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# ZERO WASTE SONOMA **WORK PLAN PROGRAM PROGRESS REPORT**

REPORTING PERIOD JANUARY 1, 2018 - JUNE 30, 2019

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## 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 <b>SPANISH EVENT</b>
	2/16/19	Bayer Farm <b>SPANISH EVENT</b>
	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 <b>SPANISH EVENT</b>
	4/7/18	Sonoma Garden Park
	11/3/18	Sonoma Garden Park
	2/22/19	Nuestra Voz/Larsen Park <b>SPANISH EVENT</b>
Windsor	3/9/19	Windsor Community Garden
<b>TOTAL</b>		<b>13</b>

### VERMICULTURE SCHOOL PRESENTATIONS

CITY	DATE	EVENT
Rohnert Park	4/17/19	Gold Ridge Preschool
Santa Rosa	4/2/19	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
<b>TOTAL</b>		<b>7</b>

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](http://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	
Healdsburg	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
<b>TOTAL</b>	<b>4,126</b>	

**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	.4%
CEMETERY	\$62.80	.6%
COLLEGE	\$165.22	1.5%
GOVERNMENT	\$10,406.94	97.4%
<b>TOTAL</b>	<b>\$10,681.18</b>	<b>100%</b>

### 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%	95.3%
Sonoma			
Unincorporated	73.5%	93.0%	93.6%
Windsor		88.0%	90.4%

Sonoma and Windsor data was unavailable.



#### 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**

### CALRECYCLE REPORTING EXPENDITURES GRANT CYCLE 16/17

TYPE OF EXPENDITURE	DOLLAR AMOUNT	% OF TOTAL
Supplies - Liners / Bags / Gloves	\$927	0.7%
Schools - Middle	\$1,410	1.0%
Schools - High	\$9,632	6.9%
Schools - Elementary	\$1,437	1.0%
Retail Establishments	\$748	0.5%
Recycling Bins	\$3,035	2.2%
Public Transportation	\$57,090	40.7%
Public Parks / Recreational Areas	\$5,776	4.1%
Program Administrator	\$23,869	17.0%
Government/ Office Build- ings	\$31,774	22.7%
Billboards / Signs	\$4,432	3.2%
<b>TOTAL</b>	<b>\$140,130</b>	<b>100%</b>

## 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 ZWS 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	
<b>TOTAL</b>	<b>74</b>	





### 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
<b>TOTAL</b>	<b>94</b>

### SPANISH LANGUAGE RADIO INTERVIEWS

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

#### RESULTS HIGHLIGHTS

**74 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	4/1/19-6/30/19	TOTAL
	RECYCLENOW.ORG	ZEROWASTESONOMA.GOV	
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

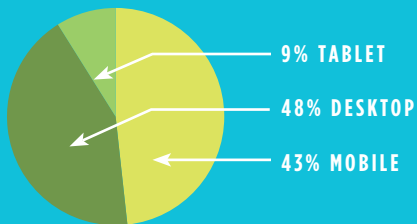
### # OF VISITORS PER JURISDICTION

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	3,505	438	3,943
Healdsburg	1,869	209	2,078
Cotati	1,401	162	1,563
Cloverdale	509	162	671
<b>TOTAL</b>	<b>78,088</b>	<b>9,143</b>	<b>87,231</b>

### WEBSITE USAGE

JURISDICTION	1/1/18-3/31/19 RECYCLENOW.ORG	4/1/19-6/30/19 ZEROWASTESONOMA.GOV	TOTAL
Total number of visitors	121,430	14,224	135,654
New Visitors	122,260	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.

