



Meeting of the Board of Directors

November 20, 2019
SPECIAL MEETING

Regular Session begins at 8:30 a.m.
Estimated Ending Time 11:00 a.m.

Please note change of location

City of Rohnert Park Council Chambers
130 Avram Ave.
Rohnert Park, CA

Meeting Agenda and Documents

SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

November 20, 2019

SPECIAL MEETING

Regular Session begins at 8:30 a.m.

Table of Contents

<u>Description</u>	<u>Page</u>
Agenda	1
Prior Meeting Summary	3
Agenda Notes	4
Item 4.1: Minutes of the September 18, 2019 Regular Meeting	5
Item 4.2: September, October, November, and December 2019 Outreach Calendar	8
Item 4.3: Fiscal Year 2019-2020 1 st Quarter Financial Report	11
Item 4.4: Amendment of MOU for C&D Facility Testing Services	17
Item 4.5: Correspondence/Letters of Support	20
Item 5: Presentation of Zero Waste Initiatives and Timeline Given by Sonoma County Zero Waste Task Force	22
Item 6: Annual Presentation of Waste Activities by Republic Services	43
Item 7: Annual Work Plan and Progress Report	61
Item 8: Summary of Ad Hoc Compostable Products Committee Meeting and Follow-Up Staff Findings	91

Note: This packet is 93 pages total



Zero Waste Sonoma

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City of Rohnert Park Council Chambers
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Rohnert Park, CA

Agenda

Item

1. Call to Order
2. Agenda Approval
3. Public Comments (items not on the agenda)

Consent (w/attachments)

- 4.1 Minutes of the September 18, 2019 Regular Meeting
- 4.2 September, October, November, and December 2019 Outreach Calendar
- 4.3 Fiscal Year 2019-20 1st Quarter Financial Report
- 4.4 Amendment to Memorandum of Understanding for C&D Facility Testing Services
- 4.5 Correspondence/Letters of Support



Regular Calendar

5. Presentation of Zero Waste Initiatives and Timeline Given by Sonoma County Zero Waste Task Force [Lukacs]
6. Annual Presentation of Waste Activities by Republic Services [Collard]
7. Annual Work Plan Progress Report [Chilcott]
8. Summary of Ad Hoc Compostable Products Committee Meeting and Follow-Up Staff Findings [Tan]
9. Boardmember Comments – NO ACTION
10. Executive Director Report – Verbal Update
11. Staff Comments – NO ACTION
12. Next SCWMA meeting: December 18, 2019
13. Adjourn

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

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

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

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

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.zerowastesonoma.gov



Date: November 13, 2019
To: Zero Waste Sonoma Board Members
From: Leslie Lukacs, Executive Director
Subject: **Summary Report for the SCWMA Board Meeting on September 18, 2019**

Closed Session: There were no reportable action in Closed Session.

Consent Calendar: All Items listed below were approved.

- 4.1 Minutes of the August 21, 2019 Regular Meeting
- 4.2 August, September and October 2019 Outreach Calendar
- 4.3 Fiscal Year 2018-2019 Year End Financial Report
- 4.3 Correspondence

Regular Calendar

5 **LTF Permitting Presentation:** In August of 2018, the Sonoma County Local Task Force (LTF) on Integrated Waste Management took action to form an Ad Hoc subcommittee referred to as the LTF Permitting Issues Subcommittee. The purpose of the subcommittee was to identify barriers and impediments within the land use, regulatory, and other permitting processes which impact the timely and successful development of recycling, organics and other solid waste processing and/or end market infrastructure. A presentation of the Subcommittee's findings will be given.

6 **Compostable Products Report:** In August 2018, the Zero Waste Sonoma (ZWS) Board requested an analysis into the feasibility of accepting compostable food service ware in the new proposed compost facility as an alternative to single-use plastic products. In response, the Zero Waste Task Force created the Compostable Products Committee and tasked them to investigate the issue. Over the past year, the Committed researched other composting facilities in California and around the country where compostable bio-plastic products are accepted, spoke to industry experts, reviewed research papers, and produced three potential options for the ZWS board to consider:

- Only Unlined Fiber Products Accepted
- Single-stream; All BPI-certified Compostable Food Service Ware Accepted
- Dual-Stream; All BPI-certified Compostable Food Service Ware Accepted

The Board of Directors recommended forming an Ad Hoc Committee to review staff's recommendation to proceed with composting facility contract negotiations where the only materials accepted are food scraps, yard debris, and unlined fiber products containing no bioplastics.



To: Zero Waste Sonoma Board Members

From: Leslie Lukacs, Executive Director

Subject: November 20, 2019 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 September 18, 2019 Regular Meeting
- 4.2 September, October, November, and December 2019 Outreach Calendar
- 4.3 Fiscal Year 2019-2020 1st Quarter Financial Report
- 4.4 Amendment to MOU with Central Contra Costa Solid Waste Authority, SCWMA and Solano County Regarding Construction and Demolition Debris Facility Certification Procedure Testing Development
- 4.5 Correspondence/Letters of Support

Regular Calendar

5 **Zero Waste Initiatives and Timeline Presentation:** As directed at the September 2018 ZWS Board of Director's meeting, the Zero Waste North Bay Task Force (ZWNBTf) has met to solicit feedback from their members on suggested zero waste initiatives for consideration of adoption by Zero Waste Sonoma. The ZWNBTf will present on their identified zero waste initiatives, a timeline to implement the initiatives, and a designation of who should lead each initiative.

6 **Republic Services Annual Report Presentation:** Republic Services will be fulfilling their contractual obligation by providing an update on the progress made towards achieving the goals established in the Agreement. The report include topics such as diversion goals, greenhouse gas reduction, and new activities and programs.

7 **Annual Education and Outreach Report:** Education and outreach activities will be presented in a newly formatted Annual Work Plan Progress Report. Features of the new format include the organization by budget cost center and ZWS program, materials collected by program, and outreach/education performed by each program. Future reporting will take place by fiscal year instead of calendar year reporting. In order to bridge the gap between the old and new reporting structures, information is presented from January 1, 2018 to June 30, 2019.

8 **Compostable Products Ad-Hoc Committee Report:** During the September 2019 meeting, the Agency board created an Ad Hoc Compostable Products Committee to further review staff's recommendation of accepting fiber-only compostable products at the future organics processing facility. The Ad Hoc Committee met with staff in early October 2018 and the background, discussion, and recommendations from the committee meeting will be shared.



Minutes of the September 18, 2019 Meeting

The Sonoma County Waste Management Agency met on September 18, 2019, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

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	absent	Town of Windsor	Bruce Okrepkie

Staff Present:

Executive Director: Leslie Lukacs
Counsel: Ethan Walsh
Staff: Xinci Tan, Karina Chilcott, Sloane Pagal
Agency Clerk: Thora Collard

1. Call to Order Regular Meeting

Regular meeting was called to order at 8:35 a.m.
Introductions

2. Agenda Approval

3. Public Comments (items not on the agenda)

Pat Mitchell – opposed to location of proposed Organics Processing Facility
Greg Eicher – opposed to location of proposed Organics Processing Facility

Consent (w/attachments)

- 4.1 Minutes of the Aug 21, 2019 Regular Meeting
- 4.2 August, September, and October 2019 Outreach Calendar
- 4.3 Fiscal Year 2018-2019 Year End Financial Report
- 4.4 Correspondence

Public Comments:

None.

Motion: For approval of all items on the consent calendar

First: County of Sonoma - Susan Goring

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	ABSENT	Town of Windsor	AYE

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

Motion passed.

Regular Calendar

5. LTF Permitting Issues [Lukacs]
Presentation given by Stu Clark.

Public Comments:

Dan Noble

Board directs staff to return with a plan to address recommendations presented to the Board.

6. Compostable Products Report [Tan] –

Public Comments:

Todd Sutton, Compostable Products Committee Member - spoke in support of the committee's impartiality and support of the findings.

Greg Flandermeye, Amy's Kitchen – In support of inclusion of compostable plastics

Paul Shiefer, Amy's Kitchen - In support of inclusion of compostable plastics

Will Bakx, Renewable Sonoma – In support of staff's recommendation

Dan Noble, Committee Member

Celia Ferber, Recology Sonoma Marin – Commented on challenges of including compostable plastics in the stream, majority are landfilled

Terry Taylor, confirmed this is a national problem

Motion: Board directs staff to form an Ad-Hoc committee to further develop financial and environmental impacts of the inclusion of compostable plastics in the compost. Ad-Hoc committee members will include Patrick Carter, City of Petaluma; Henry Mikus, City of Sebastopol; Larry Zimmer, City of Healdsburg

First: County of Sonoma – Susan Gorin

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	ABSENT	Town of Windsor	AYE

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

7. **Boardmember Comments – NO ACTION**
None.
8. **Executive Director Report –NO ACTION**
Executive Director gave verbal report.
9. **Staff Comments – NO ACTION**
None.
10. **Next SCWMA meeting:** October 16, 2019
11. **Adjourn at 11:31 a.m.**

Submitted by: Thora Collard



Agenda Item #: **4.2**
 Agenda Date: **11/20/2019**

ITEM: September, October, November, and December 2019 Outreach Calendar

SEPTEMBER 2019 OUTREACH EVENTS

Start date	End date (multiple day only)	Start time	End time	Event	Jurisdiction
9/3/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Petaluma)	Petaluma
9/7/19		10:00 AM	3:00 PM	25th Annual Cloverdale Car and Motorcycle Show	Cloverdale
9/8/19		10:00 AM	3:00 PM	Sonoma Ready Day	Santa Rosa
9/10/19	9/12/19	9:00 AM	3:00 PM	Heirloom Exposition Compost Critters Hands On Table	Santa Rosa
9/10/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Santa Rosa, West)	Santa Rosa
9/11/19		9:30 AM	10:30 AM	Fulton Labor Center presentation	Unincorporated area
9/11/19		8:00 AM	9:30 AM	Healdsburg Labor Center presentation	Healdsburg
9/12/19		7:30 AM	11:30 AM	Santa Rosa DMV	Santa Rosa
9/13/19	9/15/19	9:00 AM	5:00 PM	E-Waste Event	Rohnert Park
9/13/19	9/15/19	9:00 AM	5:00 PM	Mattress Collection Event	Rohnert Park
9/15/19		1:00 PM	7:00 PM	Mexcican Independence Day Celebration at Luther Burbank Center	Santa Rosa
9/17/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Healdsburg)	Healdsburg
9/18/19		7:30 AM	11:30 AM	Petaluma DMV	Petaluma
9/21/19		2:00 PM	8:00 PM	11th Annual South Park Day & Festival	Santa Rosa
9/24/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Kenwood)	Unincorporated area
9/25/19	9/26/19	9:00 AM	12:00 PM	Westside School Compost/Worms Presentation	Healdsburg
9/28/19		10:30 AM	12:30 PM	Compost Workshop Sonoma Garden Park	Sonoma
9/28/19		11:00 AM	6:00 PM	First Anual Latino Event of Rohnert Park	Rohnert Park
9/28/19		9:00 AM	2:00 PM	Healdsburg Kiwanis Club Family Safety Fair	Healdsburg

Start date	End date (multiple day only)	Start time	End time	Event	Jurisdiction
9/28/19		9:00 AM	5:00 PM	Roseland Harvest Festival	Santa Rosa

OCTOBER 2019 OUTREACH EVENTS

Start date	End date (multiple day only)	Start time	End time	Event	Jurisdiction
10/1/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Larkfield)	Unincorporated area
10/4/19	10/6/19	9:00 AM	5:00 PM	E-Waste Event (Windsor)	Windsor
10/6/19		12:00 PM	4:00 PM	Dia de los Muertos Petaluma and Binational Health Week	Petaluma
10/8/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Forestville)	Unincorporated area
10/10/19		4:00 PM	7:00 PM	Healdsburg Business Showcase & Community Resource Fair	Healdsburg
10/13/19		10:00 AM	1:00 PM	Binational Health Fair (Resurrection Catholic Church)	Santa Rosa
10/15/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Cloverdale)	Cloverdale
10/16/19		9:30 AM	10:30 AM	Fulton Labor Center presentation	Unincorporated area
10/16/19		8:00 AM	9:30 AM	Healdsburg Labor Center presentation	Healdsburg
10/17/19		9:00 AM	1:00 PM	Procter Terrace School Compost Presentation	Santa Rosa
10/19/19		10:00 AM	3:00 PM	Binational Health Fair/End of the Harvest Fair	Santa Rosa
10/20/19		1:00 PM	4:00 PM	Health & Wellness Fair Our Lady of Guadalupe Church	Windsor
10/21/19		6:00 PM	8:00 PM	Compost Workshop Santa Rosa Water	Santa Rosa
10/22/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Santa Rosa, East)	Santa Rosa
10/24/19		9:00 AM	11:00 AM	Procter Terrace School Compost Presentation	Santa Rosa
10/26/19		10:00 AM	2:00 PM	DEA National Drug Take-Back Day	Cloverdale
10/26/19		10:00 AM	2:00 PM	DEA National Drug Take-Back Day (Cancelled due to fires)	Rohnert Park
10/27/19		9:30 AM	1:30 PM	Family Fun Day at Healdsburg Ridge	Healdsburg
10/29/19		9:00 AM	11:00 AM	Avance Program Presentation to Parents	Sonoma
10/29/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Cotati) (Cancelled due to fires)	Cotati
10/31/19		9:00 AM	11:00 AM	Avance Program Presentation to Parents	Sonoma

NOVEMBER 2019 OUTREACH EVENTS

Start date	End date (multiple day only)	Start time	End time	Event	Jurisdiction
11/2/19		12:00 PM	6:30 PM	Sonoma Valley Dia De Los Muertos	Sonoma
11/3/19		1:00 PM	4:00 PM	Health & Wellness Fair	Cloverdale
11/5/19		11:30 AM	1:00 PM	Environmental Action Tabling Day at SRJC	Santa Rosa
11/5/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Sonoma)	Sonoma
11/8/19	11/10/19	9:00 AM	5:00 PM	E-Waste Recycling Event	Santa Rosa
11/8/19	11/10/19	9:00 AM	5:00 PM	Mattress Recycling Event	Santa Rosa
11/12/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Oakmont)	Santa Rosa
11/13/19		9:30 AM	10:30 AM	Fulton Labor Center presentation	Unincorporated area
11/13/19		8:00 AM	9:30 AM	Healdsburg Labor Center presentation	Healdsburg
11/13/19		10:00 AM	2:00 PM	SRJC Eco-Day Tabling	Santa Rosa
11/15/19		12:00 PM	2:00 PM	America Recycles Day	Windsor
11/15/19	11/16/19	9:00 AM	1:00 PM	HazMobile Event (Sea Ranch)	Unincorporated area
11/17/19		12:00 PM	4:00 PM	Binational Health Week Geyserville	Unincorporated area
11/19/19		4:00 PM	8:00 PM	Household Hazardous Waste Event (Guerneville)	Unincorporated area
11/22/19	11/24/19	9:00 AM	5:00 PM	E-Waste Recycling Event	Sonoma
11/22/19	11/24/19	9:00 AM	5:00 PM	Mattress Recycling Event	Sonoma

DECEMBER 2019 OUTREACH EVENTS

Start date	End date (multiple day only)	Start time	End time	Event	Jurisdiction
12/6/19	12/8/19	9:00 AM	5:00 PM	E-Waste Recycling Event	Petaluma
12/6/19	12/8/19	9:00 AM	5:00 PM	Mattress Recycling Event	Petaluma
12/11/19		9:30 AM	10:30 AM	Fulton Labor Center presentation	Unincorporated area
12/11/19		8:00 AM	9:30 AM	Healdsburg Labor Center presentation	Healdsburg



Agenda Item #: **4.3**
Cost Center: **All**
Staff Contact: **Collard**
Agenda Date: **11/20/2019**
Approved by: **LL**

ITEM: **Approval of FY 2019-20 First Quarter Financial Report**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 2019-20 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 19-20 (July 1, 2019 - September 30, 2020).

