstream to tide gates

**Watershed:** San Bruno Creek

**Waterbody:** San Bruno Creek

**Jurisdiction:** Channel Easement – San Mateo County Flood Control District, adjacent land – City of SSF, City and County of San Francisco, and City of San Bruno

**Ownership:** City and County of San Francisco

**Trash Pathways/Sources:** Accumulation from storm drain outfalls and local roadways, litter, & illegal dumping

**Site Identified by:** San Mateo County Flood Control District

**Agency Contact:** Mark Chow, Principal Engineer, Utilities-Flood Control-Watershed Protection County of San Mateo Department of Public Works

### Justification

**Information Supporting Selection as a Hot Spot:** Observations of trash by County of San Mateo Department of Public Works staff during quarterly inspections

**Existing Cleanup Efforts:** Periodically by County of San Mateo Department of Public Works

**Assessments:** None



San Mateo County DPW

Site ID: BEL01

Site Information

**Site Location:** Belmont Creek, immediately downstream of Old County Road

**Watershed:** Belmont Creek

**Waterbody:** Belmont Creek

**Jurisdiction:** Unincorporated San Mateo County, City of San Carlos

**Ownership:** San Mateo County Department Public Works Old County Road Right-Of-Way and two privately owned parcels

**Trash Pathways/Sources:** Accumulation from local roadways, litter, & illegal dumping

**Site Identified by:** San Mateo County Department of Public Works

**Agency Contact:** Tim Stanfield, Road Maintenance Manager, Roads Division, San Mateo County Department of Public Works

Justification

**Information Supporting Selection as a Hot Spot:** Observations of trash by County of San Mateo Department of Public Works staff during routine maintenance activities

**Existing Cleanup Efforts:** Periodically by County of San Mateo Department of Public Works staff

**Assessments:** None

San Mateo County DPW

San Mateo County DPW

Site ID: COL01



Site Information

**Site Location:** Colma Creek, 100 yards downstream of Utah Avenue Bridge in South San Francisco and immediately downstream of San Mateo County FCD Trash Hot Spot COL02

**Watershed:** Colma Creek

**Waterbody:** Colma Creek

**Jurisdiction:** Channel – San Mateo County Flood Control District, adjacent land – City of SSF

**Ownership:** San Mateo County Flood Control District

**Trash Pathways/Sources:** Accumulation from storm drain outfalls and local roadways, litter, & illegal dumping

**Site Identified by:** San Mateo County Department of Public Works

**Agency Contact:** Tim Stanfield, Road Maintenance Manager, Roads Division, San Mateo County Department of Public Works

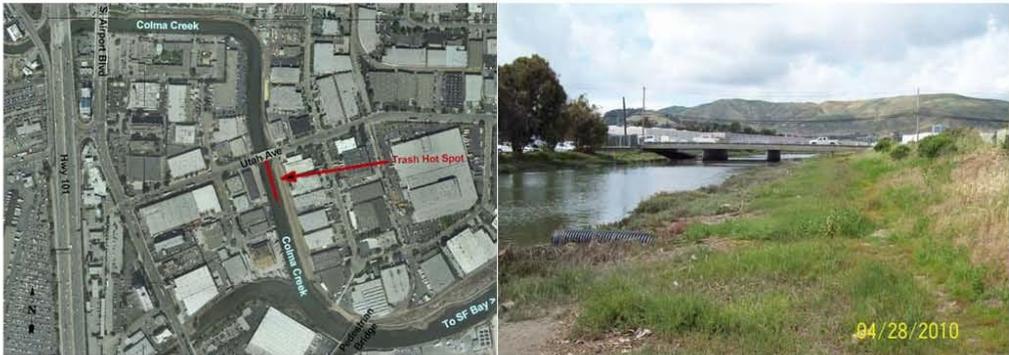
Justification

**Information Supporting Selection as a Hot Spot:** Photographic evidence (James & Kolb 2007) and waterbody fact sheet (Appendix C of 2008 Proposed Revisions to 303(d) List of Impaired Water Bodies in the San Francisco Bay Notice); Observations of trash by County of San Mateo Department of Public Works staff during Colma Creek Maintenance Monitoring Program quarterly inspections/creek walks and monthly cleanups

**Existing Cleanup Efforts:** ~Monthly trash cleanups in collaboration with the County Sheriff's Work Program

**Assessments:** "Virtual" Rapid Trash Assessment as part of the 2008 Proposed Revisions to 303(d) List of Impaired Water Bodies in the San Francisco Bay

**San Mateo County FCD** Site ID: COL02



**Site Information**

**Site Location:** Colma Creek, immediately downstream of Utah Avenue Bridge in South San Francisco

**Watershed:** Colma Creek

**Waterbody:** Colma Creek

**Jurisdiction:** Channel – San Mateo County Flood Control District, adjacent land – City of SSF

**Ownership:** San Mateo County Flood Control District

**Trash Pathways/Sources:** Accumulation from storm drain outfalls and local roadways, litter, & illegal dumping

**Site Identified by:** San Mateo County Flood Control District

**Agency Contact:** Mark Chow, Principal Civil Engineer, Utilities-Flood Control-Watershed Protection County of San Mateo Department of Public Works

**Justification**

**Information Supporting Selection as a Hot Spot:** Photographic evidence (James & Kolb 2007) and waterbody fact sheet (Appendix C of 2008 Proposed Revisions to 303(d) List of Impaired Water Bodies in the San Francisco Bay Notice); Observations of trash by County of San Mateo Department of Public Works staff during Colma Creek Maintenance Monitoring Program quarterly inspections/creek walks and monthly cleanups

**Existing Cleanup Efforts:** ~Monthly trash cleanups in collaboration with the County Sheriff's Work Program

**Assessments:** "Virtual" Rapid Trash Assessment as part of the 2008 Proposed Revisions to 303(d) List of Impaired Water Bodies in the San Francisco Bay

San Mateo County FCD