

SONOMA COUNTY WASTE MANAGEMENT AGENCY

January 19, 2011
9:00 a.m.
City of Santa Rosa Council Chambers
100 Santa Rosa Avenue
Santa Rosa, CA

Estimated Ending Time 11:30 a.m.

AGENDA

- | <u>ITEM</u> | <u>ACTION</u> |
|---|-------------------|
| 1. Call to Order/Introductions | |
| 2. Agenda Approval | |
| 3. <u>Attachments/Correspondence:</u>
Director's Agenda Notes | |
| 4. <u>On file w/Clerk: for copy call 565-3579</u>
Resolutions approved in November 2010
2010-026 Resolution of the SCWMA Authorizing the Purchase of Recycling Containers from Park Pacific for use in the City of Healdsburg | |
| 5. Public Comments (items not on the agenda) | |
| 6. Election of 2011 Officers | |
| <u>CONSENT</u> (w/attachments) | Discussion/Action |
| 7.1 Minutes of November 17, 2010 | |
| 7.2 Recycling Guide 2011 printing contract with Graphic Enterprises, Inc. | |
| 7.3 Education Outreach Summary 2010 | |
| 7.4 Eco-Desk (English and Spanish) Annual Reports 2010 | |
| 7.5 Mandatory Commercial Recycling Measure update from ILG webinar
"Creating Enforcement and Compliance Elements for Commercial Recycling" | |
| 7.6 UCCE Home Compost Education and Pesticide Use Reduction Education
Program Report 2009-2010 | |
| 7.7 SCC Monthly Reports (August, September, October, November 2010) | |
| 7.8 Annual Web site Report 2010 | |
| 7.9 Expanded Organics Outreach | |

REGULAR CALENDAR

- | | | |
|-----|---|--|
| 8. | Presentation by Goodwill
[Steinman] | Presentation
HHW |
| 9. | City of Sonoma Outhaul Discussion
[Fisher](Attachment) | Discussion/Action
Administration |
| 10. | Carryout Bags
[Carter](Attachment) | Discussion/Action
Administration |
| 11. | Construction & Demolition Pilot Project
[Fisher](Attachment) | Discussion/Action
Organics |
| 12. | Boardmember Comments | |
| 13. | Staff Comments | |
| 14. | Next SCWMA Meeting – February 16, 2011 | |
| 15. | Adjourn | |

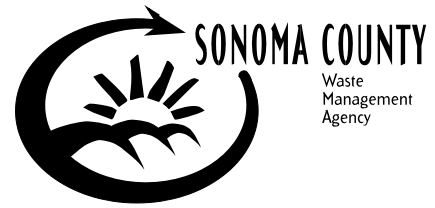
CONSENT CALENDAR: These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

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



TO: Sonoma County Waste Management Agency Board Members

FROM: Henry Mikus, Executive Director

SUBJECT: January 19, 2011 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.

7.1 Minutes of November 17, 2010

7.2 Recycling Guide 2011 printing contract with Graphic Enterprises, Inc. Purchase Order with Graphic Enterprises, Inc. **Recommended Action: Staff recommends the Board direct the Chair to sign the Purchase Order for printing and packaging extra copies of the Sonoma County Recycling Guide 2011 (English and Spanish versions) and approve the corresponding resolution**

7.3 Education Outreach Summary 2010 Annual report summarizing staff and contractor education activities in 2010.

7.4 Eco-Desk (English and Spanish) Annual Reports 2010 Annual report summarizing call volume and usage detail for the English and Spanish version Eco-Desk phone.

7.5 Mandatory Commercial Recycling Measure update from ILG webinar "Creating Enforcement and Compliance Elements for Commercial Recycling" Report summarizing an Institute of Local Government (ILG) webinar on December 16, 2010 exploring the different enforcement options local officials can consider for their commercial recycling programs. The webinar also provided an update of CalRecycle's commercial recycling regulations.

7.6 UCCE Home Compost Education and P.U.R.E. Program Report 2009-2010. This report is a condition of the agreement with UCCE.

7.7 SCC Monthly - Reports August, September, October, November 2010

7.8 Annual Web site Report 2010 This is a new report that analyses the annual web site traffic and usage detail of the revised www.recyclenow.org web site.

7.9 Expanded Organics Outreach Sonoma Compost Company has requested the Agency's assistance promoting organics diversion.

Regular Calendar

8. Presentation by Goodwill **No action required.**

9. City of Sonoma Outhaul Discussion In order to deal with financial issues with their franchised garbage hauler, the City of Sonoma has decided to allow hauling of approximately one half of their solid waste to another county. Since this arrangement has no precedent, staff has requested a written communication from the City of Sonoma to the Board of Directors explaining the situation. **Recommended Action: Staff requests direction from the Board of Directors.**

10. Carryout Bags Staff has provided the monthly update of single-use bag actions and has included a draft outreach letter for the Board's inspection **Recommended Action: Staff recommends the Board direct staff to incorporate feedback to the stakeholder letter and mail the letter to the recipients.**

11. C & D Pilot Project At the November Board of Directors' meeting, a letter from the County of Sonoma was presented to the Board with two components of interest. The first is the capturing of the residual waste from single stream recycling and processing facilities. The other component involves recycling and composting materials from Construction and Demolition (C&D) debris boxes. The Board asked staff to return with a draft agreement between the County and SCWMA for consideration. **Recommended Action: Staff is recommending approval of the First Amendment to the Original Agreement, which is in keeping with the mission of SCWMA of increasing diversion.**

Dated: January 19, 2011

WHEREAS, Resolution No. 92-002 requires Agency to elect a Chair, a Vice Chair, and a Chair Pro Tempore at the first meeting in each calendar year.

NOW, THEREFORE BE IT RESOLVED that having first been duly elected by this Agency_____, representative from _____, and _____, representative from _____, and _____, representative from _____, shall serve as Chair, Vice Chair and Chair Pro Tempore, at the will and pleasure of this Agency for a period of one year commencing with the date of this resolution.

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

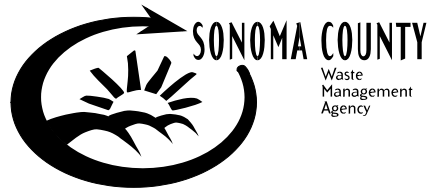
AYES -- NOES -- ABSENT -- ABSTAIN --

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

DATE:

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

<u>YEAR</u>	<u>CHAIR</u>	<u>CITY</u>
1992-3	Carl Leivo	Rohnert Park
1994	Marsha Sue Lustig	Cotati
1995	Carol Chase	Cloverdale
1996	Barbara Jason-White	Healdsburg
1997	Patricia Wagner	Sonoma
1998	Marc Richardson	Santa Rosa
1999	Sam Salmon	Windsor
2000	Sue Kelly	Sebastopol
2001	Jim Ryan	Petaluma
2002	Dick Ashford	Sonoma
2003	Dave Knight	Sonoma County
2004	J. Matthew Mullan	Windsor
2005 (through Sept)	Jennifer Murray	Cloverdale
2005 (Oct-Dec)	Dennis Dorch	Cotati
2006	Sue Kelly	Sebastopol
2007	Dell Tredinnick	Santa Rosa
2008	Tim Smith	Rohnert Park
2009	Vince Marengo	Petaluma
2010	Christa Johnson	Windsor



Agenda Item #7.1

Minutes of November 17, 2010

The Sonoma County Waste Management Agency (SCWMA) met on November 17, 2010, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue., Santa Rosa, California

Present:

Town of Windsor	Christa Johnson, Chair
City of Cloverdale	Nina Regor
City of Cotati	Marsha Sue Lustig
City of Healdsburg	Mike Kirn
City of Petaluma	Susan Lackie
City of Rohnert Park	Linda Babonis
City of Santa Rosa	Dell Tredinnick
City of Sebastopol	Jack Griffin
City of Sonoma	Steve Barbose
County of Sonoma	Tom O'Kane

Staff Present:

Counsel	Janet Coleson
Staff	Patrick Carter
	Karina Chilcott
	Charlotte Fisher
	Lisa Steinman
Recorder	Elizabeth Koetke

- 1. Call to Order Special Meeting**
The meeting was called to order at 8:30 a.m.
- 2. Open Closed Session**
Conference with Legal Counsel – Anticipated Litigation Pursuant to Government Code Section 54956.9(b)(1) & (b)(3)(A)
- 3. Adjourn Closed Session**
No report.
- 4. Call to Order Regular Meeting/Introductions 9:00 a.m. or immediately following the closed session**
The regular meeting was called to order at 9:11 a.m.
- 5. Agenda Approval**
Marsha Sue Lustig, Cotati, moved to approve the agenda. Mike Kirn, Healdsburg, seconded. Agenda approved with a unanimous vote.
- 6. Attachments / Correspondence**
Chair Christa Johnson, called attention to the Director's Agenda Notes.
- 7. On File with Clerk**
Chair Johnson noted the resolutions approved in October 2010, are on file with the Clerk.

8. Public Comments (items not on the agenda)

Martin Millick, Cold Creek Compost, stated they charge a lower tip fee at their facility. Only 15% of their revenue comes from tipping fees, the rest comes from sales. The majority of their feedstock is from Sonoma County. Mr. Millick distributed flyers from the City of Fort Bragg and Fort Bragg Disposal, which indicate acceptable material for yard debris composting.

Consent

9.1 Minutes of October 20, 2010

9.2 Copier Lease

9.3 First Quarter Financial Report

9.4 Beverage Container Recycling Program Purchase

Dell Tredinnick, Santa Rosa, moved to approve the Consent Calendar. Linda Babonis, Rohnert Park, seconded. Motion was approved unanimously.

Regular Calendar

10. Sonoma County / City Solid Waste Advisory Group

Steve Barbose, City of Sonoma, is serving as liaison for the SCWMA to the Sonoma Waste Advisory Group (SWAG). The SWAG is forming a research committee to meet their objectives. Applications are now being accepted.

A visit to the Central Disposal site is being planned for the SWAG.

SCWMA Executive Director, Henry Mikus, will serve on the SWAG representing the SCWMA.

11. Presentation on Mandatory Commercial Recycling Patrick Quinn, Planning Program Manager Sacramento County Waste Management and Recycling Department

Patrick Quinn, Planning Program Manager, for the Sacramento County Waste Management and Recycling Department, presented information about Mandatory Commercial Recycling.

There was no public comment.

12. C & D Pilot Project

Charlotte Fisher explained this item comes forward with a letter from the County of Sonoma, Department of Transportation and Public Works. The letter explains the Sonoma County Board of Supervisors approved an amendment in October between the County of Sonoma and Redwood Empire Disposal (RED). The amendment contains a description of a pilot project to collect C&D debris box solid waste in the unincorporated area of the county.

This initial two year pilot project could be incorporated into the remaining terms of the Agreement between RED and the County if it proves to be successful.

The Board made a consensus to move forward with the pilot project and return to the January 2011 meeting for further discussion with an amendment/agreement for consideration.

13. Single-Use Bags

Patrick Carter has provided legislative updates on single-use bags legislation since March 2008. In September 2010, AB 1998 failed to pass in the California State Senate. At that time staff presented the Board with options for action at a local level and sought direction from the Board. The Board requested more information, but indicated an interest in pursuing a local, countywide effort through the Agency.

Banning carryout bags is viable. Staff is working to determine whether Proposition 26 would prevent jurisdictions from implementing future ordinances and whether a ban/fee is a viable combination.

Another consideration is that any action taken by the SCWMA would only be in effect as long as the Joint Powers Agreement (JPA) exists, February 2017. Though the JPA can be extended on a year-to-year basis, this would provide an element of uncertainty to the businesses and customers affected by the ordinance.

A significant amount of staff time would be required to prepare and implement an ordinance designed to reduce carryout bag use. If the directed action includes preparation of an Environmental Impact Review (EIR), additional costs would be incurred to prepare a Request For Proposal (RFP) and enter into an agreement with a consulting firm to prepare the document.

The cost of hiring a consultant to create the necessary EIR could be significantly less once additional reference material from other completed EIRs regarding carryout bag waste reduction becomes public record.

On November 16, 2010, the County of Los Angeles certified their EIR. Staff will monitor the results, particularly the kind of comments and challenges they encounter.

Public Comments

Ken Wells, Guiding Sustainability, suggested that staff prepare a RFP for preparation of an EIR for the ban on plastic bags and a fee on paper bags. He feels a RFP would not commit the SCWMA to an EIR, but would send a message that one is being considered. San Francisco has banned both plastic bags and polystyrene with the support of the community.

Julie King, Sonoma resident, echoed Ken Wells' comments. Over 19 billion bags a year are used in California; most of them are not recycled. The County of Marin has been working on this for the past several years and they have sample ordinances and presentations there are some templates available.

The consensus of the Boardmembers was for staff to complete their current projects, and to calculate how much staff time would be needed to put out an RFP.

Chair Johnson suggested that Boardmembers check their cities franchise agreements and encourage their haulers to provide public education. She also requested that that this item be included in the Workplan for FY 11-12.

Staff was given direction to draft a form letter to send to grocery stores and big box stores encouraging them to take the lead in banning or eliminating plastic bags in Sonoma County and to present the draft letter at the January 19, 2011 meeting.

Chair Johnson asked each Boardmember to provide staff with a list of the larger generators in their jurisdictions at the January 2011 meeting.

14. Boardmember Comments

Marsha Sue Lustig, Cotati, would like to schedule an informal social gathering with the new Executive Director as soon as possible.

Nina Regor, Cloverdale, suggested a formal 'Thank You' to Susan Klassen for her work as Interim Executive Director.

Chair Johnson, welcomed Henry Mikus and his wife, Carla, to Sonoma County and to the SCWMA. She also thanked Susan Klassen and staff for the additional duties they assumed during this interim period.

15. Staff Comments

Janet Coleson, Agency Counsel, confirmed formally cancelling the December 15, 2010 SCWMA meeting

Charlotte Fisher reported the 2nd Quarter Allocations from Sonoma Compost Company were available.

16. Next Sonoma County Waste Management Agency Meeting, January 19, 2010.

17. Adjournment

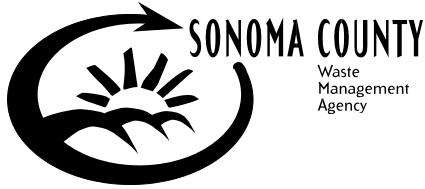
Meeting adjourned at 10:50 a.m.

Respectfully submitted,
Elizabeth Koetke

Copies of the following were distributed and/or submitted at this meeting:

‘Compost Dollars and Sense’, Cold Creek Compost

‘Food Scraps Accepted in Yard Debris’, City of Fort Bragg & Fort Bragg Disposal



Agenda Item #: 7.2
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/19/2011

ITEM: Recycling Guide 2011 Printing Contract with Graphic Enterprises, Inc.

I. BACKGROUND

Historically, the Agency has contracted for printing 20,000 extra copies of the Sonoma County Recycling Guide for distribution at fairs, Chambers of Commerce, etc. Printing of Spanish language Recycling Guides as included in the Work Plan for FY 10/11 is included here as well.

II. DISCUSSION

Employing a competitive Request for Proposal (RFP) process, staff distributed proposals to the following companies capable of printing on recycled newsprint.

Sonoma County companies receiving RFPs	Out-of-County companies receiving RFPs
<ul style="list-style-type: none"> • Barlow Printing, Inc., Cotati • Graphic Enterprises, Inc. (ChromGraphics), Santa Rosa • GPM Print Mail Solutions, Rohnert Park • Healdsburg Printing, Inc., Healdsburg • North Bay Publishing, Santa Rosa 	<ul style="list-style-type: none"> • Alonzo Printing, Hayward • American Lithographers, Sacramento • Delta Web Printing, Sacramento • Lighthouse Lithographers, West Sacramento • Paul Baker Printing, Sacramento • Print Partners.com, Novato

The RFP process required proposers to fill out a bid sheet detailing costs (image setting and proofs, printing, packaging and delivery). In addition proposers were asked to submit three samples of printed documents similar in quality to the Recycling Guide 2010 and to provide three references. Proposers were asked to break down costs for printing the English and Spanish versions based on printing 20,000 English Guides and 5,000 Spanish Guides. Six proposals were received.

Name of proposer	English Guide Proposal (20,000 copies)	Spanish Guide Proposal (5,000 copies)	Total amount	Proposal complete
Graphic Enterprises, Inc. (ChromaGraphics), Santa Rosa	\$6,254.15	\$1,563.54	\$7,817.69	Yes
North Bay Publishing Solutions, Santa Rosa	\$6,756.02	\$1,689.01	\$8,445.03	Yes
Barlow Printing, Inc., Cotati	\$5,424.00	\$2,466.00	\$8,804.55	Yes
Healdsburg Printing, Inc., Healdsburg	\$7,347.00	\$1,084.35	\$9,151.35	Yes
Delta Web Printing, Sacramento	\$6,662.40	\$2,538.40	\$9,200.80	Yes
GPM Print Mail Solutions, Rohnert Park	\$11,392.45	\$6,313.15	\$17,705.60	Yes

Proposers commented that there is economy achieved by printing both Guide versions at the same time. Thus, it would not be practical to award one company the printing contract for the English version and another Spanish version.

The lowest cost proposal was submitted by Graphic Enterprises, Inc. in Santa Rosa. As a comparison, the Agency paid \$5,715.40 to Delta Web Printing, Inc. in 2010 for 20,000 copies of the English Recycling Guide.

III. FUNDING IMPACT

The proposed Purchase Order for printing and packaging of extra copies of the Recycling Guide 2011 (English and Spanish versions) is within the amount budgeted in the Education Contract Services 799411-6450 for FY 10-11.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends the Chair sign the attached Purchase Order with Graphic Enterprises, Inc. for printing and packaging of extra copies of the Sonoma County Recycling Guide 2011 (English and Spanish versions).

V. ATTACHMENTS

Purchase Order with Graphic Enterprises, Inc. for printing and packaging of extra copies of the Sonoma County Recycling Guide 2011 (English and Spanish versions)

Resolution of the Sonoma County Waste Management Agency approving the Purchase Order with Graphic Enterprises, Inc. for Printing and Packaging of the Sonoma County Recycling Guide 2011 (English and Spanish versions).

Approved by: _____
Henry Mikus, Executive Director, SCWMA

SCOPE OF WORK**A. QUANTITY**

A total of 20,000 English Guides are to be printed.

A total of 5,000 Spanish Guides are to be printed.

B. IMAGE SETTING (English and Spanish versions)

The Agency will supply sixty-four (64) pages (32-page English Guide/32-page Spanish Guide) of camera ready copy sized 9.3125" x 10.8125" (the odd shape results from an initial printing in the AT&T Yellow Pages Phone book) to the Contractor on **MARCH 11, 2011**. Pages should be proportionally scaled to approximately 8 3/8" x 10 1/2" for printing. Artwork will be created using a combination of Illustrator CS3 and InDesign CS3.

C. PRINTING

1. **Stock:** 56 pages (28 pages each Guide) 34# 50% post-consumer recycled/ 8 pages front/back cover (4 pages each Guide) 60# 40% post-consumer paper.
Printing: 64 pages (32 pages each Guide) in 4 color process with bleed of color on all pages. For consistency of the product, it is important that the paper selected for the cover and for the inside pages have a similar tone.
2. The Guides are to be bound (staple or glue) in booklet form and trimmed.
3. The Agency requires a color proof of all pages on **MARCH 18, 2011** for review. Proofs should be an accurate representation of the final product. Delivery charges are to be the responsibility of the Contractor. Give at least 3 days for review by Agency staff.

D. PACKAGING AND DELIVERY**Packaging and labeling guidelines**

1. All materials must be packaged in cartons, with a maximum of 150 guides per carton clearing labeled "English" or "Spanish."
2. Each carton must be clearly labeled to identify the quantity contained in each carton.