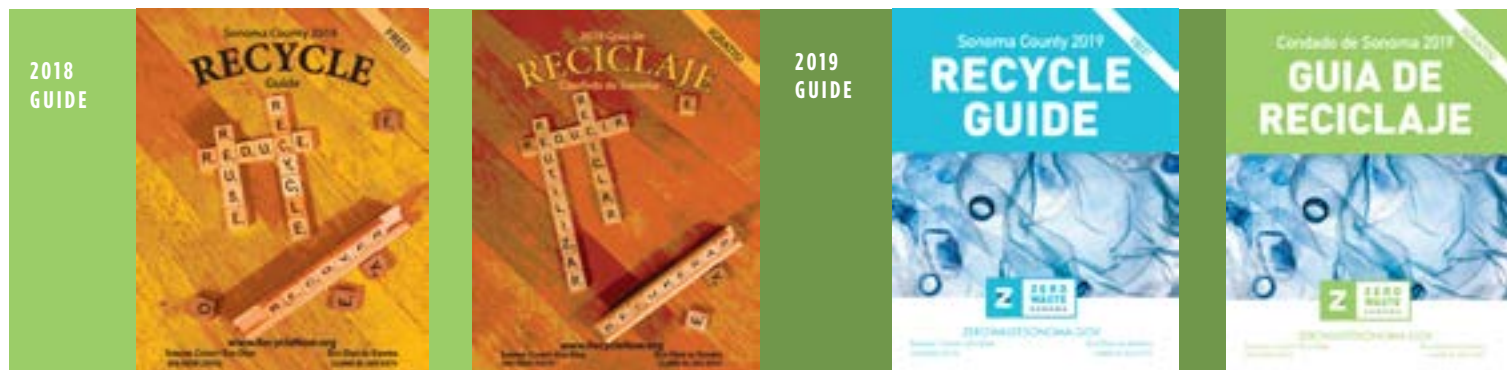
## RECYCLE GUIDE (ENGLISH AND SPANISH)

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](http://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	<b>28,000</b>	<b>28,000</b>
Spanish	<b>14,000</b>	<b>14,000</b>
<b>TOTAL</b>	<b>42,000</b>	<b>42,000</b>



#### RESULTS HIGHLIGHTS

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

**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.

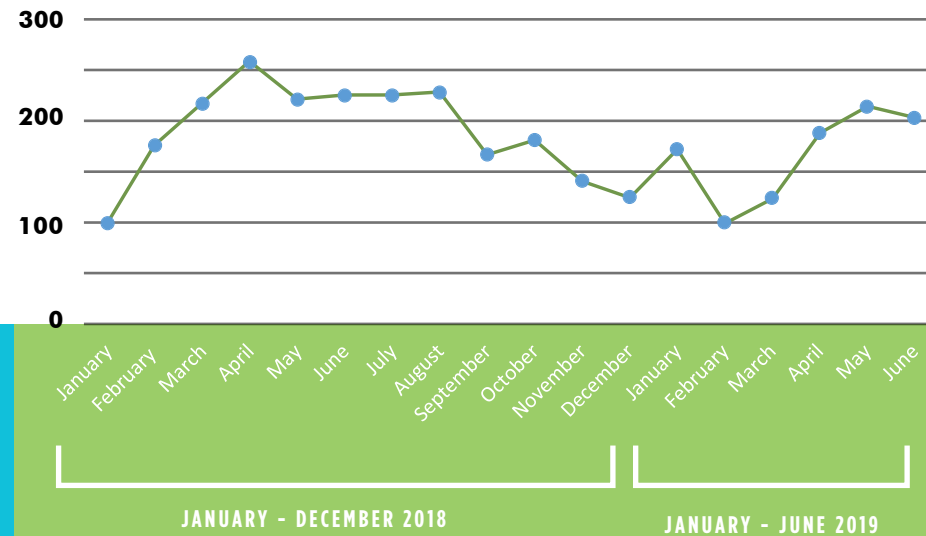
The English language Eco-Desk is comprised of pre-recorded information for Household Hazardous Waste, Recycle Guide, Motor oil and filter recycling. Callers are also given the option to talk to a live person. Website inquiries are also logged in the Eco-Desk database.

## 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	
MAILBOX	# ENGLISH CALLS
MAIN x3577	837
GENERAL x4589	505
WEBSITE (ZWS & RECYCLENOW)	468
UNKNOWN	417
HHW x4586	389
GUIDE x4588	161
MOTOR OIL x4587	62
XMAS TREE SEASONAL MAILBOX	8
<b>TOTAL</b>	<b>2,847</b>

2,263 ENGLISH CALLS IN 2018

### NUMBER OF ECO-DESK CALLS HISTORICALLY BY CALENDAR YEAR

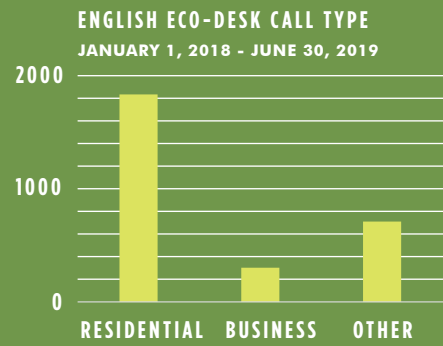
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	JAN-JUNE 2019
Number of English Calls	2,057	1,812	1,822	1,585	1,759	2,149	1,712	1,307	1,216	1,998	1,426	2,263	1,001
Number of Spanish Calls	128	155	143	150	105	104	83	49	30	20	47	19	10

