

SONOMA COUNTY WASTE MANAGEMENT AGENCY

February 18, 2009

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

Estimated Ending Time 11:30 a.m.

AGENDA

- | <u>ITEM</u> | <u>ACTION</u> |
|---|---------------|
| 1. Call to Order/Introductions | |
| 2. <u>Attachments/Correspondence:</u>
Director's Agenda Notes
Community Toxics Collections Schedule for 2009/2010 | |
| 3. <u>On file w/Clerk: for copy call 565-3579</u>
Resolutions approved in January 2009
2009-001 Election of Officers
2009-002 Resolution Approving Agreements for Insert Advertising, Publishing and Distribution of the Recycling Guide between the Agency and AT&T Yellow Pages
2009-003 Resolution Approving the Agreement for the Recycling Guide Tab in the AT&T Yellow Pages Phone Book
2009-004 Resolution Approving Purchase Order with Healdsburg Printing, Inc. for Printing and Packaging of the Sonoma County 2009 Recycling Guide | |
| 4. Public Comments (items not on the agenda) | |

CONSENT (w/attachments)

Discussion/Action

- | | |
|-----|------------------------------------|
| 5.1 | Minutes of January 21, 2009 |
| 5.2 | Compost Relocation Update |
| 5.3 | FY 08-09 Mid-Year Financial Report |
| 5.4 | Beverage Container Purchase |
| 5.5 | Plastic Bag Update |

REGULAR CALENDAR

ADMINISTRATION

- 6.1) FY 09-10 Work Plan (*continued from 1/21/ 2009 meeting*) Discussion/Action
[Mangerich](Attachment)

HOUSEHOLD HAZARDOUS WASTE

- 7.1) HHW Building Enclosure Expansion Project Discussion/Action
[Steinman]
7.2) EPR Voluntary Take-back Update Discussion/Action
[Steinman](Attachment)

EDUCATION

- 8.1) Recycling Guide History and the Role of AT&T Discussion/Action
[Chilcott](Attachment)

9. Boardmember Comments
10. Staff Comments
11. Adjourn

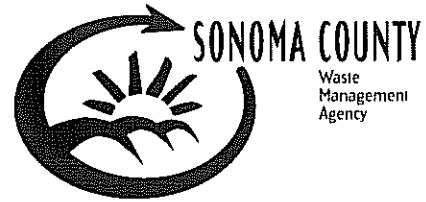
CONSENT CALENDAR: These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

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: FEBRUARY 18, 2009 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 21, 2009
- 5.2) Compost Relocation Update Staff will make the monthly report on the status of the Compost Relocation project. **No action is requested.**
- 5.3) FY 08-09 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 2008-09. This Mid-Year Report uses information from the County accounting system (FAMIS) for expenses. Revenues include tipping fees through November 2008. 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.
- 5.4) Beverage Container Purchase The City of Santa Rosa has requested an additional 30 recycling collection containers to complement the existing recycling containers in the downtown area. This purchase would use Department of Conservation City/County Payment Program grant funds. **Recommended Action: Staff recommends the Board grant the Chair authority to sign a purchase order for the selected recycling containers at a cost of \$45,801.**
- 5.5) Plastic Bag Update Staff will update Board members on the status of carryout bag ordinances and related recycling and reduction efforts. **No action is requested.**

REGULAR CALENDAR

ADMINISTRATION

- 6.1) FY 09-10 Work Plan (*continued from 1/21/09 meeting*)
Staff has prepared a revised work plan ("First Revision") for Board review. First Revision calls attention to the cost centers that are restricted in the source and use of funds. The restrictions are defined by the Joint Powers Authority agreement and Board policies that were adopted for the development and use of reserves. The cost centers funded by the surcharge tipping fee are challenged with a reduction in the solid waste that is disposed through the County solid waste system. The work plan addresses the contract costs and staff expenses broken down by each individual cost center. **Requested Action: Staff recommends adoption of the FY 09-10 Work Plan - First Revision as a guide for the FY 09-10 Budget.**

HHW

- 7.1) HHW Building Enclosure Expansion Project 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) had reviewed the plans for the project and is requiring a new soils analysis report be prepared. Staff sent out a request for quotes for a soils analysis report and has made a selection. Grant funds may be available through the California Integrated Waste Management Board to help fund the HHW Building Enclosure Expansion project. **Recommended Action: Staff requests the Board's approval to accept Taber's quote and move forward with the soils report. In addition, staff recommends approval to submit a new Scope of Work for the HD16F grant to fund the HHW Building Enclosure Expansion Project.**

- 7.2) EPR Voluntary Take-back Update At the January 21, 2009 Agency meeting, the Board directed staff to come back to the February 18th meeting with a summary of options available to move forward with a plan of action for a County-wide voluntary take-back program where sellers of household batteries, mercury-containing lamps and thermostats could set up collection and recycling programs for these end-of-life products. The staff report contains a summary of the following: a report on grant awarded programs and how these programs may benefit Sonoma County, barriers to a take-back program, legislative update and forecast, and funding options. Once funding can be found, options for a new Scope of Work will be brought back to the Board. **Recommended Action: Staff recommends deferring development (and associated costs) of a voluntary take-back program until such a time when future funding opportunities become available. An alternative to staff's recommendation is to move forward with a voluntary take-back program with a funding source to be determined as a part of the development process. At the present time, the only known sources available to the Agency staff are the reserve funds.**

EDUCATION

- 8.1) Recycling Guide History and what to do next? Staff has prepared a report on the history of the Recycling Guide, AT&T's phone book environmental stewardship policy and how the web has changed the way people retrieve information. **Action is requested at the discretion of the Board.**

Sonoma PHHWF CTC Schedule 2009 -2010

Date	Location	# of event	Date	Location	# of event
4/21/2009	Healdsburg	1 of 3	10/13/2009	Kenwood	1 of 1
4/28/2009	Sonoma	1 of 3	10/20/2009	Windsor	2 of 3
5/5/2009	Santa Rosa NW (Finley Park)	1 of 4	10/27/2009	Santa Rosa SE (Vets Hall)	3 of 4
5/12/2009	Oakmont	1 of 4	11/3/2009	Forestville	1 of 1
5/19/2009	Bodega Bay	1 of 1	11/10/2009	Santa Rosa NW (Finley Park)	3 of 4
5/26/2009	Cloverdale	1 of 3	11/17/2009	Santa Rosa NE(Vets Hall)	3 of 4
6/2/2009	Santa Rosa NE(Vets Hall)	1 of 3	11/24/2009	NO CTC	
6/9/2009	Petaluma	1 of 3	12/1/2009	Sebastopol	2 of 3
6/16/2009	Santa Rosa SW (Fire Station)	1of 2	12/8/2009	Cotati	1 of 1
6/23/2009	Windsor	1 of 3	12/15/2009	Oakmont	4 of 4
6/30/2009	Santa Rosa SE (Vets Hall)	1 of 4	12/22/2009	NO CTC	
7/7/2009	Larkfield	1 of 2	12/29/2009	NO CTC	
7/14/2009	Oakmont	2 of 4	1/5/2010	Petaluma	3 of 3
7/21/2009	Rohnert Park	1 of 2	1/12/2010	Santa Rosa SE (Vets Hall)	4 of 4
7/28/2009	Sebastopol	1 of 3	1/19/2010	Healdsburg	3 of 3
8/4/2009	Guerneville	1 of 2	1/26/2010	Rincon Valley	1 of 1
8/11/2009	Santa Rosa NE(Vets Hall)	2 of 3	2/2/2010	Larkfield	2 of 2
8/18/2009	Healdsburg	2 of 3	2/9/2010	Rohnert Park	2 of 2
8/25/2009	Santa Rosa NW (Finley Park)	2 of 4	2/16/2010	Santa Rosa NW (Finley Park)	4 of 4
9/1/2009	Sonoma	2 of 3	2/23/2010	Monte Rio	1 of 1
9/8/2009	Santa Rosa SE (Vets Hall)	2 of 4	3/2/2010	Sebastopol	3 of 3
9/15/2009	Cloverdale	2 of 3	3/9/2010	Cloverdale	3 of 3
9/22/2009	Oakmont	3 of 4	3/16/2010	Santa Rosa NE (Vets Hall)	4 of 4
9/29/2009	Petaluma	2 of 3	3/23/2010	Windsor	3 of 3
10/6/2009	Glen Ellen	1 of 1	3/30/2010	Sonoma	3 of 3
			4/6/2010	Santa Rosa SW (Fire Station)	2 of 2
			4/13/2010	Guerneville	2 of 2
			4/20/2010	Boyes Hot Springs	1 of 1



Agenda Item #5.1

MINUTES OF JANUARY 21, 2009

The Sonoma County Waste Management Agency met on January 21, 2009, at the City of Santa Rosa Utilities Department's Subregional Water Reclamation System Laguna Plant, 4300 Llano Road, Santa Rosa, California.

PRESENT:

City of Petaluma	Vince Marengo, Chair
City of Cloverdale	Gus Wolter
City of Cotati	Marsha Sue Lustig
City of Healdsburg	Mike Kirn
City of Rohnert Park	Sandy Lipitz
City of Santa Rosa	Dell Tredinnick
City of Sebastopol	Dave Brennan
City of Sonoma	Steve Barbose
Town of Windsor	Christa Johnson
County of Sonoma	Susan Klassen

STAFF PRESENT:

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

1. CALL TO ORDER/INTRODUCTIONS

Vince Marengo, Vice-Chair, called the meeting to order at 9:05 a.m.

2. ATTACHMENTS/CORRESPONDENCE

Vice-Chair Marengo, called attention to the Director's Agenda Notes and Letters of Support.

3. ON FILE WITH CLERK

Resolutions from the November 19, 2008.

4. PUBLIC COMMENTS (items not on the agenda)

There were no public comments.

5. ELECTION OF 2009 OFFICERS

Vice-Chair Marengo asked for nominations for 2009 Officers. Dell Tredinnick, Santa Rosa nominated Vince Marengo (Petaluma) for the position of Chair, Christa Johnson (Town of Windsor) for the position of Vice-Chair, and Mike Kirn (Healdsburg) for the position of Chair Pro Tempore. Dave Brennan, Sebastopol seconded the nominations. County of Sonoma absent. Motion carried.

The new officers for 2009 are; Vince Marengo of Petaluma, Chair; Christa Johnson, Town of Windsor, Vice-Chair, and Mike Kirn, Healdsburg, Chair Pro Tempore.

2009 Chair Vince Marengo led the meeting.

County of Sonoma arrived at the meeting at 9:09 a.m.

CONSENT

- 6.1 Minutes of November 19, 2008
- 6.2 Contract with AT&T for 2009 Recycling Guide
- 6.3 Contract with AT&T for the tab in the AT&T Phone Book
- 6.4 Contract for Additional Printing of 2009 Recycling Guide
- 6.5 Carryout Bag Update
- 6.6 Compost Relocation Update
- 6.7 Completed Epoxy Paint at HTF
- 6.8 Eco-Desk Annual Report

Janet Coleson, Agency Counsel, gave clarification for item 6.4; saying the actual low bidder was nonresponsive.

Mike Kirn, Healdsburg, moved to approve the consent calendar. Marsha Sue Lustig, Cotati, seconded. Consent calendar approved.

Before addressing the regular calendar Mollie Mangerich, Executive Director, welcomed Sandy Lipitz, new alternate Boardmember for the City of Rohnert Park to the meeting.

REGULAR CALENDAR

ADMINISTRATION

7.1 FY 09-10 WORK PLAN

Mollie Mangerich, Executive Director, explained how the FY 09/10 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. This first draft of the FY 09-10 Work Plan is being submitted for Board review.

One item that is not noted specifically in the Work Plan in item 2.2 is the amount of revenue that is anticipated to be collected for e-waste that is taken to the transfer stations and the disposal site. The projection for FY 09-10 is anticipated to be about \$200,000.

Dave Brennan, Sebastopol questioned the \$86,000 increase in administration costs.

Ms. Mangerich said the Executive Director position is now completely funded by the Agency, the cost for the position in prior years was split between the Agency and the County. There is also an increase in benefits for County of Sonoma employees of \$600.00 per employee.

Christa Johnson, Town of Windsor, said her recollection was that the new position would be devoted 100% to the Agency but that it would be cost neutral.

Charlotte Fisher said it was cost neutral for the expense into the FY 08-09 budget which was a percentage of that existing position. The position has been reworked and the salary adjusted but now the Agency is assuming 100% of it. It was neutral to what was being spent last year. Last year the Agency assumed 45% of the salary expense, so that's what it was based on, it was neutral to that. There have been cost increases with healthcare across the board, there was a \$200,000 increase in Administrative costs for the Agency this year, from the County's budget system, which includes the new position,

anticipated step increases, and a \$600 per person per month increase added as a new benefit.

Christa asked about the percentage of time staff devotes to County projects.

Charlotte said it is a small percentage but more County projects could be added to the work plan if that is agreeable to the Board.

Chairman Marengo commented that this work plan assumes that the nature of the JPA will remain unchanged, which isn't something that is known with any certainty right now. It can be discussed further under item 7.2; if funding were to change it's possible that the funding percentage for the Executive Director would in turn be proportional to the change.

Christa Johnson noted that it was mentioned earlier in the meeting that fewer 2009 Recycle Guides would need to be printed due to the decrease in outreach events schedule and asked about the reduced schedule.

Ms. Mangerich, Executive Director said there were 94 outreach events in 2008 with the veggie recycling theme; those events were supported with grant funding. That funding is not available this year for the Agency theme so the event schedule had to be reduced; therefore the number of guides printed was reduced.

Dave Brennan asked that the rest of the County projects in the Work Plan be discussed.

Ms. Mangerich said that County projects have been highlighted so they could be identified by the Board. Historically there have been projects that Agency staff has worked on, but prior to this it's never been drawn out in table format. The Agency is not charged for the County projects.

Ms. Mangerich added that this draft Work Plan results in a slim budget. The largest added item is the sustainable funding Request for Proposal, if the Board gives direction to distribute it. Staff is facing a budget that looks like it will be in the deficit. All of the estimated service numbers for the County are not in yet for the interdepartmental transfers, such as; Planning and Resource Management, Auditor-Controller, etc. Staff will return to the Board with a draft budget after an approval of the FY 09-10 Work Plan. The possibility of cutting back programs provided in the work plan or possibly using the reserves to fulfill the obligations of the work plan exists.

Dell Tredinnick, Santa Rosa, commented that the phone book is a huge waste stream and printing the Recycle Guide in the phone book is contributing to that waste stream, he asked if there was any interest in talking about it. It is part of the Agency's outreach and its valuable, but it's also contributing to the waste stream.

Dave Brennan, Sebastopol, suggested updating the Recycle Guide in the phone book every other year instead of every year or every 18 months.

Chairman Marengo said he assumed there would be a cost whether or not the Recycle Guide was updated annually, and asked if that cost is established regardless of that.

Ms. Mangerich said staff had obtained a very good cost for the amount of outreach that is obtained. The Recycle Guide has been in the phone book for the past 4 or 5 years. The cost of the tab is shared with some of the waste haulers and Sonoma Compost Co. Staff could discuss and bring back for consideration at a future meeting the cost benefit analysis of continuing the phone book placement or other options.

Chairman Marengo asked Dave Brennan if he was suggesting that the Recycle Guide not be inserted into the phone book annually.

Dave Brennan said inserting it every other year should be considered and/or talking with the phone company about changing the way they do business, such as an EPR approach.

Steve Barbose, Sonoma, suggested extending the EPR concept to the phone books and asking the phone company to take them all back.

Ms. Mangerich said staff can go back and prioritize their programs' financial impacts and educational outreach.

Chairman Marengo said streamlining the process would benefit everyone.

Vince Marengo, Chair, said his recommendation is to continue this item until next month.

Chairman Marengo accepted comments from the public.

Connie Cloak, C² Alternative Services, commented that a few years ago there was a national dialogue on reducing phone book waste. She recently saw an email update that indicated there has been some contact with the phone book industry (which is not just the phone company), but there's a lot of resistance.

Chairman Marengo asked staff to reach out to the phone companies and ask if our inserts could be added electronically to their database. That could be a way to save paper and cost.

Susan Klassen, County of Sonoma, said in terms of direction to staff on the FY 09-10 Work Plan it would be helpful to give them a goal. This Work Plan appears to be in deficit approximately \$100,000. She thought the Board's intention is not increasing the surcharge to cover new programs this year. Staff needs some type of goal to work towards to propose cuts that will result in no surcharge increase and a neutral impact on the reserve goals, which are to use reserves only for one time projects.

Mike Kirn, Healdsburg, said zero-based budget, no increases. Agency needs to be fiscally responsible.

Chairman Marengo summarized the discussion; staff is directed to work towards a work plan with a net zero sum with focus on the core programs, continue to invest in those as appropriate recognizing the context over the years, specifically the phone book, in terms of reduction, elimination, or streamlining items in work plan. That will establish a priority list to bring back next month for the Board to evaluate.

Christa Johnson, Town of Windsor, suggested that staff look at the Work Plan and consider any projects that could be postponed like the compost facility because of the possible divestiture of the landfill.

Ms. Mangerich added that projections for the tonnage entering the County facilities is estimated to go down another 20,000 tons this next year. It hasn't been the escalation of programs as much as it's been the decrease in tonnage that is limiting the programs.

Chairman Marengo said this is a deflationary time which also affects service providers, not just the agencies at large. There's value in taking a second look at the programs.

Susan Klassen, County of Sonoma, said it would be helpful to look at the Work Plan in terms of one-time expenses versus ongoing expenses so it is clear what are one time issues and coming out of reserves versus ongoing programs funded by the surcharge. It would help with making appropriate decisions.

Chairman Marengo directed staff to continue this item at the February 18, 2009 meeting.

7.2 RFP FOR ALTERNATE FUNDING CONSULTANT

Ms. Mangerich, Executive Director, said this Request for Proposal (RFP) seeks a consultant to develop a different methodology by which a program fee could be developed to fund the Agency, utilizing the current surcharge fee, with no increase. The fee would be calculated and collected in a different place in the waste stream collection, rather than placing it at the tip fee disposal site. The fee would be an equitable fee that would be placed on containers used for collection of yard waste, waste, roll-off bins, debris boxes, by both commercial and residential customers throughout all the jurisdictions.

There were caveats included within the RFP; making sure the consultants would communicate with all the stakeholders including the Agency jurisdictions so that there is no negative impact to existing franchise agreements, considering that there would not be an increase in fees etc., There was also the potentiality of indexing this through time, that could be audited and assessed so that it could increase perhaps through CPI or some other methodology that would be agreed upon by the Board.

The RFP was developed using elements the Board provided and looking at the alternative source of funding for a program fee.

Janet Coleson, Agency Counsel, said this item is a request to the Board to send out an RFP for a funding consultant to do the very technical financial model of how to transition from a tipping fee to perhaps some fee on a per/can basis, making sure both sides of the equation remain equal. There would also be a new definition of solid waste as the basis for the calculation. The complex nature of the calculation is why it is beneficial to have someone with expertise in this field.