Delivery

1. Guides should be delivered to the Agency's storage locker on or before **APRIL 8, 2011** between the hours of 10am-5pm at the following address:
Lock It Up Storage
3570 Airway Dr.
Santa Rosa, CA 95403
Please contact Agency staff to arrange exact delivery time.

Penalties will be enforced for all late deliveries as detailed in the LIQUIDATED DAMAGES section.

RESOLUTION NO.: 2011-

DATED: January 19, 2011

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY"),
APPROVING THE PURCHASE ORDER WITH GRAPHIC ENTERPRISES, INC. FOR PRINTING AND
PACKAGING OF THE SONOMA COUNTY RECYCLING GUIDE 2011 (ENGLISH & SPANISH) VERSIONS

WHEREAS, all Agency member jurisdictions in Sonoma County have committed to educating all residents in the county as to how they can reduce, recycle and reuse; and

WHEREAS, Sonoma County has provided extra copies of the Recycling Guide as a public service; and

WHEREAS, Agency staff has completed a competitive RFP process for printing services; and

WHEREAS, Graphic Enterprises, Inc. submitted a complete and cost-effective printing and packaging proposal; and

WHEREAS, the Agency wishes to contract with Graphic Enterprises, Inc. to print and package 20,000 English version Recycling Guides 2011 and 5,000 Spanish version Recycling Guides 2011 at a cost that shall not exceed \$7,817.69.

NOW THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency ("Agency") authorizes the Agency Chairman to sign the purchase order, subject to Agency counsel review and approval, in an amount that shall not exceed \$7,817.69.

MEMBERS:

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

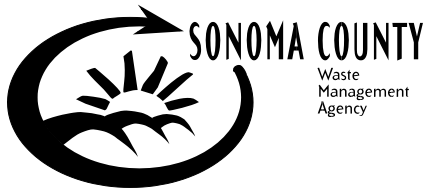
AYES: -- NOES: -- ABSENT: -- ABSTAIN: -- SO ORDERED.

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

ATTEST:

DATE:

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



Agenda Item #: 7.3
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/19/2011

ITEM: Education 2010 Outreach Summary

I. BACKGROUND

This report summarizes outreach conducted in 2010 by Agency staff and its contractors. As defined by the Agency's Work Plan for 10-11, adopted by the Board on February 17, 2010, outreach efforts focused on Extended Producer Responsibility (EPR), especially Take-Back options for spent household batteries and fluorescent lamps. In addition, the work plan included Agency staff support for advertising monthly E-waste events. New programs included launching the Agency's new web site at www.recyclenow.org and related social media outreach, a PG&E grant funded program to expand public drop-off locations for spent fluorescent lamps as well as developing a Spanish Recycling Guide.

Figure 1: Kids at our exhibit at the Sonoma-Marin Fair, June 2010



II. DISCUSSION

A number of tools were used for outreach including staffing fairs/events, radio, utility bill inserts, on-line media and tours. The following tallies these outreach efforts in 2010.

Fairs/events:

Overall, the Agency participated in 36 events representing 62 outreach days. 14 events targeted Spanish-speaking people. The large 10'x10' exhibit and table-top display were repurposed for the new Take-Back theme. Graphics related to the 2010 Sonoma County Recycling Guide cover artwork.

To honor retailers voluntarily taking back spent fluorescent lamps and household batteries from the public, the Agency in partnership with the California Product Stewardship Council (CPSC) sponsored a "Products Stewardship" award at the Sonoma County Economic Development Board BEA breakfast. Supervisor Effren Carillo awarded appreciation certificates to 10 businesses including: Cloverdale Ace Hardware, Computer Recycling Center, Flamingo Auto Repair, Guerneville Fulton Ace Hardware, REI, Sebastopol Hardware Center, True Value Hardware, Whole Foods Market, Friedman's Home Improvement and Home Depot.

To foster more opportunities for Spanish language outreach at events, the Agency partnered with the Sonoma County Water Agency. A new bilingual banner display, funded by the CalRecycle Used Oil Block grant, was created to match the Water Agency's



Qualified Water Efficient Landscaper (QWEL) banner. Event outreach funded through the used oil recycling program also took place in several venues that reach the general public, and included information on the Agency's other programs as well. Display elements include a "Wheel of Fortune" constructed from automobile parts, and new this year, a "Plinko" game. Events completed in 2010:

Theme	Date	City	Fair
SPANISH Eco-Desk	Jan 6	Santa Rosa/Roseland	Dia de Reyes/Three Kings Celebration
EPR	Feb 9	Windsor	Windsor Business Expo
EPR	Feb 12-15	Cloverdale	Cloverdale Citrus Fair
EPR	Feb 26	Santa Rosa	Business Environmental Alliance EDB
SPANISH Eco-Desk	Mar 20	Santa Rosa	Cesar Chavez event
EPR	Apr 17	Santa Rosa	Earth Day event
EPR	Apr 18	Windsor	Earth Day event
EPR	Apr 22	Santa Rosa	Earth Day event
Used Oil Recycling	Apr 24	Santa Rosa	Santa Rosa and Community Action Partnership Green Local Food event
SPANISH Eco-Desk	Apr 25	Santa Rosa	Dia del Nino Celebration/ Children's Day
SPANISH Eco-Desk	May 2	Sonoma	Cinco de Mayo event
SPANISH Eco-Desk	May 5	Santa Rosa/Roseland	Cinco de Mayo event
EPR	May 5	Santa Rosa	County Public Service Recognition Week event
EPR	May 6	Santa Rosa	Santa Rosa Chamber Business Expo
EPR	May 7	Rohnert Park	Sustainable Enterprise Conference
EPR	May 8	Sebastopol	Environmental Day on the Plaza
EPR	May 15	Santa Rosa	GoLocal Garden Challenge
Used Oil Recycling	May 16	Santa Rosa	Elsie Allen High School Environment Day
Used Oil Recycling	May 22	Cloverdale	Cloverdale Wild West Days Downtown
Used Oil Recycling	May 26	Santa Rosa	Santa Rosa Wed Night Downtown Market
Used Oil Recycling	June 2	Santa Rosa	Santa Rosa Wed Night Downtown Market
SPANISH Eco-Desk	June 4	Guerneville	Korbel Health and Safety Fair
Used Oil Recycling	June 16	Santa Rosa	Santa Rosa Wed Night Downtown Market
EPR	June 23-27	Petaluma	Sonoma-Marin Fair
EPR	Jul 15	Cotati	Eco Fair/Farmer's Market
EPR & Used Oil Recycling	Jul 27-Aug 8	Santa Rosa	Sonoma County Fair
SPANISH Eco-Desk	Aug 21	Santa Rosa	Neighborhood Resource Fair
SPANISH Eco-Desk	Sept 12	Sonoma	Mexican Independence Fiesta Celebration
SPANISH Eco-Desk	Sept 12	Santa Rosa	Race Equality Week Festival
SPANISH Eco-Desk	Sept 18	Santa Rosa	Mexican Independence Fiesta Celebration 2010
SPANISH Eco-Desk	Oct 3	Windsor	Binational Health Week Event
SPANISH Eco-Desk	Oct 10	Petaluma	Day of the Dead Celebration
EPR	Oct 19	Santa Rosa	2 nd Annual Green Vendor Fair and Training
SPANISH Eco-Desk	Nov 6	Santa Rosa	End of Harvest Fiesta and Health Awareness
EPR	Nov 23	Santa Rosa	Russian River Water Association Water Efficient Landscape Guidelines event
SPANISH Eco-Desk	Dec. 16-23	Petaluma Rohnert Park Windsor Healdsburg	Las Posadas organized by Radio Lazer

		Santa Rosa Cloverdale	
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Utility bill inserts:

Based on historical data, using utility bill inserts to advertise ewaste events results in greater participation. To share in the high cost of printing/inserting fliers, the Agency partnered with the Sonoma County Water Agency advertising their QWEL program. The AT&T logo on the inserts helped fulfill our Barter Agreement with AT&T to print the 12-page Sonoma County Recycling Guide in the Yellow Pages phone book. Where utility bill inserts were not available, advertising relied heavily on radio. The following summarizes all utility bill outreach (Note not all ewaste events are included in this list):



Month	Area	Number of utility bill inserts distributed	Theme and partner
January 2010	Santa Rosa	49,000	E-waste/Sonoma County Water Agency QWEL program
February 2010	Healdsburg	6,000	E-waste/Sonoma County Water Agency QWEL program
October 2010	Windsor	9,300	E-waste/Sonoma County Water Agency QWEL program
November 2010	Petaluma	20,000	E-waste/Sonoma County Water Agency QWEL program
Total number utility bill inserts distributed		83,300	

In addition, billing inserts promoting use of bilge absorbent pads were provided to Lake Sonoma Marina and were sent to all of their berthholders in June. Stocks of the pads are maintained by the Agency at Lake Sonoma Marina and also at Port Sonoma.

Garbage company newsletters:

Some jurisdictions include garbage company newsletter distribution as part of their franchise agreements. North Bay Corporation includes Agency programs in each newsletter. A Recycling Guide ad helped fulfill our AT&T Barter Agreement. To support the Agency's Take-Back theme, EPR articles appeared in spring issues. Likewise, the E-waste collection schedule and the Community Toxics Collection schedule were published in the newsletters. About 224,604 newsletters were distributed to garbage customers in 2010.

Direct mail:

Colorful oversized bilingual postcards were mailed to single-family homes in Petaluma and Rohnert Park, promoting the availability of curbside recycling service for used motor oil and filters. Over 350 residents called the hotline number operated by our contractor C2: Alternative Services to request the service, and these requests were then referred to the hauler.

Radio advertising:

Radio was used to advertise e-waste collection events in communities where utility bill inserts were unavailable.

The Agency renewed its agreement with Maverick Media's to conduct 6-months of advertising which was partly paid for by grant funds (PG&E grant funding 2 months and Agency E-waste advertising funding 4 months). Grant and Agency advertising budgets were greatly enhanced by Maverick Media as a community service.

Spanish radio interviews:

In addition to the Agency's contract, C2 Alternative Services with Hugo Mata, also conducts Spanish Language Outreach for the Sonoma County Water Agency and Environmental Health Keep Sonoma Clean Campaign. Thus, Mr. Mata has become an integrated environmental voice for our Spanish speaking population. This beneficial overlap contributes to additional radio buys and interview opportunities. Interviews have transitioned from Spanish only to including translations to three indigenous languages Chatino, Mixteco and Triqui.

Date of interview	Radio station	Length/format of interview
Jan. 26, 2010	Interview with KBBF 11am-12pm.	Live interview
Feb. 4, 2010	Interview with KBBF 7-8pm.	Live call-in broadcast translated from Spanish to two indigenous Spanish languages
Feb. 16, 2010	Interview with KBBF 11am-12pm.	Live interview
Feb. 28, 2010	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
Mar. 4, 2010	Interview with KBBF 7-8pm.	Live call-in broadcast translated from Spanish to two indigenous Spanish languages
Mar. 16, 2010	Interview with KBBF 11am-12pm.	Live interview
Apr. 1, 2010	Interview with KBBF 7-8pm.	Live call-in broadcast translated from Spanish to two indigenous Spanish languages
Apr. 20, 2010	Interview with KBBF 11am-12pm.	Live interview
Apr. 25, 2010	Ch	
Jun. 15, 2010	Interview with KBBF 11am-12pm.	Live interview
Jun. 20, 2010	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
Jul. 20, 2010	Interview with KBBF 11am-12pm.	Live interview
Jul. 22, 2010	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
Dec. 5, 2010	Interview with KBBF Sunday 2pm-4pm.	2-hr live interview translated to three indigenous languages.

Spanish labor center outreach: Outreach at labor centers includes topics such as recycling, motor oil recycling conservation, water issues and illegal dumping. About 30-50 people were present each time.

Date of outreach	Day labor visits
Feb. 22, 2010	Healdsburg, Fulton and Petaluma Day Labor Centers
Feb. 25, 2010	Graton Labor Center
Aug. 26, 2010	Graton Labor Center

Figure 6: Hugo Mata at the labor center



Spanish business outreach:

In December, 2010 Mr. Mata visited 44 Latino businesses, such as grocery stores, taquerias, bakeries, beauty stores and florists, meeting owners and distributing holiday promotional materials including Eco-Desk business cards and pocket calendars. These contacts provide the opportunity to not only be familiar in the community, but to discuss education goals for 2011 such as establishing more take-back locations for household batteries and fluorescent lamps, as well as reminding the businesses of existing community resources. See below for businesses visited:

Outreach to Latino Businesses 2010 with Pocket Calendar with Eco-Desk Phone Number	
Cloverdale	
Cotija's Market , La Michoacana Market , Joyeria Ruby, Los Pinos Market Carniceria, Taqueria Paraíso, Suárez Market	6
Cotati	
Poncho Market Carnicería , El Paso Mexican Bakery, Dos Amigos Mexican Restaurant	3
Petaluma	
Taqueria Los Potrillos No.1, Casa Del Palmar Meat Market, Don Pancho's Mexican Food, Video Tepa, Salón De Belleza Irma's, Karina's Mexican Bakery	6
Rohnert Park	
Taqueria Los Potrillos No. 3, Atotonilco Western Wear, La Perla Market, El Malecón (Salvadorian & Mexican Cuisine), Botánica La Milagrosa, Zapatería Morelia, Multi-Servicios Southwest Beauty Salon, Mi Pueblo Market, Taqueria EL Favorito, La Plaza Garibaldi Taqueria	10
Santa Rosa	
Chava's Taqueria, Florería Selena, Video Tepa Musica, Restaurant El Michoacano, Joyería Maria, Valencia Florist, Taqueria La Cabaña, La Familia Market & Deli, Súper Latina, Mariscos F. Magi/ Mexican Food, Calzado León, Quesada Market & Carnicería Joyería Angélica, La Fondita Restaurant, David's Shoe Repair, El Rinconcito Café y Nevería, Bellas Beauty Salón	16
Sebastopol	
El Tarasco Mexican Food, El Coronel Mexican Restaurant , Lepe's Tienda	3
Total number of businesses visited	44

Articles:

Agency staff wrote articles that appeared in print and in online journals. Besides staff time, no cost was incurred for these opportunities:

Date of outreach	Journal/Website	
June 2010	Russian River Water Association	"Used Motor Oil: a slow disaster that every one of us can help to prevent" by C2 Alternative Services on behalf of the Agency http://www.rrwatershed.org/env_columns/FINAL-RRWA-EnvCol-MotorOil-June2010.pdf
Oct. 2010	North Bay Biz Journal	GreenScene "Waste Not, Want Not" by Karina Chilcott http://www.northbaybiz.com/Special_Features/Green_Scene/Waste_Not_Want_Not.php

Banner outreach at fairs and sporting events:

New used oil recycling banners were created for select venues, paid for through CalRecycle Used Oil Block Grant funds. The banners were made from a new alternative material to vinyl, called "Bio-flex."

Date of banner placement	Venue	Details about banner placement
Feb-April	Cardinal Newman Baseball	Banners were placed at the Ed Lloyd Field on the campus of Cardinal Newman High School.
June 23-27	Sonoma-Marin Fair	Banners placed at the fair's arena on Demolition Derby Day.

Jul 27-Aug 8	Sonoma County Fair	An advertising "package" allowed placement of banners in the Beck Arena (site of several popular events during the Fair) and on the chute gates during the Rodeo. The Rodeo MC also made several announcements promoting recycling of used oil and filters during the event.
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Newspaper and periodical advertising:

Newspaper ads were purchased for e-waste events to supplement radio advertising and when grant money included advertising (i.e., PG&E grant and the CalRecycle Used Oil Block Grant).

Date of advertisement	Area	Ad summary	Topic of advertising
March	Cloverdale	Cloverdale Reveille	E-waste
April	Santa Rosa	2010-2011 winter sports calendar poster for Santa Rosa High School	Used Oil Recycling (grant funded)
July	Sonoma	Sonoma News	E-waste
August	Unincorporated area	West County Gazette Sonoma West Times	E-waste
	Sonoma County	Sonoma County Fair Guide	Used Oil Recycling (grant funded)
September	Cotati	Community Voice	E-waste
November	Sonoma County	Press Democrat	Fluorescent Lamp Take-Back (grant funded)
Monthly issues	Sonoma County	El Superior Newspaper	Spanish Eco-Desk
Monthly issues	Sonoma County	Impulso Newspaper	Spanish Eco-Desk

On-line and social marketing:

The Agency's launched its new web site www.recyclenow.org in August 2010 which prompted outreach to various organizations to correct linked pages (CalRecycle, County of Sonoma, community associations, Chambers of Commerce, etc.). In addition, a new Facebook page was also launched in 2010 <http://www.Facebook.com/RecycleNow.org/>

As on-line advertising wasn't budgeted in the Agency's FY 10-11 Work Plan, the Agency engages mostly in free on-line advertising. Paid on-line advertising took place the week of November 2-9 as part of the Press Democrat's advertising package for Fluorescent Lamp Take-Back PG&E grant program. As part of the paid radio advertising, Maverick Media includes Agency information on various radio stations.

Sonoma County Green Living
Fox 101.7 Rockers Recycle
Froggy Fluorescents

<http://www.ksro.com/Recycle/home.aspx>
<http://www.kxfox.com/rockersrecycle.aspx>
<http://www.froggy929.com/FroggyFluorescents2010.aspx>

Staff also continues to maintain the Agency's twitter site at <http://twitter.com/RecycleNow>

Recycling Guide and distribution:

The English version of the Sonoma County Recycling Guide 2010 was distributed in April. A draft of the Spanish Guide with the same information as the English version has been developed. To save significant printings costs, the Spanish Guide will be printed in tandem with the 2011 Recycling Guide.

Publication	Audience	Number distributed	Distribution location(s)
Sonoma County Recycling Guide (abbreviated 12-page Guide bound in phone book)	General	575,900	AT&T Yellow Pages customers and new customers throughout the year.

Sonoma County Recycling Guide 2010 extras	General	20,000	City offices, tribal offices, chamber of commerce, probation camp, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, Senior living apartments, radio station, congregations, Environmental Discovery Center, etc.
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Tours of Central Disposal Site:

Agency staff, Patrick Carter, conducted 13 tours of the Central Disposal Site reaching an estimated 360 people.

“Hey, Where’s Your Filter?” used oil/filter recycling outreach at collection centers:

As part of outreach through local businesses that have agreed to accept used motor oil and filters from the do-it-yourselfer public, “Hey, Where’s Your Filter?” reminder flyers were provided to each business as a way of encouraging do-it-yourselfers who recycled their oil to also recycle their filters. This program is paid for through CalRecycle Used Oil Block Grant funds.

Adult school English as Second Language (ESL) outreach for used oil recycling:

Paid for through CalRecycle Used Oil Block Grant funds, 12 ESL classes on used oil recycling were conducted at several venues around the county. Languages spoken by students included Spanish, Chinese, Armenian, Portuguese, Thai, Persian, Hindi, German, Tigrinia, French, Indonesian, Fijian, and Nepali.

Eco-Desk (English and Spanish) phone logs:

In 2010, the English language Eco-Desk 565-3375 received 1,585 calls. The Spanish Eco-Desk, 565-3375, option 2, received 150 calls. A more detailed report on the English and Spanish Eco-Desk can be found in Agenda item 7.4 of this packet.

Web site visitors at www.recyclenow.org:

From Sept-Dec 2010, the web site had 19,417 visitors. Statistical data was only captured for 3 months as the new web site was launched August 2010. A more detailed report can be found in Agenda item 7.8 of this packet.

