

SONOMA COUNTY WASTE MANAGEMENT AGENCY

October 15, 2008

8:30 a.m.

Please note time change

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

Estimated Ending Time 11:30 a.m.

AGENDA

ITEM

ACTION

1. Call to Order/Introductions

2. Open Closed Session

**CONFERENCE WITH REAL PROPERTY NEGOTIATOR PURSUANT TO
GOVERNMENT CODE SECTION 54956.8**

Property: 500 Meham Road, Petaluma, California

Agency Negotiator: Executive Director

Negotiating Party: County of Sonoma

Under Negotiation: PRICE _____

TERMS _____

BOTH X

3. Adjourn Closed Session

4. Call to Order Regular Meeting/Introductions

5. Attachments/Correspondence:

Director's Agenda Notes

Letters of Support 1) AB 1860 2) "No Drugs Down the Drain" Campaign

6. On file w/Clerk: for copy call 565-3579

Resolutions approved in September 2008

2008-027 Resolution of the SCWMA Approving the First Amendment with VBN
Architects for Professional Services

2008-028 Resolution of the SCWMA Adopting Technical Adjustments to the
Annual Budget for Fiscal Year 2008-09

2008-029 Resolution of the SCWMA Approving the Sixth Amendment to the
Agreement between the SCWMA, County of Sonoma, and Clean
Harbors Environmental Services, Inc. for Operation of HHW Programs.

7. Public Comments (items not on the agenda)

CONSENT (w/attachments)

Discussion/Action

- 8.1 Minutes of September 17, 2008
- 8.2 Compost Relocation Update
- 8.3 Environmental Preferable Purchasing
- 8.4 First Amendment to the ESA ColWMP Agreement
- 8.5 HHW Roof Extension Update

REGULAR CALENDAR

ADMINISTRATION

- 9.1 Discussion of Funding Fee Ordinance
[Mangerich](Attachment)

Discussion/Action

DIVERSION

- 10.1 Presentation by Redwood Empire Disposal/North Bay Corporation
[Mangerich]

HOUSEHOLD HAZARDOUS WASTE

- 11.1 HHW Scope of Work for Voluntary Take-Back
Program, EPR [Chilcott/Steinman](Attachment)
- 11.2 Authorize Executive Director to Represent SCWMA
as Board Member on Product Stewardship Institute
[Mangerich](Attachment)

Discussion/Action

Discussion/Action

EDUCATION

- 12.1 School Grant Award
[Chilcott](Attachment)

Discussion/Action

13. Boardmember Comments
14. Staff Comments
15. Adjourn

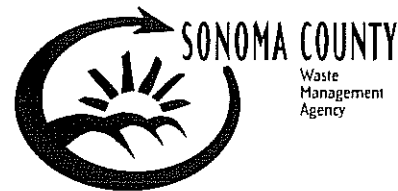
CONSENT CALENDAR: These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

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.

NOTICING: This notice is posted 72 hours prior to the meeting at The Board of Supervisors, 575 Administration Drive, Santa Rosa, and at the meeting site the City of Santa Rosa Utilities Department Subregional Water Reclamation System Laguna Plant, 4300 Llano Road, Santa Rosa. It is also available on the internet at www.recyclenow.org



TO: SCWMA Board Members

FROM: Mollie Mangerich, Executive Director

SUBJECT: OCTOBER 15, 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.

- 8.1) Minutes of September 17, 2008
- 8.2) Compost Relocation Update This item provides information regarding progress in the Compost Relocation Project. **No action is requested.**
- 8.3) Environmental Preferable Purchasing Establishing and implementing environmentally preferable purchasing policies was identified in the FY 2008/09 SCWMA Budget as a task to be accomplished by a consultant. Staff believes there are sufficient internal resources to complete this project. **Recommended action: Direct staff to implement a project to establish environmentally preferable purchasing policies in all jurisdictions of Sonoma County.**
- 8.4) First Amendment to the ESA ColWMP Agreement The original agreement with ESA expired on September 30, 2008 and the project is incomplete. An extension has been requested by ESA to complete this project. **Recommended action: Approval of the First Amendment of the Agreement with ESA for the ColWMP project, to extend the termination date of the Agreement. No financial impact.**
- 8.5) HHW Roof Extension Update At the June 20, 2007 Agency Board meeting, the Board approved executing an Agreement with VBN Architects for the HHW Building Enclosure Expansion. This project involves extending the existing canopy over the entire concrete area on the south end of the building and adding walls, thus creating a separate area that will provide additional storage and processing space for low toxicity waste, such as latex paint. The Permit and Resource Management Department (PRMD) has reviewed the plans for the project and is requiring a new soils analysis report since the current report is over two years old. A contractor will need to be hired to do the work and staff is looking into the possibility of utilizing an existing Contractor currently working on a time-and-material basis for the County. This item is informational only. **No action is requested.**

REGULAR CALENDAR

ADMINISTRATION

- 9.1) Discussion of Funding Fee Ordinance The Agency's programs are currently funded through a surcharge on the tipping fee charged on the disposal of solid waste. During the 06-07 fiscal year the Agency initiated discussion of an alternative funding mechanism. A Board ad hoc committee was formed in March 2006 and several options were developed. After considerable discussion, the Board decided to maintain the tipping fee surcharge for the time being. There are four options discussed in the staff report. The preferred option is option #1, which is a fee based on the quantity of solid waste disposed that would be imposed on haulers by an Agency ordinance. **Recommended action: Authorize staff to move forward with Option #1 by bringing back to the Board an RFP for a financial consultant to develop a model of the cost formula.**

DIVERSION

10.1) Presentation by Redwood Empire Disposal/Northbay Corporation Steve McCaffrey will give a presentation about the facility Redwood Empire Disposal would like to build in Sonoma County. **No Action Requested.**

HHW

11.1) HHW Scope of Work for Voluntary Take-Back Program, Extended Producer Responsibility (EPR) At the August 20, 2008 Agency meeting, staff was directed to apply for a Household Hazardous Waste Discretionary Grants 17th Cycle FY 2008/09 Grant. On September 22, the Agency submitted a proposal to the CIWMB for \$103,832 to fund a project which seeks to educate Sonoma County residents and businesses about the concept of EPR and to provide the business community with tools to establish voluntary take-back programs for household batteries, fluorescent light bulbs/ CFLs, mercury thermostats, sharps, paint, medications and treated wood. This program does not offer businesses reimbursement for hazardous waste disposal. Instead it gives businesses the tools they need to implement customer take-back programs that they design, instigate and maintain themselves. The details of the Work Plan for that proposal are summarized in this item. **No Action Requested.**

11.2) Authorize Executive Director to Represent SCWMA as Board Member for Product Stewardship Institute The SCWMA has been a full member of the Product Stewardship Institute (PSI) since July 25, 2001; and as such, is highly-regarded for our leadership and work on Extended Product Responsibility Issues. At a recent Medical Sharps Workgroup in Sacramento (facilitated by PSI) Ms. Mangerich was asked to be on the National PSI Board of Directors, as a representative of Local Governments. Located in Boston, MA, PSI works with state and local government agencies to partner with manufacturers, retailers, environmental groups, federal agencies, and other key stakeholders to reduce the health and environmental impacts of consumer product,— thereby reducing the cost to local governments for disposal costs. Time commitment is 2-year board term, monthly teleconferencing, and opportunity to attend annual conference. **Recommended Action: Approve and authorize the Executive Director to represent the SCWMA as a Local Government Representative on the Product Stewardship Institute Board of Directors.**

EDUCATION

12.1) School Grant Award At the February 20, 2008 Agency meeting, staff was directed to use \$9,701 in Contingency Reserve funds for a Board-directed schools program targeting 5th and 6th graders. On July 1, 2008, a Request for Proposal for a Schools Grant Program for 5th and 6th Graders was distributed and on Sept. 17, 2008, six proposals were received. Overall, the quality of responses received through this process was very good and all of the proposals focused on reducing the Agency's priority waste materials, paper and food. Using scoring criteria issued with the RFP, proposals were evaluated independently by three Agency staff members. **Recommended Action: Award \$4,850 each to the two highest ranking proposers: The Compost Club and Strawberry School.**

September 12, 2008

The Honorable Governor Schwarzenegger
Governor of California
State Capitol Building
Sacramento, CA 95814



Sent via fax: 916-558-3160

SUBJECT: AB 1860 – Consumer Products Recalled - Support

The Honorable Arnold Schwarzenegger:

The Sonoma County Waste Management Agency (SCWMA) is a California Integrated Waste Management Board (CIWMB)-approved Regional Agency comprised of all the jurisdictions in Sonoma County tasked with many of the responsibilities of AB 939, including management of household hazardous wastes. In June 2001, the SCWMA, recognizing that Extended Producer Responsibility (EPR) is a waste management approach that significantly improves our ability to manage discarded hazardous products, approved a resolution supporting EPR policies and efforts by governmental and non-governmental organizations to develop such policies.