Dell Tredinnick, Santa Rosa, asked if \$70,000 would be enough to secure a consultant.

Ms. Mangerich said her research of consultants who have done work similar to this in terms of rate-fee studies is in the range of \$45,000 to \$100,000.

Dell Tredinnick, Santa Rosa, asked if the consultants would give a presentation to the board with the different models.

Ms. Mangerich said that was in the scope of work.

Dave Brennan, Sebastopol, questioned the possibility of no net change to the garbage bill language contained in the staff report. He feels what's driving this statement is the future of the landfill is to eliminate the fee that is charged for the Agency. If there was no driving force to eliminate it, it wouldn't be discussed. So there is that driving force to eliminate it based on the County's divestiture efforts. That means the landfill gate fee is going to be set at a level that is probably going to be equal to or higher than it is today. If that cost is transferred to the customer and/or the haulers there's got to be an increase if there's a rate increase it has to be done equitably. A simple formula is to put a surcharge on the can or a percentage of what customers are paying now. The staff report indicates it could be based on population or the amount of solid waste

disposed including recyclables. Recyclables have never been measured as a way to produce this fee. As is often discussed, the amount of waste that is attributed to different jurisdictions is often inaccurate so that's an area of concern as well.

Dave Brennan, Sebastopol, questioned the Scope Of Work regarding the Cities and County being stakeholders or that they would be contacted early in the process, as opposed to coming to the Agency at the end of the process to discuss their findings.

Janet Coleson, Agency Counsel, said in regards to the issue about recyclables not being in the definition of solid waste, in the Public Resources Code the definition of solid waste includes recyclables and in the Public Resources Code there's direct statutory authority for charging a fee to cover the costs of doing the planning documents and implementing the planning documents so an Agency fee. Direct statutory authority is very clear, there's no analogy, no argument that needs to be made about authority its right there in statute. That's a more defensible way of going about it.

Dave Brennan, Sebastopol, said he didn't argue with that at all but that it's a new way of doing it that hasn't been done in the past.

Janet Coleson said it is and that's part of the reason why the transition from the \$5.40/ton to some other fee is difficult, not only do both parts of the equation need to balance but also the definition of solid waste is slightly changing and the basis for what its charged on now it's what's disposed of at the landfill but if the definition of solid waste is changed to the definition the Public Resources Code uses it includes recyclables so that adds a component that's not there right now. But that's what makes it more sustainable. The goal is and has always been to make it a different mechanism, not a rate increase.

Christa Johnson, Town of Windsor, asked if this goes forward would Agency Counsel recommend that each jurisdiction have definitions of solid waste that match the Agency's definition of solid waste.

Janet Coleson said it would not be necessary as far as the Agency fee is concerned.

Sandy Lipitz, Rohnert Park, asked how the money for the Agency is currently collected.

Susan Klassen, County of Sonoma, said right now the County collects the \$5.40/ton at the gates of the transfer stations and throughout the County regardless of what people pay for disposal. That money is collected and transmitted to the Agency. With the divestiture the issue has been that there might be someone else running these gates and owning these facilities, if the Agency can find another way to collect that same revenue then the Agency won't be reliant on the new owner of those facilities to do that. Because tonnage at the landfill keeps reducing, the revenue for the Agency keeps dropping.

Ms. Mangerich said at the very least this should help to inhibit the dramatic decline per year in terms of tonnages ie., revenue.

Steve Barbose, Sonoma, commented that part of the decline in tonnage is in part due to the increase in recycling.

Ms. Mangerich said we are currently at a 64% diversion rate, also there is a slowing economy, there's less purchasing and less packaging. There's no enforceable flow control within the County so there's probably waste that's transferred out to other disposal sites outside the county.

Steve Barbose, Sonoma, asked if we were working against ourselves by diverting waste and reducing our own income.

Chairman Marengo asked if the Public Resources Code definition of solid waste includes everything with the exclusion of household hazardous waste.

Janet Coleson confirmed that that is correct.

Ms. Mangerich said the concept is distributing that same surcharge over more materials that are being set out at the curb. Right now the surcharge is only on trash, the consultant will be asked to look at everything that's set out at the curb, trash and recycling.

Steve Barbose, Sonoma, said if the Agency goes to a per can basis the charge isn't really on the output but on the can rental expressed as the garbage company rates.

Ms. Mangerich said there is still interest in incorporating a pay-as-you-grow concept so that if someone downsizes they pay for less waste, there's probably a scaled fee it's less to dispose of recycling so there's still that incentive to recycle.

Chairman Marengo said it will be a complicated equation and it has the appearance of fees going up, but with all of the information presented he said he agrees the Board should move forward with the RFP. He questioned if the JPA would have a continued need for the same level of revenue. He said there are also other reasons for doing this RFP; it's going to dovetail with what the City Managers and City Attorneys are doing with divestiture.

Chairman Marengo said he agreed with Dave Brennan and would also like the Scope of Work amended.

Mike Kirn, Healdsburg, asked if the fee is shifted from a surcharge to a per can fee how would it be charged and collected and reimbursed back to the Agency? Would it be the responsibility of the franchise collectors and would that open up negotiations with them? This could have a snowball effect.

Ms. Mangerich said the way it would be administrated and costs attached to that could be detailed out.

Mike Kirn, Healdsburg, said if it's a per can charge someone could argue that they don't need a green can if they don't have a yard and they wouldn't want to be forced to have one. The whole Proposition 218 challenge could become problematic. He expressed concern about recent challenges and protests about municipal services.

Janet Coleson said she doesn't believe it's an issue, she strongly recommends that the noticing is done.

Chairman Marengo asked if refuse is listed in Proposition 218 as a utility.

Janet Coleson said under the fee category there's a bundle of property related fees; solid waste, sewer and water there have been court cases that have given insight into the direction the courts are going as far as noticing requirements for the property related fees. There hasn't been one done on solid waste, but it's extremely safe. The cost of the noticing can be recouped inside the fee.

Marsha Sue Lustig, Cotati, said she thought the RFP was a good idea.

Susan Klassen, County of Sonoma, made a motion to approve the RFP. Dell Tredinnick, Santa Rosa, seconded. Motion approved.

HOUSEHOLD HAZARDOUS WASTE

8.1 STATUS OF VOLUNTARY EPR TAKE-BACK

Lisa Steinman said at the June 18, 2008 SCWMA meeting, the Board directed staff to explore the voluntary take-back option using a consultant and to explore the mandatory ordinance with attention on the dynamics of the Agency using the ordinance process for the first time in the history of the SCWMA.

At the August 20, 2008 SCWMA 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.

Based on direction from the Board to develop a one-year voluntary take-back program and apply for the HD 17 Grant, on September 22, 2008, SCWMA staff submitted a HD 17 proposal for \$103,832 for two projects that meet CIWMBs funding priorities: Business and Education Outreach Program, and National Medical Sharps Dialogue Meeting.

Staff learned from the posting of the CIWMB Meeting Agenda (December 16, 2008) that SCWMA's proposal was not recommended for the HD 17 Grant funding.

Staff is prepared to come back to the Board next month with a report and summary, which will include the following: a report on other HD 17 awarded programs and how these programs may benefit Sonoma County, barriers to a take-back program, legislative update and forecast, and funding options. With funding in place, options for a new Scope of Work will be brought to the Board.

Susan Klassen, County of Sonoma, asked how this relates to the FY 09-10 Work Plan.

Lisa Steinman confirmed that it's not in the work plan.

Dave Brennan, Sebastopol, suggested that staff review the proposals that received the grant.

No action required on this item.

EDUCATION

9.1 UCCE AMENDMENT

Charlotte Fisher said The Sonoma County Waste Management Agency has enjoyed a relationship with the Regents of the University of California since 1997. In June of 2007 the Agency entered into a new Agreement which was basically like the previous agreement with the inclusion of the pesticide portion of it. The contractor has requested an amended scope of work which reapportions the Agreement's budget to reflect partial payment for a project coordinator instead of supplies, printing and travel that were included in the original budget. The amount of the yearly Agreement is \$16,660; they would like to apply that to their full-time project coordinator now.

Dave Brennan, Sebastopol, asked if there was a way to put language in the amendment that stipulates that they will pay for the supplies, printing and travel at the same level.

Charlotte Fisher said she will add that language to the amendment.

Paul Vossen, UCCE, said that language is included in the letter that was sent to the Agency.

Dave Brennan asked that the letter be added to the amendment as an attachment.

Dave Brennan, Sebastopol, made a motion to approve the amendment. Christa Johnson, Town of Windsor, seconded. Amendment approved.

10. STAFF COMMENTS

There were no staff comments.

11. BOARDMEMBER COMMENTS

Steve Barbose asked if there is a plan for Styrofoam recycling.

Pam Davis, Redwood Empire Disposal, said there really aren't a lot of resources for Styrofoam recycling.

Dell Tredinnick, Santa Rosa, left the meeting at 10:12 a.m.

Patrick Carter said there is a state law that is going to go into effect in 2010 that will ban the peanuts which is one market that we have a reuse for. The ban doesn't apply to the block Styrofoam.

Marsha Sue Lustig, Cotati, asked where the plastic bags that are recycled go.

Steve McCaffrey, Redwood Empire Disposal, said most of them go overseas; presently they go to China or Vietnam. The domestic markets are very strict. The supermarket plastic bag recovery feeds a lot of the domestic market because they are very clean.

Marsha Sue Lustig commented that this could be Dave Brennan's last meeting; she wanted to express what an honor it has been to serve on the Board with him and said he would be missed.

Ms. Mangerich thanked Dave Brennan for the time he's contributed.

Dave Brennan confirmed that it was his last meeting, and expressed that it had been a pleasure to serve on the Board because the issues the Agency addresses are highly significant to this County and all the Cities within it. It has the misnomer of being the Waste Management Agency when in fact it's focused on recyclables and all the issues related to recycling. There are big issues that the Agency has dealt with in the last year and the issues seem to continue to grow. He said it has been a pleasure to work with the Board and staff who is so dedicated.

Chairman Marengo, thanked Dave Brennan for his service.

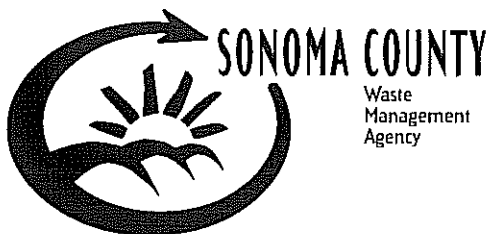
Chair Marengo asked staff to include plastic bag updates in the packet.

Patrick Carter said at the last meeting the C&D and Large Events Waste Reduction Policies were approved, he has not received responses from all the cities yet.

12. ADJOURNMENT

Meeting adjourned at 10:20 a.m.

Respectfully submitted,
Elizabeth Koetke



Agenda Item #: 5.2
Cost Center: Organics
Staff Contact: Carter
Agenda Date: 2/18/2009

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.

II. DISCUSSION

ESA is continuing work on the Draft Environmental Impact Report. The administrative draft for internal review is expected to be sent to Agency staff in early April 2009.

Staff continues to receive and reply to correspondence from the public regarding the project site. Staff would categorize the position of the authors of these letters to be in opposition to this project location.

III. FUNDING IMPACT

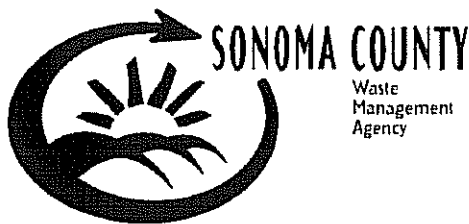
There are no funding impacts resulting from this transmittal.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is informational only. No action is requested.

Approved by: _____

Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 5.3
Cost Center: All
Staff Contact: Mangerich
Meeting Date: 2/18/2009

ITEM: FY 08-09 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 08-09.

II. FUNDING IMPACT

This Mid-Year Report uses information from the county accounting system (FAMIS) for expenses. Revenues include tipping fees through November 2008. 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

Total Revenues are \$39,379 under budget. Interest on Pooled Cash is projected to be \$3,114 over budget due to undesignated funds not being transferred into the Organics Reserve Fund. These funds have been transferred and the interest will be transferred in the next budget cycle. Tipping Fee is \$60,869 under budget due to less than anticipated material being delivered to the composting site for processing. Other Sales of Materials is anticipated to be \$18,376 over budget because shared revenues from FY 07-08 were deposited this fiscal year.

Expenses are \$72,029 under budget due to decreased Contract Services, \$70,518, reflecting the decreased tons of material to be processed by the contractor. OT-Within Enterprise is projected to meet budget.

Yard Debris Cost Center

Revenues are \$180,769 over budget. Interest on Pooled Cash, \$23,653, is over budget because interest is being accrued on the undesignated funds that were not transferred to the Organics Reserve. These funds have been transferred and the interest will be transferred in the next budget cycle. Tipping Fee Revenue is over budget by \$114,289, due to increased tons of material being delivered to the composting site for processing. Sale of Materials is anticipated to be \$37,682 over budget because shared revenues from FY 07-08 were deposited this fiscal year.

Expenses are \$730,898 over budget due to increased Contract Services, \$11,384, 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: Engineering Services, \$13,000, Legal Services, \$2,718, Enforcement Agency Fees, \$7,000, and Travel Expense, \$1,000. The Engineering and Enforcement expenses are based on FY 07-08 actual expenses. Legal Services' projection is based on the actual expenses the first half of the fiscal year. Enforcement Agency Fees is based on the actual expenses for the past fiscal year. There are no plans for any staff or Boardmember travel for the remainder of the fiscal year.

OT-Within Enterprise is projected to be \$721,540 under budget because less undesignated funds were transferred so far this fiscal year. These funds could be transferred as a part of the budget process or with a technical adjustment at the beginning of the FY 09-10.

Household Hazardous Waste Cost Center

Revenues are expected to be \$454,991 under budget due to less MSW tonnage being disposed of at the county's facilities. The resulting reduced surcharge tipping fee is \$62,441 under budget. Interest on Pooled Cash is over budget, \$12,552, due to interest being accrued on undesignated funds that were not transferred to the HHW Operations Reserve. Some of these funds have been transferred and the interest will be transferred in the next budget cycle. State-Other is \$98,300 under budget because an estimated reimbursement claim was recalled and issued later. Donations/Reimbursements are projected to be \$319,667 under budget because the E-waste revenues were less than anticipated following a recalculation from the CIWMB after the budget was approved.

Expenses (Service and Supplies) are \$780,458 under budget. Contract Services is projected to be \$760,771 under budget due to less expense associated with the e-waste program and the operation of the facility. Legal Services are anticipated to be \$10,440 over budget due to development of a HHW lease and the new operations agreement, which will be initiated in FY 08-09. Travel is \$1,889 under budget because there are no further travel plans for this fiscal year. OT-Within Enterprise is projected to meet budget.

Education Cost Center

Revenues are expected to be \$84,823 under budget. Interest on Pooled Cash is over budget, \$2,764, due to interest being accrued on undesignated funds that were not transferred to the Contingency Reserve. The interest will be transferred in the next budget cycle. The lower surcharge tipping fee, \$87,587 is due to less tonnage being disposed of at the county's facilities.

Expenses (Service and Supplies) are projected to be \$9,468 over budget. Legal Services is \$13,219 over budget due to more complex issues coming to the Agency. Rents/Leases-Bldg/Improve is anticipated to be \$1,660 under budget because some of the leased spaces for events were reimbursed from grant funds. Travel Expense is projected to be \$1,874 under budget because there are no further travel plans for the rest of the fiscal year. OT-Within Enterprise is expected to meet budget.

Diversion Cost Center

Revenues are expected to be \$2,977 under 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 \$1,805 over budget. State-Other is projected to meet budget. The lower surcharge tipping fee, \$4,782, is due to less tonnage being disposed of at the county's facilities.

Expenses (Service and Supplies) are \$499 over budget primarily because of increased legal assistance being used for diversion efforts, such as exploring the feasibility of a plastic bag ban.

Planning Cost Center

Revenues are \$18,149 under budget. Interest on Pooled Cash is over budget, \$831, due to interest being accrued on undesignated funds that were not transferred to the Contingency Reserve. These funds have been transferred and the interest will be transferred in the next budget cycle. The lower surcharge tipping fee, \$18,980 is due to less tonnage being disposed of at the county's facilities.

Expenses are projected to be \$9,467 under budget. Office Expense is anticipated to be \$2,000 under budget based on the actual expenditures the first half of this fiscal year. Legal Services is projected to be \$1,159 under budget based on the actual expenditures. Travel Expense is anticipated to be \$2,000 under budget because there are no travel plans for staff the rest of the fiscal year.

OT-Within Enterprise is anticipated to be \$4,188 under budget. Prior year contributions have been made. At the present time, the current year's contributions will not be made, but could be transferred as a part of the next budget cycle.

Organics Reserve

At the Mid-Year, the Organics Reserve is projected to have fewer contributions, \$721,540 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 in the next budget cycle.

Expenses for the Organics Reserve is anticipated to be \$502,359 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 \$220 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 Facility Reserve

The reserve contributions from prior year undesignated funds from the HHW cost center are \$21,002 less than budgeted. At the Mid-Year, the prior year contributions have been transferred to the HHW cost center. The remaining contribution will be made in the next budget cycle.

Expenses are anticipated to be \$9,000 under budget based on the original project (building satellite HHW facilities) being pared down to a more modest project to construct an enclosure extension to the existing HHW facility for additional storage and processing capacity for less- toxic universal wastes.

Contingency Reserve

Revenues are anticipated to be \$19,504 under budget. Interest on Pooled Cash is under budget \$4,332 due to the interest being accrued in the individual contributing cost centers. OT-Within Enterprise is anticipated to be \$15,172 under budget due to less net revenues available from the individual cost centers available for transfer.

Supplies and Services are expected to be \$293 due to unanticipated legal expenses.

III. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

IV. ATTACHMENT

FY 08-09 Mid-Year Revenue and Expenditure Comparison Summary

Approved by: 

Mollie Mangerich, Executive Director, SCWMA

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

INDICES

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

PREPARED BY: CHARLOTTE FISHER

E. D.:

MOLLIE MANGERICH

A. SUMMARY OF PROJECTIONS

	<u>FY 08-09 Adopted Budget</u>	<u>Adjustment</u>	<u>FY 08-09 Adjusted Budget</u>	<u>FY 08-09 Projection</u>	<u>Over/(Under) Budget</u>
TOTAL EXPENDITURES	10,184,848	0	10,184,848	8,118,566	(2,066,282)
TOTAL REVENUES	9,412,822	0	9,412,822	8,217,223	(1,195,599)
NET COST	772,026	0	772,026	(98,657)	(870,683)

B. SUMMARY OF EXPENDITURES

	<u>Actual July-Dec 08</u>	<u>Expense Estimated Jan-June 09</u>	<u>Total Estimated FY 08-09</u>	<u>Adjusted Budget FY 08-09</u>	<u>Over/(Under) Budget</u>
SERVICES & SUPPLIES	1,939,425	3,748,886	5,688,311	7,025,467	(1,337,156)
OTHER CHARGES	2,402,586	27,669	2,430,255	3,159,381	(729,126)
TOTAL EXPENDITURES	4,342,011	3,776,555	8,118,566	10,184,848	(2,066,282)

C. SUMMARY OF REVENUES

	<u>Actual July-Dec 08</u>	<u>Revenue Estimated Jan-June 09</u>	<u>Total Estimated FY 08-09</u>	<u>Adjusted Budget FY 08-09</u>	<u>Over/(Under) Budget</u>
INTEREST ON POOLED CASH	52,836	131,432	184,268	157,884	26,384
TIPPING FEE REVENUE	2,020,466	2,822,404	4,842,870	4,963,240	(120,370)
SALE OF MATERIAL	112,623	55,000	167,623	111,565	56,058
STATE-OTHER	(93,300)	556,742	463,442	561,742	(98,300)
OT-WITHIN ENTERPRISE	2,402,586	6,667	2,409,253	3,166,967	(757,714)
REVENUE APPLIED TO PY	12,865	0	12,865	0	12,865
DONATIONS/REIMBURSEMENTS	32,614	104,288	136,902	451,424	(314,522)
TOTAL REVENUES	4,540,690	3,676,533	8,217,223	9,412,822	(1,195,599)

C. SUMMARY OF NET COSTS

	<u>Actual July-Dec 08</u>	<u>Estimated Jan-June 09</u>	<u>Total Estimated FY 08-09</u>	<u>Adjusted Budget FY 08-09</u>	<u>Over/(Under) Budget</u>
NET COST	(198,679)	100,022	(98,657)	772,026	(870,683)

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

799114 WOOD WASTE

PREPARED BY: CHARLOTTE FISHER

E. D.:

MOLLIE MANGERICH

A. SUMMARY OF PROJECTIONS

	FY 08-09 Adopted Budget	Adjustment	FY 08-09 Adjusted Budget	FY 08-09 Projection	Over/(Under) Budget
TOTAL EXPENDITURES	513,105	0	513,105	441,076	(72,029)
TOTAL REVENUES	316,660	0	316,660	277,281	(39,379)
NET COST	196,445	0	196,445	163,795	(32,650)

B. SUMMARY OF EXPENDITURES

	Actual July-Dec 08	Expenditure Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
SERVICES & SUPPLIES	90,750	153,186	243,936	315,965	(72,029)
OT WITHIN ENTERPRISE	197,140	0	197,140	197,140	0
TOTAL EXPENDITURES	287,890	153,186	441,076	513,105	(72,029)

Services and Supplies is projected to be \$72,029 under budget due to:

Contract Services is estimated to be \$70,518 under budget because less tons of material are being delivered to the compost facility for processing.

Legal Services are anticipated to be \$1,000 under budget based on the actual expenditures for the first half of FY 08-09.

C. SUMMARY OF REVENUES

	Actual July-Dec 08	Revenue Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
INTEREST ON POOLED CASH	1,724	2,085	3,809	695	3,114
TIPPING FEE REVENUE	93,138	130,393	223,531	284,400	(60,869)
OTHER SALES	29,941	15,000	44,941	26,565	18,376
DONATIONS/REIMBURSEMENT	0	5,000	5,000	5,000	0
TOTAL REVENUES	124,803	152,478	277,281	316,660	(39,379)

The tipping fee revenue is anticipated to be \$60,869 under budget due to less tons of material being processed. The wood waste operation is dependent on the private sector; if a private processor is competing for and accepting material, less will be coming to the Agency's contractor.

Other Sales is projected to be \$18,376 over budget due to a deposit for revenue sharing made this fiscal year from last fiscal year's sales.

D. SUMMARY OF NET COST

The net cost is anticipated to be \$32,650 under budget.

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

799213 YARD DEBRIS

PREPARED BY: CHARLOTTE FISHER

E. D.: [REDACTED]
MOLLIE MANGERICH

A. SUMMARY OF PROJECTIONS

	FY 08-09 Adopted Budget	Adjustment	FY 08-09 Adjusted Budget	FY 08-09 Projection	Over/(Under) Budget
TOTAL EXPENDITURES	4,266,880	0	4,266,880	3,535,982	(730,898)
TOTAL REVENUES	3,100,928	0	3,100,928	3,281,697	180,769
NET COST	1,165,952	0	1,165,952	254,285	(911,667)

B. SUMMARY OF EXPENDITURES

	Actual July-Dec 08	Expenditure Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
SERVICES & SUPPLIES	922,314	1,835,491	2,757,805	2,767,163	(9,358)
OT-WITHIN ENTERPRISE	778,177	0	778,177	1,499,717	(721,540)
TOTAL EXPENDITURES	1,700,491	1,835,491	3,535,982	4,266,880	(730,898)

Services and Supplies is projected to be \$9,358 under budget because:

Office Expense is \$2,905 over budget due to the "veggie bins" program, which is reimburseable through a grant.

Contract Services is \$11,384 over budget due to more material being delivered for processing.

Engineering Services is \$13,000 estimated under budget based on actuals.

Legal Services is estimated \$2,718 under budget based on actuals.

Enforcement Agency Fee is estimated to be \$7,000 under budget based on actuals.

Travel Expense is anticipated to be \$1,000 under budget because no travel has been planned for FY 08-09.

OT Within Enterprise is expected to be under budget \$721,540 due to less prior year funds and current year funds being transferred to the Organics Reserve. These funds will be transferred as part of the budget process in FY 09-10.

C. SUMMARY OF REVENUES

	Actual July-Dec 08	Revenue Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
INTEREST ON POOLED CASH	11,478	18,263	29,741	6,088	23,653
TIPPING FEE REVENUE	1,299,637	1,819,492	3,119,129	3,004,840	114,289
SALE OF MATERIALS	82,682	40,000	122,682	85,000	37,682
DONATIONS/REIMBURSEMENT	5,145	5,000	10,145	5,000	5,145
TOTAL REVENUES	1,398,942	1,882,755	3,281,697	3,100,928	180,769

Interest on Pooled Cash is \$23,653 over budget due to prior year funds being in the cost center for half a year.

Tipping Fee Revenue is \$114,289 over budget due to more material coming to the compost facility for processing.

Other Sales is \$37,682 over budget due to increased revenue sharing from sale of processed material.

Donations/Reimbursement is anticipated to be \$5,145 over budget because of the unanticipated income from the sale of "veggie" buckets. This program will be on a maintenance level from now on.

D. SUMMARY OF NET COST

The Net Cost for the Yard Debris Cost Center is anticipated to be \$911,667 under budget due to greater than anticipated revenues accompanied by less than anticipated expenses and the transfer of prior year funds.

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

799312 HOUSEHOLD HAZARDOUS WASTE
799411 EDUCATION
799510 DIVERSION
799619 PLANNING

PREPARED BY: CHARLOTTE FISHER

E. D.: 
MOLLIE MANGERICH

A. SUMMARY OF PROJECTIONS

	FY 08-09 Adopted Budget	Adjustment	FY 08-09 Adjusted Budget	FY 08-09 Projection	Over/(Under) Budget
TOTAL EXPENDITURES	4,098,187	0	4,098,187	3,345,898	(752,289)
TOTAL REVENUES	2,541,633	0	2,541,633	1,980,693	(560,940)
NET COST	1,556,554	0	1,556,554	1,365,205	(191,349)

B. SUMMARY OF EXPENDITURES

	Actual July-Dec 08	Expenditure Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
SERVICES & SUPPLIES	687,379	1,203,581	1,890,960	2,635,663	(744,703)
OT-WITHIN ENTERPRISE	1,427,269	27,669	1,454,938	1,462,524	(7,586)
TOTAL EXPENDITURES	2,114,648	1,231,250	3,345,898	4,098,187	(752,289)

Services and supplies is projected to be \$744,703 under budget primarily as a result of the following:

Household Hazardous Waste Cost Center

Contract Services is anticipated to be \$760,771 under budget due to less disposal costs at the facility.

This estimation is based on actuals for the first half of the year. Contract Services also includes the hauling expense for the e-waste from the transfer stations to the HHW facility.

Legal Services is anticipated to be \$ 10,440 over budget because of increased need for legal assistance for development of a lease agreement for the HHW facility and the new operation's agreement development expected during the second half of FY 08-09.

Travel Expense is projected to be \$1,889 under budget because there are no travel plans for the remainder of the fiscal year.

Education Cost Center

Legal Services is projected to be \$13,219 over budget due to complex issues coming before the Agency board, such as: sustainable funding consideration, potential impacts from legislation and organizational questions.

Rents/Leases is anticipated to be \$1,660 under budget because the events/fairs this year were grant funded.

Travel Expense is projected to be \$1,874 under budget because there are no travel plans for the remainder of the fiscal year.

Diversion

Legal Services is anticipated to be \$4,608 over budget due to increased need for legal assistance with the potential plastic bag ban.

Planning

Office Expense is projected to be \$2,000 under budget based on the actual expense for the first half of the fiscal year.

Legal Services is anticipated to be \$1,159 under budget based on actual expenses incurred the first half of the fiscal year.

Travel Expense is anticipated to be \$2,000 under budget because there are no plans for travel at the present time.

OT-Within Enterprise is projected to be \$7,586 under budget due to less funds available for transfer to the appropriate reserves. The breakdown by cost center is as follows:

HHW	0
Education	0
Diversion	(3,398)
Planning	(4,188)
	<u>(7,586)</u>

C. SUMMARY OF REVENUES

	Actual July-Dec 08	Revenue Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
INTEREST ON POOLED CASH	16,877	15,542	32,419	14,467	17,952
STATE - OTHER	(93,300)	406,742	313,442	411,742	(98,300)
TIPPING FEE REVENUE	627,691	872,519	1,500,210	1,674,000	(173,790)
REVENUE APPLIED TO PY	12,865	0	12,865	0	12,865
DONATIONS/REIMBURSEMENTS	27,469	94,288	121,757	441,424	(319,667)
TOTAL REVENUES	591,602	1,389,091	1,980,693	2,541,633	(560,940)

Interest on Pooled Cash is projected to be \$17,952 over budget because undesignated funds have remained in the cost center. These funds have been transferred to the appropriate cost center as of December.

State-Other is projected to be \$98,300 under budget because an estimated reimbursement claim for the Used Oil Grant from FY 07-08 was recalled due to error and then was submitted correctly at a later date. The reimbursement has been received.

Tipping Fee Revenues for all the surcharge cost centers is anticipated to be \$173,790 under budget due to less than anticipated tonnage being processed through the County system. This reduction in tipping fees was a part of the technical adjustments approved in September, but the actual tonnages are even less.

Revenue Applied to Prior Year was an e-waste payment that was from FY 07-08 and was received in FY 08-09.

Donations/Reimbursements is anticipated to be \$319,667 under budget because the e-waste revenues are less than expected. The reimbursement comes from a CIWMB state grant and the rate of reimbursement was recalculated after the budget was approved.

The breakdown of surcharge tip fee revenues by cost center, is as follows:

Household Hazardous Waste	(62,441)
Education	(87,587)
Diversion	(4,782)
Planning	(18,980)
	<u>(173,790)</u>

Revenue Applied to Prior Year was e-waste payments made by ECS Recycling carried from FY 07-08

D. SUMMARY OF NET COST

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

Index 799312	Household Hazardous Waste	1,079,458
Index 799411	Education	255,776
Index 799510	Diversion	6,422
Index 799619	Planning	23,549
	Overall Net Cost	1,365,205

The net costs include the prior year undesignated fund transfers to the appropriate reserve centers.

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SONOMA COUNTY WASTE MANAGEMENT AGENCY**

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

PREPARED BY: CHARLOTTE FISHER

E. D.: [REDACTED]
MOLLIE MANGERICH

A. SUMMARY OF PROJECTIONS

	FY 08-09 Adopted Budget	Adjustment	FY 08-09 Adjusted Budget	FY 08-09 Projection	Over/(Under) Budget
TOTAL EXPENDITURES	1,306,676	0	1,306,676	795,610	(511,066)
TOTAL REVENUES	3,453,601	0	3,453,601	2,677,552	(776,049)
NET COST	(2,146,925)	0	(2,146,925)	(1,881,942)	264,983

B. SUMMARY OF EXPENDITURES

	Actual July-Dec 08	Expenditure Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
SERVICES & SUPPLIES	238,982	556,628	795,610	1,306,676	(511,066)
OT-WITHIN ENTERPRISE	0	0	0	0	0
TOTAL EXPENDITURES	238,982	556,628	795,610	1,306,676	(511,066)

Services and Supplies are anticipated to be \$511,066 under budget as follows:

Organics Reserve

Contract Services are anticipated to be \$483,081 under budget because consultant work on the selection and purchase of the new compost site will not be completed this fiscal year.

Legal Services are anticipated to be \$16,841 under budget due to a simpler acquisition process for the new composting site.

Travel Expense is projected to be \$2,500 under budget because there are no planned visits to other composting sites.

HHW Closure Reserve is anticipated to be within the budget.

HHW Facility Reserve

Legal Services is anticipated to be \$9,000 under budget based on the planned project being substituted for a simpler one. The original project was to construct satellite facilities around the county. The current and simpler project is to construct an extension to the existing facility for larger storage capacity for storage of the universal waste.

Contingency Reserve is anticipated to be within budget.

C. SUMMARY OF REVENUES

	Actual July-Dec 08	Revenue Estimated Jan-June 09	Total Estimated FY 08-09	Adjusted Budget FY 08-09	Over/(Under) Budget
INTEREST ON POOLED CASH	22,757	95,542	118,299	136,634	(18,335)
STATE-OTHER	0	150,000	150,000	150,000	0
OT-WITHIN ENTERPRISE	<u>2,402,586</u>	<u>6,667</u>	<u>2,409,253</u>	<u>3,166,967</u>	<u>(757,714)</u>
TOTAL REVENUES	2,425,343	252,209	2,677,552	3,453,601	(776,049)

Interest on Pooled Cash is anticipated to be \$18,335 under budget due to less funds being transferred from the six working cost centers. The cost centers have less undesignated funds to transfer due to the reduced tonnage available for the surcharge collection and remittance.

OT-Within Enterprise is anticipated to be \$721,540 under budget due to the less undesignated funds being available for transfer from the working cost centers to the appropriate reserve centers.

D. SUMMARY OF NET COST

The projected net cost for the reserve cost centers is as follows:

Organics	(871,432)
HHW Closure	(8,159)
HHW Facility	(1,007,681)
Contingency	<u>5,330</u>
	(1,881,942)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - WOOD WASTE
DETAIL

799114
EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6103	LIABILITY INSURANCE	889	0	889	1,000	(111)
6400	OFFICE EXPENSE	1	99	100	500	(400)
6521	COUNTY SERVICES	0	525	525	525	0
6540	CONTRACT SERVICES	77,109	107,953	185,062	255,580	(70,518)
6573	ADMINISTRATION COSTS	12,607	37,838	50,445	50,445	0
6610	LEGAL SERVICES	0	0	0	1,000	(1,000)
6629	FISCAL ACCOUNTING SERVICE	144	360	504	504	0
6630	AUDIT/ACCOUNTING SVCS	0	2,000	2,000	2,000	0
6880	SMALL TOOLS	0	4,411	4,411	4,411	0
7062	ENFORCEMENT AGENCY FEES	0	0	0	0	0
7302	TRAVEL	0	0	0	0	0
TOTAL SERVICES & SUPPL		90,750	153,186	243,936	315,965	(72,029)
8624	OT-WITHIN ENTERPRISE	0	0	0	0	0
	OT-WITHIN ENTERPRISE (PY)	197,140	0	197,140	197,140	0
TOTAL OTHER CHARGES		197,140	0	197,140	197,140	0
TOTAL EXPENDITURES		287,890	153,186	441,076	513,105	(72,029)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - WOOD WASTE
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	1,724	2,085	3,809	695	3,114
2901	TIPPING FEE REVENUE	93,138	130,393	223,531	284,400	(60,869)
4020	OTHER SALES	29,941	15,000	44,941	26,565	18,376
4102	DONATIONS/REIMBURSEMENT	0	5,000	5,000	5,000	0
TOTAL REVENUES		124,803	152,478	277,281	316,660	(39,379)
NET COST		163,087	708	163,795	196,445	(32,650)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - YARD DEBRIS
DETAIL

799213

EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	1,741	0	1,741	2,000	(259)
6400	OFFICE EXPENSE	3,305	100	3,405	500	2,905
6500	PROFESSIONAL SERVICES	625	0	625	0	625
6521	COUNTY SERVICES	0	525	525	525	0
6540	CONTRACT SERVICES	875,384	1,750,768	2,626,152	2,614,768	11,384
6573	ADMINISTRATION COSTS	34,200	49,323	83,523	83,523	0
6590	ENGINEERING SERVICES	0	2,000	2,000	15,000	(13,000)
6610	LEGAL SERVICES	2,282	3,000	5,282	8,000	(2,718)
6629	FISCAL ACCOUNTING SVCS	666	1,000	1,666	2,325	(659)
6630	AUDIT/ACCOUNTING SVCS	0	2,500	2,500	2,500	0
6820	RENTS/LEASES - EQUIPMENT	2,854	2,346	5,200	5,200	0
6880	SMALL TOOLS/INSTRUMENTS	0	8,822	8,822	8,822	0
7062	ENFORCEMENT AGENCY FEE	0	13,000	13,000	20,000	(7,000)
7301	COUNTY CAR	893	2,107	3,000	3,000	0
7302	TRAVEL EXPENSE	0	0	0	1,000	(1,000)
7309	UNCLAIMABLE COUNTY	364	0	364	0	364
TOTAL SERVICES & SUPPL		922,314	1,835,491	2,757,805	2,767,163	(9,358)
8624	OT-WITHIN ENTERPRISE	0	0	0	327,677	(327,677)
	OT-WITHIN ENTERPRISE (PY)	778,177	0	778,177	1,172,040	(393,863)
TOTAL OTHER CHARGES		778,177	0	778,177	1,499,717	(721,540)
TOTAL EXPENDITURES		1,700,491	1,835,491	3,535,982	4,266,880	(730,898)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - YARD DEBRIS
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	11,478	18,263	29,741	6,088	23,653
2901	TIPPING FEE REVENUE	1,299,637	1,819,492	3,119,129	3,004,840	114,289
4020	OTHER SALES	82,682	40,000	122,682	85,000	37,682
4102	DONATIONS/REIMBURSEMENT	5,145	5,000	10,145	5,000	5,145
TOTAL REVENUES		1,398,942	1,882,755	3,281,697	3,100,928	180,769
NET COST		301,549	(47,264)	254,285	1,165,952	(911,667)

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HOUSEHOLD HAZARDOUS WASTE
DETAIL**