Fluorescent lamp take back locations expanded:

As a result of PG&E grant, 7 new retail locations for take-back of fluorescent lamps were established. Santa Rosa, Healdsburg, Windsor Fluorescent lamp recycling boxes paid for with grant funds were distributed to the new and existing participating retailers. The following was distributed:

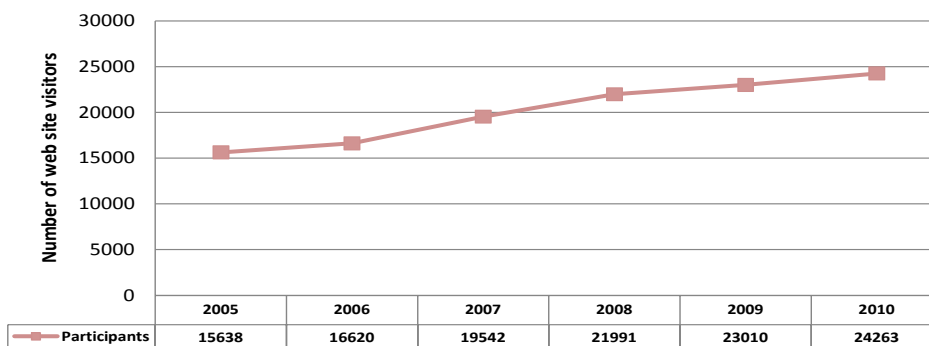
- 13 CFL collection boxes capable of holding 780 CFLs.
- 21 4-foot collection boxes capable of holding 924 T-12 sized lamps and 1,680 T-8 sized lamps
- 16 8-foot collection boxes capable of holding 704 T-12 sized lamps and 1,280 T-8 sized lamps

Results

While the measurable effects of 2010 education efforts are not easy to quantify, there is evidence that education efforts contribute to increased participation.

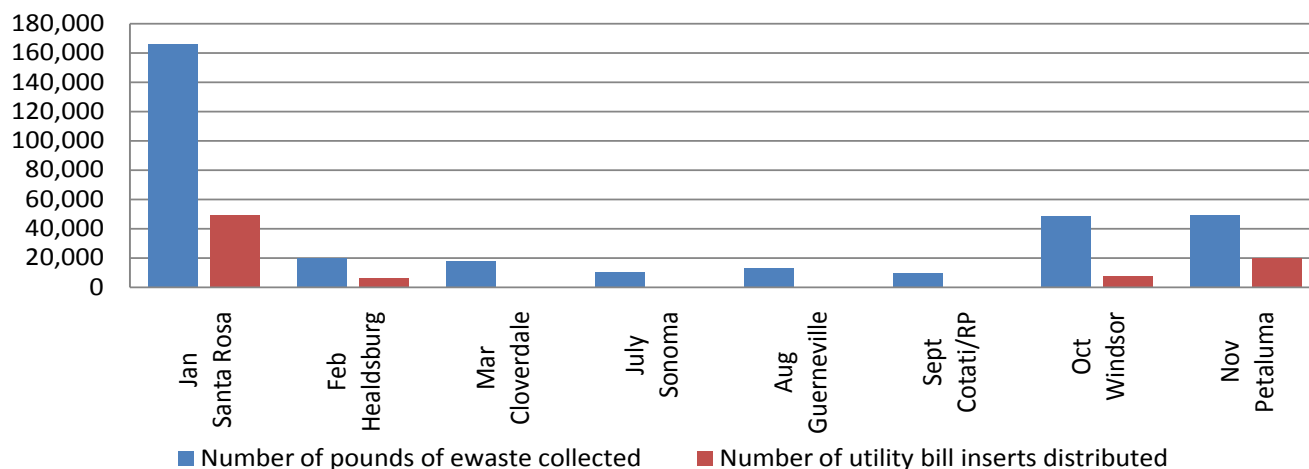
- Use of the the Household Toxics Facility and related program continues to rise. In fact, participation in the Household Toxics Facilities programs has increased by 55% since 2005.

Figure 7: Number of households participating in the Agency's Household Toxics Programs 2005-10



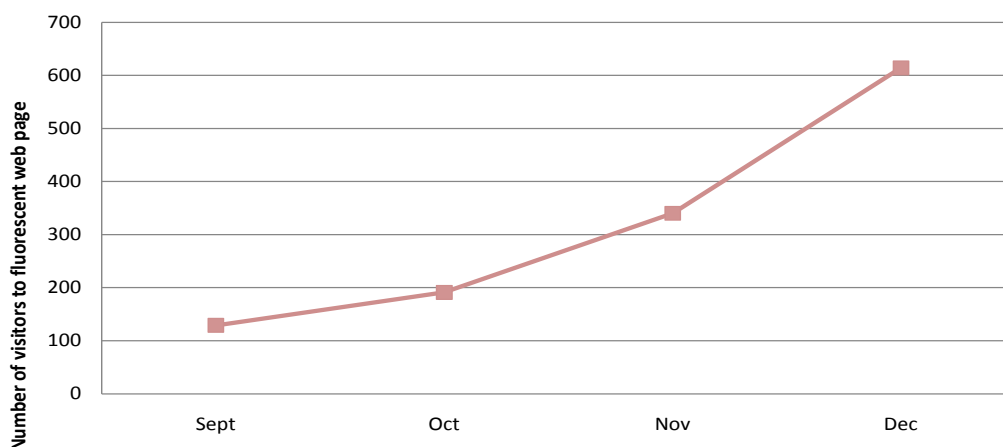
There is a correlation with the distribution of utility bill inserts and the number of pounds of e-waste collected at corresponding events. See chart below.

Figure 8: Pounds of e-waste collected and utility bill inserts distributed 2010



- In November and December, the majority of PG&E grant funded publicity took place using radio and the on-line Press Democrat. Increased visitors to the fluorescent lamp web site page is evidenced during this period. Online and radio advertising through the PG&E funded fluorescent lamp grant likely contributed to the increased page views topic of fluorescent lamp recycling at <http://www.recyclenow.org/toxics/fluorescent.asp>. In November the page was visited 340 times; in December 614 times.

Figure 9: Visitors to <http://www.recyclenow.org/toxics/fluorescent.asp> September-December 2010



- Preliminary data from the 2010 US Census, released December 10, 2010, show that 23.6% of persons living in Sonoma County are of Hispanic or Latino origin. The fact that Mr. Mata's invitations by radio stations for additional call-in radio shows demonstrates that Spanish and other indigenous language speaking people are interested and engaged in concern for the environment. *Source: U.S. Census Bureau <http://quickfacts.census.gov/qfd/states/06/06097.html>*
- Regarding, the used oil program there was a 15% increase in the number of filters collected at used oil centers from 2009 to 2010. This favorable result may be attributable to aggressive ongoing promotion of filter recycling. Collection of used oil also increased an estimated 25% from 2009 to 2010. *Source: Data collected by C2Alternative Services as required by CalRecycle (formerly CIWMB) for the annual Used Oil Block Grant report.*

III. FUNDING IMPACT

This transmittal outlines work that was budgeted in FY 09-10 and FY 10-11. There are no new funding impacts resulting from this report.

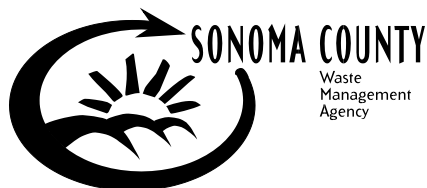
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

V. ATTACHMENTS

There are no attachments.

Approved by: _____
Henry Mikus, Executive Director, SCWMA



Agenda Item #: 7.4
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/19/2010

ITEM: Eco-Desk (English and Spanish) 2010 Annual Reports

I. BACKGROUND

Since 1995, the Sonoma County Waste Management Agency has operated an English language telephone service, the Eco-Desk 565-DESK(3375), to answer calls about recycling, hazardous waste and other disposal issues. In 2007, a Spanish language 565-3375, option #2 was added to the Eco-Desk where choosing callers can be transferred directly to a Spanish language outreach specialist under contract with the Agency.

The Eco-Desk is comprised of a comprehensive phone tree with pre-recorded information. Calls are returned by the next working business day. Email inquiries received from the web site are also recorded on the database. In March 2010, message box 99409 SonoMax.org was deleted when the Agency Board directed staff to transition the program to a CalMax MiniMax partner. Topics include:

Voice mail box	Topic
565-3375, option #2 Spanish Eco-Desk	
99402	Household Hazardous Waste
99403	SQG (Business Hazardous Waste)
99404	Community Toxics Collections
99406	Electronics
99407	Paint
99408	Plastics
99409	SonoMax.org (Sonoma County Materials Exchange) -Mailbox deleted in Mar. 2010
99410	Recycling Guide
99411	General mailbox
99412	Christmas tree recycling (seasonal mailbox)
99413	Motor oil recycling locations in Cloverdale, Healdsburg, & Windsor
99414	Motor oil recycling locations in Cotati & Rohnert Park
99415	Motor oil recycling locations in Petaluma
99417	Motor oil recycling locations in Roseland (Santa Rosa)
99418	Motor oil recycling in Santa Rosa west of Hwy. 101
99419	Motor oil recycling in Santa Rosa east of Hwy. 101
99420	Motor oil recycling in Sonoma
99421	Motor oil recycling in Sebastopol and the unincorporated area
Web site email	

To compliment the telephone service, English language Eco-Desk resources are also available on the Agency's web site at www.recyclenow.org via a searchable database. The updated web site was launched in late August, 2010. Statistics from Google Analytics, commencing with the web site launch, details its usage.

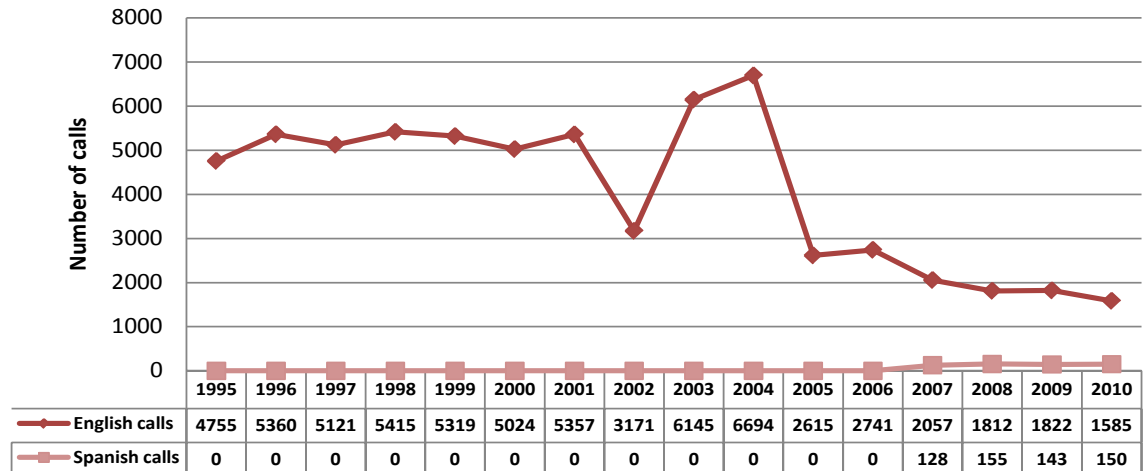
II. DISCUSSION

Eco-Desk phone summary (English and Spanish)

- In 2010, the English Eco-Desk received 1,585 calls and email inquiries, a 13% decrease from 2009 where 1,822 calls were received. In 2010, the Spanish Eco-Desk received 150 calls, nearly the same as the 143 call received in 2009. Please note that in 2005, the Eco-Desk

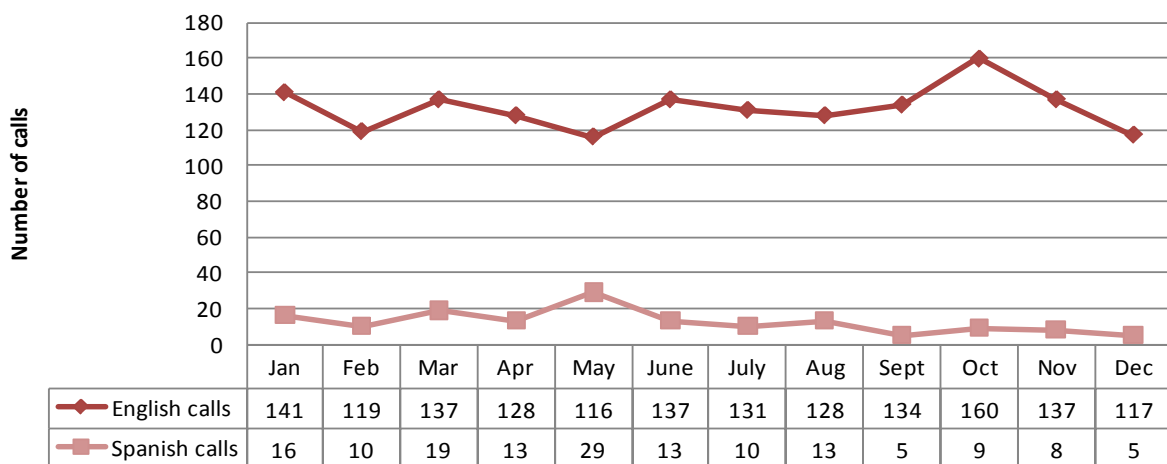
became a call-back only service where callers are given the option to leave a phone message after listening to pre-recorded information. See Figure 1.

Figure 1: Number of Eco-Desk calls (English and Spanish) annually (1995-2010)



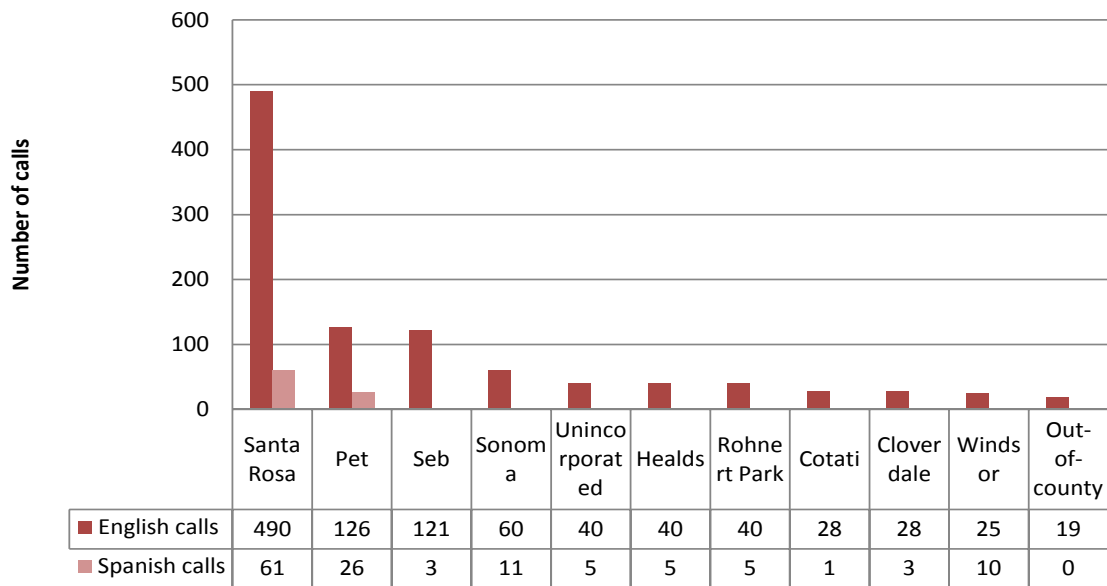
- Call volume peaked in October for the English Eco-Desk and in May for the Spanish Eco-Desk. The peak of English callers in October may just be the result of radio advertising with the PG&E Fluorescent Lamp Take-Back grant program and e-waste event promotion. The peak of Spanish callers in the month of May could be a result of the direct outreach at cultural community events (Cinco de Mayo Celebration and Día del Niño/Child's Day in late April etc.) combined with radio interviews. See Figure 2.

Figure 2: Number of Eco-Desk (English and Spanish) calls per month 2010



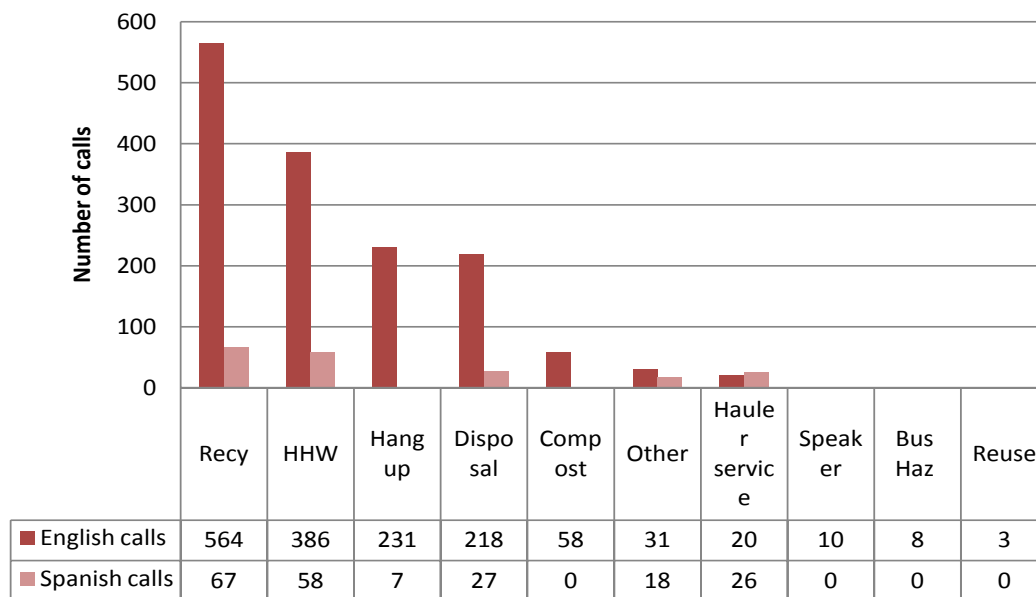
- The majority of calls were received from the two largest cities, Santa Rosa and Petaluma on the English and Spanish Eco-Desk. See Figure 3.

Figure 3: Eco-Desk (English and Spanish) calls by city 2010



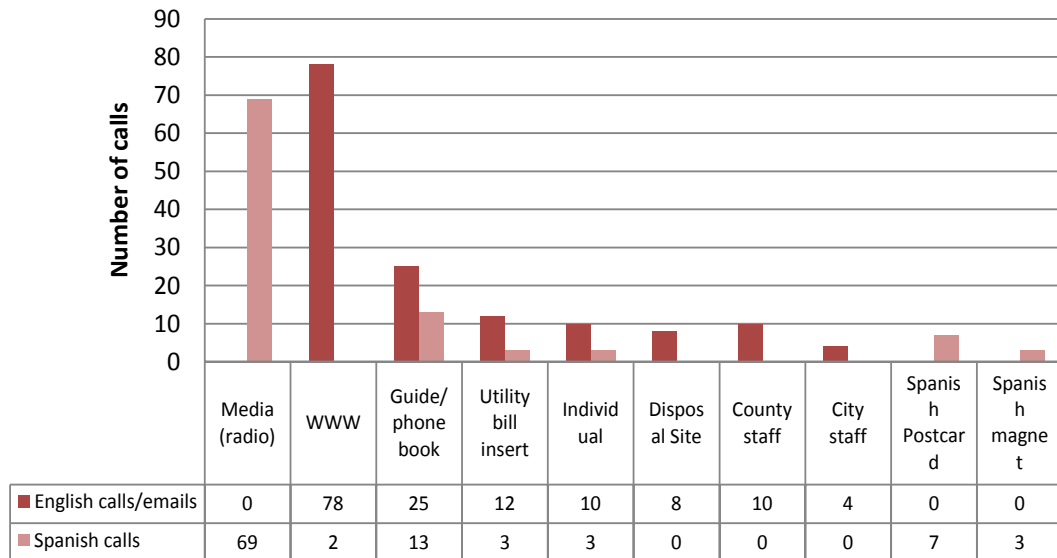
- The majority of questions asked by English and Spanish speaking Eco-Desk callers pertained to recycling. See Figure 4.

