

SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

January 15, 2014
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 #6, #9, #10, & #11 *****

AGENDA

<u>Item</u>	<u>Action</u>
1. Call to Order Regular Meeting	
2. Agenda Approval	
3. Public Comments (items not on the agenda)	
4. Election of 2014 Officers (Pg. 3)	
<u>Consent</u> (w/attachments)	Discussion/Action
5.1 Minutes of November 20, 2013 (Pg. 4)	
5.2 Minutes of December 18, 2013 (Pg. 10)	
5.3 E-Waste Contract Extension (Pg. 15)	
<u>Regular Calendar</u>	
6. Compost Zero Discharge (Pg. 20) [Carter, Mikus](Attachments)	Unanimous Vote Organics
7. JPA Agreement Amendment Discussion (Pg. 26) [Coleson, Mikus](Attachments)	Discussion/Action All
8. Carryout Bag Ordinance EIR Certification (Pg. 27) [Carter, Mikus](Attachments)	Discussion/Action Contingency
9. Carryout Bag Ordinance First Reading (Pg. 51) [Carter, Mikus](Attachments)	Unanimous Vote Contingency

10. Administrative Penalties Ordinance First Reading (Pg. 57) **Unanimous Vote**
[Carter, Mikus](Attachments) **Contingency**
11. Waste Characterization Study Agreement (Pg. 64) **Unanimous Vote**
[Carter](Attachments) **Contingency**
12. Sonoma Compost Report (Pg. 75) Discussion/Action
[Carter, Mikus](Attachments) **Organics**
13. Attachments/Correspondence: (Pg. 83)
 - 13.1 Director's Agenda Notes
 - 13.2 Reports by Staff and Others:
 - 13.2.a January, February, and March 2014 Outreach Events
 - 13.2.b Eco Desk (English and Spanish) 2013 Annual Reports
 - 13.2.c Website www.recyclenow.org 2013 Annual Report
 - 13.2.d Education 2013 Outreach Summary
 - 13.2.e Mandatory Commercial Recycling (MCR-2) online survey feedback results
 - 13.2.f Mandatory Commercial Recycling (MCR-3) progress report
14. On file w/Clerk: for copy call 565-3579
Resolutions approved in November 2013
15. Boardmember Comments
16. Staff Comments
17. Next SCWMA meeting: February 19, 2014
18. 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.

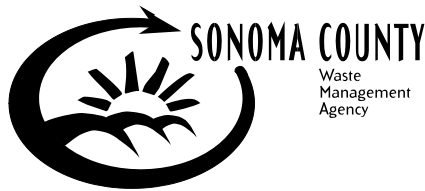
Regular Calendar: These items include significant and administrative actions of special interest and are classified by program area. The regular calendar also includes "Set Matters," which are noticed hearings, work sessions and public hearings.

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

Dated: January 15, 2014



Agenda Item 5.1

Minutes of November 20, 2013 Meeting

The Sonoma County Waste Management Agency met on November 20, 2013, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California

Present:

City of Cloverdale
City of Cotati
City of Petaluma
City of Rohnert Park
City of Sebastopol
City of Sonoma
County of Sonoma
Town of Windsor

Bob Cox
Susan Harvey, Chair
Dan St. John
John McArthur
Sue Kelly
Steve Barbose
Shirlee Zane
Debora Fudge

Absent:

City of Santa Rosa
City of Healdsburg

Staff Present:

Counsel
Staff

Janet Coleson
Patrick Carter
Karina Chilcott
Henry Mikus
Rebecca Lankford

Clerk

1. Call to Order

The meeting was called to order at 9:05 a.m. Board Members, Agency staff, and the audience introduced themselves.

2. Agenda Approval

There were no changes to the agenda.

3. Public Comments (items not on the agenda)

Pam Davis, Sonoma Compost Company, reported that for the fall season Sonoma Compost posted record sales for finished products as well as sales of future production.

Consent (w/attachments)

4.1 Minutes of October 16, 2013

4.2 Carryout Bag Ordinance Report

Approval of the Consent Calendar was moved by Sue Kelly, City of Sebastopol, and seconded by Bob Cox, City of Cloverdale. The motion passed unanimously. City of Santa Rosa and City of Healdsburg absent.

Regular Calendar

5. Compost Site Discussion

Henry Mikus, Agency Executive Director, provided a staff report regarding the status of the Compost Site Discussion. There have been several on-going issues which updates were provided for.

Mr. Mikus noted that the owners of Site 40 are in the process of having the property appraised as a compost site.

Mr. Mikus reported that the landfill pipeline and County issues remain unresolved. The Agency has had a water analysis completed; a preliminary report has been included in the packet. A "normal" season of rainfall at the Central Landfill would require 14 million gallons of storage capacity, a "significant" rainfall season was estimated to require up to 29 million gallons. SCS Engineers were contracted to complete the water analysis; they have intimate knowledge of the property, as they helped with the permitting process for the County and Republic Services. It was noted in the analysis that SCS does not believe conventional storage ponds that would hold 14 – 29 million gallons would fit at the Central Landfill; exploring viable options will be the next step.

Mr. Mikus reported the Agency has also conducted a cost analysis for treating the water at the Laguna Waste Water Treatment Plant; without the inclusion of connection fees or the fee to use the leachate pipeline, the estimated treatment cost is \$750,000 per year, or, a \$5 per ton increase.

Mr. Mikus discussed the on-going issue of site capacity at the current compost facility site. The permit for the current site allows for the processing of 108,000 tons per year, currently the operator is processing about 100,000 tons per year. The Agency is working on modifying the current permit as there are constraints on pile sizes and processing time which are more stringent than what has been codified by the state.

Board Questions

Shirlee Zane, County of Sonoma, requested that the landowners of Site 40, the County and Sonoma Compost Company provide a report or presentation to the Board regarding: expansion, issues, limitations, etc.

Dan St. John, City of Petaluma, expressed his appreciation for the completion of the water cost analysis; however, he also pointed out that it does not consider all potential costs, such as a connection fee; it also does not address the quality of water treated.

Mr. Mikus concurred with Mr. St. John's statement, noting that the cost is variable as there are still unknown factors affecting the use of the leachate line. He also reported that he has spoken with individuals from the LWWTP who have indicated the cost estimate provided to the Agency is higher than what they charge for the leachate, erring on the side of caution.

Susan Harvey, City of Cotati, expressed concern that despite the cost the Agency would incur to utilize the services of the LWWTP, there would be no guarantee that the waste water could be taken to the plant if they are at maximum capacity with their own waste water.

Mr. Mikus noted that the water analysis addressed the possibility of not being able to utilize the LWWTP by looking at what capacity might be available for the pipeline. The pipeline is able to carry 400 gallons per minute which is about 280,000 gallons per day, or, 2 million gallons per

week. Assuming we were to experience a “typical” storm, which produces about 4 million gallons, we would have to pump out water for two weeks to completely drain the pond- historical analysis shows that it is unlikely to consistently have 2 weeks between storms Mr. Mikus continued that the analysis established the needed storage capacity by using data to figure the average frequency of storms, the amount of rain water generated and then applied our suggested plans for draining the pipeline.

Ms. Harvey asked what the repercussions would be if during a rain event the suggested storage would not meet capacity needs. Mr. Mikus responded that exceeding capacity is a concern; however, that is why the recommendation ranges from 14 million gallons to 29 million gallons.

Ms. Harvey inquired if there had been any progress on a lease agreement for the Central Site Alternative. She noted that at the October meeting there was a “promise” that there would be the ability to remain at the Central Landfill; however, there was no formal agreement or known cost associated with the location. Mr. Mikus reported that no progress had been made on the Central Site Alternative agreement.

Sue Kelly, City of Sebastopol, asked to clarify that the \$750,000 estimated is strictly the fee for treatment, it does not include conveyance, hook up, etc. Mr. Mikus responded affirmatively.

Mr. St. John asked if there was a known timeline for resolving some of the issues discussed. Mr. Mikus responded that he hopes to have some clarity on the Site 40 land value issue by January and cannot offer a timeline for the resolution of the pipeline issues as it is not something under the control of the Agency.

Mr. St. John expressed that it is unclear whether the pipeline issues make moving forward a go/ no go. He noted his understanding of the financial issue associated with the pipeline but does not believe it should inhibit the Agency from moving forward while the County works to resolve their issues.

Public Comment

None

Board Discussion

None

Direction

Have the County, Site 40 representatives, and Sonoma Compost prepare a report to be presented to the Board at a future meeting.

6. Compost “Zero Discharge” Project Status

Mr. Mikus provided a status update regarding the Zero Discharge Project. Mr. Mikus reported that when the County received its new permit through the North Coast Regional Water Quality Board a new waste water discharge requirement was imposed. The requirement asked for a detailed plan in which the Agency’s compost operation would achieve zero-discharge. The plan was submitted in May 2013, with correspondences taking place throughout the summer.

Mr. Mikus reported that several options have and continue to be explored for achieving zero discharge. The Agency, in conjunction with the County and Republic Services established that there were originally several storage sites proposed at the Central Landfill, however, additional

studies indicate these sites are impractical or unavailable. The Agency had also proposed treating the water, however, the NCRWQCB informed the Agency this would be prohibited per their policy. The feasibility of using the leachate pipeline has also been investigated; however, this is when the capacity constraints were identified.

Mr. Mikus reported that as a reply to the initial plan submittal the NCRWQCB requested the Agency employ some measure to reduce the contact water impacts for the upcoming rainy season. In response to the NCRWQCB request additional sediment traps have been placed.

In addition to the zero-discharge requirement, Mr. Mikus noted that the Agency was asked by the NCRWQCB to capture the first flush of contact water from each storm, with the assumption it would have the highest amount of sediment. The Agency's plan to achieve this goal is to employ storage tanks capable of holding the first 200,000 gallons of contact water, having it hauled to the LWWTP and then treated. Dependant on the amount of rainfall Agency staff estimate that the total cost for dealing with the first flush contact water would be about \$200,000. At this time Mr. Mikus noted he hopes to have something in place by February or March to deal with the first flush.

Board Questions

Debora Fudge, Town of Windsor, noted that she has a long history of working with the NCRWQCB and that they are stricter than the SFBRWQCB. Also noted concern that the NCRWQCB may issue a notice of violation because it is raining now and the Agency has no formal letter or documentation stating they are in approval of our current plan and actions taken. Ms. Fudge would like the Agency to obtain written documentation from the NCRWQCB stating they understand and approve of the Agency's plans and actions.

Mr. St. John asked if in addition to Agency staff whether a consultant was working on this project.

Mr. Mikus responded affirmatively, that SCS Engineers is working with the Agency.

John McArthur, City of Rohnert Park, noted that he shared Ms. Fudge's concerns.

Ms. Kelly expressed her concern that SCS Engineers may not know or understand workings of the NCRWQCB as the Agency is asking questions of the NCRWQCB which the consultants should already have answers to.

Mr. Mikus noted Ms. Kelly's concern and responded that SCS was selected for the project because they were involved with establishing the operating permit with the NCRWQCB.

Public Comments

Roger Larson, citizen, addressed the Board stating that he has been following the Zero Discharge Project since it began. Mr. Larson noted his belief that when the Agency received the notification of the Zero Discharge requirement they did nothing to move it forward as the Board did not meet for 2 months. Mr. Larson stated that today is it raining; today the water is being polluted. Mr. Larson encouraged the Board to move forward with the project at Site 40 and to forget spending more money and time on the Central Landfill Site Alternative.

Board Discussion

Ms. Harvey asked for confirmation that the Agency is in compliance with what the NCRWQCB has asked for in the time allotted.

Mr. Mikus responded affirmatively.

Direction

The Board asked staff to prepare a letter to the NCRWQCB for the Agency Chair's signature confirming the discussions and conclusions between Agency and NCRWQCB staff.

7. JPA Agreement Amendment Update

Mr. Mikus provided an update regarding the Amendment of the JPA Agreement. He reported that as of November 19th Healdsburg, Sebastopol, Cotati, Sonoma and Windsor all had affirmative votes. Rohnert Park, Petaluma, Santa Rosa, Cloverdale and the County are all scheduled to address the Amendment in the following weeks. Mr. Mikus noted he anticipates the Amendment being approved by all member jurisdictions with the first reading taking place at the January Board meeting.

Board Questions

Ms. Zane expressed her concern that the Board needs to consider the serious implications of a carve out. She noted that if Santa Rosa and Petaluma opt out of participating in the ordinance that impacts nearly 50% of the Sonoma County population. Ms. Zane would like to know how the ordinance will be effective if it doesn't apply to nearly 50% of the citizens.

Mr. Mikus explained that the Amendment is what was asked for and agreed upon by the Board. It has been on good faith that the Agency believes the cities stating they will pass their own ordinance, identical to the Agency's, will in fact do so. By allowing cities to opt of the Agency's ordinance we are allowing the member who wish to participate the opportunity to do so and move forward.

Mr. St. John expressed his frustration at the process which has ensued in passing the ordinance; noting it seems as though everybody wants it, it is just unclear how to achieve it. Mr. St. John noted that there are currently a lot of "what if's" but conversations about them cannot take place until certain factors, such as the Amendment, have fallen into place. It was noted that he is confident the issues being dealt with currently are simply legalities and that regionally consistent ordinances will be passed.

Mr. McArthur stated he did not have any new information or indication regarding Rohnert Park's vote. At this time the issues have only been discussed with the sub-committee and will not be taken to the full Council until existing issues are settled and it is time for a vote. Mr. McArthur noted his belief that the Board was presented with two options: propose an Amendment and hope that would appeal to the cities that had concerns or do nothing and have the ordinance die immediately.

Ms. Zane continued expressing her concern that the Amendment provided an exit strategy that will ultimately make the ordinance unsuccessful. Ms. Zane would like to have to vote called and the cities who are unwilling to vote affirmatively would be left to answer to their citizens.

Ms. Fudge agreed with Ms. Zane that ultimately an ordinance that is not regionally consistent would fall onto the individual jurisdiction not willing to participate.

Steve Barbose, City of Sonoma, stated he believed that the Agency has been held hostage by the unanimous vote requirement; the Amendment will allow the cities that want to participate to do so. He noted that he believe those who do not participate with the Agency will indeed pass their own ordinance due to political pressure.

Public Comments

None

Board Discussion

None

8. Attachments/Correspondence:

8.1 Director's Agenda Notes

8.2 Reports by Staff and Others:

8.2.a November, December 2013 and January 2014 Outreach Events

8.2.b Agenda Plan Worksheet

9. On File w/Clerk

Resolutions approved in October 2013

10. Board member Comments

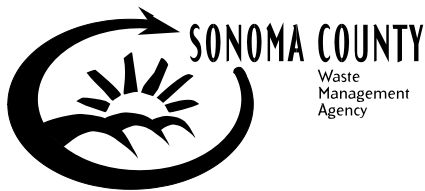
11. Staff Comments

Mr. Mikus noted that the Household Hazardous Waste Facility would be closed from December 19, 2013 through January 2, 2014.

12. Adjourn

The meeting was adjourned at 10:03 A.M.

Submitted by
Rebecca Lankford



Agenda Item 5.2

Minutes of December 18, 2013 Special Meeting

The Sonoma County Waste Management Agency met on December 18, 2013 at the City of Cotati "Cotati Room", 216 East School Street, Cotati, California

Present:

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

Bob Cox
Susan Harvey, Chair
Jim Wood
Dan St. John
John McArthur
Jennifer Phillips
Sue Kelly
Steve Barbose
Shirlee Zane
Debora Fudge

Staff Present:

Counsel
Staff

Clerk

Janet Coleson
Patrick Carter
Karina Chilcott
Lisa Steinman
Henry Mikus
Rebecca Lankford

1. Call to Order

The meeting was called to order at 8:40 a.m. Board Members, Agency staff, and the audience introduced themselves.

Jim Wood, City of Healdsburg, arrived at 8:45 a.m.

2. Opening Remarks: Sherry Lund, Meeting Facilitator

3. Public Comments (items not on the agenda)

None

4. Ground Rules, Lund

Ms. Lund distributed and discussed the ground rules to be followed during this meeting.

5. Session Objectives

Ms. Lund discussed the objectives of the meeting. These were outlined as: laying out the critical path for the strategic plan, developing a vision for the future of services, and beginning to consider membership and funding options for continuing the Agency.

6. Themes from advance interviews and consultant observations

Ms. Lund noted that she had spoken with Agency Board members and Staff prior to the meeting. From these interviews Ms. Lund established that a common theme amongst the group is that everything seems to be related to everything and there are an abundance of distractions in achieving goals. Ms. Lund summarized her that in the interviews there are varying levels of frustration in making decisions as Agency board members, both elected and staff, are only a

fraction of the decision makers within their respective jurisdictions. Positively, Ms. Lund reported that the majority of board members do seem pleased with what the Agency has accomplished and understand the on-going need for the services which are rendered. Ms. Lund summarized the board members' interviews as saying most believe the Agency is a well functioning, well kept secret that neither the community nor other public officials are aware of.

Ms. Lund stated that she believe the sooner the options for continuing or not continuing the Agency are established and presented to the individual jurisdictions the better the opportunities and choices will be than if the issues are not addressed until closer to the JPA expiration date.

Ms. Lund expressed her belief that the structure of the Agency is unique, as most JPA's do not have a unanimous vote requirement. She noted that the structure of an organization may not necessarily make the organization work but it can impact its effectiveness.

7. Overview of the strategic planning process- the critical path

Ms. Lund explained how she foresees the strategic planning process occurring. She noted that the first session would include capturing what the values of the Agency are. The second meeting would consist of conversations regarding participation in the Agency, Agency funding, as well as examining decision making models of other JPA's. The third meeting would presumably take place after the viability of the Agency is clear. If the Agency is determined to be viable, jurisdictions continuing their participation in the JPA would meet to develop strategies and goals as well as to refine the language of the mission and mission values. If the Agency is determined to not be viable, the third meeting would be used to begin developing a three-year transition plan to closure.

Dan St. John, City of Petaluma, expressed concern regarding the number of sessions recommended. He noted he is unprepared at this time to commit to the amount of time suggested.

Ms. Lund stated she believed three sessions to be the minimum needed to successfully address and form a strategic plan for the Agency.

Susan Harvey, City of Cotati, Shirlee Zane, County of Sonoma, Steve Barbose, City of Sonoma, Sue Kelly, City of Sebastopol, Mr. St. John and Ms. Lund discussed the similarity and differences between the Solid Waste Advisory Group, which was made up solely of elected officials and the JPA Board, which consists of staff and elected officials. It was noted that information between SWAG members and JPA members regarding pertinent topics or issues may not have been exchanged or aligned.

8. Why the JPA formed in the first place

Ms. Lund noted from her review of the JPA Agreement that there appear to have been three key reasons for the development of the Agency: to respond to legislative mandates, to bring efficiency to the process, and regional consistency.

A discussion took place between Henry Mikus, Executive Director, and the Board members regarding the formation of the Agency. It was reiterated that the primary reason for the formation of the Agency was to facilitate the requirements of AB939 which set diversion rates and standards for local government. The Agency was formed to: respond to legislation, provide efficiency in achieving goals, provide regional consistency and provide primary services: composting, household hazardous waste collection, education, and regional reporting.

9. Level of satisfaction with Agency services/ service delivery to date

Ms. Lund posed the question to Board members "How do you feel the Agency has done so far?" and "What do you think the needs are for your community going forward?"

Ms. Harvey noted that she is impressed with the Agency's resonance with SWAG. She also noted her belief that when everything is working well nobody hears about it, but when things are not working well the issues seem magnified. Ms. Harvey also stated her support for the unanimous vote because it forces members work together towards solutions that work for everybody. Ms. Harvey sees the Agency going forward as it is an important resource for the entire County in regards to trash, diversion rates and providing a regional waste and diversion approach.

Ms. Kelly stated that she and the City of Sebastopol have been very satisfied with the services provided by the Agency. She believes that moving forward the Agency or something similar will be essential as small cities cannot provide adequate services or activities on their own. As unfunded legislation continues to be passed smaller cities are increasingly more dependent on the assistance provided by the Agency

Jim Wood, City of Healdsburg, stated that he believes the Agency provides a very good service and it cost effective. Mr. Wood is interested in knowing whether the Agency will remain compliance focused or if it will take on an advocacy role.

Mr. Barbose discussed his frustration with the seemingly last minute differences with the bag ban; however, he did acknowledge the need for the services that the Agency provides. Mr. Barbose noted that the Agency has dedicated staff, with years of experience and sub-specialties which would not be easily duplicated at the local level. Mr. Barbose expressed his desire for the Agency to more actively fulfill its role of regional planning in the future.

Ms. Zane noted her belief that the Agency and its programs have succeeded and provided services for its members. She noted that she is not satisfied with the understanding the public or the Board has of the Agency. Ms. Zane would like the Executive Director of the Agency to take on a visionary role in the years to come as well as an advocate of the Agency. She would also like for the Agency to learn and establish guidelines for making policy.

Jennifer Phillips, City of Santa Rosa, believes that the level of service provided by the Agency has met her community's expectations. She would like for the Agency to address the public perception that service delivery is easy. Going into the future Ms. Phillips wants the Agency to provide environmental leadership and have stature within the County and statewide; her current belief is that the perception is that we're following the tide, we are not frontrunners.

John McArthur, City of Rohnert Park, noted his belief that being environmental stewards and having a regional approach serves the best interests of the community. He does not think that the majority of community members know the Agency exists let alone clearly understands what the Agency does. In the future he would like to see a performance measure – some type of a report to the community. Mr. McArthur noted that it's hard to show value for what people take for granted.

Debora Fudge, Town of Windsor, stated that the Agency has met the needs of her community, based on a "no news is good news" understanding. Ms. Fudge noted she would like to see the Agency continue into the future. She believes that performance measures would allow board members to show their communities the worth of the Agency. In addition to performance measures Ms. Fudge would also like the Agency to become more simplified, including reports, documents, agreements, etc.

Bob Cox, City of Cloverdale, stated that the need for the Agency is paramount; noting that the Agency has allowed for the allocation of staff and funds to other city endeavors. For the future of the Agency, Mr. Cox stressed that members must continue to look to the future, the Agency should not become static; he also agreed with Ms. Fudge's desire to have Agency documents and reports simplified.

Mr. St. John expressed his belief that the Agency absolutely meets the needs to the community from an operational standpoint; however, not necessarily from a change management and planning standpoint. Mr. St. John noted his support for the concept of shared services but is curious to know if a JPA is the best means available when services could be contracted from the private sector. His focus for the future is to ensure consistency in the service levels via the JPA or an alternative means.

10. **Vision of services desired for the future**

Ms. Lund asked Mr. Mikus to present his vision and ideas for the Agency's future.

Mr. Mikus noted that the Agency is an operating entity, which directly affects the diversion goals which have been established. In order to meet increased diversion goals, Mr. Mikus stated, that operational services (Compost and HHW) must expand to meet the increased needs.

Mr. Mikus believes the educational component of the Agency must change from a primarily passive format, in which those who are interested in accessing the information may do so, to one where the audience is more actively pursued.

Mr. Mikus noted there are additional problem materials that he would like for the Agency to pursue policies on. These materials include: old medications, fluorescent bulbs, batteries, polystyrene and carpets; as well as materials that we may not be aware of currently.

Mr. Mikus also discussed changes to the Agency's fiscal policies for the future as well as the development of a financial plan. Specifically, Mr. Mikus would like to see the restriction that keeps money generated by the compost program within that program removed.

Board members, along with Mr. Mikus and Ms. Lund participated, in an extended dialogue pertaining to the vision of the Agency going forward.

Ms. Lund posed a question to the Board regarding whether reorganizing the governance structure of the JPA would aid in alleviating some of the difficulties which have been experienced. She suggested the idea of having two subgroups; one group made of elected officials to deal strictly with policy issues and another group made of staff to handle technical issues.

Elements identified during the conversation as important to the Agency's future were: expanding the Agency's role in policy and advocacy while continuing to strengthen service delivery; taking a leadership role in increasing diversion of waste streams that are currently unaddressed; supporting an overall environmental leadership role throughout the County and State; and pursuing new methods of education for both adults and children.

Other ideas, concepts, and issues pertaining to the future of the Agency which were addressed during the conversation include: the name of the Agency poses confusion amongst the community; there is a need for increased community engagement; Board members have varying levels of authority within their jurisdictions; it is currently unclear whether the Agency Board should be staffed to address policy needs or technical/ operational needs- a study conducted by the SWAG concluded that changing behavior is most effective by instituting policy and providing education; consideration should be given to the formation of a Stakeholders Advisory Group; convenience is an important aspect of diversion and recycling that should be addressed.

The technical sub-committee formed at the October 2013 Board Meeting will meet, with the inclusion of Mr. McArthur, to determine what steps need to be taken regarding the Compost Site Selection and then report to the Board its recommendations for moving forward.

Ms. Phillips left at 12:00 p.m.

11. JPA Analysis of Effectiveness of Services

Mr. Mikus provided a report addressing questions regarding the efficiency, chiefly economic efficiency, of the Agency. The Agency performed a comparison of other California local government entities to evaluate levels of service, costs, and fees. Mr. Mikus summarized that the Agency's expenditures per capita indicate the Agency is accomplishing its goals, better than other entities, with less money. Mr. Mikus also reported that the per capita disposal rate for Sonoma County is 3.5 lbs per person per day, while the state's target goal was nearly double at 7.1 lbs per person per day. Mr. Mikus presented several charts indicating Agency Program Costs by Jurisdiction, Jurisdiction Costs on their Own and Annual Education Cost + Grant Benefit per Resident as well as a Program Cost Comparison to Similar Jurisdictions.

12. Membership/ function options

Mr. Mikus addressed two questions which were posed to him by Ms. Lund prior to the meeting: What would happen if the Agency continued but not all of its current members chose to participate? How would the work if not all of its members wanted to participate in all of its programs?

Mr. Mikus reported that from the Agency's perspective the way in which the Compost Program is set up, it would be viable with or without all 10 current Agency members participating. HHW, Education and Planning/ Reporting are structured differently than Compost as they could experience a more drastic change. HHW services could continue but probably with an increased tip fee surcharge. Education could continue without all jurisdictions participating, however, regional consistency would be impacted. The Planning/ Reporting function of the Agency would likely be impacted the most by a reduced number of members due to the requirement for the Regional Countywide Integrated Waste Management Plan.

13. Next steps and evaluation

Mr. Mikus will develop a scope of work, price, and duration for a consultant to assess Agency services and generate alternate options for delivery of services currently offered.

Previously identified Future Compost Site Technical Subcommittee to meet then update the Board regarding timetable, recommendations for moving the compost issue forward, and recommendations on the potential use of and membership of a stakeholder advisory group to help with the compost issue.

Ms. Lund indicated the next Strategic Planning Session will be a daylong session discussing: funding, participation and potentially decision making models used by other JPA's.

14. Boardmember Comments

None

15. Staff Comments

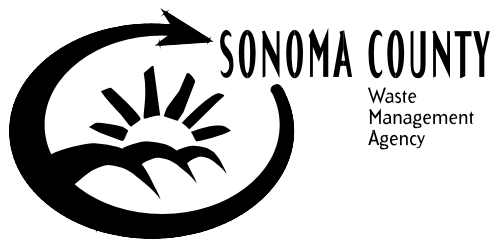
None

16. Next SCWMA meeting: January 15, 2014

17. Adjourn

The meeting was adjourned at 12:30 P.M.

Submitted by
Rebecca Lankford



Agenda Item #: 5.3
Cost Center: HHW
Staff Contact: Steinman
Agenda Date: 1/15/2014

ITEM: E-Waste Contract Extension

I. BACKGROUND

The Sonoma County Waste Management Agency (Agency) has been holding electronic waste (E-waste) collection events since 2007. These events provide opportunities for residents and businesses of Sonoma County to bring electronics to specified city centered locations for proper recycling.

On March 26, 2012, the Agency issued a Request for Proposals for a two year (including multiple one-year extensions until February 11, 2017) E-waste Collection Events Services Contract. Goodwill Industries of the Redwood Empire (GIRE) was selected as the Contractor. The Agency's current Agreement with GIRE is set to expire on June 17, 2014.

II. DISCUSSION

Agency staff met with GIRE on November 13, 2013 to discuss the possibility of a one-year extension, as allowed for in the Agreement. Agency staff has been very satisfied with GIRE and recommends exercising one of the one-year extensions, extending the Agreement through June 17, 2015.

Staff is bringing this item to the Board early so that, if the term of the Agreement is extended, a new listing of E-Waste Collection Events can be included in the upcoming 2014 Sonoma County Recycling Guide. All the current events through May 2014 are listed on the back of the 2013 Guide. The next guide will be going to the printer in March. The guide is an excellent resource for advertising the E-Waste events.

The only other suggested change to the current terms and conditions is to remove the requirement in Exhibit A that Contractor shall pay a fixed cost of two hundred and fifty dollars towards each utility bill insert used for advertising the Electronic Waste Collection Events (maximum of five inserts per fiscal year). This requirement was included in anticipation of collection of Styrofoam in conjunction with the E-waste Collection Events. The Agency, GIRE, and the Styrofoam Contractor shared the cost of five utility bill inserts in hopes of bringing in more materials to each event. The Styrofoam collection project was short lived, which meant that collection numbers did not increase as hoped for. As a result, it will be financially difficult for GIRE to continue to pay the utility bill insert costs for events next fiscal year. Agency staff can continue to partner with other government agencies to split the cost of the double sided utility bill inserts, as has been the case in the past.

III. FUNDING IMPACT

Two Senate Bills: Senate Bill 20 (Sher) signed into law on September 25, 2003 and Senate Bill 50 (Sher) signed into law September 29, 2004 to clarify certain provisions of SB 20, attach a fee to purchases of computers and televisions and provide funds to approved recyclers, who then provide a portion of that money to official E-waste collectors.

The E-waste collection events will provide revenue to the Agency through the California Covered Electronic Waste Recovery and Recycling Payment Program.

The Agency will be paid by the Contractor per pound for E-waste which qualifies for reimbursement under the program.

Through the current contract, the Agency is paid six cents (\$0.06/lb) for covered electronic waste.

There will be a cost to the Agency for the necessary public outreach and staff time for logistical requirements to hold the events. Revenues generated from the E-waste collection events are expected to offset Agency costs.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Adopt a Resolution to approve the First Amendment to the Agreement with Goodwill Industries of the Redwood Empire, extending the term of the Agreement until June 17, 2015, removing the utility bill insert payment requirement, and without any other changes to the current terms and conditions; and authorize the Chair to execute the First Amendment to the Agreement on behalf of the Agency.

V. ATTACHMENTS

1. First Amendment to the Agreement with Goodwill Industries of the Redwood Empire
2. Goodwill Industries of the Redwood Empire Resolution

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

RESOLUTION NO.:

DATED: January 15, 2014

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
("AGENCY") AUTHORIZING THE FIRST AMENDMENT TO THE AGREEMENT WITH
GOODWILL INDUSTRIES OF THE REDWOOD EMPIRE ("CONTRACTOR") FOR
ELECTRONIC WASTE MANAGEMENT SERVICES.

WHEREAS, the parties entered into that certain Agreement to hold Electronic Waste Collection Events for Agency as of June 17, 2012 (hereinafter referred to as the "Agreement"), in order to provide for the safe and lawful management of electronic waste; and,

WHEREAS, the parties desire to amend the Agreement to extend the term of the Agreement until June 17, 2015; and,

WHEREAS, the parties desire to amend the Agreement to remove the requirement in Exhibit A that Contractor shall pay a fixed cost of two hundred and fifty dollars towards each utility bill insert used for the Electronic Waste Collection Events (maximum of five inserts per fiscal year); and,

NOW, THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency hereby authorizes the Agency, Chairperson of the Board to execute the First Amendment to the Agreement with Goodwill Industries of the Redwood Empire for Electronic Waste Management Services.

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:

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

FIRST AMENDMENT TO AGREEMENT BETWEEN SONOMA COUNTY WASTE MANAGEMENT
AGENCY AND GOODWILL INDUSTRIES OF THE REDWOOD EMPIRE
FOR ELECTRONIC WASTE MANAGEMENT SERVICES

This First Amendment ("Amendment") to the Agreement for Electronic Waste Management Services ("Agreement"), dated as of _____, 2014, is by and between the Sonoma County Waste Management Agency ("Agency"), a joint powers authority and Goodwill Industries of the Redwood Empire ("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 to hold Electronic Waste Collection Events for Agency as of June 17, 2012 (hereinafter referred to as the "Agreement"), in order to provide for the safe and lawful management of electronic waste; and,

WHEREAS, the parties desire to amend the Agreement to extend the term of the Agreement until June 17, 2015; and,

WHEREAS, the parties desire to amend the Agreement to remove the requirement in Exhibit A that Contractor shall pay a fixed cost of two hundred and fifty dollars towards each utility bill insert used for the Electronic Waste Collection Events (maximum of five inserts per fiscal year); 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. Term of Agreement. The term of this Agreement shall be from June 17, 2014 to June 17, 2015, with annual extensions upon mutual agreement through February 11, 2017, unless terminated earlier in accordance with the provisions of Article 4 below.

2. Exhibit A, Section 3. Payment to Agency is hereby amended to read as follows:

Exhibit A, Section 3. Payment to Agency GIRE shall not charge Agency to provide the E-waste events under this contract. Individuals bringing items to these events shall be able to do so free-of-charge. Individuals shall be able to obtain tax donation receipts for non-reimbursable items.

GIRE shall pay Agency a fixed rate per pound for the CRTs collected during these events. GIRE shall pay Agency six cents (\$0.06) per pound for CRTs. Shall the state reimbursement rates change, resulting in a reduction or increase in the reimbursement that GIRE receives from GIRE's recycler, a revised rate shall be mutually agreed upon by GIRE and Agency.

GIRE shall provide the press releases, coordination, staffing, organization for each event. See Item 4, Support Agency Shall Provide, for Advertising, Marketing, and Public Outreach.

3. 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: GOODWILL INDUSTRIES OF
THE REDWOOD EMPIRE.

By:_____

Name:_____

Title:_____

AGENCY: SONOMA COUNTY WASTE
MANAGEMENT AGENCY

By:_____

Agency Chair

APPROVED AS TO SUBSTANCE FOR
AGENCY:

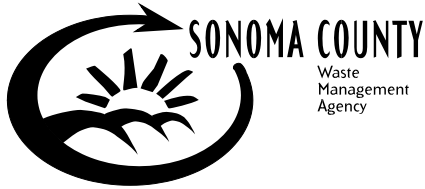
By:_____

Henry J. Mikus, Agency Executive Director

APPROVED AS TO FORM FOR AGENCY:

By:_____

Janet Coleson, Agency Counsel



Agenda Item #: 6
Cost Center: Organics
Staff Contact: Mikus
Agenda Date: 1/15/2014

ITEM: Compost “Zero-Discharge”

I. BACKGROUND

The North Coast Regional Water Quality Control Board (NCRWQCB), which regulates the discharge of storm waters, requested last year that our compost facility achieve “Zero-Discharge” status for the contact water that results from rain onto the site. This was done via a Waste Discharge Requirement (WDR) issued to the County as the landfill property owner. The specific request was that we submit a detailed plan for getting the compost facility to “Zero-Discharge” by May 15, 2013, a request that we were able to comply with. SCS Engineers prepared that initial plan, and has been part of subsequent correspondence and dialogue with the NCRWQCB. Subsequent to our initial May 2013 submittal there have been several iterations of written correspondence between the NCRWQCB and the Agency to clarify various parts of that submittal.

II. DISCUSSION

As part of their second set of comments on our plan and additional submittals, the NCRWQCB asked that we consider finding a way to capture the “first flush” of contact water from each storm, under the assumption that this initial run of water was likely to contain the highest amount of contaminants. In a letter from the NCRWQCB received in mid December 2013 we are asked to implement a first-flush capture as soon as feasible. The NCRWQCB also requested we initiate a water testing regiment to evaluate the effects of our “first flush” and other measure to improve the quality of the water discharge.

At the November 2013 Board meeting a staff report was presented to outline our planned means of diverting the first 200,000 gallons of “first-flush” contact water, together with an estimate of likely costs. The plan is to locate sufficient temporary, moveable tanks at the discharge end of the compost site to collect the initial 200,000 gallons of contact water generated by each storm event, then haul this water via truck to the Santa Rosa Laguna Sub-Regional Waste Water Treatment Plant (LWWTP). As part of this effort we have made application for and received a “Discharge Permit” with the LWWTP to be the recipient of the liquid we would transport via truck.

The Agency estimate for rental of tanks, hauling expense, and discharge and treatment cost for a single rainy season is nearly \$200,000. The contract with SCC makes them responsible for the initial \$50,000 expense from new environmental requirements, such as this. Thus the Agency exposure would be approximately \$150,000 per year. The Agency would expect to cover this expense from the Organics Reserve Account. The additional request by the NCRWQCB to perform water monitoring to determine the effectiveness of capturing “first flush” contact water plus several other recently-implemented “Best Management Practices” will add about \$25,000 in annual expense to the project. With monitoring added, the revised annual project total would be \$225,000, with the cost to the Agency at \$175,000.

The first cost estimate was purposely on the high end. The estimate figures that the tanks and related equipment will be needed for five months, and that the system will need to accommodate six storms of substantial size. It is very possible that actual expenses could be lower than our estimate, in varying degrees since the cost is based on water volume which is tied to rainfall. Particularly this year, where we would not implement the program until February, there would be lower costs. The

estimate was redone to show a shorter time for tank rental and the likelihood here would be fewer storms:

Storage Tanks:	\$46,000
Transport:	\$42,000
Treatment:	\$30,000
Testing & Analysis:	\$20,000
Total (gross):	\$138,000
Less SCC portion	\$50,000
Net Agency Cost:	\$88,000

III. FUNDING IMPACTS

There are funds sufficient to cover the costs of the proposed action for “first flush” in the Yard Debris fund balance and the Organics Reserve. It is expected these costs would be included in the annual budget for subsequent years’ winter rainy season.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff requests the Board approve expenditure of up to \$90,000 from the Organic Reserve Account to allow our compost facility to achieve compliance with this portion of the “zero-discharge” requirement by the NCRWQCB for the remainder of this winter rainy season.

V. ATTACHMENTS

December 18, 2013 letter from NCRWQCB
Appropriations Transfer

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

North Coast Regional Water Quality Control Board

December 18, 2013

Henry Mikus
Executive Director
SCWMA
2300 County Center Drive, Suite B-100
Santa Rosa, CA 95403

Dear Mr. Mikus

On October 7, 2013, we received your response to our August 30, 2013 request for clarification regarding your Discharge Compliance Plan for the Central Compost Site. David Leland has been in contact with you regarding your response. This letter follows up on that conversation, and includes a few additional comments and requests.

Your response reports positive progress on various efforts related to reducing runoff volumes and improving the quality of wastewater that will be discharged from the site in the interim period as you work towards zero discharge. Specifically:

1) Best Management Practices

You report that in addition to sediment traps at the low end of the facility, you have installed several additional sediment traps, diversion structures to reroute run-on water away from active compost piles, and straw devices at the ends of each windrow. Please continue this effort; we would like you to observe and monitor your BMPs during and following runoff events this winter to assess effectiveness and identify and implement adaptive management measures to improve effectiveness of the system.

2) First Flush Capture

You report that you have looked into capturing first flush runoff and that it appears feasible to capture the first 200,000 gallons of runoff from storm events. Your response letter indicates that you were working on a plan to deal with 200,000 gallons of "first flush" for "any given storm event." Can you confirm that you intend to capture up to 200,000 gallons of first flush runoff from each storm event occurring during this rainy season, or clarify your expectations and plans if this assumption is not correct? The more runoff you can prevent from discharging to

DAVID M. NOREN, CHAIR | MATTHIAS ST. JOHN, EXECUTIVE OFFICER

5550 Skylane Blvd., Suite A, Santa Rosa, CA 95403 | www.waterboards.ca.gov/northcoast

surface waters this winter, the better; we encourage you to implement the proposed first flush capture and disposal system as soon as feasible.

3) Additional Storage Capacity

You have advised us in your May 2013 Proposed Discharge Compliance Plan and subsequent correspondence of your plans to investigate, site, design, construct, and develop additional storage capacity for wastewater runoff from the compost area on the Central Disposal Site property, and I understand that you advised Mr. Leland that your investigations are underway. Please continue this effort; the sooner you can devise a system that prevents compost wastewater from discharging to surface waters, the better.

4) Emptying Pond System Between Storms

You report that you have routinely and will continue to pump accumulated water from pond SP-4 between storm events for use onsite for compost processing and dust control. Please continue this effort; as stated above, the more runoff you can prevent from entering surface waters, the better.

5) Material Screening and Quality Control

You report that you currently screen incoming material manually and inspect incoming loads, and that you are pursuing plans to install a sorting line and to conduct education and outreach efforts to encourage feedstock generators to keep undesirable materials out their compost waste stream. Please continue this effort; for the period that wastewater from the compost facility continues to discharge to surface waters, the more you can do to improve its quality, the better.

6) Pond Aeration

You have mentioned to us and provided us with your plans to aerate accumulated wastewater in an effort to reduce odors. We understand that you also have submitted these plans to the Sonoma County Department of Health Services acting as Local Enforcement Agency (LEA) for review and approval. We will defer to the Department to comment on the merits of the proposal with respect to odor control. With respect to water quality, we note that the sedimentation pond was designed to settle out compost solids and fines/dirt as a primary settling pond, so it would be advisable to investigate whether circulation associated with aeration will serve to put solids back into suspension, consequently leading to increased solids being discharged from the pond. Would it be more appropriate to place aerators in ponds subsequent to the primary sedimentation pond? Regardless of where you choose to place the aerators, we hope that it proves effective in reducing odors, and we request that prior to system operation you develop and submit to us for review and concurrence a sampling plan to characterize pond water before and after employing aeration to assess whether there are any changes that would represent a water quality concern.

You mention that you have sampled and had compost contact water tested, in the process of characterizing that waste for discharge to the leachate pipeline. Please provide any

available sampling/test data as well as any information about the sampling location(s), nature of the water being applied to the compost material (e.g., recycled leachate, stormwater, clean water, etc.), and weather conditions at the time of sampling.

You have asked what Regional Water Board staff consider to be "high waste strength feedstocks." In general, those feedstocks (or amendments) would be materials whose leachate includes additional or higher concentrations of pollutants as compared to leachate derived strictly from composted green waste material. You know your materials and operations better than we do, and perhaps we are not employing the proper phrasing here, but given that discharges of any leachate/contact water from the compost area to the waters of Stemple Creek are prohibited, and that those discharges that have and will continue to occur until you have achieved zero discharge may include pollutants that could adversely impact water quality and beneficial uses, consider which of the components of your feedstock and amendments may be sources of higher levels of BOD, bacteria, nutrients, or other pollutants relative to others, and try to isolate those materials to the extent that you can from contacting runoff that leaves the site.

We will be sharing your response with the County, the LEA, and Republic, and discussing with them hurdles that you have identified with which they may be able to assist you and us in further timely progress towards zero discharge. In the meantime, we encourage you to continue implementing the measures you have reported to us, and to continue to seek further opportunities for improving and reducing your discharges. As noted above, we would like you to develop and submit to us monitoring plans and testing data, specifically: 1) a plan to monitor and assess the effectiveness of the proposed BMPs and to adapt or add BMPs as necessary to improve runoff quality prior to discharge to ponds; 2) a plan to sample and test pond water before and after aeration in order to confirm that aeration is not causing any adverse changes that would make pond discharges more detrimental to downstream water quality and beneficial uses; and 3) any available information about current compost site leachate characteristics. Please provide these plans and information by January 10, 2014. Finally, we request an opportunity to visit the site in the near future to review operations and your efforts underway. Please contact me at (707) 576-2350 to schedule a site visit and to discuss any questions you may have regarding this matter.



Chief

Land Disposal, Enforcement, and Grants Unit

131218_DSH_ef_Response_to_October_7_Ltr

cc: Susan Klassen, Sonoma County, Susan.Klassen@sonoma-county.org
Leslye Choate, Sonoma County LEA, Leslye.Choate@sonoma-county.org
Rick Downey, Republic Services, RDowney@republicservices.com

**SPECIAL DISTRICTS GOVERNED BY
LOCAL BOARDS - BUDGETARY REVISIONS**

Resolution No. 2014-

District Name: Sonoma County Waste Management Agency (JPA)
Address: 2300 County Center Dr., Suite B-100
Santa Rosa, CA 95403
Phone: 565-3687
FY: 2013-14

Auditor's Office Use Only

DOCUMENT #
BATCH #
BATCH DATE

	TC	INDEX	SUB-OBJECT	PROJECT	SUB-OBJECT TITLE	AMOUNT
TO:	203	799213	6540	Compost Site Operations	Contract Services	\$90,000
FROM:		799221	4624	Retained Earnings	Retained Earnings	\$90,000

WHEREAS, it is desirous to the Agency to work to achieve "zero-discharge" at the Agency's composting operation; and

WHEREAS, this scope of work and accompanying expense was not anticipated and, therefore, not budgeted in the Sonoma County Waste Management Agency budget for FY 13-14; and

WHEREAS, it is necessary to appropriate funds from the Organics Reserve Fund to cover the unanticipated expenditures.

NOW, THEREFORE, BE IT RESOLVED, the County Auditor is hereby authorized and directed to make all necessary operating transfers and the above transfer within the authorized budget of the Sonoma County Waste Management Agency (JPA).

The foregoing resolution was introduced by DIRECTOR (x) TRUSTEE ()

_____, who moved its adoption, seconded by

_____, and adopted on roll call by the following vote:

<u> - </u> Cloverdale	<u> - </u> Cotati	<u> - </u> Healdsburg	<u> - </u> Rohnert Park	<u> - </u> Petaluma
<u> - </u> Santa Rosa	<u> - </u> Sebastopol	<u> - </u> Sonoma	<u> - </u> Windsor	<u> - </u> County

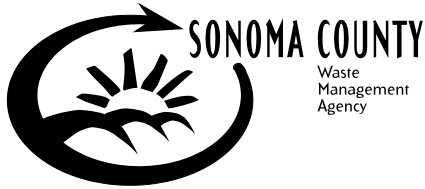
WHEREUPON, the Chairperson declared the foregoing resolution adopted, and SO ORDERED.

Date: January 15, 2014

Attested: Rebecca Lankford

Signature: _____
Secretary/Clerk of the Board

Signature: _____
Jim Wood, Chairperson



Agenda Item #: 7
Cost Center: All
Staff Contact: Mikus
Agenda Date: 1/15/2014

ITEM: Joint Powers Agreement Amendment Update

I. BACKGROUND

At the September 18, 2013 Agency meeting, staff was directed to return to the Board with a draft of the Second Amendment to the JPA Agreement which would clarify the Agency's ability to adopt ordinances and allow for member jurisdictions to choose whether programs would apply within their jurisdictional borders. The draft was presented to the Board at the October 16, 2013 meeting by Agency Counsel, Janet Coleson. With some changes, the draft Second Amendment was approved by the Board for distribution to all member jurisdictions' governing bodies to obtain Resolutions of Approval. It was noted that these approval votes had to be for the identical amendment language for all members.

II. DISCUSSION

Agency members have been very diligent in scheduling discussions for votes on our proposed Second Amendment, as eight have already had votes of approval by their governing bodies for the Second Amendment. Thus far Healdsburg, Sonoma, Sebastopol, Windsor, Cotati, the County, Rohnert Park, and Petaluma have done so.

As of the date of writing of this report (January 6, 2014), the schedule for the last two members is: Cloverdale January 8, 2014, and Santa Rosa January 14, 2014.

Once the tenth member has approved the 2nd amendment, and the executed resolutions and Amendment signature pages are received by the Agency, the Amendment is filed with the office of the Secretary of State for California in order to be effective.

III. FUNDING IMPACT

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

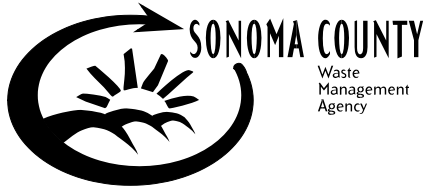
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

None required.

V. ATTACHMENTS

None

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA



Agenda Item #: 8
Cost Center: Contingency
Staff Contact: Carter/Mikus
Agenda Date: 1/15/2014

ITEM: Carryout Bag Ordinance EIR Certification

I. BACKGROUND

This item comes before the SCWMA Board of Directors as the first of two steps necessary to adopt a Carryout Bag Ordinance. As discussed below, the Board is presented with the Final Environmental Impact Report prepared to study the potential environmental impacts of this ordinance, as well as the ordinance itself.

This issue first arose in 2008 when 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 City Councils so those decision-making bodies could give direction to their respective SCWMA representative regarding action on one of those options. Staff made presentations and received feedback.

At the February 18, 2012 SCWMA meeting, the Board directed staff to begin outreach meetings throughout the county to receive feedback on the carryout bag waste reduction effort and using the San Jose carryout bag ordinance parameters as the starting point for the discussion. Nine such meetings were held, where Staff made a presentation, then received comments from the public.

By the May 2012 SCWMA meeting, all member jurisdictions had indicated their support for this project to move forward. When Agency staff visited member jurisdictions' governing bodies during 2011, one of the assurances provided was that if all members did agree to continue working to developing a single-use carryout bag ordinance, Agency staff would return to present the draft ordinance and seek members' input. At the May meeting, staff was directed to prepare a "White Paper" on the draft ordinance and to release an RFP to hire a consultant to complete the necessary CEQA documentation should the Board decide to pursue adoption of the ordinance.

At the June 20, 2012 SCWMA meeting, staff presented the "White Paper" developed for the draft ordinance to the Board.

The RFP was released on July 24, 2012 and proposals were due August 20, 2012. Rincon Consultants was selected as the consultant to perform the Environmental Impact Report for the SCWMA on September 19, 2012.

SCWMA staff arranged for and attended four public scoping meetings in which to receive comments as to the scope of the Environmental Impact Report (EIR). The meetings were held in Santa Rosa on October 30, 2012, Sonoma on November 1, 2012, Petaluma on November 2, 2012, and Windsor on November 7, 2012, all at 6 pm.

Incorporating the comments made during the scoping period, Rincon Consultants prepared the Draft EIR. The Draft EIR was released February 4, 2013, beginning a 45 day comment period, which ended March 22, 2013.

There was a public hearing at the February 20, 2013 SCWMA meeting of the Board of Directors regarding the Draft EIR for the carryout bags waste reduction project. Though not required by the California Environmental Quality Act (CEQA), public hearings allow the public to provide verbal comments to be addressed in the Final EIR. The Final EIR includes responses to the verbal and written comments pertaining to significant environmental issues that were received during the public comment period.

At the April 17, 2013 SCWMA meeting, staff presented the Final EIR for inspection. Agency staff offered to make a final return visit to each of the City/Town Councils and Board of Supervisors for those decision-making bodies to give direction to their SCWMA representative regarding a vote on the ordinance.

At the October 16, 2013 SCWMA meeting, the Board directed staff to circulate a Second Amendment to the JPA which would clarify the Agency's ability to adopt ordinances and the roles of member jurisdictions with regard to non-core programs of the Agency.

II. DISCUSSION

As the Lead Agency, the SCWMA is considering adoption of the Final EIR for the Waste Reduction Program for Carryout Bags. The Final EIR (SCH #2012102039) was completed and made available for review on April 17, 2013 and is ready for certification.

As is documented more fully in the Resolution accompanying this staff report, the thorough analysis performed within the Draft and Final EIR found no significant environmental impacts would result from this program, and the program would have a beneficial environmental impact in a number of areas. Of the impacts identified in the EIR, all were less than significant without mitigation measures. As such, no Statement of Overriding Considerations or Mitigation Monitoring Report is necessary.

If the Board certifies the Environmental Impact Report, SCWMA staff must file a Notice of Determination (NOD) with the County Clerk within 5 days of certification. The filing of the NOD begins a 30 day statute of limitation during which challenges to the certification of the EIR can be challenged. The Board must act upon the EIR prior to considering the proposed Ordinance.

Though not required by CEQA, public hearings are common when considering certification of a Final EIR. Staff posted a public notice of this meeting and the opportunity for the public to speak on this issue on our website at www.recyclenow.org/agency/reports.asp and notice was published in the Press Democrat on January 9, 2014.

III. FUNDING IMPACT

The minimal administrative efforts to complete the certification of the Final EIR will be completed within existing budget allocations for this project.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends opening the public hearing on the issue of certification of the Final EIR, receiving public comment, closing the public hearing, certifying the Final EIR, and directing staff to file the Notice of Determination with the County Clerk.

V. ATTACHMENTS

Resolution Certifying Final EIR

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

RESOLUTION NO. 2014-03

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY CERTIFYING THE ENVIRONMENTAL IMPACT REPORT FOR THE WASTE REDUCTION PROGRAM FOR CARRYOUT BAGS; MAKING ENVIRONMENTAL FINDINGS PURSUANT TO THE CALIFORNIA ENVIRONMENTAL QUALITY ACT; AND APPROVING THE PROJECT

THE SONOMA COUNTY WASTE MANAGEMENT AGENCY HEREBY FINDS,
DECLARES, AND RESOLVES AS FOLLOWS:

WHEREAS, the Sonoma County Waste Management Agency (“SCWMA”) is a joint powers authority of the nine (9) incorporated cities and the County of Sonoma, as authorized under Government Code §§ 6500, *et seq.*, formed for the purpose of waste management and diversion; and

WHEREAS, under the authority vested in the SCWMA by the State of California, the SCWMA has asked staff to prepare an ordinance establishing a framework for a waste reduction program for carryout bags in order to reduce the environmental impacts related to the use of single-use carryout bags (SCWMA Ordinance No. 2014-01, the “Ordinance”); and

WHEREAS, the adoption and implementation of the Ordinance is referred to herein as the “Project” for purposes of the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, and Guidelines for the California Environmental Quality Act, 14 Cal. Code of Regs. §§ 15000, *et seq.*, the “CEQA Guidelines,” collectively referred to as “CEQA”); and

WHEREAS, SCWMA, as lead agency, determined that an Environmental Impact Report (“EIR”) was required for the Project, pursuant to CEQA; and

WHEREAS, on October 17, 2012, the SCWMA prepared and sent a Notice of Preparation of the EIR to responsible, trustee, and other interested agencies and persons in accordance with CEQA Guidelines §§ 15082(a) and 15375; and

WHEREAS, the SCWMA hosted four public meetings concerning the proposed scope of the Draft EIR in Santa Rosa (October 30, 2012), in Sonoma (November 1, 2012), in Petaluma (November 2, 2012), and in Windsor (November 7, 2012); and

WHEREAS, in January 2013, the SCWMA completed the Draft EIR, including certain technical appendices (collectively, the “Draft EIR,” SCH #2012102039), so as to disclose potential environmental impacts associated with the proposed Project and the various Project alternatives considered. The SCWMA circulated the Draft EIR to the public and to other interested persons between February 4, 2013 and March 22, 2013, for a forty-five (45) day comment period, as required by the CEQA Guidelines §§ 15087 and 15105; and

WHEREAS, during the forty-five day comment period, the SCWMA held a duly noticed public meeting on February 20, 2013, to solicit public input and comment on the Draft EIR, at which time the SCWMA received oral and documentary evidence from the public regarding the Project and the Draft EIR; and

WHEREAS, the Draft EIR was available for public review at the SCWMA's offices, located at 2300 County Center Drive, Suite B-100, in Santa Rosa, California, as well as on the SCWMA's website during the public comment period; and

WHEREAS, the SCWMA prepared written responses for each of the 148 comments, letters, and e-mails presented to the SCWMA during the public comment period that raised a significant environmental issue. Additionally, the SCWMA made revisions to the Draft EIR, as appropriate, in response to those comments; and

WHEREAS, after reviewing the responses to comments and the revisions to the Draft EIR made in response to comments, the SCWMA concluded that the information and issues raised by the comments and the responses thereto did not constitute new information requiring recirculation of the EIR, and proceeded to prepare a Final EIR; and

WHEREAS, the Final EIR is comprised of the Draft EIR, as modified in response to comments and including all appendices thereto and referenced materials therein, and the Comments and Responses to comments on the Draft EIR; and

WHEREAS, on April 17, 2013, the SCWMA provided public agencies that commented on the Draft EIR with the Final EIR, including the written responses to the respective agencies' comments; and

WHEREAS, the Final EIR was made available to the public on the SCWMA's website and at the SCWMA's office in advance of the SCWMA's action certifying the Final EIR; and

WHEREAS, the SCWMA's Board of Directors (the "Board") held a duly noticed public hearing to consider the Final EIR and the Project on January 15, 2014. During its deliberation, the Board indicated that it supported the Project, as opposed any of the Project Alternatives studied in the Draft and Final EIR; and

WHEREAS, the findings in this Resolution No. 2014-01 are based upon the information and evidence set forth in the Final EIR and upon other substantial evidence which has been presented to the Board in the record of the proceedings. The documents, staff reports, technical studies, appendices, plans, specifications, and other materials that constitute the record of proceedings upon which this Resolution is based are on file and available for public examination during normal business hours in the SCWMA's offices and with the Clerk of the Board, who serves as the custodian of these records.

NOW, THEREFORE, THE SONOMA COUNTY WASTE MANAGEMENT AGENCY HEREBY FINDS, DECLARES, AND RESOLVES AS FOLLOWS:

CERTIFICATION

Section 1. The foregoing recitals are incorporated into this Resolution by this reference, and constitute a material part of this Resolution.

Section 2. The Board finds that agencies and interested members of the public have been afforded ample notice and opportunity to comment on the Draft EIR and Final EIR (collectively, the “EIR”).

Section 3. The Board has independently reviewed and considered the contents of the Final EIR prior to deciding whether to approve the Project or some alternative to the Project. The Board hereby finds that the Final EIR reflects the independent judgment of the SCWMA. The Board further finds that the additional information provided in the staff reports, in the response to comments received after circulation of the Draft EIR and in the evidence presented in written and oral testimony presented at the public meeting held on January 15, 2014, does not constitute new information requiring recirculation of the EIR under CEQA. None of the information presented to the Board after circulation of the Draft EIR has deprived the public of a meaningful opportunity to comment upon a substantial environmental impact of the Project or a feasible mitigation measure or alternative that the Board has declined to implement.

Section 4. The Board finds that the comments received regarding the Draft EIR and the responses to those comments have been received by the Board, that the Board received public testimony regarding the adequacy of the EIR, and that the Board, as the final decision-making body for the lead agency, has reviewed and considered in its independent judgment, all such documents and testimony prior to acting on the Project. Pursuant to CEQA Guidelines § 15090, the Board hereby certifies that the Final EIR for the Project has been completed in compliance with CEQA.

ENVIRONMENTAL IMPACTS AND MITIGATION

Section 5. The environmental impacts of the proposed Project are summarized in Exhibit ‘A’ to this Resolution, which exhibit does not include a full analysis of each such impact. The Board has considered the complete analysis and evaluation of these impacts as contained in the EIR, and incorporates the EIR by reference.

Section 6. Based upon the Final EIR and the record before the SCWMA, the Board finds that the Project will not cause any significant environmental impacts. Explanations for why these impacts were found to be less than significant are contained in the Environmental Findings set forth in Exhibit ‘A’ to this Resolution and are more fully described in the Final EIR.

Section 7. Based upon the Final EIR and the record before the Board, the SCWMA finds that the cumulative impacts of the Project are not significant. Further explanation for this determination is contained in the Final EIR.

Section 8. The Board also finds, based upon the Final EIR and the record before it, that the proposed Project would have no significant economic and/or population growth-inducing impacts, nor would it remove an obstacle to growth. Furthermore, the proposed Project would not commit future generations to significant changes in land use, and no significant irreversible environmental damage would occur.

ALTERNATIVES

Section 9. The Final EIR describes, and the Board has fully considered, a reasonable range of alternatives to the Project. The Draft EIR contained an analysis of five (5) alternatives, including: (1) the No Project Alternative, (2) the Ban on Single-Use Plastic Bags at All Retail Establishments Alternative, (3) the Mandatory Charge of \$0.25 for Paper Bags Alternative, (4) the Ban on Both Single-Use Plastic and Paper Carryout Bags, and (5) the Mandatory Charge of \$0.10 for Plastic and Paper Carryout Bags. With respect to each of the alternatives analyzed in the Final EIR, the Board hereby makes the findings set forth in Exhibit ‘A,’ including expressly finding that Alternative 4 (the Ban on Both Single-Use Plastic and Paper Carryout Bags) is the environmentally superior alternative.

Section 10. The Board finds that only the proposed Project, and none of the alternatives studied, adequately satisfies the Project Objectives as set forth in the EIR. The alternatives do not meet the Project Objectives to the same degree as the proposed Project and are infeasible, as further set forth in Exhibit ‘A’ to this Resolution. In addition, the proposed Project gives rise to no significant impacts, and none of the alternatives has environmental advantages over the proposed Project so great as to justify selection of any of the alternatives over the proposed Project.

DIRECTION

Section 11. The Board hereby approves and adopts the Project. The Board further directs staff to prepare and file a Notice of Determination with Sonoma County, and to pay the applicable Fish and Wildlife Filing Fees, within five (5) business days from the date this Resolution is adopted.

Section 12. The Clerk of the SCWMA Board shall certify to the adoption of this Resolution, and shall cause this Resolution to be entered in the official records of the SCWMA.

RECORD OF PROCEEDINGS

Section 13. A variety of documents, reports, analyses, and other materials, including all of those materials set forth in Public Resources Code § 21167.6(e), constitute the record upon which the Board bases its findings and approval. The record is stored at the offices of the SCWMA, located at 2300 County Center Drive, Suite B-100, in Santa Rosa, California. The Clerk to the Board, Rebecca Lankford, is the custodian of record.

EFFECTIVE DATE

Section 14. This resolution shall take effect immediately upon its adoption.

PASSED, APPROVED, AND ADOPTED by the Sonoma County Waste Management Agency this 15th day of January, 2014.

Jim Wood
Chair of the Sonoma County Waste

Management Agency

ATTEST:

Rebecca Lankford
Clerk of the Board of the SCWMA

Date of Attestation

APPROVED AS TO FORM:

Janet E. Coleson
Agency Counsel to the SCWMA

EXHIBIT 'A'

FINDINGS AND FACTS IN SUPPORT OF FINDINGS

I. Introduction

The following findings and facts in support of findings are made with respect to the Sonoma County Waste Management Agency's adoption of Resolution No. 2014-03, Certifying the Environmental Impact Report For The Waste Reduction Program For Carryout Bags; Making Environmental Findings Pursuant To The California Environmental Quality Act; And Approving The Project.

The findings are based upon evidence presented in the Draft EIR and the Final EIR (collectively, the "EIR"), and the record of these proceedings, both written and oral.

II. Project Description

The proposed Project is more fully described and explained in the EIR. Generally, the proposed Project would prohibit retail establishments (excluding restaurants) in the County of Sonoma and the nine incorporated jurisdictions within the County from distributing single-use plastic carryout bags. It would also create a mandatory charge for each recycled paper bag provided to a customer for the purpose of transporting food or merchandise. The minimum charge would be ten cents (\$0.10) on and after July 1, 2013. The intent of the ordinance is to reduce waste by decreasing the use of single use carryout bags.

The Project would apply to any retail establishment including, but not limited to, clothing, food, and personal items directly to the customer; and is located within or doing business within the geographical limits of unincorporated Sonoma County or any of the following incorporated jurisdictions: Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor.

III. Project Objectives

The Sonoma County Waste Management Agency's objectives for the Project include:

1. Reducing the amount of single-use paper and plastic bags in trash loads to reduce landfill volumes.
2. Reducing the environmental impacts related to single-use paper and plastic carryout bags, such as impacts to biological resources (including marine environments), water quality and utilities (solid waste equipment and facilities).
3. Promoting a shift toward the use of reusable carryout bags by retail customers.
4. Reducing litter and the associated adverse impacts to stormwater systems, aesthetics and marine and terrestrial environments

IV. Environmental Effects Determined to Be Less Than Significant or of No Impact in the Initial Study and Notice of Preparation

1. Aesthetics

It has been determined that the proposed Project would not (a) have a substantial adverse effect on a scenic vista, (b) substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway, (c) substantially degrade the existing visual character or quality of the site and its surroundings, or (d) create a new source of substantial light or glare which would adversely affect day or nighttime views in the area for the following reasons:

The proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The intent of the Proposed Project is to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags.

The proposed Project would not include development of any physical structures or involve any construction activity. As such, the Proposed Project would not adversely affect a scenic vista. Moreover, the Proposed Project would not damage scenic resources such as trees, rock outcroppings, or historic buildings. In addition, since the Proposed Project would not change any existing land uses or add any physical development or new structures within the Study Area, it would not degrade the existing visual character of the Study Area or the surrounding area. It is anticipated that implementation of the Proposed Project may incrementally reduce litter in and around the Study Area by reducing the use of single use carryout bags, a potential beneficial effect. In summary, impacts would be *less than significant* and further analysis of these issues in an EIR was not warranted.

Existing sources of light at retail establishments within the Study Area include street lights, light structures in surface parking areas, and security lighting on buildings. The Proposed Project would not add any physical development that would create additional sources of light and glare. Therefore, there would be *no impact* related to the creation of a new source of light or glare and further analysis in an EIR was not warranted.

2. Agriculture and Forest Resources

It has been determined that the proposed Project would not (a) convert Prime Farmland, Unique Farmland, Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use, (b) conflict with existing zoning for agricultural use, or a Williamson Act contract, (c) conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)), timberland (as defined by Public Resources Code Section 4526), or timberland zoned Timberland Production (as defined by Government Code Section 51104(g)), (d) result in the loss of forest land or conversion of forest land to non-forest use, or (e) involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use for the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project would not include any physical development or change any existing land uses. As such, the Proposed Project would not conflict with existing zoning for agricultural use, or a Williamson Act Contract. Moreover, the Proposed Project would not convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance. No impacts would occur and further discussion of these issues in an EIR was not warranted.

3. Cultural Resources

It has been determined that the Project would not (a) cause a substantial adverse change in the significance of a historical resource as defined in §15064.5, (b) cause a substantial change in the significance of an archaeological resource as defined in §15064.5, (c) directly or indirectly destroy a unique paleontological resource or site or unique geologic feature, or (d) disturb any human remains, including those interred outside of formal cemeteries based on the following reasons:

The Proposed Project would not involve construction activities or physical development that would cause a substantial adverse change in the significance of an historical resource. The Proposed Project would have no impact in this regard, and further analysis of this issue in an EIR was not warranted.

The Proposed Project would not involve any ground-disturbing activities, such as excavation or construction activities. Therefore the Proposed Project would not cause a substantial adverse change in the significance of an archaeological resource, directly or indirectly destroy a unique paleontological resource, or unique geologic feature, nor would it disturb any human remains. Therefore, there would be no impact and further analysis of these issues in an EIR was not warranted.

4. Geology and Soils

It has been determined that the proposed Project would not (a) expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving: (i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault, (ii) strong seismic ground shaking, (iii) seismic-related ground failure, including liquefaction, or (iv) landslides, (b) result in substantial soil erosion or the loss of topsoil, (c) be located on a geologic unit or soil that is unstable as a result of the Project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse, (d) be located on expansive soil, as defined in Table 1-B of the Uniform Building Code, creating substantial risks to life or property, or (e) have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater based on the following reasons:

*Exhibit 'A' to Resolution 2014-03 of the SCWMA Certifying
the EIR for the Waste Reduction Program for Carryout Bags*

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. The Proposed Project would not involve development or construction activity that would expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, strong seismic ground shaking, seismic-related ground failure, or landslides. Therefore, no impact would occur and further analysis of these issues in an EIR was not warranted.

The Proposed Project would not involve any physical development or construction activity; therefore, it would not result in substantial soil erosion or loss of topsoil. In addition, the Proposed Project would not be located on a geologic unit or soil that is unstable and could increase the potential for landslide, lateral spreading, subsidence, liquefaction, or collapse, and would not place structures or people in areas that are located on expansive soil, as defined in Table 1-B of the Uniform Building Code, creating substantial risks to life or property. No impact would occur and further analysis of these issues in an EIR was not warranted.

The Proposed Project would not involve any physical development or construction activity. As such, the Proposed Project would not have soils incapable of supporting the use of septic tanks or alternative wastewater disposal systems. There would be no impact and further analysis of this issue in an EIR was not warranted.

5. Hazards and Hazardous Materials

It has been determined that the proposed Project would not (a) create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, (b) create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment, (c) emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within ¼ mile of an existing or proposed school, (d) be located on a site which is included on a list of hazardous material sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment, (e) (for a project located within an airport land use plan or, where such a plan has not been adopted) within two miles of a public airport or public use airport, result in a safety hazard for people residing or working in the Project area, (f) (for a project within the vicinity of a private airstrip) result in a safety hazard for people residing or working in the Project area, (g) impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan, or (h) expose people or structures to a significant risk of loss, injury, or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands based on the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout

*Exhibit 'A' to Resolution 2014-03 of the SCWMA Certifying
the EIR for the Waste Reduction Program for Carryout Bags*

bags, and to promote a shift toward the use of reusable bags in the Study Area. The Proposed Project would not involve development or construction activities that would use hazardous materials. Although hazardous materials may be used in the process to manufacture single use plastic and paper bags as well as reusable bags, there are no plastic, paper, or large-scale reusable bag manufacturing facilities within the Study Area and any existing or potential manufacturing facilities that manufacture bags would be required to continue to adhere to the requirements of the California Health and Safety Code (Section 25531-25543.3), which establishes a program for the prevention of accidental releases of regulated substances. With adherence to Health and Safety Code Section 25531-25543.3, carryout bag manufacturing facilities would be required to prepare and update a Risk Management Plan (RMP) that is designed to increase the protection of public health, the environment, and facility employees by ensuring proper emergency response and mitigation procedures when handling regulated substances and also assists the local government agencies in their communication and coordination efforts to improve facility safety while handling chemicals and hazardous materials. In addition, the completed product for each type of bag addressed by the ordinance would not be a hazardous material. As such, the Proposed Project would not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, or through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment. Moreover, the Proposed Project would not handle or emit hazardous or acutely hazardous materials, substances, or waste within ¼ mile of an existing or proposed school. No impact would occur and further analysis of these issues in an EIR was not warranted.

The Proposed Project would not involve physical development or construction activities. Therefore, the Proposed Project would not locate structures on a site that has been included on a list of hazardous material sites, nor would it expose people or structures to a significant risk of loss, injury, or death involving wildland fires. No impact would occur and further analysis of these issues in an EIR was not warranted.

The Proposed Project would not involve any physical development or construction activities and, therefore, would not place residents or employees within the vicinity of any airport or private air strip. As such, there would be no impact and further analysis in an EIR was not warranted.

The Proposed Project would not involve any physical development or construction activities. The Proposed Project does not involve any physical development or construction activities. However, the ordinance would result in less than one new truck trip per day. Nevertheless, this change in traffic associated with the Proposed Project would not conflict with an adopted emergency response plan or emergency evacuation plan and would not interfere with traffic on existing streets or through existing neighborhoods. The impact would be less than significant and further analysis of this issue in an EIR was not warranted.

6. Land Use and Planning

It has been determined that the proposed Project would not (a) physically divide an established community, (b) conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the Project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an

environmental effect, or (c) conflict with an applicable habitat conservation plan or natural community conservation plan based on the following reasons:

The Proposed Project would require adoption by the Sonoma County Waste Management Agency. However, it would not involve any new development or construction activities. No new through-streets are proposed and no through-streets would be abandoned. As a result, the Proposed Project would not divide an established community. The Proposed Project would not conflict with any land use plan or policy of the County or cities within the Study Area, including general plans, specific plans, or zoning ordinances; rather, the program would further adopted policies calling for protection of the environment, improved public facilities and waste reduction. Moreover, the Proposed Project does not involve any physical development or construction activities that would conflict with an applicable habitat conservation plan or natural community conservation plan. No impact would occur and further analysis of these issues in an EIR was not warranted.

7. Mineral Resources

It has been determined that the Project would not (a) result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state, or (b) result in the loss of availability of a locally important mineral resource recovery site delineated on a local general plan, specific plan, or other land use plan based on the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. The Proposed Project does not involve any physical development or construction or excavation activities. As such, the Proposed Project would have no impact related to the loss of availability of a known mineral resource.

8. Noise

It has been determined that the proposed Project would not result in (a) exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies, (b) exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels, (c) a substantial permanent increase in ambient noise levels above levels existing without the Project, (d) a substantial temporary or periodic increase in ambient noise levels in the Project vicinity above levels existing without the Project, (e) (for a project located within an airport land use plan or, where such a plan has not been adopted) within two miles of a public airport or public use airport, expose people residing or working in the Project area to excessive noise levels, or (f) (for a project within the vicinity of a private airstrip) expose people residing or working in the Project area to excessive noise based on the following reasons:

The Proposed Project would apply throughout the Study Area. However, the ordinance would not involve any physical development or construction activities. As such, the Proposed Project

would not create new noise sources that would expose persons to noise levels in excess of existing noise standards. The Proposed Project would not expose persons to or generation of excessive groundborne vibration or groundborne noise levels, nor would the Proposed Project create a substantial increase in permanent or temporary ambient noise levels. The ordinance could incrementally alter travel patterns associated with transport of single use and reusable bags; however, this incremental change would not create any audible change in the noise environment in any neighborhoods in or around the Study Area. Therefore, impacts related to noise levels would be less than significant and further analysis of these issues in the EIR was not warranted.

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. The Proposed Project does not involve any physical development or construction activities that would be located within an airport land use plan or in the vicinity of a private airstrip. The Proposed Project would therefore not expose people to excessive noise levels related to airports for people living or working in the Study Area and its vicinity, and the ordinance would have no impact in this regard.

9. Population and Housing

It has been determined that the Project would not (a) induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure), (b) displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere, or (c) displace substantial numbers of people, necessitating the construction of replacement housing elsewhere based on the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. The ordinance would not involve any physical development, such as residential units, and would not alter any existing land uses. As such, the ordinance would not induce population growth, displace existing housing, or displace existing residents. There would be no impact related to population and housing and further analysis of these issues in an EIR was not warranted.

10. Public Services

It has been determined that the proposed Project would not result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, or the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times

*Exhibit 'A' to Resolution 2014-03 of the SCWMA Certifying
the EIR for the Waste Reduction Program for Carryout Bags*

or other performance objectives for any of the public services: (i) fire protection, (ii) police protection, (iii) schools, (iv) parks, or (v) other public facilities based on the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The Proposed Project is intended to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. Police and fire protection services are provided by multiple departments in the Study Area. The Proposed Project would not involve any new development or land use changes, nor would the ordinance result in an increase in population or employment in the Study Area. Therefore, the ordinance would not place an additional burden on police and fire protection services in the Study Area. The Proposed Project would not result in the need to construct new or altered fire protection or police facilities. There would be no impact and further analysis of these issues in an EIR was not warranted.

The Proposed Project would not involve any new development or land use changes within the Study Area. In addition, the Proposed Project would not result in an increase in population or employment; therefore, the ordinance would not place an additional burden on existing schools in the Study Area. The Proposed Project would not result in the need for new or altered public schools. There would be no impact and further analysis of this issue in an EIR was not warranted.

The Proposed Project would not involve the construction of residences or other facilities that would directly affect parks or increase demand for recreational services; therefore, the ordinance would not increase the demand for parks in the Study Area. The Proposed Project would not result in the need for new or altered parks. There would be no impact and further analysis of this issue in an EIR was not warranted.

The Proposed Project would not involve any new development or land use changes within the Study Area. In addition, it would not result in an increase in population or employment; therefore, the ordinance would not require the provision of new or physically altered government facilities. There would be no impact and further analysis of this issue in an EIR was not warranted.

11. Recreation

It has been determined that the proposed Project would not (a) increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated, or (b) include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment, based on the following reasons:

The Proposed Project would not involve the construction of residences. Therefore, the ordinance would not increase the demand for recreation facilities, nor would it alter existing recreation facilities or require the construction for any new facilities. There would be no impact and further analysis of these issues in an EIR was not warranted.

12. Transportation/Traffic

It has been determined that the proposed Project would not (a) conflict with an applicable plan, ordinance or policy establishing a measure of effectiveness for the performance of the circulation system, taking into account all modes of transportation, including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways, and freeways, pedestrian and bicycle paths, and mass transit, (b) conflict with an applicable congestion management program, including, but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways, (c) result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks, (d) substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible use (e.g., farm equipment), (e) result in inadequate emergency access, or (f) conflict with adopted policies, plans, or programs regarding public transit, bikeways, or pedestrian facilities, or otherwise substantially decrease the performance or safety of such facilities, based on the following reasons:

The Proposed Project would regulate the use of paper and plastic single use carryout bags at specified retail establishments in the Study Area, and would create a mandatory 10 cent (\$0.10) charge for each recycled paper and reusable bag distributed by these stores. The intent of the Proposed Project is to reduce the environmental impacts related to the use of single use carryout bags, and to promote a shift toward the use of reusable bags in the Study Area. The Proposed Project would not involve any physical development or construction activities. However, the shift toward reusable bags could alter truck travel patterns associated with delivering bags from manufacturers to retailers.

Stores making available paper carryout bags would be required to sell recycled paper carryout bags made from 100% recycled material with a 40% post-consumer recycled content to customers for approximately \$0.10 per bag. This cost requirement would create a disincentive to customers to request paper bags when shopping at regulated stores and is intended to reduce the environmental impacts related to the use of single use carryout bags and to promote a major shift toward the use of reusable bags by consumers in the Study Area. The Proposed Project may lead to a short term increase in single use paper bag use as consumers would be unable to get a free plastic bag while shopping and may not have a reusable bag, but may be willing to pay a fee to use paper bags. Based on a cost requirement of at least \$0.10 per bag, it is assumed in this analysis that the total volume of plastic bags currently used in the Study Area (approximately 258,602,841 plastic bags per year) would be replaced by approximately 30% paper bags and 65% reusable bags as a result of the Proposed Project. It is assumed that 5% of the existing total of single-use plastic bags used in the Study Area would remain in use since the Proposed Project does not apply to some retailers who distribute plastic bags (i.e., restaurants). Thus, for this analysis it is assumed that approximately 12,930,142 plastic bags would be used in the Study Area after the implementation of the Proposed Project. Even though the volume of a single paper carryout bag (20.48 liters) is generally equal to approximately 150% of the volume of a plastic bag (14 liters¹) and thus could hold a larger volume, for this analysis it is conservatively assumed

¹ The Ordinances to Ban Plastic Carryout Bags in Los Angeles County Final Environmental Impact Report (SCH #2009111104). Adopted by the County of Los Angeles Board of Supervisors on November 16, 2010.

that approximately 77,580,852 paper bags would replace approximately 30% of the plastic bags currently used in the Study Area.

In order to estimate the number of reusable carryout bags that would replace 168,091,872 plastic bags (65% of the existing number of plastic bags used in the Study Area per year), it is assumed that a reusable carryout bag would be used by a customer once per week for one year (52 times)². According to the March 2010 MEA on Single-use and Reusable Bags, reusable bags may be used 100 times or more, therefore the estimate of 52 uses per year for reusable bags is conservative (Green Cities California, March 2010). Based on the estimate of 52 uses, 168,091,872 single-use plastic bags that would be removed as a result of the Proposed Project would be replaced by 3,232,536 reusable bags. Nevertheless, for this analysis, in order to replace the volume of groceries contained in the 80,813,388 single-use plastic bags that would be removed as a result of the Proposed Project, an increase of approximately 3,232,536 reusable bags per year would be purchased by customers at retail stores.³ It should be noted that approximately 3,232,536 reusable bags would mean that each person in the Study Area (487,011 in 2012) would purchase around seven reusable bags per year. This analysis assumes that as a result of the Proposed Project the existing total volume of groceries currently carried in approximately 259 million single-use plastic carryout bags would be carried within approximately 94 million single-use plastic, reusable and single-use paper bags.

A temporary increase in single-use paper bag use and a permanent increase in reusable bag use might lead to an increase in the frequency of truck trips needed to deliver a greater number of these bags to stores in the Study Area. This is because paper and reusable bags take up more cargo space per unit than plastic bags. However, any increase in truck trips related to paper and reusable bag delivery would be partially offset by the reduction in truck trips related to single-use plastic carryout bag delivery since under the Proposed Project, plastic bags would no longer be distributed at the vast majority of retail outlets and therefore truck delivery would be substantially reduced. Nevertheless, a temporary increase in single-use paper-bag use and a permanent increase in reusable bag use would result in a net increase in truck traffic. As shown in Table 3 of the Initial Study (included in Appendix A of the Draft EIR, which is incorporated herein), the net increase in truck traffic resulting from the change in bag use would be less than one truck trip per day.

Truck trips would be expected to primarily utilize major regional transportation facilities (such as the U.S. 101, State Route 1 (Highway 1), State Route 12, State Route 116, and State Routes 121 and 37. Delivery trucks may periodically travel on residential streets, but an increase of less than one truck trip per day would not cause a significant traffic impact at any existing intersections or street segments in the Study Area. Therefore, impacts related to the existing traffic load and capacity of the local street system would be less than significant and further analysis in an EIR was not warranted.

The Proposed Project would not affect air traffic patterns, nor would it include any design features that could present traffic hazards. The ordinance would not conflict with adopted

² Please note that this assumption (52 uses per year) was also utilized in the City of Santa Monica Single-Use Carryout Bag Ordinance Final Environmental Impact Report (SCH #2010041004), Adopted January 2011.

³ 723,377 reusable bags per year = 37,615,601 million single-use plastic bags / 52 uses per year.

policies, plans, or programs regarding public transit or non-motorized transportation, nor would it affect the multi-modal performance of the highway and/or street and/or rail and/or off road non-motorized trail transportation facilities. Implementation of the Proposed Project would not reduce, sever, or eliminate pedestrian or bicycle circulation or access, or preclude future planned and approved bicycle or pedestrian circulation, nor would it cause degradation of the performance or availability of all transit including buses, light or heavy rail for people or goods movement. There would be no impact and further analysis in an EIR was not warranted.

V. Environmental Effects Determined to Be Less Than Significant Without Mitigation in the EIR

The EIR found that the proposed Project would have a less than significant impact without the imposition of mitigation measures on the environmental topic areas set forth below. The following is solely a summary; the complete discussion and analysis of each determination, including the factual bases for each, may be found in the Draft EIR and Final EIR.

1. Air Quality

The proposed Project would not (a) conflict with or obstruct implementation of the applicable air quality plan, (b) violate any air quality standard or contribute substantially to an existing or projected air quality violation, (c) result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors), (d) expose sensitive receptors to substantial pollutant concentrations, or (e) create objectionable odors affecting a substantial number of people.

After analyzing potential air quality impacts in the Draft and Final EIR, it has further been determined that:

Impact AQ-1: With a shift toward reusable bags, the Proposed Project is expected to substantially reduce the number of single-use carryout bags, thereby reducing the total number of bags manufactured and the overall air pollutant emissions associated with bag manufacture, transportation and use. Therefore, air quality impacts related to alteration of processing activities would be Class IV, beneficial. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.1) and the record of proceedings.

Impact AQ-2: With an expected increase in the use of recyclable paper bags, the Proposed Project would generate air pollutant emissions associated with an incremental increase in truck trips to deliver recycled paper and reusable carryout bags to local retailers. However, emissions would not exceed BAAQMD operational significance thresholds. Therefore, operational air quality impacts would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.1) and the record of proceedings.

Cumulative impacts: Cumulative air quality impacts of the proposed Project, as studied in Section 4.1 of the Final EIR, have been determined not to be significant, on the basis of materials and data contained within that same section.

2. Biological Resources

The proposed Project would not (a) have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service, (b) have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service, (c) have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means, (d) interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites, (e) conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance, or (f) conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan.

After analyzing potential biological resources impacts in the Draft and Final EIR, it has further been determined that:

Impact BIO-1: Although the Proposed Project would incrementally increase the number of recycled paper and reusable bags within the Study Area, the reduction in the amount of single-use plastic bags would be expected to reduce the overall amount of litter entering the coastal and bay habitat, thus reducing litter-related impacts to sensitive wildlife species and sensitive habitats. This is a Class IV, *beneficial*, effect. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.2) and the record of proceedings.

Cumulative impacts: Cumulative biological resources impacts of the proposed Project, as studied in Section 4.2 of the Final EIR, have been determined not to be significant, on the basis of materials and data contained within that same section.

3. Greenhouse Gas Emissions

The proposed Project would not (a) generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment, or (b) conflict with any applicable plan, policy, or regulation adopted for the purpose of reducing the emissions of greenhouse gases.

After analyzing potential greenhouse gas emissions impacts in the Draft and Final EIR, it has further been determined that:

Impact GHG-1: The Proposed Project would increase the number of recyclable paper bags used in the Study Area and would therefore incrementally increase GHG emissions compared to existing conditions. However, emissions would not exceed thresholds of significance. Impacts

would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.3) and the record of proceedings.

Impact GHG-2: The Proposed Project would not conflict with any applicable plan, policy or regulation of an agency adopted for the purpose of reducing the emissions of GHGs. Impacts would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.3) and the record of proceedings.

Cumulative impacts: Cumulative greenhouse gas emissions impacts of the proposed Project, as studied in Section 4.3 of the Final EIR, have been determined not to be significant, on the basis of materials and data contained within that same section.

4. Hydrology/Water Quality

The proposed Project would not (a) violate any water quality standards or waste discharge requirements, (b) substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering or the local groundwater table level (e.g., the production rate of preexisting nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted), (c) substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on or off-site, (d) substantially alter the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or offsite, (e) create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff, (f) otherwise substantially degrade water quality, (g) place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map, (h) place within a 100-year flood hazard area structures which would impede or redirect flood flows, (i) expose people or structures to a significant risk of loss, injury, or death involving flooding, including flooding as a result of the failure of a levee or dam, or (j) inundation by seiche, tsunami, or mudflow.

After analyzing potential hydrology and water quality impacts in the Draft and Final EIR, it has further been determined that:

Impact HWQ-1: The Proposed Project would incrementally increase the number of recycled paper and reusable bags used in the Study Area, but the reduction in the overall number of single-use plastic bags used in the Study Area would reduce the amount of litter and waste entering storm drains. This would improve local surface water quality, a Class IV, *beneficial*, effect. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.4) and the record of proceedings.

Impact HWQ-2: A shift toward reusable bags and potential increase in the use of recyclable paper bags could increase the use of chemicals associated with their production, which could degrade water quality in some instances and locations. However, bag manufacturers would be required to adhere to existing regulations, including NPDES Permit requirements, AB 258, and

the California Health and Safety Code. Therefore, impacts to water quality from altering bag processing activities would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.4) and the record of proceedings.

Cumulative impacts: Cumulative hydrology and water quality impacts of the proposed Project, as studied in Section 4.4 of the Final EIR, have been determined not to be significant, on the basis of materials and data contained within that same section.

5. Utilities and Service Systems

The proposed Project would (a) not exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board, (b) not require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects, (c) not require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects, (d) have sufficient water supplies available to serve the Project from existing entitlements and resources, or are new or expanded entitlements needed, (e) result in a determination by the wastewater treatment provider which serves or may serve the Project that it has adequate capacity to serve the Project's projected demand in addition to the provider's existing commitments, (f) be served by a landfill with sufficient permitted capacity to accommodate the Project's solid waste disposal needs, and (g) comply with federal, state, and local statutes and regulations related to solid waste.

After analyzing potential utilities and service systems impacts in the Draft and Final EIR, it has further been determined that:

Impact U-1: The increase in reusable bags within the Study Area as a result of the Proposed Project would incrementally increase water demand due to washing of reusable bags. However, sufficient water supplies are available to meet the demand created by reusable bags. Therefore, water supply impacts would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.5) and the record of proceedings.

Impact U-2: Water use associated with washing reusable bags would increase in the Study Area resulting in a corresponding increase in wastewater generation. However, projected wastewater flows would remain within the capacity of the wastewater collection and treatment system of the Study Area, and would not exceed applicable wastewater treatment requirements of the RWQCB. Impacts would be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.5) and the record of proceedings.

Impact U-3: The Proposed Project would alter the solid waste generation associated with increased paper bag use in the Study Area. However, projected future solid waste generation would remain within the capacity of regional landfills. Impacts would therefore be Class III, *less than significant*. Materials and data supporting this finding may be found in the EIR (particularly, but not limited to, Section 4.5) and the record of proceedings.

Cumulative impacts: Cumulative greenhouse gas emissions impacts of the proposed Project, as studied in Section 4.5 of the Final EIR, have been determined not to be significant, on the basis of materials and data contained within that same section.

VI. Project Alternatives

The Draft EIR contained an analysis of five (5) alternatives, including: (1) the No Project Alternative, (2) the Ban on Single-Use Plastic Bags at All Retail Establishments Alternative, (3) the Mandatory Charge of \$0.25 for Paper Bags Alternative, (4) the Ban on Both Single-Use Plastic and Paper Carryout Bags, and (5) the Mandatory Charge of \$0.10 for Plastic and Paper Carryout Bags.

A. Overview of Alternatives

1. No Project Alternative

a. *Summary.* This alternative assumes that the proposed Project is not adopted or implemented. Single-use plastic and paper carryout bags would continue to be available free-of-charge to customers at most retail stores throughout the Study Area. In addition, reusable carryout bags would continue to be available for purchase by retailers.

b. *Reason for Rejecting Alternative: Infeasibility.* As set out more fully in Section 6.1 of the EIR, this Alternative would not accomplish any of the Project Objectives (see page 1 above). Though there would be no environmental impacts associated with the choice of this Alternative, which would continue the status quo, nor would any of the beneficial impacts associated with the proposed Project be achieved. On the basis of these considerations, the Council finds this Alternative to be infeasible.

2. Ban on Single-Use Plastic Bags at All Retail Establishments Alternative

a. *Summary.* This alternative would prohibit affected retailers from providing single-use plastic carryout bags to customers and create a mandatory \$0.10 charge per paper bag. However, under this alternative, the Ordinance would apply to all categories of retail establishments, including restaurants. As a result, under this alternative, no single-use plastic carry out bags would be distributed at the point of sale anywhere within the Study Area, a reduction of over 258 million plastic bags. (In contrast, the Proposed Project is expected to reduce the number of single-use plastic carryout bags distributed within the Study Area by 95%.) It is conservatively assumed that the additional plastic bags that would be removed under this alternative would be replaced by recyclable paper bags, such that, in total, 35% of single-use plastic bags currently used within the Study Area would be replaced by recyclable paper bags, and 65% would be replaced by reusable bags.

b. *Reason for Rejecting Alternative: Infeasibility.* As set out more fully in Section 6.2 of the EIR, this Alternative was rejected as infeasible because, among other considerations, it would fail to achieve the first Project Objective (“reduce the amount of single-use paper and plastic bags in trash loads to reduce landfill volumes”) to the same extent as the proposed

Project, insomuch as it would increase the total number of paper bags in use as compared to the proposed Project.

3. Mandatory Charge of \$0.25 for Paper Bags Alternative

a. *Summary.* This alternative would continue to prohibit affected retail establishments from providing single-use plastic bags to customers, but would increase the mandatory charge for a single-use paper bag from \$0.10 to \$0.25. As a result of the \$0.15 mandatory charge increase per paper bag, it is anticipated that this alternative would further promote the use of reusable bags since customers would be deterred from purchasing paper bags due to the additional cost. Based on a cost requirement of \$0.25 per bag, it is assumed that the total volume of plastic bags currently used in the Study Area (approximately 258 million per year) would be replaced by approximately 6% paper bags and 89% reusable bags under Alternative (compared to 30% paper/65% reusable assumed for the Proposed Project). It is assumed that 5% of existing single-use plastic bags would remain in use, similar to the Proposed Project, since the alternative would not apply to some retailers who distribute single-use plastic carryout bags (e.g., restaurants).

b. *Reason for Rejecting Alternative: Infeasibility.* This Alternative was rejected for the reasons set forth in Section 6.3 of the EIR.

4. Ban on Both Single-Use Plastic and Paper Carryout Bags

a. *Summary.* This alternative would prohibit all affected retail establishments (except restaurants and non-profit, charitable retailers) from providing single-use plastic and paper carryout bags to customers at the point of sale. It is anticipated that by also prohibiting paper carryout bags, this alternative ordinance would significantly reduce single-use paper carryout bags within the Study Area, and further promote the shift to the use of reusable bags by retail customers. By banning both single-use plastic and paper bags, customers would be forced to use reusable carryout bags. This may increase the number of reusable bags purchased within the Study Area. By banning both single-use plastic and paper bags, it is assumed that the total volume of single-use plastic carryout bags currently used within the Study Area (approximately 258 million per year) would be replaced by approximately 4.7 million reusable bags under Alternative 4 (compared to 77.6 million paper and 3.2 million reusable bags assumed for the Proposed Project). It is assumed that 5% of existing single-use plastic bags would remain in use, similar to the Proposed Project, since the alternative would not apply to some retailers who distribute plastic bags (e.g., restaurants).

b. *Reason for Rejecting Alternative: Infeasibility.* This Alternative was rejected for the reasons set forth in Section 6.4 of the EIR.

5. Mandatory Charge of \$0.10 for Plastic and Paper Carryout Bags

a. *Summary.* Under this alternative the Proposed Project would continue to allow affected retail establishments to provide single-use carryout plastic and paper bags to customers at the point of sale, but would create a mandatory charge for a single-use plastic and paper bags of \$0.10. Though AB 2449 currently restricts the ability of cities and counties to regulate single-use plastic grocery bags through imposition of a fee, this restriction will expire on January 1,

*Exhibit 'A' to Resolution 2014-03 of the SCWMA Certifying
the EIR for the Waste Reduction Program for Carryout Bags*

2013, unless extended. As a result of the \$0.10 mandatory charge for plastic and paper bags, it is anticipated that this alternative would reduce the use of plastic and paper bags and promote the use of reusable bags since customers would be deterred from purchasing plastic and paper bags due to the additional cost. With a cost requirement of \$0.10 per single-use carryout bag, it is assumed that total bag use would be 22% plastic bags, 14% paper bags, and 64% reusable bags.

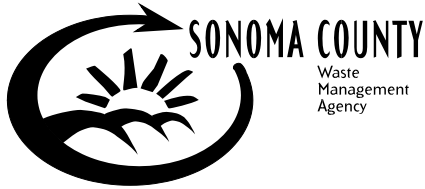
b. *Reason for Rejecting Alternative: Infeasibility.* This Alternative was rejected for the reasons set forth in Section 6.5 of the EIR.

B. Alternatives Considered But Rejected

Section 6.6 of the Final EIR sets out those alternatives that were considered but rejected (no charge for paper bags, additional ban on polystyrene, exception for biodegradable or compostable bags, mandated retailer incentives, and plastic bag deposit program) and the reasons for their rejection.

C. Environmentally Superior Alternative

Alternative 4, the Ban on Both Single-Use Plastic and Paper Carryout Bags Alternative, is the environmentally superior among the alternatives, as it would have greater overall environmental benefits compared to the Project. In addition, this alternative would result in beneficial effects to the environment compared to existing conditions in the areas of air quality, biological resources, GHG emissions, hydrology/water quality and utilities and service systems. This alternative would also meet the Project objectives, including: (i) reducing the amount of single-use plastic bags in trash loads to reduce landfill volumes, (ii) reducing the environmental impacts related to single-use plastic carryout bags, such as impacts to biological resources (including marine environments), water quality and utilities (solid waste equipment and facilities); (iii) reducing the environmental impacts related to the use of paper bags by retail customers; (iv) promoting a shift toward the use of reusable carryout bags by retail customers; and (v) reducing litter and the associated adverse impacts to stormwater systems, aesthetics and marine and terrestrial environments. However, since the Project would not result in any significant environmental impacts, adopting the environmentally superior alternative, Alternative 4, rather than the Project would not avoid any significant environmental effects.



Agenda Item #: 9
Cost Center: Contingency
Staff Contact: Carter/Mikus
Agenda Date: 1/15/2014

ITEM: Carryout Bag Ordinance First Reading

I. BACKGROUND

At the May 2012 SCWMA meeting, all member jurisdictions had indicated their support for the carryout bag waste reduction ordinance process to move forward. Staff was directed to release an Request for Proposals (RFP) to hire a consultant to complete the necessary California Environmental Quality Act (CEQA) documentation should the Board decide to pursue adoption of the ordinance.

The RFP was released on July 24, 2012 and proposals were due August 20, 2012. Rincon Consultants was selected as the consultant to perform the Environmental Impact Report for the SCWMA on September 19, 2012.

SCWMA staff arranged for and attended four public scoping meetings in which to receive comments as to the scope of the Environmental Impact Report (EIR). The meetings were held in Santa Rosa on October 30, 2012, Sonoma on November 1, 2012, Petaluma on November 2, 2012, and Windsor on November 7, 2012, all at 6 pm.

Incorporating the comments made during the scoping period, Rincon Consultants prepared the Draft EIR. The Draft EIR was released February 4, 2013, beginning a 45 day comment period, which ended March 22, 2013.

There was a public hearing at the February 20, 2013 SCWMA meeting of the Board of Directors regarding the Draft EIR for the carryout bags waste reduction project. Though not required by CEQA, public hearings allow the public to provide verbal comments to be addressed in the Final EIR. The Final EIR includes responses to the verbal and written comments pertaining to significant environmental issues that were received during the public comment period.

At the April 17, 2013 SCWMA meeting, staff presented the Final EIR for review. Agency staff offered to make a final return visit to each of the City/Town Councils and Board of Supervisors for those decision-making bodies to give direction to their SCWMA representative regarding a vote on the ordinance.

II. DISCUSSION

At the time of transmittal preparation, SCWMA staff believes all SCWMA members will have had the opportunity to discuss and take action on the SCWMA 2nd Amendment to the Joint Powers Authority agreement, and to give their SCWMA member direction on how to proceed with the carryout bag ordinance. The Final EIR for this project was addressed in Item 8 of this SCWMA meeting. The structure necessary for the introduction of this ordinance is in place.

As such, the Board may introduce and hear or waive reading of Ordinance 2014-01, an ordinance of the Board of Directors of the Sonoma County Waste Management Agency establishing a waste reduction program for carryout bags.

This carryout bag waste reduction ordinance would prevent retail establishments (excluding public eating establishments and nonprofit charitable reusers, as defined by the ordinance) from providing

customers with plastic carryout bags at the point of sale or other departure point. This would not preclude the use of bags without handles (1) to transport produce, bulk food or meat from a produce, bulk food or meat department within a store to the point of sale; (2) to hold prescription medication dispensed from a pharmacy; or (3) to segregate food or merchandise that could damage or contaminate other food or merchandise when placed together in a reusable or recycled paper bag. Paper bags made of at least 40% post consumer recycled content may be provided to customers for a minimum charge of \$0.10 per bag. Reusable bags, as defined by the Ordinance, may also be provided to customers.

Records of the number of recycled-content paper bags purchased and sold must be kept by retail establishments for a minimum of three years and be available for inspection by the Sonoma County Waste Management Agency staff. Violations of the ordinance would be an infraction, subject to fine.

The ordinance would go into effect on September 1, 2014. The approximate six month period between anticipated passage and the effective date of the ordinance is intended to give both customers and retailers time to become familiar with the new law and adjust their shopping and inventory practices accordingly.

III. FUNDING IMPACT

The FY 13-14 SCWMA Budget includes \$106,764 in staff time funding for projects funded through the Contingency Reserve Fund. At the time of transmittal preparation, \$4,906 in staff funding has been expended. Staff believes there is sufficient funding to accomplish the remaining administrative tasks for this program through the end of the current Fiscal Year with existing funding. A separate project to provide reusable carryout bags as an educational outreach task, requiring additional funding will be a topic of discussion at a future SCWMA meeting.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board vote to introduce and waive the first reading of the Waste Reduction Program for Carryout Bags ordinance. As this would be considered a major program expansion, per the Joint Powers Authority agreement, approval of this ordinance requires a unanimous vote.

V. ATTACHMENTS

Proposed Waste Reduction Program for Carryout Bags Ordinance

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

SONOMA COUNTY WASTE MANAGEMENT AGENCY

ORDINANCE NO. 2014-01

AN ORDINANCE OF THE BOARD OF DIRECTORS OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ESTABLISHING A WASTE REDUCTION PROGRAM FOR CARRYOUT BAGS

THE BOARD OF DIRECTORS OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY DOES ORDAIN AS FOLLOWS:

SECTION 1.

“GENERAL PROVISIONS

Title.

This Ordinance is known and may be cited as the Waste Reduction Program for Carryout Bags.

Purpose and Intent.

It is the intent of the Sonoma County Waste Management Agency (“Agency”), a ten member joint powers agency established pursuant to California Government Code Section 6500, in adopting this Ordinance to exercise the members’ common powers and pursuant to Section 14 of the Joint Powers Agreement, to adopt regulations promoting a uniform program for reducing waste by decreasing the use of single use carryout bags.

Defined Terms and Phrases.

For the purposes of this Ordinance, the words, terms and phrases as defined herein shall be construed as hereinafter set forth, unless it is apparent from the context that a different meaning is intended:

- A. “Customer” means any Person obtaining goods from a Retail Establishment.
- B. “Nonprofit Charitable Reuser” means a charitable organization, as defined in Section 501(c)(3) of the Internal Revenue Code, or a distinct operating unit or division of the charitable organization, that reuses and recycles donated goods or materials and receives more than fifty percent (50%) of its revenues from the handling and sale of those donated goods or materials.
- C. “Person” means any natural person, firm, corporation, partnership, or other organization or group however organized.
- D. “Prepared Food” means foods or beverages which are prepared on the premises by cooking, chopping, slicing, mixing, freezing, or squeezing, and which require no further preparation to be consumed. Prepared Food does not include any raw or uncooked meat product.
- E. “Recycled Paper Bag” means a paper bag provided at the check stand, cash register, point of sale, or other point of departure for the purpose of transporting

food or merchandise out of the establishment that contains no old growth fiber and a minimum of forty percent (40%) Post-consumer Recycled Material; is one hundred percent (100%) recyclable; and has printed in a highly visible manner on the outside of the bag the words "Reusable" and "Recyclable," the name and location of the manufacturer, and the percentage of Post-consumer Recycled content.

- F. "Post-consumer Recycled Material" means a material that would otherwise be destined for solid waste disposal, having completed its intended end use and product life cycle. Post-consumer Recycled Material does not include materials and byproducts generated from, and commonly reused within, an original manufacturing and fabrication process.
- G. "Public Eating Establishment" means a restaurant, take-out food establishment, or any other business that receives ninety percent (90%) or more of its revenue from the sale of Prepared Food to be eaten on or off its premises.
- H. "Retail Establishment" means any commercial establishment that sells perishable or nonperishable goods including, but not limited to, clothing, food, and personal items directly to the Customer; and is located within or doing business within the geographical limits of the County of Sonoma, including the nine incorporated cities and town. Retail Establishment does not include Public Eating Establishments or Nonprofit Charitable Reusers.
- I. "Reusable Bag" means either a bag made of cloth or other machine washable fabric that has handles, or a durable plastic bag with handles that is at least 2.25 mil thick and is specifically designed and manufactured for multiple reuse. A Reusable Bag provided by a Retail Establishment shall be designed and manufactured to withstand repeated uses over a period of time; made from a material that can be cleaned and disinfected; and shall not contain lead, cadmium, or any other heavy metal in toxic amounts.
- J. "Single-Use Carryout Bag" means a bag, other than a Reusable Bag, provided at the check stand, cash register, point of sale or other point of departure for the purpose of transporting food or merchandise out of the establishment. Single-Use Carryout Bags do not include bags without handles provided to the Customer (1) to transport produce, bulk food or meat from a produce, bulk food or meat department within a store to the point of sale; (2) to hold prescription medication dispensed from a pharmacy; or (3) to segregate food or merchandise that could damage or contaminate other food or merchandise when placed together in a Reusable Bag or Recycled Paper Bag.

Single-Use Carryout Bags.

- A. On and after September 1, 2014, no Retail Establishment shall provide a Single-Use Carryout Bag to a Customer for the purpose of transporting food or merchandise out of the establishment except as provided in this Ordinance.
- B. On and after September 1, 2014, a Retail Establishment may make available for sale to a Customer a Recycled Paper Bag for a minimum charge of ten cents (\$0.10).

- C. Notwithstanding this Section, no Retail Establishment may make available for sale a Recycled Paper Bag unless the amount of the sale of the Recycled Paper Bag is separately itemized on the sales receipt.

Recordkeeping and Inspection.

Every Retail Establishment shall keep a monthly report of the total number of Recycled Paper Bags purchased and the total number sold, for a minimum period of three (3) years from the date of purchase and sale, which record shall be available for inspection at no cost to the Agency during regular business hours by any Agency employee or contractor authorized to enforce this Ordinance. Unless an alternative location or method of review is mutually agreed upon, the records or documents shall be available at the Retail Establishment address. The provision of false information including incomplete records or documents to the Agency shall be a violation of this Ordinance.

Enforcement.

The Executive Director of the Agency, or his or her designee, shall have primary responsibility for enforcement of this Ordinance. The Executive Director is authorized to make all necessary and reasonable rules and regulations with respect to the enforcement of this Ordinance. All such rules and regulations shall be consistent with the provisions of this Ordinance.

Anyone violating or failing to comply with any provision of this Ordinance shall be guilty of an infraction. The Agency may seek legal, injunctive, administrative or other equitable relief to enforce this Ordinance. The remedies and penalties provided in this Section are cumulative and not exclusive and nothing in this Section shall preclude the Agency from pursuing any other remedies provided by law. In addition to any relief available to the Agency, the Agency shall be entitled to recover reasonable attorneys' fees and costs incurred in the enforcement of this Ordinance.

The authorized representative of any Retail Establishment may appeal a citation as provided in the Agency's Administrative Penalties Ordinance.

Violations of this Ordinance shall be punishable as provided in the Agency's Administrative Penalties Ordinance.

Each violation of this Ordinance or each day a violation exists shall be considered a separate offense.

Severance.

If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be unconstitutional or in any manner in conflict with the laws of the United States or the State of California, such decision shall not affect the validity of the remaining portions of this Ordinance. The Board of Directors of the Sonoma County Waste Management Agency hereby declares that it would have passed this Ordinance and each section, subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared unconstitutional or in any manner in conflict with the laws of the United States or the State of California.

SECTION 2. A summary of this Ordinance shall be printed and published twice in the Santa Rosa Press Democrat, a newspaper of general circulation, printed and published in the City of Santa Rosa, County of Sonoma.

SECTION 3. This Ordinance shall be effective on September 1, 2014. A summary of this Ordinance shall, within fifteen (15) days after passage, be published with the names of the Directors voting for and against it.

INTRODUCED at a regular meeting of the Board of Directors of the Sonoma County Waste Management Agency on the ____ day of _____, 2014, and

PASSED AND ADOPTED this ____ day of _____, 2014, by the following vote:

AYES: Directors: _____

NOES: Directors: _____

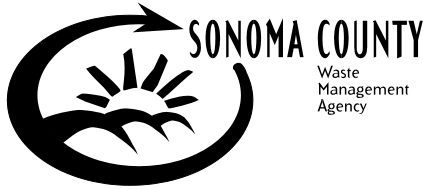
ABSENT: Directors: _____

ABSTAIN: Directors: _____

CHAIR

ATTEST:

AGENCY CLERK



Agenda Item #: 10
Cost Center: Contingency
Staff Contact: Carter/Mikus
Agenda Date: 1/15/2014

ITEM: Administrative Penalties Ordinance First Reading

I. BACKGROUND

The Sonoma County Waste Management Agency Joint Powers Authority agreement does not contain language related to penalties for non-compliance with Agency programs. With the expected adoption of an ordinance to reduce waste related to carryout bags, an enforcement mechanism would be necessary, so an administrative penalties ordinance would be required to be adopted by the Agency.

II. DISCUSSION

This ordinance is a companion ordinance to the Waste Reduction Program for Carryout Bags ordinance or any subsequent ordinance the Agency may adopt in the future requiring enforcement. Violation of an Agency ordinance could result in an Administrative Citation and a fine. The fine amount will be set by an Agency Resolution. There is an appeal process through which recipients of a citation may contest the imposition of the fine. There is also a hardship waiver process in which a recipient of a fine may appeal to have the fine waived due to the inability to pay for it.

The draft Administrative Penalties ordinance was presented to our Board at their April 17, 2013 meeting. Also, as part of staff presentations to our members' governing bodies regarding the draft Carryout Bags ordinance this Administrative Penalties Ordinance was also discussed.

III. FUNDING IMPACT

There are no immediate funding impacts from the adoption of this ordinance. If the Agency adopts an ordinance requiring the enforcement, Agency staff will include staff time for enforcement during the Fiscal Year Budget during which the enforcement may take place.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board vote to introduce and waive the first reading of the Administrative Penalties ordinance. As this would be considered a major program expansion, per the Joint Powers Authority agreement, approval of this ordinance requires a unanimous vote.

V. ATTACHMENTS

Proposed Administrative Penalties Ordinance

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

SONOMA COUNTY WASTE MANAGEMENT AGENCY

ORDINANCE NO. 2014-02

**AN ORDINANCE OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
RELATING TO ADMINISTRATIVE PENALTIES**

**THE SONOMA COUNTY WASTE MANAGEMENT AGENCY DOES ORDAIN AS
FOLLOWS:**

SECTION 1. Article I of Chapter I is hereby adopted to read as follows:

Article I.

Administrative Citations

Sec. 1.10 Purpose and Intent.

This Article establishes an enforcement mechanism for all violations of Agency ordinances. The procedures established in this Article are in addition to any other procedures or legal remedies used to address violations of Agency ordinances.

Sec. 1.11 Definitions:

- (a) **Administrative Citation.** An Administrative Citation is an official notification, on an appropriate form as established by this Article, of violation of any provision of an Agency ordinance. Said Citations require correction of the violation and impose fines upon the responsible party.
- (b) **Agency.** The Agency is the Sonoma County Waste Management Agency.
- (c) **Enforcement Officer.** An Enforcement Officer is any person designated by ordinance or appointed by the Executive Director or his or her designee to implement the provisions of this Article.

Sec. 1.12 Administrative Citation; Fines.

- (a) A fine for violation of an Agency ordinance may be assessed through an Administrative Citation, issued by the Enforcement Officer and payable directly to the Agency.
- (b) Each day of violation of the Agency ordinance constitutes a separate, additional violation.
- (c) Said fine shall be collected in accordance with the procedures specified in this Article.
- (d) The Agency Board shall establish by resolution the amount of the fine to be assessed for Administrative Citations.

(e) Payment of the fine shall not excuse the failure to correct the violations nor shall it bar further enforcement action by the Agency.

(f) All fines shall be payable to the Agency at the address provided on the Administrative Citation.

(g) Any fine paid pursuant to subsection a) above shall be refunded if it is determined, after an appeal hearing, that there was no violation as charged in the Administrative Citation.

(h) If payment of a fine is not received by the Agency within thirty (30) days of service of the Administrative Citation, then a late fee shall be assessed. The amount of the late penalty shall be fifty percent (50%) of the total amount of the fine owed.

(i) The Agency may collect any past due Administrative Citation fines and/or late payment charges by the use of the small claims court, or any other legal remedy.

Sec. 1.13 Procedures for Administrative Citations.

(a) The Executive Director may establish appropriate administrative regulations for implementing this Article.

(b) Unless appointed by ordinance, the Executive Director or his or her designee shall appoint an Enforcement Officer(s) to implement the provisions of this Article.

(c) When the Enforcement Officer observes a violation of an Agency ordinance, the Enforcement Officer may issue an Administrative Citation to any responsible person.

(d) Each Administrative Citation shall contain the following information:

- (1) The date of the violation;
- (2) The address or a definite description of the location where the violation occurred;
- (3) The name, address, and other identifying information for the person being cited.
- (4) The section of the Agency ordinance violated and a description of the violation;
- (5) The fine schedule for the violation;
- (6) A description of how, when and where the fine must be paid;
- (7) An order prohibiting the continuation or repeated occurrence of the violation;
- (8) A brief description of the appeal process;

(9) The name and signature of the citing Enforcement Officer.

(e) The person cited shall be requested to sign the citation to acknowledge receipt of the citation.

Sec. 1.14 Notices.

All notices required under this Article shall be served on the responsible party in accordance with the following provisions:

(a) If the person cited is not the owner of the business where the alleged violation occurred, written notice shall be personally delivered or sent by certified mail to the owner of the business at the address of the property where the alleged violation occurred.

(b) If the person cited is not the owner of the property where the alleged violation occurred, written notice shall be personally delivered or sent by certified mail to the property owner at the address shown on the last equalized County assessment role.

(c) When personal service by certified mail upon the person cited is unsuccessful, a copy of the notice shall be posted in a conspicuous place on the property where the alleged violation occurred.

Sec. 1.15 Appeal of Administrative Citation.

(a) Any recipient of an Administrative Citation may contest the citation by requesting an appeal hearing within ten (10) calendar days from the date of the citation. The Appeal must be in writing on a form furnished by the Agency specifying the basis for the appeal in detail. The person requesting the appeal hearing shall deposit with the Agency either the amount of the fine or a hardship waiver pursuant to Section 1.15. If the deadline to request an appeal hearing falls on a weekend or Holiday, then the deadline shall be extended until 5:00 p.m. on the next regular business day.

(b) The Agency shall hold a hearing within thirty days of receipt of an appeal. The person requesting the appeal hearing shall be notified of the time and place of the hearing at least ten (10) days prior to the date of the hearing.

(c) In order to hear appeals of Administrative Citations, the Executive Director shall appoint one or more Hearing Officers who shall serve at his or her pleasure. A hearing officer may be an Agency employee.

(d) The failure of any person with an interest in the property to receive properly addressed notice of the hearing shall not affect the validity of any proceedings under this chapter.

(e) Failure to file an appeal in accordance with the provisions of this chapter shall constitute a waiver of rights to contest the accompanying Administrative Citation and the imposition of the fine.

Sec. 1.16 Hearing Procedure.

- (a) The Hearing Officer shall conduct an orderly hearing and accept evidence on which persons commonly would rely in the conduct of their business affairs.
- (b) At the appeal hearing, the party contesting the citation shall be given the opportunity to testify and to present evidence, including witnesses, concerning the alleged violation. Any other interested party, including but not limited to the property or business owner, employees, or neighbors, may also present testimony.
- (c) The Administrative Citation and any additional reports submitted by the Enforcement Officer shall constitute prima facie evidence of the facts contained in those documents.
- (d) The Hearing Officer may take the matter under consideration or may continue the hearing and/or request additional information from the Enforcement Officer and/or the person cited.
- (e) The Hearing Officer shall determine whether to affirm or dismiss the Administrative Citation. The hearing officer may not reduce, waive or conditionally reduce the fines established by the Agency.
- (f) The Hearing Officer shall make findings based on the record of the hearing and shall issue a written decision based on the findings. The Agency shall preserve all exhibits submitted by the parties for a 30-day period and shall serve the decision by certified mail, postage prepaid, return receipt requested within ten (10) working days after the hearing. The decision of the Hearing Officer affirming or dismissing the citation is final and conclusive, without right of further administrative appeal.

Sec. 1.17 Hardship Waiver.

- (a) Any recipient of an Administrative Citation who requests an appeal hearing and is financially unable to deposit the required fine may file a request with the Agency for a hardship waiver of the advance deposit requirement.
- (b) Requests for hardship waivers shall be filed with the request for an appeal hearing. The request shall be accompanied with a sworn affidavit, together with any supporting documents or materials demonstrating to the satisfaction of the Executive Director the person's actual financial inability to deposit the fine in advance of the appeal hearing.
- (c) The Executive Director shall either grant or deny the request for a waiver within ten days of receipt of such request. If the Executive Director denies the request for a waiver, he/she shall issue a written determination on the person requesting the hardship waiver. The decision of the Executive Director shall be final.
- (d) If the request for a hardship waiver is denied, the fine shall be deposited with the Agency within ten days of the denial or thirty days from the date of the Administrative Citation, whichever is later.
- (e) If the request for a hardship waiver is granted, but the Administrative Citation is upheld by the Hearing Officer, the fine must be paid within ten (10) working days.

Sec. 1.18

Right to judicial review.

Any person aggrieved by an administrative decision of a Hearing Officer may obtain review of the administrative decision by filing a petition for review with the Superior Court in Sonoma County in accordance with the timeliness and other provisions set forth in California Government Code Section 53069.4.

SECTION 2. A summary of this ordinance shall be printed and published twice in the Santa Rosa Press Democrat, a newspaper of general circulation, printed and published in the County of Sonoma.

SECTION 3. This Ordinance shall be effective 30 days following its adoption by the Agency. A summary of this Ordinance shall, within fifteen (15) days after passage, be published in accordance with Section 36933 of the Government Code of the State of California with the names of the Agency Board Members voting for and against it.

INTRODUCED at a regular meeting of the Sonoma County Waste Management Agency on the ____ day of _____, 2014, and

PASSED AND ADOPTED this ____ day of _____, 2014, by the following vote:

AYES: Board Members: _____

NOES: Board Members: _____

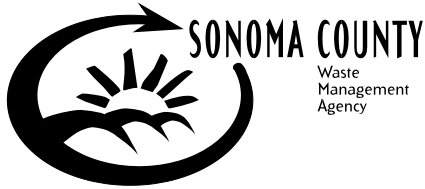
ABSENT: Board Members: _____

ABSTAIN: Board Members: _____

CHAIR

ATTEST:

AGENCY CLERK



Agenda Item #: 11
Cost Center: Reserves
Staff Contact: Carter/Mikus
Agenda Date: 1/15/2014

ITEM: Waste Characterization Study Agreement

I. BACKGROUND

Waste characterization studies (WCS) are used to determine the composition of materials intended for landfill disposal. Rather than categorizing every single piece of garbage, waste characterization studies typically involve using statistical analysis and representative sampling to study a subset of waste and apply the findings to the overall garbage population. Historically, local waste characterization studies have only included waste entering the County of Sonoma's waste system, not material that is self-hauled to other landfills, nor is it a study of litter that does not enter the County's system.

Past waste characterization studies were performed in 1995/96 and 2006/07. The studies have included waste sorts performed over the course of a few weeks in the dry and wet seasons to take seasonal variability into account.

Many conditions affecting the waste stream have changed since 2007. Economic conditions have changed with a major recession having taken place, new laws and regulations have gone into effect (e.g. AB 341 and CalGreen building codes), and waste reduction education efforts have been ongoing. The result has been a decline of waste tonnage from slightly more than 300,000 tons in 2006 to less than 250,000 tons in 2012 in the County system. When examining all countywide waste, the resultant decline in tonnages is from approximately 500,000 tons in 2006 to just over 300,000 tons in 2012.

The Board included funding for a WCS in the FY 2013/14 Budget and directed staff to release a Request for Proposals (RFP) at the October 16, 2013 SCWMA meeting.

II. DISCUSSION

The RFP was released on October 31, 2013. Three proposals were received by the deadline of December 5, 2013. Proposers included Cascadia Consulting Group, Leidos Engineering LLC., and SCS Engineers. Staff reviewed the proposals and offered interviews to the two firms that demonstrated the best knowledge of the project background, experience performing these studies, and fewest changes requested in the agreement language. Cascadia Consulting Group and SCS Engineers were interviewed on January 6, 2014.

During the course of the interview process, staff came to the conclusion that the SCS Engineers team proposal was the better value. The SCS Engineers team proposed to mirror the number and types of samples from the previous WCS, proposed to focus on food waste (vegetative vs. all food waste), and work with the Ratto Group (who is a subcontractor on their team) to examine whether commercial routes could be altered to provide more detail on commercial waste generator types (restaurants, institutions, office buildings, lodging, etc.). While staff has some concern that altering routes may affect the randomness of the sampling, the SCS team has assured staff that, if selected, the issue can be discussed further during the kickoff meeting and can be properly accounted for in the data analysis, and if Agency staff is not completely comfortable with the assurances, that aspect can be removed from the scope of the project (reducing cost by \$5,500).

The table below shows the comparison of key details of the SCS Engineers' proposal with Cascadia Consulting Group's proposals (Cascadia Consulting Group elected to provide a best and final offer during the course of the interview when staff pointed out their proposal was much higher than the budget allocated to this project).

	SCS Engineers	Cascadia Consulting (Original)	Cascadia Consulting (Revised)
# Residential Samples	125	125	80
# Commercial Samples	125	125	125
# Self Haul Samples	300	300	275
Total Samples	550	550	480
Additional Tasks Included in Proposal	Focus on Food Waste, Commercial Sector Focus	Focus on HHW/EPR Materials	Removed HHW/EPR Focus
Total Cost	\$ 112,956	\$ 139,476	\$ 116,476

The RFP stated that the Agency may select any proposal, regardless of whether the proposal is the lowest cost, and it is sometimes the case that the lowest cost proposal is not always the highest quality proposal. Staff does not believe that is the case with this project. While Cascadia is clearly one of the most experienced, if not the most experienced firm performing WCS, SCS Engineers has a significant portfolio of WCS performed previously in addition to the engineering work for which they are better known.

Not to downplay the importance of data compilation and analysis, but over 80% of SCS proposed cost is the sampling and sorting of waste. Cascadia allocates less than 70% to the same task in their original proposal and less than 65% in their revised proposal. Staff also believes the use of local labor for the waste sampling and sorting oversight (L2 Environmental) and for the sampling and sorting crew (Ratto Group MRF employees) helps provide greater cost efficiency.

III. FUNDING IMPACT

\$110,000 was included in the SCWMA FY 2013/14 Budget for this project; \$55,000 from the Organics Reserve and \$55,000 from the Contingency Reserve. The recommended proposer's project cost is \$112,956. As this amount is greater than \$50,000, approval of the agreement with SCS Engineers requires a unanimous vote. Staff believes that with the SCS Engineers proposal just \$2,956 over the amount budgeted for this project and with the schedule projected to continue into the next Fiscal Year, there is sufficient funding already allocated for this project without the need for an appropriations transfer.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approval of the attached agreement with SCS Engineers. Approval of this agreement requires a unanimous vote.

V. ATTACHMENTS

Agreement for Consultant Services with SCS Engineers
Resolution

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

AGREEMENT FOR CONSULTING SERVICES TO CONDUCT A WASTE CHARACTERIZATION STUDY

This agreement ("Agreement"), dated as of January 15, 2014 ("Effective Date") is by and between the Sonoma County Waste Management Agency, (hereinafter "Agency"), and Sterns, Conrad, and Schmidt Consulting Engineers, Inc. a Virginia Corporation (hereinafter "Contractor").

RECITALS

WHEREAS, Contractor represents that it is duly qualified and experienced in Consulting Services related to waste characterization studies; and

WHEREAS, in the judgment of the Board of Directors of Agency, it is necessary and desirable to employ the services of Contractor to perform necessary preparation and execution of a waste characterization study; and,

NOW, THEREFORE, in consideration of the foregoing recitals and the mutual covenants contained herein, the parties hereto agree as follows:

AGREEMENT

1. Scope of Services.

1.1 Contractor's Specified Services. This Agreement is entered into for the purpose performing consulting services related the preparation for and execution of a waste characterization study. Contractor shall perform services as defined in Exhibit A, Scope of Services.

1.2 Cooperation with Agency. Contractor shall cooperate with Agency and Agency staff in the performance of all work hereunder.

1.3 Performance Standard. Contractor shall perform all work hereunder in a manner consistent with the level of competency and standard of care normally observed by a person practicing in Contractor's profession. If Agency determines that any of Contractor's work is not in accordance with such level of competency and standard of care, Agency, in its sole discretion, shall have the right to do any or all of the following: (a) require Contractor to meet with Agency to review the quality of the work and resolve matters of concern; (b) require Contractor to repeat the work at no additional charge until it is satisfactory; (c) terminate this Agreement pursuant to the provisions of Article 4; or (d) pursue any and all other remedies at law or in equity.

1.4 Assigned Personnel.

a. Contractor shall assign only competent personnel to perform work hereunder. In the event that at any time Agency, in its sole discretion, desires the removal of any person or persons assigned by Contractor to perform work hereunder, Contractor shall remove such person or persons immediately upon receiving written notice from Agency.

b. Any and all persons identified in this Agreement or any exhibit hereto as the project manager, project team, or other professional performing work hereunder are deemed by Agency to be key personnel whose services are a material inducement to Agency to enter into this Agreement, and without whose services Agency would not have entered into this Agreement. Contractor shall not remove, replace, substitute, or otherwise change any key personnel without the prior written consent of Agency.

c. In the event that any of Contractor's personnel assigned to perform services under this Agreement become unavailable due to resignation, sickness or other factors outside of

Contractor's control, Contractor shall be responsible for timely provision of adequately qualified replacements.

2. Payment.

2.1 Contractor shall be paid \$112,956 (One Hundred Twelve Thousand, Nine Hundred Fifty Six Dollars) for services rendered in accordance with tasks detailed in Section 1.1 above and in Exhibits A and B, upon monthly submission of progress reports, verified claims and invoices, in the amount of ninety percent (90%) of the work billed and approved. Payments shall be made in the proportion of work completed based upon progress reports to total services to be performed. Payment for satisfactory performance includes, without limitation, salary, fringe benefits, overhead, and profit.

2.2 Monthly progress reports shall be submitted by Contractor and shall identify the basis for determination of the percentage of completion, the number of hours for the month, by job classification, spent on work completed, the percent of work completed during the month, and total percent of work completed.

2.3 Final payment of the ten percent (10%) retention corresponding to specific tasks may be paid at the discretion of Agency within thirty-five (35) days after completion of all work for that specific task, and submission of a verified claim and invoice.

3. Term of Agreement. The term of this Agreement shall be from January 15, 2014 to September 18, 2014 unless terminated earlier in accordance with the provisions of Article 4 below.

3.1 The Agency Board of Directors authorizes the Executive Director the ability to extend the term of the agreement by up to six (6) months provided that the payment amount, as defined in Section 2, is unchanged.

4. Termination.

4.1 Termination Without Cause. Notwithstanding any other provision of this Agreement, at any time and without cause, Agency shall have the right, in its sole discretion, to terminate this Agreement by giving ten (10) days written notice to Contractor.

4.2 Termination for Cause. Notwithstanding any other provision of this Agreement, should Contractor fail to perform any of its obligations hereunder, within the time and in the manner herein provided, or otherwise violate any of the terms of this Agreement, Agency may immediately terminate this Agreement by giving Contractor written notice of such termination, stating the reason for termination.

4.3 Delivery of Work Product and Final Payment Upon Termination.

In the event of termination, Contractor, within 14 days following the date of termination, shall deliver to Agency all materials and work product subject to Section 9.9 and shall submit to Agency payment up to the date of termination.

5. Indemnification. Contractor agrees to accept all responsibility for loss or damage to any person or entity, including but not limited to Agency, and to defend, indemnify, hold harmless, reimburse and release Agency, its officers, agents, and employees, from and against any and all actions, claims, damages, disabilities, liabilities and expense including, but not limited to, attorneys' fees and the cost of litigation incurred in the defense of claims as to which this indemnity applies or incurred in an action by Agency to enforce the indemnity provisions herein, whether arising from personal injury, property damage or economic loss of any type, that may be asserted by any person or entity arising out of or in connection with the performance of Contractor hereunder, but, to the extent required by law, excluding liability due to the sole negligence or willful misconduct of Agency. If there is a possible obligation to indemnify, Contractor's duty to defend with legal counsel acceptable to Agency, exists regardless of whether it is ultimately determined that

there is not a duty to indemnify. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Contractor or its agents.

6. Insurance. With respect to performance of work under this Agreement, Contractor shall maintain and shall require all of its subcontractors, consultants, and other agents to maintain, insurance as described below:

6.1 Workers' Compensation Insurance. Workers' compensation insurance with statutory limits as required by the Labor Code of the State of California. Said policy shall be endorsed with the following specific language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days' prior written notice to the Agency.

6.2 General Liability Insurance. Commercial general liability insurance covering bodily injury and property damage using an occurrence policy form, in an amount no less than One Million Dollars (\$1,000,000.00) combined single limit for each occurrence. Said commercial general liability insurance policy shall either be endorsed with the following specific language or contain equivalent language in the policy:

- a. The Agency, its Board of Directors and staff, is named as additional insured for all liability arising out of the operations by or on behalf of the named insured in the performance of this Agreement.
- b. The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverage afforded shall apply as though separate policies had been issued to each insured, but the inclusion of more than one insured shall not operate to increase the limits of the company's liability.
- c. The insurance provided herein is primary coverage to the Agency with respect to any insurance or self-insurance programs maintained by the Agency.
- d. This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.3 Automobile Insurance. Automobile liability insurance covering bodily injury and property damage in an amount no less than One Million Dollars (\$1,000,000) combined single limit for each occurrence. Said insurance shall include coverage for owned, hired, and non-owned vehicles. Said policy shall be endorsed with the following language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.4 Professional Liability Insurance. Professional liability insurance for all activities of Contractor arising out of or in connection with this Agreement in an amount no less than One Million Dollars (\$1,000,000) combined single limit for each occurrence. Said policy shall be endorsed with the following specific language:

This policy shall not be cancelled or materially changed without first giving thirty (30) days prior written notice to the Agency.

6.5 Documentation. The following documentation shall be submitted to the Agency:

- a. Properly executed Certificates of Insurance clearly evidencing all coverages, limits, and endorsements required above. Said Certificates shall be submitted prior to the execution of this Agreement. Contractor agrees to maintain current Certificates of Insurance

evidencing the above-required coverages, limits, and endorsements on file with the Agency for the duration of this Agreement.

b. Signed copies of the specified endorsements for each policy. Said endorsement copies shall be submitted within thirty (30) days of execution of this Agreement.

c. Upon Agency's written request, certified copies of the insurance policies. Said policy copies shall be submitted within thirty (30) days of Agency's request.

6.6 Policy Obligations. Contractor's indemnity and other obligations shall not be limited by the foregoing insurance requirements.

6.7 Material Breach. If Contractor, for any reason, fails to maintain insurance coverage which is required pursuant to this Agreement, the same shall be deemed a material breach of this Agreement. Agency, in its sole option, may terminate this Agreement and obtain damages from Contractor resulting from said breach. Alternatively, Agency may purchase such required insurance coverage, and without further notice to Contractor, Agency may deduct from sums due to Contractor any premium costs advanced by Agency for such insurance. These remedies shall be in addition to any other remedies available to Agency.

7. Prosecution of Work. The funding source for this project is the City/County Payment Program administered by CalRecycle; AGENCY reserves the right to withhold the Notice to Proceed until sufficient funding is received from CalRecycle. Performance of the services hereunder shall be completed within the time required herein, provided, however, that if the performance is delayed by earthquake, flood, high water, or other Act of God or by strike, lockout, or similar labor disturbances, the time for Contractor's performance of this Agreement shall be extended by a number of days equal to the number of days Contractor has been delayed.

8. Extra or Changed Work. Extra or changed work or other changes to the Agreement may be authorized only by written amendment to this Agreement, signed by both parties. Minor changes which do not increase or decrease the amount paid under the Agreement, and which do not significantly change the scope of work or significantly lengthen time schedules may be executed by the Agency's Executive Director in a form approved by Agency Counsel. All other extra or changed work must be authorized in writing by the Agency Board of Directors.

9. Representations of Contractor.

9.1 Standard of Care. Agency has relied upon the professional ability and training of Contractor as a material inducement to enter into this Agreement. Contractor hereby agrees that all its work will be performed and that its operations shall be conducted in accordance with generally accepted and applicable professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of Contractor's work by Agency shall not operate as a waiver or release.

9.1.1 Change in Information. Contractor shall notify Agency thirty (30) days prior to any change to the information provided pursuant to Section 10 of Exhibit A, Proposed Scope of Services, that is initiated by Contractor, or within seven (7) days of Contractor becoming aware of a change to the information provided pursuant to Section 10 of Exhibit A that was not initiated by Contractor.

9.2 Status of Contractor. The parties intend that Contractor, in performing the services specified herein, shall act as an independent contractor and shall control the work and the manner in which it is performed. Contractor is not to be considered an agent or employee of Agency and is not entitled to participate in any pension plan, worker's compensation plan, insurance, bonus, or similar benefits provided to Agency staff. In the event Agency exercises its right to terminate this Agreement pursuant to Article 4, above, Contractor expressly agrees that it shall have no recourse or right of appeal under rules, regulations, ordinances, or laws applicable to employees.

9.3 Taxes. Contractor agrees to file federal and state tax returns and pay all applicable taxes on amounts paid pursuant to this Agreement and shall be solely liable and responsible to pay such taxes and other obligations, including, but not limited to, state and federal income and FICA taxes. Contractor agrees to indemnify and hold Agency harmless from any liability which it may incur to the United States or to the State of California as a consequence of Contractor's failure to pay, when due, all such taxes and obligations. In case Agency is audited for compliance regarding any withholding or other applicable taxes. Contractor agrees to furnish Agency with proof of payment of taxes on these earnings.

9.4 Records Maintenance. Contractor shall keep and maintain full and complete documentation and accounting records concerning all services performed that are compensable under this Agreement, as well as information provided pursuant to Section 10 of Exhibit A, Proposed Scope of Services, and shall make such documents and records available to Agency for inspection at any reasonable time. Contractor shall maintain such records for a period of four (4) years following completion of work hereunder.

9.5 Conflict of Interest. Contractor covenants that it presently has no interest and that it will not acquire any interest, direct or indirect, that represents a financial conflict of interest under state law or that would otherwise conflict in any manner or degree with the performance of its services hereunder. Contractor further covenants that in the performance of this Agreement no person having any such interests shall be employed by Contractor. In addition, if requested to do so by Agency, Contractor shall complete and file and shall require any other person doing work under Contractor and this Agreement to complete and file a "Statement of Economic Interest" with Agency disclosing Contractor's or such other person's financial interests.

9.6 Nondiscrimination. Contractor shall comply with all applicable federal, state, and local laws, rules, and regulations in regard to nondiscrimination in employment because of race, color, ancestry, national origin, religion, sex, marital status, age, medical condition, pregnancy, disability, sexual orientation or other prohibited basis. All nondiscrimination rules or regulations required by law to be included in this Agreement are incorporated herein by this reference.

9.7 AIDS Discrimination. Contractor agrees to comply with the provisions of Chapter 19, Article II, of the Sonoma County Code prohibiting discrimination in housing, employment, and services because of AIDS or HIV infection during the term of this Agreement and any extensions of the term.

9.8 Assignment Of Rights. Contractor assigns to Agency all rights throughout the world in perpetuity in the nature of copyright, trademark, patent, right to ideas, in and to all versions of the plans and specifications, if any, now or later prepared by Contractor in connection with this Agreement. Contractor agrees to take such actions as are necessary to protect the rights assigned to Agency in this Agreement, and to refrain from taking any action which would impair those rights. Contractor's responsibilities under this provision include, but are not limited to, placing proper notice of copyright on all versions of the plans and specifications as Agency may direct, and refraining from disclosing any versions of the plans and specifications to any third party without first obtaining written permission of Agency. Contractor shall not use or permit another to use the plans and specifications in connection with this or any other project without first obtaining written permission of Agency.

9.9 Ownership And Disclosure Of Work Product. All reports, original drawings, graphics, plans, studies, and other data or documents ("documents"), in whatever form or format, assembled or prepared by Contractor or Contractor's subcontractors, consultants, and other agents in connection with this Agreement shall be the property of Agency. Agency shall be entitled to immediate possession of such documents upon completion of the work pursuant to this Agreement. Upon expiration or termination of this Agreement, Contractor shall promptly deliver to Agency all such documents which have not already been provided to Agency in such form or format as Agency deems appropriate. Such documents shall be and will remain the property of Agency without restriction or limitation. Contractor may retain copies of the above described documents but agrees not to disclose or discuss any information gathered, discovered, or generated in any way through this Agreement without the express written permission of Agency.

10. Demand for Assurance. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. "Commercially reasonable" includes not only the conduct of a party with respect to performance under this Agreement, but also conduct with respect to other agreements with parties to this Agreement or others. After receipt of a justified demand, failure to provide within a reasonable time, but not exceeding thirty (30) days, such assurance of due performance as is adequate under the circumstances of the particular case is a repudiation of this Agreement. Acceptance of any improper delivery, service, or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance. Nothing in this Article 10 limits Agency's right to terminate this Agreement pursuant to Article 4.

11. Assignment and Delegation. Neither party hereto shall assign, delegate, sublet, or transfer any interest in or duty under this Agreement without the prior written consent of the other, and no such transfer shall be of any force or effect whatsoever unless and until the other party shall have so consented.

12. Method and Place of Giving Notice, Submitting Bills and Making Payments. All notices, bills, and payments shall be made in writing and shall be given by personal delivery or by U.S. Mail or courier service. Notices, bills, and payments shall be addressed as follows:

Agency: Sonoma County Waste Management Agency
Attention: Patrick Carter
2300 County Center Drive, Suite B 100
Santa Rosa, CA 95403
Phone: (707) 565-3687
FAX: (707) 565-3701

Contractor: Name: SCS Engineers
Attention: Michelle P. Leonard, Vice President
Address: 438 S. Marengo Ave. Phone: (626)792-9593
City, State Zip: Pasadena, CA 91101 Fax: (562) 427-0805

When a notice, bill or payment is given by a generally recognized overnight courier service, the notice, bill or payment shall be deemed received on the next business day. When a copy of a notice, bill or payment is sent by facsimile, the notice bill or payment shall be deemed received upon transmission as long as (1) the original copy of the notice, bill or payment is promptly deposited in the U.S. mail, (2) the sender has a written confirmation of the facsimile transmission, and (3) the facsimile is transmitted before 5 p.m. (recipient's time). In all other instances, notices, bills and payments shall be effective upon receipt by the recipient. Changes may be made in the names and addresses of the person to whom notices are to be given by giving notice pursuant to this paragraph.

13. Miscellaneous Provisions.

13.1 No Waiver of Breach. The waiver by Agency of any breach of any term or promise contained in this Agreement shall not be deemed to be a waiver of such term or provision or any subsequent breach of the same or any other term or promise contained in this Agreement.

13.2 Construction. To the fullest extent allowed by law, the provisions of this Agreement shall be construed and given effect in a manner that avoids any violation of statute, ordinance, regulation, or law. The parties covenant and agree that in the event that any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby. Contractor and Agency acknowledge that they have each contributed to the making of this Agreement and Agreement with SCS Engineers for Consulting Services

that, in the event of a dispute over the interpretation of this Agreement, the language of the Agreement will not be construed against one party in favor of the other. Contractor and Agency acknowledge that they have each had an adequate opportunity to consult with counsel in the negotiation and preparation of this Agreement.

13.3 Consent. Wherever in this Agreement the consent or approval of one party is required to an act of the other party, such consent or approval shall not be unreasonably withheld or delayed.

13.4 No Third Party Beneficiaries. Nothing contained in this Agreement shall be construed to create and the parties do not intend to create any rights in third parties.

13.5 Applicable Law and Forum. This Agreement shall be construed and interpreted according to the substantive law of California, regardless of the law of conflicts to the contrary in any jurisdiction. Any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the forum nearest to the city of Santa Rosa, in the County of Sonoma.

13.6 Captions. The captions in this Agreement are solely for convenience of reference. They are not a part of this Agreement and shall have no effect on its construction or interpretation.

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

13.8 Time of Essence. Time is and shall be of the essence of this Agreement and every provision hereof.

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

AGENCY: SONOMA COUNTY WASTE MANAGEMENT AGENCY

By: _____
Chair

CONTRACTOR:

By: _____

Name: _____

Title: _____

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

By: _____
Executive Director, SCWMA

APPROVED AS TO FORM FOR AGENCY:

By: _____
Agency Counsel

RESOLUTION NO.: 2014-

DATED: January 15, 2014

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
("AGENCY") APPROVING THE AGREEMENT BETWEEN THE AGENCY AND SCS
ENGINEERS ("CONTRACTOR")

WHEREAS, Contractor represents that it is duly qualified and experienced in Consulting Services related to waste characterization studies; and

WHEREAS, in the judgment of the Board of Directors of Agency, it is necessary and desirable to employ the services of Contractor to perform necessary preparation and execution of a waste characterization study; and,

NOW, THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency authorizes the Chair to sign the agreement between the Agency and SCS Engineer for Consultant Services.

MEMBERS:

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

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

SO ORDERED.

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

ATTEST: DATE: January 15, 2014

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

Sonoma Compost Update to Waste Management Agency Board - January 15, 2014

Background

Sonoma Compost Company (SCC), has been under contract with the Sonoma County Waste Management Agency (Agency) since 1993.

The program was initially implemented in partnership with Waste Management, Inc. (WMI), until 1998. Sonoma Compost was identified by WMI as a likely partner given their experience in developing a successful on-farm composting operation in Bennett Valley, and their knowledge of local agricultural needs.

WMI was responsible for grinding all inbound materials. SCC was responsible for composting and marketing of materials. In 1998, WMI elected to discontinue their participation, and SCC assumed the entire operation.

In 1998, there was a competitive bid process undertaken to identify an offsite location for a compost operation. There were no viable offsite locations or vendors identified through that process.

In 1999 SCC signed a five year Agreement with the Agency and Sonoma County (County) for continued compost operations at the existing site. This Agreement included a clause to allow the County to terminate the Agreement should the location be needed for landfilling.

In 2000, and continuing for the next five years, the Agency began an extensive search utilizing GIS software to identifying possible future compost sites. Site identification, analysis, and selection has been ongoing since that time.

Community Benefit

The compost operation has provided a significant benefit to the community over the past 20 years. In the 1990's, Sonoma County banned the landfilling of yard debris and wood waste as part of the community effort to meet AB 939 goals of 50% diversion. Developing a robust compost program has played a key role in helping the County meet that goal.

Diversion

At inception in 1993, the facility diverted approximately 40,000 tons of material, and by 2013 SCC was accepting about 100,000 tons annually, or about 300 tons per day of yard and wood waste. Since its inception, the organics program has diverted over 1.6 million tons of material from landfill and turned them into soil amendments, mulches, and fuel for biomass powerplants.

Sonoma Compost Company works with local businesses such as poultry processors and wineries to direct by-products away from landfilling and into the compost program. This provides a significant benefit in avoided disposal costs to area businesses, greenhouse gas reduction, and in increased compost quality.

End Product

Sonoma Compost Company has always taken the view that yard debris is a resource, not a waste product to be managed. The focus has been efficient processing, clean material, high-end soil amendments and the highest and best use of resources. The compost program is the largest closed-loop recycling program in the county, producing sought-after end products produced locally from

Sonoma County yard debris and wood waste. Consumer confidence and demand lead to most products selling out each Spring and Fall.

In 2013, SCC received 93,017 tons of yard debris and 6,195 tons of wood debris. 123,995 yards of finished product were produced and marketed.

Term and Changes to Agreement

Contract terms for the compost operation have always been relatively short. The initial joint agreement with Waste Management Inc., in 1993 was for seven years. WMI terminated their role in 1998.

The County and Agency entered into an Agreement with SCC in 1999 that had a one year termination clause in the event that the compost pad was needed for placement of garbage. This prompted the start of the long search for a new site for compost.

This Agreement was amended and modified 10 times, including one 5-year extension (Third Amendment, in 2004), two 1-year extensions (Seventh Amendment in 2010, and Eighth Amendment in 2011) and two 4-month extensions (Ninth and Tenth Amendments, both in 2012).

During this period, SCC additionally undertook responsibility for expanding and improving the working surface, partnering for a pilot Construction and Demolition grinding program, and began providing prepared yard debris or “bulking agent” to the City of Santa Rosa Laguna Wastewater Facility for their biosolids composting operations.

In 2011, the Agency undertook a Request for Proposal (RFQ) process which resulted in the current new agreement that was finalized in 2013 and has a termination in early 2017.

Compensation:

Between 1993 and 2012, SCC received an increase in processing payments for wood waste only (in 2004), other than the standard annual cost-of-living increases of 50% of CPI, not to exceed 3%. In sum, beginning in 1993, Sonoma Compost was paid \$20 per ton to process yard debris, and by 2012 that had risen to \$27.58. After a competitive bid process in 2012, the processing fee for yard debris is now \$23.47.

In 2012, SCC submitted a proposal to the Agency as part of a RFQ/RFP process that lowered compensation to SCC and guaranteed a minimum level of profit sharing to the Agency that matched their highest revenue year.

See attached chart for more detailed information on processing fees paid to Sonoma Compost and tipping (gate) fees collected at the Central Disposal Site and County transfer stations.

Challenges

The compost site at the CDS has always been considered temporary, and the program has been hampered by short term agreements and termination clauses. It has been anticipated that at some unknown future date the compost pad would be needed for landfilling and/or eventual closure.

Despite these limitations, SCC has maintained the 20 acre cement pad over the shifting terrain of this aging site. The composting pad has sunk over 6 feet in some areas since commencement of compost operations. SCC has regular annual expenses related to maintain the site footprint as well as having invested over \$1 million since 2009 with the purchase of a new grinder engine, four bucket loaders, two dump trucks, and last month, a replacement horizontal grinder (\$400,000) and water truck.

Sonoma Compost Company continues to seek cost efficient means to meet new and ongoing challenges:

Site Capacity/Regulatory Constraints

Sonoma Compost Company has sought to meet the increased diversion needs of the community while balancing permit restrictions and site capacity constraints. The organics program has been very successful, and while even more materials currently landfilled could be composted, SCC is unable to accept certain materials such as mixed food scraps, or to expand the volumes of other compostable materials until a new site is permitted and constructed.

Current permit conditions restrict annual throughput to 108,000 tons per year. These Permit limits closely parallel the physical site constraints. Operations are becoming increasingly challenging as incoming material stockpiles, material processing (composting) times, consumer desire for quality finished product, and the need for stockpiling finished product to meet consumer demand in Spring and Fall all impact site operations.

Food scrap composting is desired throughout the community, and will be an important component in helping meet increased diversion goals. Further food scrap feedstock may prove important to help fund development of a new compost site. Presently only vegetative food scraps are permitted. This is driven by the current Permit, and the Water Quality Board standards for food scrap composting exceed what is presently available at the current site. Identifying and permitting a new site is important to meet the need for expanded food scrap composting.

Permit Modification

In 2006, numerous conditions were added to the operating permit, which has severely limited the ability to handle the current volume of green waste being processed. In fact, the Agency permit for composting has some of the most restrictive conditions in the State. Working with Rancho Adobe Fire District, Cal Recycle and the Local Enforcement Agency, SCC is working with the Agency to complete a permit modification application to address the present needs of the program until a new site and permit are finalized.

Some of the areas to be addressed under the permit modification include pile size restrictions, processing timeframes, identifying offsite storage, some reporting requirements, and traffic restrictions.

The Fire Marshall has asked for a Fire Risk Analysis to be completed, and SCC's third party consultant submitted that evaluation to the interested parties on January 7. Once any additional questions from the Fire Marshall and local Fire District are received and addressed, SCC will assist the Agency in finalizing the modification request. The Agency will then submit the formal Permit Modification

request to the Local Enforcement Agency, who will then work with CalRecycle to evaluate and consider the application.

Odor Complaints

Since May of 2012 there have been 45 site inspections with at least some attention to odor; of these 34 have been prompted by complaints. Six of these inspections have resulted in reports with violations, but it is important to note that half have been disputed by SCC or Agency personnel whose concurrent evaluation has been that compost odor was either not present or a minor component of the observed odors. The dairy odor has been documented by LEA inspections as the source of the offensive odors in that neighborhood in many cases.

Regardless, SCC recognizes that the compost operation is not without odor, and sometimes those odors migrate off site to sensitive receptors. SCC has worked with the LEA to address increased odor complaints by incorporating additional odor mitigation measures such as doubling the length and output of our odor enzyme mister system, implementing additional protocols for managing chicken feathers, pumping the sediment pond following storm events, and working with the NCWQCB to reverse a previous ruling by them that the sediment pond would not be allowed to be aerated. Sonoma Compost is presently installing the infrastructure to get this aeration system in place. Sonoma Compost staff maintains a daily log of neighborhood and site odors, as well as whenever an odor complaint is received. In some cases we communicate our observations to the LEA and/or to Agency staff. It is rare when any odor we encounter is overpowering or onerous.

From conversations with the LEA and inspectors, it is generally agreed that there has been a recent rise in complaints, and that these seem to be associated with the processes underway related to landfill permitting and the compost Environmental Impact Report (EIR).

Zero Discharge

The Waste Agency has taken the lead on working with the Water Board to address their request for Zero Discharge, however Sonoma Compost has also taken steps to improve water quality by doubling the number of sediment traps that compost site contact water flows through prior to entering the sediment pond.

Contamination

To address increased contamination on inbound material, Sonoma Compost is considering purchasing a new sort- line and trommel screen to help reduce plastics and garbage contamination. Presently, incoming yard debris is spread on the ground and hand sorted. Clean end product is critical to maintaining consumer confidence and assuring there is a market for finished products. Clean end product is key to a successful organics program.

Sonoma Compost is very pleased that the Waste Agency has selected “Composting: It’s in our Roots” as their educational theme this year. We are hopeful for some excellent collaboration among all the stakeholders to help educate the public on the value of keeping contamination out of the yard debris carts.

Compost “Overs”/Biofuel

Additionally, compost “overs”, the end product after grinding, composting and screening yard debris, has historically had a strong value in the biofuel market. With increased regulation, this market has essentially dried up, and compost overs have become a liability. The sort-line will provide both cleaner finished compost as well as cleaner overs, thus affording more opportunity to utilize this material in green energy production as opposed to use as ADC or beneficial use at landfills.

Agency Future/Compost Site Search

Sonoma Compost has worked cooperatively with the Agency as it has navigated the search for a new compost facility and the uncertainty of the future of the local organics program.

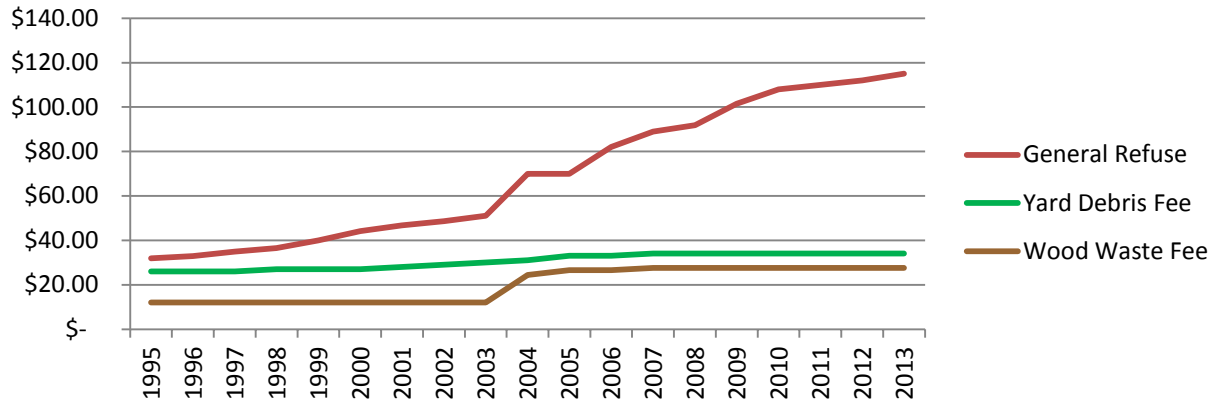
Conclusion

Sonoma Compost has been a long-standing partner with the Agency, the County of Sonoma, and all of the Cities in the county in developing a nationally recognized program that has been instrumental in helping to meet the diversion goals of the County. The value of the end-product to area agriculture is significant, there is no other company in the area that produces the volume and quality of product found at Sonoma Compost.

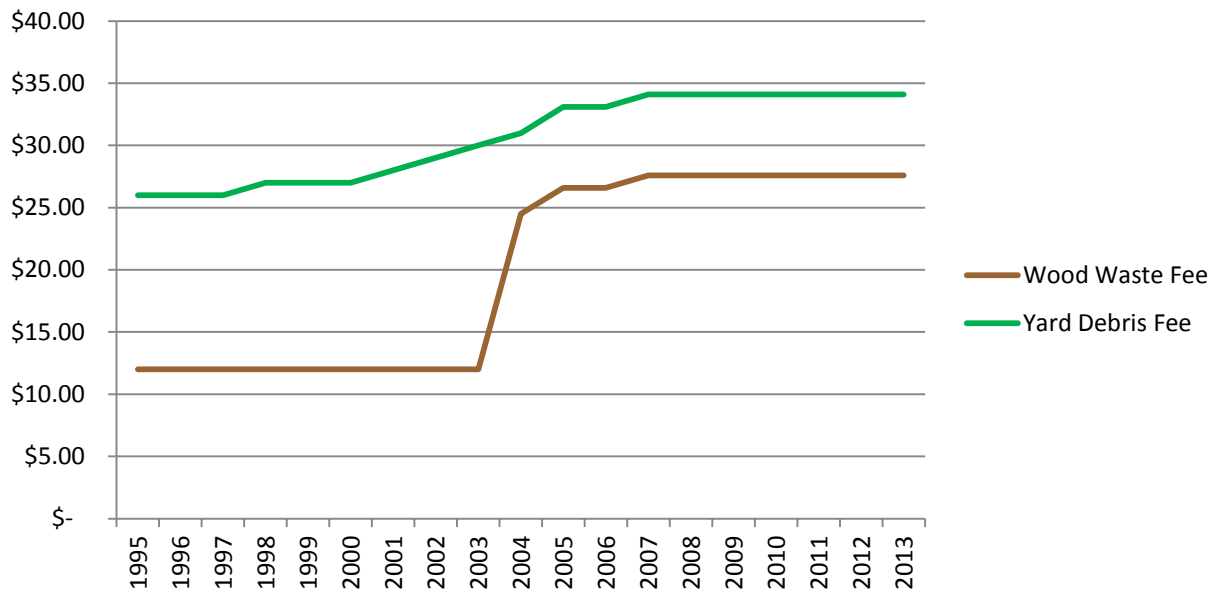
Sonoma Compost Company’s commitment to the community extends beyond creating quality compost, and rebuilding local soils. SCC encourages a connection to our local agricultural roots through education and outreach to students from kindergarten through university levels as well as directly supporting school and community gardens, and providing classes and workshops to gardening clubs and university classes. SCC provides financial support to many community organizations that promote sustainability. Finally, as a ground-breaker for the development of industrial compost facilities, the Sonoma County organics program has been a role model for many compost operations across the state, and has received national recognition as well. SCC has been pivotal in the statewide organics movement and is actively engaged in lobbying and workshops related to regulations and the viability of compost programs statewide.

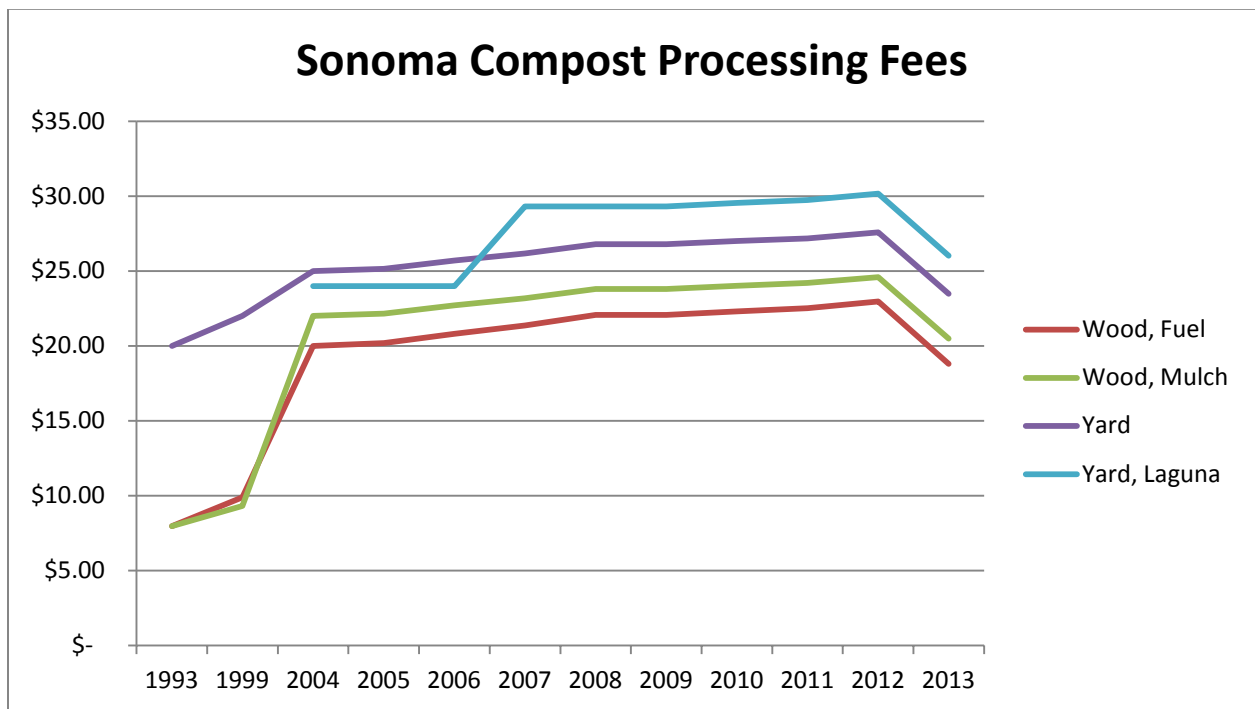
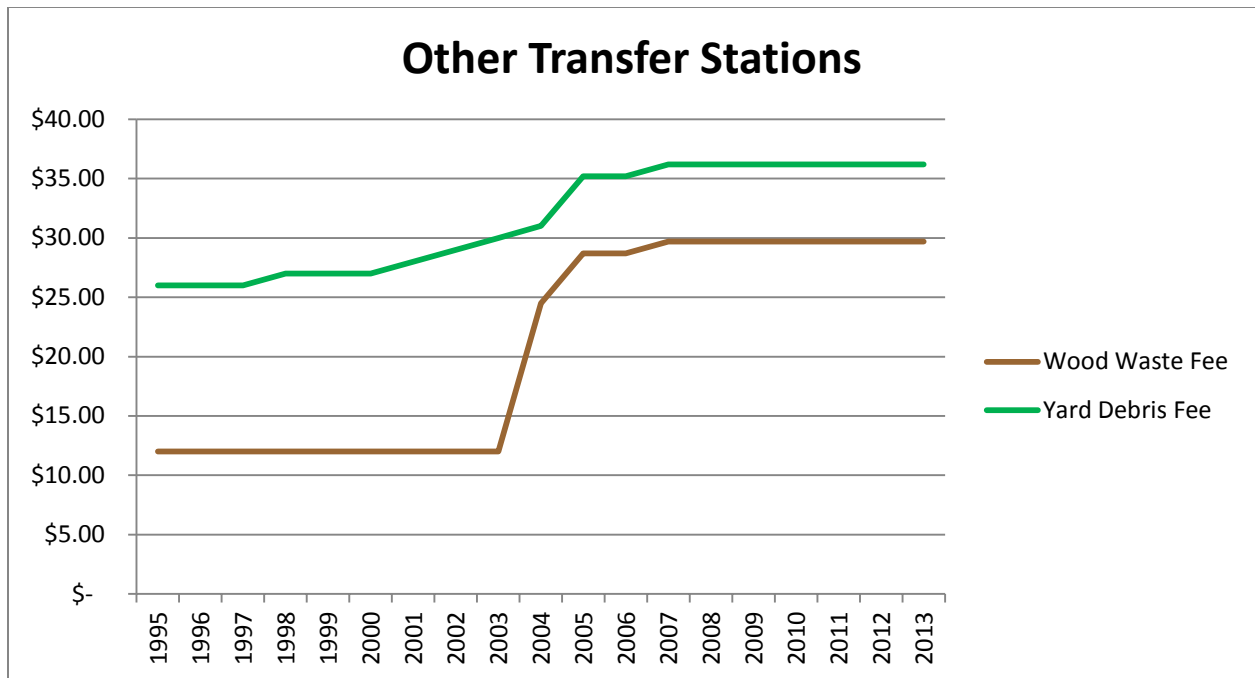
Sonoma Compost is proud of the program they have developed, and the products they produce. Despite many challenges over the years, SCC has strived to maintain the quality and standards of their products as well as the principles of good stewardship and community –mindedness.

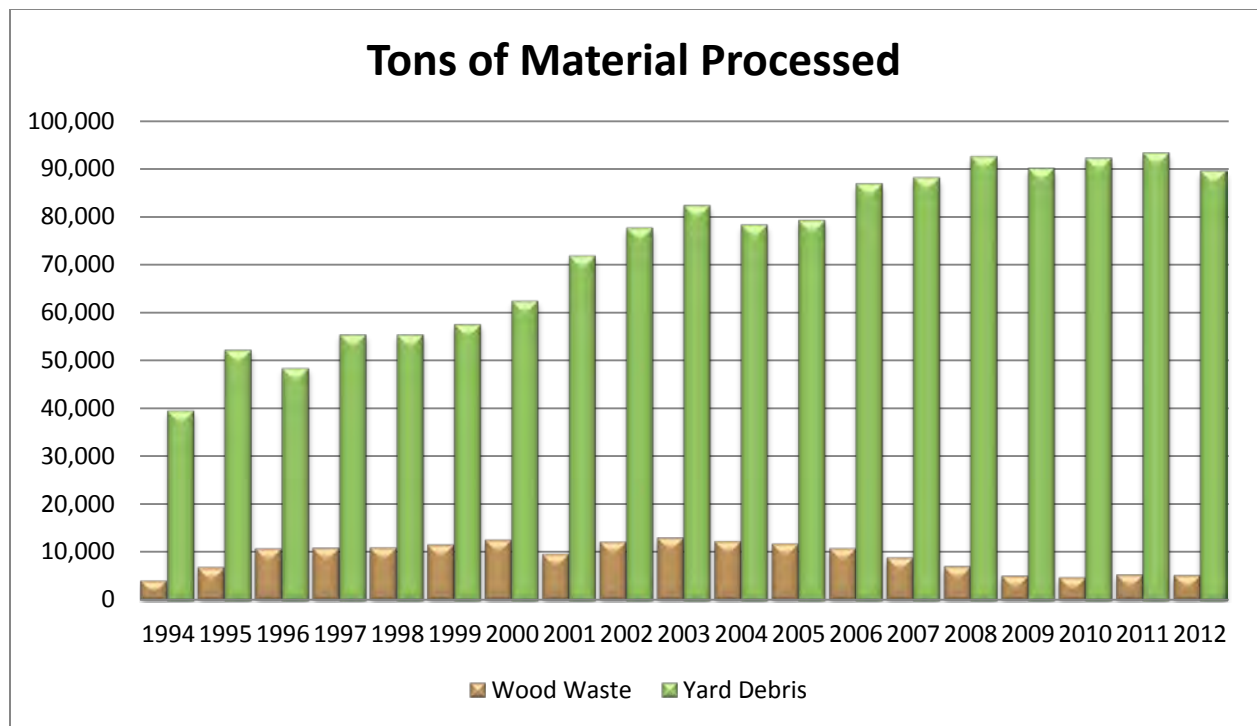
Tip Fees Per Ton, Central Disposal Site

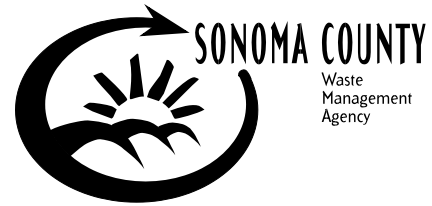


Central Disposal Site









To: Sonoma County Waste Management Agency Board Members

From: Henry Mikus, Executive Director

Subject: January 15, 2014 Board Meeting Agenda Notes

Election of 2014 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:	Healdsburg
Vice Chair:	Petaluma
Pro-Tem:	Rohnert Park

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.

- 5.1 Minutes of the November 20, 2013 Board meeting: regular approval.
- 5.2 Minutes of the December 18, 2013 Special Board meeting to discuss strategic planning: regular approval.
- 5.3 E-Waste Contract Extension: Our contract for E-Waste collection, which mainly is concerned with our monthly community collection events, was rebid and a new two-year contract awarded in June 2012 with Goodwill Industries; that contract provided for possible one-year contract extensions. The current contract would expire in June of this year. Staff is very pleased with the performance and pricing offered by Goodwill, and recommends extending the contract for a year. Doing so now provides the great advantage that we could work with Goodwill to set up the dates and locations for the next contract year's events, thus being able to include them in the upcoming new issue of our "**Recycling Guide**".

Regular Calendar

- 6. Compost Zero-Discharge: We have received a written request from the NCRWQCB to implement a program to divert, collect, and treat the initial 200,000 gallons of "first flush" contact water from storms on our compost facility. The plan was discussed at the

November meeting, with this month's item the follow up as staff requests Board approval to spend up to \$90,000 from the Organics Reserve to implement the program for the remainder of this winter rainy season. Expenditures for "first flush" for subsequent years would be managed via the annual budget. A unanimous vote of the Board is required.

7. JPA Agreement Amendment: As of this writing, eight of our members' governing bodies have approved the amendment. Cloverdale is scheduled to consider the 2nd Amendment January 8, 2014, and Santa Rosa is scheduled to do so January 14, 2014.
8. Carryout Bag Ordinance EIR Certification: The carryout bag ordinance project Final EIR was presented to the Board at the April 2013 meeting. Staff is recommending the Final EIR be certified by the Board as a necessary next step prior to approving and adopting a carryout bag ordinance.
9. Carryout Bag Ordinance First Reading: After the Final EIR is certified the next step would be the first vote for approval and first reading of the proposed regional carryout bag ordinance. As of this writing, 7 members' governing bodies had provided direction to their Agency Board members indicating approval of the ordinance. Cloverdale is scheduled to discuss the ordinance January 8, 2014, and both Rohnert Park and Santa Rosa are to have their discussions January 14, 2014. A unanimous vote of the Board is required.
10. Administrative Penalties Ordinance First Reading: An Administrative Penalties Ordinance is needed for any potential enforcement activities as a companion to the Carryout Bag ordinance. This would be the first vote for approval and first reading of the proposed Administrative Penalties ordinance. The draft was previously approved by the Board, and has been discussed with our members' governing bodies as part of our work on the bag ban. A unanimous vote of the Board is required.
11. Waste Characterization Study Agreement: As part of the budget approval process for the current fiscal year, the Board authorized staff to engage a consultant to perform a waste characterization study to analyze the composition of the current regional waste stream. Staff solicited proposals for the work, and is seeking Board approval for the recommended contractor, SCS Engineers, and the expenditure amount, \$112,956. Three proposals were received, and staff interviewed two of the responding firms. Staff believes SCS to provide the best scope of work plus the most competitive price. A unanimous vote of the Board is required.
12. Sonoma Compost Report: At the November meeting the Board asked Sonoma Compost Company to present a report on its activities and issues.
13. Attachments/Correspondence: There are several items this month presented under "Reports by Staff and Others" in addition to this "Director's Agenda Notes" report:
 - 13.2.a Outreach Events Calendar: This is our regular, updated listing of Outreach Events listing events planned for January, February, and March 2014.
 - 13.2.b through 13.2.f Education Reports: These are three Annual Education Reports for 2013 describing activities from our EcoDesk and Website functions plus the Yearly Summary, and two progress reports on our ongoing Mandatory Commercial Recycling outreach efforts.

January 2014 Outreach Events

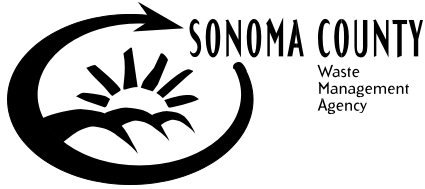
<u>Day</u>	<u>Time</u>	<u>Event</u>
7	4 – 8 PM	Community Toxics Collection, Santa Rosa NE
8	11am	Compost Site Tour- Jackson Family Winery
11	8 AM- 4 PM	Electronics Waste Collection Event, Santa Rosa Wells Fargo Center
14	4 – 8 PM	Community Toxics Collection, Oakmont
21	4 – 8 PM	Community Toxics Collection, Cotati
25	10-3 PM	Family Life iLearn Fair
25	8 AM- 4 PM	Electronics Waste Collection Event, Oakmont Central Facility Parking Lot
25	8 AM- 5 PM	CompostCon, US Compost Council Annual Conference, Oakland, CA
27	4:15 – 5:45 PM	Mulch Madness Lawn Conversion: Grow Local Businesses and Harvest Community Engagement
28	4 – 8 PM	Community Toxics Collection, Healdsburg

February 2014 Outreach Events

<u>Day</u>	<u>Time</u>	<u>Event</u>
1	10- 11 AM	Compost Site Tour, Permaculture Design Course, Daily Acts.
4	4 – 8 PM	Community Toxics Collection, Santa Rosa SE
6	8:30 AM- 12 PM	Biochar workshop- SRJC Shone Farm, Forestville
11	4 – 7 PM	Windsor Business Expo
11	4 – 8 PM	Community Toxics Collection, Petaluma
14-17	10 AM- 5 PM	Cloverdale Citrus Fair
18	4 – 8 PM	Community Toxics Collection, Rincon Valley
18	9 AM- 12 PM	Compost production and application in the vineyard, Scheid Vineyards
25	4 – 8 PM	Community Toxics Collection, Larkfield

March 2014 Outreach Events

<u>Day</u>	<u>Time</u>	<u>Event</u>
3-7	All Day	USCC Compost Operations Training Course, UC Davis
4	4 – 8 PM	Community Toxics Collection, Rohnert Park
11	4 – 8 PM	Community Toxics Collection, Santa Rosa NW
18	4 – 8 PM	Community Toxics Collection, Monte Rio
22- 23	8 AM- 4 PM	Electronics Waste Collection Event, Graton Fire Department
25	4 – 8 PM	Community Toxics Collection, Sebastopol



Agenda Item #: 13.2 b
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/15/2014

ITEM: Eco-Desk (English and Spanish) 2013 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 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 via a searchable database. Statistics from Google Analytics, commencing with the web site launch, details its usage and is included as a separate report.

II. DISCUSSION

General observation

Agency staff has observed that the public often asks sophisticated Eco-Desk questions that require additional Agency staff research. A reason may be that simpler questions are answered on the Agency's website and by garbage company/city/disposal site customer service staff. Agency staff keeps an archive of difficult to answer questions. Following is a sampling of Q&A from the archive:

Table 1: Sampling of Eco-Desk questions Q & A

Question	Answer
9/19/13- My vehicle has a transmission oil like an oil filter. Can I bag that up with my vehicle oil filter for my trash service (northbay corp in Santa Rosa)	9/20/13- Agency staff emailed the Ratto Group who responded that "We (The Ratto Group) accepts transmission oil filters curbside as long as it fits in the same bag as the automobile oil filter."
10/1/13- I have only just been learning about LEDs and everything tells me they are recyclable. A great benefit over CFLs. If this is true, I wanna switch yesterday.	10/2/13- Agency staff contacted the Department of Toxics Substance Control (DTSC) Duty Officer. DTSC regulates hazardous waste management in California. Here's the response: "DTSC hasn't specifically tested LEDs to see if they are hazardous or not. So we can't automatically mandate that they are all presumed to be hazardous waste. Different LEDs are made of different chemicals. Some of the chemical probably should not wind up in the environment." The best management practice would be manufacturer take-back, otherwise LEDs are accepted in the garbage until further notice.
10/1/13- Can you please explain why tarps are not accepted curbside?	10/2/13- Agency staff contacted Ratto Group staff who confirmed that tarps are recyclable curbside provided they are bundled. Agency staff then contacted Sonoma Garbage Collectors who agreed to accept bundled tarps curbside as well. Thus, there is consistency in materials accepted curbside in Sonoma County.
10/12/13- Our store would like to use a fluorescent lamp crusher. Do you know anything about these?	10/16/13- Agency staff contacted the DTSC. Here's the response: Operating a fluorescent lamp/tube crusher in California would be considered hazardous waste treatment. Operating a fluorescent lamp crusher in California would require a "standardized permit" from the Department of Toxic Substances Control. Contact DTSC for more information on standardized treatment permits before you invest in a fluorescent lamp crusher.
11/18/13- How can I dispose of an electric toothbrush that has a solid body with no way to get the battery out? Can I just put it in the regular garbage?	11/19/13- Agency staff sent an email to Call2Recycle. Call2Recycle, a rechargeable battery recycler, responded that any Call2Recycle retailer (locations listed on http://www.recyclenow.org/toxics/house_batteries.asp) would accept the toothbrush (bagging recommended). Agency staff also emailed ECS Refining, the ewaste contractor at County Refuse Disposal Sites and for Goodwill Industries. ECS Refining does not consider an electric toothbrush "ewaste", but if it gets mixed with other ewaste items at disposal sites, they will "handle it."
11/18/13- I have a large fiberglass tank that I need to dispose of. It is approximately 8,500 lbs.	11/18/13- Agency staff emailed the County Refuse Disposal Site Disposal Supervisor for instructions. The tank is acceptable, regular garbage rates of \$115/ton apply, as long as it is cut in pieces no larger than 4'x8'. Unloading help is not provided and there must be no hazardous residue on the pieces.
11/21/13- Our fishing vessel has been in storage for over two years. It has a lot of gasoline in it that needs to be disposed of properly. We don't want to try to use it since it may have moisture in it.	11/21/13- Agency staff referred to the Agency's Household Toxics programs, residential or business programs depending in what capacity the fishing vessel was used (commercial or personal use). It was also emphasized that it will be necessary to give up container(s) used to transport the gasoline.
11/21/13- How do you want us to deal with Halogen lights?	11/21/13- Halogen lights can be disposed of like incandescent lights, in the regular garbage. They are not mercury-containing.
12/3/13- I have a number of failed APC UPS (Uninterruptible Power Supply) units that I need to recycle/dispose of. Annapolis Transfer Station is the closest disposal site.	12/3/13- Agency staff sent an email to ECS Refining. Those units are not accepted at County Refuse Disposal Sites as ewaste. Agency staff also inquired with Interstate All Battery Center which will accept the units for a fee.
12/9/13- I need to get a temp EPA #. How do I do this?	12/9/13- Agency staff referred to information about the topic on the Agency's website http://www.recyclenow.org/business/hh_toxics_fac.asp including providing information on how to contact the CUPA for their area.
12/18/13- How do I properly dispose of an air mattress? It features an electrical plug-in pump embedded in the vinyl body of the mattress.	12/18/13- Agency staff sent an email to ECS Refining. Assuming the air mattress is not reusable for donation, ECS confirmed that the air mattress cannot be recycled as ewaste. Thus, it becomes garbage.
12/19/13- How do I donate or dispose of a display of taxidermy birds circa 1884. It is my	12/20/13- As reuse/donation is preferable to disposal at the Household Toxics Facility, Agency staff matched the caller with a contact at the California Academy of Sciences for donation of the display.

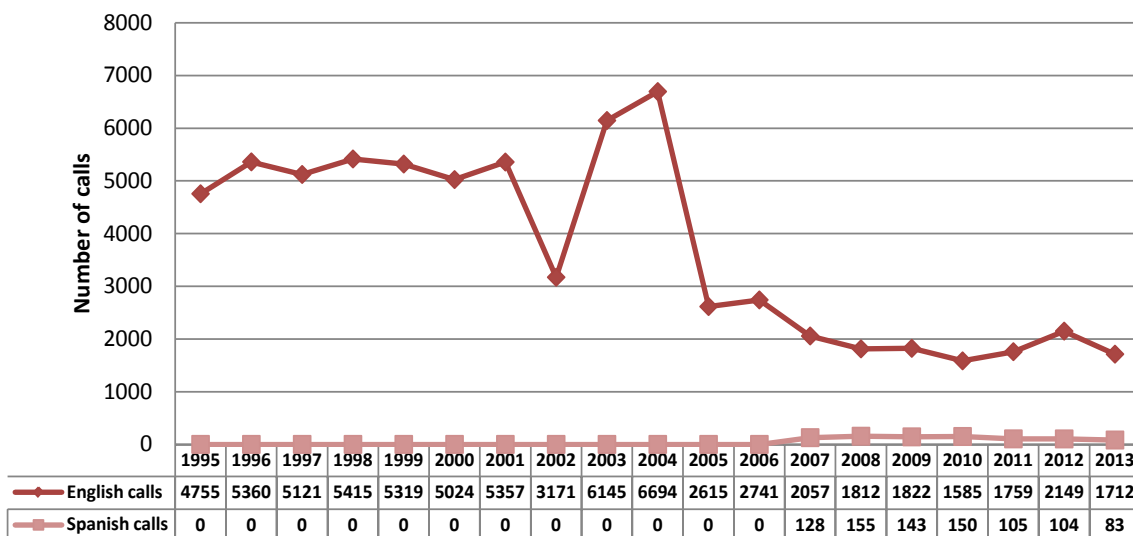
understanding that arsenic was used for preservation in the Victorian era.	
12/31/13-Rite Aid operates 6 stores within the county that will be affected if Ordinance 2013-1 is adopted. Are you able to advise where the county is in the process; and if you expect each of the incorporated cities within the county to adopt the same ordinance by reference?	12/31/13-Agency staff updated the store on the Ordinance process in Sonoma County.

Eco-Desk phone summary (English and Spanish)

- In 2013, the English Eco-Desk received 1,712 calls/email inquiries, a 20% decrease from 2012 where 2,149 calls/ emails. In 2013, the Spanish Eco-Desk received 83 calls; in 2012, 104 calls were received.

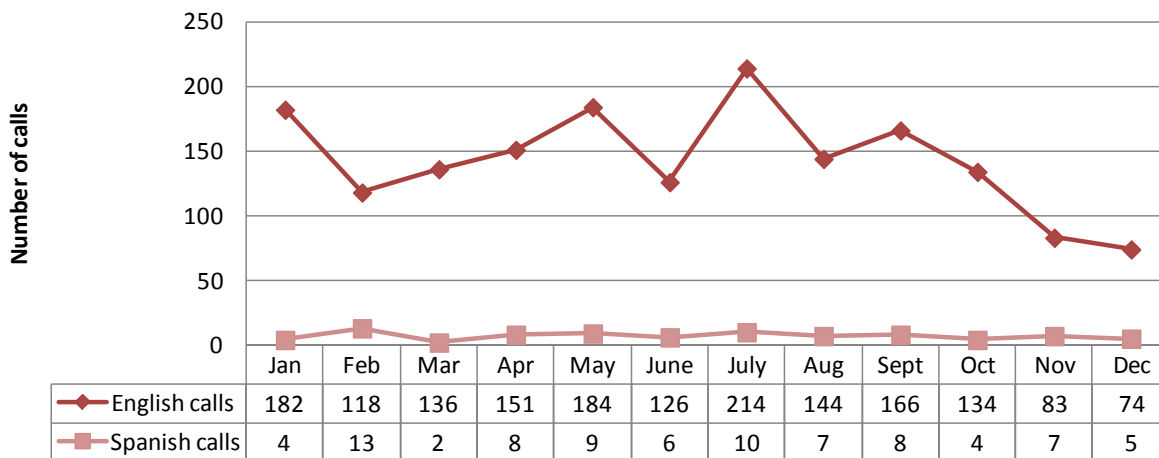
Note that in 2005, the Eco-Desk became a call-back only service where callers are given the option to leave a phone message after listening to pre-recorded information. See Figure 1.

Figure 1: Number of Eco-Desk calls (English and Spanish) annually (1995-2013)



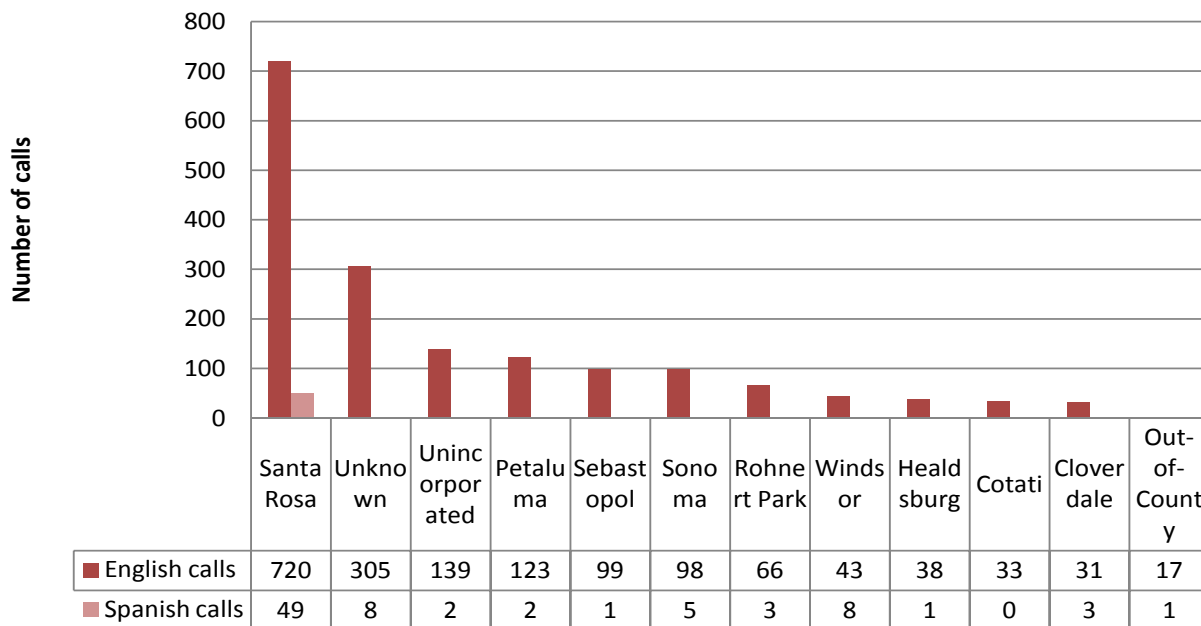
- Call volume peaked in July for the English Eco-Desk and in February for the Spanish Eco-Desk. The call peaks for the English Eco-Desk may be the result of increased outreach events during this time period. See Figure 2.

Figure 2: Number of Eco-Desk (English and Spanish) calls per month 2013



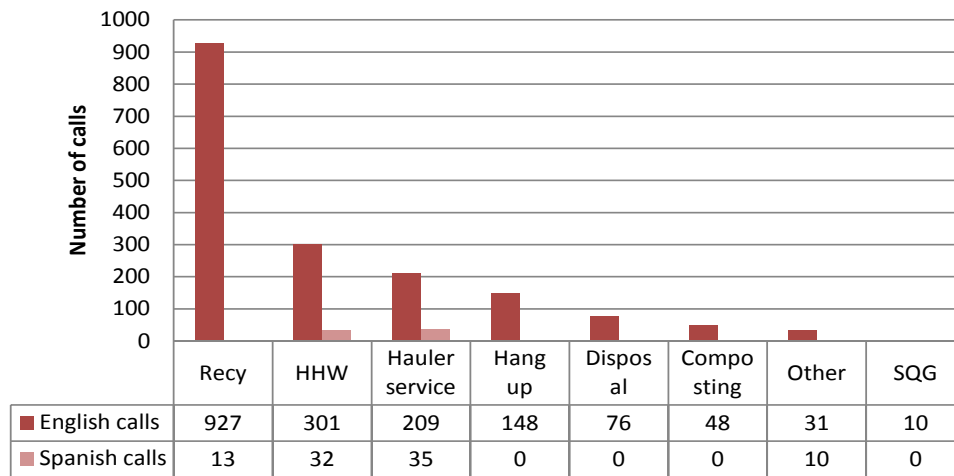
- The majority of calls were received from Santa Rosa, unknown and the unincorporated area on the English Eco-Desk. The “unknown calls” result from cell phone use where phone numbers don’t indicate geographic location. Often there isn’t a chance to talk to the caller as questions are returned via voice mail. The majority of calls were received from Santa Rosa on the English and on the Spanish Eco-Desk. See Figure 3.

Figure 3: Eco-Desk (English and Spanish) calls by city 2013



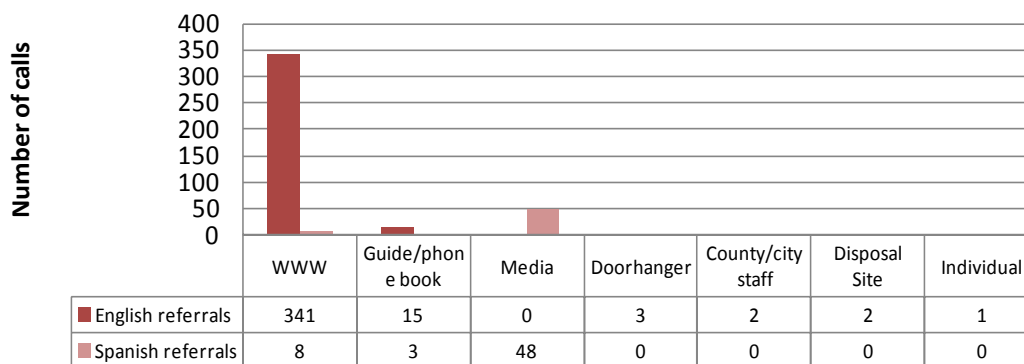
- The majority of questions asked by English speaking Eco-Desk callers pertained to recycling and household hazardous waste. For the Spanish Eco-Desk, the majority of questions pertained to garbage company service related issues and household hazardous waste. See Figure 4.

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 through email inquiries and from the Recycling Guide (phone book and stand-alone versions). For the Spanish Eco-Desk, the majority of calls were referred from media and website referrals. 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 (56% female/35% male/9% unknown). This statistic was reversed for the Spanish Eco-Desk where the majority of callers were men (63% male/31% female/6% unknown).
- For the English Eco-Desk in 2013, residences generated 79% of calls; 11% of calls were of unknown origin; 9% of calls were generated by businesses. For the Spanish Eco-Desk, residences generated 94% of calls; 6% 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 2013
Spanish Eco-Desk Annual Report 2013

Approved by: _____ Henry Mikus, Executive Director, SCWMA

Phone English Eco-Desk Annual Report 2013

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/emails	182	118	136	151	184	126	214	144	166	134	83	74	1,712
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	10	7	6	6	9	5	10	7	8	7	3	3	

Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	66	48	65	54	91	53	87	60	75	64	31	26	720	42
Unknown	34	18	28	31	24	22	47	38	18	19	12	14	305	18
Unincorporated	22	8	8	12	21	3	11	10	13	12	11	8	139	8
Petaluma	17	9	6	11	7	8	19	7	14	9	8	8	123	7
Sebastopol	12	8	7	8	11	4	12	12	10	6	3	6	99	6
Sonoma	9	10	4	14	9	8	10	8	9	7	9	1	98	6
Rohnert Park	5	3	2	3	13	13	9	1	6	5	3	3	66	4
Windsor	5	4	6	3	5	4	4	0	4	3	2	3	43	3
Healdsburg	4	1	3	7	2	6	5	2	7	1	0	0	38	2
Cotati	5	2	2	1	0	1	4	3	3	5	2	5	33	2
Cloverdale	2	5	4	4	1	2	4	2	4	3	0	0	31	2
Out-of-county	1	2	1	3	0	2	2	1	3	0	2	0	17	1
	182	118	136	151	184	126	214	144	166	134	83	74	1,712	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)	73	76	68	80	104	70	111	74	90	70	45	38	899	53
Web site generated emails	45	13	18	25	37	25	51	25	36	32	14	20	341	20
Commercial Recycling Assistance (99409)	19	4	15	7	10	7	10	10	5	4	5	3	99	6
Plastics (99408)	7	4	10	11	5	6	9	9	6	6	7	3	83	5
Recycling Guide (99410)	6	4	5	4	4	4	9	4	6	5	2	2	55	3
Electronics (99406)	9	3	6	4	7	9	6	2	5	2	1	0	54	3
Community Toxics Collection (99404)	7	3	5	5	5	0	5	7	9	1	3	1	51	3
Paint (99407)	8	2	2	2	8	2	6	6	3	2	1	0	42	2
Household Hazardous Waste (99402)	3	3	2	6	1	2	6	4	3	6	2	3	41	2
SQG (99403)	3	1	0	3	2	1	1	1	1		1	0	14	1
Oil, Cotati & R.P.(99414)	0	0	2	1	0	0	0	0	0	1	0	0	4	0
Oil, S.R. Roseland(99417)	1	0	0	2	0	0	0	0	0	0	0	0	3	0
Oil, S.R.-East (99419)	0	1	1	0	0	0	0	0	0	0	0	0	2	0
Oil, Petaluma (99415)	0	0	1	0	0	0	0	0	0	1	0	0	2	0
Oil, S.R.-West (99418)	0	0	1	1	0	0	0	0	0	0	0	0	2	0
Oil, Clov. & Heald.(99413)	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Oil, Sonoma (99420)	0	0	0	0	0	0	0	1	0	0	0	0	1	0
Oil, Seb. & Unin.(99421)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	181	115	136	151	183	126	214	143	164	130	81	70	1,694	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	103	72	74	82	109	66	119	73	99	59	38	33	927	53
HHW	29	24	24	27	31	18	34	27	22	34	21	10	301	17
Hauler billing or service question	27	12	10	14	19	17	24	14	14	25	15	18	209	12
Hang up	25	7	14	12	16	12	23	20	13	3	3	0	148	8
Disposal	0	2	4	20	9	6	6	6	2	10	5	6	76	4
Composting	4	4	8	4	2	2	7	2	10	2	2	1	48	3
Other	1	0	2	4	2	2	1	2	6	5	2	4	31	2
SQG	3	0	2	0	1	2	1	1	0	0	0	0	10	1
													1,750	100

Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female	99	57	64	85	122	74	121	63	97	76	48	48	954	56
Male	58	51	57	56	43	41	65	59	57	53	33	25	598	35
Unknown	25	10	15	10	19	11	28	22	12	5	2	1	160	9
	182	118	136	151	184	126	214	144	166	134	83	74	1,712	100

Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	139	97	102	125	152	106	163	105	136	108	71	55	1,359	79
Unknown	28	13	17	11	22	16	34	24	14	7	3	2	191	11
Business	15	8	15	15	10	4	17	15	16	16	9	16	156	9
Institution	0	0	2	0	0	0	0	0	0	3	0	1	6	0
	182	118	136	151	184	126	214	144	166	134	83	74	1,712	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	45	13	18	25	37	25	51	25	36	32	14	20	341	94
Guide/Phone book/AT&T Yellow Pages Ref	1	1	1	1	0	3	2	1	3	0	1	1	15	4
Doorhanger	0	0	0	0	0	0	0	0	3	0	0	0	3	1
County/city staff	0	0	0	0	0	0	0	0	1	1	0	0	2	1
Disposal Site	0	1	0	0	0	0	0	0	0	1	0	0	2	1
Individual	0	0	0	0	0	0	0	0	0	1	0	0	1	0
Utility bill insert	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	46	15	19	26	37	28	53	26	43	35	15	21	364	100

Phone Spanish Eco-Desk Annual Report 2013

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	4	13	2	8	9	6	10	7	8	4	7	5	83
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	0	1	0	0	0	0	0	0	0	0	0	0	0

Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	4	4	2	4	6	6	7	3	7	1	2	3	49	60
Unknown	0	0	0	0	0	0	0	1	1	3	3	0	8	10
Windsor	0	4	0	1	1	0	0	1	0	0	0	1	8	10
Sonoma	0	1	0	1	1	0	0	1	0	0	1	0	5	6
Rohnert Park	0	2	0	0	0	0	1	0	0	0	0	0	3	4
Cloverdale	0	1	0	0	0	0	2	0	0	0	0	0	3	4
Petaluma	0	0	0	0	0	0	0	1	0	0	0	1	2	2
Unincorporated	0	0	0	1	1	0	0	0	0	0	0	0	2	2
Healdsburg	0	1	0	0	0	0	0	0	0	0	0	0	1	1
Sebastopol	0	0	0	0	0	0	0	0	0	0	1	0	1	1
Out-of-county	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Cotati	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	13	2	8	9	6	10	7	8	4	7	5	82	100

Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Hauler billing or service	2	10	0	4	3	4	3	2	4	2	0	1	35	39
HHW	4	1	2	2	5	1	2	5	4	0	4	2	32	36
Recycling	0	2	2	0	2	0	2	1	0	0	3	1	13	14
Other	1	0	0	1	1	1	3	0	0	0	2	1	10	11
	7	13	4	7	11	6	10	8	8	2	9	5	90	100

Gender of caller

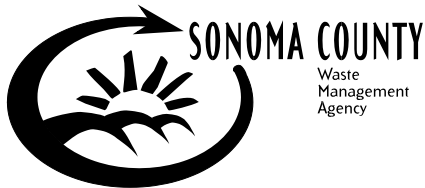
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Male	3	9	2	4	5	4	7	4	3	1	4	4	50	63
Female	1	4	0	4	4	2	3	2	4	1	0	0	25	31
Unknown	0	2	1	1	0	0	0	0	0	0	0	1	5	6
	4	15	3	9	9	6	10	6	7	2	4	5	80	100

Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	4	13	2	8	9	6	10	6	7	2	4	4	75	94
Unknown	0	2	1	1	0	0	0	0	0	0	0	1	5	6
Business	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	4	15	3	9	9	6	10	6	7	2	4	5	80	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	7	2	6	4	6	8	3	5	0	4	2	48	67
WWW	0	3	0	1	2	0	0	0	1	0	0	1	8	11
Sticker	0	3	0	1	1	0	1	0	0	0	0	0	6	8
Business	3	0	0	0	0	0	0	0	0	0	0	0	3	4
Phone book	0	0	0	0	2	0	0	0	0	0	0	0	2	3
Service provider	0	0	0	0	0	0	0	0	0	1	0	1	2	3
Pocket Calendar	0	0	0	0	0	0	0	1	0	0	0	0	1	1
Guide	0	0	0	0	0	0	0	0	1	0	0	0	1	1
Flyer	0	0	0	0	0	0	1	0	0	0	0	0	1	1
	4	13	2	8	9	6	10	4	7	1	4	4	72	100



Agenda Item #: 13.2c
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/15/2014

ITEM: Website www.recyclenow.org 2013 Annual Report

I. BACKGROUND

Since 1998, the Sonoma County Waste Management Agency has operated a comprehensive website at 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 is comprised of 94 pages with topics including Agency, Toxics, Recycling, Business, Multifamily, Schools, Disposal, Compost and Resources. The database is updated daily. Content changes are made several times per week. Public feedback is received at recyclenow@sonoma-county.org and emails answered are recorded as part of the Eco-Desk database phone log. For Carryout Bag Reduction education, a new "Reduce" heading was added and campaign topic page http://www.recyclenow.org/reduce/carryout_bag_reduction.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. Note that for 2010 as the revised website was launched, only four months of data is available for that year. Google Analytics continually offers improved and expanded insights.

Figure 1: Age of website visitors 2013

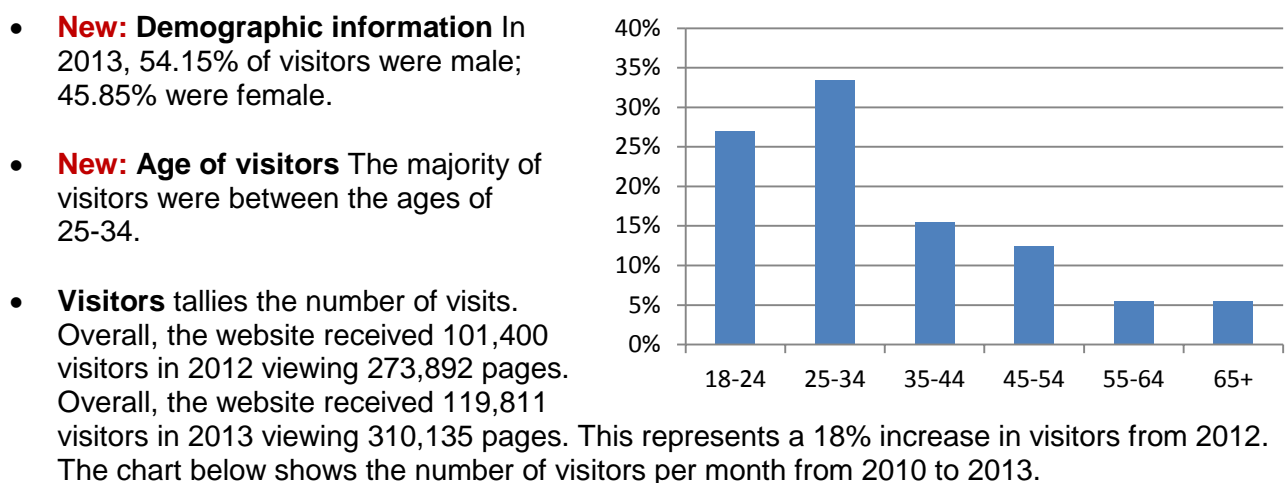
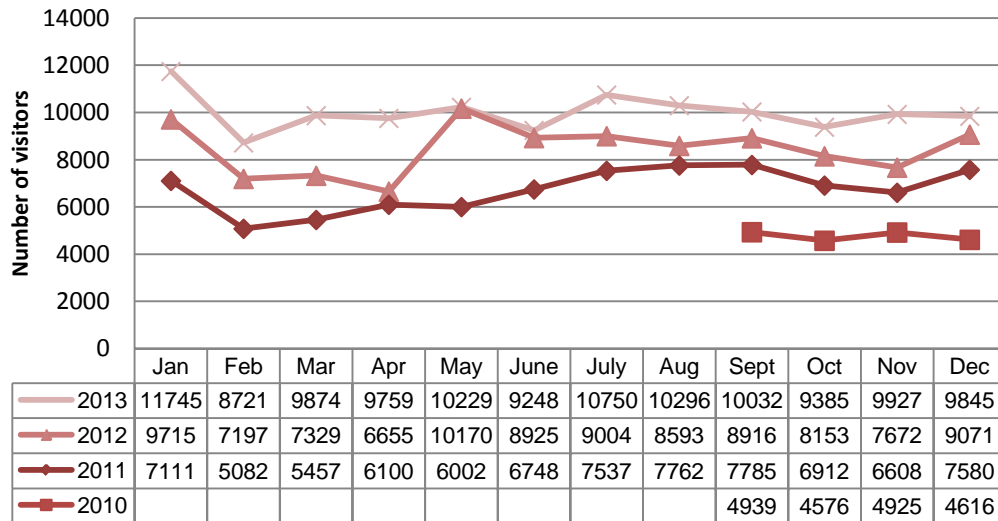
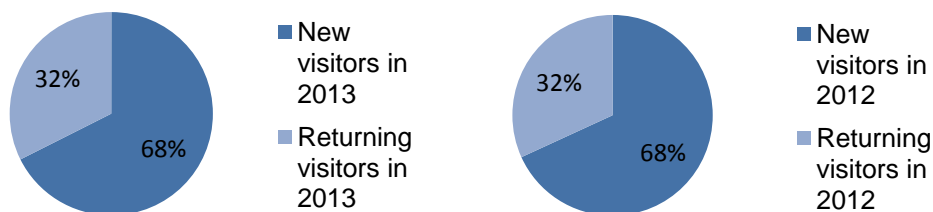


Figure 2: Number of website visitors 2010 to 2013



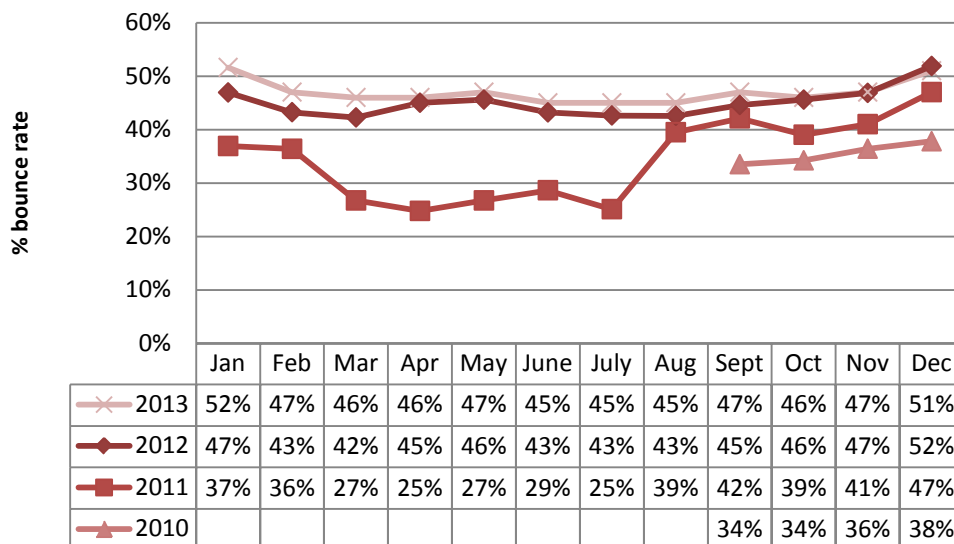
- **New vs. returning visitors** tallies the number of visits. % new visits is the percentage of visits that were first-time visits (from people who had never visited the website before). There was a similar number of return visitors from 2012 to 2013.

Figure 3: New vs. returning visitors in 2013 and 2012



- **Bounce rate** is the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page). So a lower bounce rate is more favorable. The bounce rate was similar in 2012 and 2013.

Figure 4: Bounce rate 2010 to 2013



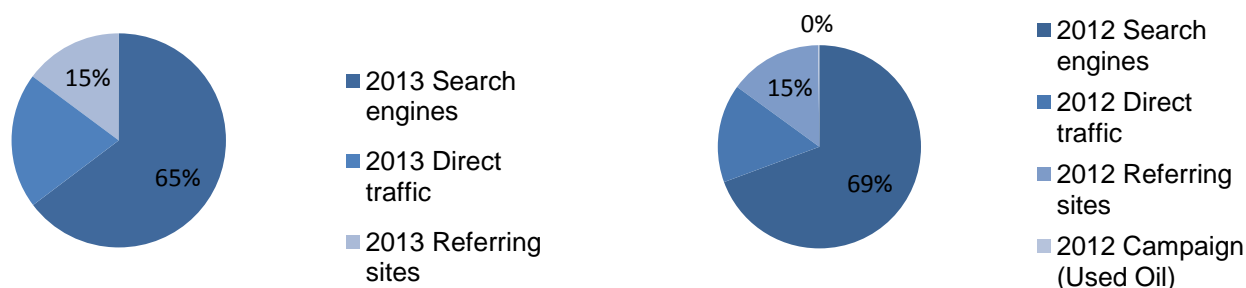
- **Top content** shows the pages that visitors are most interested in. The most notable change was the increased use of the Central Disposal Site Overview page and other disposal related pages..

Figure 5: Top content comparing 2012 to 2013

Top content 2013		Top content 2012	
Home page	http://www.recyclenow.org/index.asp	Home page	http://www.recyclenow.org/index.asp
Search "What would you like to recycle?"	http://www.recyclenow.org/recycle_results.asp	Search "What would you like to recycle?"	http://www.recyclenow.org/recycle_results.asp
Central Disposal Site overview	http://www.recyclenow.org/disposal/overview.asp	English Recycling Guide	http://www.recyclenow.org/recycling/recycling_guide.asp
Household Toxics Facility	http://www.recyclenow.org/toxics/house_tox_facility.asp	Household Toxics Facility	http://www.recyclenow.org/toxics/house_tox_facility.asp
Locate your garbage company	http://www.recyclenow.org/disposal/garbage.asp	Locate your garbage company	http://www.recyclenow.org/disposal/garbage.asp
English Recycling Guide	http://www.recyclenow.org/recycling/recycling_guide.asp	Disposal site search	http://www.recyclenow.org/disposal/search_disposal.asp
Disposal site search	http://www.recyclenow.org/disposal/search_disposal.asp	Electronics recycling	http://www.recyclenow.org/toxics/electronics.asp
Electronics recycling	http://www.recyclenow.org/toxics/electronics.asp	Results from search disposal site	http://www.recyclenow.org/disposal/search_disposal_results.asp
Transfer Stations Fee schedule	http://www.recyclenow.org/disposal/transfer.asp	Central Disposal Site overview	http://www.recyclenow.org/disposal/overview.asp
Results from search disposal site	http://www.recyclenow.org/disposal/search_disposal_results.asp	Central Disposal Site Fee schedule	http://www.recyclenow.org/disposal/fee_central_disposal.asp
Locate drop-off recycling centers	http://www.recyclenow.org/recycling/locate_recycling_center.asp	Locate drop-off recycling centers	http://www.recyclenow.org/recycling/locate_recycling_center.asp

- **Traffic sources** includes search traffic from search engines, referral traffic from other websites, direct traffic where the visitor types in the URL page directly and campaigns. Like in 2012, the Agency's website performs well in organic searches on search engines such as Google, Yahoo, Bing, etc.

Figure 6: Traffic sources comparing 2013 to 2012



In 2013, the main sources for all referral traffic was North Bay Corporation's website <http://www.unicycler.com>, the County of Sonoma's website <http://www.sonoma-county.org>, yelp.com and google.com

Figure 7: Top referring sources 2013

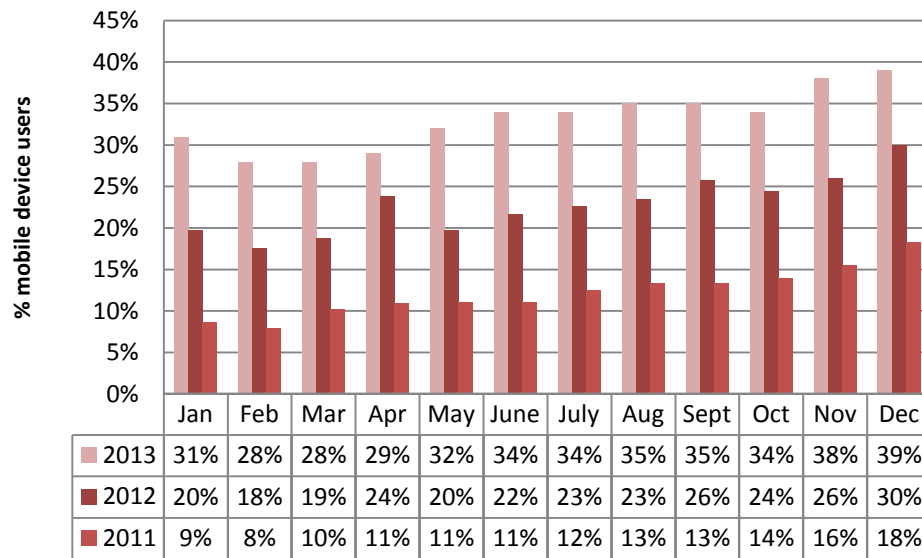
Top referring sources 2013		Visits
Google.com/organic	http://www.google.com	66,131
Direct (none)		24,515
North Bay Corporation's website	http://www.unicycler.com	6,202
Yahoo.com/organic	http://www.yahoo.com	5,247
Bing (organic)	http://www.bing.com	3,978
County of Sonoma's website	http://www.sonoma-county.org	2,475
Yelp.com	http://www.yelp.com	1,125
Google.com/referral	http://www.google.com	784
Comcast (organic)		764
www.sonomacountywaste.com	http://www.sonomacountywaste.com/	628
links.govdelivery.com / referral		553

- **Keywords** are the phrases that visitors typed in search engines to find the website. Top keywords for 2013 follow:
 1. Sonoma County dump
 2. Sonoma County landfill
 3. Sonoma County waste management
 4. Recyclenow.org
 5. Sonoma County recycling
 6. www.recyclenow.org
 7. Santa Rosa recycling center
 8. Sonoma County refuse
 9. Petaluma dump

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

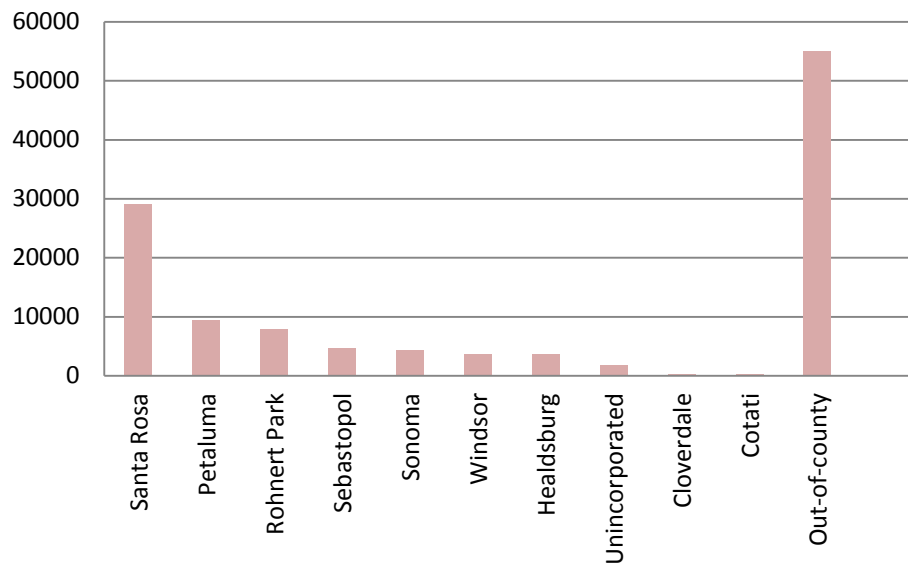
- **Website browsers** show the preference of browsers. Overall, the favored browsers in 2013 were respectively Safari, IE, Chrome, Firefox and Android Browser. In 2012, Internet Explorer was the preferred browser followed by Safari. This trend may be the result of increased mobile device use.
- **Mobile device users** are increasing dramatically. In January 2011, only 9% of visitors used mobile devices, in December 2013 39% of visitors used mobile devices. The most commonly used mobile devices are the Apple iPhone, Apple iPad, Motorola MOTXT912B Droid Razr 4G, Samsung GT-I9300 Galaxy SIII, LG MS770 Motion 4G and Motorola XT907 DROID RAZR M 4G LTE.

Figure 8: Mobile device users comparing 2011 to 2013



- 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 2013, 96.95% of total website users were from the United States. 90% of users in the United States resided in California. Of the out-of-county users, there is evidence that people commuting to San Francisco might access the www.recyclenow.org website while at work. In 2013, 29,105 visitors were from Santa Rosa, 14,859 visitors were from San Francisco and 9,372 visitors were from Petaluma.

Figure 9: Number of website visitors by city 2013



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 Annual Report 2013

Approved by: _____
Henry Mikus, Executive Director, SCWMA

Website www.RecycleNow.org Annual Report 2013

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	11,745	8,721	9,874	9,759	10,229	9,248	10,750	10,296	10,032	9,385	9,927	9,845	119,811	
Visits per day	379	311	319	325	330	308	347	332	324	303	320	318	326	Avg. visits/day
Pageviews	28,416	22,749	26,536	26,026	26,231	24,625	28,571	27,316	26,316	24,632	25,515	23,202	310,135	
Pages/visit	2.42	2.61	2.69	2.67	2.56	2.66	2.66	2.65	2.62	2.62	2.57	2.36	2.59	Avg. page/visit
Avg. time per site	1:53	2:12	2:14	2:67	2:18	2:25	2:13	2:13	2:14	2:20	2:11	2:04	2:12	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	7,869	5,709	6,594	6,538	6,815	6,202	7,204	6,806	6,808	6,537	6,861	7,009	80,952
Returning visitor	3,876	3,012	3,280	3,221	3,414	3,046	3,546	3,490	3,224	2,848	3,066	2,836	38,859
% new visits	67.00%	65.46%	66.78%	66.99%	66.62%	67.06%	67.01%	66.10%	67.86%	69.65%	69.11%	71.19%	67.57%
% returning visitors	33.00%	34.54%	33.22%	33.01%	33.38%	32.94%	32.99%	33.90%	32.14%	30.35%	30.89%	28.81%	32.43%

Bounce rate

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
% bounce rate	51.63%	47.48%	46.38%	46.56%	47.13%	45.80%	45.42%	45.27%	47.11%	46.34%	47.39%	51.37%	47.32%

Top content

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
/ Home	5,353	4,405	5,168	4,668	4,623	4,365	5,136	4,581	4,511	4,097	4,490	4,365	55,762
/recycle_results.asp	1,578	1,426	1,778	1,533	1,499	1,602	1,655	1,643	1,667	1,596	1,406	1,169	18,552
/disposal/overview.asp	1,010	1,069	1,401	1,414	1,588	1,367	1,495	1,518	1,291	1,209	1,351	1,038	15,751
/toxics/house_tox_facility.asp	1,187	1,104	1,320	1,261	1,377	1,327	1,610	1,518	1,315	1,269	1,131	959	15,378
/disposal/garbage.asp	1,361	997	1,066	987	1,326	1,116	1,434	1,156	1,536	1,080	1,428	1,475	14,962
/recycling/recycling_guide.asp	1,341	1,105	1,253	1,417	1,188	1,231	1,359	1,240	1,238	1,266	1,246	1,074	14,958
/disposal/search_disposal.asp	1,193	1,152	1,312	1,178	1,359	1,212	1,458	1,511	1,204	1,106	1,216	1,011	14,912
/toxics/electronics.asp	1,411	865	1,045	997	1,366	1,021	1,173	1,295	1,143	992	1,091	1,010	13,409
/disposal/transfer.asp	670	692	805	791	943	808	894	946	781	798	916	620	9,664
/disposal/search_disposal_results.asp	769	735	851	738	877	801	887	912	769	670	748	655	9,412
/recycling/locate_recycling_center.asp	723	606	743	705	742	767	830	801	813	814	845	715	9,104
/disposal/fee_central_disposal.asp	742	661	708	652	790	734	889	814	630	650	717	522	8,509
/toxics/paint.asp	568	518	648	597	692	1,327	758	712	672	570	566	415	8,043
/search.asp	604	447	404	514	460	418	470	433	537	387	558	397	5,629
/resources/download_graphics.asp	499	368	421	554	417	383	417	430	445	363	406	356	5,059
/recycling/tree.asp	2,547	39	63	53	49	29	30	34	34	63	61	1,482	4,484
/toxics/toxics.asp	430	322	363	390	320	312	391	353	447	399	362	312	4,401
/disposal/reuse_recycling.asp	316	322	379	375	391	326	440	430	330	374	399	268	4,350
/toxics/fluorescent.asp	299	266	219	278	246	236	318	274	254	302	316	242	3,250
/toxics/house_batteries.asp	308	187	253	210	230	259	315	258	269	231	234	220	2,974
/business/commercial.asp	73	84	85	99	87	80	70	108	105	104	141	126	1,162

Traffic sources overview

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Search engines	7,377	5,362	5,897	5,690	6,194	5,591	6,494	7,025	6,734	6,742	7,242	7,171	77,519
Direct traffic	2,589	1,930	2,514	2,551	2,566	2,359	2,691	1,682	1,775	1,308	1,271	1,279	24,515
Referring sites	1,779	1,429	1,463	1,518	1,469	1,298	1,565	1,589	1,523	1,335	1,414	1,395	17,777
Campaigns	-	-	-	-	-	-	-	-	-	-	-	-	0
	11,745	8,721	9,874	9,759	10,229	9,248	10,750	10,296	10,032	9,385	9,927	9,845	

Website browser type

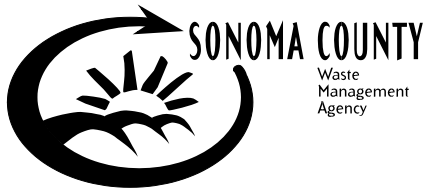
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Safari	3987	2,824	3,233	3,109	3,557	3,274	3,826	3,499	3,411	3,002	3,535	3,790	41,047
Internet Explorer	3084	2,377	2,704	2,612	2,569	2,182	2,510	2,342	2,276	2,238	1,986	1,636	28,516
Chrome	1592	1,367	1,429	1,590	1,611	1,530	1,826	1,879	1,946	1,883	1,988	2,092	20,733
Firefox	1936	1,422	1,656	1,562	1,566	1,337	1,612	1,536	1,427	1,348	1,428	1,261	18,091
Android browser	887	560	632	653	639	637	661	701	655	603	634	644	7,906

Mobile device users versus desktop users versus tablet users

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Desktop users	8,157	6,298	7,069	6,934	6,933	6,088	7,075	6,716	6,562	6,198	6,187	5,818	80,035
Mobile device users	2,586	1,694	2,035	2,107	2,352	2,333	2,631	2,603	2,461	2,305	2,780	2,643	28,530
Tablet	1,002	729	770	718	944	827	1,044	977	1,009	882	960	1,084	10,946
% of users to the site	30.55%	27.78%	28.41%	28.95%	32.22%	34.17%	34.19%	34.77%	34.59%	33.96%	37.68%	39.05%	

Website users by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Out-of-county (San Francisco, Oakland, Santa Rosa)	5,494	4,330	4,741	4,510	4,603	4,284	4,784	4,627	4,452	4,391	4,533	4,230	54,979	46
Petaluma	2766	2070	2361	2366	2451	2303	2696	2642	2487	2189	2340	2434	29,105	24
Rohnert Park	929	568	705	771	808	764	864	836	786	771	765	805	9,372	8
Sebastopol	868	491	570	631	687	572	710	634	674	570	717	678	7,802	7
Sonoma	461	388	445	445	413	339	407	362	321	335	379	387	4,682	4
Windsor	339	277	334	322	404	342	434	415	383	326	360	377	4,313	4
Healdsburg	451	314	382	268	334	254	338	286	301	237	273	266	3,704	3
Unincorporated	269	195	193	309	328	247	304	310	370	319	341	266	3,451	3
Cloverdale	162	82	136	97	154	114	172	115	174	163	151	317	1,837	2
Cotati	6	6	7	40	47	29	41	31	44	35	28	36	350	0
Total Sonoma County	6251	4391	5133	5249	5626	4964	5966	5669	5580	4994	5394	5615	70,101	100
Total	11,745	8,721	9,874	9,759	10,229	9,248	10,750	10,296	10,032	9,385	9,927	9,845	119,811	



Agenda Item #: 13.2d
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/15/2014

ITEM: Education 2013 Outreach Summary

I. BACKGROUND

This report summarizes outreach conducted in 2013 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 FY 13-14, adopted by the Board on March 20, 2013, annual outreach efforts for a general audience focused on "Get in the Habit. Bring your own bag!". The theme for business-specific outreach focused on the new PaintCare program.

New programs in 2013 included 1) Mandatory Commercial Recycling program outreach, Phase 2 & 3; and, 2) Phase 1 of an Agency reusable bag outreach effort. In addition, remaining PG&E program grant funds earmarked for collection/disposal of residentially generated spent fluorescent lamps continued through June 2013.

Used Motor Oil/filter Recycling outreach this year continued the momentum from last year's increased activity that used 'extra' one-time grant funds. According to State estimates, approximately 17% of households change their own motor oil. State studies and previous work by our contractor C2: Alternative Services have identified populations including recent immigrants, classic car aficionados, off-road vehicle enthusiasts and motorcyclists as high-level do-it-yourself oil changers. They also estimate that over half of those that change their own motor oil do not recycle their oil filters. Thus, used motor oil education was focused to reach targeted groups with an emphasis on used oil filter recycling.

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 outreach efforts, how it was funded and who performed the task.

Figure 1: 10'x10' reusable bag theme exhibit at the Sonoma County Fair 2013



Figure 2: Table-top PaintCare exhibit at the Windsor Business Expo



Special multimedia advertising campaigns

- **Mandatory Commercial Recycling (English and Spanish) MCR-2 & MCR-3: CalRecycle Beverage Container grant funded**

Primarily multi-family tenants, through professional property management companies, were targeted for outreach in 2013 in MCR-2. Overall, 1 temporary outreach staff person, in conjunction with 1 or 2 Spanish speaking garbage company representatives, conducted 148 bi-lingual visits to encourage apartment tenants to recycle in order for their multifamily complex to comply with the AB341 law. Overall, 53 property management companies received outreach, 144 waste analyses were conducted, 116 properties received outreach materials, 76 properties held an event and 25 properties held more than one event. Agency literature created specifically for this program was distributed including 3,694 doorhanger event notices, 6,875 English Recycling Guides and 4,578 Spanish Recycling Guides, 4,115 small 8.5"x11" single-stream recycling posters, 138 large single-stream 11"x17" recycling posters, 35 small 8.5"x11" curbside compost posters, 3,132 "We recycle" apartment fliers, 2,376 Safe Medicine Disposal fliers, 300 Motor oil & filter Drop-off locations fliers, 1,590 reusable shopping bags, 1,353 28-quart recycling bins for home use and 30 32-gallon blue recycling bins for common areas. In addition, 14 kids lunch & learn presentations were conducted and 10 business visits. The dedicated Agency web page <http://www.recyclenow.org/business/commercial.asp> and public response email address recycling@sonoma-county.org supported outreach efforts.

On October 2013, a continuation of the Mandatory Commercial Recycling (MCR-3) project was approved by the Agency Board. To date, 9,253 outreach letters were mailed, 23 businesses visited, 2 presentations to school age children, 4 multifamily presentations, 45,500 utility bill inserts, 2 newspaper ads, contact with area Chambers of Commerce and 26 60-second KSRO radio ads. Educating Hispanic businesses is detailed in the next section, Latino business visits below. The MCR-3 project will continue into 2014.

- **Latino business visits: CalRecycle Used Motor Oil grant funded & CalRecycle Beverage Container grant funded**

Visits to Latino businesses, such as grocery stores, taquerias, bakeries, beauty stores and florists, was conducted in November, 2013 by C2 Alternative Services under the Spanish Language Outreach Contract. Outreach focused on AB341 and entailed meeting with owners, distributing Spanish-only AB 341 fliers, Recycling Guides and collecting names of businesses requesting blue indoor recycling containers. Overall, a record 151 Hispanic businesses were visited. Bins requested by 14 businesses were delivered in December 2013.

Related to AB 341, 26 30-second spots aired on Radio Exitos, 68 30-second spots aired on Radio Lazer 101.1FM and 62 30-second spots aired on El Patron KRRS 1460 AM in December 2013. In addition, a press release distributed to Hispanic Media resulted in an article in the December 2013 edition of Impulso News.

Figure 3: Impulso News, December 2013 article about Mandatory Commercial Recycling. Mr. Mata appears in the photo with Hispanic business owners.



Table 1: 2013 Latino business visits

City	Businesses visited
Cloverdale	Panaderia El Palomo, Cotija's Market, Los Pino's Market Carniceria, La Michoacana Market, El Molcajete Restaurant
Cotati	Dos Amigos Mexican Restaurant, El Paso Mexican Bakery, Taqueria San Mateo, Mi Pueblito Restaurant, Caballo de Oro Western Wear, Taqueria El Brinquito
Healdsburg	Mario's Jewelry, Joyeria Fernandez, Panaderia Costa Chica y Supermercado, Casa Del Mole, Taco Grande Restaurant, Taqueria, Guadalajara, Karla's Ice Cream, Joyeria Angelica, Taqueria el Sombrero, Agave Restaurant
Petaluma	Mi Pueblo Real Mexican Food, Karina's Mexican Bakery, Irma's Beauty Salon, Lolita's Market, Taqueria Los Potrillos, Casa del, Palmar, Market, Plaza Tequila Restaurant, Hacienda Taqueria, Frutas, Novedades Mexico, Don Panchos Mexican Restaurant, Taqueria Azteca, El Gallo Taqueria, Playa Azul Mexican Restaurant, Uruapan, Lola's Market
Rohnert Park	La Perla Market, Juanita's Market, Multi-Servicios Southwest, Zapateria Morelia, Taqueria El Paiza, Taqueria Sol Azteca, Taqueria el Tapatio, Taqueria el Favorito #2, Chunky's taqueria, El Pollo Loco, El Charro Mexican Restaurant, Mi Favorito Restaurant, Botanica Yoruba
Santa Rosa	Lolas Supermarket (Petaluma Hill Rd. & Dutton Ave.), Colores Ice Cream, Cake & Food (Dutton Ave. & Sebastopol Rd.), Novedades Blanqui, Prime Time Nutrition, David's Shoe Repair, La Guadalupeana Mercado, Super Latino Market, La Texanita Mexican Rest, Tarasco Market, Taqueria Santa Rosa, Alvarez Mexican Rest, Chula's Party Supplies y Zapateria, Calzado Leon Boutique Bellos Sueños, Dolex Santa Rosa, La Jaiba Mexican Food, Los Altos De Jalisco Taqueria, Mi Tierra Restaurant, Pupuseria Salvadorena, Restauran La Texanita, Sazon Peruvian Cuisine, Frutas #1, Juanita's Mexican Restaurant, Pasteles Cristina, Los Hermanos Taqueria, El Mariachi Restaurant, La Bufo, Puerto Vallarta Mexican Restauran, Taqueria las Palmas, Aztec Grill, Chelino's Taqueria and Grill, El Palomar Mexican Restaurant, Lepe's Taqueria, Mi Burrito Mexican Restaurant, Ochoa's Mexican Restauran, Rosita's Mexican Cuisine, Sandwich Central, Joyeria Lucero, El Azteca Mexican Food, El Brinquito Restaurant, El Capitan Taqueria, Mi Lindo Michoacan Restaurant, Jalisco Mexican Food, Lila's Mexican Restaurant, Los Arcos Mexican Restaurant, Pepe's Mexcan Restaurant, Taqueria el Farolito, El Charro Mexican Restaurant, La Fondita Real Mexican, El Patio Restaurant, Cualcoman Meat Market, Taqueria la Guadalupeana, Venus Photography, LA Styles, Joyeria Maria, Joyeria Torrez, Salon California, Romance Florist Rancho Mendoza Market, El Patio Restaurant, Tortilleria El Molino Market, Taco Max, Rancho Mendoza Super Mercado, Don Taco Mexican Restaurant
Sonoma	El Brinquito Market Market, La Favorita Meat Market, Order Express, La Morenita Market #2, Nutri-Family, Pasteleria La Mixteca, Chapala Market & Deli, Taqueria Sonoma, Ria Money Transfer, Tortilleria Jalisco, La Casa Restaurant, El Molino Central, La Hacienda Taqueria, Tienda Iniguez, La Michoacana Paleteria, Taqueria los Primos, Gran Taco
Sebastopol	Ochoa's Mexican Restaurant, El Tarasco Mexican Food, El Coronel Mexican Restaurant, Viva Mexicana, Martha's Ol Mexico, Papas and Pollo, Taqueria el Favorito
Windsor	Estrella's Market y Taqueria, Castañeda's Marketplace, Socorro's Mexican Restaurant, Martin's Market, Ana's Café & Espresso, Martin's Taqueria Mexican Food, Diana's Market and Taqueria, El Farolito Restaurant
Unincorporated area	La Rosa Market y Taqueria, Taqueria La Tapatia, Mi Casita Mexican Restaurant

- **RidersRecycle Used oil motorcycle outreach: CalRecycle Used Motor Oil grant funded**

The RidersRecycle campaign continued to grow in 2013, with outreach at 9 events in Sonoma County (including a 3-day event in July at Sonoma Raceway.) Sonoma County is now one of ten jurisdictions participating in the project, which includes a website www.ridersrecycle.com and social media as well as paid advertising.

- **Used oil filter recycling outreach: CalRecycle Used Motor Oil grant funded**

Used oil and filter education displays, including filter drainer/carry container giveaways for Do-It-Yourselfers were developed with last year's one-time increased grant funds and

Figure 4: Santa rides a Harley at the Cloverdale Lions' Club Toy Run, December 2013



continued to be used this year. The displays and containers were used at the two DMV branches in Sonoma County and at many of the events where recycling outreach was conducted throughout the year, the motorcycle related events, and many of the Spanish outreach events. In each case, a pledge card was used to assure that the recipient was a DIY oil changer and pledged to recycle filters. The Recycling Guide was also provided at all events. Approximately 300 filter containers were given out in 2013. In addition, 240 60-second radio commercials aired on Sonoma Media Group radio stations KFGY-FM, KMHX-FM, KSRO-AM and KVRV-FM.

Table 2: Reusable bags distributed in 2013

Type of giveaway distributed	Number distributed
Reusable shopping bags	6,830

- Reusable bag “I’ve got a bag habit” public campaign: Phase 1**
 As approved at the January 16, 2013 Board meeting, reusable bag public education activities took place assuming there would be no action on the proposed Agency Carryout Bag Ordinance. Activities included ordering, purchasing and distributing Agency-designed bags. Bags designed in four colors, made from 90% recycled polypropylene, arrived from the manufacturer in early June, 2013. Bags were distributed on 51 event days which were posted on the Agency’s dedicated Carryout Bag Reduction website page http://www.recyclenow.org/reduce/carryout_bag_reduction.asp See Table 2 for specific events. 1,590 bags were also distributed to multifamily tenants through Mandatory Commercial Recycling Outreach presentations. To support efforts, the location of bag distribution was posted on the Agency’s Facebook and Twitter pages.
- Greentivities Sustainable Solutions Showcase hands-on exhibits at the Sonoma County Fair** Located in the Garden Building adjacent to the Flower Show for the duration of the Sonoma County Fair, the Sonoma County Energy and Sustainability Department, organized hands-on “green” activities for fairgoers. The Agency was invited to exhibit at no cost. In response, the Agency staff designed and refurbished two existing stand-alone kiosks: 1) A touch screen computer display featuring three Story of Stuff videos <http://storyofstuff.org/> and, 2) A municipal composting display.

Figure 5: (left photo) Keep Your Green Clean educational display (right photos) “Story of Stuff” interactive video display



- **Safe Medicine Round-up Week September 16-20, 2013** The Agency supplied Recycling Guides and sharps containers to Russian River Water Association staff who conducted staffed pharmaceutical collection events around Sonoma County. Following is a summary of what was distributed:

Table 3: Safe Medicine Round-up week distribution of Guides and sharps containers

Location	# English Guide distributed	# Spanish Guides distributed	# Sharps sharps containers distributed (quart and gallon sizes)
September 16 th Sonoma Vintage House, 264 1st Street East	50	25	25
September 17th Guerneville Lark's Drugs, 16251 Main Street	50	25	25
September 17th Windsor Health First Pharmacy, 9070 Windsor Road	50	50	15
September 18th Santa Rosa Finley Center (Person Senior Wing), 2060 W. College Ave.	0	0	70
September 19th Healdsburg- Police Department, 238 Center Street	100	25	15
September 20th Petaluma Petaluma Senior Center, 211 Novak Drive	0	50	60
September 20th Ukiah Ukiah City Hall, 300 Seminary Avenue			
Total number distributed	250	175	210

In-person/direct outreach

- **Fairs/events (English and Spanish)**
Agency and its contractors participated in 108 English outreach days. 19 events specifically targeted Spanish-speaking people. To support the Agency's annual education theme, the 10'x10' backdrop display was refurbished with a bi-lingual "Get in the Habit. Bring your own bag" message. This exhibit was used at the Cloverdale Citrus Fair, Sonoma-Marin Fair and the Sonoma County Fair. Graphics relate to the Agency's 2013 education themes. A "Wheel of Fortune" game engaged fairgoers with trivia related to Agency programs. Participants were rewarded with a choice of recycled newspaper pencils, recycled tire jar openers or temporary "recycle" tattoos. Fairgoers who signed a pledge, were given a free Agency "I've Got a Bag Habit" reusable grocery bag.

To foster more opportunities for Spanish language outreach, the Agency continued to partner with the Sonoma County Water Agency and with Sonoma Compost Company.

Figure 6: Fatima Mata working with C2 Alternative Services staffs Hispanic outreach exhibit.



Table 4: Number of giveaways distributed at fairs/events in 2013

Type of giveaway distributed	Number distributed
Recycled newspaper mood pencils	6,600
Recycled tire jar openers	2,500

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.

Table 5: Outreach conducted by Agency staff and contractors 2013

	Date	City	Fair	Bags distributed at event 
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa/Roseland	Dia de Reyes/Three Kings Celebration	
Sonoma Compost Company	Jan 17	Santa Rosa	Wine Grape Growers Tradeshow	
Sonoma Compost Company	Jan 24	Rohnert Park	Rohnert Park Garden Club Compost Presentation	
Agency staff	Feb 5	Windsor	Windsor Annual Business Expo	
Sonoma Compost Company	Feb 6	Rohnert Park	Sonoma Compost Company Tour, Master Gardener's	
C2 Contractor SPANISH Outreach contracts	Feb 6	Sonoma	Eco Literacy Recycling Loteria at Flowery Elementary School	
Agency staff	Feb 15-18	Cloverdale	Cloverdale Citrus Fair	
UCCE/Master Gardeners	Feb 15-18	Cloverdale	Cloverdale Citrus Fair	
Sonoma Compost Company	March 14	San Rafael	Bay Friendly Landscaping Compost Presentation	
UCCE/Master Gardeners	March 15-17	Santa Rosa	Spring Home & Garden Show	
Sonoma Compost Company	March 19	Berkeley	Biodynamic Compost Presentation	
Agency staff	March 21	Sonoma	Sonoma Valley Business Expo	
UCCE/Master Gardeners	April 13	Unincorporated area	Sonoma County Jail Industries Nursery Sales	
C2 Contractor SPANISH Outreach contracts	April 20	Sonoma	Sonoma Earth Day Event	
Agency staff	April 25	Santa Rosa	Montgomery Village Earth Day	
Agency staff	April 26	Rohnert Park	Sustainable Enterprise Conference	
Agency staff	April 27	Santa Rosa	Santa Rosa Earth Day Event	
C2 Contractor SPANISH Outreach contracts	May 5	Santa Rosa	Cinco de Mayo Event, Roseland	
C2 Contractor SPANISH Outreach contracts	May 11	Windsor	Cinco de Mayo Cultural Celebration	
UCCE/Master Gardeners	May 11	Unincorporated area	Sonoma County Jail Industries Nursery Sales	
UCCE/Master Gardeners	May 13-14	Medical Alliance Garden Tour	Santa Rosa	
C2 Contractor SPANISH Outreach contracts	May 15	Santa Rosa	Wednesday Night Market	
C2 Contractor	May 22	Santa Rosa	Wednesday Night Market	

SPANISH Outreach contracts				
C2 Contractor SPANISH Outreach contracts	June 5	Santa Rosa	Wednesday Night Market	
Sonoma Compost Company	June 7	Santa Rosa	Wine Grape Commission Tradeshow	
Sonoma Compost Company	June 11	Santa Rosa	Santa Rosa Breakfast Club Compost Presentation	
C2 Contractor SPANISH Outreach contracts	June 14	Guerneville	Korbel Health Fair	
Agency staff	June 19-23	Petaluma	Sonoma-Marin Fair	
C2 Contractor SPANISH Outreach contracts	June 20	Graton	Graton Labor Center	
SPANISH Outreach contracts	June 25	Forestville	Forestville Farmer's Market	
SPANISH Outreach contracts	June 28	Forestville	Forestville Farmer's Market	
SPANISH Outreach contracts	July 2	Forestville	Forestville Farmer's Market	
SPANISH Outreach contracts	July 9	Forestville	Forestville Farmer's Market	
SPANISH Outreach contracts	July 14	Santa Rosa	La Guelaguetza "Tierra del Sol" Cultural Event at the Wells Fargo Center for the Arts	
SPANISH Outreach contracts	July 16	Sonoma	La Luz Center	
Agency staff	July 25-August 11	Santa Rosa	Sonoma County Fair	
UCCE/Master Gardeners	July 25-August 11	Santa Rosa	Sonoma County Fair	
C2 Contractor RidersRecycle Motorcycle Outreach	July 26-28	Unincorporated area	NHRA Weekend, Sonoma Raceway	
C2 Contractor SPANISH Outreach contracts	August 7	Santa Rosa	Wednesday Night Market	
Sonoma Compost Company	August 3	Pasadena	CRRA Conference presentation: Biodynamic Compost	
C2 Contractor	August 5	Unincorporated	Keigwins Trackday, Sonoma	

RidersRecycle Motorcycle Outreach		area	Raceway	
C2 Contractor SPANISH Outreach contracts	August 14	Santa Rosa	Wednesday Night Market	
C2 Contractor SPANISH Outreach contracts	August 16	Petaluma	Petaluma Health Center Health and Wellness Fair	
C2 Contractor SPANISH Outreach contracts	August 21	Santa Rosa	Wednesday Night Market	
C2 Contractor RidersRecycle Motorcycle Outreach	August 30	Unincorporated area	Zoom Zoom Trackday, Sonoma Raceway	
C2 Contractor RidersRecycle Motorcycle Outreach	September 1	Unincorporated area	AFM Races, Sonoma Raceway	
C2 Contractor RidersRecycle Motorcycle Outreach	September 7	Sebastopol	Nor Cal Kink Ride, Sebastopol Grange	
C2 Contractor SPANISH Outreach contracts	September 7	Cloverdale	20 th Annual Cloverdale Car and Motorcycle Show	
UCCE/Master Gardeners	September 8	Unincorporated area	Sonoma County Jail Industries Nursery Sales	
Sonoma Compost Company	September 10	Santa Rosa	Heirloom Expo presentation "Compost & Mulch, Healthy Soils"	
Sonoma Compost Company	September 10-13	Santa Rosa	Heirloom Exposition	
UCCE/Master Gardeners	September 10-13	Santa Rosa	Heirloom Exposition	
C2 Contractor SPANISH Outreach contracts	September 14	Santa Rosa	Mexican Independence Day Celebration at the Wells Fargo Center	
C2 Contractor SPANISH Outreach contracts	September 15	Sonoma	Mexican Independence Day Celebration at the Sonoma Plaza	
Sonoma Compost Company	September 26	Sebastopol	Live on the Plaza Business Expo	
C2 Contractor RidersRecycle Motorcycle Outreach	October 5	Petaluma	Rip City Riders Poker Run, Petaluma Fairgrounds	
Agency staff	October 5	Rohnert Park	Rohnert Park Community Health and Safety Fair	
C2 Contractor SPANISH Outreach contracts	October 5	Healdsburg	Bi-National Health Week Celebration Downtown West Plaza Park	
C2 Contractor SPANISH Outreach contracts	October 5	Santa Rosa	Riders Recycle event. The Rip City Riders Poker Run at the Sonoma County Fairgrounds.	
UCCE/Master Gardeners	October 6	Unincorporated area	Sonoma County Jail Industries Nursery Sales	

C2 Contractor SPANISH Outreach contracts	October 6	Windsor	Binational Health Week Celebration, CHDC Celebration at Windsor Catholic Church Grounds	
C2 Contractor SPANISH Outreach contracts	October 10	Graton	Graton Labor Center Outreach	
C2 Contractor SPANISH Outreach contracts	October 12	Sonoma	Bi-National Health Week Celebration	
C2 Contractor SPANISH Outreach contracts	October 12	Cloverdale	Bi-national Health Week Event, Cloverdale Citrus Fair	
C2 Contractor SPANISH Outreach contracts	October 28	Petaluma	Binational Health Week Celebration (Dia de Muertos Celebration)	
C2 Contractor SPANISH Outreach contracts	November 2	Santa Rosa	End of the Harvest Fiesta, Wells Fargo Center	
Agency staff	November 12	Santa Rosa	Sonoma County Office of Education Community Resource Fair, Santa Rosa	
Agency staff	November 16	Rohnert Park	Rancho Feliz Mobile Home Park Community Resource Fair	
C2 Contractor RidersRecycle Motorcycle Outreach	November 18	Unincorporated area	Dave Stanton Benefit Track Day, Sonoma Raceway	
C2 Contractor RidersRecycle Motorcycle Outreach	December 1	Cloverdale	Cloverdale Lions Club Toy Run	
C2 Contractor SPANISH Outreach contracts	December 5	Graton	Graton Labor Center Outreach	
C2 Contractor SPANISH Outreach contracts	December 17-21	Rohnert Park Santa Rosa Cloverdale, Healdsburg	Las Posadas organized by Radio Lazer	

- **Day Labor center visits: Partially CalRecycle Used Motor Oil grant funded**
There were 7 visits to labor centers (6 visits to the Graton Labor Center, plus 1 visit and recycling presentation to the Sonoma La Luz Center). Labor center visits were conducted by C2 Alternative Services under the Spanish Language Outreach Contract. Topics discussed included recycling, motor oil recycling, pollution prevention and water conservation.
- **Tours of Central Disposal Site:** 28 tours of Central Disposal Site and the Composting operations occurred in 2013. Tours were conducted by Patrick Carter, Agency staff and by the Agency's contractor, Sonoma Compost Company.

Table 6: 2013 Central Disposal Site and Sonoma Compost Company tours

Date of tour	Group
February 7	Compost Site Tour, North Coast Regional Water Quality Control Board
April 2	Landfill Tour, Santa Rosa Junior College Class
April 9	Landfill Tour, El Molino High School
April 12	Landfill Tour, Santa Rosa Junior College Class
April 18	Landfill Tour, Petaluma Homeschool Group
April 25	Landfill Tour, Santa Rosa Junior College Class
April 26	Landfill Tour, Santa Rosa Junior College Class
April 30	Landfill Tour, Mark West School
May 2	Landfill Tour, Reach Sebastopol Elementary School
May 3	Landfill Tour, Rachael Easley, 5 th Grade
May 3	Sonoma Compost Tour, California Rare Fruit Growers
May 7	Community Services and Environmental Commission, Compost Site Tour
May 8	Integrity Waste, Sonoma Compost Site Tour
May 22	Cloverdale Green Thumb Garden Club, Compost Site Tour
May 22	East Bay Garden Club, Compost Site Tour
June 7	Landfill Tour, Family Life Center
June 12	Landfill Tour, Family Life Center
June 17	Landfill Tour, Girl Scout Troop
August 29	Compost Facility Tour, State Water Resources Control Board
September 27	Sebastopol World Friends, Ukraine delegation Sonoma Compost Site Tour
October 2	Landfill Tour
October 7	Landfill Tour, Oak Grove Elementary
October 11	Landfill Tour, SRJC
October 14	Landfill Tour, Salmon Creek School
November 4	Tomorrow's Leaders Today (Petaluma), Sonoma Compost Tour
November 4	Tomorrow's Leaders Today (Santa Rosa), Sonoma Compost Tour
November 12	SRJC Soils Class, Sonoma Compost Tour
November 18	Tomorrow's Leaders Today (Santa Rosa), Sonoma Compost Tour

- Eco-Desk (English and Spanish) phone/email response:**
 In 2013, the English language Eco-Desk 565-3375 received 1,712 calls/emails. The Spanish Eco-Desk, 565-3375, option 2, received 83 calls. Email response from recyclenow@sonoma-county.org is included in the English Eco-Desk tallies. A more detailed report on the English and Spanish Eco-Desk can be found in Agenda item 13.2b of this packet. The English Eco-Desk is operated by Agency staff; C2 Alternative Services under the Spanish Language Outreach operates the Spanish Eco-Desk.
- English radio advertising: Partially E-waste revenue funded**
 For the monthly electronic recycling events, 310 60-second radio commercial aired on Sonoma Media Group radio stations KSRO-AM and KVRV-FM. Agency staff organized radio promotion. In addition, 26 60-second radio commercials regarding the Mandatory Commercial Recycling Project aired in December 2013.
- Spanish radio and TV interviews: Partially Used Motor Oil funded**
 C2 Alternative Services conducted 10 radio interviews (15-minute and ½ hour live and recorded interviews) and one ½ hour TV interview at Univision 28 were conducted promoting the different recycling, conservation and pollution prevention programs. In addition, a total of 156 radio spots aired on Radio Lazer, Exitos Radio and EL Patron Radio.
- Lotería Recycling Game at Sonoma County Library Literacy Program: CalRecycle Used Motor Oil grant funded**
 Three Lotería ("Mexican Bingo") games adapted with recycling/hazardous waste disposal topics were conducted in 2013 at after school programs in three different classes at Flowery Elementary School for a school program from Community Action Partnership in Sonoma.

- **Adult school English as Second Language (ESL) classes:**

CalRecycle Used Motor Oil grant funded

8 ESL classes on used oil recycling were conducted at adult school venues through Santa Rosa Junior College and Santa Rosa Unified School District. Languages spoken by students included Spanish, Vietnamese, Urdu, Mandarin, Korean, Japanese, Cambodian, Chinese and Bulgarian.

Print advertising

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

Under a barter agreement, a 12-page version of the English Guide was printed in the May 2013 YP (formerly AT&T) Yellow Pages phone book.

Overall, 30,000 stand-alone English and 16,000 Spanish Recycling Guides were printed and distributed in 2013.

Table 7: Recycling Guide distribution 2013

English Recycling Guide 2013			
	Audience	# distributed	Distribution location(s)
YP (formerly AT&T) Yellow Pages 12-page Guide phone book version	General	340,000	YP (formerly AT&T) Yellow Pages customers and new customers throughout the year.
Stand-alone copies	English-speaking residents	3,000	Freebie newspaper stands at grocery stores, convenience stores and cafes.
	General	27,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, senior living apartments, congregations, etc.

Spanish Recycling Guide 2013			
	Audience	# distributed	Distribution location(s)
Stand-alone copies	Spanish-speaking residents	3,000	Impulso News "freebie" stands at grocery stores and Hispanic businesses.
	General	13,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, senior living apartments, congregations, etc.

- **Utility bill inserts:**

Utility bill inserts, when available, were used to advertise monthly Agency-Goodwill Industries ewaste recycling events. To share in the high cost of printing/inserting fliers, the backside of fliers partners included the Safe Medicine Disposal Program. Inclusion of the AT&T logo helped fulfill the Barter Agreement requirements for printing the 12-page Sonoma County Recycling Guide in the AT&T Yellow Pages phone book.

Figure 7: Example of utility bill insert



Table 8: Utility bill inserts distributed in 2013

Month	Area	Number of utility bill inserts distributed	Theme and partner
January 2013	All of Sonoma County	80,000	Curbside used motor oil & filter recycling (distributed through Ratto Group customer billings)
April 2013	Healdsburg	5,325	E-waste/Keep Your Green Clean
May 2013	Santa Rosa	45,500	E-waste/Safe Medicine Disposal
September 2013	Cotati	2,600	E-waste/Keep Your Green Clean
October 2013	Windsor	4,850	E-waste/Keep Your Green Clean
November 2013	Sonoma	1,900	E-waste/Keep Your Green Clean
December 2013	Santa Rosa	45,500	E-waste/Mandatory Commercial Recycling
Total number utility bill inserts distributed		185,675	

- **Garbage company newsletters:**

Most jurisdictions require customer newsletters under franchise agreement. Fortunately, the Ratto Group includes Agency topics including Community Toxics Collection schedule and Business Hazardous Program. In addition, the Recycling Guide ad helped fulfill YP Barter Agreement obligations. About 274,714 newsletters were distributed to garbage customers in 2013.

- **Newspaper and online banner ad advertising: Partially E-waste revenue funded & CalRecycle Beverage Container grant funded**

Newspaper and online ads were utilized to supplement radio advertising for e-waste events. Spanish language outreach also utilized newspaper.

Table 9: Newspaper and online advertising 2013

Date of advertisement	Area	Ad summary	Topic of advertising
January, 2013	Sonoma County + online	Press Democrat	E-waste
February, 2013	Cloverdale	Cloverdale Reveille	E-waste
December, 2013	Sonoma County	Family Life Ad	Mandatory Commercial Recycling Kids presentations

- **Articles/press:** Agency staff wrote articles that appeared in print and in online journals.

Table 10: Articles published in 2013

Date	Publication	
November	Russian River Water Association Environmental column	"Environmentally friendly holidays" http://www.sonomawest.com/sonoma_west_times_and_news/opinion/editorials/environmentally-friendly-holidays/article_913cc0ae-523b-11e3-b955-0019bb2963f4.html

Radio advertising

- **English radio advertising:** Partially CalRecycle Used Motor Oil grant funded, E-waste revenue funded & CalRecycle Beverage Container grant funded

Radio, using the Sonoma Media Group, was used to advertise e-waste collection events in communities where utility bill inserts were unavailable, to advertise the Mandatory Commercial Recycling Program and to advertise used oil/filter recycling options for do-it-yourselfers. Agency website and Eco-Desk information was incorporated in radio creative.

Table 11: English radio advertising 2013

Month	Stations	Program
January 2013	KSRO/KVRV (the River)	Santa Rosa & Oakmont E-waste event promotion
February 2013	KSRO/KVRV (the River)	Cloverdale E-waste event promotion
March 2013	KSRO/KVRV (the River)	Graton E-waste event promotion
May 2013	KFGY/KMHX/KSRO/KVRV	Used Oil & Filter Recycling
June 2013	KSRO/KVRV (the River) KFGY/KMHX/KSRO/KVRV	Monte Rio E-waste event promotion Used Oil & Filter Recycling
July 2013	KSRO/KVRV (the River)	Petaluma E-waste event promotion
August 2013	KSRO/KVRV (the River)	Santa Rosa E-waste event promotion
December 2013	KSRO	Mandatory Commercial Recycling promotion

- **Spanish radio interviews:** Partially Used Motor Oil grant funded
C2 Alternative Services with Hugo Mata conducted periodic radio interviews under the Spanish Language Outreach contract. Radio interviews expanded in 2013 through increased partnerships with the Safe Medicine Disposal Program, the Sonoma County Water Agency and Sonoma Compost Company.

Table 12: Spanish radio advertising 2013

Date of interview	Radio station	Length/format of interview
Jan. 9, 2013	Exitos Radio 98.7FM	30-minute live interview.
Jan. 17, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Feb. 14, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Mar. 6, 2013	Exitos Radio 98.7FM	30-minute live interview.

Mar. 13, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
April 10, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
April 21, 2013	KBBF	1-hour live interview conducted in Spanish, and translated to Mixteco. Targeted to Triqui, Chatino and Mixteco speaking audiences.
June 13, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad What's Happening in the Community aired on two radio stations.
August 14, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad What's Happening in the Community aired on two radio stations.
November 10, 2013	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview Importance of Recycling During the Holiday Season 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 210 followers on Twitter and 172 likes on Facebook.

- **Web site visitors at www.recyclenow.org:**

In 2013, the web site had 119,811 visitors viewing 310,135 pages. Statistical data using Google Analytics can be found in Agenda item 13.2c of this packet. Additions to the website included a page for Carryout Bag Reduction http://www.recyclenow.org/reduce/carryout_bag_reduction.asp

Results

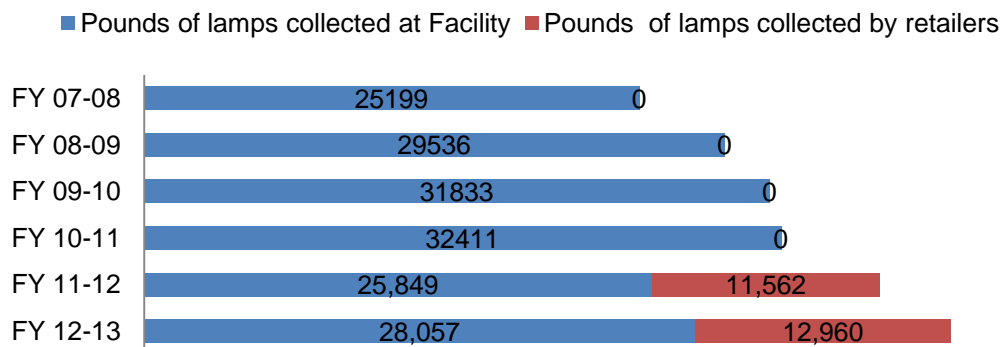
There are number of factors that illustrate the effectiveness of the aforementioned education efforts:

- Used motor oil collection was almost the same as last year. Filter recycling was up again, at 116% of last year. Curbside recycling numbers are much higher than last year's (up over 400% for used motor oil, and 20% for filters). The reason for the increase in reported curbside oil, was likely the result of more diligent reporting by garbage company drivers resulting from a meeting with management in early 2013.

The target goal for filter collection in Sonoma County is 50% (One filter for every 2 gallons of used motor oil). The ratio of filters per gallon of oil was 44% this year, down a little from last year. The difference may be due to the aforementioned curbside discrepancy. Overall, the total collections: 110,651 gallons of used motor oil, 48,456 filters.

- Remaining PG&E program grant funds earmarked for collection/disposal of residential generated spent fluorescent lamps continued through June 2013. Because of the expansion of retail options for residents to drop off fluorescent lamps, the Agency experienced a decreased in disposal costs for fluorescent lamps in FY 11-12 and in FY 12-13, compared to FY 10-11.

Figure 8: Pounds of lamps collected at the Agency's Household Toxics Facility and related programs and by retailers (FY 12-13)

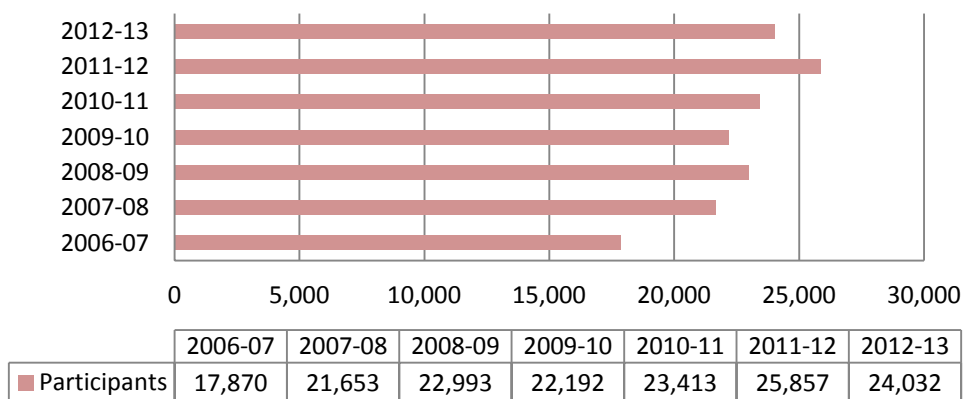


- As a result of Mandatory Commercial Recycling Outreach conducted September 2012 to September 2013, it is estimated that 2,047 adults and 465 children received recycling information, 6 multifamily complexes established recycling for the 1st time and 7 multifamily complexes significantly increased the number of recycling bins and/or bin size.
- Interestingly, the number of participants in the Household Toxics Facility and related program declined in FY 12-13. In October 2012, PaintCare Inc. a non-profit organization established by the American Coatings Association to implement California's Paint Stewardship Law set up more than 500 drop-off sites for postconsumer (leftover) paint at retailers and other sites throughout California. Available free for residents and businesses, Kelly-Moore and Dunn Edwards Paint stores are participating in Sonoma County (A 5th PaintCare location, Peterson's Paint & Decorating in Petaluma was added December 2013).

In addition, the Safe Medicine Disposal Program has 27 retail locations established for residential drop-off of unwanted and expired pharmaceuticals. The program has collected and disposed of over 16,000 pounds for 2013. The program totals have increased every year since it started in 2008.

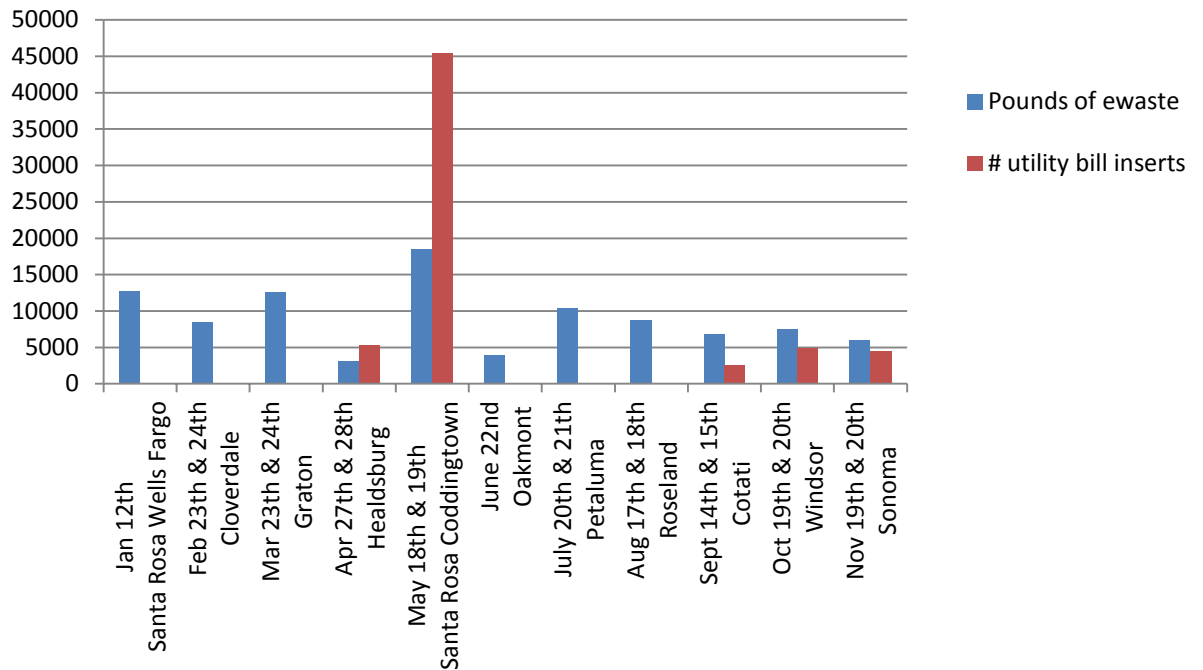
The PaintCare and Safe Medicine Disposal Program locations are convenient for the public and contribute to the decreased participation in the Agency's Household Toxics Programs.

Figure 9: Number of households participating in the Agency's Household Toxics Programs 2006-07 to 2012-13



- There continues to be some correlation with the distribution of utility bill inserts and the number of pounds of e-waste collected at corresponding events. See chart below.

Figure 10: Pounds of ewaste collected per event, including advertising through utility bill inserts



III. FUNDING IMPACT

There are no new funding impacts resulting from this report.

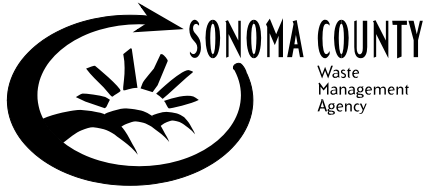
IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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 #: 13.2e
Cost Center: Education
Staff Contact: Chilcott
Agenda Date: 1/15/2014

ITEM: Mandatory Commercial Recycling (MCR-2) online survey feedback results

I. BACKGROUND

On the October 16, 2013 Agency Board meeting, the Board approved the Mandatory Commercial Recycling (MCR) Phase 3 Project proposal. Agency staff time is not included in the budget below as it was already incorporated in the budget for FY 13-14. Funding for this project comes from the annual City/County Payment Program beverage container grant funding; grant total is approximately \$132,000.

Contract Labor including miles	Paid advertising (English & Spanish)	Supplies (printing, mailing & misc.)	Total Cost
\$37,897	\$6,400	\$5,637	\$49,934

In addition to amount budgeted above, purchase of additional containers for facilities starting or expanding recycling programs resulting from MCR outreach would also be made as the unexpended \$132,000 grant balance allowed.

II. DISCUSSION

One of the goals of the Mandatory Commercial Recycling Phase 2 (MCR-2) Project was to provide single-stream recycling education targeted primarily to multifamily. Task 1 for MCR-3, was to distribute a free electronic survey tool (Survey Monkey or equivalent) as a post-outreach email survey to all multifamily property managers contacted in MCR-2.

Using Survey Monkey, Agency staff crafted a 10 question survey that categorized questions by: 1) Type of outreach received; 2) Effectiveness of outreach received; 3) Changes in garbage or recycling service as a result of outreach; and, 4) Future outreach. Overall, 82 emails with a link to online survey were distributed on October 28, 2013. There were 20 responses which indicate a 24.39% response rate.

In summary, survey responses were primarily received from complexes that received management and bilingual tenant outreach. The outreach received was deemed effective with 41.18% indicating that outreach was "very effective" and 35.29% indicating that outreach was "quite effective." Of the outreach materials received, the most effective at increasing recycling awareness at the property were reusable shopping bags, 28-quart small blue recycling bins, event fliers, 8 1/2" x 11" blue single-stream recycle posters and door hangers, respectively. 66.67% reported that the volume of recyclables collected increased as a result of outreach. Although, 92.31% reported that there was no change in their garbage bill as a result of outreach. For future outreach, 58.82% reported wanting to receive contact one-time per year, with 58.82% requesting materials for tenants in English and Spanish language. In the unstructured response area, responders complemented Agency staff and requested additional outreach materials including "BIG Stickers for recycle cans, listing what goes in cans" and "Move-out fliers and electronic newsletter to manager."

Below is a summary of responses:

Type of outreach received (Questions 1-3)

Question 1: Who received recycling education outreach? (Check all that apply)	
Apartment Tenants	81.25% <i>13 responses</i>
Management or Leasing Office Staff	75% <i>12 responses</i>
Maintenance or Janitorial Staff	31.25% <i>4 responses</i>
	<i>16 responses</i>

Question 2: What type of outreach was received? (Check all that apply)	
Tenant Community Meeting Event (e.g., Community Room, Pool Party, BBQ Event, etc.)	77.78% <i>14 responses</i>
Tenant Door-to-Door Outreach Event	38.89% <i>7 responses</i>
Staff Meeting (e.g., Maintenance, Management, and/or Leasing Agent)	22.22% <i>4 responses</i>
Tenant Kids' Presentation	5.56% <i>1 responses</i>
No outreach was received	0% <i>0 responses</i>
	<i>18 responses</i>

Question 3: If a Community or Door-to-Door Outreach Event was held, was it conducted bi-lingual (English & Spanish)?	
Yes	45% <i>9 responses</i>
No	15% <i>3 responses</i>
N/A	23.53% <i>8 responses</i>
	<i>20 responses</i>

Effectiveness of outreach received (Questions 4-5)

Question 4: How well did the outreach received help increase recycling awareness at your property?	
Very well at increasing recycling awareness	41.18% <i>7 responses</i>
Quite well at increasing recycling awareness	35.29% <i>6 responses</i>
Moderately well at increasing recycling awareness	23.53% <i>4 responses</i>
Slightly well at increasing recycling awareness	0% <i>0 responses</i>
Not at all well at increasing recycling awareness	0% <i>0 responses</i>
	<i>17 responses</i>

Question 5: If you received outreach materials, please rate the effectiveness of each at increasing recycling awareness at your property. The following were rated as "very effective"	
Reusable shopping bag	50% <i>7 responses</i>
28-quart small blue recycling bin (for tenant use)	46.67% <i>7 responses</i>
Event fliers (for common areas of property)	29.41%

	5 responses
8 1/2" x 11" blue single-stream recycle posters (for tenant use)	26.67% 4 responses
Door hanger event notices distributed to tenants	18.75% 3 responses

Changes in garbage or recycling service as a result of outreach (Questions 6-7)

Question 6: Did your property establish for the first time OR increase the volume of recyclables collected at your property as a result of outreach?	
Increased the volume of recyclables collected	66.67% 12 responses
No change	22.22% 4 responses
Established collection of recyclables for the first time	11.11% 2 responses
	18 responses

Question 7: After outreach was conducted, has there been any change to your garbage bill?	
No change in our garbage bill	92.31% 12 responses
Yes, our garbage bill has decreased	7.69% 1 responses
Yes, our garbage bill has increased	0% 0 responses
	13 responses

Future outreach (Questions 8-10)

Question 8: Are you interested in receiving recycling outreach again in the future and how often?	
Yes, 1 time per year	58.82% 12 responses
Not interested in future outreach	17.65% 1 responses
Yes, 2 times per year	11.76% 2 responses
Yes, 3 times per year	11.76% 2 responses
	17 responses

Question 9: What language(s) are required to best reach your tenants?	
English and Spanish	58.82% 10 responses
English only	41.18% 7 responses
Spanish only	0% 0 responses
	17 responses

Question 10: Please share with us any comments, concerns, or feedback on your experience with the outreach you received. Please include if there are any other resource materials that you would find useful in educating your tenants about waste diversion or proper disposal methods? Please be specific (e.g., Move-Out flier for tenants, electronic newsletter distributed to manager and/or tenants, stickers, bilingual education, etc.)	
10/28/2013 6:35 PM--Having you come out to address our homeowners increased the amount of recyclable materials going not only into the proper recycle bin but also helped us increase the amount that we could turn in for refunds tenfold. We distributed the brochure describing what goes where to all of the residents in the park so that everyone	

could be involved. Many thanks again for speaking with our homeowners association.
10/28/2013 6:35 PM-- BIG Stickers for recycle cans, listing what goes in cans.
10/28/2013 12:29 PM--Move-out fliers and electronic newsletter to manager would be good. I passed out the 2013 Sonoma County Recycle Guide as well as the blue 8 x 11 flyers to all 230 residents and will give them to new residents as they move-in. I will keep recycle guides in the mail room. We have senior residents, 55+. Some older people can penetrate these but others are overwhelmed by the amount of information. A very good program! Thank you. David
10/24/2013 5:38 PM--Judith Hoffman was wonderful to work with and very organized with the material that were very useful- bins and common space fliers. Thank you for this positive outreach.
10/24/2013 4:38 PM--Judith was very helpful and informational. I personally loved the reusable bags.
10/24/2013 1:40 PM-- very thankful for the outreach! The tenants are doing a great job recycling! Educating the tenants was key for our success. Thank you Judy!
10/24/2013 12:36 PM-- Thank you very much for doing the outreach program at Vista Sonoma-- it was very well received. Our residents loved getting the small blue bins and individual bags, and we loved getting the larger recycle bins for our community kitchen and community gathering area. Thank you!

In response to the comments made as a result of this survey, Agency staff drafted a "Move Out" flier that will eventually be translated into Spanish and made available for download on the Agency's website. In addition, a quarterly electronic Agency newsletter designed by Agency staff with programming by County ISD staff powered by GovDelivery is being planned for 2014.

I. FUNDING IMPACT

The MCR-3 project is currently operating within budget.

II. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

None required.

III. ATTACHMENTS

MCR-2 Survey

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA

Multifamily Recycling Outreach Survey

Type of outreach received

Sonoma County Waste Management Agency staff and/or garbage company outreach staff recently visited your property with the purpose of providing recycling information and assistance. The purpose of the visit(s) was to help your multifamily complex comply with California's Mandatory Commercial Recycling Law, AB 341.

1. Who received recycling education outreach? (Check all that apply)

- ☐ Management or Leasing Office Staff
- ☐ Maintenance or Janitorial Staff
- ☐ Apartment Tenants

Other (please specify)

2. What type of outreach was received? (Check all that apply)

- ☐ Tenant Community Meeting Event (e.g., Community Room, Pool Party, BBQ Event, etc.)
- ☐ Tenant Door-to-Door Outreach Event
- ☐ Tenant Kids' Presentation
- ☐ Staff Meeting (e.g., Maintenance, Management, and/or Leasing Agent)
- ☐ No outreach was received

Other (please specify)

3. If a Community or Door-to-Door Outreach Event was held, was it conducted bi-lingual (English & Spanish)?

- ☐ Yes
- ☐ No
- ☐ N/A

Next

Multifamily Recycling Outreach Survey

Effectiveness of outreach received

Please provide feedback on the effectiveness of outreach you received.

4. How well did the outreach received help increase recycling awareness at your property?

- ☐ Very well at increasing recycling awareness
- ☐ Quite well at increasing recycling awareness
- ☐ Moderately well at increasing recycling awareness
- ☐ Slightly well at increasing recycling awareness
- ☐ Not at all well at increasing recycling awareness

5. If you received outreach materials, please rate the effectiveness of each at increasing recycling awareness at your property.

	Very effective	Effective	Somewhat Effective	Not Effective	N/A
Door hanger event notices distributed to tenants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event fliers (for common areas of property)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11" x 17" blue single-stream recycle posters (for common areas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 1/2" x 11" blue single-stream recycle posters (for tenant use)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"We recycle, it's the law" orange flier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reusable shopping bags	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28-quart small blue recycling bin (for tenant use)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32-gallon large blue recycling bin (for common areas)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motor oil & filter recycling fliers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 1/2" x 11" green compost posters (for tenant use)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Multifamily Recycling Outreach Survey

Changes in garbage or recycling service as a result of outreach

Please let us know if there was a change in your garbage or recycling service as a result of the outreach received.

6. Did your property establish for the first time OR increase the volume of recyclables collected at your property as a result of outreach?

- ☐ Established collection of recyclables for the first time
- ☐ Increased the volume of recyclables collected
- ☐ No change

7. After outreach was conducted, has there been any change to your garbage bill?

- ☐ Yes, our garbage bill has increased
- ☐ Yes, our garbage bill has decreased
- ☐ No change in our garbage bill

Other (please specify)

Prev

Next

Multifamily Recycling Outreach Survey

Future outreach

Please tell us how we can further assist your multifamily complex at reducing solid waste.

8. Are you interested in receiving recycling outreach again in the future and how often?

- ☐ Yes, 1 time per year
☐ Yes, 2 times per year
☐ Yes, 3 times per year
☐ Not interested in future outreach

Other (please specify)

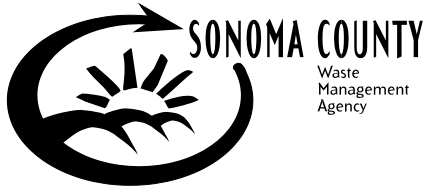
9. What language(s) are required to best reach your tenants?

- ☐ English only
☐ English and Spanish
☐ Spanish only

Other (please specify)

10. Please share with us any comments, concerns, or feedback on your experience with the outreach you received.

Please include if there are any other resource materials that you would find useful in educating your tenants about waste diversion or proper disposal methods? Please be specific (e.g., Move-Out flier for tenants, electronic newsletter distributed to manager and/or tenants, stickers, bilingual education, etc.)



Agenda Item #: 13.2f
Cost Center: Education
Staff Contact: Chilcott/Mikus
Agenda Date: 1/15/2014

ITEM: Mandatory Commercial Recycling (MCR-3) progress report

I. BACKGROUND

As defined by the Agency's Work Plan for FY 13-14, adopted by the Board on March 20, 2013, \$20,017 in Agency staff time was allocated for continuation of this project. On the October 16, 2013 Agency Boardmeeting, the Board approved the Mandatory Commercial Recycling (MCR) Phase 3 Project proposal.

II. DISCUSSION

The following is a summary of outreach conducted to date. MCR-3 is scheduled to be completed on or shortly after June 30, 2014.

Task #																	
1	MCR-2 feedback online survey																
	Outreach goal: 100 emails	Actual to date: 82 emails	Status: Completed October 2013														
	Summary: 82 emails were sent out to multifamily complexes contacted in MCR-2. Overall, there were 20 responses. For details, see Agenda item #13.2e in this packet.																
2	Business targeted mailing																
	Outreach goal: 9,000 letters mailed	Actual to date: 9,253 letters mailed	Status: December, 2013 (letter mailed) + ongoing responses collected														
	Summary: A letter and business reply postcard, similar in content to the MCR-1 mailing was prepared by Agency staff. A letter/postcard was mailed to 9,253 businesses in the Access database on December 2, 2013 that did not previously respond to previous mailings. Postcard business replies are due January 31, 2014. To date, 1,112 number of postcard responses have been collected.																
3	Business follow-up site visits																
	Outreach goal: 75 business visits	Actual to date: 23	Status: 17 In progress														
	Summary: 374 postcards are still being processed and will likely yield additional requests for outreach. A list of 30 lodgings has been comprised, focusing on affordable lodging businesses (i.e. motels), to be visited for waste analyses and offered recycling support.																
	<table><tr><th>Business outreach, visits & follow up visits</th><th>Numbers</th></tr><tr><td>Number of businesses mailed letter</td><td>9,253</td></tr><tr><td>Number of businesses visited</td><td>23</td></tr><tr><td>Number of waste analyses conducted</td><td>7</td></tr><tr><td>Number of properties that received outreach materials</td><td>40</td></tr><tr><td>Number of properties that held an event</td><td>1</td></tr><tr><td>Number of properties that held more than one event</td><td>0</td></tr></table>			Business outreach, visits & follow up visits	Numbers	Number of businesses mailed letter	9,253	Number of businesses visited	23	Number of waste analyses conducted	7	Number of properties that received outreach materials	40	Number of properties that held an event	1	Number of properties that held more than one event	0
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Sebastopol	1	Permaculture Skills Center																									
Unincorporated area	1	Efficiency Mechanical Heating & Cooling																									
Total	23																										
4	Conduct presentations for school age children																										
	Outreach goal: 25 presentations	Actual to date: 2 presentations	Status: 4 In progress																								
	Summary: On 10/24/13 an email was distributed by the Community Programs Coordinator at Redwood Empire Food Bank recruiting groups to receive free Agency kids recycling presentations (see Attached flier). While only a few responses were received from this effort, contacts were made with the Sonoma County Office of Education, Boys & Girls Clubs of Sonoma County, and multiple schools throughout the county. Ongoing correspondence is expected to yield several more school-aged children's presentations.																										
5	Multifamily outreach targeting tenants (bi-lingual)																										
	Outreach goal: Visits to 75 multifamily complexes and outreach events at 25 complexes	Actual to date: 4 presentations	Status: 2 In progress																								
	Summary: 25 properties have been selected from MCR-2 for follow-up outreach as a result of low attendance rates at events held (less than 20% of all units); outreach not received due to property undergoing renovation at time of site visit; expressed an interest in outreach event but did not schedule one; and properties experiencing ongoing issues with contamination of their recycle stream. 50 properties have been selected from the database for site visits, that have not previously received outreach.																										
	<table><tr><th>Multi-family property visits & follow up visits</th><th>Numbers</th></tr><tr><td>Number of multifamily properties visited</td><td>4</td></tr><tr><td>Number of property management companies representing properties visited</td><td>4</td></tr><tr><td>Number of waste analyses conducted</td><td>3</td></tr><tr><td>Number of properties that received outreach materials</td><td>4</td></tr><tr><td>Number of properties that held an event</td><td>3</td></tr><tr><td>Number of properties that held more than one event</td><td>1</td></tr></table>			Multi-family property visits & follow up visits	Numbers	Number of multifamily properties visited	4	Number of property management companies representing properties visited	4	Number of waste analyses conducted	3	Number of properties that received outreach materials	4	Number of properties that held an event	3	Number of properties that held more than one event	1										
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The number of multifamily complexes visited by jurisdiction is detailed below:

Area	Number of multifamily complexes visited	Names
Rohnert Park	1	Rancho Feliz Mobile Home Park
Santa Rosa	3	Silvercrest Residence, Leisure Mobile Home Park, Vintage Brush Creek
Total	4	

6 English paid advertising & Facebook promotion

Outreach goal:
Undefined

Actual to date:
See description below

Status:
See description below

Summary:

For free advertising, staff tested FaceBook direct messaging to Sonoma County businesses. Overall, 141 FaceBook direct messages were sent. 14 responses were received: 13 responses confirmed compliance, 1 reply had further questions about AB341 and found they were not required to comply. Facebook direct messaging yielded 1 staff training event for Amy's Kitchen in Petaluma (see Thank you postcard from Amy's Kitchen in Summary of Community Impact below). At the Amy's Kitchen event, attended by 31 adults and 2 children, the following outreach materials were distributed: 28 English Recycle Guides, 1 Spanish Recycle Guide, 28 reusable shopping bags, 28 Single-stream recycle posters (8 ½" x 11"), 28 Safe Medicine Disposal Fliers, 3 Motor Oil & Filter Recycling Fliers, 1 Paint Care Flier, and 5 Compost curbside yard debris posters (8 ½" x 11").

For paid advertising, Agency staff contacted area Chambers of Commerce, created artwork and arranged for distribution of utility bill inserts, created and placed paid ads and conducted paid radio advertising. Below is a summary of activities to date:

Figure 1: West County Gazette ad, January 2014



Figure 2: Family Life ad, December 2013



Type of advertisement	#	Details/timeline	Status
Utility bill insert Santa Rosa	45,500	December 2013-January 2014 (other side of the insert advertises the Agency's January ewaste events)	Completed
Utility bill insert Healdsburg	5,400	March 2014 planned (other side of the insert advertises the Agency's April ewaste event)	In progress
Print ad Family Life Magazine	30,000	December 2013 Advertises Agency's kids recycling presentations	Completed
Chamber of Commerce (Santa Rosa, Petaluma, Sebastopol, Cotati, Cloverdale, Healdsburg, Windsor		November 2013 Emailed article, supplied fliers as needed, and emailed .pdf Recycling Assistance flier for inclusion in upcoming Chamber newsletter blasts (see attached)	Completed
Sonoma County Gazette	33,000	January 2013 5x5 business ad.	Completed
Sonoma Media Group (KSRO)	26 60-second radio ads	December 2013-January 2014. Commercials scheduled to air the weeks of 12/2, 1/6, 1/13 and 1/20.	In progress
As a result of recent paid newspaper advertising in the Sonoma County Gazette, 1 phone call was received requesting recycling support for over 80 vacation rental homes in Bodega Bay and Guerneville.			
7 Spanish paid advertising			
Outreach goal: Undefined	Actual to date: See description below.	Status: Completed	
Summary: Visits to Latino businesses, such as grocery stores, taquerias, bakeries, beauty stores and florists, was conducted in November, 2013 by C2 Alternative Services working with Huog Mata under the Spanish Language Outreach Contract. Outreach focused on AB341 and entailed meeting with owners, distributing Spanish-only AB 341 fliers, Recycling Guides and collecting names of businesses requesting blue indoor recycling containers. Overall, a record 151 Hispanic businesses were visited. Bins requested by 14 businesses were delivered in December 2013. A separate Purchase Order paid for negotiating media buys and radio air time. A 30-second script, similar in content to the English version, was created. In December 2013, 26 spots aired on Radio Exitos, 68 spots aired on Radio Lazer 101.1FM and 62 spots aired on El Patron KRRS 1460 AM. In addition, a press release was distributed to Hispanic Media and resulted in an article in the December 2013 edition of Impulso News.			
8 Access database maintenance/updates			
Outreach goal: N/A	Actual to date: N/A	Status: In progress	
On-going, as needed.			

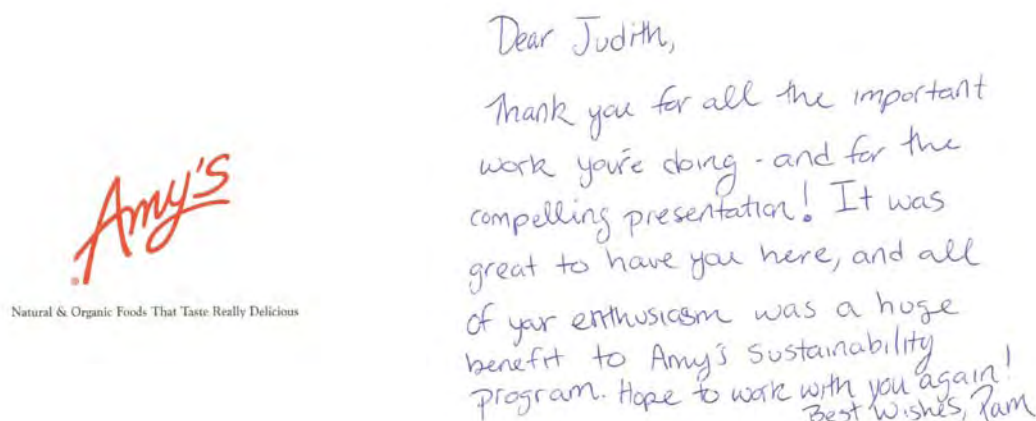
9	Bin purchase, printing supplies & USPS postage																												
	Outreach goal: N/A	Actual to date: N/A	Status: In progress																										
	<p>Summary: In response to business and multifamily requests, 300 28-quart blue recycling bins and 37 32-gallon blue recycling bins were ordered in November. The majority of bins were distributed in late December 2013 and January 2014.</p> <table><tr><th>Outreach materials distributed</th><th>Number distributed</th></tr><tr><td>Door hanger event notices</td><td>371</td></tr><tr><td>Recycling Guides (English)</td><td>339</td></tr><tr><td>Recycling Guides (Spanish)</td><td>151</td></tr><tr><td>Single-stream recycle posters (8 ½" x 11")</td><td>256</td></tr><tr><td>Single-stream recycling posters (11"x17")</td><td>17</td></tr><tr><td>Compost curbside yard debris posters (8 ½" x 11")</td><td>20</td></tr><tr><td>"We recycle, it's the law" fliers</td><td>110</td></tr><tr><td>Safe Medicine Disposal fliers</td><td>158</td></tr><tr><td>Motor oil & filter Drop-off locations fliers</td><td>48</td></tr><tr><td>Reusable shopping bags</td><td>153</td></tr><tr><td>28-quart blue recycling bins (in home use)</td><td>129</td></tr><tr><td>32-gallon blue recycling bins (common area use)</td><td>32</td></tr></table>			Outreach materials distributed	Number distributed	Door hanger event notices	371	Recycling Guides (English)	339	Recycling Guides (Spanish)	151	Single-stream recycle posters (8 ½" x 11")	256	Single-stream recycling posters (11"x17")	17	Compost curbside yard debris posters (8 ½" x 11")	20	"We recycle, it's the law" fliers	110	Safe Medicine Disposal fliers	158	Motor oil & filter Drop-off locations fliers	48	Reusable shopping bags	153	28-quart blue recycling bins (in home use)	129	32-gallon blue recycling bins (common area use)	32
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Summary of community impact:

Below is a summary of results from recent outreach.

Community impact	Numbers
Adults that received outreach	71
Children that received outreach	39
Number of properties that established recycling service for the 1 st time	1
Number of properties that significantly increased the number of recycling bins and/or bin size	0

Figure 3: Thank you note to Judith Hoffman, Mandatory Commercial Recycling Program Outreach Coordinator, from Amy's Kitchen



III. FUNDING IMPACT

The MCR-3 project is currently operating within budget.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

None required.

V. ATTACHMENTS

MCR-3 Business Outreach letter
Free Kids Recycling Presentation Flier
8.5x11 Business Recycling Assistance Flier

Approved by: _____
Henry J. Mikus, Executive Director, SCWMA



JULY 1
2012

Free assistance & resources:

Agency staff visits to assess your individual waste needs and provide staff trainings.

Tenant outreach events for multifamily complexes.

Agency resources—Sonoma County Recycling Guides (English & Spanish) and posters for single-stream recycling.

Recycling containers for indoor use.

Please note supplies are limited.

Why recycle?

- » **Recycling provides opportunities for your business to save money.** Save money by reducing your garbage & increasing your recycling. The cost for disposal services is based on your level of garbage service. The more material recycled, the less you pay in disposal.
- » **Recycling helps conserve resources and extends the life of California's landfills.** It also helps create a healthy environment for our community and future generations.

More information:

- » **State: CalRecycle** The California Department of Resources Recycling and Recovery (CalRecycle) has the authority to implement AB 341, California's Mandatory Commercial Recycling Law. Visit www.calrecycle.ca.gov/recycle/commercial for more information.
- » **Local: SCWMA** The Sonoma County Waste Management Agency (SCWMA), formed in 1992, is a joint powers authority of the nine incorporated cities and the County of Sonoma. The SCWMA reports local progress to CalRecycle with regard to outreach and monitoring related to AB 341. Visit www.recyclenow.org for more information.

Calculate the savings!

Online environmental calculator
www.calrecycle.ca.gov/Climate/Calculator



December 2, 2013

Dear Business Owner,

Re: **State Recycling Requirement for Businesses & Multifamily Dwellings, Including Government Offices & Schools**

We are contacting you to help you comply with California's Mandatory Commercial Recycling Law. Assembly Bill (AB) 341, effective July 1, 2012, requires all businesses that generate four (4) or more cubic yards of waste per week to recycle. Businesses include, but are not limited to, non-profits, strip malls, government offices, and schools. The law also applies to multifamily dwellings of five (5) units or more, regardless of the amount of waste generated.

Businesses and multifamily dwellings are required to separate recyclable materials from their solid waste stream and either self-haul, subscribe to a hauler, and/or allow the pickup of recyclables. Sonoma County's recycling effort targets single-stream recycling where cardboard, paper, bottles and cans are mixed together—*turn page over to see single-stream recycling poster.*

Please respond

If you already recycle at your business or multifamily dwelling, contact us to register your compliance.

If you haven't established recycling service, contact us as assistance is available to you.

Contact us by January 31, 2014

Use one of the following methods:

- » **Return the enclosed postcard** including your contact information,
- » **Email us** at recycling@sonoma-county.org, or
- » **Call us** (707) 565-2413 or the Eco-Desk (707) 565-3375.

We appreciate the enthusiastic support for recycling from Sonoma County businesses and residents, as Sonoma County has reduced its per capita trash by half since 1988. The State estimates that the commercial sector still generates nearly three-fourths of the solid waste in California. We look forward to assisting you in any way we can to reduce this waste stream. Thank you for your cooperation.

Sincerely,

Henry J. Mikus

Executive Director
Sonoma County Waste Management Agency

recycling@sonoma-county.org www.recyclenow.org **Eco-Desk 565-3375**

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



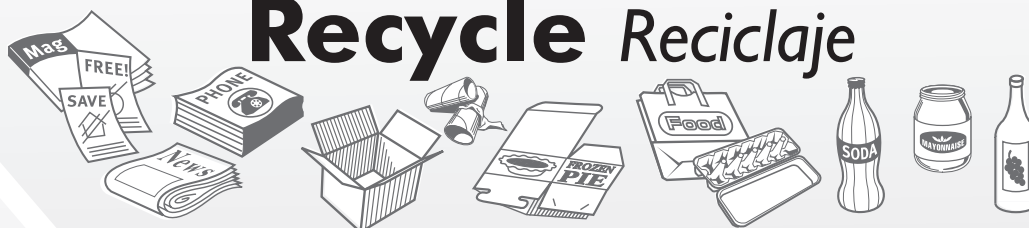
There is no additional cost for single-stream recycling services.

Save money by reducing your garbage & increasing your recycling.

The cost for disposal services is based on your level of garbage service. The more material recycled, the less you pay in disposal.

To see who is provides single-stream recycling service for your area, visit www.recyclenow.org/business/commercial.asp

Recycle Reciclaje



Paper (dry & unsoiled) Papel (seco y limpio)

Glass bottles & jars Botellas y frascos



Cartons, boxes & containers (broth, juice & soy milk) (de caldo, jugo y de leche de soya)



Cans, foil, aerosol cans (empty & without pressure), **metal/plastic paint cans** (only if paint residue is dry)
Latas de metal, Latas de aerosol (vacías y sin presión), latas metálicas/plásticas de pintura (únicamente si el residuo de pintura esta completamente seco)



Look for these symbols on bags. Busque estos símbolos en las bolsas.

Plastic containers, rigid plastic items & plastic bags

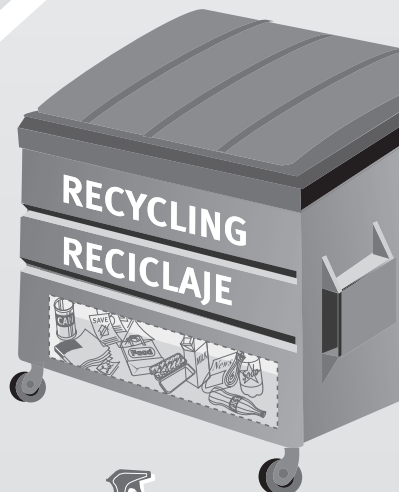
(stuff clean plastic bags into a clear bag & knot the top)

Contenedores plásticos, plásticos rígidos y bolsa plásticas (ponga las bolsa de plástico limpias dentro de usa bolsa y anúdela en la parte superior)

No trash or yard debris No basura o desechos de jardín



Caps on! Leave screw-top lids on empty plastic, glass and metal containers
¡Mantenga las tapas en las botellas de plástico! Deje las tapa de rosca en las botellas de plástico, de vidrio y en los envases de metal ya vacíos para que sean recicladas.



No cutlery, straws or ceramic dishware
No cubiertos, popotes o platos de cerámica



No food or liquids
No comida o líquidos



No paper plates or other soiled paper
No platos de papel o papel sucio



No hazardous waste
No residuos peligrosos



No glassware, light bulbs, mirrors or windows
No objetos de vidrio, bombillas, espejos o ventanas



No electronics with screens
No electrónicos con pantallas



No paper towels
No toallas de papel



No Styrofoam
No espuma de poliestireno



No compostable plastics
No plásticos biodegradables



No lumber or yard debris
No madera o desechos de jardín

North Bay Corporation/Redwood Empire Disposal
800-243-0291 www.unicycler.com
Sonoma Garbage Collectors
996-7555



Eco-Desk 565-3375
www.recyclenow.org

RECYCLE



» Please complete by
January 31, 2014



www.recyclenow.org
Eco-Desk 565-3375

State law requires all businesses, government offices and schools that generate 4 or more cubic yards weekly of waste to recycle. The law also requires all multifamily dwellings of 5 units or more to recycle.

Please complete the following:

- ☐ **We recycle** these items: _____

- ☐ **The new law does not apply** to us because: _____

- ☐ **We would like to improve our recycling efforts, program or start service.**

Contact information:

Business _____

Contact name _____

Mailing address _____

City | State | Zip _____

Phone _____ ☐ Preferred ¹³³ Email _____ ☐ Preferred



recycling for kids

Free kids recycling presentations

Using an engaging *Recycling Game* format, Sonoma County Waste Management Agency staff is conducting presentations to teach kids about the importance of recycling and about what can be recycled locally in Sonoma County. Single-stream recycling, where cans, glass, paper and plastic are commingled, is available to garbage company customers throughout Sonoma County.

Presentation highlights:

- Children are provided with an easy to read, fully illustrated Recycling Poster and copy of the Sonoma County Recycling Guide.
- Children are invited to answer questions about recycling (answers given on the Recycling Poster or in the Guide).
- Children that answer questions are given a brightly colored reusable shopping bag that holds a Sonoma County Recycling Guide, pencil & tatoo.
- Additional Recycling Guides, English & Spanish versions, are provided for children to take home to their families.

Ages: 6-12 years. Children younger than 6 years of age can participate with the help of older children.

Language: The presentation is available in English only. However, bilingual and Spanish language resources are provided.

Presentation duration: 30 to 45 minutes.

Funding for this project: There is no cost for you to receive a recycling presentation. Education about California's Mandatory Commercial Recycling Law www.recyclenow.org/business/commercial.asp is funded by the Sonoma County Waste Management Agency and a grant from the Department of Resources Recycling and Recovery (CalRecycle) City/County Payment Program.

How to schedule a presentation:

Presentations are being scheduled now through June, 2014. Contact Judith Hoffman, Mandatory Commercial Recycling Project Coordinator, 707-565-2413/565-3375 or email recycling@sonoma-county.org.

Resources provided:

Recycling Poster for single-stream recycling in Sonoma County



Reusable shopping bag (4 colors available)



Pencils & tatoos

Color-changing pencils made from recycled newspaper and temporary tattoos



Sonoma County Recycling Guides 32-page comprehensive resource, English & Spanish versions



The Sonoma County Waste Management Agency is a joint powers authority whose mission is to implement waste diversion programs as required by State law AB939.



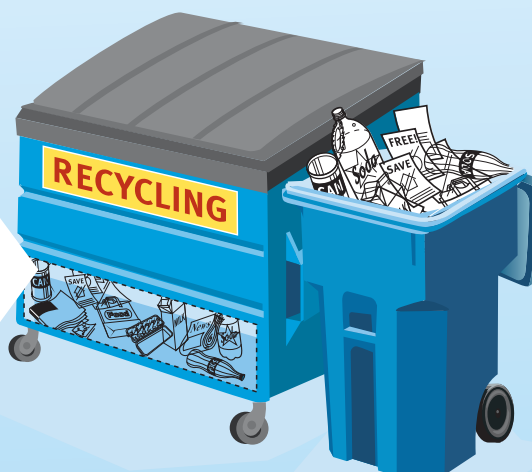
Eco-Desk 565-3375
www.recyclenow.org

Is your business in compliance?



California's Mandatory Commercial Recycling Law applies to businesses and public entities producing 4 cubic yards or more of commercial solid waste per week and multifamily dwellings of 5 units or more.

Save money
by reducing
your garbage
& increasing
your recycling.



Let us help you recycle

Recycling Poster for
single-stream recycling
in Sonoma County



Free support & resources:

Agency staff visits to assess your individual waste needs and provide staff trainings

Tenant outreach events for multifamily complexes

Agency resources—Sonoma County Recycling Guides (English and Spanish) and bilingual illustrated posters

Recycling containers for indoor use. *Please note supplies are limited.*

Contact us:

recycling@sonoma-county.org
(707) 565-2413 or 565-3375

Recycling containers
Two sizes available



As a public service, the Sonoma County Waste Management Agency is offering assistance complying with California's Mandatory Commercial Recycling Law.



Eco-Desk 565-3375
www.recyclenow.org