### CALLS BY JURISDICTION ENGLISH JANUARY 1, 2018 - JUNE 30, 2019

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

### TOPIC ENGLISH JANUARY 1, 2018 - JUNE 30, 2019

JURISDICTION	# ENGLISH CALLS
Hang 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
<b>TOTAL</b>	<b>3,342</b>



#### 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 CoWMP)
- 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	<b>467</b>
Pencils	<b>10,000</b>
Reusable straws	<b>2,500</b>
T-shirts	<b>85</b>
To-go containers	<b>150</b>
Travel utensils	<b>1,000</b>





### 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)
- Korbels 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 Markets

### FAIRS BY JURISDICTION

JURISDICTION	# EVENTS	# EVENT DAYS	# HOURS OUTREACH
Cloverdale	21	42	97
Cotati	8	8	40
Healdsburg	31	46	105
Petaluma	23	41	105
Rohnert Park	15	16	66
Santa Rosa	101	132	403
Sebastopol	6	6	19
Sonoma	26	28	97
Unincorporated	64	88	220
Windsor	15	29	56
<b>TOTAL</b>	<b>310</b>	<b>436</b>	<b>1,208</b>



### RESULTS HIGHLIGHTS

**310 outreach/education events completed**

**436 outreach/education event days completed**

**1,208 outreach/education hours completed**

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

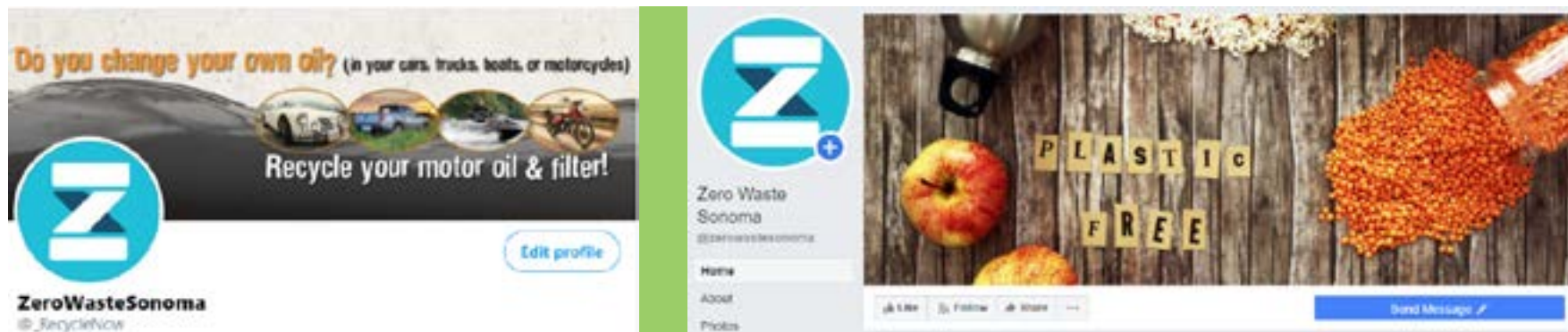
## SOCIAL MEDIA ON-LINE MARKETING OUTREACH

REPORTING PERIOD JANUARY 1, 2018 TO JUNE 30, 2019

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.