Figure 4: Eco-Desk (English and Spanish) calls showing the nature of the question



- For the English Eco-Desk, the majority of calls were referred from the web site and from the Recycling Guide (phone book and stand-alone versions). For the Spanish Eco-Desk, the majority of calls were referred from radio and local business recommendations. See Figure 5.

Figure 5: Eco-Desk (English and Spanish) calls showing how the call was referred



- The majority of callers to the English Eco-Desk callers were women (61% female/39% male). This statistic was reversed for the Spanish Eco-Desk where the majority of callers were men (50% male/41% female).
- For the English Eco-Desk, residences generated 89% of calls; businesses generated 11% of calls; schools generated 1% of calls. For the Spanish Eco-Desk, residences generated 90% of calls; businesses generated 9% of calls; schools generated 1% of calls.

III. FUNDING IMPACT

This item is informational and there is no funding impact.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

There are no recommendations or actions requested.

V. ATTACHMENTS

- English Eco-Desk Annual Report 2010
- Spanish Eco-Desk Annual Report 2010

Approved by: _____
Henry Mikus, Executive Director, SCWMA

Phone English Eco-Desk Annual Report 2010

Sonoma County Waste Management Agency
2300 County Center Drive, Suite B-100
Santa Rosa, CA 95403

Calls total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls	141	119	137	128	116	137	131	128	134	160	137	117	1,585
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	8	7	6	5	6	6	6	6	7	8	5	4	73

Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	41	36	44	31	27	38	39	45	43	56	45	45	490	48
Petaluma	13	6	8	12	8	14	8	8	5	15	20	9	126	12
Sebastopol	12	10	5	10	6	11	16	14	17	6	7	7	121	12
Sonoma	6	5	4	8	5	1	6	3	6	10	3	3	60	6
Unincorporated	2	5	7	1	0	5	3	0	1	9	3	4	40	4
Healdsburg	2	7	3	5	2	6	2	3	5	4	0	1	40	4
Rohnert Park	3	4	2	1	4	2	6	7	4	2	4	1	40	4
Cotati	4	0	0	1	0	2	4	4	3	4	2	4	28	3
Cloverdale	2	2	1	1	1	2	2	4	2	3	4	4	28	3
Windsor	1	2	2	2		2	2	1	5	1	3	4	25	2
Out-of-county	1	0	1	1	1	3	0	3	2	3	1	3	19	2
	87	77	77	73	54	86	88	92	93	113	92	85	1,017	100

Calls by mailbox (The phone line the call was received on)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
General Info.(99411)	83	69	60	70	62	72	75	79	77	95	79	66	887	56
Electronics (99406)	28	13	18	12	13	15	14	8	9	16	11	6	163	10
Plastics (99408)	7	8	10	14	10	11	13	7	11	5	5	8	109	7
Recycling Guide (99410)	4	3	10	8	9	11	9	8	5	6	8	4	85	5
Web site generated emails	0	0	0	0	0	0	0	12	12	24	18	16	82	5
Community Toxics Collection (99404)	5	13	11	5	4	9	4	2	5	2	4	9	73	5
Household Hazardous Waste (99402)	2	3	13	7	6	6	6	3	8	6	4	4	68	4
Paint (99407)	7	5	6	3	5	8	5	3	3	2	2	7	56	4
SQG (99403)	2	1	1	2	1	2	2	2	2	0	2	0	17	1
SonoMax (99409)	1	0	4	2	0	1	1	0	0	1	0	2	12	1
Oil, S.R.-West (99418)	0	0	2	1	2	1	1	0	0	0	1	0	8	1
Oil, S.R. Roseland(99417)	0	0	1	0	0	0	1	1	2	2	0	0	7	0
Oil, Cotati & R.P.(99414)	0	2	0	0	0	0	0	1	0	1	1	0	5	0
Oil, Clov. & Heald.(99413)	0	1	0	3	0	0	0	0	0	0	0	0	4	0
Oil, Petaluma (99415)	0	0	0	0	3	0	0	0	0	0	0	0	3	0
Oil, S.R.-East (99419)	0	0	0	0	0	1	0	1	0	0	1	0	3	0
Christmas tree recycling (99412)	2	0	0	0	0	0	0	0	0	0	0	0	2	0
Oil, Sonoma (99420)	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Oil, Seb. & Unin.(99421)	0	0	0	0	0	0	0	1	0	0	0	0	1	0
	141	118	136	127	116	137	131	128	134	160	136	122	1,586	100

Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	55	30	49	41	26	55	44	53	52	62	53	44	564	37
HHW	34	38	32	34	22	28	32	36	31	33	37	29	386	25
Hang up	29	24	32	27	27	26	16	4	15	14	5	12	231	15
Disposal	19	19	11	19	17	18	17	17	25	27	20	9	218	14
Composting	1	3	4	2	5	2	6	10	5	7	4	9	58	4
Other	5	1	4	1	2	0	2	2	1	8	4	1	31	2
Hauler billing or service question	0	2	3	2	0	0	0	1	1	4	5	2	20	1
Speaker request	2	0	0	1	1	0	0	0	1	2	2	1	10	1
Business hazardous waste	0	0	3	0	0	0	0	2	2	0	1	0	8	1
Reuse	1	1	0	0	0	0	0	0	0	0	0	1	3	0
	146	118	138	127	100	129	117	125	133	157	131	108	1,529	100

Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female	67	62	57	70	56	73	64	65	75	90	78	60	817	61
Male	45	33	47	31	29	36	47	56	40	55	51	42	512	39
	112	95	104	101	85	109	111	121	115	145	129	102	1,329	100

Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	87	76	83	79	63	91	88	102	93	111	98	68	1,039	89
Business	15	11	13	12	5	7	10	9	10	16	13	6	127	11
Institution	1	1	2	1	0	0	0	1	0	1	0	0	7	1
	103	88	98	92	68	98	98	112	103	128	111	74	1,173	100

Referrals (Who referred the call to the Eco-Desk)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Web site								12	12	24	18	12	78	53
Guide	2	1	1	3	3		1	1			1		13	9
Phone book/AT&T Yellow Pages Recy Guide		1		2		6						3	12	8
Utility bill insert		2				5	1		1	1		2	12	8
Individual	2	1	1	1	4			1					10	7
County staff			1		4		1	1		1		2	10	7
Disposal Site	1		1	2		1			1		1	1	8	5
City staff	1	1		1							1		4	3
Sticker													0	0
	6	6	4	9	11	12	3	15	14	26	21	20	147	100

Spanish Eco-Desk Annual Report 2010

Sonoma County Waste Management Agency
2300 County Center Drive, Suite B-100
Santa Rosa, CA 95403

CALL TOTALS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls	16	10	17	13	26	13	10	13	5	9	8	10	150
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	1	1	1	1	1	1	0	1	0	0	0	0	1

CALLS BY CITY

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	10	6	6	6	8	4	4	6	1	2	5	7	65	48
Petaluma	0	0	2	3	13	1	3	2	2	0	0	1	27	20
Sonoma	0	0	1	2	0	2	0	3	0	2	1	0	11	8
Windsor	1	0	1	0	2	0	0	1	1	2	1	1	10	7
Healdsburg	0	1	3	0	0	0	0	0	0	1	0	0	5	4
Unincorporated	0	1	1	0	0	1	1	1	0	0	0	1	6	4
Rohnert Park	0	0	1	1	2	1	0	0	0	0	0	0	5	4
Sebastopol	0	0	1	0	0	1	0	0	0	0	1	0	3	2
Cloverdale	2	0	0	0	1	0	0	0	0	0	0	0	3	2
Cotati	0	0	0	0	0	0	0	0	1	0	0	0	1	1
Out-of-county	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	13	8	16	12	26	10	8	13	5	7	8	10	136	100

SUBJECTS (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	3	7	8	5	11	6	6	6	5	4	1	7	69	64
HHW	7	4	4	7	14	3	7	3	2	2	4	3	60	56
Hauler billing or service	3	2	3	0	4	2	0	5	0	3	3	2	27	25
Hang up	3	0	2	1	0	3	1	0	0	1	0	2	13	12
Disposal	0	0	1	2	0	0	0	1	0	0	1	0	5	5
Composting	0	0	0	1	0	0	0	0	0	0	0	0	1	1
Other	0	0	0	0	0	0	0	0	0	0	0	1	1	1
Wrong Number	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	13	6	10	11	18	8	8	9	2	6	8	15	107	100

GENDER OF CALLER

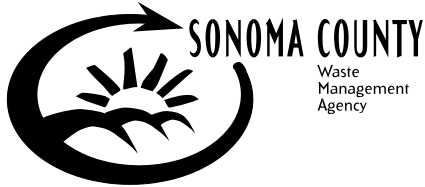
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Male	8	9	10	6	12	3	6	7	1	4	4	6	76	50
Female	5	1	6	6	13	7	3	6	4	3	4	4	62	41
Unknown	3	0	1	1	1	3	1	0	0	1	0	2	13	9
	8	1	7	7	14	10	4	6	4	4	4	6	151	100

CALL TYPE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	13	10	15	12	25	10	9	12	5	7	8	10	136	90
Business	3	0	1	1	1	3	1	1	0	1	0	2	14	9
Institution	0	0	1	0	0	0	0	0	0	0	0	0	1	1
	16	10	17	13	26	13	10	13	5	8	8	12	151	100

REFERRALS (Who referred the call to the Eco-Desk)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Media (Radio)	10	7	10	8	7	5	0	8	1	5	6	2	69	49
Business	0	0	0	0	16	0	0	0	0	0	0	2	18	13
Phone book	1	1	3	1	0	1	0	1	1	1	1	3	14	10
Garbage company newsletter	0	0	0	0	0	0	5	1	1	0	0	0	7	5
Oil Postcard	0	0	0	0	0	2	5	0	0	0	0	0	7	5
Sticker	0	2	2	1	1	0	0	0	0	0	0	0	6	4
Individual	1	0	0	1	0	0	1	0	0	0	0	1	4	3
Utility bill insert	0	0	0	0	0	1	0	0	2	0	0	0	3	2
WWW	0	0	0	1	0	0	0	0	0	0	1	0	2	1
Fair	0	0	0	0	0	0	0	1	0	0	0	0	1	1
Pocket calendar	0	0	0	0	0	1	0	0	0	0	0	0	1	1
Service Provider	0	0	0	0	0	0	0	1	0	1	0	0	2	1
Magnet	0	0	0	0	0	0	1	0	0	0	0	0	1	1
Unknown	0	0	1	0	0	0	0	1	0	0	0	0	2	1
Phone information (411)	1	0	0	0	0	0	0	0	0	0	0	0	1	1
Community Event	0	0	0	1	0	0	0	1	0	0	0	0	2	1
Disposal Site	0	0	0	0	0	0	0	0	0	0	0	2	2	1
Organization	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	13	10	16	13	24	10	12	14	5	7	8	10	142	100



Agenda Item #: 7.5
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/19/2011

ITEM: Mandatory Commercial Recycling Measure update from ILG webinar “Creating Enforcement and Compliance Elements for Commercial Recycling”

I. BACKGROUND

The California Air Resources Board (ARB) Scoping Plan for the California Global Warming Solutions Act of 2006 (AB 32, Núñez, Chapter 488, Statutes of 2006) was adopted with a Mandatory Commercial Recycling Measure designed to achieve a reduction in greenhouse gas emissions of 5 million metric tons of carbon dioxide (CO₂) equivalents by 2020 and beyond.

Under the Scoping Plan, the California Department of Resource, Recycling and Recovery (CalRecycle) is the lead Agency for implementation and compliance with the measure. Under the draft Regulations, jurisdictions must implement a commercial recycling program by July 2012 that consists of education, outreach and monitoring, regardless if the jurisdiction has previously met the 50% per capita disposal target.

Complying with this Measure, one of which is by local ordinance, is the responsibility of local jurisdictions. To assist with planning, the Agency Board has received the following presentations/information:

- May 19, 2010 Agency meeting. Presentation from Yvonne Hunter, Institute for Local Government (ILG) about their Sample Commercial Recycling Ordinance prepared under a contract with CalRecycle. ILG is the research and education affiliate of the League of California Cities and the California State Association of Counties.
- August 18, 2010 Staff report Mandatory Commercial Recycling Measure Update.
- October 20, 2010 Presentation from Susan Warner, Salinas Valley Solid Waste Management Authority, about their mandatory commercial/multifamily recycling ordinance.
- November 17, 2010 Presentation from Patrick Quinn, Sacramento County Waste Management and Recycling Department, about their mandatory business/multifamily recycling ordinance.

II. DISCUSSION

On December 16, 2010, the ILG hosted a webinar, “Creating Enforcement and Compliance Elements for Commercial Recycling.” This webinar, the third and final in a series, explored the different enforcement options local officials can consider for their commercial recycling programs. The webinar also provided an update of the commercial recycling regulations under development by CalRecycle. The following summarizes the presentations:

Speaker: Dr. Howard Levenson, Assistant Director of Materials Management and Local Assistance Program, CalRecycle.

Dr. Levenson gave an update on the draft regulations and reiterated that local jurisdictions primary role will be to educate and inform local businesses about recycling opportunities, to notify businesses that are not participating about the requirements and to educate them to participate. Enforcement actions are not mandated in the regulations.

Based on the latest round of informal stakeholder meetings, CalRecycle will release the second informal draft regulations. (Note: After the webinar, CalRecycle released draft regulations on December 22, 2010. See attachment summary). Revisions to the provisions include:

- The definition of businesses will be expanded to include “public entities.”
- The threshold of compliance will change from businesses producing more than “4 cubic yards of waste and recyclables” per week to businesses producing “4 cubic yards of trash per week.”
- The “multifamily” unit threshold will be changed from “5 units or more” to “16 units or more.” The change was made as a result of CalRecycle analysis that shows that 16 units or more is the break point for generation of 4 cubic yards of waste per week.
- The draft language regarding “transformation” will not change.
- In the stakeholder meetings, there was much comment that the definition about “mixed waste processing” would become a loop-hole for dirty MRFs and low performance levels. To address the concerns, language was added to insure the materials that go to mixed waste processing are comparable to what one would obtain for source separation.
- The definition of “good faith effort” will get more elaboration.

To see a summary of the proposed regulations and the draft proposed regulations, visit the CalRecycle's Public Notice page for the January 19, 2011 Stakeholder Feedback Workshop at <http://www.calrecycle.ca.gov/Actions/PublicNoticeDetail.aspx?id=332&aiid=319>.

Timeline:

- **December 20, 2010**—CalRecycle released second draft regulations.
- **January 19, 2011**—CalRecycle to host informal stakeholder workshop to solicit comment on their cost model study and the revised draft regulatory language.
- **January-March 2011**—Formal rulemaking.
- **April 2011**—ARB hearing to consider the adoption of the commercial recycling regulation.
- **April-December 2011**— CalRecycle plans to visit local jurisdictions and review local programs and help strategize a good fit for each area.
- **January 1, 2012**—Effective date of the commercial recycling regulation.
- **July 1, 2012**—Effective date for jurisdictions and businesses to implement commercial recycling programs.
- **August 2014**—First review of jurisdictions' implementation of the regulation with reviews conducted every biennial or quadrennial review cycle thereafter.
- **2014 and 2019**—Staff conducts comprehensive waste characterization studies to measure the commercial recycling disposal and emission reductions at the statewide level.
- **2015**—Reports to the ARB on progress and evaluate effectiveness of regulation and potentially set additional goals.

For other information about the measure, visit CalRecycle's web site at <http://www.calrecycle.ca.gov/Climate/Recycling/default.htm>

Speaker: Yvonne Hunter, Program Director, California Climate Action Network, Institute for Local Government

Ms. Hunter discussed a general overview of enforcement and compliance options for commercial recycling programs. While the CalRecycle draft regulations do not mandate enforcement, many jurisdictions that have adopted ordinances do have enforcement provisions. Key items to consider:

- **Differing ordinance structure** depending if the system for garbage/recycling collection is through exclusive franchised agreements, open competition, through the Agency or a combination. Creating a level playing field is essential.
- **Varied enforcement.** Of the webinar attendees polled with mandatory commercial recycling programs, enforcement is handled in the following ways: 59% have no real enforcement, just

education; 20% have incremental notification; 5% have service restrictions; 12% have citations with fines or other penalties, and; 7% have other enforcement.

- **Enforcement is a joint activity** in many instances between garbage company and jurisdiction staff. Commonly the role of the service provider is to work with businesses on education and to remind them when they are putting garbage in the recyclables and then to notify the local agency. The challenge is in an open competition environment, garbage companies that abide by the ordinance notification and education requirements may put themselves at a slight competitive disadvantage to service providers who do not inform their customers.
- **Many communities use an incremental enforcement approach** 1) Warning and education, 2) "Fix it Ticket", 3) Variable fee structure charging more for mixing solid waste with recyclables. The hauler charges the higher garbage rate rather than a lower recycling rate. 4) Fines or penalties for violations
- **Education is key to getting business compliance and is a powerful enforcement technique.**

By May 2011, ILG is working with CalRecycle to create downloadable sample educational material templates on their website www.ca-ilg.org/commercialrecycling.

Speaker: Ken Prue, Recycling Program Manager, City of San Diego Environmental Services Department

The context is that the City of San Diego, with a system of franchised garbage companies and open competition for recycling, implemented a Mandatory Commercial Recycling Ordinance (CRO) in January 2008. The ordinance requires recycling of plastic and glass bottles and jars, paper, newspaper, metal containers and cardboard at private residences, commercial buildings including multifamily complexes, and at special events requiring a City permit. The goal of the ordinance was to rely heavily on education, rather than enforcement, as a key to compliance.

The program has been well received by the community and the results are compelling. In the past three years, 66% of businesses and multifamily complexes subject to CRO have started or expanded recycling programs. From 2008 to 2010 the commercial recycling volume capacity increased by 76% and trash decreased by 10%. Mr. Prue shared key components of their effective approach:

- **Stakeholder meetings and multiple ordinance drafts that responded to input was instrumental in ordinance development** City Environmental Department staff held numerous meetings, one-on-one and at regularly scheduled city council meetings with stakeholder groups such as the TaxPayers Association, Restaurant Association, Property Management Group, Sierra Club, etc. to refine language in the draft ordinance. Support from City Manager staff and elected officials helped address stakeholder concerns.
- **Define roles and responsibilities in the ordinance.** The person at the business or multifamily complex responsible for the provision of trash/recycling services is also responsible for informing tenants/employees. City Code Enforcement Officers are responsible for enforcement. City staff is responsible for education. Companies and businesses that transport waste and recycling are responsible for reporting on behalf of their customers.
- **Annual mandatory reporting from the garbage companies is vital** where franchised garbage haulers are required to submit a snapshot of weekly (arbitrarily the last week in June) of customer service levels detailing the volume in cubic yards of trash service and recycling for every customer. Subject to annual reporting are:
 1. Franchised garbage haulers.

2. "Certified Recyclable Material Collectors." These are individuals or companies who are not franchised haulers, but who are providing service in the area. Certified Recyclable Material Collectors must report on behalf other customers annually.
3. Self-haulers. Those companies that haul their own materials.

Reporting is confidential, proprietary information. Only core city staff can access the report details. The list of covered recyclable material is at the discretion of the City Department Director.

- **Based on the annual reporting, education outreach is prioritized.** Based on the first year reporting data, outreach was planned for the very largest generators of garbage service who had no recycling service. Based on the second year of reporting data, outreach focused on smaller generators needing more than 6 cubic yards of collection (garbage and recycling combined) service per week with no recycling service (about 2,000 businesses and multifamily complexes).
- **Enforcement is based on existing City code enforcement processes** related to illegal dumping and trash abatement. Enforcement protocol is to issue 1st, 2nd and 3rd notice of violations, then an administrative warning, then a fine. Most compliance is achieved through education resulting from the notice of violations. The value of fine ranging from \$100-\$1,000 is given at the discretion of staff and relates to the size of the business/complex and severity of the problem. Every effort is made to work with the business to avoid fines.

