



Meeting of the Board of Directors

February 21, 2018

REGULAR MEETING

Begins at 8:30 a.m.

City of Santa Rosa, Council Chambers

100 Santa Rosa Avenue

Santa Rosa, CA

Meeting Agenda and Documents

SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

February 21, 2018

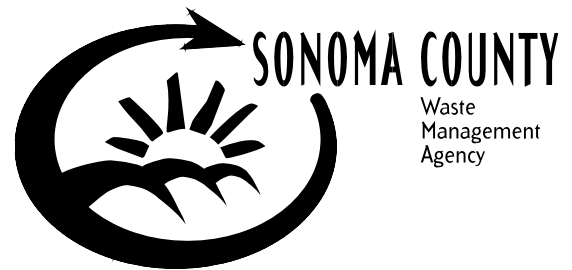
REGULAR MEETING

Begins 8:30 a.m.

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Note: This packet is 69 pages total



SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

**February 21, 2018
REGULAR MEETING**

**Regular Session begins at 8:30 a.m.
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. Agenda Approval
3. Public Comments (items not on the agenda)

Consent (w/attachments)

- 4.1 Minutes of the January 17, 2018 Regular Meeting
- 4.2 February and March 2018 Outreach Calendar
- 4.3 SCWMA 2017/18 Second Quarter Financial Report

Regular Calendar

5. 2017 Education and Outreach Reports
[Thigpen]

Recommended Action: No action is required
6. Discussion and Possible Action on FY 2018-19 SCWMA Work Plan
[Collard]

Recommended Action: Provide feedback and consider approval of the FY 2018-19 Work Plan as a guide for the FY 18-19 Draft Budget

7. Discussion and Possible Action on the Finalized Evaluation Criteria for the Organics Processing Request for Proposals
[Carter]

Recommended Action: Approve the evaluation criteria for the Organics Material Processing Services Request for Proposals

8. Discussion and Possible Action on the Scope of Work for Electronic Waste Recycling and Transport
[Scott]

Recommended Action: Approve the attached Scope of Work and Evaluation Criteria for the electronic waste (E-waste) Transportation and Recycling Request for Proposals (RFP) and direct staff to issue the E-Waste Transportation and Recycling RFP

9. Boardmember Comments
10. Staff Comments
11. Next SCWMA meeting: March 21, 2018
12. 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: January 24, 2018

To: SCWMA Board Members

From: Patrick Carter, SCWMA Executive Director

Executive Summary Report for the SCWMA Board Meeting of January 17, 2018

Item 6, Election of Officers: Henry Mikus, City of Sebastopol, Madolyn Agrimonti, City of Sonoma, and Susan Gorin, County of Sonoma, were elected to the positions of Chair, Vice Chair, and Chair Pro Tempore.

Item 7, Consent: Items 7.1 Minutes of the December 20, 2017 Regular Meeting, 7.2 January and February 2018 Outreach Calendar, 7.3 Annual Review of Rules of Governance were approved.

Item 8, Discussion and Possible Action to Develop a Model Ordinance for Polystyrene Foam and Disposable Food Service Ware Waste Reduction: Staff was given direction to begin drafting a polystyrene waste reduction model ordinance for consideration by SCWMA members. The process going forward would be for SCWMA staff to develop the draft ordinance, conduct extensive outreach to affected businesses, seek feedback on the draft from individual Councils/Board (if requested), incorporate the feedback and finalize the language for Council/Board ordinance adoption consideration.

Item 9, Discussion and Possible Action to Create a Brand and Website Redesign Ad Hoc Subcommittee of the Board: An ad hoc subcommittee was formed with Melanie Bagby, City of Cloverdale, Susan Harvey, City of Cotati, and Deb Fudge, Town of Windsor as the membership.

Item 10, Consideration of Merit Increase and New Agreement for SCWMA Executive Director: The Board approved of the resolution to 1) extend the current Executive Director's agreement for an additional year, 2) provide a merit increase for the Executive Director, and 3) request the Board of Supervisors approve a new personal services agreement with the current Executive Director with a five year term.



To: Sonoma County Waste Management Agency Board Members

From: Patrick Carter, Executive Director

Subject: February 21, 2018 Board Meeting Agenda Notes

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.

4.1 **Minutes of the January 17, 2018 Regular Meeting:** regular acceptance.

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

4.3 **Annual Review of SCWMA Rules of Governance:** The JPA requires quarterly reports of the receipts to and disbursements from the SCWMA. This report displays the actual revenues and expenditures compared to budget estimates. **Staff recommends approving the FY 2017-18 Second Quarter Financial Report on the Consent Calendar.**

Regular Calendar

5. **2017 Education and Outreach Reports:** This staff report summarizes the educational effort performed by the SCWMA in 2017. While no action is requested from the Board, staff believes this report demonstrates the scale of the SCWMA's educational programs and that it is important for the Board and public to know where the SCWMA has been focusing its efforts. The report includes information on print media, advertisements, commercial outreach, event/fair outreach, web and social media outreach, Eco-Desk calls, E-Waste collection events, and Community Toxics Collection events. **This item is informational and requires no action from the Board.**

6. **Discussion and Possible Action on FY 2018/19 SCWMA Work Plan:** The Work Plan has been used as a budget development tool since FY 06/07. The Work Plan outlines the major programs and projects expected to be performed by staff and consultants during the upcoming fiscal year. The new projects proposed for FY 18/19 are a single use battery collection pilot project and internship program to potentially help with this project, and additional community toxics cleanup events similar to those done in the wake of the fires from last year. **Staff recommends the Board provide feedback and consider approval of the FY 18-19 Work Plan as a guide for the FY 18-19 Draft Budget.**

7. **Discussion and Possible Action on the Finalized Evaluation Criteria for the Organics Processing Request for Proposals:** As staff prepares for the evaluation of the proposals received through the Organics Processing RFP process, staff is requesting that the Board approve the weighted evaluation criteria. The RFP discussed the categories for evaluation, but not how each category would be weighted relative to the others. Staff has created a weighting scenario which staff believes balances the cost of services provided

with the relevance of the project need and feasibility of the project. **Staff recommends the Board approve the evaluation criteria for the Organics Material Processing Services Request for Proposals.**

8. **Discussion and Possible Action on the E-Waste Transportation and Recycling RFP Scope of Work:** The agreement between the SCWMA and ECS for E-Waste Recycling and Transport expires on June 30, 2018. While staff is very satisfied with the services provided by ECS, these services were last competitively bid in 2012, so staff believes the timing is right to ensure the SCWMA is receiving the best services and pricing through a competitive process. Two agreements cover the collection of E-waste at the County-owned transfer stations (the other currently being performed by Recology), but staff is examining whether one contractor could provide both services to potentially reduce the administrative burden and improve the process efficiency. **Staff recommends the Board approve of the attached Scope of Work and Evaluation Criteria for the electronic waste (E-waste) Transportation and Recycling Request for Proposals (RFP) and direct staff to issue the E-Waste Transportation and Recycling RFP.**



Minutes of the January 17, 2018 Meeting

The Sonoma County Waste Management Agency met on January 17, 2018, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

Board Members Present:

City of Cloverdale	Paul Cayler	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	Absent	County of Sonoma	Trish Pisenti
City of Rohnert Park	Don Schwartz	Town of Windsor	Deb Fudge

Staff Present:

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

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 8:50 a.m.

Call to Order Regular Meeting

Regular meeting was called to order at 9:02 a.m.

4. Agenda Approval

5. Public Comments (items not on the agenda)

None

6. Election of Officers

- City of Sebastopol Chair
- City of Sonoma Vice Chair
- County of Sonoma Chair Pro-tempore

The motion for approval of the election of officers was made by Don Schwartz, City of Rohnert Park, 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	ABSENT	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

Motion passed.

7. 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

Public Comments:

None.

The motion for approval of items on consent calendar was made by Susan Harvey, City of Cotati, and seconded by Madolyn Agrimonti, City of Sonoma. Susan Gorin, County of Sonoma, Don Schwartz, City of Rohnert Park, and Paul Cayler, City of Cloverdale requested to abstain from consent item 7.1 due to their absence at that meeting.

Vote Count Item 7.1:

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

AYES -6- NOES -0- ABSENT -1- ABSTAIN -3-

Motion passed.

Vote Count Item 7.2, 7.3:

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	ABSENT	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

Motion passed.

Regular Calendar

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

Felicia Smith, SCWMA staff, presented to the staff the outlined model for the draft ordinance to ban polystyrene.

Board Discussion

Ms. Fudge asked if we could require vendors to carry paper straws only. Styrofoam coffee cups are more prevalent in non-food service venues such as churches and social gatherings. Ms. Fudge wanted to know how those venues could be included in the ordinance.

Patrick Carter, SCWMA Executive Director, commented that those other entities would be covered under retail sales elimination of the ordinance.

Ms. Gorin commented that those venues could be approached education about reducing those wastes.

Ms. Harvey asked how the \$0.25 takeout fee was developed, noting the paper bag fee is currently \$0.10.

Ms. Smith responded that Santa Cruz's ordinance was the basis for this effort and that the price of clamshells compliant with the proposed ordinance runs from \$0.10 - \$0.25.

Ms. Harvey asked about rationale for the grape industry exemption.

Ms. Smith responded that the exemption was included in the Santa Cruz ordinance, from which there is also a large wine industry.

Mr. Schwartz questioned the grape exemption, and suggested early outreach and education to businesses prior to implementing the ordinance.

Ms. Smith recommended surveys for feedback from businesses.

Mr. Schwartz asked how the SCWMA would handle enforcement, who would perform it, and suggested that Rohnert Park would need the SCWMA to perform enforcement for this to be considered.

Mr. Carter responded that the cities could enter into an agreement with the SCWMA to do enforcement, and that enforcement would be handled similar to the bag ordinance. SCWMA Counsel would assist with enforcement agreements.

Ms. Fudge asked if the grape growers in the area are using polystyrene and did not want to include the exemption automatically in the ordinance.

Public Comments

Dwayne DeWitt commented that he would like more laws and education in the community on what is recyclable.

Ken Wells, Sierra Club representative on the Local Task Force, recommends we use a process to request an exemption for industries, not automatically include them.

Leslie Lukacs, Zero Waste Task Force, commented that there is already support for this ordinance.
January 17, 2018 – SCWMA Meeting Minutes

Bob Anderson, United Wine Growers, will work with staff to investigate the wine industry's use of polystyrene.

Board Discussion

Ms. Harvey, Mr. Schwartz, and Mr. Mikus commented on the need to perform outreach to businesses and present information to the Councils/Board.

Mr. Sawyer stated it was important to compare to cities of similar size.

Mr. Carter reiterated the comments from the members was: 1) develop the framework, 2) create a draft model ordinance, 3) perform extensive public outreach, 4) take the outreach results to the councils for any additional input and then, 5) present to the council a final draft. Each presentation to the board generally takes 3 months to reach all members; two presentations will take at least 6 months.

Ms. Gorin suggested gathering feedback from industry interest groups first before presenting to the jurisdictions.

Ms. Agrimonti stated that each board member is charged with reporting to their council on the SCWMA's progress with this ordinance and hopes that some jurisdictions will add this item as consent to speed up the process.

Ms. Fudge will report at her council meeting tonight and ask if they want a pre-meeting. She asked if each member could check with their council firsts to potentially eliminate the need for multiple council meetings.

Deb Fudge, Town of Windsor, motioned to move the item forward as recommended in the report and staff will follow the direction of the Board regarding pre-meetings and community outreach in order to draft the model ordinance and Susan Gorin, County of Sonoma, 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	ABSENT	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

Motion passed.

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

Kristin Thigpen, SCWMA Staff, recommended the board authorize the formation of an ad hoc subcommittee of the Board to help inform the SCWMA's Brand Evaluation and Website Redesign

Mr. Carter reached out to three board members who had expressed prior interest in participation, Ms. Bagby, Ms. Fudge and Ms. Harvey.

Board Discussion

Ms. Fudge responded that she has been through this process before with Windsor and would like to serve on the sub-committee.

Cloverdale commented that Melanie would be happy to volunteer.

Public Comments

None.

Mr. Schwartz, City of Rohnert Park, motioned to approve the creation of a sub-committee to work with The Engine is Red for rebranding and website development and Brent Salmi, City of Healdsburg, 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	ABSENT	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

10. Consideration of Merit Increase and New Agreement for SCWMA Executive Director

Ethan Walsh, SCWMA Counsel, recommended the Board 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.

Board Discussion

Mr. Schwartz asked if there is a mechanism to review the salary in the course of the contract.

Mr. Walsh responded that Mr. Carter's salary is covered by the County's Salary MOU. The SCWMA has the ability to request a reclassification.

Mr. Schwartz asked if the County approves future COLAs would they automatically apply to Mr. Carter.

Mr. Walsh affirmed that his salary follows the same language of the County's Salary Resolution.

Public Comments

None.

Don Schwartz, City of Rohnert Park, motioned to approve the merit increase for Mr. Carter and enter into a new Agreement with the County of Sonoma for a five year term and John Sawyer, City of Santa Rosa, 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	ABSENT	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

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

Motion passed.

11. Boardmember Comments

Mr. Mikus recognized Brent Salmi for his service to the SCWMA upon his retirement. He also recognized Mr. Cayler on his service to the SCWMA and congratulated him on his retirement.

Mr. Schwartz inquired about any updates on the safe meds ordinance.

Mr. Carter responded that he will be attending a January 30th meeting for updates

Mr. Schwartz asked for an-email update on that meeting.

12. Staff Comments

Mr. Carter acknowledged and thanked Mr. Salmi and Mr. Cayler for their service to the SCWMA.

Mr. Carter reported that 12 proposals were received for the organics RFP.

13. Next SCWMA meeting: February 21, 2018

14. Adjournment:

The meeting adjourned at 10:20 a.m.

Submitted by: Patrick Carter



Agenda Item #: **4.2**
Agenda Date: **2/21/2018**

ITEM: February/March 2018 Outreach Calendar

February 2018 Outreach Events

February 1	1 PM – 2 PM	Recycling Training at Brookdale – Sonoma
February 1	5 PM – 6 PM	HeadStart Program – Santa Rosa
February 1-2	9 AM – 12 PM	Pasitos Parents Program – Santa Rosa, Cloverdale, Windsor, Healdsburg, Petaluma, Forestville
February 3	10:30 AM – 1 PM	Compost Workshop in Spanish - Sonoma
February 6	4 PM – 8 PM	Community Toxic Collection – Rohnert Park
February 7	8 AM – 12 PM	DMV Outreach - Petaluma
February 9	11 AM – 1 PM	Annual Migrant Ed Parent Leadership Institute – Santa Rosa
February 10	10 AM – 4 PM	Steelhead Festival – Geyserville
February 12	5 PM – 6 PM	HeadStart Program – Santa Rosa
February 13	4 PM – 8 PM	Community Toxic Collection – Monte Rio
February 14	9 AM – 10 AM	Graton Labor Center presentation - Graton
February 14	8 AM – 12 PM	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 24	11 AM – 1 PM	Compost Workshop – Santa Rosa
February 27	4 PM – 8 PM	Community Toxic Collection – Santa Rosa, Rincon Valley

March 2018 Outreach Events

March 6	4 PM – 8 PM	Community Toxic Collection – Petaluma
March 6	4 PM – 8 PM	Community Toxic Collection – Santa Rosa, W
March 7	8 AM – 12PM	DMV Outreach – Petaluma
March 8	5 PM – 6 PM	HeadStart Program – Cloverdale
March 8	5 PM – 6 PM	HeadStart Program – Santa Rosa
March 9	11 AM – 7 PM	E-Waste Event – Graton
March 10-11	9 AM – 5 PM	E-Waste Event – Graton
March 13	4 PM – 8 PM	Community Toxic Collection – Larkfield
March 13	5 PM – 6 PM	HeadStart Program – Rohnert Park
March 14	5 PM – 6 PM	HeadStart Program – Santa Rosa
March 14	9 AM – 10 AM	Graton Labor Center presentation – Graton
March 17	10:30 AM – 1 PM	Compost Workshop - Sebastopol
March 20	4 PM – 8 PM	Community Toxic Collection – Sebastopol
March 21	8 AM – 12PM	DMV Outreach – Santa Rosa



Agenda Item #: **4.3**
Cost Center: **All**
Staff Contact: **Collard**
Agenda Date: **2/21/2018**
Approved By:

ITEM: **SCWMA FY 2017/18 Second Quarter Financial Report**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 2017-18 Second Quarter Financial Report on the Consent Calendar.