The SCWMA supports Extended Producer Responsibility (EPR) policies that shift California's product waste management system from one focused on local government funded and ratepayer financed to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design that promote environmental sustainability.

We strongly support AB 1860 which would require manufacturers who have sold products which have subsequently been recalled to provide for retrofit or safe return of such products to the manufacturer at no cost to the customer or retailer. The SCWMA believes requiring manufacturers to take back or take responsibility for managing recalled products should be one of the most basic responsibilities of a manufacturer of any product sold in California which has been recalled.

Failure to hold manufacturers accountable for the cost of disposal of their products from recalls places an undue burden on local government who ultimately assume those costs. That can be a sizable burden, particularly when hazardous wastes are involved, as has occurred with several recent recalls due to lead contamination. On average, disposal of hazardous waste costs local government \$1,800/ton in comparison to solid waste at \$90/ton, a 20 fold increase.

The SCWMA is a member of the California Product Stewardship Council and supports its Extended Producer Responsibility Framework Principal – especially for products banned from disposal. A copy is enclosed, which is consistent with the one developed by the California Integrated Waste Management Board. If you have any questions about the SCWMA's position on this bill, please contact Ms. Steinman at (707) 565-3632.

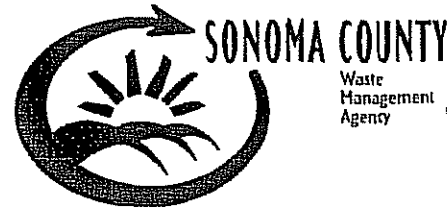
Sincerely,

A black rectangular redaction box covering the signature of Mollie Mangerich.

Mollie Mangerich, Executive Director
Sonoma County Waste Management Agency

Cc: Assemblymember Jared Huffman – Fax: 916-319-2106

September 29, 2008



Jennifer Jackson
East Bay Municipal Utility District
375 11th Street
MS702
Oakland, California
94607

Submitted via e-mail: jacksonj@ebmud.com

SUBJECT: Letter of Support for No Drugs Down the Drain Week October 4 to October 11, 2008

Dear Jennifer:

A coalition of federal, state and local agencies and private organizations are organizing a California statewide public education campaign from October 4 to October 11, 2008 to encourage the public not to flush unwanted drugs down the drain. During No Drugs Down the Drain Week, the public will be educated about the currently available safe disposal options for unwanted drugs. In many areas special take-back events or household hazardous waste collection events will be held during No Drugs Down the Drain Week to accept unwanted drugs from the public. The Sonoma County Water Agency is sponsoring a special one-day take-back event on Monday October 6, 2008 from 8:00 a.m. to 4:00 p.m. as part of No Drugs Down the Drain Week. The Event will take place at the Sonoma County Water Agency building at 404 Aviation Blvd. in Santa Rosa.

Information about No Drugs Down the Drain Week is available at www.nodrugsdownthedrain.org. The Sonoma County Waste Management Agency (SCWMA) will promote the campaign on the Agency's website at www.recyclenow.org along with information about local year-round pharmaceutical disposal options.

The SCWMA supports the efforts of this week long campaign and continues to work towards raising awareness among the public about the environmental problems caused by flushing unwanted drugs down the drain and encourages the use of proper disposal methods for unwanted drugs.

Sincerely,

[Redacted Signature]

Mollie Mangerich, Executive Director
Sonoma County Waste Management Agency

cc: SCWMA Board Members
James Cropper, California Integrated Waste Management Board

Enclosure: Flyer for Special One-Day Take-Back Event



Agenda Item # 8.1

MINUTES OF SEPTEMBER 17, 2008

The Sonoma County Waste Management Agency met on September 17, 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 Rohnert Park	Tim Smith, Chair
City of Cotati	Marsha Sue Lustig
City of Cloverdale	Gus Wolter
City of Healdsburg	Marjie Pettus
City of Petaluma	Vince Marengo
City of Santa Rosa	Dell Tredinnick
City of Sebastopol	Dave Brennan
City of Sonoma	Steve Barbose
Town of Windsor	Christa Johnson
County of Sonoma	Phil Demery

STAFF PRESENT:

Executive Director	Mollie Mangerich
Counsel	Janet Coleson
Staff	Patrick Carter
	Charlotte Fisher
	Lisa Steinman
Recorder	Elizabeth Koetke

1 CALL TO ORDER SPECIAL MEETING

The special meeting was called to order at 8:40 a.m. by Chairman Tim Smith.

2. OPEN CLOSED SESSION

CONFERENCE WITH REAL PROPERTY NEGOTIATOR PURSUANT TO GOVERNMENT CODE SECTION 54956.8

Property: 500 Mecham Road, Petaluma, California
Agency Negotiator: Executive Director
Negotiating Party: County of Sonoma
Under Negotiation: PRICE _____
TERMS _____
BOTH X

3. ADJOURN CLOSED SESSION

No report.

4. CALL TO ORDER REGULAR MEETING/INTRODUCTIONS

The regular meeting was called to order at 9:18 a.m.

5. ATTACHMENTS/CORRESPONDENCE

Chairman Smith, called attention to the Director's Agenda Notes.

6. ON FILE WITH CLERK

Chair Smith, noted the resolutions from the August 20, 2008 meeting on file with the clerk.

7. PUBLIC COMMENTS (items not on the agenda)

There were no public comments.

CONSENT

8.1 Minutes of August 20, 2008

8.2 Amendment to VBN Architects Contract

8.3 Compost Monthly Reports for April, May, June 2008

8.4 Compost Relocation Update

Vince Marengo, Petaluma, moved to approve the consent calendar.

Christa Johnson, Town of Windsor, seconded. Consent calendar approved.

REGULAR CALENDAR

ADMINISTRATION

9.1 FY 08-09 TECHNICAL ADJUSTMENTS

Charlotte Fisher explained that in March 2008, the budget for FY 08-09 was unanimously approved by the Agency Board. The budgeting process includes an opportunity to make changes (Technical Adjustments) to the budget after the fiscal year-end to reflect information more current than was available at the time of budget approval in June.

The basic changes are due to the reduction of the interest rate, a 4% interest rate was budgeted in the spring and the County has recalculated the anticipated interest rate for the coming year, given the economic conditions and it's currently at 2.2%. The interest rate on the calculations for pooled cash changed. Those are 10 of the 26 adjustments.

As the Reserve Policy has been implemented, some undesignated funds left in the working cost centers (Yard, Wood, HHW, Education, Diversion and Planning) would provide a cushion in case of an unanticipated occurrence. The Agency's approved budget is a conservative budget and this action, if approved, would make it more so. In conferring with staff, the retention of funds suggested was 10% of operating expenses.

Some of the proposed technical adjustments are the result of the undesignated funds for the cost centers being transferred into the reserves, which is the implementation of the reserve policy.

Dave Brennan, Sebastopol, commented that the issue of reserving 10% was referred to as a cash flow issue, but asked if it wasn't actually a budget issue and a change to budget policy. If the cash is available, even though it's invested, the Agency has access to all invested funds.

Charlotte Fisher answered that this is a change to the policy but in speaking with the Auditor Controllers office it was suggested that because the JPA only meets monthly we could potentially find ourselves in a cash flow crunch, in the middle of the month.

Dave Brennan asked if there were restrictions to the access of reserve funds.