Since the inception of the program in 2008, the following work has been performed related to enforcement:

Recycling specialists (City Environmental Services staff):

721 technical assistance work orders have been completed by recycling specialists.

Code compliance officers (City Code Enforcement Division staff):

642 First Notice of Violations

55 Administrative Warnings.

1 Administration citations of \$100

2 Administrative citations of \$250

- **The ordinance sets minimum recycling versus trash guidelines** to avoid situations where compliance is met by a complex with a huge trash burden thinks they can fulfill the ordinance requirements by using a token 96 gallon recycling cart. These guidelines lead to real diversion:

Minimum Recycling Guidelines	
Type of facility	Minimum required ratio of recycling to trash containers
Multifamily & mixed use facilities with the majority sq. ft. being residential	
For complexes greater than 50 units	40% recycling to 60% trash
For complexes less than 50 units	30% recycling to 70% trash
Commercial and mixed use facility with the majority sq. ft. being commercial	
For facility greater than 10,000 sq. ft.	40% recycling to 60% trash
For facility less than 10,000 sq. ft.	30% recycling to 70% trash
Single family residence/residential facility serviced by private waste haulers	Minimum one recycling container of equal capacity to each refuse container

- **Special event recycling is covered in the ordinance** where garbage carts are equally paired with recycling on a one-to-one ratio.
- **Include recycling ordinance requirements in all lease agreements and HOA's rules** City staff works closely with property management companies.
- **Education offerings are comprehensive** includes printed and online information: posters, dumpster signage, written notices to tenants, blurbs in newsletters, fliers for bulletins, boards/mailers. Outreach to businesses/multifamily complexes out of compliance with CRO include a mailing describing the ordinance, describing what they can do to achieve compliance and offering assistance. City staff also offers presentations and partners with associations, such as the San Diego Apartment Association, for promotion and education. See education resources at <http://www.sandiego.gov/environmental-services/recycling/ro/index.shtml>
- **Grant money furthers outreach tools.** In 2008, a CalRecycle grant funded purchase and distribution of 45,000 reusable recycling collection bags to multifamily complexes.
- **Annual awards program** "Recycler of the Month" awards businesses achieving high levels of compliance public acknowledgment for their efforts.

Speaker: Patty Garbarino, President, Marin Sanitary Service

The last speaker talked about achieving effective commercial recycling from the garbage company perspective.

- **The key to an effective commercial recycling program is for the jurisdiction to have access to a Material Recovery Facility.**
- **Apply your knowledge of your waste stream** to help you identify problem areas and develop priorities.
- **Get input from your customers and the business sector** to guide your plan towards smooth implementation.
- **Education and communication are keys to success.** Develop outreach materials to communicate your new commercial recycling program and its benefits to your customers and their businesses using dedicated web pages, social media and advertising.
- **Offer waste audits to customers** and give feedback about the results.

To hear a complete transcript of the webinar and to view a .pdf of the slides visit <http://www.ca-ilq.org/commercialrecycling>.

III. FUNDING IMPACT

There are no funding impacts resulting from this transmittal.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Continue monitoring the progress of the regulations and provide education about models implemented by other local jurisdictions.

V. ATTACHMENTS

- There are no attachments.

Approved by: _____
Henry Mikus, Executive Director, SCWMA

DATE: November 17, 2010

TO: Charlotte Fisher
Sonoma County Waste Management Agency

Dear Charlotte,

I have enclosed the FY09-10 Annual Report for the "Home Compost Education and Pesticide Use Reduction Education Program." We are pleased to continue our partnership with the SCWMA in our efforts to educate on this topic.

Thank you for the opportunity to share our work with the Agency. Please feel free to contact me, or Deborah Curle, with questions.

Sincerely,

Stephanie Larson
County Director

SL:dc

Home Compost Education and Pesticide Use Reduction Education Program Report 2009-2010



Home Composting workshop, May 2010

2009-2010 Annual Report

Prepared by P. Vossen and D. Curle
Sonoma County UC Cooperative Extension

Home Compost Education & Pesticide Use Reduction Education Program

Annual Report, July 2009-June 2010

This is a report of activities for the third year (July 1, 2009 to June 30, 2010) of the renewed three-year contract from July 1, 2007 to June 30, 2010.

1 Results Summary

A total of 20,610 people were reached through 380 events, community gatherings, workshops, farmers' markets, library series talks, and the resource desks. Several thousand more were reached via our website that provides educational information on home composting and pesticide use reduction strategies. Based on these efforts, an estimated 1,937 tons of organic materials (kitchen scraps and yard waste) were diverted from the landfill this last year.

2 Program Goals and Contracted Tasks

To reduce organic landfill inputs by teaching home composting through volunteer Master Gardeners (MG) at public events, schools, community gatherings, resource desks, and workshops.

- Provide home composting and pesticide use reduction education (PURE) information via direct contact with 5,000-10,000 county residents at selected major public events such as the Sonoma County Fair, Harvest Fair, Home and Garden Show, Cloverdale Citrus Fair, Sonoma County Jail Industries Nursery bi-annual plant sale, Master Gardener's Bloomin' Backyards garden tour, etc. where large numbers of people are gathered (25 event days/year).
- Create an educational demonstration garden at the Sonoma County Fair.
- Provide home composting and PURE information via direct contact with county residents at eight farmers' markets (Healdsburg, Sebastopol, Oakmont, Sonoma, Santa Rosa, Occidental, Cotati and Petaluma), and Master Gardener Library Series presentations at 8 libraries (Cloverdale, Petaluma, Rohnert Park, Sonoma, Healdsburg, Windsor, Sebastopol, and Santa Rosa) for a minimum of 200 farmers' market and Library Series days.
- Distribute 10,000 educational brochures on home composting and PURE including UC Consumer Pest Cards, at the events listed above.
- Conduct 20 school classroom presentations, leaving the class with worm composting materials for students and teachers to practice school waste diversion and to effect behavioral change in students.
- Provide a resource desk and phone line to answer composting questions 5 days per week and 4-6 hours per day.

- Collect names of home composters to conduct a survey in 2010 on composting habits and information on their sources of composting information.
- Conduct a postcard survey in 2010, using names of contacts gathered at workshops.
- Estimate landfill diversion based on survey data from 1994-97, 2003-04, 2007-08 and February 2010.

3 Background

Since 1993, the University of California Cooperative Extension (UCCE) has provided compost education for county residents with funding from the Sonoma County Waste Management Agency (SCWMA).

In the last eighteen years, the program has reached 277,043 residents with composting brochures, bin distribution programs, educational booths at large public events, library talks, farmers' market information tables, workshops, and by providing a resource desk for call-in/drop-in questions in Santa Rosa and Sonoma. Each year large numbers of people have been reached by concentrating efforts at educational booths at well-attended public events.

Since its inception, the program has reached more than 7,500 residents through compost workshops and clinics. These are in-depth instructional seminars where the participants spend considerable time (1-2 hours) learning about composting and in some cases, making a compost pile. Over the years we have gradually shifted away from conducting long workshops due to declining attendance. Now our efforts focus on events and activities where large numbers of people gather.

In 1994-1997, three surveys were conducted documenting home composting by trained workshop and educational event participants, which provided the benchmark for tonnage diversion up until 2002. According to those surveys we estimated that almost 70% of workshop contacts began or increased composting and reduced their input into the waste stream by 19.5 gallons per household per month.

In 2003-04, a short post card survey was sent to people who received information about home composting from the Master Gardener Program. This survey was designed to gather information about the effectiveness of information dissemination on home composting from mini-demos and event booths. Most of these contacts are much shorter than contacts made at workshops and do not usually include hands-on compost pile construction. This audience of people is not necessarily motivated to attend a long workshop specifically on compost pile construction. Many more contacts are made with this methodology, but the length and detail of the contacts is diminished. From those responses we estimated that about one-quarter (23.2%) of those, who had received information on composting, started or increased their composting. Those respondents indicated that on average they were composting almost 1 gallon (0.92 gallons) of kitchen waste and almost 4 gallons (3.68 gallons) of yard waste per month. Additionally, almost

one-third (29.7%) of the survey respondents indicated that on average they were diverting 13.8 gallons per month of organic materials into the curbside pick-up containers.

In 2007 we conducted another postcard survey of people attending mini demos and information booths. According to that survey, 19.7% of the people receiving compost information from the Master Gardener Program started or increased composting. They also indicated that they were composting 17.9 gallons of kitchen scraps and yard waste per month. Current diversion estimates are based on this survey work.

Most recently, a survey was conducted in February 2010 to measure impacts of having received information about home composting and pesticide use reduction in the home garden. The survey was distributed both electronically and via conventional mail to 621 contacts (contact information gathered at workshops and farmers' markets). 22% of the survey recipients responded by the deadline (Feb. 22, 2010). For a detailed description of the survey results please refer to "Home Composting and Garden Pesticide Use Survey 2010" (attached). In summary, about one-fifth of those receiving information from Master Gardeners were motivated to start or increase back yard composting. This educational effort has led to a significant reduction in landfill inputs over the last few years.

In regard to pesticide usage, most people who received information from Master Gardeners have changed their attitudes toward garden pesticides. Just over one-third tend to leave problems alone instead of treating them with something, another one-third now seek out the lowest possible toxicity products for application, and one-fifth have changed their gardens to include more appropriate plants that have fewer pest problems. This should lead to less pesticide use in the home garden, cleaner runoff water, and fewer unused toxic pesticides requiring disposal by the Sonoma County Waste Management Agency.

The Compost Education Program is operated primarily by volunteers. The budget reflects maintenance of current educational efforts. There are four unique aspects to this project:

1. Master Gardener (MG) volunteers are under the direction of the University of California Cooperative Extension (UCCE) and connected to UC-based research expertise.
2. Non-biased documentation of the results of educational efforts is conducted periodically in order to re-evaluate and update methodologies of the program. Landfill diversion estimates are based on statistically valid indicators of behavioral change collected from survey data.
3. Master Gardeners have a broad-based network of community projects and a reputation for providing practical science based information.
4. The volunteer nature of the program provides multiple in-person contacts for homeowners at a substantially lower cost than private contracting.

A part-time MG coordinator (25%) and a core group of about 10 trained volunteers, under the direction of UCCE Horticulture Advisor, Paul Vossen, carried out the Home Compost Education Program this last year.

4 Objectives Achieved in 2009-10

Events, Community Gatherings, and Workshops

The Master Gardeners had booths at seven large public events, community gatherings, and workshops (31 event days) in the county and provided information to 21,997 people. They distributed thousands of brochures and demonstrated home composting with display bins, compost piles, and worm boxes. The events, dates, and number of contacts are listed in Table 1. The demonstration garden at the Sonoma County Fair displayed a home compost system and provided home composting brochures to many contacts. Large audiences were attracted to the garden and received information on composting as in past years.



Table 1. Master Gardener Program Home Composting Education at Large Events, Community Gatherings, and Workshop

EVENT	DATE	# OF CONTACTS
Sonoma Co. Fair booth & demo garden	7-28 to 8-9 (13 days)	13,089
Sonoma County Harvest Fair	10-3 to 10-4 (2 days)	2,050
Cloverdale Citrus Fair	2-13 to 2-16 (4 days)	380
Spring Home & Garden Show	3-19 to 3-21 (3 days)	3,700
S.R. Medical Alliance Garden Tour	5-21 to 5-22 (2 days)	310
So. County Jail Industries Nursery Sales	8-29, 10-3, 10-24, 3-6, 4-3, 5-1 (6 days)	1,268
Bloomin' Backyards Garden Tour 2010	6-6 (1 day)	1,200
TOTAL	31 Event Days	21,997

Other Educational Events

The Master Gardeners presented information on composting at 380 small-scale events throughout the year. They distributed brochures, made short presentations on home composting and worm composting, and answered questions about starting a home compost pile for 7,506 people (5,571 at farmers' markets, small fairs, garden clubs, tours, and 1,935 at library series classes). The event dates and contact numbers are listed in Tables 2 and 3. The farmers' markets have information tables where Master Gardeners provide guidance on plant culture, pest control and composting. The library series events focus on a specific gardening topic and include information and handouts on home composting and pesticide use reduction. Some of the library series talks specifically focus on composting or worm composting.

Table 2. Master Gardener Home Composting Education Program Contacts at Farmers' Markets, Small Fairs, Garden Clubs, and Community Gardens

EVENT	DATE	# PEOPLE CONTACTED
5 Cotati Farmers' Mkts.	1 st Thursday (monthly) 5 mos.	106
21 Healdsburg Farmers' Mkts.	May through September	395
30 Sebastopol Farmers' Mkts.	May through November	626
83 Sonoma Farmers' Mkts.	April - Oct. & Fridays all year	397
21 Santa Rosa Farmers' Mkts.	May through September	956
26 Petaluma Farmers' Mkts.	May through October	157
21 Occidental Farmers' Mkts.	May through September	432
5 Oakmont Farmers' Mkts.	1 st Saturday (monthly) 5 mos.	112
5 Windsor Farmers' Mkts.	May, June 2010	233
Humane Society Garden	40 weeks – all year	1183
Various Garden Club Talks	All year	313
Harvest For The Hungry	February – November	290
Sonoma Garden Park	All year	371
TOTAL CONTACTS		5,571

Table 3. Master Gardener Home Composting Program Contacts at Library Series Talks

LIBRARY SERIES	# PEOPLE CONTACTED
Cloverdale Library Series	103
Healdsburg Library Series	214
Petaluma Library Series	343
Rincon Valley Library Series	313
Rohnert Park Library Series	289
Sebastopol Library Series	123
Sonoma Library Series	201
Windsor Library Series	349
TOTAL LIBRARY SERIES CONTACTS	1,935

Table 4. Master Gardener School Presentations

SCHOOL	DATE
1 @ McKinley School	7-30
1 @ Piner High School	10-2
1 @ Biella School	10-6
1 @ Rincon Charter School	10-15
1 @ Brook Hill School	10-22
1 @ MacDowell Elem. School	10-27
1 @ San Miguel School	10-30
2 @ Spring Creek School	11-19
1 @ Castle Preschool	3-18
2 @ Monroe School	3-19
1 @ Mark West Charter School	3-24
2 @ Brush Creek Montessori	4-3
2 @ Dunham School	4-6
1 @ Prestwood Elementary	5-9
1 @ Spring Hill Montessori	5-15
19 Presentations at 15 Schools	

School Presentations

Master Gardeners made 19 school presentations in classrooms with an average of 25 - 30 students. During this last fiscal year 721 students (K-12) were contacted. The demonstrations were for the length of a normal class period. They were done to develop an environmental awareness and to encourage recycling of organic wastes from the classroom and school. Most presentations included the establishment of a worm box in the classroom. Fliers were sent home with students to encourage parents to compost and recycle. See Table 4 for a list of schools and presentation dates.

Educational Brochures

The Master Gardeners printed and distributed 10,000 copies of educational brochures about home composting at events, workshops, and schools presentations. Master Gardeners developed all of the educational brochures, except the Renee's Garden Guide, Worm Digest, and Composting Matters.



- *More Hints for Composting*
- *Composting Matters Activity Book*
- *Recycling Tips For Gardeners*
- *Abono Natural (Home Composting in Spanish)*
 - *Worm Composting*
- *Renee's Garden Home Composting Guide*
- *Putting Worms To Work And Keeping Them Happy*

Resource Desks

The Master Gardeners maintain a phone answering service for gardening questions in both Santa Rosa five days per week and Sonoma three days per week. They also handle walk-in clientele and questions via email. Trained Master Gardeners answered questions related to home composting from 2,485 people and sent many of those people an appropriate handout on home composting.



Website (www.sonomamastergardeners.org)

The UCCE Sonoma County Master Gardener website (generating 71,868 visits during FY09-10) offers many resources for the home gardener, including a variety of composting publications that can be accessed at <http://ucanr.org/sites/scmg/Workshops/> :

- Composting Tips
- Composting – General
- Compost in a hurry
- Rapid Compost Method
- Worm Composting
- The Compost Pile



5 Conclusions and Recommendations

This past fiscal year, 2009-2010, was the third (final) year of a renewed contract that ends June 30, 2010. The home composting program has been teaching backyard composting to homeowners, apartment dwellers, and school children for more than fifteen years. Each year we evaluate the program and make changes to meet the goal of reaching the largest number of people in the least time-consuming and most rewarding ways for the participants and the Master Gardener volunteer trainers. The group is committed to including composting and pesticide use reduction information as an essential part of gardening. Last year 10 Master Gardeners participated in the home compost educational effort as trainers and made 20,610 total contacts, not including contacts through our website:

- Major Events and Workshops 10,974
- Farmers Markets and Library Series 6,134
- School children 721
- Phone Desk, Santa Rosa and Sonoma 2,781
- TOTAL 20,610**

- Website 71,868

Home composting education has become an integral part of the Master Gardener program and the volunteers are committed to it. A composting curriculum has been added to the core-training program for all new Master Gardeners, new trainers are added each year, effective publications and handouts have been developed, and there is timely coordination of activities. The Master Gardeners are proud of the success of the home composting program.



A concentration of efforts toward providing information at events where people are already present has greatly increased our numbers of contacts the last few years. Many of those contacts are made during short conversations at Master Gardener educational booths like the demonstration garden and booth at the Sonoma County Fair, farmers markets, garden tours, garden club talks, festivals, Harvest Fair, community gardens, and library series presentations. Compost talks and demonstrations are a continuation of similar efforts conducted last year where short workshop presentations are accompanied with handouts and a short message on home composting.

6 Tonnage Diversion Estimates

The home composting program had direct contact with 19,889 people in FY 2009-10 at five large events and workshops (31 days) and 380 smaller scale events such as: farmers' markets, tours, small fairs, and library presentations. The home compost education program also distributed 10,000 composting brochures through educational booths, the Master Gardener desk, and through school presentations (721 youth). Calculations for the tonnage diversion estimates are based on direct adult contacts only.