The FY 2019-20 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 2019/20 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 2019-20 First Quarter Financial Report on the Consent Calendar.

V. ATTACHMENTS

FY 2019-20 First Quarter Financial Report

66110000 SCWMA - Organics Reserve

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
44002	Interest on Pooled Cash	13,984.00	13,984.00	0.00	13,984.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(19,028.00)	19,028.00	0.00%
All Revenues		13,984.00	13,984.00	(19,028.00)	33,012.00	236.07%
All Expense/Expenditure Accts						
51201	Administration Services	56,413.00	56,413.00	0.00	56,413.00	100.00%
51206	Accounting/Auditing Services	2,500.00	2,500.00	0.00	2,500.00	100.00%
51212	Outside Counsel - Legal Advice	5,000.00	5,000.00	7,759.32	(2,759.32)	-55.19%
51803	Other Contract Services	50,000.00	50,000.00	0.00	50,000.00	100.00%
52111	Office Supplies	1,000.00	1,000.00	0.00	1,000.00	100.00%
All Expense/Expenditure Accts		114,913.00	114,913.00	7,759.32	107,153.68	93.25%
All Expense/Expenditure Accts		114,913.00	114,913.00	7,759.32	107,153.68	
All Revenues		13,984.00	13,984.00	(19,028.00)	33,012.00	
Net Cost		100,929.00	100,929.00	26,787.32	74,141.68	

66110900 SCWMA - Contingency Fund

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
44002	Interest on Pooled Cash	9,691.00	9,691.00	0.00	9,691.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(16,052.23)	16,052.23	0.00%
All Revenues		9,691.00	9,691.00	(16,052.23)	25,743.23	265.64%
All Expense/Expenditure Accts						
51201	Administration Services	31,091.00	31,091.00	524.36	30,566.64	98.31%
51206	Accounting/Auditing Services	1,500.00	1,500.00	0.00	1,500.00	100.00%
51212	Outside Counsel - Legal Advice	2,000.00	2,000.00	0.00	2,000.00	100.00%
51249	Other Professional Services	20,000.00	20,000.00	3,722.75	16,277.25	81.39%
51803	Other Contract Services	25,000.00	25,000.00	0.00	25,000.00	100.00%
52111	Office Supplies	1,000.00	1,000.00	0.00	1,000.00	100.00%
52162	Special Department Expense	275,000.00	275,000.00	0.00	275,000.00	100.00%
All Expense/Expenditure Accts		355,591.00	355,591.00	4,247.11	351,343.89	98.81%
All Expense/Expenditure Accts		355,591.00	355,591.00	4,247.11	351,343.89	
All Revenues		9,691.00	9,691.00	(16,052.23)	25,743.23	
Net Cost		345,900.00	345,900.00	20,299.34	325,600.66	

66110400 SCWMA - HHW

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
42358	State Other Funding	161,189.00	161,189.00	0.00	161,189.00	100.00%
42601	County of Sonoma	1,646,434.00	1,646,434.00	152,549.28	1,493,884.72	90.73%
44002	Interest on Pooled Cash	5,065.00	5,065.00	0.00	5,065.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(15,392.71)	15,392.71	0.00%
46029	Donations/Contributions	213,698.00	213,698.00	14,530.29	199,167.71	93.20%
All Revenues		2,026,386.00	2,026,386.00	151,686.86	1,874,699.14	92.51%
All Expense/Expenditure Accts						
51041	Insurance - Liability	7,440.00	7,440.00	6,931.18	508.82	6.84%
51201	Administration Services	412,856.00	412,856.00	4,247.13	408,608.87	98.97%
51205	Advertising/Marketing Svc	12,000.00	12,000.00	862.45	11,137.55	92.81%
51206	Accounting/Auditing Services	7,500.00	7,500.00	0.00	7,500.00	100.00%
51207	Client Accounting Services	9,951.00	9,951.00	0.00	9,951.00	100.00%
51212	Outside Counsel - Legal Advice	5,000.00	5,000.00	0.00	5,000.00	100.00%
51225	Training Services	800.00	800.00	0.00	800.00	100.00%
51229	Hazardous Waste Disposal Svc	0.00	0.00	4,756.77	(4,756.77)	0.00%
51249	Other Professional Services	151,189.00	151,189.00	9,766.08	141,422.92	93.54%
51421	Rents and Leases - Bldg/Land	12,000.00	12,000.00	900.00	11,100.00	92.50%
51507	Special Departmental Expense	0.00	0.00	2,773.13	(2,773.13)	0.00%
51801	Other Services	0.00	0.00	100.00	(100.00)	0.00%
51803	Other Contract Services	1,342,960.00	1,342,960.00	48,014.86	1,294,945.14	96.42%
51901	Telecommunication Data Lines	2,000.00	2,000.00	0.00	2,000.00	100.00%
51902	Telecommunication Usage	200.00	200.00	0.00	200.00	100.00%
51904	ISD - Baseline Services	5,894.00	5,894.00	716.56	5,177.44	87.84%
51909	Telecommunication Wireless Svc	0.00	0.00	96.10	(96.10)	0.00%
51911	Mail Services	100.00	100.00	0.00	100.00	100.00%
51916	County Services Chgs	43,586.00	43,586.00	11,723.00	31,863.00	73.10%
51922	County Car Expense	930.00	930.00	0.00	930.00	100.00%
52091	Memberships/Certifications	10,610.00	10,610.00	10,225.00	385.00	3.63%
52111	Office Supplies	3,000.00	3,000.00	0.00	3,000.00	100.00%
52163	Professional Development	1,860.00	1,860.00	2,145.76	(285.76)	-15.36%
52191	Utilities Expense	0.00	0.00	276.47	(276.47)	0.00%
All Expense/Expenditure Accts		2,029,876.00	2,029,876.00	103,534.49	1,926,341.51	94.90%
All Expense/Expenditure Accts						
All Expense/Expenditure Accts		2,029,876.00	2,029,876.00	103,534.49	1,926,341.51	
All Revenues		2,026,386.00	2,026,386.00	151,686.86	1,874,699.14	
Net Cost		3,490.00	3,490.00	(48,152.37)	51,642.37	

66111000 Education & Outreach

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
42358	State Other Funding	142,000.00	142,000.00	0.00	142,000.00	100.00%
42601	County of Sonoma	548,811.00	548,811.00	50,849.76	497,961.24	90.73%
44002	Interest on Pooled Cash	2,256.00	2,256.00	0.00	2,256.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(5,681.98)	5,681.98	0.00%
46029	Donations/Contributions	48,233.00	48,233.00	5,808.23	42,424.77	87.96%
All Revenues		741,300.00	741,300.00	50,976.01	690,323.99	93.12%
All Expense/Expenditure Accts						
51041	Insurance - Liability	3,000.00	3,000.00	2,794.84	205.16	6.84%
51201	Administration Services	452,062.00	452,062.00	0.00	452,062.00	100.00%
51206	Accounting/Auditing Services	4,000.00	4,000.00	0.00	4,000.00	100.00%
51207	Client Accounting Services	4,013.00	4,013.00	0.00	4,013.00	100.00%
51212	Outside Counsel - Legal Advice	15,000.00	15,000.00	4,869.11	10,130.89	67.54%
51241	Outside Printing and Binding	10,000.00	10,000.00	0.00	10,000.00	100.00%
51249	Other Professional Services	67,026.00	67,026.00	4,850.10	62,175.90	92.76%
51401	Rents and Leases - Equipment	3,000.00	3,000.00	0.00	3,000.00	100.00%
51421	Rents and Leases - Bldg/Land	8,550.00	8,550.00	1,959.00	6,591.00	77.09%
51803	Other Contract Services	82,780.00	82,780.00	10,237.32	72,542.68	87.63%
51901	Telecommunication Data Lines	2,568.00	2,568.00	448.36	2,119.64	82.54%
51902	Telecommunication Usage	960.00	960.00	153.77	806.23	83.98%
51904	ISD - Baseline Services	7,389.00	7,389.00	2,806.64	4,582.36	62.02%
51906	ISD - Supplemental Projects	1,000.00	1,000.00	0.00	1,000.00	100.00%
51909	Telecommunication Wireless Svc	2,046.00	2,046.00	601.05	1,444.95	70.62%
51911	Mail Services	500.00	500.00	43.17	456.83	91.37%
51916	County Services Chgs	17,575.00	17,575.00	4,727.00	12,848.00	73.10%
51922	County Car Expense	375.00	375.00	149.92	225.08	60.02%
51923	Unclaimable county car exp	0.00	0.00	20.19	(20.19)	0.00%
52091	Memberships/Certifications	5,850.00	5,850.00	10,400.00	(4,550.00)	-77.78%
52111	Office Supplies	27,170.00	27,170.00	3,638.57	23,531.43	86.61%
52163	Professional Development	26,250.00	26,250.00	8,774.95	17,475.05	66.57%
All Expense/Expenditure Accts		741,114.00	741,114.00	56,473.99	684,640.01	92.38%
All Expense/Expenditure Accts						
All Expense/Expenditure Accts		741,114.00	741,114.00	56,473.99	684,640.01	
All Revenues		741,300.00	741,300.00	50,976.01	690,323.99	
Net Cost		(186.00)	(186.00)	5,497.98	(5,683.98)	

66111100 Organics

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
42601	County of Sonoma	5,591,300.00	5,591,300.00	0.00	5,591,300.00	100.00%
44002	Interest on Pooled Cash	5,065.00	5,065.00	0.00	5,065.00	100.00%
44050	Unrealized Gains and Losses	0.00	0.00	(2,725.91)	2,725.91	0.00%
All Revenues		5,596,365.00	5,596,365.00	(2,725.91)	5,599,090.91	100.05%
All Expense/Expenditure Accts						
51041	Insurance - Liability	1,560.00	1,560.00	1,453.31	106.69	6.84%
51201	Administration Services	153,891.00	153,891.00	0.00	153,891.00	100.00%
51206	Accounting/Auditing Services	6,500.00	6,500.00	0.00	6,500.00	100.00%
51207	Client Accounting Services	2,087.00	2,087.00	0.00	2,087.00	100.00%
51212	Outside Counsel - Legal Advice	5,000.00	5,000.00	0.00	5,000.00	100.00%
51249	Other Professional Services	42,380.00	42,380.00	0.00	42,380.00	100.00%
51803	Other Contract Services	5,350,294.00	5,350,294.00	1,047,123.70	4,303,170.30	80.43%
51901	Telecommunication Data Lines	1,467.00	1,467.00	244.56	1,222.44	83.33%
51904	ISD - Baseline Services	9,587.00	9,587.00	1,883.84	7,703.16	80.35%
51909	Telecommunication Wireless Svc	584.00	584.00	97.38	486.62	83.33%
51911	Mail Services	250.00	250.00	0.00	250.00	100.00%
51916	County Services Chgs	9,139.00	9,139.00	2,458.35	6,680.65	73.10%
51922	County Car Expense	195.00	195.00	0.00	195.00	100.00%
52091	Memberships/Certifications	150.00	150.00	8,405.00	(8,255.00)	-5503.33%
52111	Office Supplies	12,000.00	12,000.00	139.79	11,860.21	98.84%
52163	Professional Development	3,890.00	3,890.00	870.00	3,020.00	77.63%
All Expense/Expenditure Accts		5,598,974.00	5,598,974.00	1,062,675.93	4,536,298.07	81.02%
All Expense/Expenditure Accts		5,598,974.00	5,598,974.00	1,062,675.93	4,536,298.07	
All Revenues		5,596,365.00	5,596,365.00	(2,725.91)	5,599,090.91	
Net Cost		2,609.00	2,609.00	1,065,401.84	(1,062,792.84)	

66111200 Unfunded Pension Liability Rsv

Account	Description	Original Budget	Final Budget	Actual Year to Date	Balance	Remaining
All Revenues						
44050	Unrealized Gains and Losses	0.00	0.00	(5,450.81)	5,450.81	0.00%
All Revenues		0.00	0.00	(5,450.81)	5,450.81	0.00%
All Expense/Expenditure Accts						
All Revenues		0.00	0.00	(5,450.81)	5,450.81	
Net Cost		0.00	0.00	5,450.81	(5,450.81)	

1st Quarter Fund Balances FY 19/20

Fund		Beginning Balance	9/30/2019	Projected Fund Balance	Fund Balance Goal
Organics Reserve	78103	2,307,431	2,280,643	2,695,935	-
HHW	78104	1,339,237	1,387,390	1,009,529	304,481
Contingency Reserve	78109	1,932,451	1,912,152	1,592,275	852,278
Education & Outreach	78110	544,751	539,253	451,417	74,111
Organics	78111	1,319,327	253,925	1,068,432	839,846
Unfunded Pension Liability	78112	657,011	651,560		650,000
Total			7,024,923	6,817,588	



Agenda Item #: **4.4**
Cost Center: **Education/Outreach**
Staff Contact: **Pagal**
Agenda Date: **11/20/2019**
Approved by: **LL**

ITEM: Amendment of MOU for C&D Facility Certification Testing Services

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board approve the attached Amendment to the Memorandum of Understanding (MOU) with the Central Contra Costa Solid Waste Authority (RecycleSmart) and the County of Solano ("Partners") regarding construction and demolition debris certification testing services.

