



## Meeting of the Board of Directors

January 20, 2016

SPECIAL MEETING

CLOSED SESSION PRIOR TO REGULAR MEETING 8:00 a.m.

Regular Meeting at 9:00 a.m.

(or immediately following closed session)

*City of Santa Rosa Council Chambers*

*100 Santa Rosa Avenue*

*Santa Rosa, CA*

Meeting Agenda and Documents

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**

**Meeting of the Board of Directors**

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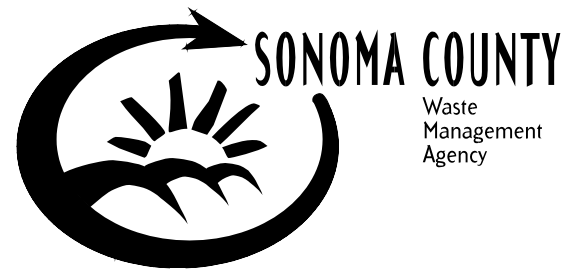
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*Note: This packet is 81 pages total*



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**CLOSED SESSION PRIOR TO REGULAR MEETING 8:00 a.m.**

**Regular Meeting at 9:00 a.m. (or immediately following closed session)**

**Estimated Ending Time 11:30 a.m.**

City of Santa Rosa Council Chambers  
100 Santa Rosa Avenue  
Santa Rosa, CA

**Agenda**

**\*\*\* UNANIMOUS VOTE ON ITEM #8 \*\*\***

- | <u>Item</u> | <u>Action</u>   |
|-------------|---|
| 1.          | Call to Order Regular Meeting   |
| 2.          | CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION<br>Name of case: <i>Renewed Efforts of Neighbors Against Landfill Expansion v. Sonoma County Waste Management Agency</i> , Sonoma County Superior Court Case No. SCV257508<br><br>CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION<br>Initiation of litigation pursuant to paragraph (4) of subdivision (d) of Section 54956.9 (One case) |
| 3.          | Adjourn Closed Session  |
| 4.          | Agenda Approval   |

5. Public Comments (items not on the agenda)

6. Election of Officers

**Consent** (w/attachments)

Discussion/Action

7.1 Minutes of November 18, 2015 Special Meeting

7.2 EPR and Pharmaceutical Ordinance Update

7.3 Recycling Guide 2016 Printing Contract

**Regular Calendar**

8. City/County Payment Program  
[Smith](Attachments)

**Unanimous Vote**  
Education

9. Compost Program Update  
[Carter]

Discussion/Action  
Organics

10. Attachments/Correspondence:

10.1 Outreach Calendar December 2015 – February 2016

10.2 Eco Desk (English and Spanish) 2015 Annual Report

10.3 Website [www.recyclenow.org](http://www.recyclenow.org) 2015 Annual Report

10.4 Education 2015 Outreach Summary

10.5 SCWMA Future Update

10.6 Call2Recycle Case Study

11. Boardmember Comments

12. Staff Comments

13. Next SCWMA meeting: February 17, 2016

14. 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 Council Chambers, 100 Santa Rosa Avenue, Santa Rosa. It is also available on the internet at [www.recyclenow.org](http://www.recyclenow.org)



Date: November 18, 2015

To: SCWMA Board Members

From: Patrick Carter, Interim SCWMA Executive Director

**Executive Summary Report for the SCWMA Board Meeting of November 18, 2015**

**Item 3, Closed Session Discussions:** The Board reported an action taken to extend Patrick Carter's appointment as Interim Executive Director of the SCWMA an additional six month. Chair St. John will work with County staff to begin a recruitment process for a permanent Executive Director.

**Item 6, Consent Items:** Item 6.1 - Minutes of the October 21, 2015 Special Meeting was approved by a 9-0-1 vote, with Rohnert Park abstaining. Items 6.2 FY 15-16 First Quarter Financial Report and 6.3 Agreement for E-waste Handling Services were approved by a unanimous vote.

**Item 7, How-to Compost Video Project:** The Board directed staff to publicize existing how-to compost and worm compost videos, and to evaluate the viewing of those videos. Staff will report back to the Board in the first quarter of 2016 regarding the number of views on these videos.

**Item 8, SCWMA Future Update:** The models of continuing the Agency programs through a JPA affiliated with the SCWMA or a JPA affiliated with the RCPA were discussed. Specific feedback on the matrix was discussed related to the differences between the two options including more clearly separating policy and operational issues, separating out and providing information on education, planning, reporting, and countywide policymaking (ordinances), removing references to "assignment," and requesting a resolution from Agency members to extend the JPA agreement for one year contingent upon the need to do so. The Executive Director will work with the Chair and Vice Chair to update the matrix and will provide a model staff report for the presentation to the Agency members, and will distribute the information to Board members and City Managers to facilitate the scheduling of the presentations to the Councils and Board of Supervisors. Agency staff will be available to assist with the presentation, as requested by members.

**Item 9, New Recycling Guidelines:** The Board received a presentation about the changes to curbside recycling. The major changes were the exclusion of plastic bags and shredded paper from curbside recycling countywide, and the inclusion of all food waste in the yard debris recycling in all areas serviced by the Ratto Group. Additional information was included about drop off recycling locations for plastic bags and shredded paper, as well as information about the declining commodity prices for e-waste.

**Item 10, Attachments/Correspondence:** The attachments/correspondence included the November/December 2015 Outreach Calendar, as well as two articles about the Safe Medicine Disposal Program.



**To:** Sonoma County Waste Management Agency Board Members

**From:** Patrick Carter, Interim Executive Director

**Subject:** January 20, 2016 Board Meeting Agenda Notes

***Also note: there is a Closed Session discussion scheduled prior to the regular meeting which is to begin at 8:00 AM.***

## **Election of Officers:**

Per the discussion held by the Board in January 2010, the sequence for member jurisdictions' representatives holding Board elected positions, to be alphabetical by jurisdiction name, would be as follows:

Chair: Rohnert Park  
Vice Chair: Santa Rosa  
Pro-Tem: Sebastopol

## **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.

- 7.1 **Minutes of the November 18, 2015 Board Meeting:** regular acceptance.
- 7.2 **EPR and Pharmaceutical Ordinance Update:** In addition to providing regular updates on Extended Producer Responsibility legislation, this update includes information specific to pharmaceutical EPR ordinances. Presentations by the Russian River Watershed Association on the subject of pharmaceutical EPR ordinances have been well received by Agency member jurisdictions, and discussions are occurring as to how an ordinance or series of ordinances could be adopted in Sonoma County. Agency staff will develop a budget for future Board consideration as to the cost of Agency staff drafting a model ordinance and working with jurisdiction staff and councils to potentially adopt pharmaceutical ordinances.
- 7.3 **Recycling Guide 2016 Printing Contract:** Proposals were solicited and received for the printing of the annual Recycling Guide. The unit costs from the recommended publisher, Healdsburg Printing, decreased when compared to the previous year. Staff recommends selection of Healdsburg Printing as the publisher and authorizing the Executive Director to sign a Purchase Order.

## Regular Calendar

8. **City/County Payment Program:** The City/County Payment Program grant is undergoing some changes related to ensuring proper authority of regional programs, such as the Agency's, duration in which funds must be spent, and reporting requirements to CalRecycle. This report details the changes, details the existing funding amounts, and recommends action to adjust the Agency budget to expend additional grant funds, that each member approve the attached resolution authorizing the Agency to submit applications for these grant funds on behalf of its members, and that each member work with Agency staff to increase recycling collection containers in their jurisdictions using grant funding. As the item involves a Budget Amendment, **this item requires a unanimous vote.**
9. **Compost Program Update:** Updates on the status of the closed compost site and future compost site are provided. The Agency's responsibility for the closed compost site is nearly at an end, as the North Coast Regional Water Quality Control Board is taking action to rescind monitoring requirements for the site, as well as accepting the Notice of Termination for the Industrial General Storm Water Permit. Agency staff is awaiting notification from the Board of Supervisors regarding the release of further obligation to return the closed compost site to the County in a clean condition. Agency staff has worked with its contractor, Tetra Tech, to develop the necessary documents for permitting the new compost site. Staff will continue to work with the parties to develop the permit application and work through the permitting process.
10. **Attachments/Correspondence:** The Outreach Events Calendar for December, January, and February, the annual education reports for the Eco-Desk, recyclenow.org website, and outreach, an update on the scheduling of meetings with Agency member councils, and a case study by Call2Recycle about success of battery recycling in Sonoma County are included as attachments.



RESOLUTION NO. 2015 - 001

Dated: January 20, 2016

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY") ELECTING A CHAIR,  
A VICE CHAIR, AND A CHAIR PRO TEMPORE

WHEREAS, Resolution No. 92-002 requires Agency to elect a Chair, a Vice Chair, and a Chair Pro Tempore at the first meeting in each calendar year.

NOW, THEREFORE BE IT RESOLVED that having first been duly elected by this Agency \_\_\_\_\_, representative from \_\_\_\_\_, and \_\_\_\_\_, representative from \_\_\_\_\_, and \_\_\_\_\_, representative from the \_\_\_\_\_, shall serve as Chair, Vice Chair and Chair Pro Tempore, at the will and pleasure of this Agency for a period of one year commencing with the date of this resolution.

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: January 20, 2016

\_\_\_\_\_  
Sally Evans  
Clerk of the Sonoma County Waste Management  
Agency of the State of California in and for the County of Sonoma



## Minutes of November 18, 2015 Special Meeting

The Sonoma County Waste Management Agency met on November 18, 2015, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

### Present:

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

Bob Cox  
Susan Harvey  
Brent Salmi  
Dan St. John  
Don Schwartz  
John Sawyer  
Henry Mikus  
Madolyn Agrimonti  
Susan Klassen  
Deb Fudge

### Staff Present:

Counsel  
Staff

Ethan Walsh  
Patrick Carter  
Karina Chilcott  
Lisa Steinman

### 1. Call to Order Special Meeting

The meeting was called to order at 9:05 a.m.

### 2. Closed Session

Ethan Walsh, Agency Counsel, reported the Board extended the appointment of Interim Executive Director Patrick Carter for an additional six months from December 9<sup>th</sup> and directed Chair St. John to work with the County on recruitment for a permanent Executive Director.

### 3. Adjourn Closed Session

### 4. Agenda Approval

Susan Harvey, City of Cotati, motioned to approve the agenda and Bob Cox, City of Cloverdale, seconded the motion.

### Vote Count:

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-

**Motion passed unanimously.**

**5. Public Comments (items not on the agenda)**

None.

**6. Consent (w/attachments)**

6.1 Minutes of October 21, 2015 Special Meeting

6.2 First Quarter Financial Report

6.3 Agreement for E-Waste Handling Services

Patrick Carter, Agency Interim Executive Director, noted the start date on the agreement for E-Waste Handling Services in Item 6.3 would be December 1<sup>st</sup>.

**Public Comments**

None.

Don Schwartz, City of Rohnert Park, abstained from Item 6.1 Minutes of October 21, 2015, as he was not present at the meeting.

**Henry Mikus, City of Sebastopol, motioned to approve the consent agenda and Susan Harvey, City of Cotati, seconded the motion.**

**Vote Count, Item 6.1:**

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

AYES -9- NOES -0- ABSENT -0- ABSTAIN -1-

**Motion passed.**

**Vote Count, Items 6.2 and 6.3:**

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-

**Motion passed unanimously.**

## **Regular Calendar**

### **7. How-to-Compost Video Series**

Mr. Carter reported that after obtaining additional bids for the video production, the amount did not change significantly. Mr. Carter noted that while existing how to compost videos were not equivalent to what staff originally recommended, if a unanimous vote for the video project could not be reached, staff would alternatively recommend promoting the existing videos.

#### **Board Discussion**

Mr. Schwartz expressed his belief that the creation of new videos was unnecessary, and was frustrated with the unanimous voting process, but would go along with the rest of the Board if there was desire to create new videos.

Deb Fudge, Town of Windsor, expressed her support for the video project and thanked Mr. Schwartz for his comment about being willing to go with the Board's desire.

Brent Salmi, City of Healdsburg, stated he believed using the existing videos was a better option.

Chair Dan St. John, City of Petaluma, recommended using the existing videos and revisiting the item after three months.

Ms. Harvey stated she concurred with Chair St. John.

#### **Public Comments**

None.

**Susan Klassen, County of Sonoma, motioned to approve option 2, using existing videos, and asked staff to track the data and report back to the Board within the first quarter of 2016. John Sawyer, City of Santa Rosa, seconded the motion.**

#### **Vote Count:**

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-

**Motion passed unanimously.**

### **8. SCWMA Future Update**

Mr. Carter explained the SCWMA future options were narrowed down to three at the last SCWMA Board meeting; continuing the JPA as it was currently, as a JPA affiliated with the RCPA, or looking at the scenario of each city and the county on their own. Mr. Carter noted the stand alone option had been the least favored during October's SCWMA meeting discussion, as well as during matrix presentations to the Board and councils in the past. Mr. Carter explained the matrix now before November 18, 2015 – SCWMA Meeting Minutes

the Board had been updated with more detail and a summary of the responses to the matrix from the first round of presentations was included.

Mr. Carter discussed many pros and cons of the RCPA and SCWMA options, provided background on the RCPA, and discussed some of the challenges unique to the RCPA option.

### **Board Discussion**

Mr. Schwartz stated his understanding was that if the RCPA model was pursued it would not require legislative changes, as there would be a new separate legal entity that would be a JPA affiliated with the RCPA and there would be no legal requirement stating it would have to use the RCPA Board. Mr. Schwartz recommended keeping the explanation simple.

Mr. Carter concurred with Mr. Schwartz and added that while that would be possible, it would defeat the purpose of consolidating boards, as there would be two boards giving the RCPA staff direction.

Ms. Harvey commented that while it would be a separate JPA, the Board responsibilities would be assigned to the RCPA and that separate JPA would assign composting and HHW elsewhere. Ms. Harvey inquired who would be assigning or contracting if the RCPA Board would not want anything to do with composting and HHW.

Mr. Walsh replied the JPA would have its own Board, but the board members would be the same as the RCPA and SCTA.

Mr. Schwartz recommended leaving the word “assigning” out of documents and using contracting and operating to avoid confusion.

Ms. Harvey noted the RCPA had made it clear they did not want to deal with compost or HHW and originally in the matrix someone had commented they wanted the County to take it back and the County had said they did not want to deal with it.

Mr. Carter replied he believed if the RCPA model was pursued, the SCWMA Board would agree on who would have the compost and HHW responsibilities prior to the creation of the new JPA. Mr. Carter noted the new JPA would only address the education, policy and planning.

Ms. Harvey inquired if compost and HHW would be taken care of in another JPA or contract if the RCPA model were chosen, and noted she believed the cities needed to know up front what it was they would be weighing in on.

Chair St. John replied compost and HHW would be contracted similar to the way garbage was currently contracted and explained it would be unlikely a merger would take place with unresolved issues. An extension was needed to negotiate if they wanted to pursue the merger, and continuing the JPA as the fall back if the merger did not work out.

Madolyn Agrimonti, City of Sonoma, noted she attended the RCPA meeting and her understanding was the RCPA Board was not ready to take a position yet.

Chair St. John stated he felt strongly SCWMA Board members needed to go to their councils and obtain direction if they would be willing to extend the Agency for a year, to allow time to sort things out. Chair St. John added that at the same time, they needed to discuss with their councils some of the RCPA staff's preferences and be able to sit with the RCPA to discuss conditions to determine if the RCPA model would work.

Mr. Carter recommended taking the decision of the RCPA to the members would be a good first step and then going back to talk about the viable option of the SCWMA JPA.

Ms. Fudge noted that while the Agency Board had discussed the RCPA option, the cities had not had an opportunity to talk about it as it was not on the previous matrix and now it could be discussed.

Ms. Klassen stated she wanted to clarify the County never said it was not willing to take on compost and HHW, they actually said they were willing to do that if that's what everyone wanted them to do, and they would manage it through their contract with Republic.

Ms. Harvey asked how it would work if the County were to run Compost and HHW.

Chair St. John replied this had been discussed and the MOA covered most of it but each city would need to enter into a contract with Republic to commit flow.

Ms. Klassen noted that if the County was to take compost and HHW on through the MOA contracting with Republic, Republic would likely want amendments to everyone's commitment agreements for HHW and green waste if a facility were built.

Mr. Sawyer stated the City of Santa Rosa would like to know exactly what the RCPA would be willing to do and how that process would be decided.

Chair St. John stated he believed the communication letter discussed could be done to outline the parameters of the discussion decisions at this point. Chair St. John noted it would ask if the jurisdictions wanted to talk about the merger or not move forward with the merger at all. Chair St. John noted the important action that needed to occur by February 2016 was the year extension of the Agency.

Mr. Schwartz stated he felt the governance issues were mixed in with the operational issues and recommended changes to the matrix regarding word choice, consistent messages between options, and added detail on operations.

Mr. Schwartz expressed his disappointment with the notion of doing an extension for a year and suggested that as much policy direction about the RCPA and SCWMA options as possible should be received during the outreach to individual councils.

Chair St. John stated he would be in favor of Mr. Schwartz recommendation and noted he could work with Agency staff and a member of the Board to help draft the message to get out to the councils and supervisors before February.

*Chair St. John left at 10:03 a.m.*

Ms. Harvey referenced the Staffing Section in the matrix and asked for clarification as to how the status quo was different than the RCPA.

Mr. Carter replied the County's perspective was that since the SCWMA Board wanted the Executive Director to report to the Board and was moving more independently, the County felt there should be independent staff as well. Mr. Carter noted there was still the possibility of having any member, including the County, provide the staffing services, it could be moved to an independent agency with its own staff similar to the RCPA or a private contracting service could provide staffing.

Mr. Schwartz recommended changing the section in the matrix to Authority and Responsibility for Other Services and then describing each independently if needed, particularly in the policy direction, flushing out the question regarding the authority to adopt ordinances countywide vs. jurisdiction's ability to act independently. Mr. Schwartz noted that would be a showstopper for the City of Rohnert Park, as they would not want to adopt something they would not have the final say on.

After discussion between Ms. Klassen, Mr. Schwartz, Mr. Mikus, Ms. Fudge, and Mr. Sawyer, Board members expressed support for including a request to the member jurisdictions for a one year extension that was contingent upon need.

### **Public Comments**

Ernie Carpenter, Sonoma County Resident, commented that in an attempt to give the Board everything, staff gives the Board too much information. Mr. Carpenter recommended the Board ask staff to simplify the matrix and suggested that if the Agency board was going to ask for a year extension they should ask for two years, as it takes a long time to get things done in government.

### **Additional Board Discussion**

Mr. Sawyer asked that ambiguity be eliminated and simplicity increased when possible in revising the matrix.

Mr. Carter explained his vision was to try to reduce the complexity by just presenting the RCPA model existing policy and membership issues before the councils and board and asking if that was acceptable to them. Mr. Carter noted it sounded like some board members were interested in presenting options such as one vs. three County members on the RCPA Board.

Mr. Sawyer noted Ms. Smith had said there were certain procedures in the RCPA Board they would not or could not change, and he was seeking clarity as to what the RCPA was willing or able to do to respond to the Agency's request.

Ms. Harvey noted she understood the intent to keep things simple but there were complexities, and in order to adequately evaluate the options, the distinctions would need to be known. Ms. Harvey stated that when looking at the options, they appear to be the same but they are not, and it was important the differences be understood.

Mr. Carter stated the complexity from his perspective was the RCPA and SCWMA could not look exactly the same, and noted if the Board wanted all Agency JPA options, they should maintain the Agency. Mr. Carter noted he understood the Board's direction and would carry that message.

Ms. Klassen noted what was really known at this time was the RCPA executive staff did not want to recommend the RCPA board change their structure, but she did not think the RCPA board had made an action stating they were unwilling to change their structure. Ms. Klassen stated the two questions that should be asked were if the Agency members were open to the RCPA as it currently worked, or if they would only be open to the RCPA model if they were able to discuss some changes to it. Ms. Klassen recommended not discussing what those changes would be now to keep things simple.

Mr. Schwartz stated the only difference between the RCPA and the Agency JPA from the governance perspective was board representation, vote requirements and possibly staffing.

Mr. Schwartz stated the revised matrix would likely be identical in every box except for staffing, board membership and voting requirements, and noted a supplemental page regarding the operational issues and how they may look differently could be included.

**Mr. Schwartz motioned to have staff work with the Chair and Vice Chair to revise the matrix as a basis for conversation with the City Councils. The matrix revisions should include 1) distinguishing clearly between operational and policy issues, and, if necessary, include a separate attachment describing what the operational issues would look like 2) under Authority and Responsibility, and Policy Issues, the education, planning and reporting, in particular the policy services line, be broken down to more clearly distinguish policy decisions, 3) to have the meaning of assignment clarified or the term assignment be deleted, 4) to have the County weigh in on the policy issues they had not yet weighed on, 5) to have staff include a resolution of one year extension if needed to deal with lawsuits and implementation of any model, including managing contract transitions, 6) to have staff prepare a report that would be applicable for all cities they could readily amend, as well as a draft resolution and any attachments necessary, 7) to have staff distribute to the Board members for the city managers and mayors, as soon as they are ready for distribution, and 8) to have the Board work with staff to address the issues to make the matrix as simple and clear as possible regarding the option differences. Mr. Sawyer seconded the motion.**

**Vote Count:**

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

AYES -9- NOES -0- ABSENT -1- ABSTAIN -0-

**Motion passed.**

## **9. New Recycling Guidelines**

Karina Chilcott, Agency staff, stated that at the October Board meeting Agency staff was directed to summarize the recent changes to the curbside single-stream recycling and composting programs. Ms. Chilcott reported Agency staff contacted various recycling stakeholders and noted there were two major changes to the materials collected in the blue single-stream recycling cart;



no plastic bags and no shredded paper. Ms. Chilcott added that during discussion with Sonoma Garbage and The Ratto Group, it was determined scrap metal had been added to single-stream.