**799312
EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	3,481	0	3,481	4,000	(519)
6400	OFFICE EXPENSE	4,882	1,118	6,000	6,000	0
6500	PROFESSIONAL SERVICES	28,167	227,843	256,010	256,010	0
6521	COUNTY SERVICES	0	1,575	1,575	1,575	0
6540	CONTRACT SERVICES	307,179	430,050	737,229	1,498,000	(760,771)
6573	ADMINISTRATION COSTS	52,693	87,101	139,794	139,794	0
6610	LEGAL SERVICES	14,440	5,000	19,440	9,000	10,440
6629	FISCAL ACCOUNTING SVCS	290	720	1,010	1,010	0
6630	AUDIT/ACCOUNTING SVCS	0	8,000	8,000	8,000	0
6840	RENTS/LEASES-BLDGS/IMP	23,000	0	23,000	23,000	0
6880	SMALL TOOLS/INSTRUMENTS	0	4,411	4,411	4,411	0
7303	TRAVEL EXPENSE	111	0	111	2,000	(1,889)
7400	DATA PROCESSING	0	0	0	50	(50)
TOTAL SERVICES & SUPPL		434,243	765,818	1,200,061	1,952,850	(752,789)
8624	OT-WITHIN ENTERPRISE					
	HHW Operations and Closure	0	27,669	27,669	27,669	0
	OT-WITHIN ENTERPRISE (PY)	1,281,756	0	1,281,756	1,281,756	0
TOTAL OTHER CHARGES		1,281,756	27,669	1,309,425	1,309,425	0
TOTAL EXPENDITURES		1,715,999	793,487	2,509,486	3,262,275	(752,789)

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HOUSEHOLD HAZARDOUS WASTE
DETAIL**

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	13,405	12,150	25,555	13,003	12,552
2500	STATE-OTHER	(98,300)	256,010	157,710	256,010	(98,300)
2901	TIPPING FEE REVENUE	483,158	676,421	1,159,579	1,222,020	(62,441)
3980	REVENUE APPLIED TO PY	12,865	0	12,865	0	12,865
4102	DONATIONS/REIMBUREMENT	24,319	50,000	74,319	393,986	(319,667)
TOTAL REVENUES		435,447	994,581	1,430,028	1,885,019	(454,991)
NET COST		1,280,552	(201,094)	1,079,458	1,377,256	(297,798)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - EDUCATION
DETAIL

799411
EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6103	LIABILITY INSURANCE	1,283	0	1,283	1,500	(217)
6400	OFFICE EXPENSE	10,032	19,968	30,000	30,000	0
6500	PROFESSIONAL SERVICES	0	18,438	18,438	18,438	0
6521	COUNTY SERVICES	0	2,500	2,500	2,500	0
6540	CONTRACT SERVICES	93,103	62,285	155,388	155,388	0
6573	ADMINISTRATION COSTS	51,058	126,996	178,054	178,054	0
6610	LEGAL SERVICES	23,219	10,000	33,219	20,000	13,219
6629	FISCAL ACCOUNTING SERVICE	290	720	1,010	1,010	0
6630	AUDIT/ACCOUNTING SVCS	0	4,000	4,000	4,000	0
6840	RENTS/LEASES-BLDGS/IMP	340	1,000	1,340	3,000	(1,660)
6880	SMALL TOOLS/INSTRUMENTS	0	4,411	4,411	4,411	0
7302	TRAVEL EXPENSE	126	0	126	2,000	(1,874)
7400	DATA PROCESSING	0	30,000	30,000	30,000	0
TOTAL SERVICES & SUPPL		179,451	280,318	459,769	450,301	9,468
8624	OT-WITHIN ENTERPRISE	0	0	0	0	0
	OT-WITHIN ENTERPRISE (PY)	134,575	0	134,575	134,575	0
TOTAL OTHER CHARGES		134,575	0	134,575	134,575	0
TOTAL EXPENDITURES		314,026	280,318	594,344	584,876	9,468

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - EDUCATION
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	1,938	1,740	3,678	914	2,764
2500	STATE OTHER	0	23,600	23,600	23,600	0
2901	TIPPING FEE REVENUE	113,468	158,855	272,323	359,910	(87,587)
4103	DONATIONS/REIMBURSEMENT	3,150	35,817	38,967	38,967	0
TOTAL REVENUES		118,556	220,012	338,568	423,391	(84,823)
NET COST		195,470	60,306	255,776	161,485	94,291

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - DIVERSION
DETAIL

799510

EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6104	LIABILITY INSURANCE	889	0	889	1,000	(111)
6400	OFFICE EXPENSE	3	397	400	1,000	(600)
6500	PROFESSIONAL SERVICES	42,418	89,714	132,132	132,132	0
6521	COUNTY SERVICES	0	600	600	600	0
6573	ADMINISTRATION COSTS	7,129	28,075	35,204	35,204	0
6610	LEGAL SERVICES	3,608	2,000	5,608	1,000	4,608
6629	FISCAL ACCOUNTING SVCS	287	713	1,000	1,000	0
6630	AUDIT SERVICES	0	1,000	1,000	1,000	0
6880	SMALL TOOLS/INSTRUMENTS	0	4,411	4,411	4,411	0
7302	TRAVEL EXPENSE	0	0	0	0	0
TOTAL SERVICES & SUPPL		54,334	126,910	181,244	177,347	3,897
8624	OT-WITHIN ENTERPRISE	0	0	0	3,398	(3,398)
	OT-UNDESIGNATED TRANSFER	0	0	0	0	0
TOTAL OTHER CHARGES		0	0	0	3,398	(3,398)
TOTAL EXPENDITURES		54,334	126,910	181,244	180,745	499

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - DIVERSION
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	946	1,288	2,234	429	1,805
2500	STATE-OTHER	5,000	127,132	132,132	132,132	0
2901	TIPPING FEE REVENUE	15,445	21,623	37,068	41,850	(4,782)
4102	DONATIONS/REIMBURSEMENT	0	3,388	3,388	3,388	0
TOTAL REVENUES		21,391	153,431	174,822	177,799	(2,977)
NET COST		32,943	(26,521)	6,422	2,946	3,476

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - PLANNING
DETAIL

799619
EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6103	LIABILITY INSURANCE	880	0	880	1,000	(120)
6400	OFFICE EXPENSE	0	0	0	2,000	(2,000)
6521	COUNTY SERVICES	0	750	750	750	0
6540	CONTRACT SERVICES	0	0	0	0	0
6573	ADMINISTRATION COSTS	18,130	22,874	41,004	41,004	0
6610	LEGAL SERVICES	341	500	841	2,000	(1,159)
6629	FISCAL ACCOUNTING	0	0	0	0	0
6630	AUDIT SERVICES	0	2,000	2,000	2,000	0
6880	SMALL TOOLS/INSTRUMENTS	0	4,411	4,411	4,411	0
7302	TRAVEL EXPENSE	0	0	0	2,000	(2,000)
TOTAL SERVICES & SUPPL		19,351	30,535	49,886	55,165	(5,279)
8624	OT-WITHIN ENTERPRISE	0	0	0	4,188	(4,188)
	OT-WITHIN ENTERPRISE (PY)	10,938	0	10,938	10,938	0
TOTAL OTHER CHARGES		10,938	0	10,938	15,126	(4,188)
TOTAL EXPENDITURES		30,289	30,535	60,824	70,291	(9,467)

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - PLANNING
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	588	364	952	121	831
2901	TIPPING FEE REVENUE	15,620	15,620	31,240	50,220	(18,980)
4102	DONATIONS/REIMBURSEMENT	0	5,083	5,083	5,083	0
TOTAL REVENUES		16,208	21,067	37,275	55,424	(18,149)
NET COST		14,081	9,468	23,549	14,867	8,682

**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - ORGANICS RESERVE
DETAIL**

**799221
EXPENDITURES**

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6540	CONTRACT SERVICES	35,638	100,000	135,638	618,656	(483,018)
6573	ADMINISTRATION SERVICES	3,487	31,513	35,000	35,000	0
6590	ENGINEERING SERVICES	0	0	0	0	0
6610	LEGAL SERVICES	3,159	10,000	13,159	30,000	(16,841)
7302	TRAVEL EXPENSE	0	0	0	2,500	(2,500)
TOTAL SERVICES & SUPPL		42,284	141,513	183,797	686,156	(502,359)

TOTAL EXPENDITURES	42,284	141,513	183,797	686,156	(502,359)
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**MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - PLANNING
DETAIL**

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST/POOLED CASH	19,978	59,934	79,912	94,135	(14,223)
4624	OT-WITHIN ENTERPRISE	975,317	0	975,317	1,696,857	(721,540)
TOTAL REVENUES		995,295	59,934	1,055,229	1,790,992	(735,763)

NET COST	(953,011)	81,579	(871,432)	(1,104,836)	233,404
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MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HHW FACILITY CLOSURE
DETAIL

799320

EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
8624	OT-WITHIN ENTERPRISE	0	0	0	0	0
	TOTAL SERVICES & SUPPL	0	0	0	0	0

TOTAL EXPENDITURES	0	0	0	0	0
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MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HHW FACILITY CLOSURE
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	373	1,119	1,492	1,272	220
4624	OT-WITHIN ENTERPRISE	0	6,667	6,667	6,667	0
	TOTAL REVENUES	373	7,786	8,159	7,939	220

NET COST	(373)	(7,786)	(8,159)	(7,939)	(220)
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MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HHW FACILITY RESERVE
DETAIL

799718
EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6500	PROFESSIONAL SERVICES	0	150,000	150,000	150,000	0
6540	CONTRACT SERVICES	56,944	224,470	281,414	281,414	0
6573	ADMINISTRATION COSTS	3,442	16,670	20,112	20,112	0
6610	LEGAL SERVICES	0	1,000	1,000	10,000	(9,000)
	TOTAL SERVICES & SUPPLY	60,386	392,140	452,526	461,526	(9,000)

TOTAL EXPENDITURES	60,386	392,140	452,526	461,526	(9,000)
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MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - HHW FACILITY RESERVE
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	295	28,156	28,451	28,451	0
2500	STATE-OTHER	0	150,000	150,000	150,000	0
4624	OT-WITHIN ENTERPRISE	1,281,756	0	1,281,756	1,302,758	(21,002)
	TOTAL REVENUES	1,282,051	178,156	1,460,207	1,481,209	(21,002)

NET COST	(1,221,665)	213,984	(1,007,681)	(1,019,683)	12,002
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MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - CONTINGENCY FUND
DETAIL

799718

EXPENDITURES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	EXPENDITURE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
6540	CONTRACT SERVICES	135,478	18,516	153,994	153,994	0
6573	ADMINISTRATION COSTS	541	4,459	5,000	5,000	0
6610	LEGAL SERVICES	293	0	293	0	293
TOTAL SERVICES & SUPPLY		136,312	22,975	159,287	158,994	293
8624	OT-WITHIN ENTERPRISE	0	0	0	0	0
	OT-WITHIN ENTERPRISE (PY)	0	0	0	0	0
TOTAL OTHER CHARGES		0	0	0	0	0
TOTAL EXPENDITURES		136,312	22,975	159,287	158,994	293

MID-YEAR 08-09 REVENUE AND EXPENDITURE SUMMARY AND PROJECTION
SCWMA - CONTINGENCY FUND
DETAIL

REVENUES

SUB-OB NO.	DESCRIPTION	ACTUAL JULY-DEC 08	REVENUE ESTIMATED JAN-JUNE 09	TOTAL ESTIMATED FY 08-09	ADOPTED BUDGET FY 08-09	OVER/ (UNDER) BUDGET
1700	INTEREST ON POOLED CASH	2,111	6,333	8,444	12,776	(4,332)
4624	OT-WITHIN ENTERPRISE	145,513	0	145,513	160,685	(15,172)
TOTAL REVENUES		147,624	6,333	153,957	173,461	(19,504)
NET COST		(11,312)	16,642	5,330	(14,467)	19,797



Agenda Item #: 5.4
Cost Center: Diversion
Staff Contact: Carter
Agenda Date: 2/18/2009

ITEM: Recycling Container Purchase

I. BACKGROUND

In January 2000, the California Department of Conservation (DOC) appropriated \$10.5 million annually to be paid to cities and counties to support the recycling of cans and bottles. The SCWMA has administered this program for all Sonoma County jurisdictions since 2000, collecting the funds, creating agreements for beverage container collection service, and purchasing new collection containers and enclosures. Each cycle, the SCWMA staff makes the Board aware that funding is available for projects meeting the DOC's guidelines.

II. DISCUSSION

The City of Santa Rosa has requested that the SCWMA purchase thirty recycling containers for use in the downtown area. These additional containers would complement the existing thirty recycling containers purchased last year with grant monies.

The attached quote details purchase of 35 containers, however only 30 will be funded through this purchase, as five containers will be used as garbage receptacles. Subtracting the sales tax and shipping of the five containers results in a grand total of \$45,801 for the 30 recycling containers.

III. FUNDING IMPACT

Purchasing thirty recycling containers for the City of Santa Rosa costs \$45,801. These containers would be purchased using funds from the DOC's City/County Payment grant. \$15,879 remains unencumbered and available for use from the 2008/09 City Payment Program funding.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board grant the Chair authority to sign a purchase order for the selected recycling containers at a cost of \$45,801.

V. ATTACHMENTS

Price quote from Columbia Cascade Company
Resolution

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Columbia Cascade Company

Makers of TimberForm® PipeLine® Playground Equipment
and Outdoor Fitness Systems, TimberForm Site Furniture
and CycLoops® CycLocker® Bicycle Management Products.

1300 SW Sixth Avenue, Ste. 310
Portland, OR 97201-3464 USA
Telephone: 503/223-1157
E-mail: hq@timberform.com
Facsimile: 503/223-4530

FAX No.: 707/543-3317

Date: February 5, 2009

Pages: 1 of 2

To: City of Santa Rosa

Attn: Mr. Keith Roberts

Reference: Santa Rosa Downtown Improvements
Santa Rosa, CA
Previous Order No. 44250-R

Quote No. Q-09-50502-A1

RECEIVED

FEB 05 2009

City of Santa Rosa
Economic Dev. & Housing

Thank you for your interest in TimberForm Site Furniture products. We are pleased to offer our quotation for the above-referenced project as follows:

TIMBERFORM

<u>Quantity</u>	<u>Model No. and Description</u>	<u>Price Each</u>	<u>Total</u>
5 each	2834-DT-P MANOR Litter Container (Side Empty) with matching Dome Top, BLACK CASPAX-7 powder-coated steel, 36-gallon capacity plastic liner, pedestal mount	\$ 1,375.00	\$ 6,875.00
30 each	2834-DT-P-M MANOR Recycling Container (Side Empty) with matching Dome Top, modified per drawing No. E-44250-X-A01, dated 03-12-08, with two openings, BLACK CASPAX-7 powder-coated steel body, REGAL BLUE CASPAX-7 powder-coated top, 36-gallon capacity plastic liner, pedestal mount	\$ 1,375.00	\$ 41,250.00
SUBTOTAL			\$ 48,125.00
8.00% CALIFORNIA SALES TAX			\$ 3,850.00
DELIVERY CHARGE TO SANTA ROSA, CALIFORNIA			\$ 1,460.00
DELIVERED TOTAL			\$ 53,435.00

This quotation is good for 90 days and subject to our confirmation thereafter. Shipment can occur within 45-60 days after our receipt of an acceptable order and final specifications.

TimberForm Site Furniture products ship unassembled, but include assembly hardware, except anchoring bolts. Shipping packages are usually heavy and awkward and require mechanical handling to accomplish truck unloading at destination. Truck unloading and job site work are extra and not included.

**Columbia Cascade Company**

Makers of TimberForm® .PipeLine® Playground Equipment
and Outdoor Fitness Systems, TimberForm Site Furniture
and CycLoops® CycLocker® Bicycle Management Products.

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FAX No.: 707/543-3317

Date: February 5, 2009

Pages: 2 of 2

To: City of Santa Rosa

Attn: Mr. Keith Roberts

To enter your order, simply notify us and we will promptly prepare a written order Confirmation to begin processing your order. Our standard terms of sale will apply.

If we may be of further assistance to you in any way, please contact our Portland design headquarters at the telephone or FAX numbers shown above.

Best regards,

COLUMBIA CASCADE COMPANY

By: 

RB Green

cc: ParkPacific, Inc. 888/460-7275

Visit our Web site www.timberform.com

DATED: February 18, 2009

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
AUTHORIZING THE PURCHASE OF RECYCLING CONTAINERS FROM COLUMBIA CASCADE
COMPANY
FOR USE IN THE CITY OF SANTA ROSA.

WHEREAS, the California State beverage container recycling legislation was amended by Senate Bill 332 to increase the number and types of containers with California Redemption Value and appropriated funds for distribution to jurisdictions for the express purpose of increasing the diversion of California Redemption Value containers; and

WHEREAS, the Cities of Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, and Sonoma, the Town of Windsor, and the County of Sonoma have authorized the California State Department of Conservation 2008/09 City/County Payment Program funds to be dispersed to the Sonoma County Waste Management Agency, once funds are received by their fiscal agents, for the purpose of continuing the implementation of the beverage container recycling program throughout the jurisdictions of Sonoma County; and

WHEREAS, diverting recyclables, including beverage containers, from the County disposal sites is one of the goals towards meeting the California Integrated Waste Management Act of 1989 (AB 939) diversion requirement of 50 percent by 2000; and

WHEREAS, each of the jurisdictions in the County have a mutual goal of serving the residents of Sonoma County.

NOW THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency authorizes the Agency Chair to sign a purchase order for the purchase 30 recycling containers from Columbia Cascade Company at a cost of \$45,801 for use in the City of Santa Rosa.

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



Agenda Item #: 5.5
Cost Center: Diversion
Staff Contact: Carter
Agenda Date: 2/18/2009

ITEM: Carryout Bag Update

I. BACKGROUND

The SCWMA Board of Directors requested staff to provide updates at each SCWMA meeting subsequent to the March 2008 meeting. Staff researches new developments in California and out-of-state legislation regarding paper and plastic carryout bags.

II. DISCUSSION

Delhi, India has imposed a ban of plastic bags, effective January 10, 2009¹. The ban only includes plastic bags; biodegradable bags are exempt. The ban includes fines for non-compliance and covers all shopping areas, large eating establishments, hotels, and hospitals.

AB 87² was introduced January 5, 2009 and is very similar to AB 68, the other carryout bag reduction bill in the current legislative session. Both bills contain provisions for stores to charge customers a minimum of \$0.25 per plastic, paper, or compostable bag provided at the point of sale. Both bills would establish some form of pollution reduction fund to assist local litter clean-up projects.

III. FUNDING IMPACT

There are no funding impacts resulting from this transmittal.