II. BACKGROUND

Zero Waste Sonoma (ZWS) entered into a MOU with the Partners to develop a Construction and Demolition (C&D) facility certification protocol. On October 2016, the Board approved an agreement with Tseng and Associates ("consultant") to perform the protocol development work. The ZWS and partner agencies have worked with the consultant over the past two years developing certificate protocol, convening two regional stakeholder meetings and refining the process using stakeholder input. The resulting facility certification protocol has been named the Municipal Recovery Certification and its purpose will be to evaluate C&D recovery operations and facility diversion data for certification reporting to CalRecycle.

III. DISCUSSION

The term of the original MOU with the Partner agencies is from October 1, 2018 through December 31, 2019. Staff recommends the Board to approve an amendment to extend the MOU term to October 1, 2018 through December 31, 2021. It was anticipated that testing and further development contemplated under the Agreement would be completed before the end of 2019 but additional time is required to complete the work. The amended term allows the Partners to cooperate in testing and further development of a regional C&D facility certification protocol. This amendment does not modifying any other provisions of the Agreement.

IV. FUNDING IMPACT

There is no cost associated with this MOU Amendment.

V. ATTACHMENTS

Amendment to Memorandum of Understanding Among the Central Contra Costa Solid Waste Authority (RecycleSmart), the Sonoma County Waste Management Agency, and Solano County regarding Construction and Demolition Debris Facility Certification Procedure Testing and Development

**Amendment to Memorandum of Understanding Among the
Central Contra Costa Solid Waste Authority (RecycleSmart), the Sonoma County Waste
Management Agency, and Solano County regarding Construction and Demolition
Debris Facility Certification Procedure Testing and Development**

THIS AMENDMENT to the Memorandum of Understanding regarding Construction and Demolition Debris Facility Certification Procedure Testing and Development, effective October 1, 2018 (“Agreement”) among the Central Contra Costa Solid Waste Authority, the Sonoma County Waste Management Agency, and Solano County (singularly, “Participant” and collectively, “Participants”) is effective as of December ____, 2019.

RECITALS

- A. The Participants recognize the need to verify and evaluate diversion quantities claimed by facilities accepting Construction and Demolition (“C&D”) wastes to comply with the CalGreen statewide building codes, as may be subject to local amendment, and local legislation; and
- B. The Agreement allows the Participants to cooperate in testing and further development of a regional C&D facility certification protocol; and
- C. The Participants anticipated that that testing and further development contemplated under the Agreement would be completed before the end of 2019, but the Participants conclude that additional time is required to complete the work; and
- D. The Participants desire to extend the term of the Agreement without modifying any other provision of the Agreement.

NOW THEREFORE, for good and valuable consideration, the amount and sufficiency of which are hereby acknowledged, and consistent with Section 7 of the Agreement, the Participants agree to amend Section 1 of the Agreement in its entirety to read as follows:

1. Term of Agreement

The term of this Agreement is from October 1, 2018, through and including December 31, 2021.

All other provisions of the Agreement shall remain in full force and effect.

///SIGNATURES ON FOLLOWING PAGE///

IN WITNESS WHEREOF, the Participants hereto have caused this Amendment to be executed by officials who the respective Participants covenant have full authority to execute this Agreement.

CENTRAL CONTRA COSTA SOLID
WASTE AUTHORITY

By: _____

Name: _____

Title: _____

Approval as to Form:

SOLANO COUNTY

By: _____

Name: _____

Title: _____

Approval as to Form:

SONOMA COUNTY WASTE
MANAGEMENT AGENCY

By: _____

Name: _____

Title: _____

Approval as to Form:



September 13, 2019

The Honorable Gavin Newsom
Governor of California
1303 10th Street, Suite 1173
Sacramento, CA 95814

RE: SB 726 (Caballero Author; Principal Co-Author Berman) – Household Hazardous waste: public agencies: materials exchange program – SUPPORT


Dear Governor Newsom,


The entities listed above proudly **SUPPORT SB 726 (Caballero)**, which will ensure that local governments who wish to continue or expand their Household Hazardous Waste (HHW) reuse program in accordance with the law and as encouraged by the State, can do so.

As the National Stewardship Action Council is the sponsor of SB 726, we strongly support the goals of this state to source reduce waste first and then manage it properly. To ensure local governments can follow the waste hierarchy for HHW, we offer this bill to clarify for the oversight agencies including the Department of Toxic Substances Control (DTSC) and [Certified Unified Program Agencies](#) (CUPA) that HHW facilities are authorized to allow a public agency's contractor to conduct that materials exchange program and would require the contractor to provide those same instructions to a recipient as the public agency.

Your signature on SB 726 will ensure that local governments who wish to continue or expand their HHW reuse program in accordance with the law and as encouraged by the State, can do so. For these reasons, we, the undersigned, strongly **support of SB 726** and respectfully request that you **SIGN** this measure.

Respectfully,


Heidi Sanborn, Executive Director
National Stewardship Action Council


Doug Kobold, Executive Director
California Product Stewardship Council

Attached: Sign-on list of organizations



Nate Miley, County Supervisor, District 4
Alameda County



Leslie Mintz Tamminen, Director
Seventh Generation Advisors



Joe LaMariana, Executive Director
Rethink Waste



Al Rich, President/Founder
ACR Solar



Colleen Foster, President
California Resource Recovery Association



Abbie Beane, Managing Director
The Offset Project



Shell Cleave, Founder
Sea Hugger



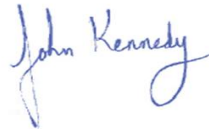
Wendy Sommer, Executive Director
StopWaste



Susan Klassen, Executive Director
Zero Waste Sonoma



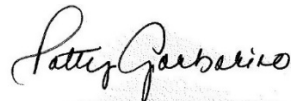
Steve Devine, Program Manager
County of Marin



John Kennedy, Legislative Advocate
Rural County Representatives of California



Andrew Powers, City Manager
City of Thousand Oaks



Patty Garbarino, President and CEO
Marin Sanitary Service



Joe La Mariana, Executive Director
Rethink Waste



Agenda Item #: 5
Cost Center: All
Staff Contact: Lukacs
Agenda Date: 11/20/2019
Approved by: LL

ITEM: Presentation of Zero Waste Initiatives and Timeline Given by Sonoma County Zero Waste Task Force

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

II. BACKGROUND

During the September 2018 Zero Waste Sonoma Board of Directors meeting, the Board passed a Model Zero Waste Resolution. Upon passing the Resolution, the Board requested the Zero Waste North Bay Task Force (ZWNBTf) to identify initiatives for Sonoma County to accomplish zero waste and to prepare a timeline for implementing the initiatives. The ZWNBTf is a collaboration of stakeholders representing the public, private, non-profit, and community activist sector who seek to maximize the diversion of resources from the landfill through reduce, reuse, recycling, and composting activities. The ZWNBTf was established in September 2016 and has been meeting monthly to evaluate and prioritize zero waste activities throughout Sonoma County.

III. DISCUSSION

Since the September 2018 ZWS Board of Director's meeting, the ZWNBTf monthly meetings have focused on soliciting feedback from members on suggested zero waste initiatives for consideration by Zero Waste Sonoma. The ZWNBTf presentation provides an overview of the identified zero waste initiatives, a timeline to implement the initiatives, and a designation of who will lead each initiative. Initiatives are organized into major themes including single-use plastics and litter reduction, waste diversion data management, zero waste events, construction deconstruction, and demolition recycling, general plan updating, zero waste businesses, organics management, food recovery, permitting, education and outreach and green purchasing. The ZWNBTf recognizes the workload required to implement all the suggested initiatives and is committed to supporting ZWS when feasible.

IV. FUNDING IMPACT

No funding impacts.

V. ATTACHMENTS

Zero Waste North Bay Task Force: Prioritization and Timeline of Zero Waste Initiatives for Sonoma County
ZWTF Initiatives Timeline

Recommended Zero Waste Initiatives and Timeline

Presented by: Zero Waste North Bay Task Force

November 20, 2019

Single-use Plastic and Litter Reduction

Timeline

Lead: ZWS
or ZWTF

Support adoption by cities of Single Use Food Ware Ordinance (including Polystyrene).

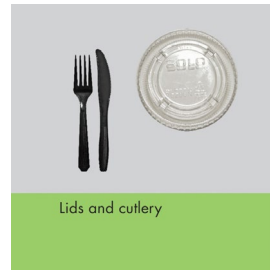
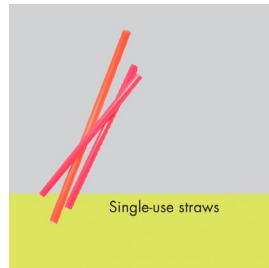
Mid-term

ZWS

“Sonoma Doesn’t Suck: Straws Only Upon Request”- cards to hand out to businesses that gives info on state law (straws only upon request) and requesting they only give disposable utensils, lids, etc. on request as well.

Short-term

ZWS+
ZWTF
organizing
citizens to
distribute



<h1>Waste Diversion Data Management</h1>	<p>Timeline</p>	<p>Lead: ZWS or ZWTF</p>
<p>Collect all waste disposal and diversion data including 3rd party diversion, self-hauling, independent haulers, community composting.</p>	<p>Long-term</p>	<p>ZWS</p>



Zero Waste Events	Timeline	Lead: ZWS or ZWTF
Publish Zero-Waste event guidelines and purchasing guide on ZWS website.	Mid-term	ZWS + ZWTF
Review San Francisco ZW Event model-ordinance to require a zero-waste event coordinator.	Short-term	ZWS
Mandatory 3-stream collection and purchasing guidelines.	Mid-term	ZWS
Define what compostable items could/should be used.	Short-term	ZWS
Set up on-line volunteer recruiting system and create database of volunteers.	Mid-term	ZWS + ZWTF



City of Sebastopol Event Food Service Ware Requirements for Vendors

❖ Permit applications must have signed copies of this document from each participating vendor

<p>General Guidelines:</p> <ul style="list-style-type: none"> Events are strongly encouraged to use 100% reusable food service ware. All items must be reusable, recyclable, or a fiber-based compostable product (see below for allowed items). Promotional materials should encourage attendees to bring their own reusable water bottle, cup, plate, and cutlery. Single-use plastics and "compostable" plastics (PLA) are prohibited (including plastic bottled water). Exception: #1 PETE clear plastic cups. 	<p>Waste Diversion Hierarchy</p>
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<p>ALLOWED</p> <p>Compostable Items*:</p> <ul style="list-style-type: none"> Uncoated white/natural plant fiber & paper products (straws, bowls, deli boats, etc.) including bagasse products (sugar cane fiber) Uncoated white/natural deli paper & parchment paper Paper napkins/towels (any color). 100% wood or bamboo products (cutlery, chopsticks, stirring sticks, etc.) <p>Recyclable Items:</p> <ul style="list-style-type: none"> Aluminum cans & (clean) foil Glass bottles and jars (empty with lids on) #1 PETE clear plastic cups <p>Paper "hot cups"</p> <p>Important: Coated paper cups are not currently accepted in the compost or recycling streams in Sonoma County (even if they are labeled compostable). They must go in garbage.</p>	<p>NOT ALLOWED</p> <p>Single-use disposable plastic service ware:</p> <ul style="list-style-type: none"> Single-use plastic utensils, clamshells, sides/dressing cups, lids Disposable plastic water bottles Plastic bags/plastic wrap Polystyrene (Styrofoam) Plastic Straws Sauce packets (ketchup, soy sauce, etc) <p>All #6 PS plastics, including non-foam plates and cups (prohibited under the Sebastopol polystyrene ordinance).</p> <p>"Compostable" plant/bio-plastic products/ PLA plastics **</p> <p>Coated paper food containers (If it has a shiny surface/ moisture barrier, it is likely coated). Exception: paper coffee cups for hot beverages.</p> <p>Foil for serving food in</p> <ul style="list-style-type: none"> When food is served in foil, patrons often do not separate food scraps from the foil, resulting in a high contamination rate in compost receptacles.
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Zero Waste Events (continued)

Train volunteers on being ZW advocates like Palo Alto and Santa Cruz.

Timeline

Lead:
ZWS or
ZWTF

Mid-term

ZWS +
ZWTF

Mandatory ZW training for event managers who conduct events in Sonoma County.

Mid-term

ZWS

Coordinate ZW efforts with the Sonoma County Fair.

Mid-term

ZWS

Publicize events that have gone ZW (i.e. Sebastopol's ZW Farmer's Markets and Waste Less Windsor's Town Green Summer Concert Series)

Mid-term

ZWS +
ZWTF

Make training film for how to put on a Zero Waste event.

Short-term
(in
production)

ZWTF



Construction, Deconstruction, and Demolition Reuse and Recycling

Research the best C&D ordinance models.

Short-term

ZWS

Gather feedback from C&D processors to understand their challenges and recommendations.

Short-term

ZWS

Participate in CRRA's C&D Working Group and/or the Construction Demolition Recycling Association.

Short-term

ZWS

Pass comprehensive C&D ordinance (better than current- Cal Green requirements). Require higher percentage of materials recycled and diverted.

Long-term

ZWS

Track C&D diversion tonnages.

