



Meeting of the Board of Directors

February 15, 2017

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

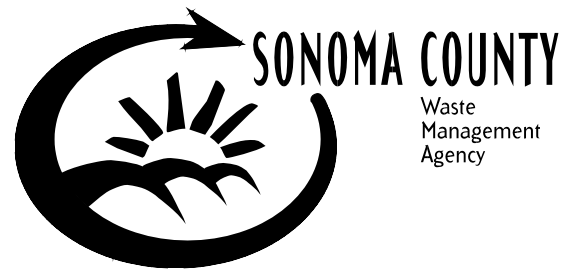
February 15, 2017

Regular Meeting begins at 8:30 a.m.

Table of Contents

<u>Description</u>	<u>Page</u>
Agenda	1
Prior Meeting Summary	3
Agenda Notes	4
Item 4.1 Minutes of January 18, 2017 Regular Meeting	6
Item 4.2 February and March 2017 Outreach Calendar	10
Item 4.3 2016 Education and Outreach Reports	11
Item 4.4 SCWMA FY 2016-17 Second Quarter Financial Report	33
Item 4.5 Annual Review of SCWMA Rules of Governance	43
Item 4.6 SCWMA FY 14-15 Financial Audit	46
Item 5 Discussion and Possible Action of the Results of a Request for Information for Organic Waste Processing	69
Item 6 Discussion and Possible Action to Approve an Agreement with R3 Consulting Group for RFP Process Assistance	78
Item 7 Discussion and Possible Action on the Fiscal Year 2017-18 SCWMA Work Plan	96

Note: This packet is 105 pages total



SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

February 15, 2017

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

Please note a unanimous vote is required for Item 6

<u>Item</u>	<u>Action</u>
1. Call to Order Regular Meeting	
2. Agenda Approval	
3. Public Comments (items not on the agenda)	
<u>Consent</u> (w/attachments)	
4.1 Minutes of January 18, 2017 Regular Meeting	
4.2 February and March 2017 Outreach Calendar	
4.3 2016 Education and Outreach Reports	
4.4 SCWMA FY 2016-17 Second Quarter Financial Report	
4.5 Annual Review of SCWMA Rules of Governance	
4.6 SCWMA FY 14-15 Financial Audit	
<u>Regular Calendar</u>	
5. Discussion and Possible Action on the Results of a Request for Information for Organic Waste Processing [Carter]	Organics

6. Discussion and Possible Action to Approve an Agreement with R3 Consulting Group for RFP Process Assistance

[Carter]

Unanimous Vote Required

Organics

7. Discussion and Possible Action on the Fiscal Year 2017-18 SCWMA Work Plan

[Carter]

All

8. Boardmember Comments

9. Staff Comments

10. Next SCWMA meeting: March 15, 2017

11. 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 18, 2017

To: SCWMA Board Members

From: Patrick Carter, SCWMA Executive Director

Executive Summary Report for the SCWMA Board Special Meeting of January 18, 2017

Item 4, Election of Officers: John Sawyer, City of Santa Rosa, Henry Mikus, City of Sebastopol, and Madolyn Agrimonti, City of Sonoma were elected to the positions of Chair, Vice Chair, and Chair Pro Tempore, respectively.

Item 5, Consent Items: Items 5.1 Minutes of the December 21, 2016 Regular Meeting, 5.2 Approval of the First Amendment to the Agreement with ECS Refining for E-waste Transport and Recycling Services, 5.3 Approval of the First Amendment to the Agreement with the County of Sonoma for the Provision of Staff Services (Executive Director), and 5.4 January and February 2017 Outreach Calendar were approved.

The Board directed staff to return during budget discussions with information related to any potential post-employment liabilities to the SCWMA related to staff services provided by the County.

Item 6, Presentation of a County of Sonoma Safe Medicine and Sharps Disposal Ordinance: Brian Vaughn, Director of the Division of Health Policy, Planning, and Evaluation for the Sonoma County Department of Health Services, delivered a presentation about the proposed Safe Medicine and Sharps Disposal ordinance in advance of action to be taken by the Board of Supervisors and each City Council to create a countywide extended producer responsibility program. The SCWMA Board had questions about the current Safe Medicine Disposal Program, the potential costs of the future program, and indemnity by the County in the event of legal challenge. County staff will work with City staff to determine the best approach for presenting this ordinance to City Councils for consideration. No action was taken.



To: Sonoma County Waste Management Agency Board Members

From: Patrick Carter, Executive Director

Subject: February 15, 2017 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 18, 2017 Meeting:** regular acceptance.
- 4.2 **February and March 2017 Outreach Calendar:** This item provides an updated on upcoming outreach events. No action is required.
- 4.3 **2016 SCWMA Education and Outreach Reports:** Staff has summarized the education and outreach efforts of the SCWMA for 2017. The SCWMA worked directly with 78 businesses and public entities through the Mandatory Commercial Recycling and Mandatory Organics Recycling programs, 95 outreach events and fairs, saw a significant increase in Facebook likes, nearly 150,000 visits to the www.recyclenow.org website, and addressed over 2,000 calls to the Eco-Desk call line. **Staff recommends the Board accept the 2016 SCWMA Education and Outreach Reports.**
- 4.4 **SCWMA FY 2016-17 Second Quarter Financial Report:** 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 the Board accept the SCWMA FY 2016-17 Second Quarter Financial Report.**
- 4.5 **Annual Review of SCWMA Rules of Governance:** The SCWMA Rules of Governance are to be reviewed by the SCWMA Board on an annual basis. **Staff recommends the Board review the attached Rules of Governance and direct staff to amend them, if necessary. If no amendments are necessary, this review shall satisfy the annual review requirements.**
- 4.6 **SCWMA FY 14-15 Financial Audit:** The SCWMA's financial statements are audited on an annual basis, per the JPA Agreement. **Staff recommends the Board accept the FY 14-15 Financial Statement Audit.**

Regular Calendar

- 5. **Discussion and Possible Action of the Results of a Request for Information for Organic Waste Processing:** Sixteen responses were received from the Request for Information process. To broadly summarize the initial results, there are a number of sites proposing to accept either a portion or all of Sonoma County's current and future organic materials. The sites which disclosed locations are spread throughout Sonoma County. The costs disclosed vary from favorable compared to current rates to significantly higher than current rates. The results of this process will be presented to the Board. **No action is required on this item.**

6. **Discussion and Possible Action to Approve an Agreement with R3 Consulting Group for RFP Process**

Assistance: Due to the complexity involved with successfully securing long term organics processing capacity for Sonoma County organics, staff proposes to enter into an agreement with R3 Consulting Group. R3 is uniquely qualified to assist with the development of the RFP, requesting flow commitments from SCWMA members, facilitating stakeholder groups, issuing the RFP, evaluating the RFP, developing the agreements with the recommended facility owners, and presenting the results to the SCWMA Board. R3's scope and budget are similar to those for the Town of Windsor and the City of Santa Rosa for assistance on their franchise agreement procurement processes. **Staff recommends the Board authorize the Executive Director to execute an agreement with R3 Consulting Group to assist SCWMA staff in the Request for Proposal process to secure future organics capacity. Approval of this item requires a unanimous vote.**

7. **Discussion and Possible Action on the Fiscal Year 2017-18 SCWMA Work Plan:** The Work Plan serves as a primer for the Draft Budget. Several new projects are included in this Work Plan, including Agency rebranding, website redesign, new model ordinance research, vehicle replacement, intern program, and continued work on a North County HHW facility. **Staff recommends the Board provide feedback and consider approval of the FY 17-18 Draft Work Plan as a guide for the FY 17-18 Draft Budget.**



Minutes of January 18, 2017 Meeting

The Sonoma County Waste Management Agency met on January 18, 2017, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

Present:

City of Cloverdale	Absent	City of Santa Rosa	John Sawyer
City of Cotati	Susan Harvey	City of Sebastopol	Henry Mikus
City of Healdsburg	Brent Salmi	City of Sonoma	Absent
City of Petaluma	Dan St. John	County of Sonoma	Susan Klassen
City of Rohnert Park	Don Schwartz	Town of Windsor	Deb Fudge

Staff Present:

Executive Director	Patrick Carter	Staff	Felicia Smith
Counsel	Ethan Walsh		Kristin Thigpen
Agency Clerk	Sally Evans		Courtney Scott

1. Call to Order Regular Meeting

The meeting was called to order at 8:34 a.m.

2. Agenda Approval

The motion for agenda approval was made by Henry Mikus, City of Sebastopol, and seconded by Chair John Sawyer, City of Santa Rosa.

Vote Count:

Cloverdale	Absent	Santa Rosa	Aye
Cotati	Aye	Sebastopol	Aye
Healdsburg	Aye	City of Sonoma	Absent
Petaluma	Aye	County of Sonoma	Aye
Rohnert Park	Aye	Windsor	Aye

AYES -8- NOES -0- ABSENT -2- ABSTAIN -0-

Motion passed.

3. Public Comments (items not on the agenda)

None

4. Election of Officers

Susan Harvey, City of Cotati, motioned to approve the rotation election of officers as follows:

Chair: Santa Rosa, Vice Chair: Sebastopol, and Pro-Tem: Sonoma. Deb Fudge, Town of Windsor, seconded the motion.

Vote Count:

Cloverdale	Absent	Santa Rosa	Aye
Cotati	Aye	Sebastopol	Aye

Healdsburg	Aye	City of Sonoma	Absent
Petaluma	Aye	County of Sonoma	Aye
Rohnert Park	Aye	Windsor	Aye

AYES -8- NOES -0- ABSENT -2- ABSTAIN -0-

Motion passed.

5. Consent (w/attachments)

5.1 Minutes of December 21, 2016 Regular Meeting

5.2 Approval of the First Amendment to the Agreement with ECS Refining for E-waste Transport and Recycling Services

5.3 Approval of the First Amendment to the Agreement with the County of Sonoma for the Provision of Staff Services (Executive Director)

5.4 January and February 2017 Outreach Calendar

Don Schwartz, City of Rohnert Park, requested staff return during budget discussion with information regarding any unforeseen County retirement liability for the Agency related to Agency staff services.

Board Comments:

None.

Public Comments:

None.

The motion for consent calendar approval was made by Mr. Schwartz and Seconded by Ms. Harvey.

Vote Count:

Cloverdale	Absent	Santa Rosa	Aye
Cotati	Aye	Sebastopol	Aye
Healdsburg	Aye	City of Sonoma	Absent
Petaluma	Aye	County of Sonoma	Aye
Rohnert Park	Aye	Windsor	Aye

AYES -8- NOES -0- ABSENT -2- ABSTAIN -0-

Motion passed.

Regular Calendar

6. Presentation of a County of Sonoma Safe Medicine and Sharps Disposal Ordinance

Patrick Carter, Executive Director, provided a brief background regarding the Safe Medicine Disposal Program and a general overview of the proposed County of Sonoma extended producer responsibility Safe Medicine and Sharps Disposal Ordinance.

Mr. Carter expressed staff's support for the ordinance, as it would increase safe and convenient locations for County residents to dispose of medications and sharps, and likely result in the reduction of disposal costs for medicine and sharps to the Agency.

Brian Vaughn, Director of the Division of Health Policy, Planning and Evaluation, Sonoma County Department of Health Services, provided background regarding the Sonoma County Safe Medicine Disposal Program and an update on the work being done for a potential countywide ordinance for safe medicine disposal using the extended producer responsibility framework. Mr. Vaughn went over challenges with the current program and the benefits of a countywide Safe Medicine and Sharps Disposal extended producer responsibility ordinance.

Mr. Vaughn highlighted there was strong support for a countywide ordinance and added Alameda and additional counties and cities had adopted an ordinance and established the framework. Mr. Vaughn noted Medtronic opposes the ordinance locally and at the state level.

Mr. Vaughn noted there were no other lawsuits he was aware of regarding producer responsibility ordinances, aside from Alameda's, in which the County prevailed.

Mr. Vaughn explained the steps to continue to finalize the model ordinance were to meet with interested parties, cities, conduct public comment opportunity, and return before the County Board of Supervisors by March 2017 for consideration by the County and by all Cities.

Ms. Fudge inquired what happened to the medications and Mr. Vaughn replied they were incinerated.

Mr. Schwartz inquired if all law enforcement and fire agencies would be mandated to participate as a drop-off location and Mr. Vaughn replied no specific agency would be mandated, and noted the language was inserted to insure location variety.

Mr. Schwartz inquired regarding costs and responsibility for the program and Mr. Vaughn replied manufacturers would set up, run, and fund the program. Mr. Vaughn noted the Sonoma County Health Department's role would be to monitor compliance and would absorb part of monitor and compliance fees for the first two years.

Mr. Schwartz noted Rohnert Park would be unable to participate if the County did not indemnify them of legal challenges. Ms. Harvey also expressed liability concerns.

Mr. Vaughn noted County staff would work with City staff to determine the best approach for presenting this ordinance to City Councils for consideration, as well as program adoption negotiations.

Board Comments:

Dan St. John suggested exploring hospital participation in the Safe Medicine and Sharps Disposal Program and regarding program ordinance outreach.

Public Comment:

None.

7. Board Member Comments:

Mr. Schwartz inquired regarding the development of the project to inform and educate on the background of solid waste and hazardous waste in Sonoma County and noted he would like to see an update at the February SCWMA board meeting but was willing to allow for more time.

8. Staff Comments:

Mr. Carter acknowledged Agency staff for participating to ensure there was no hazardous waste placed in debris boxes during the Guerneville flood clean up event organized by the County. Mr. Carter noted additional support to collect hazardous waste was provided for Guerneville residents affected by the flood.

9. Next SCWMA meeting:

The next SCWMA meeting will be held on February 15, 2017

10. Adjournment:

The meeting adjourned at 9:20 a.m.

Submitted by:
Sally Evans

DRAFT



Agenda Item #: **4.2**
 Agenda Date: **2/15/2017**

ITEM: **February and March 2017 Outreach Calendar**

February 2017 Outreach Events

Day	Time	Event
1	10 AM-10:30 AM	Recycling Presentation to Pasitos Program– Amarosa School, Santa Rosa
1	3 PM – 4 PM	Recycling Assessment – Santa Rosa Memorial Hospital, Santa Rosa
2	10 AM-10:30 AM	Recycling Presentation to Pasitos Program – Cook Middle School, Santa Rosa
2	12 PM-12:30 PM	Recycling Presentation to Pasitos Program– Cook Middle School, Santa Rosa
3	10 AM-10:30 AM	Recycling Presentation to Pasitos Program– Forestville School, Forestville
3	12 PM – 2 PM	Recycling Presentation – Brook Haven Middle School, Sebastopol
3-5	9 AM - 5 PM	E-waste Collection Event – Graton Fire Station
7	4 PM – 8 PM	Community Toxics Collection – Rohnert Park
10	10 AM – 11 AM	Recycling Training – Santa Rosa Memorial Hospital, Santa Rosa
11	10 AM – 4 PM	Lake Sonoma Steelhead Festival – Geyserville
14	4 PM – 8 PM	Community Toxics Collection – Monte Rio
17-20	10 AM – 6 PM	Cloverdale Citrus Festival
17	9 AM – 10 PM	Graton Labor Center- Graton
21	4 PM – 8 PM	Community Toxics Collection – Oakmont
23	4 PM – 5 PM	Recycling Presentation – Sonoma State Children’s School, Rohnert Park
24-26	9 AM - 5 PM	E-waste Collection Event – Cloverdale Citrus Fairgrounds
28	4 PM – 8 PM	Community Toxics Collection – Rincon Valley
28	12 PM – 1 PM	Recycling Assessment – Woodland Star Charter School, Sonoma

March 2017 Outreach Events

Day	Time	Event
7	4 PM – 8 PM	Community Toxics Collection – Petaluma
10–12	9 AM – 5 PM	E-waste Collection Event – Sonoma Whole Foods
14	4 PM – 8 PM	Community Toxics Collection – Larkfield
17	9 AM – 10 PM	Graton Labor Center, Graton
21	4 PM – 8 PM	Community Toxics Collection – Sebastopol
28	4 PM – 8 PM	Community Toxics Collection – Santa Rosa, NW



Agenda Item #: **4.3**
Cost Center: **Education**
Staff Contact: **Smith**
Agenda Date: **2/15/2017**
Approved By:

ITEM: **2016 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 2016 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 is comprised of 95 pages with topics including Agency information, Toxics, Residential and Commercial Recycling, Multifamily, Schools, Disposal, Compost and Resources. The database resources on the Agency's website are updated by staff on working days and page content changes are made several times per week.

The Agency operates an English & Spanish language telephone service, the Eco-Desk, (707) 565-DESK(3375), to answer 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 2016. Detailed information on each of these tasks are included in the attachments.

Print Advertising

Recycling Guide English & Spanish distribution

The 2016 Guide theme was "Food: Too Good to Waste". The Agency printed & distributed 29,000 stand-alone English and 15,000 Spanish Recycling Guides. Guides are distributed to libraries, City and County offices, multi-family complexes, businesses, and residents that request to be on an annual distribution.



In-Person/Direct Outreach Highlights

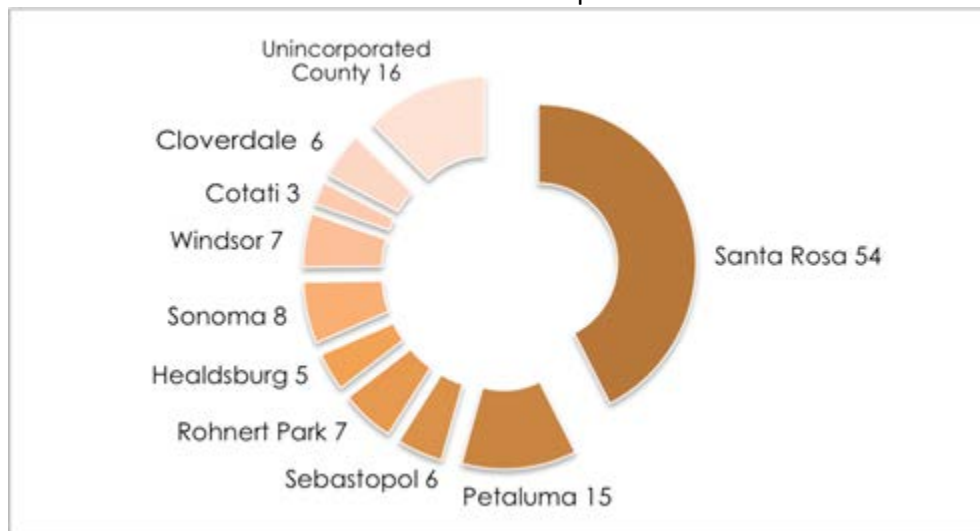
AB 341 Mandatory Commercial Recycling (MCR):

Active outreach in 2016 targeted education and presentations to school-age children, events at multifamily complexes, and businesses interested in improving recycling participation. Agency staff visited 78 commercial and public entities which focused on landfill diversion and recycling education.

AB 1826 Mandatory Commercial Organics Recycling (MOR):

Outreach in 2016 targeted commercial and public entities that will be required to separate organic waste from going to landfill. Agency staff mailed notices to impacted businesses, which was sent to 2,226 entities with a food handling permit.

Number of MCR & MOR Events per Jurisdiction in 2016



Events/Fairs

The Agency and its contractors participated in an additional 95 outreach days with 33 of those days specifically targeting Spanish-speakers. The 10'x10' backdrop display was refurbished with the "Food: Too Good to Waste" message. This exhibit was used at the Cloverdale Citrus Fair, Sonoma-Marin Fair and the Sonoma County Fair.

Web Presence

Facebook & Twitter Account

Currently, there are 2,538 likes on Facebook, which has increased by 85% since 2015. There are 334 followers on Twitter.

www.Recyclenow.org

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

The Google term ‘Sessions’ tallies the number of visits to the website. Overall, there were 146,177 sessions in 2016 viewing 334,733 pages. On average, there were 398 visits per day and 2.29 pages per visit.

Recyclenow.org Audience Overview for 2016

Total number of Page views in 2016	334,733
Average Session duration (mins)	1:58

Pages Top content - shows the webpages most visited. The most notable change was the increased use of “Locate Recycling Centers” as a result of the CRV redemption center closures. The “What Would You Like to Recycle” and Household Hazardous Waste pages continue to be some of the most used webpages on the site.

Mobile device use keeps increasing. In January 2011, only 9% of visitors used mobile devices. In 2016, 40% of visitors accessed the site using a mobile device and 10% accessed the site using a tablet.

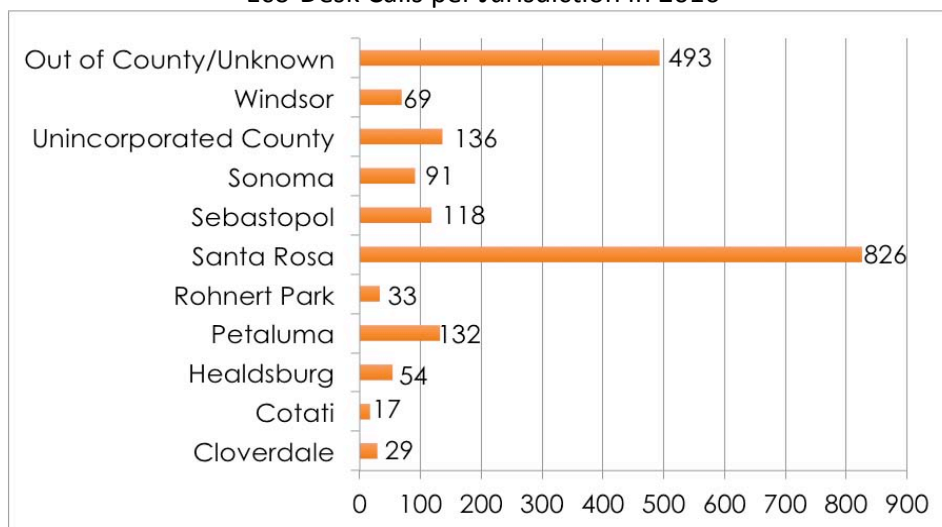
English & Spanish Eco-Desk

Total Number of Calls - In 2016, the English Eco-Desk received 1,998 recorded calls/email inquiries, a 64% increase from 2015. In 2016, the Spanish Eco-Desk received 20 calls, a 33% decrease from 2015.

Number of Eco Desk Calls from 2006 - 2016

Number of Spanish Calls Annually	0	128	155	143	150	105	104	83	49	30	20

Eco-Desk Calls per Jurisdiction in 2016



Subject Trend - As a result of the CRV Redemption Center closures, the Eco-Desk logged over 70 public inquiries and complaints. After the closures in Jan 2016, the number of Eco-Desk calls increased by an average of 37% in February, March and April. Calls came from residents countywide including Cloverdale, Healdsburg, Guerneville, Forestville, Sebastopol, and Sonoma.

IV. FUNDING IMPACT

There are no new funding impacts resulting from this report.

V. ATTACHMENTS

- 2016 Education and Outreach Report
- 2016 Eco-Desk Report
- 2016 RecycleNow.org Audience Review Report from Google Analytics
- 2016 RecycleNow.org Website Visitors by Location Report from Google Analytics
- 2016 RecycleNow.org Pages Report from Google Analytics
- 2016 RecycleNow.org Device Overview from Google Analytics
- 2016 RecycleNow.org Channels from Google Analytics


2016 Education & Outreach Report 2016

This report summarizes education and outreach efforts conducted in 2016 by the Sonoma County Waste Management Agency. A variety of outreach techniques were used for education including in-person outreach, print and radio advertising, a comprehensive website at www.recyclenow.org, and the Eco-Desk telephone service.

