



Meeting of the Board of Directors

January 17, 2018
REGULAR MEETING
Begins at 9:00 a.m.

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

Meeting Agenda and Documents

SONOMA COUNTY WASTE MANAGEMENT AGENCY

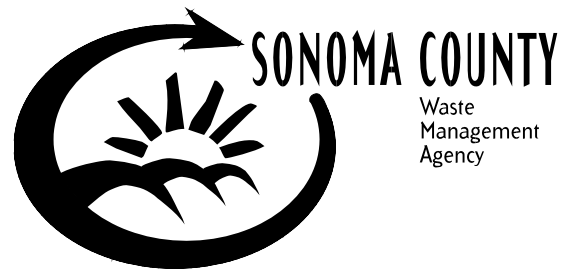
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Table of Contents

<u>Description</u>	<u>Page</u>
Agenda	1
Prior Meeting Summary	4
Agenda Notes	5
Item 7.1 Minutes of the December 20, 2017 Regular Meeting	7
Item 7.2 January 2018 and February 2018 Outreach Calendar	11
Item 7.3 Annual Review of the SCWMA Rules of Governance	12
Item 8 Discussion and Possible Action to Develop a Model Ordinance for Polystyrene Foam and Disposal Food Service Ware Waste Reduction	15
Item 9 Discussion and Possible Action to Create a Brand and Website Redesign Ad Hoc Subcommittee of the Board	19
Item 10 Consideration of Merit Increase and New Agreement for SCWMA Executive Director	20

Note: This packet is 31 pages total



SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

January 17, 2018
REGULAR MEETING

Closed Session Begins at 8:30 a.m.
Regular Session begins at 9:00 a.m. or immediately after Closed
Session
Estimated Ending Time 11:30 a.m.

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

Agenda

Item

1. Call to Order Regular Meeting
2. **Closed Session:** CONFERENCE WITH LEGAL COUNSEL
PUBLIC EMPLOYEE PERFORMANCE EVALUATION
Title: Executive Director
3. Adjourn Closed Session / Call to Order Regular Session / Introductions
4. Agenda Approval
5. Public Comments (items not on the agenda)
6. Election of Officers

Consent (w/attachments)

- 7.1 Minutes of the December 20, 2017 Regular Meeting

- 7.2 January and February 2018 Outreach Calendar
- 7.3 Annual Review of SCWMA Rules of Governance

Regular Calendar

- 8. Discussion and Possible Action to Develop a Model Ordinance for Polystyrene Foam and Disposable Food Service Ware Waste Reduction
[Smith]

Recommended Action: Direct staff to draft a model ordinance to prohibit polystyrene foam products and reduce disposable food service ware.

- 9. Discussion and Possible Action to Create a Brand and Website Redesign Ad Hoc Subcommittee of the Board
[Thigpen]

Recommended Action: Authorize the formation of an ad hoc subcommittee of the Board to help inform the SCWMA's Brand Evaluation and Website Redesign

- 10. Consideration of Merit Increase and New Agreement for SCWMA Executive Director
[Walsh]

Recommended Action: Approve a resolution to (1) extend Mr. Carter's personal services agreement with the SCWMA for an additional year, (2) provide a merit increase for Mr. Carter, and (3) request that the Board of Supervisors approve a new personal services agreement with Mr. Carter, with a term of five years.

- 11. Boardmember Comments
- 12. Staff Comments
- 13. Next SCWMA meeting: February 21, 2018
- 14. Adjourn

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

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

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

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

Noticing: This notice is posted 72 hours prior to the meeting at The Board of Supervisors, 575 Administration Drive, Santa Rosa, and at the meeting site the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa. It is also available on the internet at www.recyclenow.org



Date: December 29, 2017
To: SCWMA Board Members
From: Patrick Carter, SCWMA Executive Director

Executive Summary Report for the SCWMA Board Meeting of December 20, 2017

Item 6, Consent Items: Items 6.1 Minutes of the November 15, 2017 Regular Meeting, 6.2 December 2017 and January 2018 Outreach Calendar, 6.3 Approval of Second Amendment with ECS Refining for E-Waste Transport and Recycling Services, 6.4 Approval of Agreement with California Product Stewardship Council for Grant Partnership, and 6.5 List of SCWMA Agreements and Expirations were approved.

Item 7, Discussion and Possible Action on an Agreement for Rebranding and Website Design Services with The Engine is Red: The Board received information from staff regarding the proposals for The Engine is Red to perform rebranding and website design services. A representative from The Engine is Red spoke to his firm's experience and approach providing these services to other organizations. The combined cost of those services is not to exceed \$150,000, the amount budgeted for these tasks during the SCWMA FY 2017/18 Budget. There was discussion of forming a subcommittee of the Board to work with staff to provide feedback on this project, but no action taken on this at this meeting. The Board voted to authorize the Chair to sign an agreement with The Engine is Red for Brand Evaluation and Design Services and Website Design and Implementation Services.



To: Sonoma County Waste Management Agency Board Members

From: Patrick Carter, Executive Director

Subject: January 17, 2018 Board Meeting Agenda Notes

Please note there will be a Closed Session discussion beginning at 8:30 a.m.

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

Chair: Sebastopol
Vice Chair: Sonoma (City)
Pro-Tem: Sonoma (County)

Consent Calendar

These items include routine financial and administrative items and **staff recommends that they be approved en masse by a single vote.** Any Board member may remove an item from the consent calendar for further discussion or a separate vote by bringing it to the attention of the Chair.

7.1 **Minutes of the December 20, 2017 Regular Meeting:** regular acceptance.

7.2 **January and February 2018 Outreach Calendar:** This item provides an update on outreach events since the last meeting and upcoming outreach events. No action is required.

7.3 **Annual Review of SCWMA Rules of Governance:** SCWMA's Rules of Governance are required to be reviewed annually. Staff recommends an amendment to the Rules to acknowledge changes in practice that have occurred over time and to match the changes that were adopted in the SCWMA's new Joint Exercise of Powers agreement in 2017. **Staff recommends the Board review and approve the attached Rules of Governance, as amended by staff.**

Regular Calendar

8. **Discussion and Possible Action on a Model Ordinance for Polystyrene Foam and Disposable Food Service Ware Waste Reduction:** Staff has researched and developed the framework of a model waste reduction ordinance for polystyrene and other single-use service ware items, and is seeking direction from the Board to begin drafting a model ordinance based upon that framework. The major components of the framework include a prohibition on the distribution of polystyrene foam service ware at food establishments, prohibition of retail sale of certain polystyrene products, requirement to provide single-use service ware at food establishments only upon request (as opposed to by default), encouragement of voluntary "take-out" fees and credits at food establishments, and including contract and lease language for companies doing business with or holding special events within a jurisdiction. **Staff recommends the**

Board direct staff to draft a model ordinance to prohibit polystyrene foam products and reduce disposable food service ware.