II. BACKGROUND

In accordance with the requirement in the joint powers agreement the Sonoma County Waste Management Agency (SCWMA) staff make quarterly reports to the Board of Directors of Agency operations and of all receipts to and disbursements from the SCWMA, this report covers the Second Quarter of FY 17-18 (October 1, 2017 - December 31, 2017).

III. DISCUSSION

The Second Quarter Financial Report uses information from the County accounting system, Enterprise Financial System (EFS), for expenditures and revenues. The FY 2017-18 Second Quarter Financial Report contains the actual amounts spent or received to date at the end of the quarter, the projected revenues and expenses, the adjusted budget, and the difference between the budget and the projections.

Staff expects revenues to meet budget expectations by the end of the Fiscal Year. Actual revenues are lower than budget predictions in the report as multiple months of the revenue from the County of Sonoma (tipping fees and SCWMA surcharge) have not been transferred to the SCWMA. Staff is confident the transfers will be fully accounted for by the end of the Fiscal Year. Final payment for wood and yard debris from the County of Sonoma was late, resulting in a high prior year revenue.

With regard to expenditures, the following accounts vary significantly from budget projections:

- 51201 – Administration Costs are projected to be under budget due to staff vacancies.

IV. ATTACHMENTS

Second Quarter Financial Report FY 2017-18 Revenue and Expenditure Summary

78101 SCWMA Wood Waste

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
Revenue Accounts					
42601	County of Sonoma	\$ 240,000	\$ 25,376	\$ 214,624	89%
44002	Interest on Pooled Cash	\$ 305	\$ 671	\$ (366)	-120%
44050	Unrealized Gains and Losses	\$ -	\$ 982	\$ (982)	0%
46200	PY Revenue - Miscellaneous	\$ -	\$ 11,267	\$ (11,267)	0%
Total All Revenues		\$ 240,305	\$ 38,296	\$ 202,009	84%
Expenditure Accts					
51041	Insurance - Liability	\$ 600	\$ 508	\$ 92	15%
51201	Administration Services	\$ 12,481	\$ 6,542	\$ 5,939	48%
51206	Accounting/Auditing Services	\$ 500	\$ -	\$ 500	100%
51207	Client Accounting Services	\$ 761	\$ -	\$ 761	100%
51803	Other Contract Services	\$ 216,000	\$ 83,748	\$ 132,252	61%
51904	ISD - Baseline Services	\$ 3,989	\$ 1,719	\$ 2,270	57%
51916	County Services Chgs	\$ 4,509	\$ -	\$ 4,509	100%
57011	Transfers Out - within a Fund	\$ 1,466	\$ -	\$ 1,466	100%
Total All Expenditures		\$ 240,306	\$ 92,517	\$ 147,789	62%
All Expenditure Accts		\$ 240,306	\$ 92,517	\$ 147,789	
All Revenues		\$ 240,305	\$ 38,296	\$ 202,009	
Net Cost		\$ 1	\$ 54,221	\$ (54,220)	

78102 - SCWMA Yard Debris

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
42601	County of Sonoma	\$ 4,680,000	\$ 337,133	\$ 4,342,867	93%
44002	Interest on Pooled Cash	\$ 3,655	\$ (810)	\$ 4,465	122%
44050	Unrealized Gains and Losses	\$ -	\$ 518	\$ (518)	0%
46200	PY Revenue - Miscellaneous	\$ -	\$ 149,693	\$ (149,693)	0%
Total All Revenues		\$ 4,683,655	\$ 486,533	\$ 4,197,122	90%
Expenditure Accts					
51041	Insurance - Liability	\$ 960	\$ 812	\$ 148	15%
51201	Administration Services	\$ 126,730	\$ 20,057	\$ 106,673	84%
51206	Accounting/Auditing Services	\$ 6,000	\$ -	\$ 6,000	100%
51207	Client Accounting Services	\$ 1,217	\$ -	\$ 1,217	100%
51212	Outside Counsel - Legal Advice	\$ 5,000	\$ 111	\$ 4,890	98%
51803	Other Contract Services	\$ 4,527,000	\$ 1,783,867	\$ 2,743,133	61%
51901	Telecommunication Data Lines	\$ 1,469	\$ 611	\$ 858	58%
51904	ISD - Baseline Services	\$ 6,648	\$ 2,845	\$ 3,803	57%
51909	Telecommunication Wireless Svc	\$ -	\$ 1,470	\$ (1,470)	0%
51916	County Services Chgs	\$ 7,214	\$ -	\$ 7,214	100%
52111	Office Supplies	\$ 1,000	\$ -	\$ 1,000	100%
57011	Transfers Out - within a Fund	\$ 416	\$ -	\$ 416	100%
Total All Expenditures		\$ 4,683,654	\$ 1,809,772	\$ 2,873,882	
All Expenditure Accts		\$ 4,683,654	\$ 1,809,772	\$ 2,873,882	
All Revenues		\$ 4,683,655	\$ 486,533	\$ 4,197,122	
Net Cost		\$ (1)	\$ 1,323,239	\$ (1,323,240)	

78103 SCWMA Organics Reserve

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
44002	Interest on Pooled Cash	\$ 11,051	\$ 9,157	\$ 1,894	17%
44050	Unrealized Gains and Losses	\$ -	\$ 12,256	\$ (12,256)	0%
47101	Transfers In - within a Fund	\$ 1,882	\$ -	\$ 1,882	100%
Total All Revenues		\$ 12,933	\$ 21,413	\$ (8,480)	-66%
Expenditure Accts					
51201	Administration Services	\$ 66,883	\$ 28,375	\$ 38,508	58%
51206	Accounting/Auditing Services	\$ 2,500	\$ -	\$ 2,500	100%
51212	Outside Counsel - Legal Advice	\$ 10,000	\$ 199	\$ 9,801	98%
51803	Other Contract Services	\$ 50,000	\$ 7,839	\$ 42,161	84%
52111	Office Supplies	\$ 1,000	\$ -	\$ 1,000	100%
Total All Expenditures		\$ 130,383	\$ 36,412	\$ 93,971	
All Expenditure Accts		\$ 130,383	\$ 36,412	\$ 93,971	
All Revenues		\$ 12,933	\$ 21,413	\$ (8,480)	
Net Cost		\$ 117,450	\$ 14,999	\$ 102,451	

78104 - SCWMA HHW

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
42358	State Other Funding	\$ 150,000	\$ -	\$ 150,000	100%
42601	County of Sonoma	\$ 1,356,642	\$ 346,145	\$ 1,010,497	74%
44002	Interest on Pooled Cash	\$ 3,606	\$ 2,945	\$ 661	18%
44050	Unrealized Gains and Losses	\$ -	\$ 4,947	\$ (4,947)	0%
46029	Donations/Contributions	\$ 226,670	\$ 86,386	\$ 140,284	62%
Total All Revenues		\$ 1,736,918	\$ 440,423	\$ 1,296,495	75%
Expenditure Accts					
51041	Insurance - Liability	\$ 7,440	\$ 6,294	\$ 1,146	15%
51201	Administration Services	\$ 278,217	\$ 81,451	\$ 196,766	71%
51205	Advertising/Marketing Svc	\$ 12,000	\$ 4,894	\$ 7,106	59%
51206	Accounting/Auditing Services	\$ 7,500	\$ -	\$ 7,500	100%
51207	Client Accounting Services	\$ 9,433	\$ -	\$ 9,433	100%
51212	Outside Counsel - Legal Advice	\$ 10,000	\$ 523	\$ 9,477	95%
51225	Training Services	\$ 750	\$ 300	\$ 450	60%
51249	Other Professional Services	\$ 132,843	\$ 37,704	\$ 95,139	72%
51421	Rents and Leases - Bldg/Land	\$ 7,000	\$ 3,200	\$ 3,800	54%
51801	Prior Year Expenditures	\$ -	\$ 14,494	\$ (14,494)	0%
51803	Other Contract Services	\$ 1,171,000	\$ 300,198	\$ 870,802	74%
51901	Telecommunication Data Lines	\$ 1,920	\$ -	\$ 1,920	100%
51902	Telecommunication Usage	\$ 200	\$ 15	\$ 185	93%
51904	ISD - Baseline Services	\$ 3,989	\$ 1,719	\$ 2,270	57%
51911	Mail Services	\$ -	\$ 22	\$ (22)	0%
51916	County Services Chgs	\$ 55,912	\$ -	\$ 55,912	100%
52091	Memberships/Certifications	\$ 10,450	\$ 10,200	\$ 250	2%
52111	Office Supplies	\$ 1,000	\$ 1,188	\$ (188)	-19%
57011	Transfers Out - within a Fund	\$ 27,265	\$ -	\$ 27,265	100%
Total All Expenditures		\$ 1,736,919	\$ 462,201	\$ 1,274,718	
All Revenues		\$ 1,736,918	\$ 440,423	\$ 1,296,495	
All Expenditure Accts		\$ 1,736,919	\$ 462,201	\$ 1,274,718	
Net Cost		\$ 1	\$ 21,778	\$ (21,777)	

78105 - SCWMA HHW Facility Reserve

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
44002	Interest on Pooled Cash	\$ 349	\$ 212	\$ 137	39%
44050	Unrealized Gains and Losses	\$ -	\$ 283	\$ (283)	0%
Total All Revenues		\$ 349	\$ 495	\$ (146)	-42%
All Expenditure Accts					
All Revenues		\$ 349	\$ 495	\$ (146)	
Net Cost		\$ (349)	\$ (495)	\$ 146	

78106 - SCWMA HHW Operating Reserve

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
44002	Interest on Pooled Cash	\$ 8,728	\$ 5,297	\$ 3,431	39%
44050	Unrealized Gains and Losses	\$ -	\$ 6,760	\$ (6,760)	0%
Total All Revenues		\$ 8,728	\$ 12,057	\$ (3,329)	-38%
Expenditure Accts					
51201	Administration Services	\$ 10,950	\$ -	\$ 10,950	100%
51803	Other Contract Services	\$ 25,000	\$ -	\$ 25,000	100%
Total All Expenditures		\$ 35,950	\$ -	\$ 35,950	
All Expenditure Accts		\$ 35,950	\$ -	\$ 35,950	
All Revenues		\$ 8,728	\$ 12,057	\$ (3,329)	
Net Cost		\$ 27,222	\$ (12,057)	\$ 39,279	

78107 - SCWMA Education

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
42358	State Other Funding	\$ 142,000	\$ -	\$ 142,000	100%
42601	County of Sonoma	\$ 421,659	\$ 107,586	\$ 314,073	74%
44002	Interest on Pooled Cash	\$ 1,532	\$ 1,390	\$ 142	9%
44050	Unrealized Gains and Losses	\$ -	\$ 1,856	\$ (1,856)	0%
46029	Donations/Contributions	\$ 33,465	\$ 13,582	\$ 19,883	59%
Total All Revenues		\$ 598,656	\$ 124,414	\$ 474,242	79%
Expenditure Accts					
51041	Insurance - Liability	\$ 1,800	\$ 1,523	\$ 277	15%
51201	Administration Services	\$ 283,432	\$ 96,597	\$ 186,835	66%
51205	Advertising/Marketing Svc	\$ -	\$ 165	\$ (165)	0%
51206	Accounting/Auditing Services	\$ 3,000	\$ -	\$ 3,000	100%
51207	Client Accounting Services	\$ 2,282	\$ -	\$ 2,282	100%
51212	Outside Counsel - Legal Advice	\$ 30,000	\$ 5,687	\$ 24,313	81%
51225	Training Services	\$ 2,250	\$ 72	\$ 2,178	97%
51249	Other Professional Services	\$ 62,094	\$ 6,270	\$ 55,824	90%
51401	Rents and Leases - Equipment	\$ 3,000	\$ -	\$ 3,000	100%
51421	Rents and Leases - Bldg/Land	\$ 8,625	\$ 2,132	\$ 6,493	75%
51801	Prior Year Expenditures	\$ -	\$ 136	\$ (136)	0%
51803	Other Contract Services	\$ 102,600	\$ 43,765	\$ 58,835	57%
51901	Telecommunication Data Lines	\$ 2,448	\$ 1,019	\$ 1,429	58%
51902	Telecommunication Usage	\$ 900	\$ 391	\$ 509	57%
51904	ISD - Baseline Services	\$ 3,989	\$ 1,941	\$ 2,048	51%
51905	ISD - Improvement Projects	\$ -	\$ 1,180	\$ (1,180)	0%
51906	ISD - Supplemental Projects	\$ 3,000	\$ -	\$ 3,000	100%
51909	Telecommunication Wireless Svc	\$ 1,800	\$ 730	\$ 1,070	59%
51911	Mail Services	\$ 500	\$ 126	\$ 374	75%
51916	County Services Chgs	\$ 13,527	\$ -	\$ 13,527	100%
51922	County Car Expense	\$ 1,000	\$ 253	\$ 747	75%
51923	Unclaimable county car exp	\$ -	\$ 13	\$ (13)	0%
52091	Memberships/Certifications	\$ 150	\$ 3,150	\$ (3,000)	-2000%
52111	Office Supplies	\$ 24,630	\$ 3,930	\$ 20,700	84%
52163	Professional Development	\$ 28,150	\$ 1,000	\$ 27,150	96%
57011	Transfers Out - within a Fund	\$ 19,479	\$ -	\$ 19,479	100%
Total All Expenditures		\$ 598,656	\$ 170,081	\$ 428,575	
All Expenditure Accts		\$ 598,656	\$ 170,081	\$ 428,575	
All Revenues		\$ 598,656	\$ 124,414	\$ 474,242	
Net Cost		\$ -	\$ 45,667	\$ (45,667)	