Print Advertising

Every year the Agency publishes an updated Sonoma County specific Recycle Guide. The theme in 2016 was “Food too Good to Waste”, emphasizing opportunities to reduce the amount of edible food sent out for disposal. The Guide also details what’s accepted for recycling and compost, household hazardous waste disposal programs, and creative landfill diversion options for unique waste types.

Table 1: Recycling Guide Distribution 2016

	# distributed	Distribution location(s)	
YP (formerly AT&T) Yellow Pages 12-page Guide phone book version	Estimated 162,000 (Source YP.com)	YP Yellow Pages customers and new customers throughout the year.	
Stand-alone copies	5,700	Freebie newspaper stands at grocery stores, convenience stores and cafes.	
	29,000	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.	


	# distributed	Distribution location(s)	
Stand-alone copies	2,000	Impulso News “freebie” stands at grocery stores and Hispanic businesses.	
	15,000	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 2016

Date of advertisement	Area	Ad summary	Topic of advertising
February 2016	Cloverdale	Cloverdale Reveille	E-waste Collection in Cloverdale
March 2016	Sonoma County	Sonoma County Gazette	E-waste Collection in Graton
August 2016	Sonoma County	Community Voice	E-waste Collection in Rohnert Park
September 2016	Sonoma County	Press Democrat	E-waste Collection in Sonoma & Oakmont
October 2016	Sonoma County	Sonoma County Gazette	E-waste Collection in Cotati

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. About 300,000 newsletters were distributed to garbage company customers in 2016.

Radio Advertising

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

Table 3: English radio advertising 2016

Month	Stations	Program
March 2016	KRSH, KFGY	Graton E-waste event promotion
May 2016	KFGY, KVRV	Santa Rosa E-waste event promotion
October 2016	KFGY, KVRV	Cotati E-waste event promotion
November 2016	KFGY, KVRV	Petaluma E-waste event promotion

The Agency's Spanish outreach contractor, C2 Alternatives participates in a 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, C2 Staff, also promotes programs and resources including ways to properly recycle used motor oil, filters, and other household hazardous waste.

C2 Alternatives also participates 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 & filter recycling, proper disposal of household hazardous waste, and updates on acceptable recyclables.

Overall, Agency's Spanish language outreach contractor conducted 44 radio interviews.

Table 4: Spanish radio advertising & interviews 2016

	KBBF 89.1 FM Nuestra Tierra Radio Program	Radio Lazer 107.1FM / La Mejor 104.1FM Que Sucede en la Comunidad
January 2016	4	0
February 2016	5	0
March 2016	4	1
April 2016	2	0
May 2016	3	1
June 2016	2	0
July 2016	2	0
August 2016	4	1
September 2016	2	0
October 2016	4	0
November 2016	3	1
December 2016	4	1
Total Appearances	39	5

Facebook & Social Media

Currently, there are 2,538 likes on Facebook which is an 85% increase from 2015. There are 332 followers on Twitter.

In-person/Direct Outreach

CalRecycle has the authority to implement California's Mandatory Commercial Recycling Law and Mandatory Commercial Organics Recycling Law. The Agency reports local progress to CalRecycle with regard to outreach and monitoring. Overall, staff visited 35 businesses, 14 school sites and 15 multifamily properties, and 14 public entities for a total of 78 visits.

Table 5: AB 341 Mandatory Commercial Recycling & AB 1826 Mandatory Commercial Organics Recycling Visits

Date	Customer	City
January 6, 2016	McLeas	Santa Rosa
January 8, 2016	Green Acre Homes	Sebastopol
January 12, 2016	Inn at Sonoma	Sonoma
January 13, 2016	No 8 Lighting	Cotati
January 13, 2016	Community Market	Santa Rosa
January 21, 2016	Barking Dog Roaster	Sonoma
January 26, 2016	RESIG	Windsor
February 3, 2016	Amy's Kitchen	Petaluma
February 4, 2016	Mary Collins Elementary	Petaluma
February 10, 2016	Viril Apartments	Santa Rosa
February 17, 2016	TekTailor	Santa Rosa

February 17, 2016	Barking Dog Roaster	Sonoma
February 22, 2016	Jefferson Elementary	Cloverdale
February 23, 2016	Oak Grove Elementary	Sebastopol
February 26, 2016	Fishertartian	Bodega Bay
February 26, 2016	Stewarts Point Rancheria	Stewarts Point
February 26, 2016	Gualala Regional Park	Gualala
March 8, 2016	Petaluma Junior High	Petaluma
March 9, 2016	PEP Housing - Kellgren Sr Apts	Petaluma
March 10, 2016	Vista Sonoma Sr Apts	Petaluma
March 11, 2016	PEP Housing - Caulfield Senior Apts	Petaluma
March 11, 2016	Green Acres - 2 sesstons	Sebastopol
March 18, 2016	St Vincent De Paul High School	Petaluma
March 18, 2016	Coffee Bazaar	Guerneville
March 21, 2016	Hotspot	Cotati
March 25, 2016	SSU - Students for Sustainability	Rohnert Park
March 28, 2016	Applebees - Santa Rosa Ave	Santa Rosa
March 28, 2016	TekTailor	Santa Rosa
March 30, 2016	Petaluma Junior High	Petaluma
March 31, 2016	Taylor Maid Coffee	Sebastopol
April 4, 2016	SC Head Start Program	Santa Rosa
April 4, 2016	Santa Rosa Entertainment Group	Santa Rosa
April 4, 2016	Burbank Housing	Santa Rosa
April 4, 2016	Sonoma County Meat Co	Santa Rosa
April 5, 2016	Terracina Apartments	Santa Rosa
April 8, 2016	Mt Gilead	Sebastopol
April 11, 2016	Vista Sonoma	Santa Rosa
April 12, 2016	Tiny Tots Preschool	Petaluma
April 15, 2016	Johnsons Beach	Guerneville
April 19, 2016	Santa Rosa Memorial Hospital	Santa Rosa
April 21, 2016	Sonoma State Uni - JUMP Earth Day	Rohnert Park
April 22, 2016	Wine Growers Association	Forestville
April 26, 2016	Mt Gilead	Sebastopol
April 27, 2016	Johnny Garlics	Windsor
April 27, 2016	TexWasabi	Santa Rosa
May 17, 2016	Rancho Mendoza - Organics Audit	Santa Rosa
May 18, 2016	Girl Scout Troop Training	Santa Rosa
May 19, 2016	Mt Gilead	Sebastopol
May 23, 2016	Wright Engineered Plastics	Windsor
May 26, 2016	Sonoma Vista Apts	Boyes Hot Springs
May 26, 2016	Kelly Moore	Sonoma
May 26, 2016	Sonoma Fairgrounds	Santa Rosa
May 26, 2016	Burbank Housing	Santa Rosa

May 27, 2016	Johnson Beach	Guerneville
May 27, 2016	Stewarts Point Rancheria	Stewards Point
May 31, 2016	Santa Rosa Memorial Hospital	Santa Rosa
June 8, 2016	Lancaster Winery	Healdsburg
June 30, 2016	Samuel L Jones Hall	Santa Rosa
June 30, 2016	Rancho Mendoza Supermercado	Santa Rosa
June 30, 2016	Ratto Group	Santa Rosa
July 11, 2016	Healdsburg High School	Healdsburg
August 12, 2016	Santa Rosa Water Dept	Santa Rosa
August 13, 2016	Rancho Feliz	Rohnert Park
August 26, 2016	French American Charter School	Santa Rosa
September 7, 2016	Laguna Santa Rosa	Santa Rosa
September 7, 2016	Adele Middle School	Sonoma
September 22, 2016	County Sustainability Day	Santa Rosa
September 23, 2016	Stony Point Apts	Santa Rosa
September 24, 2016	Healdsburg Smart Living Fair	Healdsburg
September 25, 2016	Traditional Medicinals	Sebastopol
September 28, 2016	Brookdale Sonoma	Sonoma
October 14, 2016	Amy's Drive Thru	Rohnert Park
October 14, 2016	Sonoma County Wellness Center	Santa Rosa
October 20, 2016	Soroptimist Club	Santa Rosa
October 21, 2016	Sonoma County Health Dept	Santa Rosa
October 25, 2016	Brookdale Rohnert Park	Rohnert Park
October 25, 2017	Applebees	Windsor
November 29, 2016	Piner High School	Santa Rosa



Figure 1: Agency staff, Felicia Smith, reviews recycling rules with a local Girl Scout troop



Figure 2: Food Too Good to Waste informational table at Family Life's Kids Fair

The table below summarizes outreach conducted by Agency staff and its contractors, not including outreach related to Mandatory Commercial Recycling which is detailed earlier in this report.

Table 6: Outreach Conducted by Agency Staff and contractors in 2016

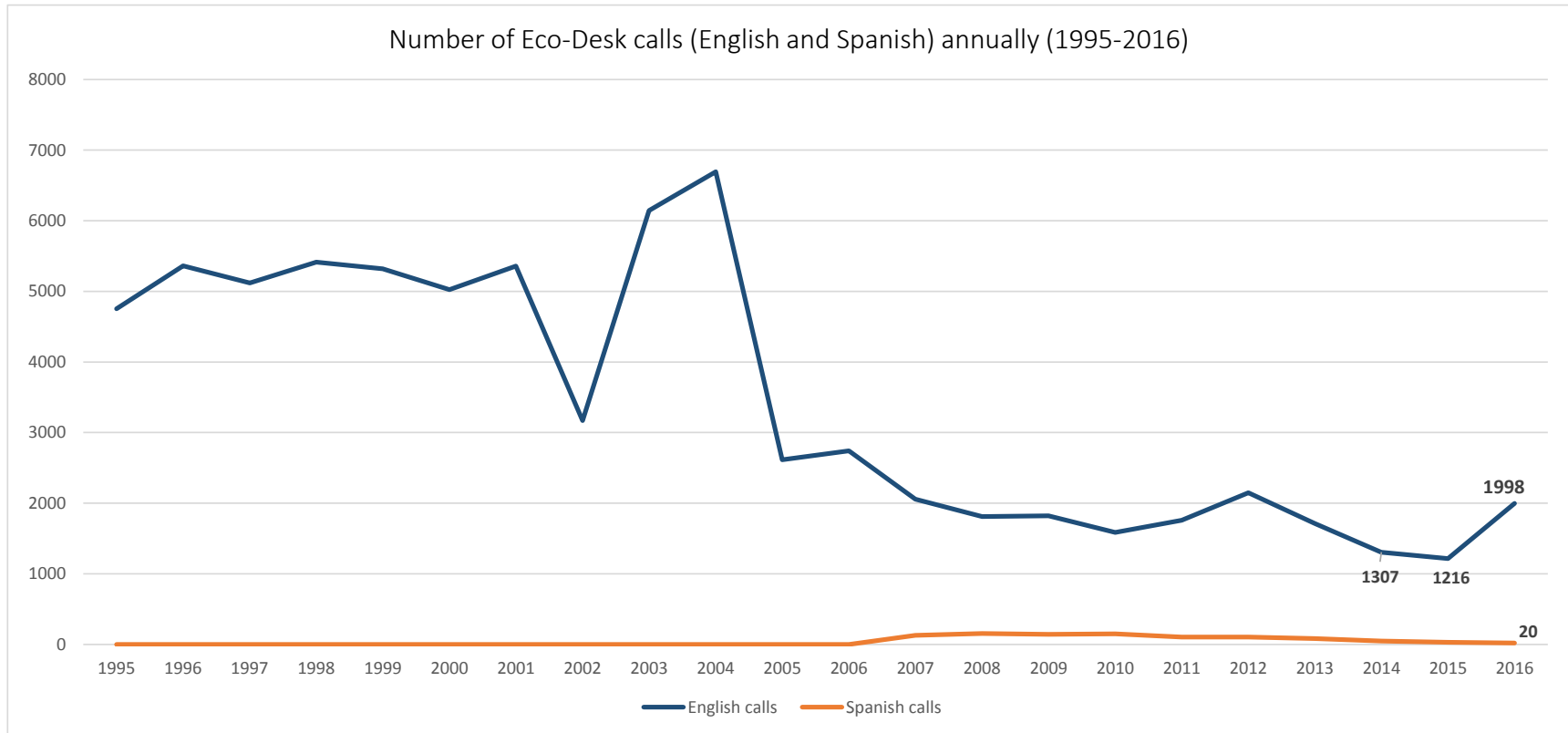
Who performed the work	Date of Event	Fair or Event	City
C2 Contractor SPANISH Outreach	January 6, 2016	Dia de Los Reyes	Santa Rosa
C2 Contractor SPANISH Outreach	February 2, 2016	JX Wilson Elementary Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 2, 2016	Cesar Chavez Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 3, 2016	Cook Middle School Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 3, 2016	Brook Hill Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 4, 2016	Fitch Mountain Head Start Outreach	Healdsburg
C2 Contractor SPANISH Outreach	February 4, 2016	Amarosa Academy Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 5, 2016	Forestville School Head Start Outreach	Forestville
C2 Contractor SPANISH Outreach	February 5, 2016	Cali Calmecca, Day care	Windsor
C2 Contractor Outreach	February 9, 2016	Geyserville School/Boys and Girls Club	Geyserville
C2 Contractor SPANISH Outreach	February 10, 2016	Parkside School Head Start Outreach	Sebastopol
C2 Contractor SPANISH Outreach	February 10, 2016	Boy and Girls Club	Rohnert Park
C2 Contractor SPANISH Outreach	February 11, 2016	Lincoln School Head Start Outreach	Santa Rosa
C2 Contractor SPANISH Outreach	February 11, 2016	Cloverdale Head Start Outreach	Cloverdale
C2 Contractor SPANISH Outreach	February 12, 2016	Lehman school Head Start Outreach	Santa Rosa
Agency Staff & C2 Contractor Outreach	February 12, 2016	Cloverdale Citrus Fair	Cloverdale
C2 Contractor Outreach	February 13, 2016	Steelhead Festival	Geyserville
C2 Contractor SPANISH Outreach	February 18, 2016	Washington Elementary Head Start Outreach	Cloverdale
C2 Contractor SPANISH Outreach	February 25, 2016	Graton Labor Center	Graton
Agency Staff	April 1, 2016	Family Life Summer Camp Fair	Santa Rosa
C2 Contractor Outreach	April 1, 2016	Sonoma County Outdoor Expo	Santa Rosa
Agency Staff	April 7, 2016	Sustainable Enterprise Conference	Rohnert Park

C2 Contractor SPANISH Outreach	April 12, 2016	McKinley Elementary School Head Start Outreach	Petaluma
C2 SPANISH Contractor Outreach	April 12, 2016	JX Wilson Elementary Head Start Outreach	Santa Rosa
Agency Staff & C2 Alternatives	April 17, 2016	Windsor Earth Day and Wellness Festival 2016	Windsor
C2 Contractor SPANISH Outreach	April 20, 2016	La Luz Center	Sonoma
C2 Contractor SPANISH Outreach	April 21, 2016	Tek Tailor, Inc.	Santa Rosa
C2 Contractor Outreach	April 22, 2016	Roseland Creek Elementary Career Fair	Santa Rosa
Agency Staff & C2 Contractor Outreach	April 23, 2016	Santa Rosa Earth Day	Santa Rosa
C2 Contractor Outreach	April 24, 2016	Annual Small Business Showcase	Santa Rosa
Agency Staff	April 28, 2016	County - Take your Child to Work Fair	Santa Rosa
C2 Contractor Outreach	May 1, 2016	SRJC 2016 Day Under the Oaks	Santa Rosa
C2 Contractor Outreach	May 4, 2016	Santa Rosa Downtown Market	Santa Rosa
C2 Contractor SPANISH Outreach	May 5, 2016	Windsor Cultural Festival and Cinco de Mayo	Windsor
C2 Contractor SPANISH Outreach	May 5, 2016	Cinco de Mayo Celebration Roseland	Santa Rosa
C2 Contractor SPANISH Outreach	May 6, 2016	Annual Cinco de Mayo Family Celebration	Sonoma
C2 Contractor SPANISH Outreach	May 13, 2016	Seghesio Winery	Cloverdale
C2 Contractor Outreach	May 18, 2016	Santa Rosa Downtown Market	Santa Rosa
Agency Staff	May 18, 2016	Rohnert Park Chamber of Commerce	Rohnert Park
C2 Contractor Outreach	May 25, 2016	Water Expo during the Wednesday market	Santa Rosa
C2 Contractor Outreach	June 1, 2016	Santa Rosa Downtown Market	Santa Rosa
Agency Staff	June 10, 2016	Korbel EH&S Employee Fair	Guerneville
C2 Contractor Outreach	June 15, 2016	Santa Rosa Downtown Market	Santa Rosa
C2 Contractor SPANISH Outreach	June 18, 2016	DIY Composting Workshop at Bayer Farm	Santa Rosa
Agency Staff	June 18, 2016	Rancho Feliz Family Resource Fair and Barbeque	Rohnert Park
Agency Staff & C2 Contractor Outreach	June 22, 2016	Sonoma-Marin County Fair	Petaluma

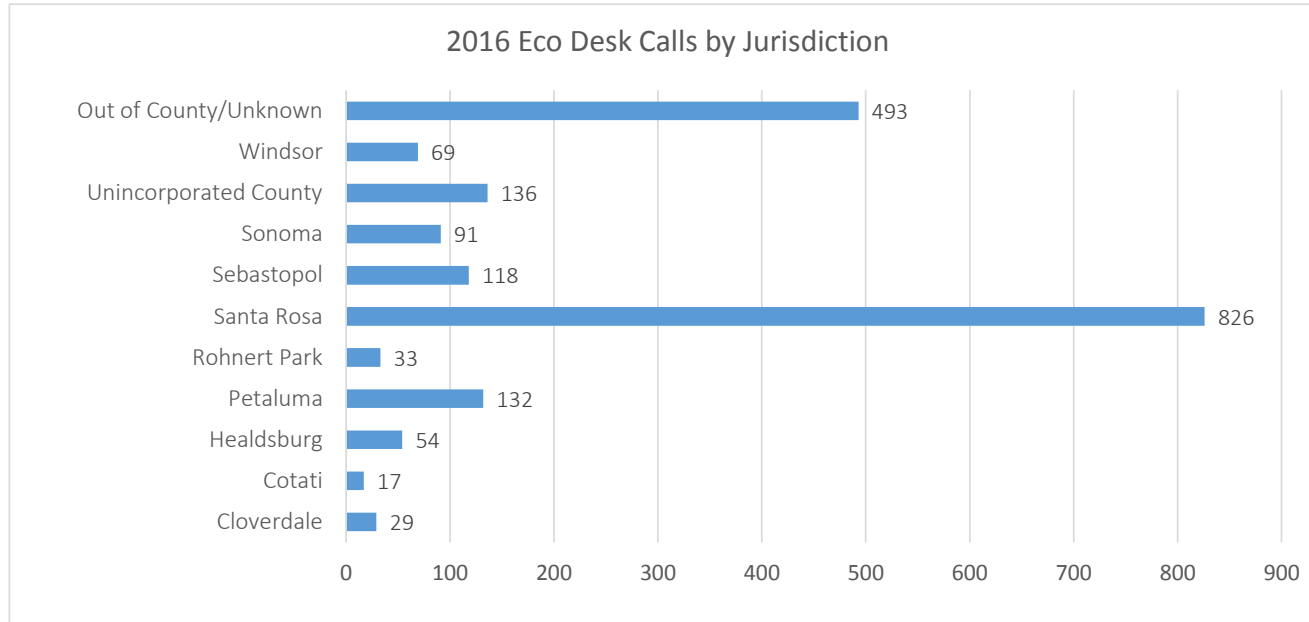
C2 Contractor SPANISH Outreach	June 25, 2016	Feria de Salud Univison 14 y Reto 28	Santa Rosa
Agency Staff	July 9, 2016	Kids Day	Cotati
C2 Contractor SPANISH Outreach	July 17, 2016	La Guelaguetza Sonoma County	Santa Rosa
C2 Contractor SPANISH Outreach	July 25, 2016	DIY Composting Workshop at Graton Labor Center	Graton
Agency Staff & C2 Contractor Outreach	July 26, 2016 – August 8, 2016	Sonoma County Fair	Santa Rosa
C2 Contractor Outreach	August 13, 2016	Back to School Health Fair	Sonoma
C2 Contractor, Used Oil	August 24, 2016	Petaluma DMV Outreach	Petaluma
C2 Contractor SPANISH Outreach	August 24, 2016	DIY Composting Workshop at Graton Labor Center	Sonoma
C2 Contractor, Used Oil	August 31, 2016	Santa Rosa DMV Outreach	Santa Rosa
C2 Contractor, Used Oil	September 8, 2016	Petaluma DMV Outreach	Petaluma
C2 Contractor, Used Oil	September 10, 2016	22th Annual Cloverdale Car and Motorcycle Show	Cloverdale
C2 Contractor, Used Oil	September 15, 2016	Santa Rosa DMV Outreach	Santa Rosa
Agency Staff	September 17, 2016	Family Fun Day	Santa Rosa
C2 Contractor SPANISH Outreach	September 18, 2016	Mexican Independence Day Celebration	Sonoma
C2 Contractor SPANISH Outreach	September 18, 2016	Mexican Independence Day Celebration	Santa Rosa
Agency Staff & C2 Alternatives	September 24, 2016	Smart/Green Living Fair in Healdsburg	Healdsburg
C2 Contractor Outreach	September 24, 2016	Feria de Salud y Seguridad in Roseland	Santa Rosa
C2 Contractor Outreach	September 25, 2016	Health and Wellness Fair	Rohnert Park
C2 Contractor SPANISH Outreach	September 28, 2016	Graton Labor Center	Graton
C2 Contractor Outreach	October 1, 2016	Sonoma Valley Binational Health Week	Sonoma
C2 Contractor SPANISH Outreach	October 2, 2016	Día de los Muertos Petaluma and Binational Health Week	Petaluma
C2 Contractor Outreach	October 2, 2016	Binational Health Week Santa Rosa	Santa Rosa
C2 Contractor Outreach	October 9, 2016	Saint John Healdsburg	Healdsburg
C2 Contractor Outreach	October 15, 2016	LumaFest at Petaluma SRJC	Petaluma
C2 Contractor Outreach	October 23, 2016	Windsor Binational Health Week	Windsor
C2 Contractor Outreach	October 29, 2016	Green is Easy Expo at the County Fairgrounds	Santa Rosa
C2 Contractor Outreach	November 5, 2016	End of the Harvest Fair/Binational Health Week Sonoma County	Santa Rosa

