



Meeting of the Board of Directors

November 18, 2020
REGULAR MEETING

Regular Session begins at 8:30 a.m.
Estimated Ending Time 11:30 a.m.

Virtual Meeting via Zoom

<https://sonomacounty.zoom.us/j/92248855470?pwd=OFFVNULiWVh5Wk5SSzVyWWdWbndjdz09>

Or Telephone: +1 669 900 9128

Webinar ID: 922 4885 5470

Passcode: 157476

Meeting Agenda and Documents

ZERO WASTE SONOMA

Meeting of the Board of Directors

November 18, 2020

REGULAR MEETING

Regular Session begins at 8:30

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Note: This packet is 56 pages total



Zero Waste Sonoma

Meeting of the Board of Directors

**November 18, 2020
REGULAR MEETING**

Regular Session begins at 8:30 a.m.

In accordance with Executive Orders N-25-20 and N-29-20 the July 15, 2020 Board of Directors meeting will be held virtually.

MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON

Virtual Meeting via Zoom

<https://sonomacounty.zoom.us/j/92248855470?pwd=OFFVNUliWVh5Wk5SSzVyWWdWbndjdz09>

Or Telephone: +1 669 900 9128
Webinar ID: 922 4885 5470
Passcode: 157476

PUBLIC COMMENT:

Public Comment may be submitted via recorded voice message or email. Public comment may also be made by “raising your hand” using the Zoom platform.

Voice recorded public comment: To submit public comment via recorded message, please call 707-565-2722 by 5:00 pm Tuesday, November 17th. State your name and the item number(s) on which you wish to speak. The recordings will be limited to two minutes. These comments may be played or read at the appropriate time during the board meeting.

Email public comment: To submit an emailed public comment to the Board please email leslie.lukacs@sonoma-county.org and provide your name, the number(s) on which you wish to speak, and your comment. These comments will be emailed to all Board members and can be provided anytime leading up to and throughout the meeting.



Agenda

Item

1. Call to Order
2. Agenda Approval
3. Public Comments (items not on the agenda)
4. **Consent** (w/attachments)
 - 4.1 Minutes of the October 21, 2020 Regular Meeting
 - 4.2 September, October, November, and December 2020 Outreach Calendar
 - 4.3 Approval of FY20/21 First Quarter Financial Report
 - 4.4 FY19/20 Annual Work Plan Progress Report

Regular Calendar

5. Update on Renewable Sonoma Project [Lukacs]
6. Boardmember Comments – NO ACTION
7. Executive Director Report – VERBAL REPORT
8. Staff Comments – NO ACTION
9. Next SCWMA meeting: December 16, 2020
10. 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 on the internet at www.zerowastesonoma.gov



To: Zero Waste Sonoma Board Members
From: Leslie Lukacs, Executive Director
Subject: November 18, 2020 Board Meeting Agenda Notes

Consent Calendar:

These items include routine financial, informational 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.

- 4.1 Minutes of the October 21, 2020 Meeting
- 4.2 September, October, November, and December 2020 Outreach Calendar
- 4.3 Approval of FY20/21 First Quarter Financial Report
- 4.4 FY19/20 Annual Work Plan Progress Report

Regular Calendar

- 5 **Update on Renewable Sonoma Project:** The Agency is in negotiations with Renewable Sonoma on a Pre-Development Agreement and a Services Agreement which outlines terms pursuant to which Renewable Sonoma will proceed with the CEQA, community outreach, planning and design processes necessary to move the project forward, and what will happen if the project fails to proceed, or the Agency members decide not to commit their organics flow to this facility. There are a number of other outstanding items to be addressed, but this is the key focus of the parties at this point, in order to allow the CEQA process, community outreach, and other work to move forward. The City of Santa Rosa is negotiations on an agreement with Renewable Sonoma regarding their proposed lease, which also may not be approved until the required CEQA analysis is complete.

Renewable Sonoma requested the opportunity to provide the Board of Directors an update of their organics processing project and address any questions or comments provided by the Board.

Recommended Action: Staff recommends that the Agency Board receive the following update from Renewable Sonoma regarding an update on the Organic Materials Processing Project.



Minutes of the October 21, 2020 Meeting

Zero Waste Sonoma met on October 21, 2020, via Zoom to hold a virtual board meeting.

Board Members Present:

City of Cloverdale	Marta Cruz	City of Santa Rosa	John Sawyer
City of Cotati	Susan Harvey	City of Sebastopol	Henry Mikus
City of Healdsburg	Larry Zimmer	City of Sonoma	Madolyn Agrimonti
City of Petaluma	Patrick Carter	County of Sonoma	Susan Gorin
City of Rohnert Park	Pam Stafford	Town of Windsor	Absent

Staff Present:

Executive Director: Leslie Lukacs

Counsel: Ethan Walsh

Staff: Xinci Tan, Karina Chilcott, Sloane Pagal, Thora Collard, Courtney Scott

Agency Clerk: Janel Perry

1. Call to Order Regular Meeting

Regular session was called to order at 8:32 a.m.

2. Agenda Approval

3. Public Comments (items not on the agenda)

- None

4. Consent (w/attachments)

- 4.1 Minutes of the September 16, 2020 Regular Meeting
- 4.2 September, October, and November 2020 Outreach Calendar
- 4.3 Contingency Reserve Budget Adjustment
- 4.4 ZWS FY 2018-19 Audit of Financial Statements
- 4.5 Resolution to Authorize Application for CalRecycle Food Recovery Grant
- 4.6 Adoption of Resolution 2020-09 Amending the Agency's Conflict of Interest Code

Action Items:

- None

Public Comments:

- None

Motion: For approval of all items on the consent calendar.

First: City of Cotati - Susan Harvey

Second: City of Sebastopol - Henry Mikus

Vote Count:

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

AYES -9- NOES -0- ABSENT -1- ABSTAIN -0-
Motion passed.

Regular Calendar

5. Waste Characterization Study RFP

- Bruce Okrepkie arrived at 8:49 am.

Board Comments/Action Items:

- Primary objectives are vague in RFP

Public Comments:

- Add an Organics Characterization Study in addition to our Waste Characterization Study

Motion: Approval of the Waste Characterization RFP with the following amendments: add “including suggestions from respondent to expand categories studied” before the period the on #3, and change “disposable” to “disposed” in #4.

First: City of Sebastopol - Henry Mikus

Second: City of Santa Rosa - John Sawyer

Vote Count:

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-
Motion passed.

6. Countywide Integrated Waste Management Plan (CoIWMP)

Board Comments/Action Items:

- Be part of jurisdictions’ discussions regarding general plan updates.

Public Comments:

- None

Motion: Approval of the Countywide Integrated Waste Management Plan.

First: City of Petaluma - Patrick Carter

Second: City of Cotati - Susan Harvey

Vote Count:

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-
Motion passed.

- 7. Boardmember Comments – NO ACTION**
 - None
- 8. Executive Director Report – NO ACTION**
 - Executive Director verbally gave report.
- 9. Staff Comments – NO ACTION**
 - None
- 10. Next SCWMA meeting:** November 18, 2020
- 11. Adjourn:** 9:10 am

Submitted by: Janel Perry



Agenda Item #: 4.2
 Agenda Date: 11/18/2020

ITEM: September-October-November-December 2020 Outreach Calendar

Note: Events below shown in **strikethrough red** were cancelled due to the COVID-19 disaster. Note the addition of webinars and virtual presentations substituted for in-person outreach events.

SEPTEMBER 2020 OUTREACH

Start date	End date)	Start time	End time	Event	Jurisdiction
9/1/20	9/1/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Petaluma)	Petaluma
9/8/20	9/8/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Santa Rosa-W)	COVID-19 CANCELLED
9/11/20	9/13/20	9:00 AM	5:00 PM	E-Waste Recycling Event (Rohnert Park)	Rohnert Park
9/12/20	9/12/20	9:00 AM	5:00 PM	Mattress Recycling Event (Rohnert Park)	Rohnert Park
9/15/20	9/15/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Healdsburg)	Healdsburg
9/17/20	9/17/20	9:30 AM	10:30 AM	Healdsburg and Fulton Labor Centers Presentation (Planned virtual presentation on general recycling, used motor oil and filter recycling)	Healdsburg
9/22/20	9/22/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Kenwood)	Unincorporated area
9/22/20	9/22/20	8:00 AM	5:00 PM	North American Hazardous Material Management Association (NAHMMA) Solar Panel Session Moderator (Courtney Scott)	Countywide
9/28/20	9/28/20	3:00 PM	4:00 PM	Presentation Race to Zero Waste Webinar	Countywide
9/29/20	9/29/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Larkfield)	Unincorporated area
9/30/20	9/30/20	9:00 AM	12:00 PM	CalRecycle HHW Information Exchange COVID-19 Presentation (Courtney Scott)	Countywide

OCTOBER 2020 OUTREACH

Start date	End date	Start time	End time	Event	Jurisdiction
10/2/20	10/4/20	9:00 AM	9:00 AM	E-Waste Recycling Event (Windsor)	Windsor
10/3/20	10/3/20	9:00 AM	9:00 AM	Mattress Recycling Event (Windsor)	Windsor
10/5/20	10/5/20	11:00 AM	11:00 AM	Presentation at Northern California Recycling Conference	Countywide
10/6/20	10/6/20	4:00 PM	4:00 PM	Household Hazardous Waste Event (Forestville)	Unincorporated area
10/6/20	10/6/20	4:00 PM	4:00 PM	Household Hazardous Waste Event (Cloverdale)	Cloverdale
10/9/20	10/11/20	9:00 AM	9:00 AM	E-Waste Recycling Event (Cloverdale)	Cloverdale
10/10/20	10/10/20	9:00 AM	9:00 AM	Mattress Recycling Event (Cloverdale)	Cloverdale
10/13/20	10/13/20	4:00 PM	4:00 PM	Household Hazardous Waste Event (Cloverdale)	Cloverdale
10/19/20	10/19/20	9:30 AM	9:30 AM	Nuestra Tierra Radio Program Illegal Dumping interview	Countywide
10/20/20	10/20/20	11:00 AM	11:00 AM	Northern California Recycling Association Presentation	Countywide
10/20/20	10/20/20	4:00 PM	4:00 PM	Household Hazardous Waste Event (Santa Rosa, E)	COVID-19 CANCELLED
10/27/20	10/27/20	4:00 PM	4:00 PM	Household Hazardous Waste Event (Cotati)	COVID-19 CANCELLED

NOVEMBER 2020 OUTREACH

Start date	End date	Start time	End time	Event	Jurisdiction
11/3/20	11/3/20	9:00 AM	5:00 PM	E-Waste Recycling Event (Sonoma)	COVID-19 CANCELLED
11/4/20	11/4/20	10:30 AM	12:00 PM	Zero Waste World Digital Summit - International Perspectives on Organic Waste	Countywide
11/6/20	11/8/20	9:00 AM	5:00 PM	E-Waste Recycling Event (Santa Rosa)	COVID-19 CANCELLED
11/7/20	11/7/20	9:00 AM	5:00 PM	Mattress Recycling Event (Santa Rosa)	COVID-19 CANCELLED
11/10/20	11/10/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Oakmont)	Santa Rosa
11/17/20	11/17/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Guerneville)	Unincorporated area
11/20/20	11/21/20	9:00 AM	1:00 PM	HazMobile (Sea Ranch)	Unincorporated area
11/20/20	11/22/20	9:00 AM	5:00 PM	E-Waste Recycling Event (Sonoma)	COVID-19 CANCELLED
11/21/20	11/21/20	9:00 AM	5:00 PM	Mattress Recycling Event (Sonoma)	COVID-19 CANCELLED

DECEMBER 2020 OUTREACH – Events below are tentatively scheduled

Start date	End date	Start time	End time	Event	Jurisdiction
12/1/20	12/1/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Windsor)	Windsor
12/4/20	12/6/20	9:00 AM	5:00 PM	E-Waste Recycling Event (Petaluma)	Petaluma
12/5/20	12/5/20	9:00 AM	5:00 PM	Mattress Recycling Event (Petaluma)	Petaluma
12/8/20	12/8/20	4:30 PM	8:00 PM	Household Hazardous Waste Event (Santa Rosa, W)	COVID-19 CANCELLED
12/15/20	12/15/20	4:00 PM	8:00 PM	Household Hazardous Waste Event (Petaluma)	Petaluma



Agenda Item #: **4.3**
Cost Center: **All**
Staff Contact: **Collard**
Agenda Date: **11/18/2020**
Approved by: **LL**

ITEM: **Approval of FY 2020-21 First Quarter Financial Report**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 2020-21 First Quarter Financial Report on the Consent Calendar.