Charlotte Fisher said using the reserves would require the Agency Board's approval.

The remaining adjustments are needed because of estimating that was done on the grant monies, such as what would come in from the Department of Conservation (DOC) for our beverage containers and some of the HD grants. The HHW Facility Roof Extension Project was re-budgeted into current (FY08-09) because staff had anticipated that it would have been completed in the previous fiscal year, but it was not.

Vince Marengo, Petaluma, moved to approve the FY 08-09 Technical Adjustments. Dell Tredinnick, Santa Rosa, seconded. Motion unanimously approved.

HOUSEHOLD HAZARDOUS WASTE

10.1 CLEAN HARBORS CONTRACT EXTENSION

Lisa Steinman said the Agency has a contract with Clean Harbors Environmental Services to operate the HHW Facility and Mobile Collection Programs. The term of this Agreement will end on January 6, 2009. At the August 20, 2008 Agency Board meeting, staff was given direction to distribute the HHW Operations RFP.

At this time the County of Sonoma is involved with a divestiture process. Currently the County is in the middle of the RFP process to solicit proposals from parties interested in purchasing the Central landfill and the transfer stations. A potential divestiture would affect HHW Operations since the Household Toxics Facility is located at the site and hazardous waste is collected from each transfer station's load check program and brought to the facility by the HHW Contractor. An additional scope of work would need to be included in the future contract for operation of the load check program should the divestiture go through. This would then be a separate Agreement between the new owner and the Contractor.

Another issue is that the County and the Agency are negotiating a ground lease agreement for the HHW building. With the absence of a ground lease and the uncertainty of whether the divestiture will go through, the RFP process has become negatively impacted. Ideally it would be advantageous for the RFP to be distributed after the ground lease agreement is in place and there is more information available concerning the divestiture. In addition, it is expected that the Agency will see increased costs with a new contract, based on staff's analysis of current pricing received by other jurisdictions for similar HHW operations. Staff also expects labor costs to increase.

Clean Harbors has expressed their willingness to extend the current agreement for an additional four months (until May 6, 2009), without any changes to the current terms and conditions. The Fifth Amendment currently in place, approved by the Agency Board on August 21, 2007 allows for a one year extension to the agreement until January 6, 2010.

Staff received a letter dated September 15, 2008 offering a one year extension to the current contract, with the current contract's terms and conditions. Staff anticipates the cost to the Agency from future proposals will be increased over what is currently paid by the Agency for HHW services.

Tim Smith, Rohnert Park, moved to approve the 6th Amendment to the Clean Harbors Contract Extension for a one year term. Vince Marengo, Petaluma, seconded. Motion unanimously approved.

10.2 HHW EPOXY COATING AGREEMENT

Lisa Steinman said at the January 17, 2007 Agency meeting, the Sonoma County Household Hazardous Waste Program Benchmarking and Program Evaluation was accepted by the Agency Board. The evaluation included a list of suggestions for a number of operational and infrastructure improvements to the HHW building including

applying a chemically-resistant containment coating to the facility floor and containment sumps.

The current operation relies heavily on the use of tarps and plastic sheeting taped to the floor for spill containment. This method of spill containment is used because the original construction did not include a chemically resistant coating over the concrete containment structure. The current method is cumbersome, creates tripping hazards, and does not meet the intent of containment for chemical spills.

The proposed work will be scheduled to be completed during the two week closure of the HHW Facility between December 21, 2008 and January 5, 2009.

There will be a cost to the Agency for the work performed. As requested by the Agency Counsel, all quotes will include prevailing wage pricing. Staff estimates that the job will cost \$25,000 to \$35,000. \$35,000 is available in the HHW Operating Reserve Fund for this project.

Vince Marengo, Petaluma, said he would view this as somewhat urgent in nature. He's fully supportive.

Lisa Steinman said it was scheduled for the two weeks the facility is closed because all the floor space is needed, which would interfere with operations if the facility is open.

Executive Director Mollie Mangerich commented that this is a layered process, shipments would have to be coordinated and barrels and storage containers will have to be moved outside so the floor can be accessed. It's an industry standard coating, staff recommends it, as it will enhance the clean-up of spills and is extremely durable. It's a two-part process for that bonding to occur.

Dell Tredinnick, Santa Rosa, moved to approve the HHW Epoxy Coating Agreement. Christa Johnson, Town of Windsor, seconded. Motion approved.

Chairman Smith confirmed that the motion authorized staff to spend the money required to get the epoxy coating completed and that staff will return to the Board before the epoxy coating is completed.

Vince Marengo, Petaluma, said that he views it as urgent and should be done sooner rather than later.

Phil Demery, County of Sonoma, reiterated that if staff is of the opinion that this is an emergency and needs to be done, there's an exemption in the Public Contract Code that allows staff to bid this much quicker or even to call potential bidders. It's up to staff to determine if it's that kind of emergency.

Janet Coleson, Agency Counsel, said there is an exemption, but staff has not made the findings for an emergency situation.

DIVERSION

11.1 PLASTIC BAG UPDATE

Patrick Carter has been examining the action in the California Legislature regarding the progress of bill AB 2058, which is the fee on carryout bags. It did not pass through the legislature, possibly because of the Governor's threat of veto.

The City of Oakland relied upon a categorical exemption from CEQA to justify their ban on plastic bags, which was challenged in court and the City of Oakland lost that ruling.

The City of Manhattan Beach used a negative declaration in their ban on plastic bags and that was also challenged, but staff is unaware of any ruling or settlement of that case.

Staff presented three possible options to the Board; the Agency could look at some type of ban of plastic bags, or wait to see what happens with Manhattan Beach. Another option is to increase education and outreach of reusable bags. A third option is for staff to continue to monitor bills in the next legislative session.

Stephen Barbose, Sonoma, asked what happened with the City of San Francisco.

Janet Coleson said that San Francisco was able to get their ban through without being challenged. Fairfax has an initiative on the ballot for the upcoming November election and they did a ban as well. They did it in spite of threat of litigation and they were sued, then they rescinded that because they didn't have the funds to defend that suit. A citizens group got together an initiative, which is on the November ballot. The City of Oakland passed a ban using the categorical exemption, they were challenged, they lost, and they didn't appeal. Malibu used a mitigated negative declaration and no one has challenged it yet. Manhattan Beach used a negative declaration or a mitigated negative declaration and they have been sued.

Phil Demery, County of Sonoma, confirmed with Agency Counsel that there is a 6 month to 1 year statute of limitations if an exemption is not filed.

Janet Coleson commented that they may have filed a notice of exemption, but the time for suing them has passed and no one threatened to sue them.

Dell Tredinnick, Santa Rosa, asked if there is an existing EIR that's been done?

Janet Coleson said no one has done it. Someone is going to have to fund doing the EIR and at the same time have money for a legal defense. Even with an EIR there could be a lawsuit. It's possible there will be a legislative solution.

Chairman Smith requested that this item be continued to the November 19, 2008 Agency meeting.

Executive Director, Mollie Mangerich clarified that the Agency has already budgeted \$3,000 to BayRoc for their advertising, and asked if staff should continue to monitor legislation.

Chairman Smith concurred.

PLANNING

12.1 LARGE VENUE AND C&D PLANNING POLICY RFP

Patrick Carter said that during the preparation of the FY 08-09 Budget, staff identified a project to establish a uniform construction and demolition, debris reduction policy throughout the County and implement a consistent Countywide large event, large venue policy for all the Cities and the County. Staff is limited in their resources so the decision was made to use \$20,000 in funds to hire a consultant to do the research and the outreach to all the cities in the County to get these policies in place.

The justification is that construction and demolition debris is the second largest waste type identified in the Waste Characterization Study at approximately 27% of Sonoma County's waste. As the infrastructure exists to recycle much of that waste, staff was directed to reduce it where possible.

AB 2176 requires all events and venues with an average of at least 2,000 people in daily attendance create a recycling plan, set diversion goals, and track their progress. Staff reports to the State what that progress is, it's become clear through the Annual Reporting process that most large events and venues do not have a formal recycling plan.

Although the two issues seem unrelated, the idea is that there will be some type of use permit for both of these. The people that are involved with these two issues will both interface with permitting staff in getting these policies in place in a uniform fashion.