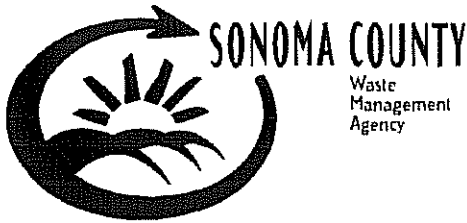
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is for informational purposes only. There is no requested action.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA

¹ http://timesofindia.indiatimes.com/Cities/All_plastic_bags_banned_in_Delhi/articleshow/3986219.cms, retrieved 2/4/2009

² http://www.leginfo.ca.gov/cgi-bin/postquery?bill_number=ab_87&sess=CUR&house=B&author=davis, retrieved 2/4/2009



Agenda Item #: 6.1
Cost Center: All
Staff Contact: Mangerich
Meeting Date: 2/18/2009

ITEM: FY 09-10 Work Plan – First Revision

I. BACKGROUND

Beginning in FY 06-07, as a part of the budget process, a project list (Work Plan) is prepared for consideration and approval by the Board in order to have a detailed planning document containing a description of the Agency projects, contractor costs, staff costs, and impact on the operating budget.

The FY 09-10 Work Plan was presented at the January 21, 2009 Board of Directors meeting. The FY 09-10 Work Plan as presented to the Board had a deficit budget and, after discussion, the Board directed staff to prioritize programs and present a work plan with a balanced budget. The directives from the Board were to maintain core programs, eliminate printing the Recycling Guide in the AT&T phone book, and consider programs/projects that could be postponed such as the compost site. Use of reserve funds shall remain as one-time uses versus on-going operations.

II. DISCUSSION

For purposes of clarification, the FY 09-10 Work Plan - First Revision ("First Revision") was reorganized by funding source, separating the Restricted Fund Cost Centers, (Wood Waste and Yard Debris) and the Reserve Funds (Organics, HHW Closure, HHW Facility and Contingency) from the Surcharge Cost Centers (HHW, Education, Diversion, Planning). The Wood Waste and Yard Debris are restricted by the JPA agreement, Section 13. Restrictions on the Reserves were established by Board policy in 2002 and revised in 2006. Board policy sets goal for the reserves, defines the appropriate use of funds, and states that these funds are to be used for one-time expenditures and not for on-going operational expenses.

RESTRICTED FUND COST CENTERS

Organics (Wood Waste and Yard Debris) Cost Centers (Restricted by JPA agreement)

Revenues from the Wood Waste and Yard Debris Cost Centers are derived from the composting operation that is managed by the Agency. The wood waste and yard debris material is delivered by both commercial haulers and Sonoma County citizens who self-haul. The current charge for wood waste is \$27.60 per ton at the Central Disposal Site (\$29.70 per ton at the other transfer stations). For yard debris the charge is \$34.10 per ton at the Central Disposal Site and \$36.20 at the other transfer stations. The reason for the difference in the rates is the transportation costs for hauling the material from the transfer stations to the Central Disposal Site where the composting operation is located. The Agency has an agreement with Sonoma Compost Company for the processing and with West Sonoma County Transfer, Inc. for hauling the material.

There is also revenue sharing between Sonoma Compost Company and the Agency. The share is calculated on the finished material sold by Sonoma Compost Company to various businesses including, but not limited to the on-site sales.

In the Restricted Organics (Wood Waste and Yard Debris) Cost Centers section, the major change in First Revision is to bring the UCCE-Sonoma County home composting program into the Yard Waste Cost Center. The expense of \$16,660 has historically been in the Surcharge Education Cost Center. Since the goal of the UCCE-Sonoma County efforts is advancing

composting, staff transferred this expense from a Surcharge Cost Center to be paid out of the organics program.

Another change in the Organics (Wood Waste and Yard Debris) Cost Centers is the reimbursement of expenses from other cost centers that focus on "organic diversion elements". The majority of this interagency transfer would be from the Yard Debris Cost Center to the Education Cost Center for educational expenses incurred in the design and production of the organics-related information in the Recycling Guide, the Eco-Desk, the Spanish Outreach Program and placed on the Agency website.

Organics Reserve Fund (Restricted by Board policy)

The compost site relocation project is dedicated as a "one time use" of funds for the purchase of property necessary for relocating the compost processing operations. It is the only project for this Reserve Fund at this time. The County of Sonoma is currently in the negotiation process for divestiture of its solid waste system assets. Whether the divestiture is successful or not, the existing compost operations will need to be relocated to another site due to a) final capping of site as per closure requirements, or b) eventual expansion on current composting site for further expansion of landfill capacity by a new owner.

At the January 21st presentation of the first draft of FY 09-10 Work Plan, the Board requested consideration of a delay of the compost site relocation project in order to provide a possible budget balancing mechanism. Since this one-time project is being funded within the Organics Reserve, it is unique in that the revenues and expenditures are restricted, and do not provide any relief from the potential deficit budget that is preliminarily apparent in the solid waste Surcharge Tipping Fee revenues (which provide funding for the following Cost Centers: HHW, Education, Diversion and Planning.)

The consideration of delaying the compost siting is problematic for another reason. By not moving forward with all of the steps necessary for relocating the compost processing operation, the Agency could find itself in the position of not having the ability to continue the program for a period of time. Completing the environmental reviews, finishing the processes necessary for purchase, issuing Requests for Proposal, and negotiating a new composting contract with the provision that the contractor will make all necessary improvements is estimated to take eighteen months. The current composting contract is due to expire November 2010 with the provision that the current contractor will stop accepting material at the current site in July 2010. By adhering to the compost site relocation project timeline that has been in effect for almost a year and a half, the Agency should be able to relocate the composting program without a break in operations. While there are other composting businesses in the county, they could not handle the volume of material that would become available for processing should the current contractor be unable to accept material. This situation could result in the green waste material being hauled out of county to facilities that may or may not compost.

HHW Facility Reserve Fund

The one-time HHW building expansion project is estimated to cost \$240,000, of which \$199,755 could potentially be available through the CIWMB HD-16F grant. In order to move forward with this project, Board direction is needed. Also, necessary would be a new Scope of Work submitted to the CIWMB for approval. Should the Board decide to go forward and the CIWMB approves the changed conditions of the grant, the net financial impact to the Agency would be \$40,245, which is not budgeted at this time.

Contingency Reserve Fund

The sustainable funding project (development of an Agency Program Fee) has been moved from the General Administration portion of the FY 09-10 Work Plan to the Contingency Reserve Fund. This project fits the criteria of a one-time project and would be acceptable for reserve fund use per the Board policy.

SURCHARGE ON SOLID WASTE TIPPING FEE COST CENTERS

Household Hazardous Waste Cost Center

In the FY 09-10 Work Plan, the HHW Collection Program had an estimated \$1,200,000 as the projected contractor cost. Upon further investigation and gaining updated information, the contractor cost is estimated to be \$1,136,135, a savings of \$63,865. The revised cost estimations for our contractor, Clean Harbors are \$1,002,150, which is based on analysis of actual expenditures. Staff budgeted for an increase of 4.5% (approximately \$22,550) for six months, which is the time during the FY 09-10 budget year when the HHW facility will be operating under a new contract. The HazMobile payment goes to the Mendocino County hazardous waste disposal program to reimburse that county for waste taken to their events by residents of Sonoma County in the north county. The amount of this payment is estimated to be \$11,530. As a part of the battery recycling program, the Agency receives funds from Battery Systems. For FY 09-10 it is estimated that the Agency will receive \$3,367. The net effect is an estimated expense of \$1,032,863. There is an additional 10% contingency (\$103,272) budgeted as a precaution for unanticipated disposal costs.

The E-waste, Used Oil Collection Program and Spanish language outreach are all funded by grants awarded from the California Integrated Waste Management Board. These grants allow for staff time used for grant work be reimbursed. The First Revision reflects these reimbursements with reduced staff costs.

Education Cost Center

In the initial FY 09-10 Work Plan, the Recycling Guide was budgeted \$63,000 for contractor costs. The Board directed staff to explore the possibility of not placing the Guide in the AT&T phone book. Staff reduced these contractor costs to \$9,000 in the First Revision for printing of the additional guides used for distribution at events. This assumes the Recycling Guide would no longer be printed and bound in the AT&T phonebook. The information and format for the Guide would be as always, but it would be placed on the Recyclenow.org website. Staff envisions a very intense promotional campaign advertising this change.

\$30,000 has been budgeted to fund the web-based advertising campaign and ad placement for the Guide's move to an online format.

The Outreach program has been reduced by \$13,000 leaving \$5,000 for the Business Environmental Alliance. These funds would go to help fund a part-time position in the Economic Development Board (EDB) staff. The Agency will also be providing some staff support to the EDB to assist in coordinating the Green Business Program and the Recycling Market Development Zone.

Diversion Cost Center

The Beverage Container Recycling contract expense has been changed from \$120,000 to \$132,000 based on the most recent estimate provided by the Department of Conservation. This entire program is grant funded.

The Sonoma/Mendocino/Lake Recycling Market Development Zone (RMDZ) staff costs have been reduced from \$4,823 to \$1,000. With the change in the Agency outreach, this program has been served by the Agency by providing funding to the Economic Development Board for support in maintaining the RMDZ program. The \$1,000 staff costs would be used if there is a need for Agency assistance primarily in the area of quantifying material diverted from the county's wastestream.

Planning Cost Center

First Revision remains the same as the FY 09-10 Work Plan presented to the Board at the January 2009 meeting.

General Administration Cost Center

The major change in the administration of the Agency is transferring the Sustainable Funding project expense to the Contingency Reserve.

County Projects

Since the January Board meeting, Agency staff has been asked to assist in the continuation of the Keep Sonoma Clean project. This is a countywide project that is grant funded through the California Integrated Waste Management Board. There is work underway to extend the timeline on this grant award in order to utilize existing funding and reimbursement opportunities. All of the participants as well as the County Administration Office recognize the value of this project. There was a need for committed staff in order to apply and implement the extension. The Agency's Executive Director will fill this functional need. The anticipated level of commitment is ten hours per month. The County would reimburse the Agency for the staff expense. The FY 09-10 Work Plan stated staff costs as \$10,500 and the First Revision states the cost as \$21,060.

III. FUNDING IMPACT

There is no direct funding impact of the FY 09-10 Work Plan – First Revision. This document is informational and used for planning purposes and to complement the proposed FY 09-10 Draft Budget. The First Revision is presented for consideration with Board-directed changes.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends adoption of the FY 09-10 Work Plan - First Revision as a guide for the FY 09-10 Budget.

The FY 09-10 Work Plan - First Revision results in a budget without a deficit. The possibility exists for some of the programs that were cut to be added back into the plan. These are prioritized as;

School Grants

Outreach – EDC (Discovery Center)
Outreach – Community Pulse
Outreach – BayROC

The priorities were established with an emphasis on Agency involvement with the local community.

V. ATTACHMENTS

FY 09-10 Work Plan – First Revision

Approved by: 
Mollie Mangerich, Executive Director, SCWMA

FY 09-10 SCWMA Work Plan
First Revision

Organics (Wood Waste and Yard Debris) (Restricted by JPA Agreement)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
1.1	Composting Program	Manage contract for composting operation, reconcile and process monthly invoices for payment. Process revenue sharing and product allocations.	\$2,837,394 (FY 08-09 \$2,863,531)	\$35,919	Major diversion program in ColWMP, contract administration	On-going
1.2	Food Waste Education	Support residential and commercial pilot food waste collection programs as needed. Support Sonoma Compost Company in educating retailers and the public that compostable bags/cutlery are considered a contaminant with municipal yard debris (e.g., utility bill inserts, garbage company newsletters, Recycling Guide, etc.).	\$ 5,000 (based on FY 08-09 material estimates)	\$17,758	Provide recycling information to all County residents and businesses/ in the ColWMP	Ongoing
1.3	Christmas Tree Recycling	Provides education to the public about Christmas tree recycling options. Coordinate with local non-profit organizations to provide convenient Christmas tree composting. Establishes drop-offs at public sites.	\$0	\$7,000	Diversion program that adds organic feedstock	December and January, Annually
1.4	Home composting education (UCCE contractor)	Reduce organic waste going to landfill and reduce the Agency's compost program costs through management of organics at homes and schools.	\$16,660	\$6,233	Reduce organics being landfilled and compost program costs/ in the ColWMP,	Ongoing
1.5	Reimbursements	Internal reimbursements for portions of Agency staffing related to compost program		\$2,000		Ongoing
	Total		\$2,859,054	\$68,910		
	Prior Year	FY 08-09	\$2,887,531	\$110,260		

FY 09-10 SCWMA Work Plan
First Revision

Reserves (Restricted by Board Policy)						
Organics Reserve Fund						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
2.1	Compost Site Relocation Project	Environmental document completed using existing FY 07/08 funds. Requested amounts will allow staff to issue an RFP for permitting site design, and site operator. Site purchase to occur in 09-10 FY, though the amount is too speculative to include in this plan.	\$200,000 (FY 08-09 \$200,000 budgeted)	\$42,847 (FY 08-09 \$35,000 budgeted)	In the ColWMP	One –Time Use (Complete by 2010)
HHW Facility Reserve Fund						
2.2	Household Toxics Facility Expansion	Use HD 16-F grant funds to expand the existing HHW facility to process more HHW and expand storage capacity for universal waste.	\$175,000 (FY 08-09 \$150,000 Budgeted)	\$39,166 (FY 08-09 \$20,000 budgeted)	Recommended in HHW Program Benchmarking and Program Evaluation produced in 2007.	One-Time Use (Complete by 2010)
Contingency Reserve Fund						
2.3	Sustainable Funding	<ul style="list-style-type: none"> Begin implementation of establishing an alternative method of funding for SCWMA, - based on results of FY-08-09 RFP Begin 218 Notification and adoption of Ordinance 	\$0	\$47,080	Development of sustainable funding mechanism to address funding issues.	One-Time Use

FY 09-10 SCWMA Work Plan
First Revision

Surcharge Cost Centers						
Household Hazardous Waste Cost Center						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.1	HHW Collection Program	Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Toxics Facility (HTF), Community Toxics Collections (CTC), and Toxics Rover. Provides education resources for the program as needed. Review proposals for new HHW Contract to be in place by January 6, 2010.	\$1,136,135 (FY 08-09 \$1,400,000)	\$45,839	Comply with regulations, in the ColWMP, contract administration/oversight	Ongoing
3.2	E-waste Collection at Disposal Sites—CEW/UWED's (Partially funded by State)	Covered Electronic Wastes (CEW and UWED's) are accepted at all of the County disposal sites for recycling. This program accepts electronics that are defined as hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. The Agency funds the e-waste packaging operations.	\$78,000 (State Subsidy Funded Estimate of \$241,300 – based on previous twelve months)	\$9,956	Required by regulation, contract administration/oversight	Ongoing
3.3	Oil & Filter Recycling (Grant funded)	This program includes a wide variety of efforts from reporting and auditing to collection and education. Actual projects vary year to year depending on grant levels.	\$65,325 (Grant Funded- \$136,178 for FY 08-09 Cycle)	\$9,956 (Reimbursed by Grant)	Required by regulation, contract administration and oversight	Ongoing
3.4	Spanish Language Outreach (62.5% funded from Used Oil grant)	Outreach to Spanish speaking residents about used motor oil and disposal of hazardous waste employing social based marketing strategies including call-in radio, telephone, events, labor group talks, etc.	\$15,000 (CIWMB Grant Funded-14 th Cycle)	\$3,500 (Reimbursed by Grant)	In the ColWMP, contract adm.	Evaluate in June '09 (Consultant contract expires June 30, 2010)
3.5	303 Reporting	The State requires reporting and quantification of HHW collection efforts annually.	\$0	\$8,456	Required by regulation. Admin / oversight	Annual (November '09)

FY 09-10 SCWMA Work Plan
First Revision

Household Hazardous Waste Cost Center (con't)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.6	California Product Stewardship Council (CPSC)/Product Stewardship Institute (PSI)	Participate in statewide and national Extended Producer Responsibility efforts.	\$4,000 (materials estimate)	\$27,248	EPR Implementation Plan	Ongoing
3.7	Extended Producer Responsibility (EPR) Education and Outreach	The education theme for 2009 will be EPR. Agency staff produces educational materials to reflect local take-back opportunities, etc.	\$3,000	\$19,417	Provide recycling information to all County residents	Ongoing
3.8	Ewaste recycling events	A contractor conducts electronic recycling events under contract with the Agency. Staff provides supports for coordination, advertising and administration of the contract. This program accepts electronics that are defined as hazardous waste. State subsidy is based on pounds received for recycling.	\$12,000 (FY 08/09 State subsidy back to Agency estimate-\$25,500)	\$12,916	Provide recycling information to all County residents	Consultant contract expires in June 2010
	Total		\$1,313,460	\$137,288		
	Prior Year	FY 08-09	\$1,520,000	\$127,940		
Education Cost Center						
4.1	Recycling Guide	Develop annual 32-page recycling options guide for placement and promotion on the Recyclenow.org website. Printing of 20,000 paper copies for distribution at Agency events.	\$39,000 (\$30,000 website promotion) (\$9,000 printing)	\$30,604	Provide recycling information to all County residents and businesses/ in the CoIWMP	December 2009 to April 2010

FY 09-10 SCWMA Work Plan
First Revision

Education Cost Center (con't)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.2	Eco-Desk	Telephone and email response to questions from the public on recycling, disposal and hazardous waste. Update resources annually. Research as needed.	\$0	\$25,273	Provide recycling information by phone to all County residents and businesses/ in the ColWMP	Ongoing Daily
4.3	Spanish Language Outreach (37.5% funded from education)	Outreach to Spanish speaking residents about recycling issues employing social based marketing strategies including call-in radio, events, labor group talks, etc. Agency staff manages the contract and provides support as needed (e.g., Eco-Desk Spanish reports,	\$9,000	\$4,273	Provide recycling information in Spanish/ in the ColWMP contract adm.	Evaluate in June '09 (Consultant contract expires June 30, 2010)
4.4	Grants	Grants are an excellent opportunity to expand the Agency's programs and to encourage local nonprofits to develop programs that meet the goals of the Agency.	\$0	\$18,507	Leverage limited Agency resources with grants and local partnerships	As available
4.5	Web site www.recycle now.org	Update the web site contents and programming structure. Agency staff prepares the wireframe, graphics and content. The County Information Systems Department (ISD) programmed the site which will be housed on the County of Sonoma server. Agency staff, with assistance from ISD is responsible adding new pages as needed and for maintenance.	\$15,000 (FY 08-09 \$30,000 for design)	\$14,773	Communicate recycling information using the web (in the ColWMP)	Ongoing
4.6	SonoMax.org	The SonoMax.org (Sonoma County Materials Exchange) on-line exchange advertises business discards. Emails are emailed bimonthly. Currently a private company provides internet hosting for the site; in FY 09/10 ISD will be asked to assume responsibility for web hosting.	\$4,200	\$6,273	Reduce business waste through reuse and recycling(in the ColWMP)	Ongoing