Mid-term

ZWS

Timeline

Lead: ZWS
or ZWTF



Construction, Deconstruction, and Demolition Reuse and Recycling	Timeline	Lead: ZWS or ZWTF
Certify C&D processors (self-certification) in order to better track diversion efforts.	Med-term	ZWS
Incentivize and/or recognize deconstruction activities	Med-term	ZWS
Collaborate with the Green Building Alliance.	Med-Term	ZWS

Sonoma County General Plan, City General Plan Updating	Timeline	Lead: SCWMA or ZWTF
Work with member jurisdictions to incorporate current solid waste laws (i.e. SB 1383, etc), Zero Waste goals, and other climate actions into their general plans.	Mid-term	ZWS Supporting jurisdictions ZWTF



General Plan 2020



Zero Waste Businesses	Timeline	Lead: ZWS or ZWTF
Develop incentive programs for the establishment and expansion of local businesses that recycle and reuse materials as feedstocks such as paper, compost and building materials.	Long-term	ZWS
Develop recognition program of ZW businesses and way to promote (award, website, window decal). May have different levels of award (highest includes sources of materials/ products).	Short-term	ZWS ZWTF
Create ordinance to incentivize businesses that incorporate ZW practices (i,e bulk only grocery store)- tax incentive, permitting prioritization. Agency could work with cities to adopt.	Long-term	ZWS



Organics Management SB 1383 – Short Lived Climate Pollutants

	Timeline	Lead: ZWS or ZWTF
Guide carbon farming practices in Sonoma County and with the Sonoma County Climate Action Plan.	Mid-term	ZWS
Interface organics recycling as a climate initiative including with water conservation, carbon farming, green energy, environmental justice.	Short-term	ZWS
Support community composting within Sonoma County.	Short-term	ZWS
Provide information on appropriate compostable products that support organics collection.	Short-term	ZWS

SB 1383

Reducing Short-Lived
Climate Pollutants in
California



Food Recovery	Timeline	Lead: ZWS or ZWTF
Identify way to prevent food wasting, continue to collaborate with the Sonoma County Food Recovery Association, support gleaning activities.	Short-term	
Focus on upstream programs to recover edible food.	Short-term	ZWS
Collaborate with county health department and Sonoma County Food Recovery Coalition on food recovery/ distribution. (Xinci working with County Health on 1383 food recovery compliance).	Short-term	ZWS
Develop guideline/procedures for food service establishments to donate edible food to feed people (Robin).	Mid-term	ZWS

University of California Cooperative Extension

Sonoma County Food Recovery Coalition



SONOMA Food Runners

Relaying excess food to the hungry throughout Sonoma County

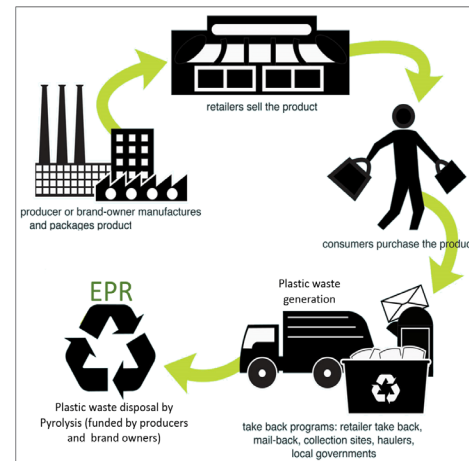
<h1>Permitting</h1>	Timeline	Lead: ZWS or ZWTF
<p>Streamline permitting process/ reduction in permitting fees for businesses using recycled material as feedstock. (Local jurisdictions are able to do this).</p>	Mid-term	ZWS Member jurisdictions in taking action
<p>Adopt land use policy to facilitate the siting and permitting of processing and end market infrastructure that will be needed to manage the volume of material from higher levels of diversion.</p>	Mid-term	ZWS Member jurisdictions taking action



Education and Outreach	Timeline	Lead: SCWMA or ZWTF
Expand programs to educate residents and businesses on the environmental and community benefits of reducing wasteful consumption and increasing diversion, as well as the processing and marketing of compostables and recyclables.	Short-term	ZWS
Collaborate with local school districts and private schools to expand waste reduction and recycling programs including the Zero Waste Lunch and Green Schools programs.	Mid-term	Recology and Sonoma Resource Recovery
Create/ Adopt the ZW schools program (Marin has ZW schools program- 1 dedicated staff person at the district).	Long- term	



Green Purchasing, Environmentally Preferable Purchasing Procurement Policies (EPP) and Extended Producer Responsibility (EPR)	Timeline	Lead: SCWMA or ZWTF
Incorporate EPP and EPR principles and practices into all government operations and events.	Long-term	ZWS
Reduction/ elimination of single-use plastics, service ware and water bottles purchased at government facilities (Sebastopol pledged to do this).	Mid- term	ZWS
Promote that government agencies uses compost on public land.	Mid- term	ZWS



Green Purchasing, Environmentally Preferable Purchasing Procurement Policies (EPP) and Extended Producer Responsibility (EPR)	Timeline	Lead: SCWMA or ZWTF
Expand the promotion that of the mattress and carpet EPR program. Develop a program and content to promote this.	Short-term	ZWS
Identify ways to collect, divert and recycle film plastic. Inform residents of the stores that accept film plastic for recycling.	Mid- term	ZWS
Collaborate with CPSC on the cigarette and filter EPR program.	Mid- term	ZWS



Examples of recyclable household films from plasticsrecycling.org



Questions

Sunny Galbraith
galbraithsunny@gmail.com

On September 2018, the Zero Waste Sonoma (formally known as the Sonoma County Waste Management Agency) Board of Director's requested that the Zero Waste North Bay Task Force (formally known as the Sonoma County Zero Waste Task Force) to prioritize and create a timeline of zero waste initiatives for Sonoma County after passing the Zero Waste Resolution.

The Zero Waste North Bay Task Force (NBZWTF) is a collaboration of stakeholders representing the public, private, non-profit, and community activist sector who seek to maximize the diversion of resources from the landfill through reduce, reuse, recycling, and composting activities. Since September 2016, the NBZWTF has been meeting monthly to evaluate and prioritize the Zero Waste Suggested Initiatives documented submitted to the Board of Directors. Below is the recommended ZW Initiatives and timeline the NBZWTF recommends.

The below suggested ZW initiatives are phased-in and include:

Short-term actions - 0 to 6 months
Mid-Term - 6 to 18 months
Long-term - 18 months and beyond

Single-use Plastic and Litter Reduction	Timeline	Lead: ZWS or ZWTF
Support adoption by cities of Single Use Food Ware Ordinance (including Polystyrene).	Mid-term	ZWS
"Sonoma Doesn't Suck: Straws Only Upon Request"- cards to hand out to businesses that gives info on state law (straws only upon request) and requesting they only give disposable utensils, lids, etc. on request as well.	Short-term	ZWS+ ZWTF organizing citizens to distribute

Waste Diversion Data Management	Timeline	Lead: ZWS or ZWTF
Collect all waste disposal and diversion data including 3 rd party diversion, self-hauling, independent haulers, community composting.	Long-term	ZWS

Zero Waste Events	Timeline	Lead: ZWS or ZWTF
Publish Zero-Waste event guidelines (similar to what Recology used for Gravenstein Apple Fair) and purchasing guide on ZWS website.	Mid-term	ZWS + ZWTF
<ul style="list-style-type: none"> Review San Francisco ZW Event model- ordinance to require a zero-waste event coordinator. 	Short-term	ZWS
<ul style="list-style-type: none"> Mandatory 3-stream collection and purchasing guidelines. 	Mid-term	ZWS
<ul style="list-style-type: none"> Define what compostable items could/should be used. 	Short-term	ZWS
<ul style="list-style-type: none"> Set up on-line volunteer recruiting system and create database of volunteers. 	Mid-term	ZWS + ZWTF
<ul style="list-style-type: none"> Train volunteers on being ZW advocates like Palo Alto and Santa Cruz. 	Mid-term	ZWS + ZWTF
<ul style="list-style-type: none"> Mandatory ZW training for event managers who conduct events in Sonoma County. 	Mid-term	ZWS
<ul style="list-style-type: none"> Coordinate ZW efforts with the Sonoma County Fair. 	Mid-term	ZWS
<ul style="list-style-type: none"> Publicize events that have gone ZW (i.e. Sebastopol's ZW Farmer's Markets and Waste Less Windsor's Town Green Summer Concert Series. 	Mid-term	ZWS + ZWTF
<ul style="list-style-type: none"> Make training film for how to put on a Zero Waste event. 	Short-term (in production)	ZWTF

Construction, Deconstruction, and Demolition Reuse and Recycling	Timeline	Lead: ZWS or ZWTF
Research the best C&D ordinance models.	Short-term	ZWS
Gather feedback from C&D processors to understand their challenges and recommendations.	Short-term	ZWS
Participate in CRRA's C&D Working Group and/or the Construction Demolition Recycling Association.	Short-term	ZWS
Pass comprehensive C&D ordinance (better than current- Cal Green requirements). Require higher percentage of materials recycled and diverted.	Long-term	ZWS
Track C&D diversion tonnages.	Mid-term	ZWS
Certify C&D processors (self-certification) in order to better track diversion efforts.	Med-term	ZWS
Incentivize and/or recognize deconstruction activities (i.e.	Med-term	ZWS
Collaborate with the Green Building Alliance.	Med-Term	ZWS

Sonoma County General Plan, City General Plan Updating	Timeline	Lead: SCWMA or ZWTF
Work with member jurisdictions to incorporate current solid waste laws (i.e. SB 1383, etc), Zero Waste goals, and other climate actions into their general plans.	Mid-term	ZWS Supporting jurisdictions ZWTF

ZW Businesses	Timeline	Lead: ZWS or ZWTF
Develop incentive programs for the establishment and expansion of local businesses that recycle and reuse materials as feedstocks such as paper, compost and building materials.	Long-term	ZWS
Develop recognition program of ZW businesses and way to promote (award, website, window decal). May have different levels of award (highest includes sources of materials/ products).	Short-term	ZWS ZWTF
Create ordinance to incentivize businesses that incorporate ZW practices (i.e bulk only grocery store)- tax incentive, permitting prioritization. Agency could work with cities to adopt.	Long-term	ZWS

Organics Management SB 1383 – Short Lived Climate Pollutants	Timeline	Lead: ZWS or ZWTF
Guide carbon farming practices in Sonoma County and with the Sonoma County Climate Action Plan.	Mid-term	ZWS
Interface organics recycling as a climate initiative including with water conservation, carbon farming, green energy, environmental justice.	Short-term	ZWS
Support community composting within Sonoma County.	Short-term	ZWS
Provide information on appropriate compostable products that support organics collection.	Short-term	ZWS

Food Recovery	Timeline	Lead: ZWS or ZWTF
Identify way to prevent food wasting, continue to collaborate with the Sonoma County Food Recovery Association, support gleaning activities.	Short-term	ZWS
Focus on upstream programs to recover edible food.	Short-term	ZWS
Collaborate with county health department and Sonoma County Food Recovery Coalition on food recovery/ distribution. (Xinci working with County Health on 1383 food recovery compliance).	Short-term	ZWS
Develop guideline/procedures for food service establishments to donate edible food to feed people (Robin).	Mid-term	ZWS

Permitting	Timeline	Lead: ZWS or ZWTF
Streamline permitting process/ reduction in permitting fees for businesses using recycled material as feedstock. (Local jurisdictions are able to do this).	Mid-term	ZWS Member jurisdictions in taking action
Adopt land use policy to facilitate the siting and permitting of processing and end market infrastructure that will be needed to manage the volume of material from higher levels of diversion.	Mid-term	ZWS Member jurisdictions taking action

Education and Outreach	Timeline	Lead: SCWMA or ZWTF
Expand programs to educate residents and businesses on the environmental and community benefits of reducing wasteful consumption and increasing diversion, as well as the processing and marketing of compostables and recyclables.	Short-term	ZWS
Collaborate with local school districts and private schools to expand waste reduction and recycling programs including the Zero Waste Lunch and Green Schools programs.	Mid-term	Recology and Sonoma Resource Recovery
Create/ Adopt the ZW schools program (Marin has ZW schools program- 1 dedicated staff person at the district).	Long- term	ZWS
Identify funding for creating online resources for schools wanting to create/ improve waste diversion programs (school lunch composting / recycling programs, etc).	Mid- term	ZWS
Identify funding or grants program for teacher's to lead ZW, compost and recycling programs.	Mid- term	ZWS
Develop school video contest and post online.	Long- term	ZWS + ZWTF
Create competition between schools for how little trash is made.	Mid- Long-term	ZWS
Develop recognition and/awards program for schools.	Long- term	ZWS
Encourage school garden programs to promote carbon gardening.	Mid- term	ZWS

Green Purchasing, Environmentally Preferable Purchasing Procurement Policies (EPP) and Extended Producer Responsibility (EPR)	Timeline	Lead: SCWMA or ZWTF
Incorporate EPP and EPR principles and practices into all government operations and events.	Long- term	ZWS
Reduction/ elimination of single-use plastics, service ware and water bottles purchased at government facilities (Sebastopol pledged to do this).	Mid- term	ZWS
Promote that government agencies uses compost on public land.	Mid- term	ZWS
Expand the promotion that of the mattress and carpet EPR program. Develop a program and content to promote this.	Short-term	ZWS
Identify ways to collect, divert and recycle film plastic. Inform residents of the stores that accept film plastic for recycling.	Mid- term	ZWS
Collaborate with CPSC on the cigarette and filter EPR program.	Mid- term	ZWS



Agenda Item #: 6
Cost Center: All
Staff Contact: Collard
Agenda Date: 11/20/2019
Approved by: LL

ITEM: Annual Presentation of Waste Activities by Republic Services

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This agenda item is informational. No action is required by the Board at this time.

II. BACKGROUND

As stated in the Master Operating Agreement, Republic Services is required to provide an annual report to the Board of Supervisors and the Sonoma County Waste Management Agency.

III. DISCUSSION

Republic Services will be fulfilling their contractual obligation by providing an update on the progress made towards achieving the goals established in the Agreement. The report may include topics such as diversion goals, greenhouse gas reduction, commercial food waste programs and any new activities and programs.

IV. FUNDING IMPACT

No funding impacts.

