

## **SONOMA COUNTY WASTE MANAGEMENT AGENCY**

February 20, 2008  
9:00 a.m.

City of Santa Rosa Utilities Department  
Subregional Water Reclamation System Laguna Plant  
4300 Llano Road, Santa Rosa, CA 95407  
Estuary Meeting Room

**\*\*\*\*UNANIMOUS VOTE ITEM #7.2\*\*\*\***

### **AGENDA**

- | <b><u>ITEM</u></b>   | <b><u>ACTION</u></b> |
|--|----------------------|
| 1. Call to Order/Introductions   |                      |
| 2. <u>Attachments/Correspondence:</u><br>Director's Agenda Notes<br>Article received from Chair Tim Smith  |                      |
| 3. <u>On file w/Clerk: for copy call 565-3579</u><br>Resolutions approved in January 2008<br>2008-001 Electing a Chair, Vice-Chair and Chair Pro Tempore for 2008<br>2008-002 Advertising, Publishing and Distributing Recycling Guide in AT&T Yellow Pages<br>2008-003 Recycling Guide Tab in AT&T Yellow Pages Phone Book<br>2008-004 Appropriation Transfer HD16C Grant<br>2008-005 Appropriation Transfer HD16F Grant<br>2008-006 Appropriation Transfer RU11 Grant<br>2008-007 Purchase of Recycling Containers for use in the City of Santa Rosa |                      |
| 4. Public Comments   |                      |

### **CONSENT** (w/attachments)

Discussion/Action

- |     |  |  |
|-----|--|--|
| 5.1 | Minutes of January 16, 2008  |  |
| 5.2 | FY 07-08 Mid-Year Financial Report   |  |
| 5.3 | Printing of 2008 Recycling Guide   |  |
| 5.4 | Eco-Desk Annual Report   |  |
| 5.5 | Sonoma Compost Marketing Plan 2008   |  |
| 5.6 | First Amendment to Agreement with City of Santa Rosa in Marking Catch Basins on Private Property |  |
| 5.7 | Retirement Resolution  |  |

### **REGULAR CALENDAR**

## PLANNING

- |     |   |                   |
|-----|---|-------------------|
| 6.1 | Waste Characterization Findings<br>[Carter](Attachment) | Discussion/Action |
|-----|---|-------------------|

## ADMINISTRATION

- |     |   |                       |
|-----|---|-----------------------|
| 7.1 | Update on Executive Director of SCWMA Position<br>[Klassen]           | Discussion/Action     |
| 7.2 | Preliminary Draft Budget for FY 08-09<br>[Klassen/Fisher](Attachment) | <b>UNANIMOUS VOTE</b> |
| 7.3 | CIWMB Grant Resolution<br>[Chilcott](Attachment)                      | Discussion/Action     |

## COMPOSTING/WOOD WASTE

- |     |   |                   |
|-----|---|-------------------|
| 8.1 | Compost Program Update<br>[Klassen]                       | Discussion/Action |
| 8.2 | Food Waste Composting Campaign<br>[Chilcott](Attachment)  | Discussion/Action |
| 8.3 | Compost Relocation Project Update<br>[Carter](Attachment) | Discussion/Action |

## HOUSEHOLD HAZARDOUS WASTE

- |     |  |                   |
|-----|--|-------------------|
| 9.1 | EPR Implementation Plan Report<br>[Steinman](Attachment) | Discussion/Action |
|-----|--|-------------------|

## EDUCATION

- |      |  |                   |
|------|--|-------------------|
| 10.1 | Spanish Outreach RFP<br>[Chilcott](Attachment) | Discussion/Action |
|------|--|-------------------|

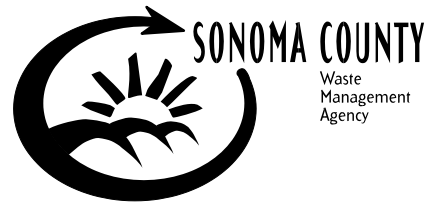
- 11. Boardmember Comments
- 12. Staff Comments
- 13. Adjourn

**CONSENT CALENDAR:** These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

**REGULAR CALENDAR:** These items include significant and administrative actions of special interest and are classified by program area. The regular calendar also includes "Set Matters," which are noticed hearings, work sessions and public hearings.

**PUBLIC COMMENTS:** Pursuant to Rule 6, Rules of Governance of the Sonoma County Waste Management Agency, members of the public desiring to speak on items that are within the jurisdiction of the Agency shall have an opportunity at the beginning and during each regular meeting of the Agency. When recognized by the Chair, each person should give his/her name and address and limit comments to 3 minutes. Public comments will follow the staff report and subsequent Boardmember questions on that Agenda item, and before Boardmembers propose a motion to vote on any item.

**DISABLED ACCOMMODATION:** If you have a disability that requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please contact the Sonoma County Waste Management Agency Office at 2300 County Center Drive, Suite B100, Santa Rosa, (707) 565-3579, at least 72 hours prior to the meeting, to ensure arrangements for accommodation by the Agency.



**TO:** SCWMA Board Members

**FROM:** Susan Klassen, Interim Executive Director

**SUBJECT:** FEBRUARY 20, 2008 AGENDA NOTES

### **CONSENT CALENDAR**

These items include routine financial and administrative items and **staff recommends that they be approved en masse by a single vote.** Any Board member may remove an item from the consent calendar for further discussion or a separate vote by bringing it to the attention of the Chair.

- 5.1) Minutes of January 16, 2008
- 5.2) FY 07-08 Mid-Year Financial Report In accordance with the JPA requirement that the Agency make quarterly financial reports of Agency operations, this report covers the Mid-Year Report for FY 2007-08. This Mid-Year Report uses information from the county accounting system (FAMIS) for expenses. Revenues include tipping fees through November 2007. The Mid-Year Report also contains the actual amounts spent or received to date, the projected revenues and expenses compared to the approved budget and the difference between the approved budget and the projections.
- 5.3) Printing of 2008 Recycling Guide Employing a competitive Request for Proposal (RFP) process, staff distributed proposals to 11 companies capable of printing on recycled newsprint. Proposals were received from American Lithographers (\$10,714.40) and Healdsburg Printing, Inc. (\$8,903.38). Because of increasing demand, the quantity of Guides was increased from 24,000 to 26,000. **Healdsburg Printing is recommended.**
- 5.4) Eco-Desk Annual Report In 2007, the Eco-Desk received 2,057 calls, representing a 25% decrease from the 2,741 calls received in 2006. The chart shows the number of calls received comparatively since 1995.
- 5.5) Sonoma Compost Marketing Plan 2008 In accordance with the conditions of the composting agreement with the Agency, Sonoma Compost Company has submitted the Marketing Plan for 2008.
- 5.6) Amendment to Agreement with City of Santa Rosa in Marking Catch Basins on Private Property There has been an ongoing project with the City of Santa Rosa to place labels next to storm drains to inform people that the water going into the drains goes directly into a waterway. As an expansion to their labeling project, the City of Santa Rosa hired C2 Alternative Services (C2) to mark catch basins on private property. The City of Santa Rosa had requested an Agreement with the Agency for reimbursement of the cost of the Agreement with C2. To date, the labeling project is about 50% complete. The Agreement between the City of Santa Rosa and C2, for the labeling project, is set to terminate on June 30, 2008. **Recommended Action: Since the work is not complete, staff would like to recommend that the term of the Agency's Agreement with the City of Santa Rosa be extended to June 30, 2008 to coincide with the Agreement between C2 and the City of Santa Rosa.**
- 5.7) Retirement Resolution At the January meeting, the Board requested a resolution recognizing Ken Wells retirement be prepared and presented at the February meeting.

### **REGULAR CALENDAR**

#### **PLANNING**

- 6.1) Waste Characterization Findings At the January 2008 SCWMA meeting, staff was

directed to prepare a more thorough report of the major opportunities for further waste diversion according to the WCS. The WCS was created in such a way that it is possible to analyze the diversion potential by waste stream (e.g. residential, commercial, and self-hauled waste). Staff prepared the requested report and included it in the agenda packet. **Recommended Action: Staff recommends inclusion of the expanded public outreach, construction and demolition debris ordinances, and publicity of the SonoMax.org website in the FY 08-09 Budget.**

#### **ADMINISTRATION**

- 7.1) Update on Executive Director of SCWMA Position As requested by Boardmembers at the January meeting, an update on the Executive Director's position will be given by Interim Executive Director Susan Klassen. **No action requested.**
- 7.2) Preliminary Draft Budget for FY 08-09 Historically, the preparation of the SCWMA's annual budget begins with direction and approval by the Board of a Draft Budget, establishing budget funding guidelines and other parameters. For Board members' review and discussion, the attached spreadsheets have two years of actual financial data (FY 05-06 and FY 06-07), the approved budget for FY 07-08 and the proposed budget for FY 08-09. **UNANIMOUS VOTE REQUIRED.**
- 7.3) CIWMB Grant Resolution Historically, Ken Wells has been named as the signatory authority on grant applications submitted by the Agency to the California Integrated Waste Management Board. As a result of Mr. Wells' retirement, it is necessary to change the signature authority through a Resolution in order to implement approved grant projects. **Recommended Action: Agency staff recommends the Board approve Resolution Authorizing the Sonoma County Waste Management Agency to submit all California Integrated Waste Management Board (CIWMB) Grant Applications**

#### **COMPOSTING/WOOD WASTE**

- 8.1) Compost Program Update Staff will update Board members on the status of the composting program for yard debris and wood waste. **No action requested.**
- 8.2) Food Waste Composting Campaign At the January 2008 Agency meeting, the 2006/07 Waste Characterization Study was adopted by the Board. The study shows that 21% of the overall waste stream is food waste. In 2007, an approach favoring mass media (utility bill inserts, garbage company newsletters, events and newspaper ads) was utilized. In 2008, more community based social marketing outreach is being planned with a greatly expanded event schedule targeting local venues (Farmers Markets, Earth Day events, Petaluma Butter and Eggs Day, Rose Parade, etc.). **Recommended Action: Agency staff recommends the Board approve the outreach plan for 2008.**
- 8.3) Compost Relocation Project Update At the August 15, 2007 SCWMA Board meeting, the Board entered into an agreement with a team of consultants led by Environmental Science Associates (ESA) to assist the SCWMA in the selection, conceptual design, and preparation of CEQA documents for a new compost site in Sonoma County. The consultant has reduced the number of sites under consideration to 35 through the application of the SCWMA-approved siting criteria. The ranking of the remaining sites is progressing rapidly and is expected to be complete for the March 2008 SCWMA meeting. SCWMA staff has drafted a letter to potential affected property owners in consultation with Right-of-Way staff and have included the draft for Board feedback and/or approval. **Recommended Action: Staff recommends the Board approve the attached letter and direct staff to begin mailing the letter to potentially affected property owner. Alternatively, the Board may direct staff to incorporate Board comments before the letter is released**

#### **HHW**

- 9.1) EPR Implementation Plan Report Extended Producer Responsibility (EPR) is a waste management approach that will shift responsibility for collection, transportation and



management for discarded products away from local governments to the manufacturers. SCWMA has acted as a founding member of the California Product Stewardship Council and hired a consultant (R3 Consulting Group, Inc.) to write an Extended Producer Responsibility Implementation Plan, which the SCWMA Board of Directors approved at their February 21, 2007 meeting. Staff is presenting this second Progress Report as a follow-up to the September Progress Report. **Action requested: Staff recommends opening up a discussion among the Board members on the topic of enacting a local mandatory take-back ordinance for Sonoma County. Staff would also like to receive direction from the Board regarding enacting an ordinance.**

## **EDUCATION**

- 10.1) Spanish Outreach RFP At the October 2006 Board meeting, a two-year contract with C2 Alternative Services to conduct a Spanish Language Eco-Desk Pilot Project was approved. At the January 2008 Board meeting, the Board approved an extension of the current agreement with C2 Alternative Services until June 30, 2008. At that meeting, the Board also directed staff to draft a Request for Qualifications (RFQ) for continued Spanish Language Outreach activities. If the attached Request for Qualifications for Spanish Language Outreach Services is approved, staff intends to distribute it to the Sonoma County Latino Service Provider list serve, the California Household Hazardous Waste list serve, and to the current contractor. **Recommended Action: Agency staff recommends approving distributing the attached Request for Qualifications for Spanish Language Outreach Services.**

February 2, 2008

# Motivated by a Tax, Irish Spurn Plastic Bags

By [ELISABETH ROSENTHAL](#)

DUBLIN — There is something missing from this otherwise typical bustling cityscape. There are taxis and buses. There are hip bars and pollution. Every other person is talking into a cellphone. But there are no plastic shopping bags, the ubiquitous symbol of urban life.

In 2002, [Ireland](#) passed a tax on plastic bags; customers who want them must now pay 33 cents per bag at the register. There was an advertising awareness campaign. And then something happened that was bigger than the sum of these parts.

Within weeks, plastic bag use dropped 94 percent. Within a year, nearly everyone had bought reusable cloth bags, keeping them in offices and in the backs of cars. Plastic bags were not outlawed, but carrying them became socially unacceptable — on a par with wearing a fur coat or not cleaning up after one's dog.

“When my roommate brings one in the flat it annoys the hell out of me,” said Edel Egan, a photographer, carrying groceries last week in a red backpack.

Drowning in a sea of plastic bags, countries from China to Australia, cities from San Francisco to New York have in the past year adopted a flurry of laws and regulations to address the problem, so far with mixed success. The New York City Council, for example, in the face of stiff resistance from business interests, passed a measure requiring only that stores that hand out plastic bags take them back for recycling.

But in the parking lot of a Superquinn Market, Ireland's largest grocery chain, it is clear that the country is well into the post-plastic-bag era. “I used to get half a dozen with every shop. Now I'd never ever buy one,” said Cathal McKeown, 40, a civil servant carrying two large black cloth bags bearing the bright green Superquinn motto. “If I forgot these, I'd just take the cart of groceries and put them loose in the boot of the car, rather than buy a bag.”

Gerry McCartney, 50, a data processor, has also switched to cloth. “The tax is not so much, but it completely changed a very bad habit,” he said. “Now you never see plastic.”

In January almost 42 billion plastic bags were used worldwide, according to [reusablebags.com](#); the figure increases by more than half a million bags every minute. A vast majority are not reused, ending up as waste — in landfills or as litter. Because plastic bags are light and compressible, they constitute only 2 percent of landfill, but since most are not biodegradable, they will remain there.

In a few countries, including Germany, grocers have long charged a nominal fee for plastic bags, and cloth carrier bags are common. But they are the exception.

In the past few months, several countries have announced plans to eliminate the bags. Bangladesh and some African nations have sought to ban them because they clog fragile sewerage systems, creating a health hazard. Starting this summer, China will prohibit sellers from handing out free plastic shopping bags, but the price they should charge is not specified, and there is little capacity for enforcement. Australia says it wants to end free plastic bags by the end of the year, but has not decided how.

Efforts to tax plastic bags have failed in many places because of heated opposition from manufacturers as well as from merchants, who have said a tax would be bad for business. In Britain, Los Angeles and San

Francisco, proposed taxes failed to gain political approval, though San Francisco passed a ban last year. Some countries, like Italy, have settled for voluntary participation.

But there were no plastic bag makers in Ireland (most bags here came from China), and a forceful environment minister gave reluctant shopkeepers little wiggle room, making it illegal for them to pay for the bags on behalf of customers. The government collects the tax, which finances environmental enforcement and cleanup programs.

Furthermore, the environment minister told shopkeepers that if they changed from plastic to paper, he would tax those bags, too.

While paper bags, which degrade, are in some ways better for the environment, studies suggest that more greenhouse gases are released in their manufacture and transportation than in the production of plastic bags.

Today, Ireland's retailers are great promoters of taxing the bags. "I spent many months arguing against this tax with the minister; I thought customers wouldn't accept it," said Senator Feargal Quinn, founder of the Superquinn chain. "But I have become a big, big enthusiast."

Mr. Quinn is also president of [EuroCommerce](#), a group representing six million European retailers. In that capacity, he has encouraged a plastic bag tax in other countries. But members are not buying it. "They say: 'Oh, no, no. It wouldn't work. It wouldn't be acceptable in our country,'" Mr. Quinn said.

As nations fail to act decisively, some environmentally conscious chains have moved in with their own policies. [Whole Foods Market](#) announced in January that its stores would no longer offer disposable plastic bags, using recycled paper or cloth instead, and many chains are starting to charge customers for plastic bags.

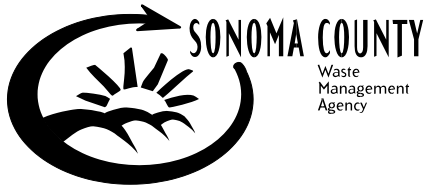
But such ad hoc efforts are unlikely to have the impact of a national tax. Mr. Quinn said that when his Superquinn stores tried a decade ago to charge 1 cent for plastic bags, customers rebelled. He found himself standing at the cash register buying bags for customers with change from his own pocket to prevent them from going elsewhere.

After five years of the plastic bag tax, Ireland has changed the image of cloth bags, a feat advocates hope to achieve in the United States. Vincent Cobb, the president of [reusablebags.com](#), who founded the company four years ago to promote the issue, said: "Using cloth bags has been seen as an extreme act of a crazed environmentalist. We want it to be seen as something a smart, progressive person would carry."

Some things worked to Ireland's advantage. Almost all markets are part of chains that are highly computerized, with cash registers that already collect a national sales tax, so adding the bag tax involved a minimum of reprogramming, and there was little room for evasion.

The country also has a young, flexible population that has proved to be a good testing ground for innovation, from cellphone services to nonsmoking laws. Despite these favorable conditions, Ireland still ended up raising the bag tax 50 percent, after officials noted that consumption was rising slightly.

Ireland has moved on with the tax concept, proposing similar taxes on customers for A.T.M. receipts and chewing gum. (The sidewalks of Dublin are dotted with old wads.) The gum tax has been avoided for the time being because the chewing gum giant Wrigley agreed to create a public cleanup fund as an alternative. This year, the government plans to ban conventional light bulbs, making only low-energy, long-life fluorescent bulbs available



MINUTES OF JANUARY 16, 2008

The Sonoma County Waste Management Agency met on January 16, 2008, at the City of Santa Rosa Utilities Department's Subregional Water Reclamation System Laguna Plant, 4300 Llano Road, Santa Rosa, California.

**PRESENT:**

City of Santa Rosa  
City of Healdsburg  
City of Petaluma  
City of Rohnert Park  
City of Sebastopol  
City of Sonoma  
County of Sonoma  
Town of Windsor

Dell Tredinnick, Chair (2007)  
Marjie Pettus  
Vince Marengo  
Tim Smith, Chair (2008)  
Dave Brennan  
Stephen Barbose  
Phil Demery  
Christa Johnson

**STAFF PRESENT:**

Interim Executive Director  
Counsel  
Staff

Susan Klassen  
Janet Coleson  
Patrick Carter  
Karina Chilcott  
Charlotte Fisher  
Lisa Steinman  
Elizabeth Koetke

Recorder

**ABSENT:**

City of Cloverdale  
City of Cotati

**1. CALL TO ORDER**

Dell Tredinnick, Chair, called the meeting to order at 9:05 a.m.

**2. ATTACHMENTS/CORRESPONDENCE**

Chair, Tredinnick, called attention to the Director's Agenda Notes.

**3. ON FILE WITH CLERK**

Chair, Tredinnick, noted the resolutions from the November 28, 2007 meeting on file with the clerk.

**4. PUBLIC COMMENTS**

There were no public comments.

**5. ELECTION OF 2008 OFFICERS**

Chair Tredinnick asked for nominations for 2008 Officers. Dave Brennan, Sebastopol nominated Tim Smith (Rohnert Park) for the position of Chair, Vince Marengo, Petaluma, seconded. Tim Smith nominated Vince Marengo, (Petaluma) for the position of Vice-

Chair, and Christa Johnson, (Windsor) for the position of Chair Pro Tempore. Dave Brennan, seconded. Cloverdale and Cotati, absent. Motion carried.

**The new officers for 2008 are; Tim Smith of Rohnert Park, Chair; Vince Marengo of Petaluma, Vice-Chair; and Christa Johnson of Town of Windsor, Chair Pro Tempore.**

Gavel was passed to 2008 Chair Tim Smith to lead the meeting. Dell Tredinnick was presented with a plaque and thanked for his services as 2007 Chair.

Dave Brennan, Sebastopol, requested a revision of the election resolution asserting it is the person being elected to the position, not the city.

#### CONSENT

- 6.1 Minutes of November 28, 2007
- 6.2 Contract with AT&T for 2008 Recycling Guide
- 6.3 Contract with AT&T for the tab in the AT&T phone book
- 6.4 Appropriation Transfers for Grants
- 6.5 Recycling Container Purchase
- 6.6 Approve Agreement for Termination for SCC Composting Agreement with City of Santa Rosa
- 6.7 Approve Sixth Amendment to SCC Composting Agreement with County of Sonoma
- 6.8 Compost Siting Update

Chair Smith requested that items #6.6 and #6.7 be removed from the consent calendar and moved to the February 20, 2008 consent calendar.

**Stephen Barbose, Sonoma, moved to approve the consent calendar. Dave Brennan, Sebastopol, seconded. Vince Marengo, Petaluma, abstained from item #6.1 as he was not at the November meeting. Cloverdale and Cotati absent. Consent calendar approved.**

#### REGULAR CALENDAR

Phil Demery, County of Sonoma, announced that Ken Wells, Executive Director of the Agency was retiring effective January 28, 2008. There will be a staffing update to the Board at the February 20<sup>th</sup> meeting. In the interim, Susan Klassen will be the Acting Executive Director.

#### ADMINISTRATION

##### **7.1 FY 08/09 WORK PLAN**

Susan Klassen, Interim Executive Director, explained how the FY 08/09 Work Plan is a preliminary part of the budgetary process. The highlighted projects on the work plan represent new projects. The projects that are not highlighted are ongoing.

Dell Tredinnick, Santa Rosa, said that in reference to item #3.13 on the work plan, the City of Santa Rosa has a comprehensive Environmentally Preferred Purchasing Policy (EPP).

Dave Brennan, Sebastopol, suggested that staff review both the City of Santa Rosa and the City of Sebastopol's EPP Policies and report their findings back to the Board.

Tim Smith, Chair, said that after referring several people to the [www.recyclenow.org](http://www.recyclenow.org) website, he found it had been out of service, he's pleased that it's up and running again.

**Vince Marengo, Petaluma, made a motion to adopt the work plan. Dave Brennan, Sebastopol, seconded. Cloverdale and Cotati, absent. Motion approved.**

## COMPOSTING/WOOD WASTE

### **8.1 COMPOST PROGRAM UPDATE**

Compost reports for October 2007 were included in the agenda packet; the reports for November 2007 were distributed at the meeting.

Alan Siegle, Sonoma Compost Company (SCC), said that after David Leland from the RWQCB attended the Agency meeting in November and had commented about violations of SCC's permit, SCC asked Dave Smith, who works extensively with the RWQCB to investigate. SCC has never received notification from the RWQCB regarding any permit violations.

Dave Smith said there are three relevant permits that potentially affect the SCC operation

- (a) the Solid Waste Facility Permit which is issued by the County Department of Health Services,
- (b) the Waste Discharge requirement, which is issued by the RWQCB to the County. It is the basis for operating the landfill, but it does not directly regulate the compost operation.
- (c) the Industrial Storm Water Permit, which is issued to the County and includes best management practices for SCC to implement.

The Solid Waste Facility Permit issued to SCC and the Storm Water Permit were the focus of Mr. Smith's investigation because those two have direct performance requirements for SCC.

Dave Smith said he could not find any evidence to substantiate David Leland's comments about non-compliance. He could not find any evidence that SCC or the County had been notified of any violations or non-compliance. He reviewed the monitoring reports that are submitted by the County to the RWQCB that document conditions, implementation of the best management practices, and the water quality effects of the operation. He looked at the water quality monitoring reports that are submitted monthly to the RWQCB when there is storm water run-off, and didn't find any violations of water quality standards or objectives that are enforceable by the regional board. He was able to confirm that there is reporting going on indicating that the best management practices to control the quality of storm water runoff from SCC Operation are being implemented, and being reported as being implemented.

With the planning for a new composting facility, there is the likely expectation that it will need to be a zero discharge facility. The staff of the RWQCB is expecting a facility that is going to be operating long term to be designed and built as a zero discharge facility. There are no permits being issued by the RWQCB that require that now.

Board staff asked the RWQCB in 1998 whether SCC should be regulated under the storm water permit or a permit that regulates runoff from that facility. The RWQCB directed staff to regulate SCC under the storm water permit, and they have been regulated and are in compliance with that permit.



RWQCB has confirmed that they want to change that direction when there is a new facility but are not proposing to change it for SCC at this time. They set priorities for the site with focus on a two basin planning review processes in a row to rank composting regulatory policy 27<sup>th</sup> out of 28 of the possible issues. It doesn't appear to be a high priority to the regulatory process at this time.

In summary, Mr. Smith couldn't find any evidence of non-compliance but it's clear that the RWQCB staff eventually wants to go to a zero discharge facility, when it's time to go to a new facility.

Susan Klassen added that there were some additional questions for David Leland after the last Agency meeting.

- Q) Are there composting operations recently permitted or exempted from permitting in the region that members of the Agency Board could visit?
- A) The one facility Mr. Leland was referring to in their region is the Blue Lake Facility in Humboldt County.
- Q) Are there other composting operations that are co-located with landfill operations in other regions?
- A) There is a composting facility at Keller Canyon Facility, Newby Island, Ox Mountain and Vasco Road although they are co-located on landfill property, none of them are atop a landfill cell.

## PLANNING

### **9.1 WASTE CHARACTERIZATION STUDY FINAL REPORT**

Patrick Carter explained that the contractor has completed their final report . The waste characterization was accomplished in two seasons. The first sort, the "Wet Season Sort", took place March 20-29, 2007 at the Central Disposal Site, Healdsburg Transfer Station, Sonoma Transfer Station, and Redwood Landfill.

The second refuse sort, the "Dry Season Sort", took place July 10-19, 2007 at the same locations and was performed in the same manner described for the "Wet Season Sort".

Cascadia Consulting's team sorted residential and commercial waste hauled by commercial haulers at all four sites, as well self-hauled waste at the three Sonoma County transfer stations.

Of the nearly 375,000 tons disposed of in Sonoma County in 2006 (excluding the 2006 flood debris), approximately 70% consists of materials that are potentially recoverable. For waste from both residential and commercial sources, the most prevalent class of materials was organics, which represents approximately 51% and 42% of waste from those sectors, respectively. Paper is the second most prevalent material class for both sectors, at approximately 19% for the residential sector and nearly 21% for the commercial sector. Almost 64% of the self-hauled waste stream is composed of construction and demolition materials (C&D).

The two most prevalent material classes for the County's disposed waste stream as a whole are organics (36.3%) and C&D (27.4%). The single most prevalent material is food, which comprises approximately 21% of the County's disposed waste stream.

New programs intended to reduce food waste and C&D are proposed in the FY 08-09 SCWMA Work Plan. These programs include educational outreach about vegetative food waste composting at more fairs and venues throughout Sonoma County, and a new program to create uniform C&D debris recycling throughout Sonoma County through the permitting process.

To track progress since the 1996 Waste Characterization Study, a section in the appendix compares this update to the original study. The contractor has also provided a comparison between the 2006/07 Sonoma County's waste streams and the 2004 Statewide Waste Characterization Study. For further trend comparison, disposal per capita and per household has been determined for the SCWMA Waste Characterization Studies performed in 1995/96 and 2006/07.

Christa Johnson, Windsor, asked to meet with staff and have a conversation about how the Town of Windsor can do better.

Phil Demery, County of Sonoma, said this report is a good place to start; there are a lot of things in the report that can be developed and implemented. There is a statewide effort to divert more C&D from the waste stream. There are some other things the Agency can do such as prohibit C&D waste, and prohibit all commercial recycled products from going to the transfer stations. Phil made a suggestion that each city take a look at the report and develop a process by which information is shared on some of the diversion programs that come about as a result of this as individual jurisdictions, not just as the Agency.

Vince Marengo, Petaluma, concurred with Phil's comments. The City of Petaluma has an ordinance for haulers; information for best practices should be shared. The Agency should be tracking C&D.

Chair Smith, accepted public comments.

Ernie Carpenter, GMRS, said the best public agency model for C&D ordinances is the City of Oakland. Secondly, GMRS is the first fully permitted C&D facility in the state of California.

**Dave Brennan, Sebastopol, made a motion that staff review the report and return to the Board with; findings, an analysis and recommendations, and also to adopt the report. Vince Marengo, Petaluma, seconded. Cloverdale and Cotati absent. Motion approved.**

Vince Marengo, Petaluma said he'd like to have a report on what's coming into the County and how it's being diverted by the next meeting.

## HOUSEHOLD HAZARDOUS WASTE

### **10.1 E-WASTE EVENTS RFP**

Lisa Steinman reported that on October 17, 2007, a two-year contract between the Agency and Goodwill Industries of the Redwood Empire (GIRE) was approved to hold Agency-sponsored E-waste Collection Events. The recommendation to partner with GIRE included staff's perception that GIRE would pay \$0.25/lb for CRTs collected at the events. During the first meeting after the execution of the agreement to discuss the E-waste event schedule, Agency staff was made aware that an error was made in staff's

reading of GIRE's proposal. GIRE's proposal offered ".025 per pound" to the Agency for CRTs collected at the events not \$0.25/lb. as indicated in the staff report. The contract, however, had the correct amount of \$0.025/lb. At the November 28, 2007 Agency Board meeting, Ernie Carpenter, GMRS, reported the error and the situation was discussed. The Board requested that staff agendaize this item for the January 2008 meeting for the Board to discuss issuing another RFP and possibly terminating the existing Agreement.

Two possible options are: (1) Give 10 day notice to terminate the existing Agreement and issue a new RFP. (2) Issue a new RFP and deliver termination notice at the time of the new agreement award.

Jennifer Swift, GIRE, said the e-waste events that had taken place in January had been a great success.

Ernie Carpenter, GMRS, said he didn't have an issue with Goodwill and the re-bidding process. He said he believed that negotiations continued between staff and Goodwill before the contract was signed and that the contract changed drastically.

Mark Ihde, GIRE, said he supports the opportunity to submit a new proposal based on the new criteria. And he is pleased that there is an evaluation criterion that is very clearly delineated on this proposal. There was not any discussion going on between the County and Goodwill prior to the signing of the contract. Any discussions and changes to GIRE's compensation to the Agency occurred after the mistake was discovered, and was an effort to mitigate the loss of compensation.

Phil Demery, County of Sonoma, said it makes sense to re-bid as staff made a recommendation on the misunderstanding of ".025". Although there wasn't a quantifiable evaluation scoring criteria involved in the selection, the \$0.25 or \$0.025 was probably a major factor in that selection. The fact the interpretation of the amount was incorrect is a good reason to re-bid.

Secondly, it isn't only about the potential revenue to the Agency, customer service has to be a high priority in the selection. What staff has attempted to do is provide a quantifiable evaluation criteria that focuses on, not only providing revenue to the Agency, but more importantly customer service. The evaluation criteria will be clearly outlined in the new bidding process. It will also assure all of the proposers of a fair process. If the Agency were to accept Option 1 or Option 2, perhaps one of the Board members would like to be part of the evaluation as well.

Dave Brennan, Sebastopol, asked the Board to consider awarding the contract to more than one proposer.

Dell Tredinnick, Santa Rosa, said the RFP would need to be revised to reflect more than one vendor, possibly multiple vendors.

Tim Smith, Chair, asked Agency Counsel if the RFP would have to be worded in a way that asks the proposers if they are willing to participate only if it's awarded to an exclusive vendor, or if they'd be willing to participate if it was going to be awarded to more than one vendor.

Janet Coleson, Agency Counsel, said adding multiple vendors would complicate the process.

Vince Marengo, Petaluma said he felt that more than one service provider would complicate the process. And that he agreed with Option 2.

Chair Smith, asked to table this motion for now and asked if there was a motion as to whether to proceed with exclusivity. He recalled Agency Counsel saying the Agency could have an exclusive contract with a vendor, but could not prevent other vendors from coming into the County and holding e-waste events.

Christa Johnson, Windsor, said she was in favor of Option 2, and awarding the contract to one vendor. She said she didn't think a Board member needed to be part of the process, but that staff could evaluate the proposals and present the Board with their recommendations.

**Chair Smith made a motion to proceed with sending the RFP out on an exclusive basis. Stephen Barbose, Sonoma, seconded. Cloverdale and Cotati absent. Motion approved.**

Chair Smith, brought forth the motion that had been tabled prior.

**Stephen Barbose, Sonoma, made a motion for Option 2. Marjie Pettus, Healdsburg, seconded. Cloverdale and Cotati absent. Motion passed. Staff will bring full proposals and recommendations back to the Board.**

## **10.2 SPANISH ECO-DESK EVALUATION**

Karina Chilcott explained that this item is a request to amend the current contract with C2 Alternative Services to conduct the pilot Spanish-language Eco-Desk pilot project. The current \$40,000 contract, paid with used oil grant money and from education, expires on March 31, 2008. The amendment would extend the agreement until June 30, 2008 to correspond with the fiscal year. No additional cost is being requested for this extension.

The Agency has been very pleased with the contractor, C2 Alternative Service, who have employed the services of Hugo Mata for this pilot project. Mr. Mata should be acknowledged for his outreach creativity and for leveraging his contacts in the Spanish-speaking community to benefit the Agency's programs.

Under the pilot project, budgeted tasks included answering Spanish-speaking hotline calls, reviewing resources, and promoting the hotline.

**Stephen Barbose, Sonoma, made a motion to approved staff's recommendations. Dell Tredinnick, Santa Rosa, seconded. Cloverdale and Cotati, Absent. Motion approved.**

## **DIVERSION**

### **11.1 PLASTIC BAG REPORT**

Karina Chilcott said this is an informational item about AB2449 the At-Store Carryout bag recycling law, established July 2007 which requires that many California grocery stores and retailers establish plastic bag recycling programs.

AB2449 is a program administered by the California Integrated Waste Management Board which requires stores to file annual reports about the volume of plastic bags collected by April 1 of each year.

Several cities in Sonoma County are becoming proactive about the plastic bag issue including Healdsburg and Petaluma. The City of Healdsburg has written a letter to their local stores requesting plastic bag collection, transportation and recycling records by February 8, 2008. In addition, Healdsburg has formed an Ad-Hoc Bag Committee to research the issue. Similarly, the City of Petaluma is considering a ban on plastic carryout bags, including compostable bags.