Our (University of California) survey in 2007 indicated that 19.7% of the people contacted started or increased home composting. On the average they reduced their landfill input of kitchen scraps and yard waste by 4.14 gallons per week (17.9 gallons per month - 215.3 gallons per year). According to past surveys 25% was kitchen waste and 75% was yard waste. Based on these figures the diversion increase for FY 2007-08 due to the addition of new home composters was:

- $19,889 \times 19.7\% = 3,918$ households beginning or increasing home composting
- **Kitchen scraps*** diverted = 4.5 gallons per month/household = 17,631 gallons per month = 51.13 tons per month = 613.56 tons per year = 1,048 cubic yards per year
- **Yard waste*** diverted = 13.4 gallons per month/household = 52,501.2 gallons per month = 110.25 tons per month = 1,323.0 tons per year = 3,120.35 cubic yards per year
- **TOTAL DIVERTED = 1,936.35 tons per year = 4,168.35 yd³ per year**

** Weight and volume calculations for kitchen scraps are based on 70% moisture (5.8 lbs./gallon) (1,171 lbs./yd³). Weight and volume calculations for yard waste are based on 50% moisture (4.2 lbs./gallon) (848 lbs./yd³). Kitchen scraps represent about 25% and yard waste 75% of the compostable materials based on past survey data.*

**SONOMA COMPOST COMPANY
MONTHLY REPORT**

August-10

a) Tonnages of Each Material Delivered to Facility

total tons of yard debris:	5,687.11 tons
average tons per day of yard debris:	247.17 tons
total tons of wood debris:	437.00 tons
average tons per day of wood debris:	16.81 tons
total tons of yard debris to Laguna *	739.55 tons
Total tons of food discards **	84.56 tons

* This tonnage is not included in total tons of yard debris

** This tonnage is included in the total yard debris tonnage above

b) Deviations From Normal Operating Plans

Windrow Characteristics

	<u>width</u>	<u>height</u>	<u>length</u>
normal	18'	7'	700'

Moisture Addition/Application

at grinder:	Spray
at compost site:	Drip

Moisture Content (%)

by feel:	lab results:
40-60%	38.2%
(active compost)	(finished compost)

Additives

Feathers, Food Discards, Hatchery Waste

Temperature Measurements

(data on file at SCC office)

Has temperature of finished compost reached 131 degrees Fahrenheit for at least 15 days, during which time the material was turned 5 times? YES

Aeration (turning)

type: SCARAB	frequency: 5 times in 15 days or longer during pathogen reduction, plus additional turnings to enhance the composting process (weather permitting).
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c) Highlights and Anomalies of Program

Weather/Rainfall:	
total inches:	0
# of storm even	0
Operational Problems:	
None	

d) Lab tests

Monthly tests: Nutrient/Pathogen Reduction/Heavy Metals

analysis: NUTRIENT	
next date due:	Sep-10
date sample taken:	8/27/2010
# of sub-samples:	12
location of samples:	45,46

analysis: HEAVY METALS	
next date due:	Sep-10
date sample taken:	8/27/2010
# of sub-samples	26
location of samples:	8,9,10,14,15,16,17,
	18,19,28,42,33,43

analysis: PATHOGEN REDUCTION	
next date due:	Sep-10
date sample taken:	8/26/2010
# of sub samples:	26
locations of samples:	8,9,10,14,15,16,17,
	18,19,28,42,33,43

Quarterly Test:

analysis: PESTICIDE RESIDUES	
next date due:	Sep-10
date sample taken:	8/27/2010
# of sub-samples:	26
locations of samples:	8,9,10,14,15,16,17,
	18,19,28,42,33,43

e) Sales and Distribution of Finished Product

Yard Debris Sold

monthly total, cubic yards of all yard debris products sold:	4,499.00	cubic yds.
total cubic yards of screened compost:	2,744.00	cubic yds.
total cubic yards of early mulch:	0.00	cubic yds.
total cubic yards of screened mulch:	1,755.00	cubic yds.
yard debris product allocations:	16.00	cubic yds.
yard debris product donations:	50.00	cubic yds.

Wood Debris Sold

monthly total, tons of wood debris products sold:	2,774.00	tons
total tons of wood to non-fuel markets:	433.00	tons
total tons of wood bio-fuel*:	2,341.00	tons
wood debris product allocations:	277.00	cubic yds.
wood debris product donations:	0.00	cubic yds.

* Bio-fuel tonnage includes overs from compost process

Shipment Log

A shipment log showing date, compost product description, volume and destination of each load leaving the facility is on file at the Sonoma Compost office and is available for review by the Agency for purposes of verifying compensation records or other auditing functions.

f) Complaints and Environmental Concerns

None

g) Contaminants Landfilled, Recovered or Recycled

	tons	overall %
disposed	98.60	1.44%
recycled		

h) Inventory of Tonnage, Volume and Composition of Finished Products

FINISHED MATERIALS	cubic yards
unscreened compost	3,200 cy
screened compost	2,200 cy
mulch	550 cy
"intermediates"	2,800 cy

INTERMEDIATELY COMPOSTED MATERIALS

aged over 2 weeks	21,000 cy
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FRESH MATERIAL

on-site under 2 weeks	5,130 cy
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EXPERIMENTAL MATERIAL

Biodynamic		225 cy
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**SONOMA COMPOST COMPANY
MONTHLY REPORT**

September -10

a) Tonnages of Each Material Delivered to Facility

total tons of yard debris:	6,575.05 tons
average tons per day of yard debris:	251.00 tons
total tons of wood debris:	468.37 tons
average tons per day of wood debris:	18.73 tons
total tons of yard debris to Laguna *	0.00 tons
Total tons of food discards **	77.2 tons

* This tonnage is not included in total tons of yard debris

** This tonnage is included in the total yard debris tonnage above

b) Deviations From Normal Operating Plans

Windrow Characteristics

	<u>width</u>	<u>height</u>	<u>length</u>
normal	18'	7'	700'

Moisture Addition/Application

at grinder:	Spray
at compost site:	Drip

Moisture Content (%)

by feel:	lab results:
40-60%	33.3%
(active compost)	(finished compost)

Additives

Feathers, Food Discards, Hatchery Waste

Temperature Measurements

(data on file at SCC office)

Has temperature of finished compost reached 131 degrees Fahrenheit for at least 15 days, during which time the material was turned 5 times? YES

Aeration (turning)

type: SCARAB	frequency: 5 times in 15 days or longer during pathogen reduction, plus additional turnings to enhance the composting process (weather permitting).
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c) Highlights and Anomalies of Program

Weather/Rainfall:	
total inches:	0.25
# of storm ever	1
Operational Problems:	
None	

d) Lab tests

Monthly tests: Nutrient/Pathogen Reduction/Heavy Metals

analysis: NUTRIENT	
next date due:	Oct-10
date sample taken:	9/16/2010
# of sub-samples:	12
location of samples:	11,12,13,23,36,39

analysis: HEAVY METALS	
next date due:	Oct-10
date sample taken:	9/16/2010
# of sub-samples:	16
location of samples:	6,7,20,24,25,29,41
	48

analysis: PATHOGEN REDUCTION	
next date due:	Oct-10
date sample taken:	9/16/2010
# of sub samples:	16
locations of samples:	6,7,20,24,25,29,41,
	48

Quarterly Test:

analysis: PESTICIDE RESIDUES	
next date due:	Oct-10
date sample taken:	9/16/2010
# of sub-samples:	16
locations of samples:	6,7,20,24,25,29,41
	48

e) Sales and Distribution of Finished Product

Yard Debris Sold

monthly total, cubic yards of all yard debris products sold:	4,883.00	cubic yds.
total cubic yards of screened compost:	2,836.00	cubic yds.
total cubic yards of early mulch:	0.00	cubic yds.
total cubic yards of screened mulch:	2,047.00	cubic yds.
yard debris product allocations:	11.00	cubic yds.
yard debris product donations:	86.00	cubic yds.

Wood Debris Sold

monthly total, tons of wood debris products sold:	1,435.00	tons
total tons of wood to non-fuel markets:	529.00	tons
total tons of wood bio-fuel*:	906.00	tons
wood debris product allocations:	75.00	cubic yds.
wood debris product donations:	0.00	cubic yds.

* Bio-fuel tonnage includes overs from compost process

Shipment Log

A shipment log showing date, compost product description, volume and destination of each load leaving the facility is on file at the Sonoma Compost office and is available for review by the Agency for purposes of verifying compensation records or other auditing functions.

f) Complaints and Environmental Concerns

None

g) Contaminants Landfilled, Recovered or Recycled

	tons	overall %
disposed	102.00	1.45%
recycled		

h) Inventory of Tonnage, Volume and Composition of Finished Products

FINISHED MATERIALS	cubic yards
unscreened compost	1,800 cy
screened compost	5,500 cy
mulch	900 cy
"intermediates"	3,200 cy

INTERMEDIATELY COMPOSTED MATERIALS

aged over 2 weeks	18,500 cy
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FRESH MATERIAL

on-site under 2 weeks	9,210 cy
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EXPERIMENTAL MATERIAL

Biodynamic		225 cy
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SONOMA COMPOST COMPANY
MONTHLY REPORT

October-10

a) Tonnages of Each Material Delivered to Facility

total tons of yard debris:	6,230.88 tons
average tons per day of yard debris:	246.44 tons
total tons of wood debris:	349.31 tons
average tons per day of wood debris:	13.44 tons
total tons of yard debris to Laguna *	176.50 tons
Total tons of food discards **	67.72 tons

* This tonnage is not included in total tons of yard debris

** This tonnage is included in the total yard debris tonnage above

b) Deviations From Normal Operating Plans

Windrow Characteristics

	<u>width</u>	<u>height</u>	<u>length</u>
normal	18'	7'	700'

Moisture Addition/Application

at grinder:	Spray
at compost site:	Drip

Moisture Content (%)

by feel:	lab results:
40-60%	42.9%
(active compost)	(finished compost)

Additives

Feathers, Food Discards, Hatchery Waste

Temperature Measurements

(data on file at SCC office)

Has temperature of finished compost reached 131 degrees Fahrenheit for at least 15 days, during which time the material was turned 5 times? YES

Aeration (turning)

type: SCARAB	frequency: 5 times in 15 days or longer during pathogen reduction, plus additional turnings to enhance the composting process (weather permitting).
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c) Highlights and Anomalies of Program

<i>Weather/Rainfall:</i>	
total inches:	2.875
# of storm ever	3
<i>Operational Problems:</i>	
None	

d) Lab tests

Monthly tests: Nutrient/Pathogen Reduction/Heavy Metals

analysis: NUTRIENT	
next date due:	Nov-10
date sample taken:	10/10/2010
# of sub-samples:	12
location of samples:	32,47

analysis: HEAVY METALS	
next date due:	Nov-10
date sample taken:	10/10/2010
# of sub-samples	16
location of samples:	11,23,24,25,27,31,
	34,35,36,37,45,46

analysis: PATHOGEN REDUCTION	
next date due:	Nov-10
date sample taken:	10/10/2010
# of sub samples:	16
locations of samples:	11,23,24,25,27,31,
	34,35,36,37,45,46

Quarterly Test:

analysis: PESTICIDE RESIDUES	
next date due:	Nov-10
date sample taken:	10/10/2010
# of sub-samples:	16
locations of samples:	11,23,24,25,27,31,
	34,35,36,37,45,46

e) Sales and Distribution of Finished Product

Yard Debris Sold

monthly total, cubic yards of all yard debris products sold:	6,040.00	cubic yds.
total cubic yards of screened compost:	4,126.00	cubic yds.
total cubic yards of early mulch:	0.00	cubic yds.
total cubic yards of screened mulch:	1,914.00	cubic yds.
yard debris product allocations:	100.00	cubic yds.
yard debris product donations:	151.00	cubic yds.

Wood Debris Sold

monthly total, tons of wood debris products sold:	2,403.00	tons
total tons of wood to non-fuel markets:	434.00	tons
total tons of wood bio-fuel*:	1,969.00	tons
wood debris product allocations:	122.00	cubic yds.
wood debris product donations:	0.00	cubic yds.

* Bio-fuel tonnage includes overs from compost process

Shipment Log

A shipment log showing date, compost product description, volume and destination of each load leaving the facility is on file at the Sonoma Compost office and is available for review by the Agency for purposes of verifying compensation records or other auditing functions.

f) Complaints and Environmental Concerns

None

g) Contaminants Landfilled, Recovered or Recycled

	tons	overall %
disposed	81.60	1.21%
recycled		

h) Inventory of Tonnage, Volume and Composition of Finished Products

FINISHED MATERIALS	cubic yards
unscreened compost	2,800 cy
screened compost	4,800 cy
mulch	700 cy
"intermediates"	4,100 cy

INTERMEDIATELY COMPOSTED MATERIALS

aged over 2 weeks	21,100 cy
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FRESH MATERIAL

on-site under 2 weeks	4,200 cy
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EXPERIMENTAL MATERIAL

Biodynamic		350 cy
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**SONOMA COMPOST COMPANY
MONTHLY REPORT**

November-10

a) Tonnages of Each Material Delivered to Facility

total tons of yard debris:	7,623.67 tons
average tons per day of yard debris:	326.35 tons
total tons of wood debris:	393.75 tons
average tons per day of wood debris:	15.75 tons
total tons of yard debris to Laguna *	535.17 tons
Total tons of food discards **	89.6 tons

* This tonnage is not included in total tons of yard debris

** This tonnage is included in the total yard debris tonnage above

b) Deviations From Normal Operating Plans

Windrow Characteristics

	<u>width</u>	<u>height</u>	<u>length</u>
normal	18'	7'	700'

Moisture Addition/Application

at grinder:	Spray
at compost site:	Drip

Moisture Content (%)

by feel:	lab results:
40-60%	40.8%
(active compost)	(finished compost)

Additives

Feathers, Food Discards, Hatchery Waste

Temperature Measurements

(data on file at SCC office)

Has temperature of finished compost reached 131 degrees Fahrenheit for at least 15 days, during which time the material was turned 5 times? YES

Aeration (turning)

type: SCARAB	frequency: 5 times in 15 days or longer during pathogen reduction, plus additional turnings to enhance the composting process (weather permitting).
-----------------	---

c) Highlights and Anomalies of Program

Weather/Rainfall:	
total inches:	3.625
# of storm even	4
Operational Problems:	
None	

d) Lab tests

Monthly tests: Nutrient/Pathogen Reduction/Heavy Metals

analysis: NUTRIENT	
next date due:	Dec-10
date sample taken:	11/23/2010
# of sub-samples:	12
location of samples:	6,8,9,20

analysis: HEAVY METALS	
next date due:	Dec-10
date sample taken:	11/23/2010
# of sub-samples	16
location of samples:	12,13,18,19,26,28,33
	38,39,40,41,42,43,44

analysis: PATHOGEN REDUCTION	
next date due:	Dec-10
date sample taken:	11/23/2010
# of sub samples:	16
locations of samples:	12,13,18,19,26,28,33
	38,39,40,41,42,43,44

Quarterly Test:

analysis: PESTICIDE RESIDUES	
next date due:	Dec-10
date sample taken:	11/23/2010
# of sub-samples:	16
locations of samples:	12,13,18,19,26,28,33
	38,39,40,41,42,43,44

e) Sales and Distribution of Finished Product

Yard Debris Sold

monthly total, cubic yards of all yard debris products sold:	6,382.00	cubic yds.
total cubic yards of screened compost:	5,054.00	cubic yds.
total cubic yards of early mulch:	0.00	cubic yds.
total cubic yards of screened mulch:	1,328.00	cubic yds.
yard debris product allocations:	0.00	cubic yds.
yard debris product donations:	53.00	cubic yds.

Wood Debris Sold

monthly total, tons of wood debris products sold:	2,052.00	tons
total tons of wood to non-fuel markets:	396.00	tons
total tons of wood bio-fuel*:	1,656.00	tons
wood debris product allocations:	164.00	cubic yds.
wood debris product donations:	15.00	cubic yds.

* Bio-fuel tonnage includes overs from compost process

Shipment Log

A shipment log showing date, compost product description, volume and destination of each load leaving the facility is on file at the Sonoma Compost office and is available for review by the Agency for purposes of verifying compensation records or other auditing functions.

f) Complaints and Environmental Concerns

None

g) Contaminants Landfilled, Recovered or Recycled

	tons	overall %
disposed	91.80	1.07%
recycled		

h) Inventory of Tonnage, Volume and Composition of Finished Products

FINISHED MATERIALS	cubic yards
unscreened compost	3,500 cy
screened compost	1,750 cy
mulch	1,300 cy
"intermediates"	3,800 cy

INTERMEDIATELY COMPOSTED MATERIALS

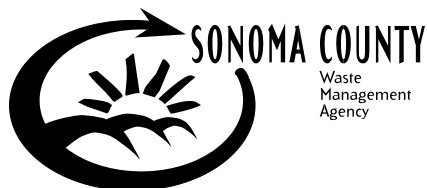
aged over 2 weeks	19,500 cy
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FRESH MATERIAL

on-site under 2 weeks	8,430 cy
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EXPERIMENTAL MATERIAL

Biodynamic	350 cy
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Agenda Item #: 7.8
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/19/2010

ITEM: Annual web site report 2010

I. BACKGROUND

Since 1998, the Sonoma County Waste Management Agency has maintained the Agency's www.recyclenow.org web site. Initially, the 47 page site had been programmed by Agency staff using HTML1 and with web site hosting provided by a private company.

Realizing that the web site programming language needed to be updated to current programming standards which meant that the older deprecated HTML tags needed to be eliminated in favor of Cascading Style Sheets (CSS), the Work Plan for FY 08-09 budgeted for the County Information Systems Department to program an expanded and revised Agency web site. Agency staff would provide the content, design and graphics for the pages. The work plan for FY 09-10 included additional funding for completing the web site project. The new 73 page web site was launched at the August 18, 2010 Agency Board meeting.

The new web site, which connects to Eco-Desk Access database was designed to meet ADA section 508 standards. On-going maintenance is performed by sending requests to the County's ISD-Help Desk. Web hosting, as well as regular service requests, are provided to the Agency at no additional fee. Another benefit of the ISD hosting service is monthly statistical analytics provided by Google Analytics, SiteCheck, to identify broken links/spelling mistakes and email notifications when new Agency Agendas/Packets are posted.

As part of the web site, a third party service Z-Mags provides the page-turning Recycling Guide product. Z-Mags Analytics provides monthly reports on the publication's use.

Web site topics are comprehensive and listed below. Topics can be expanded as new programs develop:

Topics	Subtopics
Agency	About, Board member roster, Agency staff directory, Directions to our office, Waste Stream profiles, Recycling Laws, Upcoming meeting, Meeting archives, Reports & notices, Request for proposals
Toxics	Common examples of toxics, Household Toxics Facility, Community Toxics Collections, Toxics Rover Pickup, Business toxics disposal, Search for motor oil/filter drop-off locations, Curbside motor oil recycling, Electronics, Fluorescent lamps/CFLs, Household batteries, Medications/pharmaceuticals, Mercury thermostats, Paint, Syringes/needles, Treated wood, Less toxic pest management
Recycling	Recycling Guide, What goes in the cart, Single-stream blue recycling cart, What happens to my curbside recycling, Bulky item collection, Junk mail, Extended Producer Responsibility, Reduce packaging, Locate buyback Recycling Centers, Tree recycling, Holiday gifts, About plastics, Ordering debris boxes, in Parks
Business	Overview and programs, green procurement, Household Toxics Facility, Community Toxics Collections, Green Building Programs, Search Builder's Guide, Construction and demolition recycling
Multifamily	For owners & manager
Schools	Recycling at school, Education resources, For kids
Disposal	Locate your garbage company, Curbside garbage cart, Search disposal sites, How to visit, Landfill bans, Central Disposal Site fee schedule, Transfer Stations fee schedule, Central Disposal Site overview, Reuse & Recycling area, Municipal composting, Wood reuse &

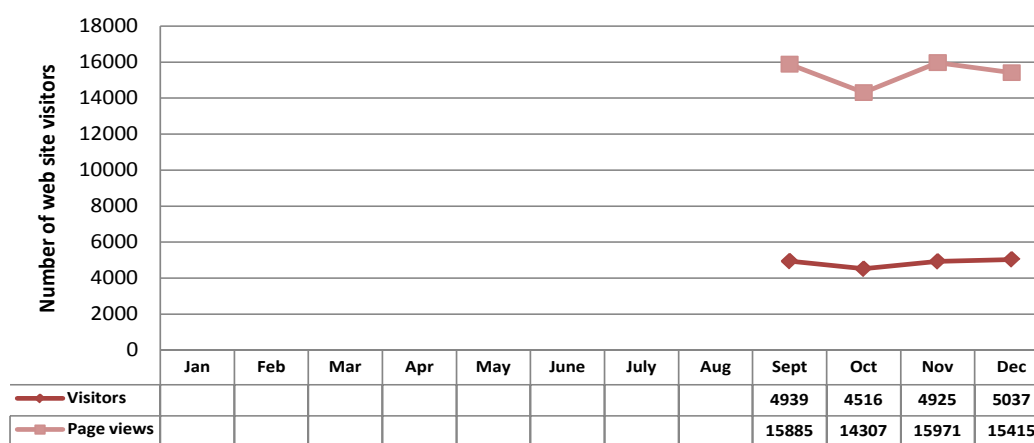
	recycling, Landfill gas power plant, Household Toxics Facility
Compost	Curbside yard debris & veggies recycling, Home composting, Commercial veggie scrap composting, Municipal composting
Resources	Order publications, Downloads & graphics, Newsroom

II. DISCUSSION

Google Analytics www.recyclenow.org web site statistic summary is available from September-December 2010 following the web site's launch in August 2010.