Ms. Chilcott noted education emphasis should be placed on reducing contamination and encouraging people to remove their recyclables from plastic bags so the recyclables would be loose in the blue bins. Ms. Chilcott stated there were public drop-off opportunities for plastic bags, film plastics and shredded paper, and noted plastic bags were also accepted at grocery stores and at some private recycling centers.

Ms. Chilcott reported The Ratto Group companies now accepted all food waste in the yard debris cart, including meat and dairy. Ms. Chilcott noted the material was being processed at out of county compost facilities. Ms. Chilcott reported Sonoma Garbage Collector was still only collecting vegetative food waste, and had plans, pending regulatory approvals, to begin processing some of the yard debris in Sonoma and delivering the materials to Grab N' Grow for further processing into compost products.

Ms. Chilcott reported staff was in the process of updating all information for the Agency 2016 recycle guide.

Lisa Steinman, Agency staff, reported the metals and plastics recycled from electronic waste were losing value and staff expected lower payments and increased costs in future requests for proposals.

Mr. Sawyer recommended all the cities take a look at their contracts very carefully to make sure the suggested restrictions could be restricted in the contract, because the contract with the City of Santa Rosa did not eliminate plastic bags from recycling. Mr. Sawyer requested the recycling guide reflect that correctly for each city.

Mr. Cox inquired why there were no plastic bag drop-off locations in or near Cloverdale.

Ms. Chilcott replied staff would look into it and explained State law AB 2449 required supermarkets and entities who distributed single-use plastic bags set up a collection program for plastic bags, but since the county bag ordinance went into place, the supermarkets and entities were no longer subject to the AB 2449 state law, but there were some stores who voluntarily continued to provide the service.

Ms. Harvey asked how the information would get out to the consumers besides the page in Agency recycling guide.

Mr. Carter replied The Ratto Group had been making these changes and taking the lead on placing ads in the Press Democrat and mailing all their customers regarding the changes. Mr. Carter noted the Agency was trying to have a consistent message with them in the Agency resources.

Ms. Harvey expressed her concern that placing an ad in the Press Democrat would not reach a lot of people due to low subscription rates.

Ms. Klassen stated the staff report was very helpful and noted many callers were calling with questions regarding confusion as to what was recyclable and what was not, and the staff report clearly and concisely stated what the only changes were. Ms. Klassen stated plastic bags, film

plastic and shredded paper were probably not a huge amount of the county's waste stream in terms of weight, and she felt these changes in terms of the county's ability to comply and have a robust recycling rate would likely be fairly insignificant in changing the numbers in terms of the county's pounds per capita per day goals for diversion.

Mr. Carter replied staff did not believe there would be a significant change in diversion numbers and the county's ability to meet the targets through AB 939. Mr. Carter stated staff learned from The Ratto Group a lot of these materials, in particular shredded paper, went through the process and would fall through the screens and taken out through residual, ending up being land filled. Mr. Carter noted materials would now be going directly to landfill disposal instead of coming out after the sorting process as residual.

Ms. Fudge stated she believed The Ratto Group's current education effort, specially the newspapers and notices, seemed more reactionary to the problem and not as educational as what the Agency provided. Ms. Fudge noted there was a lot of confusion in the community, and she found the Agency's information very helpful, and added she had learned more from it than she had from watching all of The Ratto Group's education efforts. Ms. Fudge stated she was not aware all food waste could go in the green can, and it would not be known from The Ratto Group's educational pieces. Ms. Fudge noted she was told foil was not included on The Ratto Group's list as recyclable and there was confusion if that was in fact not allowed in the blue can anymore.

Ms. Fudge stated that if the Agency could not distribute the curbside recycling guide page to everyone, she would like The Ratto Group to look at putting something out similar and changing the format of how they had been sending educational information out. Ms. Fudge noted this would also help The Ratto Group not get stuff that was out of compliance. Ms. Fudge recommended the Agency include a link to the Agency's curbside recycling guide page on Facebook.

Ms. Harvey suggested having recycling information on stickers on the actual carts themselves to help get the message of what you can and can't do.

Mr. Sawyer inquired how propane tanks were handled.

Ms. Chilcott replied propane tanks were collected through the Household Toxics Facility and related programs.

### **Public Comments**

Mr. Carpenter recommended taking the valve off empty propane tanks with a wrench and placing propane tanks in a metal recycling bin.

Jim Salyers, The Ratto Group, commented regarding the educational materials distributed by The Ratto Group, and noted they were in the process of putting together an oversize postcard that would have the information discussed, and it would go out to all their customers. Mr. Salyers stated they were also producing a sticker for commercial bins and intend to have the stickers on all cans. Mr. Salyers shared there was a media button on their website with a list of You Tube style videos, including how to recycle pizza boxes and added they would be including a video on how to recycle mayonnaise and peanut butter jars.

**10. Attachments/Correspondence:**

- 10.1 Outreach Calendar November-December 2015
- 10.2 Sonoma West Times RRWA Article
- 10.3 Windsor Times RRWA Article

**11. Boardmember Comments**

Mr. Mikus inquired if there would be conversation regarding whether or not there would be a December board meeting.

Mr. Schwartz commended Mr. Carter for doing a very nice job during the three months he's been interim director doing double duty.

**12. Staff Comments**

Mr. Carter reported staff received the technical report from Tetra Tech regarding the permitting of the new compost site, and noted he had reviewed and provided feedback to Tetra Tech. Mr. Carter added he was waiting to receive a few other associated documents from them, and stated that after he receives and reviews the documents, he would be meeting with the County and the Water Board to talk about the documents and work collaboratively, to also include working with Republic and possibly The Ratto Group to obtain feedback.

Mr. Carter stated he would work with Chair St. John to determine if there would be a December meeting.

**14. Next SCWMA meeting:** January 20, 2016

**15. Adjourn**

The meeting was adjourned at 10:47 a.m.

Submitted by  
Sally Evans



Agenda Item #: **7.2**  
Cost Center: **All**  
Staff Contact: **Steinman**  
Agenda Date: **1/20/2016**

ITEM: **EPR and Pharmaceutical Ordinance Update**

**I. BACKGROUND**

The Sonoma County Waste Management Agency (Agency) recognizes that Extended Producer Responsibility (EPR) is a waste management approach that will assist and enhance efforts to manage waste products by shifting responsibility for collection, transportation and management for discarded products away from local governments to the manufacturers. To formalize this support, the Agency passed and circulated a resolution (Resolution 2001-021) to elected officials at the state and national level.

The Agency has maintained an active interest in EPR with actions such as being a founding member of the California Product Stewardship Council (CPSC) and hiring a consultant (R3 Consulting Group, Inc.) to write an Extended Producer Responsibility Implementation Plan, which the Agency Board of Directors approved at their February 21, 2007 meeting.

Since the plan was approved, Agency staff has stayed current on EPR legislation and continues to send letters of support to legislators when appropriate. All letters of support are included as part of the Agency Board agenda packets.

At the February 18, 2015 Agency Board meeting, Agency staff presented a list of potential waste diversion programs with summaries as a beginning point for planning the work to be included in the fiscal year 15/16 work plan. In terms of EPR, the Agency Board expressed interest in developing additional information and starting planning for a pharmaceutical ordinance. There is staff time included in the FY 15/16 Work Plan and FY 15/16 Budget for this effort.

Agency staff actively participates with CPSC and Product Stewardship Institute (PSI) to develop coordinated efforts with other California local governments to promote EPR legislation for batteries, lamps, medications, sharps, and other wastes of concern.

**II. DISCUSSION**

The purpose of this staff report is to update the Agency Board on current EPR legislation and actions taking place locally and across California.

In Sonoma County, the Agency, every city, and the Unincorporated County have passed Resolutions supporting EPR. It is clear that there is growing interest in a possible pharmaceutical EPR ordinance here in Sonoma County, as other counties have and continue to pass pharmaceutical ordinances.

Agency staff has been participating in monthly calls through the Pharmaceutical EPR Working Group hosted by CPSC and has been in contact with the jurisdictions that are implementing or are considering adopting ordinances. Agency staff has recently worked with CPSC to develop a Medication and Sharps survey to gather information from the public on how these waste streams are currently being managed and what the public's preference is regarding disposal. Another purpose of the survey is to gauge the public's interest in a producer responsibility solution to disposal. The survey is ready to be distributed via list serves and through social media. There has been no cost to the Agency to develop this survey beyond staff time. Survey results will be calculated by CPSC and will be available to Agency staff upon request. It is expected that the survey will be available to the public for several months or until a set amount of responses is met. Below is the survey link:

Who do you think should pay for the safe disposal of medicines? What do you currently do with your unwanted medications? Tell us at <https://www.surveymonkey.com/r/SonomaMedsSharps>.

In late 2015, a Safe Medicine Disposal Ordinance Working Group was spearheaded by the Russian River Watershed Association (RRWA) to discuss the feasibility of implementing an ordinance in Sonoma County. Agency staff has been actively participating in the monthly meetings. Since Alameda County's Safe Drug Disposal Ordinance was adopted, other ordinances have been developed or passed which, unlike Alameda's ordinance, include over the counter medications and sharps. Although the primary focus of this group is medications, inclusion of sharps is also being discussed. Some key issues being discussed by this group are the government stakeholder's future roles and responsibilities in development of a model ordinance and the best method for countywide adoption of the ordinance.

### **Russian River Watershed Association Efforts**

At the July 23, 2015 Russian River Watershed Association (RRWA) Board of Directors meeting, the Board unanimously directed RRWA staff to develop a safe medicine disposal "road show" to be presented to interested member agency councils/directors/supervisors. This brief presentation was created and covers the history of the safe medicine disposal program in Sonoma and Mendocino Counties, summarizes the societal and environmental impacts of unused medications and the approaches being undertaken by other California communities including Alameda County, and asks for conceptual support to continue evaluating alternatives including Alameda's program. Presentations have been made to every City and the Town Council in Sonoma County, as well as the Water Advisory Committee (WAC), and Board of Public Utilities (BPU). The BPU passed a resolution recommending that the Santa Rosa City Council approve a letter of conceptual support. The following agencies signed and submitted letters of conceptual support for a stewardship ordinance for unused medications: Cotati, Cloverdale, Healdsburg, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Petaluma, and Windsor.

RRWA has an Environmental Column published monthly in local publications and online. Agency staff has authored numerous articles in the past. The topic for January 2016 is "Safe Medicine Disposal Update," authored by Henry Mikus of the City of Sebastopol, on behalf of RRWA. Both the English and Spanish versions are attached to this staff report. Both versions have the link to the Meds/Sharps survey at the end of the article.

As nearly all Agency member jurisdictions strongly support the concept of a pharmaceutical

ordinance, and it is expected the County will as well, staff will create and present a budget for the development of a model ordinance at a future Agency Board meeting.

### **Mattress Stewardship Law**

California is the third state to introduce an industry-run statewide mattress recycling program to promote proper end-of-use management and increase recovery of valuable resources. The passage of the California Used Mattress Recovery and Recycling Act (Chapter 388, Statutes of 2013, [Hancock, SB 254]) aims to reduce illegal dumping, increase recycling, and substantially reduce public agency costs for the end-of-use management of used mattresses. The legislation established an industry-run, statewide program to increase the recovery and recycling of mattresses at their end-of-use. Cleanup legislation signed by the governor in September 2014 (Chapter 371, Statutes of 2014, [Hancock, SB 1274]) provides additional clarity regarding definitions, report submittals, and record keeping requirements.

The mattress recycling organization, Mattress Recycling Council (MRC), funds the Mattress Stewardship Program through collection of a mattress recycling charge added to the purchase price of a new or renovated mattress sold in California. The Program will be funded through an \$11 recycling fee collected from consumers when a mattress or box spring is sold beginning Dec. 30, 2015. These fees will be remitted to MRC and used to transport and recycle mattresses.

The new law does not require solid waste facilities that collect used mattresses to recycle them. Facilities may voluntarily participate in the program. Republic Services and The Ratto Group were unable to get a free system running in Sonoma County by January 1, 2016, but Agency staff understands that discussions are taking place with MRC and we are hopeful that a free program for the public will be put into place in the near future.

### **III. FUNDING IMPACT**

Staff time to track EPR legislation has required minimal staff time to date. Further fiscal impacts regarding ordinance development will be presented when a budget is developed.

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

This item is informational. No action is required.

### **V. ATTACHMENTS**

Pharmaceutical EPR in California  
Summary of 2015-16 Legislative Session EPR-Related Bills  
RRWA Environmental Column for January 2016-English  
RRWA Environmental Column for January 2016-Spanish

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA

## **Pharmaceutical EPR in California**

### **Pharmaceutical EPR Ordinances Passed in California**

#### **Alameda County Safe Drug Disposal Ordinance**

On July 24, 2012, Alameda's producer responsibility ordinance was adopted by unanimous vote of the Alameda County Board of Supervisors. The Ordinance requires prescription drug Producers that sell, offer for sale, or distribute their Covered Drugs in Alameda County to participate in a Product Stewardship Program. The Safe Drug Disposal Ordinance positions Alameda County as a national leader for its producer responsibility approach to address the growing problem of disposing unused and expired medications in an environmentally sound way. This precedent setting ordinance was the **first in the nation** to hold pharmaceutical companies responsible for the safe collection and disposal of unused medications from the public, starting with a challenge by the pharmaceutical industry in December of 2012 and two appeals which resulted in the U.S. Supreme Court denying the request to hear the case on May 26, 2015.

The Supreme Court ruling means that the Alameda County ordinance—the first of its kind—will stand. The products covered under the Alameda County ordinance are prescription drugs. This decision is leading the way for other EPR Pharmaceutical Ordinances across the state of California which cover both prescription and over the counter (OTC) medications.

New- inclusion of Sharps Stewardship Program: The Board of Supervisors of the County of Alameda amended Title 6 of the Alameda County General Ordinance Code to add Chapter 6.54, sections 6.54.010 through 6.54.180.

AN ORDINANCE ADDING CHAPTER 6.54 TO THE ALAMEDA COUNTY GENERAL ORDINANCE CODE TO REQUIRE PRODUCERS OF MEDICATION USUALLY INJECTED OUTSIDE A HEALTHCARE SETTING AND OFFERED FOR SALE IN ALAMEDA COUNTY TO DEVELOP, FUND, AND PARTICIPATE IN A PRODUCT STEWARDSHIP PLAN TO COLLECT AND DISPOSE OF SHARPS FROM CONSUMERS; TO PROVIDE FOR IMPLEMENTATION, ENFORCEMENT, FEES, AND PENALTIES; AND MAKING ENVIRONMENTAL FINDINGS.

#### **Marin County, CA**

**Pharmaceuticals (Prescription and OTC):** Pharmaceutical Stewardship Program (Ordinance No. 3635) 9/11/15—ordinance went into effect.

#### **City & County of San Francisco, CA**

**Pharmaceuticals (Prescription and OTC):** Safe Drug Disposal  
Approved by Mayor (3/26/15); Considered Active Law

San Mateo, CA

**Pharmaceuticals (Prescription and OTC):** Safe Medicine Disposal Program (ch. 4.116)  
Passed by San Mateo Board of County Supervisors (4/28/15); Considered Active Law

Santa Clara, CA

**Pharmaceuticals (Prescription and OTC):** Safe Medicine Disposal Program  
Passed by Santa Clara County Board of Supervisors (6/9/15); Considered Active Law

**Pharmaceutical and/or Medical Sharps EPR Ordinances under consideration in California**

Santa Barbara County, CA

**Pharmaceuticals (Prescription and OTC)** 5/19/15 –The County Board of Supervisors voted unanimously to authorize the Director of the Public Health Department to conduct stakeholder outreach, in collaboration with the Third District office and Public Works Department, and return in October 2015 with a recommendation for establishment of a permanent and sustainably funded model to collect and safely dispose of unwanted medications from residents in Santa Barbara County. On October 6, 2015, County Board of Supervisors heard agenda item 15-00784 and voted 5-0 to draft an EPR ordinance for pharmaceuticals and return to the Board in early 2016.

Los Angeles County, CA

**Pharmaceuticals (Prescription and OTC) and Sharps:** 8/11/15 –The County Board of Supervisors voted to begin a stakeholder process and directed staff to return to the Board with a recommendation in 6 months (Feb 2016). A public stakeholder meeting was held on 11/13/2015. The final draft of the ordinance has been released. Final public comments are due on 1/15/16. On 2/16/16, a hearing is scheduled where the County Board of Supervisors will consider it for adoption

Santa Cruz County, CA

**Pharmaceuticals (Prescription and OTC) and Sharps:** 9/1/2015 – A motion directing County staff to initiate the stakeholder process for development of a pharmaceutical and medical sharps EPR ordinance was introduced and adopted by the Board of Supervisors. The first stakeholder meeting took place on October 8<sup>th</sup> to receive public input on the proposed development of an EPR ordinance for pharmaceuticals and medical sharps. 11/10/15 – Ordinance read for the first time at the Santa Cruz County Board of Supervisors Hearing and received a 5-0 vote to approve the first reading and then approved again at the second reading 12/8/15 with a 5-0 vote. The ordinance went into effect on 1/8/16.



## **2015-16 Legislative Session EPR-Related Bills**

The following bills are not all EPR bills but are presented because they deal with solid waste, hazardous waste, universal waste, or water quality/waste issues.

### **Legislation Signed Into Law In 2015**

#### **AB 888 (Bloom) Plastic Microbeads**

This bill was approved by the Governor on 10/08/15. AB 888 will ban the sale of plastic microbeads contained in toothpaste, facial scrubs and other personal care products. AB 888 was sponsored by Californian's Against Waste. This bill is not an EPR bill but Agency had been tracking the progression of this bill since these tiny pieces of plastic are generally not recovered in traditional wastewater treatment plants and are making their way into the environment.

#### **AB 199, Assemblymember Susan Eggman (D-Stockton)**

The bill was signed into law by the Governor and was chaptered on 9/16/2015. The bill would add recycled content manufacturing and processing to the successful Advanced Transportation and Alternative Sources Manufacturing Sales and Use Tax Exclusion Program. This will provide an incentive to recycle more materials into California's manufacturing economy.

#### **SB 489, (Monning) – Photovoltaic Modules**

This bill was approved by the Governor on 10/01/15. The bill allows the Department of Toxic Substances Control (DTSC) to adopt regulations designating Photovoltaic (PV) module as universal waste and to encourage PV recycling.

### **Current Legislation**

#### **AB 1159, Assemblymembers Richard Gordon (D-Palo Alto), Mark Stone (D-Santa Cruz) and Das Williams (D-Santa Barbara) – Product Stewardship Pilot Program, Batteries and Sharps**

AB 1159 would establish the Product Stewardship Pilot Program, which would require producers and product stewardship organizations of covered products, either home generated sharps waste or household batteries, to develop and implement a product stewardship plan. The Agency sent a letter supporting this bill on April 27, 2015. AB 1159 is a two-year bill and can be taken up again in January 2016.

#### **AB 45, (Mullin) – Household Hazardous Waste Collection**

Existing law authorizes public agencies to operate curbside household hazardous waste collection facilities, door-to-door household hazardous waste collection programs, and household hazardous waste residential pickup services, and specifies conditions for the transportation of household hazardous waste. This bill would require each jurisdiction that

provides for the residential collection and disposal of solid waste to increase the collection of HHW by an unspecified percentage. The bill would authorize CalRecycle to adopt a model ordinance for a door to door collection and diversion program to facilitate compliance and require each jurisdiction to annual report to the department. It would impose a state mandated local program and the Commission on State Mandates would establish procedures for making reimbursement. There has been much opposition to this bill. AB 45 is a two-year bill and can be taken up again in January 2016

#### SB 522 (Mendoza) – State Fireworks Law: Fireworks Stewardship Program

The bill would establish the Fireworks Stewardship Program, which would prescribe procedures for entities that are authorized to seize fireworks to provide for the transfer, storage, transportation, and repurposing of seized fireworks as well as provide a funding mechanism for the program through a fireworks management charge to be added to the price of safe fireworks at the time of sale. No later than July 1, 2016 a manufacturer would be required to submit a fireworks stewardship plan that meets specific requirements to the State Fire Marshall for approval either individually or through a fireworks stewardship organization. After January 1, 2017 the State Fire Marshall would be prohibited from issuing or renewing licenses to applicants that have not submitted a fireworks stewardship plan that has been approved by the Fire Marshall. This bill is active and in the committee process.

#### SB 778, Senator Ben Allen (D-South Los Angeles) - 10,000 Mile Motor Oil Standard

SB 778 is authored by Senator Ben Allen (D-Santa Monica). SB 778 would require that motor oil change shops follow the oil drain interval specified in the customer vehicle owner's manual when recommending the date or mileage for the next oil change, and that recommendation reflected in the form of a window sticker or other means. This bill would improve motor oil longevity and save consumers money by reducing oil changes by half or more, reducing engine wear and increasing gas mileage by 2-3 percent. The bill would also help reduce one of the largest hazardous waste streams in California by reducing used motor oil from 115 million gallons a year to 65 million gallons a year. SB 778 would improve standards for automotive oil so that drivers would only have to change their oil every 10,000 miles. SB 778 is sponsored by Californians Against Waste. On 1/11/2016, in the Senate Business, Professions and Economic Development Committee, members passed SB 778.