Dell Tredinnick, Santa Rosa, said he preferred the word deconstruction to demolition. He said he'd like the materials to be given to folks who will reuse it, like Habitat for Humanity.

Stephen Barbose, Sonoma, said he understood that there was going to be a State Green Building Code effective in 2010 and that would mandate C & D.

Janet Coleson said it is supposed to be revisions to the State Building Code.

Vince Marengo, Petaluma, pointed out that in the Scope of Services, one could qualify under the 75 points without giving any consideration to cost. In other words they could qualify with Proposal Completeness and Detail, Qualifications/Experience Developing Policy, Qualifications/Experience with C&D and Large Event/Venue Subject Matter, without regards to cost, he asked if Project Costs could have a higher ranking?

Phil Demery, County of Sonoma, asked if this was a Professional Services Agreement, and said if it was, costs can't be included. It should be qualifications based.

Janet Coleson, Agency Counsel said she would review the contract.

Christa Johnson, Town of Windsor, requested that the consultant look at existing debris box license agreements and franchise agreements. The Town of Windsor's agreements started in January and they have a mandatory diversion requirement from those.

Chairman Smith asked the Board for a consensus to release the RFP. The Board agreed to release the RFP to interested parties after the Scope of Services was reviewed by Agency Counsel, Janet Coleson.

13. BOARDMEMBER COMMENTS

Christa Johnson distributed reusable bags from the Town of Windsor.

Stephen Barbose said Green Mary will handle the recycling at the Sonoma Vintage Festival this year in Sonoma.

Dell Tredinnick distributed reusable bags with reusable water bottles to Board members and mentioned that Solar Sonoma County has their kick-off on September 18, 2008.

Chairman Smith shared that he's reading a book titled 'Cradle to Cradle' which is very interesting.

14. STAFF COMMENTS

Charlotte Fisher announced that Compost Allocations for the 2nd Quarter were distributed.

Patrick Carter brought a request from the AB 939 Local Task Force to add a link on the www.recyclenow.org website and the Agency agendas, to the AB 939 LTF minutes.
The Board members didn't object.

Patrick Carter mentioned Green Purchasing, and requested permission to include Green Purchasing as an agenda item on the October agenda.

Approval to add that item to the October agenda was given by Chairman Smith.
And lastly, Patrick mentioned that the beverage container invoices had been sent to each city and about half have been returned.

Lisa Steinman discussed the Mercury Fever Thermometer Exchange Flyer that was distributed at the meeting.

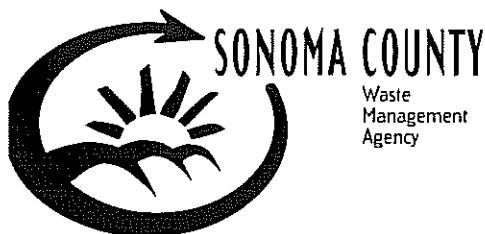
15. ADJOURNMENT

Meeting adjourned at 10:07 a.m.

Copies of the following were distributed and/or submitted at this meeting:

- Compost Allocations for 2nd Quarter
- Letter from Clean Harbors Environmental Services
- Mercury Fever Thermometer Exchange Flyer
- Letter from Cold Creek Compost Inc., w/Statement of Qualifications

Respectfully submitted,
Elizabeth Koetke



Agenda Item #: 8.2
Cost Center: Organics
Staff Contact: Carter
Agenda Date: 10/15/2008

ITEM: Compost Relocation Project

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 project updates at each subsequent Board meeting.

At the June 18, 2008, the SCWMA Board selected one preferred site and two alternative sites to be studied further in an Environmental Impact Report. Staff has informed all property owners involved in the siting effort as to whether their property was selected for further study. Site visits are expected to occur this month.

II. DISCUSSION

Staff has received permission to enter sites 5a, 13, and 14 to conduct all studies necessary to study the potential environmental impacts of a new composting operation.

Due to unforeseen issues with the flood zone GIS database and requests concerning sea level change, the SCWMA Executive Director has authorized the use of \$14,415 from Task 11 – Other Necessary Tasks. \$11,334.57 remains in this task should future unbudgeted issues arise.

III. FUNDING IMPACT

There are no funding impacts resulting from this transmittal.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is informational only. No action is requested.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 8.3
Cost Center: Education
Staff Contact: Carter
Agenda Date: 10/15/2008

ITEM: Environmental Preferable Purchasing

I. BACKGROUND

In the preparation of the FY 2008-09 Budget, SCWMA staff identified and included a project to develop and implement environmentally preferred purchasing policies throughout Sonoma County. SCWMA staff is limited by resources, so the decision was made and funds were budgeted for a consultant to research existing purchasing policies and develop a new environmentally preferred purchasing policy that could be adopted and implemented by all SCWMA member jurisdictions.

All grants from the California Integrated Waste Management Board require applicants to have adopted or reaffirmed environmentally preferred purchasing policies within the past five years.

II. DISCUSSION

Numerous studies describe the benefits of recycling, but it is through the purchase of recycled-content products that these benefits are realized. Recycling alone does not save energy or materials if consumers continue to purchase virgin-content products. The SCWMA encourages the public to make environmentally conscious purchasing decisions, so it is vital for local government to lead by example through their own purchasing decisions. Local governments have the potential to greatly affect the markets for recycled-content products and encourage extended producer responsibility through purchasing choices.

In preparation for the HD-17 grant for the CIWMB, staff researched the existing policies in Sonoma County and found only two that met the CIWMB criteria. As the SCWMA is applying for that grant as a single jurisdiction, the SCWMA's existing policy is expected to be sufficient for now.

Staff proposes to meet with the procurement staff of each jurisdiction to ensure their concerns are addressed and their feedback incorporated into a draft purchasing policy. Major goals of these policies would include (a) vendor reporting on green purchases instead of allocating valuable staff time and; (b) the inclusion of extended producer responsibility where applicable.

The 2008/09 SCWMA Budget originally intended for a contractor to perform these tasks, but staff has done a significant amount of background work preparing the HD-17 grant application. Staff believes there are sufficient internal resources to complete this project without contractor assistance.

III. FUNDING IMPACT

\$10,000 was included in the FY 2008-09 Budget for hiring a contractor and \$9,750 for staff time. Assigning project implementation to staff would result in a \$10,000 savings to the SCWMA.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board of Directors direct staff to implement a project to establish environmentally preferable purchasing policies in all jurisdictions of Sonoma County.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 8.4
Cost Center: Planning
Staff Contact: Carter
Agenda Date: 10/15/2008

ITEM: First Amendment to the ESA ColWMP Agreement

I. BACKGROUND

The SCWMA approved an agreement with ESA to study the environmental impacts of the amendments to the Sonoma Countywide Integrated Waste Management Plan at the November 28, 2007. This original agreement expired September 30, 2008.

II. DISCUSSION

The project has been delayed several months by staff's decision to ascertain the likelihood of Divestiture of the County's waste collection system before proceeding to examine additional outhaul options identified in the ColWMP amendment.

The only change in this amendment is the extension of the term of this agreement; this amendment will extend the end date of this agreement to June 1, 2009. The consultant has indicated this will allow sufficient time to complete the project.

III. FUNDING IMPACT

There are no funding impacts associated with extending the term of the agreement with ESA.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approval of the First Amendment of the Agreement with ESA for the ColWMP project, to extend the termination date of the Agreement. No financial impact.

V. ATTACHMENTS

First Amendment to the Agreement between Environmental Science Associates and the Sonoma County Waste Management Agency for Consulting Services with regard to the Sonoma Countywide Integrated Waste Management Plan Amendment

Approved by: _____
Mollie Mangerich, Executive Director, SCWMA

FIRST AMENDMENT TO
AGREEMENT BETWEEN SONOMA COUNTY WASTE MANAGEMENT AGENCY
AND ENVIRONMENTAL SCIENCE ASSOCIATES
FOR CONSULTING SERVICES WITH REGARD TO THE SONOMA COUNTYWIDE
INTEGRATED WASTE MANAGEMENT PLAN CEQA DOCUMENTS

This First Amendment ("Amendment") to the Agreement for Consulting Services ("Agreement"), dated as of October 15, 2008, is by and between the Sonoma County Waste Management Agency ("Agency"), a joint powers agency, and Environmental Science Associates, a California Corporation, ("Consultant"). All capitalized terms used herein shall, unless otherwise defined, have the meaning ascribed to those terms in the existing Agreement.