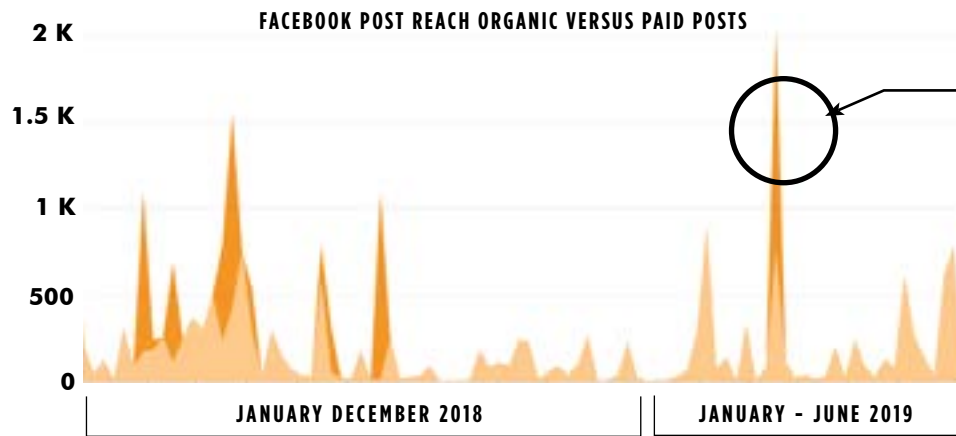
Facebook Insights was used to provide analytical data.





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

**2.9% 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 collections. 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
<b>TOTAL</b>	<b>82</b>	<b>3,632</b>	<b>44</b>

### 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
<b>TOTAL</b>					<b>1,920,069</b>

### 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
<b>TOTAL</b>	<b>35,013</b>	<b>481</b>	<b>4,185</b>	<b>150</b>	<b>N/A</b>



#### RESULTS HIGHLIGHTS

**74 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 huts
- 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
<b>TOTAL</b>	<b>323</b>

### ENGLISH NEWSPAPER PAID ADVERTISING

NEWSPAPER	# PAID ADS
PRESS DEMOCRAT	4
SONOMA COUNTY GAZETTE	6
<b>TOTAL</b>	<b>10</b>

## 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 <b>BILINGUAL PRESENTATIONS</b> HeadStart programs coordinated by Community Action Partnership Sonoma County. <b>BILINGUAL PRESENTATIONS</b> 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 <b>SPANISH RADIO</b> Nuestra Tierra (Our Earth) that airs live at KBBF Radio station in Santa Rosa <b>SPANISH RADIO</b>
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
<b>TOTAL</b>	<b>194,212</b>	<b>304,177</b>

**ENGLISH RADIO PAID ADVERTISING**

RADIO	# 60-SEC. ADS
KFGY	105
KVRV	136
KSRO	90
<b>TOTAL</b>	<b>331</b>

**ENGLISH NEWSPAPER PAID ADVERTISING**

RADIO	# PAID ADS
Press Democrat	12
Sonoma Index Tribune	2
Cloverdale Reveille	2
<b>TOTAL</b>	<b>16</b>

**NUMBER OF E-WASTE AND MATTRESS COLLECTION EVENTS**

JURISDICTION	# E-WASTE EVENTS	# MATTRESS EVENTS	PARTICIPANTS AT E-WASTE EVENTS	# OF MATTRESSES COLLECTED
Cloverdale	2	1	413	82
Healdsburg	2	1	470	58
Petaluma	2		819	
Rohnert Park	1		305	
Santa Rosa (including Oakmont)	3 Santa Rosa 3 Oakmont	1	1,628 Santa Rosa 1,133 Oakmont	293
Sonoma	2		453	
Unincorporated	6		2,371	
Windsor	1		282	
<b>TOTAL</b>	<b>22</b>	<b>3</b>	<b>7,874</b>	<b>433</b>



**RESULTS HIGHLIGHTS**

**7,874** 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 CoIWMP)
- WHO WORKS:** Staff and Contractor (Recology Sonoma Marin and Onsite Electronics)
- FUNDING:** HHW Cost Center
- DURATION:** Agreement for e-waste handling, transporting, and recycling expires in June 2021.
- DESCRIPTION:** Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.

## E-WASTE COLLECTION AT DISPOSAL SITES

REPORTING PERIOD 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
Healdsburg Transfer Station	210,515	194,478
Sonoma Transfer Station	209,950	179,625
<b>TOTAL</b>	<b>1,042,409</b>	<b>998,564</b>



### 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 countywide.

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



### REFUEL YOUR FUN EXCHANGE EVENTS

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



### RETAIL PROPANE EXCHANGE LOCATIONS

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

### PARKS COLLECTION BINS

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



Waste 360  
**PROPANE TANKS  
 WREAK HAVOC  
 AT MRFS AND  
 DISPOSAL SITES**

#### 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**
- 6 ReFuel Your Fun Exchange Event days held**
- 7 retail stores recruited to either sell the refillable cylinders or provide refill/exchange**