II. BACKGROUND

In accordance with the requirement in the joint powers agreement the Sonoma County Waste Management Agency (SCWMA) staff make quarterly reports to the Board of Directors of Agency operations and of all receipts to and disbursements from the SCWMA, this report covers the First Quarter of FY 20-21 (July 1, 2020 - September 30, 2021).

The FY 2020-21 First Quarter Financial Report contains the actual amounts spent or received to date at the end of the quarter. It is important to not draw many conclusions in the year-to-date figures, as very little of the fiscal year has passed. Second and Third Quarter Reports provide a better picture of the SCWMA's financial position.

III. DISCUSSION

Relatively few revenues have been realized in FY 2020/21 First Quarter. With regard to expenditures, all accounts are currently projected to stay within budget limits.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 2020-21 First Quarter Financial Report on the Consent Calendar.

V. ATTACHMENTS

FY 2020-21 First Quarter Financial Report

66110400 SCWMA - HHW

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
42358	State Other Funding	146,750.00	146,750.00	0.00	146,750.00	100.00%
42601	County of Sonoma	1,607,233.00	1,607,233.00	153,872.78	1,453,360.22	90.43%
44002	Interest on Pooled Cash	13,357.00	13,357.00	0.00	13,357.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(11,306.50)	11,306.50	0.00%
46029	Donations/Contributions	142,868.00	142,868.00	14,760.94	128,107.06	89.67%
46200	PY Revenue - Miscellaneous	0.00	0.00	4,925.06	(4,925.06)	0.00%
All Revenues		1,910,208.00	1,910,208.00	162,252.28	1,747,955.72	91.51%
All Expense/Expenditure Accts						
51041	Insurance - Liability	7,392.00	7,392.00	7,676.86	(284.86)	-3.85%
51071	Maintenance - Bldg & Improv	5,000.00	5,000.00	510.00	4,490.00	89.80%
51201	Administration Services	436,118.00	436,118.00	18,644.75	417,473.25	95.72%
51205	Advertising/Marketing Svc	10,000.00	10,000.00	75.95	9,924.05	99.24%
51206	Accounting/Auditing Services	7,500.00	7,500.00	0.00	7,500.00	100.00%
51207	Client Accounting Services	12,355.00	12,355.00	0.00	12,355.00	100.00%
51212	Outside Counsel - Legal Adv	4,000.00	4,000.00	0.00	4,000.00	100.00%
51225	Training Services	800.00	800.00	0.00	800.00	100.00%
51229	Hazardous Waste Disposal S	28,000.00	28,000.00	5,777.28	22,222.72	79.37%
51249	Other Professional Services	146,750.00	146,750.00	8,171.39	138,578.61	94.43%
51401	Rents and Leases - Equipme	1,980.00	1,980.00	0.00	1,980.00	100.00%
51421	Rents and Leases - Bldg/Lar	16,138.00	16,138.00	0.00	16,138.00	100.00%
51507	Special Departmental Expen	64,000.00	64,000.00	0.00	64,000.00	100.00%
51803	Other Contract Services	1,125,000.00	1,125,000.00	9,759.06	1,115,240.94	99.13%
51901	Telecommunication Data Lin	489.00	489.00	40.76	448.24	91.66%
51902	Telecommunication Usage	156.00	156.00	0.38	155.62	99.76%
51904	ISD - Baseline Services	13,945.00	13,945.00	876.84	13,068.16	93.71%
51909	Telecommunication Wireless	1,224.00	1,224.00	335.50	888.50	72.59%
51911	Mail Services	100.00	100.00	2.40	97.60	97.60%
51916	County Services Chgs	15,920.00	15,920.00	0.00	15,920.00	100.00%
51922	County Car Expense	990.00	990.00	0.00	990.00	100.00%
52091	Memberships/Certifications	4,560.00	4,560.00	4,500.00	60.00	1.32%
52111	Office Supplies	2,500.00	2,500.00	41.41	2,458.59	98.34%
52115	Books/Media/Subscriptions	611.00	611.00	0.00	611.00	100.00%
52162	Special Department Expense	950.00	950.00	0.00	950.00	100.00%
52163	Professional Development	0.00	0.00	215.00	(215.00)	0.00%
52191	Utilities Expense	4,500.00	4,500.00	188.81	4,311.19	95.80%
All Expense/Expenditure Accts		1,910,978.00	1,910,978.00	56,816.39	1,854,161.61	97.03%
All Expense/Expenditure Accts		1,910,978.00	1,910,978.00	56,816.39	1,854,161.61	
All Revenues		1,910,208.00	1,910,208.00	162,252.28	1,747,955.72	
Net Cost		770.00	770.00	(105,435.89)	106,205.89	

66110300 SCWMA - Organics Reserve

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
44002	Interest on Pooled Cash	22,307.00	22,307.00	0.00	22,307.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(13,292.40)	13,292.40	0.00%
All Revenues		22,307.00	22,307.00	(13,292.40)	35,599.40	159.59%
All Expense/Expenditure Accts						
51201	Administration Services	60,908.00	60,908.00	23,669.92	37,238.08	61.14%
51206	Accounting/Auditing Services	2,500.00	2,500.00	0.00	2,500.00	100.00%
51212	Outside Counsel - Legal Adv	35,000.00	35,000.00	4,018.00	30,982.00	88.52%
52111	Office Supplies	1,000.00	1,000.00	0.00	1,000.00	100.00%
All Expense/Expenditure Accts		99,408.00	99,408.00	27,687.92	71,720.08	72.15%
All Expense/Expenditure Accts		99,408.00	99,408.00	27,687.92	71,720.08	
All Revenues		22,307.00	22,307.00	(13,292.40)	35,599.40	
Net Cost		77,101.00	77,101.00	40,980.32	36,120.68	

66110900 SCWMA - Contingency Fund

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
44002	Interest on Pooled Cash	18,485.00	18,485.00	0.00	18,485.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(11,205.62)	11,205.62	0.00%
All Revenues		18,485.00	18,485.00	(11,205.62)	29,690.62	160.62%
All Expense/Expenditure Accts						
51201	Administration Services	93,543.00	93,543.00	0.00	93,543.00	100.00%
51206	Accounting/Auditing Services	1,500.00	1,500.00	0.00	1,500.00	100.00%
51212	Outside Counsel - Legal Adv	2,000.00	2,000.00	108.00	1,892.00	94.60%
52111	Office Supplies	1,000.00	1,000.00	0.00	1,000.00	100.00%
52162	Special Department Expense	150,000.00	150,000.00	1,507.85	148,492.15	98.99%
All Expense/Expenditure Accts		248,043.00	248,043.00	1,615.85	246,427.15	99.35%
All Expense/Expenditure Accts		248,043.00	248,043.00	1,615.85	246,427.15	
All Revenues		18,485.00	18,485.00	(11,205.62)	29,690.62	
Net Cost		229,558.00	229,558.00	12,821.47	216,736.53	

66111000 Education & Outreach

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
42358	State Other Funding	139,896.00	139,896.00	0.00	139,896.00	100.00%
42601	County of Sonoma	466,616.00	466,616.00	44,672.74	421,943.26	90.43%
44002	Interest on Pooled Cash	5,449.00	5,449.00	0.00	5,449.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(4,042.28)	4,042.28	0.00%
46029	Donations/Contributions	36,252.00	36,252.00	3,605.27	32,646.73	90.05%
All Revenues		648,213.00	648,213.00	44,235.73	603,977.27	93.18%
All Expense/Expenditure Accts						
51041	Insurance - Liability	2,520.00	2,520.00	2,617.11	(97.11)	-3.85%
51201	Administration Services	441,125.00	441,125.00	72,854.13	368,270.87	83.48%
51206	Accounting/Auditing Services	4,000.00	4,000.00	0.00	4,000.00	100.00%
51207	Client Accounting Services	4,212.00	4,212.00	0.00	4,212.00	100.00%
51212	Outside Counsel - Legal Adv	15,000.00	15,000.00	588.00	14,412.00	96.08%
51241	Outside Printing and Binding	3,000.00	3,000.00	0.00	3,000.00	100.00%
51249	Other Professional Services	122,688.00	122,688.00	31,779.76	90,908.24	74.10%
51401	Rents and Leases - Equipme	675.00	675.00	464.88	210.12	31.13%
51421	Rents and Leases - Bldg/Lar	2,979.00	2,979.00	810.00	2,169.00	72.81%
51803	Other Contract Services	0.00	0.00	1,110.00	(1,110.00)	0.00%
51901	Telecommunication Data Lin	6,359.00	6,359.00	448.36	5,910.64	92.95%
51902	Telecommunication Usage	1,185.00	1,185.00	161.80	1,023.20	86.35%
51904	ISD - Baseline Services	12,663.00	12,663.00	3,175.62	9,487.38	74.92%
51905	ISD - Improvement Projects	0.00	0.00	218.59	(218.59)	0.00%
51909	Telecommunication Wireless	2,046.00	2,046.00	1,057.15	988.85	48.33%
51911	Mail Services	500.00	500.00	0.00	500.00	100.00%
51916	County Services Chgs	5,427.00	5,427.00	0.00	5,427.00	100.00%
51922	County Car Expense	338.00	338.00	482.53	(144.53)	-42.76%
51923	Unclaimable county car exp	50.00	50.00	0.00	50.00	100.00%
52091	Memberships/Certifications	4,620.00	4,620.00	4,750.00	(130.00)	-2.81%
52111	Office Supplies	10,220.00	10,220.00	130.44	10,089.56	98.72%
52114	Freight/Postage	5,000.00	5,000.00	0.00	5,000.00	100.00%
52115	Books/Media/Subscriptions	208.00	208.00	1,916.00	(1,708.00)	-821.15%
52118	Printing and Binding Supplie	3,400.00	3,400.00	0.00	3,400.00	100.00%
52162	Special Department Expense	324.00	324.00	0.00	324.00	100.00%
52163	Professional Development	320.00	320.00	265.00	55.00	17.19%
All Expense/Expenditure Accts		648,859.00	648,859.00	122,829.37	526,029.63	81.07%
All Expense/Expenditure Accts		648,859.00	648,859.00	122,829.37	526,029.63	
All Revenues		648,213.00	648,213.00	44,235.73	603,977.27	
Net Cost		646.00	646.00	78,593.64	(77,947.64)	