FY 09-10 SCWMA Work Plan
First Revision

Education Cost Center (con't)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.7	SonoMax.org Publicity Grant RU 11	Funded by a CIWMB Reuse Assistance Grant, the grant term is from Dec 8, 2007 to November 30, 2009. Activities include: SonoMax fliers, Building Materials Reuse Guides, utility bill inserts, exhibits, mailings, presentations, print ads and radio.	\$11,000 (CIWMB grant funded. The total amount awarded is \$16,700. Some of this money was expended in FY 08/09)	\$9,500	Reduce business waste through reuse and recycling (in the ColWMP)	Grant expires Nov 2009
4.8	Green Building	Staff maintains the Agency's Green Building Products Showcase and participates as needed on the Build It Green Public Agency Council and other similar efforts.	\$0	\$4,500	Reduce waste and increase recycled product purchasing (in the ColWMP)	Ongoing
4.9	Green Purchasing	In order to be eligible for grant applications from the State of California, and to encourage "closing the loop" purchasing, the Agency has developed a recycled-content procurement policy. Staff assists the jurisdictions' purchasing departments in tracking and their recycled content purchases.	\$0	\$3,000	Implement and monitor green purchasing policies to assure eligibility for grant applications	Ongoing
4.10	Green Business	This business recognition program encourages environmental stewardship. This voluntary program is aimed at reducing energy and water use, as well as waste reduction and pollution prevention.	\$0	\$7,693	Increase business recycling and waste reduction (In the ColWMP)	Ongoing
4.11	Outreach Partnerships	Provide funding and some staff support to the Business Environmental Alliance (BEA), which helps support a part-time position to coordinate the Sonoma Green Business Program and the Recycling Market Development Zone (RMDZ).	\$5,000	\$7,273	This effort promotes recycling and waste diversion beyond the range of other Agency operations.	Ongoing
4.12	Fairs	The outreach theme for 2009 is E-waste and SonoMax.org The outreach theme for 2010 is EPR. Staff designs and coordinates the exhibit and related educational materials, staffs the exhibit, and pays registration fees.	\$6,000	\$20,237		
	Total		\$89,200	\$151,906		
	Prior Year	FY 08-09	\$181,701	\$166,200		

FY 09-10 SCWMA Work Plan
First Revision

Diversion Cost Center						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
5.1	Beverage Container Recycling (Grant funded)	<p>Grant money from the State Dept. of Conservation (to further the recycling of beverage containers), awarded to all member jurisdictions, is consolidated at the Agency, and spent regionally, including:</p> <ul style="list-style-type: none"> Placing and servicing recycling bins in city and County parks Providing bin design and signage as needed Providing bins for local schools Funding disposal expenses for the Roadside Community Cleanups Education and Outreach 	<p>\$113,547</p> <p>(includes estimated vendor/supplies)</p>	\$18,453	Make recycling bins convenient for public consuming containerized beverages at events and outdoors	Annual report and ongoing support
5.2	Large Venue and Event Recycling	<p>Large venues/events serving 2,000+ paid attendees per day are required to have a recycling plan and provide recycling. The Agency is required to report on results.</p> <p>Tasks include:</p> <ul style="list-style-type: none"> Identify top 10% of large events/venues. Analyze waste/recycling amounts at venue/event. Assist w/development of recycling plans. Notify building/planning departments about requirement for adequate storage for collecting/loading recyclables. Provide education materials to distribute with permit applications. 	\$0	\$11,134	Reduce waste going into landfills from events/ State reporting requirements pertaining to large public gatherings	Annual report to CIWMB, ongoing efforts
5.3	Sonoma/ Mendocino/ Lake Counties Recycling Market Development Zone (RMDZ)	Provides support to the Economic Development Board as needed as they function as the Zone Administrator for the RMDZ program.	\$0	\$1,000	RMDZ support for local economic development, create jobs	Ongoing
	Total		\$132,000	\$30,587		
	Prior Year	FY 08-09	\$150,000	\$23,350		

FY 09-10 SCWMA Work Plan
First Revision

Planning Cost Center						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
6.1	AB 939 Reporting Requirements	Annual Report writing consists of: <ul style="list-style-type: none"> Collect and enter data from: the haulers, transfer stations, Central Landfill, out-of-county landfills, biomass facilities, large venues/events, HHW program Update text description of programs. Submit report to Calif. Waste Board (CIWMB) Prepare diversion report cards for each city 	\$0	\$14,180	Compliance with State regulations	2008 Annual Report due August 2009
6.2	Environmental Document Comments	Staff comments on the waste issues related to CEQA documents.	\$0	\$5,187	Most relevant local government agency to comment on solid waste issues.	Ongoing
6.3	Revise Countywide Integrated Waste Management Plan (CiWMP)	SCWMA is responsible for the CiWMP. Ongoing tasks: any additions or updates to the Non-Disposal Facility Element. <ul style="list-style-type: none"> Periodic tasks: As required by law, the CiWMP must be reviewed every 5 years for applicability. Though much of the review is to be performed by the LTF members, staff will have a supporting and administrative role in this review. 	\$0	\$13,393	Ensure the CiWMP is accurate, current, and in compliance with all relevant laws	Ongoing
	Total		\$0	\$32,760		
	Prior Year	FY 08-09	\$0	\$29,150		

FY 09-10 SCWMA Work Plan
First Revision

General Administration						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
7.1	Agency Meetings	<ul style="list-style-type: none"> • Prepare agendas/packets • Attend meetings • Research, document development • Prepare and file minutes, resolutions, agreements 	\$0	\$73,516	Administration of Agency operations	Ongoing
7.2	SCWMA Financial Management	<ul style="list-style-type: none"> • Approve invoices/journal vouchers • Prepare financial statements to Board • Prepare budget and facilitate approvals • Respond to audits (internal and external) 	\$0	\$32,290	Administration of Agency operations	Ongoing
7.3	Monitoring legislation	Examine recent and pending legislation relevant to current and projected Agency projects	\$0	\$13,800	Board direction	Ongoing
	Total		\$0	\$119,606		
	Prior Year	FY 08-09	\$0	\$71,125		

FY 09-10 SCWMA Work Plan
First Revision

County Projects						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
A	Keep Sonoma Clean project (CIWMB grant funded)	Manage publicity contract for campaign to help prevent illegal dumping activities in Sonoma County.	\$0	\$21,060	Countywide project coordinating four departments for efficiency	Anticipated completed by 2010
B	Disposal Site support	Assist as needed with education efforts including signage, fliers, fee schedules, information requests, etc.	\$0	\$9,765	Requests by County staff	Ongoing
C	Treated Wood Waste Collection	Manage County's Treated Wood Waste Contract for material collected through County's Load Check Program.	\$0	\$1,200	Mandated by State	Ongoing
D	AB 939 Local Task Force (LTF)	Provide staff support and administrative functions, as needed, to the AB 939 Local Task Force.	\$0	\$20,530	Agency staff has historically provided this service.	Ongoing
	Total		\$0	\$52,555		
	Prior Year	FY 08-09 County tasks were not included as a separate category.	\$0	\$0		
	Grand Total		\$4,768,714	\$722,705		
	Prior Year Total	FY 08-09	\$5,125,892	\$588,025		



Agenda Item #: 7.1
Cost Center: HHW
Staff Contact: Steinman
Agenda Date: 2/18/2009

ITEM: HHW Building Enclosure Expansion Project

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 wastes, such as latex paint.

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 Agency Board meeting, the Board approved the First Amendment to the VBN Agreement which extended the term of the Agreement an additional year until December 31, 2009.

At the October 15, 2008 Agency Board meeting, staff presented an update to the Board on the status of the project. The staff report explained that the Permit and Resource Management Department (PRMD) had reviewed the plans for the project and was requiring a new soils analysis report be prepared since the existing soils report is over two years old and was completed prior to the construction of the HHW building. It was also explained that a contractor would need to be hired to do the work.

II. DISCUSSION

Since the October meeting, quotes for the geotechnical study (soils report) of the proposed HHW Building Enclosure Expansion Project site were received from the following: Kleinfelder, Taber, and Brunsing Associates, INC. (BAI). Staff has reviewed the quotes submitted and selected Taber, the lowest bidder, to do a soils report analysis. At this time, staff is recommending moving forward with updating the soils report with the assumption that the HHW Building Enclosure Expansion Project is to be completed

Should the HHW Building Enclosure Expansion Project go forward, it is estimated by the VBN Architects, that the project will cost approximately \$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 by the Board with the assumption the project will move forward.

In regards to funding the HHW Building Expansion Project, there is a possibility of using grant funds available through the California Integrated Waste Management Board (CIWMB). In December of 2007, the SCWMA was awarded the HD 16 F (California Integrated Waste Management Board Hazardous Waste Infrastructure) grant. The HD16 F grant cycle allows for siting, planning, and permitting of permanent HHW collection facilities. The intent, in applying for this grant, was to receive funding towards building additional HHW Facilities.

The HD 16 F grant was awarded to the SCWMA though upon learning of the lack of financial feasibility of the additional facilities, the Board directed staff to examine alternatives methods of improving the existing HHW facility operations before considering construction of additional facilities. Staff contacted the CIWMB grant manager and discussed altering the scope of the HD 16 F grant to allow Extended Producer Responsibility (EPR) tasks, but was rejected. Staff then inquired as to whether the scope of the grant could be changed to encompass the planned enclosure expansion of the existing HHW facility. The CIWMB grant manager indicated this use would better match the original scope of the grant and may be allowed if more information was provided by SCWMA staff. The grant amount awarded to the SCWMA is \$199,755.

III. FUNDING IMPACT

Taber's fee estimate for the soils report analysis is not to exceed \$6,500. Since \$300,000 was budgeted in the HHW Facility Reserve (FY07-08) for this project, the one-time use of \$6,500 for the soils report can be taken from the budgeted amount.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff requests the Board's approval to accept Taber's quote and move forward with the soils report. In addition, staff recommends approval to submit a new Scope of Work for the HD16 F grant to fund the HHW Building Enclosure Expansion Project.

Approved by: 
Mollie Mangerich, Executive Director, SCWMA



Agenda Item #: 7.2
Cost Center: HHW
Staff Contact: Steinman
Agenda Date: 2/18/2009

ITEM: EPR Take-back Update

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.

At the June 18, 2008 SCWMA meeting, the Board directed staff to develop 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 SCWMA 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. 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. 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 SCWMA Board to develop a one-year voluntary take-back program and apply for the HD 17 Grant, on September 22, 2008, SCWMA staff submitted a HD 17 proposal for \$103,832 for two projects that meet CIWMBs funding priorities: Business and Education Outreach Program, and National Medical Sharps Dialogue Meeting. At the October 15, 2008 SCWMA Board meeting, staff presented the Board with the Scope of Work that was submitted to the CIWMB with the Grant application. This Scope of Work, if funded by the grant, would have been used as the Scope of Work for the Agency's voluntary take-back program. Staff learned from the posting of the CIWMB Meeting Agenda (December 16, 2008) that SCWMA's proposal was not recommended for the HD 17 Grant funding. Included in the staff report, presented to the SCWMA Board in January, was a listing of the scores the SCWMA received by category. Staff has since made a formal request to the CIWMB to obtain more specific information as to why the SCWMA scored so low in various areas of their rating. Staff will present this information to the SCWMA Board once it is available.

At the January 21, 2009 SCWMA Board meeting, the Board directed staff to come back to this meeting with a summary of options available to move forward with a plan of action for the voluntary take-back program. Staff explained that the summary would include the following: a report on other HD 17 awarded programs and how these programs may benefit Sonoma County, barriers to a take-back program, legislative update and forecast, and funding options. Once funding can be found, options for a new Scope of Work can be brought back to the Board.

II. DISCUSSION

The biggest challenges in moving forward with a voluntary take-back program will be staff time and funding for the program. Staff was seeking \$74,022 from HD17 grant funds to use towards funding a voluntary take-back program. The \$74,022 included hiring contractors to implement the program, since staff time is so limited. This amount does not include disposal costs, which would be the responsibility of the retailer.

Staff has included an attachment showing which jurisdictions have been awarded funding through the HD17 grant cycle. The EPR related programs, to be funded by the HD17 grant cycle, could potentially serve as models for Sonoma County. Staff is anticipating that EPR outreach materials will be developed by awardees and will be shared with the other jurisdictions. Staff will continue to monitor the progress of the EPR related programs being conducted by the awardees.

Staff has been anticipating the introduction of new EPR legislation at the State level. There are Bills in the works for sharps, pharmaceuticals, fluorescent lamps, and paint which will all have EPR components. In addition, an EPR Framework Bill is also in the works. The deadline for all Bills, to be introduced at the State level, will be at the end of February 2009. Staff should have enough information to present an update to the Board at the March 2009 Agency Board meeting.

III. FUNDING IMPACT

In order to move forward with a voluntary take-back program, funding would need to come from the SCWMA Budget Reserves. The budget used to request funds from the HD17 grant cycle was estimated after receiving costs from potential contractors. For staff to come up with an actual cost for a voluntary take-back program, staff would need to go out to bid. Staff anticipates a portion of the \$74,022 would be needed to implement such a program. There would be additional costs associated with keeping such a program going until State EPR legislation passes.

Staff's initial recommendation is to defer development (and associated costs) of a voluntary take-back program until such a time when future funding opportunities become available. Since no current grant funding was awarded to the SCWMA; and there are, again, projected decreases in revenues (from surcharge on solid waste tip fee) into the next fiscal year, staff believes it prudent, at this point, to do the following:

- a. Closely monitor and support, when appropriate, active state-wide EPR legislation
- b. Coordinate closely with other state-wide programs
- c. Continue to monitor other jurisdiction's EPR related programs
- d. Continue to seek out funding opportunities to support a take-back program

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends deferring development (and associated costs) of a voluntary take-back program until such a time when future funding opportunities become available.

An alternative to staff's recommendation is to move forward with a voluntary take-back program with a funding source to be determined as a part of the development process. At the present time, the only known sources available to the Agency staff are the reserve funds.

V. ATTACHMENTS

CIWMB Household Hazardous Waste Grant Program (FY2008/09) Passing Applications
Recommended for Funding

Approved by: 
Mollie Mangerich, Executive Director, SCWMA

Household Hazardous Waste Grant Program (FY 2008/09) Passing Applications Recommended for Funding (in descending order)		
Applicant Name	Requested Funding	Recommended Funding
Rural Counties Environment Services Joint Powers Authority (ESJPA) <i>Implement a regional collection program for sharps and other HHW materials in Butte, Glen and Colusa Counties, including establishing new collection sites and improving existing ones</i>	\$400,000.00	\$400,000.00
San Joaquin County <i>Partner with City & County of San Francisco, Tehama County, and other private/public entities to develop the California Paint Product Stewardship Program; includes educational and extended producer responsibility (EPR) and retail take-back components</i>	\$400,000.00	\$400,000.00
City of Long Beach <i>Partner with Los Angeles County to design and construct a new Permanent Household Hazardous Waste Facility (PHHWF)</i>	\$400,000.00	\$400,000.00
City of Palm Desert <i>Expand recycling operations at existing PHHWF, as well as expand public education outreach and HHW collection events</i>	\$250,000.00	\$250,000.00
City of Los Angeles <i>Develop and implement partnerships with local retail stores, pharmacies, and public agencies to better manage home-generated sharps</i>	\$250,000.00	\$250,000.00
Yolo County <i>Adopt resolutions and policies that support EPR; partner with local agencies and jurisdictions to develop educational outreach regarding appropriate sharps disposal, especially in current underserved communities</i>	\$197,680.00	\$197,680.00
San Luis Obispo Integrated Waste Management Authority <i>Establish a regional latex paint "Take Back" program consisting of public government/private business partnerships</i>	\$387,435.00	\$387,435.00
Tulare County <i>Work with regional pharmacies and medical providers for collection of home-generated sharps; establish collection kiosks at four county health centers</i>	\$99,732.00	\$99,732.00
Regional Waste Management Authority <i>Yuba and Sutter counties will jointly design and construct a 2nd PHHWF in the City of Olivehurst that will better serve the growing communities in these two counties</i>	\$400,000.00	\$400,000.00
Marin County <i>Expand current county collection program for growing universal waste problem; establishes more drop-off sites at local business locations</i>	\$250,000.00	\$250,000.00
Imperial Valley Resource Management Agency <i>Establish a new PHHWF in the south area of Imperial County to better serve the residents of this area, expand existing HHW facilities to collect new HHW and universal waste materials, and increase public awareness efforts</i>	\$267,082.00	\$267,082.00

Household Hazardous Waste Grant Program (FY 2008/09) Passing Applications Recommended for Funding (continued)		
Applicant Name	Requested Funding	Recommended Funding
Town of Paradise <i>Establish a new PHHWF to better serve underserved populations in the region</i>	\$140,352.00	\$140,352.00
City of Elk Grove <i>Expand current collection program by designing a new transfer station, PHHWF, materials recovery facility, special wastes center, 'reuse' store, and educational center — will not only serve growing community, but also residents of the south Sacramento County area</i>	\$250,000.00	\$250,000.00
Modoc County <i>With the help of the US Forest Service, City of Alturas, and county agencies - initiate a county-wide sharps program, including a new educational outreach effort; conduct three collection events</i>	\$272,827.00	\$272,827.00
City of Laguna Woods <i>Expand existing curbside HHW collection, especially targeting the home-bound senior community; expand and improve current public education and outreach efforts</i>	\$106,342.00	\$106,342.00
City of San Jose <i>Design and construct a new PHHWF within city limits (currently there is no facility)</i>	\$250,000.00	\$250,000.00
Western Riverside Council of Governments <i>Design and implement a regional public education campaign for HHW management and disposal - includes establishing more retail take-back partnerships and more collection sites in the region</i>	\$358,810.00	\$358,810.00
<u>City of Elk Grove</u> <u><i>Plan and design a new PHHWF to serve both Elk Grove and southern Sacramento County residents (currently there is no facility)</i></u>	<u>\$250,000.00</u>	<u>\$210,086.00</u>
Tuolumne & Mariposa Counties <i>Partner with Mariposa County to develop three satellite facilities for HHW collection service and pick-up service for the senior population</i>	\$399,568.00	\$319,740.00 <u>\$359,654.00</u>
	Total	\$5,000,000.00

Household Hazardous Waste Grant Program (FY 2008/09) Other Passing Applications Recommended for Funding If Additional Funding Becomes Available		
Applicant Name	Requested Funding	Recommended Funding
City of Vallejo <i>Establish sharps collection program for residents</i>	\$104,237.00	\$104,237.00
San Mateo County <i>Implement the County's resolution supporting EPR efforts: educate key stakeholders and local government officials, expand retail take-back programs, upgrade current Environmentally Preferable Purchases Policies, and make improvements to operating PHHWF</i>	\$382,290.00	\$382,290.00
San Gabriel Valley Council of Governments <i>Develop new education and outreach for u-waste; implement a pilot mercury bulb and battery take-back program with local business community</i>	\$395,951.00	\$395,951.00
Del Norte County <i>Continue current EPR activities by conducting more public workshops, more media EPR events, and developing additional retail take-back program, and developing a new Stewardship Awards program</i>	\$400,000.00	\$400,000.00
Kings Waste and Recycling Authority <i>Establish a new regional medical sharps program with the County Public Health Department and local health entities; expand current u-waste collection programs</i>	\$400,000.00	\$400,000.00
Santa Cruz County <i>Establish fluorescent light bulb retail take-back program including outreach and education with local business community in county</i>	\$400,000.00	\$400,000.00
City of Moorpark <i>The city will maintain and improve established HHW programs, provide additional outreach to targeted groups in the community (Spanish-speaking and youth)</i>	\$ 57,630	\$ 57,630



Agenda Item #: 8.1
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 2/18/2009

ITEM: Recycling Guide history and what to do next?