#### SB 423, Senator Patricia Bates (R-Encinitas) Retail Nonprescription Surplus Products: Determinations for Reuse

The bill until would establish criteria for the handling and management of retail nonprescription pharmaceutical surplus products that can potentially be diverted from the waste stream for reuse and authorize the State Department of Public Health to adopt regulations for proper and safe handling of such products. On 9/1/2015, SB 423 was held in the Senate Appropriations Committee.

AB 708, Assemblymember Reggie Jones-Sawyer (D-South Los Angeles) – Consumer products: content information

Beginning 1/1/2017, the bill would require the manufacturer of cleaning products for retail sale in California to disclose each ingredient contained in the product on the product label and post the product ingredient information and certain additional information on the manufacturer's Internet Web site. The bill was re-referred to the Assembly Committee on Business and Professions on 1/4/2016.



## Russian River Watershed Association

300 Seminary Ave, Ukiah, CA 95482 • (707)833-2553 • [www.rrwatershed.org](http://www.rrwatershed.org)

### RRWA Environmental Column – January 2016 Safe Medicine Disposal Update

It's a question that we have all found ourselves asking at one point or another: what do I do with my old prescription and over the counter medicines? Proper disposal of medicines has been a long standing issue where, for many years, the public was directed to throw old medicines away in their trash or flush them down the toilet. However, studies have shown that these two disposal methods, although easy and very convenient, are also not environmentally appropriate. Statistics are also telling us there are real problems with prescription medicine abuse – including accidental poisonings - among all segments of our population, fueled in large part by availability of surplus medicines from family members or friends.

The regional partners that comprise RRWA membership, from both Mendocino and Sonoma Counties, have enacted a free Safe Medicine Disposal program to take back old, unused, unneeded, expired, or otherwise no longer desired medicines. In Mendocino County, Ukiah has 3 take-back locations, Willits and Fort Bragg each have one, and the Mendocino Solid Waste Management Authority operates a HazMobile collection program. In Sonoma County, there is at least one take back location in the Cities of Cotati, Cloverdale, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and the Town of Windsor. There are additional locations in unincorporated areas of the County. The Sonoma County Waste Management Agency also collects unwanted medicines at its Household Toxics Facility at the Central Disposal Site, via weekly Community Toxic Collection (CTC) events held all over Sonoma County, and through the Toxic Rover household pick-up service. More than twenty secure mailbox-like bins are located in pharmacies and police departments throughout the two counties to keep unused medications out of the wrong hands and the environment. To find the closest drop off location near you, please visit [www.safemedicinedisposal.org/drop-off-locations](http://www.safemedicinedisposal.org/drop-off-locations)

The Safe Medicine Disposal program provides a means for proper disposal of unwanted medicines. Currently, there are a limited number of take-back locations, in part, because the cost of running the program is borne by the local government. Since 2008, the program has safely transported more than 90,000 pounds of collected medications to a certified disposal facility, but the cost of collection, hauling, and disposal is high.

Recently, nearby counties have developed Extended Producer Responsibility (EPR) ordinances which shift the burden of medicine disposal to medicine manufacturers and distributors.

One of the pioneer Extended Producer Responsibility programs was developed by Alameda County and recently passed the ultimate legal test. The United States Supreme Court chose to allow a decision by the 9<sup>th</sup> Circuit Federal Court of Appeals in favor of the Alameda ordinance to stand against legal challenges and establish a comprehensive take-back program. The responsibility and expense for medicine take-back programs in Alameda is now placed with medicine manufacturers and distributors, thus putting the burden of disposal back to the parties that profit from the medicines' sale.

Mendocino and Sonoma County leaders are discussing establishing an ordinance for medicine disposal similar to Alameda County's. Recently, Andy Rodgers (RRWA Executive Director) and Mark Landman, Cotati City Council Member and RRWA Chair, visited all the local municipality governing bodies to explain Safe Medicine Disposal and discuss the opportunity to develop an extended producer responsibility ordinance. Eight cities in



## Russian River Watershed Association

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Sonoma County have signed letters of support to evaluate the feasibility of extending responsibility of medicine disposal in Sonoma County to medicine producers and manufacturers.

Who do you think should pay for the safe disposal of medicines? What do you currently do with your unwanted medications? Tell us at <https://www.surveymonkey.com/r/SonomaMedsSharps>

*This article was authored by Henry Mikus of the City of Sebastopol on behalf of RRWA. RRWA ([www.rrwatershed.org](http://www.rrwatershed.org)) is an association of local public agencies in the Russian River Watershed that have come together to coordinate regional programs for clean water, fisheries restoration, and watershed enhancement.*



## **Asociación de la Cuenca del Río Ruso**

300 Seminary Ave, Ukiah, CA 95482 • (707)833-2553 • [www.rrwatershed.org](http://www.rrwatershed.org)

### **Columna Ambiental RRWA- Enero 2016**

#### **Actualización Acerca de la Eliminación Segura de Medicamentos**

En algún momento de nuestras vidas todos nos hemos preguntado: ¿qué hago con mis medicamentos recetados o sin receta que ya están caducados? La eliminación adecuada de los medicamentos ha sido un gran y extenso problema, en el que por muchos años, el público fue educado a tirar los medicamentos viejos en la basura o a eliminarlos por el inodoro. Sin embargo, los estudios han demostrado que estos dos métodos de eliminación, aunque son fáciles y muy convenientes, también no son buenos para el medio ambiente. Las estadísticas también nos indican que hay problemas reales con el abuso de medicamentos recetados - incluyendo envenenamientos accidentales - en todos los segmentos de nuestra población. En gran parte, este abuso es fomentado por la disponibilidad de los medicamentos sobrantes de miembros de la familia o de amistades.

Las agencias regionales que conforman el RRWA, tanto del condado de Mendocino y del condado de Sonoma, han aprobado un programa gratuito de Eliminación Segura de Medicamentos para la recolección de medicamentos viejos, que no han sido utilizados, que ya no necesita, que han caducado, u otros medicamentos no deseados. En el condado de Mendocino, la ciudad de Ukiah tiene 3 sitios de recolección, Willits y Fort Bragg tienen un sitio de recolección cada uno, y el Mendocino Solid Waste Management Authority opera un programa de recolección de sustancias peligrosas, conocido como HazMobile. En el condado de Sonoma, hay por lo menos un sitio de recolección en las ciudades de Cotati, Cloverdale, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, y en la ciudad de Windsor. Hay sitios adicionales en las áreas no incorporadas del Condado. La Agencia Sonoma County Waste Management también ofrece recolección de medicamentos no deseados en el Sitio de Recolección de Tóxicos del Hogar localizado en el Sitio de Eliminación Central, a través de eventos semanales de Recolección de Tóxicos en la Comunidad (CTC, por sus siglas en inglés), los cuales toman lugar en todo el condado de Sonoma, y a través del servicio de recolección a domicilio conocido como Toxic Rover. Más de veinte contenedores seguros en forma de buzón se encuentran en farmacias y departamentos de policía a través de los dos condados para mantener los medicamentos no utilizados fuera de las manos equivocadas y fuera del medio ambiente. Para encontrar un el sitio de recolección más cercano a usted, visite [www.safemedicinedisposal.org/drop-off-locations](http://www.safemedicinedisposal.org/drop-off-locations)

El programa de Eliminación Segura de Medicamentos provee un medio para la eliminación adecuada de los medicamentos no deseados. Actualmente hay un número limitado de lugares de recolección, en parte, porque los costos de este programa corren a cargo del gobierno local. Desde el 2008, el programa ha transportado, de manera segura, más de 90,000 libras de medicamentos recolectados llevándolos a un sitio de eliminación certificado. Pero el costo de recolección, transportación y eliminación es alto.

Recientemente, los condados cercanos han desarrollado ordenanzas de Responsabilidad Extendida del Productor (EPR, por sus siglas en inglés) las cuales ponen la responsabilidad de eliminación de medicamentos en los fabricantes y sus distribuidores.

Uno de los programas pioneros de Responsabilidad Extendida del Productor fue desarrollado por el Condado de Alameda y recientemente paso la máxima prueba legal. El Tribunal Supremo de Estados Unidos optó por permitir la decisión de la Corte Federal de Apelaciones del 9º Circuito a favor de la ordenanza de Alameda para oponerse a los desafíos legales y establecer un programa integral de recolección. Ahora la responsabilidad y los gastos para programas de recolección de medicamentos en Alameda están en manos de los fabricantes y distribuidores de medicamentos. Esta decisión pone nuevamente la responsabilidad de eliminación en las manos de los grupos que se benefician de la venta de los medicamentos.

Los líderes de los condados de Mendocino y Sonoma están discutiendo la creación de una ordenanza para la eliminación de medicamentos similar a la del condado de Alameda. Recientemente, Andy Rodgers (Director Ejecutivo del RRWA) y Marcos Landman, Miembro del Concejo Municipal de la Ciudad de Cotati y el Presidente del RRWA, visitaron todos los órganos de gobierno municipal locales para explicar el programa de Eliminación Segura de Medicamentos y discutir la oportunidad de desarrollar una ordenanza de responsabilidad extendida del productor. Ocho ciudades en el condado de Sonoma han firmado cartas de apoyo para evaluar la posibilidad de extender la responsabilidad de eliminación de los medicamentos, en el Condado de Sonoma, a los productores y fabricantes de medicamentos.

¿Quién cree usted que debería pagar por la eliminación segura de los medicamentos? ¿Actualmente qué hace usted con los medicamentos que ya no desea? Déjenos saber visitando

<https://www.surveymonkey.com/r/SonomaMedsSharps>

*Este artículo fue escrito por Henry Mikus de la Ciudad de Sebastopol en nombre del RRWA. RRWA ([www.rrwatershed.org](http://www.rrwatershed.org)) es una asociación de agencias públicas locales en la Cuenca del río Russian River que se han unido para coordinar los programas regionales de agua potable, la restauración de la pesca y el mejoramiento de las cuencas hidrográficas.*



Agenda Item #: **7.3**  
 Cost Center: **Education**  
 Staff Contact: **Chilcott**  
 Agenda Date: **1/20/2016**

ITEM: **Recycling Guide 2016 Printing Contract**

**I. BACKGROUND**

Providing recycling information to all County residents and businesses is listed as an activity in the CoIWMP, Section 4.7.2.1. Producing the English version Guide is a mandated JPA activity, while producing the Spanish Guide is a Board directed activity.

In 2015, through a competitive Request for Proposal (RFP) process, Agency contracted with Western Web, Samoa, CA, for printing 33,000 English copies and 13,000 Spanish copies of the Sonoma County Recycling Guide. Historically, a 12-page version of the Guide has also been printed in the YP (formerly AT&T) phone book. Stand-alone guides are distributed at fairs, Chambers of Commerce, etc. See below for a historical summary:

**Table 1: Historical costs for printing the English and Spanish Recycling Guides (2004-2015)**

Year	Name of printing company	Number English Guides printed	Number Spanish Guides printed	Total number Guides printed	Total amount	Each
2015	Western Web	31,000	15,000	46,000	\$6,622.86	\$.14
2014	Western Web	33,000	13,000	46,000	\$8,540.11	\$.19
2013	Western Web	30,000	16,000	46,000	\$8,897.24	\$.19
2012	Barlow Printing, Inc., Cotati	32,000	18,000	42,000	\$12,974.01	\$.31
2011	Chromagraphics, Santa Rosa	25,000	10,000 (Note 1)	35,000	\$10,812.52	\$.31
2010	Delta Web Printing, Sacramento	20,000		20,000	\$5,715.40	\$.29
2009	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$8,747.01	\$.44
2008	Healdsburg Printing, Inc., Healdsburg	26,000		20,000	\$8,903.38	\$.45
2007	American Lithographers, Sacramento	24,000		24,000	\$8,600.00	\$.36
2006	Healdsburg Printing, Inc., Healdsburg	22,000		22,000	\$8,135.64	\$.37
2005	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$6,597.76	\$.33
2004	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$6,343.18	\$.32

Note 1: The Spanish Guide was first printed in 2011.

Distribution of Guides historically coincides with Earth Day in April.



## II. DISCUSSION

Employing a competitive RFP process, staff distributed proposals to the following companies capable of printing on a web press using recycled newsprint.

**Table 2: Companies receiving RFPs (in-county and out-of-county)**

<b>Sonoma County companies receiving RFPs</b>	<b>Out-of-County companies receiving RFPs</b>
<ul style="list-style-type: none"><li>• Barlow Printing, Inc., Cotati</li><li>• Healdsburg Printing, Inc., Healdsburg</li><li>• The Goode Company, Rohnert Park</li></ul>	<ul style="list-style-type: none"><li>• Delta Web Printing, Sacramento</li><li>• Print Partners.com, Novato</li><li>• Western Web, Samoa CA</li><li>• Planet Green, Eagle Rock</li></ul>

The RFP process required proposers to fill out a bid sheet detailing costs (image setting and proofs, printing, packaging and delivery). In addition proposers are asked to submit three samples of printed documents similar in quality to previous Recycling Guides and to provide three references. The sample requirement is waived for proposers that have previously worked for the Agency or that have previously submitted samples.

This year two proposals were received from Healdsburg Printing and Western Web.

**Table 3: Bid summary 2016**

<b>Name of printing company</b>	<b>Total number Guides printed</b>	<b>Total amount</b>	<b>Each</b>
Healdsburg Printing	46,000	\$5,800.90	\$.13
Western Web	46,000	\$7,808.54	\$.17

As evidenced in the chart above, the lowest cost proposal was received from Healdsburg Printing. Healdsburg Printing was the vendor selected to print the Recycling Guide in prior years and Agency staff has been pleased with their performance.

Based on the actual distribution in 2015, it will be necessary to adjust the ratio of English Guides (quantity 32,000) and Spanish Guides (quantity 14,000) printed in 2016.

## III. FUNDING IMPACT

The proposed Purchase Order for printing and packaging of copies of the Recycling Guide 2016 (English and Spanish versions) is within the amount budgeted in the Education Contract Services FY 15-16.

## IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends the Agency's Executive Director sign a Purchase Order with Healdsburg Printing for \$5,800.90 for printing and packaging of the Sonoma County Recycling Guide 2016 (English and Spanish versions).

## V. ATTACHMENTS

Scope of Work

Approved by: \_\_\_\_\_

Patrick Carter, Interim Executive Director, SCWMA

**SCOPE OF WORK****A. QUANTITY**

A total of 32,000 English Guides are to be printed.

A total of 14,000 Spanish Guides are to be printed.

46,000 Guides total.

**B. IMAGE SETTING (English and Spanish versions)**

The Agency will supply sixty-four (64) pages (32-page English Guide/32-page Spanish Guide) of camera ready copy sized 9.3125" x 10.8125" (the odd shape results from an initial printing in the YP Yellow Pages Phone book) to the Contractor on **MARCH 10, 2016**. Pages should be proportionally scaled to approximately 8.125" x 10.25" for printing. Artwork will be created using a combination of Illustrator and InDesign Cloud.

**C. PRINTING**

1.           **Stock:**           64 pages (32 pages each Guide) 40# 30% post-consumer recycled 80Brite paper.  
              **Printing:**       64 pages (32 pages each Guide) in 4 color process with bleed of color on all pages.
2.       The Guides are to be bound (staple or glue) in booklet form and trimmed.
3.       The Agency requires a color proof of all pages on **MARCH 17, 2016** for review. Proofs should be an accurate representation of the final product. Delivery charges are to be the responsibility of the Contractor. Give at least 3 days for review by Agency staff.

**D. PACKAGING AND DELIVERY****Packaging and labeling guidelines**

1.       All materials must be bundled, with a maximum of 50 guides per bundle clearly labeled "English" or "Spanish."

**Delivery**

1.       Guides should be delivered to the Agency's storage locker on or before **APRIL 8, 2016** between the hours of 10 am-5 pm at the following address:

Lock It Up Storage  
3570 Airway Dr.  
Santa Rosa, CA 95403

Please contact Agency staff to arrange exact delivery time.



Agenda Item #: **8**  
Cost Center: **Education**  
Staff Contact: **Smith**  
Agenda Date: **1/20/2016**

ITEM: **City/County Payment Program Grant**

**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 program is called the City/County Payment Program (CCPP). Administration of the CCPP was transferred from the DOC to the California Department of Resources Recycling and Recovery (CalRecycle) when that department replaced the functions of the California Integrated Waste Management Board. The Sonoma County Waste Management Agency has administered this program for all Sonoma County jurisdictions since 2000; submitting payment requests, collecting the funds, creating agreements for beverage container collection service, purchasing new collection containers and enclosures, and, since 2012, administering an educational campaign around the State's Mandatory Commercial Recycling program.

The Board authorized the Agency to collect and pool the funds for the FY 2014/15 CCPP funding cycle on February 18, 2015.

**II. DISCUSSION**

CalRecycle sent a notice to all CCPP grant managers on December 23<sup>rd</sup>, 2015 with information about the FY 2015/16 funding cycle. The notice stated all jurisdictions will be required to provide an authorizing resolution no later than the funding request due date (to be determined by CalRecycle). To assist with the new requirement, CalRecycle provided an authorizing resolution template specific to payment programs. The resolution gives the Agency authority to submit applications on behalf of the Agency members and execute agreements and necessary documents to implement the program.

The notice also highlighted that funding needs to be spent within 24 months. Additionally, reporting will require submitting back-up documentation, including proof of purchase for all expenditures. Failing to meet these requirements may result in denial of future funding or collection of unspent/unreported funds.

In the current fiscal year, the CCPP funding is used to pay for most of the staffing costs for one Waste Management Specialist and to purchase materials and advertising related to the Mandatory Commercial Recycling outreach program.

As of January 12, 2016 the unspent CCPP funding is \$355,799.06. Staff is currently working with several cities to provide recycling bins in downtown areas and parks.

**Current Projects:**

<b>Jurisdiction</b>	<b>Recycling Container Location</b>	<b>Total Cost</b>
City of Cloverdale – Parks & Landscape	Downtown Cloverdale & River Park	\$20,069.55
City of Santa Rosa – Recreation & Parks Department	Julliard Park & Finley Park	\$13,142.43
City of Santa Rosa – Transportation & Public Works	Transit Mall & Neighboring Bus Stations	TBD, approximately 20 recycling stations

Staff believes the amount of effort required by state-mandated programs regarding mandatory commercial recycling and mandatory commercial organics recycling will continue to increase, so if the Agency continues beyond 2017 and the cities continue to pool the CCPP resources, the on-going cost of a Waste Management Specialist position is a great match of demand and available funding. However, to avoid having to return existing, unspent funding back to CalRecycle, staff recommends each city and the County examines the recycling collection container needs in their jurisdiction and contact Agency staff to procure new containers.

**III. FUNDING IMPACT**

Currently, the Agency has approximately \$355,799.06 in unspent grant funding. As The FY 15-16 Budget does not contain sufficient appropriations to expend all of these funds, staff has prepared a Budget Adjustment to allow this expenditure. As this is a Budget Adjustment, approval of this item will require a unanimous vote.

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

Staff recommends 1) approval of the attached Budget Adjustment, 2) requesting that each Agency member approve the attached resolution from CalRecycle, delegating the Agency the authority to submit applications on the behalf of Agency members and execute agreements or other documents necessary to implement this program, and 3) that each member contact their public works or parks department staff to determine the need for additional recycling collection containers and direct Agency staff to assist in the purchase of those containers.

As action 1 involves adjusting the Budget, approval will require a unanimous vote.

**V. ATTACHMENTS**

Resolution Authorizing Submittal of Application for Payment Programs and Related Authorizations  
Budget Adjustment and Resolution

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA

**RESOLUTION AUTHORIZING SUBMITTAL OF APPLICATION FOR PAYMENT  
PROGRAMS AND RELATED AUTHORIZATIONS**

WHEREAS, pursuant to Public Resources Code section 48000 et seq. the Department of Resources Recycling and Recovery (CalRecycle) has established various payment programs to make payments to qualifying jurisdictions; and

WHEREAS, in furtherance of this authority CalRecycle is required to establish procedures governing the administration of the payment programs; and

WHEREAS, CalRecycle's procedures for administering payment programs require, among other things, an applicant's governing body to declare by resolution certain authorizations related to the administration of the payment program.

NOW, THEREFORE, BE IT RESOLVED that Sonoma County Waste Management Agency (SCWMA) staff is authorized to submit an application to CalRecycle for any and all payment programs offered; and

BE IT FURTHER RESOLVED that the SCWMA Executive Director, or his/her designee, is hereby authorized as Signature Authority to execute all documents necessary to implement and secure payment; and

BE IT FURTHER RESOLVED that this authorization is effective until rescinded by the Signature Authority or this Governing Body.