78108 - SCWMA Planning

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
42601	County of Sonoma	\$ 54,999	\$ 14,033	\$ 40,966	74%
44002	Interest on Pooled Cash	\$ 102	\$ 120	\$ (18)	-18%
44050	Unrealized Gains and Losses	\$ -	\$ 205	\$ (205)	0%
46029	Donations/Contributions	\$ 4,365	\$ 1,759	\$ 2,606	60%
Total All Revenues		\$ 59,466	\$ 16,117	\$ 43,349	73%
Expenditure Accts					
51041	Insurance - Liability	\$ 1,200	\$ 1,015	\$ 185	15%
51201	Administration Services	\$ 33,803	\$ 11,462	\$ 22,341	66%
51206	Accounting/Auditing Services	\$ 1,000	\$ -	\$ 1,000	100%
51207	Client Accounting Services	\$ 1,521	\$ -	\$ 1,521	100%
51212	Outside Counsel - Legal Advice	\$ 1,000	\$ -	\$ 1,000	100%
51904	ISD - Baseline Services	\$ 3,989	\$ 1,719	\$ 2,270	57%
51916	County Services Chgs	\$ 9,018	\$ -	\$ 9,018	100%
57011	Transfers Out - within a Fund	\$ 7,935	\$ -	\$ 7,935	100%
Total All Expenditures		\$ 59,466	\$ 14,196	\$ 45,270	
All Expenditure Accts		\$ 59,466	\$ 14,196	\$ 45,270	
All Revenues		\$ 59,466	\$ 16,117	\$ 43,349	
Net Cost		\$ -	\$ (1,921)	\$ 1,921	

78109 - SCWMA Contingency Fund

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
44002	Interest on Pooled Cash	\$ 945	\$ 739	\$ 206	22%
44050	Unrealized Gains and Losses	\$ -	\$ 941	\$ (941)	0%
47101	Transfers In - within a Fund	\$ 54,679	\$ -	\$ 54,679	100%
Total All Revenues		\$ 55,624	\$ 1,680	\$ 53,944	97%
Expenditure Accts					
51201	Administration Services	\$ 49,888	\$ -	\$ 49,888	100%
51206	Accounting/Auditing Services	\$ 1,500	\$ -	\$ 1,500	100%
51212	Outside Counsel - Legal Advice	\$ 10,000	\$ -	\$ 10,000	100%
51803	Other Contract Services	\$ 190,000	\$ 43,683	\$ 146,267	77%
52101	Other Supplies	\$ 1,000	\$ -	\$ 1,000	100%
Total All Expenditures		\$ 252,388	\$ 43,683	\$ 208,655	
All Expenditure Accts		\$ 252,388	\$ -	\$ 208,655	
All Revenues		\$ 55,624	\$ 1,680	\$ 53,944	
Net Cost		\$ 196,764	\$ (1,680)	\$ 154,711	

ALL SCWMA

Account	Description	Final Budget	Actual Year to Date	Remaining Balance	% Remaining
All Revenues					
42358	State Other Funding	292,000.00	-	292,000.00	100%
42601	County of Sonoma	6,753,300.00	830,271.88	5,923,028.12	88%
44002	Interest on Pooled Cash	30,273.00	19,720.78	10,552.22	35%
44050	Unrealized Gains and Losses	-	28,748.90	(28,748.90)	0%
46029	Donations/Contributions	264,500.00	101,726.62	162,773.38	62%
46200	PY Revenue - Miscellaneous	-	160,959.97	(160,959.97)	0%
47101	Transfers In - within a Fund	56,561.00	-	56,561.00	100%
All Revenues		7,396,634.00	1,141,428.15	6,255,205.85	85%
Expenditure Accts					
51041	Insurance - Liability	12,000.00	10,152.06	1,847.94	15%
51201	Administration Services	862,384.00	244,483.58	617,900.42	72%
51205	Advertising/Marketing Svc	12,000.00	5,058.56	6,941.44	58%
51206	Accounting/Auditing Services	22,000.00	-	22,000.00	100%
51207	Client Accounting Services	15,214.00	-	15,214.00	100%
51212	Outside Counsel - Legal Advice	66,000.00	6,519.68	59,480.32	90%
51225	Training Services	3,000.00	372.00	2,628.00	88%
51249	Other Professional Services	194,937.00	43,973.90	150,963.10	77%
51401	Rents and Leases - Equipment	3,000.00	-	3,000.00	100%
51421	Rents and Leases - Bldg/Land	15,625.00	5,332.00	10,293.00	66%
51801	Other Services	-	14,629.52	(14,629.52)	0%
51803	Other Contract Services	6,281,600.00	2,219,416.09	4,018,450.60	64%
51901	Telecommunication Data Lines	5,837.00	1,630.40	4,206.60	72%
51902	Telecommunication Usage	1,100.00	406.22	693.78	63%
51904	ISD - Baseline Services	22,604.00	9,943.14	12,660.86	56%
51905	ISD - Improvement Projects	-	1,179.82	(1,179.82)	0%
51906	ISD - Supplemental Projects	3,000.00	-	3,000.00	100%
51909	Telecommunication Wireless Svc	1,800.00	2,200.01	(400.01)	-22%
51911	Mail Services	500.00	148.29	351.71	70%
51916	County Services Chgs	90,180.00	-	90,180.00	100%
51922	County Car Expense	1,000.00	253.36	746.64	75%
51923	Unclaimable county car exp	-	13.43	(13.43)	0%
52091	Memberships/Certifications	10,600.00	13,350.00	(2,750.00)	-26%
52101	Other Supplies	1,000.00	-	1,000.00	100%
52111	Office Supplies	27,630.00	5,117.72	22,512.28	81%
52163	Professional Development	28,150.00	1,000.00	27,150.00	96%
57011	Transfers Out - within a Fund	56,561.00	-	56,561.00	100%
All Expenditures		7,737,722.00	2,585,179.78	5,108,808.91	66%
All Expenditure Accts		7,737,722.00	2,585,179.78	5,108,808.91	
All Revenues		7,396,634.00	1,141,428.15	6,255,205.85	
Net Cost		341,088.00	1,443,751.63	(1,146,396.94)	



Agenda Item #: 5
Cost Center: Education
Staff Contact: Thigpen
Agenda Date: 2/21/17
Approved By:

ITEM: **2017 Annual Education and Outreach Reports**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

II. BACKGROUND

This report summarizes education and outreach efforts conducted in 2017 by the Sonoma County Waste Management Agency. A variety of outreach techniques were used for education including a comprehensive website at www.recyclenow.org, the Eco-Desk telephone service, in-person outreach, and print and radio advertising.

The www.recyclenow.org website covers topics including SCWMA information, Toxics, Residential and Commercial Recycling, Multifamily, Schools, Disposal, Compost and Resources. The database resources on the SCWMA's website are updated by staff on working days and page content changes are made several times per week.

The SCWMA operates an English and Spanish language telephone recycling resource service. The Eco-Desk, (707) 565-DESK (3375), answers calls about recycling, hazardous waste and other disposal issues. Calls are returned by the next working business day. Website visitors also have the option to email questions at recyclenow@sonoma-county.org. All calls and emails are logged in the Eco-Desk database in order to track usage and trends.

III. DISCUSSION

The following highlights noteworthy projects in 2017. Detailed information on each of these tasks are included in the attachments.

Print Advertising

Recycling Guide English & Spanish distribution

The 2017 Guide theme was "Choose to Reuse". The SCWMA printed and distributed 28,000 English Guides and 14,000 Spanish Recycling Guides. Guides were distributed to libraries, city and county offices, multi-family complexes, businesses, and residents who have requested to be on an annual distribution.

In-Person/Direct Outreach Highlights

AB 341 Mandatory Commercial Recycling (MCR) & AB 1826 Mandatory Commercial Organics Recycling (MOR)

In person outreach in 2017 included presentations to school-age children, events at multifamily complexes, and businesses interested in improving recycling participation. Staff visited 48 commercial and public entities which focused on landfill diversion and recycling education.

2017 MOR & MCR Site Visits & Presentations by City	
Cloverdale	3
Cotati	1
Healdsburg	2
Petaluma	12
Rohnert Park	3
Santa Rosa	15
Sebastopol	1
Sonoma	3
Unincorporated	5
Windsor	3
Total	48

2017 MCR & MOR Site Visits & Presentations by Type	
Multi-Family Complexes	11
Schools	9
Businesses or Institutions	28
Total	48

Events/Fairs

The SCWMA and its contractors participated in an additional 81 outreach days with 27 of those days specifically targeting Spanish-speakers. The SCWMA's 10'x10' fair booth display was changed to reflect the 2017 theme of "Choose to Reuse." This exhibit was used at the Cloverdale Citrus Fair, Sonoma-Marin Fair and the Sonoma County Fair.

Web Presence/Social Media

Facebook and Twitter

At the end of 2017, the SCWMA's Facebook page had 2,977 likes and followers, a 25% increase from 2016. The SCWMA's Twitter account has 347 followers and our Instagram is up to 97 followers.

NextDoor

A relatively new social media phenomenon, NextDoor.com is a site focused on local interactions by neighborhood and town. SCWMA used this platform to post E-Waste and Community Toxics Collection events resulting increases in attendance at these events over 2016. Using NextDoor to post e-waste events coincided with in an average of 17% increase in participants and 65% increase in pounds of materials collected.

Recyclenow.org website

Google Analytics provides insights into website traffic and marketing effectiveness. Below are some statistics on the website's performance, as well as more detailed data in Google Analytics attachments.

The Google term 'Sessions' tallies the number of unique user visits to the website. Overall, there were 145,417 sessions in 2017, viewing 323,725 pages. On average, there were 398 visits per day and 2.23 pages per visit.

Recyclenow.org Audience Overview for 2017	
Total number of Sessions in 2017	145,417
Average Visits per day	398
Total number of Page views in 2017	323,725
Average Pages per visit	2.23
Average Session duration (mins)	1:55

The "What Would You Like to Recycle" dropdown menu and Household Hazardous Waste pages are the most used webpages on the site.

Mobile device use increased again this year, moving from 50% to 51% (41% of visitors accessed the site using a mobile device and 10% accessed the site using a tablet.)

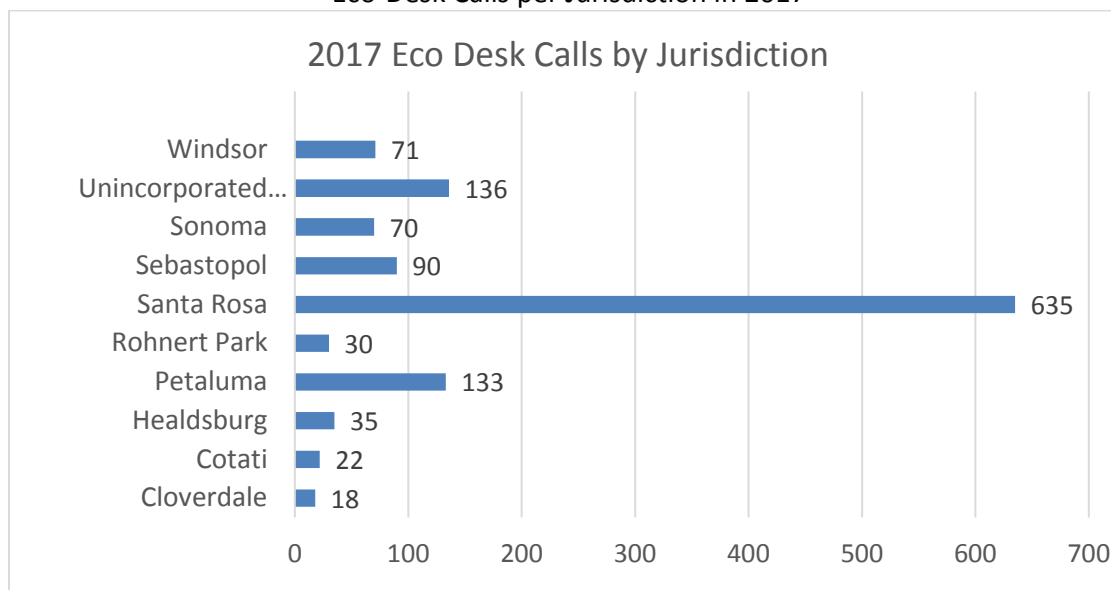
English and Spanish Eco-Desk

The total number of calls in 2017 for the English Eco-Desk was 1,426 recorded calls/email inquiries. In 2017, the Spanish Eco-Desk received 47 calls, a 135% increase from 2016.

Number of Eco Desk Calls from 2006 - 2017

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

Eco-Desk Calls per Jurisdiction in 2017



Mattress Recycling Collection

The Sonoma County Waste Management Agency partnered with Goodwill Industries Redwood Empire (GIRE) to provide free mattress recycling through the Mattress Recycling Council. GIRE collected mattresses and box springs at most SCWMA E-waste collection events. The program started in June 2017 and has collected 365 units at five events.

2017 Mattress Recycling		
<i>Month</i>	<i>Location</i>	<i># of Mattresses</i>
June	Oakmont	1
July	Petaluma	145
Sept	Santa Rosa	89
Nov	Sonoma	24
Dec	Petaluma	106
Total Mattresses Collected		365

2017 Natural Disaster Response

2017 saw both floods in January as well as devastating fires in October in Sonoma County. SCWMA responded to the January floods with two special Community Toxic Collection (CTC) events to assist river area residents in collection of toxic materials from their homes as they cleaned up. Over two weekends in January, 99 residents from the Russian River area brought in 9,279 pounds of toxic materials.

The October fires created an awareness among County residents of the danger of storing toxics in their homes and garages. SCWMA put together four Fire/Flood Emergency CTC's in

November and December in Santa Rosa, Cloverdale, Guerneville and Sonoma. These special CTC events brought in 706 participants and 57,000 pounds of toxic materials.

IV. FUNDING IMPACT

There are no new funding impacts resulting from this report.

V. ATTACHMENTS

2017 Education and Outreach Report

2017 Eco-Desk Report

2017 RecycleNow.org Audience Review Report from Google Analytics

2017 RecycleNow.org Website Visitors by Location Report from Google Analytics

2017 RecycleNow.org Pages Report from Google Analytics

2017 RecycleNow.org Device Overview from Google Analytics

2017 RecycleNow.org New vs Returning Website Visitors from Google Analytics

2017 Education & Outreach Report

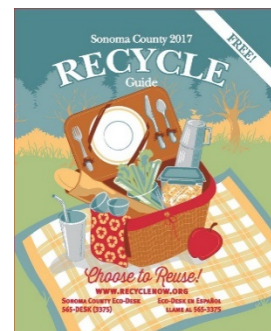
This report summarizes education and outreach efforts conducted in 2017 by the Sonoma County Waste Management Agency. Outreach to Sonoma County residents included in-person outreach, print and radio advertising, a comprehensive website at www.recyclenow.org, and the Eco-Desk telephone service in English and Spanish.

Print Outreach and Advertising

Every year the SCWMA publishes an updated Sonoma County specific Recycle Guide. The theme in 2017 was “Choose to Reuse!”, emphasizing opportunities to reduce the amount of plastic containers, bags and service ware used as a choice in day-to-day life. The Guide details what is accepted for recycling and compost, household hazardous waste disposal programs, and creative landfill diversion options for unique waste types.

Table 1: Recycling Guide Distribution 2017

English Recycling Guide 2017		
Distribution Type	# distributed	Distribution location(s)
Stand-alone copies	6,000	Freebie newspaper stands at grocery stores, convenience stores and cafes.
Stand-alone copies	28,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman’s Home Improvement, senior living apartments, congregations, etc.
YP (formerly AT&T) Yellow Pages 12-page Guide phone book version	Estimated 160,000 (Source YP.com)	YP Yellow Pages customers and new customers throughout the year.



Spanish Recycling Guide 2016		
Distribution Type	# distributed	Distribution location(s)
Stand-alone copies	14,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman’s Home Improvement, senior living apartments, congregations, etc.