66111100 Organics

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
42358	State Other Funding	25,000.00	25,000.00	0.00	25,000.00	100.00%
42601	County of Sonoma	5,410,935.00	5,410,935.00	0.00	5,410,935.00	100.00%
44002	Interest on Pooled Cash	13,357.00	13,357.00	0.00	13,357.00	100.00%
All Revenues		5,449,292.00	5,449,292.00	1,272.86	5,448,019.14	99.98%
All Expense/Expenditure Accts						
51041	Insurance - Liability	1,288.00	1,288.00	1,337.63	(49.63)	-3.85%
51201	Administration Services	150,536.00	150,536.00	8,805.51	141,730.49	94.15%
51206	Accounting/Auditing Services	6,500.00	6,500.00	0.00	6,500.00	100.00%
51207	Client Accounting Services	2,153.00	2,153.00	0.00	2,153.00	100.00%
51212	Outside Counsel - Legal Adv	5,000.00	5,000.00	0.00	5,000.00	100.00%
51249	Other Professional Services	25,000.00	25,000.00	0.00	25,000.00	100.00%
51401	Rents and Leases - Equipme	345.00	345.00	0.00	345.00	100.00%
51421	Rents and Leases - Bldg/Lar	373.00	373.00	0.00	373.00	100.00%
51803	Other Contract Services	5,241,936.00	5,241,936.00	677,739.18	4,564,196.82	87.07%
51901	Telecommunication Data Lin	489.00	489.00	163.04	325.96	66.66%
51902	Telecommunication Usage	26.00	26.00	0.00	26.00	100.00%
51904	ISD - Baseline Services	6,377.00	6,377.00	1,908.48	4,468.52	70.07%
51911	Mail Services	250.00	250.00	0.00	250.00	100.00%
51916	County Services Chgs	2,774.00	2,774.00	0.00	2,774.00	100.00%
51922	County Car Expense	173.00	173.00	0.00	173.00	100.00%
52111	Office Supplies	2,000.00	2,000.00	0.00	2,000.00	100.00%
52114	Freight/Postage	4,000.00	4,000.00	0.00	4,000.00	100.00%
52115	Books/Media/Subscriptions	106.00	106.00	0.00	106.00	100.00%
52162	Special Department Expense	166.00	166.00	0.00	166.00	100.00%
All Expense/Expenditure Accts		5,449,492.00	5,449,492.00	689,953.84	4,759,538.16	87.34%
All Expense/Expenditure Accts		5,449,492.00	5,449,492.00	689,953.84	4,759,538.16	
All Revenues		5,449,292.00	5,449,292.00	1,272.86	5,448,019.14	
Net Cost		200.00	200.00	688,680.98	(688,480.98)	

66111200 Unfunded Pension Liability Rsv

Department / Account	Description	Original Budget	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues						
44002	Interest on Pooled Cash	6,586.00	6,586.00	0.00	6,586.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(3,840.86)	3,840.86	0.00%
All Revenues		6,586.00	6,586.00	(3,840.86)	10,426.86	158.32%
All Expense/Expenditure Accts						
All Revenues		6,586.00	6,586.00	(3,840.86)	10,426.86	
Net Cost		(6,586.00)	(6,586.00)	3,840.86	(10,426.86)	

1st Quarter Fund Balances FY 20/21

Fund		Beginning Balance	9/30/2020	Projected Fund Balance	Fund Balance Goal
Organics Reserve	78103	2,289,031	2,248,051	2,153,574	829,215
HHW	78104	1,652,088	1,757,524	1,334,976	286,647
Contingency Reserve	78109	1,936,993	1,924,171	1,618,929	829,215
Education & Outreach	78110	577,587	498,994	544,294	64,886
Organics	78111	1,452,606	763,925	1,256,054	826,493
Unfunded Pension Liability Rsv	78112	668,512	664,672	665,183	
Total			7,857,336	7,573,010	



Agenda Item #: **4.4**
Cost Center: **All**
Staff Contact: **Chilcott**
Agenda Date: **11/18/2020**
Approved by: **LL**

ITEM: **FY19/20 Annual Work Plan Progress Report**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

II. BACKGROUND

Historically, staff has prepared annual reports tallying education/outreach conducted by staff and contractors, including English and Spanish Eco-Desk 565-DESK (3375), social media, and website activity.

The previous education/outreach report for calendar year 2017 was presented to the Board at the November 20, 2019 meeting.

III. DISCUSSION

The attached report incorporates education/outreach activities as related to the ZWS Annual Work Plan for Fiscal Year 2019-20. Exceptions to fiscal year reporting are noted, when applicable.

IV. FUNDING IMPACT

There are no new funding impacts resulting from this report.

V. ATTACHMENTS

Annual Work Plan Progress Report (July 1, 2019 to June 30, 2020)



ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JULY 1, 2019 - JUNE 30, 2020

ORGANICS COST CENTER

JUSTIFICATION: ColWMP/Section 4.3.1.2 Reduce organics being landfilled and compost program costs.

WHO WORKS: Staff and contractors (University of California Cooperative Extension, Soluna Outreach Services)

FUNDING: Organics Cost Center

DURATION: Multi-year contract (July 1, 2017-June 30, 2020)

DESCRIPTION: To encourage home composting, ZWS entered into a multi-year contract (with two possible annual extensions) with the University of California Cooperative Extension/Sonoma County Master Gardeners. Soluna Outreach Solutions supports Spanish language outreach activities.

HOME COMPOSTING EDUCATION

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Activities in this time period included the following:

Public workshops conducted in English and Spanish to teach the community how to start backyard hot piles and worm bins. Education also focused on the benefits of compost for the climate and cycling nutrients from garden to fork to garden. As a result of COVID-19, only three in-person workshops were completed, and six virtual presentations were conducted via Zoom. These recorded workshops appear on the [UCCE YouTube Channel](#) and on the [ZWS website](#).

School presentations for K-12 students with hands-on, interactive learning. Most presentations result in the establishment of a worm bin on site, and the students go on to teach other students about composting and help develop a school-wide composting program. Tabling at public events, farmer's markets, libraries, and community gatherings to engage people and answer home gardening questions. Demonstration gardens, brochures, and short demonstrations were used to facilitate discussion.



COMPOSTING WORKSHOPS ENGLISH AND SPANISH

CITY	DATE	EVENT
Healdsburg	3/7/20	Healdsburg Labor Center SPANISH EVENT
Santa Rosa	10/21/19	Santa Rosa Water Department
Sonoma	9/28/19	Sonoma Garden Park
Virtual Workshop	5/5/20	ZOOM Presentation
Composting	5/7/20	ZOOM Presentation SPANISH EVENT
	6/16/20	ZOOM Presentation
Virtual Workshop	5/8/20	ZOOM Presentation
Worms	5/9/20	ZOOM Presentation SPANISH EVENT
	6/17/20	ZOOM Presentation
TOTAL		9

See University of California Cooperative Extension (UCCE) Countywide **Community Compost Education Program Annual Report**

VERMICULTURE SCHOOL PRESENTATIONS

CITY	DATE	EVENT
Healdsburg	9/25/19	Westside School
Santa Rosa	9/10-12/19	Heirloom Exposition Kids Pavilion
	10/17/19	Proctor Terrace Elementary
	12/11/19	Steele Lane Elementary
	12/16/19	Steele Lane Elementary
Sebastopol	2/28/20	Parkside Elementary School
TOTAL		6



RESULTS HIGHLIGHTS

3 in-person workshops and 6 virtual Zoom workshops conducted (English and Spanish language); 272 attendees

23 school vermicomposting presentations at 4 different Sonoma County schools. This is 19 more presentations than the previous fiscal year. 1,723 students (K-12) reached

Educated the community at 300 other small-scale events, including libraries, farmer's markets, garden clubs, and resident homes where custom advice is given based on individual functional needs.

As the regulations are nearly finalized in 2020, staff and legal counsel are creating a draft MOU, which is currently being discussed with jurisdiction representatives. This document will delineate responsibilities that the Agency will assume on behalf of its member jurisdictions. Staff hopes to have a signed MOU before January 1, 2022 when SB 1383 regulations become effective.

SB 1383 MEETINGS

DATE	MEETING DESCRIPTION
8/15/19	Staff and CalRecycle state representatives co-presented the requirements of SB 1383 to City Managers.
1/23/20	Full working group meeting to discuss division of responsibilities for SB 1383 compliance.
3/9/20	Agency meeting with haulers, composters, and transfer station operators.
4/20/20	Agency meeting with food recovery organizations and the Local Enforcement Agency (LEA).
4/30/20	Agency meeting with jurisdictions representatives.

AB 1826 OUTREACH LETTERS AND COMPLIANCE NUMBERS

JURISDICTION	# LETTERS SENT	COMPLIANT OR EXEMPT 1/31/20	COMPLIANT OR EXEMPT 8/31/20
Cloverdale	23	73.6%	80.9%
Cotati	16	84.7%	89.5%
Healdsburg	32	77.5%	78.2%
Petaluma	196	72.0%	69.6%
Rohnert Park	80	76.6%	75.4%
Santa Rosa	325	72.4%	76.9%
Sebastopol	16	81.0%	85.3%
Sonoma	40	90.0%	99.1%
Unincorporated	208	76.0%	78.9%
Windsor	22	80.6%	71.7%
TOTAL	958	78.4%	80.5%



RESULTS HIGHLIGHTS

Despite a slight dip due to the pandemic, compliance with AB 1826 has increased Countywide between 7/31/2019 and 8/31/2020, from 78% to 81% .

958 letters were mailed by ZWS to commercial entities.

Staff have held five meetings to discuss and plan for SB 1383 compliance. A draft MOU is currently being developed between the Agency and its member jurisdictions.



EDUCATION COST CENTER

JUSTIFICATION: MANDATED - Required by State Legislation, AB 341. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.

BOARD DIRECTED Beverage Container Recycling (Grant funded)

WHO WORKS: Staff

FUNDING: Education Cost Center and CalRecycle grant funded

DURATION: Ongoing

DESCRIPTION: As of July 1, 2012, AB 341 applies to establishments producing 4 cubic yards or more of commercial solid waste per week and multifamily dwellings of 5 units or more. CalRecycle's City County Payment Program allows ZWS to administer grant funds aimed to increase beverage container recycling in member jurisdictions.

MANDATORY COMMERCIAL RECYCLING (MCR) AB 341 AND BEVERAGE CONTAINER RECYCLING

REPORTING PERIOD AUGUST 1, 2019 TO JULY 31, 2020

Activities in this reporting period included soliciting requests from entities (businesses, schools, multifamily dwellings, and government) requiring new or additional infrastructure to support their diversion programs. ZWS is required to report AB 341 compliance numbers for all jurisdictions on an annual basis, but staff tracked compliance on a quarterly basis along with AB 1826.

Recycling containers styles specified by eligible recipients, were procured by ZWS staff funded with CalRecycle City/County Annual Payment grant funding.

Grant funding also reimbursed ZWS staff time, a summer program intern, and litter cleanup supplies. Allotted grant funds for Grant Cycle 17/18 were fully expended in FY 19-20.



CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 18/19

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL	TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
ELEMENTARY SCHOOL BINS	\$2,405.52	1.7%	BUSINESS BINS	\$537.98	.4%
MIDDLE SCHOOL BINS	\$313.72	.2%	EVENT VENUE BINS	\$125.00	.1%
COLLEGE/UNIVERSITY BINS	\$14,689.54	10.5%	TOTAL SPENT	\$18,071.76	12.9%
			TOTAL AVAILABLE	\$139,896.00	87.1%

AB 341 COMPLIANCE

(Tally completed on August 24, 2020 for commercial and multifamily dwellings)

JURISDICTION	COMPLIANT COMMERCIAL ACCOUNTS 8/1/20	COMPLIANT MULTIFAMILY DWELLING ACCOUNTS 8/1/20
Cloverdale	89.4%	100%
Cotati	94%	93.3%
Healdsburg	94.9%	95%
Petaluma	95.4%	81.3%
Rohnert Park	91.5%	93.3%
Santa Rosa	94.3%	91.4%
Sebastopol	94.1%	92.3%
Sonoma	100%	100%
Unincorporated	94%	87.5%
Windsor	91.7%	90.6%
AVERAGE	93.9%	92.5%

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 17/18

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
Public Parks / Recreational Areas	\$52,264.91	37.3%
Recycling Bins	\$24,659.50	17.6%
Government / Office Buildings	\$9,247.22	6.6%
Entertainment Venues	\$25,059.18	17.9%
Litter Cleanup Events	\$1,137.57	0.8%
Litter Cleanup Equipment	\$2,196.36	1.6%
Elementary Schools	\$183.35	0.1%
Middle Schools	\$1,740.89	1.2%
College / Universities	\$2,014.30	1.4%
Public Recycling Education	\$382.38	0.3%
Nonprofit	\$3,216.64	2.3%
Contractor / Consultant	\$1,316.34	0.9%
Training / Conference	\$3,318.24	2.4%
Staff Time	\$13,289.12	9.5%
TOTAL	\$140,026.00	100%



RESULTS HIGHLIGHTS

Approximately \$42,721.76 of the CalRecycle City/County Annual Payment grant funding spent (Grant Cycle 18/19)

\$140,026 CalRecycle City/County Annual Payment grant funding spent in FY 18/19 – 19/20 (Grant Cycle 17/18)

93.9% of all commercial entities and 92.5% of all multi-family dwellings in Sonoma County are compliant with AB 341

JUSTIFICATION: BOARD DIRECTED
WHO WORKS: Staff and
FUNDING: Education Cost Center
DURATION: On-going
DESCRIPTION: On February 19, 2014, the ten Sonoma County jurisdictions passed Ordinance No. 2014-2 Establishing a Waste Reduction Program for Carryout Bags and a related administrative penalties ordinance.

CARRYOUT BAGS ORDINANCE

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

The countywide Zero Waste Sonoma Carryout Bags Ordinance 2014-2, effective September 1, 2014, prohibits grocery stores and retail establishments from providing customers with single-use plastic carryout bags at point-of-sale or checkout. In addition, the ordinance requires a minimum 10¢ charge on all compliant recycled paper bags.

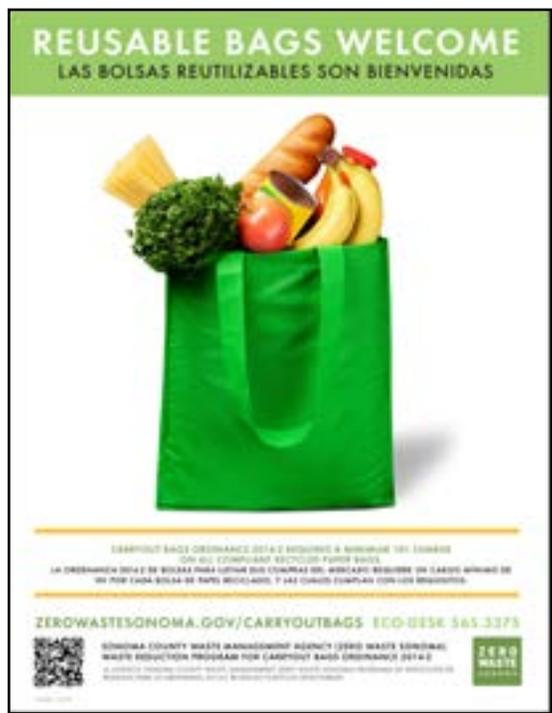
As a result of COVID-19, on April 23, 2020, Governor Newsom issued Executive Order N-54-20 which included a 60-day suspension of California’s plastic bag ban, including charging for single-use paper bags. The local ordinance was temporarily postponed so that store operators could adhere to the Order administered by the Sonoma County Health Officer prohibiting reusable bags.

Starting June 18, 2020, under an updated Order of the Sonoma County Health Officer, establishments may once again allow reusable bags, but customers are required to bag their own purchases. To further limit unnecessary exposure to employees, it is



recommended that customers leave their bags inside a cart or basket, and refrain from placing personal bags onto high-touch surfaces such as checkout counters and conveyor belts. If possible, it is also recommended to wash bags in between uses.

Zero Waste Sonoma has not made any changes to the existing Carryout Bags Ordinance and retailers who have temporarily waived required bag charges must reinstate the charges and may allow customers to use their personal reusable bags while adhering to safety protocols.



RESULTS HIGHLIGHTS

- Coordinated with the Sonoma County Department of Health Services on message to retailers in order to safely reintroduce customers' reusable bags.
- Created four new educational materials available to download via our website
- Contacted the California Grocers Association and Sonoma County grocery stores to explain Carryout Bag ordinance expectations during COVID-19.
- Few smaller stores are continuing to prohibit personal reusable bags in store, which is acceptable under the Order of the Health Officer C19-15: Stay Well Sonoma County issued June 17, 2020



JUSTIFICATION: BOARD DIRECTED
WHO WORKS: Staff and
FUNDING: Education Cost Center
DURATION: On-going
DESCRIPTION: On September 19, 2018, the Zero Waste Sonoma Board of Directors adopted the Polystyrene and Disposable Food Service Ware Model Ordinance. Since then, the Agency has been working toward unanimous adoption throughout all jurisdictions.

DISPOSABLE FOODWARE ORDINANCE

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

City Councils from many jurisdictions were presented the ordinance in 2019 and 2020, and some are expected to delay ordinance readings until 2021 due to COVID-19. For those jurisdictions that have adopted the ordinance, enforcement will begin as scheduled, but understanding the significant impacts of the pandemic particularly to restaurants, the focus will be on technical assistance first and foremost. Following adoption, businesses will have a grace period to sell or use their existing stock of disposable food service ware and polystyrene foam products.



AB 341 COMPLIANCE

JURISDICTION	ORDINANCE UPDATE
Cloverdale	Adopted February 12, 2020
Cotati	2nd reading expected Fall 2020
Healdsburg	Adopted December 16, 2019
Petaluma	Adopted Polystyrene Foam ban in November, 2019 ; Presentation of the Disposable Food Service Ware portion of the ordinance expected early 2021
Rohnert Park	Presentation possible fall 2020
Santa Rosa	2nd presentation to Climate Action Committee expected fall 2020; Council presentation expected late 2020
Sebastopol	Adopted March 19, 2019; Effective November 25, 2019
Sonoma	Presentation January 13; 1st reading expected fall 2020
Unincorporated	1st reading expected late 2020
Windsor	Adopted February 5, 2020

Z ZERO WASTE SONOMA

MODEL ORDINANCE Disposable food service ware and polystyrene foam ban. Jurisdictions in Sonoma County have implemented or are considering a model ordinance, called the Ordinance to Prohibit Use and Sale of Disposable Food Service Ware and Other Products Containing Polystyrene Foam, to ban the sale of certain polystyrene foam products and limit the use of non-recyclable or non-compostable disposable food ware.

REUSABLE IS BEST
 Food service providers are encouraged to provide and incentivize reusables for their customers.

RECYCLABLE IS GREAT
 Single-use food ware must be compostable or recyclable through Sonoma County's commercial collection programs.

FIBER COMPOSTABLE IS GREAT

POLYSTYRENE FOAM IS GOING AWAY
 Retailers cannot sell or distribute polystyrene foam items including:
 • Disposable polystyrene foam food service ware
 • Polystyrene foam peanuts and packaging
 • Coolers

Timeline for adoption early 2020: The proposed model ordinance is being considered for adoption individually by every jurisdiction in Sonoma County. Jurisdictions may approve changes to the model ordinance. Please confirm specific requirements within your jurisdiction.

WASTE INFO: ZERO WASTE SONOMA AND DISPOSABLE | SOURCE: WASTE.ORG



RESULTS HIGHLIGHTS

- Developed a Quick Reference Guide reflecting “Reusable is Best / recyclable & Fiber Compostables are Great / Polystyrene is Going Away” messaging
- Developed compliant food service ware product supplier list
- Developed alternative product guide for non-food and beverage providers
- Mailed notification letters to potentially affected businesses in Cloverdale, Healdsburg, Sonoma, Cotati
- Attended Chamber of Commerce meetings in Petaluma, Windsor and Sonoma

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Provide recycling information in Spanish (Section 4.7.3.4 of the CoIWMP).

WHO WORKS: Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center and CalRecycle Used Oil Payment Program (OPP)

DURATION: Multi-year contract (July 1, 2017 - June 30, 2020)

DESCRIPTION: Soluna Outreach Services uses a multi-media advertising approach including radio advertising and person-to-person outreach at events.

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Until COVID-19 curtailed person-to-person outreach, activities in this reporting period included radio, print, in-person community presentations, targeted community events, and in-person outreach at Labor Centers. Spanish print ads were placed to reinforce ZWS rebranding efforts.

Note that bi-lingual outreach supports other ZWS programs (Used Motor Oil/Filter Recycling Outreach and general outreach).

SAMPLING OF TARGETED SPANISH LANGUAGE EVENTS

- Back to School Health Fair
- Agricultural Community Events
- La Guelaguetza
- Mochilazo at Bayer Farm
- Mexican Independence Day Celebration at Luther Burbank Center
- Dia de los Muertos Petaluma and Binational Health Week
- Annual Migrant Ed Parent Leadership Institute
- First Annual Latino Event of Rohnert Park



ZERO WASTE SONOMA

Ayúdenos para alcanzar el objetivo basura cero que tiene el condado de Sonoma para desviar el 90% de todo el material que termina en el relleno de basura para el año 2030.

REDUCIR • REUTILIZAR • RECICLAR

DESECHOS PELIGROSOS GENERADOS EN EL HOGAR

COMPOSTAJE DE MATERIA ORGÁNICA

ECO-DESK EN ESPAÑOL 565.3375 ZEROWASTESONOMA.GOV

Zero Waste Sonoma es una entidad del gobierno local sirviendo a residentes y negocios con la misión de reducir los desechos que terminan en el relleno de basura.



SPANISH LANGUAGE OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
In-person business visits	119 in-person visits were made to Hispanic businesses, including distributing ZWS Holiday Calendars and providing applicable businesses with Disposable Foodware Model Ordinance information.
Radio	260 30-sec radio spots on Radio Lazer 107.1FM on various topics (HHW, Zero Waste, Composting) 6 Poder de Sabe Program: Promoted recycling programs during broadcast
Print ads	El Superior News ZWS print ad in monthly publication (November 2019 - April 2019) Impulso News print ad in monthly publication (November 2019 - April 2019)
Community presentations	1 Annual Migrant Ed Parent Leadership Institute BILINGUAL PRESENTATION 4 Avance Program Presentation BILINGUAL PRESENTATIONS 1 HeadsStart Program Presentation BILINGUAL PRESENTATION 18 Pasitos Program Presentation BILINGUAL PRESENTATIONS Avance, Pasitos, and HeadStart programs are coordinated by Community Action Partnership Sonoma County. These presentations were directed to the parents that participate in these programs. Both programs attract different groups of parents every year.
Community Events - Targeted Spanish language	75 Conducted general education at a number of events. Events usually combined general ZWS topics.
Labor Centers	15 in-person labor center visits. Provided general zero waste information to patrons of the Graton, Healdsburg, and Fulton Labor Centers

ANNUAL SPANISH LANGUAGE BUSINESS VISITS

JURISDICTION	# VISITS
Cloverdale	8
Cotati	3
Healdsburg	12
Petaluma	16
Rohnert Park	11
Santa Rosa	34
Sebastopol	4
Sonoma	17
Unincorporated	3
Windsor	11
TOTAL	119

RESULTS HIGHLIGHTS

119 Spanish business visits in 2019 distributing 1,000 holiday pocket calendars and Disposable Foodware Model Ordinance information.

Targeted advertising conducted mainly through radio, print, in-person community presentations, targeted community events, and through Labor Centers.

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Communicate recycling information using the web (Section 4.7.2.3 of the CoIWMP).

WHO WORKS: Staff and Contractor (The Engine is Red)

FUNDING: Education Cost Center

DURATION: Ongoing

DESCRIPTION: Historically, staff has maintained a comprehensive website, zerowaste-sonoma.gov featuring solid waste topics including HHW, reduce, reuse, and recycling.

In 2017, Google analytics data showed that 51% of users accessed the website from a mobile phone or tablet device. In order to make the website compatible with mobile devices users and to support ZWS rebranding, a new website was launched in April, 2019.

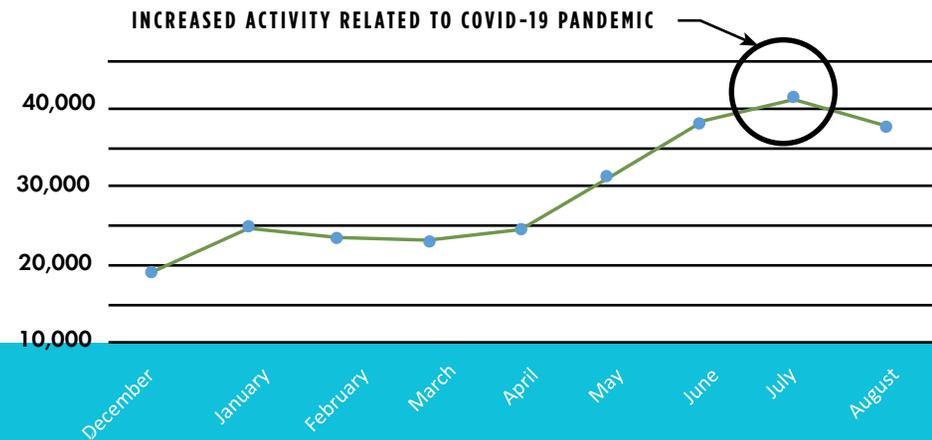


WEBSITE ZEROWASTESONOMA.GOV

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

In response to COVID-19, a page was added to the website providing service updates. One major functionality improvement was the addition of language translation with 10 languages selected by County demographics. To encourage zero waste, pages were added to the website for lifestyle during the pandemic, home composting videos, and food loss prevention information.

Website usage tallies were generated by Google Analytics, spanning the old and new website platforms.



OF VISITORS PER JURISDICTION

JURISDICTION	# VISITORS
Santa Rosa	19,661
Petaluma	7,340
Windsor	5,268
Sebastopol	5,158
Rohnert Park	3,504
Sonoma	3,459
Unincorporated	1,889
Healdsburg	1,735
Cloverdale	1,272
Cotati	752
TOTAL	48,303

WEBSITE USAGE

TOPICS	
Total number of visitors	79,589
Sessions	112,377
# sessions per user	1.41
New visitors	78,772 or 82.2%
Returning visitors	17,039 or 17.8%
Page views	309,753
Pages/session	2.76
Average session (min)	2.05
Bounce rate	55%

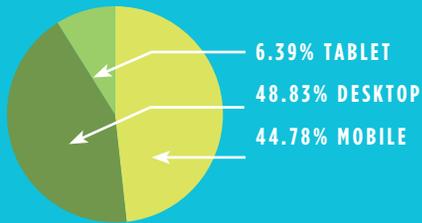
TOP TOPICS

PAGE	VISITORS
Home page	37,284
Disposal Site Fee Schedules	17,989
Search function	17,880
Household Hazardous Waste Facility page	15,640
Electronics page	6,880
Household Hazardous Waste Collection Events	6,487
Calendar of events general	6,361
Common household hazardous waste product examples	5,465
Calendar of ewaste events	5,203

ENGAGEMENTS

SESSIONS DURATION	SESSIONS	PAGEVIEWS
0-10 seconds	64,639	67,522
11-30 seconds	7,319	17,200
31-60 seconds	7,581	21,600
61-180 seconds	14,526	57,873
181-600 seconds	12,201	77,396
601-1800 seconds	5,199	44,139
1801+ seconds	912	24,023

OVERALL DEVICE USERS



RESULTS HIGHLIGHTS

79,589 visitors overall; 48,303 visitors within Sonoma County. Increased usage of the website followed the onset of the pandemic.

Engagement on the website was good with 26,727 sessions engaging with the pages for 61-600 seconds.

Most website visitors reside in Santa Rosa, Petaluma, and Windsor, respectively

The home page, disposal site fee schedule, and search function were the most visited pages, respectively

JUSTIFICATION: MANDATED – JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the ColWMP) BOARD DIRECTED (Spanish Guide)

WHO WORKS: Staff and Contractor (Soluna Outreach Services)

FUNDING: Education Cost Center

DURATION: On-going

DESCRIPTION: The annual Recycle Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse, and hazardous waste disposal options in Sonoma County.

RECYCLE GUIDE (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

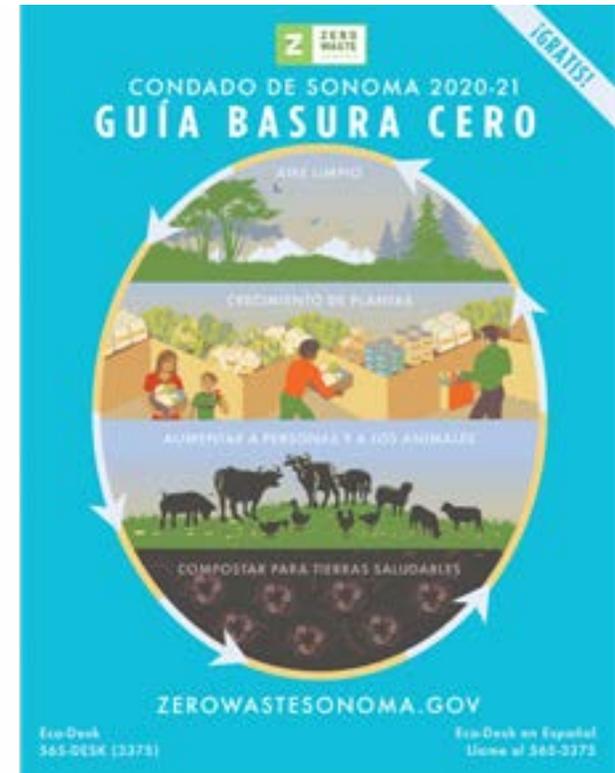
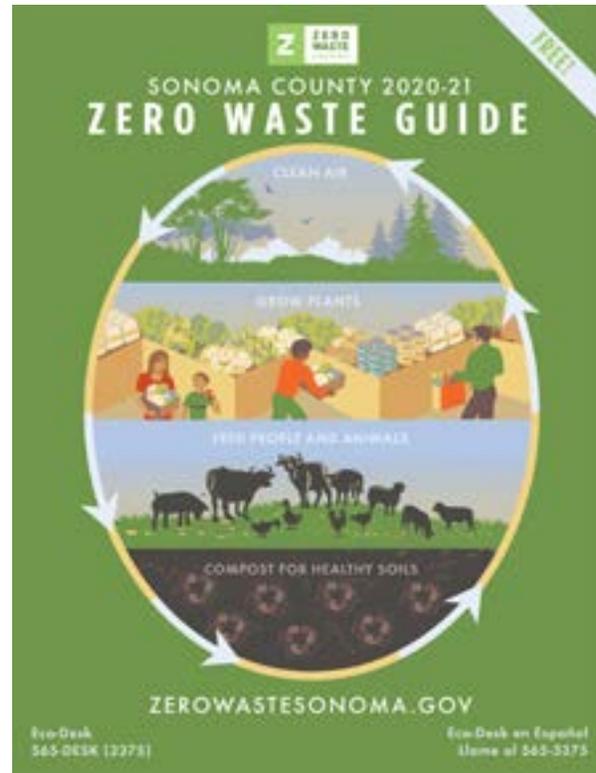
The Guide was rebranded from “Recycle Guide” to “Zero Waste Guide” to better reflect the agency’s mission. The interior pages of the Guide were also redesigned to match ZWS branding. The annual Guide theme was “Compost for the Climate.”

Due to the disruption caused by COVID-19, the printing and distribution of the Guide which normally occurs on Earth Day April 22 was postponed until fall 2020. In response to reduced demand for the paper Guide which occurred prior to the pandemic, staff planned to reduce the number of printed copies by 22% to 33,000 total, English and Spanish versions. A half-quantity, 16,875 total Guides, were printed in 2020.



CONTENT INSIDE THE GUIDE

- What is Zero Waste
- Compost for the Climate
- Household Hazardous Waste (HHW) Disposal
- Curbside Services
- County Refuse Disposal Sites
- Zero Waste Lifestyle
- Used Motor Oil and Filter Recycling
- Business Laws
- Drop-off Recycling
- A-Z: Construction and Demolition
- A-Z: Electronics (E-waste)
- A-Z Fluorescent lamps
- A-Z Mattresses
- A-Z Medications
- A-Z Paint
- A-Z Sharps
- Free E-waste and Mattress Recycling Events



OF PRINTED GUIDES

VERSION	GUIDES PRINTED
ENGLISH	11,250
SPANISH	5,625
TOTAL	16,875

RESULTS HIGHLIGHTS

16,875 Guides were printed in 2020

The interior pages of the Zero Waste Guide were redesigned to reflect ZWS rebranding



EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the CoIWMP)

WHO WORKS: Staff and Contractor (Soluna Outreach Services for Spanish language)

FUNDING: Education Cost Center

DURATION: On-going

DESCRIPTION: Daily telephone and email response to questions from the public on recycling, disposal, and household hazardous waste.

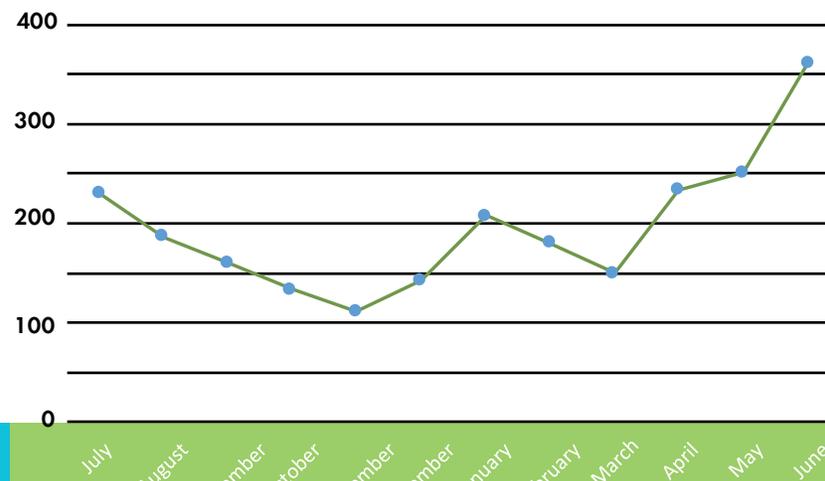
The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

At the end of this reporting period, staff began tracking Eco-Desk calls in an Access database. As a result of COVID-19, the Eco-Desk became a call back only service as staff is no longer working in the office and able to answer calls as they come in.

ENGLISH ECO-DESK CALLS PER MONTH



MAILBOX ENGLISH JULY 1, 2019 - JUNE 30, 2020

MAILBOX	# ENGLISH CALLS
MAIN x3577	832
GENERAL x4589	467
HHW x4586	435
WEBSITE (ZWS & RECYCLENOW)	391
GUIDE x4588	107
MOTOR OIL x4587	75
DIRECT TO STAFF	29
XMAS TREE SEASONAL MAILBOX	11
TOTAL	2,347

2,347 ENGLISH CALLS IN FY 19-20

NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	JAN-JUNE 2019	FY 19-20
English Calls	2,057	1,812	1,822	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001	2,347
Spanish Calls	128	155	143	150	105	104	83	49	30	20	47	19	10	9

CALLS BY JURISDICTION ENGLISH JULY 1, 2019 - JUNE 30, 2020

JURISDICTION	# ENGLISH CALLS
Unknown or out-of-county (includes website inquires)	1,655
Santa Rosa	311
Unincorporated	98
Sebastopol	66
Petaluma	49
Sonoma	42
Healdsburg	40
Windsor	38
Rohnert Park	26
Cloverdale	12
Cotati	10
TOTAL	2,347

TOPIC ENGLISH JULY 1, 2019 - JUNE 30, 2020

TOPIC	# ENGLISH CALLS
Household Hazardous Waste (HHW)	659
Recycling	426
Disposal	137
Hauler billing or service	77
Composting	59
Other	26
Ordinance	12
TOTAL	1,396



RESULTS HIGHLIGHTS

- 2,347** English language Eco-Desk calls were answered in FY 19-20
- English Eco-Desk call volume increased by 4% from 2018 to FY 19-20
- Spanish Eco-Desk call volume remained low, 9 calls received in FY 19-20
- The most frequently asked questions related to household hazardous waste and recycling, respectively
- Santa Rosa and the unincorporated area, respectively, generated the most inquiries



EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA (Section 4.7.2.9 of the CoIWMP)

WHO WORKS: Staff and Contractor (Soluna Outreach Services for Spanish language and UCCE for Home Composting)

FUNDING: Education Cost Center

DURATION: On-going

DESCRIPTION: Participation in events provides an opportunity to reach people at their convenience.

FAIRS

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Before COVID-19 curtailed in-person outreach events, ZWS participated in one-day and multiple-day outreach events, English and Spanish language. For multi-day events such as the Cloverdale Citrus Fair and the Sonoma County Fair, the exhibit theme was Zero Waste - Tools for a Zero Waste Lifestyle.

Existing ZWS display pieces were refurbished to showcase zero waste lifestyle merchandise (reusable bags, cutlery sets, and to-go lunch containers). To support rebranding and website awareness, an iPad display was added.

After the pandemic made it necessary to switch social distance outreach, Agency staff and contractors organized 10 virtual 1-hour long webinars. These workshops on topics such as solid waste, composting and used motor oil recycling were advertised through the ZWS e-newsletters. Overall, an estimated 324 people participated in these online events which was remarkable considering the new venue format and technology. Recordings of workshops permanently exist for reference on the ZWS website and YouTube Channel.



SAMPLING OF EVENTS

- 11th Annual South Park Day & Festival
- 12th Annual Lake Sonoma Steelhead Festival
- 25th Annual Cloverdale Car and Motorcycle Show
- Agricultural Community Events Farmer Markets
- Climate Action Night at Santa Rosa Junior College
- Cloverdale Citrus Fair
- Compost and Vermicompost Workshops (In-person and virtual)
- Cotati Shop & Stroll
- DMV Outreach
- Earth Day Event Santa Rosa
- Environmental Action Tabling Day at SRJC
- E-waste events
- Family Fun Day at Healdsburg Ridge
- First Annual Latino Event of Rohnert Park
- Graton Resort & Casino's spectacular Wellness Fair
- HeadsStart Program Presentation
- Healdsburg Business Showcase & Community Resource Fair
- Heirloom Exposition Compost Critters Hands On Table
- Household Hazardous Waste Collection Events
- Mattress Collection Event
- Mexcican Independence Day Celebration
- One Planet Youth Summit
- Pasitos Program Presentation to parents (Community Action Partnership)
- Poder de Sabe Program
- ReFuel Your Fun Propane Exchange Event
- Santa Rosa Wednesday Night Market
- Seven Flags Mobile Home Park Recycling Presentation
- Sonoma County Fair
- Zero Waste North Bay Symposium

IN-PERSON EVENTS COMPLETED BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH	ESTIMATED PARTICIPATION
Cloverdale	9	16	44.5	1,643
Cotati	1	1	6	100
Healdsburg	18	19	46	1,271
Petaluma	22	28	89	2,651
Rohnert Park	12	16	57.5	9,965
Santa Rosa	84	96	369.5	65,581
Sebastopol	6	8	31	800
Sonoma	16	21	59.5	2,063
Unincorporated	27	31	78.25	5,854
Windsor	10	12	33	1,048
Virtual Events	10	10	10	324
TOTAL	215	258	824.25	91,300



RESULTS HIGHLIGHTS

42 in-person outreach events were cancelled due to COVID-19. As substitutions, 10 virtual events were completed with an estimated participation of 324

215 outreach/education events completed

258 outreach/education event days completed

824.25 outreach/education hours completed with an estimated participation of 91,300



JUSTIFICATION: BOARD DIRECTED
 WHO WORKS: Staff
 FUNDING: Education Cost Center
 DURATION: On-going
 DESCRIPTION: Manage on-line marketing options for ZWS topics using services such as Twitter, Facebook, NextDoor and Instagram

SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JANUARY 1, 2018 TO JUNE 30, 2019

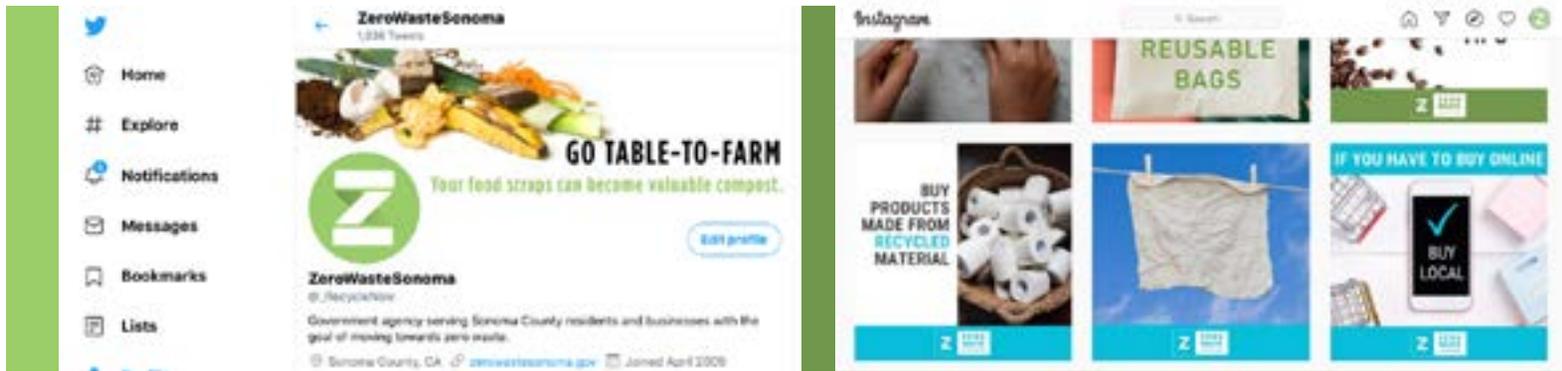
New social media LinkedIn, MailChimp e-newsletter, and YouTube Channel platforms added. In addition, existing Facebook, Twitter, and Intragram social media accounts were maintained.

After E-waste and mattress recycling events were cancelled due to COVID-19, advertising funds were repurposed for a digital marketing campaign conducted in partnership with the Bay Area Recycling Outreach Coordinators (BayROC) "Love Food, Not Waste" food loss prevention campaign. BayROC is a regional coalition that develops annual media campaigns for solid waste reduction, covering 9 Bay Area counties.

Facebook Insights provided analytical data.

INSTAGRAM STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	434	706	63% increase



FACEBOOK STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE	NOTES
Lifetime total likes	3,084	3,241	5% increase	Lifetime: The total number of people who have liked your Page. (Unique Users)
Average daily total reach 7/1/19 -6/30/20	205			Daily: The number of people who had any content from the Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page (Unique Users)

TWITTER STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	350	363	4% increase

LINKEDIIN STATISTICS

KEY METRICS	JULY 1, 2019	JUNE 30, 2020	% CHANGE
Lifetime total likes	N/A	32	N/A



**REDUCE
FOOD
WASTE**



RESULTS HIGHLIGHTS

5% increase Facebook following in FY 19-20; 63% increase Instagram following in FY 19-20; 4% increase Twitter following in FY 19-20

New LinkedIn and YouTube Channel platforms added

As a result of COVID-19, print advertising pivoted to digital for theme "Love Food, Not Waste" campaign. Digital ads branded with ZWS logo resulted in a strong engagement campaign. Overall 103,177 impressions served (100k ordered) and a total engagement rate of 0.71% click-through-rate (CTR), which is over 10xs the national average for display ads. Click-through-rate (CTR) shows how often people click an ad after it's shown to them, an ad effectiveness measurement. An average display CTR is 0.35%, though CTRs vary by industry.



HHW COST CENTER

JUSTIFICATION: MANDATED – JPA Comply with regulations, contract administration/oversight (Section 5.3 of the ColW-MP)

WHO WORKS: Staff and Contractor (Clean Harbors)

FUNDING: Household Hazardous Waste Cost Center

DURATION: Ongoing

DESCRIPTION: Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Hazardous Waste Facility (HHWF), HHW Collection Events, and HHW Rover Pickup Service. Provide education resources for the program as needed and coordinate with local organizations. The ZWS education program supports advertising for residential and business opportunities for household hazardous waste collection.

HOUSEHOLD HAZARDOUS WASTE (HHW) PROGRAM

REPORTING PERIOD JUNE 1, 2019 TO JUNE 30, 2020

The HHW program is comprised of the permanent collection facility at Central Disposal site and related mobile collections. The HazMobile, a partnership with Mendocino County, serves the unincorporated area in the north county.

COVID-19 staff safety protocols were incorporated into operations and many of our services were limited during the COVID shut downs. Demonstrating the need for these services, in this reporting period, total collected pounds in FY 19-20 through the HHW programs increased a record 57% from the pounds collected the previous fiscal year despite the COVID-19 closures.

PARTICIPANTS COMPARISON PER PROGRAM PER FY

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER	REUSE
Participants FY 19-20	17,407	188	1,246	95	N/A
Participants FY 18-19	17,879	239	1,492	77	N/A
Participants FY 17-18	17,134	242	2,693	73	N/A
TOTAL	35,013	481	4,185	150	N/A



HHW EVENTS INCLUDING HAZMOBILE EVENTS

(A number of events were cancelled due to fires and COVID-19)

JURISDICTION	# HHW AND HAZMOBILE EVENTS	PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	3	82	27
Cotati	0	0	0
Healdsburg	2	72	36
Petaluma	2	68	34
Rohnert Park	3	82	27
Santa Rosa	12	578	48
Sebastopol	2	102	51
Sonoma	3	153	51
Unincorporated area	6 HHW Events 4 HazMobile	225 HHW Events 481 HazMobile	38 HHW Events 120 HazMobile
Windsor	2	118	59
TOTAL	39	1,961	50

COVID-19 RULES
REGLAS COVID-19 QUE DEBE SEGUIR

FOLLOW THESE RULES FOR THE SAFETY OF OUR STAFF:
SIGA ESTAS REGLAS PARA LA SEGURIDAD DE NUESTRO PERSONAL:

- Remain in vehicle at all times.**
Permanezca en su vehículo en todo momento.
- Wear a mask while in your vehicle.**
Use el tapabocas mientras esté en su vehículo.
- Material must be in unlocked trunk. Staff will not open vehicle door or enter vehicle cabin.**
Los materiales deben estar en la cajuela abierta del vehículo. El personal no abrirá la puerta ni entrará dentro del vehículo.

Thank you. Gracias.

[ZeroWasteSonoma.gov/COVID-19](https://zerowastesonoma.gov/COVID-19)

COVID-19 RULES
REGLAS COVID-19 QUE DEBE SEGUIR

RULES FOR ENTERING THIS FACILITY:
REGLAS PARA ENTRAR A ESTE EDIFICIO:

- One person in a vehicle at a time.**
Una persona a la vez en el vehículo/vehículo.
- Maintain 6-foot social distance while in line.**
Mantenga una distancia social de 6 pies (1.83m) entre sí (línea esperando su turno).
- Check face coverings must be secure when entering this facility.**
Debe utilizar un tapabocas cuando entre a este edificio.
- Do not enter this facility if you are exhibiting the following symptoms:**
No entre a este edificio si está teniendo los siguientes síntomas:
 - FEVER** (FIEBRE)
 - COUGH** (TOS)
 - SORENESS OF THROAT** (DIFICULTAD PARA RESPIRAR)
- Do not touch personnel unless you intend to take in the bags of products to return to your home.**
- Avoid touching your face, eyes, and mouth.**
Evite tocar los ojos, la nariz y la boca.
- Though links to staff are there are, if not available, links prior arrival.**
Si hay enlaces para llegar al sitio pero no están disponibles, envíelos más tarde a la parte superior de su caja.
- Do not shake hands or engage in any unnecessary contact.**
No salude de mano ni participe en ningún contacto innecesario.

[ZeroWasteSonoma.gov/COVID-19](https://zerowastesonoma.gov/COVID-19)

POUNDS OF WASTE COLLECTED

PROGRAM	POUNDS
FACILITY	1,757,978
VSQG	30,623
EVENTS	90,355
ROVER	15,812
REUSE	102,544
TOTAL	1,997,312

RESULTS HIGHLIGHTS

Total collected pounds in FY 19-20 through the HHW programs increased a record 57% from the pounds collected the previous fiscal year. 1,997,312 pounds of HHW collected in FY 19-20.

35 HHW Collection Events and 4 HazMobile Events were held

1,961 participants in HHW Collection and HazMobile Collection events with an average of 50 participants per event.

The PaintCare program has saved ZWS \$251,034 or about \$20,920 per month

HHW COST CENTER

JUSTIFICATION: Board Directed

WHO WORKS: Contractors (Soluna Outreach Services, Gigantic Idea Studio)

FUNDING: Grant funded CalRecycle’s Oil Payment Program (OPP)

DURATION: Ongoing. Contractor agreement from July 1, 2017-June 30, 2020

DESCRIPTION: This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the CalRecycle’s Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels.

MOTOR OIL AND FILTER RECYCLING

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

Quantities of motor oil and filter recycling is tallied for HHW programs, CalRecycle-certified collections centers (e.g., automotive suppliers/repair shops), non-certified collection centers, and waste hauler-operated curbside program.

In this reporting period, infrastructure and collateral created to support used motor oil/filter recycling included the following:

- Filter drainers and oil rags for do-it-yourselfers
- Storm drain markers
- Financed the complete overhaul of the Healdsburg Transfer Station Oil Hut by switching from tanks to drums to reduce contamination.
- List of Certified Collection Centers (updated for annual Zero Waste Guide)

As a result of COVID-19 shelter-in-place orders, in-person outreach was swapped with at-home delivery of used motor oil filter drainers and kits, webinars, and a Recycle Riders digital media campaign. In addition, programs were advertised using a robust multifaceted bi-lingual education campaign.



ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SECOND ADS
KFGY	72
KVRV	109
TOTAL	181

ENGLISH NEWSPAPER PAID ADVERTISING

NEWSPAPER	# PAID ADS
PRESS DEMOCRAT	3
SONOMA COUNTY GAZETTE	5
TOTAL	8

USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
Added due to COVID-19 Oil filter drainer home delivery	71 oil filter drainers and used oil rags distributed throughout Sonoma County by request during selter-in-place orders
Added due to COVID-19 Used motor oil/filter webinars	2 live call-in instructional webinars conducted (English and Spanish) in June 2020. Recordings are posted on ZWS YouTube Channel
Added due to COVID-19 Riders Recycle Program Google ad campaign in place of person to person outreach	Riders Recycle designed and ran 14 geo-targeted Google Ad campaigns this past year, including eight display GIF ads and six search text ad campaigns focused on oil filter and curbside recycling. Ads were targeted via search keywords and phrases or audience groups, to reach people who had searched or were searching for topics related to motorcycles, and motor oil and oil filters in particular. In Sonoma County, this Google ad resulted in 4,879 with 1,355,719 impressions (Click through rate 0.36%)
Digital billboard	In partnership with GoLocal, advertised the used motor oil/filter program on the Rohnert Park digital billboard located alongside Hwy 101
DMV Outreach	31 education/outreach visits conducted at DMV locations in Santa Rosa, and Petaluma. Events cancelled in March-June, 2020 due to COVID-19.
Media Outreach	What's Cooking Sonoma County; a Spanish language radio program produced and aired live at La Morenita Radio SPANISH RADIO Nuestra Tierra (Our Earth) that airs live at KBBF Radio station in Santa Rosa SPANISH RADIO
Water Patrol	Through Sonoma County Regional Parks summer program, resources and educational materials were given to lifeguards for distribution to Russian River boat renters. This program only operated July-August 2019 and was cancelled in 2020 due to COVID-19.
Labor Centers and community events	Conducted used motor oil and filter outreach at a number of events. Events usually combined general ZWS topics. For a sampling of events, see page 21. Events cancelled in March-June, 2020 due to COVID-19.



RESULTS HIGHLIGHTS

According to C2 Alternative Services who visited used oil collection centers in May 2020, despite the pandemic, store managers remain positive about the public used motor oil/filter program including encouraging DIYers to bring filters. Illegal dumping remains low and signage remains good.

- 46% increase in FY 19-20 of used motor oil recycled at certified collection centers
- 4% decrease in FY 19-20 of curbside and non-certified collection of used motor oil
- 80% increase in FY 19-20 of used oil filters collected at certified collection centers
- 4% decrease in FY 19-20 of used oil filters collected at non-certified centers

HHW COST CENTER

JUSTIFICATION: ColWMP/Section 5.4.1.8 Provide recycling information to all County residents

WHO WORKS: Staff and Contractor (Conservation Corps North Bay, Mattress Recycling Council, and JD Advertising)

FUNDING: HHW Cost Center

DURATION: Monthly events contracted until December, 2022

DESCRIPTION: This program accepts electronics that are defined as household hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. A contractor conducts electronic recycling events under contract with the ZWS. ZWS pays for site fees and coordinates advertising.

E-WASTE (AND MATTRESS) RECYCLING EVENTS

REPORTING PERIOD JULY 1, 2019 TO JUNE 30, 2020

ZWS held two types of collection events, e-waste collection events and mattress collection events held in conjunction with e-waste events. As a result of COVID-19, events were cancelled March-June, 2020. In addition, mattress events changed from 3-day events to 1-day events in March.

E-waste collection events have been operated by the Conservation Corps North Bay (CCNB) since 2016. Mattress collections held in conjunction with e-waste events are organized through a partnership with CCNB and the Mattress Recycling Council (MRC). MRC, a non-profit, is responsible for implementing California's mattress recycling law. Programs are advertised through paid advertising, in the annual Zero Waste Guide, and through social media.

ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SEC. ADS
KFGY	105
KVRV	136
KSRO	90
TOTAL	331

ENGLISH NEWSPAPER PAID ADVERTISING

RADIO	# PAID ADS
Press Democrat	12
Sonoma Index Tribune	2
Cloverdale Reveille	2
TOTAL	16



POUNDS COLLECTED

JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE	MISC. EWASTE
Cloverdale	8,417	5,146	15,908
Healdsburg	0	0	0
Petaluma	5,123	5,161	19,877
Rohnert Park	7,247	3,620	11,168
Santa Rosa	11,579	17,952	55,019
Sonoma	1,260	1,293	3,004
Unincorporated area	10,406	9,480	43,738
Windsor	3,336	4,250	11,602
TOTAL	47,368	46,902	160,316

NUMBER OF E-WASTE AND MATTRESS COLLECTION EVENTS

JURISDICTION	# E-WASTE EVENTS DAYS	# MATTRESS EVENT DAYS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	3	1	416	126
Healdsburg				
Petaluma	6	1	574	107
Rohnert Park	3	1	343	155
Santa Rosa (including Oakmont)	10	2	1,717	231
Sonoma	3	1	123	44
Unincorporated area	3	1	418	124
Windsor	3	1	360	0*
TOTAL	31	8	3,951	787

* Note: No mattresses collected in Windsor at the October 2019 event.



RESULTS HIGHLIGHTS

3,951 participant donors at monthly ZWS and CCNB e-waste events

47,368 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors) and **46,902** pounds of non-covered e-waste

160,316 pounds of miscellaneous e-waste collected

8 mattress collection events held with **787** mattresses collected

HHW COST CENTER

JUSTIFICATION: MANDATED - JPA
Required by regulation, contract administration/oversight (Section 5.4.1.8 of the CoIWMP)

WHO WORKS: Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)

FUNDING: HHW Cost Center

DURATION: Agreement for e-waste handling, transporting, and recycling expires in June 2021.

DESCRIPTION: Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.

E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD JULY 1, 2019-JUNE 30, 2020

E-waste collection is offered at all County Refuse Disposal Sites. A contract with On-site Electronics provides for sorting, transportation, and recycling of electronic waste from these locations. The e-waste industry has experienced many fluctuations and changes within the last year, resulting in stricter rules on items accepted through the e-waste program. Items that are similar to e-waste, such as fans and toasters, are no longer accepted through the e-waste program.

POUNDS OF E-WASTE COLLECTED BY TRANSFER STATIONS

TRANSFER STATION	POUNDS OF COVERED E-WASTE (TVS, LAP-TOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Annapolis Transfer Station	11,632	10,804
Central Disposal Site	321,587	347,054
Guerneville Transfer Station	58,009	43,221
Healdsburg Transfer Station	114,899	85,901
Sonoma Transfer Station	116,616	90,264
TOTAL	622,743	577,244



ACCEPTABLE ELECTRONIC DEVICES

- Answering machines
- CD players
- Cell phones
- Copiers
- CRT monitor
- CRT television
- Desktop computers
- Digital cameras
- DVD players
- Electronic cables
- Fax machines
- Hard drives
- Keyboards/mice
- Laptop computers
- LCD monitor
- LCD television
- LED monitors
- LED televisions
- Microwaves
- Modems/routers
- Network equipment
- Plasma monitor
- Plasma television
- Portable DVD player
- Power cords
- Printers
- Radios
- Rear projection and DLP TVs
- Scanners
- Servers
- Stereos
- Tablets
- Telecom equipment
- Telephones
- VCRs
- Video games consoles
- Zip drives

UNACCEPTABLE ITEMS

- Appliances such as refrigerators, washers, dryers, stoves, ovens, water heaters, air conditioners
- Ballasts/capacitors
- Batteries other than those in electronic devices
- Battery powered consumer products such as power tools, toys, tooth brushes, cordless power tools
- Contaminated electronic waste such as medical equipment
- Fans
- Gas cylinders (propane, etc)
- Gas powered lawn equipment
- Household hazardous waste (pesticides, aerosols, cleaners)
- Lamps and light bulbs
- Medical equipment (can be accepted on a case-by-case basis)
- Mercury containing (thermostats, switches)
- Miscellaneous household goods such as Swiffers™, clocks, waffle irons, irons, sanders, staplers, lamps
- Non-electronic items such as CDs, VHS Tapes, DVDs, memory sticks and floppy discs
- Radioactive devices (including smoke detectors and exit lights)
- Small kitchen appliances
- Solar panels
- Vacuum cleaners, shop vacs
- Vehicle air bags
- Wood, including wood-encased stereo speakers

RESULTS HIGHLIGHTS

622,743 pounds of covered e-waste collected at all County Refuse Disposal Sites

577,244 pounds of non-covered e-waste collected at all County Refuse Disposal Sites

HHW COST CENTER

JUSTIFICATION: Grant funded opportunity
WHO WORKS: Staff
FUNDING: Grant
DURATION: FY 17-18 through March 2020
DESCRIPTION: In collaboration with the California Product Stewardship Council, CalRecycle awarded ZWS a three-year, \$75,000 grant to promote the use and sale of refillable one-pound propane cylinders.

REFUEL YOUR FUN

REPORTING PERIOD JULY 1, 2019-JUNE 30, 2020

The ReFuel Your Fun program is funded by a CalRecycle three-year product stewardship grant.

Campground collection locations for disposable 1-pound propane cylinders were established through a partnership with Sonoma County Regional Parks.

Retail stores willing to refill/exchange 1-pound propane cylinders were recruited countywide.

The program was advertised in the annual Recycle Guide, ZWS website, social media, and fliers distributed at outreach events.



REFUEL YOUR FUN EXCHANGE EVENTS AND PLEDGE

JURISDICTION	# REFUEL YOUR FUN EVENTS	REFILLABLE CYLINDERS DISTRIBUTED
Sebastopol	1	49
Windsor	1	70
Remaining propane cylinders were distributed at regular ZWS outreach events using a pledge. Participants pledged to use refillables instead of disposables and were able to receive a free refillable cylinder.		76
TOTAL	2	195

SONOMA COUNTY PARKS COLLECTION BINS

JURISDICTION	NUMBER OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED NOTE NO JANUARY-JUNE 2020 COLLECTION OF CYLINDERS DUE TO COVID-19
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
TOTAL	2,875

RETAIL PROPANE EXCHANGE LOCATIONS

JURISDICTION	RETAIL PROPANE EXCHANGE LOCATIONS
Petaluma	DeCarli's Propane
Rohnert Park	The Rental Place
Santa Rosa	REI Sports Basement U-Haul Blue Star Gas
Unincorporated	True Value of Larkfield

RESULTS HIGHLIGHTS

The CalRecycle grant ended in March 2020.

While the grant is over ZWS intends to keep all eight collection bins located at four Sonoma County Regional Parks (SCRP) in the same locations. ZWS plans to pay for disposal, while SCRPs provides the labor and collection. In FY 19-20, 2,875 disposable 1-pound propane cylinders collected at these locations.

2 ReFuel Your Fun Exchange Event days held.

7 retail stores retained to either sell the refillable cylinders or provide refill/exchange.



Agenda Item #: 5
Cost Center: Organics
Staff Contact: Lukacs
Agenda Date: 11/18/20
Approved by: LL

ITEM: Update on Renewable Sonoma Project

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Agency Board receive the following update from Renewable Sonoma regarding an update on the Organic Materials Processing Project.

II. BACKGROUND

On May 31, 2017, the Agency issued an RFP for Organic Materials Processing Services. The RFP was structured with the intent of allowing for a range of potential solutions, including providing services through existing facilities, development of new facilities, or provision of services from multiple facilities or providers. The Agency received 12 proposals by the due date of January 16, 2018, and Agency staff and consultants conducted a comprehensive review of the proposals received. After that review, Agency staff recommended that the Agency enter into negotiations with Renewable Sonoma to develop a new organics processing facility in Sonoma County. At the August 15, 2018 Board meeting, the Agency Board held a public hearing to consider the proposals received, and then directed Agency staff to enter into exclusive negotiations with Renewable Sonoma to negotiate an agreement to develop a new organics facility consistent with the terms of their proposal, which both parties contemplated would be located at the site of the City of Santa Rosa’s Laguna sub regional wastewater treatment facility (the “Laguna Site”). Renewable Sonoma would simultaneously enter into negotiations with the City of Santa Rosa for the lease of property at the Laguna Site.

The Agency staff and Renewable Sonoma representatives have been regularly meeting to discuss the relevant agreements and the process of moving this matter forward. Renewable Sonoma is regularly meeting with the City of Santa Rosa to discuss the lease and related issues. Representatives from the City of Santa Rosa attend the Agency’s negotiation meetings and Agency staff attend the City’s negotiation meetings, to ensure that there are consistent understandings between all three parties related to the process and necessary agreements. In August 2019, per direction from the Board of Directors, the Agency established an “ad-hoc” subcommittee to assist staff as the negotiation process moves forward.

III. DISCUSSION

The Agency is in negotiations on a Pre-Development Agreement and a Services Agreement that outlines terms pursuant to which Renewable Sonoma will proceed with the CEQA, community outreach, planning and design processes necessary to move the project forward, and what will happen if the project fails to proceed, or the Agency members decide not to commit their organics flow to this facility. There are a number of other outstanding issues to be addressed, but this is the key focus of the parties at this point, in order to allow the CEQA process, community outreach,

and other work to move forward. The City of Santa Rosa is negotiating a similar agreement with Renewable Sonoma regarding their proposed lease, which also may not be approved until the required CEQA analysis is complete.

Renewable Sonoma requested the opportunity to provide the Board of Directors an update of their organics processing project and address any questions or comments provided by the Board.

IV. FUNDING IMPACT

There are no funding impacts from this item, as it is a discussion item.

V. ATTACHMENTS

Letters of Support

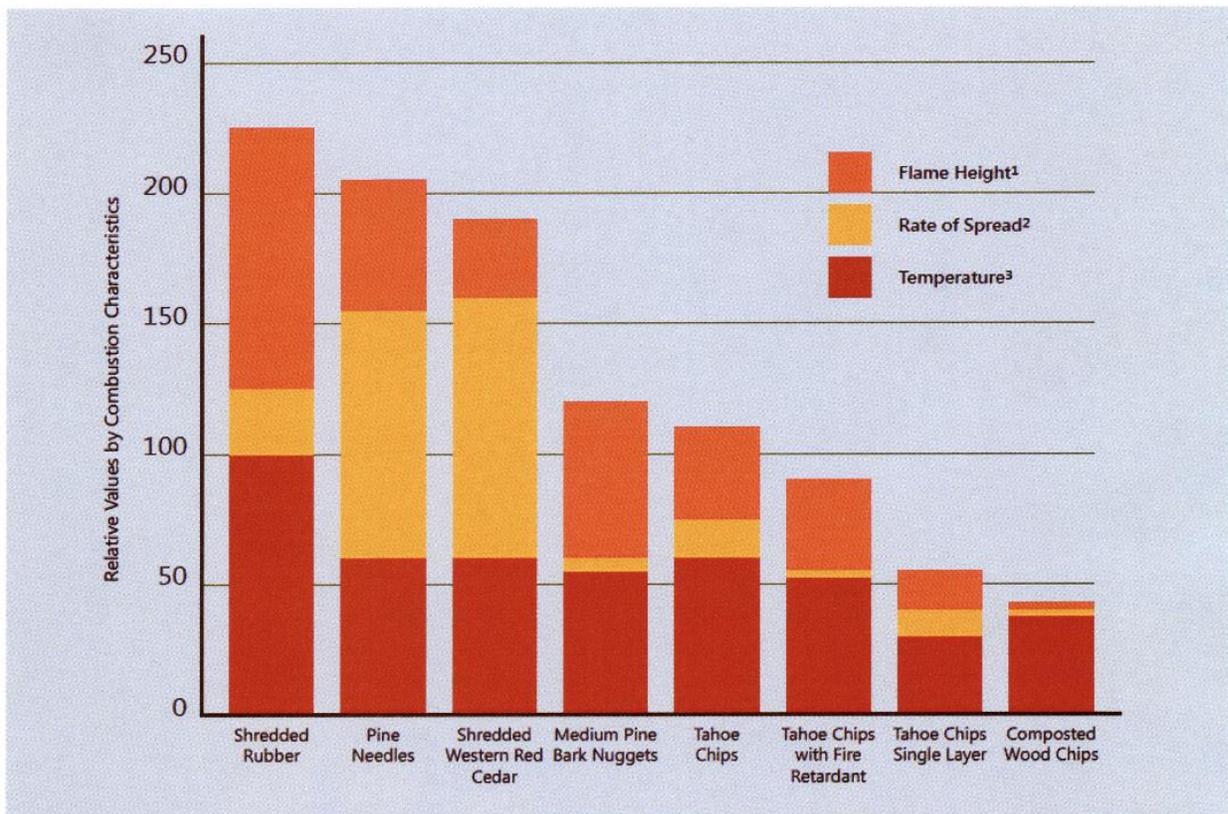
11-11-20

Dear Leslie,

I am writing to support Renewable Sonoma's proposed compost facility.

Right now, compost has to come from very distant sources. We need compost made in Sonoma County to support our gardeners and farmers and to reduce the carbon footprint.

Many people are not aware of compost's role in reducing the fire hazard. As the following chart shows, when compared to other mulches composed of wood chips and pine needles, composted wood chips are the best mulch for slowing fires. We need more compost than is currently available for this purpose. And Renewable Sonoma's compost facility will satisfy that need.



▲ Figure 3. Relative values of three combustion characteristics between eight mulch treatments. ¹Average maximum flame height. ²Average rate of fire spread. ³Average maximum temperature measured at four inches above the bed.

Sincerely, Robert Kourik



634 Scotland Dr., Santa Rosa, CA 95409 707.538.7096
rkourik@sonic.net www.robertkourik.com

From: [carol henderson](#)
To: [Leslie Lukacs](#)
Subject: Renewable Sonoma compost project
Date: Wednesday, November 11, 2020 11:10:14 AM

EXTERNAL

Hello Director Lukacs,

I am a local resident and gardener, so climate change and soil health are very important to me. I totally support Will Bakx and his project to return a local compost project to our community. Let's continue to build a more sustainable community by increasing compost access and improving soil health.

Thank you,
Carol Henderson
Santa Rosa

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From: [Katharine Gabor](#)
To: [Leslie Lukacs](#)
Cc: [Will Bakx](#)
Subject: Support for Sonoma County Compost
Date: Wednesday, November 11, 2020 9:58:53 AM

EXTERNAL

Good morning Ms. Lukacs,

I am a resident of non-incorporated Sebastopol. I wanted to voice my support for the Sonoma County Compost project. It would be a benefit to have our curbside organics managed locally, both to reduce hauling and make high quality soil amendments readily available (a great resource!). I note that increasing waste diversion from landfill through composting is one of the strategies identified in "Climate Action 2020 and Beyond- Sonoma County Regional Climate Action Plan".

This is such an important time to take action on climate related issues. I wish you much success in working through the details to make this project a reality!

With regards,
Katharine Gabor

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November 12, 2020

Zero Waste Sonoma
Leslie Lukacs, Executive Director:
Leslie.Lukacs@sonoma-county.org
2300 County Center Drive, Suite B-100
Santa Rosa, CA 95403



Dear Ms. Lukacs,

We are a grassroots group – Sebastopol Climate Action – committed to supporting the City of Sebastopol's Climate Emergency Resolution. To meet the goals of this Resolution, we are interested in ways of curbing greenhouse gases and sequestering carbon.

We are writing in support of bringing a compost facility back to Sonoma County headed up by Renewable Sonoma.

A compost facility in our county is an essential component of curbing our greenhouse gas emissions by eliminating the fuel cost and carbon emissions of hauling green waste out of the county. So many jurisdictions have passed Climate Resolutions committing to lowering carbon emissions and we feel this is a critical part of moving forward in support of these resolutions.

Also essential to supporting these climate resolutions is the need to sequester more carbon in our county soils. Generating locally-sourced, high quality compost is the prime component to soil health and carbon sequestration. Renewable Sonoma is known for its high quality compost by many local farmers, landscapers and gardeners.

In these times of urgency, it is so important to close the loop on our waste management recovery system for the good of our county and our earth. Please work with local stake holders to make this possible.

Sincerely,

Sebastopol Climate Action
Contact: Dena Allen (Dena@rahus.org) and Angela Ford (aford1@sonic.net)



November 9, 2020

Zero Waste Sonoma
Leslie Lukacs, Executive Director
2300 County Center Drive
Santa Rosa, CA 95403

Dear Ms. Lukacs,

Our Community Alliance with Family Farmers (CAFF), Sonoma County Chapter has previously both written and testified at hearings in support of Renewable Sonoma's qualifications and experience to deliver a compost project at the Laguna Treatment Plant that will meet the needs of local farmers.

Since the closure of Sonoma Compost, the lack of an adequate volume of locally available, quality compost as well as higher costs and fees associated with shipping compost across county lines have greatly impacted farmers, landscapers, and gardeners. Additionally, there has been increasing national and global realization that compost has major potential for reducing greenhouse gas emissions, by reducing dependence on oil-derived, synthetic fertilizers and also increasing soil organic matter and associated biological activity, such as nutrient cycling.

We commend Zero Waste Sonoma's continued support of Renewable Sonoma and urge that the approval process for this facility be expedited. Quality local compost is critically needed in order to meet Sonoma County's climate goals and agricultural needs.

Thank you for considering our views.

Wendy Krupnick
Vice president, CAFF Sonoma County Chapter