V. ATTACHMENTS

Annual Presentation to the SCWMA, 2018-2019 Update

Annual Presentation to the Zero Waste Sonoma Board

April 2018 – March 2019



Site Plan

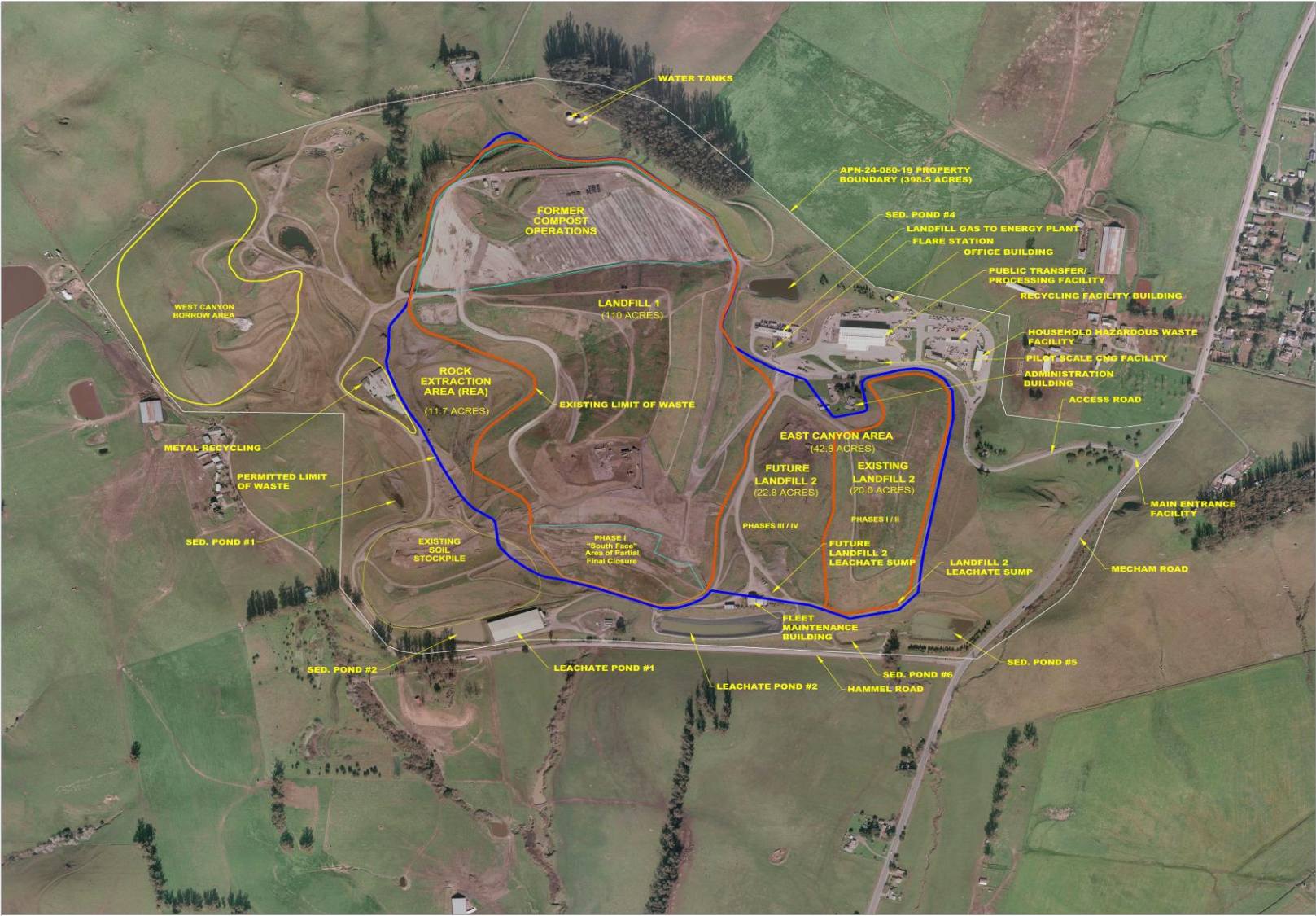


Table of Contents

Summary of Landfill Airspace	4
Diversion Analysis	5
Green House Gas Update	8
Food Waste Update	9
New Developments	10
Visual Updates	11
Recycle Town Discussion	16

Summary of Landfill Airspace

As of 12/31/2018

Projected Airspace Volume Consumed		22,802,068 Cubic Yards
Remaining Airspace of the Landfill		9,847,932 Cubic Yards
Remaining Capacity of the Landfill		7,878,346 Tons
Remaining Life of the Landfill		26.2 Years
Change in Airspace	Solid Waste Placed in (1/1/18 to 12/31/18)	928,570 Cubic Yards
	Volume Consumed as of 12/31/2017	22,802,068 Cubic Yards

Waste Placement by Quarter, 2018 by Material Type (in tons)

2018	<u>MSW</u>	<u>Fire Waste</u>
Jan – Mar	73,011	524,809
Apr – Jun	77,031	35,201
Jul – Sep	89,152	
Oct – Dec	96,382	
TOTAL	335,576	560,010

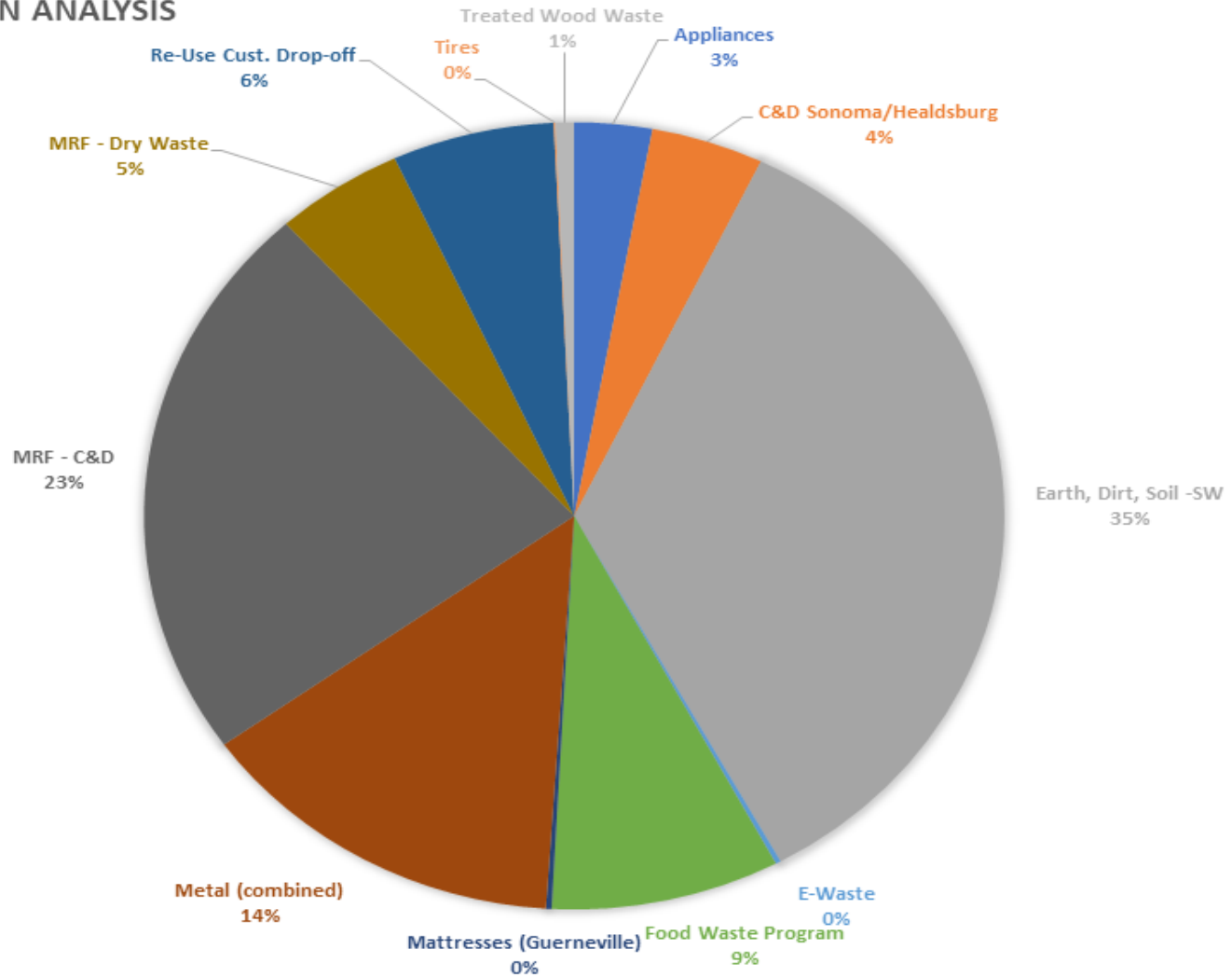
Fire Waste Totals 11/7/17 to 6/30/2018 917,318

Diversion Analysis

Diversion Analysis											
			2018	2018	2018	2019					
DETAIL			Apr-June	July-Sep	Oct-Dec	Jan-Mar	<u>2018/2019</u>		<u>Calendar 2017</u>		
Appliances			458	454	434	646	1992		1676		
C&D Sonoma/Healdsburg			829	837	831	396	2893		4616		
Earth, Dirt, Soil -SW			1166	11700	9341	1624	23831		8032		
(Beneficial Reuse)											
E-Waste			24	45	24	43	136		150		
Food Waste Program			1159	1356	1706	1658	5879		4332		
Mattresses (Guerneville)			17	18	16	94	145		7		
Metal (combined)			2198	2518	2127	2781	9624		3769		
MRF - C&D			1504	3197	3943	7188	15832		1903		
MRF - Dry Waste			521	1511	852	416	3300		1243		
Re-Use Cust. Drop-off			883	1410	1096	773	4162		1705		
(Includes Cardboard, glass,											
mixed paper, rigid plastic)											
Tires			10	10	9	16	45		36		
Treated Wood Waste			76	126	175	99	476		193		
							TOTALS		68315		
							67,000.00		27662		
							Annual Goal				

Diversion Analysis – Chart

2018 DIVERSION ANALYSIS



How to Achieve Annual Diversion Tonnage

<u>Initiative</u>	<u>Projected</u>	<u>2018 Totals</u>
Food Waste	7,055 tons (20% increase) ^(a)	5,879
Z-Wall Sort	4,578 (10% increase) ^(b)	4,162
C&D – increase runtime on sort line	31,200 ^(c)	15,832
Commercial Dry Waste program	3,960 (20% increase) ^(d)	3,300
Soil for Beneficial Reuse	5,958 (75% decrease) ^(e)	23,831
All Others	<u>15,311 (no change)</u>	<u>15,311</u>
Totals	68,062	68,315

(a) Add one dedicated food waste route truck

(b) Due to Sonoma County rebuilding effort

(c) Run sort line 8 hours/day, 5 days/week, 50 weeks/year with 50% recoverable rate (or 50% residuals)
Need to focus on proper staffing and consistent operation of the MRF throughout the year. LEED program, Industrial Carting and Pacific Sanitation inbound volumes will help with this increase

(d) Increase commercial route activity – focus on open market accounts

(e) No more fire waste tons – projected total includes Special Waste

Green House Gas Study Updates

This GHG inventory represents a snapshot of GHG emissions from the Site in 2014, 2017, and 2018. LFG-derived GHG emissions would have occurred as a result of waste placement of the waste at any landfill facility in the region; however, because of additional waste placement and subsequent LFG generation, GHG emissions from LFG increased from 2014 to 2018. Transportation emissions are higher for the 2018 inventory due to the large increase in the volume of waste generated in the county due to wildfires in 2017. Total site-wide GHG emissions are shown below.

The Site has implemented several programs and projects that directly or indirectly lead to lowered GHG emissions. Waste diverted from disposal at the MRF results in GHG reductions. Though those reductions will be indirect and offsite, the reductions are attributable to development of the MRF. Improved LFG capture could also achieve GHG emission reductions, which could result from improvements to the GCCS and/or cover management practices.

Source	2014	2017	2018
Landfill Methane	58,617	79,600	64,000
Haul Vehicles	1,984	1,534	3,485
Total GHG Emissions	60,601	81,134	67,485
Recycling GHG Reduction	0	0	-28,598
Net GHG Emissions	60,601	81,134	38,887
Biogenic CO ₂	21,285	28,904	22,485

All emissions in MTCO₂e

- Other improvements:
- 16 additional dual extraction wells on Landfill Unit 1
 - increased production at the on-site power plant
 - 9.1 acre final closure project on Landfill Unit 1 (south side)

Food Waste Program Update

- Since inception (April 1, 2015) the Commercial Food Waste Program in Sonoma County has struggled
- Recent State Laws have aided in promoting participation
- Tonnage numbers by year:
 - 2015 3,406
 - 2016 4,877
 - 2017 4,332
 - 2018 5,879
- 36% increase in Food Waste pickup (2017 to 2018)
- Adding dedicated routes will continue to increase the diversion

New Developments

Central Landfill Improvements

Republic Services acquisition of Industrial Carting and Global Materials (July 2018)

Additional Cell Construction on former Compost Deck (\pm 5 acres) and REA (2020)

- should provide one additional year of airspace effective July 2019
- plan to proceed with permitting the next fill area (Rock Extraction Area – REA- west of Unit 1)
- REA will accommodate waste for 8+ years

Site Improvements

- new well construction (16 dual extraction for gas and leachate)
- leachate pond improvements (new pumps with VFDs)
- engine overhauls at on-site power plant to improve durability
- 9.1 acre final closure – south slope of Landfill unit 1

Transfer Station Improvements

Site Paving at Sonoma Transfer Station

New Misting System at Sonoma Transfer Station

New Structural BMPs at Guerneville Transfer Station

Partial Final Closure Area (Landfill Unit #1)



Partial Final Closure Area (Looking Northwest)



Sonoma Transfer Paving Improvements



Sonoma Transfer Paving Improvements



Sonoma Transfer Paving Project



Recycle Town Issues

- RECYCLE TOWN UPDATE

- In the last several years, environmental laws surrounding stormwater at industrial facilities has led to pollution litigation at multiple locations across the State.
- Republic Services has been working with Garbage Reincarnation to reduce their footprint and have operating best management practices which are defensible in this new regulatory landscape.
- Unfortunately, due to infrastructure constraints, Garbage Reincarnation cannot meet applicable standards without litigation risk such that change will be necessary, including closing the Healdsburg facility and reducing the Central facility in size considerably to be one hundred percent zero discharge under cover from stormwater.
- While we understand that many people enjoy these services, these same exact services are provided elsewhere in the County, and as such waste diversion opportunities will continue to exist.
- Republic since partnering with the County has been committed to recycling and green initiatives, and will be looking to provide other opportunities in the future that can be accommodated without triggering environmental litigation and best serve the residents of Sonoma County.