RECITALS

WHEREAS, Agency and Consultant entered into that certain Agreement to perform analysis required by CEQA for the Sonoma Countywide Integrated Waste Management Plan amendment, dated as of November 28, 2007 ("Agreement"); and

WHEREAS, Agency is satisfied with services provided by Consultant and would like to continue receiving said services from Consultant; and

WHEREAS, the parties desire to amend the Agreement to extend the term of Agreement until June 1, 2009; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

AGREEMENT

1. Section 3 Term of Agreement is hereby deleted and replaced in its entirety to read as follows:

3. Term of Agreement. The term of this Agreement shall be from Effective Date to June 1, 2009, unless terminated earlier in accordance with the provisions of Article 4 below.

AGENCY AND CONSULTANT 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

CONSULTANT: ENVIRONMENTAL SCIENCE ASSOCIATES

By:

Title:

APPROVED AS TO FORM FOR AGENCY:

Janet Coleson, Agency Counsel

APPROVED AS TO SUBSTANCE FOR AGENCY:

Mollie Mangerich, Executive Director



Agenda Item #: 8.5
Cost Center: HHW
Staff Contact: Steinman
Agenda Date: 10/15/2008

ITEM: HHW Roof Extension Update

I. BACKGROUND

At the June 20, 2007 Agency Board meeting, the Board approved executing an Agreement with VBN Architects for the HHW Building Enclosure Expansion. This project involves extending the existing canopy over the entire concrete area on the south end of the building and adding walls, thus creating a separate area that will provide additional storage and processing space for low toxicity waste, such as latex paint.

The first benefit of this project will be to increase the operational capacity of the existing facility. When the canopy is operational, the hazardous waste storage capacity will be increased by an estimated 40%. This is achieved by shifting the universal waste stream and latex paint storage to the new canopy area. This will open two bays that can then be used to store hazardous waste. It also opens up the current operational processing area that is constantly challenged for space.

The second benefit will be to have a secondary storage area for universal waste and latex that is not impinging into the hazardous waste operations area. This will allow for enhanced safety in the movement of waste throughout the facility. The new extension will also allow for more efficient storage of supplies such as drums, PPE, and safety equipment.

On August 20, 2008 staff was prepared to present a staff report to the Board requesting approval to advertise and receive bids for the construction of the HHW Building Enclosure Expansion Project and return to the Board with a selected Contractor. Since a ground lease agreement for the HHW Building site was not in place at the time of the meeting, this item was postponed. As a result of the postponement of this item, at the September 17, 2008 the Board approved the First Amendment to the VBN Agreement which extended the term of the Agreement an additional year until December 31, 2009.

II. DISCUSSION

This item is on the Agenda again so that the Board will be updated on the status of the project. VBN has completed the following tasks in regards to their Contract: site visit, review existing drawings, and working drawings. The Permit and Resource Management Department (PRMD) has reviewed the plans for the project. PRMD is requiring a new soils analysis report since the current report is over two years old. The current report was completed prior to the construction of the HHW building therefore making it necessary to have a new soils analysis report prepared. A contractor will need to be hired to do the work and staff is looking into the possibility of utilizing an existing Contractor currently working on a time-and-material basis for the County. If it is determined that the cost of having a new soils analysis report prepared is more than the signing authority of the Executive Director, then staff will come back to the Board for direction.

III. FUNDING IMPACT

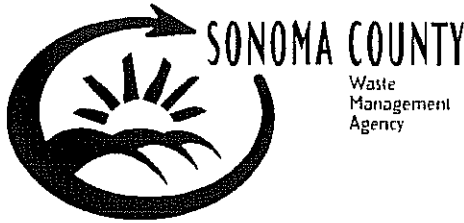
It is estimated by the VBN Architects that the HHW Building Enclosure Expansion project will cost \$240,000. In FY 07-08 \$300,000 was budgeted in the HHW Facility Reserve for this project, but the

contract was not awarded prior to June 30, 2008 and was not rebudgeted. A technical adjustment to the FY 08-09 Budget was approved with the assumption the project will move forward.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is informational only. No action is requested.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 9.1
Cost Center: All
Staff Contact: Mangerich
Agenda Date: 10/15/2008

ITEM: Discussion of Funding Fee Ordinance

I. BACKGROUND

Currently, the Agency's programs are funded through a surcharge on the tipping fee charged on the disposal of solid waste. Due to the uncertainty connected with the future of the Central Landfill and the success of the Agency's diversion programs, during the 06-07 fiscal year the Agency initiated discussion of an alternative funding mechanism. A Board ad hoc committee was formed in March 2006 and several options were developed. After considerable discussion, the Board decided to maintain the tipping fee surcharge for the time being.

In August of 2006, the Local Task Force recommended the Agency develop an Agency administered direct funding mechanism. The Board directed staff to bring back a preliminary proposal with options for implementation of an Agency Program Fee in lieu of the current surcharge on the tipping fee.

In October of 2006, the Board discussed the Agency's legal authority to adopt and implement a Program Fee. Limitations and methods for collection of the fee were discussed. The following options were presented to the Board:

- 1) A fee based on the quantity of solid waste disposed that would be imposed on haulers by an Agency ordinance;
- 2) A fee based on the quantity of solid waste disposed that would be imposed on garbage service customers by an Agency ordinance;
- 3) A fee imposed on and collected from each member jurisdiction; or
- 4) A fee based on agreements between the Agency and each waste hauler serving customers in Sonoma County.

Due to limiting language in the JPA Agreement, Option 3 is not a viable option under the current version of the JPA Agreement. As well, Option 4 is not a preferred option as it would require all waste haulers to voluntarily enter into agreements with the Agency to provide the Agency's funding. The Board expressed a preference for Option 1 and asked that staff meet with the haulers to discuss any concerns they may have about this method of funding the Agency's programs.

On November 14, 2006, staff held a meeting with all Sonoma County haulers, including the independent debris box business owners. The haulers' concerns included reporting requirements that might mean they would incur administrative costs, a concern about potential double charging for certain debris box operations, sorting issues if recycling debris boxes contained solid waste and the difficulty in using a volume measurement because the haulers base their calculations on weight.

At the December 2006 Board meeting, an Agency Program Fee was discussed again and the Board decided to continue with the tipping fee surcharge for the 07-08 fiscal year.

In May and June of 2008 the Board revisited the issue of an alternative funding source, or Program Fee, for the Agency. The Board gave staff direction to develop a formula that could take into account population as well as tonnage.

II. DISCUSSION

Preferred Option #1

If the Board wants to use the authority of Section 41901 of the Public Resources Code to adopt a Program Fee, a requirement of the statute is that the Fee be based on the "types or amounts of solid waste". While it may be possible to develop an overlay of population as a component of the Fee, the major Fee component must be the amount of solid waste. The definition of "solid waste" from Section 40191 of the Public Resources Code includes recyclables, and wood and yard waste. Hazardous waste is not included in the definition of solid waste. Basing the Fee on the amount of solid waste, as defined by the Public Resources Code, will put an end to the "death spiral." "Death spiral" is a phrase that means the more successful the Agency is in promoting diversion and recycling, the greater the decrease in solid waste disposed of at the landfill which, over time, decreases the amount of funding for the Agency if the Agency's funding source is the tipping fee surcharge.

While the Agency may require by ordinance, that the haulers, including debris box haulers, collect and remit the Program Fee to the Agency, the Fee is actually imposed on those receiving the Agency's services. Since the Program Fee will be a per-can charge that will be in lieu of the current \$5.40/ton tipping fee surcharge, there should be no net change to the garbage bills. Those who still self-haul will be asked to pay the tipping fee surcharge at the disposal site. The Board may include an automatic CPI increase to the Fee every year. The Agency's noticing procedure should comply with the requirements listed in the staff report for December 20th, 2006. The cost of noticing may be recouped as a part of the Fee. The Fee schedule may be adopted via resolution instead of being included in the ordinance. This will ease modification of the Fee amount in the future.