English & Spanish Eco-Desk Report 2016

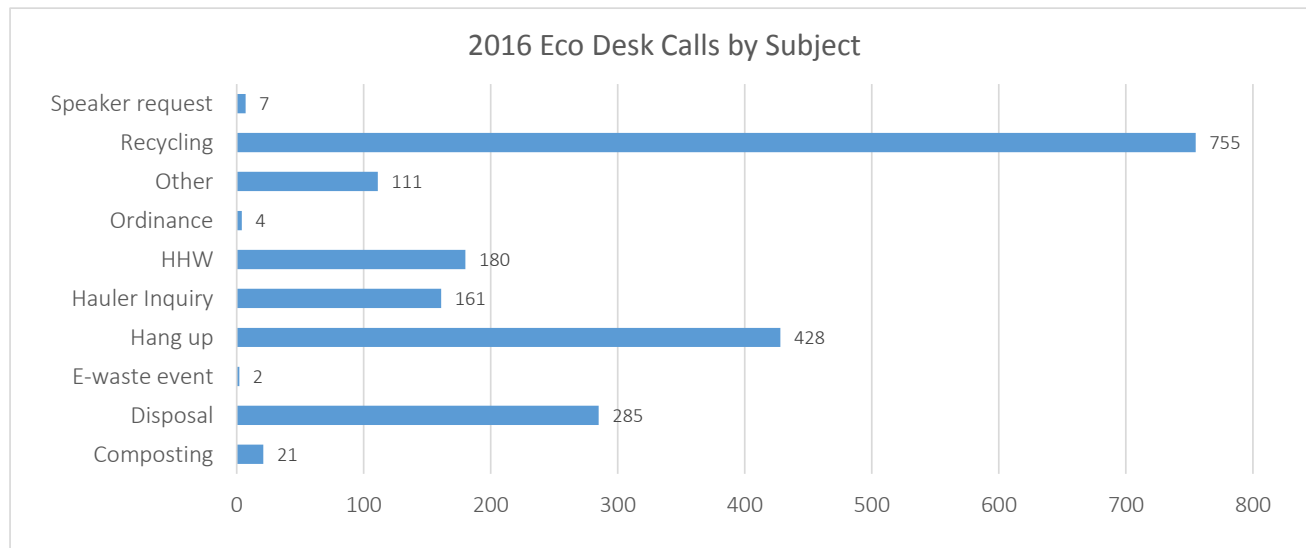
The Sonoma County Waste Management Agency operates an English & Spanish language telephone service, the Eco-Desk, (707) 565-DESK(3375). Eco-Desk is a resource to residents and businesses to ask questions about recycling, hazardous waste, composting and other disposal inquiries. Calls are returned by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



2016 Eco Desk - Total Calls Per Month													
Month	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Number of calls	157	204	251	227	184	129	112	138	116	113	203	164	1998



2016 Eco Desk - Calls by Jurisdiction													
Jursdiction	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Cloverdale	1	7	4	2	3	3	1	3	1	2		2	29
Cotati	1	1	2	3	2	0	0	0	3	2	1	2	17
Healdsburg	8	8	11	6	3	1	6	3	2	1	4	1	54
Petaluma	7	13	16	11	20	11	10	6	4	7	13	14	132
Rohnert Park	2	1	5	4	5	2	3	3	3	3	1	1	33
Santa Rosa	72	86	87	90	84	62	33	62	52	51	79	68	826
Sebastopol	12	10	9	23	11	8	4	6	9	7	13	6	118
Sonoma	7	10	14	12	11	3	6	5	8	5	7	3	91
Unincorporated County	12	22	22	12	10	9	6	7	10	12	8	6	136
Windsor	3	6	8	9	5	1	5	6	6	4	12	4	69
Out of County/Unknown													493



2016 Eco Desk - Calls by Subject													
Subject	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Composting	2	0	2	2	4	2	2	1	4	2	0	0	21
Disposal	17	30	28	25	24	21	26	25	21	28	26	14	285
E-waste event	0	0	0	0	0	0	0	0	2	0	0	0	2
Hang up	31	39	64	59	40	47	30	40	13	8	30	27	428
Hauler Inquiry	11	5	6	6	9	6	8	11	5	14	45	35	161
HHW	14	12	14	25	30	26	7	22	19	11	0	0	180
Ordinance	2	1	0	0	0	0	1	0	0	0	0	0	4
Other	5	11	17	12	8	1	0	3	7	4	31	12	111
Recycling	63	88	105	83	68	32	42	33	39	43	82	77	755
Speaker request	1	0	1	2	0	0	1	0	1	1	0	0	7
Wrong Number	12	26	32	22	7	0	8	11	0	7	3	5	133

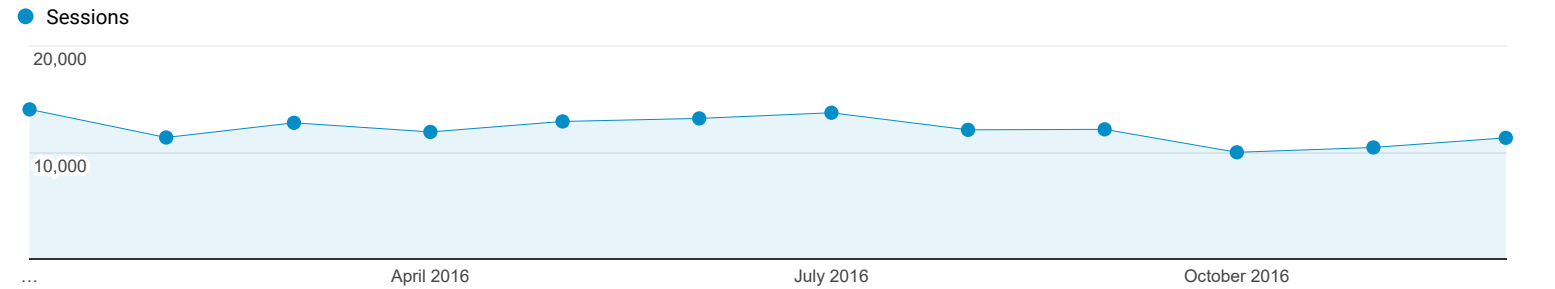
2016 Eco Desk - Calls by Type													
Type	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Total
Business	14	4	6	15	16	2	5	22	9	3	9	10	115
Institution	5		5	3	3		1	5	1	4	4	1	32
Residential	143	92	115	135	88	78	75	150	119	155	85	71	1306
Unknown	61	41	29	30	32	28	48	49	51	24	6	27	426

Audience Overview

Jan 1, 2016 - Dec 31, 2016

All Users
100.00% Sessions

Overview



Sessions

146,177

Users

107,720

Pageviews

334,733

Pages / Session

2.29

Avg. Session Duration

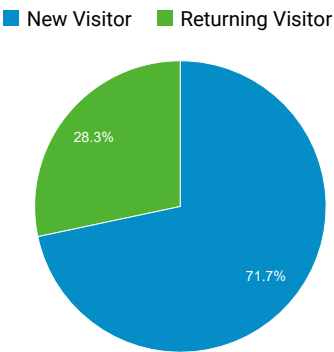
00:01:58

Bounce Rate

54.35%

% New Sessions

71.65%



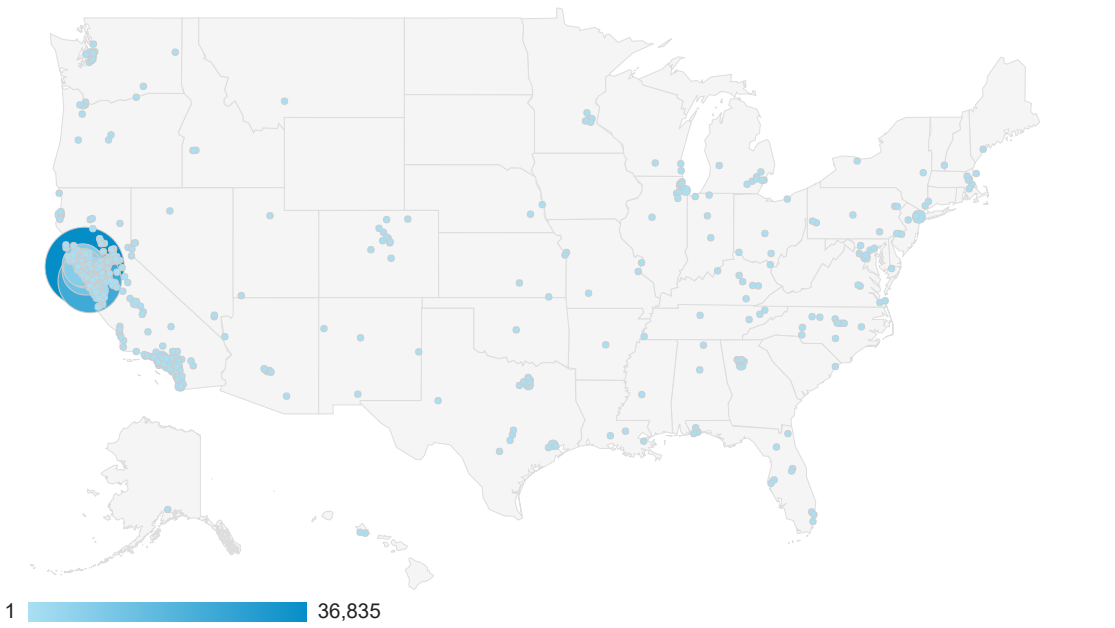
City	Sessions	% Sessions
1. Santa Rosa	36,835	25.20%
2. San Francisco	23,648	16.18%
3. Petaluma	12,282	8.40%
4. Windsor	9,059	6.20%
5. Rohnert Park	8,358	5.72%
6. Sebastopol	8,021	5.49%
7. Napa	3,848	2.63%
8. Sonoma	2,816	1.93%
9. San Jose	2,011	1.38%
10. Healdsburg	1,873	1.28%

ALL » COUNTRY: United States

All Users
96.38% Sessions

Map Overlay

Summary



City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	140,890 % of Total: 96.38% (146,177)	70.88% Avg for View: 71.65% (-1.08%)	99,859 % of Total: 95.34% (104,738)	53.26% Avg for View: 54.35% (-2.00%)	2.32 Avg for View: 2.29 (1.50%)	00:02:00 Avg for View: 00:01:58 (2.22%)
1. Santa Rosa	36,835 (26.14%)	66.68%	24,563 (24.60%)	47.57%	2.56	00:02:26
2. San Francisco	23,648 (16.78%)	68.83%	16,276 (16.30%)	59.66%	2.01	00:01:36
3. Petaluma	12,282 (8.72%)	71.51%	8,783 (8.80%)	50.65%	2.35	00:02:01
4. Windsor	9,059 (6.43%)	69.59%	6,304 (6.31%)	50.31%	2.44	00:02:08
5. Rohnert Park	8,358 (5.93%)	72.11%	6,027 (6.04%)	50.12%	2.42	00:02:08
6. Sebastopol	8,021 (5.69%)	69.63%	5,585 (5.59%)	48.71%	2.47	00:02:07
7. Napa	3,848 (2.73%)	73.34%	2,822 (2.83%)	47.79%	2.49	00:01:58
8. Sonoma	2,816 (2.00%)	71.38%	2,010 (2.01%)	48.44%	2.50	00:02:09
9. San Jose	2,011 (1.43%)	71.81%	1,444 (1.45%)	52.56%	2.33	00:01:59
10. Healdsburg	1,873 (1.33%)	68.61%	1,285 (1.29%)	49.71%	2.42	00:02:03
11. Los Angeles	1,463 (1.04%)	73.34%	1,073 (1.07%)	62.34%	2.04	00:01:41
12. (not set)	940 (0.67%)	78.51%	738 (0.74%)	62.87%	2.06	00:01:38
13. Clearlake	870 (0.62%)	72.87%	634 (0.63%)	48.39%	2.37	00:01:49

14. Oakland	836 (0.59%)	75.48%	631 (0.63%)	52.15%	2.41	00:02:08
15. Sacramento	818 (0.58%)	65.65%	537 (0.54%)	56.72%	2.36	00:01:56
16. San Rafael	730 (0.52%)	78.36%	572 (0.57%)	53.97%	2.32	00:01:48
17. Novato	716 (0.51%)	79.19%	567 (0.57%)	55.59%	2.28	00:01:46
18. Cloverdale	665 (0.47%)	71.28%	474 (0.47%)	49.02%	2.43	00:02:02
19. Occidental	632 (0.45%)	71.36%	451 (0.45%)	48.42%	2.31	00:01:47
20. New York	549 (0.39%)	74.13%	407 (0.41%)	67.58%	1.92	00:01:26
21. Forestville	547 (0.39%)	68.74%	376 (0.38%)	48.81%	2.44	00:02:05
22. Boyes Hot Springs	510 (0.36%)	69.41%	354 (0.35%)	48.04%	2.59	00:02:30
23. Ukiah	484 (0.34%)	73.14%	354 (0.35%)	55.58%	2.20	00:01:50
24. Cotati	434 (0.31%)	71.43%	310 (0.31%)	42.40%	2.71	00:02:22
25. Guerneville	405 (0.29%)	66.17%	268 (0.27%)	49.88%	2.59	00:02:13

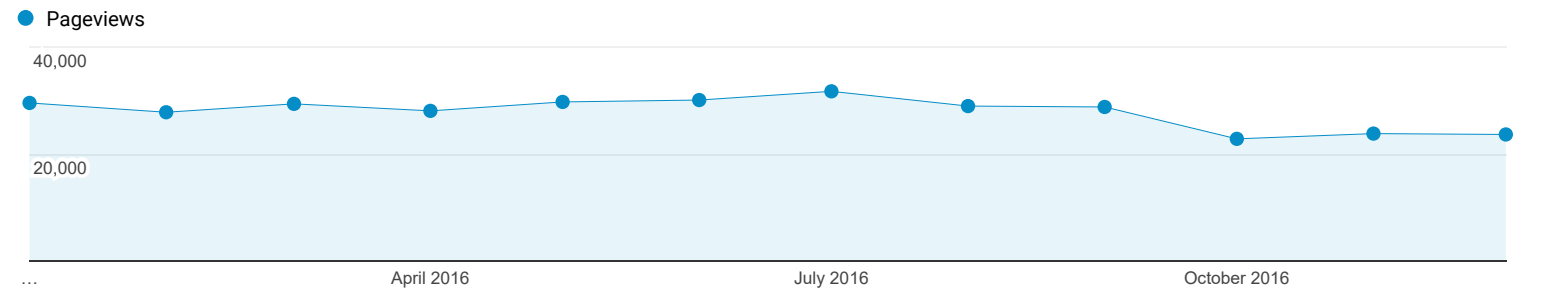
Rows 1 - 25 of 2894

Pages

Jan 1, 2016 - Dec 31, 2016

All Users
100.00% Pageviews

Explorer



Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	334,733 % of Total: 100.00% (334,733)	257,926 % of Total: 100.00% (257,926)	00:01:31 Avg for View: 00:01:31 (0.00%)	146,177 % of Total: 100.00% (146,177)	54.35% Avg for View: 54.35% (0.00%)	43.67% Avg for View: 43.67% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. Welcome Sonoma County Waste Management Agency Sonoma County, CA	43,043 (12.86%)	33,185 (12.87%)	00:00:52	25,982 (17.77%)	31.84%	28.65%	\$0.00 (0.00%)
2. Recycling - Recycling Guide Sonoma County Waste Management Agency Sonoma County, CA	24,407 (7.29%)	18,543 (7.19%)	00:01:30	11,616 (7.95%)	44.09%	41.18%	\$0.00 (0.00%)
3. Recycling - Locate Buyback Recycling Centers Sonoma County Waste Management Agency Sonoma County, CA	23,648 (7.06%)	16,285 (6.31%)	00:01:09	12,067 (8.26%)	44.36%	36.71%	\$0.00 (0.00%)
4. Search Results Sonoma County Waste Management Agency Sonoma County, CA	21,737 (6.49%)	13,141 (5.09%)	00:01:51	1,242 (0.85%)	60.71%	40.24%	\$0.00 (0.00%)
5. Toxics - Residential: Household Toxics Facility Sonoma County Waste Management Agency Sonoma County, CA	18,785 (5.61%)	14,574 (5.65%)	00:01:32	6,971 (4.77%)	55.53%	42.47%	\$0.00 (0.00%)
6. Disposal - Locate your garbage company Sonoma County, CA	18,659 (5.57%)	15,486 (6.00%)	00:02:00	11,911 (8.15%)	71.99%	64.16%	\$0.00 (0.00%)
7. Toxics - Electronic e-waste disposal Sonoma County Waste Management Agency Sonoma County, CA	15,702 (4.69%)	11,628 (4.51%)	00:01:52	8,089 (5.53%)	49.59%	42.45%	\$0.00 (0.00%)
8. Disposal - Transfer Stations fee schedule Sonoma County, CA	14,886 (4.45%)	12,767 (4.95%)	00:02:39	8,079 (5.53%)	73.88%	64.83%	\$0.00 (0.00%)
9. Disposal - Central Disposal Site Overview Sonoma County, CA	14,286 (4.27%)	11,446 (4.44%)	00:01:10	9,707 (6.64%)	46.02%	43.48%	\$0.00 (0.00%)
10. Recycling - Search Results: Buyback Recycling Centers Sonoma County Waste Management Agency Sonoma County, CA	9,268 (2.77%)	6,674 (2.59%)	00:01:55	722 (0.49%)	73.55%	53.78%	\$0.00 (0.00%)
11. Recycling - Bulky Item Collection Sonoma County Waste Management Agency Sonoma County, CA	8,836 (2.64%)	6,854 (2.66%)	00:02:24	4,784 (3.27%)	65.07%	57.70%	\$0.00 (0.00%)
12. Toxics - Common Examples of Toxics Sonoma County Waste Management Agency Sonoma County, CA	8,221 (2.46%)	6,830 (2.65%)	00:01:13	4,496 (3.08%)	75.44%	51.30%	\$0.00 (0.00%)
13. Toxics - Residential: Community Toxics Collections Sonoma County Waste Management Agency Sonoma County, CA	7,580 (2.26%)	6,118 (2.37%)	00:01:53	2,459 (1.68%)	56.77%	46.40%	\$0.00 (0.00%)
14. Recycling - Tree Recycling Sonoma County Waste Management Agency Sonoma County, CA	7,573 (2.26%)	6,709 (2.60%)	00:03:40	5,925 (4.05%)	88.29%	82.65%	\$0.00 (0.00%)
15. Disposal - Central Disposal Site Reuse & Recycling Sonoma County, CA	5,886 (1.76%)	4,719 (1.83%)	00:01:28	2,311 (1.58%)	52.53%	41.11%	\$0.00 (0.00%)
16. Toxics - Paint Sonoma County Waste Management Agency Sonoma County, CA	5,838 (1.74%)	4,690 (1.82%)	00:02:19	2,493 (1.71%)	57.92%	48.30%	\$0.00 (0.00%)
17. Disposal - Search Disposal Sites Sonoma County, CA	5,190 (1.55%)	3,770 (1.46%)	00:00:42	949 (0.65%)	31.19%	17.19%	\$0.00 (0.00%)
18. Recycling - Single-Stream Blue Recycling Cart Sonoma County Waste Management	4,788	4,034	00:02:09	1,154	61.18%	41.69%	\$0.00

19.	Toxics - Household Batteries Sonoma County Waste Management Agency Sonoma County, CA	4,370 (1.31%)	3,692 (1.43%)	00:02:21	2,446 (1.67%)	66.31%	53.89%	\$0.00 (0.00%)
20.	Toxics - Fluorescent Lamps/CFLs Sonoma County Waste Management Agency Sonoma County, CA	3,779 (1.13%)	2,969 (1.15%)	00:01:52	1,546 (1.06%)	54.33%	40.28%	\$0.00 (0.00%)
21.	Disposal - Wood Reuse & Recycling Sonoma County Waste Management Agency Sonoma County, CA	3,773 (1.13%)	2,920 (1.13%)	00:01:09	1,607 (1.10%)	57.13%	39.17%	\$0.00 (0.00%)
22.	Compost - Curbside Yard Debris & Veggies Recycling Sonoma County Waste Management Agency Sonoma County, CA	3,771 (1.13%)	3,172 (1.23%)	00:01:49	1,914 (1.31%)	74.92%	55.03%	\$0.00 (0.00%)
23.	Recycling - What Goes in Cart Sonoma County Waste Management Agency Sonoma County, CA	3,365 (1.01%)	2,478 (0.96%)	00:00:22	336 (0.23%)	42.26%	12.18%	\$0.00 (0.00%)
24.	Recycling - Ordering Debris Boxes Sonoma County Waste Management Agency Sonoma County, CA	3,111 (0.93%)	2,600 (1.01%)	00:02:47	2,064 (1.41%)	73.74%	66.57%	\$0.00 (0.00%)
25.	Disposal - Municipal composting Sonoma County Waste Management Agency Sonoma County, CA	3,008 (0.90%)	2,243 (0.87%)	00:01:17	1,232 (0.84%)	44.24%	34.38%	\$0.00 (0.00%)

Rows 1 - 25 of 96

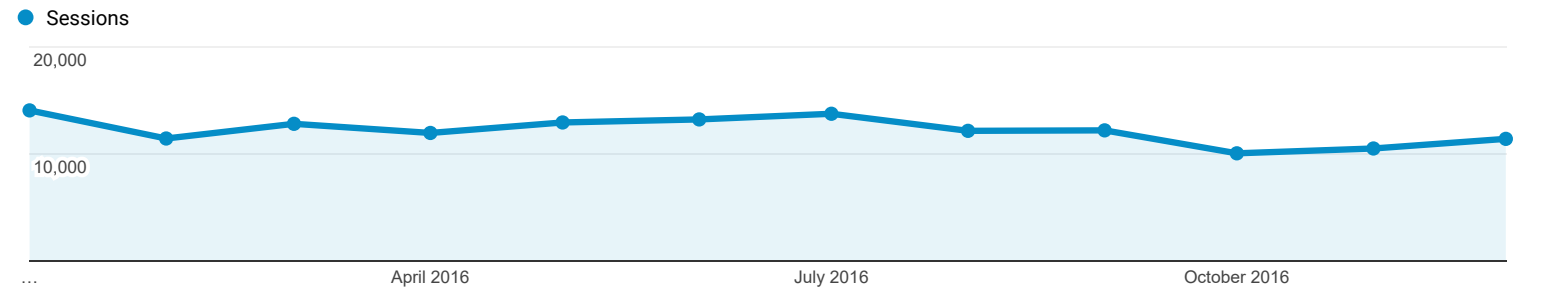
Device Overview

Jan 1, 2016 - Dec 31, 2016

All Users
100.00% Sessions

Explorer

Summary



	Device Category	Sessions	Sessions
		146,177 % of Total: 100.00% (146,177)	146,177 % of Total: 100.00% (146,177)
1.	desktop	70,968	48.55%
2.	mobile	59,174	40.48%
3.	tablet	16,035	10.97%

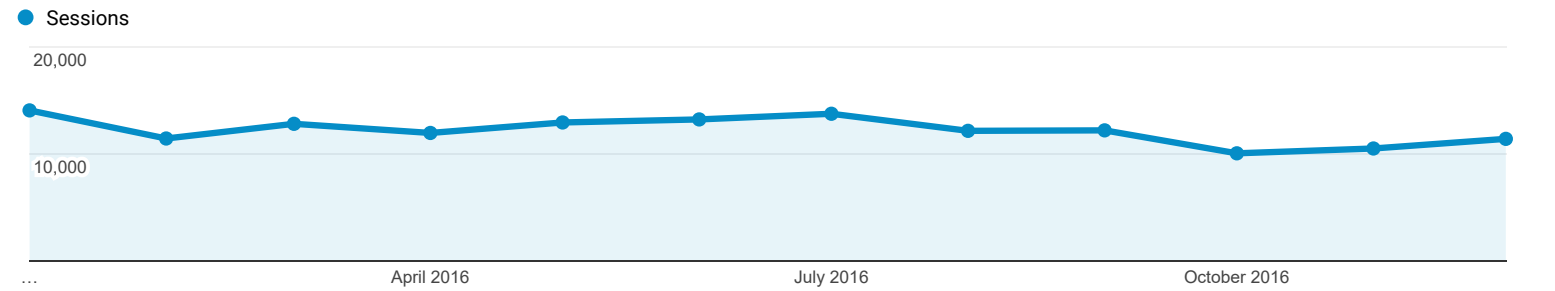
Rows 1 - 3 of 3

All Users

100.00% Sessions

Explorer

Summary



Default Channel Grouping	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	146,177 % of Total: 100.00% (146,177)	71.68% Avg for View: 71.65% (0.03%)	104,773 % of Total: 100.03% (104,738)	54.35% Avg for View: 54.35% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:01:58 Avg for View: 00:01:58 (0.00%)
1. Organic Search	99,697 (68.20%)	71.08%	70,868 (67.64%)	54.60%	2.26	00:01:57
2. Referral	24,140 (16.51%)	70.30%	16,970 (16.20%)	51.48%	2.42	00:02:02
3. Direct	20,755 (14.20%)	75.33%	15,634 (14.92%)	55.63%	2.30	00:01:58
4. Social	1,120 (0.77%)	78.39%	878 (0.84%)	59.91%	2.12	00:01:27
5. Display	429 (0.29%)	93.01%	399 (0.38%)	80.89%	1.38	00:00:28
6. Email	35 (0.02%)	65.71%	23 (0.02%)	54.29%	2.17	00:01:12
7. (Other)	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00

Rows 1 - 7 of 7



Agenda Item #: **4.4**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/15/2016**
Approved By:

ITEM: **SCWMA FY 2016/17 Second Quarter Financial Report**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 2016-17 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 First and Second Quarter of FY 16-17 (July 1, 2016 - December 31, 2016).