9. **Discussion and Possible Action to Create a Brand and Website Redesign Ad Hoc Subcommittee of the Board:** The benefits of creating an ad hoc subcommittee were discussed but no action was taken to form a subcommittee at the December 20, 2017 meeting. Staff believes there is merit in establishing a subcommittee to provide timely Board feedback on the direction of these projects. **Staff recommends the Board authorize the formation of an ad hoc subcommittee of the Board to help inform the SCWMA's Brand Evaluation and Website Redesign.**

10. **Consideration of Merit Increase and New Agreement for SCWMA Executive Director:** Patrick Carter's agreement to be the Executive Director of the SCWMA expires on February 11, 2018. The Board has given Mr. Carter a favorable evaluation and has expressed interest in extending Mr. Carter's agreement. As Mr. Carter's employment agreement is with the County of Sonoma a number of steps must be followed to implement the will of the Board. **Counsel recommends, based on the recommendation from the SCWMA Chair, the Board approve the attached resolution to (1) extend Mr. Carter's personal services agreement with the SCWMA for an additional year, which may be undertaken by the County of Sonoma administratively, (2) provide a merit increase for Mr. Carter based on the favorable evaluation received from the Board, and (3) request that the Board of Supervisors approve a new personal services agreement with Mr. Carter, with a term of five years from approval of the new agreement.**



Minutes of the December 20, 2017 Meeting

The Sonoma County Waste Management Agency met on December 20, 2017, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

Board Members Present:

City of Cloverdale	Melanie Bagby	City of Santa Rosa	John Sawyer
City of Cotati	Susan Harvey	City of Sebastopol	Henry Mikus
City of Healdsburg	Brent Salmi	City of Sonoma	Madolyn Agrimonti
City of Petaluma	Dan St. John	County of Sonoma	Trish Pisenti
City of Rohnert Park	Pam Stafford	Town of Windsor	Deb Fudge

Staff Present:

Executive Director/Acting Clerk	Patrick Carter	Staff	Thora Collard
Counsel	Ethan Walsh		Kristin Thigpen
			Courtney Scott

1. Call to Order Regular Meeting

Closed session was called to order at 8:30 a.m.

2. Closed Session:

PUBLIC EMPLOYEE PERFORMANCE EVALUATION
Title: Executive Director

3. Adjourn Closed Session at 9:10 a.m.

Call to Order Regular Meeting

Regular meeting was called to order at 9:15 a.m.

4. Agenda Approval

5. Public Comments (items not on the agenda)

None

6. Consent (w/attachments)

- 6.1 Minutes of the November 15, 2017 Regular Meeting
- 6.2 December 2017 and January 2018 Outreach Calendar
- 6.3 Approval of Second Amendment with ECS Refining for E-Waste Transport and Recycling Services
- 6.4 Approval of Agreement with California Product Stewardship Council for Grant Partnership
- 6.5 List of SCWMA Agreements and Expirations

Public Comments:

December 20, 2017 – SCWMA Meeting Minutes

None.

The motion for approval of items on consent calendar was made by Trish Pisenti, County of Sonoma, and seconded by Susan Harvey, City of Cotati.

Vote Count:

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

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

Motion passed.

Regular Calendar

7. Discussion and Possible Action on an Agreement for Rebranding and Website Design Services with The Engine is Red.

Kristin Thigpen, SCWMA staff, presented to the staff the results of the RFP process for rebranding and website design and offered the recommendation to award the contracts to The Engine is Red.

Board Discussion

Chris Denny, The Engine is Red, presented to the Board about the company's qualifications and some of their relevance with public entities. He acknowledged the budget and time constraints in the public sector.

Madolyn Agrimonti, City of Sonoma, commented on the planning and implementation of the website. She asked about the schedule for the conversion.

Mr. Denny mentioned the website will be fully autonomous, owned by the client and open sourced. They will include staff during the build and implementation and trained on the entire process. The content management system (CMS) will also be intuitive and easy to use.

Ms. Agrimonti asked if the website will be divided amongst staff.

Patrick Carter, SCWMA Executive Director, responded a staff member will be in charge of the website, but defer to subject matter experts for content.

Henry Mikus, City of Sebastopol, asked if the current website is being supported by the County's ISD.

Mr. Carter responded affirmatively.

Mr. Mikus asked about future costs.

Mr. Carter responded that there are optional costs such as monthly cost for backup and security (\$660/month), hosting fees.

Mr. Denny commented that the annual hosting cost is roughly \$340.

Dan St. John, City of Petaluma, expressed that he does not agree this is the right time to be doing this and does not agree with the price. He stated that the new franchise agreement contractor should be given time to do their own outreach and education. He is concerned about staff bandwidth for new projects. He thinks there are better priorities for the SCWMA.

Melanie Bagby, City of Cloverdale, asked what we are not getting with the current budget and scope.

Mr. Denny stated that a larger budget would allow more complexity of the output in regards to public education or extended content (articles, videos and tutorials). SCWMA staff also requested to streamline the input process. The website will be more focused on photos and text as opposed to expanding into filming of video content.

Deb Fudge, Town of Windsor, stated that she believes by updating the website it will allow much more engagement in the public. The new website allows staff to do actual changes to the web making it more functional and remove dead links. The public is not complaining about us because we are invisible, so rebranding is important. We are also missing the younger generation who only uses mobile devices. This will make our mission clear and our current logo makes no sense.

Ms. Harvey, stated that the website is broken and dependent on the County's ISD. She believes that the cost is small for a process like this and is in favor of staff being self-sufficient. She also acknowledged that we can tap into the new hauler's outreach and information. It is vital that our website be available for mobile devices.

SCWMA Chair John Sawyer, City of Santa Rosa, acknowledged Mr. St. John's concerns about price. Before going through a similar process with the City of Santa Rosa he had the same concerns. He asked if there would be Board participation.

Mr. Denny stated he wanted Board involvement early and often. A subcommittee may be a good option. He likes to create a small group of decision makers. He also has group of stakeholders that participate by speaking from their area of expertise.

Mr. Mikus asked how much traffic we get to our website. He wants to know the relative dollar value of hits to cost.

Mr. Carter reported that there were about 334,000 hits to our website last year.

Public Comments

None.

Ms. Fudge, Town of Windsor, motioned to approve the agreement with The Engine is Red for rebranding and website development and Ms. Bagby, City of Cloverdale, seconded the motion.

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	NO	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

Motion passed.