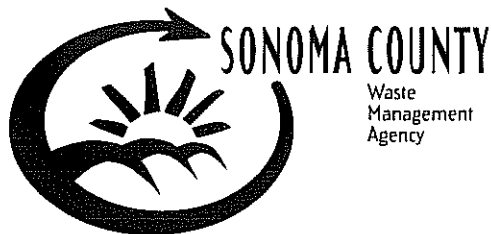
III. FUNDING IMPACT

The development of a formula or model to determine the per-can or debris box size equivalent to the current \$5.40/ton is a complicated calculation. Development of this model goes beyond the abilities of staff and will require a financial consultant be hired.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Authorize staff to move forward with Option #1 by bringing back to the Board an RFP for a financial consultant to develop a model of the cost formula.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 11.1
Cost Center: HHW
Staff Contact: Chilcott/Steinman
Agenda Date: 10/15/2008

ITEM: EPR Voluntary Take-Back Scope of Work

I. BACKGROUND

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. The Sonoma County Waste Management Agency (SCWMA) first documented its interest in supporting EPR policies when it passed Resolution No. 2001-021 supporting Extended Producer Responsibility on June 20, 2001. In keeping with this policy direction, Agency staff presented a report on EPR at the April 19, 2006 Agency Board meeting as a way to deal with the enactment of the State Universal Waste Rule which bans several materials, including household batteries and mercury containing lamps, from landfill disposal. At the April meeting, the SCWMA Board directed staff to develop an Implementation Plan to institute a take-back program for household batteries and mercury-containing lamps in Sonoma County. R3 Consulting Group (R3) was contracted to develop the Implementation Plan, which the SCWMA Board approved at their February 21, 2007 meeting.

The Implementation Plan detailed in the R3 report is twofold. The first phase is to encourage producer responsibility by supporting legislation at all levels, include EPR language in procurement policies, and encourage local businesses (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 mandate component would only be initiated if there is no state or national EPR legislation and after much legal review of other local governments who have implemented mandatory take backs and assessment of any legal challenges or barriers experienced

At the June 18, 2008 Agency meeting, the Board additionally directed staff to draft a Scope of Work for a voluntary take-back program where sellers of household batteries, mercury-containing lamps and thermostats would set up collection and recycling programs for these end of life products. The costs of proper management and disposal of these items would be paid for by the participating retailers. At the August 20, 2008 Agency meeting, staff was directed to apply for a Household Hazardous Waste Discretionary Grants 17th Cycle FY 2008/09 Grant to fund a voluntary business EPR take-back program.

II. DISCUSSION

Household Hazardous Waste (HHW) Discretionary Grants are annual competitive grants offered by the California Integrated Waste Management Board (CIWMB) for local governments to establish or expand HHW facilities or innovative HHW materials collection programs. For the 17th cycle FY 2008/09, subject to funding availability, the CIWMB anticipates that \$5,000,000 will be available, with a \$250,000 maximum award per single jurisdiction applicant. A priority of this current grant cycle is that projects *"implementing retail take-back and/or EPR programs and initiatives"* are being considered for funding.

Based on direction from the Board on implementing a one-year voluntary take-back program, on September 22, 2008, Agency staff submitted a HD 17 proposal for \$103,832 for two projects that meet CIWMBs funding priorities:

Project #1 EPR Business and Education Outreach Program

Description: Using social-marketing techniques, the proposed project seeks \$ 74,022 to educate Sonoma County residents and businesses about the concept of Extended Producer Responsibility (EPR) and to provide the business community with tools to establish voluntary take-back programs for household batteries, fluorescent light bulbs/ CFLs, mercury thermostats, sharps, paint, medications and treated wood. Using local private and public stakeholders in completing aspects of the project, activities will reach English and Spanish speaking audiences. Tasks include: 1) At least 73 site visits by garbage company outreach staff encouraging EPR at targeted locally-owned stores. 2) Contacting at least 20 targeted corporately-owned stores encouraging EPR. 3) Developing fact sheets for businesses and a general audience. 4) Education outreach and promotion of businesses that implement EPR through tabling events, web sites, utility bill fliers, press releases, newspaper articles and radio.

This program does not offer businesses reimbursement for hazardous waste disposal. Instead it gives businesses the tools they need to implement customer take-back programs that they design, instigate and maintain themselves.

Project #2 National Medical Sharps Dialogue Meeting

Description: The proposed project seeks \$29,810 to host the fourth and final national dialogue meeting of the Medical Sharps Product Stewardship Initiative targeting sharps generated outside the traditional health care setting, including households, hotels, restaurants, airports, farms, and other public venues. With passage of SB 1305, the California legislature made it illegal to dispose of home-generated sharps in the trash as of September 1, 2008. This project's goal is to maximize safe and environmentally sound collection and disposal of waste sharps by developing a coordinated system that is financially sustainable and compatible with the CIWMB's EPR Framework. At the fourth dialogue meeting, PSI (the contractor) will expect stakeholders to reach an agreement on joint initiatives to pursue and find common ground and develop "actionable items" to implement.

Agency staff received direction from the Board to submit Household Hazardous Waste grant applications on February 20, 2008 when the Agency approved a Resolution authorizing the SCMWA to submit all CIWMB grant applications for a time period of five years, through Feb. 20, 2013.

CIWMB schedule for review and award of projects is as follows:

Sept. 22, 2008	Applications must be postmarked by this date.
Notice to proceed	December, 2008 or January, 2009.
Apr. 15, 2011	Final reports and payment requests due.

Project #1 Work Plan: EPR Business and Education Outreach

Task #1: Create Business Take-Back Fact Sheets—The Business Take-back fact sheets are one-page 8.5" x 11" fact sheets (English and Spanish) written with unique content for the seven hazardous materials identified in this grant (household batteries, fluorescent light bulbs/ CFLs, mercury thermostats, sharps, paint, medications and treated wood) comprehensively describing:

- Why the product is hazardous
- Laws and regulations pertaining to collection
- The benefits of becoming a collection site
- Which local businesses, if any, are currently

participating in take-back of the item

- Resource list of recyclers for the product

Agency staff will research the content for the fact sheets and will do the graphic design. Illustrations for the fact sheets will be accomplished by Sheryl Chapman Designs. New illustrations created for this project will compliment the Agency's existing artwork.

Fact sheets will be distributed at targeted business-related events, by garbage company education outreach staff and by others providing local environmental outreach. Heidi Sanborn, Executive Director of the California Product Stewardship Council, (CPSC) will review the fact sheets before printing.

County of Sonoma's in-house printer, Reprographics, will accomplish printing using a color copier. Color copies are advantageous for this project because fact sheets can be printed in small batches and revised as legislation changes.

Task #2: Create Consumer Recycling Options Fact Sheets— The Consumer Recycling Options fact sheets are double-sided half-page 5.5"x 8.5" (English and Spanish) fact sheets written with unique content for the seven hazardous materials identified in this grant including:

- List of local businesses and organizations that currently accept the hazardous product for take-back, recycling or disposal and a description of EPR.

Agency staff will research the content for the fact sheets and will do the graphic design to achieve graphical consistency.

Fact sheets will be distributed to targeted businesses for their customers by garbage company education outreach staff and by others providing local environmental outreach. Reprographics, will accomplish printing services.

Task #3: Print brochure "A Better Way Product Stewardship" —This 11x17, tri-fold brochure, produced by the CPSC with CIWMB grant funds, will be used as the general information piece about EPR.

Agency staff will coordinate with CPSC to obtain artwork and Reprographics will provide printing services.

This brochure will be distributed at events and to interested businesses.

Task #4: Create displays and conduct outreach at events targeted to businesses and the general public— Events provide an excellent opportunity to speak directly to businesses and to the general public about EPR. Agency staff will create two types of displays: 1) 6-foot long billboard type table-top display suitable for business conferences, and 2) a 10'x10' booth suitable for a general audience. Agency staff will design the graphics for the displays which will be printed full-color in a cost-effective manner by using a plotter shared among County Departments. Existing Agency display materials will be reused whenever possible including backdrop supports, brochure holders, table skirt and table.