III. DISCUSSION

The Second Quarter Financial Report uses information from the County accounting system, Enterprise Financial System (EFS), for expenditures and revenues. The FY 2016-17 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) had not been transferred to the SCWMA. Staff is confident the transfers will be fully accounted for by the end of the Fiscal Year.

An area where the revenues are expected to significantly exceed budget projections is 42358 – State Other Funding in the Education fund due to the expected reimbursement of City County Payment Program expenditures will be significantly greater than the budget estimation.

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.
- 51211 and 51212 – The EFS system changed the account labels for legal services; the SCWMA is not funding County Counsel. In addition to the label change, staff expects legal costs to be significantly lower than budget amount, as the litigation active when the budget was created has been settled.
- 51249 – Other Professional Services are expected to exceed the budget projections due to an increase in spending related to the City County Payment Program. The expenditures will be offset by grant fund revenues.

- 52162 – Special Department Expense is expected to be lower than predicted due to staff plans to not renew the existing compost site permit.

IV. ATTACHMENTS

Second Quarter Financial Report FY 2016-17 Revenue and Expenditure Summary

SCWMA FY 2016-17 Second Quarter Financial Report

Account	Description	Budget	Actuals	Remaining Balance
Revenues				
42358	State Other Funding	\$ 289,341	\$ -	\$ 289,341
42601	County of Sonoma	\$ 6,526,050	\$ 1,892,890	\$ 4,633,160
44002	Interest on Pooled Cash	\$ 30,323	\$ 14,468	\$ 15,855
44050	Unrealized Gains and Losses	\$ -	\$ (8,995)	\$ 8,995
46029	Donations/Contributions	\$ 249,950	\$ 77,852	\$ 172,098
46200	PY Revenue - Miscellaneous	\$ -	\$ 3,747	\$ (3,747)
47101	Transfers In - within a Fund	\$ 96,938	\$ -	\$ 96,938
Total Revenues		\$ 7,192,602	\$ 1,979,962	\$ 5,212,640
Expenditures				
51041	Insurance - Liability	\$ 12,000	\$ 10,623	\$ 1,377
51201	Administration Services	\$ 827,544	\$ 173,458	\$ 654,086
51205	Advertising/Marketing Svc	\$ 14,000	\$ 3,481	\$ 10,519
51206	Accounting/Auditing Services	\$ 22,000	\$ -	\$ 22,000
51207	Client Accounting Services	\$ 13,138	\$ -	\$ 13,138
51211	County Counsel - Legal Advice	\$ 306,000	\$ 43	\$ 305,957
51212	Outside Counsel - Legal Advice	\$ -	\$ 26,810	\$ (26,810)
51213	Engineer Services	\$ 12,500	\$ -	\$ 12,500
51225	Training Services	\$ 2,000	\$ -	\$ 2,000
51249	Other Professional Services	\$ 160,196	\$ 94,679	\$ 65,517
51401	Rents and Leases - Equipment	\$ 3,000	\$ 1,089	\$ 1,911
51421	Rents and Leases - Bldg/Land	\$ 15,025	\$ 6,058	\$ 8,967
51801	Other Services	\$ -	\$ 9,617	\$ (9,617)
51803	Other Contract Services	\$ 5,931,214	\$ 2,108,462	\$ 3,822,752
51901	Telecommunication Data Lines	\$ 6,720	\$ 1,865	\$ 4,855
51902	Telecommunication Usage	\$ 950	\$ 315	\$ 635
51904	ISD - Baseline Services	\$ 20,141	\$ 9,151	\$ 10,990
51906	ISD - Supplemental Projects	\$ -	\$ 1,755	\$ (1,755)
51909	Telecommunication Wireless Svc	\$ 1,800	\$ 715	\$ 1,085
51911	Mail Services	\$ 1,600	\$ 345	\$ 1,255
51915	ISD - Reprographics Services	\$ 500	\$ -	\$ 500
51916	County Services Chgs	\$ 19,880	\$ -	\$ 19,880
51919	EFS Charges	\$ 4,000	\$ -	\$ 4,000
51922	County Car Expense	\$ 3,000	\$ 64	\$ 2,936
52091	Memberships/Certifications	\$ 10,350	\$ 10,350	\$ -
52111	Office Supplies	\$ 30,230	\$ 3,187	\$ 27,043
52162	Special Department Expense	\$ 50,000	\$ -	\$ 50,000
52163	Professional Development	\$ 2,500	\$ -	\$ 2,500
57011	Transfers Out - within a Fund	\$ 96,938	\$ -	\$ 96,938
57015	Transfers Out - All Others	\$ 2,724	\$ -	\$ 2,724
Total Expenditures		\$ 7,569,950	\$ 2,462,067	\$ 5,107,883
Total Expenditures		\$ 7,569,950	\$ 2,462,067	\$ 5,107,883
Total Revenues		\$ 7,192,602	\$ 1,979,962	\$ 5,212,640
Net Cost		\$ 377,348	\$ 482,105	\$ (104,757)

Fund / Account	Description	Budget	Actuals	Remaining Balance
66110100	<u>SCWMA - Wood Waste</u>			
Revenues				
42601	County of Sonoma	\$ 290,000	\$ 78,803	\$ 211,197
44002	Interest on Pooled Cash	\$ 190	\$ 258	\$ (68)
44050	Unrealized Gains and Losses	\$ -	\$ (667)	\$ 667
Total Revenues		\$ 290,190	\$ 78,394	\$ 211,796
Expenditures				
51041	Insurance - Liability	\$ 1,080	\$ 956	\$ 124
51201	Administration Services	\$ 20,147	\$ 4,150	\$ 15,997
51206	Accounting/Auditing Services	\$ 500	\$ -	\$ 500
51207	Client Accounting Services	\$ 1,182	\$ -	\$ 1,182
51803	Other Contract Services	\$ 260,000	\$ 101,284	\$ 158,716
51904	ISD - Baseline Services	\$ 3,531	\$ 1,583	\$ 1,948
51916	County Services Chgs	\$ 1,789	\$ -	\$ 1,789
57011	Transfers Out - within a Fund	\$ 1,506	\$ -	\$ 1,506
57015	Transfers Out - All Others	\$ 454	\$ -	\$ 454
Total Expenditures		\$ 290,189	\$ 107,973	\$ 182,216
Total Expenditures		\$ 290,189	\$ 107,973	\$ 182,216
Total Revenues		\$ 290,190	\$ 78,394	\$ 211,796
Net Cost		\$ (1)	\$ 29,579	\$ (29,580)

66110200**SCWMA - Yard Debris****Revenues**

42601	County of Sonoma	\$ 4,524,000	\$ 1,046,957	\$ 3,477,043
44002	Interest on Pooled Cash	\$ 4,906	\$ 599	\$ 4,307
44050	Unrealized Gains and Losses	\$ -	\$ (183)	\$ 183
Total Revenues		\$ 4,528,906	\$ 1,047,373	\$ 3,481,533

Expenditures

51041	Insurance - Liability	\$ 1,800	\$ 1,593	\$ 207
51201	Administration Services	\$ 127,342	\$ 22,746	\$ 104,596
51206	Accounting/Auditing Services	\$ 6,000	\$ -	\$ 6,000
51207	Client Accounting Services	\$ 1,971	\$ -	\$ 1,971
51211	County Counsel - Legal Advice	\$ 5,000	\$ -	\$ 5,000
51212	Outside Counsel - Legal Advice	\$ -	\$ 624	\$ (624)
51801	Other Services	\$ -	\$ 3,949	\$ (3,949)
51803	Other Contract Services	\$ 4,367,500	\$ 1,683,875	\$ 2,683,625
51901	Telecommunication Data Lines	\$ 960	\$ 583	\$ 377
51904	ISD - Baseline Services	\$ 6,017	\$ 2,638	\$ 3,379
51911	Mail Services	\$ 600	\$ 111	\$ 489
51916	County Services Chgs	\$ 2,982	\$ -	\$ 2,982
52111	Office Supplies	\$ 1,600	\$ -	\$ 1,600
57011	Transfers Out - within a Fund	\$ 6,226	\$ -	\$ 6,226
57015	Transfers Out - All Others	\$ 908	\$ -	\$ 908
Total Expenditures		\$ 4,528,906	\$ 1,716,119	\$ 2,812,787

Total Expenditures		\$ 4,528,906	\$ 1,716,119	\$ 2,812,787
Total Revenues		\$ 4,528,906	\$ 1,047,373	\$ 3,481,533
Net Cost		\$ -	\$ 668,746	\$ (668,746)

66110300**SCWMA - Organics Reserve****Revenues**

44002	Interest on Pooled Cash	\$	14,035	\$	6,647	\$	7,388
44050	Unrealized Gains and Losses	\$	-	\$	(4,129)	\$	4,129
47101	Transfers In - within a Fund	\$	7,732	\$	-	\$	7,732
Total Revenues		\$	21,767	\$	2,519	\$	19,248

Expenditures

51201	Administration Services	\$	62,652	\$	-	\$	62,652
51206	Accounting/Auditing Services	\$	2,500	\$	-	\$	2,500
51211	County Counsel - Legal Advice	\$	250,000	\$	-	\$	250,000
51212	Outside Counsel - Legal Advice	\$	-	\$	32	\$	(32)
51213	Engineer Services	\$	12,500	\$	-	\$	12,500
51803	Other Contract Services	\$	50,000	\$	5,922	\$	44,078
51911	Mail Services	\$	-	\$	2	\$	(2)
52111	Office Supplies	\$	1,000	\$	-	\$	1,000
52162	Special Department Expense	\$	50,000	\$	-	\$	50,000
Total Expenditures		\$	428,652	\$	5,957	\$	422,695

Total Expenditures		\$	428,652	\$	5,957	\$	422,695
Total Revenues		\$	21,767	\$	2,519	\$	19,248
<u>Net Cost</u>		\$	406,885	\$	3,438	\$	403,447

66110400**SCWMA - HHW****Revenues**

42358	State Other Funding	\$ 149,341	\$ -	\$ 149,341
42601	County of Sonoma	\$ 1,335,399	\$ 598,361	\$ 737,038
44002	Interest on Pooled Cash	\$ 1,208	\$ 1,911	\$ (703)
44050	Unrealized Gains and Losses	\$ -	\$ (1,524)	\$ 1,524
46029	Donations/Contributions	\$ 221,141	\$ 68,358	\$ 152,783
46200	PY Revenue - Miscellaneous	\$ -	\$ 6,231	\$ (6,231)
Total Revenues		\$ 1,707,089	\$ 673,338	\$ 1,033,751

Expenditures

51041	Insurance - Liability	\$ 5,520	\$ 4,886	\$ 634
51201	Administration Services	\$ 240,055	\$ 62,361	\$ 177,694
51205	Advertising/Marketing Svc	\$ 12,000	\$ 3,481	\$ 8,519
51206	Accounting/Auditing Services	\$ 7,500	\$ -	\$ 7,500
51207	Client Accounting Services	\$ 6,043	\$ -	\$ 6,043
51211	County Counsel - Legal Advice	\$ 10,000	\$ 43	\$ 9,957
51212	Outside Counsel - Legal Advice	\$ -	\$ 688	\$ (688)
51225	Training Services	\$ 500	\$ -	\$ 500
51249	Other Professional Services	\$ 132,196	\$ 34,114	\$ 98,082
51421	Rents and Leases - Bldg/Land	\$ 7,000	\$ 2,775	\$ 4,225
51801	Other Services	\$ -	\$ 3,888	\$ (3,888)
51803	Other Contract Services	\$ 1,181,000	\$ 310,253	\$ 870,747
51901	Telecommunication Data Lines	\$ 1,920	\$ 311	\$ 1,609
51902	Telecommunication Usage	\$ 200	\$ 44	\$ 156
51904	ISD - Baseline Services	\$ 3,531	\$ 1,583	\$ 1,948
51911	Mail Services	\$ -	\$ 98	\$ (98)
51915	ISD - Reprographics Services	\$ 500	\$ -	\$ 500
51916	County Services Chgs	\$ 9,145	\$ -	\$ 9,145
52091	Memberships/Certifications	\$ 10,200	\$ 10,200	\$ -
52111	Office Supplies	\$ 2,000	\$ 57	\$ 1,943
57011	Transfers Out - within a Fund	\$ 77,325	\$ -	\$ 77,325
57015	Transfers Out - All Others	\$ 454	\$ -	\$ 454
Total Expenditures		\$ 1,707,089	\$ 434,782	\$ 1,272,307

Total Expenditures	\$ 1,707,089	\$ 434,782	\$ 1,272,307
Total Revenues	\$ 1,707,089	\$ 673,338	\$ 1,033,751
Net Cost	\$ -	\$ (238,556)	\$ 238,556

66110500 **SCWMA - HHW Facility Res.****Revenues**

44002	Interest on Pooled Cash	\$	344	\$	150	\$	194
44050	Unrealized Gains and Losses	\$	-	\$	(96)	\$	96
Total Revenues		\$	344	\$	54	\$	290

Total Expenditures

Total Revenues		\$	344	\$	54	\$	290
Net Cost		\$	(344)	\$	(54)	\$	(290)

66110600 **SCWMA - HHW Operating Res.****Revenues**

44002	Interest on Pooled Cash	\$	8,247	\$	3,582	\$	4,665
44050	Unrealized Gains and Losses	\$	-	\$	(1,643)	\$	1,643
47101	Transfers In - within a Fund	\$	77,325	\$	-	\$	77,325
Total Revenues		\$	85,572	\$	1,939	\$	83,633

Total Expenditures

Total Revenues		\$	85,572	\$	1,939	\$	83,633
Net Cost		\$	(85,572)	\$	(1,939)	\$	(83,633)

66110700**SCWMA - Education****Revenues**

42358	State Other Funding	\$	140,000	\$	-	\$	140,000
42601	County of Sonoma	\$	333,850	\$	149,590	\$	184,260
44002	Interest on Pooled Cash	\$	245	\$	676	\$	(431)
44050	Unrealized Gains and Losses	\$	-	\$	(421)	\$	421
46029	Donations/Contributions	\$	25,535	\$	8,415	\$	17,120
46200	PY Revenue - Miscellaneous	\$	-	\$	(2,484)	\$	2,484
Total Revenues		\$	499,630	\$	155,776	\$	343,854

Expenditures

51041	Insurance - Liability	\$	2,400	\$	2,125	\$	276
51201	Administration Services	\$	289,742	\$	72,011	\$	217,731
51205	Advertising/Marketing Svc	\$	2,000	\$	-	\$	2,000
51206	Accounting/Auditing Services	\$	3,000	\$	-	\$	3,000
51207	Client Accounting Services	\$	2,628	\$	-	\$	2,628
51211	County Counsel - Legal Advice	\$	30,000	\$	-	\$	30,000
51212	Outside Counsel - Legal Advice	\$	-	\$	10,346	\$	(10,346)
51225	Training Services	\$	1,500	\$	-	\$	1,500
51249	Other Professional Services	\$	28,000	\$	60,565	\$	(32,565)
51401	Rents and Leases - Equipment	\$	3,000	\$	1,089	\$	1,911
51421	Rents and Leases - Bldg/Land	\$	8,025	\$	3,283	\$	4,742
51801	Other Services	\$	-	\$	1,779	\$	(1,779)
51803	Other Contract Services	\$	72,714	\$	7,128	\$	65,587
51901	Telecommunication Data Lines	\$	3,840	\$	972	\$	2,869
51902	Telecommunication Usage	\$	750	\$	271	\$	479
51904	ISD - Baseline Services	\$	3,531	\$	1,765	\$	1,766
51906	ISD - Supplemental Projects	\$	-	\$	1,755	\$	(1,755)
51909	Telecommunication Wireless Svc	\$	1,800	\$	715	\$	1,085
51911	Mail Services	\$	1,000	\$	134	\$	866
51916	County Services Chgs	\$	3,976	\$	-	\$	3,976
51919	EFS Charges	\$	4,000	\$	-	\$	4,000
51922	County Car Expense	\$	3,000	\$	64	\$	2,936
52091	Memberships/Certifications	\$	150	\$	150	\$	-
52111	Office Supplies	\$	24,630	\$	3,131	\$	21,499
52163	Professional Development	\$	2,500	\$	-	\$	2,500
57011	Transfers Out - within a Fund	\$	6,990	\$	-	\$	6,990
57015	Transfers Out - All Others	\$	454	\$	-	\$	454
Total Expenditures		\$	499,630	\$	167,282	\$	332,348

Total Expenditures **\$ 499,630 \$ 167,282 \$ 332,348**

Total Revenues **\$ 499,630 \$ 155,776 \$ 343,854**

Net Cost **\$ - \$ 11,505 \$ (11,505)**

66110800**SCWMA - Planning****Revenues**

42601	County of Sonoma	\$	42,801	\$	19,178	\$	23,623
44002	Interest on Pooled Cash	\$	21	\$	49	\$	(28)
44050	Unrealized Gains and Losses	\$	-	\$	(88)	\$	88
46029	Donations/Contributions	\$	3,274	\$	1,079	\$	2,195
Total Revenues		\$	46,096	\$	20,218	\$	25,878

Expenditures

51041	Insurance - Liability	\$	1,200	\$	1,062	\$	138
51201	Administration Services	\$	30,718	\$	7,492	\$	23,226
51206	Accounting/Auditing Services	\$	1,000	\$	-	\$	1,000
51207	Client Accounting Services	\$	1,314	\$	-	\$	1,314
51211	County Counsel - Legal Advice	\$	1,000	\$	-	\$	1,000
51212	Outside Counsel - Legal Advice	\$	-	\$	86	\$	(86)
51904	ISD - Baseline Services	\$	3,531	\$	1,583	\$	1,948
51916	County Services Chgs	\$	1,988	\$	-	\$	1,988
57011	Transfers Out - within a Fund	\$	4,891	\$	-	\$	4,891
57015	Transfers Out - All Others	\$	454	\$	-	\$	454
Total Expenditures		\$	46,096	\$	10,223	\$	35,873

Total Expenditures	\$	46,096	\$	10,223	\$	35,873
---------------------------	-----------	---------------	-----------	---------------	-----------	---------------

Total Revenues	\$	46,096	\$	20,218	\$	25,878
-----------------------	-----------	---------------	-----------	---------------	-----------	---------------

Net Cost	\$	-	\$	(9,995)	\$	9,995
-----------------	-----------	----------	-----------	----------------	-----------	--------------

66110900**SCWMA - Contingency Fund****Revenues**

44002	Interest on Pooled Cash	\$	1,127	\$	596	\$	531
44050	Unrealized Gains and Losses	\$	-	\$	(244)	\$	244
47101	Transfers In - within a Fund	\$	11,881	\$	-	\$	11,881
Total Revenues		\$	13,008	\$	351	\$	12,657

Expenditures

51201	Administration Services	\$	56,888	\$	4,698	\$	52,190
51206	Accounting/Auditing Services	\$	1,500	\$	-	\$	1,500
51211	County Counsel - Legal Advice	\$	10,000	\$	-	\$	10,000
51212	Outside Counsel - Legal Advice	\$	-	\$	15,034	\$	(15,034)
52111	Office Supplies	\$	1,000	\$	-	\$	1,000
Total Expenditures		\$	69,388	\$	19,732	\$	49,656

Total Expenditures	\$	69,388	\$	19,732	\$	49,656
---------------------------	-----------	---------------	-----------	---------------	-----------	---------------

Total Revenues	\$	13,008	\$	351	\$	12,657
-----------------------	-----------	---------------	-----------	------------	-----------	---------------

Net Cost	\$	56,380	\$	19,381	\$	36,999
-----------------	-----------	---------------	-----------	---------------	-----------	---------------



Agenda Item #: **4.5**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/15/2017**
Approved By:

ITEM: **Annual Review of SCWMA Rules of Governance**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board review the attached Rules of Governance and direct staff to amend them, if necessary. If no amendments are necessary, this review shall satisfy the annual review requirements.

II. BACKGROUND

The Rules of Governance are to be reviewed by the Sonoma County Waste Management Agency Board of Directors on an annual basis for applicability. The Rules were last revised at the January 18, 2015 Agency meeting, and Rules 16 and 17 were added. Rule 16 allowed for confidential information discussed in an Agency closed session meeting to be discussed with legal counsel of the local agency or with members of the local legislative body during a closed session meeting. Rule 17 made it explicit that Agency Alternate Board members may attend closed session meetings of the Agency.

III. DISCUSSION

Staff has reviewed the Rules of Governance and has no recommendations for amendment.

IV. FUNDING IMPACT

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

V. ATTACHMENTS

Rules of Governance

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

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

RULE 2: Whenever possible, staff shall deliver a copy of the agenda for any regular meeting to each member of the Agency ten (10) days in advance of such meeting.

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

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

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

RULE 6: Each agenda shall provide an opportunity for members of the public to address the Agency directly on items of interest to the public that are within the subject matter jurisdiction of the Agency. The total time allocated for public testimony on any particular issue shall be 10 minutes. Any person desiring to address the Agency shall, when recognized by the Chair, speak from the rostrum and give his or her name and address to the Clerk and limit his or her statement to 5 minutes. In order to facilitate the business of the Agency, the Chair may further modify the time of each such address.