Table 2: Newspaper Advertising 2017

Date of advertisement	Area	Ad summary	Topic of advertising
January 2017	Sonoma County	Sonoma County Gazette	E-waste Collection in Graton
February 2017	Cloverdale	Cloverdale Reveille	E-waste Collection in Cloverdale
August 2017	Sonoma County	Press Democrat	E-waste Collection in Rohnert Park
August 2017	Sonoma County	Press Democrat	E-waste Collection in Santa Rosa
October 2017	Sonoma County	Community Voice	E-waste Collection in Windsor
November 2017	Sonoma County	Sonoma Index Tribune	E-waste Collection in Sonoma
December 2017	Sonoma County	Press Democrat	E-waste Collection in Petaluma

Garbage company newsletters

Most jurisdictions require customer newsletters under their franchise agreement. The Ratto Group included the Community Toxics Collection schedule and Business Hazardous Program in their biannual newsletter. An estimated 300,000 newsletters were distributed to garbage company customers in 2017. SCWMA collaborated with The Ratto Group to provide important E-Waste and Community Toxics Collection dates for use in their outreach materials.

Radio Advertising

To increase awareness and participation of SCWMA E-waste collection events, the SCWMA contracted with S2 Advertising to run radio ads with various stations.

Table 3: English Radio Advertising 2017

Month	Stations	Program
January 2017	KRSH	Graton E-waste event promotion
August 2017	KVRV	Rohnert Park E-waste event promotion
August 2017	KFGY, KVRV	Santa Rosa E-waste event promotion
October 2017	KFGY	Windsor E-waste event promotion
December	KFGY	Petaluma E-waste event promotion

Spanish Language Outreach

The SCWMA's Spanish outreach contractor role changed mid-year, when C2 Alternatives' founders retired at the end of the fiscal year and Soluna Outreach Services took over their role. Both C2 and Soluna participated in weekly one-hour live radio program called "Nuestra Tierra" ("Our Earth") on KBBF, the Bilingual Broadcasting Foundation public radio station. The radio program promotes various environmental topics and local resources to the Spanish speaking community of Sonoma County. Weekly topics include pollution prevention, landfill diversion, and recycling information. Hugo Mata,

formerly of C2 and now proprietor of Soluna, promotes programs and resources including ways to properly recycle used motor oil, filters, and other household hazardous waste.

C2 Alternatives and Soluna also participated on a Spanish radio program called “Que Sucede en la Comunidad” (What’s Happening in the Community). The program airs on two radio stations, Radio Lazer 107.1FM and La Mejor 104.1FM. Topics are related to motor oil and filter recycling, proper disposal of household hazardous waste, and updates on acceptable recyclables.

In total, SCWMA’s Spanish language outreach contractor conducted 57 radio interviews.

Table 4: Spanish Radio Advertising & Interviews 2017

	KBBF 89.1 FM Nuestra Tierra Radio Program (15-minute segment live interviews)	Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad (15-minute pre-recorded interviews)
January 2017	4	1
February 2017	4	1
March 2017	2	0
April 2017	4	1
May 2017	5	1
June 2017	4	1
July 2017	5	1
August 2017	4	1
September 2017	4	1
October 2017	4	1
November 2017	3	1
December 2017	1	1
Total Appearances	46	11

In-Person/Direct Outreach, all audiences

Table 5: Public Outreach Conducted by SCWMA Staff and Contractors in 2017

Who performed the work	Date of Event	Fair or Event	City
C2 Spanish Language Outreach	February 1, 2017	Recycling Presentation – Amarosa School	Cloverdale
SCWMA Staff & C2 Spanish Language Outreach	February 17, 2017	Cloverdale Citrus Fair	Cloverdale
SCWMA Staff	May 18, 2017	Recycling Assessment – Friday Night Live	Cloverdale
Soluna Contractor, Used Oil	September 9, 2017	Annual Cloverdale Car and Motorcycle Show	Cloverdale
Soluna Spanish Language Outreach	September 16, 2017	Cloverdale Latino Independence Day & Health Fair	Cloverdale
SCWMA Staff	October 19, 2017	Food Rescue & Recovery presentation at Alexander Valley Film Festival	Cloverdale
Soluna Spanish Language Outreach	October 28, 2017	DEA Drug Takeback	Cloverdale
SCWMA Staff	November 29, 2017	Recycling Assessment – Kings Valley Apartments	Cloverdale

SCWMA Staff	July 8, 2017	Kids Day Fair	Cotati
C2 Spanish Language Outreach	February 3, 2017	Recycling Presentation- Forestville Elementary School	Forestville
C2 Spanish Language Outreach	February 11, 2017	Lake Sonoma Steelhead Festival	Geyserville
C2 Spanish Language Outreach	March 17, 2017	Graton Labor Center	Graton
Soluna Contractor SPANISH Outreach	August 16, 2017	Graton Labor Center	Graton
Soluna Spanish Language Outreach	September 13, 2017	Graton Labor Center	Graton
Soluna Spanish Language Outreach	November 15, 2017	Graton Labor Center presentation	Graton
Soluna Spanish Language Outreach	December 13, 2017	Graton Labor Center presentation	Graton
SCWMA Staff	July 1, 2017	Recycling Presentation – Odd Fellows Club	Guerneville
UCCE Contractor Outreach	November 4, 2017	UCCE Compost Workshop	Guerneville
C2 Spanish Language Outreach	January 26, 2017	Fitch Mountain School	Healdsburg
SCWMA Staff	June 13, 2017	Recycling Assessment – Seghesio Winery	Healdsburg
SCWMA Staff	May 5, 2017	Food Waste & Recycling Assessment – Café Zazzle	Petaluma
SCWMA Staff	May 31, 2017	Food Waste & Recycling Presentation - McDonalds	Petaluma
SCWMA Staff	July 10, 2017	Recycling and Organics Training PEP Housing Senior Living	Petaluma
SCWMA Staff	July 11, 2017	Recycling and Organics Training - PEP Housing Senior Living	Petaluma
SCWMA Staff	July 14, 2017	Recycling and Organics Training - PEP Housing Senior Living	Petaluma
SCWMA Staff	August 16, 2017	Recycling and Organics -PEP House Training	Petaluma
SCWMA Staff	August 31, 2017	Recycling and Organics -PEP House Training	Petaluma
SCWMA Staff	September 11, 2017	Recycling and Organics -PEP House Training	Petaluma
Soluna Spanish Language Outreach	October 1, 2017	Dia de los Muertos & Health Week	Petaluma
Soluna Spanish Language Outreach	October 4, 2017	Outreach at DMV	Petaluma
SCWMA Staff & C2 Spanish Language Outreach	June 21-25, 2017	Sonoma Marin Fair	Petaluma
SCWMA Staff	April 6, 2017	Sustainable Enterprise Conference	Rohnert Park
SCWMA Staff	May 11, 2017	Zero Waste Symposium	Rohnert Park

SCWMA Staff	July 27, 2017	Recycling and Organics Information at SSU Teaching for Sustainable Communities	Rohnert Park
C2 Spanish Language Outreach	January 6, 2017	Dia de Los Reyes Celebration	Santa Rosa
SCWMA Staff	January 24, 2017	Recycling Assessment – Chelsea Garden Apartments	Santa Rosa
C2 Spanish Language Outreach	January 24, 2017	Recycling Presentation – Cesar Chavez School	Santa Rosa
C2 Spanish Language Outreach	January 24, 2017	Recycling Presentation – Amorosa Village School	Santa Rosa
C2 Spanish Language Outreach	January 24, 2017	Recycling Presentation – Biella School	Santa Rosa
C2 Spanish Language Outreach	January 25, 2017	Recycling Presentation – Brook Hill School	Santa Rosa
C2 Spanish Language Outreach	January 26, 2017	Recycling Presentation – Cook Middle School	Santa Rosa
SCWMA Staff	January 26, 2017	Recycling & Organics Assessment – Santa Rosa Junior College	Santa Rosa
C2 Spanish Language Outreach	January 27, 2017	Recycling Presentation -Lehman School	Santa Rosa
C2 Spanish Language Outreach	January 27, 2017	Recycling Presentation -Monroe School	Santa Rosa
C2 Spanish Language Outreach	January 31, 2017	Recycling Presentation - JX Wilson Elementary	Santa Rosa
SCWMA Staff	February 1, 2017	Recycling Presentation – Santa Rosa Memorial Hospital’s Green Team	Santa Rosa
C2 Spanish Language Outreach	February 2, 2017	Recycling Presentation Cook Middle School	Santa Rosa
SCWMA Staff	February 9, 2017	Recycling Assessment – Sutter Santa Rosa	Santa Rosa
SCWMA Staff	February 10, 2017	Recycling Training – St. Joseph Memorial Hospital	Santa Rosa
SCWMA Staff	March 22, 2017	Recycling Presentation – Sonoma County Wellness Center	Santa Rosa
SCWMA Staff	April 1, 2017	Recycling Presentation Amarosa School	Santa Rosa
SCWMA Staff	April 18, 2017	Recycling Assessment – Sports Basement	Santa Rosa
SCWMA Staff & C2 Spanish Language Outreach	April 22, 2017	City of Santa Rosa Earth Day	Santa Rosa
C2 Spanish Language Outreach	May 3, 2017	Downtown Wednesday Night Market	Santa Rosa
C2 Spanish Language Outreach	May 5, 2017	Roseland Area Cinco de Mayo	Santa Rosa
C2 Spanish Language Outreach	May 7, 2017	SRJC Day Under the Oaks	Santa Rosa
C2 Spanish Language Outreach	May 9, 2017	HeadStart Parent Committee Meeting	Santa Rosa
C2 Spanish Language Outreach	May 10, 2017	Downtown Wednesday Night Market	Santa Rosa

C2 Spanish Language Outreach	May 17, 2017	Downtown Wednesday Night Market	Santa Rosa
SCWMA Staff	May 19, 2017	Food Waste & Recycling Assessment – Sonoma County office buildings	Santa Rosa
C2 Spanish Language Outreach	May 31, 2017	Water Expo during the Wednesday market	Santa Rosa
C2 Spanish Language Outreach	June 7, 2017	Downtown Wednesday Night Market	Santa Rosa
SCWMA Staff	June 16, 2017	Recycling and Organics Assessment – Amy’s Manufacturing Facility	Santa Rosa
Soluna Spanish Language Outreach	July 7, 2017	Downtown Wednesday Night Market	Santa Rosa
SCWMA Staff	July 13, 2017	Recycling and Organics Training - PEP Housing	Santa Rosa
Soluna Spanish Language Outreach	July 14, 2017	La Guelaguetza Sonoma County – LBC	Santa Rosa
SCWMA Staff	August 29, 2017	Recycling and Organics Training - PEP House	Santa Rosa
SCWMA Staff	August 29, 2017	Recycling and Organics Training – Oliver’s Market	Santa Rosa
Soluna Spanish Language Outreach	September 9, 2017	Sonoma County Health & Safety Fair- Roseland Area	Santa Rosa
Soluna Spanish Language Outreach	September 17, 2017	Mexican Independence Day Celebration	Santa Rosa
SCWMA Staff	September 22, 2017	Recycling and Organics Assessment – Sonoma Academy	Santa Rosa
Soluna Spanish Language Outreach	October 1, 2017	Roseland Community Festival	Santa Rosa
Soluna Spanish Language Outreach	October 7, 2017	Roseland Village Binational Health Fair	Santa Rosa
Soluna Spanish Language Outreach	October 8, 2017	Binational Health Week	Santa Rosa
Soluna Spanish Language Outreach	October 25, 2017	Outreach at DMV	Santa Rosa
SCWMA Staff	November 1, 2017	Food Waste and Organics Assessment at Santa Rosa Junior College	Santa Rosa
Soluna Spanish Language Outreach	November 8, 2017	Outreach at DMV	Santa Rosa
Soluna Spanish Language Outreach	November 18, 2017	End of Harvest Fiesta	Santa Rosa
Soluna Spanish Language Outreach	December 2, 2017	UCCE Compost Workshop in Spanish	Santa Rosa
C2 Spanish Language Outreach	March 31, 2018	Family Life Magazine Summer Fun Fair	Santa Rosa
SCWMA Staff & Soluna Spanish Language Outreach	August 4-13, 2017	Sonoma County Fair	Santa Rosa
SCWMA Staff	February 3, 2017	Recycling Presentation – Brook Haven Middle School	Sebastopol
SCWMA Staff	February 28, 2017	Recycling Assessment – Woodland Charter School	Sonoma
C2 Spanish Language Outreach	May 5, 2017	Cinco de Mayo Family Festival	Sonoma

Soluna Spanish Language Outreach	August 12, 2017	Back to School Health Fair	Sonoma
Soluna Spanish Language Outreach	September 12, 2017	Sonoma Valley Back to School Health Fair	Sonoma
Soluna Spanish Language Outreach	September 17, 2017	Mexican Independence Day Celebration	Sonoma
SCWMA Staff	March 15, 2017	Recycling Assessment – Rams Gate Winery	Unincorporated
SCWMA Staff	April 21, 2017	Recycling Presentation – Lambert Bridge Winery	Unincorporated
SCWMA Staff	April 25, 2017	Recycling Presentation – Two Rock Elementary	Unincorporated
SCWMA Staff	May 25, 2017	Recycling and Organics Assessment– Sonoma Cutrer	Unincorporated
SCWMA Staff	June 14, 2017	Recycling Presentation – Trattore Winery	Unincorporated
C2 Spanish Language Outreach	January 27, 2017	Recycling Presentation -Cali Calmecac School	Windsor
C2 Contractor Outreach	April 23, 2017	Earth Day and Wellness Festival	Windsor
SCWMA Staff	June 30, 2017	Recycling and Organics Training - Rising Sun	Windsor
SCWMA Staff	October 2, 2017	Recycling Training –McLeas Tire	Windsor
UCCE Contractor Outreach	November 11, 2017	UCCE Compost Workshop	Windsor
Soluna Spanish Language Outreach	December 15, 2017	Annual Career Day at Cali Calmecac	Windsor

Spanish Language Business Recycling Outreach

SCWMA Spanish language outreach contractors C2 Alternative Services and Soluna Outreach Services visited Latino businesses throughout Sonoma County in 2017. Visits to each business included delivery of Spanish Language Recycle Guides as well as distribution of a Spanish language pocket calendar which refers to RecycleNow.org for questions about recycling and disposal.

Table 6: Spanish Language Business Visits:

Cloverdale	8
Cotati	2
Forestville	2
Guerneville	3
Healdsburg	10
Petaluma	9
Rohnert Park	9
Santa Rosa	17
Sebastopol	4
Sonoma	9
Windsor	10

Home Composting Workshops

The SCWMA entered into an agreement with the University of California Cooperative Extension/Sonoma County Master Gardeners in 2017 to continue the effort to provide education related to backyard

composting. One workshop was held in Windsor on 11/11/2017 with 34 attendees. A second workshop was scheduled at Bayer Farm near Santa Rosa as a Spanish event, but was cancelled due to low attendance. Additional workshops are scheduled for 2018.

Household Hazardous Waste

SCWMA has a robust program assisting Sonoma County residents in proper disposal of hazardous waste through free E-Waste collection events held monthly at various locations around Sonoma County, and at free Community Toxic Collection events held weekly at various locations around the county. These outreach events are advertised on radio and in print, and are further promoted at fairs and tabling opportunities by our Spanish language and Oil outreach contractors throughout the year.