6. Boardmember Comments

Ms. Bagby commented on the great success of the collection event in Cloverdale and complimented staff on a job well done.

Mr. St. John asked if Santa Rosa was doing an independent composting project as reported in the Press Democrat. Mr. Carter responded in Staff Comments.

7. Staff Comments

Mr. Carter - commented about the composting RFP process. The City of Santa Rosa opened an RFP to allow potential responders to enter into an agreement to lease space next to the Laguna Wastewater Treatment facility with City of Santa Rosa. The SCWMA extended our RFP process to allow responders to complete the RFP process with Santa Rosa first. There were 10 responders to the Santa Rosa RFP, 4 were selected to continue. Staff should be receiving proposals January 16th.

Courtney Scott, SCWMA staff, reported on the special CTCs held. The events were advertised as fire hazard awareness and flood preparedness. Normal events are held on Tuesday evenings from 4:00 – 8:00 by appointment only. These four special events were held on the weekend from 8:30 am – 3:30 pm. 706 households participated and 56,000 lbs. of HHW were collected in four days. They were held in in Santa Rosa (over 330 participants), Guerneville (85), Sonoma (198) and Cloverdale (86).

8. Next SCWMA meeting: January 17, 2018

9. Adjournment:

The meeting adjourned at 10:12 a.m.

Submitted by: Patrick Carter



Agenda Item #: **7.2**
Agenda Date: **1/17/18**

ITEM: **January and February 2018 Outreach Calendar**

January 2018 Outreach Events

January 2	4 PM – 8 PM	Community Toxic Collection – Kenwood
January 3	8 AM – 12 AM	Petaluma DMV Outreach – Petaluma
January 6	4 PM – 7 PM	Dia de Reyes Celebration - Roseland in Santa Rosa
January 5-7	9 AM – 5 PM	E-Waste & Mattress Collection Event – Santa Rosa
January 9	4 PM – 8 PM	Community Toxic Collection – Santa Rosa, East
January 16	4 PM – 8 PM	Community Toxic Collection – Sonoma
January 17	9 AM – 10 AM	Graton Labor Center presentation – Graton
January 22-23	9 AM – 12 PM	Pasitos Parens Program – Santa Rosa, Cloverdale, Windsor, Healdsburg, Petaluma, Forestville
January 23	4 PM – 8 PM	Community Toxic Collection – Cloverdale
January 23	2 PM – 3 PM	Recycling & Composting Assessment at Merry Edwards Winery Sebastopol
January 23	7:15 PM – 8:30 PM	Recycling & Composting Training at Friends House – Santa Rosa
January 30	4 PM – 8 PM	Community Toxic Collection - Healdsburg

February 2018 Outreach Events

February 1-2	9 AM – 12 PM	Pasitos Parens Program – Santa Rosa, Cloverdale, Windsor, Healdsburg, Petaluma, Forestville
February 6	4 PM – 8 PM	Community Toxic Collection – Rohnert Park
February 9	11 AM – 1 PM	Annual Migrant Ed Parent Leadership Institute – Santa Rosa
February 13	4 PM – 8 PM	Community Toxic Collection – Monte Rio
February 10	10 AM – 4 PM	Steelhead Festival – Geyserville
February 14	9 AM – 10 AM	Graton Labor Center presentation - Graton
February 14	8 AM – 12 AM	Petaluma DMV Outreach - Petaluma
February 14	8 AM – 12 AM	Santa Rosa DMV Outreach - Santa Rosa
February 16-19	10 AM – 6 PM	Cloverdale Citrus Fair - Cloverdale
February 20	4 PM – 8 PM	Community Toxic Collection – Oakmont
February 23	11 AM -7 PM	E-Waste & Mattress Collection Event – Cloverdale
February 24-25	9 AM – 5 PM	E-Waste & Mattress Collection Event – Cloverdale
February 27	4 PM – 8 PM	Community Toxic Collection – Rincon Valley



Agenda Item #: **7.3**
Cost Center: **All**
Staff Contact: **Collard**
Agenda Date: **1/17/2018**
Approved By:

ITEM: Annual Review of SCWMA Rules of Governance

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board review and approve the attached Rules of Governance, as amended by staff.

II. BACKGROUND

The Rules of Governance are to be reviewed by the Sonoma County Waste Management Agency Board of Directors on an annual basis for applicability. The Rules were last revised at the January 18, 2015 SCWMA meeting, and Rules 16 and 17 were added. The Rules were last reviewed February 15, 2017.

III. DISCUSSION

Staff has reviewed the Rules of Governance and recommends changes to reflect updated procedures since the SCWMA's renewal went into effect in 2017. Staff recommends changes to Rule 1 (updated title from Director to Executive Director), Rule 2 (common practice has been 7 days advanced notice instead of 10), Rule 6 (changing public testimony from a total of 10 minutes to a maximum of 3 minutes per speaker), and Rule 7 (replace unanimous vote with supermajority vote for the items required by the JPA agreement for adoption or amendment of the budget, incurrence of debt \$250,000 or greater, authorization of expenditures \$250,000 in a single year, or increases to existing fees or imposition of new fees, and add the new unanimous vote requirement for the acquisition of an interest in real property of \$250,000 or more).

IV. FUNDING IMPACT

There is no funding impact as a result of this item.

V. ATTACHMENTS

Amended Rules of Governance

**RULES OF GOVERNANCE
OF THE
SONOMA COUNTY WASTE MANAGEMENT AGENCY (“AGENCY”)**

RULE 1: The Executive Director, in consultation with the Chair, shall prepare an agenda for each meeting of the Agency. The agenda shall contain a brief general description of each item of business to be discussed at the meeting. At least 72 hours before a regular meeting, the Executive Director shall post the agenda in a location that is freely accessible to members of the public during regular business hours.

RULE 2: Whenever possible, staff shall deliver a copy of the agenda for any regular meeting to each member of the Agency seven (7) days in advance of such meeting.

RULE 3: Unless otherwise provided by law, the Agency may make any disposition of a matter properly before it that it deems advisable.

RULE 4: The Chair shall preserve order and decorum and shall decide questions of order subject to an appeal to the Agency.

RULE 5: All questions of law shall be referred to the Agency’s counsel for an opinion.

RULE 6: Each agenda shall provide an opportunity for members of the public to address the Agency directly on items of interest to the public that are within the subject matter jurisdiction of the Agency. The total time allocated for public testimony on any particular issue shall be 3 minutes. Any person desiring to address the Agency shall, when recognized by the Chair, speak from the rostrum and give his or her name and address to the Clerk and limit his or her statement to 3 minutes. In order to facilitate the business of the Agency, the Chair may further modify the time of each such address.