RULE 7: One half or more of the members of the Agency constitute a quorum for the transaction of business. No act of the Agency shall be valid or binding unless a majority of a quorum concur therein. Provided, however, that a unanimous vote of all members of the Agency is required for action on: (a) major program expansion(s); (b) capital expenditures greater than \$50,000; or (c) adoption of annual budgets.

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

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

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

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

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

assumed Vice-Chair. If both the Chair and the Vice-Chair are absent, the Chairman Pro Tempore shall perform the duties of the Chair.

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

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

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

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

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

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



Agenda Item #: **4.6**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/15/2017**
Approved By:

ITEM: **SCWMA FY 14-15 Financial Audit**

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board accept the FY 14-15 Financial Statement Audit.

II. BACKGROUND

The Sonoma County Waste Management Agency's financial statements are audited annually. Section 21, "Records and Accounts" found in the Agreement Between the Cities of Sonoma County and Sonoma County for a Joint Powers Agency to Deal with Waste Management Issues states: "Agency will cause the books and records to be kept, and audit to be made, in accordance with the statutory requirements for Joint Powers Agencies."

III. DISCUSSION

The Audit contains a summary of the responsibility of the Auditors and a general summary of the audit and management practices, the management representation letter, schedule of corrected and uncorrected misstatements, the Management's Discussion and Analysis, Basic Financial Statements, and Roster of the Agency Board (when the Audit began preparation).

During FY 14-15, the SCWMA experienced a net loss of \$2,665,408, due mainly to the efforts to maintain the composting operations at the Central Disposal Site, defend litigation, and fund an escrow account as a means to indemnify the County of Sonoma in the above activities.

IV. FUNDING IMPACT

The cost of the audit was \$21,000 which matches the \$21,000 that was included in the FY 15-16 SCWMA Budget for this item. The report causes no direct funding impacts for the SCWMA.

V. ATTACHMENTS

FY 14-15 Financial Statement Audit

Sonoma County Waste Management Agency Annual Report

For the Fiscal Year Ended
June 30, 2015

Table of Contents

Sonoma County Waste Management Agency
Annual Report
For the Fiscal Year Ended June 30, 2015

	<u>Page</u>
Auditor-Controller's Report	
Management's Discussion and Analysis	1
Basic Financial Statements	
Statement of Net Position	4
Statement of Revenues, Expenses and Changes in Net Position.....	5
Statement of Cash Flows	6
Notes to the Basic Financial Statements.....	7
Roster of Board Members	16

DONNA M. DUNK, CPA
AUDITOR-CONTROLLER
TREASURER -TAX COLLECTOR

585 FISCAL DRIVE, SUITE 100
SANTA ROSA, CA 95403
PHONE (707) 565-2631
FAX (707) 565-3489



ERICK ROESER
ASSISTANT AUDITOR-CONTROLLER
TREASURER -TAX COLLECTOR

JONATHAN KADLEC
ASSISTANT AUDITOR-CONTROLLER
TREASURER -TAX COLLECTOR

Members of the Board
Sonoma County Waste Management Agency

Auditor-Controller's Report

Report on the Financial Statements

We have audited the accompanying financial statements and the related notes to the financial statements of the Sonoma County Waste Management Agency (Agency), as of and for the year ended June 30, 2015, which collectively comprise the Agency's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

The Agency's management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on conducting the audit in accordance with auditing standards generally accepted in the United States of America. Because of the independence impairments described in the Basis for Disclaimer of Opinion paragraph, auditing standards require us to disclaim an opinion on the financial statements.

Basis for Disclaimer of Opinion

As required by various statutes within the California Government Code, County Auditor-Controllers are mandated to perform certain accounting, auditing and financial reporting functions. In Sonoma County, the Auditor-Controller and Treasurer-Tax Collector (ACTTC) positions are combined. The Agency's cash is pooled with the Sonoma County Treasurer (a division of the ACTTC), who acts as a disbursing agent for the Agency. The Accounting Division within the ACTTC maintains internal controls over the financial accounting management information system, and processes transactions that have been approved by the Agency. The Accounting Division processes County checks for expenditures approved by the Agency, these checks are signed by the ACTTC. These non-audit activities create management participation threats to auditor independence, as discussed in Interpretation 101-3 of the American Institute of Certified Public Accountants' Code of Professional Conduct, which cannot be mitigated.

The audit has been performed by the ACTTC's Audit Division, which has no other responsibility for the accounts and records being audited. The amount that this departure affects the assets, liabilities, net position, deferred outflows of resources, deferred inflows of resources, revenues and expenses of the Agency has not been determined.

Disclaimer of Opinion

Because of the independence impairments described in the Basis for Disclaimer of Opinion paragraph, auditing standards require us to disclaim an opinion on the financial statements. Accordingly, we do not express an opinion on these financial statements.

Other Matters

Accounting principles generally accepted in the United States of America require that the Management's Discussion and Analysis (MD&A), beginning on page 1 of this report be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the MD&A in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the MD&A because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Sonoma County Auditor-Controller

Sonoma County Auditor-Controller-Treasurer-Tax Collector

September 12, 2016

Management's Discussion and Analysis

As management of the Sonoma County Waste Management Agency (Agency), we offer readers of the Agency's financial statements this narrative overview and analysis of the financial activities of Agency for the fiscal year ended June 30, 2015. We encourage readers to consider the information presented here in conjunction with the Agency's financial statements and the accompanying notes to the basic financial statements.

Financial Highlights

- The assets of the Agency exceeded its liabilities at the close of the fiscal year ended June 30, 2015 by \$6,857,297 (net position). Of this amount, \$953,591 is restricted to pay for legal fees related to the action entitled, Renewed Efforts of Neighbors Against Landfill Expansion (RENALE) v. County of Sonoma, et al. The remaining amount \$5,903,706 is unrestricted and may be used to meet the agency's ongoing obligations to citizens and creditors.
- The Agency recognized total operating revenues of \$5,539,899 during the fiscal year ended June 30, 2015, which consisted primarily of \$4,985,180 in tipping fees and surcharges.
- The Agency recognized total operating expenses of \$6,827,396 during the fiscal year ended June 30, 2015. This includes \$217,993 in expenses related to services and supplies. The Agency recognized extraordinary expenses totaling \$1,093,518 related to the settlement of the legal action entitled, RENALE v. County of Sonoma, et al.
- The Agency's total net position decreased by \$ (2,393,965) or (25.88%).

Overview of the Basic Financial Statements

This discussion and analysis is intended to serve as an introduction to the Agency's basic financial statements. The Agency's basic financial statements are comprised of two components: 1) basic financial statements and 2) notes to the basic financial statements.

Proprietary Fund Financial Statements: A fund is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Agency, like other state and local governments, uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements. The Agency maintains one type of proprietary fund. The Agency uses enterprise funds to account for its agency activities, which include waste management.

Notes to the basic financial statements: The notes provide additional information that is essential to a full understanding of the data provided in the financial statements.

Financial Analysis

Net position. Over time, changes in net position may indicate whether the financial position of Agency is improving or deteriorating. Net position decreased to \$6,857,297 during the fiscal year ended June 30, 2015, a change of \$ (2,393,965) from the fiscal year ended June 30, 2014. The following table summarizes the net position for Agency's activities:

Net Position			
	June 30, 2015	June 30, 2014	Increase (Decrease)
Current and other assets	\$ 8,413,945	\$ 10,256,893	\$ (1,842,948)
Current liabilities	1,556,648	1,005,631	551,017
Net position:			
Restricted	953,591	-	
Unrestricted	5,903,706	9,251,262	(3,347,556)
Total net position	\$ 6,857,297	\$ 9,251,262	\$ (2,393,965)

Change in Net Position. Total revenues for the fiscal year ended June 30, 2015 were \$5,526,949 compared with expenses of \$7,920,914. The following table summarizes the changes in net position for each year:

Changes in Net Position

	2015	2014	Increase (Decrease)
Operating Revenues:			
Municipal waste management	\$ 5,539,899	\$ 5,850,386	\$ (310,487)
Nonoperating Revenues:			
Investment income and other	(12,950)	137,538	(150,488)
Total revenues	<u>5,526,949</u>	<u>5,987,924</u>	<u>(460,975)</u>
Operating Expenses:			
Municipal waste management	6,827,396	5,478,971	1,348,425
Extraordinary Expenses	1,093,518	-	1,093,518
Total expenses	<u>7,920,914</u>	<u>5,478,971</u>	<u>2,441,943</u>
Increase (decrease) in net position	(2,393,965)	508,953	(2,902,918)
Net position - beginning of the year	<u>9,251,262</u>	<u>8,742,309</u>	<u>508,953</u>
Net position - end of the year	<u>\$ 6,857,297</u>	<u>\$ 9,251,262</u>	<u>\$ (2,393,965)</u>

Capital Assets

The Agency has no investment in capital assets, as of June 30, 2015.

Economic Outlook

- The Agency will continue to set aside reserve funds as part of its long-term financial planning.
- The Agency's revenue is expected to cover expenditures for all planned future projects.

Request for Additional Information

This financial report is designed to provide a general overview of Agency's finances. Questions concerning any of the information provided in this report or requests for additional financial information should be addressed to the Sonoma County Waste Management Agency, 2300 County Center Drive Ste. B-100, Santa Rosa, CA 95403.

Basic Financial Statements

Sonoma County Waste Management Agency
Statement of Net Position
June 30, 2015

Assets

Current assets:

Cash and investments	\$ 6,556,194
Cash with fiscal agent	953,591
Accounts receivable	813,704
Prepaid expenses	5,208
Due from other governments	<u>85,248</u>
Total assets	<u>8,413,945</u>

Liabilities

Accounts payable	887,064
Unearned revenue	402,650
Other liabilities	<u>266,934</u>
Total liabilities	<u>1,556,648</u>

Net Position

Restricted	953,591
Unrestricted	<u>5,903,706</u>
Total net position	<u>\$ 6,857,297</u>

The notes to the basic financial statements are an integral part of this statement.

Sonoma County Waste Management Agency
Statement of Revenues, Expenses and Changes in Net Position
For the Fiscal Year Ended June 30, 2015

Operating Revenues

Tipping fees and surcharges	\$ 4,985,180
Service agreements	316,147
Grants and other contributions	<u>238,572</u>
Total operating revenues	<u>5,539,899</u>

Operating Expenses

Contract services	5,727,976
Professional services	166,500
Administration	714,927
Other services and supplies	<u>217,993</u>
Total operating expenses	<u>6,827,396</u>
Operating income (loss)	<u>(1,287,497)</u>

Nonoperating Revenues

Investment income net of unrealized losses	<u>(12,950)</u>
--	-----------------

Extraordinary Expenses

Settlement expenses	<u>1,093,518</u>
---------------------	------------------

Change in net position	(2,393,965)
------------------------	-------------

Net position, beginning of year	<u>9,251,262</u>
---------------------------------	------------------

Net position, end of year	<u>\$ 6,857,297</u>
---------------------------	---------------------

The notes to the basic financial statements are an integral part of this statement.

Sonoma County Waste Management Agency
Statement of Cash Flows
For the Fiscal Year Ended June 30, 2015

Cash Flows from Operating Activities

Receipts from customers and other funds	\$ 4,780,136
Payments to suppliers	(6,618,960)
Payments to settle lawsuit	<u>(826,584)</u>
Net cash used in operating activities	<u>(2,665,408)</u>

Cash Flows from Investing Activities

Interest received	<u>(12,950)</u>
Net cash used in investing activities	<u>(12,950)</u>
Net decrease in cash and cash equivalents	(2,678,358)
Cash and cash equivalents, beginning of year	<u>10,188,143</u>
Cash and cash equivalents, end of year	\$ <u><u>7,509,785</u></u>

**Reconciliation of operating loss to net cash
used in operating activities:**

Operating loss	\$ (1,287,497)
Adjustments to reconcile operating loss to net cash used in operating activities:	
Increase in accounts receivable	(762,357)
Increase in prepaid expenses	(4,008)
Increase in due from other governments	(69,045)
Increase in accounts payable	212,443
Increase in other liabilities	266,934
Increase in unearned revenue	71,640
Settlement expenses	<u>(1,093,518)</u>
Total adjustments	<u>(1,377,911)</u>
Net cash used in operating activities	\$ <u><u>(2,665,408)</u></u>

The notes to the basic financial statements are an integral part of this statement.

**Notes to the
Basic Financial Statements**

**Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015**

I. Summary of Significant Accounting Policies

A. Definition of Reporting Entity

The Sonoma County Waste Management Agency (Agency) was formed in April 1992 to assist the cities and County with the implementation of programs necessary to satisfy the requirements of the Assembly Bill (AB) 939, the Integrated Waste Management Act of 1989. This Act requires that every jurisdiction in California plan for and implement programs that reduce the amount of waste disposed in landfills by 25% by the year 1995 and 50% by 2000. The Agency was granted a three-year extension to 2003 by the State. The State has determined that the Agency has met its 2003 goal. The Agency is continuing its efforts to reduce the amount of waste disposed in landfills, beyond the current 50% required by AB939. As of the date of this report, no new laws requiring waste reduction beyond 50% have been enacted. In 2006, the California Integrated Waste Management Board changed the calculation to pounds per person per day rate to determine compliance without changing the percentage reduction, with a rate goal of 7.1. In 2012 Sonoma County's rate was 3.4 and in 2013 it was 3.6.

The Agency's activities include a regional composting program, household hazardous waste collections, and countywide efforts towards waste reduction and recycling.

The Agency is governed by a ten member board of directors, with one member from nine Sonoma County cities and towns and one from the County. The Agency employs an Executive Director. Additional staffing is provided by the County through a contract with the Agency.

The Agency's programs are funded through garbage disposal fee surcharges, charges for services and grants. Each program of the Agency is accounted for with a separate cost center. The composting program is entirely funded by charges for delivery of material to its program. The household hazardous waste, education and waste diversion efforts are funded through a surcharge on garbage brought to County disposal sites along with support from State Grants.

Since its creation in April of 1992, the Agency has added two new components to its scope of work: the Planning and Diversion Programs. Planning efforts currently include preparation of Annual Reports submitted to the California Integrated Waste Management Board and is funded through the disposal fee surcharge. The Diversion Program cost center was established to track expenditures that have direct measurable diversion. However, since 2010, all diversion activities are currently operating under the Education cost center.

Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015

The basic financial statements of the Agency are intended to present only the financial position and results of operations of only the Agency, which are held in trust by the Agency. They do not support and do not present fairly the financial position of the County of Sonoma as of June 30, 2015 and the respective changes in its financial position for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

B.Measurement Focus, Basis of Accounting, and Financial Statement Presentation

The financial statements are reported using economic resources measurement focus and the accrual basis of accounting. This means that all assets and all liabilities (whether current or noncurrent) associated with this activity are included on the statement of net position. Basis of accounting refers to when revenues and expenditures or expenses are recognized in the accounts and reported in the financial statements, regardless of the measurement focus applied.

The Agency's Enterprise Fund financial statements report business-type activities financed in whole or in part by fees charged to external parties for goods or services. Enterprise Funds account for operations that are financed and operated in a manner similar to private business enterprises – where the intent of the governing body is that the costs (expenses, including depreciation) of providing goods or services to the general public on a continuing basis be financed or recovered primarily through user charges – or where the governing body has decided that periodic determination of revenues earned, expenses incurred and/or net income is appropriated for capital maintenance, public policy, management control, accountability or other purposes.

The accrual basis of accounting is used by enterprise funds. Under this method, revenues are recorded when earned and expenses are recorded when a liability is incurred, regardless of the timing of the related cash flows.

Operating revenues and expenses are distinguished from non-operating items in the statement of revenues, expenses and changes in net position. *Operating* revenues, such as tipping fees and sales of recycled products result from exchange transactions associated with the principal activity of the funds. Exchange transactions are those in which each party receives and gives up essentially equal values. *Non-operating* revenues, such as grants and investment earning, result from non-exchange transactions or ancillary activities. *Operating* expenses for enterprise funds include services and supplies and depreciation on capital assets. All expenses not falling within these categories are reported as *non-operating* expenses.

**Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015**

C. Accounting System Maintained by Sonoma County Enterprise Financial System (EFS)

The Agency uses the County's EFS and its budgetary recording and accounting control policies to account for all financial transactions affecting Agency funds. The County, through the Integrated Waste Management Division of the Department of Transportation and Public Works, tracks each load of yard and wood waste entering the county disposal system. A tonnage tipping fee is collected to pay for operating costs of the organic program. A surcharge on the solid waste tipping fee entering the county disposal system is used to fund the other programs, such as household hazardous waste, education, diversion and planning.

D. Staff Services Performed by County of Sonoma

The Agency reimburses the County for services provided by the County as outlined in a Memorandum of Understanding between the County and the Agency dated September 18, 2007.

Staff services include Agency Director, professional staff, secretarial and as requested by the Agency, reasonable and necessary services from other County departments.

E. Assets, Liabilities and Net Position

1. Cash and Investments

The Agency applies the provisions of GASB Statement No. 31, Accounting and Financial Reporting for Certain Investments and External Investment Pools, which require governmental entities, including governmental external investment pools, to report certain investments at fair value in the balance sheet and recognize the corresponding change in the fair value of investments in the year in which the change occurred. In accordance with GASB Statement No. 31, the Agency has stated certain investments at fair value.

2. Receivables and Payables

Transactions representing accrual of revenues and expenses at year-end are referred to as either accounts receivables or accounts payables.

3. Capital Assets

Capital assets, which include land, buildings and improvements and equipment, are reported in the statement of net position. Capital assets are defined by the Agency as assets with an initial, individual cost of more than \$5,000. Such assets are recorded at historical cost if purchased or constructed. Donated capital assets are recorded at estimated fair market value at the date of donation.

Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015

The costs of normal maintenance and repairs that do not add to the value of the asset or materially extend assets lives are not capitalized.

The Agency's policy is to capitalize assets with acquisition costs of at least \$5,000. Depreciation is computed using the straight-line method over estimated useful lives of 5 years for equipment.

The Agency does not own land, buildings or improvements.

4. Net position components

Net position components are classified into three components – net investment in capital asset, restricted and unrestricted. These classifications are defined as follow:

- Net investment in capital assets (if any) - This component of net position consists of capital assets, including restricted capital assets, net of accumulated depreciation and reduced by the outstanding balances of any bonds, mortgages, notes, or other borrowings that are attributable to the acquisition, construction, or improvement of those assets.
- Restricted net position (if any) - This component of net position consists of net position with limits on their use that are imposed by outside parties. The Agency and the County were named as co-defendants in the action entitled, *RENALE v. County of Sonoma*, et al. Due to this action, the Agency agreed to establish an escrow account to serve as security for the Agency's obligation to indemnify the County for legal fees incurred.
- Unrestricted net position - This component of net position consists of net position that is not restricted for any project or other purpose.

5. Use of estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the reporting period. Actual results could differ from those estimates.

Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015

6. Unearned revenues

Under the accrual basis of accounting, revenues are recognized when an entity obtains a claim to resources, regardless when collection occurs or deferred inflow. Amounts collected prior to being earned must be offset by a liability or deferred outflow. GASB Statement No. 63, *Financial Reporting of Deferred Outflows of Resources, Deferred Inflows of Resources, and Net Position*, establishes guidance for reporting deferred outflows and inflows of resources, and net position in a statement of financial position. The Statement of net position should report all assets, deferred outflows of resources, liabilities, deferred inflows of resources, and net position. Under the statement, net position should be displayed in three components: net investment in capital assets, restricted, and unrestricted.

F. New and Future Pronouncements

In February 2015, the GASB issued Statement No. 72, *Fair Value Measurement and Application*. The objective of this provision is to address accounting and financial reporting issues related to fair value measurements. The provisions of this statement are effective for the fiscal year ending June 30, 2016. Management has not determined the effect of this statement.

In June 2015, the GASB issued Statement No. 76, *The Hierarchy of Generally Accepted Accounting Principles for State and Local Governments*. The objective of this Statement is to identify—in the context of the current governmental financial reporting environment—the hierarchy of generally accepted accounting principles (GAAP). The provisions of this statement are effective for the County’s fiscal year ending June 30, 2016. Management has not determined the effect of this statement.

In December 2015, the GASB issued Statement No. 78, *Pensions Provided through Certain Multiple-Employer Defined Benefit Pension Plans*. The objective of this Statement is to address certain pensions provided through certain multiple-employer defined benefit pension plans and to state or local governmental employers whose employees are provided with such pensions. The provisions of this statement are effective for the fiscal year ending June 30, 2016. Management has not determined the effect of this statement.

In December 2015, the GASB issued Statement No. 79, *Certain External Investment Pools and Pool Participants*. The objective of this Statement is to address accounting and financial reporting for certain external investment pools and pool participants. It establishes criteria for an external investment pool to qualify for making the election to measure all of its investments at amortized cost for financial reporting purposes. The provisions of this statement are effective for the fiscal year ending June 30, 2016. Management has not determined the effect of this statement.

**Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015**

II. Detailed Notes

A. Cash and Investments

Investment in the Sonoma County Treasurer's Investment Pool

The Agency follows the County's practice of pooling cash and investments with the County Treasurer, except for a petty cash fund. Cash is pooled with the Sonoma County Treasurer, who acts as a disbursing agent for the Agency. Interest earned on investments pooled with the County is allocated quarterly to the appropriate fund based on its respective average daily balance for that quarter. The Investment Oversight Committee has regulatory oversight for all monies deposited into the Treasury Pool. The fair value of the Agency's investment in this pool is reported in the accompanying financial statements at amounts based upon the Agency's pro-rata share of the fair value provided by the Treasury Pool for the entire Treasury Pool portfolio (in relation to the amortized cost of that portfolio). The balance available for withdrawal is based on accounting records maintained by the Treasury Pool, which are recorded on an amortized cost basis.

The amount of cash at June 30, 2015 is as follows:

	Amortized Cost	Fair Value
Cash and investment in County Treasury	\$ <u>6,539,859</u>	\$ <u>6,556,194</u>

The Agency's fair value of the cash investment with the Treasurer is \$16,335 greater than the amortized cost of those investments.

Investment Guidelines

The Agency's pooled cash and investments are invested pursuant to investment policy guidelines established by the Treasurer and approved by the Board of Supervisors. The objectives of the policy are, in order of priority: safety of capital, liquidity and maximum rate of return. The policy addresses the soundness of financial institutions in which the County will deposit funds, types of investment instruments as permitted by the California Government Code 53601, and the percentage of the portfolio that may be invested in certain instruments with longer terms to maturity.

A copy of the Treasury Pool investment policy is available upon request from the Sonoma County Treasurer at 585 Fiscal Drive, Suite 100, Santa Rosa, California, 95403-2871.

Interest Rate Risk

Interest rate risk is the risk that changes in market interest rates will adversely affect the fair value of an investment. Generally, the longer the maturity of an investment, the greater the sensitivity of its fair value is to changes in market interest rates. As a means of limiting its exposure to fair value losses arising from rising interest rates, one of the ways that the Treasury

Page 12

Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015

Pool manages its exposure to interest rate risk is by purchasing a combination of shorter term and longer term investments and by timing cash flows from maturities so that a portion of the portfolio is maturing or coming close to maturing evenly over time as necessary to provide the cash flow and liquidity needed for operations.

As of June 30, 2015, approximately 38 percent of the securities in the Treasury pool had maturities of one year or less. Of the remainder, only 3 percent had a maturity of more than five years.