Date Adopted \_\_\_\_\_

ATTEST/CERTIFIED \_\_\_\_\_ (name(s))

**FY 15-16 SONOMA COUNTY WASTE MANAGEMENT AGENCY BUDGET  
SUMMARY**

	Wood Waste 78101	Yard Debris 78102	H H W 78104	Education 78107	Diversion	Planning 78108	Organics Reserve 78103	Facility Closure 78105	Facility Reserve 78106	Contin. 78109
<b>REVENUES</b>										
44002 Interest on Pooled Cash	753	4,823	3,519	595	0	278	16,149	342	5,858	973
42358 State Other Funding	0	0	148,872	135,000	0	0	0	0	0	0
44050 Unrealized Gains and Losses	0	0	0	0	0	0	0	0	0	0
42601 County of Sonoma	232,000	7,452,000	1,252,173	313,043	0	40,134	0	0	0	0
46003 Sales Non Taxable	0	0	0	0	0	0	0	0	0	0
46040 Miscellaneous Revenue	0	0	0	0	0	0	0	0	0	0
46029 Donations/Contributions	0	10,000	216,641	25,535	0	3,274	0	0	0	0
47101 Transfers In - Within a Fund	0	0	0	0	0	0	91,275	0	471,938	107,702
<b>TOTAL REVENUES</b>	<b>232,753</b>	<b>7,466,823</b>	<b>1,621,205</b>	<b>474,174</b>	<b>0</b>	<b>43,686</b>	<b>107,424</b>	<b>342</b>	<b>477,796</b>	<b>108,675</b>
<b>EXPENDITURES</b>										
<b>SERVICES AND SUPPLIES</b>										
51041 Insurance - Liability	1,320	1,800	5,400	2,160	0	1,320	0	0	0	0
52091 Memberships/Certifications	0	0	10,200	150	0	0	0	0	0	0
52101 Other Supplies	0	0	0	0	0	0	0	0	0	0
52111 Office Supplies	0	1,000	2,000	21,630	0	0	1,000	0	0	2,000
51249 Other Professional Services	0	0	134,912	355,799	0	0	0	0	0	0
51916 County Services	2,741	4,297	5,359	4,396	0	1,457	0	0	0	1,556
51803 Other Contract Services	219,630	7,199,140	1,135,000	38,014	0	0	922,800	0	0	0
51201 Administration Services	25,041	138,973	242,557	285,947	0	31,351	64,239	0	0	64,504
51213 Engineer Services	0	0	0	0	0	0	12,500	0	0	0
51211 Legal Services	0	5,000	10,000	25,000	0	1,000	250,000	0	0	10,000
51207 Client Accounting Services	1,312	1,789	5,368	2,147	0	1,312	0	0	0	0
51206 Accounting/Auditing Services	500	6,000	7,500	3,000	0	1,000	2,500	0	0	1,500
51919 EFS Charges	0	0	0	4,000	0	0	0	0	0	0
51205 Advertising/Marketing Svc	0	0	12,000	2,000	0	0	0	0	0	0
51401 Rents and Leases - Equipment	0	0	0	3,000	0	0	0	0	0	0
51421 Rents and Leases - Bldg/Land	0	0	30,000	8,025	0	0	0	0	0	0
52162 Special Departmental Expense	0	82,000	400	0	0	0	50,000	0	0	0
52163 Professional Development	0	2,500	0	0	0	0	0	0	0	0
51225 Training Services	0	600	600	1,200	0	0	0	0	0	0
51922 County Car Expense	0	0	0	3,000	0	0	0	0	0	0
51901 Telecommunication Data Lines	0	936	1,860	3,720	0	0	0	0	0	0
51902 Telecommunication Usage	0	0	200	1,000	0	0	0	0	0	0
51906 ISD - Supplemental Projects	0	0	0	25,000	0	0	0	0	0	0
51909 Telecommunication Wireless S	0	0	0	1,800	0	0	0	0	0	0
51911 Mail Services	0	400	50	1,000	0	0	0	0	0	0
51915 ISD - Reprographics Services	0	200	500	3,000	0	0	0	0	0	0
51923 Unclaimable County Car Expen	0	0	0	0	0	0	0	0	0	0
51904 ISD - Baseline Services	3,531	6,017	3,531	1,047	0	3,531	0	0	0	0
<b>SUBTOTAL</b>	<b>254,075</b>	<b>7,450,652</b>	<b>1,607,437</b>	<b>796,035</b>	<b>0</b>	<b>40,971</b>	<b>1,303,039</b>	<b>0</b>	<b>0</b>	<b>79,560</b>

**Budget Adjustments Summary**

Fund

78107		Total	
Education		All	
New Amount	Change	New Amount	Change
355,799	306,025	355,799	306,025
<b>355,799</b>	<b>306,025</b>	<b>355,799</b>	<b>306,025</b>

**Expenditures**

Account	Account Title
51249	Other Professional Services
<b>Total Expenditures</b>	



RESOLUTION NO.: 2016-

DATED: January 20, 2016

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ADOPTING  
ADJUSTMENTS TO THE FY 2015/16 ANNUAL BUDGET

WHEREAS, the Agency approved the Sonoma County Waste Management Agency Fiscal Year 2015-16 Budget by unanimous vote on May 20, 2015; and

WHEREAS, additional costs have become known to Agency staff that were not reasonably foreseeable at the time of budget adoption; and

WHEREAS, the Agency Board of Directors wishes to make adjustments to the FY 2015/16 Budget to account for additional costs in the amount of \$306,025.

NOW, THEREFORE BE IT RESOLVED that the Sonoma County Waste Management Agency Board of Directors hereby approves the adjustments to the FY 2015/16 Sonoma County Waste Management Agency Budget.

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: January 20, 2016

\_\_\_\_\_  
Sally Evans,  
Clerk of the Sonoma County Waste Management Agency  
Agency of the State of California in and for the  
County of Sonoma



Agenda Item #: 9  
Cost Center: Organics  
Staff Contact: Carter  
Agenda Date: 1/20/2016

## ITEM: Compost Program Update

### I. BACKGROUND

Per a lawsuit-related settlement, the existing compost facility at the Central Disposal Site was shut down as of October 15, 2015. The Agency terminated its site license with the County and has been working with County staff to surrender the site in a completely clean condition, per the JPA agreement.

Concurrently, work has continued to progress on developing a new, state-of-the-art compost facility at a different location on the Central Disposal Site. The Agency entered into an agreement with Tetra Tech to assist in the permitting of that new site.

### II. DISCUSSION

#### Existing Compost Site

Sonoma Compost Company removed all equipment and mechanically swept the site to the best of their ability by October 15, 2015. Agency staff has been working with the County and the North Coast Regional Water Quality Control Board (NCRWQCB) to determine what additional measures were needed to rescind the monitoring requirements for the site and remove any further responsibility from the Agency. The NCRWQCB requested water sampling, which was performed initially on December 10. The compost pad and pond were cleaned further on December 16 and 17, and the water was re-tested on December 21 and 22. All results were submitted to the NCRWQCB.

On January 5, 2016, Agency staff received an email from NCRWQCB staff indicating they would take action to rescind the monitoring requirements (MRP 97-49) and accepting the submitted Notice of Termination for of the Industrial General Storm Water Permit, and that the Agency could discontinue runoff capture and disposal from the site. The County has indicated that the Board of Supervisors would discuss and potentially take action to accept the site in its clean condition, and County staff would request a final draw from the escrow account regarding this site. The balance for the escrow account as of January 11, 2016 is \$1,880,412.47. Upon the final draw from the County, Agency staff will close the account and redeposit these funds into the Agency's Organics Reserve.

#### New Compost Site

Staff has received and reviewed draft permitting documents developed by Tetra Tech. Agency staff has met with County staff to discuss potential approaches to provide sufficient information to Republic to get cost estimates for site construction and operation. Staff believes these costs estimates will be vital in deciding the viability of the site and the future of this program, and is working with the County and Republic to obtain the estimate in such a way that Republic is not put at a competitive disadvantage if the construction and operation of the site is later put to

competitive bid.

Assuming that sufficient feedback can be obtained from the parties by the end of February, a permit application could be submitted in early March. The Local Enforcement Agency (LEA) has previously estimated that a permit could take an estimated six to twelve months to obtain, which would be approximately September 2016 to March 2017. Construction is estimated to take one to two years, which would result in the operation of a new compost facility in 2018 or 2019.

### **III. FUNDING IMPACT**

The account balance for the Organics Reserve is \$1,907,814.63 as of January 11, 2016. The account balance on the escrow account with Westamerica Bank is \$1,880,412.47 as of January 11, 2016.

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

This report is informational; no action is recommended.

### **V. ATTACHMENTS**

None

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA



Agenda Item #: **10.1**  
 Agenda Date: **1/20/2016**

ITEM: **Outreach Calendar December 2015 and January-February 2016**

**December 2015 Outreach Events**

<b><u>Day</u></b>	<b><u>Time</u></b>	<b><u>Event</u></b>
1	4 PM – 8 PM	Community Toxics Collection – Santa Rosa, SE
8	4 PM – 8 PM	Community Toxics Collection – Sebastopol
12	8 AM – 4 PM	E-waste Collection Event –Rohnert Park Community Center, Rohnert Park
15	4 PM – 8 PM	Community Toxics Collection – Kenwood

**January 2016 Outreach Events**

<b><u>Day</u></b>	<b><u>Time</u></b>	<b><u>Event</u></b>
5	4 PM – 8 PM	Community Toxics Collection – Healdsburg
6	4PM-7PM	Dia de Reyes Celebrtaion -Rosland Area in San Rosa
9	8 AM – 4 PM	E-waste Collection Event –Wells Fargo Center for the Arts, Santa Rosa
12	4 PM – 8 PM	Community Toxics Collection – Santa Rosa, NW
12	11:30 - 12:30 PM	Recycling Presentation – Inn at Sonoma
12	1 PM – 2 PM	Recycling Presentation – Barking Dog Roaster, Sonoma
19	4 PM – 8 PM	Community Toxics Collection – Sonoma
26	4 PM – 8 PM	Community Toxics Collection – Cloverdale
26	10 AM – 11 AM	Recycling Presentation – RESIG, Windsor
30	8 AM – 4 PM	E-waste Collection Event –Oakmont Central Facility, Santa Rosa
30	10:30 AM -12:30 PM	The Wonderful World of Worms, Master Gardener lecture, Sebastopol Library

**February 2016 Outreach Events**

<b><u>Day</u></b>	<b><u>Time</u></b>	<b><u>Event</u></b>
2	4 PM – 8 PM	Community Toxics Collection – Santa Rosa, NE
2	10AM-12:30PM	Recycling presentation to Pasitos Program (two presentations) – Cesar Chavez School, Santa Rosa
2	10:30AM-11AM	Recycling presentation to Pasitos Program – Jx Wilson Elementary, Santa Rosa
3	10AM-10:30AM	Recycling presentation to Pasitos Program – Brookhill School, Santa Rosa

3	10AM-12:30PM	Recycling presentation to Pasitos Program (two presentations) – Cook Middle School, Santa Rosa
3	2PM – 3PM	Recycling Presentation – Amy’s Kitchen, Petaluma
4	10AM-10:30AM	Recycling presentation to Pasitos Program– Amarosa School, Santa Rosa
4	10AM-10:30AM	Recycling presentation to Pasitos Program– FishMountain, Healdsburg
5	10AM-10:30AM	Recycling presentation to Pasitos Program– Forestville Schoo, Forestville
5	10AM-13:30PM	Recycling presentation to Pasitos Program(two presentations) – Cali Calmecca School , Windsor
6	10:30 AM -12:30 PM	Compost: The Single Best Thing You Can Do For Your Garden, Master Gardener lecture, Windsor Library
9	4 PM – 8 PM	Community Toxics Collection – Rohnert Park
9	10AM-10:30AM	Recycling presentation to Pasitos Program– Burbank Elementary, Santa Rosa
10	10AM-10:30AM	Recycling presentation to Pasitos Program– Boys and Girls Club, Rohnert Park
11	10AM-10:30AM	Recycling presentation to Pasitos Program– Washington Elementary, Cloverdale Park
12-15	12 PM – 10 PM 10 AM – 8 PM 10 AM – 8 PM 10 AM – 5 PM	Cloverdale Citrus Fair, Cloverdale
13	10 AM – 4 PM	Lake Sonoma Steelhead Festival, Geyserville
16	4 PM – 8 PM	Community Toxics Collection – Oakmont
23	4 PM – 8 PM	Community Toxics Collection – Monte Rio
30	8 AM – 4 PM	E-waste Collection Event –Cloverdale Citrus Fairgrounds, Cloverdale



Agenda Item #: **10.2**  
 Cost Center: **Education**  
 Staff Contact: **Chilcott**  
 Agenda Date: **1/20/2016**

ITEM: **Eco-Desk (English and Spanish) 2015 Annual Reports**

**I. BACKGROUND**

Since 1995, the Sonoma County Waste Management Agency has operated an English-language telephone service, the Eco-Desk, (707) 565-DESK(3375), to answer calls about recycling, hazardous waste and other disposal issues. In 2007, a Spanish language option #2 was added to the Eco-Desk where callers can be transferred directly to a Spanish language outreach specialist under contract with the Agency. To compliment the telephone service, English language Eco-Desk resources are updated daily on the Agency's web site at [www.recyclenow.org](http://www.recyclenow.org) via a searchable database. The Eco-Desk is comprised of a comprehensive phone tree with pre-recorded information. Calls are returned by the next working business day. Email inquiries received from the web site are also recorded on the database.

In 2015, the County of Sonoma upgraded its phone system to an integrated digital voice/web phone system. This infrastructure change, in addition to user feedback, precipitated a major change in the structure of the Eco-Desk resulting in improved information call flow and collection of messages in fewer mailboxes. The revised Eco-Desk became operational June, 2015.

Old Eco-Desk structure (1995-June 2015)		Revised Eco-Desk structure (instated June, 2015)	
Voice mail box	Topic	Voice mail box	Topic
565-3375, option #2 Spanish Eco-Desk		565-3375, option #2 Spanish Eco-Desk	
99402	Household Hazardous Waste	VM1	Hazardous Waste
99403	SQG (Business Hazardous Waste)	VM2	Used Motor Oil/filter (Callers will still be able to listen to prerecorded information for motor oil recycling locations by jurisdiction)
99404	Community Toxics Collections	VM3	Recycling Guide mailing request
99406	Electronics	VM4	General message
99407	Paint	VM5 (SEASONAL)	Christmas tree recycling
99408	Plastics		
99409 (added December 2011)	Commercial Recycling Assistance		
99410	Recycling Guide mailing request		
99411	General mailbox		
99412 (added March 2014)	Carryout Bag Ordinance		
99412 (seasonal)	Christmas tree recycling		

mailbox)		
99413	Motor oil recycling locations in Cloverdale, Healdsburg, & Windsor	
99414	Motor oil recycling locations in Cotati & Rohnert Park	
99415	Motor oil recycling locations in Petaluma	
99417	Motor oil recycling locations in Roseland (Santa Rosa)	
99418	Motor oil recycling in Santa Rosa west of Hwy. 101	
99419	Motor oil recycling in Santa Rosa east of Hwy. 101	
99420	Motor oil recycling in Sonoma	
99421	Motor oil recycling in Sebastopol and the unincorporated area	

## II. DISCUSSION

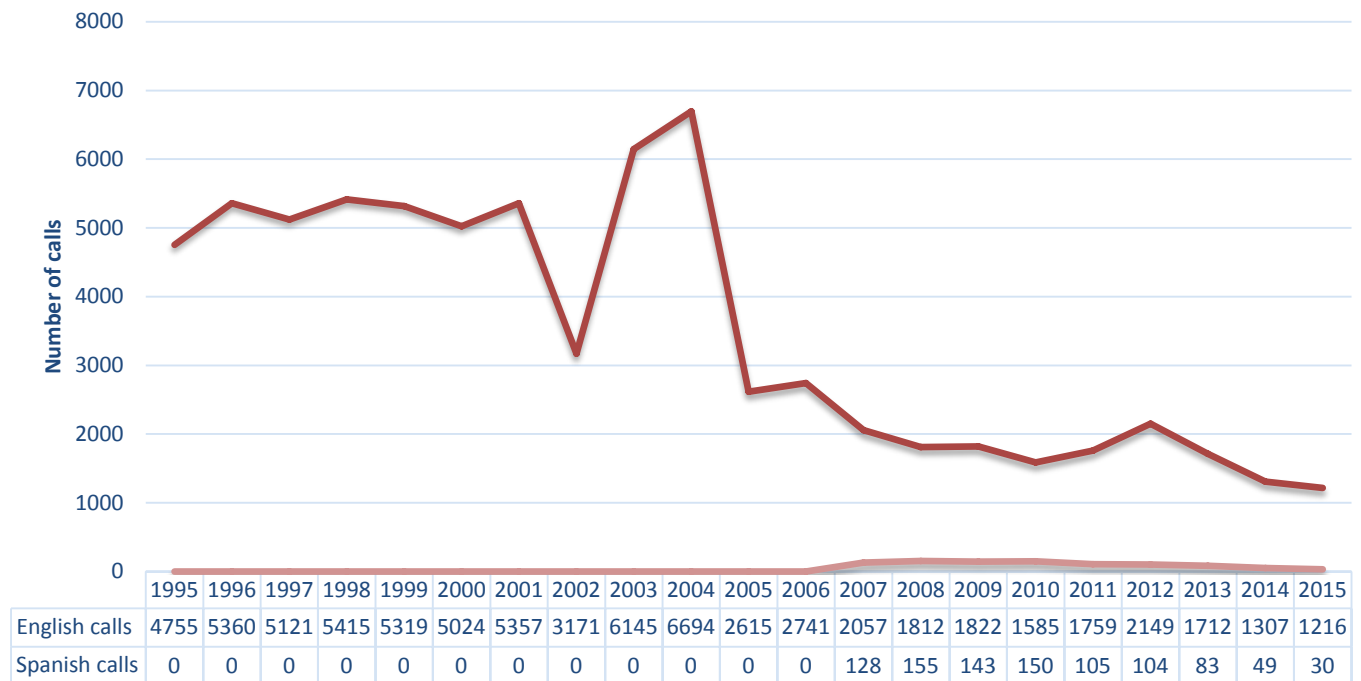
### **General observations 2015**

The Eco-Desk call decrease by 7% coupled with the Agency's 5% website usage increase in 2015 indicates that the public prefers the internet to find answers to questions (see staff report 10.3 for website usage details). Related to the Ratto Group's publicity regarding changes to single-stream recycling and the municipal composting site closure, the Eco-Desk logged 40 public complaints from October through December. In addition, there continues to be a steady flow of Eco-Desk type calls on the Agency Clerk's direct line, 565-3579 (generally about 2-6 calls per day) which are not reflected in this staff report. As the new Eco-Desk phone tree provides garbage company phone numbers in the introductory greeting, fewer garbage company service related calls were received in 2015.

### **Eco-Desk phone summary (English and Spanish)**

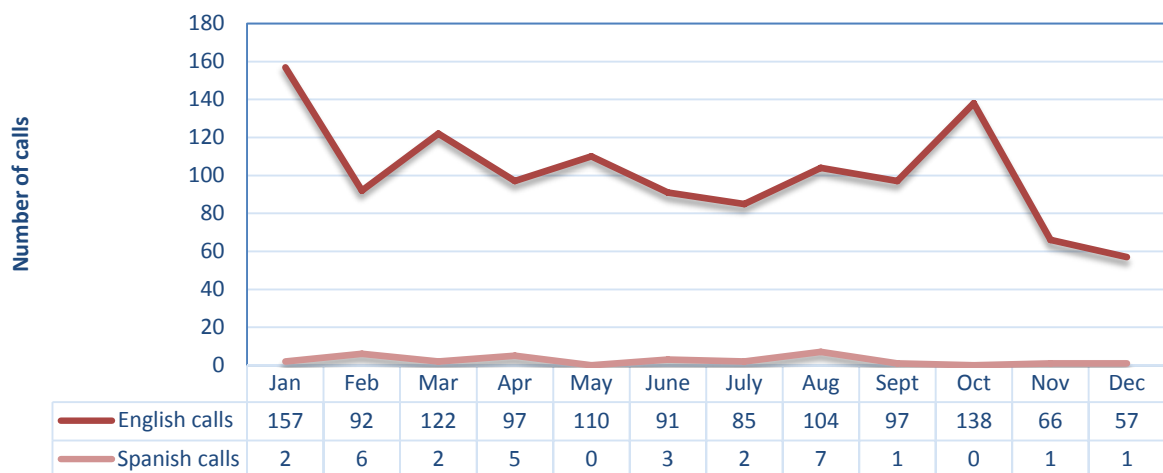
- In 2015, the English Eco-Desk received 1,216 recorded calls/email inquiries, a 7% decrease from 2014. In 2015, the Spanish Eco-Desk received 30 calls, a 39% decrease from 2014. Since 2005, when the English Eco-Desk became a call-back only service, call volume has decreased over time.

**Figure 1: Number of Eco-Desk calls (English and Spanish) annually (1995-2015)**



- Call volume peaked in January for the English Eco-Desk likely as a result of Christmas tree recycling inquiries. See Figure 2.