RULE 7: One half or more of the members of the Agency constitute a quorum for the transaction of business. No act of the Agency shall be valid or binding unless a majority of a quorum concur therein. Eight (8) of ten (10) members of the Agency is a Supermajority. Provided, however, that a supermajority vote of the Agency is required for action on: 1) approval or amendment of the Agency Budget, 2) incurrence of debt from public or private lending or financing sources in an amount of \$250,000 or more, 3) authorization of expenditures of \$250,000 or more to a single source within a single year, and 4) any increase in fees or imposition of any new fees. Provided also, that a unanimous vote is required for the Agency to acquire any interest in real property with a value of \$250,000 or more.

RULE 8: A member may initiate voting on a matter by requesting the Chair to call for the question.

RULE 9: Members may vote “aye,” “no,” or “abstain.”

RULE 10: A vote of “abstain” does not constitute concurrence and does not constitute a “no” vote.

RULE 11: Emergency meetings and special meetings shall be called as provided in Sections 54956 and 54956.5 of the Government Code. Closed sessions shall not be scheduled nor conducted without prior consultation with the Agency’s counsel.

RULE 12: At the first meeting in each calendar year the Agency shall elect a Chair and a Vice-Chair and a Chair Pro Tempore. When the Chair is absent, his or her duties shall be assumed Vice-Chair. If both the Chair and the Vice-Chair are absent, the Chairman Pro Tempore shall perform the duties of the Chair.

RULE 13: The Chair may, from time to time, appoint such subcommittees of the Agency as are necessary and convenient.

RULE 14: These rules shall be reviewed by the Agency at the first meeting in each calendar year.

RULE 15: The Chair, Vice-Chair, and the Chair Pro Tempore shall serve at the will and pleasure of the Agency.

RULE 16: Per Government Code § 54956.96(a)(1), all information presented to the Agency Board in closed session is confidential. However, a member of the legislative body of a member local agency who is present in closed session may disclose information obtained in that closed session that has direct financial or liability implications for the member's local agency to the following individuals:

- A. Legal counsel of that member local agency for purposes of obtaining advice on whether the matter has direct financial or liability implications for that member local agency; and/or
- B. Other members of the legislative body of the member local agency present in a closed session of that member local agency.

RULE 17: Per Government Code § 54956.96(a)(2), any designated alternate member of the Agency Board who is also a member of the legislative body of a local agency member and who is attending a properly noticed meeting of the Agency in lieu of a local agency member's regularly appointed member to attend closed sessions of the Agency.



Agenda Item #: **8**
Cost Center: **Contingency**
Staff Contact: **Smith**
Agenda Date: **1/17/2017**
Approved By:

ITEM: Discussion and Possible Action to Develop a Model Ordinance for Polystyrene Foam and Disposable Food Service Ware Waste Reduction

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Direct staff to draft a model ordinance to prohibit polystyrene foam products and reduce disposable food service ware. Staff recommends the model ordinance include the following:

1. A prohibition on the distribution of polystyrene foam food service ware at food establishments.
2. A prohibition on the retail sale of certain polystyrene products.
3. A "Provide Upon Request" requirement for plastic straws and plastic utensils in order to reduce disposable waste.
4. Voluntary "take-out" fees for disposable service ware and credits for reusable items.
5. Contract and lease language for vendors and contractors.

II. BACKGROUND

On Aug 18th 2017, Sonoma County Waste Management Agency staff presented research on the environmental impacts of polystyrene foam waste as justification for action on this issue. Polystyrene foam food service ware may only comprise a small fraction of the waste stream and litter composition, but the long term impacts are pervasive and perpetual. As a result, more than one hundred and ten California jurisdictions have ordinances in place to reduce polystyrene foam waste.

The Board directed staff to provide recommendations for regulating and prohibiting polystyrene foam products. In addition, the Board requested staff to expand the scope of the ordinance to incorporate plastic straws and plastic single use utensils, if feasible.

III. DISCUSSION

The intent of this model ordinance is to significantly reduce polystyrene foam from being sold or distributed in Sonoma County and therefore reducing its prevalence in the waste stream and as litter.

The model ordinance envisioned by SCWMA staff will define the prohibition on the distribution and sale of specific polystyrene foam products, outline requirements for reducing disposable food service ware, and define exemptions, enforcement and violations.

The main components of this ordinance include:

1. Prohibition of polystyrene foam food service ware distributed by food establishments and food providers
2. Prohibition of polystyrene foam products sold by retail vendors
3. Requirement for food establishments and food providers to provide single use plastic straws and utensils upon request only.
4. Voluntary “take-out” fees for disposable service ware and credits for reusable items.
5. Contract and lease language for vendors and contractors doing business with the jurisdiction.

Prohibited polystyrene foam food service ware

A prohibition of polystyrene foam food service ware provided by food establishments would include polystyrene foam clamshells, cups, plates, and bowls. Food establishments and food providers are defined as restaurants, drive-thru eateries, coffee shops, caterers, produce stands, food trucks, and any place in which food or drink is prepared for sale or for service.

Though these containers were not tracked specifically in the 2014 Waste Characterization Study, these products fall into the #3 - #7 Plastic Containers, and, among many other materials in that category, represent less than 2,700 tons per year of year. However, it should be noted that overall garbage disposal amounts have increased since 2014, so the amount of polystyrene materials disposed may have increased as well. It should also be noted that these tonnage amounts do not include littered materials which are never received at disposal facilities.

SCWMA staff received a 2017 report from the County’s Environmental Health Department that listed 2,300 businesses with food-handling permits. These businesses and institutions included restaurants, schools, caterers, bed and breakfast establishments, hotels, and food trucks. All 2,300 entities would fall under the scope of an ordinance. Some of these businesses have already switched to a recyclable or biodegradable alternative on a voluntary basis.

Prohibited retail sales of polystyrene foam products

The second recommended component is a retail prohibition of polystyrene foam products. Prohibited retail sales would include polystyrene foam food service ware in addition to polystyrene foam ice chests, coolers, beach toys, and packing peanuts. Prohibited ice chests, coolers and beach toy are defined as products which are not wholly encapsulated or encased within a more durable material.

While researching polystyrene foam litter issues specific to Sonoma County, staff spoke to litter cleanup organizations such as the Clean River Alliance and Surfrider Foundation’s local chapter. Both organizations stated that foam coolers are more prevalent than food containers in the litter composition of river and coastal cleanup events. There are many reasonably priced durable and reusable alternatives available on the market.