- **Healdsburg Site photos**



QUESTIONS ?

Thank you.





Agenda Item #: 7
Cost Center: All
Staff Contact: Chilcott
Agenda Date: 11/20/2019
Approved by: LL

ITEM: **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 February 21, 2018 meeting.

III. DISCUSSION

The attached report introduces a new reporting format where education/outreach activities are incorporated into an Annual Work Plan Progress Report. Features of the new format include the following: organization by budget cost center and ZWS program, materials collected by program, and outreach/education performed by program.

In addition, instead of calendar year reporting, future reporting will take place by fiscal year. In order to bridge the gap between the old and new reporting structures, information is presented for 1.5 years (January 1, 2018 to June 30, 2019). Exceptions to the 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 (January 1, 2018 to June 30, 2019)



ZERO WASTE SONOMA WORK PLAN PROGRAM PROGRESS REPORT

REPORTING PERIOD JANUARY 1, 2018 - JUNE 30, 2019

Please see revised version posted 11-19-19

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.

COMPOSTING EDUCATION

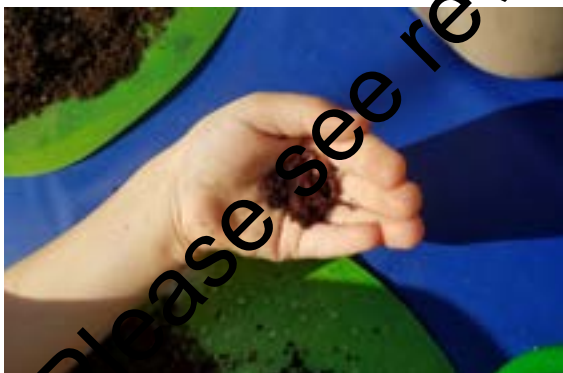
REPORTING PERIOD JULY 1, 2018 TO JUNE 30, 2019

Activities in this time period included the following:

Public workshops in English and Spanish where participants learned about the benefits of community composting and how to set up either backyard or worm composting (vermicomposting) bins.

School presentations for K-12 students to learn about the important role of compost and carbon cycling using vermicomposting. Students in classrooms that received presentations were encouraged to become champions for their school and train other grade levels in order to help establish schoolwide composting programs.

Tabling at public events and community gatherings where passersby could participate in demonstration gardens, talk to a Master Gardener, and pick up informational brochures on backyard composting and vermicomposting.



COMPOSTING WORKSHOPS ENGLISH AND SPANISH

CITY	DATE	EVENT
Cotati	5/12/18	City Hall
Petaluma	5/11/19	Petaluma Bounty Farm
Santa Rosa	2/24/18	Santa Rosa Water Department
	4/14/18	Andy Lopez Unity Park SPANISH EVENT
	2/16/19	Bayer Farm SPANISH EVENT
	4/9/19	Santa Rosa Water Department
Sebastopol	3/17/18	Permaculture Skills Center
	12/1/18	Permaculture Skills Center
Sonoma	2/3/18	Nuestra Voz SPANISH EVENT
	4/7/18	Sonoma Garden Park
	11/3/18	Sonoma Garden Park
	2/22/19	Nuestra Voz/Larsen Park SPANISH EVENT
Windsor	3/9/19	Windsor Community Garden
TOTAL		13

VERMICULTURE SCHOOL PRESENTATIONS

CITY	DATE	EVENT
Rohnert Park	4/17/19	Gold Ridge Preschool
Santa Rosa	4/19/19	Olivet Charter School
Sebastopol	2/20/18	Parkside Elementary School
	4/23/18	Analy High School
Unincorporated area	4/21/18	Quarry Hill Earth Day
	4/24/19	Forestville School
Windsor	3/23/18	Windsor Montessori Preschool
TOTAL		7

More information can be found in the University of California Cooperative Extension (UCCE) Countywide Community Compost Education Program Annual Report

WWW.UCANR.EDU/SITES/SCMG/FILES/313144.PDF



RESULTS HIGHLIGHTS

13 home composting workshops conducted (English and Spanish language)

202 people attended home composting workshops

131 students (K-12) reached in school vermicomposting presentations

300 other small-scale events where UCCE was present to provide information for home composters

1,260 pounds of food waste diversion (minimum nine worm bins were started) A worm bin can process 3.5 pounds of food waste per week. School session 40 weeks, so each worm bin has the potential to divert 140 pounds of food waste per year.

ORGANICS COST CENTER

JUSTIFICATION: MANDATED - Required by State Legislation, AB 1826. Under state law, local jurisdictions are responsible for providing outreach, education, monitoring, and reporting to CalRecycle.

WHO WORKS: Staff

FUNDING: Organics Cost Center

DURATION: Ongoing

DESCRIPTION: Commencing January 1, 2019, all commercial entities producing more than 4 cubic yards of solid waste a week are subject to AB 1826, CalRecycle's Mandatory Commercial Organics Recycling Law. Solid waste, as defined by the law, includes the entire generated waste stream encompassing garbage, recyclables, and organic material.



MANDATORY COMMERCIAL ORGANICS RECYCLING (MORe) AB 1826

REPORTING PERIOD JULY 1, 2018 TO JULY 31, 2019

Activities in this time period included two targeted mailings using addresses provided by local waste companies (Recology Sonoma Marin, Sonoma County Resource Recovery, Sonoma Garbage Collectors). The first letter notified affected businesses about the new law and included instructions for how to become compliant. The second letter, sent two months after the first, was a reminder to commercial entities not yet compliant. Additionally, participation in the organics program was reported to CalRecycle on a quarterly basis.

AB 1826 OUTREACH LETTERS

JURISDICTION	# LETTERS SENT	NOTES
Cloverdale	85	
Cotati	99	
Gearedsburg	150	
Petaluma	628	
Rohnert Park	656	
Santa Rosa	1,462	
Sebastopol	117	
Sonoma	38	Did not send first round of letters because CalRecycle exempted them from anytime review
Unincorporated	847	
Windsor	44	Did not send first round of letters because SCRR already sent notification to their customers in November 2018
TOTAL	4,126	

AB 1826 COMPLIANCE REPORTED TO CALRECYCLE

JURISDICTION	COMPLIANT OR EXEMPT 1/30/19	COMPLIANT OR EXEMPT 4/30/19	COMPLIANT OR EXEMPT 7/31/19
Cloverdale	36.0%	69.0%	69.0%
Cotati	64.0%	84.0%	86.0%
Healdsburg	55.0%	80.0%	81.0%
Petaluma	62.5%	71.0%	74.0%
Rohnert Park	75.5%	75.0%	76.0%
Santa Rosa	59.5%	70.0%	73.0%
Sebastopol	58.5%	80.0%	86.0%
Sonoma	EXEMPT	EXEMPT	EXEMPT
Unincorporated	48.0%	79.0%	81.0%
Windsor	69.0%	74.0%	76.0%



RESULTS HIGHLIGHTS

Every jurisdiction increased organics collection service between January 1, 2019 and July 31, 2019

4,126 letters were mailed by ZWS to targeted businesses

78% of all commercial entities in Sonoma County are compliant with or exempt from AB 1826

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 JANUARY 1, 2018 TO JUNE 30, 2019

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 and paid for printing of signage. Allotted grant funds were fully expended in FY 18-19.



CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE FY 17/18

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
ELEMENTARY SCHOOL	\$46.22	0.43%
CEMETERY	\$62.80	0.59%
COLLEGE	\$165.22	1.55%
GOVERNMENT	\$10,406.94	97.43%
TOTAL	\$10,681.18	100%

AB 341 COMPLIANCE

JURISDICTION	COMPLIANT OR EXEMPT 1/30/19	COMPLIANT OR EXEMPT 4/30/19	COMPLIANT OR EXEMPT 7/31/19
Cloverdale	79.2%	88.0%	88.1%
Cotati	74.4%	94.0%	93.5%
Healdsburg	87.8%	95.0%	95.4%
Petaluma	86.6%	95.0%	94.7%
Rohnert Park	85.8%	92.0%	91.9%
Santa Rosa	81.3%	92.0%	92.3%
Sebastopol	79.6%	95.0%	95.6%
Sonoma			
Unincorporated	73.5%	93.0%	93.6%
Windsor		88.0%	90.4%

Sonoma and Windsor data was unavailable.

CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 16/17

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
Supplies - Liners / Bags / Gloves	\$927	1%
Schools - Middle	\$1,410	1%
Schools - High	\$9,632	7%
Schools - Elementary	\$1,437	1%
Retail Establishments	\$748	1%
Recycling Bins	\$3,035	2%
Public Transportation	\$57,090	41%
Public Parks / Recreational Areas	\$5,776	4%
Program Administrator	\$23,869	17%
Government/ Office Build- ings	\$31,774	23%
Billboards / Signs	\$4,432	3%
TOTAL	\$140,130	100%



RESULTS HIGHLIGHTS

Approximately \$10,681.18 CalRecycle City/County Annual Payment grant funding spent Grant Cycle 17/18

\$140,130 CalRecycle City/County Payment Program grant funding spent in FY 17-18 Grant Cycle 16/17

92.8% of all commercial entities in Sonoma County are compliant or exempt with AB 341

EDUCATION COST CENTER

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

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 advertng and person-to-person outreach at events.

SPANISH LANGUAGE OUTREACH

REPORTING PERIOD JANUARY 1, 2018 TO JUNE 30, 2019

Activities in this reporting period included participation in bi-lingual outreach, Spanish business visits, outreach to community groups (Head Start/Early Start Community Action Partnership and Pasitos Pares Program), and Spanish radio programming (KBBF, Radio Lazer/La Mejor).

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

TARGETED SPANISH EVENTS AND MEETINGS

EVENT NAME	# EVENT DAYS	NOTES
Los Cien Leaders Meetings	12	Leaders meetings take place monthly
Head Start Community Action Partnership Early Start Community Action Partnership	6	Soluna Outreach Services conducts presentations about recycling, conservation, and environmental health to parents that participate in these three programs.
Pasitos Pares Program	16	
Other Events (Lilliput Families, Día de los Muertos, binational health fairs, cultural events, and safety fairs)	40	
TOTAL	74	



ANNUAL DECEMBER 2018 SPANISH LANGUAGE BUSINESS VISITS

JURISDICTION	# VISITS
Cloverdale	8
Cotati	3
Healdsburg	10
Petaluma	11
Rohnert Park	11
Santa Rosa	23
Sebastopol	4
Sonoma	9
Unincorporated	5
Windsor	10
TOTAL	94

SPANISH LANGUAGE RADIO INTERVIEWS

RADIO	# INTERVIEWS
KBBF 89.1 FM Nuestra Tierra Radio Program (15-minute segment live interviews)	63 segment interviews
Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad (15 and 30-minute pre-recorded inter- views)	14 interviews
Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad (15 and 30-minute pre-recorded inter- views)	9 live interviews
TOTAL	86

RESULTS HIGHLIGHTS

71 targeted Spanish events and meetings conducted

94 Spanish business visits in 2018

86 Spanish language radio interviews conducted airing on KBBF, Radio Lazer, and La Mejor

EDUCATION COST CENTER

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

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

FUNDING: Education Cost Center

DURATION: Ongoing

DESCRIPTION: Historically, staff has maintained a comprehensive website, Recyclenow.org, 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, 2018 TO JUNE 30, 2019

The rebranded zerowastesonoma.gov website was launched in April, 2019. This newly-designed website was produced with a contracted third party, and it replaced the deprecated recyclenow.org website.

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

TOP TOPICS

PAGE	1/1/18-3/31/19 RECYCLENOW.ORG	4/1/19-6/30/19 ZEROWASTESONOMA.GOV	TOTAL
Home page	41,296	9,642	50,938
Electronics page	29,638	2,247	31,885
Search function	26,853	3,268	30,121
Household Hazardous Waste Facility page	24,312	3,025	27,337
Disposal Site Fee Schedules	22,715	1,527	24,242



NEW WEBSITE ZEROWASTESONOMA.GOV ENHANCEMENTS INCLUDE:

- COMPATIBLE WITH MOBILE DEVICES AND TABLETS
- MAPPING OF REUSE AND RECYCLING DROP-OFF LOCATIONS
- CALENDAR OF EVENTS, MEETINGS, AND WORKSHOPS

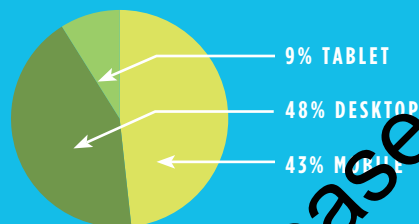
OF VISITORS PER JURISDICTION

JURISDICTION	1/1/18-3/31/19 RECYCLENOW.ORG	4/1/19-6/30/19 ZEROWASTESONOMA.GOV	TOTAL
Santa Rosa	29,700	3,905	33,605
Petaluma	11,501	1,144	12,645
Windsor	10,180	1,031	11,211
Sebastopol	8,362	942	9,304
Rohnert Park	7,020	591	7,611
Sonoma	4,041	559	4,600
Unincorporated	3505	438	3,943
Healdsburg	1,869	209	2,078
Cotati	1,401	162	1,563
Cloverdale	509	162	671
TOTAL	78,088	9,143	87,231

WEBSITE USAGE

JURISDICTION	1/1/18-3/31/19 RECYCLENOW.ORG	4/1/19-6/30/19 ZEROWASTESONOMA.GOV	TOTAL
Total number of visitors	121,410	14,224	135,634
New Visitors	128,260	14,151	136,411
Sessions	175,462	19,983	195,445
# Sessions per visitor	1.44	1.40	
Page views	375,914	62,837	438,751
Pages/session	2.14	3.14	
New visitor	119,315 or 81.8%	14,174 or 82.4%	133,489
Returning visitor	26,532 or 18.1%	3,025 or 17.6%	29,557
Page views	375,914	62,837	438,751
Pages/Session	2.14	3.14	
Average Session (mins)	1:55	2:18	
Bounce rate	58%	48.13%	

OVERALL DEVICE USERS



RESULTS HIGHLIGHTS

New ZWS rebranded website launched in April, 2019

135,654 visitors overall; 87,231 visitors within Sonoma County

The most website visitors reside in Santa Rosa, Petaluma, and Windsor, respectively

The home page, electronics page, and search function were the most visited pages, respectively

EDUCATION COST CENTER

JUSTIFICATION: MANDATED – JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the CoIWMP) 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.