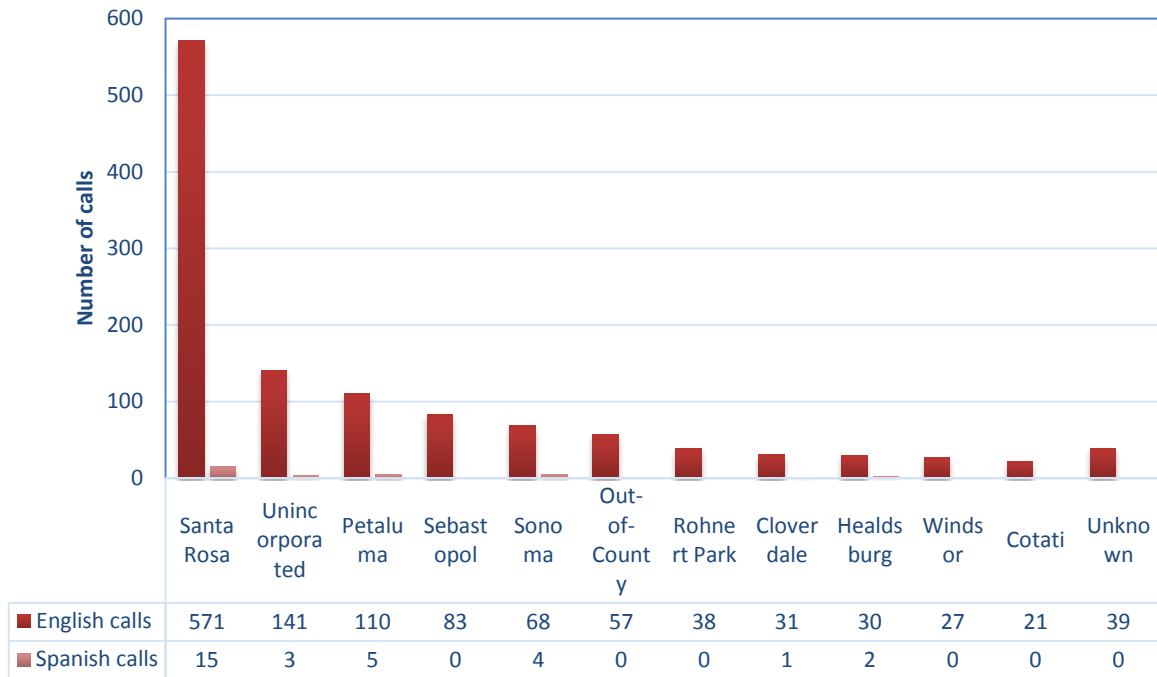
**Figure 2: Number of Eco-Desk (English and Spanish) calls per month 2015**



- The majority of calls were received on the English Eco-Desk respectively from Santa Rosa, the unincorporated area and Petaluma. For the Spanish Eco-Desk, the majority of calls were received respectively from Santa Rosa, Petaluma and Sonoma. See Figure 3.

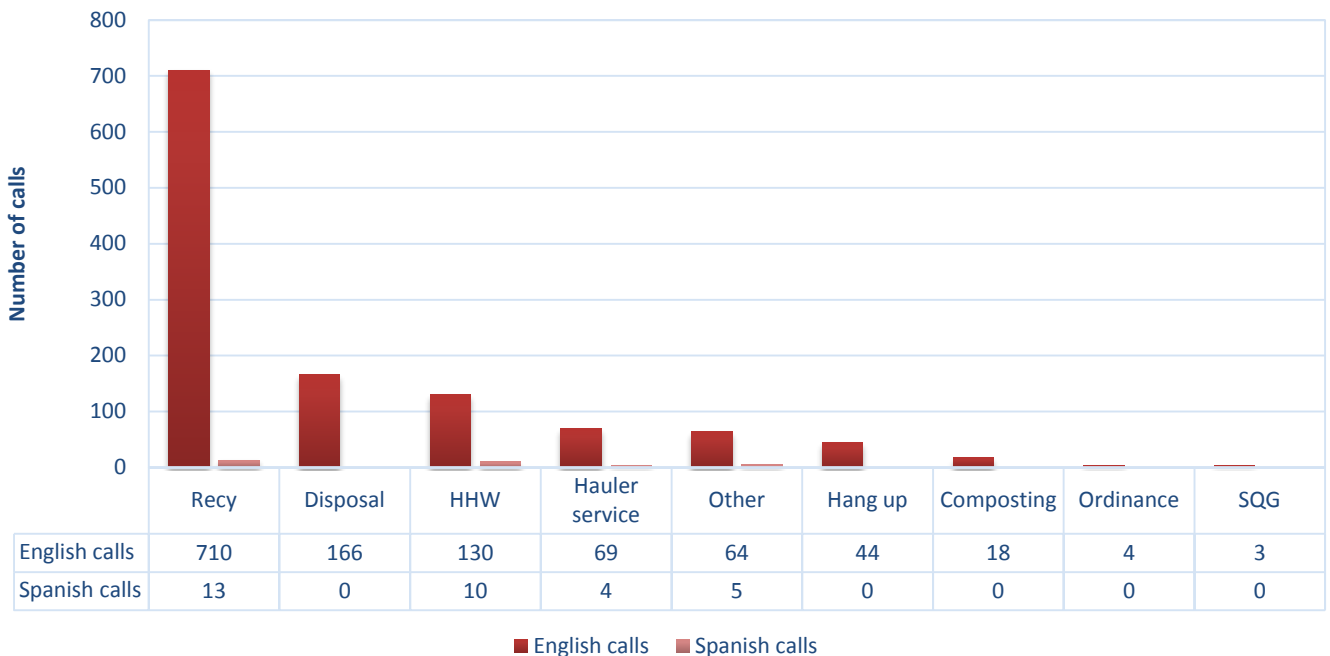


**Figure 3: Eco-Desk (English and Spanish) calls by city 2015**



- The majority of questions asked by English speaking Eco-Desk callers pertained to recycling, disposal and household hazardous waste. For the Spanish Eco-Desk, the majority of questions pertained to recycling and household hazardous waste. See Figure 4.

**Figure 4: Eco-Desk (English and Spanish) calls showing the nature of the question**



- The majority of callers to the English Eco-Desk callers were women (58% female/42% male/1% unknown). For the Spanish Eco-Desk the majority of callers were men (57% male/43% female).
- Residences generated 88% of calls; 10% of calls were generated by businesses; 1% by schools. For the Spanish Eco-Desk, residences generated 100% of calls.

### **III. FUNDING IMPACT**

There are no new funding impacts resulting from this report.

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

This transmittal is for informational purposes only. No action is requested of the Board.

### **V. ATTACHMENTS**

English Eco-Desk Annual Report 2015  
Spanish Eco-Desk Annual Report 2015

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA

# Phone English Eco-Desk Annual Report 2015

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

## Calls total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls/emails	157	92	122	97	110	91	85	104	97	138	66	57	1,216
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	9	5	5	4	5	4	4	5	5	7	2	2	57

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	85	49	56	50	65	41	29	54	41	54	22	25	571	47
Unincorporated	21	5	14	7	10	9	16	13	20	17	5	4	141	12
Petaluma	8	4	13	8	15	6	8	6	9	19	9	5	110	9
Sebastopol	17	6	8	3	5	10	4	8	4	9	6	3	83	7
Sonoma	7	6	9	10	6	7	8	7	2	5	1	0	68	6
Out-of-county	3	5	9	5	1	7	7	10	6	4	0	0	57	5
Rohnert Park	7	6	2	2	3	2	2	2	3	4	3	2	38	3
Cloverdale	2	5	4	1	1	2	7	0	2	3	2	2	31	3
Healdsburg	3	2	2	5	2	6	2	1	1	4	1	1	30	2
Windsor	4	1	2	2	0	1	2	2	8	1	1	3	27	2
Cotati	0	3	3	4	2	0	0	1	1	2	3	2	21	2
Unknown	0	0	0	0	0	0	0	0	0	16	13	10	39	3
	157	92	122	97	110	91	85	104	97	122	53	47	1,216	100

## Calls by mailbox January-May, 2015 (The phone line the call was received on)

	Jan	Feb	Mar	Apr	May	Totals	%
General Info.(99411)	75	48	71	50	35	279	50
Web site generated emails	36	21	17	23	35	132	24
Plastics (99408)	8	2	7	7	4	28	5
Electronics (99406)	10	6	4	1	3	24	4
Recycling Guide (99410)	3	4	5	5	4	21	4
Community Toxics Collection (99404)	5	3	5	3	5	21	4
Commercial Recycling Assistance (99403)	4	2	5	4	1	16	3
Household Hazardous Waste (99402)	3	2	3	3	2	13	2
Paint (99407)	6	2	3	0	1	12	2
SQG (99403)	2	1	0	0	0	3	1
Oil, S.R.-West (99418)	1	0	1	1	0	3	1
Oil, Petaluma (99415)	0	0	1	0	2	3	1
Oil, S.R.-East (99419)	0	0	0	0	2	2	0
Oil, Cotati & R.P.(99414)	1	0	0	0	1	2	0
Carryout Bags Ordinance (99412)	1	0	0	0	0	1	0
Christmas trees (4590)	0	0	0	0	0	0	0
Web site generated emails	0	0	0	0	0	0	0
Oil, Seb. & Unin.(99421)	0	0	0	0	0	0	0
Oil, S.R. Roseland(99417)	0	0	0	0	0	0	0
Oil, Clov. & Heald.(99413)	0	0	0	0	0	0	0
Oil, Sonoma (99420)	0	0	0	0	0	0	0
	80	43	51	47	60	560	100

## Calls by mailbox June-December, 2015 (The phone line the call was received on)

	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
General info. (4589)	66	43	66	53	67	35	31	361	55
Web site generated emails	14	30	23	16	35	16	16	150	23
Haz waste (4586)	19	7	10	17	17	11	5	86	13
Recycling Guide (4588)	6	4	5	8	16	3	5	47	7
Motor oil (4587)	1	1	0	2	1	1	0	6	1
Christmas trees (4590)	0	0	0	0	0	0	6	6	1
								656	100

### Subjects (The nature of the question)

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling		109	56	75	56	65	56	47	59	44	94	20	29	710	59
Disposal		5	9	14	19	9	24	18	19	15	18	10	6	166	14
HHW		11	1	10	1	17	7	9	11	26	16	19	2	130	11
Hauler billing or service question		15	6	7	1	7	1	3	2	4	6	11	6	69	6
Other		1	10	10	11	4	7	7	8	5	1	0	0	64	5
Hang up		14	3	8	1	6	0	0	1	3	4	2	2	44	4
Composting		3	2	1	0	4	1	0	0	1	1	2	3	18	1
Ordinance		1	2	0	0	0	0	0	1	0	0	0	0	4	0
SQG		1	0	0	1	1	0	0	0	0	0	0	0	3	0
														1,208	100

### Gender of caller

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female		87	53	56	62	65	47	53	42	58	78	30	30	661	58
Male		53	37	57	32	36	36	28	57	33	51	32	23	475	42
Unknown		0	0	0	0	0	0	0	0	0	3	2	2	7	1
		140	90	113	94	101	83	81	99	91	132	64	55	1,143	100

### Call type

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential		118	81	100	83	92	73	73	85	77	108	52	45	987	88
Business		20	7	12	8	9	6	7	13	9	10	4	5	110	10
Unknown		1	0	1	0	0	1	0	0	1	3	6	2	15	1
Institution		0	1	0	1	0	1	0	1	1	5	0	2	12	1
		139	89	113	92	101	81	80	99	88	126	62	54	1,124	100

# Phone Spanish Eco-Desk Annual Report 2015

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

## Calls total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls	2	6	2	5	0	3	2	7	1	0	1	1	30
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	0	0	0	0	0	0	0	0	0	0	0	0	0

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	2	3	0	2	0	1	0	5	0	0	1	1	15	50
Petaluma	0	1	2	0	0	0	1	1	0	0	0	0	5	17
Sonoma	0	1	0	1	0	2	0	0	0	0	0	0	4	13
Unincorporated	0	1	0	1	0	0	0	0	1	0	0	0	3	10
Healdsburg	0	0	0	1	0	0	0	1	0	0	0	0	2	7
Cloverdale	0	0	0	0	0	0	1	0	0	0	0	0	1	3
Windsor	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rohnert Park	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sebastopol	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Out-of-county	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cotati	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	6	2	5	0	3	2	7	1	0	1	1	30	100

## Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	0	1	0	3	0	3	2	0	3	0	0	1	13	41
HHW	2	3	1	1	0	0	1	1	0	0	1	0	10	31
Other	0	0	1	1	0	0	0	0	2	0	0	1	5	16
Hauler billing or service	0	0	0	1	0	0	1	2	0	0	0	0	4	13
Disposal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	4	2	6	0	3	4	3	5	0	1	2	32	59

## Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Male	0	2	2	3	0	3	1	4	0	0	1	1	17	57
Female	2	4	0	2	0	0	1	4	0	0	0	0	13	43
Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	6	2	5	0	3	2	8	0	0	1	1	30	100

## Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	2	6	2	5	0	3	2	7	0	0	1	1	29	100
Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	6	2	5	0	3	2	7	0	0	1	1	29	100

## Referrals (Who referred the call to the Eco-Desk)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Media	1	3	1	1	0	3	1	6	0	0	1	1	18	49
Individual	0	1	1	2	0	0	1	6	0	0	1	1	13	35
WWW	0	0	0	0	0	0	0	1	0	0	0	0	1	3
211 phone reference	0	1	0	0	0	0	0	0	0	0	0	0	1	3
411 phone reference	0	0	0	1	0	0	0	0	0	0	0	0	1	3
Business	1	0	0	0	0	0	0	0	0	0	0	0	1	3
Utility bill insert	0	0	0	1	0	0	0	0	0	0	0	0	1	3
Oil postcard	0	1	0	0	0	0	0	0	0	0	0	0	1	3
Letter	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2	6	2	5	0	3	2	13	0	0	2	2	37	100



Agenda Item #: **10.3**  
Cost Center: **Education**  
Staff Contact: **Chilcott**  
Agenda Date: **1/20/2016**

ITEM: **Website [www.recyclenow.org](http://www.recyclenow.org) 2015 Annual Report**

**I. BACKGROUND**

Since 1998, the Sonoma County Waste Management Agency has operated a comprehensive website at [www.recyclenow.org](http://www.recyclenow.org). The website operates in tandem with the Eco-Desk Access database. In August 2010, the website was reprogrammed by County of Sonoma Information Systems (ISD) Department staff using cascading style sheets (CSS). The [www.recyclenow.org](http://www.recyclenow.org) website is comprised of 94 pages with topics including Agency, Toxics, Recycling, Business, Multifamily, Schools, Disposal, Compost and Resources. The database resources on the Agency's website search "What would you like to recycle?" are updated on working days and page content changes are made several times per week. Public email feedback is received at [recyclenow@sonoma-county.org](mailto:recyclenow@sonoma-county.org) and are recorded as part of the Eco-Desk database phone log.

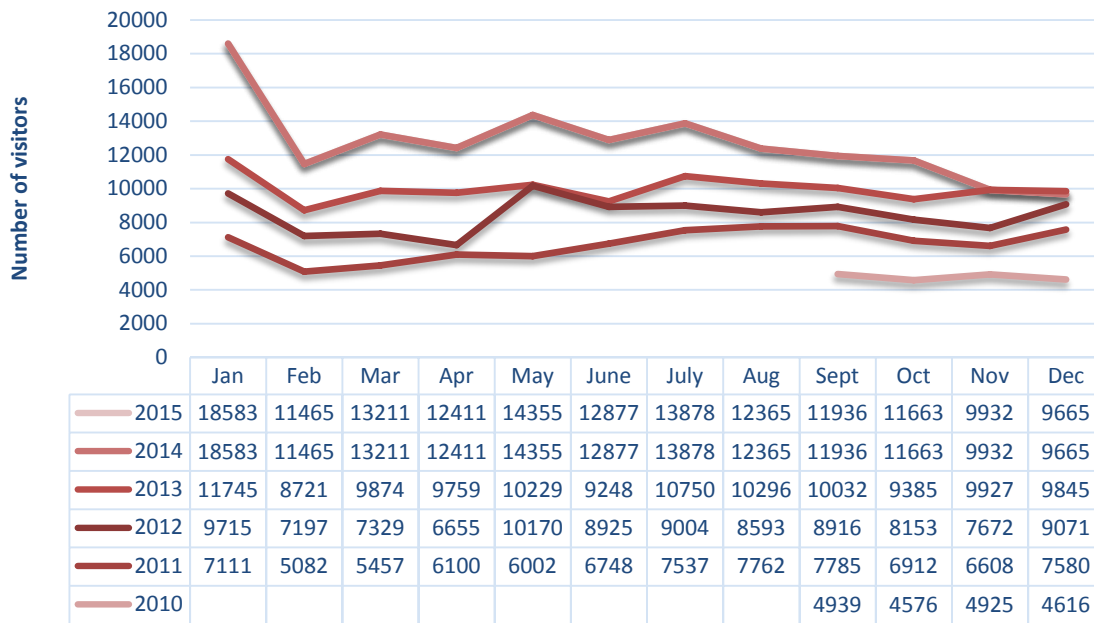
Maintenance costs for the website are included in the Agency's regular computer maintenance agreement package with the County of Sonoma ISD. ISD support also includes Site Improvements which analyzes the site monthly for broken links and spelling mistakes, as well as Google Analytics which analyzes the site's performance.

**II. DISCUSSION**

Google Analytics, a free service from Google, provides insights into website traffic and marketing effectiveness.

- **Visitors** tallies the number of visits. The website received a 5% increase in visitors in 2015 compared to 2014. Overall, there were 152,341 visitors in 2015 viewing 356,632 pages. The chart below shows the number of visitors per month from 2010 to 2015.

Figure 1: Number of website visitors 2010 to 2015



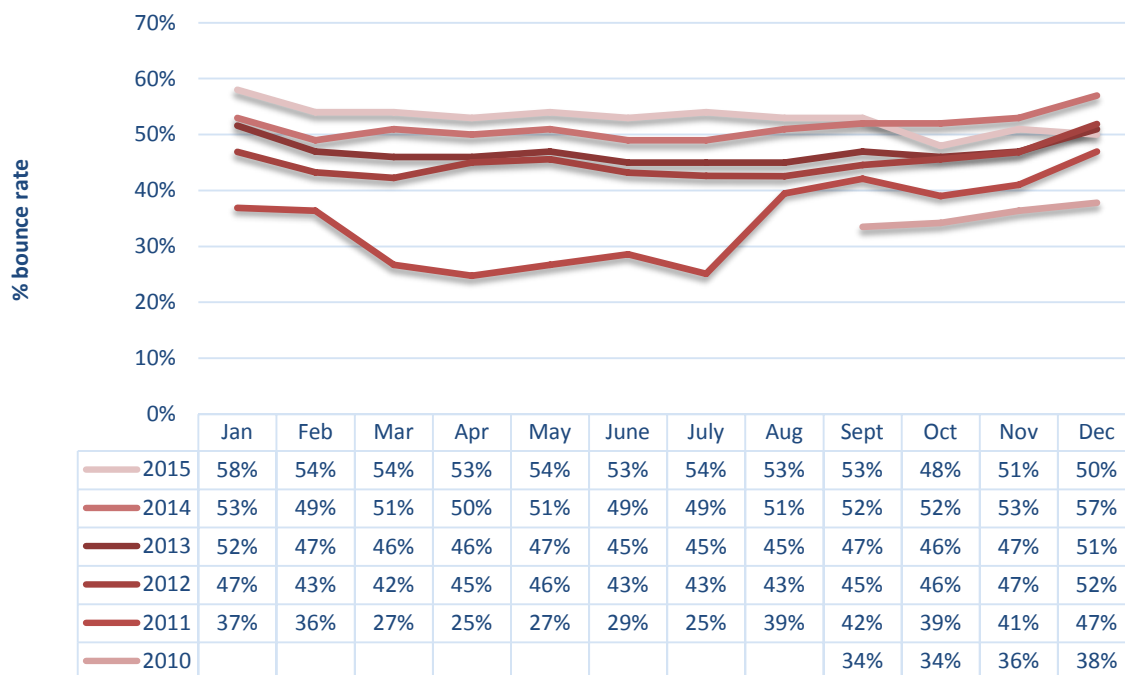
- **New vs. returning visitors** tallies the number of visits. There was a similar number of return visitors from 2014 to 2015.

Figure 2: New vs. returning visitors in 2014 and 2015



- **Bounce rate** is the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page) where a lower bounce rate is more favorable. The bounce rate was 53% on average in 2015.

Figure 3: Bounce rate 2010 to 2015



- **Top content** shows the pages most visited. The most notable change was the increased use of the English page-flip Recycling Guide.

Figure 4: Top content comparing 2015 versus 2014

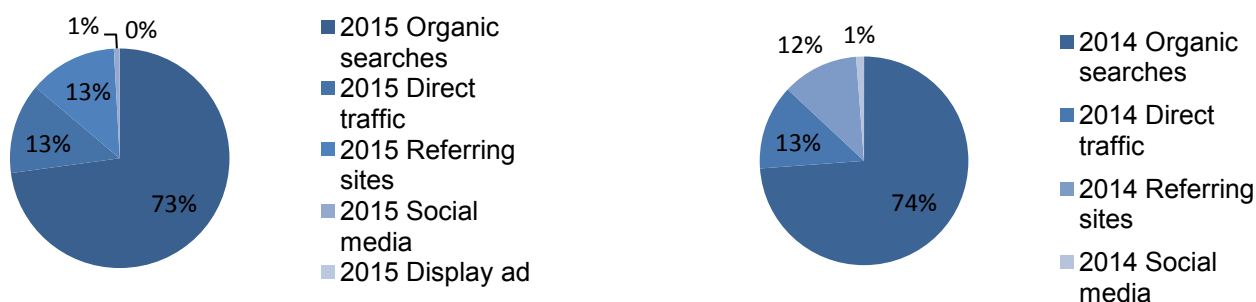
Top content 2015		Top content 2014	
Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>	Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>
Central Disposal Site overview	<a href="http://recyclenow.org/disposal/overview.asp">http://recyclenow.org/disposal/overview.asp</a>	Central Disposal Site overview	<a href="http://recyclenow.org/disposal/overview.asp">http://recyclenow.org/disposal/overview.asp</a>
Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>	Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>
English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>	Locate your garbage company	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>
Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>	Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>
Locate your garbage company	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>	English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>
Transfer	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>	Electronics	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>



Stations Fee schedule	<a href="http://www.recyclenow.org/posal/transfer.asp">posal/transfer.asp</a>	recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">oxics/electronics.asp</a>
Electronics recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">http://www.recyclenow.org/toxics/electronics.asp</a>	Transfer Stations Fee schedule	<a href="http://www.recyclenow.org/disposal/transfer.asp">http://www.recyclenow.org/disposal/transfer.asp</a>
Locate drop-off recycling centers	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>	Locate drop-off recycling centers	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>
Central Disposal Site Fee Schedule	<a href="http://www.recyclenow.org/disposal/fee_central_disposal.asp">http://www.recyclenow.org/disposal/fee_central_disposal.asp</a>	Central Disposal Site Fee Schedule	<a href="http://www.recyclenow.org/disposal/fee_central_disposal.asp">http://www.recyclenow.org/disposal/fee_central_disposal.asp</a>
Downloads and graphics	<a href="http://www.recyclenow.org/resources/downloads_graphics.asp">http://www.recyclenow.org/resources/downloads_graphics.asp</a>	Christmas Tree recycling	<a href="http://www.recyclenow.org/recycling/tree.asp">http://www.recyclenow.org/recycling/tree.asp</a>

- **Traffic sources** includes search traffic from search engines, referral traffic from other websites, direct traffic where the visitor types in the URL page directly and campaigns. The Agency's website performs well in organic searches on search engines such as Google, Yahoo, Bing, etc. In addition to website traffic from the Agency's social media Facebook pages, a Press Democrat online display ad appeared in the tallies.