Polystyrene foam peanuts and other foam packaging materials are not accepted in Sonoma County’s curbside recycling program, so reuse and landfill disposal are the only acceptable

disposal methods in Sonoma County. Reuse options are limited, so much of the material is landfilled. Packing peanuts are lightweight and easily picked up by the wind, creating litter and ending up in the drains, roadsides and waterways. By eliminating polystyrene foam packaging options, Sonoma County can reduce unnecessary litter and landfilled waste. Alternatives available in the marketplace include paper packaging, starch-based peanuts and other plastic packaging such as bubble wrap and air pillows.

Reduction of disposable food service ware

The third component in the model ordinance is a reduction of disposable food service ware made from solid polystyrene or other plastic types. Specifically, staff recommends the ordinance include a clause to require food establishments to provide single use plastic straws and single use plastic utensils upon customer request.

Staff research indicates that plastic straws and utensils are typically made from polypropylene or solid polystyrene. Regardless of plastic type, plastic straws and plastic utensils are not accepted in Sonoma County's curbside recycling program. The shape and size of these items are too small to properly sort at the material recovery facility. There are no recyclable alternatives.

Although compostable straws and utensils are available, there are limitations on products the SCWMA can accept in our organics program. The composting facilities to which the SCWMA currently directs organics materials do not accept bioplastic or polylactic acid (PLA) compostable plastic material. This is primarily due to its potential for being mistaken for non-compostable service ware, its incompatibility with organic finished product standards, and the material's inability to fully degrade during the facilities timeframe. As a result of insufficient alternatives, the SCWMA recommends an "Upon Request" requirement to focus on waste reduction.

As with the polystyrene foam containers, the 2014 Waste Characterization Study did not contain a specific category for food service ware items, but these items are included in the Remainder/Composition Plastic category, which amounted to 5,600 tons per year. As mentioned above overall disposal tonnages have increased since 2014, so it is likely that the amount of waste in this category has increased as well.

Voluntary "Take-Out" Fees and Credits

On a voluntary basis, the ordinance will encourage food establishments to provide a \$0.25 credit for customers bringing their own reusable containers for to-go items. Similarly, this section will encourage a "take-out" fee of \$0.25 for disposable clamshells, plates, cups, straws and utensils. By encouraging credits and fees, impacted businesses can offset costs while creating incentives for waste reduction.

Contracts and lease language

Staff recommends the ordinance apply to companies doing business with the jurisdiction and to special events taking place within the jurisdiction to further reinforce the importance and effectiveness of this ordinance.

Exemptions

Staff reviewed existing polystyrene foam ordinances and identified a few standard exemptions. Staff recommends exemptions for foods or products prepared outside the jurisdiction and then sold inside the jurisdiction, packaging of meat, poultry, medical devices and packaging for harvesting and storing grapes.

Enforcement

Enforcement is managed by the jurisdiction's staff such as City Manager, Director of Public Works, Administrator, or appointed designee. There are contractual mechanisms in which the SCWMA could manage enforcement if SCWMA members would like to delegate enforcement.

Violations

Although violations will be defined in the ordinance, penalties are rarely imposed in jurisdictions that prohibit polystyrene foam. The County of Santa Cruz implemented an ordinance in 2010, and to date have had three violations. Often the infractions are a result of staff turnover and a lack of information. Penalties could be necessary in order to encourage resistant businesses, though the intent of the penalties are to establish a negative incentive to promote change, not to generate revenue.

Implementation Date

Since the SCWMA is creating a model ordinance for each member to approve as an individual jurisdiction, staff recommends setting an agreed upon implementation date. Implementation dates range from three months to six months from the passage of the ordinance. Since SCWMA members may approve the ordinance at different times, an agreed upon effective date (e.g. January 1, 2019) countywide would make a rollout easier for consistent marketing.

Outreach and Education

If a model ordinance is approved by the SCWMA Board, staff will create a robust outreach and education plan. Outreach will have two primary audiences, impacted businesses and residents of Sonoma County. The goal will be to make impacted businesses aware of the prohibition of certain polystyrene foam items, as well as, educating food establishments on the "Upon Request" procedure for disposable food service ware. Staff will also encourage the voluntary credits and fees, if included in the ordinance. Residential outreach will focus on the requirements of the ordinance, the environmental impacts of single use disposal food service ware to encourage reusable items.

IV. FUNDING IMPACT

The only funding impact to date has been staff time to research and develop options for a model ordinance. If the Board gives direction to draft a model ordinance, the funding impacts are expected to be limited to staff and SCWMA Counsel time. However, staff time could be significant if SCWMA staff presents a model ordinance for each Council's and Board's consideration.



Agenda Item #: **9**
Cost Center: **Contingency**
Staff Contact: **Thigpen**
Agenda Date: **1/17/2018**
Approved By:

ITEM: Discussion and Possible Action to Create a Brand and Website Redesign Ad Hoc Subcommittee of the Board

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board authorize the formation of an ad hoc subcommittee of the Board to help inform the SCWMA's Brand Evaluation and Website Redesign.

II. BACKGROUND

At the December 20, 2017 SCWMA Board meeting, the SCWMA Board approved an agreement with The Engine is Red to provide both rebranding and website/database redesign services. There was discussion, but no action taken, regarding the formation of a subcommittee of the Board to provide input in the process prior to conclusion of design work and presentation to the Board.

III. DISCUSSION

Staff contacted The Engine is Red to request an estimated time commitment for a subcommittee. The Engine is Red estimates three to six, one-hour meetings, spread out over several months as the project develops. Though in-person meetings are preferred, these meetings could also be attended remotely. The subcommittee would meet as needed, provide input during key decision points in the process, and be disbanded upon project completion (currently expected to be summer 2018).

Brown Act requirements limit the number of members of this subcommittee to less than a quorum of Board members (a quorum for the SCWMA is five, per the JPA agreement). Staff recommends three members be assigned to this subcommittee for the sake of providing the right balance of effective feedback and ease of scheduling.

IV. FUNDING IMPACT

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



Agenda Item #: **10**
Cost Center: **All**
Staff Contact: **Walsh**
Agenda Date: **1/17/2018**
Approved by:

ITEM: Consideration of Merit Increase and New Agreement for SCWMA Executive Director

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Counsel recommends, based on the recommendation from the SCWMA Chair, the Board approve the attached resolution to (1) extend Mr. Carter’s personal services agreement with the SCWMA for an additional year, which may be undertaken by the County of Sonoma administratively, (2) provide a merit increase for Mr. Carter based on the favorable evaluation received from the Board, and (3) request that the Board of Supervisors approve a new personal services agreement with Mr. Carter, with a term of five years from approval of the new agreement.