Table 7: E-Waste Events 2017

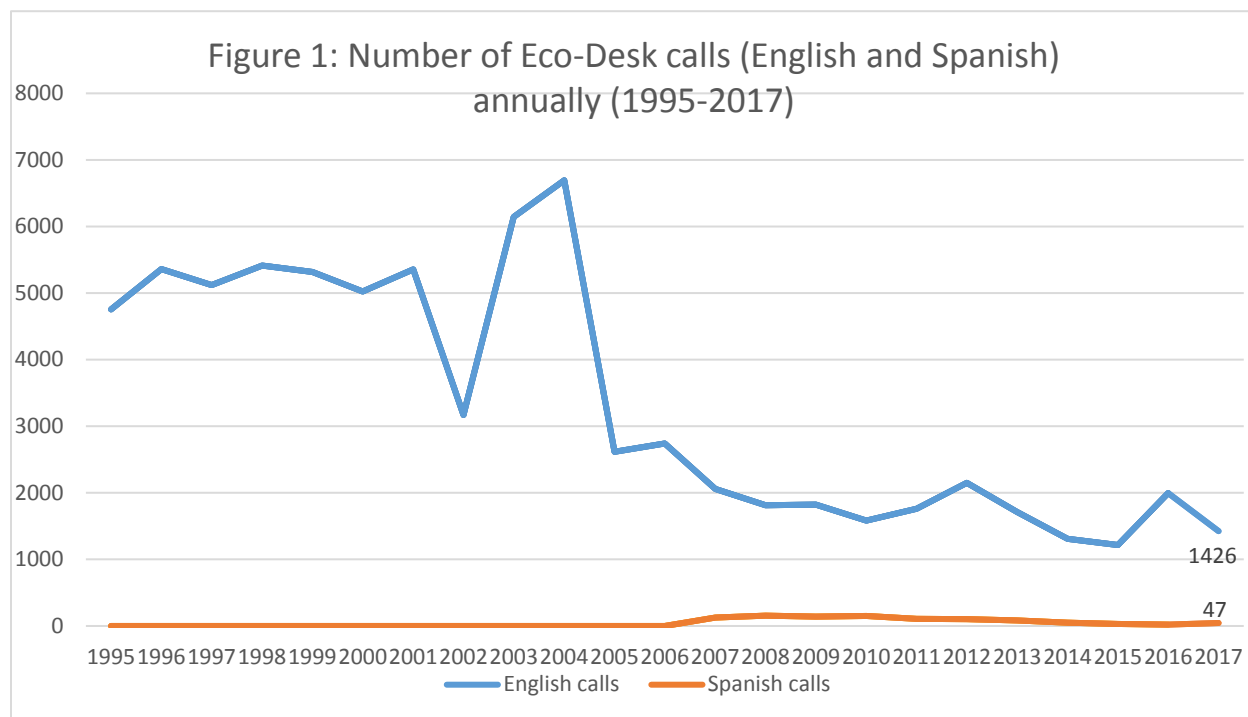
Town	Month	Participants	Pounds Collected
Oakmont	January	288	44,393
Santa Rosa	January	681	37,412
Graton	February	288	16,182
Cloverdale	February	179	12,192
Sonoma	March	226	14,642
Healdsburg	April	186	13,939
Santa Rosa	May	287	20,651
Oakmont	June	245	15,035
Petaluma	July	296	40,852
Rohnert Park	August	268	23,454
Santa Rosa	September	362	30,561
Windsor	October	250	17,918
Sonoma	November	150	9,060
Petaluma	December	317	26,119
TOTAL		3,983	322,417

Table 8: Community Toxic Collections 2017

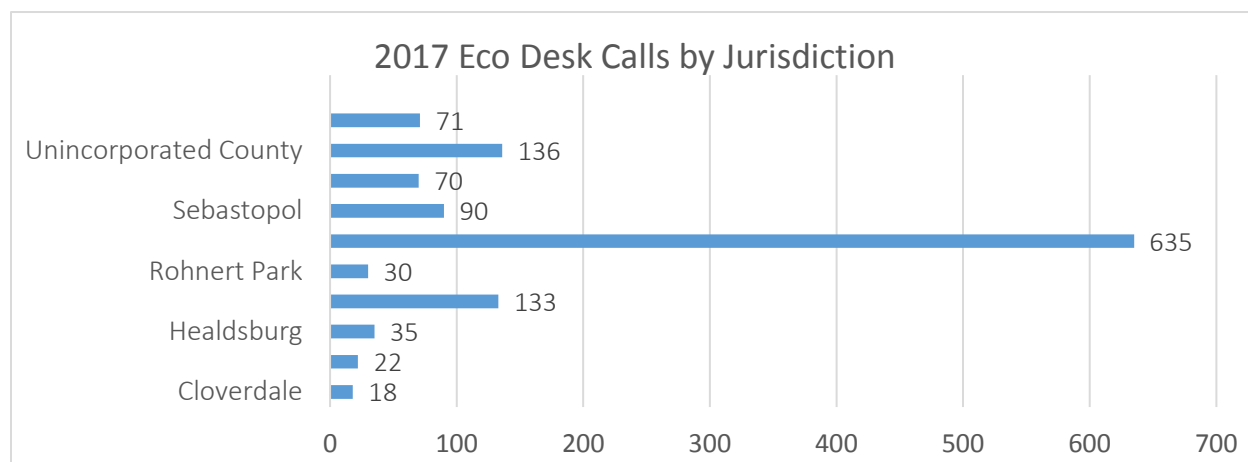
2017 Community Toxic Collections Calendar					
Date	Location	Date	Location	Date	Location
1/10/2017	Santa Rosa W	5/2/2017	Guerneville	8/29/2017	Glen Ellen
1/17/2017	Sonoma	5/9/2017	Oakmont	9/5/2017	Cotati
1/24/2017	Cloverdale	5/16/2017	Healdsburg	9/12/2017	Oakmont
1/31/2017	Healdsburg	5/23/2017	Boyes Hot Springs	9/19/2017	Santa Rosa W
2/7/2017	Rohnert Park	5/30/2017	Larkfield	9/26/2017	Healdsburg
2/14/2017	Monte Rio	6/6/2017	Bodega Bay	10/3/2017	Sonoma
2/21/2017	Oakmont	6/13/2017	Santa Rosa W	10/10/2017	Cloverdale (Cancelled)
2/28/2017	Rincon Valley	6/20/2017	Petaluma	10/17/2017	Larkfield (Cancelled)
3/7/2017	Petaluma	6/27/2017	Kenwood	10/24/2017	Petaluma
3/14/2017	Larkfield	7/11/2017	Cloverdale	10/31/2017	Santa Rosa E
3/21/2017	Sebastopol	7/18/2017	Santa Rosa E	11/7/2017	Guerneville
3/28/2017	Santa Rosa W	7/25/2017	Sonoma	11/14/2017	Windsor
4/4/2017	Windsor	8/1/2017	Rohnert Park	11/28/2017	Oakmont
4/11/2017	Sonoma	8/8/2017	Windsor	12/5/2017	Santa Rosa W
4/18/2017	Cloverdale	8/15/2017	Sebastopol	12/12/2017	Sebastopol
4/25/2017	Santa Rosa E	8/22/2017	Forestville		

English & Spanish Eco-Desk Report 2017

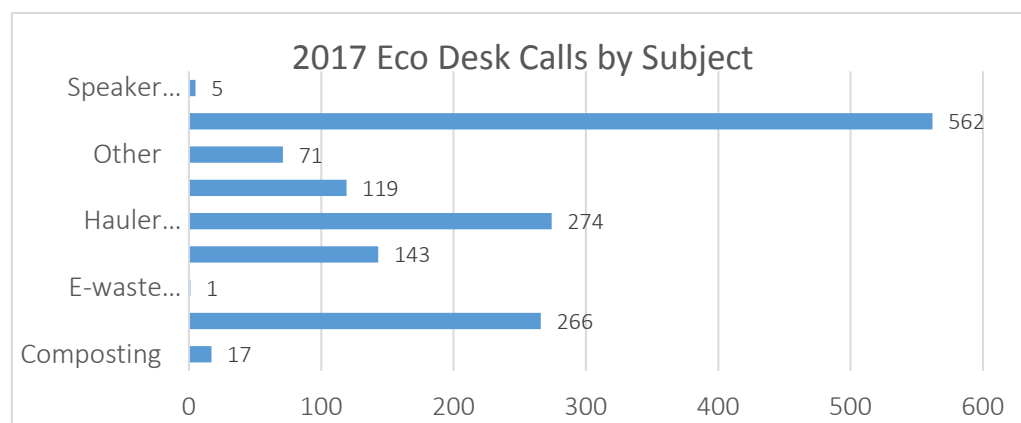
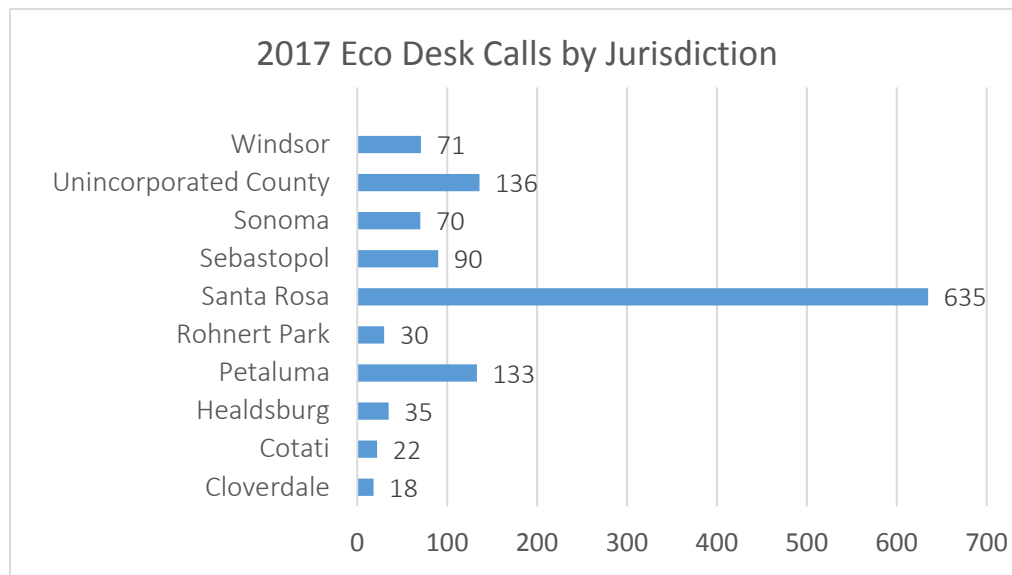
The Sonoma County Waste Management Agency operates an English & Spanish language telephone service, the Eco-Desk, (707) 565-DESK (3375). Eco-Desk is a resource to residents and businesses to ask questions about recycling, hazardous waste, composting and other disposal inquiries. Calls are returned by the next working business day. All calls and email inquiries received from the Eco-Desk are also recorded on a database.



2017 Eco Desk - Total Calls Per Month													
Month	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Number of calls	197	80	160	144	193	89	78	93	97	106	82	107	1426



2017 Eco Desk - Calls by Jurisdiction													
Jurisdiction	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Cloverdale	2			3	2	1		3	1	2	2	2	18
Cotati	3	2	2	2	5	2	2	2	1			1	22
Healdsburg	2	3	2	4	1	6	3	5	3	2	1	3	35
Petaluma	15	8	20	13	17	10	9	6	13	12	4	6	133
Rohnert Park	4	3	2	3	4		2	4	3	2	2	1	30
Santa Rosa	58	45	68	69	85	41	38	44	51	45	39	52	635
Sebastopol	8	3	14	6	9	3	6	13	3	8	9	8	90
Sonoma	4	1	12	4	10	6	7	5	9	3	2	7	70
Unincorporated County	16	7	17	15	15	12	10	7	8	8	8	6	136
Windsor	6	1	8	1	1	2			5	22	12	13	71



2017 Eco Desk - Calls by Subject													
Subject	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Composting		1		1		2		2		2	2	7	17
Disposal	23	7	33	27	32	26	30	35	22	18	9	4	266
E-waste event												1	1
Hang up	47	7	22	19	40	2						6	143
Hauler Inquiry	34	22	21	27	29	12	8	16	15	35	25	30	274
HHW	7	1	5	2		9	10	3	23	12	25	22	119
Other	8	6	5	12	10	4	6	1	6	5	1	7	71
Recycling	78	36	77	64	84	37	23	34	35	38	24	32	562
Speaker request				2	1	1						1	5
Wrong Number	2	1						1					4

2017 Eco Desk - Calls by Type													
Type	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Business	6	2	14	5	5	6	3	4	3	7	4	11	70
Institution	2	3	1	3	5								14
Residential	119	63	118	113	137	80	73	83	93	99	75	88	1141
Unknown	47	5	18	17	38	2					1	5	133



Audience Overview 2017

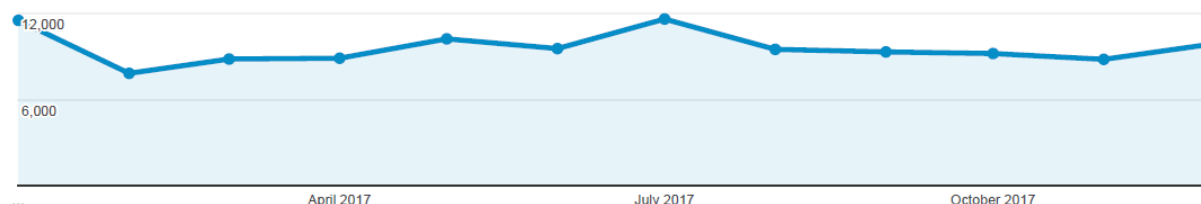


All Users
100.00% Users

Jan 1, 2017 - Dec 31, 2017

Overview

Users



Users

104,070

New Users

103,298

Sessions

145,417

Number of Sessions per User

1.40

Pageviews

323,725

Pages / Session

2.23

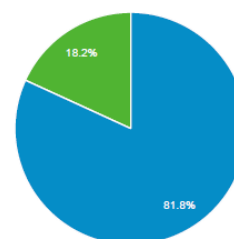
Avg. Session Duration

00:01:55

Bounce Rate

56.24%

New Visitor Returning Visitor



City

Users % Users

1. Santa Rosa	25,377	22.74%
2. San Francisco	18,950	16.98%
3. Petaluma	9,951	8.92%
4. Windsor	7,646	6.85%
5. Rohnert Park	7,453	6.68%
6. Sebastopol	6,897	6.18%
7. Napa	3,079	2.76%
8. Sonoma	1,979	1.77%
9. (not set)	1,621	1.45%
10. Healdsburg	1,375	1.23%