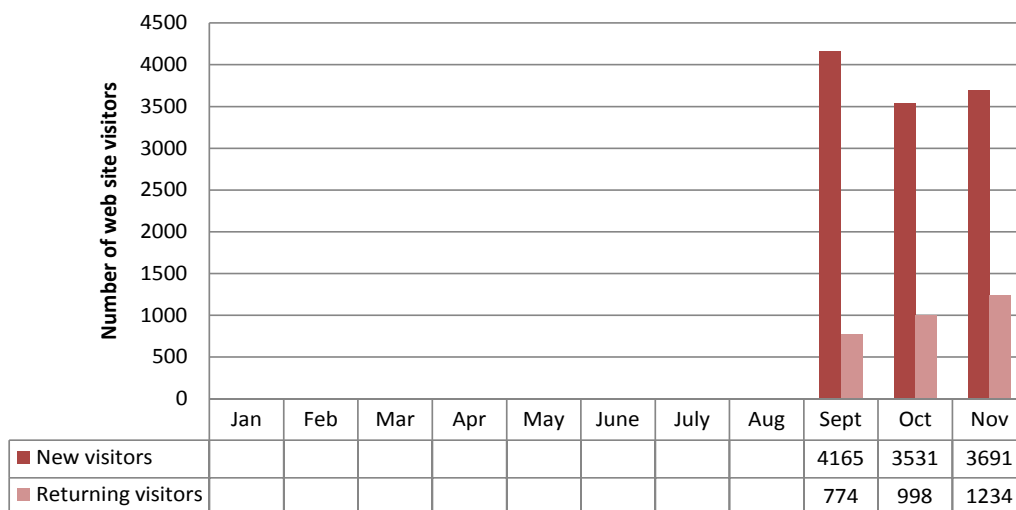
- The number of web site visitors and page views has remained relatively consistent over the past three months.

Figure 1: Number of web site visitors per month and page views



- Returning web site visitors has steadily increased since the launch of the web site. See Figure 2.

Figure 2: New versus returning visitors



- The most viewed pages on the web site were the Home Page, topic search on “What Would You Like to Recycle,” electronics recycling, Toxics Facility and the page turning Recycling Guide. See Figure 3.

Figure 3: Top visited pages

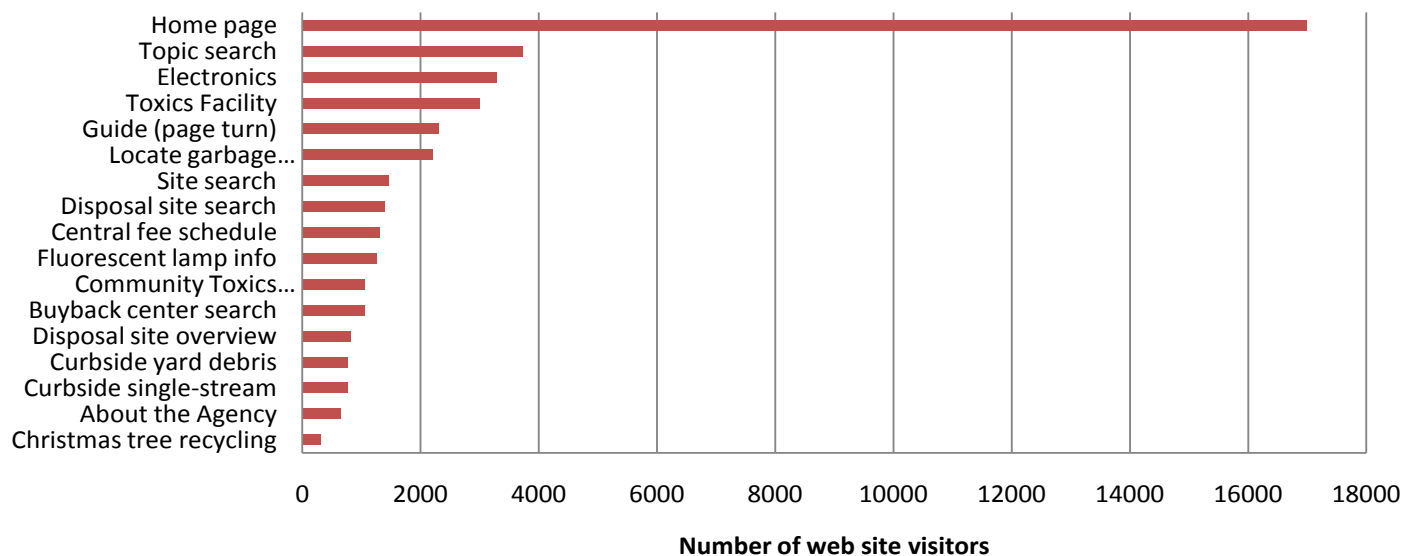


Figure 4: Traffic sources overview

- The majority of web site visitors where referred from search engines (www.Google.com, www.Yahoo.com, etc.), from visitors typing in the URL directly and from links on other web sites (www.unicycler.com, www.sonoma-county.org, etc.). The term “organic search results” are listings on [search engine](#) results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. The statistics below show that the Agency’s web site presence is strong on organic searches without having to engage in paid advertising. See Figure 4.
- Web sites display differently on different browsers. During development, the www.recyclenow.org web site was tested mostly on Internet Explorer (IE) and Firefox. Statistics validate this approach as the top two browsers used are IE (46% of visitors) and Firefox (26% of visitors).
- An average of 6% of visitors, saw the web site from their mobile devices (iPhone/Android/iPad/BlackBerry, etc.).
- Geographically, on average 51% of visitors to the web site live outside of Sonoma County. Of those visitors from Sonoma County, Santa Rosa and Petaluma generated the greatest number of visitors. See Figure 5.

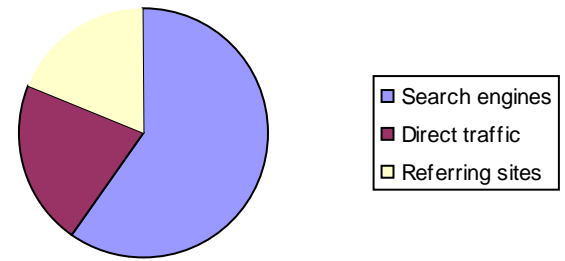
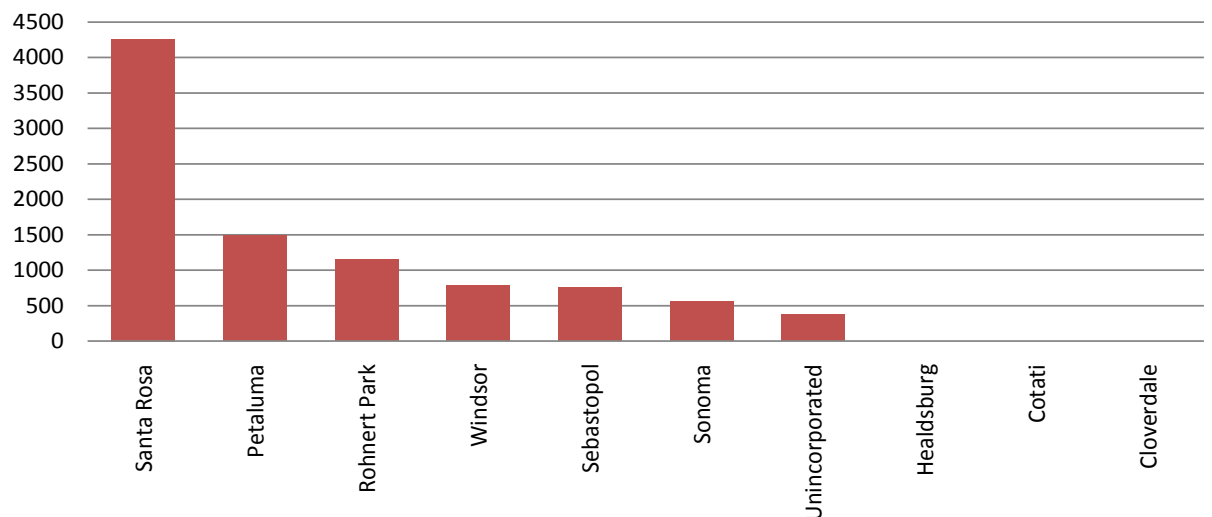


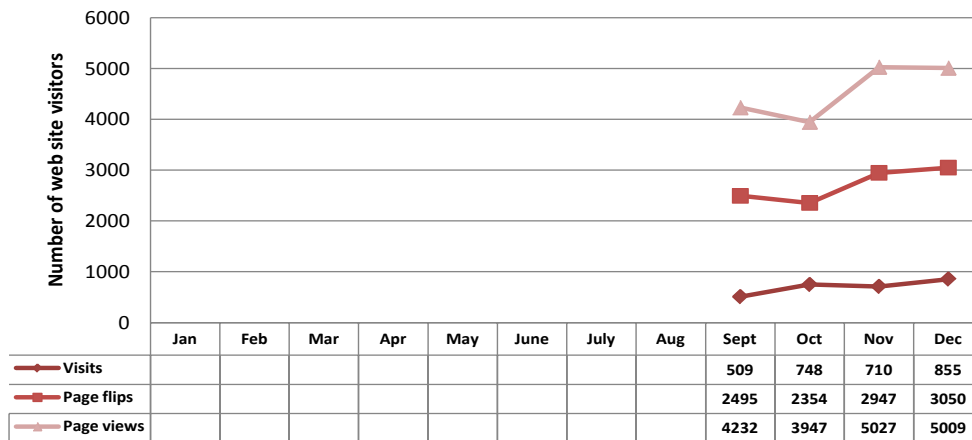
Figure 5: Geography of visitors Sonoma County



Z-Mag Analytics for the page-turning Recycling Guide The following statistics apply only to the usage of the page-turning Recycling Guide publication on the Agency's web page http://recyclenow.org/recycling/recycling_guide.asp

- The usage of the page-turning Recycling Guide seems to be increasing. The most read pages are the cover, Curbside Recycling 4-5, Toxics Disposal 2-3, Disposal Sites 10-11, Drop-off Recycling 8-9 and the Reuse-Recycling pages giving information for batteries and electronics.

Figure 6: Number of page-turning Recycling Guide page visitors, page views and page flips



III. FUNDING IMPACT

This item is informational and there is no funding impact.

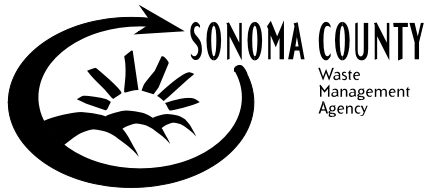
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

There are no recommendations or actions requested.

V. ATTACHMENTS

- Web site Annual Report 2010

Approved by: _____
Henry Mikus, Executive Director, SCWMA



Agenda Item #: 7.9
Cost Center: Yard Debris
Staff Contact: Carter
Agenda Date: 1/19/2011

ITEM: Expanded Organics Outreach

I. BACKGROUND

The 2007 Sonoma County Waste Management Agency Waste Characterization Study concluded that approximately 36% of the material sent to landfills for disposal was compostable. A recent analysis by the Organics Subcommittee of the AB 939 Local Task Force concluded that over 25,000 tons of compostable food and yard debris material currently sent for disposal could be processed at existing diversion facilities.

Sonoma Compost Company has proposed to increase diversion of these materials with the assistance of Agency staff and the county's two garbage haulers.

II. DISCUSSION

Sonoma Compost Company is not proposing a radical departure from organics outreach efforts that have occurred recently. Agency staff would slightly alter outreach materials developed in 2007 and 2008 to accomplish this task, and staff has experience with the cities and the garbage haulers utility bill insert process and other outreach channels. Staff believes that Sonoma Compost's request could be handled with minimal disruption to existing tasks.

The compost site's current solid waste permit only allows acceptance of 12 tons per day of food material at the site, but staff is in the process of revising the permit to allow acceptance of up to 10% of the incoming yard material. This would raise the limit to approximately 30 tons per day. 30 tons per day would result in approximately 10,000 tons of additional diversion per year.

III. FUNDING IMPACT

Diverting material from disposal (surcharge cost centers) to composting (yard debris cost center) would result in a net positive benefit to the Agency. However, funds collected for the yard debris cost center must be used for composting-related tasks, not HHW, education, or planning tasks.

It is unknown how much new participation this outreach would result in, but each ton diverted from disposal to composting is estimated to result in a net gain of \$1.15 in Agency revenue.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends accepting Sonoma Compost Company's proposal and employing existing outreach materials and methods to expand the organics composting while staying within the boundaries of the solid waste permit.

V. ATTACHMENTS

Proposal from Sonoma Compost Company
Letter to Organics Generators

Approved by: _____
Henry Mikus, Executive Director, SCWMA



Proposal for Expanded Organics Composting Outreach and Education

Proposal Summary

Sonoma Compost Company proposes to provide support to the Sonoma County Waste Management Agency for an expanded outreach and education effort to increase the quantity of organics diverted from landfill. It is recommended that this proposal be considered and implemented as soon as possible.

This proposal includes specific actions that address the recommendations of the AB 939 Local Task Force - Organics Diversion Subcommittee Report and the Solid Waste Advisory Group's Guiding Principals for Waste Diversion, Regional Services, Economic Efficiencies, Reliability and Local Control.

Key Proposal Elements

Role of Sonoma Compost Company –

Sonoma Compost Company would be responsible for working directly with facilities that generate vegetative food scraps to encourage and guide participation in the Agency's organics composting program. Sonoma Compost Company would also work with print and electronic media to publicize the opportunities for businesses and residents to divert food scraps and other organics from landfill disposal to create valuable soil products.

Role of Sonoma County Waste Management Agency –

The Agency's primary role would be the official sponsor for the outreach effort, provide a letter of introduction to the commercial food scrap generators, provide Recycling Guides and other educational materials, and The Agency members would be responsible for outreach through existing channels, including utility bill inserts, City newsletters and public websites.

Role of haulers –

North Bay Corporation and Sonoma Garbage Collectors would be responsible for providing containers, collecting and delivering the organic materials to the compost facility at the Central Disposal Site as required by current franchise agreements.

Benefits of the Sonoma Compost Company Proposal

Cost-effective Increased Diversion –

This proposal does not require any new facilities or changes to current contracts. It will rapidly increase recycling rates and reduce landfill disposal costs.

Reduced Greenhouse Gas Emissions –

As noted in the attached AB 939 Local Task Force - Organics Diversion Subcommittee Report, about half of the GHG reductions possible from the organic fraction of the waste stream can be achieved using existing in-County management programs.

January 19, 2011



Store Name
Manager Name
Address
City, CA Zip

Manager Name:

The Sonoma County Waste Management Agency (SCWMA) would like to inform you of an innovative program that can reduce your garbage bill and help the county meet its waste reduction goals. Vegetative food waste (plant-based food waste, not meats, dairy, oils, or bones) can be put into a separate waste container from your garbage and collected by your garbage company to be recycled into nutrient rich, soil enhancing compost.

The disposal fee for compostable material is much less than that of garbage. By diverting vegetative food waste from your garbage bin to a separately collected bin, you may be able to reduce your garbage bin size or collection frequency and therefore reduce your garbage bill.

Aside from saving money, you will help the county meet its waste reduction goals and improve our local economy and soil health. The material you place in your vegetative food waste bin will be delivered to the Sonoma Compost Company (SCC) at the Central Disposal Site where it is transformed from a waste to a resource. This locally-processed compost improves soil health while displacing imported chemical fertilizers and is used by many local farmers, vintners, and home gardeners to grow a wide assortment of crops and products. In addition to improving soil health, composting reduces greenhouse gas emissions, reduces topsoil loss and protects water quality by reducing erosion, reduces the use of landscaping products derived from virgin resources, and reduces our dependence on landfills.

The Sonoma County Waste Management Agency respectfully requests you consider participating in this program. This program will require you to make some procedural changes as to how you internally collect and dispose of garbage, but we hope you will find the incentive of reducing your garbage bill and the opportunity to take a leadership role in transforming your waste into a valuable resource will override the slight inconvenience.

We thank you for your time and hope you will join us in this effort to be better stewards of our county's resources.

Sincerely,

Henry Mikus, SCWMA Executive Director

About the Sonoma County Waste Management Agency:

The SCWMA is the joint powers authority of the nine incorporated cities and the County of Sonoma. The primary responsibility of the Agency is to develop programs to handle household hazardous waste, wood waste, and yard waste generated in Sonoma County and to provide for planning and public education for waste management issues.

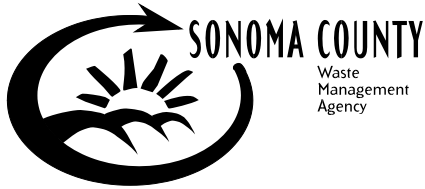
For more information about the SCWMA and to view waste reduction and recycling resources, please visit www.recyclenow.org.

About the Sonoma Compost Company:

SCC operates the Organic Recycling Program on behalf of the Sonoma County Waste Management Agency. Since 1993 SCC has transformed over 1.2 million tons of organic material from landfill disposal into high quality soil amendments, mulches, and fuels.

SCC accepts yard trimmings and vegetative food discards that are placed in curbside containers by local residents. Yard trimmings are also delivered directly to the site by landscapers, tree trimmers and the public. In addition, SCC accepts selected agricultural byproducts from local farms, wineries and food processors. These materials are carefully made into premium quality organic compost and mulches, as well as bio-fuel used to generate electricity. Tree limbs are cut to the right length and split, seasoned and sold as affordable firewood.

For more information about Sonoma Compost Company, please visit www.sonomacompost.com.



Agenda Item #: 9
Cost Center: All
Staff Contact: Mikus/Fisher
Agenda Date: 1/19/2011

Item: Sonoma Outhaul

I. BACKGROUND

In order to deal with financial issues with their franchised garbage hauler, the City of Sonoma has voted at their December 1, 2010 City Council meeting to allow hauling of approximately one half of their solid waste to another county.

II. DISCUSSION

At the time the decision was made to allow the outhaul, the City of Sonoma City Council also voted to have the SCWMA surcharge fee paid directly to SCWMA. SCWMA staff was requested to draft an agreement to accommodate the payment of the surcharge fee from the garbage hauler.

Since this arrangement has no precedent, staff has requested a written communication from the City of Sonoma to the Board of Directors explaining the situation.

III. FUNDING IMPACT

The City of Sonoma's proposed agreement would not have any financial impacts on SCWMA budget.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff requests direction from the Board of Directors with respect to drafting an agreement and bringing it forward for consideration.

V. ATTACHMENTS

Letter from the City of Sonoma

Approved by: _____
Henry Mikus, Executive Director, SCWMA

City of Sonoma

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org



Sonoma Sister Cities:

Aswan, Arab Republic of Egypt
Chambolle-Musigny, France
Greve in Chianti, Italy
Kaniv, Ukraine
Patzcuaro, Mexico

TO: Christa Johnson, Chairperson
Sonoma County Waste Management Agency Board

SUBJECT: Agreement for Limited Refuse Outhaul by City of Sonoma Refuse Contractor

Dear Chair Johnson and Members of the Board:

The City of Sonoma appreciates the opportunity to speak to the Agency Board on the results of a recent rate granted to Sonoma Garbage Company [SGC]. As a part of the granting of the rate increase, an additional step was taken to allow SGC to utilize the Napa Disposal site on a limited duration based solely on an economic benefit. This benefit is specifically earmarked to assist our hauler in augmenting his vehicle replacement program over a two-year period. By creating this short-term proposal, the hauler will be successful in financing the purchase of a new vehicle while reducing the overall rate increase borne by the citizens of Sonoma. It is through this economic consideration that the Council approved this unique scenario in an effort to minimize local ratepayer costs.