I. BACKGROUND

At the January 21, 2009 meeting, the SCWMA Board of Directors requested staff to provide information on AT&T Yellow Pages telephone book history and recycling program.

The *Sonoma County Recycling Guide* supports the objectives in the *Countywide Integrated Waste Management Plan*, Education and Public Information Component, and is specifically named as a program in section 4.7.2.1

The Guide, first produced in 1993, has historically been an essential component of the Sonoma County Waste Management Agency's (SCWMA) educational outreach program. Updated annually, it is a comprehensive 28-page reference document that summarizes not only the Agency's waste diversion programs, but all the opportunities in Sonoma County. The Guide also informs the resources for the Eco-Desk 565-3375 telephone hotline and the Agency's web site www.recyclenow.org. As the waste management field changes, preparing the document requires significant collaboration and review by the garbage companies, local businesses county offices, and State agencies. The goal of the project is to present information about recycling to the public (Sonoma County residents and businesses) at a time and place where it will be most convenient. To meet these goals, the Agency has experimented with a number of distribution methods with the hope of achieving consistency from year to year.

Guide distribution summary:

1993-94

The Guide was distributed as an insert in largest daily circulation newspaper, the Press Democrat reaching an estimated 100,000 subscribers.

1995-2001

The Guide's distribution was expanded significantly to about 200,000 when the stand-alone *Recycling Guide* booklet was distributed by the US Postal Service (USPS) for bulk mailing to every resident and business. As a result of non-delivery issues and inflated counts with USPS, staff pursued other mechanisms.

2002

SCWMA contracted with Pacific Bell (also known as SBC and AT&T as a result of company mergers) for distribution of the *Recycling Guide* booklet with the phone book. Pac Bell, at the time dominated the phone book printing and distribution market in Sonoma County. Unfortunately, the delivery was inconsistent as it relied upon individual carriers to cut open bundled phone books and insert the Guides by hand. Based on surveys, only 50% of the Guides were delivered using this method.

2003-2009

Not wanting to abandon the concept of including recycling information in the phone book, SCWMA staff sought a recycling advocate at SBC. Jim Troup, SBC/AT&T Environmental Issues Director, was contacted by Agency staff as he operates the company's telephone book recycling program. Mr. Troup became a strong advocate for the Recycling Guide and in 2003 the Guide was first printed bound into the phone book under "R" for Recycling. This method not only achieved a greater distribution to 348,350, but also upgraded the product to a 4-color printing process.

Branding:

In 2003, the Sonoma County Recycling Guide also became more professional through the branding by Sheryl Chapman Designs <http://sherylchapman.com>. Ms. Chapman, with 20 years of corporate-advertising experience for clients such as AOL, Old Navy and Pottery Barn, imparted an identifiable graphic style to Guide icons. Each year as Sonoma County's recycling programs change, more icons are added into the library. In addition to icons, Ms. Chapman has created the cover art from 2003-2009. Agency staff performs the graphic design, content research, data base maintenance and administration aspects of the Guide project.

Competing phone books:

By 2005 it became evident, much to Agency staff's dismay, that there was a competing phone book in Sonoma County with the introduction of Valley Yellow Pages. Agency staff was not tempted to advertise with the Valley Yellow Pages as it diluted the effectiveness of the AT&T partnership, the Agency budget could not accommodate additional advertising and more importantly additional phone book printing creates needless waste. Furthermore, Valley Yellow Pages did not use recycled paper in their printing. Staff also chose not to advertise with Verizon, the land-line phone book company (The Blue Book) operating in Annapolis, as their distribution is mainly in Mendocino County.

Recycling Guide printed in the Mini AT&T Companion Directory:

In 2007, AT&T introduced the phone book "mini" companion directory which is a reduced size Yellow Pages. In 2007, the Agency elected to print the 28-page Recycling Guide section in the mini for a cost of \$4,060. In 2008, when AT&T heard that the Agency elected not to participate in advertising in the Mini Directory, AT&T developed a barter agreement where the Agency's normal advertising efforts at fairs, Eco-Desk, though utility bills etc. justified AT&T's printing costs at no additional cost to the Agency. In 2009, in addition to AT&T contributing the Companion Directory, there will be four extra pages in the Recycling Guide (32-page rather than 28-pages) at no additional cost to the Agency.

How CIWMB/DOC grants help fund the Guide:

As some of the Guide topics are CIWMB/DOC grant funded subjects, namely Used Oil and Beverage Containers, applicable Guide costs (not including staff time) are billed to the grants. The Guide cost is also used as a matching requirement for some grants. For example the CIWMB Reuse Assistance grant for SonoMax.org receives \$1,370 in matching credit for the SonoMax.org ad on the Business Recycling Page in the Guide. For FY 09/10, an additional grant funding source has been identified with the Keep Sonoma Clean campaign. This campaign, administered by the Sonoma County Department of Health Services, seeks to help deter illegal dumping.

Tab in the phone book:

In order to draw attention to the Recycling Guide section, the Agency has historically elected to purchase a heavy card-stock tab cover. From 2003-2007, the cost for one side of the tab was \$18,000; in 2008-2009 the tab cost \$18,900. To help reduce this cost, private companies (North Bay Corp, GreenWaste Recovery, Sonoma Garbage Collectors, Industrial Carting, Sonoma Compost Company and M&M Services) subsidize the tab in exchange for ads. In 2009, the private contribution was \$12,600.

Recycling Guide .pdf on the web:

In addition to the printed publication, since 2001 downloadable.pdf pages of the Recycling Guide, have been available on the Agency's web site at www.recyclenow.org. Since 1998, Eco-Desk Guide resources have been available using a search function on www.recyclenow.org.

How the cost of the Guide project has changed over time:

	Guide 2009 Guide printed in the <i>Yellow Pages</i> AT&T phone book	Guide 2003 Guide printed in the <i>Yellow Pages</i> SBC phone book	Guide 2001 Guide printed stand-alone by Healdsburg Printing and distributed by USPS mail
Year	2009	2003	2001
Cost for printing and distribution with AT&T	\$40,704 Guide 32- pages (CIWMB and DOC grants pay for \$8,241.90) \$18,900 Tab (Garbage companies pay for \$12,600) Net cost: \$26,162.10	\$37,000 Guide 28-pages \$18,000 Tab	\$48,573 Guide 28-pages Printing: \$24,640 Postage: \$23,933
Cost for extra Stand-alone printing	\$8,748 for 20,000 copies	\$6,343.18 for 20,000 copies	N/A
Cost for illustrator	\$1,050 (Guide cover plus four extra illustrations)	\$4,736 (The majority of illustration icons were created in 2003)	\$1,500
Method of distribution	AT&T (bound into the phone book)	SBC/AT&T (bound into the phone book)	Mailing by US Postal Service to every business and resident (not including PO Boxes)
Number distributed	575,900 <i>Count source: AT&T</i>	348,350 <i>Count source: SBC/AT&T</i>	201,679 <i>Count source: USPS</i>
Color	4-color throughout	4-color throughout	2-color inside pages/ 4-color front & back cover
Paper	40% post-consumer recycled paper in phone book/ 100% post-consumer recycled newsprint for extra copies	40% post-consumer recycled paper in phone book/ 100% post- consumer recycled newsprint for extra copies	100% post-consumer recycled newsprint
Total cost	\$35,960.10	\$66,079.18	\$50,073
Cost per piece:	\$.06	\$.19	\$.25

Other California jurisdictions that have replicated the Guide in the phone book:

Sonoma County was the first in California, and in the nation, to engage in a partnership with a phone book company for printing and distribution of the recycling guide. The Recycling Guide product has been promoted to other jurisdictions. In 2009, the following jurisdictions will print their Recycling Guides in the AT&T Yellow Pages phone book:

Bakersfield
Butte
Fairfield and Dixon
Glenn & Tehama
Humboldt
Imperial

Lodi
Marin
Riverside
San Francisco
San Louis Obispo
Santa Cruz

Sonoma
Stockton
Tracy
Vallejo
Yuba Sutter

Award from CRRA: In 2003, the SCWMA was awarded the prestigious *Outstanding Public Education* honor for the Recycling Guide project by the California Resource Recovery Association (CRRA).

AT&T's environmental stewardship: Since 1995, AT&T has operated a telephone book recycling program under the direction of Mr. Troup. In the 90's, AT&T worked to develop drop-off recycling opportunities for phone books in the communities they served. These opportunities are publicized by a phone number printed on the front cover, 800-953-4400. Callers enter their zip code and are provided pre-recorded scripted information which Agency staff reviews bi-annually. After 2003, emphasis on developing recycling drop-off options faded as Sonoma County implemented countywide single-stream recycling programs. AT&T supports the Agency's programs on their toll-free phone line by promoting the Sonoma County Recycling Guide in the phone book, the Eco-Desk 565-3375 phone number and the Agency's web site www.recyclenow.org. As a result of the effectiveness of local curbside and drop-off recycling programs, AT&T does not offer take-back for its books.

Mr. Troup, who incidentally credits the longevity of his position at AT&T/SBC/Pac Bell with the advent of the Recycling Guide project, main role is creating and monitoring AT&T's environmental stewardship policies:

AT&T Paper Sourcing & Production Policy:

- Practice renewable, sustainable resource management of the forests they use. This includes identification and protection of forestry areas of high conservation value, replanting and renewal programs, and harvesting procedures that promote sustainable forestry. The Sonoma County directory is printed on 40% post-consumer recycled paper.
- Comply with all governmental regulations of their industry for the fiber they use.
- Produce paper from residual fiber, which is made from the remnants of other wood production. Paper in AT&T Yellow Pages directories comes from post-consumer paper waste and wood fiber waste such as sawdust and wood chips that would otherwise go unused.
- Use paper suppliers who power their plants by burning residual leftovers created during manufacturing in a high efficiency, low-carbon process.
- Do not use elemental chlorine bleach in their production processes.
- Use inks that contain soy oils, which are friendlier to the environment.
- Recycle printing process by-products, such as printing plates, paper trim waste and packaging materials.

AT&T Distribution & Conservation Policy:

- Strive to print quantities that meet, not exceed, market demand.
- Accept and act on consumers' requests for alternatives to books and minimize the number of directories they print with electronic options such as YELLOWPAGES.com, RealYP.ATT.com, RealPagesLive.com and CD-ROMs.

AT&T Recycling Policy:

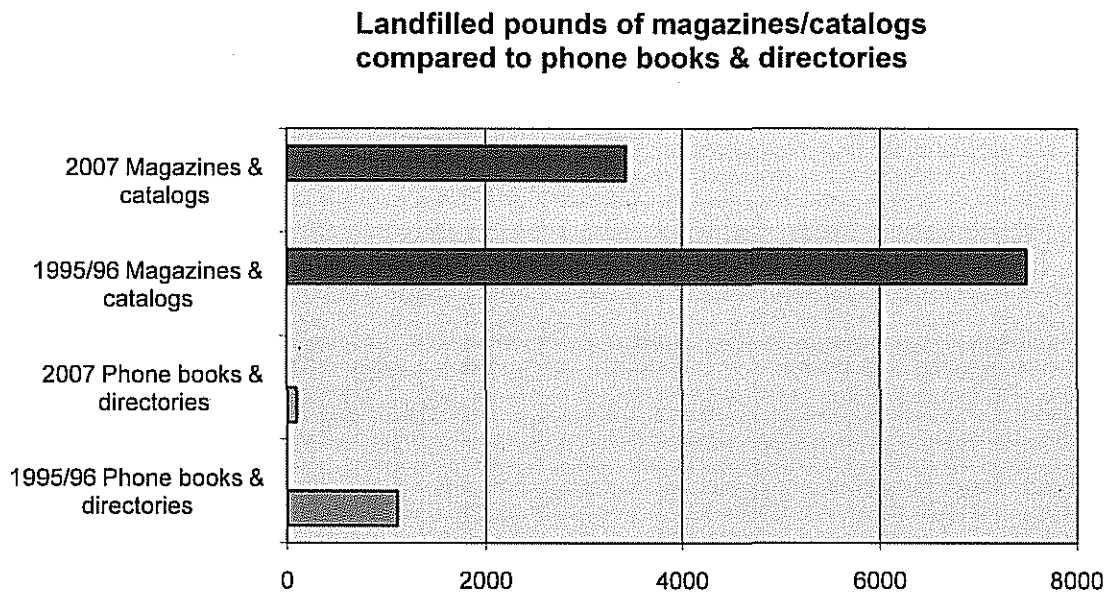
- Produce directories that are recyclable.
- Sponsor, manage, and invest in recycling initiatives, such as "Project ReDirectory" recycling program and partnership with Keep America Beautiful.
- Provide recycling information through a number published in the directories that provides recycling drop-off points.
- Recycle directories into a variety of useful products including animal bedding, insulation, bathroom tissue, cereal boxes and roofing shingles.

Mr. Troup has also been instrumental in developing a schools school phone book recycling challenge, "Project ReDirectory" where students, parents and the community is encouraged to bring old phone books to their elementary schools for recycling. Schools that collect the largest number are provided prizes such as recognition parties, tree planting and/or cash. As an example of such a campaign, see attached City of Sacramento press release and related TV interview audio http://www.recyclenow.org/ATT_Sacramento_ReDirectory_School_Challenge.wmv

In 2009 Project ReDirectory will take place in elementary schools in Capitola, Costa Mesa, Kern County, Reno and Carson City Nevada and a new one now starting in Yuba County. These programs can be replicated in Sonoma County too.

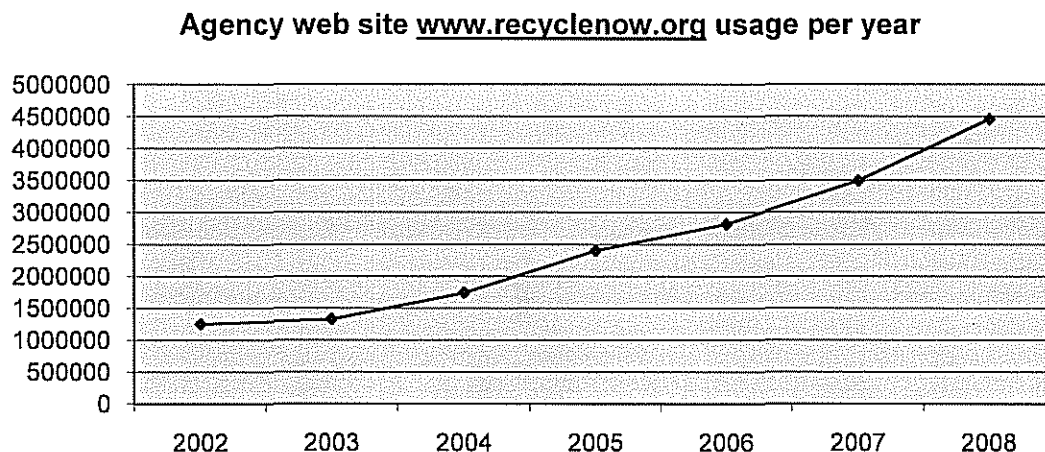
II. DISCUSSION

Comparing the Solid Waste Characterization Studies completed in 1995/96 to the study completed in 2007 shows that implementation of single-stream recycling has effectively reduced the amount of paper being landfilled. In 1995/96, telephone books/directory accounted for 1,113 tons or .3% of the overall waste stream. In 2007, telephone books accounted for 93.8 tons or .03% of the overall waste stream. The following chart compares the waste of magazines/catalogs compared to phone books & directories.



There is no doubt that the way people retrieve information has changed considerably since the Recycling Guide was placed in the phone book 2003. This is evidenced in information the Agency has tracked and in other marketing information sources.

- The Agency's web site usage at www.recyclenow.org has steadily increased over time. In fact there was a 22% increase in usage from 2007 to 2008. US See chart below:



- AT&T Yellow Pages statistics show that newspaper and magazine readership is declining as well as hours spent with radio and TV. Radio is impacted by satellite radio growth, iPod and mp3 players. TV advertising is impacted by internet (including mobile devices) and DVR users skipping TV advertising.
- According to AT&T, phone book usage remains steady as a result of the Baby Boomers. As AT&T also operates www.YellowPages.com, they compare the web site usage with print phone book usage. Their conclusion is that while web site usage has increased, print phone book usage is stable as a result of the people age 50+ that represent a quarter of the population. However, Press Democrat statistics which are still being compiled and should be available by the February Agency meeting show a different story. According to Sonoma County Economic and Demographic Profile 2007-2008ⁱ, "The largest age group in Sonoma County in 2006 was 50-59 year-old range, with over 76,000 people. This number represents approximately 15 percent of Sonoma County's population, which is 4 percent higher than the state average." In addition, "residents over 60 make up a higher percentage of the population in Sonoma County than the state average."

The draft Work Plan for FY 09/10 eliminates the printing of the Recycling Guide (and related tab). The work plan does budget for the development of the Recycling Guide by Agency staff, the cost of the illustrator for the Guide cover, and the cost for printing 20,000 stand-alone newsprint Guides. The stand-alone Guides are distributed at special events, libraries, Welcome Neighbor groups, real estate agents, tribal groups, Chambers of commerce, etc.

Right now the Sonoma County Information Systems Department is in the process of developing the Agency's new web site which should be completed by June 2009. This site is being developed to American with Disabilities Act (ADA) section 508 standards.

It is very important to be consistent in the delivery of information and to accommodate as many people as possible as budget allows. The Agency has been consistent in placing the Guide in the phone book for the past 6 years. We are at a crossroads with budgetary constraints and a change in the way people gather information. Is it advisable to discontinue printing the Guide in the phone book in favor of promoting the Agency's web site www.recyclenow.org in FY 09/10, or at some time after that?

If the Board elects to discontinue our contracts with AT&T, staff hopes that policy direction will be to budget for web-based marketing. It is not advisable to reinstate the printing of the Guide in the phone book once it's discontinued.

The draft work plan FY 09/10 budgets \$30,000 for web-based marketing of the Agency's new web site at www.recyclenow.org. Web-based marketing (including addressing mobile device users) encompasses promotion on search engines, ad networks, submitting to directories, cross-linking, banner advertising, etc.