Website Visitors by Location 2017

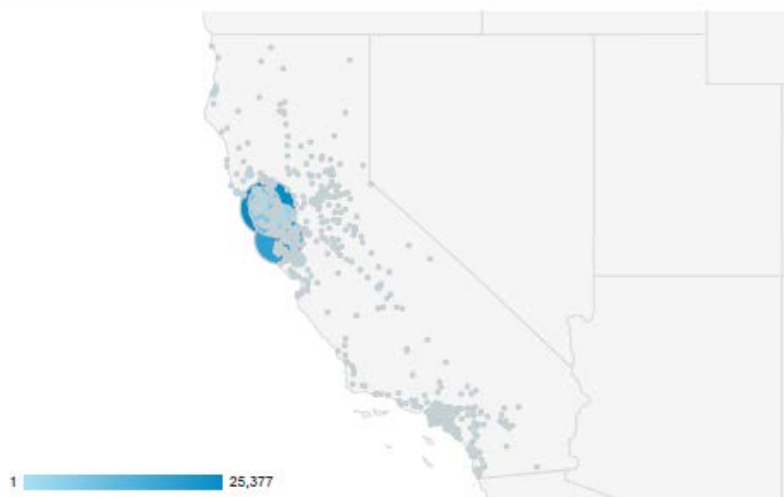
ALL » COUNTRY: United States » REGION: California

Jan 1, 2017 - Dec 31, 2017

All Users
89.58% Users

Map Overlay

Summary



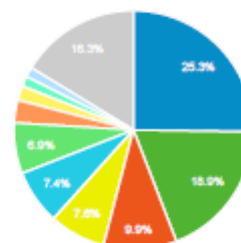
City

Users

Users

Contribution to total: Users

	93,229 % of Total: 89.58% (104,070)	93,229 % of Total: 89.58% (104,070)
1. Santa Rosa	25,377	25.27%
2. San Francisco	18,950	18.87%
3. Petaluma	9,951	9.91%
4. Windsor	7,646	7.61%
5. Rohnert Park	7,453	7.42%
6. Sebastopol	6,897	6.87%
7. Napa	3,079	3.07%
8. Sonoma	1,979	1.97%
9. Healdsburg	1,375	1.37%
10. San Jose	1,358	1.35%
11. Clearlake	855	0.85%
12. Los Angeles	855	0.85%
13. Oakland	654	0.65%
14. San Rafael	645	0.64%
15. Novato	638	0.64%
16. Sacramento	585	0.58%
17. Occidental	560	0.56%
18. Cloverdale	466	0.46%



19. ■ Ukiah	444	0.44%
20. ■ (not set)	346	0.34%
21. ■ Cotati	322	0.32%
22. ■ Forestville	312	0.31%
23. ■ Guerneville	267	0.27%
24. ■ Boyes Hot Springs	254	0.25%
25. ■ Gualala	252	0.25%



RecycleNow Pages Viewed 2017



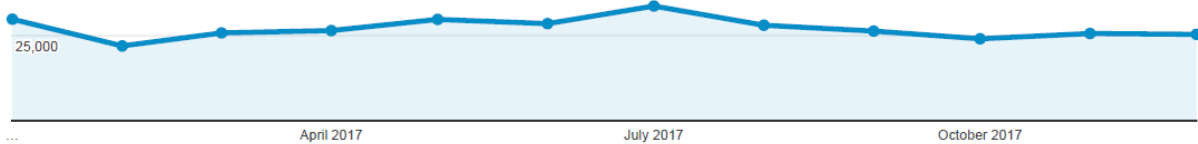
All Users
100.00% Pageviews

Jan 1, 2017 - Dec 31, 2017

Explorer

● Pageviews


50,000



<input type="checkbox"/> Page Title	Pageviews	Pageviews	Contribution to total: Pageviews
	323,725 % of Total: 100.00% (323,725)	323,725 % of Total: 100.00% (323,725)	
1. Welcome Sonoma County Waste Management Agency Sonoma County, CA	41,021	12.67%	
2. Recycling - Recycling Guide Sonoma County Waste Management Agency Sonoma County, CA	24,014	7.42%	
3. Search Results Sonoma County Waste Management Agency Sonoma County, CA	20,757	6.41%	
4. Toxics - Electronic e-waste disposal Sonoma County Waste Management Agency Sonoma County, CA	20,099	6.21%	
5. Toxics - Residential: Household Toxics Facility Sonoma County Waste Management Agency Sonoma County, CA	19,710	6.09%	
6. Disposal - Locate your garbage company Sonoma County, CA	19,551	6.04%	
7. Disposal - Transfer Stations fee schedule Sonoma County, CA	17,958	5.55%	
8. Recycling - Locate Buyback Recycling Centers Sonoma County Waste Management Agency Sonoma County, CA	14,814	4.58%	
9. Disposal - Central Disposal Site Overview Sonoma County, CA	10,978	3.39%	
10. Recycling - Bulky Item Collection Sonoma County Waste Management Agency Sonoma County, CA	10,249	3.17%	
11. Toxics - Residential: Community Toxics Collections Sonoma	8,692	2.68%	

12.	■ Toxics - Common Examples of Toxics Sonoma County Waste Management Agency Sonoma County, CA	8,644	2.67%
13.	■ Recycling - Tree Recycling Sonoma County Waste Management Agency Sonoma County, CA	6,994	2.16%
14.	■ Disposal - Central Disposal Site Reuse & Recycling Sonoma County, CA	6,800	2.10%
15.	■ Toxics - Paint Sonoma County Waste Management Agency Sonoma County, CA	5,879	1.82%
16.	■ Recycling - Search Results: Buyback Recycling Centers Sonoma County Waste Management Agency Sonoma County, CA	5,080	1.57%
17.	■ Recycling - Single-Stream Blue Recycling Cart Sonoma County Waste Management Agency Sonoma County, CA	4,967	1.53%
18.	■ Toxics - Household Batteries Sonoma County Waste Management Agency Sonoma County, CA	4,623	1.43%
19.	■ Toxics - Fluorescent Lamps/CFLs Sonoma County Waste Management Agency Sonoma County, CA	4,116	1.27%
20.	■ Disposal - Search Disposal Sites Sonoma County, CA	3,921	1.21%
21.	■ Disposal - Wood Reuse & Recycling Sonoma County Waste Management Agency Sonoma County, CA	3,579	1.11%
22.	■ Disposal - Municipal composting Sonoma County Waste Management Agency Sonoma County, CA	3,456	1.07%
23.	■ Recycling - What Goes in Cart Sonoma County Waste Management Agency Sonoma County, CA	3,357	1.04%
24.	■ Recycling - Ordering Debris Boxes Sonoma County Waste Management Agency Sonoma County, CA	3,112	0.96%
25.	■ Compost - Curbside Yard Debris & Veggies Recycling Sonoma County Waste Management Agency Sonoma County, CA	3,088	0.95%

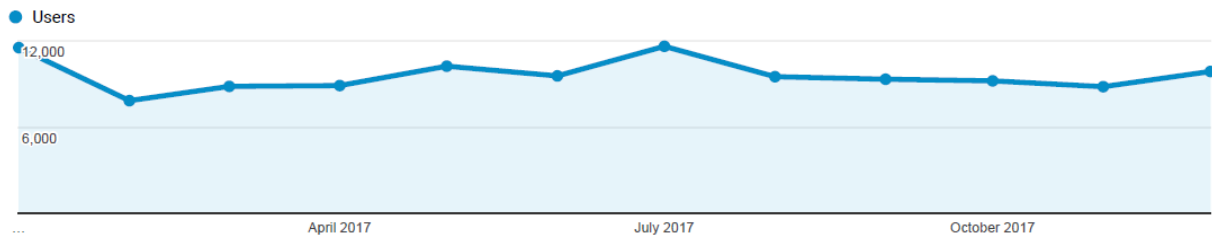
Device Overview 2017


All Users
 100.00% Users

Jan 1, 2017 - Dec 31, 2017

Explorer

Summary



<input type="checkbox"/>	Device Category	Users	Users	Contribution to total: Users												
		104,070 % of Total: 100.00% (104,070)	104,070 % of Total: 100.00% (104,070)													
1.	<div><div></div> desktop</div>	51,537	49.15%	<table><tr><th>Device Category</th><th>Count</th><th>Percentage</th></tr><tr><td>desktop</td><td>51,537</td><td>49.1%</td></tr><tr><td>mobile</td><td>43,424</td><td>41.4%</td></tr><tr><td>tablet</td><td>9,899</td><td>9.4%</td></tr></table>	Device Category	Count	Percentage	desktop	51,537	49.1%	mobile	43,424	41.4%	tablet	9,899	9.4%
Device Category	Count	Percentage														
desktop	51,537	49.1%														
mobile	43,424	41.4%														
tablet	9,899	9.4%														
2.	<div><div></div> mobile</div>	43,424	41.41%													
3.	<div><div></div> tablet</div>	9,899	9.44%													
Rows 1 - 3 of 3																



New vs Returning Website Visitors 2017

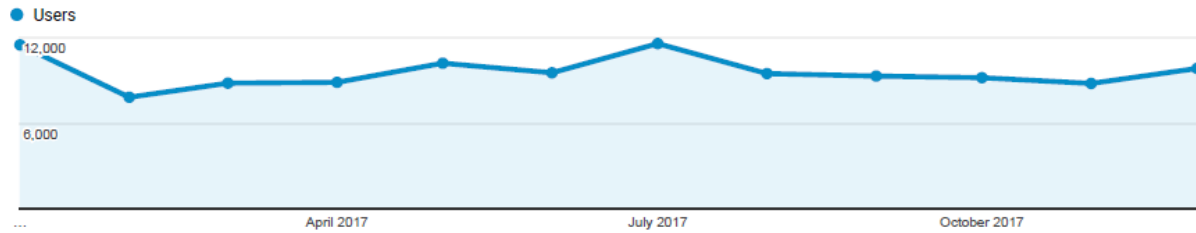


All Users
100.00% Users

Jan 1, 2017 - Dec 31, 2017

Explorer

Summary



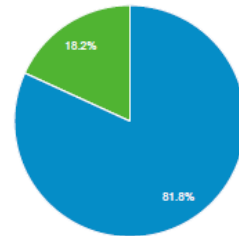
☐ User Type

Users ▼

Users

Contribution to total: Users ▼

	104,070 % of Total: 100.00% (104,070)	104,070 % of Total: 100.00% (104,070)
1. New Visitor	101,668	81.82%
2. Returning Visitor	22,587	18.18%



Rows 1 - 2 of 2



Agenda Item #: **6**
Cost Center: **All**
Staff Contact: **Collard**
Agenda Date: **2/21/2018**
Approved By:

ITEM: Discussion and Possible Action on the Fiscal Year 2018-19 SCWMA Work Plan

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board provide feedback and consider approval of the FY 18-19 Work Plan as a guide for the FY 18-19 Draft Budget.

II. BACKGROUND

Beginning in FY 06-07, as a part of the budget process, a project list (Work Plan) was prepared for consideration and approval by the Board in order to have a detailed planning document containing a description of the SCWMA projects, contractor costs, and staff costs. This practice proved to be an effective budget preparation step, and has been used since. The Work Plan, once approved, is used as the guidance document for preparation of the SCWMA's annual draft budget.

III. DISCUSSION

Staff proposes that the vast majority of projects listed continue in their current forms (hauling of organics, processing of household hazardous waste, used oil outreach, mandatory commercial and organics recycling, recycling guide, website maintenance, and reporting). The proposed projects for the Board's consideration are as follows:

- Staff proposes to implement a pilot program for residential, single-use batteries in each jurisdiction. The collection, transport costs, and disposal fees would be paid for by the SCWMA.
- Intern program – staff proposes a summer internship program to assist staff with education, outreach and the implementation of the potential battery recycling pilot program.
- North County HHW facility – staff proposes to continue efforts to locate an appropriate site for a more convenient, permanent site for collecting HHW for residents and qualified businesses in the north county. If a permanent site is located, staff proposes applying for a CalRecycle grant to help offset some of the implementation costs.
- Staff also proposes to increase the number of CTC events in the various communities.

IV. FUNDING IMPACT

There is no direct funding impact of the FY 17-18 Work Plan. This document is informational and used for planning purposes and to complement the forthcoming FY 18-19 Draft Budget.

V. ATTACHMENTS

FY 18-19 Draft Work Plan

18-19 Work Plan						
Organics (Wood Waste and Yard Debris)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
1.1	Composting Program	Manages contracts for composting outhaul and compost sites, and reconciles and processes monthly invoices for payment.	\$ 4,755,400	\$ 45,140	MANDATED Major diversion program in the Joint Powers Agreement and Section 4.5.2 of the ColWMP.	Monthly
1.2	Christmas Tree Recycling	Provides education to the public about Christmas tree recycling options. • Coordinates with local non-profit organizations to provide convenient Christmas tree composting • Coordinates drop-off sites with haulers Updates information on Agency's website and establish/record seasonal voice message system on 565-3333 and on the Eco-Desk 565-3375.	\$ -	\$ 1,129	ColWMP/Section 4.7.2.10 Diversion program that adds organic feedstock	November, December, and January, Annually
1.3	Composting Education	Promote backyard composting and vermicomposting. Staff recommends conducting an RFP to develop an agreement which would go into effect July 1, 2017.	\$ 17,380	\$ 4,514	ColWMP/Section 4.3.1.2 Reduce organics being landfilled and compost program costs	UCCE agreement expires June 30, 2020
1.4	Mandatory Commercial Organics Recycling	Provide support for CalRecycle's Mandatory Commercial Organics Recycling program which will focus on outreach and education, monitoring and reporting. Activities include: • Coordinate new business outreach • Conduct business site visits & follow-up • Conduct multifamily outreach • Conduct school outreach Maintain/update tracking database	\$ -	\$ 37,015	MANDATED - Required by State Legislation, AB 1826	Ongoing
	Total	FY 18-19	\$ 4,772,780	\$ 87,798		
	Prior Year	FY 17-18	\$ 4,016,660	\$ 93,763		

Reserves (Restricted by Board Policy)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
2.1	Securing Organics Capacity	Continue process to secure long term organics capacity, including implementation of agreements developed through RFP process.	\$ 50,000	\$ 58,946	CoIWMP/Section 4.5.3	Depends on selected proposal(s)
2.2	Website: recyclenow.org Redesign/ Update and Rebranding	Wrap up process begun in FY 17/18 creating new brand identity that supports mission & clarifies Agency role. Tasks may include finalizing wrap up of updating/replacing existing materials, and advertising through direct mail, utility bill inserts and radio. Website database integration and content management system and search engine optimization instruction.	\$ 25,000	\$ 35,461	CoIWMP/Section 4.5.3	Summer - Fall 2018
2.3	New Model Ordinance Research	Potential model ordinance topics include: (1) Expanded Polystyrene, (2) Construction and Demolition project permitting requirements, and (3) Large Events and Venue recycling plan requirements. Report to the Board on ordinance feasibility and propose next steps.	\$ -	\$ 8,499	Proposed	
2.4	Intern Program	Create a summer internship position Intern will assist battery program, office assistance, Eco-Desk	\$ 20,000	\$ 7,703	Proposed	Summer - Fall 2018
2.5	North County HHW facility	Continue to explore the feasibility of adding a permanent HHW Facility in the North County.	\$ 25,000	\$ 8,896	Board Directed	
	Total	FY 18-19	\$ 120,000	\$ 119,505		
	Prior Year	FY 17-18	\$ 285,000	\$ 132,652		

Household Hazardous Waste						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.1	HHW Collection Program	Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Toxics Facility (HTF), Community Toxics Collections (CTC), and Toxics Rover. Provide education resources for the program as needed and coordinate with local organizations.	\$ 1,050,000	\$ 72,359	MANDATED - JPA Comply with regulations, contract administration/oversight (Section 5.3 of the CoIWMP)	Contract expires June 30, 2019
3.2	E-waste Collection and Transport at Disposal Site	Transport and properly dispose of electronic wastes collected at all of the County-owned disposal sites.	\$ 70,000	\$ 9,045	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the CoIWMP).	Contract expires February 11, 2018
3.3	Oil & Filter Recycling (Grant funded)	This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the California Department of Resources Recycling and Recovery's (CalRecycle) Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels. For specific projects, Used Oil Competitive Grants may be applied for.	\$ 148,443	\$ 18,188	Board Directed	Consultant Contract Expires June 30, 2020
3.4	Reporting	The State requires reporting and quantification of HHW collection efforts annually. Reports include Annual E-Waste Report, Net Cost Report, Stormwater Report, HHW portion of the Electronic Annual Report, and the 303 Report.	\$ -	\$ 10,337	MANDATED Required by regulation.	Jan, Feb, July, Sept, and October Due Dates

Household Hazardous Waste (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.5	Product Stewardship Education, Outreach, policy and legislation	<ul style="list-style-type: none"> • Participate in statewide and national Extended Producer Responsibility efforts. • Develop and incorporate information for local take-back opportunities into Agency promotional materials (e.g., Recycling Guide, fliers and online) • Community outreach at events. • Development and planning for Extended Producer Responsibility ordinances as approved by Agency Board. • Examines recent and pending legislation relevant to current and projected Agency projects. 	\$ -	\$ 2,584	BOARD DIRECTED EPR Implementation Plan (ColWMP/Section 4.3.3.3)	Ongoing
3.6	E-waste Recycling Events	<p>This program accepts electronics that are defined as 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 Agency. Agency pays for site fees and advertising.</p> <ul style="list-style-type: none"> • Provide supports for coordination of e-waste event • Perform graphic design and placement of advertising (e.g., utility bill inserts, fliers, radio, newspaper ads, on-line, etc.) • Administer the contract 	\$ 67,500	\$ 9,045	ColWMP/Section 5.4.1.8 Provide recycling information to all County residents	Ongoing – Monthly Contract expires June 30, 2019.
3.7	Out-of-County Hazardous Waste (Mendocino County)	<p>Sonoma County residents living in the north/west part of the County can dispose of hazardous waste close to their homes. Agency staff produces educational materials to help publicize disposal opportunities.</p> <p>Agency reimburses Mendocino County for disposal.</p>	\$ 18,000	\$ 517	MANDATED - JPA	Five events per year.