II. BACKGROUND

The SCWMA Executive Director was hired by the SCWMA Board pursuant to an agreement for personal services between the County of Sonoma and Patrick Carter. The County and SCWMA have entered into an Agreement for Staff Services, pursuant to which the County employs SCWMA’s Executive Director, although the Executive Director serves at the pleasure of and under the direction of the SCWMA Board. Mr. Carter’s personal services agreement expires on February 11, 2018, but can be extended to February 11, 2019 upon request by the SCWMA Board to the County. Any term that extends beyond February 11, 2019 must be approved by the County Board of Supervisors.

Mr. Carter was initially hired at the “F” Step of the salary range established by the County for the SCWMA Executive Director position, and is currently at “H” Step through action taken by this Board on May 17, 2017. The personal services agreement provides that Mr. Carter’s salary is thereafter governed by Sonoma County Salary Resolution 95-0926, as amended. Under the salary resolution, Mr. Carter is eligible for consideration of a merit increase upon completion of 2,080 hours in his current position, upon receipt of a satisfactory or exceeds expectation evaluation. All merit increases must be within the County’s existing salary scale for the SCWMA Executive Director position. Mr. Carter is one step away from the top step in the salary scale, and is therefore eligible for a merit increase to the “I” Step for his position, which is the final step in the salary range for this position.

Following recommendation from the Board, the County staff can implement a merit increase and a one-year extension of Mr. Carter’s personal services agreement. However, a longer extension of the term of the Agreement requires an amendment to the personal services agreement that must be approved by the Board of Supervisors.

III. DISCUSSION

The SCWMA Board has given Mr. Carter a favorable evaluation, and he is therefore eligible for a merit increase. With a recommendation from the Board Chair, the Board is requesting that the County provide Mr. Carter a merit increase to the "I" Step on the salary schedule, and extend his existing personal services agreement for an additional one year term, to February 11, 2019.

As noted above, any term that extends beyond February 11, 2019 must go to the Board of Supervisors for approval. The Chair recommends that Mr. Carter's agreement be extended for a term of five (5) years. To effectuate this change, the Chair recommends that the SCWMA Board request that the County Board of Supervisors approve a new personal services agreement for Patrick Carter to serve as Executive Director. The attached professional services agreement contains the same terms as Mr. Carter's existing agreement, with the only changes being a new five (5) year term, and an initial salary at the "I" Step in the County's salary schedule. Once this new agreement is approved by the Board of Supervisors, it will replace and supersede Mr. Carter's existing agreement.

IV. FUNDING IMPACT

The proposed merit increase would constitute a 2.5% increase in salary for Mr. Carter. This increase is accounted for in the SCWMA's current budget.

V. ATTACHMENTS

Resolution
Personal Services Agreement

Dated: January 17, 2018

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
REQUESTING THAT THE COUNTY OF SONOMA (1) EXTEND THE TERM OF THE PERSONAL SERVICES
AGREEMENT BETWEEN THE COUNTY AND PATRICK CARTER, EXECUTIVE DIRECTOR; (2) PROVIDE A
MERIT INCREASE TO CARTER; AND (3) REQUEST THAT THE COUNTY BOARD OF SUPERVISORS
APPROVE A NEW PERSONAL SERVICES AGREEMENT WITH PATRICK CARTER TO CONTINUE TO SERVE
AS EXECUTIVE DIRECTOR OF THE AGENCY

WHEREAS, the Sonoma County Waste Management Agency retained Patrick Carter (“Carter”) to serve as Executive Director of the Agency pursuant to that certain Agreement for Personal Services entered into by and between Carter and the County of Sonoma dated May 3, 2016 as amended by the First Amendment to the Agreement for Personal Services (the “Current Agreement”); and

WHEREAS, pursuant to the terms of the Current Agreement and Sonoma County Salary Resolution 95-0926, Carter is eligible for a merit increase; and

WHEREAS, the Current Agreement, as amended, expires on February 11, 2018; and

WHEREAS, upon approval of the Current Agreement, the County Board of Supervisors delegated authority to the County Administrator to extend the Current Agreement upon request by the Sonoma County Waste Management Agency Board of Directors for a period not to extend beyond February 11, 2019; and

WHEREAS, the Board of Directors desires that Carter enter into a new Agreement for Personal Services to serve as the Executive Director for the Agency for an additional five (5) year term.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the Sonoma County Waste Management Agency does hereby (1) request that the County Administrator extend the term of the Current Agreement to February 11, 2019; (2) request that the County grant Carter a merit increase to Step “I” on the current salary schedule for the Executive Director position; and (3) request that the Board of Supervisors approve a new Agreement for Personal Services with Carter with a five (5) year term, in substantially the form attached hereto as Exhibit A, subject to minor nonsubstantive amendments as approved by the SCWMA Counsel.

MEMBERS:

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

AYES: -- NOES: -- ABSENT: -- ABSTAIN: --

SO ORDERED

The within instrument is a correct copy
of the original on file with this office.

ATTEST: DATE: January 17, 2018

Clerk of the Sonoma County Waste Management Agency
Agency of the State of California in and for the
County of Sonoma

AGREEMENT FOR PERSONAL SERVICES, EXECUTIVE DIRECTOR OF THE
SONOMA COUNTY WASTE MANAGEMENT AGENCY

This Agreement is made this ___ day of _____, 2018, by and between the County of Sonoma, a political subdivision of the State of California (hereinafter "COUNTY") and PATRICK CARTER (hereinafter called "EMPLOYEE").

WITNESSETH:

WHEREAS, the COUNTY and the SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY") have entered into an agreement for staff services dated June 1, 2010 (hereinafter, "Staff Contract"); and,

WHEREAS, pursuant to the Staff Contract, the County is to employ a person to act in the capacity as the Executive Director of the AGENCY (hereinafter "Executive Director"); and,

WHEREAS, the AGENCY has determined that EMPLOYEE is the individual AGENCY wants to serve as Executive Director of the AGENCY; and,

WHEREAS, the County desires to retain EMPLOYEE as the Executive Director; and,

WHEREAS, EMPLOYEE acknowledges that by accepting the position of Executive Director, he will be an at-will employee for the COUNTY, and that as such, his position is exempt from the County's Civil Service system in accordance with Civil Service Ordinance 305-A and that he will retain no right of restoration to any previously held classified position with COUNTY under said system.

NOW, THEREFORE, BE IT AGREED by and between the parties as follows:

1. Term of Employment. COUNTY hereby employs EMPLOYEE in the position of at-will Executive Director, for a five (5) year term commencing _____, 2018 and ending on _____, 2023, subject, however, to termination as hereinafter provided. The parties may mutually extend the term by subsequent written agreement.

2. Duties. EMPLOYEE shall perform the duties of the Executive Director as set forth in the job description for the position, attached hereto as Attachment A, as it now provides or may hereafter be amended.