Disclosures Relating to Credit Risk

Generally, credit risk is the risk that an issuer of an investment will not fulfill its obligation to the holder of the investment. This is measured by the assignment of a rating by a nationally recognized statistical rating organization. The Treasury Pool does not have a rating provided by a nationally recognized statistical rating organization.

Custodial Credit Risk

Custodial credit risk for deposits is the risk that, in the event of the failure of a depository financial institution, a government will not be able to recover its deposits or will not be able to recover collateral securities that are in the possession of an outside party. The custodial credit risk for investments is the risk that, in the event of the failure of the counterparty to a transaction, a government will not be able to recover the value of its investment or collateral securities that are in the possession of another party. The California Government Code and the Treasury Pool's Investment Policy do not contain legal or policy requirements that would limit the exposure to custodial credit risk for deposits or investments, other than the following provision for deposits and securities lending transactions:

- The California Government Code requires that a financial institution secure deposits made by state or local governmental units by pledging securities in an undivided collateral pool held by depository regulated under state law. The market value of the pledged securities in the collateral pool must equal at least 110% of the total amount deposited by the public agencies.
- The California Government Code limits the total of all securities lending transactions to 20% of the fair value of the investment portfolio.

With respect to investments, custodial credit risk generally applies only to direct investments in marketable securities. Custodial credit risk does not apply to a local government's indirect investment in securities through the use of mutual funds or government investment pools (such as the Treasury Pool).

Concentration of Credit Risk

The investment policy of the County contains no limitations on the amount that can be invested in any one issuer beyond that stipulated by the California Government Code. For a listing of investments in any one issuer (other than U.S. Treasury securities, mutual funds, or external investment pools) that represent 5% or more of total County investments, refer to the 2014-2015 Sonoma County Comprehensive Annual Financial Report.

**Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015**

B. Accounts receivables

The Agency partially obtains funding from contract agreements with composting and recycling entities. The amount receivable from these sources as of June 30, 2015 is as follows:

ECS	\$ 29,231
Good Will	169
Sonoma Compost	190,204
Battery Systems	300
The Ratto Group	1,151
Alpha Analytical	301
Republic Services	592,348
Total Accounts receivable	\$ <u>813,704</u>

C. Due from other governments

The Agency also obtains funding from agreements with other government entities to comply with AB 939. The following table summarizes the amount receivable from other governments as of June 30, 2015:

City of Petaluma	<u>\$ 85,248</u>
Total Due from other governments	\$ <u>85,248</u>

**Sonoma County Waste Management Agency
Notes to the Basic Financial Statements
For the Fiscal Year Ended June 30, 2015**

D. Accounts payables

The Agency's payable has two components: vouchers payable and accounts payable. A voucher payable is used to record amounts to be paid by check for invoiced expenses and an account payable records liabilities for expenses not invoiced by June 30. At the close of the fiscal year ending June 30, 2015, the Agency's balance amounted to \$887,064.

E. Unearned revenue

In the fiscal year ending June 30, 2015, the Agency participated in two recycling programs grant funded by the State of California: the Beverage Container Program and the Oil Payment Program. The following table summarized the unearned revenue balance:

	June 30, 2014			June 30, 2015	
	Balance	Additions	Releases	Balance	
Beverage Container Program	\$ 188,043	\$ 161,341	\$ 70,396	\$ 278,988	
Oil Payment Program	142,966	148,872	168,176	123,662	
Total Unearned Revenues	<u>\$ 331,009</u>	<u>\$ 310,213</u>	<u>\$ 238,572</u>	<u>\$ 402,650</u>	

F. Other Liabilities

The Agency and the County have been involved in a lawsuit related to federal water quality. The settlement agreement and release required the Agency to pay \$266,934 in settlement charges which were paid after year end.

III. Other Information

A. Risk Management

The Agency is exposed to various risks for which the Agency carries insurance with coverage for bodily injury, property damage, personal injury, auto liability, and errors and omissions. For the fiscal year ended June 30, 2015 the Agency added coverage for cyber security. The Agency is covered through Alliant Insurance Services, Inc for \$5,000,000 per occurrence.

B. Extraordinary Expenses

In May 2015, the Agency and the County entered into a settlement agreement and mutual release with RENALE related to the federal water quality lawsuit regarding its compost operations that requires closing compost operations at the Central Landfill in fall 2015. The Agency signed the Settlement Agreement with RENALE and the County to resolve the lawsuit, and considers this event and certain related expenses unusual and infrequent. The Agency recognized \$1,093,518 in legal fees and other stipulated expenses in connection with this legal action.

**Sonoma County Waste Management Agency
Roster of Board Members
June 30, 2015**

As of June 30, 2015 the Agency Board of Directors consisted of the following members from the County of Sonoma and nine cities and towns of Sonoma County:

Board Member	Jurisdiction	Position	Alternate
Patrick Carter	Agency	Executive Director	
Ethan Walsh	Agency	Counsel	
Christopher Diaz	Agency	Deputy Counsel	
Robert Cox	Cloverdale	Board member	Paul Cayler
Susan Harvey	Cotati	Board member	Damien O'Bin
Shirlee Zane	County	Board member	Susan Gorin
			Susan Klassen
Brent Salmi	Healdsburg	Board member	David Mickaelian
			Gary Plass
John Brown	Petaluma	Board member	Dan St. John
Don Schwartz	Rohnert Park	Board member	John McArthur
John Sawyer	Santa Rosa	Board member	Gary Wysocky
Larry McLaughlin	Sebastopol	Board member	Sue Kelly
Madolyn Agrimonti	Sonoma	Board member	Carol Giovanatto
			Dan Takasugi
Debora Fudge	Windsor	Board member	Linda Kelly



Agenda Item #: 5
Cost Center: Organics Reserve
Staff Contact: Carter
Agenda Date: 2/15/2017
Approved By:

ITEM: Discussion and Possible Action on the Results of a Request for Information for Organic Waste Processing

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This item is informational. Additional information requesting action will be presented in the subsequent agenda item.

II. BACKGROUND

From 2007 to 2016, the SCWMA was engaged in a process to identify, study, permit, and build a new compost site to replace the temporary compost site at the Central Disposal Site. The process ended in 2016, when the SCWMA Board of Directors voted to rescind certification of an Environmental Impact Report selecting the Central Disposal Site as the preferred location for a new SCWMA-operated compost site.

Rather than attempting the same process a second time, the Board directed staff to issue a Request for Information (RFI) to determine the level of interest from the private sector to identify and offer long term organics processing capacity for Sonoma County's green, wood, and food waste. The RFI was issued on September 9, 2016, with responses due November 14, 2016. Sixteen (16) responses were received by the deadline. Subsequent to submission, one respondent team requested their response be withdrawn from consideration.

III. DISCUSSION

An evaluation team, consisting of SCWMA, County, and R3 Consulting Group staff reviewed the fifteen remaining RFI responses. Additional questions were submitted to respondents and were received by February 1, 2017. The summary of respondent technology type, location, materials accepted, capacity available, and disposal costs are included as an attachment. A map of the facility locations is also included as an attachment.

To broadly summarize the initial results, there are a number of sites proposing to accept either a portion or all of Sonoma County's current and future organic materials. The sites which disclosed locations are spread throughout Sonoma County. The costs disclosed vary from favorable compared to current rates to significantly higher than current rates.

Based on the level of interest achieved through this RFI process, staff recommends continuing the project to secure long-term organics capacity, as described in the next Agenda Item.

IV. FUNDING IMPACT

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

V. ATTACHMENTS

RFI Results Summary Table

RFI Respondent Summary

Map of Facility Locations

Respondent Firm	Site Location	Technology Proposed
Herhof Sonoma	Southern Santa Rosa, Todd Rd	Anaerobic Digestion
Hitachi Zosen Inova	Santa Rosa area, not disclosed	Anaerobic Digestion
Interra Energy	N/A	Pyrolysis/Biochar
Mass Wiggle	East of Petaluma, Lakeville Hwy	Vermicompost
MTI Dairy and Carbon Farm	N/A	N/A
Napa Recycling and Waste Services	American Canyon & Zamora	Composting
Recology	Vacaville & Vernalis	Composting
SCOP	Laguna WWTP	Anaerobic Digestion
Soiland Co., Inc	Llano Road, West of Santa Rosa	Composting
Stage Gulch Organics	Stage Gulch Rd, East of Petaluma	Composting
Standard Organics	Southern Windsor	Composting
Synergy Private Equity	N/A	Composting
US AgriSoil	N/A	Composting
Vision Recycling	Benicia	Composting
West Marin Compost	Nicasio	Composting

Materials Accepted	Total Capacity	Disposal Fee	Existing or New Facility
Green Waste, Food Waste, Wood Waste, Biosolids, Manure	100,000 tpy	N/A	New
Green Waste, Food Waste	82,000 tpy	N/A	New
Green Waste, Wood Waste	53,600 tpy	\$15-35/ton	New
Food Waste, Manure	8,000 tpy	\$58-163/ton	Existing
N/A	N/A	N/A	New
Green Waste, Food Waste, Wood Waste	26,000 tpy	\$41-43/ton	Existing
Green Waste, Food Waste, Wood Waste	> 200,000 tpy	N/A	Existing
Green Waste, Food Waste	92,000 tpy	\$45-60/ton	New
Green Waste, Wood Waste, Manure	43,680 tpy	\$10-45/ton	Existing
Green Waste, Food Waste, Wood Waste, Manure, Other	200,000 tpy	\$48/ton	New
Green Waste, Food Waste, Wood Waste, Biosolids, Manure, Agricultural	60,000 tpy	N/A	New
Green Waste, Food Waste, Wood Waste, Biosolids, Manure, Agricultural	N/A	N/A	New
Green Waste, Food Waste, Wood Waste, Manure	88,000 tpy	\$50/ton	New
Green Waste, Wood Waste	10,000 tpy	\$40/ton	Existing
Green Waste, Wood Waste	15,000 tpy	\$35/ton	Existing

RFI Respondent Summary

Summary of Facilities

1. Herhof Sonoma

This response detailed plans for an anaerobic digestion facility in Southern Santa Rosa, on Todd Road. The system proposed could handle approximately 80,000 tons per year of green waste and approximately 20,000 tons per year of food waste, wood waste, biosolids, and manure, for a total of 100,000 tons per year. The response indicated some form of permitting was underway, and that the facility could be operational on at least a partial basis as early as 18 months from agreement execution. The disposal cost information was not disclosed.

2. Hitachi Zosen Inova

This response detailed plans for an anaerobic digestion facility in the Santa Rosa area (address not disclosed). The system proposed could handle a combined total of approximately 82,000 tons per year of green waste and food waste, with configurations of 80:20 or 90:10 ratios of green waste to food waste. Capacity would be available for future growth. The response indicated the facility could be operational 12-16 months from the issuance of the notice to proceed. Cost information was not included in the public response.

3. Interra Energy

This response detailed plans for a pyrolysis/biochar facility. The planned location for the facility was not disclosed. The system proposed could handle approximately 53,600 tons per year of green waste and wood waste (50:50) mix. The response did not detail when the facility may be operational, but indicated permitting may take 6 – 33 months. Costs ranged from \$15/ton to \$35/ton, depending on the material and agreement duration.

4. Mass Wiggle

This response detailed plans for a vermicomposting operation east of Petaluma off Lakeville Highway. The existing facility, which currently processes manure generated on-site, could expand to accept 30 tons per day of food and manure material, or approximately 8,000 tons per year. The response indicated the site is in compliance with current permits, though it did not specify whether additional permitting would be required to accept the additional material. The disposal costs ranged from \$58-84/ton (manure) to \$100-163/ton (food), depending on the length of agreement term.

5. MTI Dairy and Carbon Farm

This response indicated an interest in developing a site using one of more of several different technologies. The site was not specified, nor was the list of acceptable materials, amount of materials accepted, or cost for disposal described. Due to the lack of information supplied, this respondent was not invited to participate in the RFP process.

6. Napa Recycling and Waste Services

This response detailed plans to continue accepting green waste, food waste, and wood waste, at the Napa Recycling and Waste Services compost facility in American Canyon (the company has a separate facility in Zamora which can accept additional material). The site is already developed and in operation,

and a significant amount of Sonoma County green and wood waste is already transported to that facility. 26,000 tons of capacity was offered at a cost of \$41-43/ton, depending on the term duration.

7. Recology

This response detailed plans for to accept green waste, food waste, and wood waste at Recology's existing Vacaville and Vernalis (near Modesto) compost facilities. The combined available capacity of these two facilities exceeds 200,000 tons per year. The capacity could be available immediately. The disposal information was not disclosed.

8. Sonoma County Organics Processor (SCOP)

This response detailed plans for an anaerobic digestion facility adjacent to the Laguna Subregional Waste Water Treatment Plant, southwest of Santa Rosa. The planned facility would accept approximately 92,000 tons per year of green waste (6,700 to 37,000 tons per year) and food waste (10,000 to 55,000 tons per year). Disposal costs ranged from \$45 - 60/ton, depending on term duration. The response indicated the facility may be operational less than two years from agreement execution.

9. Soiland Co., Inc

This response detailed plans for an expansion of an existing composting facility on Llano Road, west of Santa Rosa. The site could accept up to 43,680 tons per year of green waste, wood waste, and manure. Disposal costs ranged from \$10 – 45/ton depending on the material and agreement term.

10. Stage Gulch Organics

This response detailed plans for a planned composting facility east of Petaluma, on Stage Gulch Road (also known as Site 40). The facility proposes to accept up to 200,000 tons per year of green waste, food waste, wood waste, comingled organics, manure, and other feedstocks. The site would be operational in three to five years. Disposal costs range from \$48 – 64/ton, depending on agreement term.

11. Standard Organics

This response detailed plans for a composting facility in Southern Windsor. The planned facility could accept approximately 60,000 tons per year of green waste, food waste, wood waste, biosolids, manure, and agricultural wastes and could be operational 18 – 24 months from agreement execution. Disposal costs were not disclosed.

12. Synergy Private Equity

This response detailed plans for a new in-vessel composting facility. The site location, capacity, and disposal costs were not disclosed, though the response indicated a scalable design that could accommodate all current and future Sonoma County organics. The response indicated a 9-18 month permitting timeframe, and an additional 12 months for acceptance of material.

13. US AgriSoil

This response detailed plans for covered static pile composting system; the site location for this new facility was not disclosed. The facility would accept up to 88,000 tons per year of green waste, good waste, wood waste, and manure. The proposed disposal fee waste \$50/ton.

14. Vision Recycling

This response detailed plans for accepting green waste and wood waste their existing Benicia composting facility. The site can accept up to 10,000 tons per year of green waste (80%) and wood waste (20%) for a cost of \$40/ton.

15. West Marin Compost

This response detailed plans for accepting green and wood waste at their existing Nicasio composting facility. The facility can accept up to 15,000 tons per year of green (9,000 tons) and wood waste (6,000 tons) for a cost of \$35/ton.

Summary of Technologies

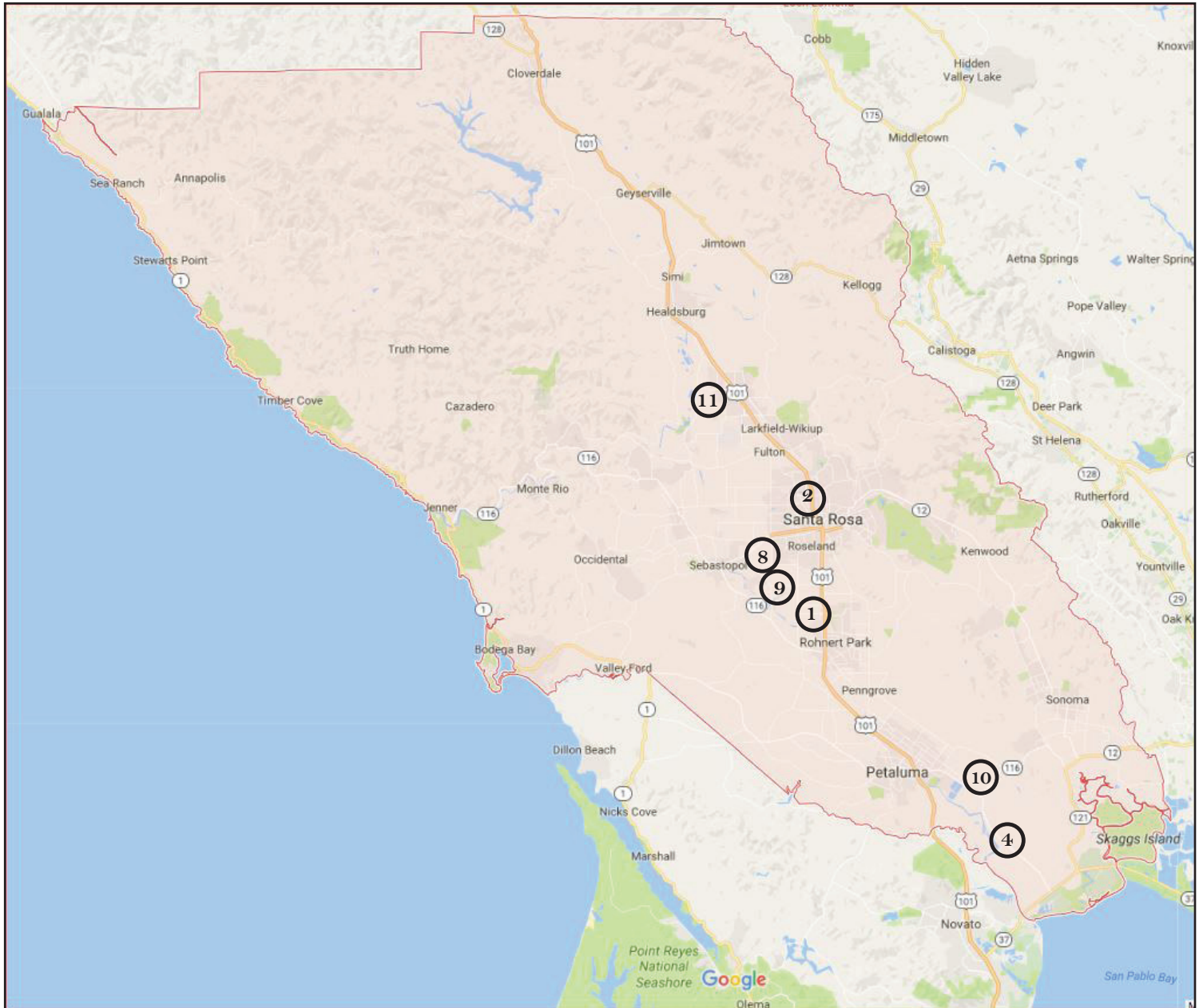
Aerobic Composting is the conversion of organic matter to a soil amendment through naturally-occurring microbial activity. Composting types include open windrow (large elongated piles) requiring manual turning to remain aerobic, aerated static piles where air is drawn into the piles to remain aerobic, and in-vessel in which the feedstock is fully contained and air is injected into the piles to remain aerobic. In-vessel systems may also be consider aerated static pile systems.

Anaerobic Digestion is a collection of processes by which microorganisms break down biodegradable material in the absence of oxygen. The main byproducts of digestion include methane (natural gas) and a solid digestate which can be processed to become a soil amendment.

Pyrolysis/Biochar is the conversion of organic matter to biofuel and biochar through high exposure to high temperatures. Pyrolysis does not involve combustion or burning of organic material. Biofuels can be converted to energy through combustion, and biochar can be used as a soil amendment.

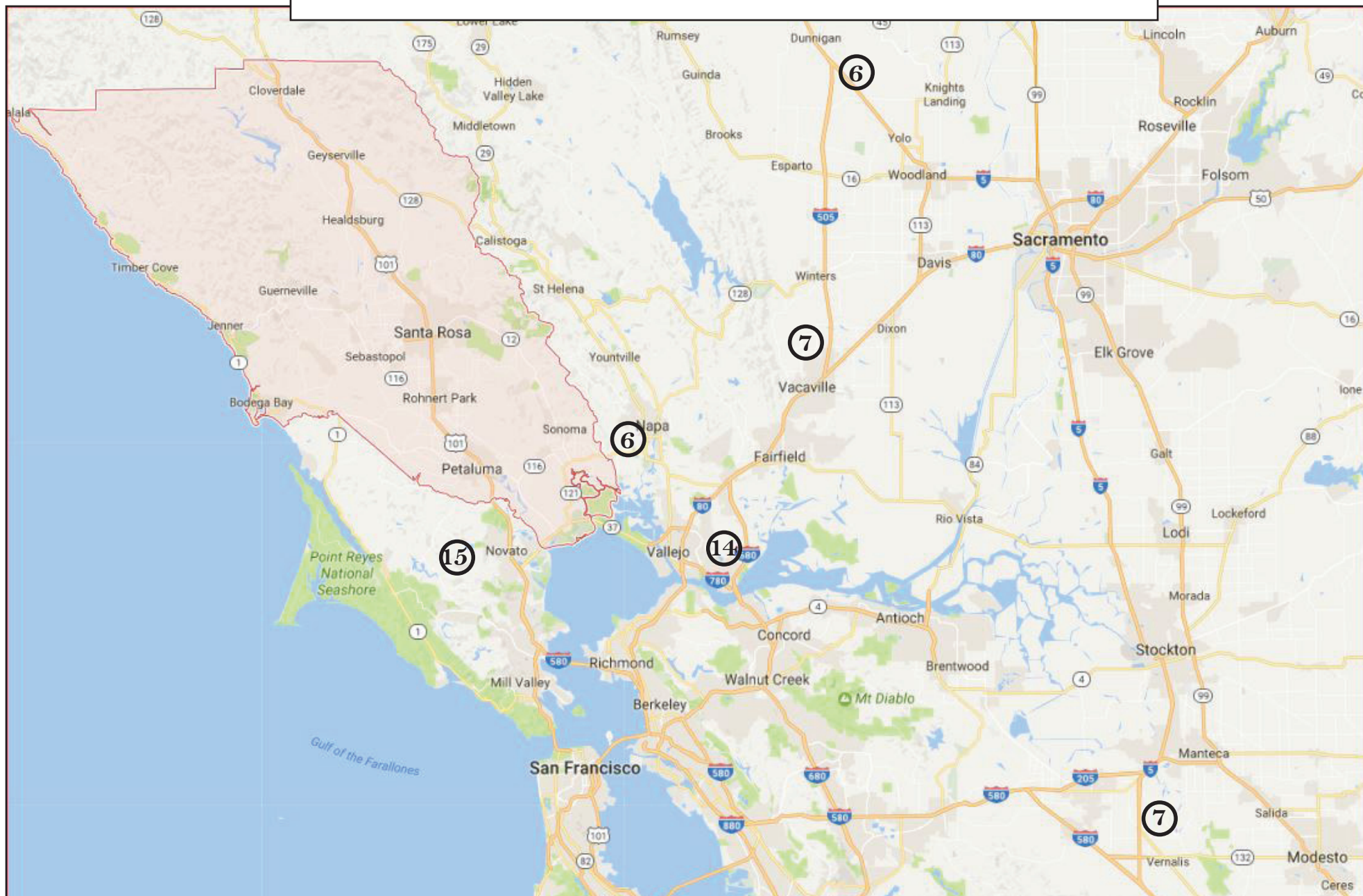
Vermicomposting is the conversion of organic matter to a soil amendment through worm digestion. Vermicomposting is distinct from aerobic composting as the former does not rely on microbial activity for decomposition and requires relatively low temperatures to prevent the worms from overheating and dying.