Household Hazardous Waste (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.8	HHW Grants	CalRecycle offers grants to expand and improve Household Hazardous Waste programs. Projects may include construction of Household Hazardous Waste facilities. If the timing aligns with where the SCWMA is in the process of siting a new facility, staff will apply for this grant.	\$ -	\$ 517	Staff recommended	
3.9	Household Battery Program	Set up a new residential, single-use battery collection program. Add at least one business or government program per jurisdiction to host a collection bin. Site would collect and transport to PHHWF or CTCs, SCWMA would pay for disposal costs. Cost includes collection containers. Assistance of intern for recruiting locations would be ideal. Intern could also remind all retailers who sell rechargeable batteries of their responsibility to collect them from the public.	\$ 20,000	\$ 4,264	Staff recommended - To provide more battery collection locations to the public for convenience.	Ongoing
3.10	Refuel Your Fun (Grant Funded)	CalRecycle awarded the Agency with a three-year, \$75,000 grant to promote the use and sale of refillable one-pound propane cylinders. In collaboration with the California Product Stewardship Council, program projects include: <ul style="list-style-type: none"> • Recruit retail locations to sell and refill refillable cylinders • Hold exchange events (bring a disposable, get a refillable) • Distribute and manage permanent disposable cylinder collection containers • Education/advertisement of refillable cylinders 	\$ 25,000	\$ 969	Grant Funded	FY 2017-18 through FY 20-21
	Total	FY 18-19	\$ 1,398,943	\$ 127,825		
	Prior Year	FY 17-18	\$ 1,460,482	\$ 123,459		

Education						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.1	Recycling Guide English/Spanish versions	<p>The annual Recycling Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse and hazardous waste disposal options in Sonoma County. Research and design all pages.</p> <ul style="list-style-type: none"> • Coordinate consultants as needed for illustrations and cover artwork. • Review of publication among stakeholders (e.g., garbage companies, CalRecycle staff, etc.). • Prepare publication for on-line viewing. • Arrange for printing and distribution of extra Guides (approx. 28,000 English and 11,000 Spanish copies). 	\$ 14,000	\$ 31,482	<p>MANDATED -JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the CoIWMP)</p> <p>BOARD DIRECTED (Spanish Guide)</p>	November 2017 to April 2018
4.2	Eco-Desk phone number 565-3375 (English and Spanish)	<p>Telephone and email response to questions from the public on recycling, disposal and hazardous waste.</p> <ul style="list-style-type: none"> • Listen to messages daily, logs call into the Access database and returns phone calls/emails within one business day. • Research topics to help foster more opportunities as needed. Information gets recorded in the Access Eco-Desk database. • Prepare annual reports summarizing activity on the English and Spanish Eco-Desk. • Coordinate with Spanish language contractor as needed. 	\$ -	\$ 27,600	<p>MANDATED - JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the CoIWMP)</p>	Daily
4.3	Spanish Language Outreach	<p>A contractor provides outreach to Spanish speaking residents about recycling issues employing community based social marketing strategies including call-in radio, Eco-Desk telephone, events, labor center talks, etc.</p> <ul style="list-style-type: none"> • Manage the contract for services <p>Provide support for educational materials as needed.</p>	\$ 30,000	\$ 2,753	<p>MANDATED - JPA Provide recycling information in Spanish (Section 4.7.3.4 of the CoIWMP).</p>	Consultant contract expires June 30, 2020

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.4	Grants	Applying for educational/outreach grants as they become available.	\$ -		MANDATED - JPA Leverage limited Agency resources (Section 4.9.3.2 of the CoIWMP)	As available
4.5	Web site www.recycle now.org	Recyclenow.org is a comprehensive web site including topics for Agency, toxics, reduce, recycling, business, multifamily, schools, disposal, compost, resources. The web site is ADA section 508 compliant <ul style="list-style-type: none"> • Update web site content. • Makes online .pdfs ADA compliant • Prepares annual reports on web site activity. 	\$ 7,920	\$ 49,118	MANDATED - JPA Communicate recycling information using the web (Section 4.7.2.3 of the CoIWMP)	Ongoing
4.6	Outreach Partnerships	The Agency provides staff support to the groups engaged in complementary environmental educations (e.g., Sonoma Green Business Program, Republic Services, Russian River Water Association, Sonoma County Water Agency, GoLocal, BayROC (Bay Area Outreach Coordinators), Goodwill Industries Redwood Empire, Mattress Recycling Council, etc.	\$ -	\$ 5,073	Board Directed	Ongoing

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.7	Fairs	<p>Each year the Agency picks a new outreach theme that responds to current topics. This year's theme for 2018 will focus on a back to basics approach to recycling education. Coordinates vendor registration and makes up calendar.</p> <ul style="list-style-type: none"> • Graphic design and production for table-top and 10'x10' displays and any auxiliary displays (e.g., backdrop, floor, information panels, brochure holders, etc.) • Coordinates staffing for events • Coordinates fair set up and tear down • Orders supplies • Refurbish display materials 		\$ 13,331	MANDATED - JPA (Section 4.7.2.9 of the CoIWMP)	Summer and Fall
4.8	Social Media On-line Marketing Outreach	Manage on-line marketing options for Agency topic using services such as Twitter, Facebook, and Instagram	\$ 1,000	\$ 13,309	BOARD DIRECTED	Ongoing
4.9	Beverage Container Recycling (Grant funded)	Administer grant funds from the City County Payment Program to increase beverage container recycling.	\$ 55,000	\$ 8,699	BOARD DIRECTED	Ongoing
4.10	Mandatory Commercial Recycling Measure (Grant funded)	Provide support for implementing CalRecycle's Mandatory Commercial Recycling program which will focus on bilingual education, monitoring and reporting. Activities include coordination of business, multifamily, and school outreach and AB 939 reporting.	\$ 2,000	\$ 76,996	MANDATED - STATE Under state law, local jurisdictions are responsible for reporting progress on commercial recycling to CalRecycle.	Ongoing

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.11	AB 939 Reporting Requirements	Annual Report writing consists of: <ul style="list-style-type: none"> • Collect and enter data from: the haulers, transfer stations, Central Landfill, out-of-county landfills, large venues/events, HHW program • Update text description of programs. Submit report to California Department of Resources Recycling and Recovery (CalRecycle)	\$ -	\$ 4,640	MANDATED – AB 939 Compliance with State regulations (Section 4.7.2.12 of the ColWMP)	2017 Annual Report due August 2018
	Total	FY 18-19	\$ 109,920	\$ 233,001		
	Prior Year	FY 17-18	\$ 101,339	\$ 241,059		
General Administration						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
6.1	Agency Meetings	<ul style="list-style-type: none"> • Prepare agendas/packets • Attend meetings • Research and document development • Prepare and file minutes, resolutions agreements 	\$ -	\$ 137,619	MANDATED-JPA	Ongoing
6.2	Program Management	<ul style="list-style-type: none"> • General Administration of Agency programs • Attend meetings, conferances and trainings • Planning • New program development 	\$ -	\$ 66,655	MANDATED-JPA	Ongoing
6.3	SCWMA Fin. Mgmt.	<ul style="list-style-type: none"> • Approve invoices/journal vouchers • Prepare financial statements to Board • Prepare budget and facilitate approvals • Respond to audits (internal and external) 		\$ 136,507	MANDATED-JPA	Ongoing
6.4	Website Administrative Maintenance	<ul style="list-style-type: none"> • General website maintenance • Content Review • Prepare and publish board packets 		\$ 6,776	MANDATED-JPA	Ongoing
	Total	FY 18-19	\$ -	\$ 347,557		
	Prior Year	FY 17-18	\$ -	\$ 229,610		

External Projects						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
A	AB 939 Local Task Force (LTF-Edu.)	Provide staff support and administrative functions, as needed, to the AB 939 Local Task Force.	\$ -	\$ 8,306	Agency staff has historically provided this service.	Ongoing
B	Annual Stormwater Reporting and Meetings	Provide information annually to be included in the County's National Pollution Discharge Elimination System (NPDES) Phase I and Phase II annual reports for small Municipal Separate Storm Sewer Systems (MS4).	\$ -	\$ 2,666	Agency staff has historically provided this service, as Agency efforts contribute to prevention of storm water pollution in Sonoma County.	Ongoing
	Total	FY 18-19	\$ -	\$ 10,972		
	Prior Year	FY 17-18	\$ -	\$ 13,915		
	Grand total	FY 18-19	\$ 6,401,643	\$ 926,658		
	Prior Year	FY 17-18	\$ 5,863,481	\$ 834,458		



Agenda Item #: 7
Cost Center: Organics Reserve
Staff Contact: Carter
Agenda Date: 2/21/2018
Approved By:

ITEM: Discussion and Possible Action on the Finalized Evaluation Criteria for the Organics Materials Processing Services Request for Proposals

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board approve the evaluation criteria for the Organics Material Processing Services Request for Proposals.

II. BACKGROUND

The Board entered into an agreement with R3 Consulting Group (R3) at the February 15, 2017 SCWMA meeting to provide technical assistance in an RFP process. Staff prepared an online survey and held two public workshops to receive feedback from the Board and the public on the priorities for the RFP. The following list includes the major milestones for this project to date:

- The RFP was released on May 31, 2017.
- A mandatory pre-proposal conference to provide an overview to potential proposers and to determine the number of interested parties was held on June 28, 2017.
- Addendum #1 to the RFP was released on July 7, 2017, in which staff answered the questions received up to that point. The question period was extended to September 8, 2017 and the proposal due date was extended to October 18, 2017.
- Shortly after the issuance of Addendum #1, the City of Santa Rosa released an RFP for Location of an Organics Processing Facility on City of Santa Rosa Property to allow the City to have a procurement process with a facility operator that may participate in the SCWMA's RFP process.
- Addendum #2 for the SCWMA's RFP was released on July 27, 2017 and contained responses to questions asked of staff up to that date. Addendum #2 also contain an invitation to interested parties to visually inspect incoming green waste at the Healdsburg Transfer Station on August 9, 2017 for the benefit of proposers understanding of the composition of incoming green waste. Six parties attended the inspection.
- Addendum #3 was issued on September 22, 2017, which extended the question period to November 13, 2017 and the proposal due date to January 16, 2018.
- Addendum #4 was issued on November 21, 2017, and answered the remaining questions received up to November 13, 2017.
- 12 proposals were received by staff by the due date of January 16, 2018.
- One proposal has been withdrawn since January 16, 2018.

III. DISCUSSION

The next step in the RFP process is proposal evaluation. The SCWMA evaluation team consists of SCWMA staff (Patrick Carter, Felicia Smith, and Kristin Thigpen), County staff (Trish Pisenti), and

one other member who has yet to confirm as of the publishing of this staff report.

The evaluation criteria was established in the RFP, and staff is recommending the points be established as follows:

- Proposer Qualifications (e.g. experience, past practices, references, litigation history, proven track record of maximizing landfill diversion) – **20 points**
- Feasibility of Proposal (e.g. technical approach, processing technology, landfill diversion ability, GHG impacts, standards of finished products, marketing plan for finished products, demonstrated ability to effectively acquire all necessary operating permits, demonstrated ability to comply with CEQA and produce all necessary environmental impact assessments) – **20 points**
- Compatibility of Proposal with overall SCWMA needs (e.g. how SCWMA, in its sole determination, can best serve the needs of its Member Agencies, residents and businesses by selecting the mix of Proposals) – **15 points**
- Degree to which Proposal meets SCWMA's desire to see high quality compost/soil amendment finished products widely available for purchase and use in Sonoma County, as described in detail in Proposer's marketing plan – **15 points**
- Per Ton Tipping Rates for Organic Material categories and annual tonnages – **30 points**

Staff believes the distribution of points to these categories meets the Board's and the public's interest in securing organic material processing capacity, encouraging greater local availability of soil amendments made from Sonoma County generated green and food materials, and containing costs to the greatest extent feasible. Staff is seeking the Board's confirmation and approval to complete the evaluation process using this distribution of points for the defined criteria.

IV. FUNDING IMPACT

To date, the SCWMA has paid R3 Consulting Group \$53,140 of the \$148,500 agreement maximum for their assistance in the RFP process.

V. ATTACHMENTS

RFP Evaluation of Proposals page
Proposed RFP Evaluation Criteria Scoring Sheet

1216 5.6 Evaluation of Proposals

1217 Those proposals that have passed the initial “Pass/Fail” review described below will be evaluated
1218 and scored by the Evaluation Team, which may consist of the SCWMA staff members, the SCWMA
1219 Board members, and Member Agency staff, based on the following evaluation criteria:

- 1220 ▪ Proposer Qualifications (e.g. experience, past practices, references, litigation history,
1221 proven track record of maximizing landfill diversion);
- 1222 ▪ Feasibility of Proposal (e.g. technical approach, processing technology, landfill
1223 diversion ability, GHG impacts, standards of finished products, marketing plan for
1224 finished products, demonstrated ability to effectively acquire all necessary operating
1225 permits, demonstrated ability to comply with CEQA and produce all necessary
1226 environmental impact assessments);
- 1227 ▪ Compatibility of Proposal with overall SCWMA needs (e.g. how SCWMA, in its sole
1228 determination, can best serve the needs of its Member Agencies, residents and
1229 businesses by selecting the mix of Proposals);
- 1230 ▪ Degree to which Proposal meets SCWMA’s desire to see high quality compost/soil
1231 amendment finished products widely available for purchase and use in Sonoma
1232 County, as described in detail in Proposer’s marketing plan;
- 1233 ▪ Per Ton Tipping Rates for Organic Material categories and annual tonnages.