- A stand-alone 6 ft-long table display useful for business-oriented events (Chamber of Commerce events, Business Expos, etc.) promoting businesses that engage in take-back for materials targeted in this grant and encouraging business participation in EPR.
- Large 10'x10' display suitable for a general audience (Sonoma County Fair and Harvest Fair) promoting engage in take-back for materials targeted in this grant.

Fact sheets and brochures created with this grant project will be available at the displays. Events are scheduled for 2010 to correspond after business site visits have taken place.

Task #5: Hold an EPR kick-off meeting—An EPR kick-off meeting is necessary to train garbage company outreach staff about EPR and to educate stakeholders. To accomplish this task, Heidi Sanborn, Executive Director of the CPSC, will prepare and present a PowerPoint on EPR. Invited attendees will include:

- Garbage company education outreach staff
- Sonoma State University and Santa Rosa Junior College Business School faculty/staff
- Sonoma County Green Business program staff
- Sonoma County Water Agency staff
- Sonoma County Waste Management Agency members and staff
- Sonoma County Economic Development Board staff
- Mayors and council members
- Russian River Watershed Association working group and Boardmembers
- Department of Health Services staff
- Tribal leaders

The location for this EPR kick-off meeting will likely be a donated space the Agency staff will secure with the help of Russian River Watershed Association staff. Agency staff will gather the names and email addresses of invitees, design the graphics for the kick-off meeting invitation, organize the meeting room, email the invitation and collect responses. In addition, Agency staff will post Ms. Sanborn's Power Point presentation on the Agency's web site at www.recyclenow.org

Task #6: Create an EPR Access database—Programming a new EPR Access database is necessary to organize business contacts made and tally information distributed. To assist with importing information into the existing Agency Access Eco-Desk Database used to store Recycling Guide and web site information, this new EPR database will be designed with a similar structure. Fields in the new database will include:

- Name of owner or store manager
- Name of business
- Date visited
- Check box for which and how many fact sheet(s) were distributed to the store
- Notes area for observations

While Agency staff has sufficient knowledge to program the overall data base structure (tables, queries and forms), an Access database programming expert, Kris Oxford from Oxford Computer Specialist will be needed to program more technical aspects such as merging data and writing complex reports.

Task #7: Garbage companies visit targeted locally-owned stores for EPR outreach—

As EPR is a complex topic, it is useful to explain the details verbally to business owners or managers with site visits. Garbage company staff are uniquely qualified for this task as they have an interest in keeping hazardous waste out of the garbage and they regularly perform waste audits and respond to service requests from their business customers. Locally-owned stores were targeted for site visits as these stores can make policy decisions for themselves. In addition to selling household batteries and CFLs, many sell other targeted materials making distribution of multiple fact sheets useful.

Franchised garbage companies covering the entire Sonoma County area—North Bay Corporation, GreenWaste Recovery Inc. and Sonoma Garbage Collector-- will perform one-on-one business outreach to locally-owned stores selling priority Agency materials: household batteries and CFLs.

Specifically, garbage company outreach staff would be responsible for the following tasks:

- Attend an EPR kick-off training power point conducted by Heidi Sanborn, CPSC.
- Meet with Agency staff and receive training on the provided Access Database.
- Contact and meet with owners/manager of local stores. In addition, some site visits to corporately owned stores may also be necessary.
- Record information about site visits in the Access database.
- Report to Agency staff and as required in CIWMB grant progress reports.

Outreach responsibility for locally-owned stores		
Jurisdiction	Number of locally-owned stores	Garbage company responsible
Cloverdale	2	North Bay Corporation/Redwood Empire Disposal
Cotati	2	North Bay Corporation/Redwood Empire Disposal
Healdsburg	3	North Bay Corporation/Redwood Empire Disposal
Petaluma	6	GreenWaste Recovery, Inc.
Rohnert Park	3	North Bay Corporation/Redwood Empire Disposal
Santa Rosa	36	North Bay Corporation/Redwood Empire Disposal
Sebastopol	5	North Bay Corporation/Redwood Empire Disposal
Sonoma	3	Sonoma Garbage Collector
Windsor	3	North Bay Corporation/Redwood Empire Disposal
Unincorporated area	10	North Bay Corporation/Redwood Empire Disposal
TOTAL	73 stores	

Agency staff would be responsible for the following tasks:

- Provide a supply of fact sheets to garbage company staff as needed (Business Take-back fact sheets and General Recycling Options fact sheets)
- Provide a general information email about the grant project that garbage company staff can forward to targeted businesses as needed.
- Follow-up with the businesses contacted by garbage company staff after 3 months. Businesses willing to participate in take-back programs will be given publicity incentives including having their businesses listed in the Sonoma County Recycling Guide, at upcoming Agency fair displays (Chamber of Commerce Events, Business Journal events, etc.), in press releases, in utility bill inserts and in radio ads.

Task #8 Contact corporately-owned targeted businesses—To effectively reach corporately owned stores selling Agency targeted household batteries and fluorescent light bulbs, it is necessary to take a different approach that reaches the corporate decision-maker. To assist with making this contact, Ms. Sanborn will email and/or phone corporate contacts on behalf of this project.

If appropriate, stores will be offered site visits from garbage company outreach staff. Otherwise, Agency staff can email.pdf versions of resources to the corporate contact for distribution to their stores.

A list of 20 targeted stores under corporate ownership includes:

- | | | |
|------------------|---------------|------------------|
| • Albertson's | • K-Mart | • Office Depot |
| • Costco | • Krugen Auto | • OSH |
| • Wholesale | • Parts | • Radio Shack |
| • Food Maxx | • Longs Drugs | • Rite Aid |
| • Grocery Outlet | • Lowes | • Safeway Stores |
| • Home Depot | • Luckys | • Sears |

- Toys R Us
- Wal-Mart
- Walgreens
- Whole Foods Market

Task #9 Hispanic business EPR outreach including print and broadcast media—Providing education to the Spanish-speaking population is necessary as the Hispanic population in Sonoma County is growing at a rate of over 8% per year, and is currently estimated at well over 20% of the County's population. To meet recycling and hazardous waste education needs of this population, the Agency contracts with C2 Alternative Services working with Hugo Mata, under a 2-year agreement to conduct Spanish Language Outreach Services.

Paralleling site visits from garbage companies, Mr. Mata will visit 10 businesses whose clientele are predominantly Spanish-speaking and will distribute EPR education and fact sheets created with this grant project.

Task #10 EPR web page on the Agency's web site—Using the Agency's web site to promote EPR compliments other activities in this proposal. Agency staff will create a new web page on the Agency's web site at www.recyclenow.org devoted to EPR. This page will include the following:

- Description of EPR
- List of local businesses participating in EPR
- pdf of fact sheets created for this grant project (English and Spanish)
- Ms. Sanborn's EPR kick-off PowerPoint presentation
- Links to press releases when businesses sign onto EPR for the materials identified in this project

Task #11 Outreach education to the general public with press releases, newsletter articles, utility bill inserts and radio broadcast media—To explain the concept of EPR to the general public and to give businesses credit for participating in EPR, a variety of tools will be used including: press releases, newsletter articles, utility bill inserts, radio broadcast media and web site links.

Press releases: Agency staff will work with CPSC staff on producing a joint press release announcing when businesses sign up for EPR. This press release will be distributed to the Agency's media contacts with email. Agency staff will follow-up as needed.

Newsletter articles: Articles about EPR are necessary to explain the concept to the general public. Fortunately, article opportunities exist with a number of community organizations. In preparation for this grant application, a number of organizations agreed to include information in their newsletters.

Utility bill inserts: Utility bill inserts are an efficient way to distribute information. A 1/3 page 4-color double-sided insert printed on 100% recycled postconsumer content paper will be created that describes EPR, as well as publicizes businesses offering take-back for hazardous materials targeted in this project. The distribution of the inserts will take place in 2010. Agency staff will design the inserts.