**Figure 5: Traffic sources comparing 2015 versus 2014**



- **Referring sources** included google.com (organic searches), direct traffic, [www.unicycler.com](http://www.unicycler.com) and the County of Sonoma website.

**Figure 6: Top referring sources 2015**

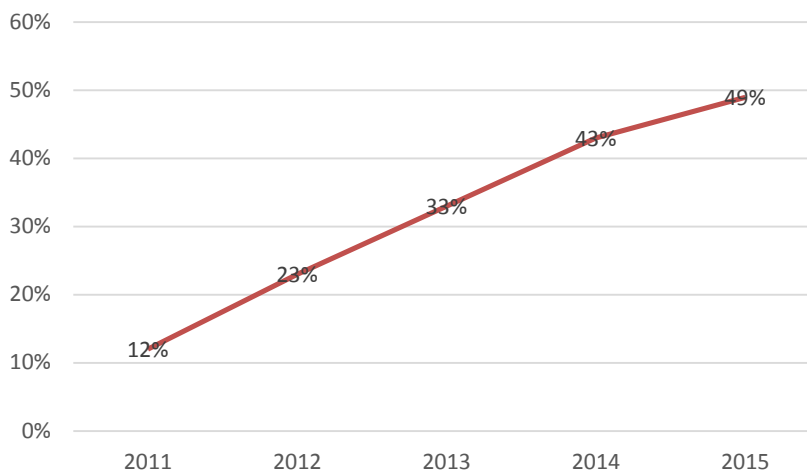
Top referring sources 2015		Visits
Google.com/organic	<a href="http://www.google.com">http://www.google.com</a>	110,979
Direct (none)		20,258
North Bay Corporation's website	<a href="http://www.unicycler.com">http://www.unicycler.com</a>	6,514
County of Sonoma's website	<a href="http://www.sonoma-county.org">http://www.sonoma-county.org</a>	5,387
Dev.unicycler.com/referral	<a href="http://www.dev.unicycler.com/referral">http://www.dev.unicycler.com/referral</a>	750
Links from GovDelivery email newsletter	<a href="http://www.links.govdelivery.com">http://www.links.govdelivery.com</a>	691
www.sonomacountywaste.com	<a href="http://www.sonomacountywaste.com/">http://www.sonomacountywaste.com/</a>	497
Press Democrat	<a href="http://www.pressdemocrat.com">http://www.pressdemocrat.com</a>	457

Duckduckgo.com	<a href="http://www.duckduckgo.com">http://www.duckduckgo.com</a>	448
Search.yahoo.com	<a href="http://www.yahoo.com">http://www.yahoo.com</a>	375
Yelp.com	<a href="http://www.yelp.com">http://www.yelp.com</a>	353

- **Website browsers** show the preference of browsers. Overall, the favored browsers in 2015 were respectively Safari (40% of users), Chrome (33% of users), IE (14% of users), Firefox (10% of users) and Android Browser.
- **Mobile device use** keeps increasing. In January 2011, only 9% of visitors used mobile devices, in December 2015 50% of visitors accessed the site using a mobile device.

The most commonly used mobile devices are the Apple iPhone, Apple iPad, Samsung SM-G900V Galaxy S5 and Samsung SM-G900A Galaxy S5.

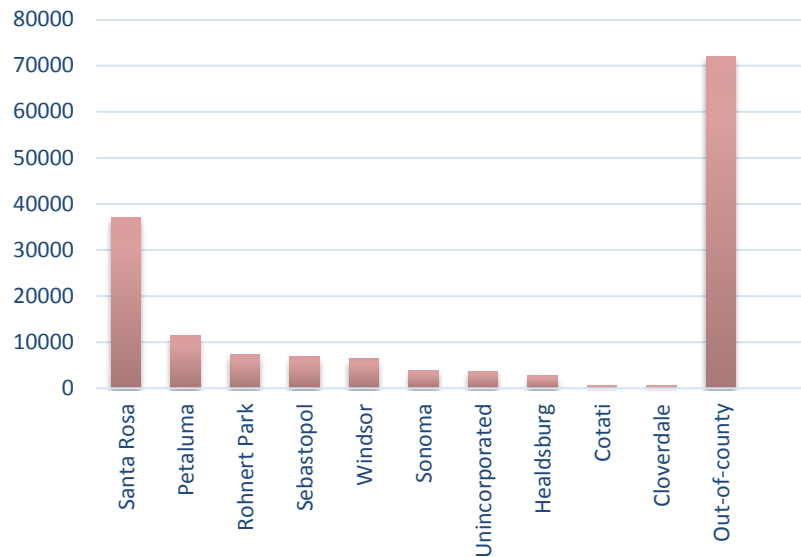
**Figure 7: Mobile device users 2011 to 2015**



- **Website users by city** show that while the website was widely accessed from outside of Sonoma County. Users residing within Sonoma County were predominantly from the largest population centers respectively Santa Rosa and Petaluma.

In 2015, 96% of total website users were from the United States; 91% of users in the United States resided in California. The majority of out-of-county users appear to be located in the Bay Area (respectively, San Francisco, Napa and San Jose) which suggests that residents who commute to work access the website while at work. In 2015, 36,972 visitors were from Santa Rosa, 26,561 visitors were from the Bay Area and 12,105 visitors were from Petaluma.

**Figure 8: Number of website visitors by city 2015**



### **III. FUNDING IMPACT**

There are no new funding impacts resulting from this report.

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

This transmittal is for informational purposes only. No action is requested of the Board.

### **V. ATTACHMENTS**

Website [www.Recyclenow.org](http://www.Recyclenow.org) Annual Report 2015

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA

# Website www.RecycleNow.org Annual Report 2015

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

## Website visitors to www.recyclenow.org

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	
Visitors	18,583	11,465	13,211	12,411	14,355	12,877	13,878	12,365	11,936	11,663	9,932	9,665	152,341	Avg. visits/day
Visits per day	599	409	426	414	463	429	448	399	385	376	320	312	415	
Pageviews	40,347	26,799	31,136	29,345	33,499	30,700	31,650	29,680	28,245	30,051	23,837	21,343	356,632	Avg. page/visit
Pages/visit	2.17	2.34	2.36	2.36	2.33	2.38	2.28	2.40	2.37	2.58	2.40	2.21	2.35	
Avg. time per site	1:48	2:00	1:59	2:00	1:59	2:01	2:01	2:01	2:01	2:11	2:02	1:52		Avg. time per site in minutes

## New vs. returning visitors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
New visitor	12,281	7,667	8,927	8,483	9,777	8,553	9,286	8,245	8,214	8,065	6,944	6,757	103,199
Returning visitor	6,302	3,798	4,285	3,928	4,578	4,324	4,592	4,120	3,722	3,588	2,988	2,908	49,133
% new visits	66.09%	66.87%	67.57%	68.35%	68.11%	66.42%	66.91%	66.68%	68.82%	69.21%	69.92%	69.91%	67.75%
% returning visitors	33.91%	33.13%	32.43%	31.65%	31.89%	33.58%	33.09%	33.32%	31.18%	30.79%	30.08%	30.09%	32.25%

## Bounce rate

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
% bounce rate	58.27%	53.56%	53.50%	53.44%	54.23%	52.92%	54.26%	52.91%	53.29%	47.98%	51.15%	50.12%	52.97%

## Top content

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
/ Home	5614	3,680	4,188	3,767	4,746	3,822	3,872	3,713	3,830	4,223	2,734	2,529	46,718
/disposal/overview.asp	2668	1,859	2,028	1,932	2,160	1,996	2,217	1,680	1,329	1,454	1,492	1,005	21,820
/recycle_results.asp	2265	1598	1856	1766	1744	1770	1671	1797	1625	1992	1513	1310	20,907
/recycling/recycling_guide.asp	1826	1487	1614	1503	1590	1630	1753	1721	1577	2143	1360	1170	19,374
/toxics/house_tox_facility.asp	1968	1,441	1,660	1,536	1,596	1,573	1,841	1,649	1,477	1,435	1,277	964	18,417
/disposal/garbage.asp	1675	1,182	1,323	1,186	1,805	1,301	1,409	1,252	1,826	1,464	1,612	1,455	17,490
/disposal/transfer.asp	1718	1,414	1,596	1,476	2,199	1,813	2,097	1,403	1,061	21	1	1	14,800
/toxics/electronics.asp	1,794	1,070	1,247	1,056	1,147	1,082	1,224	1,226	1,373	1,246	1,081	1,102	14,648
/recycling/locate_recycling_center.asp	1,087	894	1,106	1,002	1,103	1,288	1,391	1,287	963	901	840	649	12,511
/disposal/fee_central_disposal.asp	1,492	1,014	1,130	1,135	1,279	1,294	1,358	1,151	997	29	1	1	10,881
/resources/downloads_graphics.asp	678	487	520	565	547	577	566	630	732	1,230	736	424	7,692
/disposal/search_disposal.asp	790	561	692	641	675	770	771	605	516	631	572	372	7,596
/toxics/paint.asp	596	464	775	618	654	698	763	739	580	678	481	293	7,339
/toxics/toxics.asp	700	546	631	525	574	647	650	567	640	675	634	478	7,267
/toxics/comm_toxics_collect.asp	712	498	678	678	590	574	594	666	626	596	496	362	7,070
/recycling/tree.asp	4,337	102	73	86	73	38	67	52	54	55	69	1,701	6,707
/search.asp	691	493	500	506	644	535	474	489	605	517	404	291	6,149
/recycling/bulky_items.asp	485	398	450	426	546	537	527	508	505	605	414	474	5,875
/toxics/house_batteries.asp	451	291	346	276	300	354	334	383	313	389	329	319	4,085
/toxics/fluorescent.asp	464	363	361	351	325	261	317	359	293	328	320	246	3,988
/business/hh_toxics_fac.asp	273	162	217	178	189	181	160	223	159	202	129	128	2,201
/reduce/carryout_bag_reduction.asp	256	96	107	122	106	98	83	92	87	83	68	44	1,242
/disposal/municipal_composting.asp	0	0	0	0	0	0	0	0	291	455	262	233	1,241
/business/commercial.asp	63	62	43	47	61	78	41	43	63	153	64	53	771
/business/carryoutbags.asp	88	46	62	37	52	52	23	52	59	74	38	12	595

## Traffic sources overview

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Organic search	13,926	8,501	9,888	9,124	10,392	9,578	10,306	8,947	8,366	7,893	7,089	6,969	110,979
Direct traffic	2,162	1,468	1,804	1,863	2,090	1,617	1,605	1,429	1,540	1,774	1,445	1,461	20,258
Referring sites	2,216	1,384	1,445	1,346	1,738	1,583	1,907	1,897	1,929	1,907	1,299	1,138	19,789
Social media	279	112	74	77	132	99	60	92	84	89	97	95	1,290
Display (i.e., Press Democrat online)	-	-	-	-	-	-	-	-	17	-	-	-	17

## Website browser type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Safari	7693	4,321	4,943	4,621	5,640	5,089	5,687	4,903	4,634	4,125	3,737	3,850	59,243	40
Chrome	5401	3,703	4,325	3,908	4,455	4,131	4,553	4,109	3,971	3,976	3,591	3,436	49,559	33
Internet Explorer	2646	1,749	1,976	1,917	1,928	1,794	1,802	1,659	1,593	1,719	1,286	1,151	21,220	14
Firefox	1887	1,166	1,410	1,289	1,499	1,328	1,351	1,275	1,285	1,379	936	858	15,663	10
Android browser	695	359	363	326	383	311	327	227	197	128	132	100	3,548	2
													149,233	100

### Mobile device users versus desktop users versus tablet users

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Desktop users	8,793	5,913	6,759	6,646	7,355	6,415	6,711	6,212	6,221	6,664	5,233	4,807	<b>77,729</b>	51
Mobile device users	7,582	4,422	5,024	4,464	5,481	5,146	5,683	4,790	4,323	3,746	3,611	3,859	<b>58,131</b>	38
Tablet	2,208	1,130	1,428	1,301	1,519	1,316	1,484	1,363	1,392	1,253	1,088	999	<b>16,481</b>	11
% of users to the site	52.68%	48.43%	48.84%	46.45%	48.76%	50.18%	51.64%	49.76%	47.88%	42.86%	47.31%	50.26%	152,341	100

### Website users by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Out-of-county (San Francisco, Oakland,	8,582	6,382	6,269	5,873	6,580	6,497	7,041	5,492	5,761	5,121	4,415	3,883	<b>71,896</b>	47
Santa Rosa	4509	2643	2994	2964	3586	2737	2909	2949	3214	3124	2681	2662	<b>36,972</b>	24
Petaluma	1715	84	938	895	949	976	1012	1028	879	1041	875	955	<b>11,347</b>	7
Rohnert Park	1127	714	662	493	593	478	552	605	529	552	437	539	<b>7,281</b>	5
Sebastopol	481	331	714	646	740	558	632	608	625	581	502	522	<b>6,940</b>	5
Windsor	876	404	559	557	742	478	580	607	41	594	465	589	<b>6,492</b>	4
Sonoma	487	311	377	343	417	342	348	329	354	264	219	142	<b>3,933</b>	3
Unincorporated	238	340	368	298	386	425	467	482	235	124	140	193	<b>3,696</b>	2
Healdsburg	459	190	232	263	251	285	242	191	225	192	135	114	<b>2,779</b>	2
Cotati	47	33	51	39	62	51	51	31	41	48	43	30	<b>527</b>	0
Cloverdale	62	33	47	40	49	50	44	43	32	22	20	36	<b>478</b>	0
Total Sonoma County	10,001	5,083	6,942	6,538	7,775	6,380	6,837	6,873	6,175	6,542	5,517	5,782	<b>80,445</b>	
Total	18,583	11,465	13,211	12,411	14,355	12,877	13,878	12,365	11,936	11,663	9,932	9,665	<b>152,341</b>	100

ITEM: **Education Outreach Summary 2015**

**I. BACKGROUND**

**Figure 1: Agency exhibit at 2015 Sonoma-Marín Fair June 24-28, 2015.**



This report summarizes outreach conducted in 2015 by Agency staff and its contractors including Sonoma Compost Company, C2 Alternative Services working with Hugo Mata for Spanish Language Outreach, C2 Alternative Services for Used Motor Oil/Filter Recycling Outreach and the University of California Cooperative Extension (UCCE) for Home Composting Education.

The Agency's annual exhibit theme at one day and multiple-day outreach events was PaintCare "Paint—Buy right. Use it up. Recycle the rest." As the Agency does not have a general advertising budget, any paid advertising that takes place is related to a specific revenue-generating or grant program or is a specific contractor task.

**II. DISCUSSION**

A number of tools were used for outreach including in-person/direct outreach, print advertising, radio advertising and on-line advertising. Low-cost advertising opportunities were prioritized. The following tallies outreach efforts, how it was funded and who performed the task.

**Special multimedia advertising campaigns**

- **Mandatory Commercial Recycling (MCR) (English and Spanish): CalRecycle Beverage Container grant funded**

CalRecycle has the authority to implement AB341, California's Mandatory Commercial Recycling Law. The Agency reports local progress to CalRecycle with regard to outreach and monitoring.

MCR outreach in 2015 targeted education and presentations to school age children, events at multifamily complexes, and businesses interested in improving recycling participation.

**Figure 2: Agency staff, Felicia Smith, quizzes students as part of a classroom recycling presentation.**



After a temporary Agency staff vacancy from April through August, Felicia Smith was selected to assume responsibility for the Agency's MCR program in September 2015. Overall, staff visited 15 businesses, 12 school sites and 8 multifamily properties. Agency literature and outreach materials distributed in the second quarter of 2015 included: 704 English & Spanish Recycling Guides, 66 large single-stream 11"x17" recycling posters, 71 28-quart recycling bins for home use and 47 32-gallon blue recycling bins for common areas.

The dedicated Agency web page <http://www.recyclenow.org/business/commercial.asp> and public response email address [recycling@sonoma-county.org](mailto:recycling@sonoma-county.org) supported outreach efforts.

**Table 1: Tally of Mandatory Commercial Recycling Outreach by jurisdiction, Sept.- Dec. 2015**

<b>Jurisdiction</b>	<b>Number of business visited</b>	<b>Number of lodgings visited</b>	<b>Number of schools/clubs visited</b>	<b>Number of multifamily properties visited</b>
Cloverdale	2		2	
Cotati	1			
Healdsburg	1			
Petaluma	1		4	3
Rohnert Park	1			
Santa Rosa	5		1	3
Sebastopol	1		1	
Sonoma	1		4	2
Windsor	2			
Unincorporated area	1		1	
<b>Total visits</b>	<b>16</b>	<b>0</b>	<b>13</b>	<b>8</b>

**Table 2: 2015 MCR visits detail, Sept.- Dec. 2015**

<b>Jurisdiction</b>	<b>Location visited</b>
<b>Cloverdale</b>	
Businesses:	Super 8 Cloverdale, Mary's Pizza Shack
Schools/clubs:	Jefferson Elementary
Multifamily:	Kings Valley Apartments
<b>Cotati</b>	
Businesses:	No. 8 Lighting
Schools/clubs:	
Multifamily:	
<b>Healdsburg</b>	
Businesses:	Lancaster Estate
Schools/clubs:	
Multifamily:	
<b>Petaluma</b>	
Businesses:	Amy's Kitchen Corporate Office
Schools/clubs:	St Vincent De Paul, Petaluma Jr. High, La Tercera
Multifamily:	Downtown River Apartments, PEP Housing (Casa Grande), PEP Housing (Vallejo St)

<b>Rohnert Park</b>	
Businesses:	Amy's Drive Thru
Schools/clubs:	
Multifamily:	
<b>Santa Rosa</b>	
Businesses:	Community Market, Redwood Empire Food Bank, Sonoma Clean Power, Oliver's Market, TekTailor
Schools/clubs:	Sheppard Accelerated Elementary School, Strawberry Elementary, Roseland Creek Career Day, JX Wilson Elementary, Wright Charter School
Multifamily:	Sonoma Garden Apartments, Hoen Apt Complex, Sunset Ave Apt Complex, PEP Housing (Acacia Ln)
<b>Sonoma</b>	
Businesses:	Whole Herb Company
Schools/clubs:	Sonoma Valley High School, Altimira Middle School
Multifamily:	Sonoma Acres, Hannah Boys Center
<b>Sebastopol</b>	
Businesses:	Community Market
Schools/clubs:	
Multifamily:	Green Acres Home & School
<b>Windsor</b>	
Businesses:	McLea Automotive, Medtronics
Schools/clubs:	
Multifamily:	
<b>Unincorporated area</b>	
Businesses:	Fishertarian
Schools/clubs:	El Verano Elementary, Geyserville Unified School
Multifamily:	

- **Used oil and filter recycling outreach: CalRecycle Used Motor Oil grant funded**

According to State estimates, approximately 17% of households change their own motor oil. State studies and previous work by the Agency's Used Motor Oil/Filter Recycling Outreach Contractor identified populations including recent immigrants, classic car aficionados, off-road vehicle enthusiasts and motorcyclists as high-level do-it-yourself oil changers. They also estimate that over half of those that change their own motor oil do not recycle their oil filters. Thus, used motor oil education was focused to reach targeted groups with an emphasis on used oil filter recycling.

Used oil and filter education displays, including filter drainer/carry container giveaways for Do-It-Yourselfers that were developed in 2012 continued to be used. In 2015, outreach at DMV locations was conducted on 64 days. Outreach was conducted where a staffed display kiosk was set up for 2-4 hours outside DMV locations at the Santa Rosa and Petaluma branches. Pledge cards were used to assure that each recipient was a DIY oil changer and pledged to

**Figure 3: Refugio Mata, Agency Spanish Language Contractor, staffs the Annual Celebration of Mexican Independence Day September 13, 2015 under the "Nuestra Tierra" Our Earth umbrella.**





recycle filters. The Recycling Guide was also provided at all events. Approximately 600 filter containers were distributed in 2015.

- **RidersRecycle Used oil motorcycle outreach: CalRecycle Used Motor Oil grant funded**

The RidersRecycle campaign was conducted by the Agency's contractor for Used Motor Oil/Filter Recycling Outreach. Sonoma County is one of ten jurisdictions participating in the project, which includes a website [www.ridersrecycle.com](http://www.ridersrecycle.com) and social media as well as paid advertising. In 2015, the Agency participated in 4 motorcycle related events (including a 3-day event in July at Sonoma Raceway) as well as recorded interaction with Sonoma County riders at Bay Area events.