Sonoma County Compost Facility RFI Locations



- | | |
|--|--|
| ① Herhof Sonoma: Southern Santa Rosa, Todd Road | ③ Interra Energy: undisclosed |
| ② Hitachi Zosen Inova: Santa Rosa area, not disclosed | ⑤ MTI Dairy & Carbon Farm: undisclosed |
| ④ Mass Wiggle: East of Petaluma, Lakeville Highway | ⑫ Synergy Private Equity: undisclosed |
| ⑧ SCOP: Laguna Wastewater Treatment Plant | ⑬ US AgriSoil: undisclosed |
| ⑨ Soiland Company, Inc.: Llano Road, West of Santa Rosa | |
| ⑩ Stage Gulch Organics: Stage Gulch Road, East of Petaluma | |
| ⑪ Standard Organics: Southern Windsor | |

Sonoma County Compost RFI Out of County Locations



6 Napa Recycling and Waste Services: American Canyon & Zamora

7 Recology: Vacaville & Vernalis

14 Vision Recycling: Benicia

15 West Marin Compost: Nicasio

*locations approximate
2/17



Agenda Item #: 6
Cost Center: Organics Reserve
Staff Contact: Carter
Agenda Date: 2/15/2017
Approved By:

ITEM: Discussion and Possible Action to Approve an Agreement with R3 Consulting Group for RFP Process Assistance

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board authorize the Executive Director to execute an agreement with R3 Consulting Group to assist SCWMA staff in the Request for Proposal process to secure future organics capacity. **Approval of this item requires a unanimous vote.**

II. BACKGROUND

From 2007 to 2016, the SCWMA was engaged in a process to identify, study, permit, and build a new compost site to replace the temporary compost site at the Central Disposal Site. The process ended in 2016, when the SCWMA Board of Directors voted to rescind certification of an Environmental Impact Report selecting the Central Disposal Site as the preferred location for a new SCWMA-operated compost site.

Rather than attempting the same process a second time, the Board directed staff to issue a Request for Information to determine the level of interest from the private sector to identify and offer long term organics processing capacity for Sonoma County's green, wood, and food waste. That process and its results are detailed in the previous agenda item. The next step in the process to secure organics capacity is to prepare for the Request for Proposals (RFP) process.

III. DISCUSSION

The goal of this RFP process will be to secure agreement (or agreements) with facilities with terms of at least 10 years to accept organic materials generated by participating SCWMA members. The agreements will specify materials accepted, capacity of acceptable materials, location of facility, hours and days of acceptance, term of agreement, and tipping fees. Some facilities may already exist, while others may require months or years to permit and construct.

At this point the amount of capacity needed is also unknown as the SCWMA has yet to request participation in the form of flow commitment from its members. SCWMA members wishing to secure organics capacity independently are not required to participate, which will inject uncertainty into this process until that is resolved.

Due to the complexity described above, SCWMA staff recommends entering into an agreement with R3 Consulting Group for professional assistance in this RFP process. R3 staff would assist SCWMA staff with developing the RFP, requesting flow commitments from SCWMA members,

facilitating stakeholder groups, issuing the RFP, evaluating the RFP, developing the agreements with the recommended facility owners, and presenting the results to the SCWMA Board. SCWMA staff believes R3's experience with the process to date (R3 assisted in the RFI process), its familiarity with Sonoma County waste issues through providing similar assistance to individual SCWMA member jurisdictions, and its experience with a number of existing organics service providers make R3 uniquely qualified to provide this service to the SCWMA. R3 has proposed a scope of work and budget comparable to that provided to the Town of Windsor and the City of Santa Rosa for their solid waste franchise agreement RFPs.

SCWMA staff requests that the SCWMA Board of Directors authorize the Executive Director authority to enter into an agreement with R3 Consulting Group for professional assistance for this RFP, with a cost not to exceed \$148,500. As this item exceeds \$50,000, this item requires a unanimous vote.

IV. FUNDING IMPACT

The proposed budget for RFP assistance shall not exceed \$148,500. The FY 2016-17 SCWMA Budget included appropriations in the Organics Reserve Fund that are not expected to be used due to the SCWMA abandoning the siting, permitting, and construction of a new compost facility at the Central Disposal Site. These appropriations include \$250,000 for litigation defense, \$50,000 for engineering support, and \$50,000 for permitting costs. Existing appropriations are sufficient to cover the cost of RFP assistance.

V. ATTACHMENTS

RFP Assistance Scope of Work and Budget
Resolution

1512 Eureka Road, Suite 220, Roseville, CA 95661

February 8, 2017

Mr. Patrick Carter
Executive Director
Sonoma County Waste Management Agency
2300 County Center Drive, Suite B-100
Santa Rosa, CA 95403

Subject: Proposal for Organics Processing Procurement Assistance

Dear Mr. Carter:

R3 Consulting Group, Inc. (R3) is pleased to submit our qualifications and proposal to provide Organics Processing Procurement Assistance to the Sonoma County Waste Management Agency (SCWMA).

Recently, R3 incorporated key recommendations and findings about organics material processing in the County of Sonoma (County) to compile a Request for Information (RFI). This RFI was used to aid the SCWMA in developing a strategic action plan to provide for organics capacity throughout the region, simultaneous with the procurement of solid waste services for several jurisdictions within the County. In addition to this highly relevant experience, R3 brings over 80 years of combined experience developing and implementing collection programs, preparing agreements and service contracts, managing all phases of procurement projects, conducting financial reviews and audits, and evaluating customer information and billing systems. Currently, R3 is performing the solid waste franchise procurement processes for the Town of Windsor and the City of Santa Rosa.

We propose to provide “full service” procurement and solid waste consulting assistance. Our approach to meet SCWMA’s needed services will be designed to allow R3 to act as an extension of SCWMA staff. For this project, SCWMA will benefit from R3’s knowledge and expertise in these key areas:

- Knowledge of the County’s various franchise contract provisions, local environmental challenges, applicable best practices in the industry, and familiarity with regional proposers, their services and rates; and
- Negotiating and/or competitively procuring “green” agreements that stress high diversion, efficient operations, and clearly defined performance standards while balancing rate impacts on customers.

We appreciate the opportunity to submit our proposal to the SCWMA. Should you have any questions regarding our proposal, or need any additional information, please contact me by phone at (916) 782-7821 or by email at rterwin@r3cgi.com.

Sincerely,

R3 CONSULTING GROUP



Richard Tagore-Erwin | Principal

Firm Qualifications

Incorporated in California in 2002, R3 is a California Certified Small Business with offices in Berkeley, Roseville, and Los Angeles, California. Our firm is led by three principals, Richard Tagore-Erwin, William Schoen, and Garth Schultz, who have over 80 years of combined solid waste expertise. We specialize in providing a diverse range of solid waste management consulting services exclusively to public agencies, including competitive procurement and/or extension negotiations of collection, processing and disposal services; development, implementation and monitoring of service contracts and franchise agreements; and legislative compliance.

R3 does not work for private solid waste management companies. We do, however, have very good professional working relationships with private sector service providers, which is extremely valuable in the negotiation and/or procurement process that the SCWMA will be undertaking.

Related Experience

Effectively evaluating and negotiating the various services, programs, and contractual terms and conditions to obtain the best organics processing service for the SCWMA is critical to the success of the procurement process. Our project team brings to this engagement a comprehensive understanding of franchise agreement contractual issues and a well-informed operational perspective. That operational perspective, which informs the terms and conditions of all our franchise agreements, has been developed over years of reviewing operations and contractual compliance of dozens of private sector service providers, and provides us with a level of critical understanding that our competitors cannot match.

Below, we have provided a list of clients for whom R3 has provided services similar to those sought by the SCWMA. It should be noted that all our negotiation/procurement projects include active participation in negotiations meetings, conducting community workshops, legislative compliance, and analyzing existing and proposed rates.

Negotiation / Procurement Support

- | | | | |
|--------------------|--------------------|-------------------|------------------|
| ▪ Albany | ▪ Duarte | ▪ Novato Sanitary | ▪ Sutter County |
| ▪ Amador County | ▪ Dublin | ▪ District | ▪ Temple SCWMA |
| ▪ American Canyon | ▪ El Cerrito | ▪ Piedmont | ▪ Upland |
| ▪ Benicia | ▪ El Dorado County | ▪ Rohnert Park | ▪ Vallejo |
| ▪ Bradbury | ▪ Elk Grove | ▪ Rolling Hills | ▪ West Hollywood |
| ▪ Burbank Sanitary | ▪ Emeryville | ▪ Estates | ▪ West |
| ▪ District | ▪ Fairfield | ▪ San Bernardino | ▪ Sacramento |
| ▪ Calabasas | ▪ Half Moon Bay | ▪ San Fernando | ▪ Windsor |
| ▪ Chico | ▪ Hemet | ▪ San Ramon | ▪ Winters |
| ▪ Citrus Heights | ▪ Irwindale | ▪ Santa Rosa | ▪ Woodland |
| ▪ Cloverdale | ▪ Laguna Beach | ▪ South Bayside | ▪ Yuba-Sutter |
| ▪ Colma | ▪ Los Altos | ▪ Waste | ▪ Regional Waste |
| ▪ Colton | ▪ Montebello | ▪ Management | ▪ Management |
| ▪ Cotati | ▪ Napa County | ▪ Authority | ▪ Authority |
| ▪ Downey | | ▪ (RethinkWaste) | |

Staff Qualifications

Below, we have provided biographies and a brief description of qualifications for primary staff members proposed for this project. Resumes will be provided upon request.

Richard Tagore-Erwin

R3 Principal | Project Manager

Over the past 25 years, Mr. Tagore-Erwin has successfully provided technical support on the design, development, procurement, evaluation, and re-negotiation of franchised collection services, as well as costs and rates of said services for over 100 municipal clients throughout California and the United States. He also has extensive experience helping clients achieve legislative compliance with State ordinances and regulations such as AB 341 and AB 1826. As a certified meeting facilitator, Mr. Tagore-Erwin routinely conducts working sessions with multiple municipalities and their franchised proposers, as well as public workshops and community meetings with diverse community groups such as elected officials, proposers, facility operators, environmental groups, and the general public. Other project experience includes conducting financial analysis and rate reviews, implementing Zero Waste plans, and performing operations and performance reviews for multiple jurisdictions throughout California.

Mr. Tagore-Erwin is currently developing / recently developed diversion-based collection and processing franchises for multiple clients, including the cities of **Half Moon Bay, Los Altos, Santa Rosa, Sonoma, West Sacramento, Vallejo**, and the **Town of Windsor**. He recently completed procurement projects for the **Town of Colma** and the cities of **Downey** and **San Bernardino**, and managed the negotiation/procurement of collection, recyclables, and organics processing services for the cities of **West Hollywood, Laguna Beach, Calabasas, San Fernando, Hemet, Irwindale**, and **Rolling Hills Estates**, all of which established the highest franchised residential and commercial processor diversion requirements in the state (65% to 75%+).

Mr. Tagore-Erwin has a Bachelor & Master of Arts in Political Science from the University of Hawaii, Manoa.

Garth Schultz

R3 Principal | Project Support

With R3, and as part of his past work in related public and private sectors, Mr. Schultz has a wide range of experience in the solid waste management industry. His areas of expertise include helping clients achieve legislative compliance, successfully procure and/or negotiate collection, materials processing, and transfer and landfill services, and engage stakeholders and communities through workshops and outreach planning. Other experience includes reviewing proposer operations and performance, auditing facilities and billing statements, developing innovative high-diversion and/or Zero Waste implementation plans, and providing a range of financial analysis services, including rate modeling/ reviews, rate restructuring, and conducting market analysis surveys to determine if proposed rates were consistent with surrounding market rates.

Currently, Mr. Schultz is assisting with the procurement processes for the cities of **Half Moon Bay** and **Santa Rosa**. He has also participated in crafting detailed franchise agreements incorporating best practices, performance incentives and rate adjustment guidelines involving various profit bases for **Santa Rosa** and the **City of El Cerrito**. As Project Manager and Lead Analyst, he has also assisted in negotiation projects while with the **City of El Cerrito**, and played a key support role in evaluating post-collection services alternatives for the **West Contra Costa Integrated Waste Management Authority (RecycleMore)**.

Mr. Schultz has a Bachelor of Science in Environmental Science, along with a Minor in Public Policy, from the University of California, Berkeley, and a Master of Public Administration and Public Policy Development from Cal State East Bay. Mr. Schultz is a Lead Construction and Demolition (C&D) Facility Evaluator certified by the Recycling Certification Institute, and a member of both the Northern California Recycling Association (NCRA) and the California Resource Recovery Association (CRRA).

David Pinter

R3 Project Manager | Project Support

Mr. Pinter has a wide range of experience in solid waste consulting work, with particular expertise identifying and incorporating solid waste best management practices in franchise agreements and request for proposals (RFP) documents. Solid waste industry best practices studied by Mr. Pinter have included diversion tracking and reporting protocols, operational and customer service standards, public education and reporting requirements, rate adjustment and contract extension provisions, specific jurisdictional needs, and requirements for compliance with State legislation. Other experience includes assisting multiple jurisdictions in feasibility studies, waste characterizations, strategic planning, and operational audits and performance reviews.

Mr. Pinter has assisted with multiple negotiation processes and franchise agreement development throughout the State of California, and has significant experience drafting best practices franchise agreements and amendments. Currently, Mr. Pinter is assisting with the **City of Half Moon Bay's** procurement process, and with the **City of Rolling Hills Estates'** franchise agreement negotiations.

Just recently, Mr. Pinter conducted a presentation on "Elements of Best Practices Solid Waste Franchise Agreements" at the 2016 **California Resource and Recovery Association (CRRA)** conference in Sacramento. In the past year, Mr. Pinter has also assisted with the negotiation of franchise agreements incorporating best practices for clients including the cities of **Rohnert Park, Vallejo, West Sacramento,** and the **towns of Colma and Windsor.** Other recent clients include the cities of **Downey, Half Moon Bay, Petaluma, San Bernardino,** and **West Hollywood.**

Mr. Pinter holds a Bachelor of the Arts in Earth & Environmental Sciences from the University of California, Los Angeles.

Natalie Lessa

R3 Senior Project Analyst | Project Support

Specializing in the analysis of waste proposer procurement proposals and development of organizational tools for evaluating proposals, Ms. Lessa serves an on-call role to select clients for procurement and negotiation support. In addition, with her wide range of experience developing waste reduction policies and programs, conducting business and SCWMA-wide waste audits, and creating education and outreach campaigns, Ms. Lessa has particular expertise in community engagement. Her work has also included developing zero waste policies in both corporate and public entities, and creating and developing innovative policies, programs and campaigns for Zero Waste implementation plans.

Currently, Ms. Lessa is assisting with the evaluation stage of our procurement projects for the **City of Santa Rosa** and the **Town of Windsor.** For the cities of **Colma, Rancho Cordova, San Bernardino,** and **Vallejo,** Ms. Lessa assisted in the creation of a Request for Proposals Package, the evaluation and analysis of proposals during the procurement process, and in writing the new or revising the old franchise agreements, while incorporating best management practices.

Ms. Lessa has a Bachelor of Arts in Journalism and Public Relations from California State University, Chico.

Rosemarie Radford

R3 Senior Project Analyst | Project Support

Ms. Radford has several years of experience in environmental consulting, research, policy, and data analysis. With her strong background in research and technical writing, she has provided valuable support identifying best practices and key recommendations for franchise agreements and effective methods for measuring diversion performance over time.

Ms. Radford has incorporated key recommendations and findings about organics material processing in the County of Sonoma to compile a Request for Information (RFI). This RFI was used to aid the **SCWMA** in developing a strategic action plan to provide for organics capacity throughout the region, simultaneous with the procurement of solid waste services for several jurisdictions within the County.

She has also provided key support in drafting the RFP and collections service agreement for the **City of Santa Rosa** by reviewing applicable documents for consistency, redundancy, and accuracy, and revising drafts to address these key requirements.

Ms. Radford has a Master of Public Administration in Environmental Science and Policy from Columbia University, and a Bachelor of Science in Conservation and Resource Studies from the University of California, Berkeley.

Scope of Work

Project Approach and Qualifications

The SCWMA currently contracts with several facilities to receive and process organic waste generating from within Sonoma County. At present, all of these facilities are located outside of the County, and are on short term contracts. Via this project, R3 will support SCWMA in the process of conducting a competitive Request for Proposals (RFP) for one or more facilities to process the County's organics waste.

Prior to preparing this Scope of Work, R3 has assisted SCWMA with a detailed analysis of the current state of organics processing for Sonoma County, as well as a detailed Request for Information (RFI) regarding potential interest in providing organics processing services to SCWMA in the future. R3 has an unparalleled understanding of solid waste systems in Sonoma County and a strong foundation of recent work analyzing organics processing for SCWMA.

R3 brings over 80 years of combined experience developing and implementing collection programs, preparing agreements and service contracts, managing all phases of procurement projects, conducting financial reviews and audits, and evaluating customer information and billing systems. **R3 has also been involved in solid waste projects for the Town of Windsor, cities of Petaluma, Rohnert Park, Cotati, Cloverdale, Sonoma County, and the Sonoma County Waste Management Agency.** As stated in our cover letter, we are also currently performing solid waste franchise procurement processes for the **Town of Windsor** and the **City of Santa Rosa**, and in active projects of similar nature for other Sonoma County agencies.

R3 understands that the SCWMA has limited staff resources for the completion of this important project. We therefore propose to provide "full service" procurement and solid waste consulting assistance. R3 has assisted numerous cities and counties on similar projects with similar staffing levels, and we are prepared to work closely with the SCWMA Project Manager to complete all required tasks, including drafting of the entire RFP package, giving presentations at community meetings, preparing staff reports and making SCWMA Board presentations.

Scope of Services

Our proposed scope of services is designed to allow R3 to act as an extension of SCWMA staff and assist in the following aspects of this procurement project:

- Compiling the Request for Proposals (RFP) package, including drafting of the program requirements, the processing agreement, and customer rate options;
- Conducting a series of community workshops and/or SCWMA Board meetings (up to 4);
- Developing a mailing list and issuing the RFP;
- Conducting a pre-proposal conference with potential organics processors;
- Preparing written responses to questions submitted regarding the RFP, and preparing addenda as necessary;
- Conducting interviews with the evaluation team;
- Assisting in the evaluation of responses from processors;
- Assisting SCWMA staff with the presentation of the results of the evaluation process and staff recommendation to the SCWMA Board;

- Conducting clarification or negotiation sessions if necessary; and
- Finalizing the processing agreement.

The goals that will guide the procurement process include the following:

- Providing the highest level of service to the SCWMA's residents and businesses at the best cost; and
- Ensuring long-term sustainability and successful operations of organics processing facilities utilized by the SCWMA.

Our approach will result in a successful competitive procurement and contractor selection within the SCWMA's requested time schedule. R3 has successfully completed numerous competitive procurement projects for municipal solid waste services, and we are confident that the project schedule will be met if no unforeseen issues or obstacles arise. This section details R3's proposed work tasks for providing comprehensive assistance to procure residential and commercial solid waste collection and recycling services.

Task 1 Determine the SCWMA's Service Needs

Task 1.1 Document Request and Review

Upon authorization to proceed, R3 will provide the SCWMA with a preliminary document request list. This will allow the SCWMA to assemble the required documents so R3 can immediately begin work.

The following is a preliminary list of documents that will likely be requested, or have already been received, from the SCWMA:

- Draft and final amended and restated SCWMA Joint Powers Agreement; and
- Current processing agreements with organics processors.

R3 will review the data and information submitted and identify any additional data requirements or issues for discussion at the Project Kick-Off Meeting (Task 1.2).

Task 1.2 Project Kick-Off Meeting

The primary objectives of the Project Kick-Off Meeting are to confirm the project goals, review the project scope and schedule, identify appropriate contacts for the SCWMA and R3, and address any outstanding issues or concerns. In addition, R3 will discuss the initial data and information review, and coordinate the nature and timing of access to SCWMA staff.

Prior to the Project Kick-Off Meeting, R3 will prepare an agenda and preliminary project schedule. We will request that SCWMA staff review these documents and work with R3 to prepare the final meeting agenda and materials prior to the Project Kick-Off Meeting.

Task 1.3 Develop Programmatic Requirements

R3 will work with SCWMA staff to develop SCWMA's programmatic requirements for organics processing services. The task will set the framework for the procurement process, and will include, at minimum, the analysis of the following, in consultation with SCWMA staff and counsel:

- The terms and conditions of the new SCWMA Joint Powers Agreement, including the timeline of the agreement, and the ability of SCWMA Member Agencies to opt in/out of organics processing services with the SCWMA;

- The responses to the recent RFI process;
- The term length and other terms and conditions of the organics processing agreements;
- The number and different types of agreements that might be considered and accepted via the RFP process, including but not limited to:
 - The potential for multiple agreements with different processors;
 - The potential for different agreements for different materials (e.g. wood waste, green waste, mixed food and green waste, food waste only, etc.); and
 - The potential for a variety of organic materials processing options, including composting, anaerobic digestion, or other organics processing approaches.
- Consideration for use of out-of-county facilities, in the short-term, as potential in-county facilities are developed, and over the longer term if desired/favorable to the SCWMA; and
- Other programmatic requirements and considerations as identified by R3 and/or SCWMA.

Consideration and development of these programmatic requirements will occur over a series of meetings with SCWMA staff and/or Board as necessary to establish clear programmatic direction and intent for the RFP process. R3 will develop electronic drafts of programmatic requirements under consideration, and will revise as necessary during this task until a final set of programmatic requirements is ready for public dissemination and feedback via Task 2.

As part of this task, R3 will also provide assistance to SCWMA staff in the development and presentation of organic waste flow commitments for Member Agencies that elect to continue participation in SCWMA's organic processing agreements, as would be allowed per the terms of the amended and restated JPA Agreement.

Task 1 Deliverables

- Initial document request list submitted to SCWMA staff;
- Detailed project schedule;
- Review and confirmation with SCWMA staff of project objectives, approach, schedule, budget, communication protocol, etc.;
- Preliminary agenda for Project Kick-Off Meeting;
- Participation during Project Kick-Off Meeting;
- Participation in the development and presentation of commitment agreements for participating Member Agencies (note that proposed budget includes support to SCWMA staff, with SCWMA staff leading this overall effort);
- Three (3) to five (5) meetings with SCWMA staff and/or Board; and
- One (1) presentation of Task 1 results to SCWMA Board (in conjunction with Tasks 2.1, 3.1 or 3.1 or 3.2).

Task 2 Stakeholder Workshops/SCWMA Board Workshops

R3 believes that stakeholder (including potential proposer) participation at the early stage of selecting program options is a key feature of a successful procurement process. The primary objectives of the stakeholder workshops are to inform interested parties, including potential proposers, about the procurement process and to receive input on the proposed program options.

Task 2.1 Stakeholder Workshops on Program Options

Building on Task 1, R3 will conduct two (2) Stakeholder Workshops to generate input, respond to questions and comments. Prior to the Workshops, R3 will prepare and submit the presentation materials to SCWMA staff for review and comment. As an alternative to Stakeholder Workshops, if directed by SCWMA staff, R3 will present the same information to the SCWMA Board.