1234 The results of the evaluation process will be presented to the SCWMA Board for direction on the
1235 next steps in the evaluation, negotiation, and selection process. In determining and evaluating
1236 the best proposal, the prices will not necessarily be controlling, but quality, efficiency, utility,
1237 general terms, delivery, suitability of the service offered, and the reputation of the service in
1238 general use will also be considered, with any other relevant factors deemed appropriate by the
1239 SCWMA. Site visits may be conducted to proposed or existing sites operated by Proposers as part
1240 of the evaluation process.

1241 5.6.1 Pass/Fail Review

1242 A panel of the SCWMA staff members and such other parties as the SCWMA deems necessary,
1243 will conduct an initial “Pass/Fail” review of all proposals submitted to check for completeness
1244 and compliance to the proposal requirements. Proposals that have been determined to be
1245 complete and in compliance with the proposal requirements will undergo further evaluation.
1246 Proposals that are not complete or are not in compliance with the submittal requirements may
1247 be disqualified from further evaluation and will be returned to the Proposer (See Form L).
1248

Sonoma County Waste Management Agency - Organic Materials Processing Services	
Company:	
Evaluation of Proposals	
Proposer's Qualifications	Max Score 20
	Your Score
Qualifications and structure of project management team	
Experience providing services to similar jurisdictions	
Successful operation of organic materials processing services	
Experience maximizing landfill diversion and attaining high diversion rates	
Experience providing exemplary customer service programs	
Experience providing exemplary public education and outreach programs that promote high participation and diversion	
References	
Litigation history / Notice of Violation(s)	
Evaluation of financial statements	
Review of key financial indicators, outstanding debt and debt coverage ratios	
Ability to finance capital purchases and needed start-up investments (site, facilities, other equipment and labor)	
Proposer's capacity and plans for responding to fluctuations in the organic materials market	
Feasibility of Proposal	Max Score 20
	Your Score
Overall approach to receipt of materials within proximity to transfer stations and/or population centers	
Proposed technology to be utilized (current use in the United States and California) and/or processing operating plan, and business plan/model including flow of operation	
Approach to operation of facility (scale procedures, turnaround time, tipping procedures, load checking, fuel, labor)	
Approach to managing various stages of processing	
Overall assessment of proposed site conditions	
Approach to monitoring contamination and identifying reject-able loads prior to receipt of material	
Approach to "overs" management, reducing material landfilled or sent as ADC	
Ability to adapt to changing regulatory environment and advancement in technology	
Approach to employee and public safety	
Approach to providing SCWMA-required reports	
Approach to meeting or exceeding SCWMA's recovery rates (Post processing residual 10% or less by weight by outbound tons)	
Internal sustainability programs (use of local vendors, innovative "green" approach to providing services, corporate sustainability)	
Short Term Facilities Only:	

Sonoma County Waste Management Agency - Organic Materials Processing Services	
Company:	
Evaluation of Proposals	
Evidence of, or the ability to provide, documents required for facility permitting	
Long Term Facilities Only:	
Proposer's understanding of the permitting process (including timeframe needed for permits, construction, start date of operation and when materials can be accepted at proposed facility)	
Compatibility with Needs <i>Max Score</i>	15
<i>Your Score</i>	
Proposed term length	
Short-Term (3 year)	
Long-Term (10 year)	
Long-Term (15 year)	
Long-Term (20 year)	
Proposed location	
Proposed materials to be accepted for processing:	
Wood Waste	
Green Waste	
Mixed Organic Materials (MOM)	
MOM with Compostable Food Ware	
Manure	
Biosolids	
Commercial Food Scraps (CFS)	
CFS with Compostable Food Ware	
Proposer's Marketing Plan <i>Max Score</i>	15
<i>Your Score</i>	
Proposed use of end products to meet consumer standards	
Proposed quality of finished product	
Approach to marketing finished products and plan for changes in markets	
Approach to making finished products widely available within Sonoma County	
Proposed finished product lines	
Per Ton Costs and Capacity <i>Max Score</i>	30
<i>Your Score</i>	
Proposed cost per ton for material receipt compared to existing costs	
Annual tonnages proposed	
Total Points	100



Agenda Item #: **8**
Cost Center: **HHW**
Staff Contact: **Scott**
Agenda Date: **2/21/2018**
Approved By:

ITEM: Discussion and Possible Action on the E-Waste Transportation and Recycling RFP Scope of Work

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board approve of the attached Scope of Work and Evaluation Criteria for the electronic waste (E-waste) Transportation and Recycling Request for Proposals (RFP) and direct staff to issue the E-Waste Transportation and Recycling RFP.

II. BACKGROUND

The Sonoma County Waste Management Agency (SCWMA) seeks a contractor to provide for the transportation and recycling of E-waste collected at the County Transfer Stations and the Central Disposal Site.

The Agency currently has a contract with ECS Refining to provide E-waste transportation and recycling services. The original term of this Agreement was from June 1, 2012 to February 11, 2017. There have been two amendments to this Agreement. The First Amendment, approved by the Agency Board on January 18, 2017, extended the term to February 11, 2018 and adjusted the payment structure. The Second Amendment, approved by the Agency Board on December 20, 2017, extended the term to the current date of June 30, 2018. The current Agreement does not include an option to extend.

III. DISCUSSION

There are two components of the Agency's E-waste management program: 1) handling and 2) transporting and recycling.

Handling of E-waste is covered under the Agreement for E-Waste Handling Services which was assigned to Recology and approved by the SCWMA Board on November 15, 2017. The handling agreement will expire on February 11, 2019. Currently, E-waste is transferred by Recology from the Transfer Stations and consolidated at the Central Disposal Site Reuse Center, where the Transportation and Recycling contractor picks up the sorted material.

The RFP addresses the transporting and recycling of the consolidated E-waste from the Central Disposal Site. The RFP is also designed to explore all options proposers may offer, including the option to take over the E-waste Handling. Although staff is satisfied with the service, reporting, and operational practices of ECS Refining, there are other contractors who provide the same E-waste management services. Staff is recommending the distribution of a Request for Proposals

(RFP) in order to keep the process competitive.

IV. FUNDING IMPACT

The only direct funding impact from the distribution of a RFP is the staff time needed. Under the Recycling Act, the SCWMA does not pay the Approved Recycler for recycling services; rather the Approved Recycler pays the Agency for the Covered Electronic Waste (CEWs) they receive. Therefore, there will not be a cost to the Agency associated with an agreement resulting from the RFP as any contract will likely result in revenue for the SCWMA.

Currently, the standard Statewide Combined Recovery and Recycling Payment Rate, a shared rate paid to the Recyclers and Collectors combined, is \$0.49 per pound for CEWs. Under the current agreement with ECS Refining, SCWMA receives \$0.18/pound - \$0.27/pound depending on the CEW item. Other miscellaneous e-waste currently costs SCWMA \$0.08 per pound.

In 2017, SCWMA received \$140,587 in revenue from ECS Refining for E-waste transportation and recycling services through the existing contract. Similarly, E-waste handling services cost SCWMA approximately \$65,000 in 2017 for a net revenue over \$73,000.

V. ATTACHMENTS

E-Waste Transportation and Recycling RFP Scope of Work and Evaluation Criteria

E-waste Transportation and Recycling Services RFP

Exhibit A

Scope of Work and Evaluation Criteria

This section describes the services sought by the SCWMA. The SCWMA will execute an Agreement for E-waste transportation and recycling with the selected Proposer as described in this RFP. The Agreement may incorporate any or all elements of the successful Proposer's response, either as originally submitted or as defined in subsequent negotiations. The Agreement is subject to the final approval of the SCWMA Board of Directors. Also set forth in this section are the major terms of the business arrangement that the SCWMA seeks with the successful Proposer, as further defined by the cost items/payment terms contained in the successful Proposer's response.

To enable the SCWMA to evaluate potential Electronic Waste Transportation and Recycling Contractors, please address each of the items below. SCWMA staff will evaluate the Proposals based on completeness of answers to the items below and use the following scoring criteria. Proposals must score at least 70 points to be considered for the agreement.

Primary Selection Criteria

1. Ability to perform services as specified within the RFP and the tasks listed below **(25 points)** - Please describe the Proposer's qualifications and experience as an E-waste Recycler. Include the Proposer's CEWID#.
2. Description of services offered **(20 points)** - Please list, in detail, the collection services proposed to be provided in connection with this RFP and the tasks listed below. Please include a detailed list of materials accepted.
3. Cost **(20 points)** - How much would be paid or charged to the SCWMA for recycling the materials described above? The payment or charge should include all costs (recycling, labor, equipment, transportation, etc.).
4. Handling of materials **(20 points)** - Describe, in detail, the final destination/market for collected items. In addition, please also address the following:
 - a) Will any of the items collected be recycled or reused? Please describe.
 - b) How are collected hard drives to be handled?
 - c) List any materials which are sent to the landfill or shipped overseas for processing.
5. Environmental Certifications **(10 points)** - Preference will be given to Proposers who have obtained environmental, health and safety certifications and who uphold the highest social and environmental standards in their business practices. Examples include ISO 9000 or 14001 Environmental Management

Systems, e-Stewards Certification, or e-Stewards Pledge. Please describe why the Proposer chose the obtained certifications over other certification options.

6. References **(5 points)** - Please provide a list of references from existing or prior clients including government entities.

TASKS

The services to be performed under the Agreement may include the following tasks and any modifications agreed to during the contract negotiation process. **The Proposer shall include responses to each Task category below** to be included in the evaluation of the Proposals.

Materials Accepted – At a minimum the contractor shall be required to accept all E-waste (CEWs and UWEDs), including but not limited to: computer monitors, laptop computers, TVs, console TVs, projector TVs, flatscreen TVs, broken CEWs, stereo equipment, cell phones, and microwaves. Furthermore, Proposer should detail any restrictions on acceptance, for example, will Proposer accept CRT tubes removed from casings.

Materials Provided – Describe the containers and sorting equipment that will be provided to the County's E-waste handling contractor. Include items such as, but not limited to, pallets, gaylords, shrink-wrap, and baskets or boxes as well as the cost associated with each. Please also indicate if these items will be for use in the public drop-off area or only for sorting and shipping.

Sorting and Packing – The successful Proposer shall work with SCWMA's E-waste handling contractor on sorting and packing requirements. The E-waste handling contractor will sort and package E-waste to successful Proposer's specifications for the duration of the E-waste handling contract (expires February 2019). In the proposal, detail any specific palletizing and sorting requirements, and indicate whether or not the Proposer is able to offer sorting and packing services for some or all of the Agreement term.

Truck Loading – The successful Proposer shall work with SCWMA's E-waste handling contractor, who will load successful Proposer's trucks for the duration of the E-waste handling contract (expires February 2019). In proposal, detail any specific truck loading requirements. Should a Proposer be proposing to load their own trucks, the "cost" (or reimbursement reduction) for loading must be indicated separately from other services. Proposer shall clearly state in the proposal whether Proposer or SCWMA's E-waste handling contractor will load the trucks.

Transportation – Proposer shall describe the vehicles used for transporting E-Waste. Proposer shall indicate if Proposer has the ability to pick up E-waste from four (4) surrounding Transfer Stations in Sonoma County and bring it to the Central Disposal Site in Petaluma for sorting; or if E-Waste must be picked up at the Central Disposal Site in Petaluma only. Describe the cost associated with both options.

Scheduling – The successful Proposer shall work with SCWMA's E-waste handling contractor, who will schedule all pickups. Proposer should indicate in its proposal the necessary lead time for pickups. Proposer should indicate a preference for on-call or regularly scheduled pickups and flexibility for on-call pickups.

Paperwork – The SCWMA shall provide all necessary collection logs and CEW transfer receipts. The successful Proposer shall provide a copy of the Bill of Lading and a certificate of recycling for each shipment with monthly payments. Proposer shall provide downstream chain-of-custody reports. Proposer shall describe, and provide examples of, all reports and documentation that will be provided on a monthly basis for individual shipments.

Recycling Process – Proposer shall describe the recycling process for CEWs and UWEDs for all component parts.

Downstream Vendors – Proposer shall provide a list of vendors that will receive materials from Agency's CEW's and UWED's and describe what form they receive the material and in what form that material is when transferred to the next vendor. Be sure to cover all component parts.

E-waste RFP/Contract Language

INTENT

The Sonoma County Waste Management Agency (SCWMA) implements the following criteria as due diligence to increase the oversight of electronics recycling and to assure legal, safe and beneficial recycling occurs with Sonoma County's electronic waste. All material collected through the Contract shall be handled by a Recycler who meets the following criteria. The following criteria must be included in the successful Proposer's contract.

Contract Requirements

1. Contractor shall be 1) an Approved Recycler with the State of California Integrated Waste Management Board (CIWMB) and maintain this designation throughout the term of the contract or 2) registered with the CIWMB as an authorized E-waste Collector and partner with an Approved Recycler with the State of CIWMB and both the Collector and the Approved Recycler must maintain this designation throughout the term of the contract. Loss of Approved Recycler and Collector designation shall be considered a breach of the contract.
2. The Contractor shall comply with all Federal, State, and/or Local Regulations.
3. The Contractor shall not allow any characteristically hazardous material accepted to be sent to solid waste (non-hazardous waste) landfills or incinerators for disposal or energy recovery, either directly or through intermediaries.

4. The Contractor is to assure that all materials that test as characteristic hazardous waste under California Law remain within the United States until the waste has been processed to the point at which it can be considered a commodity ready for use in a new product. This requirement applies to all characteristic materials, including those with exemptions, such as circuit boards.
5. To ensure integrity of the entire recycling chain, including downstream intermediaries and recovery operations such as smelters, the Contractor shall not utilize a company that is not in complete compliance with all applicable National, Regional and/or Local environmental and health and safety regulations.
6. For Contractor and each of the proposed subcontractors, include copies of all notices of violations, administrative orders, or other enforcement actions taken by any regulatory agencies during the past three years and within 30 days of any new violation during the term of this Agreement for Contractor and each of the proposed subcontractors. Also, provide copies of any letters of recommendation or other awards of recognition.
7. Contractor shall make all of its facilities and related documentation available to the SCWMA for onsite and paper audits by SCWMA or designated 3rd party auditor. Additionally, Contractor must arrange for all contractors/vendors involved in the downstream recycling process, regardless of location, to make their facilities and documentation available for onsite and paper audits by SCWMA or designated 3rd party auditor.
8. Contractor shall provide a downstream chain-of-custody-and-disposition report of all waste collected within ninety (90) days of the collection date. The downstream report shall include both hazardous and non-hazardous components, including but limited to, Identity of vendor(s) who purchase final recovered materials, and a description of each material's final reuse or disposition by volume and composition.
9. Contractor shall provide Agency staff with a list of Contractor's "Down-Stream Vendors", identified by material processed, and shall provide written notification to Agency of any change to the list. Contractor shall provide thirty (30) days notice to Agency of any change to the list that is initiated by Contractor and seven (7) days notice of any change not initiated by Contractor.