3. Compensation.

(a) EMPLOYEE's initial salary shall be at the "I" Step of the salary range. Thereafter, the terms of the Sonoma County Salary Resolution 95-0926, as amended or until superseded by further resolution(s) of the Board of Supervisors, shall apply to the salary.

(b) Except as herein provided, EMPLOYEE shall be entitled to the same fringe benefits generally available to COUNTY unrepresented administrative management employees, as specified in the Salary Resolution, notwithstanding any designation that the Executive Director is a Department Head position under Ordinance No. 5892.

(c) EMPLOYEE shall participate in any mandatory time off furlough program established by the County on the same terms and conditions applicable to management employees.

4. Appointing Authority and Performance Evaluations.

(a) The Board of Supervisors shall be the appointing authority for the EMPLOYEE. The Board will, however, consistent with the job specifications set forth in Attachment A and pursuant to the Staff Contract referenced previously herein, delegate supervision over the EMPLOYEE and delegate the annual performance review to the Board of Directors for the AGENCY. In addition to the annual performance review, the Board of Directors for the AGENCY shall, during the initial term of this Agreement, conduct a performance review after three (3) months of this Agreement have expired, a second performance review after six (6) months of this Agreement have expired, and further as requested by EMPLOYEE or the Board of Directors for the Agency. EMPLOYEE agrees that concerns that COUNTY Board of Supervisors or the individual members of the Board or the AGENCY Board of Directors or the individual members of the AGENCY Board have concerning EMPLOYEE's performance are not "specific complaints or charges brought against an employee by another person or employee" as that phrase is used in Government Code §54957 and that the notice requirement of that section is, under those circumstances, inapplicable.

(b) Pursuant to the Staff Contract referenced above, COUNTY shall provide additional dedicated staff to assist the EMPLOYEE in carrying out the day-to-day operations of AGENCY. Said additional staff will be within the classified service of the County's Civil Service Ordinance. With the exception of the power to terminate which shall be retained by the Director of the Department of Transportation and Public Works, the EMPLOYEE shall be the appointing authority over such County employees and EMPLOYEE shall be responsible for complying with all laws, policies and procedures with regard to such COUNTY employees, including but not limited to, all COUNTY personnel policies and procedures.

5. Termination.

(a) EMPLOYEE shall serve at the will and pleasure of COUNTY Board of Supervisors and may be terminated at the will of the Board with or without cause, provided, however, that the County will delegate the authority to terminate the EMPLOYEE with or without cause to the AGENCY under the Staff Contract, and provided that the COUNTY shall retain the authority to terminate the EMPLOYEE for the following acts:

- 1) A physical assault;
- 2) Threats of violence;
- 3) Embezzlement or theft;

- 4) Prosecution for or conviction of a felony;
- 5) Unauthorized possession of weapons or explosives on County property;
- 6) Sexual harassment;
- 7) Unlawful discrimination;
- 8) Being under the influence of alcohol or non-prescribed drugs, to the level of incapacity, during work hours; or
- 9) Violation of COUNTY's policy regarding use of COUNTY owned computers or other electronic devices.

EMPLOYEE expressly waives and disclaims any right to any pre-termination or post-termination notice and hearing.

(b) COUNTY may place EMPLOYEE on administrative leave when COUNTY determines that EMPLOYEE'S acts or omissions have resulted, or may result, in liability to COUNTY or AGENCY.

(c) Termination of EMPLOYEE's employment without cause may be effected by (i) AGENCY giving written notice to COUNTY and COUNTY giving sixty (60) days' prior written notice to EMPLOYEE, or (ii) the AGENCY expires or is terminated pursuant to the current terms of the Joint Exercise of Powers Agreement by and between AGENCY's members on or before February 11, 2017. Upon such termination, EMPLOYEE shall be entitled to additional salary and deferred compensation equal to that which would accrue during ninety (90) calendar days following termination and to be computed by the COUNTY Auditor-Controller at the rate applicable on the day of termination plus the cash equivalent of all accumulated vacation as of the day of termination. In addition to the foregoing, EMPLOYEE shall also be entitled to be compensated for one-fourth (1/4) of unused sick leave and EMPLOYEE's deferred compensation balance. EMPLOYEE's health benefits and the COUNTY's portion of the premium contribution shall continue to remain in effect for a period of ninety (90) calendar days from date of termination. If EMPLOYEE elects to accept said severance package, EMPLOYEE shall execute an agreement that the severance package shall constitute a final settlement and satisfaction of all claims of EMPLOYEE against COUNTY or AGENCY arising out of his or her employment. EMPLOYEE expressly waives and disclaims any right to any pre-termination or post-termination notice and hearing.

(d) EMPLOYEE may terminate his employment at any time by delivering to the COUNTY Board of Supervisors and the Chair of the AGENCY Board of Directors his written resignation. Such resignation shall be irrevocable and shall be effective not earlier than ninety (90) calendar days following delivery. EMPLOYEE shall be entitled to be compensated for one-fourth (1/4) of unused sick leave and EMPLOYEE's deferred compensation balance.

(e) From the date upon which EMPLOYEE either resigns or is notified of the COUNTY's intention to terminate the Agreement until the actual date upon which the resignation, termination or expiration becomes effective, EMPLOYEE shall continue to devote his or her full time, attention and effort to the duties anticipated hereunder and shall perform the same in a professional and competent manner. If requested, EMPLOYEE shall assist COUNTY and AGENCY in orienting EMPLOYEE's replacement and shall perform such tasks as are

necessary to effect a smooth transition in the leadership of the AGENCY. These tasks may also include providing information or testimony regarding matters which arose during EMPLOYEE's employment.

(f) EMPLOYEE acknowledges, understands and warrants that EMPLOYEE shall have no further right or claim to employment after the expiration of the term of this Agreement unless extended by mutual written agreement. Except as provided herein, no other document, handbook, policy, resolution or oral or written representation shall be effective or construed to be effective to extend the term hereof or otherwise grant EMPLOYEE any right or claim to continued employment with COUNTY.

6. Nonassignability. EMPLOYEE shall not, during the term of this Agreement, make any assignment or delegation of any of its provisions without the prior written consent of COUNTY.

7. Compliance with Law. EMPLOYEE shall, during his or her employment hereunder, comply with all laws and regulations applicable to such employment. Any act or omission of EMPLOYEE constituting a public offense involving moral turpitude or a withholding of labor is a material breach of this Agreement relieving COUNTY of any and all obligations hereunder. Such act or omission shall constitute sufficient grounds for EMPLOYEE's termination with cause pursuant to this Agreement.