Background

To illustrate the scenario agreed to between the City of Sonoma and Sonoma Garbage Company the following is a summary background of events:

The City's franchise Refuse Hauler, Sonoma Garbage Company, Inc [SGC] submitted a rate increase request for the 2010-2011 annual period. The proposal included three components for consideration. SGC's updated program included [1] an annual operational rate increase in line with the Refuse Rate Increase, [2] the need for additional capacity for replacing an aging refuse collection vehicle and [3] the initiation of a pilot food waste collection for local commercial establishments. All proposals are geared towards bringing cost effective solutions to address the needs of the community. Prior to presentation to the City Council, discussion of all three components took place in a meeting with Sonoma Garbage. Participants in the meeting included Sonoma Garbage representatives John Curroto and Ken Wells and City representatives Councilmember Steve Barbose, City Manager Linda Kelly and Assistant City Manager Carol Giovanatto. Councilmember Barbose participated in the discussion to provide insight and feedback as the City's representative to the Solid Waste Advisory Group and the Sonoma County Waste Management Agency. The three components are summarized as follows:

1. Proposed Increase in Refuse Collection Rates 2010-11

The City's franchise agreement with SGC requires an annual financial review of the franchisee and calculation of appropriate rate increase. In 2007, the City adopted the methodology formulated by Sonoma County Waste Management Agency based on a

Refuse Rate Index [RRI]. The RRI is a price indexing method designed specifically for adjusting collection rates based on various published indices that are applicable to the actual costs incurred by a refuse hauler rather than an estimated percentage increase based on financial reports. The RRI methodology produces a more accurate rate adjustment since the RRI includes only those economic changes that directly affect solid waste and recycling collection costs. Using this method, the collection rates are based on changes in cost categories that are specific to the collection business.

Refuse Rate Increase

Based on the RRI calculation, SGC would be approved for a 5.03% rate increase effective December 1, 2010. The impact to the typical residential rate payer [32 gallon user] will be \$.55 per month.

2. Provision for Extraordinary Circumstances

The RRI methodology also includes a provision for the hauler to apply for a higher percentage based on "Extraordinary Circumstances." These circumstances would include any additional unanticipated operational needs such as vehicle purchase or replacement.

SGC's proposal includes a request under this provision for replenishment of vehicle replacement funds and purchase of garbage truck estimated at \$360,000 [including finance charges]. This purchase is allowable under the Extraordinary Circumstances provision. The new truck will replace a 1989 truck, which is well beyond its expected life. In an effort to mitigate an impact on the monthly refuse rates, SGC has proposed that they be allowed to invoke a modified delivery location for 50% of the solid waste collected in Sonoma. By redirecting approximately half of the refuse material, the hauler would save significant tipping fee dollars which could then be directed towards this extraordinary circumstance. SGC further recognizes the need to compensate Sonoma County Waste Management Agency for the loss of revenue due to the redirected waste stream. The costs for this payment would be paid directly from SGC to the Sonoma County Waste Management Agency.

3. Perform Pilot Project to Study Commercial Food Waste Composting Service

SGC has brought a new proposal to the table involving the collection of commercial food waste for composting. This service would be offered to business customers at no additional charge over their current collection service cost. Participation in this program would be voluntary for businesses that generate food waste such as restaurants, grocery stores, inns, etc. Initiating this type of program in Sonoma would be the first of its kind in Sonoma County.

Actions of the Sonoma City Council

On December 1, 2011, the Sonoma City Council approved the request of Sonoma Garbage Company comprised of the following elements:

1. Rate increase of 5.03% effective December 1, 2010
2. Application of Extenuating Circumstances for Vehicle Replacement

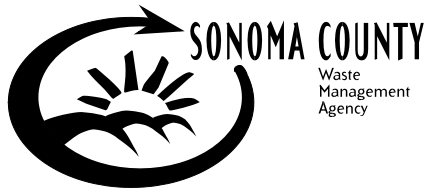
3. Allow hauler to perform a pilot project to study Commercial Food Waste Composting Service

In summary, the City is requesting a limited term agreement with Sonoma County Waste Management Agency to allow the outhaul of 50% of the solid waste collected in Sonoma to a facility in Napa. This agreement will address the payment of the surcharge fee from the City of Sonoma [through Sonoma Garbage Company] and the Agency. The City recognizes its responsibility and association with SCWMA and the approval of the outhaul was never an attempt to circumvent the process. We look forward to addressing the Agency Board on January 19th.

[REDACTED]

[REDACTED]

Carol E. Grovanatto
Assistant City Manager



Agenda Item #: 10
Cost Center: Planning
Staff Contact: Carter
Agenda Date: 1/19/2011

ITEM: Carryout Bag Update

I. BACKGROUND

The SCWMA Board of Directors requested staff to provide carryout bag legislation updates at each SCWMA meeting subsequent to the March 2008 meeting. Staff researches new developments in California and out-of-state legislation regarding paper and plastic carryout bags.

At the November 2010 SCWMA meeting, the Board directed staff to return to the January 19, 2011 meeting with a draft form letter to businesses that may be included in a single use bag waste reduction effort. The purpose of this letter was to inform the businesses that the Agency was considering action on the subject and was interested in receiving feedback.

II. DISCUSSION

Updates from Other Jurisdictions:

The County of Los Angeles voted to ban plastic bags and impose a \$.10 fee on paper bags on November 16, 2010. There is a 30 day statute of limitations on court cases for CEQA cases, but it does not appear any of the threatened litigation materialized, so the ordinance will go forward.

Also on November 16, 2010, the City of Sunnyvale approved a measure to develop an EIR for banning plastic bags and imposing fees on paper bags. The measure appropriated \$100,000 to the effort and is expected to be complete early 2011.

The City of Long Beach voted its first approval of an ordinance banning plastic bags and placing a fee on paper bags on December 7, 2010. The city is modeled their ordinance on the Los Angeles County ordinance in an effort to use the county's EIR to reduce project time and expense.

The city of San Jose performed its own EIR and the Planning Commission approved it on November 17, 2010. The city council voted to adopt their ordinance banning plastic bags and placing a fee on paper bags on December 14, 2010.

The County of Marin had its first reading of an ordinance that would ban carryout plastic bags and impose a fee of no less than \$.05 per bag on recycled content paper bags. The Board of Supervisors will discuss the ordinance again at a public hearing on January 25, 2011¹. It should be noted that the group, Save the Plastic Bag, has already threatened litigation if the County goes forward with the ban as the County is proceeding with a Categorical Exemption instead of an Environmental Impact Report.

A plastic bag ban took effect in Italy on January 1, 2011². The ban was introduced in 2006, but implementation was delayed until 2011.

¹ http://www.marinij.com/business/ci_17008168, retrieved January 5, 2011.

² <http://www.bbc.co.uk/news/world-europe-12097605>, retrieved January 4, 2011.

Letter to Interested Parties:

Staff has drafted a letter to parties which may be affected by waste reduction efforts on single use carryout bags. This letter is included as an attachment to this report.

III. FUNDING IMPACT

There will be a minimal cost to mail the finalized letter to the interested parties.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board direct staff to incorporate feedback to the stakeholder letter and mail the letter to the recipients.

V. ATTACHMENTS

Letter to Carryout Bag Stakeholders (Draft)

Approved by: _____
Henry Mikus, Executive Director, SCWMA

January 19, 2011



Store Name
Manager Name
Address
City, CA Zip

Manager Name:

Since March 2008, the Sonoma County Waste Management Agency (SCWMA) has researched legislation and voluntary retailer actions regarding single use carryout bags. To date, no significant effective, statewide action has been taken, with just a handful of cities or counties imposing bans and/or fees on single use carryout bags. While it would be the SCWMA's preference that the State enact an effective, statewide solution to this issue, no such action has occurred. As the government agency responsible for promoting waste reduction efforts in Sonoma County, the SCWMA has decided that action must be taken on this issue.

The exact course of action has not been decided, and the SCWMA would prefer to receive feedback from stakeholders. Please bear in mind that it has been the experience of many other cities and counties that education alone does not achieve a significant reduction of bag waste or increased bag reuse. As such, the SCWMA is focusing on options that include bag bans, fees, and/or promoting the proper use of reusable bags.

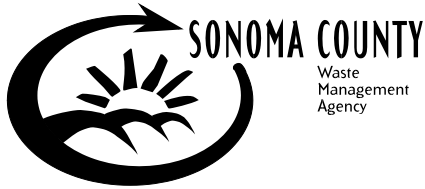
Staying Involved:

The Sonoma County Waste Management Agency will continue to work with local businesses and the community to promote shopping with reusable bags. You can stay involved by:

- Requesting to be included in any future correspondence and/or stakeholder groups which may result of this contact. These requests can be made to Patrick Carter, SCWMA Waste Management Specialist, at pcarter@sonoma-county.org.
- Providing feedback to the SCWMA on efforts already undertaken and an assessment of their effectiveness. Feedback can be sent to pcarter@sonoma-county.org. As time is of the essence, **please send us your feedback by February 18, 2011.**
- Attending a SCWMA meeting. These are held the third Monday of each month at the Santa Rosa Council Chambers at 9 am. Please visit www.recyclenow.org for more details.

About the SCWMA:

The Sonoma County Waste Management Agency, formed in April 1992, is the joint powers authority of the nine incorporated cities and the County of Sonoma. The primary responsibility of the Agency is to develop programs to handle household hazardous waste, wood waste, and yard waste generated in Sonoma County and to provide for planning and public education for waste management issues pursuant to the requirements of AB 939, the Integrated Waste Management Act of 1989. For more information about the SCWMA and to view waste reduction and recycling resources, please visit www.recyclenow.org.



Agenda Item #: 11
Cost Center: Organics
Staff Contact: Mikus/Fisher
Agenda Date: 1/19/2011

Item: Construction and Demolition (C&D) Pilot Project

I. BACKGROUND

The County of Sonoma (COUNTY) entered into a Franchise Agreement (Agreement) with Redwood Empire Disposal Sonoma County Inc. (RED) on September 29, 2009 in order to fulfill a number of solid waste, diversion and public health statutes. On October 19, 2010, the Board of Supervisors adopted an Amended Restated Agreement, which contained provisions that are beneficial to the Agency.

At the November Board of Directors' meeting, a letter from the County of Sonoma was presented to the Board detailing the Amended Restated Agreement between the COUNTY and RED. The Amended Restated Agreement has two components of interest to SCWMA.

The first is the capturing of the residual waste from RED's single stream recycling and processing facilities. The residuals will come to the County system for landfilling. SCWMA will receive the usual surcharge tipping fee of \$5.95 from the residuals per the Joint Powers Agreement.

The other component in the Amended Restated Agreement is a pilot project involving Construction and Demolition (C&D) debris boxes. At the present time, these boxes are taken out of the county for processing. The C&D pilot project will ascertain the feasibility of sorting and processing by having RED sort materials and bring them to the County system. Because the C&D boxes will contain some organics, there will need to be an agreement with the County. The Board asked staff to return with a draft agreement between the County and SCWMA for consideration.

II. DISCUSSION

The proposed amendment will amend the Agreement between the County of Sonoma and the Sonoma County Waste Management Agency ("Original Agreement"), which reimburses the County for the transportation costs of all organic materials from the Transfer Stations to the composting facility currently located at the Central Disposal Site.

The proposed two year pilot C&D project described in the Amended Restated Agreement between the County and RED has all RED debris boxes from the unincorporated county being brought to the Sonoma and Healdsburg Transfer Stations. RED has committed to providing two or three additional employees for sorting the material for recycling at the Transfer Stations.

After sorting at the Transfer Stations, the organic materials will be weighed at the exits and transferred by RED to Sonoma Compost Company (SCC) for processing. The reimbursement of the transportation costs of these materials is contained in the language contained in the Original Agreement between County and SCWMA.

It is estimated that approximately 25% of the material in the C&D debris boxes will be wood waste. This estimation was determined by RED and County based on historical observation and is a temporary calculation. The County will work with RED to perform an audit of C&D boxes to determine the average percentage of organics in each C&D debris box as the pilot project progresses. When, and if, the Amendment is approved by the Agency, the agreed upon revenue payment will be

calculated from the start of the pilot program. All source separated loads of organic materials will continue to be charged the regular yard or wood waste fees established by the Agency.

At the end of the two year pilot program both parties (COUNTY and RED) shall mutually decide whether to continue the pilot as a portion of the Agreement. This decision would require a letter signed by both Parties within 60 days of the end of the two year pilot program. In the event that the pilot program is terminated under the terms of RED's franchise agreement with the COUNTY, RED will still be required to direct the C&D boxes to a local permitted processor for proper diversion.

III. FUNDING IMPACT

The first increased revenue associated with the C & D Pilot Project is the \$5.95 per ton collected as the debris boxes come to the Sonoma and Healdsburg Transfer Stations. This fee is collected as a condition of the Joint Powers Agreement.

The second increased revenue is the \$27.60 per ton for wood waste (dimensional lumber only) that will be sorted out of the C&D debris boxes. In the beginning, this will be estimated as 25% of the total tonnage of material in the debris boxes. Later, the percentage will be adjusted as a result of actual sampling done by the County and RED. The recalculation could potentially change the revenue stream, up or down.

The first increased expense will be more transport expenses to move the materials from the Transfer Stations to the composting facility. The proposed Amendment will ensure that these increased expenses are covered by transferring a portion of the County's tipping fee to the Agency.

The second increased expense will be the additional processing of the wood waste going to the composting facility. This expense should be offset by the wood waste fee collected on the sorted material from the debris boxes.

When, and if, the Amendment is approved by the Agency, the agreed upon revenue payment will be calculated from the start of the pilot program. All source separated loads of organic materials will continue to be charged the regular yard or wood waste fees established by the Agency.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff is recommending approval of the First Amendment to the Original Agreement. The concept of C&D debris box sorting and processing of the materials is in keeping with the mission of SCWMA to increase diversion, and will result in an overall increase in revenue to the Agency.

V. ATTACHMENTS

Draft Amendment to the Agreement between the County of Sonoma and the Sonoma County Waste Management Agency

Approved by: _____
Henry Mikus, Executive Director, SCWMA

**FIRST AMENDMENT TO AGREEMENT BETWEEN THE COUNTY OF SONOMA AND THE
SONOMA COUNTY WASTE MANAGEMENT AGENCY FOR TRANSPORTATION OF
ORGANIC MATERIALS**

This First Amendment to Agreement between the County of Sonoma and the Sonoma County Waste Management Agency dated as of _____, 2011 ("First Amendment Effective Date"), is by and among the Sonoma County Waste Management Agency ("SCWMA"), a joint powers agency and the County of Sonoma ("COUNTY"). All capitalized terms used herein shall, unless otherwise defined, have the meaning ascribed to those terms in the existing agreement, as amended.

WHEREAS, SCWMA and COUNTY entered into that certain Agreement between COUNTY and SCWMA dated as of June 8, 2010 (hereinafter referred to as the "Original Agreement") in order to provide transport of all organic materials from the Transfer Stations to the composting facility for processing; and

WHEREAS, COUNTY desires to conduct a pilot project for sorting debris boxes containing construction and demolition (C&D) materials coming to the Sonoma and Healdsburg Transfer Stations; and

WHEREAS, COUNTY recognizes that SCWMA could potentially incur additional processing expenses for the organic materials contained in the debris boxes; and

WHEREAS, COUNTY desires to have the pilot project be cost neutral for SCWMA; and

WHEREAS, this First Amendment provides a financial vehicle for transferring fees collected by COUNTY to SCWMA,

NOW, THEREFORE, for good and valuable consideration, the parties hereto agree as follows:

A G R E E M E N T

1. Article 2. TERM OF AGREEMENT, is hereby amended to add subsection 2.3 to read as follows:
 - 2.3 Term of Pilot Project. The term of the C&D pilot project shall commence on the First Amendment Effective Date and shall continue for a period of two years that shall be concurrent with the term of the Original Agreement; provided, however that if the term of the Original Agreement is not extended pursuant to Section 2.2, the parties shall confer to determine whether to continue the pilot project under a separate agreement. At the conclusion of the two year term of the pilot project, an evaluation will be made within 60 days by the two Parties to determine whether to continue to include this additional C&D material in the Original Agreement.
2. Article 3. COMPENSATION, is hereby amended to add subsection 3.4 to read as follows:
 - 3.4 Pilot Project Financial Transfer(s). During the pilot project, COUNTY will transfer to SCWMA the portions of the tipping fees collected at the Sonoma and

Healdsburg Transfer Stations where the C&D debris boxes enter into the disposal system. For the C&D material identified as organic waste to be transported and processed at the Composting Facility, SCWMA shall receive the current wood waste fee per ton. The tonnage will be calculated using a percentage method. The percentage will initially be 25%, but will be confirmed by performing an audit using a sampling of the C&D boxes. The financial transfer will be retroactive to the start date of the pilot project. This transfer shall be considered full compensation for the SCWMA's expenses for transport and processing of organic waste material resulting from the C&D Pilot Project. COUNTY shall issue monthly statements and provide the necessary transfers on a monthly basis using the schedule identified in Section 3.3 of the Agreement.

3. Except to the extent the Agreement is specifically amended or supplemented hereby, the Agreement is, and shall continue to be, in full force and effect as originally executed, and nothing contained herein shall, or shall be construed to modify, invalidate or otherwise affect any provision of the Agreement or any right of SCWMA or COUNTY arising thereunder.

IN WITNESS WHEREOF, the parties hereto have executed this First Amendment as of the Effective Date.

"COUNTY": THE COUNTY OF SONOMA

By: _____
Chair, Board of Supervisors

"SCWMA": SONOMA COUNTY WASTE MANAGEMENT
AGENCY

By: _____
Chair, Board of Directors

APPROVED AS TO SUBSTANCE
FOR COUNTY:

Phillip Demery, Director
Department of Transportation and Public Works

APPROVED AS TO FORM FOR COUNTY:

Jackie Olson Bird
Deputy County Counsel

APPROVED AS TO FORM FOR SCWMA:

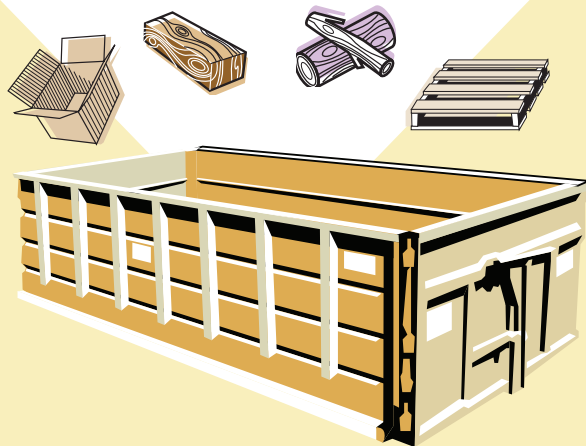
Janet Coleson
Agency Counsel

C&D Pilot Project Revenue and Expenses

CASE STUDY EXAMPLE

Redwood Empire Disposal (RED) delivers a debris box filled with construction and demolition debris to Central Disposal Site.

Tipping fee charged to RED: **\$50/ton**
Weight of debris box: **10 tons**
Total fee collected: **10 tons x \$50/ton=\$500**



Distribution of funds

To Agency
\$128.59



25% or 2.5 tons assumed to be wood waste
2.5 tons x \$27.60 (current wood waste tipping fee at Central Disposal Site) = **\$69.00**

10 tons x \$5.95 (Agency surcharge) = **\$59.59**

To County
\$371.41



Remainder to the Sonoma County Department of Transportation and Public Works for operational expenses.