Task 2 Deliverables

- Twenty (20) sets of presentation materials for each Stakeholder Workshop; and
- Conducting and/or participating in up to two (2) Stakeholder Workshops. Please note that while R3 proposes to conduct two (2) Workshops, if directed by the SCWMA, we will instead present the same information at (2) SCWMA Board meetings.

Task 3 Prepare, Issue and Evaluate Request for Proposals (RFP)

This phase of the preparation of the RFP document involves incorporating the results of Tasks 1 and 2 into a set of RFP documents and draft processing agreement.

Task 3.1 Develop Draft Agreement

Because of the possibility of multiple processing agreements resulting from this RFP process, including the possibility of agreements covering different processes and or organic waste streams (e.g. wood, green waste, food waste, etc.) R3 anticipates that the draft agreement that is developed will need to address a series of potential outcomes, and be easily modified through future deletion and/or inclusion of language in order to facilitate the development of one or more processing agreements with one or more successful proposers. The process of developing performance requirements and the draft agreement will involve a series of meetings with SCWMA staff and R3.

The performance requirements will establish minimum service standards for inclusion in the draft agreement that are both quantifiable and easily measured. Upon completion by SCWMA staff and R3, the performance requirements will be incorporated into the draft agreement and distributed in the RFP package. Performance requirements may include, but are not necessarily limited to:

- Processing facility requirements;
- Minimum waste diversion requirements;
- Hours during which materials will be accepted;
- Material quality standards; and
- Equipment and facility maintenance and replacement requirements.

It is anticipated that the draft agreement will include, at a minimum, the following primary sections:

- Definitions;
- Representations and warranties;

- Term;
- Scope of services;
- Compensation;
- Annual cost adjustment process and formula;
- Operating assets;
- General requirements;
- Financial record-keeping and reporting requirements;
- Indemnity, insurance, and bond;
- Performance standards; and
- Breach, default, and remedies.

In our experience, the agreement should be developed and issued as part of the RFP package. This significantly reduces the time and cost of negotiations, and contractually links the requested services to proposed costs as part of the evaluation process. We have previously followed this proven approach in our scope of services, and strongly recommend that the SCWMA use it given the project timeline.

Task 3.2 Develop Request for Proposals Document

R3 will prepare an RFP package based on information generated from Tasks 1 and 2, as well as our experience working with the solid waste community. The RFP will include the draft agreement and cost forms for proposers to complete. The RFP will specify minimum requirements and qualifications and will require proposers to submit work plans that specify how they will provide desired services, achieve diversion requirements, be financially viable, meet regulatory requirements, and meet material quality standards. R3 will also develop evaluation criteria and selection process options for discussion and approval prior to release. Separate sections of the RFP may include, for example:

Section 1: General introduction to the RFP documents;

Section 2: Data regarding organics generation;

Section 3: Processing and programmatic requirements;

Section 4: Communication protocol for the processors and the SCWMA, qualification requirements, and the required submittal format;

Section 5: Required work plans;

Section 6: Evaluation criteria and evaluation process;

Section 7: Cost; and

Section 8: Draft agreement.

R3 will prepare draft staff reports and presentation materials, and attend up to two (2) SCWMA Board meetings to present the details of the draft RFP for discussion and approval prior to release (one meeting may be done in conjunction with Tasks 1.3, 2.1, or 3.1).

Task 3.3 Finalize & Issue RFP

R3 will finalize the RFP, provide the SCWMA with an electronic copy of the Final RFP documents, including the draft agreement, (in MS Word and PDF), and provide the SCWMA with a draft notice of the availability

for release on SCWMA letterhead. We suggest the SCWMA may wish to post the RFP on its website in PDF format. In addition, R3 will assist SCWMA staff to publicize the availability of the RFP package.

Task 3.4 Conduct Mandatory Pre-Proposal Meeting and Prepare RFP Addenda

R3 will conduct a mandatory pre-proposal meeting with prospective proposers. The pre-proposal meeting will provide the opportunity for the SCWMA to review the RFP with prospective proposers and answer questions as appropriate. R3 will prepare written responses to questions raised before and during the pre-proposal meeting for submittal to all parties at the meeting. In addition, R3 will prepare addenda to the RFP as necessary.

Task 3.5 Evaluation of Proposals

R3 will assist the SCWMA with the evaluation of proposals received in response to the RFP. The evaluation will include, but not be limited to, conducting an initial “pass-fail” checklist against the RFP’s minimum requirements, and evaluating the proposers’ qualifications, references, processing facilities, and approach to meeting the SCWMA’s requirements.

After the initial evaluation is completed, R3 will prepare any written requests for clarification to the proposers, as necessary. In the event a proposal does not meet the minimum requirements of the RFP, R3 will recommend that the proposal be disqualified as non-compliant with the RFP requirements. R3’s role in the evaluation process will also include facilitating the evaluation meetings and proposer interviews with SCWMA staff and the evaluation team. Based on the results of the evaluation process, R3 will develop a staff report that provides a summary of the proposal process, proposals received, the evaluation process, and the results and recommendations for award of an agreement.

This will include several meetings with SCWMA staff, and two (2) presentations to the SCWMA Board to present the following:

- A summary of the proposals received; and
- The results of the evaluation process.

The evaluation will closely follow the evaluation and scoring processing that will be included as part of the RFP Documents (Task 3.2).

Task 3 Deliverables

- Preparing an RFP package for distribution to prospective proposers that includes the draft agreement, process rules, evaluation and selection criteria, project schedule, and all required forms;
- Drafting an agreement that includes items listed in Task 3.1 above;
- Preparing a notice of availability of the RFP document and how proposers may obtain copies;
- Conducting a pre-proposal meeting;
- Preparing written responses to questions submitted before and during the pre-proposal meeting;
- Preparing addenda to the RFP, as required;
- Assisting the evaluation committee with the evaluation of the technical feasibility of each proposal;
- Assisting the evaluation committee with the evaluation of each proposers’ statement of technical feasibility, financial solvency and demonstrated success in the industry;

- Preparing an evaluation matrix to easily compare the proposed compensation;
- Preparing any written requests for clarification to the proposers, as necessary;
- Scheduling and conducting interviews with the proposers;
- Assisting in the preparation of staff reports that summarize the proposals that were received and input from Stakeholder Workshops/SCWMA Board Workshops (Task 2.1);
- Assisting in the preparation of staff reports detailing results of the evaluation committee;
- Conducting four (4) meetings with SCWMA staff;
- Presenting the draft RFP documents at two (2) SCWMA Board meetings; and
- Presenting a summary of proposals and the results of the evaluation process at one (1) SCWMA Board meeting.

Task 4 Negotiate with Top Ranked Processor(s), and Finalize Processing Agreements

R3 will participate in agreement negotiations with the top ranked processor or processors. Negotiations will focus on clarifying the processor's service and cost proposals, and finalizing contractual language.

Task 4 Deliverables

- Participating in negotiations with the top ranked processor(s). Negotiations will focus on clarifying the processor's service and cost proposals, finalizing contractual language, and to the extent necessary, clarifying the proposed compensation;
- Preparing a listing of outstanding service, cost, and agreement issues to be negotiated with the processors;
- Revising the agreements based on the results of the negotiation sessions;
- Preparing a draft staff report to the SCWMA Board to support the staff recommendation to execute agreements with the selected proposer(s); and
- Presenting the results of the final negotiations and the final agreements to the SCWMA Board for approval.

Schedule

R3 has developed this Scope of Services and tentative project schedule to enable the SCWMA to compete Tasks 1 – 4 by approximately October 30, 2017. For the purposes of developing a schedule, we have assumed that the SCWMA will provide a project start date on March 1, 2017. Table 1 below includes the tentative project schedule, which is subject to change.

Table 1: SCWMA Tentative Schedule for Organics Processing Agreements		
Key Task	Start Date	Duration (Weeks)
Develop Draft RFP Documents	March 1, 2017	10
Develop Draft Agreement	March 1, 2017	
1 st Stakeholder Workshop	March 29, 2017	
2 nd Stakeholder Workshop	April 12, 2017	
Finalize RFP Package (RFP Docs & Draft Agreement)	April 26, 2017	
Board Approval of RFP Package (If Necessary)	May 10, 2017	
Release RFP Package	May 17, 2017	11
Mandatory Pre-Proposal Meeting	June 7, 2017	
Last Day for Proposers to Submit Questions	July 12, 2017	
Proposals Due	August 2, 2017	
Complete Initial Pass-Fail Review	August 9, 2017	6
Complete Initial Proposal Review	August 23, 2017	
Proposer Interviews	September 6, 2017	
Site Visits (if needed)	September 27, 2017	
Complete Technical Evaluation	November 1, 2017	
Present Evaluation Results to the SCWMA Board	September 18, 2017	
Negotiate Final Agreements	September 25, 2017	5
Board Award of Processing Agreements	October 30, 2017	

Proposed Cost

R3 initially proposes to complete all work in Tasks 1 – 4 for a total, not-to-exceed amount of **\$148,500**. The project cost includes all labor, travel, and project expenses, and includes all work and deliverables as listed in Tasks 1 – 4. R3 will invoice the SCWMA on a monthly basis only for actual work completed.

In R3's experience, procurement processes can sometimes become more complex and challenging than originally envisioned. In the event that significant modifications to our Scope of Services are necessary, requiring expanded or additional tasks and/or changes to the project timeline, additional budget may be necessary. Should that eventuality arise, R3 will provide the SCWMA with advance notice of the potential need for additional budget, and will not exceed the budget stated here without the SCWMA's prior written approval.

Consistent with industry standards, R3 suggests that that SCWMA require the winning processors to fully reimburse the SCWMA for the cost of this procurement.

Table 2: SCWMA – Proposed Cost for Procurement of Organics Processing Agreement(s)		
Task # and Description	Hours	Cost
1 Determine the SCWMA's Service Needs	80	\$ 13,200
2 Stakeholder/Board Workshops	70	\$ 11,550
3 Prepare, Issue and Evaluate RFP and Responses	400	\$ 66,000
4 Negotiate with Top Ranked Processor(s), and Finalize Processing Agreement(s)	350	\$ 57,750
Totals for Tasks 1 – 4	900	\$ 148,500

Billing Rates

R3 CONSULTING GROUP	
Category	Hourly Rate
Principal / Project Director	\$205 per hour
Senior Project Manager	\$185 per hour
Project Manager	\$160 per hour
Senior Project Analyst	\$145 per hour
Project Analyst	\$135 per hour
Associate Analyst	\$120 per hour
Administrative Support	\$100 per hour
REIMBURSABLE COSTS	
Consultants/Subcontractors	Cost plus 10%
Lodging and meals	Direct cost
Travel — Private or company car	\$0.54 per mile
Travel — Other	Direct cost
Delivery and other expenses	Direct cost

Payments

Unless otherwise agreed in writing, fees will be billed monthly at the first of each month for the preceding month and will be payable within 30 days of the date of the invoice.

Escalation

Fees will be escalated annually in accordance with the change in the Consumer Price Index.

RESOLUTION NO.: 2017-

DATED: February 15, 2017

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("SCWMA") AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE AN AGREEMENT WITH R3 CONSULTING GROUP ("R3") FOR RFP PROCESS ASSISTANCE

WHEREAS, the SCWMA desires professional assistance to develop, issue, evaluate, and develop agreements related to a Request for Proposals to secure long term organic material processing capacity with third parties; and

WHEREAS, R3 Consulting Group, through its industry experience and knowledge of Sonoma County solid waste issues, is uniquely qualified to implement the tasks required by this project; and

NOW, THEREFORE, BE IT RESOLVED that Board of Directors of the SCWMA authorizes the Executive Director to execute an agreement with R3 Consulting Group, for an amount not to exceed \$148,500, to provide RFP process assistance related to securing long-term organics processing capacity.

MEMBERS:

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

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

SO ORDERED.

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

ATTEST:

DATE:

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



Agenda Item #: **7**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/15/2017**
Approved By:

ITEM: Discussion and Possible Action on the Fiscal Year 2017-18 SCWMA Work Plan

I. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board provide feedback and consider approval of the FY 17-18 Work Plan as a guide for the FY 17-18 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 Agency 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 Agency's annual draft budget.

III. DISCUSSION

As with last year, the Work Plan staff costs assume a full fiscal year, although actual costs would be less if the Agency does not continue past February 2018. For planning purposes, it is easier to plan for a full year and not incur all costs than to plan for a partial year and have to amend later in the event of extension or renewal.

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:

- Agency rebranding – this project would involve creating an identity for this agency that supports the agency's mission and clarifies our role. This agency is constantly confused with the County of Sonoma and the garbage company. Funding for this project would allow staff to hire a consulting team to examine a new name and logo development, as well as update agency resources and advertise the update.
- Website redesign – the current website at www.recyclenow.org is barely adequate; it displays on phones and tablets, but is not optimized for that use, though about 50% of web traffic on that site is from mobile devices. The website could be more user-friendly, and there is much potential for integration with staff outreach and data collection through the mandatory commercial and organics programs.

- New model ordinance research – staff proposes to research the feasibility of model ordinances for expanded polystyrene, construction and demolition project permitting requirements, and large event and venue recycling plan requirements.
- Vehicle replacement – the Agency’s sole vehicle is a 1998 Chevy Venture minivan. Though the vehicle is maintained, staff has concerns about the vehicle’s safety and longevity. Staff proposes to replace the van with a more fuel efficient hybrid or electric vehicle.
- Intern program – staff proposes to pilot a summer internship to assist staff with education and outreach.
- 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.

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 17-18 Draft Budget.

V. ATTACHMENTS

FY 17-18 Draft Work Plan

SCWMA

FY 17-18 Draft 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 haul and compost sites, and reconciles and processes monthly invoices for payment.	\$4,000,000 (FY 16-17 \$4,000,000)	\$105,032 (FY 16-17 \$90,752)	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. <ul style="list-style-type: none"> 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.	\$0	\$1,441 (FY 16-17 \$2,736)	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.	\$16,660 (FY 16-17 \$16,660)	\$287 (FY 16-17 \$270)	ColWMP/Section 4.3.1.2 Reduce organics being landfilled and compost program costs	UCCE agreement expires June 31, 2017
	Total	FY 17-18	\$4,016,660	\$106,760		
	Prior Year	FY 16-17	\$4,016,660	\$93,763		

Reserves (Restricted by Board Policy)						
2.1	Securing Organics Capacity	Continue process to secure long term organics capacity, including implementation of agreements developed through RFP process.	\$50,000	\$66,883 (FY 16-17 \$62,652)	ColWMP/Section 4.5.3	
2.2	Agency Rebranding	Create identity that supports mission & clarifies Agency role. Tasks include renaming, focus group, logo development, update/replace existing materials, and advertising through direct mail, utility bill inserts, radio, and television.	\$50,000	\$20,511	Proposed	Summer-Fall 2017
2.3	Website www.recyclenow.org Redesign/Update	Create a user-friendly resource for public, agency and partners, and reporting. Tasks include evaluation of needs, opportunities, app research, database integration, mobile-friendliness, remote-access for updates and data, content management system instruction, search engine optimization.	\$100,000	\$19,637	Proposed	Summer-Fall 2017

SCWMA

FY 17-18 Draft Work Plan

Reserves (Cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
2.4	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.	\$0	\$7,956	Proposed	2017
2.5	Vehicle replacement	Replace 1998 minivan with a fuel efficient hybrid or electric vehicle	\$40,000	\$1,783	Proposed	One-Time Use
2.6	Intern program	Create a summer internship position Intern will assist in education & outreach for CA recycling laws AB 341 & AB 1826 Internship will provide students with experience in local government	\$20,000	\$4,932	Proposed	Ongoing
2.7	North County HHW facility	Continue to explore the feasibility of adding a permanent HHW Facility in the North County.	\$25,000	\$10,950	Proposed	Summer – Fall 2017
	Total	FY 17-18	\$285,000	\$132,652		
	Prior Year	FY 16-17	\$220,000	\$119,540		

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.	\$1,220,000 (FY 16-17 \$1,200,000)	\$77,201 (FY 16-17 \$84,143)	MANDATED - JPA Comply with regulations, contract administration/oversight (Section 5.3 of the ColWMP)	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.	\$65,000 (FY 16-17 \$65,000)	\$7,753 (FY 16-17 \$8,302)	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the ColWMP).	Contract expires February 11, 2018

SCWMA

FY 17-18 Draft Work Plan

Household Hazardous Waste (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
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.	\$132,796 (FY 16-17 \$149,341)	\$17,157 (FY 16-17 \$17,145)	BOARD DIRECTED	Consultant contract expires June 30, 2017
3.4	Spanish Language Outreach (79% funded from the State's OPP)	Outreaches to Spanish speaking residents about used motor oil and disposal of hazardous waste community based social marketing strategies including call-in radio, Eco-Desk telephone, events, labor center talks, etc.	\$18,886 (Grant Funded- FY 16-17 \$18,886)	\$1,747 (FY 16-17 \$1,701)	BOARD DIRECTED	Consultant contract expires June 30, 2017
3.5	Reporting	The State requires reporting and quantification of HHW collection efforts annually. Reports include Annual E-Waste Report, Net Cost Report, and the 303 Report.	\$0	\$5,168 (FY 16-17 \$5,837)	MANDATED Required by regulation.	Jan, Feb, Sept 2018
3.6	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. 	\$10,000 (FY 16-17 \$10,000)	\$3,135 (FY 16-17 \$7,012)	BOARD DIRECTED EPR Implementation Plan (CoIWMP/Section 4.3.3.3)	Ongoing

SCWMA

FY 17-18 Draft Work Plan

Household Hazardous Waste (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.7	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.</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 	\$0	\$10,506 (FY 16-17 \$10,489)	CoIWMP/Section 5.4.1.8 Provide recycling information to all County residents	Ongoing – Monthly Contract expires Feb 11, 2018.
3.8	Out-of-County Hazardous Waste (Mendocino County)	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. Agency reimburses Mendocino County for disposal.	\$13,800 (FY 16-17 \$13,800)	\$792 (FY 16-17 \$782)	MANDATED - JPA	Spring, Summer, and Fall
	Total	FY 17-18	\$1,460,482	\$123,459		
	Prior Year	FY 16-17	\$1,457,027	\$137,079		

Education						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.1	Recycling Guide English/Spanish versions	<p>The annual 32-page 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 14,000 Spanish copies). 	Est: \$14,000 (FY 16-17 \$12,000)	\$38,747 (FY 16-17 \$32,624)	<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

SCWMA

FY 17-18 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
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 (e.g., carpet, formed Styrofoam, plastic bags, etc.) 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. 	\$0	\$18,295 (FY 16-17 \$19,115)	MANDATED - JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the CoIWMP)	Daily
4.3	Spanish Language Outreach (21% funded from Education)	<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>	\$5,114 (FY 16-17 \$5,114)	\$3,102 (FY 16-17 \$2,994)	MANDATED - JPA Provide recycling information in Spanish (Section 4.7.3.4 of the CoIWMP).	Consultant contract expires June 30, 2017
4.4	Grants	Applying for educational/outreach grants as they become available.	\$0	\$3,989 (FY 16-17 \$4,109)	MANDATED - JPA Leverage limited Agency resources (Section 4.9.3.2 of the CoIWMP)	As available
4.5	Web site www.recyclenow.org	<p>www.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</p> <ul style="list-style-type: none"> Updates the Eco-Desk Access database to the web site. Makes online .pdfs ADA compliant Manages contract for Guide on-line booklets. Prepares annual reports on web site activity. Prepares electronic newsletter for quarterly distribution 	FY 17/18 Service provided by County Information Systems Department and are included in the budget with all the other ISD charges	\$44,516 (FY 16-17 \$35,374)	MANDATED - JPA Communicate recycling information using the web (Section 4.7.2.3 of the CoIWMP)	Ongoing

SCWMA

FY 17-18 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
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), etc.),	\$0	\$4,200 (FY 16-17 \$6,600)	BOARD DIRECTED	Ongoing
4.7	Fairs	Each year the Agency picks a new outreach theme that responds to current topics. The outreach theme for 2017 is "Choose to Reuse." Coordinates vendor registration and makes up calendar. <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 Designs and procures giveaway promotional items 	\$7,225 (FY 16-17 \$7,225)	\$15,076 (FY 16-17 \$17,302)	MANDATED - JPA (Section 4.7.2.9 of the ColWMP)	Summer and Fall
4.8	Social Media On-line Marketing Outreach	Manage no cost on-line marketing options for Agency topic using services such as Twitter, Facebook, and Instagram	\$0	\$7,657 (FY 16-17 \$10,808)	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 (FY 16-17 \$20,000)	\$6,304 (FY 16-17 \$5,988)	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: <ul style="list-style-type: none"> Coordinate new business outreach Conduct business site visits & follow-up Conduct multifamily outreach Conduct school outreach Conduct paid advertising Maintain/update Access database 	\$10,000 (FY 16-17 \$5,000)	\$68,670 (FY 16-17 \$81,706)	MANDATED - STATE Under state law, local jurisdictions are responsible for reporting progress on commercial recycling to CalRecycle.	Ongoing

SCWMA

FY 17-18 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.11	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: <ul style="list-style-type: none"> • Coordinate new business outreach • Conduct business site visits & follow-up • Conduct multifamily outreach • Conduct school outreach • Maintain/update tracking database 	\$10,000 (FY 16-17 \$5,000)	\$30,502 (FY 16-17 \$31,616)	MANDATED - STATE Under state law, local jurisdictions are responsible for reporting progress on commercial organics recycling to CalRecycle.	On-going
	Total	FY 17-18	\$101,339	\$241,059		
	Prior Year	FY 16-17	\$55,339	\$248,237		

Planning						
5.1	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) 	\$0	\$8,841 (FY 16-17 \$8,332)	MANDATED – AB 939 Compliance with State regulations (Section 4.7.2.12 of the ColWMP)	2016 Annual Report due August 2017
	Total	FY 17-18	\$0	\$8,841		
	Prior Year	FY 16-17	\$0	\$8,332		

General Administration						
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 	\$0	\$174,583 (FY 16-17 \$150,074)	MANDATED-JPA	Ongoing
6.2	SCWMA Financial Management	<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) 	\$0	\$55,027 (FY 16-17 \$53,786)	MANDATED-JPA	Ongoing
	Total	FY 17-18	\$0	\$229,610		
	Prior Year	FY 16-17	\$0	\$203,860		

SCWMA

FY 17-18 Draft Work Plan

County Projects						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
A	AB 939 Local Task Force (LTF)	Provide staff support and administrative functions, as needed, to the AB 939 Local Task Force.	\$0	\$11,056 (FY 16-17 \$10,920)	Agency staff has historically provided this service.	Ongoing
B	Annual Stormwater Reporting	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).	\$0	\$2,860 (FY 16-17 \$2,857)	Agency staff has historically provided this service, as Agency efforts contribute to prevention of storm water pollution in Sonoma County.	Ongoing
	Total	FY 17-18	\$0	\$13,915		
	Prior Year	FY 16-17	\$0	\$13,777		

	Grand Total	FY 17-18	\$5,863,481	\$856,298		
	Prior Year	FY 16-17	\$5,747,366	\$824,589		