Utility bill insert options	
Name of jurisdiction	# distributed
Cotati	2,557
Rohnert Park	10,000
Healdsburg	6,000
Santa Rosa	49,000
Sonoma	4,500
Windsor	9,100

Radio broadcast media: Mirroring Spanish language outreach activities, English broadcast media will be used to publicize EPR. Blair Hardman Productions, with 20 years experience producing ads in Sonoma County, will produce a 60 second spot which will be placed by Agency staff at radio stations that have broad coverage. In addition to air time purchase, Agency staff will try to schedule interviews.

Web site links: In addition to establishing an EPR web page on the Agency's web site at www.recyclenow.org, staff will seek to establish web site links with stakeholder organizations and others.

III. FUNDING IMPACT

As the Agency Work Plan for FY 08/09 does not provide a budget for an EPR take-back program, it is necessary to obtain grant funding for the majority of work to be conducted if this project is to move forward. Staff will report back to the Board on the status of the application.

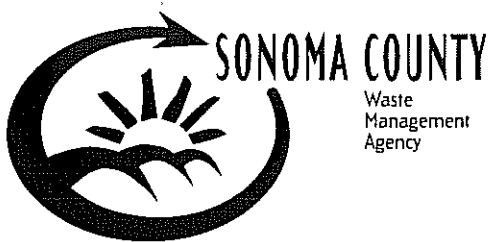
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is informational only. No action is requested.

V. ATTACHMENTS

The Sonoma County Waste Management Agency's Household Hazardous Waste Grant Proposal 17th Cycle, FY 2008/09 is available for review by Agency Board members by request.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 11.2
Cost Center: HHW
Staff Contact: Mangerich
Agenda Date: 10/15/2008

ITEM: Authorize Executive Director to Represent SCWMA as Board Member on Product Stewardship Institute

I. BACKGROUND

The SCWMA has been a full member of the Product Stewardship Institute (PSI) since July 25, 2001; and as such, is highly-regarded for our leadership and work on Extended Product Responsibility Issues. At a recent Medical Sharps Workgroup in Sacramento (facilitated by PSI) Ms. Mangerich was asked to be on the National PSI Board of Directors, as a representative of Local Governments. Located in Boston, MA, PSI works with state and local government agencies to partner with manufacturers, retailers, environmental groups, federal agencies, and other key stakeholders to reduce the health and environmental impacts of consumer product – thereby reducing the cost to local governments for disposal costs.

II. DISCUSSION

Time Commitment of SCWMA Executive Director would be (a) 2-year term, (b) monthly teleconference calls and (c) the opportunity to attend PSI Annual Conference. PSI is governed by an 11-member Board of Directors comprised of 7 representatives from state environmental agencies, and 4 representatives from local environmental agencies. The role of the Board of Directors is to assist the Executive Director in making decisions for the Institute on strategic matters, such as product focus areas, budget, organizational policies, fundraising options, and strategic alliances.

The composition of the FY09 PSI Board is:

David Galvin, King County Dept of
Natural Resources, WA
Frank Coolick, NJ Dept of
Environmental Protection
Jack Price, FL Dept of Environmental
Protection
Jennifer Holliday, Chittenden County
Solid Waste District, VT - *Clerk*
Scott Klag, Metro Regional
Government, OR

Tom Metzner, CT Dept. of Environmental
Protection
Scott Mouw, NC Dept of Environment and Natural
Resources
Theresa Stiner, IA Dept of Natural Resources
Jan Whitworth, OR Dept. of Environmental Quality
Shirley Willd-Wagner, CA Integrated Waste
Management Board
Rusty Lundberg, UT Dept of Environmental Quality

III. FUNDING IMPACT

Potential cost to the Agency, should the Executive Director attend the annual conference, would be travel, lodging, meals for the duties performed.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Approve and authorize the Executive Director to represent the SCWMA as a Local Government Representative on the Product Stewardship Institute Board of Directors.



Agenda Item #: 12.1
 Cost Center: Education
 Staff Contact: Chilcott
 Agenda Date: 10/15/2008

ITEM: Back-to-School Recycling Grant Program

I. BACKGROUND

At the February 20, 2008 meeting, staff was directed to withhold any contributions to the Contingency Reserve from the Education Cost Center and, instead, apply those funds towards a one-time increase in Contract Services for educational efforts in schools. At the March, 19, 2008 meeting, the Board approved an adjustment to the Contingency Reserve amount, thereby lowering the amount proposed in the draft FY 08/09 budget. This resulted in \$9,701 of additional funding in the FY08/09 Budget for a Board-directed project benefitting the schools. The approved Work Plan for the FY 08/09 does not include a schools program.

On June 18, 2008, Agency staff made a presentation about current recycling/solid waste activities taking place at the schools. At that time, staff was also directed to issue a competitive Request for Proposal (RFP).

II. DISCUSSION

In the process of talking to the school district offices about timing for issuing an RFP, it was recommended that the proposals be due in September to coincide with the start of the school year. On July 1, 2008, a Request for Proposal for a Schools Grant Program for 5th and 6th Graders was distributed via email to District Administration Office staff, to interested parties and to the Sonoma County Office of Education for distribution to school principals. The RFP was also posted on the Agency's web site at www.recyclenow.org. In response to questions, an addendum to the RFP was emailed to interested parties on August 12. Six proposals were received on September 17.

Name of applicant	About the project	Amount requested	RFP average score
Strawberry School Bennett Valley Union School District	Grant money would be used to create a new "Eco-Eagles" 5 th and 6 th grade (with 4 th grade trainees) environmental stewardship program at the school focusing on source reduction consisting of students analyzing current amounts of paper and organics entering the waste stream, education to students and parents about how to reduce waste, monitoring waste reduction, organizing and performing recycling assemblies for schools outside the district and documenting and sharing using multi-media the results of the project on the school's web site.	\$9,700	88
The Compost Club "No Time to Waste" program	Grant money would be used to expand the number of	\$9,110	87

	presentations, field trips and compost bin construction projects provided by The Compost Club annually. The program includes a classroom presentation to 5 th and 6 th grade classrooms, field trips to North Bay's Material Recovery Facility and Sonoma Compost Company and the construction of solar powered compost tumblers.		
Cool the Earth, Inc.	Grant money would be used to expand Cool the Earth's school-to-home climate change program to take place in four undetermined K-6 Sonoma County Schools in FY 08/09. This program is currently operating in 23 schools mostly in Marin and one school in Petaluma.	\$8,544	72
EarthCapades Environmental Vaudeville, Pacifica	Grant money would be used to present environmental education assembly programs.	\$9,100	69
Alexander Valley Unified School District, Healdsburg	Grant money would be used to enhance a fledgling 5 th and 6 th grade "Green Team" project consisting of conducting lunch waste sorts, maintaining and expanding the school's vermiculture composting program, developing and documenting the "Paper and Food Waste Reduction and Processing Policy" and conducting a school-wide education campaign.	\$3,000	68
Santa Rosa Charter School for the Arts, Santa Rosa	Grant money would be used for a new project to construct one compost bin and two worm bins.	\$1,070	67

Overall, the quality of responses received through this process was very good and all of the proposals focused on reducing the Agency's priority waste materials, paper and food. Using scoring criteria issued with the RFP with a possible score of 100 points, proposals were evaluated independently by three Agency staff members. The Santa Rosa Charter School for the Arts and the Alexander Valley Unified School District proposal scored lower as their applications were incomplete. The EarthCapades and the Cool the Earth proposal scored lower as these projects didn't meet the scoring criteria as strongly as some of the other proposals.

III. FUNDING IMPACT

The Budget for FY 08/09 allocates \$9,701 additional Education Contract Services funding for a Board directed project benefitting the schools.

IV. RECOMMENDED ACTION

Agency staff recommends the \$9,701 budgeted amount be split evenly between the two top-ranking proposers. Thus, The Compost Club and Strawberry School would each receive \$4,850 each via an Agency Purchase Order with an attached Scope of Work. Projects must be complete by June 20, 2009.

V. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Board members could choose to award other programs or to distribute the award proportions differently.

VI. ATTACHMENTS

There are no attachments. Upon request, the entire proposals to the RFP are available for review by Agency Board members.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA