

**SONOMA COUNTY WASTE MANAGEMENT AGENCY**

January 18, 2012  
9:00 a.m.

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

**Estimated Ending Time 11:30 a.m.**

**\*\*\* UNANIMOUS VOTE ON ITEMS #9 and #10 \*\*\***

**AGENDA**

<u>Item</u>	<u>Action</u>
1. Call to Order Regular Meeting	
2. Agenda Approval	
3. <u>Attachments/Correspondence:</u>	
3.1 Director's Agenda Notes	
3.2 Reports by Staff and Others:	
3.2.a January and February 2012 Outreach Events	
3.2.b Eco Desk (English and Spanish) 2011 Annual Reports	
3.2.c Website <a href="http://www.recyclenow.org">www.recyclenow.org</a> 2011 Annual Report	
3.2.d Education 2011 Outreach Summary	
4. <u>On file w/Clerk: for copy call 565-3579</u> Resolutions approved in November 2011 2011-007 CalRecycle Grant Resolution	
5. Public Comments (items not on the agenda)	
6. Election of 2012 Officers	
<b><u>Consent</u></b> (w/attachments)	Discussion/Action
7.1 Minutes of November 16, 2011	
7.2 Home Compost Education and Pesticide Use Reduction Education Program Report 2010-2011	
7.3 Beverage Container Recycling Program Purchase	
<b><u>Regular Calendar</u></b>	
8. Sonoma County/City Solid Waste Advisory (SWAG) [Barbose]	Discussion/Action <b>Planning</b>

- |     |                                                                            |                                      |
|-----|----------------------------------------------------------------------------|--------------------------------------|
| 9.  | Clean Harbors Contract Amendment (continued)<br>[Steinman](Attachments)    | <b>UNANIMOUS VOTE<br/>HHW</b>        |
| 10. | Oil Grant Planned Expenditures (continued)<br>[Steinman](Attachments)      | <b>UNANIMOUS VOTE<br/>HHW</b>        |
| 11. | Compost Operations Request for Qualifications<br>[Mikus, Carter]           | Discussion/Action<br><b>Organics</b> |
| 12. | Public Hearing for Receiving Comments on Draft EIR<br>[Carter](Attachment) | Discussion/Action<br><b>Organics</b> |
| 13. | Carryout Bags Ordinance Direction<br>[Carter](Attachment)                  | Discussion/Action<br><b>Planning</b> |
| 14. | Boardmember Comments                                                       |                                      |
| 15. | Staff Comments                                                             |                                      |
| 16. | Next SCWMA meeting: February 15, 2012                                      |                                      |
| 17. | Adjourn                                                                    |                                      |

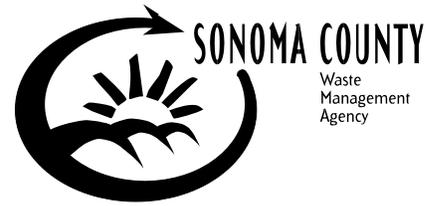
**Consent Calendar:** These matters include routine financial and administrative actions and are usually approved by a single majority vote. Any Boardmember may remove an item from the consent calendar.

**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](http://www.recyclenow.org)



**TO:** Sonoma County Waste Management Agency Board Members  
**FROM:** Henry Mikus, Executive Director  
**SUBJECT:** January 18, 2012 Agenda Notes

### **Attachments/Correspondence**

- 3.2 There are four items this month presented under "Reports by Staff and Others"
- 3.2.a This is our regular, updated listing of Outreach Events which contains events planned for January and February 2012.
  - 3.2.b Eco Desk (English and Spanish) 2011 Annual Reports: annual summary of activity from the "Eco Desk" hotline.
  - 3.2.c Website 2011 Annual Report: annual summary of activity from our "Recyclenow" website.
  - 3.2.d Education 2011 Outreach Summary: annual report telling about the past year's education and outreach activities.

### **Election of 2012 Officers**

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

Chair:	Cloverdale
Vice Chair:	Cotati
Pro-Tem:	Healdsburg

### **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 16, 2011
- 7.2 Home Compost Education and Pesticide Use Reduction Education Program Report 2010-2011: Sonoma County UC Cooperative Extension provides an annual report, this year titled, "Home Compost Education and Pesticide Use Reduction Education Program Report 2010-2011". This report would be a "consent" item.
- 7.3 Beverage Container Recycling Program Purchase: The Beverage Container Recycling Grant Program has unallocated funds set aside for purchases for member jurisdictions related to container collections. This year our first request is from Cotati, who wish to use these grant funds for additional recycling containers matching the ones they already have in use. The containers would be put in service in their downtown area. This request is consistent with earlier uses of these grant funds, and is presented as a "consent" item.

## Regular Calendar

8. Sonoma County/City Solid Waste Advisory Group (SWAG) report, a standard monthly item presented by the Board member that has a position on SWAG, Steve Barbose. **No action required.**

Additional informational item: I have been asked by Supervisor Zane via her role as SWAG Chair to prepare a staff report for the January SWAG meeting regarding the Agency. The topics are to be how our Board members are selected, and the procedural steps for renewal of the SCWMA JPA agreement. This is in response to discussions at the November SWAG meeting on both subjects. Agency Counsel has provided information for the report regarding the procedural steps for renewal.

9. Clean Harbors Contract Amendment. This item is **Continued** from the November meeting. The contract for HHW services with Clean Harbors expires January 2013, but has provision for three optional one-year extensions by mutual agreement. For the November discussion, staff had recommended exercising the first one-year option. However, there was considerable sentiment among Board members that rebidding the contract via a Request For Proposal (RFP) should be considered as an option. Rebidding this contract would require a very complex RFP and involve a lengthy vetting process to ensure any prospective contractor is clearly capable of managing the dangerous materials involved. We wished to reach a decision on an extension or rebid early enough so ample time remained to do the job properly if the Board's choice was to enter the bid process. In this month's updated staff report, additional information regarding an RFP was included to aid the Board in its discussion of alternative actions. The report includes a list of what performance items would be stipulated in an RFP, together with an attached scope summary from the current contract. Regarding the possible contract extension, negotiations with Clean Harbors resulted in a proposal where cost change would be limited to 1 ½ % of the typical annual contract amount. The cost together with this addition is well within the budgeted amount for this year, and would be similar for the upcoming year. **Recommended Action: Approve a Contract Extension with a UNANIMOUS VOTE or direct staff to initiate the RFP process so as to rebid for a new contract.**
10. Oil Grant Planned Expenditures: This item is **Continued** from the November meeting. The Used Oil Payment Program (OPP) grants will have a one-time "windfall" surplus that must be spent by the end of FY 11-12; this amount is significant, at \$166 K. Lisa, together with substantial input from the rest of us, has compiled a list of appropriate ways to spend this money. Much of the suggested expenditures are estimated only, and we have nearly half of the fiscal year remaining. Staff proposes a combination of a contract amendment with C2 (our current contractor for oil outreach) plus several other projects to utilize this money. **Recommended Action: Approve with a UNANIMOUS VOTE.**
11. Compost Operations Request For Qualifications (RFQ): Eight responses were received for the RFQ that was issued immediately after the November meeting. Several are worth pursuing into the next step, which would be interviews with respondents. Staff is presenting a proposed calendar for the interview process, and is soliciting Board direction of the membership on an Interview committee. **Recommended Action: Appoint two board members to serve with staff on the committee.**
12. Public Hearing for Receiving Comments on Draft EIR: The final version of the Draft EIR for locating a new compost facility was received, then issued for public comment in December. The next step, slated to occur during this Board meeting, is to hold a public hearing for commentary by all interested parties. The public comment period must be at least 45 days, and the one hearing is required. However, I have received some informal questions regarding extending the comment period or holding a second hearing. Reasons

given were the complexity of the document, plus the intervening holiday period. The Board may wish to consider each of these actions depending on what formal, public comments are received. **Recommended Action: Hold the required Public Hearing, No other formal action required.**

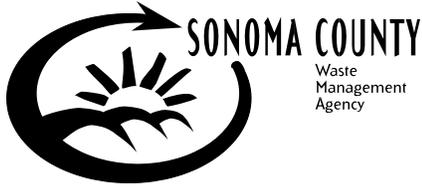
13. Carryout Bags Ordinance Direction: At the November Board meeting, staff was requested to prepare a plan for the stakeholder meetings, which would be the next step in the process of developing a regional single-use bag ordinance. This plan, which includes a menu of possible options by category for inclusion in an ordinance, is presented for the Board's comments and approval. Since the last Board meeting a letter of response to the questions posed by the City of Rohnert Park was prepared and sent. This letter was distributed for informational purposes to the Board via email. **Recommended Action: Approve the stakeholder meetings plan as presented.**

**January 2012 Outreach Events**

<b><u>Day</u></b>	<b><u>Time</u></b>	<b><u>Event</u></b>
3	4:00-8:00pm	Community Toxics Collection, Cotati
6	5 AM-7 PM	Dia de Reyes Celebration (Santa Rosa, Roseland Elementary School)
10	4:00-8:00pm	Community Toxics Collection, Oakmont
14	8 AM-4 PM	E-Waste Recycling Event, Santa Rosa, Wells Fargo Center parking lot
17	4:00-8:00pm	Community Toxics Collection, Petaluma
24	4:00-8:00pm	Community Toxics Collection, Santa Rosa SE
25	6:30 PM	Sebastopol Library Sonoma Compost Update, Town Hall Meeting
28	8 AM-4 PM	E-Waste Recycling Event, Oakmont, Central Facility parking lot
31	4:00-8:00pm	Community Toxics Collection, Healdsburg

**February 2012 Outreach Events**

<b><u>Day</u></b>	<b><u>Time</u></b>	<b><u>Event</u></b>
6	1 PM	Rohnert Park, Master Gardener's Compost Curriculum Presentation
7	4:00-8:00pm	Community Toxics Collection, Rincon Valley
8	10 AM	SCC, Compost Tour, Master Gardener's
14	4:00-8:00pm	Community Toxics Collection, Larkfield
14	7 PM	Doubletree, Rohnert Park, Composting in Sonoma Co. RP/Cotati Sunrise Rotary
14	7:45 PM	Marin Rose Society Art & Garden Center Compost Presentation
17-20	12 noon-8 PM	Cloverdale Citrus Fair Booth
21	4:00-8:00pm	Community Toxics Collection, Rohnert Park
22	3:45 PM	Bay Friendly Landscaping Compost Presentation, San Rafael
25, 26	8 AM-4 PM	E-Waste Recycling Event, Oakmont, Cloverdale Goodwill Retail Store
28	4:00-8:00pm	Community Toxics Collection, Santa Rosa, NW



**Agenda Item #: 3.2.b**  
**Cost Center: Education**  
**Staff Contact: Chilcott**  
**Agenda Date: 1/18/2012**

**ITEM: Eco-Desk (English and Spanish) 2011 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 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. 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 (added December 2011)	Commercial Recycling Assistance
99410	Recycling Guide
99411	General mailbox
99412 (seasonal mailbox)	Christmas tree recycling
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](http://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 and is included as a separate report.

**II. DISCUSSION**

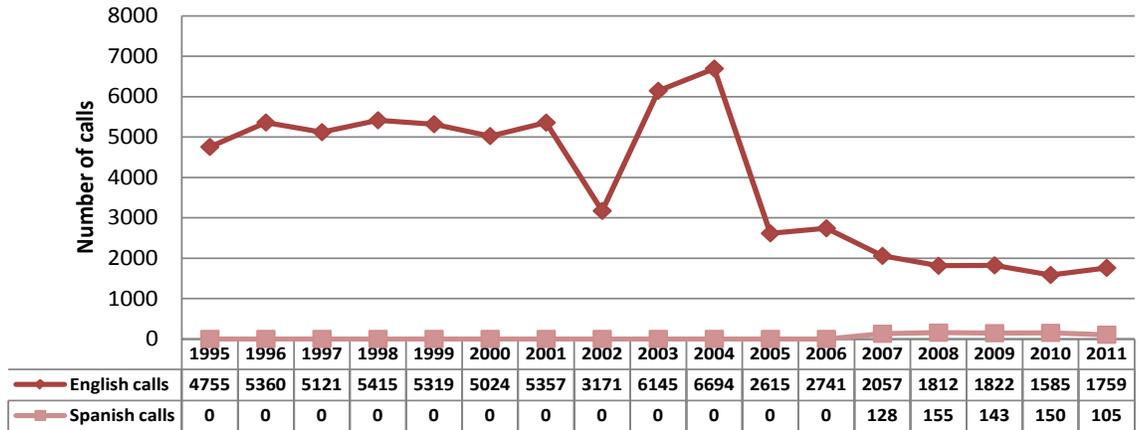
**Eco-Desk phone summary (English and Spanish)**

- In 2011, the English Eco-Desk received 1,759 calls/ email inquiries, a 10% increase from 2010 where 1,585 calls/email inquiries were received. In 2011, the Spanish Eco-Desk received 105

calls, a 30% decrease from 2010 where 150 calls were received.

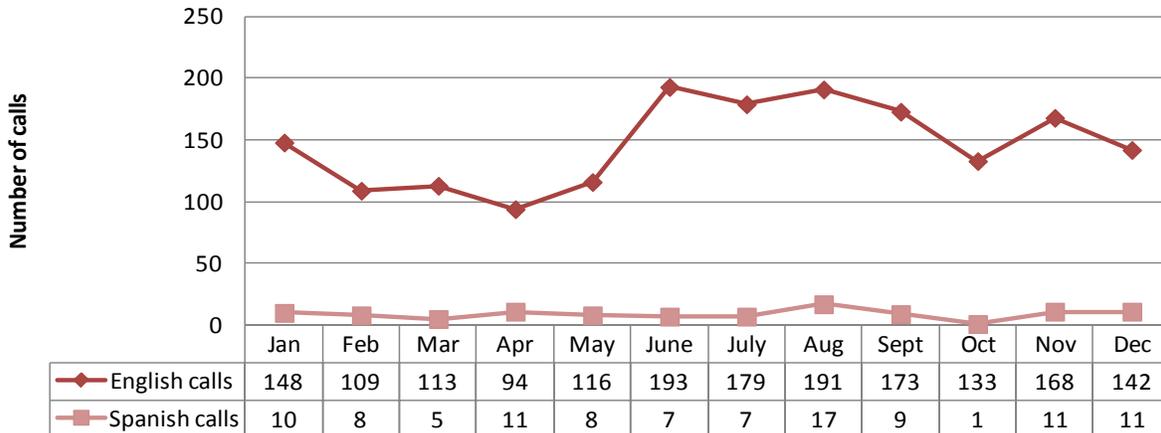
Note that in 2005, the Eco-Desk became a call-back only service where callers are given the option to leave a phone message after listening to pre-recorded information. See Figure 1.

**Figure 1: Number of Eco-Desk calls (English and Spanish) annually (1995-2011)**



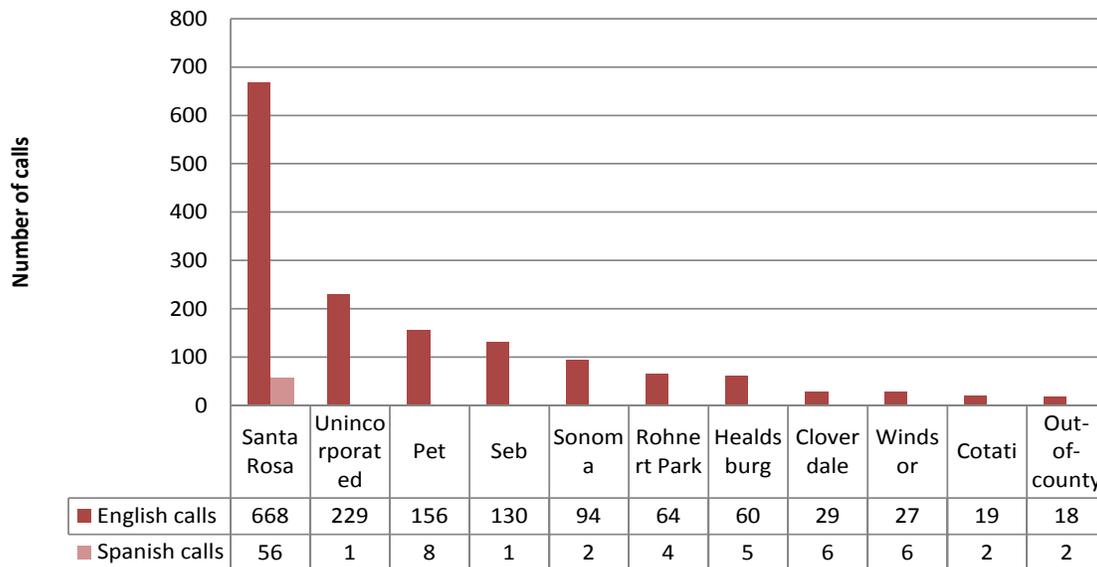
- Call volume peaked in June for the English Eco-Desk and in August for the Spanish Eco-Desk. These call peaks may be the result of the distribution of the Recycling Guides in May. See Figure 2.

**Figure 2: Number of Eco-Desk (English and Spanish) calls per month 2011**



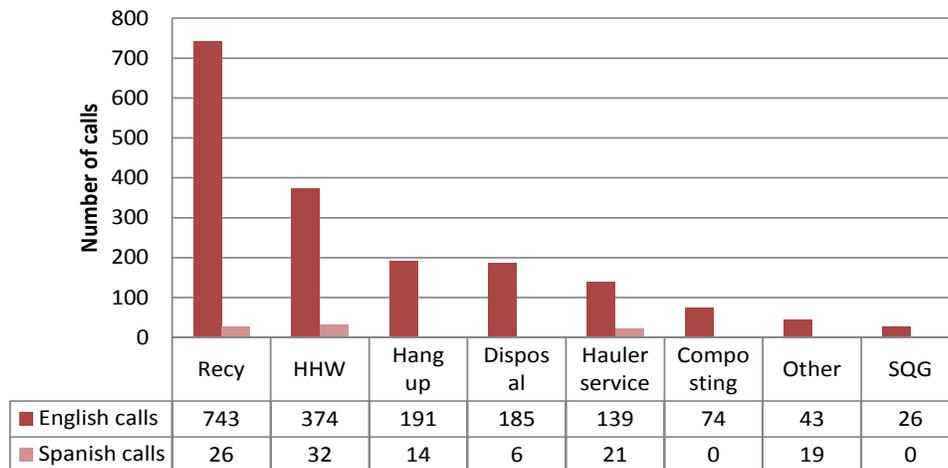
- The majority of calls were received from Santa Rosa and Petaluma on the English and Spanish Eco-Desk. See Figure 3.

**Figure 3: Eco-Desk (English and Spanish) calls by city 2011**



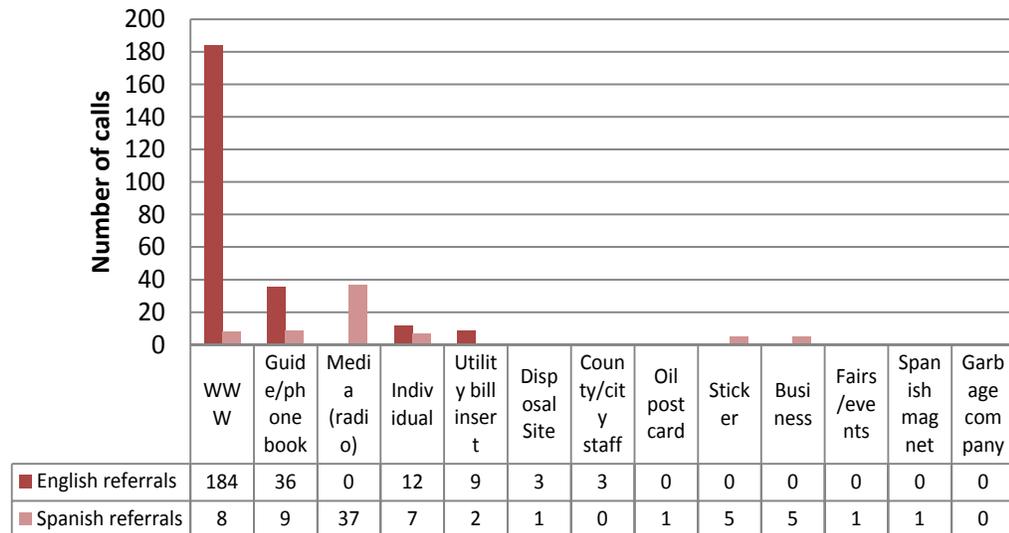
- The majority of questions asked by English and Spanish speaking Eco-Desk callers pertained to recycling and hazardous waste disposal. See Figure 4.

**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 media, especially radio. 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 (56% male/37% female/12% unknown).
- For the English Eco-Desk, residences generated 85% of calls; businesses generated 9% of calls; schools generated 2% of calls; 4% of calls were of unknown origin. For the Spanish Eco-Desk, residences generated 86% of calls; businesses generated 1% of calls; 13% of calls were of unknown origin.

### 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 2011  
Spanish Eco-Desk Annual Report 2011

Approved by: \_\_\_\_\_ Henry Mikus, Executive Director, SCWMA

# Phone English Eco-Desk Annual Report 2011

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	148	109	113	94	116	193	179	191	173	133	168	142	1,759
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	8	6	5	4	6	8	9	9	9	7	6	5	

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	49	38	34	28	39	86	77	78	73	62	63	41	668	45
Unincorporated	16	13	13	12	15	33	34	27	22	24	14	6	229	15
Petaluma	10	6	7	8	10	26	24	15	11	11	14	14	156	10
Sebastopol	14	5	16	7	5	10	12	13	14	11	8	15	130	9
Sonoma	6	6	2	8	4	15	13	9	13	5	10	3	94	6
Rohnert Park	3	2	5	4	3	6	24	6	1	5	2	3	64	4
Healdsburg	7	1	5	8	8	7	3	6	3	3	5	4	60	4
Cloverdale	4	5	1	0	1	4	2	4	3	0	2	3	29	2
Windsor	4	0	2	0	3	4	1	6	3	4	0	0	27	2
Cotati	6	1	1	0	1	0	1	0	6	1	0	2	19	1
Out-of-county	2	1	3	1	1	2	1	0	2	1	3	1	18	1
	121	78	89	76	90	193	192	164	151	127	121	92	1,494	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)	84	70	68	45	2	108	106	103	90	91	88	85	940	56
Web site generated emails	10	4	11	11	6	22	14	31	19	18	24	14	184	11
Electronics (99406)	17	8	16	8	1	11	12	12	18	8	14	8	133	8
Plastics (99408)	10	5	3	9	3	9	9	10	13	4	8	4	87	5
Household Hazardous Waste (99402)	8	4	9	6		9	7	10	6	3	8	8	78	5
Community Toxics Collection (99404)	1	5	5	5	2	10	11	7	4	2	10	6	68	4
Recycling Guide (99410)	9	7	3	4	2	10	10	8	5	1	4	2	65	4
Paint (99407)	4	3	1	5	5	2	5	6	7	3	6	3	50	3
SQG (99403)	0	2	2	2	6	5	0	2	4	0	3	1	27	2
Commercial Recycling Assistance (99409)	0	0	0	1	4	0	0	1	0	0	0	3	9	1
Oil, S.R.-East (99419)	0	0	1	1	1	2	1	0	2	1	0	0	9	1
Oil, S.R.-West (99418)	0	1	1	0	0	0	0	1	1	1	1	0	6	0
Oil, Petaluma (99415)	0	0	0	0	1	1	2	0	0	1	0	0	5	0
Oil, Clov. & Heald.(99413)	1	0	0	0	1	0	1	0	0	0	0	0	3	0
Oil, Cotati & R.P.(99414)	1	1	0	0	0	1	0	0	0	0	0	0	3	0
Oil, S.R. Roseland(99417)	0	0	0	0	0	1	0	1	1	0	0	0	3	0
Oil, Sonoma (99420)	0	0	1	0	0	0	0	0	0	0	1	0	2	0
Oil, Seb. & Unin.(99421)	1	0	0	0	0	0	0	0	0	0	0	1	2	0
	146	110	121	97	34	191	178	192	170	133	167	135	1,674	100

Note that the Commercial Recycling Assistance mailbox (99409) was added in December 2011. This mailbox was formerly assigned to SonoMax.

### Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	52	30	24	28	57	112	112	105	77	47	49	50	743	42
HHW	43	29	52	33	21	41	35	33	24	17	31	15	374	21
Hang up	15	17	12	7	11	16	17	30	19	10	20	17	191	11
Disposal	21	18	13	12	1	0	3	6	38	24	29	20	185	10
Hauler billing or service question	2	1	1		4	10	7	11	13	29	31	30	139	8
Composting	5	10	3	4	3	7	14	9	2	5	4	8	74	4
Other	11	2	2	2	1	4	2	2	5	1	7	4	43	2
SQG	0	0	0	1	1	13	1	1	3	2	2	2	26	1
Reuse	0	0	0	0	0	0	0	0	1	1	0	0	2	0
SonoMax	1	0	0	0	1	0	0	0	0	0	0	0	2	0
Speaker requests	0	0	1	0	1	0	0	0	0	0	0	0	2	0
Green Building	0	0	0	0	0	0	0	0	0	0	1	0	1	0
													1,782	100

### Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female	73	58	60	58	53	111	105	101	94	76	86	60	935	61
Male	55	34	42	24	34	59	59	59	60	48	60	61	595	39
	128	92	102	82	87	170	164	160	154	124	146	121	1,530	100

### Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	103	59	62	57	75	154	150	147	132	108	134	111	1,292	85
Business	7	12	10	5	7	20	12	13	15	21	12	8	142	9
Unknown	0	0	0	5	4	12	0	2	0	0	19	12	54	4
Institution	4	3	5	2	3	2	3	2	3	4	1	0	32	2
	114	74	77	69	89	188	165	164	150	133	166	131	1,520	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	10	4	11	11	6	22	14	31	19	18	24	14	184	74
Guide/Phone book/AT&T Yellow Pages Re	2	1		1	3	8	5	6	1	3	5	1	36	15
Individual			2	1	2	1	1				2	3	12	5
Utility bill insert	1	2	1	2		1		2					9	4
County/city staff									3				3	1
Disposal Site					1		1					1	3	1
	13	7	14	15	12	32	21	39	23	21	31	19	247	100

# Phone Spanish Eco-Desk Annual Report 2011

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	10	8	5	11	8	7	7	17	9	1	11	11	105
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	1	0	0	0	0	0	0	1	0	0	0	0	0

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	3	5	3	7	4	4	3	9	5	1	5	7	56	60
Petaluma	0	0	1	2	0	1	1	0	2	0	0	1	8	9
Windsor	1	2	1	0	0	0	0	1	1	0	0	0	6	6
Cloverdale	2	0	0	0	0	1	1	1	0	0	1	0	6	6
Healdsburg	3	0	0	0	1	1	0	0	0	0	0	0	5	5
Rohnert Park	0	0	0	0	2	0	1	1	0	0	0	0	4	4
Sonoma	1	0	0	0	0	0	0	0	0	0	1	0	2	2
Cotati	0	0	0	0	0	0	0	1	0	0	0	1	2	2
Out-of-county	0	1	0	0	0	0	1	0	0	0	0	0	2	2
Unincorporated	0	0	0	0	1	0	0	0	0	0	0	0	1	1
Sebastopol	0	0	0	0	0	0	0	0	0	0	1	0	1	1
	10	8	5	9	8	7	7	13	8	1	8	9	93	100

## Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	0	2	0	4	3	2	1	3	7	0	3	1	26	22
HHW	3	3	3	3	6	2	4	2	1	0	3	2	32	27
Hauler billing or service	1	2	0	0	1	3	1	4	1	1	3	4	21	18
Hang up	2	0	0	2	0	0	0	4	0	0	4	2	14	12
Other	2	1	0	1	1	1	1	6	3	0	1	2	19	16
Disposal	2	0	1	0	1	0	0	2	0	0	0	0	6	5
Composting	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	10	8	4	10	12	8	7	21	12	1	14	11	118	100

## Gender of caller

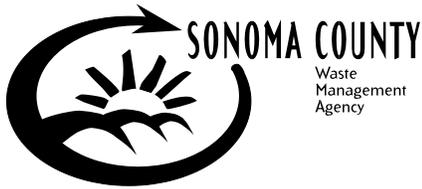
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Male	7	6	4	7	4	3	3	7	6	0	4	5	56	53
Female	1	2	1	2	4	4	4	8	2	1	4	4	37	35
Unknown	2	0	0	2	0	0	0	2	0	0	4	2	12	11
	8	8	5	9	8	7	7	15	8	1	8	9	105	100

## Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	8	8	8	9	8	7	7	12	8	1	7	9	92	86
Unknown	2	0	0	2	0	0	0	4	0	0	4	2	14	13
Business	0	0	0	0	0	0	0	1	0	0	0	0	1	1
	10	8	8	11	8	7	7	17	8	1	11	11	107	100

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Media	1	4	2	4	5	3	7	6	3	1	1		37	43
WWW	1			1		1			1		2	2	8	9
Individual	1			1	1			1			2	1	7	8
Business	1	1										3	5	6
Phone book	1	1						1	2				5	6
Sticker				1		1		1			1	1	5	6
Guide								2	1		1		4	5
Unknown								1	1		1		3	3
Latino Business	2												2	2
Organization					2								2	2
Pocket Calendar				2									2	2
Utility bill insert	1					1							2	2
Disposal Site						1							1	1
Event			1										1	1
Postcard			1										1	1
Recycling Guide			1										1	1
	8	6	5	9	8	7	7	12	8	1	8	7	86	100



**Agenda Item #:** 3.2.c  
**Cost Center:** Education  
**Staff Contact:** Chilcott  
**Agenda Date:** 1/18/2012

**ITEM: Website [www.recyclenow.org](http://www.recyclenow.org) 2011 Annual Report**

**I. BACKGROUND**

Since 1998, the Sonoma County Waste Management Agency has operated a comprehensive website at [www.recyclenow.org](http://www.recyclenow.org). The website operates in tandem with the Eco-Desk Access Database where resources are uploaded everyday and appear on the website's search function. Due to changes in innovation, the website was reprogrammed and expanded using cascading style sheets (CSS) by County of Sonoma Information Systems (ISD) Department staff and launched August 2010. [www.recyclenow.org](http://www.recyclenow.org) is comprised of 94 pages with topics including Agency, Toxics, Recycling, Business, Multifamily, Schools, Disposal, Compost and Resources. Updates to the site are requested by Agency staff and changes to the programming code are performed by ISD staff. Public feedback is received at [recyclenow@sonoma-county.org](mailto:recyclenow@sonoma-county.org) and emails answered are recorded as part of the Eco-Desk database phone log.

Pages added to the website in 2011 included:

- May 2011: Addition of a downloads and graphics page  
[http://www.recyclenow.org/resources/downloads\\_graphics.asp](http://www.recyclenow.org/resources/downloads_graphics.asp)
- June 2011: Addition of the page-turning Spanish Recycling Guide  
[http://www.recyclenow.org/recycling/recycling\\_guide\\_es.asp](http://www.recyclenow.org/recycling/recycling_guide_es.asp)
- December 2011: Addition of Mandatory Commercial Recycling pages  
<http://www.recyclenow.org/business/commercial.asp>,  
[http://www.recyclenow.org/multifamily/for\\_owners.asp](http://www.recyclenow.org/multifamily/for_owners.asp)  
[http://www.recyclenow.org/schools/recycling\\_school.asp](http://www.recyclenow.org/schools/recycling_school.asp)

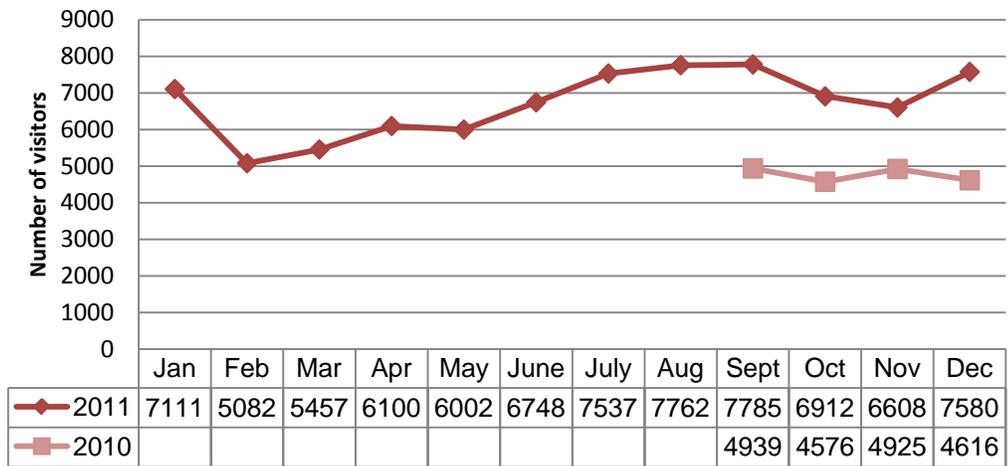
Maintenance costs for the website are included in the Agency's regular computer maintenance agreement package with the County of Sonoma ISD. ISD support also includes SiteImprove which analyzes the site monthly for broken links and spelling mistakes, as well as Google Analytics which analyzes the site's performance.

**II. DISCUSSION**

Google Analytics, a free service from Google, provides insights into website traffic and marketing effectiveness. Google Analytics works because there is a javascript embedded in the website that stores user data in the Google database. One of the most interesting aspects is how behavior on the website changes over time. Reporting for 2011 compared to 2010 is compromised because based on the website launch in late August 2010, only four months of data (Sept.-Dec.) is available for 2010.

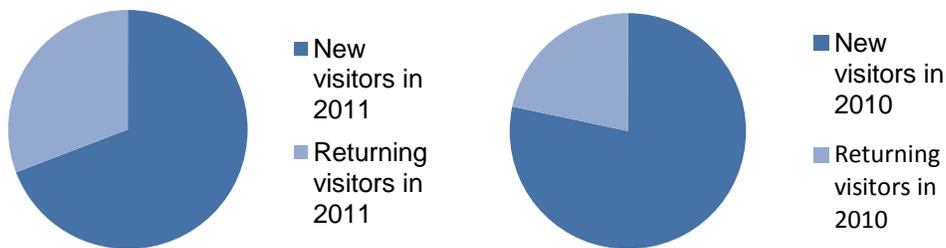
- **Visitors** tallies the number of visits. Overall, the website received 80,684 visitors viewing 237,095 pages. The chart below shows that the overall usage increased from 2010 to 2011. On average 2.95 pages were viewed per visit and the average time spent on the site was 2.24 minutes.

**Figure 1: Number of website visitors 2010 and 2011**



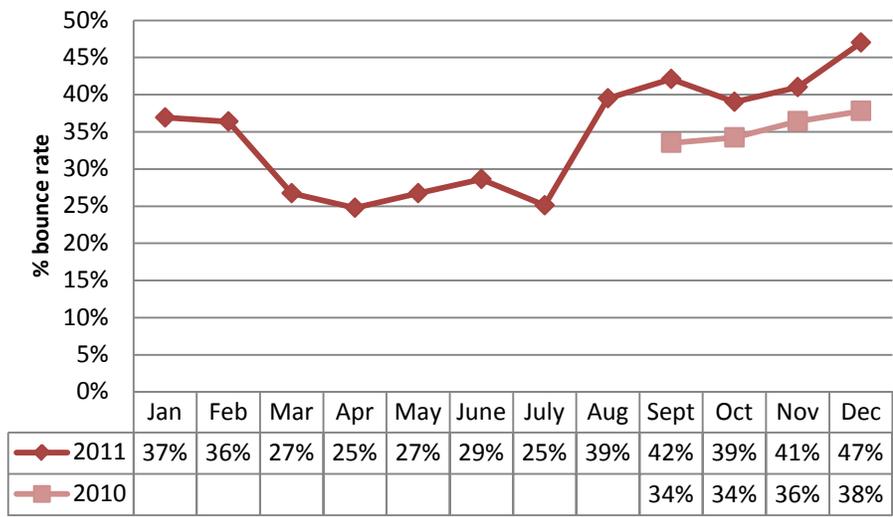
- New vs. returning visitors** tallies the number of visits. % new visits is the percentage of visits that were first-time visits (from people who had never visited the website before). Compared to 2010, there was an increase in return visitors.

**Figure 2: New vs. returning visitors in 2010 and 2011**



- Bounce rate** is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). So a lower bounce rate is more favorable. Interestingly, the bounce rate dipped in July and began increasing again the fourth quarter of the year.

**Figure 3: Bounce rate 2010 and 2011**



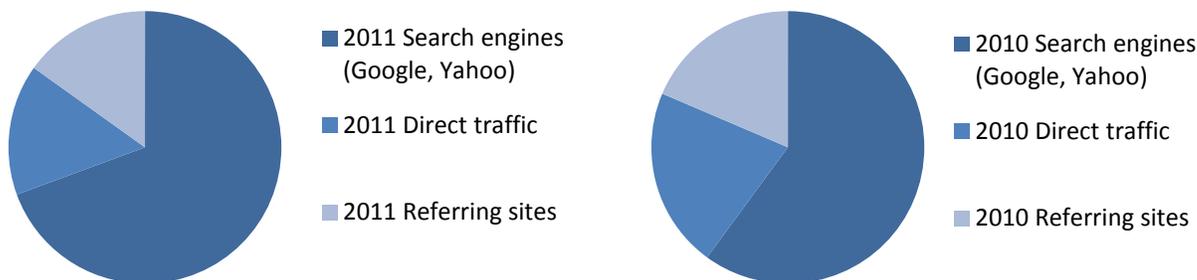
- **Top content** shows the pages that visitors are most interested in. From 2010 to 2011, the most notable change was the increased use of the on-line version of the English Recycling Guide. In June 2011, the on-line version of the Spanish Recycling Guide [http://www.recyclenow.org/recycling/recycling\\_guide\\_es.asp](http://www.recyclenow.org/recycling/recycling_guide_es.asp) was added. The usage of the Spanish online Guide is low, only 235 views in 2011 versus 12,830 views for the English version.

**Figure 4: Top content 2010 and 2011**

Top content 2011		Top content 2010	
Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>	Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>
Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>	Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>
English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>	Electronics recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">http://www.recyclenow.org/toxics/electronics.asp</a>
Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>	Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>
Disposal site search	<a href="http://www.recyclenow.org/disposal/search_disposal.asp">http://www.recyclenow.org/disposal/search_disposal.asp</a>	English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>
Electronics recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">http://www.recyclenow.org/toxics/electronics.asp</a>	Disposal site search	<a href="http://www.recyclenow.org/disposal/search_disposal.asp">http://www.recyclenow.org/disposal/search_disposal.asp</a>
Locate your garbage company	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>	Site search	<a href="http://www.recyclenow.org/search.asp">http://www.recyclenow.org/search.asp</a>
Central Disposal Site Fee schedule	<a href="http://www.recyclenow.org/disposal/fee_central_disposal.asp">http://www.recyclenow.org/disposal/fee_central_disposal.asp</a>	Central Disposal Site Fee schedule	<a href="http://www.recyclenow.org/disposal/fee_central_disposal.asp">http://www.recyclenow.org/disposal/fee_central_disposal.asp</a>
Site search	<a href="http://www.recyclenow.org/search.asp">http://www.recyclenow.org/search.asp</a>	Fluorescent lamp/CFLs recycling	<a href="http://www.recyclenow.org/toxics/fluorescent.asp">http://www.recyclenow.org/toxics/fluorescent.asp</a>
Drop-off recycling search	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>	Identifying toxics at home	<a href="http://www.recyclenow.org/toxics/toxics.asp">http://www.recyclenow.org/toxics/toxics.asp</a>
Fluorescent lamp/CFLs recycling	<a href="http://www.recyclenow.org/toxics/fluorescent.asp">http://www.recyclenow.org/toxics/fluorescent.asp</a>	Drop-off recycling search	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>

- **Traffic sources** includes search traffic from search engines, referral traffic from other websites and direct traffic where the visitor types in the URL page directly. The charts below show the search engine traffic has increased in 2011 which indicates that the Agency's website performs well in organic searches on search engines such as Google, Yahoo, Bing, etc.

**Figure 5: Traffic sources overview 2010 and 2011**



In 2011, the sources for direct traffic was the home page and the Fluorescent lamp/CFLs recycling page <http://www.recyclenow.org/toxics/fluorescent.asp>. Paid advertising in October-December from the 2011 PG&E grant likely contributed.

In 2011, the main sources for referral traffic was North Bay Corporation’s website <http://www.unicycler.com> and the County of Sonoma’s website <http://www.sonoma-county.org>.

**Figure 6: Top referring websites 2011**

Top referring sites 2011	
North Bay Corporation’s website	<a href="http://www.unicycler.com">http://www.unicycler.com</a>
County of Sonoma’s website	<a href="http://www.sonoma-county.org">http://www.sonoma-county.org</a>
Yelp.com	<a href="http://www.yelp.com">http://www.yelp.com</a>
Google.com	<a href="http://www.google.com">http://www.google.com</a>
Press Democrat’s website	<a href="http://www.pressdemocrat.com">http://www.pressdemocrat.com</a>
Craigslist (SF Bay Area region)	<a href="http://www.sfbay.craigslist.org">http://www.sfbay.craigslist.org</a>
County of Sonoma’s employee only (Intranet) website	<a href="http://sc-intranet">http://sc-intranet</a>
Town of Windsor website	<a href="http://www.ci.windsor.ca.us">http://www.ci.windsor.ca.us</a>
Keep Sonoma Clean website	<a href="http://www.keepsonomaclean.org">http://www.keepsonomaclean.org</a>
Facebook	<a href="http://www.facebook.com">http://www.facebook.com</a>

- **Keywords** are the phrases that visitors typed in search engines to find the website. Top keywords for 2011 follow:
  1. sonoma county dump
  2. sonoma county waste management
  3. sonoma county landfill
  4. sonoma county recycling
  5. recyclenow.org
  6. www.recyclenow.org
  7. sonoma county refuse
  8. petaluma dump
  9. sonoma county refuse disposal

The application for these phrases is incorporation in the Meta tag list of keywords on each [www.recyclenow.org](http://www.recyclenow.org) web page to increase traffic from organic searches.

- **Website browsers** show the preference of browsers. Overall, the favored browsers are respectively Internet Explorer, Firefox, Safari and Chrome. Interestingly, the Android Browser usage appeared with 54 users in May 2011 and continued to gain users in subsequent months with 376 users in December 2011.

- **Website users by city** show that while the website was widely accessed from outside of Sonoma County, users in Sonoma County were predominantly from the largest population centers, Santa Rosa and Petaluma.

In 2012, the reporting capabilities of Google Analytics expands with a new feature “Visitors Flow” which is a graphical representation of the paths visitors took through the site, from the source, through the various pages.

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

Website [www.Recyclenow.org](http://www.Recyclenow.org) Annual Report 2011

Approved by: \_\_\_\_\_  
Henry Mikus, Executive Director, SCWMA

# Website www.RecycleNow.org Annual Report 2011

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

## Website visitors to www.recyclenow.org

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Visitors	7,111	5,082	5,457	6,100	6,002	6,748	7,537	7,762	7,785	6,912	6,608	7,580	80,684
Visits per day	229	182	176	203	194	225	243	250	251	223	213	245	220
Pageviews	21,190	15,551	16,428	19,265	18,353	20,171	23,676	22,698	21,765	19,758	18,455	19,785	237,095
Pages/visit	2.98	3.06	3.01	3.16	3.06	2.99	3.14	2.92	2.8	2.86	2.79	2.61	2.95
Avg. time per site	2:27	2:33	2:36	2:40	2:25	2:34	2:36	2:14	2:19	2:14	2:17	2:01	2:24

Avg. visits/day

Avg. page/visit

Avg. time per site in minutes

## New vs. returning visitors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
New visitor	5,294	3,669	3,999	4,588	4,398	4,816	5,395	5,149	5,382	4,786	4,629	5,328	20,125
Returning visitor	1,817	1,413	1,458	1,512	1,604	1,932	2,142	2,613	2,403	2,126	1,979	2,252	8,760
% new visits	74.45%	72.20%	73.28%	75.21%	73.28%	71.37%	71.58%	66.34%	69.13%	69.24%	70.05%	70.29%	69.67%
% returning visitors	25.55%	27.80%	26.72%	24.79%	26.72%	28.63%	28.42%	33.66%	30.87%	30.76%	29.95%	29.71%	30.33%

## Bounce rate

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
% bounce rate	36.91%	36.38%	26.72%	24.76%	26.72%	28.63%	35.09%	39.49%	42.09%	39.02%	41.07%	47.55%	35.37%

## Top content

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
/ Home	5,749	4,315	4,455	5,259	5,187	5,368	6,163	3,828	6,763	5,136	5,866	4,774	62,863
/recycle_results.asp	1,325	948	1,065	1,284	1,105	1,268	1,429	1,469	1,523	1,306	1,111	1,110	14,943
/recycling/recycling_guide.asp	1,096	921	1,066	1,026	972	1,003	1,220	1,220	1,147	1,105	1,045	1,009	12,830
/toxics/house_tox_facility.asp	999	920	853	999	904	1,004	1,257	1,042	935	1,105	815	586	11,419
/disposal/search_disposal.asp	573	436	451	580	627	878	1,721	1,486	1,196	1,244	1,091	717	11,000
/toxics/electronics.asp	1,428	634	777	651	680	813	920	934	747	925	770	1,074	10,353
/disposal/garbage.asp	702	605	635	723	741	815	924	877	1,016	845	948	886	9,717
/disposal/fee_central_disposal.asp	483	358	319	456	509	477	675	595	465	685	434	180	5,636
/search.asp	454	318	376	462	412	441	475	480	730	436	411	424	5,419
/recycling/locate_recycling_center.as	373	323	351	385	437	391	434	428	371	389	373	404	4,659
/toxics/fluorescent.asp	445	254	260	425	215	307	231	195	966	469	286	251	4,304

## Traffic sources overview

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Search engines	4,704	3,503	3,742	4,075	4,225	4,499	5,391	5,740	5,398	4,796	4,679	5,212	55,964
Direct traffic	1,148	805	902	1,159	950	1,138	1,122	990	1,159	1,112	1,022	1,004	12,511
Referring sites	1,259	774	795	866	827	1,111	1,024	1,032	1,228	1,004	907	1,364	12,191

## Website browser type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Internet Explorer	2,966	2,257	2,331	2,531	2,395	2,927	2,835	2,960	2,917	2,623	2,425	2,593	31,760
Safari	1,716	1,202	1,259	1,451	1,461	1,392	1,830	1,799	1,897	1,655	1,707	2,160	19,529
Firefox	1,804	1,212	1,338	1,524	1,507	1,646	1,864	1,846	1,835	1,585	1,432	1,568	19,161
Chrome	514	348	415	511	506	491	647	724	713	684	643	748	6,944
Android browser	-	-	-	-	54	194	251	314	297	252	303	376	2,041

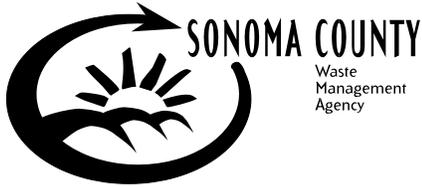
## Mobile device users

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
iPhone/Android/iPad/BlackBerry, etc	615	403	558	665	662	745	941	1,038	1,039	961	1,029	1,389	10,045

Note that the new www.recyclenow.org website was launched late Aug 2010. Google Analytics reporting was unavailable before that date.

## Website users by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Out-of-county (San Francisco, Oakland, Alameda, San Jose, Napa, other places in the world, etc.)	3,483	2,564	2,850	3,095	2,946	3,318	3,583	3,753	3,835	3,409	3,339	3,545	39,720	49
Santa Rosa	1596	1145	1522	1566	1613	1901	1997	1979	1940	1707	1566	2016	20,548	25
Petaluma	581	384	372	537	501	472	618	626	634	566	518	587	6,396	8
Rohnert Park	498	334	239	316	329	354	418	392	418	422	379	560	4,659	6
Windsor	304	209	151	171	217	208	263	269	236	247	216	235	2,726	3
Sebastopol	307	210	90	98	115	133	245	275	249	248	215	209	2,394	3
Sonoma	203	142	160	203	194	232	203	209	204	183	177	176	2,286	3
Unincorporated	111	74	29	57	45	82	117	140	129	36	110	58	988	1
Healdsburg	28	20	44	57	42	47	92	117	140	92	88	193	960	1
Cotati	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cloverdale	0	0	0	0	0	1	1	2	0	2	0	1	7	0
	7,111	5,082	5,457	6,100	6,002	6,748	7,537	7,762	7,785	6,912	6,608	7,580	80,684	100



**Agenda Item #: 3.2.d**  
**Cost Center: Education**  
**Staff Contact: Chilcott**  
**Agenda Date: 1/18/2012**

**ITEM: Education 2011 Outreach Summary**

**I. BACKGROUND**

This report summarizes outreach conducted in 2011 by Agency staff and its contractors. As the Agency does not have a general advertising budget, any paid advertising that takes place is related to a specific revenue-generating or grant program or is a specific contractor task.

As defined by the Agency's Work Plan for 11-12, adopted by the Board on March 16, 2011, outreach efforts focused on residential medication disposal options. The Safe Medicine Disposal Program, operated by the Russian River Water Association, the City of Santa Rosa and the Sonoma County Water Agency fund retail drop-off and associated disposal costs, thus alleviating similar costs that would be incurred through the Agency's Household Toxics Programs.

In addition, the work plan included Agency staff support for advertising monthly E-waste events and support for vegetative food waste composting education. New programs included an expansion of a PG&E grant funded program to expand residential drop-off locations for spent fluorescent lamps and printing and distributing the first Spanish Recycling Guide, as well as posting the page-flip Spanish Guide online.

**Figure 1: Table-top display at Windsor Earth Day Event 2011**



**II. DISCUSSION**

A number of tools were used for outreach including in-person/direct outreach, print advertising, radio advertising and on-line advertising. The following tallies these outreach efforts in 2011.

**In-person/direct outreach**

- **Fairs/events (English and Spanish):**  
Overall, the Agency participated in 55 events representing 106 outreach days. 16 events specifically targeted Spanish-speaking people though many others included bilingual materials and staff. In addition to these event days, there were outreach programs conducted at day labor centers and several library branches as described below. The large 10'x10' exhibit and table-top display were repurposed for the Safe Medicine Disposal theme. Graphics relate to the 2011 Sonoma County Recycling Guide cover artwork.

**Figure 2: Large exhibit at the Sonoma County Fair 2011 always popular with children**



To honor retailers participating in the voluntarily take-back program for fluorescent lamps, the Agency in partnership with the California Product Stewardship Council (CPSC) again sponsored a "Products Stewardship" award at the Sonoma County Economic Development

Board BEA breakfast in February 2011. Supervisor Shirlee Zane awarded appreciation certificates to 8 businesses including: Bennett Valley Ace Hardware, Bosworth and Son General Merchandise, Garrett Hardware of Windsor, Healdsburg Lumber Company, Lowe's, Montecito True Value Hardware, Parsons Lumber and Hardware and True Value Hardware of Larkfield.

To foster more opportunities for Spanish language outreach at events, the Agency continued to partner with the Sonoma County Water Agency. In addition, Sonoma Compost Company hired C2 Alternative Services working with Hugo and Refugio Mata to foster more awareness of the residential veggie scraps curbside yard debris program. Thus, many events incorporated all three themes (see Figure 3). 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.

**Figure 3: Spanish language outreach shows partnership among the Sonoma County Water Agency, Sonoma Compost Company and the Agency**



The table below summarizes outreach conducted by Agency staff, C2 Alternative Services under the Spanish Language Outreach and Used Motor Oil Recycling Education Contract, University of California Cooperative Extension Home Composting Education Contract and Sonoma Compost Company. The table-top display was also loaned to various groups to further expand the Agency's education reach.

**Table 1: 2011 outreach conducted by Agency staff and contractors**

Theme	Date	City	Fair
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa/Roseland	Dia de Reyes/Three Kings Celebration
Agency staff	Feb 8	Windsor	Windsor Annual Business Expo
Agency staff	Feb 18-21	Cloverdale	Cloverdale Citrus Fair
Sonoma Compost Company	Feb 23	Santa Rosa	Garden expo
Agency staff	Mar 10	Sonoma	Business Chamber of Commerce event
Agency staff	Mar 11	Santa Rosa	Business Environmental Alliance Breakfast
C2 Contractor SPANISH Outreach contracts	Mar 12	Santa Rosa/Roseland	Cesar Chavez event
Stand-alone display loaned by Agency staff	Mar 12	Cotati	Annual pasta feed
Stand-alone display loaned by Agency staff	Mar 26	Sonoma	RecycleSonoma
Agency staff	Apr 16	Santa Rosa	Earth Day event at Santa Rosa Courthouse Square
Agency staff	Apr 17	Windsor	Earth Day event on Windsor Town Green
C2 Contractor SPANISH Outreach contracts	Apr 17	Petaluma	Radio Lazer Dia del Nino Celebration/ Children's Day
C2 Contractor SPANISH Outreach contracts	Apr 20	Windsor	Sonoma Curtrer Vineyards Earth Day event
C2 Contractor SPANISH Outreach contracts	May 1	Sonoma	Cinco de Mayo at Sonoma Plaza
UCCE/Master Gardeners	May 1	Cotati	Backyard Composting: A hands-on Compost Experience
Sonoma Compost Company	May 1	Petaluma	How to Build a Successful Compost Pile:

			Composting 101, Sonoma Compost Company
Sonoma Compost Company	May 2	Sebastopol	On-Farm Composting: Closing the Loop
Agency staff	May 3	Santa Rosa	Sonoma County Public Service Recognition Week
C2 Contractor SPANISH Outreach contracts	May 5	Santa Rosa/Roseland	Cinco de Mayo event in Roseland
Agency staff	May 13	Rohnert Park	Sustainable Enterprise Conference
C2 Contractor Used Oil Outreach contract	May 13- May 15	Infineon Raceway	MotoJam motorcycle event: booth and Mammoth Motorsports sponsorship
C2 Contractor SPANISH Outreach contracts	May 15	Santa Rosa	Lobo Community Fair Elsie Allen High School
UCCE Contractor	June 1-3	Santa Rosa	Statewide Master Gardener conference
Agency staff	June 2	Sonoma	Green Drinks Sonoma
C2 Contractor Used Oil Outreach contract	June 8	Santa Rosa	Wednesday Downtown Market
Sonoma Compost Company	June 11	Santa Rosa	KSRO Garden Talk
Sonoma Compost Company	June 12	Petaluma	Sonoma Compost Company Compost and Mulch display: Compost Clinic at the Seed Bank
C2 Contractor Used Oil Outreach contract	June 15	Santa Rosa	Wednesday Downtown Market
C2 Contractor Used Oil Outreach contract	June 22	Santa Rosa	Wednesday Downtown Market
Agency staff	June 22-26	Petaluma	Sonoma-Marin Fair
UCCE Contractor	July 10	Petaluma	Petaluma Art & Garden Festival
Agency staff	July 27-Aug 14	Santa Rosa	Sonoma County Fair exhibit in Grace Pavillion
UCCE Contractor	July 27-Aug 14	Santa Rosa	Sonoma County Fair exhibit at the Hall of Flowers
Agency staff	Aug 10	Forestville	The 11 <sup>th</sup> Annual Sustainable Winegrowing Field Day
C2 Contractor Used Oil Outreach contract	Aug 17	Santa Rosa	Wednesday Downtown Market
Sonoma Compost Company	Sept 6	Monte Rio	Russian River Rotary
C2 Contractor Used Oil Outreach contract	Sept 10	Cloverdale	Car and Motorcycle Show
Sonoma Compost Company	Sept 13-15	Santa Rosa	Heirloom Expo
C2 Contractor SPANISH Outreach contracts	Sept 18	Santa Rosa	Mexican Independence Fiesta Celebration at Wells Fargo Center for the Arts
C2 Contractor SPANISH Outreach contracts	Sept 18	Sonoma	Mexican Independence Fiesta Celebration 2011
Sonoma Compost Company	Sept 20	Forestville	Compost lecture to Intro to Sustainable Agriculture SRJC
Sonoma Compost Company	Sept 24	Santa Rosa	School Garden Network
Sonoma Compost Company	Sept 25	Santa Rosa	Redwood Empire Rose Society
C2 Contractor SPANISH Outreach contracts	Oct 1	Santa Rosa	End of Harvest Fiesta and Health Awareness
Sonoma Compost Company	Oct. 2	Santa Rosa	American Institute of Architects, Santa Rosa: Compost, Soils and Mulches
Sonoma Compost Company	Oct 5	Sebastopol	Sebastopol Center of the Arts, Roots and

			Compost presentation
C2 Contractor SPANISH Outreach contracts	Oct 9	Petaluma	Binational Health Week Celebration (Dia de Muertos Celebration)
C2 Contractor SPANISH Outreach contracts	Oct 9	Healdsburg	Binational Health Week Celebration (Clinica Alianza)
Sonoma Compost Company	Oct. 10	Santa Rosa	Men's Garden Club
Sonoma Compost Company	Oct. 14	San Francisco	Building Soil presentation at Slow Money National Gathering
C2 Contractor SPANISH Outreach contracts	Oct 19	Windsor	Binational Health Week Event
Sonoma Compost Company	Oct. 27	Santa Rosa	Hispanic Chamber Business Expo
Sonoma Compost Company	Nov 3	Petaluma	Pesticide Applicators Professional Association, Petaluma, Compost and Mulch: Sustainable Soil Management and IPM
C2 Contractor SPANISH Outreach contracts	Nov 11	Graton	Graton Labor Center Health Event
C2 Contractor SPANISH Outreach contracts	Dec. 17-23	Rohnert Park Santa Rosa Cloverdale, Healdsburg	Las Posadas organized by Radio Lazer

**Table 2: 2011 Agency contractor visits to labor centers**

- Latino labor center visits:**  
 Visits to labor centers was conducted by C2 Alternative Services under the Spanish Language Outreach Contract. Topics discussed included recycling, motor oil recycling conservation, water issues and illegal dumping.

Date of outreach	Day labor visits
Jan. 17	Healdsburg Labor Center visit
Mar. 17	Graton Labor Center visit
May 26	Graton Labor Center visit
June 13	Healdsburg Labor Center visit
Nov 17	Graton Labor Center visit

- Latino business visits:**  
 Visits to Latino businesses, such as grocery stores, taquerias, bakeries, beauty stores and florists, were conducted throughout the year by by C2 Alternative Services under the Spanish Language Outreach Contract. Visits entailed meeting with owners and distributing the new Spanish language Recycling Guides.

**Table 3: 2011 Agency contractor visits to Latino businesses**

<b>Outreach to Latino Businesses 2011 with Spanish language Recycling Guides</b>	
<b>Cloverdale</b>	
Cotija's Market , La Michoacana Market , Joyeria Ruby, Los Pinos Market Carniceria, Taqueria Santa Rosa, Cloverdale Regional Library, Los Girasoles Restaurant, Panaderia El Palomo	8
<b>Cotati</b>	
Poncho Market Carnicería , El Paso Mexican Bakery, Dos Amigos Mexican Restaurant	3
<b>Forestville</b>	
La Rosa Market y Taqueria	1
<b>Graton</b>	
Graton Labor Center	1
<b>Guerneville</b>	
Taqueria La Tapatia, Mi Casita Mexican Restaurant	2
<b>Healdsburg</b>	
Mario's Jewelry, Joyeria Fernandez, Panaderia Costa Chica, Los Mares Market & Taqueria, Taco Grande Restaurant, Taqueria El Sombrero, Taqueria Guadalajara, Video Centro Musical, Lemus	12

Insurance Agency, Joyeria Y Estetica Angelica, Healdsburg Labor Center, Healdsburg Library	
<b>Petaluma</b>	
Mi Pueblo Real Mexican Food, Karina's Bakery, Irma's Beauty Salon, Lolita's Market, Taqueria Los Potrillos, Casa del Palmar Market, Video Tepa, Don Pancho's Restaurant, Petaluma Library	9
<b>Rohnert Park</b>	
La Perla Market, Lolita's Market, Juanita's Market, Multi-Servicios Southwest, Zapateria Morelia, El Rancho Taqueria, Taqueria El Paisa, Taqueria Sol Azteca	8
<b>Santa Rosa</b>	
La Guadalupana Mercado, Super Latino Market, La Cabaña Mexican Rest, La Fondita Mexican Restaurant, Restaurante El Michoacano, La Texanita Mexican Rest, Tarasco Market, Video Tepa, Antorcha, Taqueria Santa Rosa, Maria's Market, Alvarez Mexican Rest, Rancho Mendoza Mexican Supermarket, Santa Rosa Library	14
<b>Sebastopol</b>	
Ochoa's Mexican Restaurant, Lepe's Mexican Market, El Tarasco Mexican Food, El Coronel Mexican Restaurant, Sebastopol Library	5
<b>Sonoma</b>	
El Brinquito Market, La Favorita Carniceria, La Morenita Market, Pasteleria La Mixteca, Taqueria La Hacienda, Video Tepa Musica, Chapala Market, Tienda y Bakery Iniguez, Taqueria Sonoma, Sonoma Labor Center	10
<b>Windsor</b>	
Estrella's Market y Taqueria, Castañeda's Marketplace, Estetica Nahila Beauty Salon, Socorro's Mexican Restaurant, Martin's Market, Ana's Café & Expresso, Windsor Library	7
<b>Total number of businesses visited</b>	
	80

- Lotería Recycling Game at Sonoma County Library Literacy Program:** Funded by used oil grant money, a Lotería (“Mexican Bingo”) game was introduced in 2011 as a new program within the C2 Alternative Spanish Language Outreach contract. The game, which was adapted for Agency recycling/hazardous waste disposal/compost themes, works where each player is provided a reusable laminated board. A caller uses phrases and riddles to introduce the cards as the players try to guess which image is

**Figure 4: Lotería game April 9, 2011 at the Central Library in Santa Rosa**



Date of Lotería	Venue
Apr. 9	Central Library in Santa Rosa
Apr. 16	Northwest branch Santa Rosa Library
Apr. 21	Healdsburg Library
Apr. 28	Central Library in Santa Rosa
May 10	Windsor Regional Library
May 19	Sebastopol Regional Library
June 6	Kicks Martial Arts Academy

referred to. The winner is the first player to mark all the squares on his/her game board. Events took place primarily at the Sonoma County Library branches. The Library’s Literacy Program partnered to provide pizzas and sodas to participants.

- Tours of Central Disposal Site:** Agency staff, Patrick Carter, conducted tours of the Central Disposal Site.

**Table 4: 2011 Agency staff conducts Landfill Tours**

Date of tour	Group
Sept. 27	Credo High School
Sept., 29	Mark West School
Oct. 10	SRJC Environmental Studies Class
Oct. 19	SRJC Soils class
Oct. 20	SRJC Soils class
Nov. 3	SRJC Environmental Studies class

- **Eco-Desk (English and Spanish) phone calls:**

In 2011, the English language Eco-Desk 565-3375 received 1,759 calls. The Spanish Eco-Desk, 565-3375, option 2, received 105 calls. In 2011, there was an increase in email correspondence generated from the [www.recyclenow.org](http://www.recyclenow.org) website. A more detailed report on the English and Spanish Eco-Desk can be found in Agenda item 3.2b of this packet.

**Print advertising**

- **Recycling Guide English and Spanish distribution:**

To complement the English version of the Recycling Guide, a Spanish version was introduced in 2011. Recipients of the English Guide were polled and many also requested copies of the Spanish Guide too. A 12-page version of the English Guide was printed in the AT&T Yellow Pages phone book under barter agreement.

<b>English Recycling Guide</b>			
	Audience	Number distributed	Distribution location(s)
AT&T 12-page Guide phone book version	General	575,900	AT&T Yellow Pages customers and new customers throughout the year.
Stand-alone copies	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.

<b>Spanish Recycling Guide</b>			
	Audience	Number distributed	Distribution location(s)
AT&T 12-page Guide phone book version	Spanish-speaking residents	3,000	Impulso News "freebie" stand at grocery stores and Hispanic businesses.
Stand-alone copies	General	12,000	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.

- **Utility bill inserts:**

To share in the high cost of printing/inserting fliers, the Agency continued to partner with the Sonoma County Water Agency advertising their QWEL program and with Used Motor Oil Education. The AT&T logo on the inserts helps fulfill the Barter Agreement requirements to print the 12-page Sonoma County Recycling Guide in the AT&T 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 below.):

Month	Area	Number of utility bill inserts distributed	Theme and partner
January	Santa Rosa	47,000	E-waste/Sonoma County Water Agency QWEL program
May	Rohnert Park	10,000	E-waste/Sonoma County Water Agency QWEL program
July	Petaluma	21,000	E-waste/Used Motor Oil recycling
August	Santa Rosa	49,000	E-waste/Sonoma County Water Agency QWEL program
September	Cotati	2,547	E-waste/Sonoma County Water Agency QWEL program
October	Windsor	9,245	E-waste/Sonoma County Water Agency QWEL program
<b>Total number utility bill inserts distributed</b>		138,792	

- Garbage company newsletters:**  
 Most jurisdictions require customer newsletters under franchise agreement. Fortunately, North Bay Corporation includes various Agency topics including the E-waste collection schedule, Community Toxics Collection schedule and Business Hazardous Program. In addition, the Recycling Guide ad helped fulfill AT&T Barter Agreement obligations. About 305,000 newsletters were distributed to garbage customers in 2011.
- Newspaper and online banner ad advertising:**  
 Newspaper and online ads were utilized to supplement radio advertising for e-waste events and to advertise PG&E Fluorescent Lamp retail take-back locations. Spanish language outreach also utilized newspaper.

**Table 5: 2011 newspaper and online advertising.**

Date of advertisement	Area	Ad summary	Topic of advertising
January	Oakmont	Oakmont Village Association newsletter Kenwood Press	E-waste
February	Cloverdale	Cloverdale Chamber newsletter Cloverdale Reveille	E-waste
March	Sebastopol	City of Sebastopol Community newsletter	E-waste
July	Sonoma County	Sonoma County Fair Guide	Used Oil Recycling (grant funded)
September-October	Sonoma County	Argus-Courier newspaper Cloverdale Reveille Kenwood Press North Bay Bohemian newspaper and online <a href="http://www.bohemian.com">www.bohemian.com</a> Petaluma360.com online Sonoma County Gazette newspaper Sonoma Seniors Today newspaper Sonoma News Sonoma West Times The Healdsburg Tribune The Windsor Times The Press Democrat and online <a href="http://www.pressdemocrat.com">www.pressdemocrat.com</a>	PG&E Fluorescent Lamp Retailer Take-Back (grant funded)

Monthly issues	Sonoma County	El Superior Newspaper	Spanish Eco-Desk
Monthly issues	Sonoma County	Impulso Newspaper	Spanish Eco-Desk

- **Articles/press:** Agency staff wrote articles that appeared in print and in online journals. Two press releases were distributed for PG&E Fluorescent lamp take-back program. These press releases, which were also translated into Spanish resulted in a number of print and on-line articles.

Date	Journal/Website	
February 2011	Russian River Water Association	"Keep Your Fluorescent Bulbs and CFLs Out of the Trash: Recycle Them!" by Lisa Steinman, Agency staff <a href="http://www.rrwatershed.org/env_columns/RRWA-EnvCol-Feb2011-FluorescentRecycling.pdf">http://www.rrwatershed.org/env_columns/RRWA-EnvCol-Feb2011-FluorescentRecycling.pdf</a>
June 2011	GoLocal Sonoma News	PG&E fluorescent lamp press <a href="http://sonomacounty.golocal.coop/stories/joint_sonoma_napa_pg_e_fluorescent_lamp_recycling_program/304/">http://sonomacounty.golocal.coop/stories/joint_sonoma_napa_pg_e_fluorescent_lamp_recycling_program/304/</a> <a href="http://www.sonomanews.com/News-2011/Partnership-expands-CFL-bulb-recycling/">http://www.sonomanews.com/News-2011/Partnership-expands-CFL-bulb-recycling/</a>
September 2011	Cloverdale Reveille GoLocal	Cloverdale Reveille article published 9/14/11 GoLocal article published online 9/15/11 <a href="http://sonomacounty.golocal.coop/stories/sonoma_county_expands_residential_fluorescent_lamp_take_back_program_with_pg_e/348/">http://sonomacounty.golocal.coop/stories/sonoma_county_expands_residential_fluorescent_lamp_take_back_program_with_pg_e/348/</a>
November 2011	Impulso News	<i>Consevemos Nuestro Medio Ambiente en El Condado de Sonoma y Apoyemos Los Programas Educativos/Let's Keep our Environment Clean in Sonoma County and Lets Support Recycling Education Programs.</i> <a href="http://impulso-news.com/pagina_10.html">http://impulso-news.com/pagina_10.html</a>
December 2011	Russian River Water Association	"Holiday Season Recycling in the Russian River Watershed" by Lisa Steinman, Agency staff

- **Adult school English as Second Language (ESL) outreach for used oil recycling:** Paid for through CalRecycle Used Oil Block Grant funds, 2 ESL classes on used oil recycling were conducted at adult school venues in Petaluma and Sonoma. Languages spoken by students included Spanish, Chinese, Farsi, Russian, Portuguese, Korean, and Vietnamese.
- **"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.

### **Radio advertising**

- **English radio advertising:** Radio, using Maverick Media's, was used to advertise e-waste collection events in communities where utility bill inserts were unavailable, to advertise PG&E fluorescent lamp retailer locations and to advertise used oil/filter recycling options for do-it-yourselfers. Agency website and Eco-Desk information were included in every spot.

Month	Stations	Program
January	KSRO/KVRV (the River)	Santa Rosa E-waste event promotion
February	KSRO/KVRV (the River)	Cloverdale E-waste event promotion

March	KSRO/KVRV (the River)	Sebastopol E-waste event promotion
August	KSRO/KVRV (the River)	Used oil/filter recycling promotion
November 2001	KSRO/KVRV (the River)	PG&E Voluntary Fluorescent Lamp Take-Back program
December 2011	KSRO/KVRV (the River)/ FROGGY/the Mix	PG&E Voluntary Fluorescent Lamp Take-Back program

- **Spanish radio interviews:**  
C2 Alternative Services with Hugo Mata conducted periodic radio interviews under the Spanish Language Outreach contract.

Date of interview	Radio station	Length/format of interview
Jan. 2	Interview with KBBF 2-4pm.	2-hour live interview translated from Spanish to three indigenous Spanish languages (Triqui, Chatino and Mixteco)
May 19	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
June 16	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
June 19	Interview with KBBF 2-4pm.	2-hour live interview translated from Spanish to three indigenous Spanish languages (Triqui, Chatino and Mixteco)
Oct. 6	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
Nov. 10	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.
Dec. 8	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview aired on two radio stations.

### **On-line advertising**

- **Facebook and Twitter:**  
The Agency maintains a Facebook page <http://www.Facebook.com/RecycleNow.org/> and Twitter page @\_RecycleNow which are used mostly to promote upcoming ewaste events, share articles and stories. The #recyclenow hashtag keyword is used when tweeting to keep track of comments. Currently, there are 124 followers on Twitter and 67 likes on Facebook.
- **Web site visitors at www.recyclenow.org:**  
In 2011, the web site had 80,684 visitors. Statistical data using Google Analytics can be found in Agenda item 3.2c of this packet. Additions to the website included the page-turning Spanish Recycling Guide on [http://www.recyclenow.org/recycling/recycling\\_guide\\_es.asp](http://www.recyclenow.org/recycling/recycling_guide_es.asp), in addition to the online English Recycling Guide [http://www.recyclenow.org/recycling/recycling\\_guide.asp](http://www.recyclenow.org/recycling/recycling_guide.asp)

### **Special multimedia advertising campaign**

- **RidersRecycle Used oil motorcycle outreach:**  
Motorcycle owners are about 5 times as likely to change their own oil as other vehicle owners, and most of them change oil in other vehicles as well. Contractor C2 Alternative Services created an outreach campaign to target motorcycle owners in multiple counties, with a website called RidersRecycle.com. Costs for creating the website and other materials were shared between the Agency (through the existing contract with C2 to promote used oil recycling) and Sacramento County. Staff has been attempting since early spring 2011 to obtain the DMV database of registered motorcycle owners, so that a postcard mailing can be made to promote

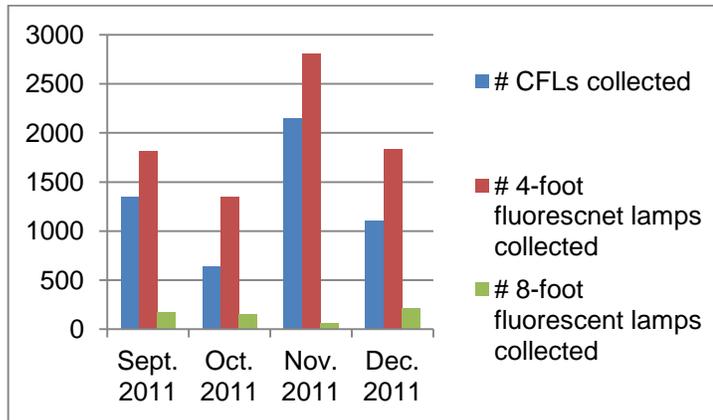
the site. Meanwhile other types of outreach to motorcycle owners are underway, including a major event at Infineon Raceway in May, 2011.

## Results

There are number of factors that illustrate the effectiveness of the aforementioned education efforts:

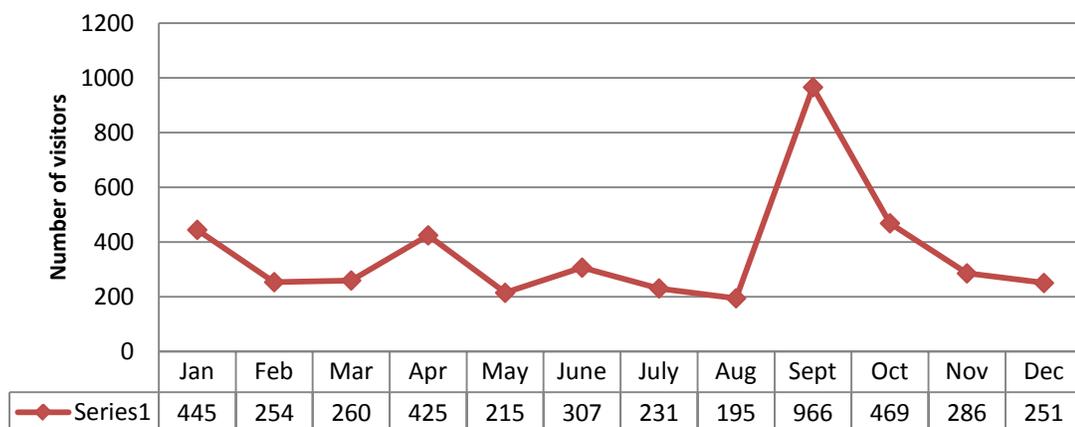
- Collection of fluorescent lamps is directly attributable to advertising (newspaper, on-line, radio and social media) that took place mostly in September, October and November for the PG&E Voluntary Fluorescent Lamp Take-Back program

**Figure 5: Fluorescent lamps collected with the PG&E Voluntary Fluorescent Lamp Take-Back Program**



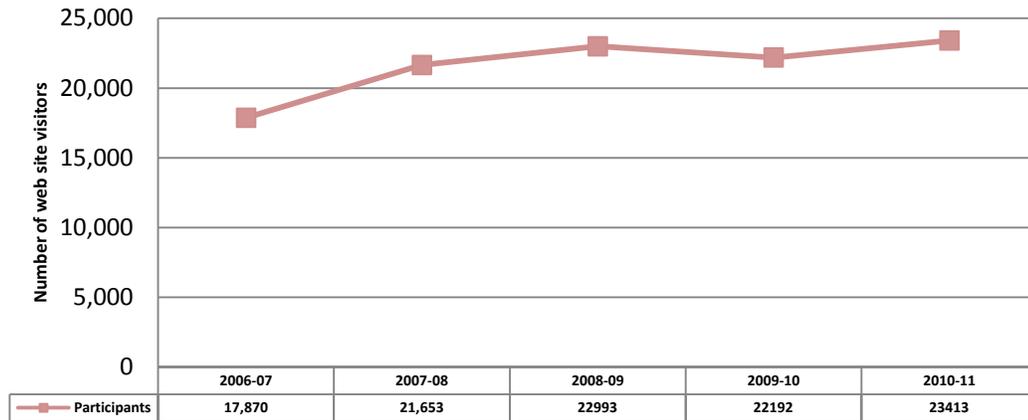
- Tallies on the dedicated Agency’s fluorescent lamp web page <http://www.recyclenow.org/toxics/fluorescent.asp> show increased activity during September when the majority of newspaper/banner ad advertising occurred.

**Figure 5: Visitors to the fluorescent lamp page on [www.recyclenow.org/toxics/fjourescent.asp](http://www.recyclenow.org/toxics/fjourescent.asp) per month in 2011**



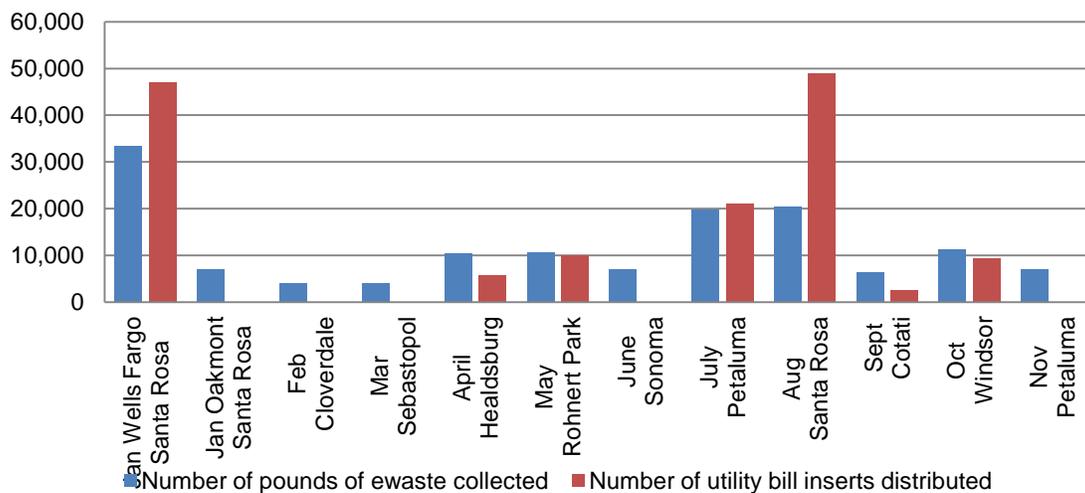
- Use of the the Household Toxics Facility and related program continues to rise. The percent change from FY 09-10 to FY 10-11 was 5.5%.

**Figure 7: Number of households participating in the Agency’s Household Toxics Programs 2006-07 to 2010-11**



- There continues to be 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 2011**



- Collection of used oil and filters at businesses, transfer stations, curbside collection and the permanent facility were at similar levels to last year, with over 113,000 gallons of oil and 41,500 filters. *Source: Data collected by C2Alternative Services as required by CalRecycle for the annual Used Oil Block Grant and OPP report.*

III. FUNDING IMPACT

This transmittal outlines work that was budgeted in FY 10-11 and FY 11-12. There are no new funding impacts resulting from this report.

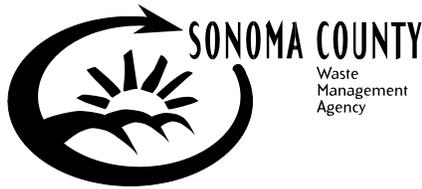
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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 # 7.1

### Minutes of November 16, 2011

The Sonoma County Waste Management Agency (SCWMA) met on November 16, 2011, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California

#### **Present:**

City of Healdsburg	Mike Kirn, Chair
City of Cloverdale	Nina Regor
City of Cotati	Marsha Sue Lustig
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	Susan Klassen
Town of Windsor	Matt Mullan

#### **Absent:**

City of Petaluma

#### **Staff Present:**

Counsel	Janet Coleson
Staff	Patrick Carter
	Karina Chilcott
	Charlotte Fisher
	Henry Mikus
	Lisa Steinman
Clerk	Debra Dowdell

#### **1. Call to Order/Introductions**

The meeting was called to order at 9:00 a.m.

#### **2. Agenda Approval**

**Matt Mullan, Town of Windsor, moved to approve the agenda. Nina Regor, City of Cloverdale, seconded. Petaluma was absent. Agenda approved.**

#### **3. Attachments/Correspondence**

Chair Kirn called attention to the Director's Agenda Notes, Reports by Staff and Others; November, December 2011, and January 2012 Outreach Events, and Future Barter Agreement with AT&T for Guide Printing in the Phone Book.

#### **4. On File with Clerk**

Chair Kirn noted resolution approved in October 2011 approving Appropriation Transfer for 7<sup>th</sup> Amendment to Environmental Science Associates Agreement.

#### **5. Public Comments (items not on the agenda)**

None.

## **Consent Calendar**(w/attachments)

- 6.1 Minutes of October 19, 2011
- 6.2 FY 11-12 First Quarter Financial Reports
- 6.3 Draft Policy for Non-profit Organization Financial Grants

**Marsha Sue Lustig, City of Cotati, moved to approve the consent calendar. Nina Regor, City of Cloverdale seconded. Petaluma was absent. Consent calendar approved.**

## **Regular Calendar**

### **7. Sonoma County/City Solid Waste Advisory (SWAG)**

Steve Barbose, City of Sonoma, had nothing to report as next SWAG meeting isn't until tomorrow.

Nina Regor, City of Cloverdale asked if there would be a quorum at the meeting. Susan Klassen, County of Sonoma, replied there will be a quorum.

### **8. Compost Operations Request For Qualification (RFQ) Draft Review**

Henry Mikus, Executive Director, presented the draft RFQ for review, discussion and approval.

#### **Public Comments**

Pam Davis, Sonoma Compost, requested some additions and changes to the RFQ. She provided a handout, which detailed the suggestions.

#### **Board Comments**

Matt Mullan, Town of Windsor, restated his suggestion of approaching those potential proposers with permitted sites or the ability to get a permit. He endorses breaking out products in the Waste Characterization Study in the RFQ so proposers have a better understanding of the types of organic material needing to be considered for processing.

Steve Barbose, City of Sonoma, wants to make sure all aspects are being contemplated in the process, such as a County owned site with a private operator. He supports Items #1 and #2 on Sonoma Compost's handout.

Nina Regor, City of Cloverdale, asked if the RFQ is structured for proprietary information to be obtained in the interview process. Janet Coleson, Agency Counsel, responded affirmatively.

Chair Kirn, noted that Article 5.1 of the RFQ does address some of Mr. Mullan's concerns.

Linda Babonis, City of Rohnert Park, is concerned the insurance limits are too low and should be increased.

Chair Kirn, received consensus of the Board to incorporate Items #1 and #2 of the Sonoma Compost handout to the RFQ and authorized the Executive Director to make the changes discussed and proceed with the RFQ process.

### **9. Compost Relocation Update and Timeline**

Patrick Carter announced that the draft Environmental Impact Report (EIR) is near completion and the release is scheduled for early December. There will be two actions coming to the Board in order to certify the EIR; a public hearing on the draft EIR and a public hearing on the final EIR. The purchase of a site or entering into a lease agreement will require a unanimous vote but the certification of the final EIR will not.

**Board Discussion**

Marsha Sue Lustig, City of Cotati, commented that the timeline for developing the site seemed very optimistic.

Steve Barbose, City of Sonoma, pointed out that the timeline on the relocation underscores the importance of a decision being made on the future of the Agency and that the two items need to be on parallel tracks.

**Public Comment**

None.

**Board Comments**

None.

***Chair Kirn notified Boardmembers of a change in order of the Agenda; moving Item 12 up in hopes of later meeting a quorum for the unanimous votes needed on Items 10 and 11.***

**12. Carryout Bag Update**

Patrick Carter stated that the SCWMA has now made presentations to all districts. The City of Rohnert Park sent a memo requesting some items be addressed before they make a decision on the bag ban. SCWMA is working on a response letter for those questions and concerns.

**Board Discussion**

Matt Mullan, Town of Windsor, inquired about the concerns from Rohnert Park. Patrick Carter responded the ten items dealt with legal and process issues.

Steve Barbose, City of Sonoma, asked about the timeline for feedback. Henry Mikus, Executive Director, replied the earliest SCWMA would hear back would be January 2012.

Steve Barbose suggested the preparation of a model ordinance that could be used by those jurisdictions wanting to move forward on their own.

Marsha Sue Lustig, City of Cotati, commented the same process would still have to be followed for developing the model ordinance and she has concerns about each city having to come up with a model of its own.

Mr. Mikus said the next step is to have stakeholder meetings to develop the specifics of the ordinance.

Janet Coleson, Agency Counsel, advised the Board stakeholder meetings are essential for drafting the ordinance.

Susan Klassen, County of Sonoma, supports starting the outreach process to define the language the ordinance should contain.

Dell Tredinnick, City of Santa Rosa, feels this could be a good opportunity to start a voluntary plastic bag ban.

Matt Mullan, Town of Windsor, senses the voluntary bag ban approach will see resistance from large stores.

Janet Coleson, Agency Counsel, said grocers have made it known that they want to see uniform regulation across the county.

Jack Griffin, City of Sebastopol, expressed apprehension of cities moving forward on their own when there's still a chance that all jurisdictions can come to an agreement for the process.

### **Public Comment**

John Sawyer, City of Santa Rosa, believes the SCWMA should not let the City of Santa Rosa stand in the way of them moving forward in crafting basic parameters for a County wide ordinance.

*The representative from Sebastopol left the meeting at 9:47a.m.*

### **Board Comments**

Marsha Sue Lustig, City of Cotati, would like to see staff develop an outline of the stakeholder process and develop a list of options.

Matt Mullan, Town of Windsor, advocated moving forward with the ordinance and exploring other jurisdictions' processes.

Steve Barbose, City of Sonoma, suggested moving forward with the stakeholder process and presenting options for the ordinance, so the jurisdictions who want can move forward.

Nina Regor, City of Cloverdale, feels staff should come back with a list of options so the Board can give specific direction on the contents of the ordinance.

Linda Babonis, City of Rohnert Park, supports moving forward while giving additional information to Rohnert Park as requested

Chair Kirn said the SCWMA Work Plan and fiscal budget could be used to identify the parameters contained in a model ordinance.

***Chair Kirn noted Sebastopol's representative had left and Petaluma's representative was absent, therefore Items #10 and #11 would need to be continued to the next meeting due to lack of a unanimous vote.***

Susan Klassen, County of Sonoma, requested the Board be allowed to ask questions about the items even though there will be no vote. Chair Kirn opened Items #10 and #11 recognizing there would be no action.

## **10. Clean Harbors Contract Amendment**

Lisa Steinman, reported that the SCWMA and County of Sonoma have had an agreement with Clean Harbors Environmental Services (CHES) for operation of the household hazardous waste program since 2002. The agreement is due to expire January 6, 2013 with the option of a one year extension. CHES is requesting a CPI increase be used as an inflator on the monthly labor charges. SCWMA staff has been very satisfied with this vendor's service and recommends extending the agreement with the proposed increase. The other option is to begin a bidding process with a Request For Proposals.

### **Board Discussion**

Susan Klassen, County of Sonoma, requested more information concerning the inflator calculation based on the CPI. Ms. Steinman, replied the inflator in the agenda item was an example and, should the extension be approved, the calculation would be current with the extension.

Matt Mullan, Town of Windsor, commented on the length of the agreement and would like an evaluation of the process being used. He suggested a five year agreement instead of a one year agreement with four options to extend. Ms. Steinman replied there are a limited number of potential vendors due to the specialized industry, so the options are limited.

Susan Klassen, County of Sonoma, noted that the CPI is broken down by region and suggests that in the next amendment SCWMA specify which region is being used in the inflator calculation.

**Public Comment**

None.

**Board Comments**

Chair Kirn remarked that it really is a fundamental question versus a contract amendment.

Marsh Sue Lustig, City of Cotati, reminded the group the SCWMA has a responsibility to find any new vendors recently entering the industry.

Henry Mikus, Executive Director, acknowledged the reason staff recommended extending the contract is the potential cost increase with a new contract versus the minimal additional cost being proposed with the extension.

Steve Barbose, City of Sonoma, expressed favor of issuing a Request for Proposals.

Chair Kirn asked for a motion to continue the item to the next meeting.

**Steve Barbose, City of Sonoma moved to continue the Item #10 to the next meeting. Dell Tredinnick seconded. Petaluma and Sebastopol were absent. Motion passed.**

**11. Oil Payment Program (OPP) Grant Planned Expenditures**

Lisa Steinman reported the OPP grant will have a one-time surplus that must be spent by June 30, 2012, the end of the fiscal year, so she has compiled a list of suggested expenditures. Staff recommends a contract amendment with C<sup>2</sup> Alternative Services for additional education and outreach for used oil. It is also recommends using the additional funds for radio and advertising.

**Public Comment**

None.

**Board Comments**

None.

**Susan Klassen, County of Sonoma, moved to continue Item #11 to the next Board meeting. Linda Babonis, Rohnert Park, seconded. Petaluma and Sebastopol were absent. Motion passed.**

**13. Updated Resolution for CalRecycle Grants**

Patrick Carter requested the current resolution, which references the now non-existent California Integrated Waste Management Board, be updated to reflect the role of CalRecycle and extend the resolution term 5 years.

**Public Comment**

None.

**Board Comments**

None.

**Susan Klassen, County of Sonoma, moved to approve the revised Resolution. Marsha Sue Lustig, City of Cotati, seconded. Petaluma and Sebastopol were absent. Motion carried.**

**14. Boardmember Comments**

None.

**15. Staff Comments**

None.

**16. Next SCWMA Meeting – January 18, 2012**

**17. Adjournment**

Meeting adjourned at 10:23 a.m.

Respectfully submitted,  
Debra Dowdell

Distributed at meeting:  
Requested additions and changes to the Request for Qualification from Sonoma Compost Company

# Home Compost Education and Pesticide Use Reduction Education Program Report 2010-2011



Home Composting Workshop

## 2010-2011 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 2010-June 2011

This is a report of activities for the first year (July 1, 2010 to June 30, 2011) of the renewed three-year contract from July 1, 2010 to June 30, 2013.

## 1 Results Summary

A total of 27,002 people were reached through approximately 362 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. 440 school children were also reached in school composting presentations. Based on these efforts, an estimated 2,629 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 educational 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 ten farmers' markets (Healdsburg, Cloverdale, Sebastopol, Oakmont, Sonoma, Santa Rosa, Occidental, Cotati, Windsor and Petaluma), and Master Gardener Library Series presentations at 9 libraries (Cloverdale, Guerneville, 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 2013 on composting habits and information on their sources of composting information.
- Conduct a postcard survey in 2013, 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 nineteen years, the program has reached 304,045 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.

In February 2010 we conducted another survey 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). 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.

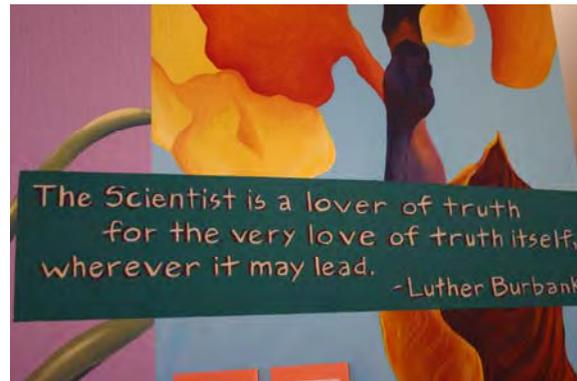
The Compost Education Program is operated primarily by volunteers. The budget reflects maintenance of current educational efforts. There are four unique aspects to this project:

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/PURE Program this last year.



#### 4 Objectives Achieved in 2010-11

##### Events, Community Gatherings, and Workshops

The Master Gardeners had booths at seven large public events, community gatherings, and workshops (25 event days) in the county and provided information to 14,772 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 Home Composting Education Program at Large Events, Community Gatherings, and Workshops

<b>EVENT</b>	<b>DATE</b>	<b># OF CONTACTS</b>
Sonoma Co. Fair booth & demo garden	7-27 to 8-14 (13 days)	11,104
Sonoma County Harvest Fair	10-2 to 10-3 (2 days)	2,050
Spring Home & Garden Show	3-18 to 3-20 (3 days)	344
S.R. Medical Alliance Garden Tour	5-20 to 5-21 (2 days)	310
Strawberry Festival (Guerneville)	5-28 (1 day)	34
So. County Jail Industries Nursery Sales	9-4, 10-2, 4-2, 5-7 (4 days)	930
<b>TOTAL</b>	<b>25 Event Days</b>	<b>14,772</b>

### Other Educational Events

The Master Gardeners presented information on composting at 337 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 10,379 (8,342 at farmers' markets, small fairs, garden clubs, tours, and 2,037 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

<b>EVENT</b>	<b>DATE</b>	<b># PEOPLE CONTACTED</b>
4 Cotati Farmers' Mkts.	1 <sup>st</sup> Thursday (monthly) 4 mos.	45
12 Cloverdale Farmers' Mkts.	June through August	180
21 Healdsburg Farmers' Mkts.	May through September	333
30 Sebastopol Farmers' Mkts.	May through November	643
83 Sonoma Farmers' Mkts.	April - Oct. & Fridays all year	808
21 Santa Rosa Farmers' Mkts.	May through September	798
26 Petaluma Farmers' Mkts.	May through October	342
21 Occidental Farmers' Mkts.	May through September	344
5 Oakmont Farmers' Mkts.	1 <sup>st</sup> Saturday (monthly) 5 mos.	137
5 Windsor Farmers' Mkts.	May, June 2010	310
Humane Society Garden	40 weeks – all year	1282
Various Garden Club talks & other community events	All year	1965
Harvest For The Hungry	February – November	393
Petaluma Education Garden	All year	290
Sonoma Garden Park	All year	472
<b>TOTAL</b>	<b>312 Events</b>	<b>8,342</b>

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

<b>LIBRARY SERIES</b>	<b># PEOPLE CONTACTED</b>
Cloverdale Library Series	33
Guerneville Library Series	56
Healdsburg Library Series	127
Petaluma Library Series	308
Rincon Valley Library Series	414
Rohnert Park Library Series	254
Sebastopol Library Series	328
Sonoma Library Series	216
Windsor Library Series	301
<b>TOTAL CONTACTS</b>	<b>2,037</b>

### School Presentations

Master Gardeners made 16 school presentations in classrooms with an average of 25 - 30 students. During this last fiscal year 440 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.

**Table 4.** Master Gardener School Presentations

<b>SCHOOL</b>	<b>DATE</b>
1 @ Redwood Country Kids Club	8-9
1 @ Gravenstein Elem. School	9-30
1 @ Roseland Head Start School	11-4
1 @ Rincon Charter School	10-15
2 @ Hidden Valley Satellite	1-25
1 @ Matanzas Creek Elem. Sch.	2-7
1 @ Matanzas Creek Elem. Sch.	2-10
2 @ Wilson School	2-11
1 @ Matanzas Creek Elem. Sch.	2-21
1 @ Roseland Head Start School	3-18
2 @ Cloverdale Ag Days	5-6
1 @ Windsor Boys/Girls Club	5-27
1 @ Forget-Me-Not Farm	6-7
1 @ Bellevue School	6-10
<b>16 Presentations at 11 Schools</b>	



## 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

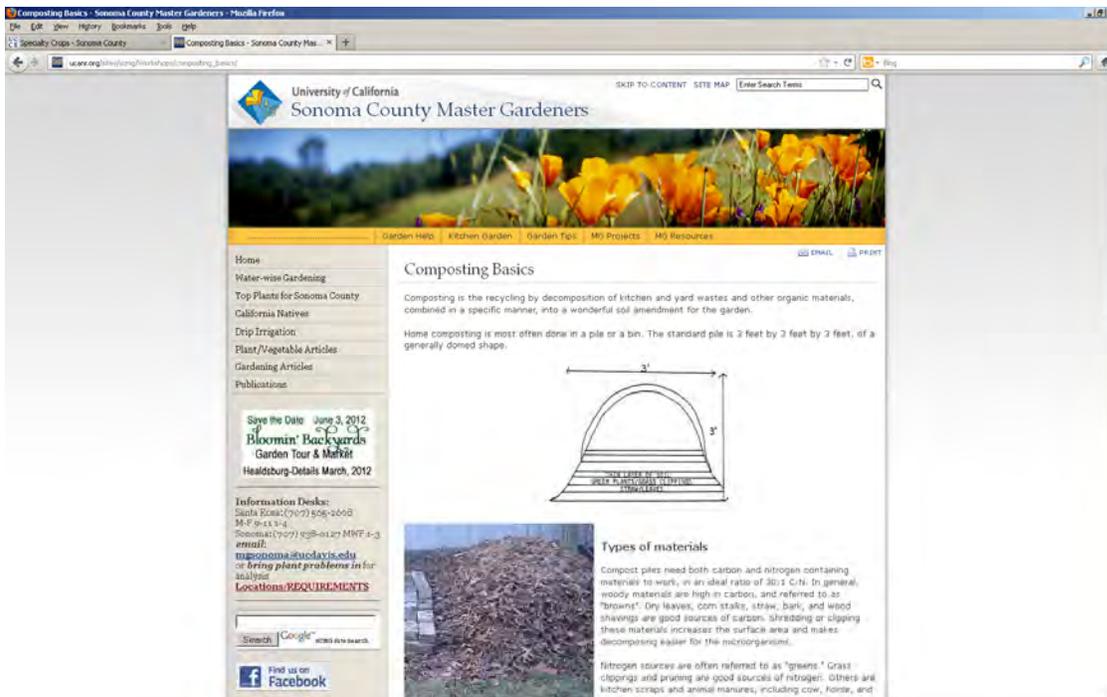
The Master Gardeners maintain a phone answering service for gardening questions in both Santa Rosa five days per week and Sonoma three days per week. They also handle walk-in clientele and questions via email. Trained Master Gardeners answered questions related to home composting from 1,851 people and sent many of those people an appropriate handout on home composting.



**Website ([www.sonomamastergardeners.org](http://www.sonomamastergardeners.org))**

The UCCE Sonoma County Master Gardener website (generating 47,942 visits during FY10-11) 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, 2010-2011, was the first year of a renewed contract that ends June 30, 2013. 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 27,002 total contacts, not including school or website contacts:

- Major Events and Workshops 14,772
- Farmers Markets and Library Series 10,379
- Phone Desk, Santa Rosa and Sonoma 1,851
- TOTAL 27,002**
  
- School children 440
- Website 47,942

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

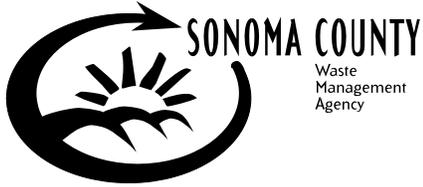
The home composting program had direct contact with 27,002 people in FY 2010-11 at six large events and workshops (25 days) and 362 smaller scale events such as: farmers' markets, tours, small fairs, library presentations, and resource desk. The home compost education program also distributed 10,000 composting brochures through educational booths, the Master Gardener desk, and through school presentations (440 youth). Calculations for the tonnage diversion estimates are based on direct contacts with adults only.

Our (University of California) survey in 2010 indicated that: 39% compost greater than 10 gallons of yard waste per week; 33% compost between 2-10 gallons per week; and 28% compost less than 1 gallon per week. For kitchen scraps, 69% are composting between 1-10 gallons per week and 31% are composting less than 1 gallon per week. These results were similar to the average results from 2007 in which 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 2010-11 due to the addition of new home composters was:

- $27,002 \times 19.7\% = 5,319$  households beginning or increasing home composting
- **Kitchen scraps\*** diverted = 4.5 gallons per month/household = 23,936 gallons per month = 69.41 tons per month = 833.0 tons per year = 1,423.0 cubic yards per year
- **Yard waste\*** diverted = 13.4 gallons per month/household = 71,275 gallons per month = 149.7 tons per month = 1,796.2 tons per year = 4,236.1 cubic yards per year
- **TOTAL DIVERTED = 2,629.0 tons per year = 5,659.1 yd<sup>3</sup> per year**

\* *Weight and volume calculations for kitchen scraps are based on 70% moisture (5.8 lbs./gallon) (1,171 lbs./yd<sup>3</sup>). Weight and volume calculations for yard waste are based on 50% moisture (4.2 lbs./gallon) (848 lbs./yd<sup>3</sup>). Kitchen scraps represent about 25% and yard waste 75% of the compostable materials based on past survey data.*





**Agenda Item #: 7.3**  
**Cost Center: Education**  
**Staff Contact: Carter**  
**Agenda Date: 1/18/2012**

**ITEM: Beverage Container Recycling Program Purchase**

**I. BACKGROUND**

In January 2000, the California Department of Conservation (DOC) appropriated \$10.5 million annually to be paid to cities and counties to support the recycling of cans and bottles. The Sonoma County Waste Management Agency (SCWMA) has administered this program for all Sonoma County jurisdictions since 2000; collecting the funds, creating agreements for beverage container collection service, and purchasing new collection containers and enclosures.

**II. DISCUSSION**

The City of Cotati has requested additional recycling containers to complement their existing garbage containers in downtown Cotati. Cotati staff requested the new containers match the specifications of the existing containers which were produced by Creative Pipe, Inc. SCWMA staff requested and received a quote for producing the twenty containers. The cost of this purchase would be \$17,282.00.

**III. FUNDING IMPACT**

The SCWMA has approximately \$58,000 in funding for promoting beverage container recycling in Sonoma County. This amount is made up of approximately \$23,000 remaining unused prior balance and approximately \$35,000 unallocated current year grant balance. From this funding, \$17,282.00 would be used to purchase these twenty containers.

**IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION**

Staff recommends authorizing the Executive Director to sign a purchase order for twenty recycling containers from Creative Pipe, Inc. in the amount of \$17,282.00.

**V. ATTACHMENTS**

Price Quote from Creative Pipe, Inc.  
Resolution

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA

Creative Pipe, Inc.

PO Box 2458  
 Rancho Mirage, CA 92270-1087

# Estimate

Date	Estimate #
12/27/2011	28614

Name / Address
North Bay Corporation PO Box 1916 Santa Rosa, CA 95402

Fax Number	Rep	Project	Attn:
via email	JLP		Patrick

Item	Description	Qty	Cost	Total
FVT-FBS-32-FS-P-FC	Fuvista Series Trash Receptacle, Flat Bar Slats, 32 Gallon Capacity, Free Standing, Powder Coated, Flat steel top with elevated Canopy - DUAL COLOR	20	725.00	14,500.00T
SHIPPING	Shipping Charge to Cotati, CA 94391		1,622.00	1,622.00
LEAD TIME	Lead time for this item is as follows: 8-10 week lead time		0.00	0.00T
PCFS	The above price is for a standard color powder coated finish. Powder coated finish is a two coat process, consisting of a primer coat, followed by a T.G.I.C. Polyester Powder Coat topcoat.		0.00	0.00T
FRS	The above price is good for a Freestanding item.		0.00	0.00T
PRICE HOLD	Creative Pipe, Inc. will hold the above listed price for thirty (30) days from date of estimate.		0.00	0.00T
FUEL SURCHARGE	Due to the current fluctuation in fuel surcharges, quoted freight is only an estimate. Actual freight charge will be billed at time of shipment.		0.00	0.00T
ED	Please note if residential or inside delivery is required, there may be a separate freight charge which will be billed to you after delivery. Charge will be a minimum of \$60.00.		0.00	0.00T
		<b>Subtotal</b>		

Phone #	Fax #
760-340-5555	760-340-5883

Web Site
www.creativepipe.com

<b>Sales Tax (8.0%)</b>
<b>Total</b>

Creative Pipe, Inc.

PO Box 2458  
 Rancho Mirage, CA 92270-1087

# Estimate

Date	Estimate #
12/27/2011	28614

Name / Address
North Bay Corporation PO Box 1916 Santa Rosa, CA 95402

Fax Number	Rep	Project	Attn:
via email	JLP		Patrick

Item	Description	Qty	Cost	Total
ST	<p>Unless otherwise specified, quote does not include any installation or applicable sales tax.            50% Deposit is requested with all orders. Upon receipt of an order, Creative Pipe, Inc.'s standard policy is to check credit history of all first time customers through Dun &amp; Bradstreet's online service. Payment terms based on approval.</p> <p>Thank you for contacting Creative Pipe, Inc.</p>		0.00	0.00T
		<b>Subtotal</b>		\$16,122.00

Phone #	Fax #
760-340-5555	760-340-5883

Web Site
www.creativepipe.com

<b>Sales Tax (8.0%)</b>	\$1,160.00
<b>Total</b>	\$17,282.00

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY  
AUTHORIZING THE PURCHASE OF RECYCLING CONTAINERS FROM CREATIVE PIPE, INC  
FOR USE IN THE CITY OF COTATI.

WHEREAS, the California State beverage container recycling legislation was amended by Senate Bill 332 to increase the number and types of containers with California Redemption Value and appropriated funds for distribution to jurisdictions for the express purpose of increasing the diversion of California Redemption Value containers; and

WHEREAS, the Cities of Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, and Sonoma, the Town of Windsor, and the County of Sonoma have authorized the California State Department of Resources Recycling and Recovery 2010-11 City/County Payment Program funds to be dispersed to the Sonoma County Waste Management Agency, once funds are received by their fiscal agents, for the purpose of continuing the implementation of the beverage container recycling program throughout the jurisdictions of Sonoma County; and

WHEREAS, diverting recyclables, including beverage containers, from the County disposal sites is one of the goals towards meeting the California Integrated Waste Management Act of 1989 (AB 939) diversion requirement of 50 percent by 2000; and

WHEREAS, each of the jurisdictions in the County have a mutual goal of serving the residents of Sonoma County.

NOW THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency authorizes the Executive Director to sign a purchase order for the purchase 20 recycling containers from Creative Pipe, Inc. at a **cost of \$17,282.00** for use in the City of Cotati.

MEMBERS:

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

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

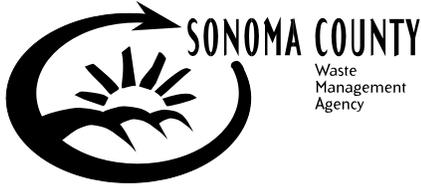
SO ORDERED.

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

ATTEST:

DATE:

\_\_\_\_\_  
Debra Dowdell  
Clerk of the Sonoma County Waste Management  
Agency of the State of California in and for the  
County of Sonoma



**Agenda Item #: 9**  
**Cost Center: HHW**  
**Staff Contact: Steinman**  
**Agenda Date: 1/18/2012**

**ITEM: Clean Harbors Contract Amendment-Continued**

**I. BACKGROUND**

The County of Sonoma Board of Supervisors and Sonoma County Waste Management Agency (SCWMA) have had an Agreement with Clean Harbors Environmental Services, Inc., (Clean Harbors) to operate the Household Hazardous Waste Facility (HHWF) and accompanying mobile collection programs. The Agreement between Sonoma County Waste Management Agency, County of Sonoma, and Clean Harbors Environmental Services, Inc. for Operations of Household Hazardous Waste Programs (Agreement) was approved June 11, 2002.

The term of this Agreement is through January 6, 2013 with three optional one-year extensions, mutually agreed upon between the SCWMA and Clean Harbors.

At the November 16, 2011 SCWMA Board meeting, SCWMA staff presented Agenda Item #10, Clean Harbors Contract Amendment, to the Board. This contract is not up for the first optional extension until January 6, 2013, however, SCWMA staff wanted to bring this item forth early in the event that the Board preferred to go out to bid.

For the optional 2013 extension, Clean Harbors is requesting that a Consumer Price Index (CPI) increase be implemented to the monthly labor component only, which will be based on the United States Department of Labor statistics from November 2011 through November 2012.

SCWMA staff has been very satisfied with this vendor's service. At the November meeting, staff's recommended action was to adopt the Resolution to approve the Ninth Amendment to the Agreement with Clean Harbors, extending the term of Agreement until January 6, 2014.

The alternative to the recommended action was to direct staff to develop a Request for Proposals (RFP) and come back to the Board for direction to issue the RFP.

As the value of the Contract extension exceeds \$50,000, a unanimous vote was required for approval. After discussion among the SCWMA Board members, there was a motion to continue this item to the January 18, 2012 meeting. The motion directed staff to come back in January with options in respect to going out with a RFP versus extending the Agreement.

**II. DISCUSSION**

At the May 19, 2010 Agency Board meeting, the Board moved to approve staff's recommendation to extend the term of the Agreement with Clean Harbors until January 6, 2013 without any changes to the current terms or conditions. In addition, the Board proposed amending the motion to include three, one-year extensions. The amended motion was approved.

Staff is returning to the Board at this time to recommend exercising the first one-year option.

The other option for the Board to consider is to go out with a RFP for this contract. The Operations of Household Hazardous Waste Programs Contract is one of the Agency's largest and most complex contracts. The approximate yearly total for this contract is \$1,038,000.

With regard to the option of pursuing a RFP for a new contract, the current HHW Facility Contractor's responsibilities are listed below as a guide to what such a RFP would need to contain:

- Collect household hazardous waste from residents at HHW Facility;
- Collect hazardous waste from conditional exempt small quantity generator businesses (CESQG) at HHW Facility;
- Operate a reuse depot for reusable hazardous products received at the HHW Facility or adjacent recycling center;
- Operate a weekly Mobile Program for residents and CESQG's;
- Accept paint from County's recycling contractor;
- Collect load check wastes from all five Sonoma County disposal sites;
- Accept waste collected by a Door-to-Door Rover Collection Service;
- Accept emergency response wastes collected by emergency response agencies in Sonoma County;
- Provide educational materials to the public.

Subsequent to the November discussion, Board members asked to see what a prospective RFP might look like. Thus, an "Outline of Scope of Services" with greater detail is included as an attachment, to provide more detailed information and guidance on what a RFP would include.

Rebidding this contract would require a very complex RFP process and would involve a lengthy vetting process to ensure that any prospective contractor is clearly capable of managing the dangerous materials involved. Attached to this staff report is an outline of the Contractor's Scope of Services. This outline would form the framework of services a RFP would require.

SCWMA staff is aware of only one other vendor, besides Clean Harbors, who consistently bids on HHW Contracts within Northern California. Staff has not been approached by this vendor in recent years for the purpose of interest in SCWMA's HHW Contract.

### III. FUNDING IMPACT

Currently Clean Harbors is paid approximately \$438,000 dollars a year as an operating fee and disposal fees are currently about \$600,000 annually. The approximate yearly total is \$1,038,000.

The budgeted amount for this Contractor in FY 11/12 is \$1,157,000.

As a result of extending the Agreement with Clean Harbors Environmental Services for an additional year, a CPI increase would be implemented to the monthly labor component only which will be based on the United States Department of Labor statistics from November 2011 through November 2012.

It is estimated that the increase to the Clean Harbors Contract would be \$15,491.82 for FY13/14. This is based on a 3.8% increase but may actually be higher or lower. Attached are

2300 County Center Drive, Suite 100 B, Santa Rosa, California 95403 Phone: 707.565.2231 Fax: 707.565.3701 [www.recyclenow.org](http://www.recyclenow.org)

the most current 12 month international and California CPIs. The approximate yearly contract total of \$1,038,000+ \$15,491.82 (annual labor increase) = \$1,053,491.80. Should the budget amount remain the same from the current fiscal year to the next, this increase will still keep the contract under the budgeted amount for this contractor.

#### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Adopt Resolution to approve the Ninth Amendment to Agreement with Clean Harbors, extending the term of Agreement until January 6, 2014 without any changes to the current terms and conditions, and authorize the Chair to execute the Ninth Amendment to Agreement on behalf of SCWMA.

The alternatives to the recommended action are:

Direct staff to develop a Request for Proposals (RFP) and come back to the Board for direction to issue the RFP.

As the value of the Contract extension exceeds \$50,000, a unanimous vote is required for approval.

#### V. ATTACHMENTS

Ninth Amendment to HHW Operations Agreement with Clean Harbors Environmental Services  
Resolution approving the Ninth Amendment  
Outline of Scope of Services  
US CPI Data  
California CPI Data

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA

NINTH AMENDMENT TO AGREEMENT BETWEEN SONOMA COUNTY WASTE MANAGEMENT AGENCY, COUNTY OF SONOMA, AND CLEAN HARBORS ENVIRONMENTAL SERVICES, INC. FOR OPERATIONS OF HOUSEHOLD HAZARDOUS WASTE PROGRAMS

This Ninth Amendment ("Amendment") to the Agreement for Operations of Household Hazardous Waste Programs ("Agreement"), dated as of \_\_\_\_\_, 2012, is by and between the Sonoma County Waste Management Agency ("Agency"), a joint powers authority, the County of Sonoma, a political subdivision of the State of California ("County"), and Clean Harbors Environmental Services, Inc. ("Contractor"). All capitalized terms used herein shall, unless otherwise defined, have the meaning ascribed to those terms in the existing Agreement.

RECITALS

WHEREAS, the parties entered into that certain Agreement for operation of household hazardous waste programs dated as of June 11, 2002 (hereinafter referred to as the "Agreement"), in order to provide for the safe and lawful management of household hazardous wastes; and,

WHEREAS, the parties desire to amend the Agreement to extend the term of the Agreement for an additional one (1) year, until January 6, 2014, with the option of two, one-year extensions; and,

WHEREAS, the parties desire to amend the Agreement to reflect the cost changes set forth in the attached Exhibit "A-1"; and,

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

AGREEMENT

1. Section 3 Term of Agreement is hereby amended to read as follows:

3.1 Term. The term of this Agreement shall commence on the Effective Date and terminate on January 6, 2014.

3.2 Option to Extend the Term. Agency and Contractor, upon mutual written agreement, shall have the option of two, one-year extensions to this Agreement.

2. Exhibit A1 is hereby deleted and replaced in its entirety to read as attached Exhibit A1.

2. Other than as stated above, the Agreement shall remain in full force and effect.

AGENCY AND CONTRACTOR HAVE CAREFULLY READ AND REVIEWED THIS AMENDMENT AND EACH TERM AND PROVISION CONTAINED HEREIN AND, BY EXECUTION OF THIS AMENDMENT, SHOW THEIR INFORMED AND VOLUNTARY CONSENT THERETO.

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

CONTRACTOR: CLEAN HARBORS ENVIRONMENTAL SERVICES, Inc.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

AGENCY: SONOMA COUNTY WASTE MANAGEMENT AGENCY

By: \_\_\_\_\_

Mike Kirn, Agency Chair

APPROVED AS TO SUBSTANCE FOR AGENCY:

By: \_\_\_\_\_

Henry J. Mikus, Executive Director

COUNTY: COUNTY OF SONOMA

By: \_\_\_\_\_

Board of Supervisors

APPROVED AS TO FORM FOR AGENCY:

By: \_\_\_\_\_

Janet Coleson, Agency Counsel

ATTEST:

By: \_\_\_\_\_

Clerk of the Board

APPROVED AS TO FORM FOR COUNTY:

By: \_\_\_\_\_

County Counsel

Date: \_\_\_\_\_

CERTIFICATES OF INSURANCE ON FILE WITH AND APPROVED AS TO SUBSTANCE FOR COUNTY:

By: \_\_\_\_\_

Department Head

RESOLUTION NO.:

DATED: January, 18, 2012

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY  
APPROVING THE NINTH AMENDMENT TO THE AGREEMENT BETWEEN  
SONOMA COUNTY WASTE MANAGEMENT AGENCY,  
COUNTY OF SONOMA AND CLEAN HARBORS ENVIRONMENTAL SERVICES, INC.  
FOR OPERATIONS OF HOUSEHOLD HAZARDOUS WASTE PROGRAMS

WHEREAS, the parties entered into that certain Agreement for operation of household hazardous waste programs dated as of June 11, 2002 (hereinafter referred to as the "Agreement"), in order to provide for the safe and lawful management of household hazardous wastes; and,

WHEREAS, the parties desire to amend the Agreement to extend the term of the Agreement for an additional one (1) year, until January 6, 2014, with the option of two, one-year extensions; and,

WHEREAS, the parties desire to amend the Agreement to reflect the cost changes set forth in the attached Exhibit "A-1"; and,

NOW, THEREFORE, BE IT RESOLVED that the Agency hereby approves the terms of the Ninth Amendment to the Agreement between the Agency and Clean Harbors Environmental Services, Inc. and authorizes the Chairperson to execute the Agreement on behalf of the Agency.

MEMBERS:

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

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

SO ORDERED.

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

ATTEST:

DATE:

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

# 1. OUTLINE OF SCOPE OF SERVICES

## 1.1 Contractor Performance.

1.1.1 Full Service Operation. In operating the Program, Contractor shall perform a full range of services which shall include, without limitation: sorting wastes, sorting for reuse, operating the reuse depot, packaging wastes, labeling and marking wastes, transporting and disposing of all Hazardous Wastes accepted through the HHW Program.

1.1.2 Unknown Materials. Contractor shall promptly respond to the processing of all unknown materials.

1.1.3 Acceptance of Waste. Contractor shall receive and manage Hazardous Waste generated by Residents and Conditionally Exempt Small Quantity Generators (CESQG) of Sonoma County, approved Door-to-Door Collection Service, Hazardous Waste Load Check Programs and Emergency Response Wastes.

1.1.4 Familiarity with CalEPA and US EPA Permitted Facilities. Contractor shall be informed on current costs, procedures, and analytical requirements for disposal of Hazardous Waste at approved CalEPA and US EPA permitted Hazardous Waste facilities utilized during the course of performing this contract.

1.1.5 Disposal of Materials. Contractor shall not dispose as hazardous any materials that can be managed as non-Hazardous Waste.

1.1.6 Efficient Use of Containers. Contractor shall work to decrease the actual number of containers sent for recycling or disposal by packing containers efficiently. Emergency Response Wastes shall not be packaged with wastes from other programs as Emergency Response Wastes are subject to different regulations.

## 1.2 Waste Management.

1.2.1 Hazardous Waste Management Methods. Agency will select the disposal method to be used for each waste category.

1.2.2 Excluded Materials. Contractor shall not accept the following materials: 1) explosives with the exception of surface flares; 2) biological wastes, with the exception of syringes; 3) reactive wastes, unless listed in the contract ; and 4) radioactive materials.

1.2.3 Syringes. Contractor shall accept syringes and related wastes, e.g. pipettes lancets, swabs, empty medicine bottles.

1.2.4 HazCattng Unknowns. Contractor shall HazCat (hazard categorization) any materials received for which Contractor is unsure of the identification.

1.2.5 Disposal Destinations. Contractor shall dispose of Hazardous Wastes only at the facilities designated in the contract.

1.2.6 Proof of Proper Disposal. Contractor shall provide Agency final disposal certificates for all Hazardous Wastes.

1.2.7 Rejection of Wastes at Final Disposal Facilities. Agency shall not be responsible for additional costs incurred as a result (directly or indirectly) of a Treatment, Storage, and Disposal Facility (TSDF) or other authorized facility

refusing to take Hazardous Waste from Contractor, or as a result of Contractor not having prior contract arrangements for use of a particular TSDF or other authorized facility.

1.2.8 Acceptance of Waste From Agency Approved Door-to-Door Collection Service. Contractor shall accept any waste brought to the facility which has been collected in connection with an Agency approved Door-to-Door Collection Service.

1.2.9 Reuse. Contractor shall make available a reuse area at the HHW Facility.

1.2.10 Latex Paint Reuse. Contractor will set aside reusable latex paint for redistribution through Contractor's reuse program or the County's exchange program (e.g., Recycletown).

1.2.11 Weighing of Wastes. Contractor must weigh all wastes once packaged prior to transporting from the site.

1.2.12 Household Affidavit. If Contractor or Agency Representative suspects a participant using the household fee exempt program is actually a CESQG, Contractor or Agency Representative may require participant to sign an affidavit that the Hazardous Waste they are delivering was generated by a household.

1.2.13 Camping Stove Propane Cylinders. If empty, Contractor shall pull pins from camping stove propane cylinders and recycle the containers as scrap metal. Unless empty, Camping stove propane cylinders are to be placed in the reuse program, regardless of amount of propane remaining in cylinder. Only cylinders that cannot be distributed through the reuse program or have corrupted containers are to be shipped as hazardous waste.

### 1.3 Operations.

1.3.1 Hours of Operation. Contractor shall provide services to Agency forty (40) hours weekly.

1.3.2 Access to HHW Facility. Contractor shall have full and unimpaired access to the HHW Facility from 7:00 a.m. to 3:00 p.m. Monday through Saturday, Tuesdays from 7:00 a.m. to 10:00 p.m., or as necessary for emergencies or incidents, but at no other times unless approved by County in writing.

1.3.3 Holiday Closing. Contractor shall close the HHW Facility on holidays observed by the Central Landfill (i.e., New Years, Easter, Independence Day, Labor Day, Thanksgiving and Christmas).

1.3.4 County Closing. County or Agency shall have the right to shut down the Program, or portions thereof, when deemed necessary.

#### 1.4 Staffing and Subcontractors.

1.4.1 Staffing. Contractor shall provide all on-site technical staff to provide the services stated in the Agreement. Contractor shall have seven (7) full-time staff dedicated to operation of the HHW Facility, one (1) Program Manager, one (1) Chemist, (4) four Technicians and one (1) Administrative Support.

1.4.2 Staff Training. Contractor's personnel must be trained in the safe and proper handling of Hazardous Wastes and must be capable of emergency response and cleanup of Hazardous Waste spills and securing of Hazardous Wastes during disasters as required by all Legal Requirements.

1.4.3 Subcontractors. Contractor shall provide for the transportation, recycling, reclaiming, and disposal of all materials accepted in connection with the Program. Contractor shall arrange for and manage any subcontractors necessary to provide these services.

1.4.4 Key Personnel. A list of the Contractor's key personnel shall be provided to the Agency.

#### 1.5 Mobile Program.

1.5.1 Mobile Program Service. Contractor shall provide for collection of Household Hazardous Wastes at Mobile Program Sites.

1.5.2 Mobile Program Vehicle. Contractor shall provide a vehicle that will be used for serving the Mobile Program Sites.

1.5.3 Mobile Program Site Responsibility. Contractor shall be fully responsible for all Hazardous Wastes disposed of at any Mobile Program Site during any day of a scheduled event.

1.5.4 Inclement Weather. Contractor shall be prepared and will be expected to provide Mobile Program services regardless of weather conditions, unless weather conditions threaten the safety of the public or workers or create a potential for uncontrolled release of Hazardous Wastes (e.g. very strong winds or lightening).

1.5.5 Security Guard. Contractor shall at all times, while Hazardous Waste is at a Mobile Program Site, supervise and secure such Hazardous Waste.

1.5.6 Traffic Control. Contractor is responsible for managing the traffic generated by the collection.

#### 1.6 Door-to-Door Collection Service

1.6.1 Door-to-Door Collection Service. Contractor shall provide door-to-door collection of Household Hazardous Wastes from residents.

1.6.2 Door-to-Door Collection Service Staffing. Contractor shall provide a minimum of two staff, one of which shall be a chemist, to operate the door-to-door collections at all times.

1.6.3 Packaging of Waste From Door-to-Door Collection. Contractor shall set reasonable minimum standards for packaging of hazardous wastes from Door-to-Door Collection Service in accordance with all applicable laws and regulations.

1.6.4 Door-to-Door Collection Vehicle. Contractor shall provide a vehicle that will be used for door-to-door collection.

1.6.5 Door-to-Door Appointments. Contractor shall provide a toll-free phone number for door-to-door participants to schedule pick-ups.

1.6.6 Historical Clean-outs. Contractor shall provide Historical Clean-outs for CESQGs.

1.6.7 Door-to-Door Service Fees. Contractor may charge \$25 for residential collections.

1.6.8 Operations Plan, Emergency Response Plan and Work Health and Safety Plan. Contractor shall prepare an Operations Plan, Emergency Response Plan and Work Health and Safety Plan for the Door-to-Door Collection Service in accordance with applicable laws and regulations and applicable variance.

1.6.9 Surveying. Contractor shall survey Door-to-Door Collection Service participants.

1.6.10 Record keeping. Contractor shall prepare separate records for the Door-to-Door Collection Service.

## 1.7 CESQG.

1.7.1 Conditionally Exempt Small Quantity Generators. Contractor shall operate a program for accepting Hazardous Waste from CESQG in accordance with applicable Legal Requirements.

1.8 Hazardous Waste Load Check Program. Any materials collected by the Hazardous Waste Load Check Program shall be handled by Contractor at the HHW Facility.

## 1.9 Plans, Security, Safety and Emergency Response.

1.9.1 Daily and Weekly Inspections. Contractor shall perform daily and weekly inspections to ensure that all equipment is functioning appropriately and that all Hazardous Wastes are properly contained.

1.9.2 Emergency Response Plan. Contractor shall provide, for Agency review and approval, a detailed emergency response plan that addresses

spills, personnel injuries, fire, and natural disasters. In addition, Contractor shall obtain approval of an emergency response plan from local fire departments as required by said agencies.

1.9.3 Disaster Occurrence. Contractor shall provide all labor and materials necessary to properly fasten, restrain, and secure all Hazardous Wastes for the occurrence of a major earthquake, or other natural or unnatural disaster.

1.9.4 Response Time. Contractor shall respond to emergency service requests and Hazardous Waste spills associated with the Program within a maximum of two (2) hours after initial contact from Agency or an emergency response agency.

1.9.5 Emergency 24 Hour Phone Number. Contractor shall provide a 24 hour phone number that can reach an individual knowledgeable in the types of Hazardous Wastes and any specific emergency measures required if the Hazardous Wastes are released into the environment.

1.9.6 Worker Health and Safety Plan. Contractor shall provide a detailed worker health and safety plan for Agency's review and approval.

1.9.7 Operation Plan. Contractor shall provide, for Agency review and approval, a detailed operation plan.

1.9.8 Emergency Contact List. Contractor shall provide Agency and County with an emergency contact list for all HHW facility personnel and appropriate offsite management contacts.

1.10 Public Information. Contractor shall cooperate with Agency in promotional and educational efforts.

1.11 Agency Responsibilities. Agency shall perform tasks set forth in the contract.

Table A. Percent changes in CPI for All Urban Consumers (CPI-U): U.S. city average

	Seasonally adjusted changes from preceding month							Un- adjusted 12-mos. ended Nov. 2011
	May 2011	June 2011	July 2011	Aug. 2011	Sep. 2011	Oct. 2011	Nov. 2011	
All items.....	.2	-.2	.5	.4	.3	-.1	.0	3.4
Food.....	.4	.2	.4	.5	.4	.1	.1	4.6
Food at home.....	.5	.2	.6	.6	.6	.1	-.1	5.9
Food away from home (1)..	.2	.3	.2	.4	.2	.2	.3	2.9
Energy.....	-1.0	-4.4	2.8	1.2	2.0	-2.0	-1.6	12.4
Energy commodities.....	-1.9	-6.3	4.3	1.6	2.7	-2.9	-2.1	19.9
Gasoline (all types)....	-2.0	-6.8	4.7	1.9	2.9	-3.1	-2.4	19.7
Fuel oil (1).....	-.8	-2.2	-1.7	-.4	-.7	-.5	2.7	25.0
Energy services.....	.6	-1.1	.4	.4	.7	-.4	-.7	1.7
Electricity.....	.8	-1.6	.8	-.1	.7	.4	.4	2.7
Utility (piped) gas service.....	-.3	.4	-1.2	2.2	.8	-3.0	-4.4	-1.3
All items less food and energy.....	.3	.3	.2	.2	.1	.1	.2	2.2
Commodities less food and energy commodities....	.5	.5	.3	.4	-.2	-.1	.1	2.2
New vehicles.....	1.1	.6	.0	.0	.0	-.3	-.3	3.3
Used cars and trucks....	1.1	1.6	.7	.9	-.6	-.6	-.1	4.9
Apparel.....	1.2	1.4	1.2	1.1	-1.1	.4	.6	4.8
Medical care commodities (1).....	.0	-.1	.0	.1	.2	.3	.2	3.1
services.....	.2	.1	.2	.2	.2	.2	.2	2.1
Shelter.....	.2	.2	.3	.2	.1	.2	.2	1.8
Transportation services	.1	-.3	-.1	.2	.5	.1	.1	2.6
Medical care services...	.3	.3	.3	.3	.2	.5	.5	3.5

1 Not seasonally adjusted.

**STATE OF CALIFORNIA  
DIVISION OF LABOR STATISTICS & RESEARCH  
CONSUMER PRICE INDEX CALCULATOR**

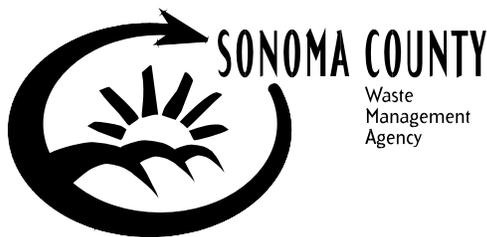
1 Select an Index	California CPI	▼
2 Select index type	All Urban Consumers	▼
3 Select beginning month	October	▼
4 Select beginning year	2010	▼
5 Select ending month	October	▼
6 Select ending year	2011	▼

**Beginning  
Index value**  
**227.737**

**Ending  
Index Value**  
**234.317**

Based upon the Index, index type, and the time period you have specified, the percent change in the Consumer Price Index is equal to:

**2.9%**



**Agenda Item #: 10**  
**Cost Center: HHW**  
**Staff Contact: Steinman**  
**Agenda Date: 1/18/2012**

**ITEM: Oil Grant Planned Expenditures-Continued**

The following staff report was presented to the Agency Board on November 16, 2011. The Agency Board moved to continue this item to January 18, 2012.

**I. BACKGROUND**

The Department of Resources Recycling and Recovery (CalRecycle), formerly the California Integrated Waste Management Board, has been administering a program to provide opportunities for the recycling of used oil. As part of this program, CalRecycle issued annual block grants to help local governments establish or enhance permanent, sustainable used oil recycling programs. The Sonoma County Waste Management Agency (SCWMA) has applied annually for the block grant and has been awarded funding through each grant cycle.

The members of the SCWMA Board have authorized the SCWMA, (in Resolution No. 2005-009), to submit applications and manage any Used Oil Block Grants, through Fiscal Year 2010/2011.

CalRecycle has streamlined the Used Block Grant program and has replaced this program with the Used Oil Payment Program (OPP). Cycle 15 was the last cycle of the Used Oil Block Grants program. The OPP allows participants flexibility in development and management of their local used oil programs while minimizing their administrative burden.

The members of the SCWMA Board have authorized the SCWMA, (in Resolution No. 2010-011), to submit a regional application for the Used Oil Payment Program (OPP) that will remain in effect until rescinded.

In May 2003, the SCWMA entered into an agreement with C<sup>2</sup> Alternative Services (C<sup>2</sup>) to Audit Oil Recycling Centers and Coordinate Oil Recycling Publicity and Programs. C<sup>2</sup> assists SCWMA staff in accomplishing the goals of the Used Oil Recycling Program, and is paid through the Used Oil Block Grants and the OPP funds. Their agreement extends through June 30, 2012 with annual extensions upon mutual agreement. C<sup>2</sup> is paid \$62,825, which is included in the approved budget each year.

**II. DISCUSSION**

The payments through the OPP are similar to what has been awarded with the previous Used Oil Block Grants. The last two Used Oil Block Grant Cycles awarded to the SCWMA were in the amount of \$136,178 (Cycle 14) and \$102,105 (Cycle 15). These are three year cycles.

All Cycle 14 funds were spent in FY 10/11. The SCWMA has been awarded the following funds available for expenditures in FY11/12:

UBG15	\$ 102,105	Term is July 1, 2009 through June 30, 2012 (3 year term)
	- \$ 46,573	(Amount spent in FY 10/11)
	\$ 55,532	Remaining amount in UBG15
OPP1A	\$ 17,107	Term is July 1, 2010 through June 30, 2012 (2 year term)
OPP1	\$ 148,973	Term is July 1, 2010 through June 30, 2012 (2 year term)
	\$ 166,080	

The total funds available for expenditures in the current FY = \$221,612 (remainder of UBG 15, OPP1 and OPP1A).

The 15th cycle block grant and the OPP Cycle 1A and 1 overlap; meaning all funds need to be expended by June 30, 2012. CalRecycle requires UBG15 funds to be used first and then OPP Cycle funds. Due to this overlap, the SCWMA has more than double the usual funds to spend in the current fiscal year.

SCWMA staff has been working on plans for the best use of these funds. Due to the fact that SCWMA staff time is dedicated to other projects, it makes most sense to utilize the Used Oil Contractor, C<sup>2</sup>, to take on additional projects. This would mean that an amendment, authorizing additional funding, would need approval by the SCWMA Board. SCWMA staff has met with C<sup>2</sup> and has outlined a list of projects for C<sup>2</sup> to potentially include in their Scope of Work this fiscal year. One additional component is the addition of increased Spanish outreach in order to meet the needs of the Hispanic community. C<sup>2</sup>'s proposed budget for additional services is \$74,730.00 and is attached to this staff report.

In the case that C<sup>2</sup>'s proposed budget for additional services is approved, \$146,882 would still be available for program expenses during the current fiscal year. Annual program expenses include C<sup>2</sup>'s contract for \$62,825, education and outreach expenses, and reimbursement for oil and filter pick-ups from the following locations:

- Central Disposal Site
- Annapolis Transfer Station
- Guerneville Transfer Station
- Healdsburg Transfer Station
- Sonoma Transfer Station
- Town of Windsor Corporation Yard (public drop-off site)
- City of Petaluma Corporation Yard (public drop-off site)

SCWMA was reimbursed \$17,015.18 through the oil grant for expenses incurred in FY 10/11 (not including the C<sup>2</sup> contract expenses). It is estimated that if a similar amount is spent in this current fiscal year, then \$67,041 would still be available even if C<sup>2</sup>'s proposed budget for additional services is approved.

SCWMA Staff has been working with local radio stations to promote oil and filter recycling and would like to use some of the additional funding to continue with this effort. There is also an opportunity to advertise used oil and filter recycling on the back of the Sonoma County buses. The rates are \$175 per bus, per month and the ads can be purchased for a 1 month or

multi-month period. There is a limit of 15 ads per advertiser. Production is the responsibility of the advertiser with typical costs being \$100 per ad.

SCWMA staff approached the Russian River Watershed Association (RRWA) Working Group to find out if the member cities had any projects which could be funded through the additional funds available for expenditure this fiscal year. The Working Group came up with the following suggestions:

Printing costs for more SCWMA Car Care Brochures (RRWA members will distribute the brochures to their communities).

Purchase several hundred of the storm drain labels, currently being used in Sonoma County. (RRWA members will distribute the brochures to their communities).

Purchase items to create oil change kits to be used as free giveaways to the public. (Purchase, assembly, and distribution are included in C<sup>2</sup>'s proposed budget for additional services. The RRWA member agencies will support getting the kits distributed).

Due to the additional oil funds available this fiscal year, staff is requesting that the SCWMA Board delegate signing authority for oil program related expenses (outside of the C<sup>2</sup> contract) to the SCWMA Executive Director. This amount is estimated to be \$67,041. This action would allow staff to expand radio advertising (English/Spanish), print additional Car Care Brochures, purchase storm drain labels, and take advantage of any additional advertising and outreach opportunities which may become available. The additional funds available are due to the overlapping of the last grant cycle with the new OPP funding. All recommended actions resulting from this staff report are for FY 11/12 only.

### III. FUNDING IMPACT

All UBG 15 and OPP 1A and OPP1 funds have been included in the current FY 11/12 budget for expenditure. No additional funding would be required as a result of the recommendations included in this staff report.

The OPP is set-up so that funds may be paid out before expenses are incurred. The OPP funds have been received by the SCWMA. At this time, payment recipients do not have to track and report interest earned under this program, although SCWMA staff is prepared to verify any earned interest should this requirement change.

The UBG program is set up so that all expenditures must be incurred prior to reimbursement from CalRecycle. CalRecycle requires UBG15 funds to be expended prior to using OPP Cycle funds.

The amended Agreement with C<sup>2</sup> will continue to be funded with California Used Oil Block Grant funds and Oil Payment Program funds. Through the existing contract, C<sup>2</sup> is to be paid \$62,825 in FY 11/12. Approval of the additional budget to the C<sup>2</sup> contract, of \$74,730.00 for additional services, would pay C<sup>2</sup> \$137,555 for FY11/12 only.

Staff time for oil and filter related projects is allowed and is reimbursable through both the Used Oil Block Grant funds and Oil Payment Program.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

1. Adopt Resolution to approve the Sixth Amendment to the Agreement with C<sup>2</sup> Alternative Services to Audit Oil Recycling Centers and Coordinate Oil Recycling Publicity and Programs for the purpose of increasing funding to this contract through June 30, 2012 and to authorize the Chair to execute the Sixth Amendment to the Agreement on behalf of the SCWMA.
2. Delegate the signing authority to the SCWMA Executive Director for FY 11/12 oil program related expenses (outside of the C<sup>2</sup> contract), which is estimated to total \$67,041.

V. ATTACHMENTS

Exhibit B- Payment Terms Schedule

Exhibit C- C<sup>2</sup> Alternative Services Scope and Budget table for Used Oil Additional Outreach Services

Sixth Amendment to Agreement with C<sup>2</sup> Alternative Services to Audit Oil Recycling Centers and Coordinate Oil Recycling Publicity and Programs

Resolution for Sixth Amendment, C<sup>2</sup> Alternative Services

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA

**Exhibit B  
Payment Terms Schedule**

Agency shall pay Consultant the following amounts upon completion and acceptance of stated tasks and receipt of deliverables that coincide with said tasks set forth in Exhibit A to the Agreement. Agency shall withhold ten percent (10%) retainer on all payments. Retainer shall be released upon satisfactory completion of the services set forth in Exhibit A at the end of each fiscal year.

Payments shall be made to Consultant by Agency within thirty (30) days after receipt of an invoice and upon the approval by Agency's contract manager that tasks and submittals are acceptable.

All payment requests shall be directed to:

Lisa Steinman  
Sonoma County Waste Management Agency  
2300 County Center Dr., Rm. 100B  
Santa Rosa, CA 95403

All tasks shall be billed as percent complete of lump-sum budgets as detailed in the budget table below. Time shall be billed by C2: Alternative Services principals Connie Cloak & Chris Carrieri at \$85 per hour and by Director of Media and Bilingual Outreach Hugo Mata at \$75 per hour. Staff time for tasks such as event outreach and clerical tasks shall be billed at \$35 per hour.

Material costs for large items such as printing, advertising, display materials, etc. will be incurred only with prior approval and within the budget limits. Material costs including collection of filters from used oil collection centers will be passed through without markup.

Expenses include mileage and other travel expenses as allowed by CIWMB grant requirements, fax at \$1 per page, copies at \$0.10 per page, color copies at \$1 per page, phone, postage, and incidentals at cost.

<b>BUDGET TABLE</b>	
<b>Task</b>	
I. Site Visits to Centers	\$5,250.00
II. Gather Center Data	\$4,500.00
III. Liaison	\$2,375.00
IV. Targeted Outreach Campaign (s)	\$37,900.00
V. Serve as Primary Contact for Centers	\$6,500.00
VI. Workshops & Meetings	\$2,375.00
VII. Reporting & Administration	\$3,925.00
<b>Total</b>	<b>\$62,825.00</b>

**Exhibit C**

**SCOPE and BUDGET TABLE  
Used Oil Additional Outreach Services**

<b>TASKS</b>	<b>Time \$ Total</b>	<b>Materials</b>	<b>Expenses</b>	<b>Total Cost</b>
<b>I. Social Media</b>				
A. Comcast- ads, web-based ads, etc. English & Spanish	\$810.00	\$3,500.00		\$4,310.00
B. Facebook ads- direct users to Eco-Desk site, RidersRecycle site.	\$340.00	\$1,750.00		\$2,090.00
C. Google ads as above	\$340.00	\$1,750.00		\$2,090.00
D. Other electronic & social media including Spanish language.	\$1,540.00	\$1,500.00	\$50.00	\$3,090.00
<b>task total</b>	<b>\$3,030.00</b>	<b>\$8,500.00</b>	<b>\$50.00</b>	<b>\$11,580.00</b>
<b>II. Expanded event and person-to-person outreach</b>				
A. Assemble 'kits' inc filter container, oil container, funnel etc.	\$1,740.00	\$22,500.00	\$150.00	\$24,390.00
B. Swap meets, flea markets: provide 'kits" and information.	\$3,760.00		\$150.00	\$3,910.00
C. Person-person outreach at DMV and/or other targeted venues. Obtain permission through the highway patrol. Offer kits and information and conduct survey.	\$4,460.00		\$350.00	\$4,810.00
D. Person-person outreach at grocery store parking lots and/or other public locations. 26 weekend days. Offer kits and information and conduct survey.	\$11,880.00		\$350.00	\$12,230.00
E. Assist RRWA member agencies to distribute kits	\$2,360.00		\$150.00	\$2,510.00
<b>task total</b>	<b>\$24,200.00</b>	<b>\$22,500.00</b>	<b>\$1,150.00</b>	<b>\$47,850.00</b>
<b>III. Filter exchange events</b>				
A. Contact CCCs particularly O'Reilly, Autozone, Pep Boys. Obtain permission, develop logistics such as personalised coupons, schedule, meet with store staff.	\$3,400.00		\$150.00	\$3,550.00
B. Advertise: flyers, person-person per above tasks, print media, radio (Spanish & English)	\$1,600.00	\$3,000.00	\$70.00	\$4,670.00
C. Conduct approx 10 events, pay for filters	\$3,080.00	\$4,000.00		\$7,080.00
<b>task total</b>	<b>\$8,080.00</b>	<b>\$7,000.00</b>	<b>\$220.00</b>	<b>\$15,300.00</b>
<b>TOTAL ALL TASKS:</b>	<b>\$35,310.00</b>	<b>\$38,000.00</b>	<b>\$1,420.00</b>	<b>\$74,730.00</b>

SIXTH AMENDMENT TO AGREEMENT WITH C<sup>2</sup> ALTERNATIVE SERVICES  
TO AUDIT OIL RECYCLING CENTERS AND COORDINATE OIL RECYCLING  
PUBLICITY AND PROGRAMS

This Sixth Amendment ("Amendment"), dated as of \_\_\_\_\_, 2012, is by and between the Sonoma County Waste Management Agency ("Agency"), a joint powers agency and C<sup>2</sup> Alternative Services ("Contractor"). All capitalized terms used herein shall, unless otherwise defined, have the meaning ascribed to those terms in the existing agreement.

RECITALS

WHEREAS, Agency and Contractor entered into that certain Agreement to audit oil recycling centers and coordinate oil recycling publicity and programs dated as of May 21, 2003 ("Agreement"); and

WHEREAS, the Agreement allows for annual extensions upon mutual agreement; and

WHEREAS, on May 17, 2006, Agency and Contractor extended the Agreement to expire on June 30, 2007; and

WHEREAS, on May 16, 2007, Agency and Contractor extended the Agreement to expire on June 30, 2008; and

WHEREAS, on June 18, 2008, Agency and Contractor extended the Agreement to expire on June 30, 2009; and

WHEREAS, on April 15, 2009, Agency and Contractor extended the Agreement with a Fourth Amendment to expire on June 30, 2010; and

WHEREAS, on April 21, 2010, Agency and Contractor extended the Agreement with a Fifth Amendment to expire on June 30, 2012; and

WHEREAS, Agency needs additional oil recycling education and outreach services during Fiscal Year 11-12; and

WHEREAS, it is in the interest of the Agency to add an additional Scope of Work to said Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

AGREEMENT

1. Section 2. Exhibit B, Payment Terms, is hereby replaced in its entirety with a New Exhibit B, Payment Terms.

2. Section 1. Exhibit C, Scope and Budget is included, for FY 2011-12.

AGENCY AND CONTRACTOR HAVE CAREFULLY READ AND REVIEWED THIS AMENDMENT AND EACH TERM AND PROVISION CONTAINED HEREIN AND, BY EXECUTION OF THIS AMENDMENT, SHOW THEIR INFORMED AND VOLUNTARY CONSENT THERETO.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment the day and year first above written.

"Agency": Sonoma County Waste Management Agency

By: \_\_\_\_\_  
Mike Kirn, Chair

"Contractor": C<sup>2</sup> Alternative Services

By: \_\_\_\_\_  
Connie Cloak, Owner

APPROVED AS TO FORM FOR AGENCY:

\_\_\_\_\_  
Agency Counsel

APPROVED AS TO SUBSTANCE FOR AGENCY:

\_\_\_\_\_  
Henry J. Mikus, Executive Director

RESOLUTION NO.:

DATED: January, 18, 2012

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY (“AGENCY”) APPROVING THE SIXTH AMENDMENT WITH C<sup>2</sup> ALTERNATIVE SERVICES (“CONTRACTOR”) TO AUDIT OIL RECYCLING CENTERS AND COORDINATE OIL RECYCLING PUBLICITY AND PROGRAMS

WHEREAS, Agency and Contractor entered into that certain Agreement to audit oil recycling centers and coordinate oil recycling publicity and programs dated as of May 21, 2003 (“Agreement”); and

WHEREAS, the Agreement allows for annual extensions upon mutual agreement; and

WHEREAS, on May 17, 2006, Agency and Contractor extended the Agreement with a First Amendment to expire on June 30, 2007; and

WHEREAS, on May 16, 2007, Agency and Contractor extended the Agreement with a Second Amendment to expire on June 30, 2008; and

WHEREAS, on June 18, 2008, Agency and Contractor extended the Agreement with a Third Amendment to expire on June 30, 2009; and

WHEREAS, on April 15, 2009, Agency and Contractor extended the Agreement with a Fourth Amendment to expire on June 30, 2010; and

WHEREAS, on April 21, 2010, Agency and Contractor extended the Agreement with a Fifth Amendment to expire on June 30, 2012; and

WHEREAS, Agency needs additional oil recycling education and outreach services during Fiscal Year 11-12; and

WHEREAS, it is in the interest of the Agency to add an additional Scope of Work to said Agreement.

NOW, THEREFORE, BE IT RESOLVED that the Agency hereby approves the terms of the Sixth Amendment to the Agreement (“Agreement”) and authorizes the Executive Director to execute the Agreement on behalf of the Agency.

MEMBERS:

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

AYES      NOES      ABSENT      ABSTAIN

SO ORDERED.

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

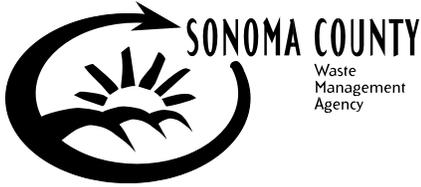
ATTEST:

DATE:

---

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

DRAFT



**Agenda Item #:11**  
**Cost Center: Wood/Yard**  
**Staff Contact: Mikus/Carter**  
**Agenda Date: 1/18/2012**

**ITEM: Compost Operations Request for Qualifications**

**I. BACKGROUND**

Joint Powers Agency Agreement

One of the Sonoma County Waste Management Agency (SCWMA)'s primary responsibilities is to ensure the proper treatment of wood and yard wastes in Sonoma County. The Joint Powers Agreement contains a number of provisions regarding the SCWMA's role in dealing with wood and yard wastes including the following:

"Section 11. Role of Participants in Collection of Wood, and Yard Waste  
Each Participant shall cause wood waste and yard waste generated within its jurisdiction (that could not be diverted otherwise) to go to the Central Landfill to be delivered to the Treatment System and shall take such actions as are appropriate and necessary to accomplish that result. The Joint Powers Agency shall establish standards for the quality of yard and wood waste acceptable for delivery to the Treatment System and may also approve diversions of wood waste and yard waste to alternative treatment systems."

Three Party Agreement for Composting Services

An Agreement between the County of Sonoma (County), the SCWMA, and the Sonoma Compost Company (Contractor) for Organic Material Processing, Composting and Marketing Services (Agreement) was entered into on September 28, 1999. This Agreement fulfills part of the SCWMA's obligation to provide a regional composting program to convert yard debris and wood waste into organic marketable products at the composting facility currently located at the Central Disposal Site. Amendments to this Agreement have been approved as follows:

- July 11, 2000 – the First Amendment (A) modified a new work surface, included a termination provision and updated Exhibit B (List of Operating Equipment).
- February 20, 2002 – the First Amendment (B) identified new finished products ("Specialty Products") and set revenue allocation or sharing methods for these products.
- March 17, 2004 – the Second Amendment approved an increase to the payment for wood waste processing, from \$12 per ton of material delivered to the compost facility to \$20 per ton for fuel products and \$22 per ton for non-fuel wood chip products.
- April 21, 2004 – the Third Amendment allowed for an expansion and/or relocation of the composting processing site, extended the term of the agreement to November 15, 2010, and created a new yard debris product designed for use by the City of Santa Rosa's Laguna Composting Facility.
- June 16, 2004 – the Fourth Amendment added new language to the Agreement regarding prevailing wages.
- July 12, 2005 – the Fifth Amendment added new definitions in order to add a Construction and Demolition Program ("C&D") and establish partial reimbursement to the SCWMA for transportation costs associated with hauling green waste from the transfer stations to the Central Disposal Site.
- April 22, 2008 – the Sixth Amendment amended the definition of "Prepared Yard Debris" to a product that would be agreeable to City of Santa Rosa for use as a bulking agent in their biosolids composting program, changed the amount of process material delivered per week from 350 tons to 400 tons, and amended the compensation to Contractor for the prepared yard debris to include an inflation computation and a trigger for rate change like the other products produced by Contractor.

- January 20, 2010 – the Seventh Amendment extended the termination date of the agreement to November 15, 2011, with acceptance of material ending July 18, 2011 and added a provision for the County to terminate the agreement with six months written notice if the County determined the area was needed for landfilling of refuse or to implement final closure on the composting area of the landfill.
- March 16, 2011 – the Eighth Amendment extended the termination date of the agreement to November 15, 2012 and included provisions for extending the agreement two additional one year increments.

At the November 16, 2011 SCWMA meeting, the Board directed staff to release a Request for Qualifications (RFQ) for composting services. Staff released the RFQ on November 22, 2011. Responses were due December 19, 2011.

## II. DISCUSSION

Eight responses to the RFQ were received by the December 19, 2011 deadline. The respondents were Cold Creek Compost, Inc., Northern Recycling, LLC, Recology Environmental Solutions, Redwood Landfill, Inc. (Waste Management), Renergy LLC, Soiland Co., Inc., Sonoma Compost Company, and Sonoma Vermiculture.

Staff recommends forming an interview committee composed of two Board Members, the Executive Director, and the Organics Waste Management Specialist. This committee would select four of the eight respondents to interview. Staff proposes holding four interviews over the course of two days with an additional session to debrief and create a recommendation for the full Board.

Staff proposes to hold the interviews on the week of January 30 – February 3, and present the recommendations at the February 15, 2012 SCWMA Board meeting.

## III. FUNDING IMPACT

There are no funding impacts proposed at this time.

## IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board appoint two Board members to serve on an interview committee of the respondents to the RFQ for composting services.

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA



**Agenda Item #: 12**  
**Cost Center: Organics**  
**Staff Contact: Carter**  
**Agenda Date: 1/18/2012**

## **ITEM: Public Hearing for Receiving Comments on the Draft Environmental Impact Report**

### **I. BACKGROUND**

At the August 15, 2007 SCWMA Board meeting, the Board entered into an agreement with a team of consultants led by Environmental Science Associates (ESA) to assist the SCWMA in the selection, conceptual design, and preparation of CEQA documents for a new compost site in Sonoma County. Staff and the contractor have provided project updates at each subsequent Board meeting.

#### Project Milestones:

June 18, 2008 – the SCWMA Board selected one preferred site (Site 5a) and two alternative sites (Sites 13 and 14) to be studied further in an Environmental Impact Report (EIR).

March 18, 2009 – First Amendment, the term of the agreement with ESA was extended to December 31, 2009 and an alternative composting technology, aerated static pile, was added to the EIR.

May 20, 2009 – Second Amendment, Site 40 was added to the EIR to be studied at an equal level of detail as Site 5a.

December 2, 2009 – Third Amendment, the term of the agreement was extended to June 30, 2010.

February 17, 2010 – Fourth Amendment, Central Disposal Site was added to the EIR to be studied at an equal level as Sites 5a and 40. The term of the agreement was extended to October 31, 2010.

August 18, 2010 – Fifth Amendment, additional funds were appropriated to complete a Water Supply Assessment for Site 40. The term of the agreement was extended to March 16, 2011.

March 16, 2011 – Sixth Amendment, the term of the agreement was extended to November 16, 2011.

October 19, 2011 – Seventh Amendment, the term of the agreement was extended to August 31, 2012 and additional funds were added to complete the Draft EIR.

### **II. DISCUSSION**

On December 21, 2011, the Notice of Availability of the Draft Environmental Impact Report was mailed out to interested parties and relevant public agencies, and the notice of completion was delivered to the California State Clearinghouse, beginning the 45 day comment period in accordance with CEQA guidelines. On December 23, 2011 a notice was published in the Press Democrat, a newspaper of general circulation, announcing the availability of the Draft Environmental Impact Report (EIR) for the Compost Relocation Project and the date, time and location of today's public hearing.

The Draft EIR is available for viewing at the SCWMA office at the address listed below, at all Sonoma County Public Libraries, and online at <http://www.recyclenow.org/agency/reports.asp>.

There is a 45 day commenting period, beginning December 21, 2011 and ending February 3, 2012 at 4:00 pm. Written comments can be mailed or email to the following addresses:

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

[patrick.carter@sonoma-county.org](mailto:patrick.carter@sonoma-county.org)

III. FUNDING IMPACT

There is no funding impact to the SCWMA for accepting comments on the Draft Environmental Impact Report during a public hearing.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the SCWMA Board open the public hearing to accept comments on the Draft EIR.

V. ATTACHMENTS

Notice of Availability

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA



***NOTICE OF AVAILABILITY OF  
DRAFT ENVIRONMENTAL IMPACT REPORT AND PUBLIC HEARING***

**Project Title:** SCWMA Compost Facility

**Project Applicant:** Sonoma County Waste Management Agency

**Date:** December 21, 2011

The Sonoma County Waste Management Agency (SCWMA), as the lead agency under the California Environmental Protection Act (CEQA), has prepared a Draft Environmental Impact Report (DEIR) for the SCWMA Compost Facility. The DEIR identifies impacts and environmental issues related to the SCWMA Compost Facility (proposed project), and also discusses and analyzes alternatives to the proposed project, as required by CEQA.

The proposed project would process (either through windrow or aerated static pile [ASP] methods) up to 200,000 tons of compost materials per year. The new compost facility may be selected from the three sites studied at project-level in this document. These sites include:

- The project site (Site 5A) -- a 70-acre compost facility located on 100 acres in unincorporated Sonoma County, approximately 6 miles southeast of the City of Petaluma, between Lakeville Road and the Petaluma River;
- The Site 40 Alternative -- a 48-acre compost facility located on 390 acres in unincorporated Sonoma County, located approximately 2.5 miles east of the City of Petaluma at the intersection of Adobe Road and Stage Gulch Road (State Route 116); and
- The Central Site Alternative -- a 38-acre compost facility on the 400-acre Central Disposal Site, approximately 1.5 miles southwest of the City of Cotati, off of Mecham Road.

The proposed project includes constructing a new compost facility that would replace the existing composting facility at the Central Disposal Site. The objectives for the proposed project are the relocation of the SCWMA's composting operations from its current location at the County's Central Disposal Site; the establishment of a permanent composting facility in Sonoma County with sufficient capacity for current and future quantities; and to assist jurisdictions within SCWMA's service area in meeting the goals and objectives for waste diversion as set forth in the California Integrated Waste Management Act of 1989 (AB 939). The DEIR provides the environmental information and evaluation of three sites at the project level of detail. The DEIR is necessary for the planning, construction, operation, and maintenance of the project and is intended to provide sufficient environmental documentation to inform the public and allow the SCWMA Board Members to

make an informed decision concerning approval, disapproval, or modification of the proposed project.

### **Significant adverse environmental impacts**

The following significant adverse impacts associated with the proposed project (Site 5A), the Site 40 Alternative, and the Central Site Alternative would be unavoidable, even with the implementation of the mitigation measures identified in this report:

#### **Proposed Project (Site 5A)**

- Impact 5.1 – Project construction (either windrow or aerated static pile (ASP) composting option) emissions of NOx.
- Impact 5.10 – Project contribution during construction (windrow composting option) to cumulative emissions of NOx.
- Impact 5.11 – Project contribution during construction (ASP composting option) to cumulative emissions of NOx.
- Impact 8.5: The project would be located within a FEMA-defined 100-year floodplain, and would result in the displacement of flood waters.
- Impact 9.2 – The project has the potential to conflict with the Sonoma County General Plan and Zoning Ordinance, resulting in adverse physical effects.

#### **Site 40 Alternative**

- Impact 15.1 – Site 40 Alternative construction (either windrow or aerated static pile (ASP) composting option) emissions of NOx.
- Impact 15.6 - Site 40 Alternative (windrow composting option) may lead to increases in chronic exposure of sensitive receptors in the vicinity to certain toxic air contaminants from various stationary and mobile sources.
- Impact 15.10 – Site 40 Alternative contribution during construction (windrow composting option) to cumulative emissions of NOx.
- Impact 15.11 – Site 40 Alternative contribution during construction (ASP composting option) to cumulative emissions of NOx.
- Impact 19.2 – The Site 40 Alternative has the potential to conflict with the Sonoma County General Plan and Zoning Ordinance, resulting in adverse physical effects.
- Impact 19.3: The Site 40 Alternative would result in the conversion of agricultural land, specifically Prime Farmland, Farmland of Statewide Importance, Farmland of Local Importance and Grazing Land.

#### **Central Site Alternative**

- Impact 29.2 - Operation of the Central Site Alternative composting facility could expose persons to or generate noise levels in excess of standards established in the local general plans or noise ordinances, or applicable standards of other agencies.

The following significant adverse impacts would be unavoidable for the proposed project (Site 5A) if mitigation measures identified in the EIR were found to be infeasible, as the County of Sonoma has ultimate jurisdiction in making the proposed roadway improvements:

- Impact 12.2 – The project could worsen traffic safety at the intersection of Twin House Ranch Road and Lakeville Road due to existing roadway design.
- Impact 12.4 – The project would generate turning movements by heavy vehicles to and from Lakeville Road at Twin House Ranch Road, increasing the potential for road hazard conflicts between project traffic and through traffic under Near-Term Cumulative conditions.
- Impact 12.5 – The project would contribute to significant Long-Term Cumulative traffic volumes at study intersections.
- Impact 12.6 – The project would generate turning movements by heavy vehicles to and from Lakeville Road at Twin House Ranch Road, increasing the potential for road hazard conflicts between project traffic and through traffic under Long-Term Cumulative conditions.

### **DEIR Availability, Commenting Procedures, and Meeting on DEIR**

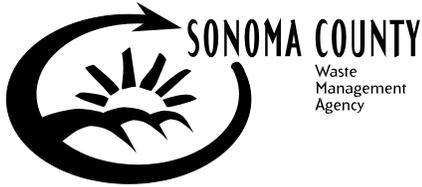
The Draft EIR is available for a 45-day public comment period from December 21, 2011 through February 3, 2012. Copies of the DEIR are available to the public for review or purchase at the SCWMA office in Santa Rosa (2300 County Center Drive, Suite B100, Santa Rosa, CA 95403) and available for review at local libraries throughout the County. Electronic copies of the DEIR are also available online at: <http://www.recyclenow.org/agency/reports.asp>.

The public may present comments and concerns regarding the adequacy of the DEIR. Comments may be submitted in writing to:

Mr. Patrick Carter, Waste Management Specialist  
 Sonoma County Waste Management Agency  
 2300 County Center Drive, Suite B100  
 Santa Rosa, CA 95403  
 Fax: (707) 565-3701  
[patrick.carter@sonoma-county.org](mailto:patrick.carter@sonoma-county.org)

Please be sure to include your name, address, and telephone number in your correspondence. Written comments on the DEIR must be postmarked or received by fax or e-mail no later than **4:00 pm, February 3, 2012.**

The SCWMA will also hold a public hearing on **Wednesday, January 18, 2012 at 9:00 a.m. in the City of Santa Rosa Council Chambers, 100 Santa Rosa Ave., Santa Rosa, CA 95404.** This hearing will allow public comment on the DEIR for the proposed compost facility project. Comments received during the comment period, including the public hearing, will be considered by the SCWMA during the preparation of the Final EIR.



**Agenda Item #: 13**  
**Cost Center: Planning**  
**Staff Contact: Carter**  
**Agenda Date: 1/18/2012**

## **ITEM: Carryout Bags Ordinance Direction**

### **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. Since that meeting staff has researched developments within California and out-of-state legislation regarding paper and plastic carryout bags.

At the May 18, 2011 SCWMA meeting, the Board directed staff to present the three options for addressing carryout bags developed by staff to the Board of Supervisors and nine councils so those decision-making bodies could give direction to their respective SCWMA representative regarding action on one of those options.

Staff has presented the materials approved by the Board to all jurisdictions, though staff has not been invited to present information to the full Rohnert Park City Council. Staff would characterize the direction from the Councils and County Board as generally supportive of exploring a countywide ordinance to be created and adopted by the Agency.

At the November 16, 2011 SCWMA meeting, the Board requested that staff create an outreach plan for presenting the material to the public to receive feedback on a carryout bag reduction ordinance, including a list of options the ordinance could contain.

### **II. DISCUSSION**

There are many options for venues to present the materials regarding a carryout bag reduction ordinance. The venue could be a rented auditorium (e.g. the Sonoma County Veteran's Buildings) or community center. Alternatively, the venue could be City Council/Board of Supervisors Chambers either in a regularly scheduled session, special session, or not in conjunction with a Council/Board session.

Staff recommends either renting the Veteran's Buildings due to their countywide locations and ability to accommodate fairly large audiences, or requesting to be hosted at City Council/Board of Supervisor chamber not coinciding with a council meeting due to the potential for scheduling conflicts.

Likewise, there are a number of different options a carryout bag ordinance could include. These include bag reduction method (bans or minimum charge), material types included (paper, plastic, and bioplastic/compostable), the decision of whether to define reusable bags, what business types and sizes would be included (grocery, restaurant, retail, and specialty stores and all store sizes or a defined minimum store physical size or volume of sales), and when the ordinance would go into effect (immediately after the second reading, 3 months, 6 months, one year, or a specific date like January 1 or July 1).

Staff recommends presenting placeholder ordinance options for these stakeholder/outreach meetings to better facilitate the discussions, but making the presentation clear that the options are subject to change depending on the feedback and additional information received. The staff recommendation for the content of the placeholder ordinance options are an ordinance banning plastic and bioplastic/compostable plastic bags with a minimum charge on paper bags, defining reusable bags to be made with the intent of multiple uses, readily washable, and which do not contain hazardous or

toxic materials, including all grocery, retail, and specialty stores (including restaurants), and an implementation date of 6 months from the second reading of the ordinance.

III. FUNDING IMPACT

If the Veteran’s buildings are chosen as venues for public outreach and feedback, the rooms that can generally accommodate 200 seated guests cost \$55-75/hour with 2 to 4 hour minimum rental durations. Presenting at seven locations (Santa Rosa, Petaluma, Sonoma, Sebastopol, Cotati, Guerneville, and Cloverdale) would incur a maximum cost of \$2,100.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends proceeding with the Sonoma County Veteran’s Buildings as the venue for stakeholder meetings and with placeholders for ordinance options as outlined in the discussion above.

V. ATTACHMENTS

Single-Use Bag Ban Ordinance Options to be Considered

Approved by: \_\_\_\_\_  
Henry J. Mikus, Executive Director, SCWMA



**Single-Use Bag Ban Ordinance Options to be Considered:**  
(Attachment to Agenda Item 13, SCWMA Board Meeting of 1/18/2011)

Material Types

- Bioplastic/Compostable
- Paper
- Plastic
- Natural Fiber (Cloth, Canvas, etc.)

Bag Types

- Grocery Checkout Bags
- Meat/Produce Bags
- Newspaper Bags
- Dry Cleaner Bags
- Retail Carryout Bags
- Retail Garbage Liners

Business Types

- Grocery Stores
- Restaurants
- Department Stores
- Convenience Stores
- All Retail

Implementation Date

- Immediately after Second Reading
- 3 Months
- 6 Months
- One Year
- January 1
- July 1

Phasing

- Other Business Types Included After One Year
- All Business Type Included Initially