- **Home composting education**

To encourage home composting and reduced pesticide use, UCCE is partially funded by a contract with the Agency. Overall, the contractor reached a total of 18,458 people through approximately 300 events, community gatherings, workshops, farmers' markets, library series talks, and a phone resource desk. The UC Master Gardener Program website [www.SonomaMasterGardeners.org](http://www.SonomaMasterGardeners.org) received 256,226 visitors and the Facebook page has 2,188 followers. In addition, 422 school children were taught about vermicomposting in school presentations.

Based on these efforts, an estimated 14,311 tons of organic materials (kitchen scraps and yard waste) were diverted from the landfill this last year.

#### **In-person/direct outreach**

- **Eco-Desk 565-3375** In 2015, the Eco-Desk had 1,216 calls/email inquiries. An Eco-Desk summary report can be found in Agenda item 10.2 of this packet.
- **Fairs/events (English and Spanish)** The Agency and its contractors participated in 135 outreach days with 39 of those days specifically targeting Spanish-speaking people. An estimated 28,104 people were reached at these events, with an estimated overall attendance of 326,904.

For English language events, the 10'x10' backdrop display was refurbished with the "Paint—Buy right. Use it up. Recycle the rest" message. This exhibit was used at the Cloverdale Citrus Fair, Sonoma-Marin Fair and the Sonoma County Fair. To engage the public, a "Wheel of Fortune" game was utilized. As a reward for engagement, fairgoers were offered promotional items (recycled mood pencils and a "Remember me" bag window cling). Locally-made reusable shopping bags were offered for a donation, in addition to quart and gallon size sharps containers. Since 2013, 900 quarts size and 2,496 gallon size sharps containers were given away to residents at no cost.

**Table 3: Number of promotional items distributed at Agency outreach events in 2015. Donations were requested for reusable shopping bags**

Type of giveaway distributed	Number distributed
Recycled newspaper mood pencils	5,000
"Remember Me" carryout bag window clings	400
Compost samples	2,500 Sonoma County Fair 500 Sonoma-Marin Fair 350 Cloverdale Citrus Fair
Bags (Locally-made)	867 distributed at the Sonoma County Fair 547 distributed at other events
English Guides	2,800
Spanish Guides	1,300

At the 16-day Sonoma County Fair, the Agency once again exhibited in the Greentivities Sustainable Showcase. Agency staff reused stand-alone kiosks--a touch screen computer display featuring three “The Story of Stuff Project” videos <http://storyofstuff.org/> and refurbished the Agency’s spinner kiosk with paint recycling information.

For Spanish language events, the Agency once again shared table space with complementary local pollution prevention and conservation programs including Sonoma Compost Company, Safe Medicine Disposal Program and the Sonoma County Water Agency under the “Nuestra Tierra” Our Earth umbrella.

The table below summarizes outreach conducted by Agency staff and its contractors, not including Agency staff outreach related to Mandatory Commercial Recycling which is detailed earlier in this staff report.

**Figure 4: Agency’s paint recycling and disposal options spinner featured at the Sonoma County Fair in the Greentivities building.**



**Table 4: Outreach conducted by Agency staff and contractors 2015**

Who performed the work	Date	City	Fair	Estimated attendance
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa	Día De Reyes /Three Kings Celebration at Roseland Elementary	About 450; 1,200 in attendance.
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa	Nueva Visa Early Headstart Outreach	20
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa	Business Education – Central Kitchen Headstart Outreach	15
C2 Contractor SPANISH Outreach contracts	Jan 7	Sonoma	El Verano Elementary School Headstart Outreach	12
C2 Contractor SPANISH Outreach contracts	Jan 8	Santa Rosa	Doyle Park Community Church Headstart Outreach	10
C2 Contractor SPANISH Outreach contracts	Jan 13	Cloverdale	Washington St Headstart Outreach	6
C2 Contractor SPANISH Outreach contracts	Jan 13	Petaluma	McKinley Elementary School Headstart Outreach	10

C2 Contractor SPANISH Outreach contracts	Jan 14	Santa Rosa	Lincoln Elementary Headstart Outreach	12
C2 Contractor SPANISH Outreach contracts	Jan 15	Santa Rosa	Roseland Children's Center Headstart Outreach	8
C2 Contractor SPANISH Outreach contracts	Jan 20	Rohnert Park	Richard Crane Elementary School Headstart Outreach	12
C2 Contractor SPANISH Outreach contracts	Jan 22	Windsor	Martinez & Guillory Headstart Outreach	8
C2 Contractor SPANISH Outreach contracts	Jan 22	Sonoma	Flowery Elementary School, Headstart Outreach	10
Sonoma Compost Company	Jan 23	Unincorporat ed area	Presentation on Biochar: Role in Agriculture at Martinelli Vineyards	15
Sonoma Compost Company	Jan 28	Santa Rosa	Panel discussion Russian River Water Shed Association – City of Santa Rosa Utilities Field Office	10
C2 Contractor SPANISH Outreach contracts	Feb 5	Santa Rosa	RL Stevens Elementary, Headstart Outreach	10
C2 Contractor SPANISH Outreach contracts	Feb 6	Petaluma	Community Business Presentation	10
C2 Contractor SPANISH Outreach contracts	Feb 7	Unincorporat ed area	Lake Sonoma Steelhead Festival – Milt Brandt Visitors Center at Lake Sonoma	About 200; 5,000 in attendance.
C2 Contractor SPANISH Outreach contracts	Feb 10	Santa Rosa	JX Wilson Elementary	15
Agency staff	Feb 10	Windsor	Chamber of Commerce Event	120
Agency staff	Feb 13- 16	Cloverdale	Cloverdale Citrus Fair	About 300; 10,000 in attendance.
UCCE/Master Gardeners	Feb 13- 16	Cloverdale	Cloverdale Citrus Fair	135
UCCE/Master Gardeners	Feb 17	Petaluma	Vermicomposting presentation at Old Adobe Charter School	22
UCCE/Master Gardeners	Feb 19	Petaluma	Vermicomposting presentation at Grant Elementary School	75
C2 Contractor SPANISH Outreach contracts	Feb 20	Graton	Graton Labor Center visit	37
C2 Contractor, Used Oil	Mar 12	Santa Rosa	Riders Recycle outreach at Cycle Gear Bike Night	30
UCCE/Master Gardeners	Mar 12	Santa Rosa	Vermicomposting presentation at 4-H Club	60

Sonoma Compost Company	Mar 15	Petaluma	SCC screening of Symphony of the Soil & Soil Health Presentation – Daily Acts	70
Sonoma Compost Company	Mar 17-18	Santa Rosa	SCC Educational Booth at Ag Day – Fairgrounds	About 90; 5,000 in attendance.
Sonoma Compost Company	Mar 22	Santa Rosa	SCC Compost Giveaway & Education Table - West End Farmers Market	About 20; 300-400 in attendance.
UCCE/Master Gardeners	Mar 22	Santa Rosa	Spring Home & Garden Show Information Table	722
Agency staff	Mar 27	Santa Rosa	Student Recycling Presentation – Madrone Elementary School	25
UCCE/Master Gardeners	Mar 31	Kenwood	Vermicomposting Presentation at Kenwood Elementary School	23
Sonoma Compost Company	April 4	Healdsburg	SCC Education, Russian River Rose Co.	30
Agency staff	April 11	Santa Rosa	Sonoma Family Life Fair Outreach	About 80; 3,000 in attendance.
Agency staff	April 11	Santa Rosa	SCC Compost Giveaway & Education Table – Farmers Market Wells Fargo Center	300
C2 Contractor SPANISH Outreach contracts	April 11	Santa Rosa	Cesar Chavez Health Fair at Cook Middle School	15
Sonoma Compost Company	April 12	Sebastopol	SCC Compost Giveaway & Education Table – Sebastopol Farmers Market	20
C2 Contractor SPANISH Outreach contracts	April 17	Unincorporated area (Graton)	Graton Labor Center, Outreach to Day Laborers	42
Agency staff	April 18	Santa Rosa	Earth Day Santa Rosa 2015	About 220; 2,500-3,000 in attendance.
UCCE/Master Gardeners	April 18	Sonoma	Integrated Pest Management event UCCE “Health Gardens: A Balanced Approach”, Sonoma Valley Library	25
C2 Contractor SPANISH Outreach contracts	April 18	Santa Rosa	Kawana Elementary Dia de Los Ninos Event	200
Sonoma Compost Company	April 18	Santa Rosa	Tribal Earth Day at Bayer Farm	15
Agency staff	April 19	Windsor	Earth Day & Wellness Festival Windsor	About 100; 3,000 in attendance.
UCCE/Master Gardeners	April 19	Windsor	Earth Day & Wellness Festival Windsor Information Table	40

Sonoma Compost Company	April 19	Windsor	SCC Compost Giveaway & Education Table – Windsor Farmers Market	30
Agency staff	April 22	Rohnert Park	SSU Earth Day Outreach	20
Sonoma Compost Company	April 22	Sonoma	SCC Compost presentación – La Luz Center	18
Agency staff	April 23	Santa Rosa	Take Your Child To Work Day Outreach Table	30
Agency staff	April 25	Santa Rosa	The Day on the Green at Montgomery Village	90
Sonoma Compost Company	April 25	Santa Rosa	SCC Compost Giveaway & Education Table – Vets Hall Farmers Market	20
UCCE/Master Gardeners	Apr 25 – 26	Sebastopol	Luther Burbank Farm Open House Information Table	70
Agency staff	April 30	Rohnert Park	Sustainable Enterprise Conference	200
C2 Contractor SPANISH Outreach contracts	May 1	Sonoma	Annual 5 de Mayo Family Celebration at El Verano School	300
Sonoma Compost Company	May 2	Healdsburg	SCC Compost Giveaway & education Table	200
C2 Contractor SPANISH Outreach contracts	May 2	Windsor	Windsor Cultural Festival and Cinco de Mayo	1,000
C2 Contractor SPANISH Outreach contracts	May 5	Santa Rosa	Roseland Cinco de Mayo Celebration	10,000
C2 Contractor SPANISH Outreach contracts	May 6	Santa Rosa	Santa Rosa Downtown Market	About 75 spoken with; 3,000 in attendance.
Agency staff	May 7	Santa Rosa	Santa Rosa Chamber Business Showcase Sonoma County Wells Fargo Center	150
UCCE/Master Gardeners	May 9	Healdsburg	The Single Best Thing You Can Do for Your Garden (Composting!) at the Healdsburg Library	22
C2 Contractor SPANISH Outreach contracts	May 13	Santa Rosa	Santa Rosa Downtown Market	About 80 spoken with; 3,000 in attendance.
UCCE/Master Gardeners	May 15 – 17	Santa Rosa	Medical Alliance Garden Tour Information Table	87
UCCE/Master Gardeners	May 16	Guerneville	Healthy Gardens: A Balanced Approach (Integrated Pest Management) at the Guerneville Library	15

C2 Contractor SPANISH Outreach contracts	May 20	Santa Rosa	Santa Rosa Downtown Market	About 65 spoken with; 3,000 in attendance.
C2 Contractor SPANISH Outreach contracts	May 27	Santa Rosa	Santa Rosa Downtown Market/Water Expo, Santa Rosa	About 125 spoken with; 3,000 in attendance.
Sonoma Compost Company	May 27	Santa Rosa	SCC Compost Giveaway & Education Table –Santa Rosa Downtown Market	300
C2 Contractor SPANISH Outreach contracts	May 31	Santa Rosa	Small Business Convention 2015 Wells Fargo Center	600
C2 Contractor SPANISH Outreach contracts	June 3	Santa Rosa	Santa Rosa Downtown Market	About 55 spoken with; 3,000 in attendance.
C2 Contractor SPANISH Outreach contracts	June 10	Santa Rosa	Santa Rosa Downtown Market	About 45 spoken with; 3,000 in attendance.
C2 Contractor SPANISH Outreach contracts	June 12	Graton	Graton Labor Center	30
Agency staff	June 20	Rohnert Park	Rancho Feliz Mobile Community Resource Fair and Annual Father's Day BBQ	50
Agency staff	June 24- 28	Petaluma	Sonoma Marin Fair	About 1,000 spoken with; 65,000 in attendance.
Agency staff	June 27	Santa Rosa	Community Fair at Leisure Mobile home Park	25
C2 Contractor SPANISH Outreach contracts	July 18	Healdsburg	Vamos a Leer (Healdsburg Public Library) Organized together with Univison 28	20
C2 Contractor SPANISH Outreach contracts	July 19	Santa Rosa	La Guelaguetza Celebration Sonoma County-Wells Fargo Center for the Arts	50
Agency staff	July 24- August 9	Santa Rosa	Sonoma County Fair, Santa Rosa (Agency exhibit in the Grace Pavilion & in the Greentivities Building)	About 3,200 spoken with; 184,000 in attendance
UCCE/Master Gardeners	July 24- August 9	Santa Rosa	Sonoma County Fair, Santa Rosa, Master Gardener exhibit outside the Hall of Flowers demonstrating sustainable landscape principles including composting.	2,886
C2 Contractor SPANISH Outreach contracts	July 25	Sonoma	Back to School Health Fair, Sonoma Valley Community Health Center	200

C2 Contractor, Used Oil	July 31-August 3	Sonoma	Riders Recycle outreach at Cycle Gear Bike Night	396 spoken with; 1,000s in attendance
UCCE/Master Gardeners	Aug 15	Rohnert Park	"The Single best Thing You Can Do For Your Garden", Sonoma County Master Gardener lecture on composting at the Rohnert Park/Cotati Library	20
UCCE/Master Gardeners	Aug 22	Santa Rosa	Sonoma County Master Gardener Information Table, Harvest for the Hungry	29
Agency staff	Aug 27	Rohnert Park	Rohnert Park Chamber of Commerce Business Expo	325
UCCE/Master Gardeners	Sept 8-10	Santa Rosa	Sonoma County Master Gardener Information Table, Heirloom Exposition, Santa Rosa	429
UCCE/Master Gardeners	Sept 12	Petaluma	"The Wonderful World of Worms", Sonoma County Master Gardener lecture on vermicomposting at the Petaluma Library	19
C2 Contractor SPANISH Outreach contracts	Sept 12	Cloverdale	22th Annual Cloverdale Car and Motorcycle Show, Downtown	30
C2 Contractor SPANISH Outreach contracts	Sept 13	Santa Rosa	Mexican Independence Day Celebration, Wells Fargo Center for the Arts, Santa Rosa	500
C2 Contractor SPANISH Outreach contracts	Sept 13	Sonoma	Annual Mexican Independence Day Celebration	250
C2 Contractor SPANISH Outreach contracts	Sept 24	Santa Rosa	Latino Service Providers Meeting presentation	20
C2 Contractor SPANISH Outreach contracts	Sept 26	Santa Rosa	Creek Week Celebration and Family Fun Day, Prince Memorial Greenway on Santa Rosa Creek	100
Agency staff	Oct 1	Petaluma	Petaluma Business Expo Showcase, Petaluma Community Center	About 60; 200 in attendance.
C2 Contractor SPANISH Outreach contracts	Oct 3	Windsor	Binational Health Week, Windsor Cali Calmecac Language Academy	30
C2 Contractor SPANISH Outreach contracts	Oct 10	Sonoma	Sonoma Valley Binational Health Week, Community Health Center	100
C2 Contractor SPANISH Outreach contracts	Oct 11	Cloverdale	Cloverdale Binational Health Week, Cloverdale Fairgrounds	70
C2 Contractor SPANISH Outreach contracts	Oct 11	Santa Rosa	Santa Rosa Binational Health Week, Resurrection Parish	65



C2 Contractor SPANISH Outreach contracts	Oct 15	Geyserville	Binational Health Week Geyserville, Geyserville Elementary School	20
Agency staff	Oct 21	Rohnert Park	Sonoma State Sustainability Fair	15
C2 Contractor SPANISH Outreach contracts	Oct 24	Santa Rosa	North Bay Science Fair, Santa Rosa County Fairgrounds, Hall of Flowers	90
C2 Contractor, Used Oil	Oct 25	Geyserville	Geyserville Fall Colors Festival & Vintage Car Show	20 + families
C2 Contractor SPANISH Outreach contracts	Oct 31- Nov 1	Sonoma	Halloween Carnival, El Verano Elementary School	45
UCCE/Master Gardeners	Nov 1	Santa Rosa	North Bay Science Fair Interactive Table on "bugs in your compost"	484
UCCE/Master Gardeners	Nov 7	Guerneville	The Single Best Thing you Can do for Your Garden-Compost, Guerneville Library	10
C2 Contractor SPANISH Outreach contracts	Nov 9	Santa Rosa	End of the Harvest Fair/Binational Health Week Sonoma County	200
UCCE/Master Gardeners	Nov 14	Sonoma	The Single Best Thing you Can do for Your Garden-Compost, Guerneville Library	20
C2 Contractor SPANISH Outreach contracts	Nov 14	Santa Rosa	2015 Health & Safety Fair	50
<b>Estimated contacts</b>				<b>28,104</b>
<b>Total estimated attendance</b>				<b>326,904</b>

- Day Labor center visits: Partially CalRecycle Used Motor Oil grant funded**  
 There were 5 visits to labor centers (3 visits to the Graton Labor Center, plus 2 visits to the Healdsburg Labor Center). Labor center visits were conducted by C2 Alternative Services under the Spanish Language Outreach Contract. Topics discussed included recycling, motor oil recycling, pollution prevention, reusable bags and water conservation.
- Tours of Central Disposal Site:** 8 tours of Central Disposal Site and the Composting operations occurred in 2015. Tours were conducted by Patrick Carter, Agency staff, and by the Agency's contractor, Sonoma Compost Company. Note that in the future, the Agency will no longer provide tours of Central Disposal Site as disposal site operations were transferred from the County to Republic Services.



**Table 5: 2015 Central Disposal Site and Sonoma Compost Company tours**

Date of tour	Group
Mar 3	Tour of Central Disposal Site, Santa Rosa Community Market
Mar 27	Tour of Central Disposal Site, Santa Rosa Junior College
Apr 3	Tour of Central Disposal Site, Santa Rosa Junior College
Apr 7	Tour of Central Disposal Site, Analy High School, Sebastopol
Apr 8	Tour of Central Disposal Site, Sheppard Accelerated Elementary School, Santa Rosa
May 2	Sonoma Compost Company Tour school group
May 12	Sonoma Compost Company Tour for 2 <sup>nd</sup> graders – Petaluma
May 26	Tour of the Central Disposal Site, Montgomery High School
<b>Total</b>	<b>8 Central Disposal Site tours</b>

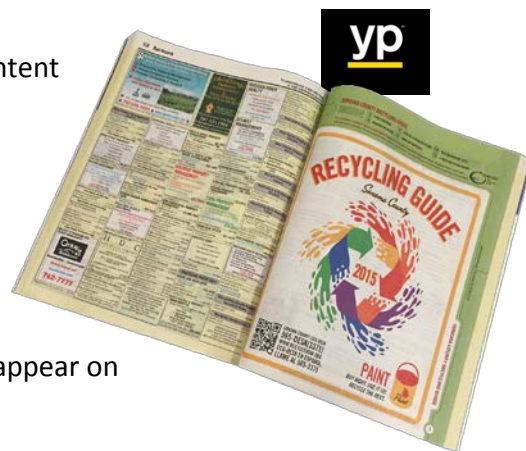
- Head Start and Early Start Community Action Partnership**  
 From December 2014 through February 2015, the Agency's Spanish Language Outreach Contractor conducted 13 "train-the-trainer" recycling presentations to Head Start/Early Head Start Community Action Partnership (CAP) program family leaders. CAP's Head Start/Early Head Start program supports targeted families with health, nutrition, early education and mental health and disability services. The presentation focused on the information in the Recycling Guide and provided a venue for distribution of Agency resources (Guides, sharps containers, fully-illustrated bilingual posters, Safe Medicine Disposal locations, PaintCare locations, etc.) It is estimated that 675 families were reached as a result of this effort.
- "Natural Leaders" program at Comstock Middle School: Partially CalRecycle Used Motor Oil grant funded**  
 Natural Leaders is an after-school program offered by the Sonoma County Regional Parks. The focus of the program is the nearby Santa Rosa Creek. Students learn about impacts to the creek (including pollution from motor oil) and participate in creek monitoring and cleanup activities. C2 Alternative Services under the CalRecycle Used Motor Oil grant is providing assistance to the Regional Parks staff allowing the program to expand from spring semester to both fall and spring.

### **Print advertising**


- Recycling Guide English and Spanish distribution:**  
 Under a barter agreement, a 12-page version of the English Guide was printed in the May 2015 YP (formerly AT&T) Yellow Pages phone book with an estimated distribution of 162,000 copies. As YP's print counts were reduced from last year, the Guide content was added to the yellow pages online at [RealPagesLive.com](http://RealPagesLive.com). In addition, 28,000 stand-alone English and 18,000 Spanish Recycling Guides were printed and distributed in 2015.

An online interactive page-turning version of the English [http://www.recyclenow.org/recycling/recycling\\_guide.asp](http://www.recyclenow.org/recycling/recycling_guide.asp) and Spanish Guides [http://www.recyclenow.org/recycling/recycling\\_guide\\_es.asp](http://www.recyclenow.org/recycling/recycling_guide_es.asp) appear on the Agency's website.


**Figure 5: 12-page Recycling Guide printed in the YP Yellow Pages phone book.**



**Table 6: Recycling Guide distribution 2015**

English Recycling Guide 2015			
	# distributed	Distribution location(s)	
YP (formerly AT&T) Yellow Pages 12-page Guide phone book version	Estimated 162,000 (Source YP.com)	YP Yellow Pages customers and new customers throughout the year.	
Stand-alone copies	5,700	Freebie newspaper stands at grocery stores, convenience stores and cafes.	
	22,300	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, senior living apartments, congregations, etc.	

Spanish Recycling Guide 2015			
	# distributed	Distribution location(s)	
Stand-alone copies	2,000	Impulso News "freebie" stands at grocery stores and Hispanic businesses.	
	16,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, senior living apartments, congregations, etc.	

- **Utility bill inserts Partially CalRecycle Used Motor Oil grant funded:**  
Utility bill inserts, when available, were used to advertise monthly Agency-Goodwill Industries ewaste recycling events, PaintCare paint drop-off locations and Used Motor oil Recycling opportunities. To share in the cost of printing/inserting fliers, partners (e.g., PaintCare) were recruited. Inclusion of the YP.com logo helped fulfill the Barter Agreement requirements for printing the 12-page Recycling Guide in the YP Yellow Pages phone book.

**Figure 6: Utility bill inserts ewaste and PaintCare partnership**

Changing lives and strengthening communities through the dignity and power of work.

**free e-waste recycling**  
Also accepting household items in gently used condition

Sat & Sun 8 am - 4 pm  
**May 16 & 17, 2015**

**Whole Foods Market**  
390 Coddington Mall  
Santa Rosa (in the parking lot)

[www.recyclenow.org](http://www.recyclenow.org) Eco-Desk 565.3375

**Donations welcome!**  
We accept working/non-working electronics & items in gently used condition: TVs, consumer electronics, office equipment, kitchen & household appliances, clothing, furniture & household items.

We will not accept large appliances (stoves, refrigerators, etc.)

**PAINT RECYCLING MADE easy**

Do you know where to recycle your paint? There are now 19 PaintCare sites in Sonoma County where households and businesses can recycle unwanted paint, stain and varnish all year round, including these sites near the Windsor area:

<b>CLOVERDALE</b> Cloverdale Ace Hardware 790 S. Cloverdale Blvd. 804-2465	<b>SANTA ROSA</b> Kelly-Moore 277 Roberts Ave. 528-4353 1026 Fourth St. 542-6792 1428 Casserette Rd. 540-0163	<b>SANTA ROSA cont.</b> Sherwin-Williams 3330 Airway Dr. 575-7775	<b>WINDSOR</b> Garrett Ace Hardware 325-40 Old Richmond Hwy. 433-6990
<b>HEALDSBURG</b> Garrett Ace Hardware 1340 Healdsburg Ave. 433-6993	<b>Orchard Supply Hardware</b> 2280 Cleveland Ave. 566-1514	<b>SEBASTOPOL</b> Sebastopol Hardware Center 660 Concordale Hwy., N. 823-7688	

**TO FIND OTHER DROP-OFF LOCATIONS:** [www.paintcare.org](http://www.paintcare.org) (855) 724-6809

All PaintCare sites accept up to 5 gallons per visit. (Some take more.) Please call ahead to confirm business hours and ask if they can accept the type and amount of paint you would like to recycle. Leaking, unlabeled and empty containers are not accepted.

For proper disposal of all kinds of hazardous products, contact the Sonoma County Waste Management Agency [www.recyclenow.org](http://www.recyclenow.org) or call 565-3375.

**Table 7: Utility bill inserts distributed in 2015**

Month	Area	Number of utility bill inserts distributed	Theme and partner
April 2015	Healdsburg	4,625	Ewaste/ Curbside Motor Oil Recycling
May 2015	Santa Rosa	44,000	Ewaste/ Curbside Motor Oil Recycling
October 2015	Windsor	3,649	Ewaste/PaintCare Recycling Locations
November 2015	Sonoma	4,500	Ewaste/PaintCare Recycling Locations
December 2015	Rohnert Park	10,000	Ewaste/PaintCare Recycling Locations
<b>Total</b>		<b>66,774 utility bill inserts distributed</b>	

- **Garbage company newsletters:**  
Most jurisdictions require customer newsletters under their franchise agreement. The Ratto Group included the Community Toxics Collection schedule and Business Hazardous Program in their biannual newsletter. About 300,000 newsletters were distributed to garbage company customers in 2015.
- **Newspaper advertising: Partially E-waste revenue funded**  
Newspaper and online ads were utilized to advertise e-waste events. In 2015, 5 print ads were placed, representing an estimated 321,420 impressions.

**Table 8: Newspaper and online advertising 2015**

Date of advertisement	Area	Ad summary	Topic of advertising	Impressions estimate
January 2015	Sonoma County	Press Democrat	E-waste	50,241 newspapers (home delivery, and newsstand)/ 157,544 impressions
February 2015	Cloverdale	Cloverdale Reveille	E-waste	4,100 newspapers (home delivery and newsstand)/ 9,020 impressions
March 2015	Sonoma County	Sonoma County Gazette	E-waste Graton, Healdsburg	34,000 papers printed (free pick-up) 74,800 impressions
April 2015	Sonoma County	Sonoma County Gazette	E-waste Healdsburg Santa Rosa	34,000 papers printed (free pick-up) 74,800 impressions
May 2015	Sonoma County	Press Democrat	E-Waste Santa Rosa	50,241 newspapers (home delivery, and newsstand)/ 157,544 impressions
<b>Total</b>				<b>5 print ads / 321,420 impressions</b>

- **Articles/press (English & Spanish):** Agency staff wrote articles that appeared in print and in online journals. There articles were translated into Spanish and published on two local newspapers, El Superior and Impulso News.

**Table 9: Articles published in 2015**

Date	Publication	
March 2015	Russian River Water Association Environmental column	<p>“Used Motor Oil and Filters”</p> <p><a href="http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Mar2015.pdf">http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Mar2015.pdf</a></p> <p>Authored by Agency staff, Lisa Steinman</p>
October 2015	Russian River Water Association Environmental column	<p>“Environmental Impacts of Illegal Outdoor Marijuana Growing Operations”</p> <p><a href="http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_October2015.pdf">http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_October2015.pdf</a></p> <p>Authored by Agency staff, Lisa Steinman</p>
December 2015	Call2Recycle	<p>Sonoma County Stands Out in the California Battery Recycling Landscape</p> <p><a href="http://www.call2recycle.org/sonoma-county-stands-out-in-the-california-battery-recycling-landscape/">http://www.call2recycle.org/sonoma-county-stands-out-in-the-california-battery-recycling-landscape/</a></p>
<b>Total</b>		<b>3 articles</b>

### **Radio advertising**

- English radio advertising & interviews: Partially E-waste revenue funded**  
 To advertise the e-waste collection events in communities where utility bill inserts were unavailable, the Agency contracted with Sonoma Media Group (KSRO/KVRV) to run 185 60-second radio commercials and 200 internet ads.

**Table 10: English radio advertising & interviews 2015**

Month	Stations	Program
January 2015	KSRO, KFGY, KVRV	Santa Rosa, Oakmont Cloverdale E-waste event promotion
March 2015	KJZY, KRSH, KSRO	Graton & Healdsburg E-waste event promotion
April 2015	KJZY, KVRV, KSRO	Healdsburg & Santa Rosa E-waste event promotion
May 2015	KFGY, KVRV, KSRO	Santa Rosa E-waste event promotion
<b>Total</b>		<b>185 radio ads</b>

- Spanish radio advertising & interviews including TV: Partially CalRecycle Used Motor Oil grant funded**  
 Working with C2 Alternative Services under the Spanish Language Outreach Contract, a new two-part partnership was initiated in 2015 with KBBF, the Bilingual Broadcasting Foundation public radio station. Firstly, the Broadcast Trainee program provides instruction on conducting on-air interviews and producing Public Service Announcements on various environmental topics including used motor oil recycling. Secondly, a weekly one-hour live radio program “Nuestra Tierra” (“Our Earth”) which promotes various environmental topics and local resources to the Spanish speaking community of Sonoma County continues indefinitely.

Overall, Agency’s Spanish Language Outreach Contractor conducted 23 radio interviews (15-minute and ½ hour live and recorded interviews), including one ½ hour TV interview at Univision 28.

**Table 11: Spanish radio advertising & interviews 2015**

Date of interview	Radio station	Length/format of interview
Jan. 7, 2015	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
May 25, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
June 1, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
June 8, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
June 15, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
June 17, 2015	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
June 22, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
June 29, 2015	KBBF 89.1FM	60-minute live interview. Nuestra Tierra Radio Program.
July 6, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
July 13, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
July 16, 2015	Univision 28 Spanish television	Television program retrato Hispano.
July 20, 2015	KBBF 89.1 FM	Riders Recycle program, how it works and emphasis on used motor oil
July 27, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
August 24, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Sept. 16, 2015	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Sept. 21, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Oct. 15, 2015	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Oct. 19, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Oct. 26, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Nov. 2, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Nov. 16, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Nov. 23, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
Dec. 7, 2015	KBBF 89.1 FM	60-minute live interview. Nuestra Tierra Radio Program.
<b>Total</b>		<b>23 radio interviews</b>

- **Facebook and Twitter:**

The Agency's Facebook page <http://www.Facebook.com/RecycleNow.org/> and Twitter page @\_RecycleNow are used primarily to promote upcoming ewaste events and Community Toxic Collection events.

**Figure 7: Agency Facebook page currently has 1,373 followers**





This year more emphasis was placed on cultivating a following on Facebook, including some paid boosts for ewaste and used motor oil recycling topics. The #recyclenow hashtag keyword is used to keep track of comments. Currently, there are 1,369 likes on Facebook and there are 294 followers on Twitter.

- **Web site visitors at [www.recyclenow.org](http://www.recyclenow.org):**

In 2015, the web site had 152,341 visitors in 2015 viewing 356,632 pages. Statistical data using Google Analytics can be found in Agenda item 10.3 of this packet.

**Results & feedback:**

There are number of factors that illustrate the effectiveness of the aforementioned education efforts:

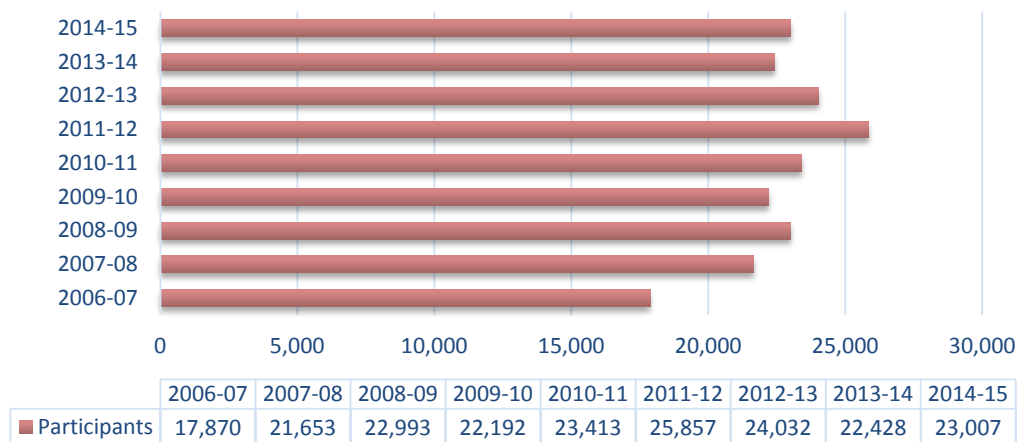
- **Collection at Agency E-waste events**—In 2015, the monthly Agency-Goodwill ewaste events attracted 1,743 donors who disposed of 59,727 pounds of CRTs (TVs and monitors) and 40,155 pounds of other ewaste.
- **300% likes increase on Facebook.** The Agency currently has 1,391 likes which represents a 307% increase from 2014.
- **Used motor oil/filter recycling education**— Used oil recycled at certified collection centers was up almost 11.5% above last year. Filter recycling was also up significantly at collection centers, at 32% above last year. Curbside recycling numbers were reported by the garbage companies (Ratto Group and Sonoma Garbage Collectors) at significantly lower levels than last year, down 37% for oil and 22% for filters. However, oil and filter collection increased at the Household Toxics Facility as a result of the temporary closure of the oil collection building. Aggregate used motor oil was slightly down from last year (4%) and filter collection was up about 13% over last year.

The target goal for filter collection in Sonoma County of 50% (One filter for every 2 gallons of used motor oil recycled) was realized in 2015. The ratio of filters per gallon of oil was 50% this year, up a little from last year. Total collection: 100,566 gallons of used motor oil and 50,631 filters.

- **Mandatory Commercial Recycling Outreach**--As a result of Mandatory Commercial Recycling Outreach conducted in the fourth quarter 2015, it is estimated that 198 adults and 87 children received recycling information. With the recent changes to acceptable recyclables in fall 2015, several businesses requested a follow up training to review the new rules. As a result, 15 businesses and 4 schools significantly improved the amount of recyclables they diverted as well as reduced contamination.
- **Participation in the Household Toxics Facility**—In FY 2014-15, the number of participants in the Household Toxics Facility and related programs increased slightly by 2.6% compared to the prior year.

The Safe Medicine Disposal program and the PaintCare program continue to affect the Agency positively by diverting material from the Agency's Hazardous Waste Programs and by funding paint disposal costs. The Safe Medicine Disposal Program

**Figure 8: Number of households participating in the Agency's Household Toxics Programs 2006-07 to 2014-15**



with 35 drop-off locations, disposed of 17,866 pounds of unwanted and expired pharmaceuticals during the 2015 calendar year. The PaintCare Program in 2015 recycled over 27,173,070 pounds of oil-based and latex paint products in California. Note that in addition to 18 retail PaintCare locations in Sonoma County, the Household Toxics Facility serves as a PaintCare drop-off site. In FY 14-15, the HHW Facility collected 188,990 pounds of oil based paint and 475,682 pounds of latex paint. This partnership saves the Agency money as program products delivered to the Household Toxics Facility are recycled through the PaintCare Program with no cost to the Agency for disposal.

### III. FUNDING IMPACT

There are no new funding impacts resulting from this report.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This transmittal is for informational purposes only. No action is requested of the Board.

### V. ATTACHMENTS

None

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA



Agenda Item #: **10.5**  
Cost Center: **All**  
Staff Contact: **Carter**  
Agenda Date: **1/20/2016**

## **ITEM: SCWMA Future Update**

### **I. BACKGROUND**

The Board has discussed the issue of the Sonoma County Waste Management Agency's Joint Powers Authority agreement renewal or replacement on many occasions since the April 18, 2012 Agency meeting. A summary document of that background is included as an attachment to this staff report.

### **II. DISCUSSION**

Per direction at the November 18, 2015 Agency meeting, Agency staff emailed a model staff report to all Agency Boardmembers and City Managers on December 15, 2015. Agency member jurisdictions were asked to schedule a City/Town Council or Board of Supervisors meeting in the near future to discuss the member preferences on the RCPA or SCWMA models and other governance issues.

As of authoring of this staff report, the following meetings have been scheduled: Rohnert Park (1/25), Petaluma (1/26), Sonoma (2/1), County (2/9), Cotati (2/9), Healdsburg (2/16), Sebastopol (2/16), Windsor (2/17), Cloverdale (2/23).

Staff expects to make a full report on the findings from these meetings at the March 16, 2016 Agency meeting.

### **III. FUNDING IMPACT**

There are no funding impacts as a result of this agenda item.

Approved by: \_\_\_\_\_  
Patrick Carter, Interim Executive Director, SCWMA



# Sonoma County Stands Out in the California Battery Recycling Landscape

**California's Sonoma County Waste Management Agency and its county residents share a long history of environmental engagement.**

Located along the northern California coast, Sonoma County is a place of bucolic beauty with breath-taking beaches and acres of vineyards. With more than a half million residents, Sonoma is also a community with a long history of environmental engagement. The Sonoma County Waste Management Agency (SCWMA) and county residents share a vision of protecting the environment by diverting waste from the landfill. Battery recycling is an integral part of this vision.

Sonoma County can also be viewed as a microcosm of the greater California landscape when it comes to battery recycling.



Understanding Sonoma's past is the first step to understanding how committed the county is to protecting its natural environment that attracts visitors from all over the world. In the last 3 ½ years, SCWMA has collected nearly 17,000 pounds (7,711 kg) of rechargeable batteries alone. The philosophy driving the county's actions is simple:

- Divert as much as you can from the landfill, including batteries
- Make it easy and convenient for residents to recycle

"Our community really wants to do the right thing. We try to offer recycling opportunities that are easy and convenient. That's the barrier. If it's not easy or convenient, then our residents won't recycle. The public is very appreciative of the options that are out there today," said Lisa Steinman, waste management specialist, SCWMA.

## A Changing Landscape

In 1992, Sonoma County and the nine incorporated cities formed the SCWMA to deal with waste diversion issues including educating residents and businesses to reuse and recycle solid waste and to properly dispose of household hazardous waste (HHW). In 2003, SCWMA began participating in the Call2Recycle program. But battery recycling really kicked into high gear in 2006 when California's legislature passed the Rechargeable Battery Recycling Act, which required retailers that sold rechargeable batteries to collect them for recycling at their end of life. Up until that point, SCWMA had only one permanent public location where

residents could drop off batteries for recycling. The Act quickly expanded the number of locations for rechargeable battery recycling.

The program broadened. In 2007, one Sonoma County municipality started a battery take-back program through an agreement with its waste hauler, which provided pick up, sorting and recycling of used batteries. More cities joined suit with their waste haulers. This started a chain reaction as local retailers announced their own collection programs as a community service. "We expanded the number of battery locations almost overnight. Businesses were voluntarily offering the battery take-back programs without compensation. SCWMA provided advertising and support," said Steinman.

In 2011, the county's battery recycling program hit a major bump in the road. The rise in the number of lithium batteries, which require taping or bagging to protect the terminals during shipping, had an immediate impact on retailers. Faced with rising handling costs, many businesses began dropping their collection programs. While a few retailers continued to pay the costs out of pocket, the scope of the program changed.

### **Bring All Your Batteries**

The SCWMA has tried various ways to stimulate interest in recycling for both the single-use and rechargeable batteries. In addition to its permanent HHW collection site for residents and businesses, Sonoma County currently advertises 31 public locations that accept both types of batteries from residents. SCWMA employs three different residential recycling streams:

- Drop off at the Household Toxics Facility permanent site;
- Pick up from a weekly home pick up service (Toxic Rover);
- Drop off at a weekly community toxic collection site.

Single-use battery disposal is paid by either the SCWMA's household hazardous waste program, a separate pilot program with retailers or city franchise agreements with the garbage haulers. Steinman is also expanding the collection program to include the county's government departments and agencies. "We have a really big program. We receive lots of household batteries from all of SCWMA's programs. Our message is just bring all of your household batteries for recycling," said Steinman. "Plus, our weekly home pick up service is unique in the industry."

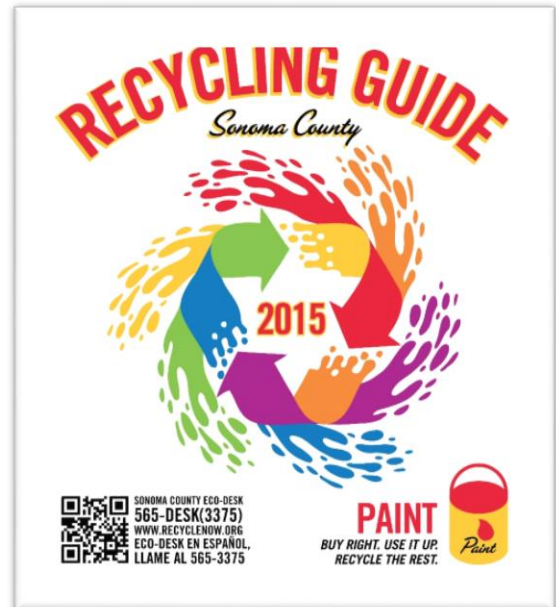
### **Take Your Message to the Community**

Steinman has found that public outreach programs are most effective at improving awareness. That's why on many weekends you will find SCWMA staff and contractors at local farmers' markets, schools, multi-family complexes and the county fair talking to residents about recycling. In 2014, SCWMA staff and contractors compiled 101 outreach days, with 26 events targeted at Spanish speakers. The SCWMA

annual [Recycling Guide](#) and website provides in-depth information on all recycling programs, including [batteries](#), while an Eco-Desk hotline provides answers to residents that call in.

“We don’t have a budget to advertise battery recycling specifically, so we place a heavy emphasis on community events. SCWMA staff and contractors go out into the community and talk with people,” said Steinman. Collections increased a hefty 10% from 2013 to 2014 and are on track to increase even more in 2015.

Steinman notes that the county is seeing a steady increase in the volume of batteries it is collecting. It’s a good trend, but also one that concerns her. “Either more people are recycling or there are more batteries being used. We want to keep them out of the landfill. At the same time, the costs and labor involved to manage batteries are getting overwhelming for the retailers and our HHW program. Can we continue to fund the growing disposal costs? We have an infrastructure in place to have a more robust take back program; it’s the disposal and labor costs that are the issue,” she added. “We are hopeful that there will be future legislation in California which will require producers of household batteries to develop, finance and implement a battery stewardship program for all household batteries.”



The only constant in the changing recycling landscape for SCWMA has been the Call2Recycle program. “During the past 12 years we’ve seen the program get easier and easier to use. The boxes can be used for both collections and shipment. For bulk collectors, the online shipping wizard makes the program super easy to participate in,” said Steinman. “We’ve been happy with our Call2Recycle partnership. We look forward to working with Call2Recycle for many years to come.”