8. No Third Party Beneficiary Rights. Nothing contained in this Agreement shall be construed to create any rights in third parties and the parties do not intend to create such rights. In addition, EMPLOYEE shall not have any rights and shall not be intended to be a third party beneficiary under the Staff Contract between the AGENCY and the COUNTY.

9. Merger. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of the Agreement, pursuant to Section 1856 of the Code of Civil Procedure. No modification of this Agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

10. Termination of this Agreement as a Result of Termination of Staff Contract. In the event the Staff Contract is terminated by either the COUNTY or the AGENCY pursuant to paragraph 12 of the Staff Contract, then this Agreement for Personal Services shall terminate.

11. Conflict of Interest. EMPLOYEE covenants that he presently has no interest and will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of his duties required under this Agreement. EMPLOYEE shall comply with all state and local conflict of interest laws or policies, including, but not limited to, Government Code Section 1090, the Political Reform Act and requirements promulgated by the Fair Political Practices Commission, the County's policies on incompatible offices and conflicts of interest, and any Departmental policies on conflicts of interest. EMPLOYEE shall also complete and file a "Statement of Economic Interest" with the County, disclosing EMPLOYEE's financial interests, as required by the County's Conflict of Interest Code.

12. Supersede Prior Agreement. Upon execution by COUNTY and EMPLOYEE, this Agreement shall supersede and replace in its entirety that certain Agreement for Personal Services entered into by and between COUNTY and EMPLOYEE on May 3, 2016, as amended (the "Prior Agreement"), and the Prior Agreement shall be of no further force or effect.

ATTEST:

COUNTY OF SONOMA:

Clerk of the Board

By _____
Chair, Board of Supervisors

EMPLOYEE:

PATRICK CARTER

APPROVED AS TO FORM:

BY: _____
County Counsel

EXHIBIT “A”

WASTE MANAGEMENT AGENCY EXECUTIVE DIRECTOR

Dept Heads & Elected Officials-52
5191

Under direction of the Sonoma County Waste Management Agency (“Agency”) Board of Directors, the Agency Executive Director plans, organizes and directs all activities and functions in the operation of the Agency as required by AB939 regulations, including city/county agreements, recycling, marketing, material recovery, household hazardous waste, organic waste composting, source reduction, and public education; performs related duties as required.

Distinguishing Characteristics

The Sonoma County Waste Management Agency (Agency) is an independent joint powers agency which includes the County of Sonoma and all nine Sonoma County cities (Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Town of Windsor) as member agencies.

The Agency Board of Directors is a ten member board with each member agency having one representative. The Agency was formed in 1992. The Agency has an annual budget of approximately eight million dollars.

This single management class is an “at-will” position and is exempt from the County’s Civil Service system in accordance with Civil Service Ordinance 305-A. The County of Sonoma provides staffing services under agreement to the Agency. As such, the County of Sonoma is the employer and the appointing authority; however, the Board of Supervisors will delegate authority for employee selection, supervision and termination of the employee to the Agency Board of Directors. Incumbents will be employed under an “at-will” employment agreement. The County will retain the right to terminate the employee as provided in the employment agreement.

The incumbent is responsible for the overall administrative management of the department personnel, program activities, and procedural and policy issues as they relate to the operation of the Agency.

The position must use considerable independent judgment and discretion in staff supervision and delegated project administration and management including the prioritization and coordination of mandates, goals and objectives.

Typical Duties:

Duties may include, but are not limited to the following:

Plans, organizes, directs, and coordinates the operation of all functions for the Agency. Initiates/participates in strategic planning efforts for the benefit of the Agency in County, private sector and regional venues.

Develops and implements the Agency annual budget; coordinates fiscal operations with

the County (accountant and auditor services); provides budgetary forecasts to the Agency Board of Directors as requested.

Assists in formulating long-range goals of the Agency program and in developing plans for accomplishing these goals; develops policies and procedures to carry out the plans which have been developed; develops and implements marketing and public outreach and information plans; reviews and evaluates programs and anticipates future needs.

Provides on-going support to the Agency Board to maximize their effectiveness including facilitating new Board member orientation, providing Board training on specific issues or topic areas, and identifying ways to streamline meetings and maximize the efficient use of the Board members' time.

Supervises, directs, develops and evaluates subordinate staff (County employees) and also has responsibility for selecting program staff.
Coordinates activities with other departmental divisions, other County departments, other governmental agencies and private organizations and contractors as required.

Reviews the preparation of a variety of plans, reports, and correspondence.

Discusses and explains department plans, programs, and projects at public and community meetings, legislative and administrative hearings, and related functions; attends conferences and seminars to keep informed of new developments.

Consults with legal counsel concerning contracts and divisional operations; monitors legislation on the state, federal and local level; recommends changes required by new legislation.

May serve as a member of various committees as directed by the Agency Board of Directors.

Performs other duties as required.

Knowledge, Skills, and Abilities:

Considerable knowledge of: state and federal laws and programs relative to the planning and development of recycling management, including AB 939 legislation; principles and practices of marketing and public information, principles and practices of program planning and evaluation, grant preparation and review, personnel and fiscal administration, including budgetary process and fiscal strategy, staff development and training; the principles and practices of contract negotiations and administration; the organization and functions of various Agencies; economic research and feasibility as it relates to plans in support of the program; English syntax and grammar; modern software programs required to complete job responsibilities.

Ability to: plan, organize and direct the activities of professional, specialized technical and clerical staff; establish and maintain harmonious working relationships with the Agency Board of Directors, coworkers, subordinates, representatives of other County departments, other governmental agencies, private organizations, private contractors, and with the general public; prepare and implement administrative and fiscal policies and controls; coordinate program

activities with other County departments and other public entities; determine organizational needs and functional changes in order to improve efficiency and effectiveness; provide effective leadership in the development of new or improved procedures; analyze, prepare and/or review staff reports and recommendations and to give constructive criticism; effectively assemble, organize and present in written and/or oral form, reports containing alternative solutions and recommendations regarding specific resources, plans and policies; speak before groups regarding department plans, projects and functions.

Minimum Qualifications:

Education and Experience: Any combination of education, training, and experience that clearly demonstrates possession of the knowledge and abilities listed for the position. Normally, this would include significant coursework or graduation from an accredited college or university with a focus in business administration, public administration, marketing, environmental studies, or a related field and five years of increasingly responsible, professional experience in recycling or solid waste management, including at least four years of experience with administrative and supervisory responsibilities for marketing and/or public information, program planning and administration, and staff supervision.

License: Possession of a valid driver's license at the appropriate level including special endorsements, as required by the State of California, may be required depending upon assignment to perform the essential job functions of the position.