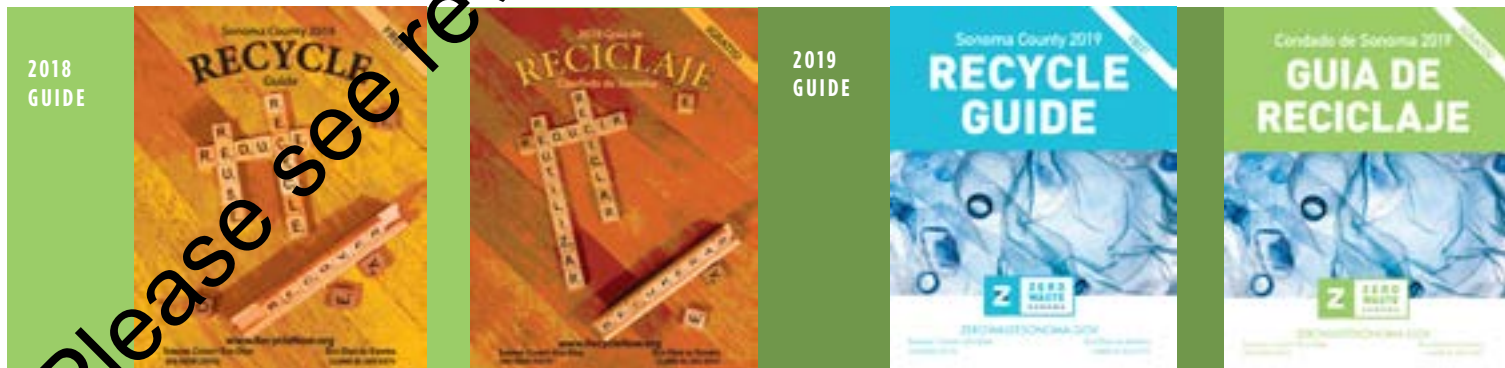
RECYCLE GUIDE (ENGLISH AND SPANISH)

REPORTING PERIOD JULY 1, 2018 TO JUNE 30, 2019

The 24-page 2018 Guide theme was Reuse - Recycle and the 2019 Guide theme was Zero Waste Sonoma. The printed version of the guide was distributed at outreach events and to interested parties (e.g., libraries, city and county offices, multi-family complexes, and businesses). An electronic version of the Guide was posted on the zerowastesonoma.gov website.

In 2019, the Recycle Guide was reorganized by program, including a section for Zero Waste lifestyle:

- Zero Waste Lifestyle
- What's New in Waste
- Mandatory Business Recycling and Composting
- Composting
- Curbside Reminders
- Drop-off Recycling
- Curbside Services
- Visiting Disposal Sites
- Construction and Demolition
- Household Hazardous Waste (HHW) Disposal
- Used Motor Oil and Filter Recycling
- Batteries, household
- Electronic waste
- Fluorescents
- Medicines and syringes
- Where does it go? Think again



OF PRINTED GUIDES DISTRIBUTED PER YEAR

VERSION	2018	2019
English	28,000	28,000
Spanish	14,000	14,000
TOTAL	42,000	42,000



RESULTS HIGHLIGHTS

42,000 Recycle Guides 2019 were printed and distributed in 2018

The Recycle Guide 2019 cover artwork reflects 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 ColWMP)

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.

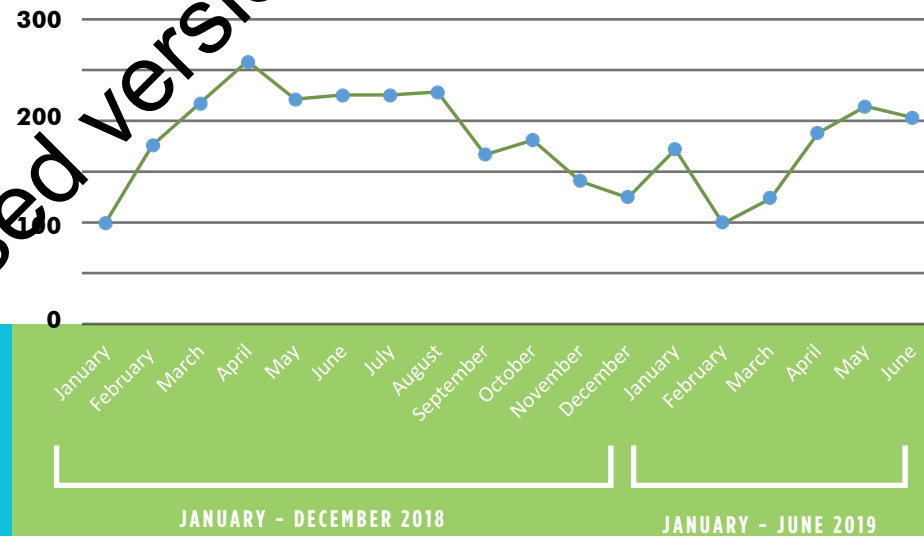
The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

ECO-DESK (ENGLISH AND SPANISH)

REPORTING PERIOD JANUARY 1, 2018 TO JUNE 30, 2019

In this reporting period the Eco-Desk voice mailbox tree was reorganized in response to ZWS rebranding. Callers are now given the option to speak to a ZWS staff member directly after listening to pre-recorded information.

ENGLISH ECO-DESK CALLS PER MONTH



MAILBOX ENGLISH JANUARY 1, 2018 - JUNE 30, 2019

JURISDICTION	ENGLISH CALLS
UNKNOWN	1612
MAIN	507
GENERAL	389
WEBSITE	257
GUIDE	62
MOTOR OIL	17
HHW	2
XMAS TREE	1
TOTAL	2847

2,263 ENGLISH CALLS IN 2018

NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

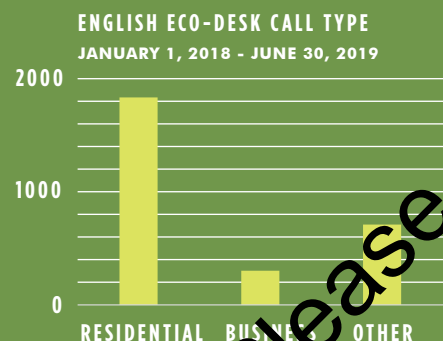
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	JAN-JUNE 2019
Number of English Calls	2,057	1,812	1,822	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001
Number of Spanish Calls	128	155	143	150	105	104	83	49	30	20	47	19	10

CALLS BY JURISDICTION ENGLISH

JURISDICTION	# ENGLISH CALLS
Unknown or out-of-county (includes website inquiries)	1,349
Santa Rosa	753
Unincorporated	175
Petaluma	123
Sebastopol	120
Windsor	83
Sonoma	75
Healdsburg	73
Rohnert Park	46
Cloverdale	37
Cotati	13
TOTAL	2,847

TOPICS ENGLISH

JURISDICTION	# ENGLISH CALLS
Hand up	855
Recycling	687
HHW	614
Disposal	594
Hauler billing or service	332
Other	151
Composting	76
Wrong Number	19
Speaker request	9
Ordinance	5
TOTAL	3,342



RESULTS HIGHLIGHTS

2,263 English language Eco-Desk calls were answered in 2018

English Eco-Desk call volume increased by 54% from 2017 to 2018

Spanish Eco-Desk call volume decreased by 59% from 2017 to 2018

The most frequently asked questions related to recycling and household hazardous waste disposal, 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 ColWMP)

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 JANUARY 1, 2018 TO JUNE 30, 2019

ZWS participated in one-day and multiple-day outreach events, English and Spanish language. For multi-day events such as the Cloverdale Citrus Fair, Sonoma Marin Fair, and the Sonoma County Fair, the exhibit theme was Choose to Reuse.

In addition, promotional items to encourage public participation when tabling events and to support rebranding, were purchased.

PROMOTIONAL ITEMS PURCHASED

ITEM DESCRIPTION	QUANTITY
Bags	467
Pencils	10,000
Reusable straws	2,500
T-shirts	85
To-go containers	150
Travel utensils	1,000



SAMPLING OF EVENTS

- Bodega Bay Fisherman's Festival
- Carillo Redline Car Fest 2018
- Cesar Chavez Community Fair
- Cinco de Mayo Family Celebration
- Cloverdale Citrus Fair
- Compost Workshop
- Cotati Accordion Festival
- Day Labor outreach
- Day Under the Oaks
- DMV outreach
- Earth Day
- E-Waste Events
- Farmers Markets
- Father's Day Annual Show and Shine Car Show
- HeadStart Parent Presentation
- Health and Wellness Fairs
- Household Hazardous Waste Events (formerly Community Toxics Collection Events)
- Korbel's Environmental, Health and Safety Fair
- Lake Sonoma Steelhead Festival
- Luther Burbank Rose Parade and Festival
- Mattress Collection Event
- ReFuel Your Fun
- Propane Exchange Event
- Santa Rosa Downtown Market
- Sonoma County Fair
- Sonoma-Marin Fair
- Steelhead Festival
- Wednesday Night Market

FAIRS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	37	22	97
Cotati	13	8	40
Healdsburg	13	32	105
Petaluma	123	24	109
Rohnert Park	46	16	66
Santa Rosa	753	109	415
Sebastopol	120	6	19
Sonoma	75	26	99
Unincorporated	175	66	220
Windsor	83	15	57
TOTAL	311	437	1,127



RESULTS HIGHLIGHTS

311 outreach/education events completed

437 outreach/education event days completed

1,227 outreach/education hours completed

EDUCATION COST CENTER

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

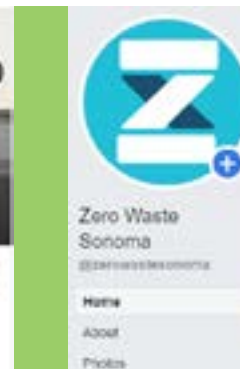
SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JULY 1, 2018 TO JUNE 30, 2019

Activities in this reporting period included maintaining Facebook, Twitter, and Intragram social media accounts. In addition, ZWS partnered with the County of Sonoma Public Information Office to post on NextDoor for e-waste events.

Facebook paid ads augmented paid print and radio advertising for e-waste, used motor oil/filter recycling and the launch of the newly branded ZWS website.

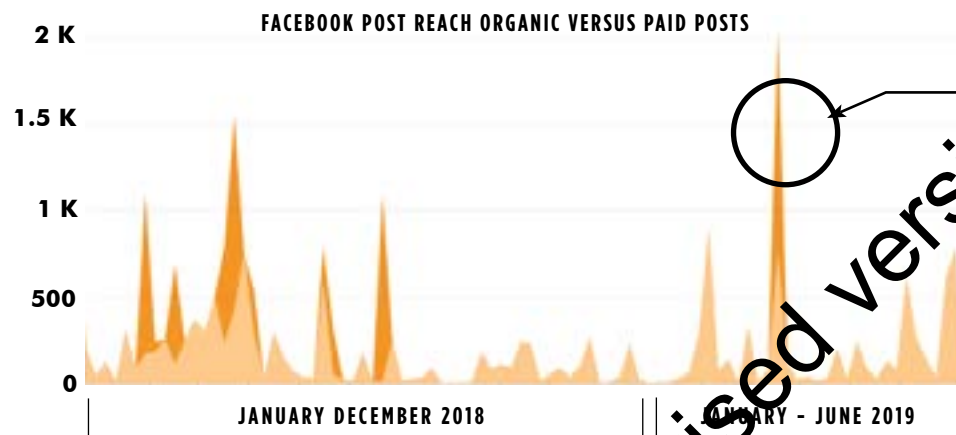
Facebook Insights was used to provide analytical data.





INCREASED ACTIVITY COINCIDES WITH LAUNCH OF REBRANDED WEBSITE

FACEBOOK
GOOGLE.COM
ZEROWASTESONOMA.GOV
RECYCLENOW.ORG
BING.COM



INCREASED ACTIVITY COINCIDES WITH LAUNCH OF REBRANDED WEBSITE

Post reach is an estimate of the number of people who had the page's posts on their screen.

PAID POSTS
ORGANIC

Instagram



RESULTS HIGHLIGHTS

57% Facebook following increase from January 1, 2018 to June 30, 2019

Increased Facebook activity was reflected after the launch of the rebranded website in April, 2019

3,084 Facebook likes

350 Twitter followers

434 Instagram followers

HHW COST CENTER

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

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 JANUARY 1, 2018 TO JUNE 30, 2019

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

In this reporting period, HHW programs were advertised in the annual Recycle Guide, waste hauler newsletters and through social media postings.

The permanent HHW Facility also serves as a PaintCare collection site, saving ZWS money as program products delivered to the facility are recycled through the PaintCare Program with no cost to ZWS for disposal.

In April 2019, Community Toxics Collection (CTC) events were rebranded as Household Hazardous Waste (HHW) Collection Events. The Household Toxics Facility was rebranded as the Household Hazardous Waste (HHW) Facility and the Toxic Rover Pickup Service was rebranded as the Household Hazardous Waste (HHW) Rover Pickup Service.



HHW EVENTS INCLUDING HAZMOBILE EVENTS

JURISDICTION	# HHW AND HAZMOBILE EVENTS	PARTICIPANTS	AVERAGE PARTICIPANTS PER EVENT
Cloverdale	6	247	41
Cotati	3	117	39
Healdsburg	5	181	36
Petaluma	4	96	24
Rohnert Park	3	72	24
Santa Rosa	20	1,014	51
Sebastopol	4	126	32
Sonoma	7	222	32
Unincorporated	18 HHW Events 8 HazMobile	519 HHW Events 832 HazMobile	29 HHW Events 105 HazMobile
Windsor	4	206	52
TOTAL	82	3,632	44

POUNDS OF WASTE COLLECTED PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER	REUSE
Pounds Collected	1,440,566	72,727	191,051	39,685	176,040
TOTAL					1,920,069

PARTICIPANTS PER PROGRAM

HHW PROGRAM	FACILITY	VSQG	EVENTS	ROVER	REUSE
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



RESULTS HIGHLIGHTS

34 HHW Collection Events and 8 HazMobile Events were held

3,632 participants in HHW Collection and HazMobile Collection events with an average of 44 participants per event; participation in the HHW Collection dropped by almost 45% which correlates to a 50% drop in material collected at the events. In addition, total HHW program waste volume increased by 3% and residential participation at the HHW Facility increased by 4%.