While a detailed plan of how to best spend web-based advertising is not yet complete, it will likely involve combining a number of different opportunities including: Google AdSense, the PressDemocrat.com, the Bohemian, North Bay Business Journal, association/business opportunities, etc. It might also be prudent to get recommendations from a web-based marketing consultant. It was interesting to note in the course of doing this research that traditional local media sources are starting to provide more comprehensive web-based marketing in their offerings. Web based marketing will likely be combined with traditional advertising such as garbage company newsletters and utility bill inserts.

III. FUNDING IMPACT

There item is informational, but ideas within could be considered as an amendment to the

Draft Work Plan FY 09/10 at the discretion of the Board.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is for informational purposes only. Action is requested at the discretion of the Board.

V. ATTACHMENTS

Project "ReDirectory" AT&T School Phone Book Recycling Challenge

AT&T Marketing Data

Approved by: 
Mollie Mangerich, Executive Director, SCWMA

¹ Sonoma County 2007 Economic and Demographic Profile presented by the Sonoma County Economic Development Board by Center for Economic Development.



Department of Utilities
Office of the Director

CITY OF SACRAMENTO
CALIFORNIA

1395 35th Avenue
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phone (916) 808-1400
fax (916) 808-1497

MEDIA ADVISORY

Contact: Jessica Hess, Media and Communications Specialist, 916-808-8260,
916-698-1705 (Mobile)
Doug Huston, Waste Reduction Coordinator, 916-808-4935

FOR IMMEDIATE RELEASE

March 1, 2007

Sacramento Children Earn Money for School and Help the Earth by Recycling Phone Books

Annual Elementary School Competition Kicks-Off with Press Event

Who: The City of Sacramento Department of Utilities Solid Waste Services

What: The City of Sacramento Department of Utilities Solid Waste Services kicks off its annual phone book recycling program and competition with a ceremonial dropping of the books by local students, school administrators, and Vice Mayor Kevin McCarty.

When: March 5, 2007 at 10:30 a.m.

Where: Earl Warren Elementary School, 5420 Lowell Street, Sacramento, CA 95820

Why: The City of Sacramento Department of Utilities Solid Waste Services Annual Phone Book Recycling Program features a recycling competition amongst local elementary schools in the Sacramento City Unified School District and the Del Paso Heights School District. Students, parents, friends and neighbors are encouraged to bring their phone books to their elementary school for recycling. Participating schools will be awarded a cash prize for the books they collect through funding from the Sacramento Recycling and Transfer Station. The school that collects the most books will receive a recognition party and participate in a tree planting sponsored by AT&T YellowPages and the Sacramento Tree Foundation to celebrate their recycling efforts.

Each year, local phone companies deliver new phone books to over 130,000 residences in Sacramento. Recycled phone books can be used to make several new products including recycled paper, lumber, rulers and other supplies. Additionally, each ton of recycled paper saves 3 yards of landfill space, 4,000-kilowatt hours of energy and 7,000 gallons of water.

####



CITY OF SACRAMENTO
DEPARTMENT
OF UTILITIES

Making a Difference in your Neighborhood

Sonoma County North, California

Projected Total Distribution & Reach

575,900

Includes projected printed directories
and CD-ROM distribution.

Initial Print
Distribution Projection
242,500

Secondary Print
Distribution Projection
107,400

Companion/Mini
Distribution Projection
226,000

CD-ROM Distribution
& Reach Projection
0



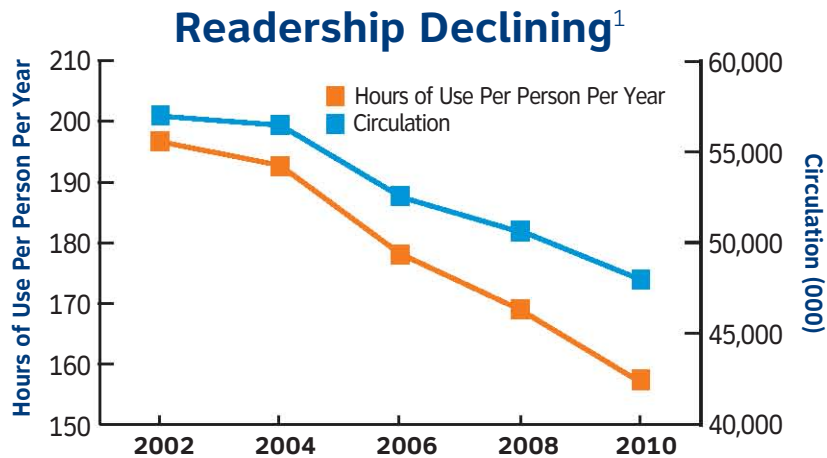
**Advertise online at
YELLOWPAGES.COM**

Your advertisement on leading sites in the YELLOWPAGES.COM Distribution Network:
YELLOWPAGES.COM, AOL Yellow Pages, Yahoo! Local, Yahoo! Yellow Pages, AnyWho, Addresses.com, areaguides.net, and 411.com.

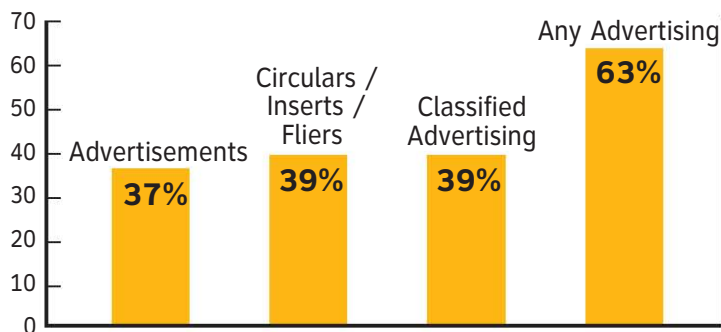
Delivery quantities and area of distribution are projections based on prior experience and ongoing market analysis and reflect the estimated number of directories necessary to accomplish general delivery in the distribution area. The actual number and type of directories printed and delivered, and the area of distribution, may vary due to Publisher's ongoing assessment of business and market conditions. It is possible that not all directories printed will be distributed. Directories include both print and CD-ROM directories. Businesses that receive 25 or more full sized directories will not receive Companion directories.

Media Fragmentation

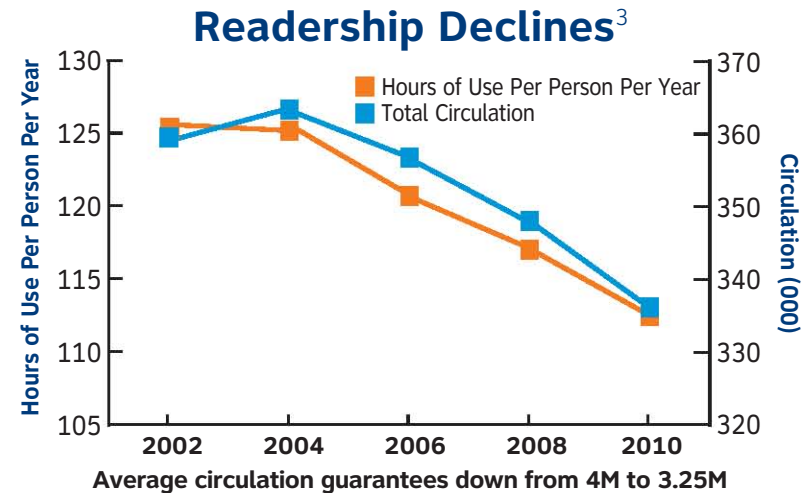
NEWSPAPER



Newspaper Ads Have Low Readership²



MAGAZINES



Conclusion:

People are choosing alternative ways to get information making them harder to target.

1-Veronis Suhler Stevenson
2-National Newspaper Association
3-Forbes, August 2007

Media Fragmentation

Hours listening to radio has decreased 14% over last 10 yrs¹

Trend continues in spite of:

- Increased # of commuters.
- Increase in commute times.

Radio being impacted by:

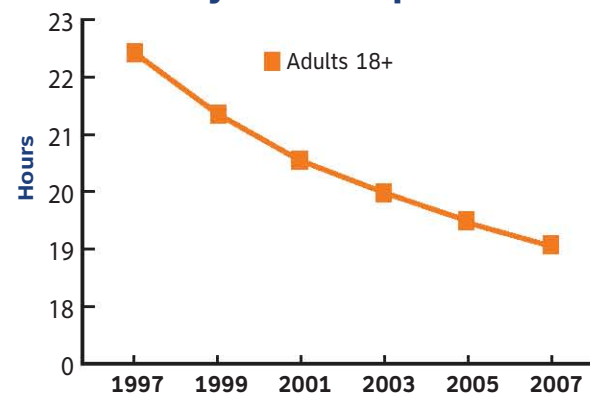
- Satellite radio growth.
- iPod and mp3 players.
 - Music downloads to reach \$9.3B by 2011.²
 - Number of podcasts has grown exponentially. Apple reported only 4,000 existing in 2004 which grew to 266 million by 2006.³

Conclusion:

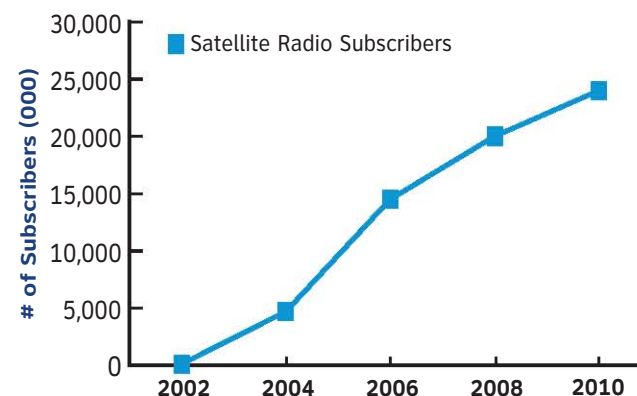
People will pay to hear what they want, when they want, commercial-free.

RADIO

Total Weekly Hours Spent with Radio¹



Satellite Displacing "Regular" Radio²



1-Radio Advertising Bureau 2007, Radio Marketing Guide & Fact Book

2-Veronis Suhler Stevenson

3-Arbitron/Edison Media Research: The Podcast Audience Revealed II

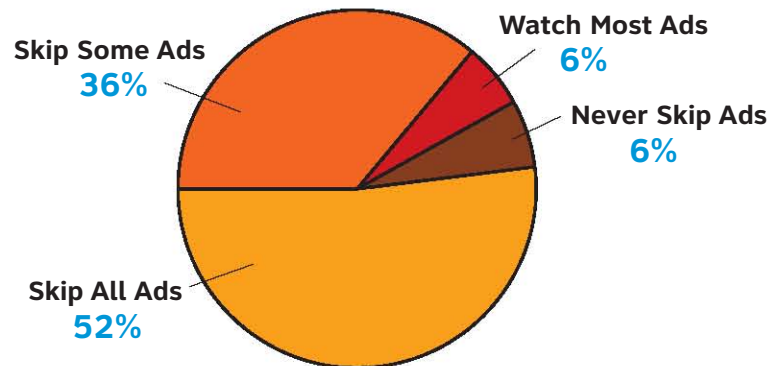
Media Fragmentation

TELEVISION

TV Advertising Becoming Less Effective

- **42%** watch less TV (than 2 years ago)¹
- **74%** surf internet while watching TV²
- **88%** DVR users skip TV advertising²

DVR Users and Ad Viewing Behavior²



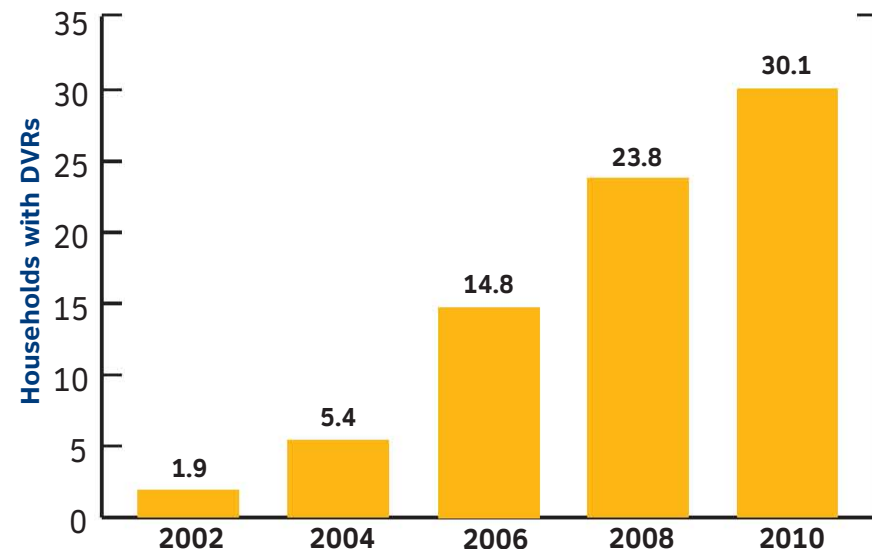
Do you use your Tivo or DVR to skip television ads?

Conclusion:

People want to be in control, watch what they want, when they want.

DVR Penetration Increasing³

DVR Households (M)



1-Piper Jaffrey & Co., January 2007

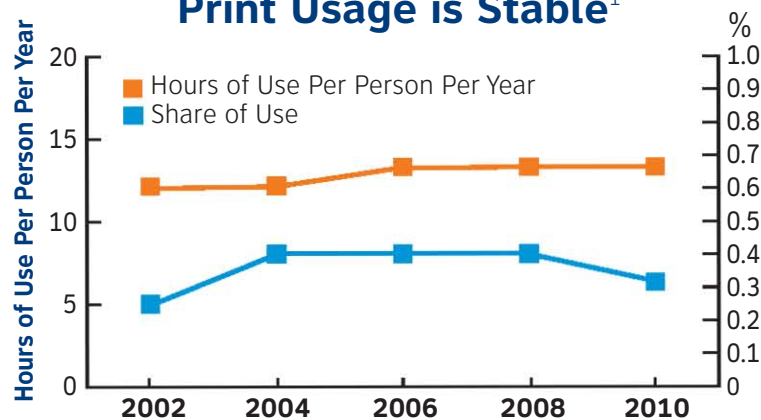
Veronis Suhler Stevenson eMarket.com, Lyra Research

2-Piper Jaffrey & Co. Online Media Survey, Veronis Suhler Stevenson eMarket.com, Lyra Research 2006

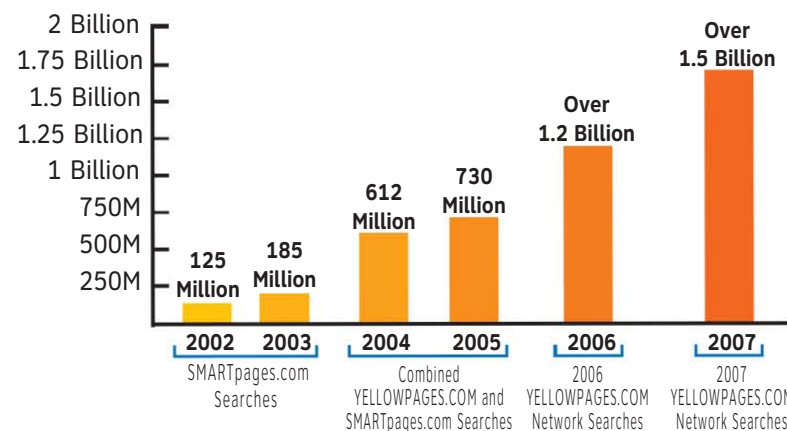
3-Veronis Suhler Stevenson

Yellow Pages Remain Strong & Stable

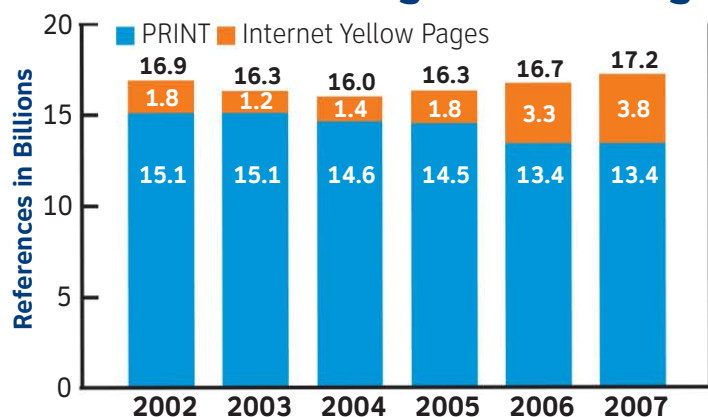
Print Usage is Stable¹



YELLOWPAGES.COM Usage is Growing²



Combined Usage is Growing²



77 Million Baby Boomers
(about 1/4 of the population):³

- Control **75%** of the wealth.
- Age **50+** account for 1.7 Trillion in Buying Power.

1-Veronis Suhler Stevenson
2-KN/SRI, YPA & ComScore data 2002-2008
3-CRM Associates, 2007

Sonoma County North, California

Internet Access¹

83% of households in the Sonoma County North market have internet access.

This represents approximately **143,595** households.

U.S. Internet Users

Over 212 Million Internet Users²
7 out of 10 are Internet Users³
\$22.3B Annual Online Spending⁴



Map boundaries are approximate.

1-TNS Consumer Choice, Aug 2006.

2-Nielson Ratings, Aug 2007.

3-Estimate based # of Internet users/current population as reported by U.S. Census Bureau (299 million).

4-Nielson Ratings, Sept 2007.

Permission-Based Marketing¹



Marketing information about your business is most effective when consumers are looking for you.

- ▶ Targets customers who are seeking your services and products, when they are ready to buy.
- ▶ Non-intrusive marketing, available when the need arises.

According to more than 600 consumers surveyed, regarding mass media marketing trends...²

- ▶ 60% of consumers have a much more negative opinion of marketing and advertising now than a few years ago.
- ▶ 61% feel the amount of marketing and advertising is out of control.
- ▶ 65% feel constantly bombarded with too much marketing and advertising.

Permission-Based Marketing lends itself to consumers experiencing Changes in Life Events:

	% Above Average YP Usage		% Above Average YP Usage
Retirement		Changes in Households	
Retire*	+59%	Youngest child graduates college*	+94%
Made final home mortgage payment*	+69%	Youngest child leaves home*	+87%
Collect from pension/savings/stock plan*	+84%	First child is born	+115%
Real Estate		Miscellaneous	
Purchase first home	+79%	Oldest child enters school*	+124%
Sell home or change home*	+58%	Change job to something different	+47%
Marriage		Separated/Divorce	+109%
Get married	+72%	Yellow Pages Usage increases by people experiencing major life events and Yellow Pages Users spend 25% MORE than the average consumer.¹	
Youngest daughter gets married*	+140%		
Youngest son gets married*	+160%		

*Events about to be experienced by baby boomers. Source: Simmons Spring 2007 National Consumer Surveys.

1-CRM Associates, 2007

2-Yankelovich MONITOR OmniPlus Study, April 2004. Ongoing study of consumer value and lifestyle trends conducted door to door among a nationally represented sample – 601 participants.