The single-stream material from Petaluma's residential program is being transported to CWS (California Waste Solutions) in Oakland. Petaluma's commercial single-stream is going to Surfit-Stone also in Oakland. The plastic bags are then sold to a broker, Mings Recycling or Universal Plastics for markets in China. The recovery rate for recyclable plastic bags recovered at the CWS materials recovery facility is 30-40%.

In comparison, according to CWS the recovery rate for plastic bags collected by grocery stores is 95%. According to the report "What's in Store for Plastic Bags?" most plastic bags processed domestically go to the manufacturing of wood/plastic composite lumber. The largest manufacturer of wood/plastic composite lumber in North America is Trex. According to recent discussion with Trex's senior buyer, their feedstock comes from grocery store collection.

Vince Marengo, Petaluma, thanked staff for the report and said he is 100% behind this program.

Stephen Barbose, Sonoma requested that staff give the Board periodic updates on what's happening with the cities.

Tim Smith, Chair, said that with creek and stream clean-ups, plastic bags are a huge problem. A countywide ordinance at the Agency level makes more sense.

Chair Smith asked for public comments.

Mike McQuire, City of Healdsburg Council Member, said Healdsburg is looking at a ban on plastic bags. The city is asking the nine cities in the County to ask their garbage haulers for curbside recycling for plastic bags.

Janet Coleson, Agency Counsel, said her firm represents the City of Fairfax and before the Agency considers a countywide ban she would like to give the Board members more information.

Stephen Barbose, Sonoma, said he'd like to revisit the need for the Agency to take a lead on plastic bag ban.

## **12. BOARDMEMBER COMMENTS**

**Christa Johnson, Windsor, said she would like to propose a proclamation for Ken Wells acknowledging his many years of service to the Agency. Dell Tredinnick, Santa Rosa, seconded. Motion approved.**

Stephen Barbose, Sonoma, said Whole Foods is having an e-waste event in Sonoma on January 26<sup>th</sup>.

Chair Smith, thanked Lisa Steinman for helping him to prepare his report on Sonoma County Universal Waste Tracking for the California Product Stewardship Council.

**13. STAFF COMMENTS**

Patrick Carter said that along with the plastic bags, another item staff researched on behalf of the City of Sebastopol is polystyrene, styrofoam, plastic food service ware, coffee mugs. The report was given to Sebastopol's City Council and can be agendized for a future meeting.

Christa Johnson, Windsor, said she would like information on other cities success with the ban.

Lisa Steinman said in an effort to accommodate the Town of Windsor, the CTC's held there would be extended an extra hour. Also, she had planned to present a staff report on Extended Producer Responsibility Implementation Plan Report in January but nothing had changed so the report will be presented at the February meeting.

Patrick Carter said that the CIWMB had recently gone through an organization and Pamela Kelly and Kaoru Cruz who are our new Local Assistance contacts were present at this meeting.

Kaoru Cruz, CIWMB, gave a brief introduction about her role with the CIWMB.

**14. ADJOURN**

Meeting adjourned at 11:17 a.m.

Respectfully submitted,  
Elizabeth Koetke

Distributed at meeting:  
Compost Allocations for 4<sup>th</sup> Quarter of 2007  
SCC Monthly Allocations for November 2007  
Report and table from CIWMB member Kaoru Cruz





**Agenda Item #:** 5.2  
**Cost Center:** All  
**Staff Contact:** Klassen/Fisher  
**Meeting Date:** 2/20/08

## **ITEM: FY 07-08 Mid-Year Financial Report**

### **I. BACKGROUND**

In accordance with the JPA requirement that the Agency make quarterly reports of Agency operations and of all receipts to and disbursements from the Agency, this staff report covers the Mid-Year Report for FY 07-08.

### **II. FUNDING IMPACT**

This Mid-Year Report uses information from the county accounting system (FAMIS) for expenses. Revenues include tipping fees through November 2007. The Mid-Year Report also contains the actual amounts spent or received to date, the projected revenues and expenses, the approved budget and the difference between the approved budget and the projections.

#### Wood Waste Cost Center

Revenues are \$50,578 under budget. Interest on Pooled Cash is projected to be \$6,768 over budget due to undesignated funds not being transferred into the Organics Reserve Fund. These funds as well as the interest will be transferred with a technical adjustment in the next budget cycle. Tipping Fee is \$84,181 under budget due to less than anticipated material being delivered to the composting site for processing, 24 tons per day versus 32 tons per day stated in the budget. Sale of Materials is anticipated to be \$26,835 over budget because shared revenues from FY 06-07 were deposited this fiscal year.

Expenses are \$50,578 under budget due to decreased Contract Services, \$73,768, reflecting the decreased tons of material to be processed by the contractor. OT-Within Enterprise is projected to be \$23,249 over budget due to more funds available for transfer to the Organics Reserve.

#### Yard Debris

Revenues are \$182,306 over budget. Interest on Pooled Cash, \$41,068, is over budget because interest is being accrued on the undesignated funds that were not transferred to the Organics Reserve yet. Tipping Fee Revenue is over budget, \$141,238, due to increased tons of material being delivered to the composting site for processing.

Expenses are \$184,466 over budget due to increased Contract Services, \$61,275, reflecting the increased tons of material to be processed by the contractor. Office Expense is over budget due to the "Compost your Veggies" program, which is an education effort for residents encouraging them to put their kitchen vegetative material in the yard waste bins.

Expenses anticipated to be under budget are: Administrative Costs, \$5,079, Engineering Services, \$17,000, Small Tools, \$1,334 and Enforcement Agency Fees, \$8,000. The Administrative Costs are due to less staff time needed for the composting program. The Engineering and Enforcement expenses are based on FY 06-07 actual expenses. New computers were obtained for the Agency

employees and it is not expected to purchase any more hardware in this fiscal year, therefore the Small Tools will be under budget.

#### Household Hazardous Waste

Revenues are expected to be \$32,970 under budget due to less tonnage being disposed of at the county's facilities resulting in a reduced surcharge tipping fee, \$81,734. Interest on Pooled Cash is over budget, \$48,764, due to interest being accrued on undesignated funds that were not transferred to the HHW Operations Reserve.

Expenses (Service and Supplies) are \$112,942 under budget. Office Expense is \$2,631 over budget because of involvement with the Product Stewardship Council. Contract Services is \$444,227 under budget due to less expense associated with the e-waste program and the operation of the facility. Administration Costs are \$11,912 over budget due to staff time for the potential expansion of the HHW program. Other administrative costs for this purpose appear in the HHW Operating Reserve. New computers were obtained for the Agency employees and it is not expected to purchase any more hardware in this fiscal year, therefore the Small Tools will be under budget. Travel is \$1,064 over budget because the Executive Director and the HHW Program Manager attended the North American Hazardous Materials Management Association national conference held in San Diego.

#### Education

Revenues are expected to be \$3,053 under budget. Interest on Pooled Cash is over budget, \$14,080, due to interest being accrued on undesignated funds that were not transferred to the Contingency Reserve. The lower surcharge tipping fee, \$17,133 is due to less tonnage being disposed of at the county's facilities.

Expenses are projected to be \$59,596 under budget with Service and Supplies being \$77,013 under budget. Administration Costs are \$39,228 under budget due to some staff time being charged to other cost centers. Contract Services are anticipated to be \$40,020 under budget because the website design will be partially reimbursed by grant funding. Legal Services is \$1,396 over budget due to extra need for legal assistance. Small Tools is \$1,077 over budget, but this is the final expense in this category for the fiscal year.

OT-Within Enterprise is anticipated to be \$17,417 over budget due to more available funds to be transferred to the Contingency Reserve.

#### Diversion

Revenues are expected to be \$34,721 over budget. Interest on Pooled Cash, which is interest calculated on the grant funds from the Beverage Container Recycling Grant from the Department of Conservation is projected to be \$1,518 over budget. State-Other is projected to be \$45,600 over budget due to a contract, with Probation Department, for beverage container services, carried over from the prior year. The lower surcharge tipping fee, \$1,448, is due to less tonnage being disposed of at the county's facilities. There will be a Contribution from Reserve of \$10,949, instead of the budgeted amount of \$20,609.

Expenses (Service and Supplies) are \$7,282 over budget primarily because of increased staff time being used for diversion efforts, such as unique beverage container design and production.

#### Planning

Revenues are \$4,197 over budget. Interest on Pooled Cash is over budget, \$6,656, due to interest being accrued on undesignated funds that were not transferred to the Contingency Reserve. The

lower surcharge tipping fee, \$2,459 is due to less tonnage being disposed of at the county's facilities.

Expenses are projected to be \$52,251 under budget. Administration Costs are \$11,289 more than anticipated as a result of more staff time being utilized on the ColWMP revision. At the present time, there appears to be no need for Legal Services in this cost center.

OT-Within Enterprise is anticipated to be \$62,965 under budget because all of the prior year contributions will not be made. It is projected for \$16,928 to be transferred to the Contingency Reserve instead of \$79,893..

#### Organics Reserve

At the Mid-Year, the Organics Reserve is projected to have greater contributions, \$161,787, from the Wood Waste and Yard Debris cost centers. Interest on Pooled Cash is less than projected because the interest is being accrued in the individual cost centers along with the contributions. Both the contributions and the interest will be transferred to the Organics Reserve with a technical adjustment to the FY 08-09 budget.

Expenses for the Organics Reserve is anticipated to be \$13,791 under budget because the new composting site selection process will be continued into the next fiscal year.

#### HHW Facility Closure Reserve

The reserve fund for the closure of the HHW facility is projected to be \$46 over budget due to more interest earned of the pooled cash than was budgeted. The long-term projection is that the appropriate amount of funds will be available when the time comes for the facility to be closed.

#### HHW Operations Reserve

The reserve contributions from prior year undesignated funds from the HHW cost center are \$317,076 more than budgeted. At the Mid-Year, the HHW cost center is projected to contribute \$1,727,640, including prior undesignated funds, to the reserve.

Expenses are anticipated to be \$16,269 under budget because the potential satellite HHW facilities project will extend into the next fiscal year.

#### Contingency

Revenues are anticipated to be \$57,749 under budget. Interest on Pooled Cash is under budget \$15,201 due to the interest being accrued in the individual contributing cost centers. OT-Within Enterprise is anticipated to be \$42,548 under budget due to less net revenues available from the individual cost centers available for transfer.

Supplies and Services are expected to meet budget. OT-Within Enterprise expense, a transfer of reserve funds to the Diversion cost center in order to balance budget for that cost center, is anticipated to be under budget \$10,949.

### III. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the Mid-Year Financial Report on the Consent Calendar.

### IV. ATTACHMENT

Mid-Year 07-08 Revenue and Expenditure Comparison Summary

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDEX 799114, 799213, 799312, 799411, 799510  
799619, 799221, 799320, 799338, 799718

PREPARED BY: CHARLOTTE FISHER

INTERIM DIRECTOR: \_\_\_\_\_  
SUSAN KLASSEN

**A. SUMMARY OF PROJECTIONS**

	<b>FY 07-08 Adopted Budget</b>	<b>Adjustment</b>	<b>FY 07-08 Adjusted Budget</b>	<b>FY 07-08 Projection</b>	<b>Over/(Under) Budget</b>
TOTAL EXPENDITURES	10,219,418	0	10,219,418	10,094,790	(124,628)
TOTAL REVENUES	9,511,618	0	9,511,618	9,986,087	474,469
NET COST	707,800	0	707,800	108,703	(599,097)

**B. SUMMARY OF EXPENDITURES**

	<b>Actual July 07-Dec 07</b>	<b>Expense Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
SERVICES & SUPPLIES	2,002,812	4,567,164	6,569,976	7,116,970	(546,994)
OTHER CHARGES	0	3,524,814	3,524,814	3,102,448	422,366
TOTAL EXPENDITURES	2,002,812	8,091,978	10,094,790	10,219,418	(124,628)

**C. SUMMARY OF REVENUES**

	<b>Actual July 07-Dec 07</b>	<b>Revenue Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
INTEREST ON POOLED CASH	76,394	229,178	305,572	283,187	22,385
TIPPING FEE REVENUE	2,231,358	2,807,829	5,039,187	5,084,904	(45,717)
SALE OF MATERIAL	62,839	67,596	130,435	103,600	26,835
STATE-OTHER	0	446,680	446,680	401,080	45,600
OT-WITHIN ENTERPRISE	0	3,524,814	3,524,814	3,099,448	425,366
DONATIONS/REIMBURSEMENTS	97,753	441,646	539,399	539,399	0
TOTAL REVENUES	2,468,344	7,517,743	9,986,087	9,511,618	474,469

**C. SUMMARY OF NET COSTS**

	<b>Actual July 07-Dec 07</b>	<b>Estimated Jan-Jun 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
NET COST	(465,532)	574,235	108,703	707,800	(599,097)

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDEX 799114 WOOD WASTE

PREPARED BY: CHARLOTTE FISHER

INTERIM DIRECTOR: \_\_\_\_\_  
SUSAN KLASSEN

**A. SUMMARY OF PROJECTIONS**

	<b>FY 07-08 Adopted Budget</b>	<b>Adjustment</b>	<b>FY 07-08 Adjusted Budget</b>	<b>FY 07-08 Projection</b>	<b>Over/(Under) Budget</b>
TOTAL EXPENDITURES	515,438	0	515,438	464,860	(50,578)
TOTAL REVENUES	353,504	0	353,504	302,926	(50,578)
NET COST	161,934	0	161,934	161,934	0

**B. SUMMARY OF EXPENDITURES**

	<b>Actual July 07-Dec 07</b>	<b>Expenditure Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
SERVICES & SUPPLIES	113,941	139,404	253,345	327,172	(73,827)
OT WITHIN ENTERPRISE	0	211,515	211,515	188,266	23,249
TOTAL EXPENDITURES	113,941	350,919	464,860	515,438	(50,578)

Services and Supplies is projected to be \$73,827 under budget primarily as a result of:

Contract Services is anticipated to be under budget by \$73,768. Tonnage of wood waste processed by this program has not met the budget estimate of 32 tons/day. For the period July 1, 2007 to December 31, 2007, wood waste processed averaged 24 tons/day. The non-fuel wood waste processing is billed at \$23.26 and the fuel wood waste is billed at \$21.45 due to the volume of wood waste that is currently being processed.

OT-Within Enterprise is anticipated to be \$23,249 over budget due to more funds being available for transfer to the Organics Reserve. An appropriation transfer will be prepared prior to the end of the fiscal year.

**C. SUMMARY OF REVENUES**

	<b>Actual July 07-Dec 07</b>	<b>Revenue Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
INTEREST ON POOLED CASH	1,692	5,076	6,768	0	6,768
TIPPING FEE REVENUE	118,700	127,023	245,723	329,904	(84,181)
SALE OF MATERIALS	26,835	18,600	45,435	18,600	26,835
DONATIONS/REIMBURSEMENT	0	5,000	5,000	5,000	0
TOTAL REVENUES	147,227	155,699	302,926	353,504	(50,578)

Interest on Pooled Cash is anticipated to be \$6,768 over budget. The interest is accrued on the remaining undesignated funds not transferred to the Organics Reserve. The interest along with the undesignated funds will be transferred with a technical adjustment at the beginning of FY 08-09.

Tipping Fee Revenue is under budget \$84,181 due to lower anticipated wood waste tonnage processed.

Sale of Materials is anticipated to be \$26,835 due to prior year deposits being made in the current fiscal year.

**D. SUMMARY OF NET COST**

Overall, the Wood Waste Cost Center is anticipated to meet budget.

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDEX 799213 YARD DEBRIS

PREPARED BY: CHARLOTTE FISHER

INTERIM DIRECTOR: \_\_\_\_\_  
SUSAN KLASSEN

**A. SUMMARY OF PROJECTIONS**

	<b>FY 07-08 Adopted Budget</b>	<b>Adjustment</b>	<b>FY 07-08 Adjusted Budget</b>	<b>FY 07-08 Projection</b>	<b>Over/(Under) Budget</b>
TOTAL EXPENDITURES	3,826,335	0	3,826,335	4,010,801	184,466
TOTAL REVENUES	2,955,000	0	2,955,000	3,137,306	182,306
NET COST	871,335	0	871,335	873,495	2,160

**B. SUMMARY OF EXPENDITURES**

	<b>Actual July 07-Dec 07</b>	<b>Expenditure Estimated Jan-June 07</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
SERVICES & SUPPLIES	1,125,442	1,520,646	2,646,088	2,600,160	45,928
OTHER CHARGES	0	1,364,713	1,364,713	1,226,175	138,538
TOTAL EXPENDITURES	1,125,442	2,885,359	4,010,801	3,826,335	184,466

Services and supplies is projected to be \$45,928 over budget due to:

Office Expense is projected to be \$15,109 over budget because the "Compost Your Veggie Program" expenses have been placed in this subobject. These expenses are reimburseable from grant funds. An appropriation transfer will be prepared at the end of the fiscal year.

Contract Services is anticipated to be over budget by \$61,275. Tonnage of yard debris processed by this program has exceeded the budget estimate of 227 tons/day. For the period July 1, 2007 to December 31, 2007, yard debris processed averaged 239 tons/day. The Laguna prepared yard debris is billed at \$24.00 and the yard debris processed at the facility is billed at \$26.35. The hauling expense is \$2.29 per ton at Central and \$4.58 per ton at the transfer stations.

Administration Costs are anticipated to be \$5,079 under budget due to less than anticipated staff time required for contract management.

Engineering Services are anticipated to be \$17,000 under budget based on the actual expense for FY 06-07.

Enforcement Agency Fee is projected to be \$8,000 under budget based on the actual expense for FY 06-07.

OT-Within Enterprise is anticipated to be \$138,538 over budget because of the increase in revenues due greater tonnage of material being processed. An appropriation transfer will be made prior to the end of the fiscal year.

**C. SUMMARY OF REVENUES**

	<b>Actual July 07 - Dec 07</b>	<b>Estimated Jan-June 08</b>	<b>Estimated FY 07-08</b>	<b>Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
INTEREST ON POOLED CASH	10,268	30,800	41,068	0	41,068
TIPPING FEE REVENUE	1,368,791	1,637,447	3,006,238	2,865,000	141,238
SALE OF MATERIALS	36,004	48,996	85,000	85,000	0
DONATIONS/REIMBURSEMENT	2,500	2,500	5,000	5,000	0
TOTAL REVENUES	1,417,563	1,719,743	3,137,306	2,955,000	182,306

Interest on Pooled Cash is anticipated to be \$41,068 over budget due to the undesignated funds not transferred.

Tipping Fee Revenue will exceed budget by \$141,238 based on increased tonnage projections.

**D. SUMMARY OF NET COST**

Overall, the Yard Debris Cost Center net cost is anticipated to be \$2,160 over budget.



**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDICES 799312 HOUSEHOLD HAZARDOUS WASTE  
799411 EDUCATION  
799510 DIVERSION  
799619 PLANNING

PREPARED BY: CHARLOTTE FISHER

INTERIM DIRECTOR: \_\_\_\_\_  
SUSAN KLASSEN

**A. SUMMARY OF PROJECTIONS**

	<b>FY 07-08 Adopted Budget</b>	<b>Adjustment</b>	<b>FY 07-08 Adjusted Budget</b>	<b>FY 07-08 Projection</b>	<b>Over/(Under) Budget</b>
TOTAL EXPENDITURES	4,736,036	0	4,736,036	4,518,529	(217,507)
TOTAL REVENUES	2,869,338	0	2,869,338	2,872,233	2,895
NET COST	1,866,698	0	1,866,698	1,646,296	(220,402)

**B. SUMMARY OF EXPENDITURES**

	<b>Actual July 07 - Dec 07</b>	<b>Expenditure Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
SERVICES & SUPPLIES	707,293	1,872,310	2,579,603	3,068,638	(489,035)
OTHER CHARGES	0	1,938,926	1,938,926	1,667,398	271,528
TOTAL EXPENDITURES	707,293	3,811,236	4,518,529	4,736,036	(217,507)

Services and supplies is projected to be \$489,035 under budget primarily as a result of the following:

Household Hazardous Waste Cost Center

Contract Services is under budget \$444,227 based on the actuals for operating the HHW facility, the e-waste program and the hauling expense for transporting e-waste from the transfer stations to Central.  
Administration Costs are expected to be \$11,912 over budget due to increased staff time for management of the HHW facility contract and the changes made to the e-waste program.

Education Cost Center

Contract Services is expected to be \$40,020 under budget due to more cost effective Recycle Guide costs. It is anticipated that there will be carryover expenses into the next fiscal year for the website development and the home composting contracts.  
Administration Costs are projected to be \$39,228 under budget due to less staff time required for educational efforts. Some staff time has been shifted to other cost centers due to change in the work and reimbursements from grant funds.

Diversion

Administration Costs are projected to be \$7,776 over budget due to staff time being shifted from another cost center.

Planning

Contract Services is \$1,005 over budget due to an extra request to Cascadia Consulting for further analysis to be included in the Waste Characterization Study. This analysis of waste by jurisdiction was requested by the Board of Directors. Administration Costs is anticipated to be \$ 11,289 over budget due to increased staff time associated with diversion programs such as the waste characterization study.  
Legal Services is projected to be \$2,000 under budget because of less than anticipated need for legal services. Any legal services associated with the new compost site planning will be charged to the Organics Reserve.

OT-Within Enterprise is anticipated to be \$271,528 over budget due to less than anticipated Contract Services (HHW and Education) and more Interest Earned on Pooled Cash than was projected in these cost centers.

**C. SUMMARY OF REVENUES**

	<b>Actual July 07 - Dec 07</b>	<b>Revenue Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
INTEREST ON POOLED CASH	24,817	74,451	99,268	28,250	71,018
STATE - OTHER	0	446,680	446,680	401,080	45,600
TIPPING FEE REVENUE	743,867	1,043,359	1,787,226	1,890,000	(102,774)
DONATIONS/REIMBURSEMENTS	95,253	434,146	529,399	529,399	0
OT-WITHIN ENTERPRISE	0	9,660	9,660	20,609	(10,949)
<b>TOTAL REVENUES</b>	<b>863,937</b>	<b>2,008,296</b>	<b>2,872,233</b>	<b>2,869,338</b>	<b>2,895</b>

Interest on Pooled Cash is projected to be \$71,018 over budget due to a higher cash balance in all of the surcharge cost centers, mainly from grant funds not yet expended and undesignated funds not transferred to the appropriate reserves. State-Other is anticipated to be \$45,600 over budget due to grant funds being carried over from FY 06-07 and expended in the current fiscal year. The \$45,600 was an encumbered contract with the County Probation Department for servicing beverage recycling containers in the County parks.

Tipping Fee revenues is projected to be \$102,774 under budget with decreased projections to surcharge tonnages. OT-Within Enterprise is projected to be \$10,949 under budget due to less than anticipated need for a transfer from the Contingency Reserve into Diversion.

**D. SUMMARY OF NET COST**

The net cost for cost centers receiving revenue from the \$5.40/ton surcharge is anticipated to be \$220,402 under budget as follows:

Index 799312	Household Hazardous Waste	(79,972)
Index 799411	Education	(56,543)
Index 799510	Diversion	(27,439)
Index 799619	Planning	(56,448)
	<b>Overall Net Cost</b>	<b>(220,402)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDICES 799221 ORGANICS RESERVE  
799320 HHW FACILITY CLOSURE  
799338 HHW OPERATIONS  
799718 CONTINGENCY

PREPARED BY: CHARLOTTE FISHER

INTERIM DIRECTOR: \_\_\_\_\_  
SUSAN KLASSEN

**A. SUMMARY OF PROJECTIONS**

	<b>FY 07-08 Adopted Budget</b>	<b>Adjustment</b>	<b>FY 07-08 Adjusted Budget</b>	<b>FY 07-08 Projection</b>	<b>Over/(Under) Budget</b>
TOTAL EXPENDITURES	1,141,609	0	1,141,609	1,100,600	(41,009)
TOTAL REVENUES	3,333,776	0	3,333,776	3,673,622	339,846
NET COST	(2,192,167)	0	(2,192,167)	(2,573,022)	(380,855)

**B. SUMMARY OF EXPENDITURES**

	<b>Actual July 07-Dec 07</b>	<b>Expenditure Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
SERVICES & SUPPLIES	56,136	1,034,804	1,090,940	1,121,000	(30,060)
OTHER CHARGES	0	9,660	9,660	20,609	(10,949)
TOTAL EXPENDITURES	56,136	1,044,464	1,100,600	1,141,609	(41,009)

Organics Reserve

Engineering Services are anticipated to be \$9,768 under budget based on actuals from previous fiscal years.

Legal Services are projected to be \$4,766 under budget based on the remaining work to be done on the new compost site.

HHW Operating Fund

Administration Services are projected to be \$8,731 over budget because staff time for the planning of satellite facilities can be reimbursed from grant funds.

Engineering Services are anticipated to be under budget because the project will not be complete this fiscal year and the funds will be carried over into FY 08-09.

Contingency Fund

OT-Within Enterprise will be \$10,949 under budget due to less than anticipated transfer to the Diversion cost center.

**C. SUMMARY OF REVENUES**

	<b>Actual July 07-Dec 07</b>	<b>Revenue Estimated Jan-June 08</b>	<b>Total Estimated FY 07-08</b>	<b>Adjusted Budget FY 07-08</b>	<b>Over/(Under) Budget</b>
INTEREST ON POOLED CASH	39,617	118,851	158,468	254,937	(96,469)
OT-WITHIN ENTERPRISE	0	3,515,154	3,515,154	3,078,839	436,315
TOTAL REVENUES	39,617	3,634,005	3,673,622	3,333,776	339,846

Interest on Pooled Cash for all of the reserve cost centers is anticipated to be \$9,469 under budget because all of the undesignated funds in the contributing cost centers were not transferred yet. The interest being earned on these undesignated funds is accrued in the individual cost centers and will be transferred at end of the fiscal year.

OT-Within Enterprise for the Organics Reserve, the HHW Facility Closure and the HHW Operating Reserve is projected to be \$436,315 over budget because the contributing cost centers are projected to have additional funds to contribute after the close of the fiscal year. The Contingency Reserve Fund is projected to be \$57,749 under budget because the contributing cost centers (Education, Diversion and Planning) will not be contributing the budgeted amounts.

**D. SUMMARY OF NET COST**

The net cost for cost centers receiving contributions from the appropriate cost centers is anticipated to be \$335,255 under budget as follows:

Index 799221	Organics Reserve	(46)
Index 799320	HHW Facility Closure	(279,348)
Index 799338	HHW Operating Reserve	46,800
Index 799718	Contingency Reserve	(232,594)
	Overall Net Cost	(465,188)

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - WOOD WASTE**  
**DETAIL**

**799114**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6103	LIABILITY INSURANCE	955	0	955	1,000	(45)
6400	OFFICE EXPENSE	11	489	500	500	0
6521	COUNTY SERVICES	0	525	525	525	0
6540	CONTRACT SERVICES	96,158	119,217	215,375	289,143	(73,768)
6573	ADMINISTRATION COSTS	14,799	15,021	29,820	30,000	(180)
6610	LEGAL SERVICES	78	1,922	2,000	2,000	0
6629	FISCAL ACCOUNTING SERVICES	274	230	504	504	0
6630	AUDIT/ACCOUNTING SVCS	0	2,000	2,000	2,000	0
6880	SMALL TOOLS	1,666	0	1,666	1,500	166
7062	ENFORCEMENT AGENCY FEES	0	0	0	0	0
7302	TRAVEL	0	0	0	0	0
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>113,941</b>	<b>139,404</b>	<b>253,345</b>	<b>327,172</b>	<b>(73,827)</b>
8624	OT-WITHIN ENTERPRISE	0	49,581	49,581	26,332	23,249
	OT-WITHIN ENTERPRISE(PY)	0	161,934	161,934	161,934	0
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>211,515</b>	<b>211,515</b>	<b>188,266</b>	<b>23,249</b>
<b>TOTAL EXPENDITURES</b>		<b>113,941</b>	<b>350,919</b>	<b>464,860</b>	<b>515,438</b>	<b>(50,578)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - WOOD WASTE**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	REVENUE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	1,692	5,076	6,768	0	6,768
2901	TIPPING FEE REVENUE	118,700	127,023	245,723	329,904	(84,181)
4020	SALE OF MATERIAL	26,835	18,600	45,435	18,600	26,835
4102	DONATIONS/REIMURSEMENTS	0	5,000	5,000	5,000	0
<b>TOTAL REVENUES</b>		<b>147,227</b>	<b>155,699</b>	<b>302,926</b>	<b>353,504</b>	<b>(50,578)</b>
<b>NET COST</b>		<b>(33,286)</b>	<b>195,220</b>	<b>161,934</b>	<b>161,934</b>	<b>0</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - YARD DEBRIS**  
**DETAIL**

**799213**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	1,870	0	1,870	2,000	(130)
6400	OFFICE EXPENSE	12,609	3,000	15,609	500	15,109
6521	COUNTY SERVICES	0	525	525	525	0
6540	CONTRACT SERVICES	1,074,665	1,448,120	2,522,785	2,461,510	61,275
6573	ADMINISTRATION COSTS	27,091	37,930	65,021	70,100	(5,079)
6590	ENGINEERING SERVICES	0	3,000	3,000	20,000	(17,000)
6610	LEGAL SERVICES	780	5,220	6,000	6,000	0
6629	FISCAL ACCOUNTING SERVICES	1,370	1,915	3,285	2,325	960
6630	AUDIT/ACCOUNTING SVCS	0	2,500	2,500	2,500	0
6820	RENTS/LEASES - EQUIPMENT	3,708	1,492	5,200	5,200	0
6880	SMALL TOOLS/INSTRUMENTS	1,666	0	1,666	3,000	(1,334)
7062	ENFORCEMENT AGENCY FEE	0	15,000	15,000	23,000	(8,000)
7301	COUNTY CAR	1,056	1,944	3,000	3,000	0
7302	TRAVEL EXPENSE	356	0	356	500	(144)
7309	UNCLAIMABLE COUNTY	271	0	271	0	271
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>1,125,442</b>	<b>1,520,646</b>	<b>2,646,088</b>	<b>2,600,160</b>	<b>45,928</b>
8624	OT-WITHIN ENTERPRISE	0	491,218	491,218	352,680	138,538
	OT-WITHIN ENTERPRISE (PY)	0	873,495	873,495	873,495	0
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>1,364,713</b>	<b>1,364,713</b>	<b>1,226,175</b>	<b>138,538</b>
<b>TOTAL EXPENDITURES</b>		<b>1,125,442</b>	<b>2,885,359</b>	<b>4,010,801</b>	<b>3,826,335</b>	<b>184,466</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - YARD DEBRIS**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	10,268	30,800	41,068	0	41,068
2901	TIPPING FEE REVENUE	1,368,791	1,637,447	3,006,238	2,865,000	141,238
4030	SALE OF MATERIAL	36,004	48,996	85,000	85,000	0
4102	DONATIONS/REIMBURSEMENT	2,500	2,500	5,000	5,000	0
<b>TOTAL REVENUES</b>		<b>1,417,563</b>	<b>1,719,743</b>	<b>3,137,306</b>	<b>2,955,000</b>	<b>182,306</b>
<b>NET COST</b>		<b>(292,121)</b>	<b>1,165,616</b>	<b>873,495</b>	<b>871,335</b>	<b>2,160</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - HOUSEHOLD HAZARDOUS WASTE**  
**DETAIL**

**799312**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	3,740	0	3,740	4,000	(260)
6400	OFFICE EXPENSE	6,811	3,000	9,811	7,180	2,631
6500	PROFESSIONAL SERVICES	32,484	191,341	223,825	223,825	0
6521	COUNTY SERVICES	0	1,575	1,575	1,575	0
6540	CONTRACT SERVICES	350,193	1,050,580	1,400,773	1,845,000	(444,227)
6573	ADMINISTRATION COSTS	65,047	91,065	156,112	144,200	11,912
6610	LEGAL SERVICES	5,363	2,637	8,000	8,000	0
6629	FISCAL ACCOUNTING SERVICES	549	750	1,299	1,010	289
6630	AUDIT/ACCOUNTING SVCS	0	7,000	7,000	7,000	0
6840	RENTS/LEASES-BLDGS/IMP	0	23,400	23,400	23,400	0
6880	SMALL TOOLS/INSTRUMENTS	1,666	0	1,666	3,000	(1,334)
7303	TRAVEL EXPENSE	3,064	0	3,064	2,000	1,064
7400	DATA PROCESSING	7	0	7	100	(93)
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>468,924</b>	<b>1,371,348</b>	<b>1,840,272</b>	<b>2,270,290</b>	<b>(430,018)</b>
8624	OT-WITHIN ENTERPRISE	0	333,918	333,918	16,842	317,076
	OT-WITHIN ENTERPRISE (PY)	0	1,393,722	1,393,722	1,393,722	0
	HHW CLOSURE	0	4,260	4,260	4,260	0
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>1,731,900</b>	<b>1,731,900</b>	<b>1,414,824</b>	<b>317,076</b>
<b>TOTAL EXPENDITURES</b>		<b>468,924</b>	<b>3,103,248</b>	<b>3,572,172</b>	<b>3,685,114</b>	<b>(112,942)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - HOUSEHOLD HAZARDOUS WASTE**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	17,441	52,323	69,764	21,000	48,764
2500	STATE-OTHER	0	223,825	223,825	223,825	0
2901	TIPPING FEE REVENUE	580,588	812,823	1,393,411	1,475,145	(81,734)
4102	DONATIONS/REIMBURSEMENT	93,231	398,219	491,450	491,450	0
<b>TOTAL REVENUES</b>		<b>691,260</b>	<b>1,487,190</b>	<b>2,178,450</b>	<b>2,211,420</b>	<b>(32,970)</b>
<b>NET COST</b>		<b>(222,336)</b>	<b>1,616,058</b>	<b>1,393,722</b>	<b>1,473,694</b>	<b>(79,972)</b>



**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - EDUCATION**  
**DETAIL**

**799411**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	1,378	0	1,378	1,500	(122)
6400	OFFICE EXPENSE	4,238	21,989	26,227	26,227	0
6500	PROFESSIONAL SERVICES	1,260	7,100	8,360	8,360	0
6521	COUNTY SERVICES	0	1,575	1,575	1,575	0
6540	CONTRACT SERVICES	18,300	118,750	137,050	177,070	(40,020)
6573	ADMINISTRATION COSTS	56,522	79,130	135,652	174,880	(39,228)
6610	LEGAL SERVICES	8,396	3,000	11,396	10,000	1,396
6630	FISCAL ACCOUNTING SERVICES	549	770	1,319	1,010	309
6642	AUDIT/ACCOUNTING SVCS	0	4,000	4,000	4,000	0
6840	RENTS/LEASES-BLDGS/IMP	0	3,000	3,000	3,000	0
6880	SMALL TOOLS/INSTRUMENTS	3,077	0	3,077	2,000	1,077
7303	TRAVEL EXPENSE	75	0	75	500	(425)
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>93,795</b>	<b>239,314</b>	<b>333,109</b>	<b>410,122</b>	<b>(77,013)</b>
8624	OT-Within Enterprise	0	17,417	17,417	0	17,417
	OT-Within Enterprise (PY)	0	172,681	172,681	172,681	0
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>190,098</b>	<b>190,098</b>	<b>172,681</b>	<b>17,417</b>
<b>TOTAL EXPENDITURES</b>		<b>93,795</b>	<b>429,412</b>	<b>523,207</b>	<b>582,803</b>	<b>(59,596)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - EDUCATION**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	3,520	10,560	14,080	0	14,080
2500	STATE OTHER	0	8,360	8,360	8,360	0
2901	TIPPING FEE REVENUE	127,573	179,429	307,002	324,135	(17,133)
4103	DONATIONS/REIMBURSEMENTS	2,022	19,062	21,084	21,084	0
<b>TOTAL REVENUES</b>		<b>133,115</b>	<b>217,411</b>	<b>350,526</b>	<b>353,579</b>	<b>(3,053)</b>
<b>NET COST</b>		<b>(39,320)</b>	<b>212,001</b>	<b>172,681</b>	<b>229,224</b>	<b>(56,543)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - DIVERSION**  
**DETAIL**

**799510**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	955	0	955	1,000	(45)
6400	OFFICE EXPENSE	376	1,428	1,804	1,804	0
6500	PROFESSIONAL SERVICES	32,182	182,313	214,495	214,495	0
6521	COUNTY SERVICES	0	525	525	525	0
6573	ADMINISTRATION COSTS	24,606	34,730	59,336	51,560	7,776
6610	LEGAL SERVICES	0	500	500	1,000	(500)
6629	ACCOUNTING SERVICES	109	200	309	0	309
6630	AUDIT SERVICES	0	1,000	1,000	1,000	0
6880	SMALL TOOLS	1,666	0	1,666	1,500	166
7302	TRAVEL EXPENSE	0	0	0	424	(424)
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>59,894</b>	<b>220,696</b>	<b>280,590</b>	<b>273,308</b>	<b>7,282</b>
8624	OT-Within Enterprise	0	0	0	0	0
	OT-Within Enterprise (PY)	0	0	0	0	0
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL EXPENDITURES</b>		<b>59,894</b>	<b>220,696</b>	<b>280,590</b>	<b>273,308</b>	<b>7,282</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - DIVERSION**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY- DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	2,192	6,576	8,768	7,250	1,518
2500	STATE-OTHER	0	214,495	214,495	168,895	45,600
2901	TIPPING FEE REVENUE	18,225	26,632	44,857	46,305	(1,448)
4102	DONATIONS/REIMBURSEMENT	0	2,810	2,810	2,810	0
4624	CONTRIBUTION FROM RESERVE	0	9,660	9,660	20,609	(10,949)
<b>TOTAL REVENUES</b>		<b>20,417</b>	<b>260,173</b>	<b>280,590</b>	<b>245,869</b>	<b>34,721</b>
<b>NET COST</b>		<b>39,477</b>	<b>(39,477)</b>	<b>0</b>	<b>27,439</b>	<b>(27,439)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - PLANNING**  
**DETAIL**

**799619**  
**EXPENDITURES**

<b>SUB-OB NO.</b>	<b>DESCRIPTION</b>	<b>ACTUAL JULY-DEC 07</b>	<b>EXPENDITURE ESTIMATED JAN-JUNE 08</b>	<b>TOTAL ESTIMATED FY 07-08</b>	<b>ADOPTED BUDGET FY 07-08</b>	<b>OVER/ (UNDER) BUDGET</b>
6103	LIABILITY INSURANCE	945	0	945	1,000	(55)
6400	OFFICE EXPENSE	1	633	634	634	0
6521	COUNTY SERVICES	0	524	524	524	0
6540	CONTRACT SERVICES	55,105	0	55,105	54,100	1,005
6573	ADMINISTRATION COSTS	26,854	37,595	64,449	53,160	11,289
6610	LEGAL SERVICES	0	0	0	2,000	(2,000)
6629	FISCAL ACCOUNTING	109	200	309	0	309
6630	AUDIT SERVICES	0	2,000	2,000	2,000	0
6880	SMALL TOOLS	1,666	0	1,666	1,500	166
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>84,680</b>	<b>40,952</b>	<b>125,632</b>	<b>114,918</b>	<b>10,714</b>
8624	OT-Within Enterprise	0	0	0	0	0
	OT-Within Enterprise (PY)	0	16,928	16,928	79,893	(62,965)
<b>TOTAL OTHER CHARGES</b>		<b>0</b>	<b>16,928</b>	<b>16,928</b>	<b>79,893</b>	<b>(62,965)</b>
<b>TOTAL EXPENDITURES</b>		<b>84,680</b>	<b>57,880</b>	<b>142,560</b>	<b>194,811</b>	<b>(52,251)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - PLANNING**  
**DETAIL**

**REVENUES**

<b>SUB-OB NO.</b>	<b>DESCRIPTION</b>	<b>ACTUAL JULY-DEC 07</b>	<b>EXPENDITURE ESTIMATED JAN-JUNE 08</b>	<b>TOTAL ESTIMATED FY 07-08</b>	<b>ADOPTED BUDGET FY 07-08</b>	<b>OVER/ (UNDER) BUDGET</b>
1700	INTEREST ON EARNED CASH	1,664	4,992	6,656	0	6,656
2901	TIPPING FEE REVENUE	17,481	24,475	41,956	44,415	(2,459)
4102	DONATIONS/REIMBURSEMENT	0	14,055	14,055	14,055	0
<b>TOTAL REVENUES</b>		<b>19,145</b>	<b>43,522</b>	<b>62,667</b>	<b>58,470</b>	<b>4,197</b>
<b>NET COST</b>		<b>65,535</b>	<b>14,358</b>	<b>79,893</b>	<b>136,341</b>	<b>(56,448)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - ORGANICS RESERVE**  
**DETAIL**

**799221**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6540	CONTRACT SERVICES	51,083	469,843	520,926	521,000	(74)
6573	ADMINISTRATION SERVICES	317	500	817	0	817
6590	ENGINEERING SERVICES	232	10,000	10,232	20,000	(9,768)
6610	LEGAL SERVICES	234	25,000	25,234	30,000	(4,766)
<b>TOTAL SERVICES &amp; SUPPL</b>		<b>51,866</b>	<b>505,343</b>	<b>557,209</b>	<b>571,000</b>	<b>(13,791)</b>

<b>TOTAL EXPENDITURES</b>		<b>51,866</b>	<b>505,343</b>	<b>557,209</b>	<b>571,000</b>	<b>(13,791)</b>
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**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - ORGANICS RESERVE**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST/POOLED CASH	34,197	102,591	136,788	164,105	(27,317)
4624	OT-WITHIN ENTERPRISE	0	1,576,228	1,576,228	1,414,441	161,787
<b>TOTAL REVENUES</b>		<b>34,197</b>	<b>1,678,819</b>	<b>1,713,016</b>	<b>1,578,546</b>	<b>134,470</b>

<b>NET COST</b>		<b>17,669</b>	<b>(1,173,476)</b>	<b>(1,155,807)</b>	<b>(1,007,546)</b>	<b>(148,261)</b>
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**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SCWMA - HHW FACILITY CLOSURE  
DETAIL**

**799320  
EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
8624	OT-WITHIN ENTERPRISE	0	0	0	0	0
	<b>TOTAL SERVICES &amp; SUPPL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>TOTAL EXPENDITURES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION  
SCWMA - HHW FACILITY CLOSURE  
DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST/POOLED CASH	613	1,840	2,453	2,407	46
4624	OT-WITHIN ENTERPRISE	0	4,260	4,260	4,260	0
	<b>TOTAL REVENUES</b>	<b>613</b>	<b>6,100</b>	<b>6,713</b>	<b>6,667</b>	<b>46</b>
	<b>NET COST</b>	<b>(613)</b>	<b>(6,100)</b>	<b>(6,713)</b>	<b>(6,667)</b>	<b>(46)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - HHW FACILITY RESERVE**  
**DETAIL**

**799338**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6540	CONTRACT SERVICES	52	299,948	300,000	300,000	0
6573	ADMINISTRATION SERVICES	3,638	5,093	8,731	0	8,731
6590	ENGINEERING SERVICES	0	25,000	25,000	50,000	(25,000)
<b>TOTAL SERVICES &amp; SUPPLY</b>		<b>3,690</b>	<b>330,041</b>	<b>333,731</b>	<b>350,000</b>	<b>(16,269)</b>
<b>TOTAL EXPENDITURES</b>		<b>3,690</b>	<b>330,041</b>	<b>333,731</b>	<b>350,000</b>	<b>(16,269)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - HHW FACILITY RESERVE**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST/POOLED CASH	1,013	3,040	4,053	58,050	(53,997)
4624	OT-WITHIN ENTERPRISE	0	1,727,640	1,727,640	1,410,564	317,076
<b>TOTAL REVENUES</b>		<b>1,013</b>	<b>1,730,680</b>	<b>1,731,693</b>	<b>1,468,614</b>	<b>263,079</b>
<b>NET COST</b>		<b>2,677</b>	<b>(1,400,639)</b>	<b>(1,397,962)</b>	<b>(1,118,614)</b>	<b>(279,348)</b>

**MID-YEAR 07-08 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - CONTINGENCY FUND**  
**DETAIL**

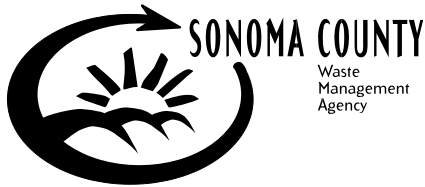
**799718**  
**EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY- DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
6540	CONTRACT SERVICES	0	150,000	150,000	150,000	0
6590	ENGINEERING SERVICES	580	49,420	50,000	50,000	0
	<b>TOTAL SERVICES &amp; SUPPLY</b>	<b>580</b>	<b>199,420</b>	<b>200,000</b>	<b>200,000</b>	<b>0</b>
8624	OT-WITHIN ENTERPRISE	0	9,660	9,660	20,609	(10,949)
	<b>TOTAL OTHER CHARGES</b>	<b>0</b>	<b>9,660</b>	<b>9,660</b>	<b>20,609</b>	<b>(10,949)</b>
<b>TOTAL EXPENDITURES</b>		<b>580</b>	<b>209,080</b>	<b>209,660</b>	<b>220,609</b>	<b>(10,949)</b>

**MID-YEAR 03-04 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION**  
**SCWMA - CONTINGENCY FUND**  
**DETAIL**

**REVENUES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 07	EXPENDITURE ESTIMATED JAN-JUNE 08	TOTAL ESTIMATED FY 07-08	ADOPTED BUDGET FY 07-08	OVER/ (UNDER) BUDGET
1700	INTEREST/POOLED CASH	3,794	11,380	15,174	30,375	(15,201)
4624	OT-WITHIN ENTERPRISE	0	207,026	207,026	249,574	(42,548)
	<b>TOTAL REVENUES</b>	<b>3,794</b>	<b>218,406</b>	<b>222,200</b>	<b>279,949</b>	<b>(57,749)</b>
<b>NET COST</b>		<b>(3,214)</b>	<b>(9,326)</b>	<b>(12,540)</b>	<b>(59,340)</b>	<b>46,800</b>



**Agenda Item #: 5.3**  
**Cost Center: Education**  
**Staff Contact: Chilcott**  
**Agenda Date: 2/20/08**

**ITEM: Purchase Order with Healdsburg Printing, Inc. for printing and packaging of extra copies of the 2008 Sonoma County Recycling Guide**

**I. BACKGROUND**

Historically, the Agency has contracted for printing extra copies of the Sonoma County Recycling Guide for distribution at fairs, Welcome Neighbor organizations, Chambers of Commerce, etc.

**II. DISCUSSION**

Employing a competitive Request for Proposal (RFP) process, staff distributed proposals to the following companies capable of printing on recycled newsprint.

<b>Sonoma County companies receiving RFPs</b>	<b>Out-of-County companies receiving RFPs</b>
<ul style="list-style-type: none"><li>• Barlow Printing, Cotati</li><li>• Goode Printing &amp; Mailing, Rohnert Park</li><li>• Healdsburg Printing, Inc., Healdsburg</li><li>• Impress Northwestern, Santa Rosa</li><li>• Reprographics (County in-house printer), Santa Rosa</li><li>• Santa Rosa Printing/La Voz, Santa Rosa</li><li>• Sonoma Valley Publishing Company, Sonoma</li></ul>	<ul style="list-style-type: none"><li>• American Lithographers, Sacramento</li><li>• Lighthouse Litho, Inc., West Sacramento</li><li>• Marin Sun, San Rafael</li><li>• Print Partners.com, Novato</li></ul>

Proposals were received from American Lithographers and Healdsburg Printing, Inc. Because of increasing demand, the quantity of Guides was increased from 24,000 to 26,000.

<b>Name of proposer</b>	<b>Proposal amount</b>	<b>Number of Guides</b>
Healdsburg Printing, Inc., Healdsburg	\$8,903.38	26,000
American Lithographers, Sacramento	\$10,714.40	26,000

Agency staff has had a long history of working with both proposers. In 2004, Healdsburg Printing printed the Recycling Guide with poor color registration, saturation and binding. In 2005, the Agency contracted for printing services with American Lithographers and was very pleased with their performance. In 2006, The Agency contracted again with Healdsburg Printing, however this time there was an unresolved discrepancy with the quantity (a shortage) of Guides delivered. In 2007, the Agency again contracted with American Lithographers. Based on Healdsburg Printing, Inc. newly acquired upgraded equipment and a significantly lower bid, staff recommends awarding the contract to Healdsburg Printing, Inc.

In 2007, the Agency paid American Lithographers \$8,600 to print 24,000 Guides.



### III. FUNDING IMPACT

The proposed Purchase Order for printing and packaging of extra copies of the Recycling Guide 2008 is within the amount budgeted in the Education Contract Services 799411-6450 for FY 07/08.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends the Chair sign the attached Purchase Order with Healdsburg Printing, Inc. for printing and packaging of extra copies of the Sonoma County Recycling Guide 2008.

### V. ATTACHMENTS

Purchase Order with Healdsburg Printing, Inc. for printing and packaging of extra copies of the Sonoma County Recycling Guide 2008.

Resolution of the Sonoma County Waste Management Agency approving the Purchase Order with Healdsburg Printing, Inc. for Printing and Packaging of the Sonoma County Recycling Guide 2008.

# Scope of work for printing and packaging of the Sonoma County Recycling Guide 2008

## Exhibit A

### SCOPE OF WORK

#### **A. QUANTITY**

A total of 26,000 Guides are to be printed.

#### **B. IMAGE SETTING**

The Agency will supply twenty-eight (28) pages of camera ready .pdf copy sized 9.3125" x 10.8125" (the odd shape results from an initial printing in the AT&T Yellow Pages Phone book) to the Consultant on **MARCH 18, 2008**. Pages should be proportionally scaled to approximately 8 3/8" x 10 1/2" for printing. Artwork will be created using a combination of Illustrator CS3 and InDesign CS3.

#### **C. PRINTING**

1. **Stock:** 24 pages 34# 60 to 100% post-consumer recycled Rebrite Blue Heron (or similar)/ 4 pages (front/back cover) 60# 30 to 100% post-consumer offset recycled Husky (or similar).  
**Printing:** 28 pages in 4 color process with bleed of color on all pages. For consistency of the product, it is important that the paper selected for the cover and for the inside pages have a similar tone.
2. The Guides are to be bound (staple or glue) in booklet form and trimmed.
3. The Agency requires a color proof of all pages on **MARCH 28, 2008** for review. Proofs should be an accurate representation of the final product. Delivery charges are to be the responsibility of the Contractor. Give at least 3 days for review by Agency staff.

#### **D. PACKAGING AND DELIVERY**

##### **Packaging and labeling guidelines**

1. All materials must be packaged in cartons, with a maximum of 150 guides per carton.
2. Each carton must be clearly labeled to identify the quantity contained in each carton.

##### **Delivery**

1. Guides should be delivered to the Agency's storage locker on or before **APRIL 15, 2008** between the hours of 10am-5pm at the following address:  
Lock It Up Storage  
3570 Airway Dr.  
Santa Rosa, CA 95403  
Please contact Agency staff to arrange exact delivery time.

RESOLUTION NO.: 2008 -

DATED: February 20, 2008

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY"),  
APPROVING THE PURCHASE ORDER WITH HEALDSBURG PRINTING, INC. FOR PRINTING AND  
PACKAGING OF THE SONOMA COUNTY RECYCLING GUIDE 2008

WHEREAS, all Agency member jurisdictions in Sonoma County have committed to educating all residents in the county as to how they can reduce, recycle and reuse; and

WHEREAS, Sonoma County has provided extra copies of the Recycling Guide as a public service; and

WHEREAS, Agency staff has completed a competitive RFP process for printing services; and

WHEREAS, Healdsburg Printing, Inc. submitted the most cost-effective printing and packaging proposal; and

WHEREAS, the Agency wishes to contract with Healdsburg Printing, Inc. to print and package 26,000 Recycling Guides 2008 at a cost that shall not exceed \$8,903.38.

NOW THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency ("Agency") authorizes the Agency Chairman to sign the purchase order, subject to Agency counsel review and approval, in an amount that shall not exceed \$8,903.38.

MEMBERS:

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Cloverdale	Cotati	County	Healdsburg	Petaluma
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Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor

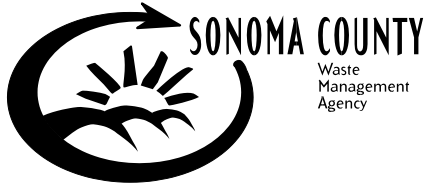
AYES: -- NOES: -- ABSENT: -- ABSTAIN: -- SO ORDERED.

The within instrument is a correct copy  
of the original on file with this office.

ATTEST:

DATE:

\_\_\_\_\_  
Elizabeth Koetke  
Clerk of the Sonoma County Waste Management  
Agency of the State of California in and for the  
County of Sonoma



**Agenda Item #: 5.4**  
**Cost Center: Education**  
**Staff Contact: Chilcott**  
**Agenda Date: 2/20/08**

## **ITEM: Eco-Desk 2008 Annual Report**

### **I. BACKGROUND**

Since 1995, the Sonoma County Waste Management Agency has operated a telephone service, the Eco-Desk 565-DESK (3375), to answer calls about recycling, hazardous waste and other disposal issues. Topics include:

Voice mail box	Topic
99402	Household Hazardous Waste
99403	SQG (Business Hazardous Waste)
99404	Community Toxics Collections
99406	Electronics
99407	Paint
99408	Plastics
99409	SonoMax.org (Sonoma County Materials Exchange)
99410	Recycling Guide
99411	General mailbox
99412	Christmas tree recycling (seasonal mailbox)
99413	Motor oil recycling locations in Cloverdale, Healdsburg, & Windsor
99414	Motor oil recycling locations in Cotati & Rohnert Park
99415	Motor oil recycling locations in Petaluma
99417	Motor oil recycling locations in Roseland (Santa Rosa)
99418	Motor oil recycling in Santa Rosa west of Hwy. 101
99419	Motor oil recycling in Santa Rosa east of Hwy. 101
99420	Motor oil recycling in Sonoma
99421	Motor oil recycling in Sebastopol and the unincorporated area

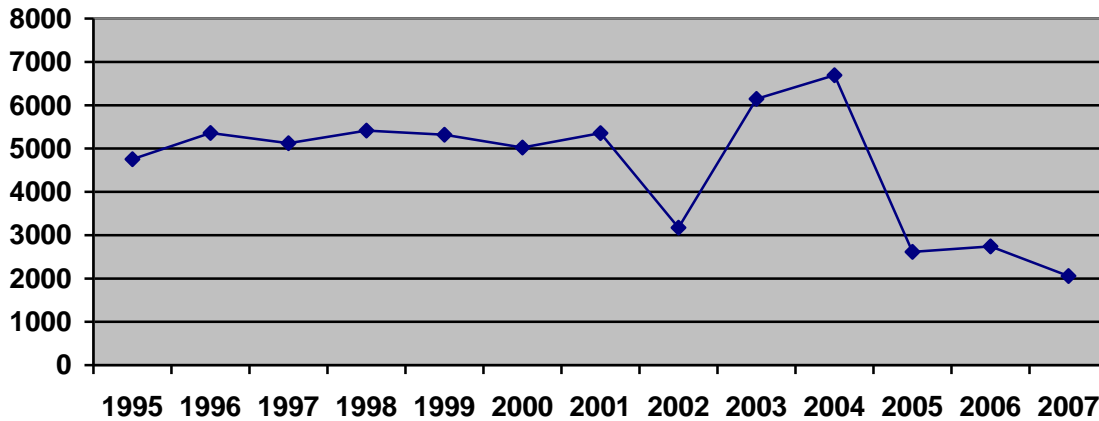
In 2005, the Eco-Desk became a call-back only service where callers are given the option to leave a phone message after listening to pre-recorded information. Calls are returned by the next working business day. Email inquiries received from the web site are also answered.

To compliment the telephone service, Eco-Desk resources are also available on the Agency's web site at [www.recyclenow.org](http://www.recyclenow.org) accessible through a searchable database.

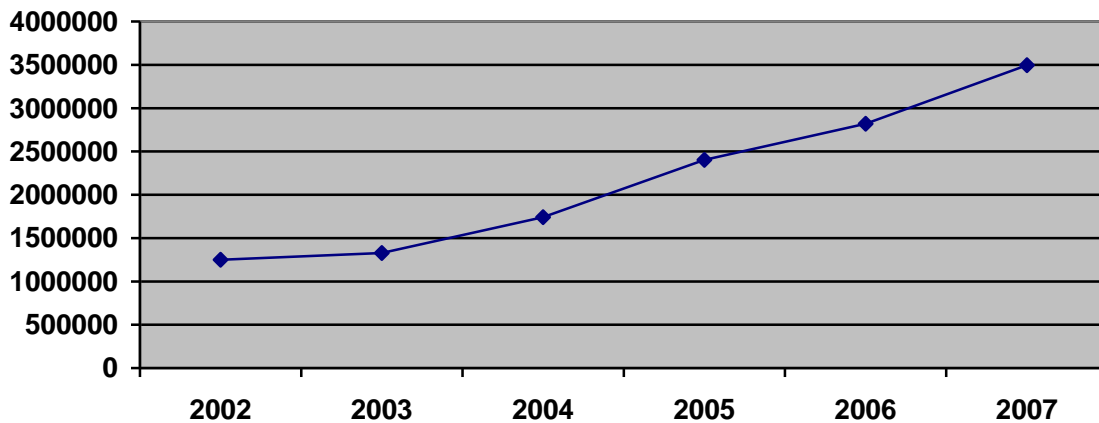
To assist Spanish-speaking callers, option #2 at 565-3375 transfers calls to a bi-lingual recycling outreach specialist.

## II. DISCUSSION

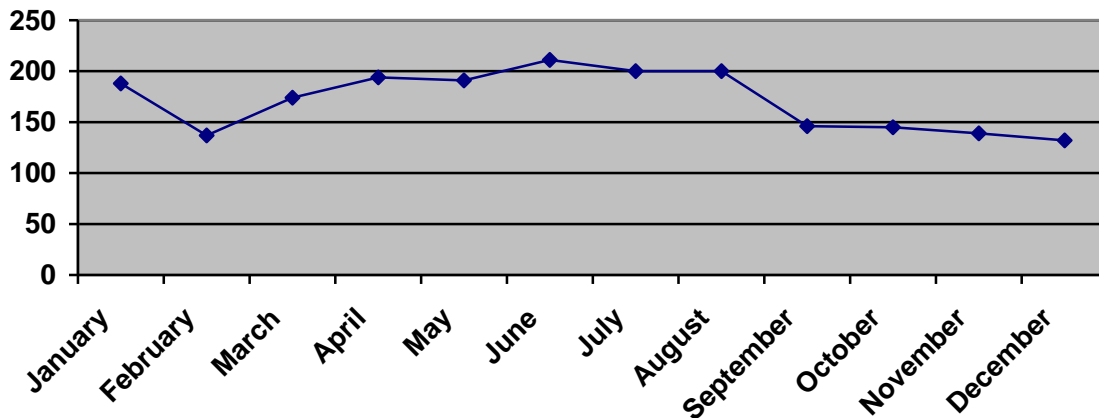
- In 2007, the Eco-Desk received 2,057 calls, representing a 25% decrease from the 2,741 calls received in 2006. The chart shows the number of calls received comparatively since 1995.



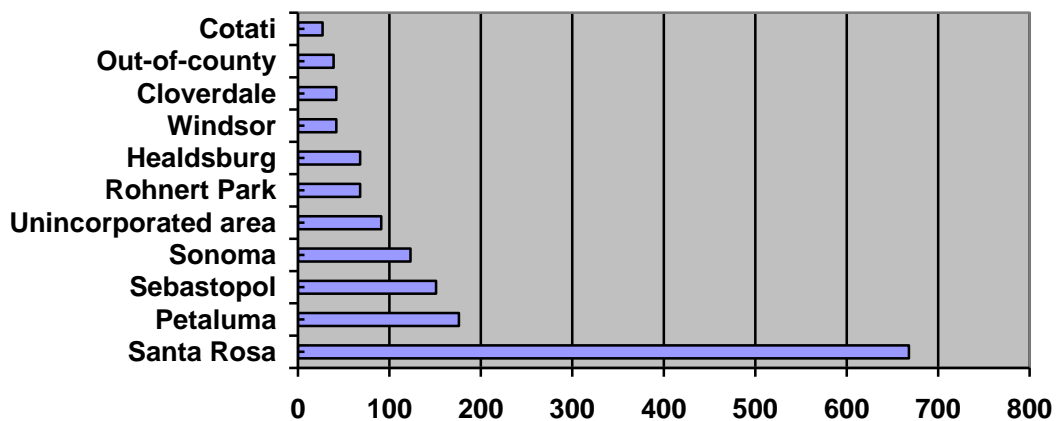
- In 2007, the Eco-Desk web site at [www.recyclenow.org](http://www.recyclenow.org) received 3,496,595 hits representing a 19% increase from 2006. The chart shows how the web site is increasingly being used to acquire information.



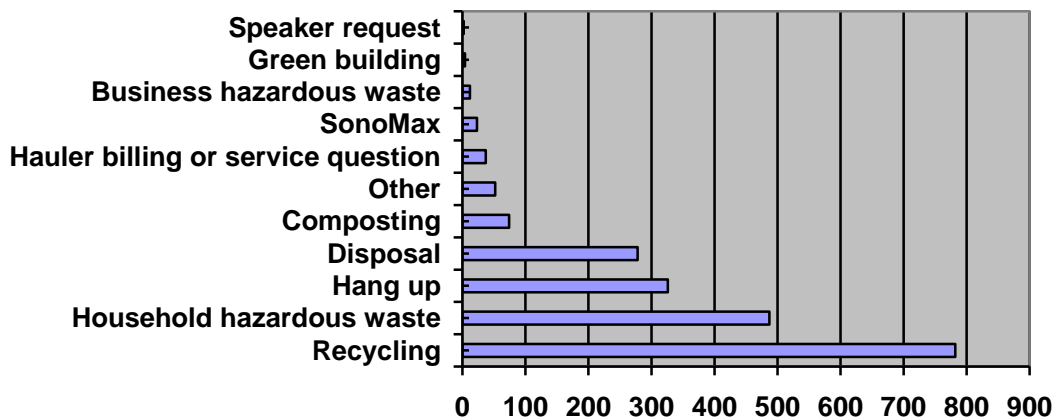
- Analyzing the call data, the volume of calls peaked in July and August possibly as a result of increased outreach at the Sonoma County Fair. See chart below:



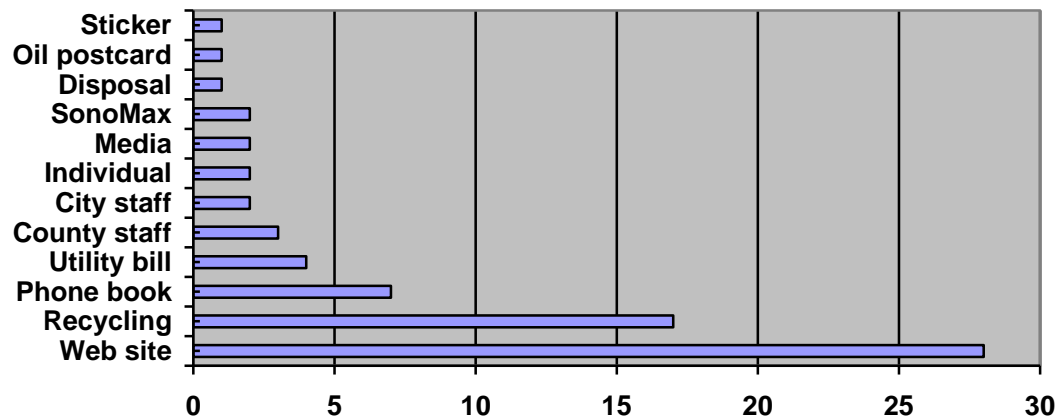
- Santa Rosa and Petaluma generated the greatest number of phone calls. See chart below:



- The majority of questions asked by Eco-Desk callers pertained to recycling, followed by household hazardous waste. See chart below:



- Overall, the gender of Eco-Desk callers was split 63% female/37% male.
- Residences generated 87% of calls; businesses generated 12% of calls; schools generated 1% of calls.
- Most Eco-Desk callers were referred from the web site followed by the Recycling Guide. See chart below:



### III. FUNDING IMPACT

This item is informational and no additional funding is being requested.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

There are no recommendations or actions requested.

### V. ATTACHMENTS

Eco-Desk Annual Report 2007

# Eco-Desk Annual Report 2007

Sonoma County Waste Management Agency  
2300 County Center Drive, Suite B-100  
Santa Rosa, CA 95403

## Web site visitors to www.recyclenow.org

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Hits	184,336	244,491	303,184	334,934	349,190	331,309	323,188	193,461	292,009	293,163	314,052	333,279	3,496,596
Users	12,719	16,870	20,920	23,110	24,094	22,860	22,300	13,349	20,149	20,228	21,670	22,996	241,265
Days	31	28	31	30	31	30	31	31	30	31	30	31	365
Average hits per day	5,946	8,732	9,780	11,164	11,264	11,044	10,425	6,241	9,734	9,457	10,468	10,751	9,584
Average users per day	410	602	675	770	777	762	719	431	672	653	722	742	661

## CALL TOTALS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls	188	137	174	194	191	211	200	200	146	145	139	132	2,057
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	10	8	8	8	9	9	10	9	7	7	5	5	8

## CALLS BY CITY

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	49	45	51	65	65	78	70	59	37	55	49	45	668	45
Petaluma	16	6	16	22	13	15	15	23	7	17	16	10	176	12
Sebastopol	14	8	12	16	16	13	17	14	6	8	16	11	151	10
Sonoma	10	9	14	14	15	9	9	8	9	10	8	8	123	8
Unincorporated	2	4	9	11	9	9	15	9	9	6	2	6	91	6
Rohnert Park	13	4	5	6	6	10	4	6	5	4	1	4	68	5
Healdsburg	10	2	2	7	11	7	8	8	2	4	2	5	68	5
Windsor	3	0	9	4	2	5	5	2	2	4	4	2	42	3
Cloverdale	7	6	5	2	4	1	3	5	4	0	3	2	42	3
Out-of-county	3	2	6	3	1	7	3	3	4	3	2	2	39	3
Cotati	3	4	2	3	0	2	3	4	0	2	3	1	27	2
	130	90	131	153	142	156	152	141	85	113	106	96	1,495	100

## CALLS BY MAILBOX (The phone line the call was received on)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
General Info.(99411)	96	77	94	103	109	107	121	118	81	87	73	70	1,136	56
Recycling Guide (99410)	17	8	13	14	20	25	20	11	20	10	6	12	176	9
Community Toxics Collection (99404)	19	14	10	23	9	16	16	19	11	13	14	9	173	9
Plastics (99408)	13	6	10	12	16	15	10	14	10	12	13	13	144	7
Household Hazardous Waste (99402)	10	10	13	6	8	11	9	10	5	9	12	3	106	5
Electronics (99406)	8	4	8	10	8	4	6	8	7	6	8	9	86	4
Paint (99407)	5	4	10	10	10	8	8	5	6	4	3	6	79	4
SonoMax (99409)	2	2	8	1	3	8	2	4	1	2	2	1	36	2
SQG (99403)	3	2	2	0	4	2	1	4	0	0	2	3	23	1
Oil, S.R.-West (99418)	1	0	0	0	1	4	1	2	2	0	0	1	12	1
Christmas tree recycling (99412)	4	0	0	0	0	0	0	0	0	0	1	5	10	0
Oil, S.R. Roseland(99417)	2	0	1	1	0	0	1	2	1	0	2	0	10	0
Oil, S.R.-East (99419)	1	1	1	1	0	2	1	0	0	1	0	0	8	0
Oil, Seb. & Unin.(99421)	1	0	0	0	0	2	1	0	1	0	1	0	6	0
Oil, Cotati & R.P.(99414)	0	1	0	0	1	1	1	0	0	1	0	0	5	0
Oil, Sonoma (99420)	0	0	0	1	1	0	0	0	1	0	1	1	5	0
Oil, Clov. & Heald.(99413)	0	0	0	1	0	0	0	1	0	0	1	0	3	0
Oil, Petaluma (99415)	0	0	0	1	0	1	0	0	0	0	0	1	3	0
	12	4	4	5	7	12	6	9	5	2	8	11	2,021	100



**SUBJECTS (The nature of the question)**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	58	54	84	88	66	83	84	72	51	48	47	47	782	38
HHW	46	32	38	43	42	55	53	50	36	32	38	22	487	23
Hang up	41	13	31	34	23	34	33	34	25	16	20	22	326	16
Disposal	25	24	1	0	39	29	20	36	18	32	22	32	278	13
Composting	8	3	5	6	6	3	8	6	5	10	9	5	74	4
Other	4	5	1	2	7	7	3	2	7	6	3	5	52	3
Hauler billing or service question	3	0	12	15	1	0	5	0	1	0	0	0	37	2
SonoMax	3	1	5	5	2	2	0	3	0	0	1	1	23	1
Business hazardous waste	2	0	3	1	2	1	1	0	1	0	0	1	12	1
Green Building	0	0	0	0	0	1	0	2	1	0	0	0	4	0
Speaker request	0	0	0	1	0	1	0	0	0	0	0	0	2	0
	8	1	20	22	5	5	6	5	3	0	0	2	2,077	100

**GENDER OF CALLER**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female	96	69	96	99	101	106	106	100	79	84	74	65	1,075	63
Male	50	51	47	50	69	67	61	68	41	44	45	44	637	37
	146	120	143	149	170	173	167	168	120	128	119	109	1,712	100

**CALL TYPE**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	118	97	108	116	139	136	145	140	86	100	88	77	1,350	87
Business	17	14	18	16	17	18	13	17	10	12	11	17	180	12
Institution	1	1	3	1	1	2	0	4	2	3	1	0	19	1
	136	112	129	133	157	156	158	161	98	115	100	94	1,549	100

**REFERRALS (Who referred the call to the Eco-Desk)**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
WWW	5	6	4	6	1	4	1	0	0	0	0	1	28	40
Guide	0	0	4	3	3	0	5	0	1	0	0	1	17	24
Phone book/AT&T Yellow Pages Recy Gui	1	0	1	0	0	0	2	1	0	0	0	2	7	10
Utility bill insert	0	0	3	1	0	0	0	0	0	0	0	0	4	6
County staff	0	1	0	1	1	0	0	0	0	0	0	0	3	4
City staff	1	0	1	0	0	0	0	0	0	0	0	0	2	3
Individual	0	0	1	1	0	0	0	0	0	0	0	0	2	3
Media	0	0	0	0	0	0	1	0	0	0	0	1	2	3
SonoMax	0	1	1	0	0	0	0	0	0	0	0	0	2	3
Disposal Site	1	0	0	0	0	0	0	0	0	0	0	0	1	1
Oil postcard	0	0	0	1	0	0	0	0	0	0	0	0	1	1
Sticker	0	0	0	0	0	0	1	0	0	0	0	0	1	1
	8	8	15	13	5	4	10	1	1	0	0	5	70	100



**ORGANIC MATERIAL PROCESSING, COMPOSTING AND  
MARKETING SERVICES PROGRAM**

**-SUMMARY-  
MARKETING  
PLAN**

**-2008-**

**Prepared for**

**THE SONOMA COUNTY WASTE MANAGEMENT AGENCY**

**by**

**SONOMA COMPOST COMPANY**

**January 9, 2008**

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## **Introduction**

This Summary Marketing Plan is submitted to the Sonoma County Waste Management Agency as required by the Organic Material Processing, Composting and Marketing Services Agreement.

The plan covers the period from January 1st to December 31st, 2008 and contains all contractually required elements.

Agency members are invited to contact Sonoma Compost in the event they have questions or need clarification regarding the plan or any issues raised in this document.

# 1

## **Marketing Plan Summary -Yard Debris-**

### **1) YARD WASTE MARKET OVERVIEW**

In spite of the fact that the local economy has been less than robust, and that a number of soil dealers reported slow sales, 2007 was a very good year for the Sonoma County Organic Recycling Program. We are pleased that all of the yard debris received at Sonoma Compost has been converted into products for which strong markets have been developed. It should also be noted that in 2007, the program diverted it's 1,000,000th ton of organic materials from the waste stream.

While a number of greenwaste programs in California are being criticized for using greenwaste for ongoing daily cover at landfills, we are proud that none of our incoming feedstock is used for this purpose. Local residents comment that they appreciate that all of their yard waste is converted into products that benefit the environment.

Compost and mulch products continue to be moved to a number of different markets including backyard gardeners, professional landscapers, organic farmers, grape growers, soil dealers and public agencies. Local jurisdictions have utilized allocated and purchased compost and mulch for public projects such as parks, athletic fields, highway medians and erosion control. Materials not suited for these markets are sold to bio-fuel plants which use them to generate electricity.

Some of the factors that have affected sales in 2007 include the following:

#### **Good Weather**

Weather is always an important factor in soils sales in high precipitation areas such as Sonoma County. Generally mild weather in 2007 allowed our trucks access to delivery sites in the critical spring and fall seasons without getting stuck or damaging customers' properties.

#### **Large Stockpiles of Dry Materials**

Volumes of incoming yard debris remained high in 2007. By keeping our inventory of compost and mulch from the last quarter of 2006 in large covered stockpiles, we were able to go into spring with a good supply of dry material to sell.

**Print Advertising**

An aggressive print advertising campaign put our message before the public in phone directories, newspapers, trade journals and in-house advertising materials.

**Informative Web-site**

We continue to receive positive comments about the amount of information our web-site contains. We are pleased that many first time site visitors have become regular customers. Our web-site address is included in all of our advertising and public relations efforts. As a result, tracking data indicate that most site visitors get to our site by entering our URL directly. This same tracking data indicate that the volume of site visitors continues to grow.

**Organic Status**

Our goal is to have as many of our products as possible listed as "Allowed" for use in organic production by the Organic Material Review Institute (OMRI). OMRI is the organization that California Certified Organic Farmers rely upon to determine which soil products are appropriate for use on certified organic farms.

Because we changed or added materials to some of our compost recipes, we had to re-apply to OMRI for the coveted «Allowed» status. During this time some of our materials were advertised as «Organic Status Pending». We are pleased that OMRI ruled favorably on our applications around mid-year. Our OMRI listed Products now include Sonoma Compost, Sonoma Organic HI-TEST Compost, Brown Rice, Mallard Plus, Early/Vineyard Mulch and our Sonoma Feather-Lite Amended Soil.

**Products Specified by Landscape Professionals**

Sonoma Compost products continue to be regularly specified by professional landscapers, landscape designers and landscape architects for important projects in Sonoma County and surrounding counties.

**Positive Lab Results**

Regular, certified lab tests indicate our organic soil products are appropriate for a number of landscape and agriculture applications. In addition to nutrient analyses, we test to determine the presence of pesticide residues, heavy metals, e. Coli and salmonella. Although these tests are required to maintain regulatory compliance, we find they are also a valuable tool when dealing with knowledgeable customers.

**Value Added Products**

We add vegetal food trimmings and agricultural waste products such as grape lees and pomace, olive pressings, chicken feathers and rice hulls to incoming yard debris. By doing so, we help solve local waste problems while creating higher value products. Products that have been improved or created in this way include our Sonoma Compost, Hi-Test Compost, Mallard Plus, Feather-Lite Amended Soil and our new Sonoma Hi-Vigor Compost.

## **Competition**

Most surrounding counties have greenwaste programs of some sort, however, according to a recent news reports, not all are actively engaged in marketing compost. Some simply use ground and perhaps partially composted greenwaste for alternative daily cover or erosion control at landfills. Although difficult to verify, we understand that some of the programs that actually do make compost, continue to market materials at very low prices in order to get orders in our area.

Sonoma Compost's marketing efforts over the years have increased the public's awareness of local soils and how compost and mulches can improve them. As a result, most soil dealers now carry compost and mulch products.

There are now at least four permitted composting facilities in the County. In addition, there are several farming operations that process agricultural by-products on-site.

Although this additional competition may affect sales to some degree, we're pleased that we continue to market all of the organic materials that arrive at our site. We're also pleased that our stated intention to sell more compost to soil dealers and grape growers in 2007 was successful.

## **Pricing**

We're aware that Sonoma Compost's pricing is a delicate matter. Because incoming material arrives at our facility daily, and we can't turn this flow off, our pricing must be competitive in the marketplace. On the other hand, we also have a responsibility to maximize the revenue that accrues to the Agency as a result of product sales. We also can't be so aggressive with our retail pricing that we unfairly impact our soil dealer customers.

## **Wine Industry**

While most people expected grape growers to be a significant market for compost when the Organic Recycling Program began, such has not been the case in Sonoma County. The primary reason is that grape growers who commit to compost as a soil improvement practice soon discover that while the cost of compost is reasonable, the cost to transport large volumes of it to their vineyards can be prohibitive.

We have addressed this problem over time by advising growers not to apply compost to an entire vineyard, but to selective blocks that lack vigor. In new vineyard applications, we may advise that compost only be applied along the vine row, or in the planting hole.

As a result of these marketing approaches, we have generally added new growers to our customer base every year. After a number of years, it appears that we have begun to achieve some critical mass with regards to vineyard sales. Both 2006 and

2007 have seen strong growth in the number of growers opting to use compost. These sales have often been a result of relationships we have with vineyard management companies that work with a number of growers.

### **Bio-Fuel Markets**

Greenwaste, as well as wood waste is utilized by bio-fuel plants to generate electricity. Fortunately, the demand for bio-fuel remains strong. This is important, because this market absorbs the oversize waste product from our screening process, and this material is generally less desirable to our other markets.

As pointed out in previous years, all truckers that we use for our bio-fuel deliveries backhaul other materials into this area. This reduces transportation costs as well as the total number of trucks running on local highways.

## **2) FACTORS THAT MAY AFFECT SALES IN 2008**

### **The Economy**

A number of soil dealers indicated sales were down due to economic conditions in 2007. While we have noted some softness as well, we were able to increase sales by improving product quality and selection and by expanding our market reach. It remains to be seen if sales growth can be sustained if the local economy continues to be affected by national events.

### **Weather**

As indicated, weather is always a factor in soil product sales. In the North Bay, weather in the first and fourth quarters is critical. It determines how products can be processed, when they can be made ready for market and when local soils will be stable enough that delivery trucks won't get stuck. To make sure we have dry material to sell in the spring, we will again tarp our stockpiles of finished compost.

### **Transportation Costs**

We encounter buyer resistance when trucking costs equal or exceed the cost of materials being purchased. With high fuel prices and resulting trucking prices ranging from \$85 to \$100 per hour, this is often the case.

### **Product Pricing**

Sonoma Compost has a tiered retail pricing structure that provides incentives to those purchasing larger amounts of compost or mulch. The addition of vegetal food waste and selected agricultural by-products has enabled us to improve the nutrient value of our compost, expand the number of products in our line and increase some prices.



## **Competition**

Although the number of soil dealers in Sonoma County has grown over the years, we do our best to maintain positive relationships with them. As a result, a number of the key dealers buy compost from Sonoma Compost. Some resell it directly, others use it as a component in their blended soil products.

In conversations with dealers, we've learned that due to the economy, 2007 was difficult for some. We think that being able to market all of the yard debris and food waste that was directed to the program this year is a strong statement about our product quality, customer service and marketing efforts.

## **Feedstock Contamination**

We salute the Agency, the public, and local haulers for their efforts to minimize feedstock contamination. Although inert materials such as plastic, metal and glass will always be an issue, the combination of public education by the Agency and aggressive gate control and sorting by Sonoma Compost has allowed us to minimize contamination to a point where it is not objectionable to most customers.

Over the last year (November '06 through October '07), we've sorted out and screened 1411 tons of contaminants from fresh yard debris and finished compost. This represents about 1.5% of the total volume of incoming greenwaste.

While most customers are pleased with their compost, from time to time we receive calls from customers who refuse to tolerate even the smallest amount of contamination in their compost.

To minimize the number of such disappointments, we try to make sure customers understand that they are purchasing a recycled product. We urge them to visit our site before ordering, so they can view the products directly. In addition, our invoices contain the following statement: *«Recycled soil products should be used in appropriate applications and handled with care because they may contain a small percentage of materials such as plastic, metal and glass. The use of gloves is recommended.»*

There are several reasons contamination remains an issue: 1) Refuse is often directed to the yard and wood waste streams because refuse disposal fees are higher than yard and wood waste fees; 2) the economic incentives for curbside customers to use smaller cans for refuse, often results in the larger yard waste containers being used for the overflow from the smaller refuse container; 3) some roll-off customers, in an attempt to save money, go to great lengths to conceal garbage beneath green or wood waste; and, 4) there can be co-mingling of yard debris and refuse at the transfer stations.

### **Product Quality/Safety**

Consistent with our organic status and state mandated testing protocols, we regularly send product samples to certified laboratories for nutrient analyses, to confirm that pathogen reduction has been achieved, and to determine if the levels of heavy metals are below EPA thresholds. We also test for the presence of organochlorines. The availability of these lab reports assures customers that our recycled products are safe to use.

### **Sudden Oak Death**

Sudden Oak Death remains a serious environmental issue. Although it has not affected the Sonoma County Organic Recycling Program to a great degree, there have been consequences. While we can ship compost and mulch throughout Sonoma County and to other counties that have been infected with Sudden Oak Death, we can't ship compost and mulch to uninfected counties.

We have a permit to ship ground yard and wood waste to uninfected counties when it will be used for bio-fuel. We must, however, use specially permitted truckers, and the destination must be a power plant authorized to handle material from infected counties. We are also permitted to sell firewood, provided we don't release it until it has been retained on-site for at least six months.

### **3) 2008 MARKETING PLAN**

The Sonoma County Organic Recycling Program has been operating since 1993. As indicated earlier, in that time, over 1,000,000 tons of organic materials that would otherwise have been landfilled, have been diverted from the waste stream. To continue the positive growth of the program, the following marketing plan will be implemented in 2008.

### **Word of Mouth Advertising**

Because we get so much business from unsolicited referrals from satisfied customers, we go to great lengths to make each contact with the public positive. In addition to good quality compost and mulch, we try to give equally good service. This means returning phone calls promptly, delivering materials when promised and providing information customers need to address their specific soil problems.

### **Value Added Products**

Although the primary benefits of compost are an increase in soil organic matter and the introduction of beneficial organisms, a significant number of our customers appreciate a product with somewhat higher nutrient values. To satisfy this need, we created Sonoma Organic Hi-Test Compost that, in addition to yard waste, includes materials such as vegetal food waste and chicken feathers. The Hi-Test Compost is also blended with our Brown Rice to make our Mallard Plus product, which is especially good for lightening up heavy clay soils. To take our product line a step further, we blend our Mallard Plus product with composted grape and olive

pomace. Because these ingredients provide a final product with a superior nutrient balance and we only produce a limited amount of this material, it is sold at a higher price than our other composts.

### **Prepared Yard Debris**

By agreement, since 1999 Sonoma Compost has provided the City of Santa Rosa's Laguna Composting Facility with a significant portion of the bulking agent it requires to compost bio-solids from its sub-regional treatment plant. The bulking agent, referred to as «Prepared Yard Debris», consists of curbside collected yard debris that is sorted to remove contaminants, processed through our grinder and screened to the city's specifications.

Sonoma Compost originally agreed to provide the needed materials because at the time, the site Sonoma Compost operated on at the Central Landfill was not large enough to handle the amount of yard debris directed to it.

The agreement pays Sonoma Compost considerably less than its normal tipping fee and requires that we pay for trucking the material to the City. The agreement also requires the Sonoma County Waste Management Agency to pay the City five dollars per ton of material delivered.

Subsequent to this original agreement, Sonoma Compost increased the size of its facility by about four acres, enhanced its product line and further developed the markets for its finished products. For these reasons, it has become difficult to justify, continuing to provide the amount of bulking agent the City needs.

In a recent development, because the Laguna Plant continues to need a regular and reliable supply of bulking agent, Sonoma Compost, the County of Sonoma, the Waste Management Agency, and The City of Santa Rosa have been negotiating a new agreement that will more fairly compensate Sonoma Compost and eliminate the fee the Agency pays the City. In return, Sonoma Compost will commit to provide an average of 200 tons of Prepared Yard Debris per week to the City of Santa Rosa.

### **Organic Status**

Sonoma Compost's organic status remains critical to our marketing success. Backyard gardeners clearly prefer organic soil products, as do a growing number of landscapers and specialty crop farmers. We've also noticed a significant number of grapegrowers in Sonoma and Napa County moving to organic and sustainable growing practices.

As indicated, we have one of the deepest lines of organic soil products of any municipal compost program in Northern California. Sonoma Compost, Sonoma Organic Hi-TEST Compost, Early/Vineyard Mulch, Brown Rice, Mallard Plus and Sonoma Feather-Lite Amended Soil are all listed with the Organic Materials Review

Institute (OMRI) as «Allowed» materials in the production of organic food and fiber.

### **Sonoma Compost Web-site**

We market our web-site ([www.sonomacompost.com](http://www.sonomacompost.com)) in all of our print advertising and regularly track site traffic. Site visitors regularly comment that they appreciate the informative nature of the site and the fact that it's easy to navigate.

The web-site features information on the Agency's Regional Organic Recycling Program and highlights school gardens, product and sales information, compost and mulch application, and delivery. It informs visitors how our composts and mulches can be used in agriculture, landscaping, backyard gardening and public projects. The site also features information about research projects we've been involved with.

As we add new, higher value materials to our product line, they are included on our web-site. We have also created a page devoted to our recycled lumber. This page includes pricing for our most commonly available lumber sizes. We have upgraded our delivery page to include photos of the trucks we use, so customers can select the right size truck for their site and access situation.

### **Media Advertising**

Sonoma Compost's current advertising budget funds the following:

In the AT&T Phone Directory we have ads under the Landscaping Equipment and Supplies, Fertilizer and Topsoil headings. We also have a bold face listing in the White Pages and a "Smart" Coupon at the rear of the book. In addition, we have a small ad in AT&T's on-line Yellow Pages. This directory advertising compliments our presence as a co-sponsor of the Agency's Yellow Page Recycling Guide. Unless rates increase significantly, we anticipate maintaining a similar program in 2008.

We run full page ads in the Press Democrat in the spring and fall to create sales during these important selling seasons. We also run ads in the Harvest Sections of the Sebastopol, Windsor and Healdsburg papers.

Because we've noticed a slow but steady increase in business from Marin County, we decided to buy space in the Marin Independent Journal. As a result, we took orders from a number of new Marin County customers and picked up several significant landscaper accounts. Because of this success, we will probably repeat these ads in 2008.

### **Soil Consulting**

One of Sonoma Compost's marketing assets is our knowledge of local soils and how to make them more productive and easier to work. We maintain a local soils

map in our office and assist customers in identifying their soil type. Will Bakx, our soil scientist, is available to meet with backyard gardeners, farmers and others needing soil advice.

### **Trade Group Outreach**

Our long association with the agriculture and landscape communities serves Sonoma Compost well. We will continue our interaction with these key industries by maintaining our memberships in their trade organizations and participating in trade events.

### **Community Events**

Although traffic was down due to local economic conditions in 2007, we will exhibit again at both the Spring and Fall Home and Garden Shows at the County Fairground. Our exhibits continue to get positive feedback and visitors seem appreciative of the opportunity to learn what happens to their yard and wood waste. We will again distribute discount cards at the show which generate sales for months after each show. We also conduct a drawing which allows the winner to receive 5 cubic yards of composts.

Sonoma Compost and The Compost Club of Sonoma County (see below) will have an inter-active exhibit geared to K-6<sup>th</sup> grade students at the Sonoma County Farm Bureau's "Ag Days 2008" event.

We will again provide compost samples and product literature at the Waste Management Agency's exhibit at the County Fair and Harvest Fair.

### **The Compost Club**

Sonoma Compost has provided advice and support, donated compost and building materials, and made a mobile display trailer available to the recently formed Compost Club of Sonoma County. We anticipate continuing our support in 2008. The goals of the Compost Club are to:

- Create and maintain recycling and composting centers at schools and businesses.
- Construct or purchase compost systems for schools and businesses to help them return organic matter back to local soils.
- Introduce the importance of food waste recycling.
- Maintain the compost systems through training and service.
- Sell compost generated as a fundraiser.

### **Compost Site As A Marketing/Education Tool**

Our Demonstration Garden and compost facility are utilized as important components in our marketing and public outreach efforts. In 2007, Sonoma Compost hosted tours and field trips for church groups, elementary, middle and

high schools, Santa Rosa Junior College, Master Gardeners from Sonoma and Marin Counties, the Marin Conservation Corps, and a senior organization. In addition to the tours conducted by Sonoma Compost, Agency staff conducted a number of tours.

Additionally, film crews from the Sundance Channel and KGO News (Channel 7) were on site documenting the success of the Organic Recycling Program.

#### **4) PRODUCT DEFINITIONS- YARD DEBRIS**

##### **a) Soil Amendments**

The following composted products are intended to be amended into soil and are sold in bulk or by the bag:

##### **Sonoma Compost**

Produced from curbside collected yard debris and vegetal food waste, Sonoma Compost meets all state requirements for products defined as "compost". Sonoma Compost is screened to 1/2" and is listed as an "Allowed" material by the Organic Materials Review Institute (OMRI) for use in organic production.

##### **Sonoma Organic Hi-Test Compost**

A compost made from curbside collected and self-haul yard trimmings, vegetal food waste and chicken feathers. Incidental amounts of other local agricultural by-products may be used as they become available throughout the year. These incidental additives may include, but are not limited to, grape pomace and by-products from local food processors. Sonoma Organic Hi-Test Compost is now listed as an «Allowed» material by the Organic Materials Review Institute (OMRI) for use in organic production.

##### **Mallard Plus**

Mallard Plus is a new product that has replaced our popular Mallard Mulch. It consists of two parts Sonoma Organic HI-TEST Compost and one part Brown Rice. (composted rice hulls and duck manure) Since its introduction, this premium quality product has been very well received by gardeners, landscapers and others interested in a higher nutrient soil amendment. Mallard Plus is now listed as an 'Allowed» material for use in organic production by the Organic Materials Review Institute (OMRI). It is screened to 1/2".

##### **Sonoma Hi-Vigor Compost**

The recipe for this new product is similar to our Mallard Plus but includes seasonally available feedstocks such as grape and olive pomace. The pomace boosts the availability of potassium which is important to knowledgeable Sonoma County gardeners and landscapers. Because the supply of this high-grade amendment is limited, we have not submitted it to OMRI for listing at this time.

### **Sonoma Feather-Lite Amended Soil**

A blend of clean soil from a local quarry and our Mallard Plus compost. Sonoma Feather-Lite Amended Soil is useful in turf applications, berms, mound septic systems or where a change in grade is required. Our amended soil product is listed as an «Allowed» material for organic production by the Organic Materials Review Institute (OMRI) and is screened to ½”.

### **b) Mulches**

The following Sonoma Compost mulch products are derived from yard trimmings and are sold in bulk, or by the bag:

#### **Early/Vineyard Mulch**

Early/Vineyard Mulch is ground, self-haul yard debris and vegetal food waste that undergoes a thermophilic process to reduce pathogens and kill weed seeds. Early Mulch is coarse, woody mulch that is ideal in applications where a natural look is desired. It is OMRI listed as an «Allowed» material in organic production and is sold unscreened.

#### **Screened Early/Vineyard Mulch**

Early Mulch that has been screened to 1.5” is sold as Screened Early/Vineyard Mulch. It provides the benefits of Early Mulch but has a neater, less woody appearance. Can reduce soil erosion by up to 90% in steep hillside vineyards while suppressing weeds, adding organic matter and providing a modest nutrient boost. Listed as an “Allowed” material by OMRI for use in organic production.

### **c) Firewood**

Sonoma Compost markets firewood in its retail sales area. Wood sold is a seasoned blend of local species, cut to length, and split for use in wood stoves or fireplaces. Customers load their own vehicles and are urged to stack the wood tightly to insure they get the most wood possible for their money. Our firewood currently sells for \$1.40 per cubic foot, or about \$180.00 per cord.

### **d) Alternative Daily Cover (ADC)**

We're pleased to report that because we have strong markets for all of the organic materials directed to the Organic Recycling Program, none is currently used for alternative daily cover at any landfill.

### **e) Test Products**

New Specialty Products that Sonoma Compost wishes to market on a trial basis are referred to as Test Products. According to our agreement with the Agency, when Sonoma Compost wishes to begin a market test, the Agency Director is notified. Test marketing can occur for a maximum of four months. Upon successful completion of test marketing, Sonoma Compost notifies the Agency Director that the test product will thereafter be designated a Specialty Product.

#### **f) Specialty Products**

Specialty products are typically different from the primary Yard Debris Products originally envisioned in our contract with the Agency. They may contain additives or amendments, or require different or additional processing. Sonoma Compost may develop such products in order to: 1) provide materials that can be blended with Sonoma Compost to extend the supply of this popular product; 2) offer alternatives when the program's primary products are not available; 3) provide products that meet a specific need in the marketplace; and, 4) add value to Sonoma Compost's product line.

Sonoma Organic HI-TEST Compost is an example of a product that moved through the Test Product/Specialty Product process in 2007.

#### **5) QUALITY CONTROL**

Product quality is maintained by directing attention to the following:

##### **a) Contamination Control**

Green waste arriving at the composting site is load-checked at the gate. Loads with more than incidental contamination are rejected and sent back to the landfill gate where they are re-directed to the refuse tipping area.

Prior to grinding, green waste is spread out with a front-end loader to expose debris other than yard waste. It's then sorted by a team that places contaminants in roll-off boxes. The contaminants are weighed, delivered to the transfer station at the Central Landfill, then shipped to an out of county landfill. The volume of contaminants removed in the sorting process are tracked, and noted in each month's report to the Agency.

After going through the grinder, materials that will be made into compost or mulch are placed into windrows or large piles. As the materials are turned, additional contaminants are exposed and removed by workers with rakes. Most remaining contaminants are removed in a final screening process and end up in the "overs" from that process.

##### **b) Lab Testing**

Sonoma Compost undergoes regular testing to determine the presence of pathogens, heavy metals and pesticide residues. Results of these tests are monitored by the Local Enforcement Agent.

##### **c) Nutrient Preservation**

Feedstock is processed as soon as possible to minimize nutrient loss prior to grinding. Similarly, during wet weather, steps are taken to minimize the amount of nutrients that might leach out of yard debris and onto the compost pad. Nutrient analyses are available to customers.



#### **d) Moisture Control**

Appropriate moisture is maintained throughout the composting process. In dry months, moisture is added during the grinding process and to the compost windrows. In wet weather, the windrows are shaped to shed, rather than absorb moisture. Because windrows form a crust that sheds water as they dry out, they are not turned if rain is anticipated. At the beginning of the compost process, feedstock typically has a moisture content of around 55%. As the compost matures, moisture is adjusted to a range of 30% to 40%. This allows for more effective screening, reduces the weight of the finished product and makes it less costly to transport.

#### **6) ALLOCATION BY PERCENTAGE OF PRODUCTS PRODUCED FROM YARD DEBRIS**

Based upon sales history, pending orders and other market indicators, the following is an estimate of the percentage of materials derived from yard debris (excluding firewood) that will be sold by product type during 2008:

<b>PRODUCT</b>	<b>PERCENT OF TOTAL</b>
SONOMA COMPOST	36%
COURSE EARLY/VINEYARD MULCH	2%
SCREENED EARLY/VINEYARD MULCH	20%
SONOMA ORGANIC HI-TEST COMPOST	12%
MALLARD PLUS	12%
SONOMA FEATHER-LITE SOIL	4%
SONOMA HI-VIGOR COMPOST	2%
PREPARED YARD DEBRIS	12%
<b>TOTAL</b>	<b>100%</b>

#### **7) MAINTENANCE OF RECORDS- YARD DEBRIS**

The following records are maintained in Sonoma Compost's office:

- a) Logs of all inbound yard waste by source. Inbound tags are compiled and summarized to indicate the transaction, truck or gate tag number, type of material (yard or wood) and net tons;
- b) Computerized invoices for sales exceeding five cubic yards;
- c) Handwritten receipts for retail sales of five cubic yards and below, as well as firewood sales;
- d) A shipment log indicating sales invoice numbers, dates, quantities and types of materials sold, price per cubic yard, delivery charges and customer names;
- e) Monthly and annual summaries of the above information.

#### **8) ALLOCATION OF REVENUE TO CONTRACTOR AND AGENCY**

As indicated, Sonoma Compost has developed strong markets for all of the materials it receives and processes. Weather and economic conditions permitting, we anticipate that the Agency should receive revenue-sharing checks in each of the four quarters of 2008.

# 2

## **Marketing Plan Summary Wood Waste**

### **1) WOOD WASTE MARKET OVERVIEW**

Overall, the Wood Waste Recycling Program also had a successful year in 2007.

The volume of incoming wood waste was down due to economic conditions as well as the fact that there is another local facility now accepting wood waste. We did however have strong markets for our Path Mulch, recycled lumber, pallets and bio-fuel. Unlike the last several years, the availability of trucks has improved to the point that we no longer have difficulty moving bio-fuel to market.

After wood waste is received, it is sorted to remove any painted or pressure treated lumber. After contaminants are removed, items such as pallets, dimensional lumber and plywood are separated out for re-use. The balance is processed in Sonoma Compost's grinder. Based upon pending orders and the time of year, projections are made regarding the amount of ground wood needed for Path Mulch and for bio-fuel.

After screening the Path Mulch out, the "overs" fraction of the ground wood is combined with the balance of the ground but unscreened wood. This material is directed to bio-fuel markets.

We work hard to maintain our markets in the bio-fuel industry. We have developed relationships with several very dependable independent truckers that allow us to provide power plants with a reliable supply of fuel. In addition, we work closely with plant managers to insure that our fuel meets their standards regarding contamination and sizing.

The reason we give this market so much attention is that it is able to absorb large amounts of our lower quality processed materials and by-products. These materials would otherwise only be suitable for alternative daily cover. Finally, bio-fuel plants provide a market that is generally available year round, regardless of weather.

Because of their locations relative to Sonoma County as well as the current cost of fuel, transportation costs remain a significant factor. We go to great lengths to

locate truckers who regularly haul materials into this region and are interested in back-haul opportunities. In addition to the economic advantages of this policy, it minimizes truck traffic on our highways and has a positive impact on air quality.

Path Mulch remains a popular item in our product line. It is used by backyard gardeners, landscapers, and public agencies when an affordable, decorative and long lasting mulch is required.

We continue to sort out re-useable pallets in the size most often specified by our customers. Pallets arriving stacked on trucks are unloaded with our forklift to prevent damage during off-loading.

We market re-useable dimensional lumber, beams, fencing and plywood in our retail sales area. We have established prices for most of the common sizes we receive. Lumber is sold by the linear foot, and plywood by the square foot.

## **2) WOOD WASTE MARKETING PLAN- 2008**

The same general marketing strategies used to sell soil products made from recycled yard trimmings are used to sell Path Mulch. These include classified and display ads in local newspapers, our web-site, participation in local events and interaction with trade groups and garden clubs.

Most of the building products we select for re-sale are stacked in our retail sales area. Our website features a page that explains the economic and environmental advantages of using recycled wood. We invite customers who are looking for specific materials to call us, so we can set them aside for them. We include building products in our general advertising when possible. When we exhibit at events such as the Spring or Fall Home and Garden Show, we always make recycled lumber a main feature of the exhibit.

Because our pallet price is relatively low, we target our pallet marketing to customers who purchase in significant quantities. Most sales are made through word of mouth or by personal contact with parties who use large quantities of pallets.

Bio-fuel sales are largely dependent on maintaining product quality with respect to contamination levels, product sizing and moisture content. Ongoing sales require regular communication with buyers, and making sure that adequate trucking capacity is in place.

## **3) PRODUCT DEFINITIONS- WOOD WASTE**

The following descriptions apply to products currently available:

**a) Path Mulch**

Path Mulch is wood waste that has been sorted, ground and screened to <1.5". The end product is decorative, walk-on mulch that can suppress weeds, preserve soil moisture and reduce soil erosion. Magnets are used in both the grinding and screening processes to remove nails, fasteners and other metal from the finished product.

**b) Bio-Fuel**

Clean wood waste that's sorted and processed through Sonoma Compost's grinding system is sold to the bio-fuel market. Bio-fuel is burned to generate electricity, or steam in certain manufacturing applications. The wood waste is typically sized to a facility's requirements during the grinding process, but may undergo additional screening if requested by the customer.

**c) Building Materials**

Building Materials are Specialty Products (see below) that include lumber, beams, plywood and pallets that still have a useable life. We generally stock lumber in sizes such as: 1x6 and 1x8, 2x4 through 2x12 and beams in sizes such as 4x12 and 6x6. Plywood is generally available in thickness from 1/4" to 1". We try to capture as many full sheets of plywood as possible but stock smaller pieces if they are in good condition. Most of the pallets that are made available for re-use are 48"x40" 4-way pallets, which is the size in greatest demand.

**d) Alternative Daily Cover (ADC)**

No wood waste is used for alternative daily cover at the Central Landfill or any other landfill.

**e) Test Products**

New products that Sonoma Compost wishes to market on a trial basis, and which are not identified in our contract with the Agency, are referred to as Test Products. When we wish to begin a marketing test, the Agency Director is notified. Test marketing can occur for a maximum of four months. There are currently no wood waste market tests underway.

**f) Specialty Products**

Upon successful completion of a marketing test, the Agency Director is notified that the test product will become a regular part of our product offerings and is thereafter designated a Specialty Product. Specialty Products typically require sorting and handling that is beyond that required in the production of mulch or bio-fuel. Building materials including lumber, beams, plywood, as well as pallets, are now considered Specialty Products.

**4) ALLOCATION BY PERCENTAGE OF PRODUCTS PRODUCED FROM WOODWASTE**

Based upon recent sales history, current orders and other market indicators, the following represents the estimated percentage of materials sold by market type in the year 2008.

MARKETS	PERCENT OF SALES
Non-Fuel Markets	20%
Bio-Fuel Markets	80%

#### **5) MAINTENANCE OF RECORDS- WOOD WASTE**

The following records are maintained at Sonoma Compost's office:

- a) Logs of all inbound waste by source. All inbound tags are compiled and summarized to indicate the transaction, truck or gate tag number, type of material (yard or wood) and net tons;
- b) Computerized invoices for all retail sales exceeding five yards, large pallet orders and for all sales by the ton, such as bio-fuel sales;
- c) Handwritten receipts for less than five yards of Path Mulch, most retail sales of building products such as dimensional lumber, and smaller pallet sales;
- d) A shipment log indicating the invoice number, date, quantity and type of material sold, price per cubic yard or ton, delivery charge and customer's name;
- e) Monthly and annual summaries of the above information.

#### **6) ALLOCATION OF REVENUE TO CONTRACTOR AND AGENCY**

Based upon current market conditions we believe it reasonable to project that the Agency will receive revenue sharing checks for the sale of wood waste products in each of the four quarters of 2008.

<b>Agenda Item #:</b>	<b>5.6</b>
<b>Cost Center:</b>	<b>HHW</b>
<b>Staff Contact:</b>	<b>Steinman</b>
<b>Agenda Date:</b>	<b>2/20/08</b>

**ITEM: First Amendment to Agreement to Participate with the City of Santa Rosa in Marking Catch Basins on Private Property**

**I. BACKGROUND**

There has been an ongoing project with the City of Santa Rosa to place labels next to storm drains to inform people that the water going into the drains goes directly into a waterway. The labeling project has been used on public streets at the curb inlets. The project is funded with Used Oil Block Grant funds because a major pollutant is oil from roadways or people using the drains to dispose of used oil from their motor vehicles. The Used Oil Block Grant funds are from the California Integrated Waste Management Board (CIWMB) and administered by the Agency.

As an expansion to their labeling project, the City of Santa Rosa hired C2 Alternative Services (C2) to mark catch basins on private property, such as parking lots for multi-family housing and businesses, particularly fast food dispensers and automotive suppliers. These targets were selected because the potential for oil contamination, as well as other contaminants, directly into waterways is high. The Scope of Work (Exhibit A) for this project is to identify locations, approach owners for permission to label and install the labels properly. The focus area for this project is Colgan Creek. This area was identified during Santa Rosa's routine water quality testing program.

The City of Santa Rosa had requested an Agreement with the Agency for reimbursement of the cost of the Agreement with C2. The project had been approved by the CIWMB Grant Manager and \$20,000 from the CIWMB Used Oil Block Grant Fund has been allocated to this project. Therefore, there is no direct funding impact to the Agency. At the June 20, 2007 Agency Board meeting, the Board approved the Agreement to Participate with the City of Santa Rosa in Marking Catch Basins on Private Property.

**II. DISCUSSION**

Staff's assumption was that the labeling project was complete and that the Agency would soon be receiving an invoice from the City of Santa Rosa for reimbursement through the Used Oil Block Grant. Staff was contacted by City of Santa Rosa staff in January and informed that the labeling project was not complete. To date, the labeling project is about 50% complete. The Agreement between the City of Santa Rosa and C2, for the labeling project, is set to terminate on June 30, 2008. The termination date of the Agreement between the Agency and the City of Santa Rosa was on September 30, 2007. The Agency's Agreement with the City of Santa Rosa states that City shall be reimbursed by Agency for expenses upon completion of work by Consultant.

City of Santa Rosa staff wanted reassurance that there is money to pay for the work through C2's contract which ends on June 30, 2008. \$20,000 from the CIWMB Used Oil Block Grant Fund has been allocated to this project and can be reimbursed from the current Grant Cycle once the work is completed.

Since the work is not complete, staff would like to recommend that the term of the Agency's Agreement with the City of Santa Rosa be extended to June 30, 2008 to coincide with the Agreement between C2 and the City of Santa Rosa.

### III. FUNDING IMPACT

There is no funding impact to the Agency in approving the First Amendment.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the First Amendment to the Agreement to participate with the City of Santa Rosa in Marking Catch Basins on Private Property.

### V. ATTACHMENTS

Exhibit A





**Pilot Project:  
Private Property Catch Basin Decals  
City of Santa Rosa Public Works Department**

EXHIBIT A  
December 12, 2006

## **SCOPE OF WORK**

### **Background**

The City of Santa Rosa places decals at curb inlets to discourage illegal dumping of contaminants into waterways. To date these decals have been placed primarily at curb inlets on public streets. Commercial locations such as parking lots and private residential locations such as multifamily complexes and mobile home parks, have not been marked except by invitation from the property owners. C<sup>2</sup> Alternative Services will develop and test methodologies to efficiently secure permission to enter these private properties and affix markers at curb inlets and drop basins. Funds for this project are from Used Oil Recycling Block Grants from the California Integrated Waste Management Board (CIWMB), administered by the Sonoma County Waste Management Agency.

### **Methodology**

C<sup>2</sup> Alternative Services will test an integrated strategy for securing permission to affix decals, including at least 3 basic elements:

- **Letter with reply card:** Using mailing lists of property owners to be provided by the City, we will develop and mail a formal letter requesting permission to affix decals. The letter will also ask property owners to verify that catch basins or storm drain inlets are located on their site. A stamped reply card will be included. Both letters and reply cards will be merge-mailed, personalized documents. The letters will be mailed in batches, starting with a mailing of about 100 pieces to test results.
- **Personal contacts with property management firms:** We will contact firms that manage multiple commercial or multifamily properties in Santa Rosa, and request written permission to affix decals on (specifically named) properties. If successful, we anticipate that this may be the most cost-effective strategy.
- **Follow up with individual property owners:** Following each mailing, we will contact individuals who do not respond. These contacts will be logged and when a positive answer is received verbally, a letter confirming the conversation will be sent to the individual who gave permission, copied to City staff.

Once permission is received, we will generate a field data form for each property. Our field staff will visit the properties, locate and mark all curb inlets and drop basins, and record the number and locations of the decals affixed. This data will be entered on a master spreadsheet and provided to City staff.

**Timing, Logistics**

Tasks will begin upon approval of this Scope of Work. The term of this agreement shall be from approval through September 30, 2007.

Both the principals of C<sup>2</sup>: Alternative Services will work on this project. Connie Cloak, Owner/Principal, will be the principal contact with City staff. Chris Carrieri, Principal, will manage the project operations. Trained staff will provide clerical assistance and will affix the decals.

**Costs**

Invoices shall be submitted periodically as work is performed. Time and expenses shall be billed as incurred and within the limits of the attached Scope and Budget table, total billed not to exceed \$20,000. Hours and material costs may be shifted among tasks by agreement if needed.

C<sup>2</sup>: Alternative Services partners will bill at \$85.00 per hour. Staff time is billed at \$35 per hour. Decals will be billed at a unit cost of \$7.00 per decal affixed; this cost includes labor, coordination, recording in the field and transcription of records. It also covers direct expenses including staff mileage and supplies.

Expenses include other mileage at \$0.34 per mile (or rate allowed by CIWMB grant requirements), fax at \$1 per page, copies at \$0.10 per page, color copies at \$1 per page, digital images at \$0.50 each, phone, postage, and incidentals at cost. Letters in envelopes with reply cards including postage and printing will be billed at a unit cost of \$1.00 each.

It is understood that the City will supply the decals and adhesive from existing supplies.

**Deliverables**

Letters and reply cards will be drafted for review by City staff. Following initial revision we will prepare a final draft for approval incorporating all requested changes to the draft. Additional revisions may require increases to the budget for this task.

The field data form will include number of decals affixed at each property and a brief narrative description of their locations along with any notes. The information will be transcribed into a spreadsheet for presentation to staff, and the original forms retained.

Brief progress memos will accompany each invoice, and a summary report will be provided at the conclusion of the project. The report will summarize all data from the pilot project and provide conclusions and recommendations.

All printed materials will contain recycled content and C<sup>2</sup>: Alternative Services will produce the required CIWMB forms.

# **FIRST AMENDMENT TO AGREEMENT TO PARTICIPATE WITH THE CITY OF SANTA ROSA IN MARKING CATCH BASINS ON PRIVATE PROPERTY**

This First Amendment to the Agreement to Participate with the City of Santa Rosa in Marking Catch Basins on Private Property ("Amendment"), dated as of \_\_\_\_\_, 2008 ("Effective Date") is by and between the Sonoma County Waste Management Agency, a joint powers agency (hereinafter "Agency"), and the City of Santa Rosa, a charter city (hereinafter "City").

## **R E C I T A L S**

WHEREAS, the parties desire to amend the Agreement to Participate with the City of Santa Rosa in Marking Catch Basins on Private Property ("Agreement") to extend the term of the Agreement until June 30, 2008 so that the Agreement will match the companion agreement between the City of Santa Rosa and the contractor doing the work;

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

## **A G R E E M E N T**

I. Section 3. Term of Agreement is hereby amended to read as follows:

3. Term of Agreement. The term of this Agreement shall commence on the Effective Date and terminate on June 30, 2008 unless terminated earlier in accordance with the provisions of Article 4 below.

2. Other than as stated above, the Agreement shall remain in full force and effect.

AGENCY AND CONTRACTOR HAVE CAREFULLY READ AND REVIEWED THIS AMENDMENT AND EACH TERM AND PROVISION CONTAINED HEREIN AND, BY EXECUTION OF THIS AMENDMENT, SHOW THEIR INFORMED AND VOLUNTARY CONSENT THERETO.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment as of the Effective Date.

AGENCY: SONOMA COUNTY WASTE MANAGEMENT AGENCY

By: \_\_\_\_\_  
Tim Smith, Chair

CITY: CITY OF SANTA ROSA, a charter city

By: \_\_\_\_\_  
Rick Moshier, Director of Public Works

APPROVED AS TO FORM:

By: \_\_\_\_\_  
City Attorney's Office  
  
Title

APPROVED AS TO SUBSTANCE BY  
AND CERTIFICATES OF INSURANCE  
ON FILE WITH:

By: \_\_\_\_\_  
Interim Executive Director, SCWMA

APPROVED AS TO FORM FOR AGENCY:

By: \_\_\_\_\_  
Agency Counsel

RESOLUTION NO.: 2008-

DATED: February 20, 2008

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY  
APPROVING THE FIRST AMENDMENT TO THE AGREEMENT BETWEEN  
SONOMA COUNTY WASTE MANAGEMENT AGENCY AND THE CITY OF SANTA  
ROSA TO PARTICIPATE WITH THE CITY OF SANTA ROSA IN MARKING CATCH  
BASINS ON PRIVATE PROPERTY

WHEREAS, the parties desire to amend the Agreement to extend the initial term  
of the Agreement until June 30, 2008; and,

NOW, THEREFORE, BE IT RESOLVED that the Agency hereby approves the  
terms of the First Amendment to the Agreement between the Agency and the City of  
Santa Rosa and authorizes the Chairperson to execute the Agreement on behalf of the  
Agency.

MEMBERS:

-- _____ Cloverdale	-- _____ Cotati	-- _____ County	-- _____ Healdsburg	-- _____ Petaluma
-- _____ Rohnert Park	-- _____ Santa Rosa	-- _____ Sebastopol	-- _____ Sonoma	-- _____ Windsor
AYES	NOES	ABSENT	ABSTAIN	

SO ORDERED.

The within instrument is a correct copy  
of the original on file with this office.

ATTEST:

DATE:

\_\_\_\_\_  
Elizabeth Koetke  
Clerk of the Sonoma County Waste Management  
Agency of the State of California in and for the  
County of Sonoma

RESOLUTION NO.: 2008-

DATED: February 20, 2008

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY  
("AGENCY") RECOGNIZING KEN WELLS FOR FIFTEEN YEARS OF SERVICE

WHEREAS, Assembly Bill 939 was passed by the California State Legislature in 1989, and

WHEREAS, the County of Sonoma and the municipalities of Sonoma County agreed to comply with the requirements of AB 939 by forming the Sonoma County Waste Management Agency (SCWMA) as a regional joint powers authority, and

WHEREAS, Ken Wells has been the Executive Director of the SCWMA since 1993, and

WHEREAS, Ken recognized and upheld the mission of the Agency, which is to educate and assist the residents of Sonoma County in their efforts to reduce, reuse and recycle materials in the waste stream, and

WHEREAS, Ken brought to his job a wealth of knowledge of waste management technologies, and

WHEREAS, Ken maintained constant and consistent awareness of industry trends and pertinent legislation, and

WHEREAS, Ken as Executive Director was responsible for guiding the Agency in reaching a diversion rate of 61%, which is one of the highest in the state.

NOW, THEREFORE, BE IT RESOLVED that the Agency hereby recognizes and commends Ken Wells on fifteen years of conscientious and enthusiastic service to the Sonoma County Waste Management Agency.

MEMBERS:

_____ Cloverdale	_____ Cotati	_____ County	_____ Healdsburg	_____ Petaluma
_____ Rohnert Park	_____ Santa Rosa	_____ Sebastopol	_____ Sonoma	_____ Windsor
AYES	_____	The within instrument is a correct copy of the original on file with this office.		
NOES	_____	ATTEST: DATE		
ABSENT	_____	_____ Elizabeth Koetke		
ABSTAIN	_____	Clerk of the Sonoma County Waste Management Agency of the State of California in and for the County of Sonoma		
SO ORDERED.				

**ITEM: Waste Characterization Study Update**

**I. BACKGROUND**

In order to measure the impact of the implementation of the single-stream recycling program, the success of the HHW program, and help focus our future efforts on diverting the recyclables remaining in the waste stream, Cascadia Consulting was chosen to conduct the 2007 Sonoma County Waste Characterization Study (WCS). This follow-up to the 1995-1996 Sonoma County Waste Characterization Study was authorized by the acceptance of Cascadia Consulting's proposal at the January 2007 SCWMA meeting.

The 2006-07 Sonoma County Waste Characterization Study (WCS) was accepted by the SCWMA Board of Directors at the January 2008 meeting.

**II. DISCUSSION**

At the January 2008 SCWMA meeting, staff was directed to prepare a more thorough report of the major opportunities for further waste diversion according to the WCS. The WCS was created in such a way that it is possible to analyze the diversion potential by waste stream (e.g. residential, commercial, and self-hauled waste).

Commercially Hauled Waste (Residential and Commercial):

The two waste streams comprised of residential and commercial waste are fairly similar in composition, varying relatively slightly between waste categories. The largest difference between the residential and commercial waste categories are Organics (51.24% and 41.97%, respectively) and Construction and Demolition (C&D) waste (7.58% and 14.71%, respectively). Paper is the second largest waste category behind Organics for both residential and commercial waste (19.0% and 20.9%, respectively).

For both waste streams, Food is the largest single waste subcategory. Vegetative food waste is accepted in the residential curbside yard debris containers and the service is available for commercial customers, though it is much less common for businesses to have yard debris collection.

The second largest category of the commercial hauled waste is Paper. The subcategories that comprise the higher percentage of the waste stream are Other Recyclable Paper and Other Compostable Paper. These subcategories include paper combined with small amounts of wax or glues or soiled with water or food.

Self-Hauled Waste:

The results of the self-hauled waste stream indicate a much different composition from the commercially-hauled waste (residential and commercial waste). The highest percentage of the self-hauled waste stream is C&D Waste at 63.89%. Organics is the second highest percentage at 13.93%.

Looking at the subcategories of the self-hauled C&D waste shows Treated Wood Waste (TWW) at 14.32%, which is problematic as TWW must be disposed in a Class I hazardous waste landfill or a composite-lined portion of a landfill unit that meets stricter requirements than those of the more common Class III landfill.

Clean Recyclable Wood and Other Recyclable Wood comprise 10.92% and 6.16% of the self-hauled waste stream respectively. Both of the above categories are comprised of unpainted, untreated wood that have the potential to be reused if salvageable, recycled into other wood products, or used as a fuel for biomass power plants.

#### Conclusion:

Programs and infrastructure exist for recycling or composting food, construction and demolition, and paper discards, leading staff to believe the barrier to reducing waste in these categories is public awareness.

New programs to increase public awareness have been incorporated in the FY 08-09 Preliminary Budget, including an organics composting outreach at fairs and community events throughout Sonoma County, a program to create more consistent countywide construction and demolition debris ordinances, and publicity of the SonoMax.org website to encourage reuse.

### III. FUNDING IMPACT

The proposed FY 07-08 Preliminary Budget includes the recommended programs. There is no surcharge increase predicted in the preliminary budget. There is no funding impact resulting from these recommendations in the current fiscal year.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends inclusion of the expanded public outreach, construction and demolition debris ordinances, and publicity of the SonoMax.org website in the FY 08-09 Budget.

### V. ATTACHMENTS

None



**ITEM: Approval of the FY 08-09 Draft Budget**

**I. BACKGROUND**

Historically, the preparation of the SCWMA's annual budget begins with direction and approval by the Board of a Draft Budget, establishing budget funding guidelines and other parameters necessary to integrate the SCWMA's annual budget with the County's budget process. Following Agency approval of the Draft Budget, staff prepares a detailed Final Budget for later approval.

**II. DISCUSSION/FUNDING IMPACTS**

**Wood Waste Cost Center**

**Revenues**

Revenues for the Wood Waste cost center are based on 10,000 tons per year or 27 tons per day, forecast from actual tonnages for the most recent twelve months. This quantity is a decrease from the prior year budgeted amount of 11,600 tons.

Revenues from wood waste tipping fees collected at County disposal sites are dedicated toward the operation of the Wood Waste cost center. The Wood Waste tipping fee includes funding for the transportation of the material from the transfer stations and the processing and marketing of the material by Sonoma Compost Company at the Central Disposal Site. The Wood Waste tipping fee is proposed to not increase this fiscal year.

Another revenue source for this cost center is Sale of Material, which is a revenue sharing agreement with Sonoma Compost Company. The projected revenue from this arrangement for wood waste is \$23,600 for FY 08-09, based on the increases in the sales of wood products.

Donations/Reimbursement will remain at \$5,000, which is the contribution from Sonoma Compost Company offsetting the transfer station hauling expense per their contract.

The Wood Waste cost center will have an OT-Within Enterprise transfer of \$206 to the Organics Reserve.

**Expenses**

Contract Services, which includes the processing contract with Sonoma Compost Company and the hauling fee paid to WSCD for wood waste transported from the transfer stations to the Composting Facility located at the Central Disposal Site, is forecast to decrease due to the projection of less material coming to the composting facility. An inflator to the rates for the processing and the transportation per the contract was included in the calculations. When combined with the increased administrative costs and reduced wood waste tonnage requiring processing, the net impact on expenses is a decrease of 4.4%.

**Yard Debris Cost Center**

**Revenues**

Revenues for the Yard Debris cost center are based on 86,000 tons per year or 239 tons per day, forecast from the actual tonnages from the previous twelve months. This quantity is an increase from the prior year budget amount of 82,000 tons.

Revenues from yard debris tipping fees collected at County disposal sites are dedicated toward the operation of the Yard Debris cost center, with any revenue in excess of operational expenses

transferred to the Organics Program Reserve. The Yard Debris tipping fee includes funds for the transportation of the material from the transfer stations, processing and marketing of the material by Sonoma Compost Company at the Central Disposal Site, and public outreach efforts. The Yard Debris tipping fee is proposed to not increase for FY 08-09.

Another revenue source for this cost center is Sale of Material, which is a revenue sharing component of the agreement with Sonoma Compost Company. The projected revenue from this arrangement for yard debris is \$85,000 for FY 08-09, the same as FY 07-08.

Donations/Reimbursement will remain at \$5,000, which is the contribution from Sonoma Compost Company offsetting the transfer station hauling expense per their contract.

#### Expenses

Contract Services includes the composting contract with Sonoma Compost Company and the hauling fee paid to WSCD for yard debris transported from the transfer stations to the Central Composting Facility. Also included in the Contract Services expense is \$15,000 for commercial food waste diversion and \$9,000 for public outreach at local fairs. The purpose for these expenses is to increase the diversion of food waste from landfill disposal and conversion of these organic materials to soil products. According to the Agency's 2006 Waste Characterization Study, food waste comprises 21% of the County's solid waste.

When combined with increased administrative costs, permit fees and the increased yard debris and food waste tonnage requiring processing, overall expenses are proposed to increase 5.9%.

#### Contribution to Organic Program Reserve

Based on the assumptions and forecasts noted above, the proposed FY 08-09 Yard Debris cost center budget will have a net surplus of \$340,503 to be transferred to the Organics Program Reserve. There is also \$393,863 undesignated funds from prior year budgeted for transfer to the Organics Program Reserve for a total of \$734,366 contribution from the Yard Debris cost center.

#### Surcharge Cost Centers Summary

In the FY 08-09 Budget, there is **no requested increase in the tipping fee surcharge**. As explained below, the 4.3% less revenue from the projected reduced quantity of solid waste (335,000 tons in FY 08-09 from 350,000 tons in FY 07-08), is offset by an adjustment to the HHW program costs. The total proposed FY 08-09 tipping fee surcharge revenue is \$1,809,000.

#### Household Hazardous Waste Cost Center

##### Revenues

The tipping fee revenue request of \$1,320,570 for Household Hazardous Waste represents 73% of the total surcharge tipping fee revenues.

Other revenues for the HHW cost center include Donations/Reimbursements, \$393,986, which includes an anticipated \$121,986, from an amended agreement for services with Petaluma and \$272,000 from the e-waste program (based on actual revenues for the previous twelve months).

State-Other revenues include \$145,000 (estimated) from the CIWMB used oil block grant.

Overall, revenues for the HHW cost center are anticipated to decrease by 15.6%

##### Expenses

Contract Services, \$1,498,000, is the biggest expense for the HHW cost center. The budgeted expense for the Clean Harbors contract is \$1,400,000, based on the actual costs experienced during the most recent twelve months. The FY 08-09 HHW program expenses are less than the budgeted FY 07-08 expenses primarily due to the reduced cost of the new e-waste contract with ECS Refining and use of current Clean Harbors' costs without any participation increases. Other

Contract Services are \$95,000 for West Coast Metals to transfer e-waste from the transfer stations to the Central Disposal Site and \$3,000 for membership California Product Stewardship Council.

Other major expenses are:

Professional Services, \$145,000, which are funded with State Used Oil grants.

Administration Costs, \$139,794, which are identified in the FY 08-09 Work Plan.

Rental Bldg/Improvements, \$22,000 which is the annual payment of the HHW facility construction cost reimbursement to the County.

Overall, expenses for the HHW cost center are anticipated to decrease by 19.0%.

#### Contribution to HHW Operating Reserve

Based on the assumptions and forecasts noted above, the proposed HHW cost center budget will transfer \$23,413 to the HHW Operating Reserve and \$6,667 to the HHW Closure Reserve.

### **Education Cost Center**

#### Revenues

The tipping fee revenue request of \$388,935 for the Education cost center represents 21.5% of the total surcharge tipping fee revenues.

Other revenues include State-Other (grant) of \$16,600 and Donations/Reimbursements, \$38,967, which is a portion of the anticipated amended agreement for services with Petaluma.

Overall, revenues for the Education cost center are expected to increase by 25.8%.

#### Expenses

Contract Services expenses include:

Recycling Guide Printing and Distribution	\$77,000
Eco-Desk	\$4,000
Spanish Language Outreach	\$9,000
SonoMax	\$4,200
Home Composting (UCCE Master Gardeners)	\$16,660
Outreach Partnerships	\$21,200
Environmentally Preferable Purchasing	\$10,000

Other expenditures include:

Administration Costs, \$178,054, which is staff time allocated per the FY 08-09 Work Plan.

Professional Services, \$16,600, are expenses for publicity for the SonoMax (grant funded).

Data Processing – New Projects, \$30,000, which is the design and hosting of the Agency website by the County's Information Systems Department. The anticipated contribution to the Contingency Reserve will be \$12,112.

Overall, the expenditures for the Education cost center are anticipated to increase 16.9%.

### **Diversion Cost Center**

#### Revenues

The tipping fee revenue request of \$45,225 for Diversion represents 2.5% of the total surcharge tipping fee revenues.

State-Other revenues are anticipated to be \$150,000, which is grant funding from the Department of Conservation to be used for beverage container recycling projects.

Other revenues include Donations/Reimbursements, an anticipated \$3,388, from an amended agreement for services with Petaluma.

Overall, revenues for the Diversion cost center are projected to decrease 23.6%.

#### Expenses

Professional Services, \$150,000, is the expenditures for the beverage container recycling program, which is DOC grant funded.

Administration Costs, \$35,204, which is staff time allocated per the FY 08-09 Work Plan.

OT-Within Enterprise will be \$7,809, which is a contribution to the Contingency Reserve.

Overall, expenditures for the Diversion cost center are anticipated to decrease 16.2%.

### **Planning Cost Center**

#### Revenues

The tipping fee revenue request of \$54,270 for Planning represents 3% of the total surcharge tipping fee revenues.

Other revenues include Donations/Reimbursements, an anticipated \$5,083, which is a portion of the revenue from an anticipated amended agreement for services with Petaluma.

Overall, revenues for the Planning cost center are projected to increase by 1.5%.

#### Expenses

Administration Costs, \$41,004, which is staff time allocated per the FY 08-09 Work Plan.

OT-Within Enterprise, the contribution to the Contingency Reserve, is projected to be \$7,599.

Overall, expenditures for the Planning cost center are anticipated to decrease 14.9%.

### **Organics Reserve**

#### Revenues

OT-Within Enterprise, \$734,366, is the anticipated contribution to the reserve from and Yard Debris, including estimated prior year contributions.

Interest Earned, \$149,641 is calculated using a 4% interest rate.

Overall, revenues for the Organics Reserve are projected to decrease by 42.6%.

#### Expenses

Contract Services, \$200,000, will be used for new compost site design plans and to acquire site operating permits.

Administration Costs, \$35,000, which is staff time allocated per the FY 08-09 Work Plan.

Legal Services, \$30,000, will be required as a part of the compost facility siting and acquisition process.

Travel is budgeted at \$2,500 for anticipated site visits at other composting facilities in the area.

Overall, expenditures for the Organics Reserve are anticipated to decrease 53.2%.

### **HHW Facility Closure**

The contribution and the interest earned on the fund balance will equal \$8,893.

There are no planned expenses.

### **HHW Facility Reserve**

#### Revenues

Interest Earned, \$47,985 is calculated using a 4% interest rate.

State-Other, \$150,000, is the remaining grant funds for the site selection, design and potential construction of new satellite HHW facilities.

OT-Within Enterprise will transfer \$23,413 to the HHW Facility Reserve from the HHW cost center budget.

Overall, revenues for the HHW Facility Reserve are projected to decrease by 85.9%.

#### Expenses

Professional Services, \$150,000, reflects the grant expenses for the HHW satellite facilities. Administration Costs, \$20,112, is detailed in the FY 08-09 Work Plan.

Legal Services is budgeted at \$10,000 for anticipated work necessary for agreements related to the positioning of the HHW satellite facilities.

Overall, expenditures for the HHW Facility Reserve are anticipated to decrease by 48.5%

#### **Contingency Reserve**

##### Revenues

Interest Earned, \$19,888 is calculated using a 4% interest rate.

The contributions from the Education, Diversion and Planning cost centers totals \$27,520.

Overall, revenues for the Contingency Reserve are projected to decrease by 90.1%.

##### Expenses

Contract Services, \$20,000, is the proposed expenditure to (1) review all Agency member C&D permitting requirements and develop recommendations to assist all jurisdictions to reduce this waste stream as much as possible and (2) to review all jurisdictions special event permitting requirements and develop recommendations to ensure special events generate little or zero solid waste.

Administration Costs, \$5,000, are detailed in the FY 08-09 Work Plan.

Overall, expenditures for the Contingency Reserve are anticipated to decrease by 89.3%.

#### **Four Year Forecast – Contributions and Uses**

The Four Year Forecast – Contributions and Uses document is additional information for consideration during the budget process.

#### Organics Reserve

The funds in the Organics Reserve have been designated for the composting program. The project planned in the near future is the purchase of the new compost site. For FY 09-10 the expenditures include \$1,700,000 for the site purchase. This is based on the Brown and Caldwell report, which defines the purchase of 85 acres (35 acres as site of compost operations and 50 acres as a buffer area). The proposed purchase price is \$1,700,000 (\$20,000 per acre), which is based on recent staff research using the multiple listing service for Sonoma County properties. Also included in expenditures are administrative costs, \$37,800, and legal services, \$5,000.

It is projected that OT-Within Enterprise funds will be used to balance the budget for the Wood Waste Cost Center assuming that there is no rate increase and the contract services expenses will be increased at the rate of 4% each year.

#### HHW Closure Reserve

The established policy for the HHW Closure Reserve is to accumulate \$100,000 by the end of 2017 to be held in reserve for the closure costs of the HHW facility located at the Central Disposal Site. During the establishment of the reserve, additional funds from the HHW Cost Center were transferred to this reserve resulting in a greater fund balance. For the Four Year Forecast beginning in FY 09-10, there are no contributions being made from the HHW Cost

Center and the interest being earned is calculated at a 4% rate. At the end of the Four Year Forecast, the amount in the reserve is at the stated policy level.

#### HHW Facility Reserve

The policy goal for the HHW Facility Reserve is 50% of the operating expenses for the HHW Cost Center. Operating expenses include liability insurance, office expense, accounting, audit and legal services, rental of equipment and buildings/booths, small tools and travel. Due to a fund balance accumulated in the HHW Cost Center since the formation of the Agency, the funds were in excess of the reserve goal set by the policy.

With the opening of the HHW facility and greater than anticipated public response, the Board requested a study be done for options that would allow for greater disposal capacity. The results of that study (Sweetser and Associates) are being used by the Board for future development planning. The costs associated with those development options are included in the Four Year Forecast.

#### Contingency Reserve

The policy goal for the Contingency Reserve is 25% of operating expenses as defined above. Due to an accumulation of undesignated fund balances in the Education, Diversion and Planning cost center, the amount of funds in the Contingency Reserve is greater than the policy goal.

#### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends that the Board unanimously approve the FY 08-09 Draft Budget.

#### V. ATTACHMENTS

FY 08-09 Draft Budget

Four Year Reserve Forecast – Contributions and Uses

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

WOOD WASTE - 799114

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest on Pooled Cash	9,757	16,250	0	0
2901 Tipping Fee Revenue	311,659	318,397	329,904	284,400
4020 Sale of Materials	25,191	110,585	18,600	23,600
4102 Donations/Reimbursement	650	9,000	5,000	5,000
Subtotal	347,257	454,232	353,504	313,000
4624 OT-Within Enterprise	0	0	0	0
Total Revenues	347,257	454,232	353,504	313,000
Expenses				
6103 Liability Insurance	914	899	1,000	1,000
6400 Office Expense	775	110	500	500
6521 County Services	133	153	525	525
6540 Contract Services	261,350	265,784	289,143	254,320
6573 Administration Costs	48,076	35,814	30,000	50,445
6610 Legal Services	3,099	2,096	2,000	2,000
6629 Accounting Services	495	441	504	504
6630 Audit Services	2,900	1,450	2,000	2,000
6880 Small Tools	0	0	1,500	1,500
7062 Enforcement Agency Fees	0	0	0	0
7301 County Car Expense	0	0	0	0
Total Supplies and Services	317,742	306,747	327,172	312,794
8624 OT - Within Enterprise to Organics	0	290,000	26,332	206
OT-Transfer to Organics(PY)	0	0	161,935	0
Subtotal	0	290,000	188,267	206
Total Expenses	317,742	596,747	515,439	313,000
Net Cost	(29,515)	142,515	161,935	0
Beginning Reserves	274,935	304,450	161,935	0
Less: Current Net Cost	29,515	(142,515)	(161,935)	0
Audit Adjustments	0	0	0	0
Ending Reserve	304,450	161,935	0	0

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

**YARD DEBRIS - 799213**

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
<b>Revenues</b>				
1700 Interest On Pooled Cash	38,002	86,058	0	0
2901 Tipping Fee Revenue	2,839,226	3,041,175	2,865,000	3,004,840
3700 Copy/Transcribe Fee	10	0	0	0
4020 Sale of Material	(14,776)	206,147	85,000	85,000
4102 Donations/Reimburse	4,350	8,500	5,000	5,000
Total Operating Income	2,866,812	3,341,880	2,955,000	3,094,840
4624 OT-Within Enterprise	0	0	0	0
Total Revenues	2,866,812	3,341,880	2,955,000	3,094,840
<b>Expenses</b>				
6103 Liability Insurance	3,656	3,679	2,000	2,000
6400 Office Expense	1,905	7,970	500	500
6521 County Services	258	297	525	525
6540 Contract Services	2,317,739	2,417,189	2,461,510	2,609,764
6573 Administration Costs	96,300	82,958	70,100	83,523
6590 Engineering Services	10,725	1,884	20,000	15,000
6610 Legal Services	9,771	5,080	6,000	8,000
6629 Accounting Services	2,475	2,251	2,325	2,325
6630 Audit Services	6,525	6,525	2,500	2,500
6820 Rent/Lease Equip.	4,056	1,876	5,200	5,200
6880 Small Tools	0	2,000	3,000	1,000
7062 Enforcement Agency Fees	16,915	15,663	23,000	20,000
7301 County Car Expense	2,632	3,381	3,000	3,000
7302 Travel	0	20	500	1,000
7309 Unclaimable County	0	397	0	0
7400 Data Processing	(9)	0	0	0
Total Supplies and Services	2,472,948	2,551,170	2,600,160	2,754,337
8624 OT - Within Enterprise to Organics	0	0	352,680	340,503
OT-Transfer to Organics(PY)	0	1,450,000	873,495	393,863
Subtotal	0	1,450,000	1,226,175	734,366
Total Expenses	2,472,948	4,001,170	3,826,335	3,488,703
<b>Net Cost</b>	<b>(393,864)</b>	<b>659,290</b>	<b>871,335</b>	<b>393,863</b>
Beginning Reserves	1,530,624	1,924,488	1,265,198	393,863
Less: Current Net Cost	393,864	(659,290)	(871,335)	(393,863)
Audit Adjustments	0	0	0	0
Ending Reserve	1,924,488	1,265,198	393,863	0



**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

**HOUSEHOLD HAZARDOUS WASTE - 799312**

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
<b>Revenues</b>				
1700 Interest On Pooled Cash	72,252	73,097	21,000	8,953
2500 State Other	338,551	352,873	223,825	145,000
2901 Tipping Fee Revenue	1,016,317	1,144,356	1,475,145	1,320,570
3980 Revenue-Prior Year	140,000	0	0	0
4102 Donations/Reimburse	0	99,819	491,450	393,986
4109 Outdate/Cancel Warrant	0	0		0
Subtotal	1,567,120	1,670,145	2,211,420	1,868,509
Contribution from HHW Op.	0	0	0	0
Total Other Revenues	0	0	0	0
<b>Total Operating Income</b>	<b>1,567,120</b>	<b>1,670,145</b>	<b>2,211,420</b>	<b>1,868,509</b>
<b>Expenses</b>				
6103 Liability Insurance	1,828	1,851	4,000	4,000
6400 Office Expense	3,903	3,735	7,180	6,000
6500 Professional Services	81,459	140,277	223,825	145,000
6521 County Services	1,295	1,086	1,575	1,575
6540 Contract Services	926,069	1,335,221	1,845,000	1,498,000
6573 Administration Costs	104,871	120,024	144,200	139,794
6610 Legal Services	12,706	12,236	8,000	9,000
6629 Accounting Services	991	1,407	1,010	1,010
6630 Audit Services	1,450	2,900	7,000	8,000
6840 Rental Building/Improvement	21,320	20,900	23,400	22,000
6880 Small Tools	0	1,160	3,000	2,000
7301 County Car	0	5	0	0
7302 Travel Expense	314	50	2,000	2,000
7400 Data Processing	9	2	100	50
Total Supplies and Services	1,156,215	1,640,854	2,270,290	1,838,429
8624 OT - Within Enterprise				
HHW Closure	0	6,667	4,260	6,667
HHW Facility Reserve(inc. PY)	0	81,000	1,410,567	23,413
Subtotal	0	87,667	1,414,827	30,080
<b>Total Expenses</b>	<b>1,156,215</b>	<b>1,728,521</b>	<b>3,685,117</b>	<b>1,868,509</b>
<b>Net Cost</b>	<b>(410,905)</b>	<b>58,376</b>	<b>1,473,697</b>	<b>0</b>
Beginning Reserves	1,105,174	1,532,073	1,473,697	0
Less: Current Net Cost	410,905	(58,376)	(1,473,697)	0
Audit Adjustments	15,994	0	0	0
Ending Reserve	1,532,073	1,473,697	0	0

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
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**EDUCATION - 799411**

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest On Pooled Cash	16,922	25,147	0	334
2500 State Other	0	39,954	8,360	16,600
2901 Tipping Fee Revenue	244,180	233,225	324,135	388,935
4102 Donations/Reimbursement	11,160	24,867	21,084	38,967
4624 OT - Within Enterprise	0	0	0	0
Total Revenues	272,262	323,193	353,579	444,836
SERVICES AND SUPPLIES				
6103 Liability Insurance	914	1,392	1,500	1,500
6400 Office Expense	22,493	17,859	26,227	30,000
6500 Professional Services	0	36,285	8,360	16,600
6521 County Services	1,300	1,435	1,575	2,500
6540 Contract Services	79,449	132,420	137,660	142,060
6573 Administration Costs	104,515	128,137	174,880	178,054
6610 Legal Services	2,592	13,173	10,000	20,000
6629 Accounting Services	991	1,407	1,010	1,010
6630 Audit Services	1,450	1,450	4,000	4,000
6840 Rental Building/Improvement	3,435	3,825	3,000	3,000
6880 Small Tools	1,267	386	2,000	2,000
7302 Travel Expense	26	28	0	2,000
7402 Data Processing- New Projects	0	0	0	30,000
Total Supplies and Services	218,432	337,797	370,212	432,724
8624 OT - Within Enterprise	0	0	0	12,112
OT - Transfer to Contingency (PY)	0	250,000	264,293	0
Subtotal	0	250,000	264,293	12,112
Total Expenses	218,432	587,797	634,505	444,836
Net Cost	(53,830)	264,604	280,926	(0)
Beginning Reserves	493,829	545,530	280,926	0
Less: Current Net Cost	53,830	(264,604)	(280,926)	(0)
Audit Adjustments	(2,129)	0	0	0
Ending Reserve	545,530	280,926	0	(0)

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
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DIVERSION - 799510

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest On Pooled Cash	6,822	9,802	7,250	0
2500 State Other	87,644	108,140	168,895	150,000
2901 Tipping Fee Revenue	39,597	37,316	46,305	45,225
4120 Donations/Reimburse	12,500	3,666	2,810	3,388
4624 OT - Within Enterprise	0	0	34,569	0
Total Revenues	146,563	158,924	259,829	198,613
Operating Expense				
6103 Liability Insurance	914	661	1,000	1,000
6400 Office Expense	3,724	551	1,804	1,000
6500 Professional Services	86,250	98,249	168,895	150,000
6521 County Services	1,392	1,052	525	600
6540 Contract Services	0	0	0	0
6573 Administration Costs	81,030	53,846	51,560	35,204
6610 Legal Services	2,254	5,353	1,000	1,000
6629 Accounting Services	0	188	0	1,000
6630 Audit Services	1,450	1,450	1,000	1,000
6880 Small Tools	0	0	1,500	0
7302 Travel Expense	17	29	424	0
Total Supplies and Services	177,031	161,379	227,708	190,804
8624 OT - Within Enterprise	0	0	0	7,809
OT - Transfer to Contingency (PY)	0	0	0	0
Subtotal	0	0	0	7,809
Total Expenses	177,031	161,379	227,708	198,613
Net Cost	30,468	2,455	(32,121)	0
Beginning Reserves	29,894	(29,666)	(32,121)	0
Less: Current Net Cost	(30,468)	(2,455)	32,121	0
Audit Adjustments	(29,092)	0	0	0
Ending Reserve	(29,666)	(32,121)	0	0



**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
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ORGANICS RESERVE - 799338

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest on Pooled Cash	33,163	44,929	164,105	149,641
4624 OT - Within Enterprise	0	290,000	379,012	340,709
OT - FB Transfer (PY)	0	1,450,000	1,035,430	393,863
Total Revenues	33,163	1,784,929	1,578,547	884,213
Expenses				
6540 Contract Services	0	0	521,000	200,000
6573 Administration Costs	0	0	0	35,000
6590 Engineering Services	1,515	0	20,000	0
6610 Legal Services	156	0	30,000	30,000
7302 Travel	0	0	0	2,500
Total Supplies and Services	1,671	0	571,000	267,500
8624 OT - Within Enterprise	0	0	0	0
Total Expenses	1,671	0	571,000	267,500
Net Cost	(31,492)	(1,784,929)	(1,007,547)	(616,713)
Beginning Reserves	917,065	948,557	2,733,486	3,741,033
Less: Current Net Cost	31,492	1,784,929	1,007,547	616,713
Audit Adjustments	0	0	0	0
Ending Reserve	948,557	2,733,486	3,741,033	4,357,746

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

HHW CLOSURE - 799320

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest on Pooled Cash	1,413	1,914	2,407	2,226
4624 OT - Within Enterprise	0	6,667	4,260	6,667
Total Revenues	1,413	8,581	6,667	8,893
Expenses				
Total Supplies and Services	0	0	0	0
8624 OT - Within Enterprise	0	0	0	0
Total Expenses	0	0	0	0
Net Cost	(1,413)	(8,581)	(6,667)	(8,893)
Beginning Reserves	38,998	40,411	48,992	55,659
Less: Current Net Cost	1,413	8,581	6,667	8,893
Audit Adjustments	0	0	0	0
Ending Reserve	40,411	48,992	55,659	64,552

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

HHW FACILITY RESERVE - 799338

	Actual	Actual	Budget	Proposed
	05-06	06-07	07-08	08-09
Revenues				
1700 Interest on Pooled Cash	0	0	58,050	47,985
2500 State-Other	0	0	0	150,000
4625 OT - Within Enterprise	0	0	0	0
OT - FB Transfer (PY)	0	81,000	1,410,564	23,413
Total Revenues	0	81,000	1,468,614	221,398
Expenses				
6500 Professional Services	0	0	0	150,000
6540 Contract Services (HHW projects)	0	0	300,000	0
6573 Administration Costs	0	0	0	20,112
6590 Engineering Services	0	0	50,000	0
6610 Legal Services	0	0	0	10,000
8624 OT - Within Enterprise	0	0	0	0
Total Expenses	0	0	350,000	180,112
Net Cost	0	(81,000)	(1,118,614)	(41,286)
Beginning Reserves	0	0	81,000	1,199,614
Less: Current Net Cost	0	81,000	1,118,614	41,286
Audit Adjustments	0	0	0	0
Ending Reserve	0	81,000	1,199,614	1,240,900

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**  
**FY 08-09 Draft Budget**

CONTINGENCY - 799718

		Actual	Actual	Budget	Proposed
		05-06	06-07	07-08	08-09
Revenues					
1700	Interest on Pooled Cash	1,777	2,407	30,375	19,888
4624	OT - Within Enterprise	0	0	0	27,520
	OT - FB Transfer (PY)	0	250,000	398,162	0
Total Revenues		1,777	252,407	428,537	47,408
Expenses					
6540	Contract Services	0	0	150,000	20,000
6573	Administration Costs	0	0	0	5,000
6590	Engineering Services	0	0	50,000	0
8624	OT - Within Enterprise	0	0	0	0
	OT - Within Enterprise(to			34,569	0
Total Expenses		0	0	234,569	25,000
Net Cost		(1,777)	(252,407)	(193,968)	(22,408)
Beginning Reserves		49,043	50,820	303,227	497,195
Less: Current Net Cost		1,777	252,407	193,968	22,408
Audit Adjustments		0	0	0	0
Ending Reserve		50,820	303,227	497,195	519,603



## FOUR YEAR RESERVE FORECAST - Contributions and Uses

	Budget	Proposed	09-10	10-11	11-12
	07-08	08-09			
<b>Organics</b>					
Beginning Reserves	2,733,486	3,741,033	4,357,746	3,066,433	3,336,347
Contributions	1,578,547	884,213	464,312	296,972	248,170
Uses	571,000	<b>267,500</b>	1,755,625	27,058	42,036
Ending Reserve	3,741,033	4,357,746	3,066,433	3,336,347	3,542,481
<b>HHW Closure</b>					
Beginning Reserves	48,992	55,659	64,552	67,134	69,819
Contributions	6,667	8,893	2,582	2,685	2,793
Uses	0	0	0	0	0
Ending Reserve	55,659	64,552	67,134	69,819	72,612
<b>Reserve Goal</b>	<b>46,669</b>	<b>53,336</b>	<b>60,003</b>	<b>66,670</b>	<b>73,337</b>
<b>HHW Facility</b>					
Beginning Reserves	81,000	1,199,614	1,240,900	976,947	787,199
Contributions	1,468,614	221,398	236,047	310,252	222,576
Uses	350,000	<b>180,112</b>	500,000	500,000	500,000
Ending Reserve	1,199,614	1,240,900	976,947	787,199	509,775
<b>Reserve Goal</b>	<b>1,135,145</b>	<b>919,215</b>	<b>958,474</b>	<b>999,875</b>	<b>1,043,175</b>
<b>Contingency</b>					
Beginning Reserves	303,227	497,195	519,603	599,654	709,148
Contributions	428,537	47,408	80,051	109,494	79,175
Uses	234,569	<b>25,000</b>	0	0	0
Ending Reserve	497,195	519,603	599,654	709,148	788,323
<b>Reserve Goal</b>	<b>164,685</b>	<b>168,821</b>	<b>177,383</b>	<b>186,780</b>	<b>197,591</b>

### ASSUMPTIONS

Wood Waste tonnage remains the same for the four years forecasted.

Yard Debris tonnage was increased by 2% for each of the four years forecasted.

Surcharge rate was increased \$0.60 in FY 09-10, \$0.60 in FY 10-11 and \$0.00 in FY 11-12.

Auditor's Expense was increased by 5% for each of the four years forecasted based on actual expenses.

Administration Costs was increased by 8% for each of the four years forecasted based on the most current information.

HHW Closure is interest only for contributions FY 09-10 and beyond.

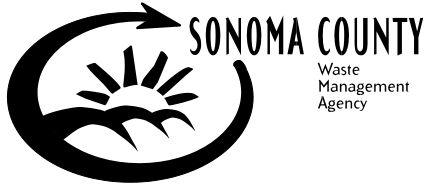
The interest rate used for Interest on Pooled Cash is 4%.

### RESERVE POLICIES

Organics Reserve has no established limits with the anticipation of the compost site purchase.

HHW Closure is projected to accumulate \$100,000 in 15 years, beginning in 2001, for the expenses associated with the future closure of the facility located at the Central Disposal Site.

HHW Facility and Contingency are expected to hold in reserve 50% of the annual operating costs, which are: Liability Insurance, Office Expense, Accounting Services, Audit Services, Legal Services, Rent of equipment and buildings, Small Tools and Travel.



**Agenda Item #: 7.3**  
**Cost Center: All**  
**Staff Contact: Chilcott**  
**Agenda Date: 2/20/08**

## **ITEM: Revised resolution for the California Integrated Waste Management Board (CIWMB)**

### **I. BACKGROUND**

The Sonoma County Waste Management Agency has entered into numerous grant agreements with the California Integrated Waste Management Board for a variety of projects. See current project list:

- HD 15C (Facilitate product take-back and stewardship activities in California)
- HD 16C (Plan for sharps/needles disposal programs/strategies in Sonoma County)
- HD 16 (Plan for expansion of the Household Hazardous Waste Program)
- Reuse Assistance Grant publicizing SonoMax.org web site (Sonoma County Materials Exchange Program)
- Reuse Assistance Grant to establish Habitat for Humanity's Building Materials ReStore
- Used Oil Block Grant

### **II. DISCUSSION**

Typically, when Agency staff applies for a CIWMB grant, Agency Board members are requested to approve a resolution authorizing submittal of the grant application. The Resolutions approved by the SCWMA not only authorize submittal of the applications, but identify the person authorized to sign grant documents necessary to implement the approved grant projects. Historically, Ken Wells has been specifically named as the signature authority. As a result of Mr. Wells' retirement, it is necessary to change the signature authority. Fortunately, the CIWMB offers a resolution that can accomplish this task for administration of current grants and submittal of future grants for a period of up to five years.

### **III. FUNDING IMPACT**

There is no funding impact for this agenda item.

### **IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION**

Agency staff recommends approving the Resolution Authorizing the Sonoma County Waste Management Agency to submit all California Integrated Waste Management Board (CIWMB) Grant Applications

### **V. ATTACHMENTS**

Resolution Authorizing the Sonoma County Waste Management Agency to submit all California Integrated Waste Management Board (CIWMB) Grant Applications

DATED: February 20, 2008

RESOLUTION AUTHORIZING THE SONOMA COUNTY WASTE MANAGEMENT AGENCY TO SUBMIT ALL CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD (CIWMB) GRANT APPLICATIONS

WHEREAS, Public Resources Code sections 40000 et seq. authorize the California Integrated Waste Management Board (CIWMB) to administer various Grant Programs in furtherance of the State of California's (State) efforts to reduce, recycle and reuse solid waste generated in the State thereby preserving landfill capacity and protecting public health and safety and the environment; and

WHEREAS, in furtherance of this authority the CIWMB is required to establish procedures governing the application, awarding, and management of the grants; and

WHEREAS, Grant Application procedures require an Applicant's governing body to authorize by resolution its approval for submittal of the Grant Application(s) identified below, and the designation by job title of the individual authorized to execute all Grant documents on behalf of **Sonoma County Waste Management Agency**; and

WHEREAS, if awarded, **Sonoma County Waste Management Agency** will enter into a Grant Agreement with the CIWMB for implementation of said Grant(s).

NOW, THEREFORE, BE IT RESOLVED that the **Executive Director** authorizes the submittal of application(s) to the CIWMB for all grants for which **Sonoma County Waste Management Agency** is eligible.

BE IT FURTHER RESOLVED that this authorization is effective for **February 20, 2008 through February 20, 2013**; time period not to exceed five (5) years;

BE IT FURTHER RESOLVED that the **Executive Director**, or his/her designee is hereby authorized and empowered to execute in the name of the **Sonoma County Waste Management Agency** all grant documents, including but not limited to, applications, agreements, amendments and requests for payment, necessary to secure grant funds and implement the approved grant project.

MEMBERS:

--	--	--	--	--
Cloverdale	Cotati	County	Healdsburg	Petaluma
--	--	--	--	--
Rohnert Park	Santa Rosa	Sebastopol	Sonoma	Windsor

AYES: -- NOES: -- ABSENT: -- ABSTAIN: -- SO ORDERED.

The within instrument is a correct copy  
of the original on file with this office.

ATTEST:

DATE:

---

Elizabeth Koetke  
Clerk of the Sonoma County Waste Management  
Agency of the State of California in and for the  
County of Sonoma

**ITEM: Veggie Recycling Campaign 2007 & 2008**

**I. BACKGROUND**

On October 2006, the Sonoma County Board of Supervisors approved the addition of vegetative food waste to the list of materials accepted with the municipal curbside yard debris program. In response, the Agency made "Veggies Recycling" targeting residential garbage customers its marketing focus and began publicizing the program in February 2007.

At the January 2008 Agency meeting, the 2006/07 Waste Characterization Study was adopted by the Board. The study shows that 21% of the overall waste stream is food waste. In order to facilitate diversion of this material, more promotion is being planned in 2008.

**II. DISCUSSION**



*Graphic of veggie sticker distributed with kitchen pails (English and Spanish versions are available)*

As time and budget allows, various tools are being used to convey the veggie recycling message to targeted English and Spanish speaking audiences. Tools include press releases, newspaper ads, garbage company newsletters, utility bill inserts, the Agency's web site and public venues.

In 2007, an approach favoring mass media (utility bill inserts, garbage company newsletters, events and newspaper ads) was utilized. To help reinforce the veggie recycling concept, kitchen veggie collection/transfer pails were purchased. These pails are being sold below cost at special events and at the Sonoma County Department of Transportation and Public Work's office. To help the public understand how to use the container, a sticker and handout is distributed with each pail.

**Summary of 2007 outreach:**

- Distributed a press release to local press and radio contacts
- Placed paid ads in five English language newspapers with a total circulation of 228,300
- Placed two paid ads in 2 Spanish language newspapers with a total circulation of 30,000
- Distributed 86,457 utility bill inserts in Cotati, Santa Rosa, Rohnert Park, Petaluma, Healdsburg and Windsor
- Participated in various fairs and other venues including the Sonoma County Fair, Harvest Fair, Earth Day events, etc. (26 event days in 2007)
- Placed ads in five garbage company newsletters with a total distribution of 88,000
- Promoted the program in the Sonoma County Recycling Guide (322,500 AT&T Yellow Pages distributed + 24,000 extra stand-alone copies distributed)

- Distributed (mostly sold below-cost at \$2 each) 1,300 kitchen veggie collection/transfer pails. Twenty pails were used as promotional giveaways on Spanish radio KBBF.
- Promoted the program on the Agency's web site at [www.recyclenow.org](http://www.recyclenow.org) with a banner ad on the home page and link to a .pdf of the campaign flier.

In 2008, more community based social marketing outreach is being planned with a greatly expanded event schedule targeting local venues (Farmers Markets, Earth Day events, Petaluma Butter and Eggs Day, Rose Parade, etc.). To assist the Agency with event staffing services, it will be necessary to hire several undergraduate interns through the County's internship program. For events with a Spanish-speaking audience, the Agency's table-top display will be translated. Staffing at Spanish speaking events will be organized by C2 Alternative Services under the Spanish Eco-Desk Pilot Project.

#### Summary of 2008 outreach goals:

- To participate in various fairs and other venues including Farmers Markets, Earth Day events, Sonoma County Fair, Harvest Fair, Earth Day events, etc. (55 event days planned in 2008)
- To place free ads in garbage company newsletters and other city publications
- To promote the program in the Sonoma County Recycling Guide
- To distribute/sell kitchen veggie collection/transfer pails at events.
- To promote the program on the Agency's web site at [www.recyclenow.org](http://www.recyclenow.org)
- To promote the program to Spanish speaking audiences using the services of the Spanish Language Eco-Desk Pilot under contract with the Sonoma County Waste Management Agency.
- As budget allows, use radio and other media for promotion.

The following gives a detailed summary of activities planned for 2008 and activities accomplished in 2007.

#### 2008 Fairs proposed list

Please note that this list is tentative and subject to change.



The table-top display featured in the above photo was designed to fit on a 6-foot table and will be used at venues like Farmers Markets, Earth Day events, etc. The display was first used on January 23, 2008 at the "State of the County" event in Rohnert Park.

Day	Date	Language	City	Fair	Time	Registration Cost
<b>January 2008</b>						
Wed	Jan 23	English	Rohnert Park	State of the County Department Showcase	7-9	Free
<b>February 2008</b>						
Tues	Feb 12	English	Windsor	Windsor Business Expo	4:30-7:30	\$175
Fri Sat Sun Mon	Feb 15 Feb 15 Feb 17 Feb 18	English	Cloverdale	Cloverdale Citrus Fair	12-10 10-8 10-8 10-5	\$290
<b>March 2008</b>						
Fri	March 14	English	Sonoma	Sonoma Farmers Market	9-12	Free
Sat	March 15	English	Santa Rosa	Oakmont Farmer's Market	9-noon	Free
Fri	March 21	English	Sonoma	Sonoma Farmers Market	9-12	Free
Sat	March 22	English	Santa Rosa	Oakmont Farmer's Market	9-noon	Free
Sat	March 29	Spanish	Cesar Chavez Health Fair	Rohnert Park	10-4	Free
<b>April 2008</b>						
Sat	April 5	English	Santa Rosa	Santa Rosa Farmer's Market	8:30-noon	Free
Sat	April 12	English	Santa Rosa	Green Living Expo	10-5	\$450
Sun	April 13	English	Sebastopol	Farmers Market	9-noon	Free
Sat	April 19	English	Santa Rosa	Santa Rosa Farmer's Market	8:30-noon	Free
Sun	April 20	English	Windsor	Earth Day event	10-4	\$25
Sat	April 26	English	Petaluma	Butter and Eggs Parade	10-5	\$70
Sun	April 27	Spanish	Santa Rosa	Dia Del Nino	10-4	Free
<b>May 2008</b>						
Thurs	May 1	English	Rohnert Park	Rohnert Park Business Expo	4-8	\$150
Sat Sun	May 3 May 4	English	Santa Rosa	Spring Clean	12-5 Sat. 12-5 Sun.	Free

Sun	May 4	Spanish	Roseland	Cinco de Mayo	10-6	Free
Tues	May 6	English	Santa Rosa	Santa Rosa Chamber of Commerce Business Expo	4-8	\$250
Wed	May 7	English	Santa Rosa	Downtown Market	5-8:30	Free
Wed	May 14	English	Santa Rosa	Downtown Market	5-8:30	Free
Sat	May 17	English	Santa Rosa	Rose Parade	11-4	\$25
Sat	May 24	English	Petaluma	Petaluma Farmer's Market	2-5	Free
Thurs	May 29	English	Cotati	Cotati Farmer's Markets	4:30-7:30	Free
<b>June 2008</b>						
Wed	June 4	English	Santa Rosa	Downtown Market	5-8:30	Free
Wed	June 11	English	Santa Rosa	Downtown Market	5-8:30	Free
Fri	June 20	English	Unincorporated area—Occidental	Occidental Farmer's Market	4-dusk	Free
Thurs	June 12	English	Windsor	Windsor Farmers Markets	5-8	Free
Tues	June 17	English	Healdsburg	Healdsburg Farmer's Market	4-6:30	Free
Thurs	June 19	English	Cotati	Cotati Farmer's Markets	4:30-7:30	Free
Tues	June 24	English	Healdsburg	Healdsburg Farmer's Market	4-6:30	Free
Thurs	June 26	English	Windsor	Windsor Farmers Markets	5-8	Free
Sat	June 28	English	Cotati	Cotati Earth Day Festival	11-4	Free
<b>July 2008</b>						
Fri	July 11	English	Unincorporated area—Occidental	Occidental Farmer's Market	4-dusk	Free

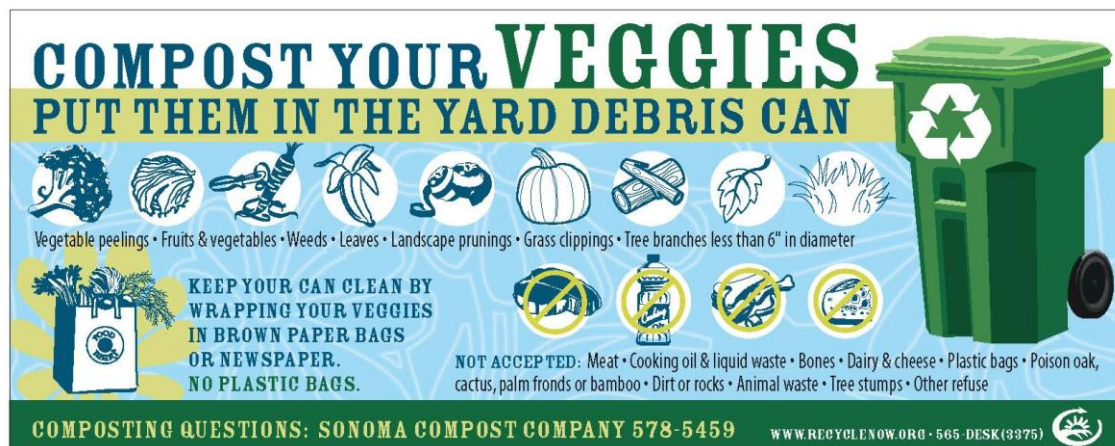


Tue	Jul 22	English	Santa Rosa	Sonoma County Fair	11-10	\$1,400
Wed	Jul 23				10-10	
Thurs	Jul 24				11-10	
Fri	Jul 25				11-10	
Sat	Jul 26				11-10	
Sun	Jul 27				11-10	
Mon	Jul 28				11-10	
Tues	Jul 29				11-10	
Wed	Jul 30				10-10	
Thurs	Jul 31				11-10	
<b>August 2008</b>						
Fri	Aug 1	English	Santa Rosa	Sonoma County Fair	11-10	
Sat	Aug 2				11-10	
Sun	Aug 3				11-10	
Mon	Aug 4				11-10	
<b>October 2008</b>						
Fri	Oct 3	English	Santa Rosa	Harvest Fair	10-8	\$125
Sat	Oct 4				10-7	
Sun	Oct 5				10-5	
Wed	Oct 8	English	Unincorporated area—Mark West	Mark West Area Chamber of Commerce	4-8	\$475
<b>Total anticipated registration fees</b>						<b>\$3,185</b>
<b>Total anticipated intern staff cost estimated at 420 hours at \$12.09/hr.</b>						<b>\$5,077.80</b>
<b>2007 Newspaper display ads</b>						
Newspaper display ads targeting English and Spanish speaking audiences were placed in a number of newspapers in September and October 2007.						
Newspaper	Language	Distribution	Size of ad	Date of publication	Cost	
Cloverdale Reveille distributed in Cloverdale	English	2,300	¼ page ad color	Sept 2007	\$244.12	
El Sol	Spanish	15,000	½ page ad b/w	Sept 2007	\$300.00	
El Superior News	Spanish	15,000	½ page color ad	Sept 2007	\$535.00	
North Bay Bohemian	English	23,000	½ page b&w	Sept 2007	\$742.00	
Press Democrat Saturday paper and Wednesday paper	English	90,000	Two ½ page color ads	Sept 2007	\$3,254.30	
Sonoma West Times and News distributed in Sebastopol and west County. Healdsburg Tribune distributed in Healdsburg Windsor Times distributed in Windsor	English	13,000	¼ page ad color	Sept 2007	\$844.50	



Sonoma Valley Publishing distributed in Sonoma, Glen Ellen, Boyes Hot Springs	English	10,000	1/3 page ad color	Sept 2007	\$569.00
<b>TOTAL Newspaper display ads</b>					<b>\$6,488.92</b>

### 2007 Utility bill inserts



Utility bills are a cost-effective way to distribute information. This double-sided insert promoted the Recycling Guide in the phone book and Veggies Recycling. Inserts are always printed on 100% recycled paper/30% postconsumer content.

Area	Number of inserts	Size of insert	Date of distribution	Printing cost
Cotati	2,557	1/3 page	March 2007	
Santa Rosa	49,000	1/3 page	Feb-Mar 2007	
Rohnert Park	7,800	1/3 page	Feb 2007	
Petaluma	17,100	1/3 page	Jan 2007	
Healdsburg	6,000	Letter-sized/bi-lingual	Feb 2007	
Windsor	4,000	1/3 page	July 2007	
<b>TOTAL utility bill inserts</b>				<b>\$2,449.75</b>

### Garbage company newsletters

Local garbage companies kindly include Agency topics in their customer newsletters.

Newsletter name/distribution	Number distributed	Type of ad	Date of ad	Cost
West Sonoma County Disposal  Sunrise Garbage Service	11,000	Color ad	September 2007	No cost to the Agency. Printing costs paid by the County; mailing costs paid by North Bay Corp
Pacific Coast Disposal	1,300	Color ad	Spring 2007	No cost to the Agency. Printing and mailing costs paid by North Bay Corp
Rohnert Park Recycling News	20,600	Color ad	Summer 2007	No cost to the Agency. Printing and mailing costs paid by North Bay Corp
Santa Rosa Recycling Newsletter	46,000	Color ad	Summer 2007	No cost to the Agency. Printing and mailing costs paid by North Bay Corp

Windsor Waste Watcher Newsletter	9,100	Color ad	Summer 2007	No cost to the Agency. Printing and mailing costs paid by North Bay Corp
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## 2007 Fairs



The display featured in the above photo was designed for a 10'x10' exhibit space. This exhibit was used at the Sonoma County Fair 2007 and at the Harvest Fair 2007.

Day	Date	City	Fair	Time	Cost
<b>January 2007</b>					
Wed	Jan 24	Rohnert Park	State of the County Department Showcase	7-9	Free
<b>February 2007</b>					
Thurs	Feb 1	Sonoma	Sonoma Valley Hospitality Conference	10:30-1	Free
Thurs	Feb 22	Santa Rosa	Business Environmental Alliance Breakfast meeting	7-9	Free
<b>April 2007</b>					
Wed	April 18	Santa Rosa	Medtronix Earth Day event	10-1	Free
Thurs	April 19	Santa Rosa	Agilent Earth Day event	11-1:30	Free
<b>June 2007</b>					
Wed	June 21	Unincorporated area- Guerneville	Korbel Winery Health and Safety Fair	10-2	Free

July 2007					
Tue	Jul 17	Santa Rosa	Sonoma County Fair	11-10	\$1,400
Wed	Jul 18			10-10	
Thurs	Jul 19			11-10	
Fri	Jul 20			11-10	
Sat	Jul 21			11-10	
Sun	Jul 22			11-10	
Mon	Jul 23			11-10	
Tues	Jul 24			11-10	
Wed	Jul 25			10-10	
Thurs	Jul 26			11-10	
Fri	Jul 27			11-10	
Sat	Jul 28			11-10	
Sun	Jul 29			11-10	
Mon	Jul 30			11-10	
August 2007					
Wed	Aug 22	Santa Rosa	Santa Rosa Wednesday Night Market Climate Protection Campaign	4-8:30	Free
Wed	Sept 19	Santa Rosa	Santa Rosa Junior College Environmental Health and Safety Fair	10-2	Free
September 2007					
Wed	Aug 29	Santa Rosa	Santa Rosa Wednesday Night Market	4-8:30	Free
October 2007					
Fri	Oct 4	Santa Rosa	Harvest Fair	10-8	\$125
Sat	Oct 5			10-7	
Sun	Oct 6			10-5	
Total registration cost					\$1,525

### III. FUNDING IMPACT

If the proposed 2008 Veggie campaign is approved, \$5,000 in estimated expenses incurred in FY 07/08 will need to be appropriated into the Yard Debris cost center 799213-6400 at the March 2008 Agency meeting. There are sufficient funds for these activities in the 799213-6400 FY 08/09 budget.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends the Board approve the outreach plan for 2008.  
If the Board does not wish to engage in additional publicity, there will be no funding impact.

### V. ATTACHMENTS

Veggie campaign flier 2008



# PUT YOUR VEGGIES IN THE YARD DEBRIS CAN

**WHAT GOES IN YOUR YARD DEBRIS CAN?** Residents may now place all vegetative food waste in their yard debris can. About 35% of residential garbage is food waste, totalling nearly 800 tons a week in Sonoma County—a resource that could be used instead of landfilled.

**WHAT HAPPENS TO YOUR VEGGIES?** Your veggies and yard debris are recycled into compost. Compost helps create topsoil and keeps plants healthy.



Fruit & peelings • Vegetables & peelings • Pasta & rice • Bread • Coffee grounds & filters  
• Tea bags • Weeds • Leaves • Landscape prunings • Grass clippings • Tree branches less than 6" in diameter by 4' long

## DO NOT PUT THESE IN THE CAN:



**NOT ACCEPTED:** Meat • Cooking oil & liquid waste • Bones  
• Dairy & cheese • Plastic bags • Poison oak, cactus, palm fronds or bamboo • Dirt or rocks • Animal waste • Tree stumps • Other refuse



**KEEP YOUR CAN  
CLEAN BY WRAPPING  
YOUR VEGGIES IN  
BROWN PAPER BAGS  
OR NEWSPAPER.  
NO PLASTIC BAGS.**

**COMPOSTING QUESTIONS: SONOMA COMPOST COMPANY 578-5459**

**WWW.RECYCLENOW.ORG • 565-3375 LOOK FOR YOUR SONOMA COUNTY  
RECYCLING GUIDE IN THE AT&T YELLOW PAGES PHONE BOOK UNDER RECYCLING.**



# PONGA SUS **VEGETALES** DENTRO DEL CONTENEDOR DE BASURA PARA DEL JARDÍN

## ¿QUÉ PUEDE PONER DENTRO DE SU CONTENEDOR DE BASURA DEL JARDÍN?

Los residentes ahora pueden colocar todos los desechos vegetativos dentro del contenedor de basura del jardín. Cerca del 35% de basura residencial esta compuesta por desperdicios de comida, un total de más de 800 toneladas por semana en el Condado de Sonoma. Este es un recurso que podría ser utilizado en lugar de ser puesto en la basura.

**¿QUÉ PASA CON SUS VEGETALES?** Sus desperdicios vegetales y del jardín son reciclados y convertidos en abono. Este abono ayuda a crear una capa de tierra en el suelo y mantiene a las plantas saludables.



Fruta & peladuras • Las verduras & peladuras • Las pastas & arroz • Pan • Granos de café & filtros • Bolsitas de té • Hierbas • Hojas • Podaduras del jardín • Recortes de pasto • Ramas de árbol de menos de 6 pulgadas de diámetro

## NO CONVIERTA EN ABONO:



**NO SE ACEPTAN:** Carne • Aceite para cocinar y desperdicios líquido • Huesos • Productos lácteos y queso • Bolsas de plástico • Hierbas de hiedra • El cactus • Palmas o bambú • Tierra o piedras • Desecho animal • Trocos y otros desechos



**MANTENGA SU CONTENEDOR LIMPIO ENVOLVIENDO SUS VEGETALES EN BOLSAS DE PAPEL CAFÉ O EN PERIÓDICO. NO USE BOLSAS DE PLÁSTICO.**

**PREGUNTAS SOBRE EL ABONO: SONOMA COMPOST COMPANY 578-5459**

**ECO-DESK EN ESPAÑOL: LLAME AL 565-3375**

**BUSQUE LA GUÍA DE RECICLAJE DEL CONDADO DE SONOMA EN EL DIRECTORIO TELEFÓNICO DE LAS PAGINAS AMARILLAS DE AT&T BAJO LA PALABRA "RECYCLING."**



**ITEM: New Compost Site Selection Update**

**I. BACKGROUND**

At the August 15, 2007 SCWMA Board meeting, the Board entered into an agreement with a team of consultants led by Environmental Science Associates (ESA) to assist the SCWMA in the selection, conceptual design, and preparation of CEQA documents for a new compost site in Sonoma County. Staff and the contractor have provided updates on the progress of the siting effort at each subsequent Board meeting.

**II. DISCUSSION**

The consultant has reduced the number of sites under consideration to 36 through the application of the SCWMA-approved siting criteria. The ranking of the remaining sites is progressing rapidly and is expected to be complete for the March 2008 SCWMA meeting. Staff feels that it is imperative to introduce the issue to the potentially affected property owners before the March meeting, as the three sites to be analyzed in the CEQA document will be selected by the SCWMA Board of Directors at that time.

The Sonoma County Transportation and Public Works Right-of-Way staff is very experienced in public acquisition of private property and has offered to assist SCWMA staff in the process of contacting property owners. SCWMA staff has drafted a letter to potential affected property owners in consultation with Right-of-Way staff and have included the draft for Board feedback and/or approval.

Based on preliminary results, there is a scoring difference (>5% of the total possible) between the 14<sup>th</sup> and 15<sup>th</sup> highest ranked sites that would justify limiting the number of sites included for further analysis. There is a similar division between the top 29<sup>th</sup> and 30<sup>th</sup> ranked sites. However, the consultant team is confident that the top three environmentally preferable sites in Sonoma County exist in that group of fourteen sites.

**III. FUNDING IMPACT**

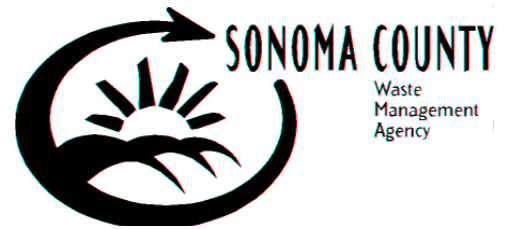
The cost of postage to mail the letter to the property owners of sites under consideration is minimal.

**IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION**

Staff recommends the Board approve the attached letter and direct staff to begin mailing the letter to the fourteen potentially affected property owners. Alternatively, the Board may direct staff to incorporate Board comments before the letter is released and/or direct staff to release the letter to a different number of potentially affected property owners.

**V. ATTACHMENTS**

Draft letter to property owners



February 20, 2008

Name  
Address  
City, CA Zip Code

**RE: Compost Relocation Project**

Dear Property Owner:

The Sonoma County Waste Management Agency (SCWMA) is seeking a new location in Sonoma County for its composting operations. As a Joint Powers Agency representing all nine incorporated Sonoma County cities and unincorporated Sonoma County, the SCWMA is responsible for ensuring a system exists to handle the vast amounts of yard and wood waste created within the county. From 1992 to the present, the composting operations have existed at the Central Disposal Site, 500 Mecham Road near Cotati and Petaluma. This site was always considered temporary as the County would either need the location for refuse disposal or need to relocate the operation to proceed with landfill closure.

The SCWMA developed a set of criteria by which potential compost sites would be examined, a copy of which is enclosed with this package. The SCWMA has enlisted the services of Environmental Science Associates (ESA) to examine all Sonoma County lands and create a fair and impartial list of sites with the greatest potential to meet the needs of the community with the least potential for environmental harm. Your property at [address] has been included on the list of such sites.

You may understandably be apprehensive and upset by this notice, but please bear in mind that literally thousands of Sonoma County residents and businesses depend on the high quality compost the SCWMA has produced for the past 16 years. Over that span, more than one million tons (two billion pounds) of yard debris and wood waste have been kept from landfill disposal and turned into rich, valuable soil amendments or fuel for biomass power plants. The relocation process must take place in the very near future to avoid interruption of this important public service.

The SCWMA would like to invite you to its March 19, 2008 meeting, during which the sites under consideration will be presented to the SCWMA Board of Directors. Directions and an agenda for that meeting are also enclosed in this package. Three sites will be chosen for further review in accordance with the California Environmental Quality Act (CEQA). There will be an opportunity at that time for public comment. If your property is chosen for further review, the SCWMA will be requesting access to your property to perform environmental analyses, including, but not limited to, biological, cultural, and hydrological studies. Additional traffic and ambient noise studies may be performed near your property.

We thank you in advance for your cooperation and encourage you to attend the March 19, 2008 SCWMA meeting. If you are unable to attend, you may send us written comments to the address below.

Sincerely,

Susan Klassen, Executive Director  
Sonoma County Waste Management Agency



**Agenda Item #: 9.1**  
**Cost Center: HHW**  
**Staff Contact: Steinman**  
**Agenda Date: 2/20/08**

**ITEM: Status of EPR Implementation Plan**

**I. BACKGROUND**

The SCWMA recognizes that Extended Producer Responsibility (EPR) is a waste management approach that will assist and enhance efforts to manage waste products by shifting responsibility for collection, transportation and management for discarded products away from local governments to the manufacturers. To formalize this support, the SCWMA passed and circulated a resolution (Resolution 2001-021) to elected officials at the state and national level. The SCWMA has maintained an active interest in EPR with actions such as being a founding member of the California Product Stewardship Council and hiring a consultant (R3 Consulting Group, Inc.) to write an Extended Producer Responsibility Implementation Plan, which the SCWMA Board of Directors approved at their February 21, 2007 meeting. The implementation plan is twofold. The first phase is to encourage responsibility by supporting legislation at all levels, include EPR language in procurement policies, and encourage local business people (retailers, wholesalers and contractors) to implement a voluntary take-back program for fluorescent lamps and household batteries. The second phase, to be initiated at the SCWMA's discretion, would implement a local mandatory take-back ordinance. This enforcement component would only be initiated if there is no state or national EPR legislation.

As part of the EPR Implementation Plan monitoring process, staff is required to present two reports on the progress of the Implementation Plan to the Agency Board within the first year since the plan was approved. An initial Progress Report was presented to the Agency Board at the September 19, 2007 Agency Board meeting.

**II. DISCUSSION**

Progress Report

Staff is presenting this second Progress Report as a follow up to the September Progress Report. Since the September Agency Board meeting, no new California EPR legislation has passed addressing household batteries, fluorescent lamps or mercury-containing thermostats. There has been a small increase in the number of retailers and businesses who are offering recycling opportunities for these items. Unfortunately, there has been a lack in significant improvements in household battery, mercury lamp, and mercury thermostat collection and management, funded by parties other than the Agency. The burden to pay for and manage these items, once they are at the end-of-life stage, falls on local government and the consumer.

Staff will continue to monitor existing and proposed EPR Programs at the national, state and local level. Since legislation at the state and national level has been slow in addressing EPR, the next step for Sonoma County would be to consider implementing a local mandatory take-back ordinance. Although the Agency Board has the legal authority to enact an ordinance, this would be the first ordinance enacted by the Board. If such an ordinance is enacted, every member city and the unincorporated areas in Sonoma County would be affected. Additionally, the Agency would need to consider enforcement mechanisms.

EPR Support Resolution

The Association of Bay Area Governments (ABAG) has contacted municipalities in their organization requesting support for Extended Producer Responsibility. The request is in the form of a resolution that can be adopted by each municipality. A sample of the resolution is included



in this item. Member jurisdictions of the Agency have either adopted the resolution or are considering adoption. Staff is available to assist with any information that member jurisdictions would need for inclusion in individual resolutions. Staff also requests direction from the Agency Board concerning adoption of an Agency resolution to be forwarded to ABAG.

### III. FUNDING IMPACT

There is no funding impact as a result of this staff report.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

#### Progress Report

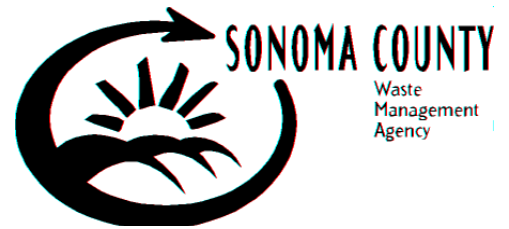
Staff recommends opening up a discussion among the Board members on the topic of enacting a local mandatory take-back ordinance for Sonoma County. Staff would also like to receive direction from the Board regarding enacting an ordinance.

#### EPR Support Resolution

Staff recommends responding to the ABAG request with a support resolution adopted as a regional agency.

### V. ATTACHMENTS

EPR Implementation Report  
Template for EPR support resolution



Sonoma County

Extended Producer Responsibility

Implementation Plan

Progress Report

February 2008

# **EPR Implementation Plan**

**February 2008**

## **Progress Report**

On June 20, 2001 the Sonoma County Waste Management Agency (SCWMA) approved a resolution supporting Extended Producer Responsibility (EPR) policies and efforts by governmental and non-governmental organizations to develop such policies. The SCWMA has maintained an active involvement in EPR efforts with activities such as joining the California Product Stewardship Council and hiring a consultant (R3 Consulting Group, Inc.) to write an Extended Producer Responsibility Implementation Plan, which the SCWMA Board of Directors approved at their February 21, 2007 meeting. The Implementation Plan is twofold. The first phase is to encourage producer responsibility by (1) supporting legislation at all levels, (2) include EPR language in procurement policies, and (3) encourage local businesses (retailers, wholesalers and contractors) to implement a voluntary take-back program for mercury-containing products (fluorescent lamps, thermostats, thermometers) and household batteries. The second phase, to be initiated at the Agency Board's discretion, would implement a local mandatory take-back ordinance for these two products. This enforcement component would only be initiated if there is no state or national EPR legislation.

As part of the EPR Implementation Plan monitoring process, staff is required to present two reports on the progress of the Implementation Plan to the Agency Board within the first year since the plan was approved. An initial report was presented to the Agency Board at the September 19, 2007 Agency Board meeting. The following is the second report presented to the Agency Board on February 20, 2008.

1. Changes in the number of collection points (convenience) for the consumers to return household batteries and mercury lamps to manufacturers and retailers.

Since the September EPR Implementation Plan Progress Report was presented to the Agency Board, there has been an increase in the number of retail locations offering battery recycling opportunities for Sonoma County residents.

All Longs Drugs locations within Sonoma County are providing free battery recycling for residents through the use of the Big Green Box™ program. As of January 2008, Goodwill Industries of the Redwood Empire is also providing residents free household battery recycling at their stores in Cloverdale, Petaluma, Rohnert Park, and at their three Santa Rosa locations.

The Big Green Box™ is designed for batteries, such as alkaline, lithium, nickel cadmium, nickel metal hydride, lithium ion, and other household batteries. The Big Green Box™ may also be utilized for cellular telephones, pagers, wireless communication devices such as PDA's, MP3's, chargers, portable tools, laptops, and any other devices that are

designed to operate on battery power. This national program offers companies, consumers, municipalities, and other generators, a low cost, easy, and flexible way to recycle their batteries and portable electronic devices.

All Whole Foods Market locations within Sonoma County are also accepting household batteries from residents free of charge. Computer Recycling Center/Computers & Education and Flamingo Auto Repair, both located in Santa Rosa, are now accepting household batteries from residents free of charge. An updated list of retailers participating in household battery take-back programs is available on the Agency's website at [www.recyclenow.org](http://www.recyclenow.org) and will be published in the upcoming 2008 Recycling Guide to be distributed in mid-April.

There has not been a significant increase in the collection of mercury lamps, and mercury thermostats by manufacturers and retailers in Sonoma County. The one notable addition is that Osh, at 1390 N. McDowell Blvd. in Petaluma, is now taking mercury lamps at no charge from residents. The following three locations, all located in Santa Rosa, continue to accept wall-mounted mercury-switch thermostats from the public: Baker Distributing, Dan Goetz Wholesale Outlet, Inc. and Refrigeration Supply Distributors. No additional retailers or manufacturers are accepting mercury thermostats since the 2007 Recycling Guide was published.

- B. Rechargeable Battery Recycling Corporation (RBRC) lists 59 local drop-off sites where Sonoma County residents can drop off their used portable rechargeable batteries and old cell phones.
- 2. Actions taken by manufacturers, retailers and others involved in the promotion of such products (like PG&E) to increase public education of proper end-of-life management of household batteries, mercury lamps, and mercury thermostats.

Within Sonoma County, there has not been a significant increase in the number of manufactures and retailers who promote proper end-of-life management of the above mentioned universal wastes.

North Bay Corporation continues to advertise the Agency's Toxics Collections Programs in their three news publications: Santa Rosa Recycling News, Rohnert Park Recycling News and The Windsor Wastewatcher. These publications specifically mention how and where to recycle household batteries, fluorescent lamps (tubes and bulbs) and mercury containing devices (thermostats, thermometers, etc.) The three publications refer residents to dispose of these items through the Household Toxics Facility, Community Toxics Collections or the Toxics Rover Pick Up Service. Their two other publications, Pacific Coast Recycling News and West Sonoma County Recycling news also contain information on battery recycling opportunities. North Bay Corporation also

posts information on household battery drop off locations on their website at [www.unicycler.com](http://www.unicycler.com). In addition, they make available information on proper disposal of the above mentioned items while tabling at local events.

3. Actions taken by the State of California and the Federal Government to encourage or require EPR for batteries, mercury lamps, and mercury thermostats.

A. Follow-Up from 2007 Legislation:

- 1) AB 1109 (Huffman) – Lighting Efficiency/Hazardous Waste – Prohibits a person from selling or offering for sale lights that contain levels of hazardous substances prohibited by the EU pursuant to the RoHS Directive. Convenes a task force to consider proper collection and recycling of lights. – PASSED – EPR language was removed and replaced with the “task force” language. DTSC states the first stakeholder meeting will be on February 14<sup>th</sup>. CPSC is in constant contact with DTSC staff on the task force to ensure they also participate in the lamp workshop that will be April 30<sup>th</sup> as part of the Del Norte Grant.
- 2) SB 966 (Simitian) – Pharmaceutical Drug Waste Disposal – Requires the CIWMB to develop model programs for the collection and proper disposal of pharmacy drug waste (excludes controlled drugs). Increased by \$1 million amount allowed for HHW grants for such local activities. – PASSED – EPR Language was removed. Nothing new from CIWMB on pharmacy pilot projects, however, they did hire Jim Cropper to be the staff person leading the work on the pharmaceutical pilot projects.

Santa Rosa, Rohnert Park, Sebastopol and Cotati have started a six-month pilot program which started on February 1, 2008 to help residents dispose of old medicines and prevent the pharmaceuticals from making their way into area waterways. The program will provide free bins to area pharmacies so people can safely dispose of old medicines from February 2008 through July 2008. The program offsets requirements in an order by the Regional Water Quality Control Board to the city of Santa Rosa.

Participating Santa Rosa pharmacies include: Longs Drugs on Fourth Street, Mendocino Avenue and Stony Point Road; Creekside Pharmacy on Montgomery Drive; Rite-Aid on Farmers Lane; Tuttle's Hoen Pharmacy; and all Walgreens stores. Safeway and Longs in Sebastopol will have bins, as will Longs on Commerce Boulevard in Rohnert Park and Costco in Rohnert Park. Walgreens on Old Redwood Highway in Cotati also will have a bin.

A. New EPR Bills:

- 1) Originally AB 1193 (Ruskin) – Mercury Thermostats – This bill was submitted last session and would require manufacturers to establish and maintain a recycling program for waste thermostats and prohibited them from selling more into the state unless they complied by establishing a collection program. The bill was held in the Assembly Appropriations Committee. Sierra Club and CPSC are Co-Sponsoring the bill. This bill is still a strong EPR bill but many of the state agency requirements have been removed due to the 14 billion dollar state deficit which will kill any bill that costs the state money. The bill will be reintroduced under a new bill number in February.
- 2) AB 501 (Swanson and Hancock, Co-Authored by Dymally) – This bill was significantly amended January 29<sup>th</sup> and will “require a pharmaceutical manufacturer whose product is administered for home use through a prefilled syringe...to arrange to provide, upon request from a consumer, a postage prepaid mail-back sharps container.... OR a sharps container for the safe storage and transport of sharps to a sharps consolidation location...” While this is a step in the right direction, asking the consumer to have to request the containers may not be very convenient.
- 3) SB 509 (Simitian) – Consumer Products: Content Information – The Senate Consultant to the Committee on Environmental Quality has requested that CPSC support this bill. This will go to the Policy and Education Advisory committee for discussion. The bill requires a manufacturer or wholesaler of a consumer product to provide notice of all substances that are contained in their product by posting information on a manufacturer website. The bill also refers to the Green Chemistry Initiative and the need for public disclosure of chemicals in consumer products, which is sometimes called “Informational Responsibility”.

- B. The California Integrated Management Board (CIWMB) unanimously adopted a set of strategic directives at its February 13, 2007 Board meeting. Included in the strategic directives is SD-5: Producer Responsibility, which states “It is a core value of the CIWMB that producers assume the responsibility for the safe stewardship of their materials in order to promote environmental sustainability.” Specifically, the CIWMB will:

1. Utilize existing Board authority to foster "cradle-to-cradle" producer responsibility.
2. Seek statutory authority to foster "cradle-to-cradle" producer responsibility.
3. Analyze the feasibility of various approaches to increasing producer responsibility, including during the product design and packaging phases, and make recommendations to the CIWMB Board by December 2007, and annually thereafter.
4. Build capacity and knowledge in CIWMB on extended producer responsibility (EPR) issues and solutions.
5. Develop and maintain relationships with stakeholders that result in producer-financed and producer-managed systems for product discards.

The CIWMB adopted the Extended Producer Responsibility (EPR) Framework at its September 19, 2007 Board Meeting. A public stakeholder consultation workshop, to obtain suggestions for refining and improving the EPR Framework, was held on November 14, 2007. At its January 23, 2008 Board Meeting, the CIWMB adopted a revised EPR Framework and directed staff to research, analyze and solicit input on issues such as ensuring a level playing field for product imports and other provisions of product stewardship plans that would be included in regulations developed pursuant to any EPR legislation. Staff was also directed to hold an educational workshop to demonstrate the practical implementation of existing EPR programs.

- C. The California Product Stewardship Council (CPSC) is an organization of local governments from throughout California who aim to shift California's product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability. CPSC's website at [www.caproductstewardship.org](http://www.caproductstewardship.org) provides a great deal of information on EPR and Product Stewardship.

The function of CPSC is the following:

- 1) Build capacity and knowledge among local governments, and build relationships with stakeholders, to bring about producer financed and managed systems for product discards, including, but not restricted to, products covered by the Universal Waste Ban.
- 2) Provide a forum for the exchange of information regarding existing and proposed Extended Producer Responsibility (EPR) programs.

- 3) Develop and recommend practical local and statewide EPR policy and educational tools such as model ordinances and legislation, newsletters, articles, policy briefings, etc.
- 4) Provide effective leadership on EPR initiatives in California and develop a prioritized list, with timelines, of future EPR programs.
- 5) Educate elected and appointed officials and other decision makers on the benefits to local government of EPR.

Carol Misseldine, Director of the California Product Stewardship Council (CPSC), made a presentation to ABAG's Executive Board on September 20, 2007, describing the environmental issues and financial costs of proper collection and disposal of common household hazardous or toxic items such as electronic devices, fluorescent tubes, batteries, and prescription drugs. The CPSC is encouraging all cities and counties to pass EPR resolutions, an action that ABAG's Board unanimously endorsed.

The Hazardous Waste Committee, which oversees the Green Business Program, has been very supportive of the Council's agenda. Following the presentation by Carol Misseldine, ABAG's Executive Board approved sending a letter to all ABAG member cities and counties asking them to support Extended Producer Responsibility initiatives. That was sent in December. The Committee has asked ABAG staff to follow these initiatives, including proposed legislation over the coming year.

CPSC hosted a Product Stewardship Workshop at the CIWMB on January 9, 2008 in which over 60 people representing local government, producers, recyclers, haulers, press and others were in attendance.

4. Change in volumes of household batteries, mercury lamps, and mercury thermostats collected by the SCWMA.

The quantities of household batteries, mercury lamps and mercury thermostats collected through the Agency sponsored collection programs continue to increase. The first Progress Report presented to the Agency Board in September included information on the increase of household batteries, mercury lamps, and mercury thermostats collected by the SCWMA from 2006 through August 2007. The chart below includes a comparison of the amount and cost of Universal Wastes collected through the Agency's HHW programs in 2006 and 2007. There has been an increase in all the Universal Waste streams.



Waste Stream	UOM	2006 HHW Total	2006 CESQG Total	2006 Total	2007 HHW Total	2007 CESQG Total	2007 Total
Fluorescent Bulbs	feet	114,355	29,237	143,592	99,048	75,201	174,249
HID Bulbs	pounds	124	0	124	159	48	207
Sodium Bulbs	pounds	0	0	0	287	63	350
Compact fluorescent	pounds	368	45	413	925	255	1,180
Mercury Articles	pounds	82	10	92	72	78	150
Auto Batteries	pounds	72,880	247	73,127	63,889	2,095	65,984
Lithium Batteries	pounds	0	0	0	665	10	675
NiCd Batteries	pounds	759	46	805	1,754	178	1,932
Household Batteries	pounds	14,033	612	14,645	24,901	681	25,582
Waste Stream	UOM	2006 HHW Cost	2006 CESQG Cost	2006 Total Cost	2007 HHW Cost	2007 CESQG Cost	2007 Total Cost
Fluorescent Bulbs	feet	\$ 15,294.37	\$ 4,718.51	\$ 20,012.88	\$ 11,736.76	\$ 12,658.10	\$ 24,394.86
HID Bulbs	pounds	\$ 688.75	\$ -	\$ 688.75	\$ 420.00	\$ 501.00	\$ 921.00
Sodium Bulbs	pounds	\$ -	\$ -	\$ -	\$ 441.92	\$ 741.58	\$ 1,183.50
Compact fluorescent	pounds	\$ 539.09	\$ 47.21	\$ 586.30	\$ 2,272.71	\$ 1,213.24	\$ 3,485.95
Mercury Articles	pounds	\$ 398.31	\$ 91.69	\$ 490.00	\$ 300.09	\$ 499.91	\$ 800.00
Auto Batteries	pounds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Lithium Batteries	pounds	\$ -	\$ -	\$ -	\$ 863.00	\$ 7.00	\$ 870.00
NiCd Batteries	pounds	\$ 222.80	\$ 32.20	\$ 255.00	\$ 356.00	\$ 124.00	\$ 480.00
Household Batteries	pounds	\$ 6,986.80	\$ 403.20	\$ 7,390.00	\$ 8,343.40	\$ 476.60	\$ 8,820.00

5. Change in cost to collect and manage household batteries, mercury lamps, and mercury thermostats by the Agency.

The Agency has seen an increase in the use of its HHW Programs over time. This increase is partially due to an increase in advertising and awareness of the program leading to greater participation. Presently, the cost to the Agency to collect and manage the above mentioned items has increased. The Agency is expecting to see a future decrease in costs with the current trend of increases in the number of collection points provided by manufacturers and retailers.

6. Additional ways SCWMA is actively encouraging EPR.

Agency staff continues to participate in California Product Stewardship Council (CPSC) meetings to develop coordinated efforts with other California local governments to promote EPR legislation for batteries, lamps and other wastes of concern. In addition, letters of support for EPR-based legislation and CIWMB policies have been distributed.

The Agency supports businesses engaged in take back programs by listing the businesses in the Agency's annual Recycling Guide and on the Agency's website at [www.recyclenow.org](http://www.recyclenow.org).

7. Future efforts SCWMA is planning on taking to encourage EPR.

Agency staff will continue to work with local retailers to encourage their participation in the following programs: Rechargeable Battery Recycling Corporation (RBRC), Thermostat Recycling Corporation (TRC) and The Big Green Box™.

The SCWMA will continue to monitor household battery, mercury lamp, and mercury thermostat collection and management programs, funded by parties other than the Agency.

**RESOLUTION NO. [REDACTED]**  
**RESOLUTION OF THE (Jurisdiction name)**  
**SUPPORTING EXTENDED PRODUCER**  
**RESPONSIBILITY**

**WHEREAS**, approximately [REDACTED] tons of discarded materials and products are currently sent to disposal from our community on an annual basis at a cost of \$ [REDACTED] per ton; and

**WHEREAS**, on February 8, 2006 California's Universal Waste Rule (CCR, Title 22, Division 4.5, Chapter 23) became effective; and

**WHEREAS**, the Universal Waste Rule bans landfill disposal of certain products that are deemed hazardous, including household batteries, fluorescent bulbs and tubes, thermostats and other items that contain mercury, as well as electronic devices such as video cassette recorders, microwave ovens, cellular phones, cordless phones, printers, and radios; and

**WHEREAS**, it is anticipated that the list of Universal and other waste products determined to be hazardous and therefore banned from landfills will continue to grow as demonstrated by the ban of treated wood effective January 2007 and sharps in September 2008; and

**WHEREAS**, state policies currently make local governments responsible for achieving waste diversion goals and enforcing product disposal bans, both of which are unfunded mandates; and

**WHEREAS**, Universal Waste management costs are currently paid by taxpayers and rate payers of the (Jurisdiction name) area and are expected to increase substantially in the short term unless policy changes are made; and

**WHEREAS**, local governments have no input on the design of the products, make no profit from the products, and do not have the resources to adequately address the rising volume of discarded products; and

**WHEREAS**, costs paid by local governments to manage products are in effect subsidies to the producers of hazardous products and products designed for disposal; and

**WHEREAS**, costs paid in (year) for managing household batteries was equivalent to over \$ [REDACTED] per ton and the costs paid by the operator of the (Name) Transfer Station to properly dispose of fluorescent tubes was over \$ [REDACTED] per ton; and

**WHEREAS**, if (Jurisdiction name) were able to collect all of the batteries and fluorescent tubes generated in (Jurisdiction name), such a service cost would more than all of the other current household hazardous waste programs combined (or language that is true for your jurisdiction); and

**WHEREAS**, the **Board/City Council** of **(Jurisdiction name)** supports statewide efforts to hold producers responsible for Universal Waste products and other product waste management costs; and

**WHEREAS**, there are significant environmental and human health impacts associated with improper management of Universal Waste products; and

**WHEREAS**, Extended Producer Responsibility (EPR) is a policy approach in which producers assume responsibility for management of waste products and which has been shown to be effective; and

**WHEREAS**, when producers are responsible for ensuring their products are reused or recycled responsibly, and when health and environmental costs are included in the product price, there is an incentive to design products that are more durable, easier to repair and recycle, and less toxic; and

**WHEREAS**, EPR framework legislation establishes transparent and fair principles and procedures for applying EPR to categories of products for which improved design and management infrastructure is in the public interest; and

**WHEREAS**, the California Product Stewardship Council (CPSC) is an organization of California local governments working to speak with one voice in promoting transparent and fair EPR systems in California; and

**WHEREAS**, in **(Date)**, the **(Jurisdiction name)** adopted a municipal Zero Waste Plan, and this plan describes how zero waste cannot be achieved unless product manufacturers reduce the toxics in their products and design them to be reusable and recyclable; and

**WHEREAS**, the **(Jurisdiction name)** wishes to incorporate EPR policies into the City's and County's product procurement practices to reduce costs and protect the environment; and

**WHEREAS**, the California Integrated Waste Management Board has adopted Strategic Directives to begin developing statewide EPR programs; and

**NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF THE** **(Jurisdiction name)** that the Board/Council of the **(Jurisdiction name)** urges the California Integrated Waste Management Board to continue taking timely action to implement the Strategic Directive #5 on Producer Responsibility to manage Universal and other wastes; and

**BE IT FURTHER RESOLVED**, that the Board/Council of **(Jurisdiction name)** urges the California Legislature to enact framework EPR legislation that shifts Universal and other waste management costs from local government to the producers of the product, and which will give producers the incentive to redesign products to make them less toxic and easier to reuse and recycle; and

**BE IT FURTHER RESOLVED**, that the (staff/solid waste director) of (Jurisdiction name) be authorized to send letters to the League of California Cities, the California State Association of Counties, and the California Integrated Waste Management Board, and the State legislature and to use other advocacy methods to urge support for EPR framework legislation; and

**BE IT FURTHER RESOLVED**, that the Chair of the Board/Council of (Jurisdiction name) be authorized to sign the California Product Stewardship Council (CPSC) Pledge of Support and participate by contributing \$\_\_\_\_\_ to CPSC to educate and advocate for EPR policies and programs; and

**BE IT FURTHER RESOLVED**, that the (Jurisdiction name) encourages all manufacturers to share in the responsibility for eliminating waste through minimizing excess packaging, designing products for durability, reusability and the ability to be recycled; using recycled materials in the manufacture of new products; and providing financial support for collection, processing, recycling, or disposal of used materials; and

**BE IT FURTHER RESOLVED**, that the (Jurisdiction name) and its member agencies develop producer responsibility policies such as leasing products rather than purchasing them and requiring producers to offer less toxic alternatives and to take responsibility for collecting and recycling their products and the end of their useful life.

PASSED AND ADOPTED by the Board of the (Jurisdiction name), State of California on \_\_\_\_\_ by the following vote:

AYES:

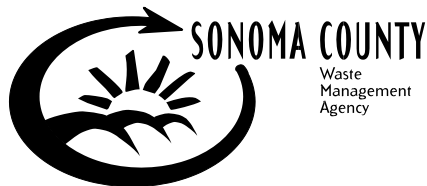
NOES:

ABSENT:

ABSTAIN:

Signed: \_\_\_\_\_ Date: (mo/day/year)  
(Name), Chair

ATTEST: \_\_\_\_\_  
(Name), Clerk  
(Jurisdiction name)



**Agenda Item #: 10.1**  
**Cost Center: Education/HHW**  
**Staff Contact: Chilcott**  
**Agenda Date: 2/20/08**

## **ITEM: Draft Request for Qualifications for Spanish Language Outreach Services**

### **I. BACKGROUND**

At the October 2006 Board meeting, a two-year contract with C2 Alternative Services to conduct a Spanish Language Eco-Desk Pilot Project was approved. The \$40,000 contract is being funded by the HHW Cost Center with CIWMB Used Oil Grant money (\$25,000) and the Education Cost Center (\$15,000). At the January 2008 Board meeting, the Board approved an extension of the current agreement with C2 Alternative Services until June 30, 2008. At that meeting, the Board also directed staff to draft a Request for Qualifications (RFQ) for continued Spanish Language Outreach activities.

The Spanish Language Eco-Desk Pilot Project has been successful in communicating information about recycling to Spanish-speaking people. By conducting the pilot project, Agency staff learned that future Spanish language outreach activities would include more media and community based social marketing activities, more translation services for Agency projects, and a reduced budget for answering Eco-Desk calls.

Spanish language outreach is part of the implementation of one of the Countywide Integrated Waste Management Plan (ColWMP) objectives: "Identify effective communication strategies and implement programs to encourage behaviors that reduce, reuse, and recycle products and materials in non-English speaking communities." Sonoma County's Spanish-speaking population is growing at a rate of over 8% per year, and is currently estimated at well over 20% of the County's population. Reflecting the goals in the ColWMP, the Agency Work Plan 2007/08 includes the Spanish Language Outreach Services project.

### **II. DISCUSSION**

The attached Request for Qualifications package includes the following:

RFQ Table of Contents	Pages
General information and instructions	1-6
Exhibit A: History and Experience including detailed information about the history of the project, description of services required and the evaluation criteria.	7-11
Exhibit B: Proposal Authorization and Acknowledgement Form	12-13
Exhibit C: Agreement for Professional Services	14-20

If the Spanish Language Outreach Services RFQ is approved, staff intends to distribute it to the Sonoma County Latino Service Provider list serve, the California Household Hazardous Waste list serve, and to the current contractor.

### **III. FUNDING IMPACT**

This program proposes a budget of \$24,000 annually. 65% (or \$15,600) of the cost for this project would be allocated to the HHW Cost Center from the CIWMB Used Oil Block Grant funds and 35% (or \$8,400) would be allocated from the Education Cost Center. Both Cost Centers have adequate funding available for this project in the FY 07-08 budget. When a contract is awarded, staff hopes to enter into a two-year agreement for services.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends approving distributing the attached Request for Qualifications for Spanish Language Outreach Services.

V. ATTACHMENTS

Proposed Request for Qualifications for Spanish Language Outreach Services for Used Motor Oil/Filter Recycling and Solid Waste Recycling for the Sonoma County Waste Management Agency



**DRAFT**

**REQUEST FOR QUALIFICATIONS FOR  
SPANISH LANGUAGE OUTREACH SERVICES  
FOR  
USED MOTOR OIL/FILTER RECYCLING  
AND  
SOLID WASTE RECYCLING  
FOR THE  
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

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**Proposals due 5:00 p.m. on March 21, 2008**

**Submit proposal to:**

Karina Chilcott, Waste Management Specialist  
Sonoma County Waste Management Agency  
2300 County Center Drive, Suite B100  
Santa Rosa, CA 95403



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	<b>Exhibit B: Proposal Authorization and Acknowledgement Form .....</b>	<b>12</b>
	<b>Exhibit C: Agreement for Professional Services .....</b>	<b>14</b>

## 1. INTENT AND BACKGROUND

### 1.1 Definitions

This section contains definitions that are used throughout this RFQ.

**AGENCY:** The Sonoma County Waste Management Agency, a joint powers authority composed of the County of Sonoma and the nine incorporated jurisdictions within Sonoma County: Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor.

**CIWMB:** California Integrated Waste Management Board is responsible for solid waste management activities in California.

### 1.2 Overview of Requested Services

The Sonoma County Waste Management Agency (AGENCY) is seeking a two-year agreement for \$24,000 annually with a CONTRACTOR to conduct Spanish language outreach services for used motor oil/filter recycling and solid waste recycling activities in Sonoma County.

Completion of Exhibit A by the PROPOSER will define the key parameters and Scope of Services requested by the AGENCY for this RFQ.

## 2. GENERAL INFORMATION

The general guidelines for preparing a response to this RFQ are explained in this section.

### 2.1 Questions

All questions pertaining to this RFQ must be directed to:

Karina Chilcott, Waste Management Specialist  
Sonoma County Waste Management Agency  
2300 County Center Drive, Suite B100  
Santa Rosa, CA 95403  
fax: 707/565-3701 e-mail: kchilcot@sonoma-county.org

Questions must be submitted no later than 3:00 p.m. on **March 13, 2008**; no response will be made to questions submitted after this date. An addendum to this RFQ will be prepared in response to any questions received. The PROPOSER is solely responsible for providing their email address and fax number by **March 13, 2008** to the contact above so that the addendum can be circulated as soon as available. The AGENCY cannot assure that every entity receiving a RFQ will receive the addenda. All addenda shall become part of the Agreement documents, and all PROPOSERS are bound by such addenda, whether or not received by the PROPOSER.

### 2.2 AGENCY Contact for Information

All requests for additional information regarding this RFQ should be directed to the AGENCY's Waste Management Specialist, noted above. Do *not* directly contact other AGENCY staff or members of the Board of Directors. Individuals or organizations that do so may be disqualified from further consideration. AGENCY will recognize only those responses to inquiries issued in writing by AGENCY in Addendum form

as binding modifications to this RFQ.

### **2.3 Appeals Process**

Should any PROPOSER dispute the AGENCY's determinations and findings during the RFQ process, such PROPOSER shall give the AGENCY written notice of the matter in dispute within five (5) days of PROPOSER's first knowledge of the decision or determination. The PROPOSER shall thereafter, within ten (10) days of PROPOSER's first knowledge of the AGENCY decision or determination in dispute, provide AGENCY with a complete and comprehensive "Statement of Dispute" that discusses all the reasons why the PROPOSER disputes the AGENCY's determination or decision and submit all documentary evidence relied on by the PROPOSER. The Statement of Dispute must meet the following conditions and requirements:

- a. The Statement of Dispute must contain a complete statement of the factual and legal basis for the protest.
- b. The Statement of Dispute must specifically refer to the specific portions of the RFQ, which form the basis for the protest, and all documentary evidence relied upon.
- c. The Statement of Dispute must include the name, address and telephone number of the person representing the protesting party.
- d. The party filing the Statement of Dispute must concurrently transmit a copy of the initial protest document and any attached documentation to all other parties with a direct financial interest, which may be adversely affected by the outcome of the protest. Such parties shall include all other PROPOSERS, who shall have seven (7) calendar days to respond to the Statement of Dispute.

The AGENCY will review the Statement of Dispute, and may elect to hold an administrative hearing thereon, and may request PROPOSER to produce such further evidence as AGENCY deems material to a decision on the issue, after which time AGENCY will issue a determination which shall be final. The procedure and time limits set forth in this paragraph are mandatory and are the PROPOSER's sole and exclusive remedy in the event of protest and failure to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including filing a Government Code Claim or legal proceedings. Failure to strictly follow this procedure shall waive any further rights to dispute the AGENCY's decisions and determinations made during the RFQ process.

### **2.4 Confidentiality**

AGENCY has made a determination in accordance with Section 6255 of the Government Code that all Proposals submitted in response to this RFQ shall not be made public by AGENCY until the time AGENCY is considering award of a contract for the services. In addition, AGENCY has made a determination in accordance with Section 6255 of the Government Code that all PROPOSER proprietary financial information which is specifically identified by the PROPOSER as "confidential" shall not be made public by AGENCY and shall be returned to each PROPOSER, unless otherwise required by law. In the event a PROPOSER wishes to claim other portions of its proposal exempt from disclosure under the Public Records Act, it is incumbent upon PROPOSER to clearly identify those portions with the word "confidential" printed on the lower right-hand corner of the page, along with a written justification as to why such information should be exempt from disclosure. Blanket designations of "confidential" shall not be effective. However, AGENCY will make a decision based upon applicable laws. AGENCY shall notify PROPOSER of any requests for disclosure under the Public Records Act. If the PROPOSER wishes to prevent the disclosure of such material, the PROPOSER shall bear the sole burden of seeking review in a court of competent jurisdiction. In addition, PROPOSER shall defend and indemnify AGENCY from any claims and/or litigation relating to a claim of confidentiality.

Proprietary or confidential data must be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal. The cost of services shall not be

designated as proprietary or confidential information.

### **3. INSTRUCTIONS TO PROPOSERS AND PROCEDURES FOR SUBMITTAL**

#### **3.1 Submittal Rules**

Proposals must be presented in accordance with the information requested in Section 4, Proposal Requirements. Other relevant information that the PROPOSER feels is appropriate may be included. The following rules shall apply:

1. All proposals shall be submitted in writing and be in accordance with the requirements of this Request for Qualifications. No facsimile or emailed proposals will be accepted.
2. One (1) copies of the proposal shall be submitted to the AGENCY no later than **5:00 p.m.** on the time clock located at 2300 County Center Drive, Suite B100, Santa Rosa, California, on **March 21, 2008**. The package of proposals must be clearly labeled on the outside with the name and the address of the firm submitting the proposal with the words: "Spanish Language Outreach Services" in the address. Proposals must be addressed and delivered to the AGENCY contact found in Section 2.1 above.
3. Each proposal shall be printed on 8 1/2" by 11" paper, double-sided where appropriate, or if larger paper is required, it must be folded to 8 1/2" by 11". Paper should be at least 30% post-consumer recycled content.
4. Each proposal shall include all information required by this RFQ and any subsequent addenda.
5. Proposals received after the required submittal date will be rejected and will be returned unopened. The AGENCY will not, in any manner, be liable or responsible for any late delivery of proposals.

#### **3.2 Evaluation Process**

The AGENCY shall evaluate each proposal. All determinations with regard to the evaluation of proposals will be at the sole discretion of the AGENCY. Each proposal shall first be evaluated for completeness and for compliance with the requirements of this RFQ. The AGENCY will then evaluate the benefit of the proposed services described in the proposal to the AGENCY and its citizens. For Evaluation Criteria, refer to page 9.

#### **3.3 Rights of the AGENCY**

PROPOSERS shall submit an appropriately signed Exhibit B – Proposal Authorization and Acknowledgement Form stating that the PROPOSER agrees with the rights of the Agency as described below. The AGENCY shall have the right to:

1. Award an agreement for services described in this RFQ.
2. Reject all proposals and not award an agreement.
3. Reject any proposal.
4. If during the course of negotiations with a selected PROPOSER, the AGENCY determines in its sole discretion that an acceptable Agreement cannot be negotiated, the AGENCY reserves the right to suspend negotiations with that PROPOSER and begin negotiations with another PROPOSER. Also, the AGENCY reserves the right to undertake simultaneous negotiations of the final Agreement with more than one PROPOSER.

5. Waive defects and/or irregularities in any proposal.
6. Request from any PROPOSER at any time during the evaluation process, clarification of any information contained in the proposal.
7. Conduct interview(s) with any PROPOSER(s).
8. Negotiate terms and conditions that are different from those described in this RFQ and Agreement.
9. Contact references provided and seek information from any client with which the PROPOSER has done business.
10. Take other such action that best suits the needs of the AGENCY and/or its citizens.

PROPOSERS are notified that the costs of preparing and submitting proposals and the risks associated therewith shall be borne solely by the PROPOSER. No compensation will be provided to PROPOSERS for work performed or costs incurred during the preparation, submittal or evaluation of Proposals neither for the negotiation or execution and delivery of an Agreement awarded as a result of this RFQ.

#### **4. PROPOSAL REQUIREMENTS**

A proposal shall be complete and concise and should be prepared in substantial conformance with the format and order described below to assist in the review process. *A Proposal that omits or inadequately addresses any of the topics below may be rejected.*

##### **4.1 Submission requirements**

Please submit the following information:

**a) Complete a Letter of Submission**

- The proposal must contain a submission letter that contains the PROPOSER's unconditional acceptance of the performance obligations set forth in the RFQ. An officer of the proposing entity authorized to bind the PROPOSER to the proposal terms must sign this letter.
- The Letter of Submission shall also include a description of the ownership of the proposing company, including, but not limited to:
  - Official name and address. Indicate the type of entity and list its officers (e.g. corporation, partnership, sole proprietorship). Indicate the date and place of incorporation or organization.
  - If entity is a joint venture, submit a current copy of the joint venture agreement or contract.
- Federal Employer I.D. Number
- Complete name, mailing address, phone number, fax number and email address (if available) of the person to receive notices and who is authorized to make decisions or represent the company with respect to this RFQ.

**b) Complete the form "History and Experience" (Attachment A)**

**c) Complete a sample "Outreach Plan and Budget" (Attachment A) specific to this project which includes budget allocations for meetings, staff time, media buys, reporting etc. Please make sure that the total budget does not exceed \$24,000. This draft outreach plan, once approved, will become your Scope of Work/Budget.**

**d) Resumes of key personnel**

**e) Complete Exhibit B: Proposal Authorization and Acknowledgement Form**

**4.2 Insurance**

The PROPOSER should demonstrate the ability to submit proof of the required insurance as set forth in the Agreement. Prior to award of the Agreement, the successful PROPOSER shall furnish the AGENCY with Certificates of Insurance clearly evidencing all required insurance and endorsements. The successful PROPOSER shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the successful PROPOSER, its agents, representatives, employees or subcontractors.

**4.3 Agreement for consulting services**

The selected PROPOSER must execute the Agreement and submit Exhibit B, acknowledging their willingness to sign the Agreement for Spanish Language Outreach Services attached hereto as Exhibit C to this RFQ, unless modified pursuant to the procedures set forth herein. PROPOSER shall identify in its proposal any proposed modifications to the Agreement for Recycling Services.

**5. SCHEDULE**

<u>Date</u>	<u>Action</u>	<u>Responsible Party</u>
February 20, 2008	Distribution of RFQ	AGENCY
March 13, 2008	Submit Written Questions	PROPOSER
March 21, 2008	Proposals Due	PROPOSER
April 16, 2008	Award of Agreement (tentative)	AGENCY

## Exhibit A

### History and Experience/Outreach Plan and Budget

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#### **ABOUT THE SONOMA COUNTY WASTE MANAGEMENT AGENCY:**

The Sonoma County Waste Management Agency (SCWMA) is the joint powers authority of the nine incorporated cities and the County of Sonoma. The specific focus of the Agency's efforts is waste diversion required by State law AB939 in the following categories: wood waste, yard waste, household hazardous waste, education, diversion and planning.

Pertinent to this project, the Agency's programs include:

**Eco-Desk Hotline 565-DESK(3375)**—The Eco-Desk is a telephone based service answering questions about recycling, hazardous waste and other disposal issues. The Eco-Desk is comprised of an English language voice mailbox system where callers can listen to pre-recorded information before leaving a message. Calls are returned by the next business day. The Spanish Eco-Desk 565-3375 option #2 was added in October 2006. Spanish speaking callers are routed to a bi-lingual solid waste management specialist. All Eco-Desk calls are recorded on an Access Database.

**Web site [www.recyclenow.org](http://www.recyclenow.org)**—Eco-Desk resources are available on-line through a database search function. Currently, there is no Spanish version of the web site.

**Recycling Guide in the AT&T Yellow Pages phone book and Hispanic Yellow Pages**—The Sonoma County Recycling Guide is a 28-page annual resources that compliments the Eco-Desk and web site. Portions of the Recycling Guide were translated to Spanish for the 2007-2008 Hispanic Yellow Pages for Lake, Mendocino, Napa, Solano and Sonoma Counties.

#### **ABOUT THE AGENCY'S USED OIL RECYCLING PROGRAM:**

Funded by block grants from the California Integrated Waste Management Board (CIWMB), the Agency operates a program to encourage recycling opportunities and help prevent illegal disposal for used motor oil and filters. Since 2003, C<sup>2</sup>: Alternative Services, a contractor, has assisted staff of the Sonoma County Waste Management Agency with administrative tasks including auditing oil recycling centers and coordinating oil recycling publicity. C<sup>2</sup> Alternative Services contract for services will expire on June 30, 2008.

#### **PILOT ECO-DESK SPANISH LANGUAGE PROJECT BACKGROUND:**

In October 2006, the Agency awarded a contract to C<sup>2</sup> Alternative Services to conduct a pilot Spanish Eco-Desk project test outreach to Spanish-speaking residents to increase used oil and solid waste recycling using social marketing outreach. The \$40,000 contract which will expire on June 30, 2008 was paid for with CIWMB Used Oil Grant money (62.5%) and through the Agency's Education budget (37.5%).

#### **Tasks and related budget in the current Pilot Eco-Desk Spanish Language Scope of Work include:**

Task	Cost in current Pilot Eco-Desk Spanish Language contract
<b>Preparation</b> Review information to be provided to callers, including resources available in SCWMA office and elsewhere. Includes a training day in the SCWMA office.  Develop procedures for data collection and reporting, using Agency's existing Access database.	<b>\$1,410</b>

<b>Promote hotline</b> Develop media plan. Research available media to determine optimal reach to target audiences, solicit rates and special packages where available from media outlets; develop promotional ideas  Develop community based social marketing plan. Process may include focus groups, spot interviews, contact with community leaders, and/or literature review.  Implement media plan. Adjust plan in response to data from calls. Implement community based social marketing plan. Adjust plan in response to data from calls.	<b>\$21,535</b>
<b>Answer hotline calls</b> Calls will be answered by bilingual staff (Spanish/English) 9am to 5pm M-F. Message left outside of these hours will be answered the following business day. All calls will be logged including data categories consistent with those used for current Eco-Desk calls.  Consult SCWMA staff and other sources to obtain information for callers.  Analyze data monthly to determine which outreach methods/media are generating calls.	<b>\$12,800</b>
<b>Reporting and administration</b> Record-keeping including any forms required by CIWMB or other grants.  Progress memos, communication with staff.  Pilot Assessment, report and recommendations.  Develop procedures for data collection and reporting, using Agency's existing Access database.	<b>\$4,235</b>
<b>Total</b>	<b>\$39,980</b>

We learned from the pilot project that the budget would look differently for future Spanish language outreach efforts to reflect more media and community based social marketing activities, more translation services for Agency publications and a reduced budget for answering Eco-Desk calls.

#### **DESCRIPTION OF SERVICES REQUIRED:**

Sonoma County's Spanish-speaking population is growing at a rate of over 8% per year, and is currently estimated at well over 20% of the County's population. This effort is part of the implementation of one of the Countywide Integrated Waste Management Plan objectives to "Identify effective communication strategies and implement programs to encourage behaviors that reduce, reuse, and recycle products and materials in non-English speaking communities. "

The Agency is seeking a contractor to enter into a two-year agreement for \$24,000 each year. This contract would be paid for with money from the CIWMB Funded Used Oil Block Grant (\$15,000) and the Sonoma County Waste Management Agency Education Budget (\$9,000). The Scope of Work for this project would include the following activities:

- To develop and maintain relationships with Hispanic media (radio, newspaper and TV) including determining target audiences, doing media appearances, feature stores, etc.
- To conduct person-to-person outreach through public event venues, businesses and other locations frequented by Spanish-speaking people.
- To answer the Spanish Eco-Desk 565-3375 option #2 and record these calls in a provided Access database.
- To consult with Agency staff and other sources to obtain information as needed for Eco-Desk callers.
- To monitor Eco-Desk caller referrals to determine which outreach methods are generating calls.



- To provide Spanish translations services to Agency staff as needed for various outreach materials.
- To keep records, including any forms required for reimbursement for the CIWMB Used Oil Grant program.
- To write progress reports as required for reporting to the Sonoma County Waste Management Agency Board Members and for the CIWMB Used Oil Block Grant program.
- To prepare press releases as needed throughout the project.
- To prepare an outreach/media buy plan of all activities, not to exceed \$24,000, including staff time.

**EVALUATION CRITERIA:**

To enable the SCWMA to evaluate potential contractors, please address each of the items below. SCWMA staff will evaluate the Proposals based on completeness of answers to the items below and use of the following scoring criteria. Each question (1-8) will be scored with a maximum score of 100 points being possible. Proposals must score at least 75 points to be considered for the contract.

**HISTORY AND EXPERIENCE:**

Please provide brief answers to the following questions:

<b>Question 1 (5 points): General questions</b>	
How long practicing business?	
How many employees (if any)?	
Principal hourly rate?	Staff hourly rate?
<b>Question 2 (10 points): Experience working with government departments</b>	
Have you worked with government agencies before? Please describe. If yes, name agency/ office and date worked _____ Reference name _____ Reference phone _____	
<b>Question 3 (15 points): Experience conducting Spanish language education specific to used oil recycling</b>	
Experience conducting bi-lingual and/or Spanish language outreach specific to used oil recycling?  If yes, explain? _____ Date worked _____ Reference name _____ Reference phone _____	
<b>Question 4 (15 points): Experience conducting Spanish language education specific to solid waste and recycling</b>	
Experience conducting bi-lingual and/or Spanish language outreach specific to solid waste and recycling?  If yes, explain? _____ Date worked _____ Reference name _____ Reference phone _____	
<b>Question 5 (10 points): Experience working with local Spanish media</b>	
Experience working with local Spanish media?  	
<b>Question 6 (10 points): Familiarity with solid waste management recycling and solid waste activities in Sonoma County</b>	
<b>Question 7 (5 points): Are any modifications requested to the Agreement for Spanish Language Outreach Services</b>	

## OUTREACH PLAN AND BUDGET

Company name\_\_\_\_\_ Contact person\_\_\_\_\_

### **Question 8 (30 points): Outreach plan and budget**

Please complete a sample outreach plan and budget specific to this project which includes budget allocations for meetings, staff time, media buys, reporting etc. Please make sure that the total budget does not exceed \$24,000. This draft outreach plan, once approved, will become your Scope of Work/Budget.

**Exhibit B**

**Proposal Authorization and Acknowledgement Form**

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NAME OF PROPOSER \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

1. The undersigned is a Proposer under this RFQ and possesses the legal authority to submit this Proposal.
2. The undersigned is authorized to conduct all negotiations for and legally bind the Proposer in all matters relating to this Proposal submittal.
3. The undersigned has reviewed, understands, is able to comply with and agrees to be bound by the conditions described in the Agreement for Professional Services (Exhibit C) and this RFQ.
4. The undersigned certifies that this Proposal is irrevocable until \_\_\_\_\_, 2008 (minimum of 120 days from submittal).
5. The undersigned acknowledges that the Agency reserves the following rights and options related to proposals submitted in response to the RFQ:
  - Award an agreement for services described in this RFQ.
  - Reject all proposals and not award an agreement.
  - Reject any proposal.
  - If during the course of negotiations with a selected PROPOSER, the AGENCY determines in its sole discretion that an acceptable Agreement cannot be negotiated, the AGENCY reserves the right to suspend negotiations with that PROPOSER and begin negotiations with another PROPOSER. Also, the AGENCY reserves the right to undertake simultaneous negotiations of the final Agreement with more than one PROPOSER.
  - Waive defects and/or irregularities in any proposal.
  - Request from any PROPOSER at any time during the evaluation process, clarification of any information contained in the proposal.
  - Conduct interview(s) with any PROPOSER(s).
  - Negotiate terms and conditions that are different from those described in this RFQ and Agreement.
  - Contact references provided and seek information from any client with which the PROPOSER has done business.
  - Take other such action that best suits the needs of the AGENCY and/or its citizens.

Form of Agreement

\_\_\_\_\_ The undersigned has carefully reviewed the forms of Agreement contained in the RFQ and is prepared to agree to the terms and conditions stated therein.

\_\_\_\_\_ The undersigned has carefully reviewed the forms of Agreement contained in the RFQ and is prepared to agree to the terms and conditions of the forms with the proposed modifications attached hereto. (Proposer must attach any proposed modifications to the forms of Agreement.)

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ (optional)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Exhibit C

# Agreement for Professional Services

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This agreement ("Agreement"), dated as of \_\_\_\_\_, 2008 ("Effective Date") is by and between the Sonoma County Waste Management Agency, (hereinafter "Agency"), and \_\_\_\_\_, a (hereinafter "Contractor").

### R E C I T A L S

WHEREAS, Contractor represents that it is duly qualified and experienced in Spanish Language Outreach Services for Used Motor Oil/Filter and Solid Waste Recycling and related services; and

WHEREAS, in the judgment of the Board of Directors of Agency, it is necessary and desirable to employ the services of Contractor to conduct Spanish language outreach activities in Sonoma County

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

### A G R E E M E N T

#### 1. Scope of Services.

1.1 Contractor's Specified Services. This Agreement is entered into for the purpose of establishing a contract for Spanish Language Outreach Services. Contractor shall perform services as defined in Exhibit "A", Proposed Scope of Services.

1.2 Cooperation with Agency. Contractor shall cooperate with Agency and Agency staff in the performance of all work hereunder.

1.3 Performance Standard. Contractor shall perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in Contractor's profession. If Agency determines that any of Contractor's work is not in accordance with such level of competency and standard of care, Agency, in its sole discretion, shall have the right to do any or all of the following: (a) require Contractor to meet with Agency to review the quality of the work and resolve matters of concern; (b) require Contractor to repeat the work at no additional charge until it is satisfactory; (c) terminate this Agreement pursuant to the provisions of Article 4; or (d) pursue any and all other remedies at law or in equity.

#### 1.4 Assigned Personnel.

a. Contractor shall assign only competent personnel to perform work hereunder. In the event that at any time Agency, in its sole discretion, desires the removal of any person or persons assigned by Contractor to perform work hereunder, Contractor shall remove such person or persons immediately upon receiving written notice from Agency.

b. Any and all persons identified in this Agreement or any exhibit hereto as the project manager, project team, or other professional performing work hereunder are deemed by Agency to be key personnel whose services are a material inducement to Agency to enter into this Agreement, and without whose services Agency would not have entered into this Agreement. Contractor shall not remove, replace, substitute, or otherwise change any key personnel without the prior written consent of Agency.

c. In the event that any of Contractor's personnel assigned to perform services under

this Agreement become unavailable due to resignation, sickness or other factors outside of Contractor's control, Contractor shall be responsible for timely provision of adequately qualified replacements.

2. Payment. For all services and as defined in attachment Exhibit A, attached hereto and included herein by this reference (hereinafter as "Scope and Budget Table"). Agency payment to Contractor under this Agreement shall not exceed \$48,000 for two years or \$24,000 for each year.

Invoices shall be submitted monthly with a quarterly "memo to file" attachment giving a brief update as to the progress of the program. At the end of the first six months and the end of each consecutive six month term, a report containing the following shall be submitted for that months invoice to be deemed complete and payable: 1) a concise narrative progress report including marketing and/or advertising materials, 2) summary of findings to date, number of calls and origin of calls for report period. Contractor shall submit invoices to Agency's contract manager for review for completeness.

Finally, upon completion of the project, a final report shall be submitted with the last invoice. The final report shall be submitted no later than 45 days following the last day of the program term. Included in the final report shall be an expenditure summary with receipts, as well as personnel expenditure documentation.

This project is to be funded, in part, from a Used Oil Block Grant from the California Integrated Waste Management Board. Contractor must meet and comply with all the terms and conditions set forth by that grant. Contractor is obligated to remain within the provided budget and will not be reimbursed for expenses that exceed the "not to exceed" limit set forth, herein. Furthermore, should the California Integrated Waste Management Board fail to distribute said grant to Agency or delay distribution of grant, this Agreement similarly may be terminated or delayed.

All expenses that are not included in Exhibit A need prior, written, approval to ensure proper Used Oil Grant Manager approval may be obtained. Any expense that has not received prior approval, in writing, may be considered a non-reimbursable expense, and the Agency, at its discretion, may not reimburse contractor for said expense.

3. Term of Agreement. The term of this Agreement shall be from \_\_\_\_\_ to \_\_\_\_\_, unless terminated earlier in accordance with the provisions of Article 4 below.

#### 4. Termination.

4.1 Termination Without Cause. Notwithstanding any other provision of this Agreement, at any time and without cause, Agency shall have the right, in its sole discretion, to terminate this Agreement by giving ten (10) days written notice to Contractor.

4.2 Termination for Cause. Notwithstanding any other provision of this Agreement, should Contractor fail to perform any of its obligations hereunder, within the time and in the manner herein provided, or otherwise violate any of the terms of this Agreement, Agency may immediately terminate this Agreement by giving Contractor written notice of such termination, stating the reason for termination.

#### 4.3 Delivery of Work Product and Final Payment Upon Termination.

In the event of termination, Contractor, within 14 days following the date of termination, shall deliver to Agency all materials and work product subject to Section 9.9 and shall submit to Agency payment up to the date of termination.

5. Indemnification. Contractor agrees to accept all responsibility for loss or damage to any person or entity, including but not limited to Agency, and to defend, indemnify, hold harmless, reimburse and release Agency, its officers, agents, and employees, from and against any and all actions, claims, damages, disabilities, liabilities and expense including, but not limited to, attorneys' fees and the cost of litigation

incurred in the defense of claims as to which this indemnity applies or incurred in an action by Agency to enforce the indemnity provisions herein, whether arising from personal injury, property damage or economic loss of any type, that may be asserted by any person or entity arising out of or in connection with the performance of Contractor hereunder, but, to the extent required by law, excluding liability due to the sole negligence or willful misconduct of Agency. If there is a possible obligation to indemnify, Contractor's duty to defend with legal counsel acceptable to Agency, exists regardless of whether it is ultimately determined that there is not a duty to indemnify. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Contractor or its agents.

6. Insurance. With respect to performance of work under this Agreement, Contractor shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain, insurance as described below:

6.1 Workers' Compensation Insurance. Workers' compensation insurance with statutory limits as required by the Labor Code of the State of California. Said policy shall be endorsed with the following specific language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days' prior written notice to the Agency.

6.2 General Liability Insurance. Commercial general liability insurance covering bodily injury and property damage using an occurrence policy form, in an amount no less than One Million Dollars (\$1,000,000.00) combined single limit for each occurrence. Said commercial general liability insurance policy shall either be endorsed with the following specific language or contain equivalent language in the policy:

- a. The Agency, its Board of Directors and staff, is named as additional insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement.
- b. The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverage afforded shall apply as though separate policies had been issued to each insured, but the inclusion of more than one insured shall not operate to increase the limits of the company's liability.
- c. The insurance provided herein is primary coverage to the Agency with respect to any insurance or self-insurance programs maintained by the Agency.
- d. This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.3 Automobile Insurance. Automobile liability insurance covering bodily injury and property damage in an amount no less than One Million Dollars (\$1,000,000) combined single limit for each occurrence. Said insurance shall include coverage for owned, hired, and non-owned vehicles. Said policy shall be endorsed with the following language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.4 Documentation. The following documentation shall be submitted to the Agency:

- a. Properly executed Certificates of Insurance clearly evidencing all coverages, limits, and endorsements required above. Said Certificates shall be submitted prior to the execution of this Agreement. Contractor agrees to maintain current Certificates of Insurance evidencing the above-required coverages, limits, and endorsements on file with the Agency for the duration of this Agreement.



b. Signed copies of the specified endorsements for each policy. Said endorsement copies shall be submitted within thirty (30) days of execution of this Agreement.

c. Upon Agency's written request, certified copies of the insurance policies. Said policy copies shall be submitted within thirty (30) days of Agency's request.

6.6 Policy Obligations. Contractor's indemnity and other obligations shall not be limited by the foregoing insurance requirements.

6.7 Material Breach. If Contractor, for any reason, fails to maintain insurance coverage which is required pursuant to this Agreement, the same shall be deemed a material breach of this Agreement. Agency, in its sole option, may terminate this Agreement and obtain damages from Contractor resulting from said breach. Alternatively, Agency may purchase such required insurance coverage, and without further notice to Contractor, Agency may deduct from sums due to Contractor any premium costs advanced by Agency for such insurance. These remedies shall be in addition to any other remedies available to Agency.

7. Prosecution of Work. The execution of this Agreement shall constitute Contractor's authority to proceed immediately with the performance of this Agreement. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for Contractor's performance of this Agreement shall be extended by a number of days equal to the number of days Contractor has been delayed.

8. Extra or Changed Work. Extra or changed work or other changes to the Agreement may be authorized only by written amendment to this Agreement, signed by both parties. Minor changes which do not increase or decrease the amount paid under the Agreement, and which do not significantly change the scope of work or significantly lengthen time schedules may be executed by the Agency's Executive Director in a form approved by Agency Counsel. All other extra or changed work must be authorized in writing by the Agency Board of Directors.

9. Representations of Contractor.

9.1 Standard of Care. Agency has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor hereby agrees that all its work will be performed and that its operations shall be conducted in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Contractor's work by Agency shall not operate as a waiver or release.

9.2 Status of Contractor. The parties intend that Contractor, in performing the services specified herein, shall act as an independent contractor and shall control the work and the manner in which it is performed. Contractor is not to be considered an agent or employee of Agency and is not entitled to participate in any pension plan, worker's compensation plan, insurance, bonus, or similar benefits provided to Agency staff. In the event Agency exercises its right to terminate this Agreement pursuant to Article 4, above, Contractor expressly agrees that it shall have no recourse or right of appeal under rules, regulations, ordinances, or laws applicable to employees.

9.3 Taxes. Contractor agrees to file federal and state tax returns and pay all applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Contractor agrees to indemnify and hold Agency harmless from any liability which it may incur to the United States or to the State of California as a consequence of Contractor's failure to pay, when due, all such taxes and obligations. In case Agency is audited for compliance regarding any withholding or other applicable taxes. Contractor agrees to furnish Agency with proof of payment of taxes on these earnings.

9.4 Records Maintenance. Contractor shall keep and maintain full and complete documentation and accounting records concerning all services performed that are compensable under this Agreement and shall make such documents and records available to Agency for inspection at any reasonable time. Contractor shall maintain such records for a period of four (4) years following completion of work hereunder.

9.5 Conflict of Interest. Contractor covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of its services hereunder. Contractor further covenants that in the performance of this Agreement no person having any such interests shall be employed by Contractor. In addition, if requested to do so by Agency, Contractor shall complete and file and shall require any other person doing work under Contractor and this Agreement to complete and file a "Statement of Economic Interest" with Agency disclosing Contractor's or such other person's financial interests.

9.6 Nondiscrimination. Contractor shall comply with all applicable federal, state, and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, sexual orientation or other prohibited basis. All nondiscrimination rules or regulations required by law to be included in this Agreement are incorporated herein by this reference.

9.7 AIDS Discrimination. Contractor agrees to comply with the provisions of Chapter 19, Article II, of the Sonoma County Code prohibiting discrimination in housing, employment, and services because of AIDS or HIV infection during the term of this Agreement and any extensions of the term.

- 9.8 Assignment Of Rights. Contractor assigns to Agency all rights throughout the world in perpetuity in the nature of copyright, trademark, patent, right to ideas, in and to all versions of the plans and specifications, if any, now or later prepared by Contractor in connection with this Agreement. Contractor agrees to take such actions as are necessary to protect the rights assigned to Agency in this Agreement, and to refrain from taking any action which would impair those rights. Contractor's responsibilities under this provision include, but are not limited to, placing proper notice of copyright on all versions of the plans and specifications as Agency may direct, and refraining from disclosing any versions of the plans and specifications to any third party without first obtaining written permission of Agency. Contractor shall not use or permit another to use the plans and specifications in connection with this or any other project without first obtaining written permission of Agency.

9.9 Ownership And Disclosure Of Work Product. All reports, original drawings, graphics, plans, studies, and other data or documents ("documents"), in whatever form or format, assembled or prepared by Contractor or Contractor's subcontractors, consultants, and other agents in connection with this Agreement shall be the property of Agency. Agency shall be entitled to immediate possession of such documents upon completion of the work pursuant to this Agreement. Upon expiration or termination of this Agreement, Contractor shall promptly deliver to Agency all such documents which have not already been provided to Agency in such form or format as Agency deems appropriate. Such documents shall be and will remain the property of Agency without restriction or limitation. Contractor may retain copies of the above described documents but agrees not to disclose or discuss any information gathered, discovered, or generated in any way through this Agreement without the express written permission of Agency.

10. Demand for Assurance. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. "Commercially reasonable" includes not only the conduct of a party with respect to performance under this Agreement, but also conduct with respect to other agreements with parties to this Agreement or others. After receipt of a justified demand, failure to provide within a reasonable time, but not exceeding thirty (30) days, such assurance of

due performance as is adequate under the circumstances of the particular case is a repudiation of this Agreement. Acceptance of any improper delivery, service, or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance. Nothing in this Article 10 limits Agency's right to terminate this Agreement pursuant to Article 4.

11. Assignment and Delegation. Neither party hereto shall assign, delegate, sublet, or transfer any interest in or duty under this Agreement without the prior written consent of the other, and no such transfer shall be of any force or effect whatsoever unless and until the other party shall have so consented.

12. Method and Place of Giving Notice, Submitting Bills and Making Payments. All notices, bills, and payments shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service. Notices, bills, and payments shall be addressed as follows:

Agency: Sonoma County Waste Management Agency  
Attention:  
Karina Chilcott  
2300 County Center Drive, Suite 100 B  
Santa Rosa, CA 95403

Phone: (707) 565-3668  
FAX: (707) 565-3701

Consultant: Name  
Attention:  
Address: Phone:  
City, State Zip Fax:

When a notice, bill or payment is given by a generally recognized overnight courier service, the notice, bill or payment shall be deemed received on the next business day. When a copy of a notice, bill or payment is sent by facsimile, the notice bill or payment shall be deemed received upon transmission as long as (1) the original copy of the notice, bill or payment is promptly deposited in the U.S. mail, (2) the sender has a written confirmation of the facsimile transmission, and (3) the facsimile is transmitted before 5 p.m. (recipient's time). In all other instances, notices, bills and payments shall be effective upon receipt by the recipient. Changes may be made in the names and addresses of the person to whom notices are to be given by giving notice pursuant to this paragraph.

### 13. Miscellaneous Provisions.

13.1 No Waiver of Breach. The waiver by Agency of any breach of any term or promise contained in this Agreement shall not be deemed to be a waiver of such term or provision or any subsequent breach of the same or any other term or promise contained in this Agreement.

13.2 Construction. To the fullest extent allowed by law, the provisions of this Agreement shall be construed and given effect in a manner that avoids any violation of statute, ordinance, regulation, or law. The parties covenant and agree that in the event that any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby. Contractor and Agency acknowledge that they have each contributed to the making of this Agreement and that, in the event of a dispute over the interpretation of this Agreement, the language of the Agreement will not be construed against one party in favor of the other. Contractor and Agency acknowledge that they have each had an adequate opportunity to consult with counsel in the negotiation and preparation of this Agreement.

13.3 Consent. Wherever in this Agreement the consent or approval of one party is required to an act of the other party, such consent or approval shall not be unreasonably withheld or

delayed.

13.4 No Third Party Beneficiaries. Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

13.5 Applicable Law and Forum. This Agreement shall be construed and interpreted according to the substantive law of California, regardless of the law of conflicts to the contrary in any jurisdiction. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the forum nearest to the city of Santa Rosa, in the County of Sonoma.

13.6 Captions. The captions in this Agreement are solely for convenience of reference. They are not a part of this Agreement and shall have no effect on its construction or interpretation.

13.7 Merger. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement, pursuant to Code of Civil Procedure Section 1856. No modification of this Agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

13.8 Time of Essence. Time is and shall be of the essence of this Agreement and every provision hereof.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

AGENCY: SONOMA COUNTY WASTE MANAGEMENT AGENCY

By: \_\_\_\_\_  
Chair, SCWMA

CONTRACTOR:

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

APPROVED AS TO SUBSTANCE BY  
AND CERTIFICATES OF INSURANCE  
ON FILE WITH:

By: \_\_\_\_\_  
Interim Executive Director, SCWMA

APPROVED AS TO FORM FOR AGENCY:

By: \_\_\_\_\_  
Agency Counsel