1,920,069 pounds of HHW collected in 1.5 fiscal years; the PaintCare program has saved ZWS \$389,720 or about \$24,357 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 JANUARY 1, 2018 TO DECEMBER 31, 2018

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:

- Bilge pads for marinas
- Signage for oil leaks
- Filter drainers and oil rags for do-it-yourselfers
- Labels for oil filter drainers
- List of Certified Collection Centers (updated for annual Recycle Guide)
- Pull-up banner for events
- 30-sec. video for DMV lobby display
- Banner at Sonoma County Fair Destruction Derby

In addition, programs were advertised using a robust multifaceted bi-lingual education campaign.



ENGLISH RADIO PAID ADVERTISING

RADIO	# 60-SECOND ADS
KFGY	165
KVRV	158
TOTAL	323

ENGLISH NEWSPAPER PAID ADVERTISING

NEWSPAPER	# PAID ADS
PRESS DEMOCRAT	4
SONOMA COUNTY GAZETTE	6
TOTAL	10

USED MOTOR OIL AND FILTER RECYCLING OUTREACH SUMMARY

TYPE OF OUTREACH	NOTES
DMV Outreach	39 education/outreach visits conducted at DMV locations in Santa Rosa, and Petaluma 30-second oil recycling video displayed in the lobbies of DMV locations during 2018.
Banner	Sonoma County Fair Destruction Derby
Community presentations	Pasitos BILINGUAL PRESENTATIONS HeadStart programs coordinated by Community Action Partnership Sonoma County. BILINGUAL PRESENTATIONS These presentations were directed to the parents that participate in these programs. Both programs attract different groups of parents every year.
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, May-September, resources and educational materials were given to lifeguards for distribution to Russian River boat renters.
Labor Centers	On a monthly basis, provided used motor oil and filters recycling information to patrons of the Graton, Healdsburg, and Fulton Labor Centers
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 17.
Riders Recycle Program	Direct outreach at the Z2 Track Day at Sonoma Raceway and Santa Rosa Cycle Gear Bike Night. Utilized Google Ads and Facebook as a promotion tool



RESULTS HIGHLIGHTS

- 6% increase in 2018 of used motor oil recycled at certified collection centers
- 50% decrease in 2018 of curbside and non-certified collection of used motor oil
- 7% increase in 2018 of used oil filters collected at certified collection centers
- 203% increase in 2018 of used oil filters collected at non-certified centers in 2018

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 JANUARY 1, 2018 TO JUNE 30, 2019

ZWS held two types of collection events, e-waste collection events and mattress collection events held in conjunction with e-waste events.

E-waste collection events have been operated by the Conservation Corps North Bay (CCNB) since 2016. By request, an additional event was added to the annual schedule at the Monte Rio Community Center. 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. Prior to CCNB, ZWS coordinated with Goodwill Industries of the Redwood Empire (GIRE). After a staffing crisis precipitated by the October 2017 fires, CCNB assumed responsibility for the program.

Programs are advertised through paid advertising, in the annual Recycle Guide, and through social media.



POUNDS COLLECTED		
JURISDICTION	POUNDS OF COVERED E-WASTE (TVS, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Cloverdale	12,195	24,233
Healdsburg	14,218	15,494
Petaluma	18,385	29,970
Rohnert Park	8,286	13,679
Santa Rosa	97,842	142,803
Sonoma	10,569	20,371
Unincorporated	27,074	47,393
Windsor	5,643	10,234
TOTAL	194,212	304,177

ENGLISH RADIO PAID ADVERTISING	
RADIO	# 60-SEC. ADS
KFGY	105
KVRV	136
KSRO	90
TOTAL	262

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

NUMBER OF E-WASTE AND MATTRESS COLLECTION EVENTS				
JURISDICTION	# E-WASTE EVENTS	# MATTRESS EVENTS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	2		413	82
Cotati	0		0	
Healdsburg	2	1	470	58
Petaluma			819	
Rohnert Park			305	
Santa Rosa (including Oakmont)	3	1	1,628	293
Sebastopol	0		0	
Sonoma	2		453	
Unincorporated	6		2,371	
Windsor	1		282	
TOTAL	22	3	7,784	433



RESULTS HIGHLIGHTS

7,784 participant donors at monthly ZWS and CCNB e-waste events

194,212 pounds of Covered Electronic Waste (CEW) (TVs, laptops, and monitors)

304,177 pounds of miscellaneous e-waste collected

Starting January 2016, California State Law requires retailers to collect a \$10.50 recycle fee on each mattress, box spring, foundation, and base sold

HHW COST CENTER

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

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 JANUARY 1, 2018-JUNE 30, 2019

E-waste collection is offered at all County Refuse Disposal Sites. A new contract with Onsite 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, LAPTOPS AND MONITORS)	POUNDS OF NON-COVERED E-WASTE
Annapolis Transfer Station	35,674	31,283
Central Disposal Site	498,743	520,839
Guerneville Transfer Station	87,527	72,339
Holtsburg Transfer Station	210,515	194,478
Sonoma Transfer Station	209,950	179,625
TOTAL	1,042,409	998,564



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

1,042,409 pounds of covered e-waste collected at all County Refuse Disposal Sites

998,564 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, Cal-Recycle 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 JANUARY 1, 2018 TO JUNE 30, 2019

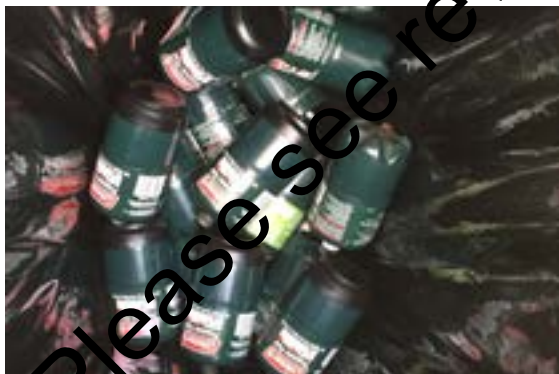
The ReFuel Your Fun program is funded by a CalRecycle three-year product stewardship grant.

For this reporting period, ZWS hosted one-day ReFuel Your Fun Exchange Events including a special three-day event that served Sonoma Raceway campers and tail-gaiters.

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 county-wide.

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



REFUEL YOUR FUN EXCHANGE EVENTS

JURISDICTION	# REFUEL YOUR FUN EVENTS	REFILLABLE CYLINDERS DISTRIBUTED
Petaluma	1	42
Santa Rosa	1	155
Sonoma	3	20
Unincorporated	1	22
TOTAL	6	239

PARKS COLLECTION BINS

JURISDICTION	NUMBER OF DISPOSABLE 1-POUND PROPANE CYLINDERS COLLECTED
Santa Rosa	Spring Lake Regional Park
Unincorporated	Doran Regional Park Westside Regional Park Stillwater Cove Regional Park
TOTAL	4,050



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

- 8 permanent collection bins located at four different Sonoma County Regional Parks
- 4,050 disposable 1-pound propane cylinders collected at Sonoma County Regional Parks
- 4 ReFuel Your Fun Exchange Event days held
- 7 retail stores recruited to either sell the refillable cylinders or provide refill/exchange





Agenda Item #: 8
Cost Center: Organics
Staff Contact: Tan
Agenda Date: 11/20/2019
Approved by: LL

ITEM: SUMMARY OF AD HOC COMPOSTABLE PRODUCTS COMMITTEE MEETING AND FOLLOW-UP STAFF FINDINGS

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board to vote in support of the Ad Hoc Committee recommendations as follows:

- Advocate for better statewide policy on compostable product labeling;
- Write a letter requesting the National Organics Program (NOP) make an exemption for PLA-lined fiber products;
- Define Sonoma County's acceptable organic feedstock as yard debris, food scraps, and fiber-only compostable products; and
- Request that compostable plastics be accepted as a feedstock if/when 1) proficient labeling standards are enacted and 2) they are recognized as an acceptable organic feedstock by the NOP. Renewable Sonoma will be directed to incorporate flexibility for these materials to the design of the organics processing facility.

II. BACKGROUND

At the September 2019 board meeting, staff recommended unlined fiber compostable products as an acceptable feedstock at the proposed organics facility and that lined fiber or compostable plastics products not be accepted. After extensive discussion, the Agency Board tabled voting on staff's recommendation and instead created an Ad Hoc Compostable Products Committee to learn more about the topic and provide direction to the Board.

III. DISCUSSION

The Ad Hoc Committee met with staff in early October. Members of the original Compostable Products Working Group, a committee of Zero Waste Task Force, were invited to participate. Staff provided supporting information on the rationale for their recommendation, emphasized that compostable products are still single-use disposable items, and shared that many communities around the world are moving towards reusables instead. Examples included a public letter released in March 2019 from composters serving Oregon titled, "Why We Don't Want Compostable Packaging and Serviceware" and a Greenpeace report published in October 2019 that detailed the hidden costs of compostable products. Examples of unlined fiber products currently available on the market were demonstrated. These products do not contain compostable plastic and can replace a high percentage of petroleum-based plastic food service ware.

Some members of the Compostable Products Working Group countered that compostable plastics are not going away, and that communities cannot designate them to landfills forever. Although compostable plastics are similar to petroleum-based plastics, the former do not leach toxins as the latter do. When composting facilities receive contamination from look-alike petroleum-based plastics, it is mostly because there are few regulations that prevent manufacturers from using colors, labels, or words that mislead consumers into thinking an item is compostable. Some also mentioned that fiber products lined with compostable polylactic acid (PLA), like coffee cups and soup bowls, are much easier to compost when compared to products made entirely of PLA, like utensils and cold cups. This led the Ad Hoc Committee to ask if there had been any efforts to specifically allow PLA-lined fiber products in compost certified for organic agriculture.

As a reminder, the NOP and the California Department of Agriculture (CDFA), which has even more stringent guidelines than the NOP, consider compostable plastic as a synthetic material and prohibit finished compost containing compostable plastics from being certified for organic agriculture. Although various organizations have pushed the NOP to reverse this ruling for more than a decade, none have been successful. At national conferences, there has been some discussion of championing compostable plastic bags as an exemption, because they reduce the “ick” factor for those who source separate food scraps for composting. However, staff was unsure if any organization had ever tried to champion PLA-lined fiber products specifically.

At the end of the meeting, the Ad Hoc Committee directed staff to complete the following tasks. Since then, Staff has gathered new information, and their findings are listed below each task:

- **Reach out to the composters serving Oregon who wrote the public letter, “Why We Don’t Want Compostable Packaging and Serviceware” to better understand the problems they had with compostable products and to learn if there was any decrease in organic material since they stopped accepting compostable products.**

Staff reached out to Rexius, Dirt Hugger, Recology, and Republic who all signed on to the letter. Each company had previously accepted compostable products for at least 1 year and up to 10 years, and all described very similar challenging experiences. The main problems were not with compostable products degrading completely, but rather with increased contamination from look-alike, petroleum-based plastic products and the threat of losing their NOP certification. Since they stopped accepting compostable products, the composters noticed a decrease in overall volume of material due to the elimination of packaging but not in weight of food.

Staff also contacted Oregon Metro, a regional government agency similar to Zero Waste Sonoma, for additional insight. When the City of Portland started their food scrap program in 2005, they encouraged residents to use compostable products because the material was sent to Cedar Grove, a Washington-based composter who sells and heavily promotes compostable products. Unfortunately, the City’s contract with Cedar Grove did not last, and the City’s organic material had to be redirected to other composting facilities that do not process compostable products. In 2014, the City of Portland and Oregon Metro eliminated the acceptance of compostable products and had to re-educate the community on the now prohibited products in the green cart. Re-educating

residents and businesses was difficult, and Oregon Metro learned it was best to have a pure organic stream with no manufactured products allowed so the feedstock is desirable to multiple markets.

- **Research legislation recently passed in Washington aimed at regulating petroleum-based plastic products that could easily be confused with compostable alternatives due to misleading labeling or appearances. Staff should reach out to other agencies for support in creating similar legislation in California.**

Although California has state legislation regulating compostable product labeling, it is weak especially when compared to that of Washington. California laws AB 1972 (2008) and AB 2071 (2008) prohibit the sale or distribution of products labeled “compostable” or “marine degradable” unless they meet ASTM D-6400 testing standards for compostability. In comparison, Washington law HB 1569 (2019) not only regulates the text but also colors and size of text that manufacturers of compostable products and petroleum-based plastic products can or cannot use. There is a proposed California law called SB 54 (2018) that contains some labeling requirements for plastic manufacturers, but the non-profit organization Californians Against Waste (CAW) is considering the pursuit of a standalone bill similar to that of Washington. Staff will reach out to state legislators and CAW to determine opportunities to help create this legislation.

- **Prepare a letter to the NOP requesting they allow fiber products with PLA lining as an acceptable feedstock in compost used for organic agriculture.**

Staff reached out to Biodegradable Products Institute (BPI) regarding PLA-lined products, and they confirmed advocacy for compostable products in organic compost is ongoing. They also advocate for all compostable plastics products collectively and not separately. BPI does not believe the NOP will make any exceptions to their rule because they have a general prohibition on anything synthetic for organic agriculture. That said, staff will draft and submit a letter to the NOP for consideration per the request of the Ad Hoc Committee.

- **Request that Renewable Sonoma add flexibility in the design of their organics processing facility in case all compostable products can be accepted as a feedstock in the future.**

The Ad Hoc Committee unanimously agreed the path forward with compostable products is still unclear and evolving so they would like to proceed with caution. To avoid making a definitive decision now, they requested that Renewable Sonoma design flexibility measures in case all compostable products are accepted in the future.

IV. FUNDING IMPACT

None at this time.

V. ATTACHMENTS

None.