



Meeting of the Board of Directors

February 19, 2014
9:00 a.m.

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

Meeting Agenda and Documents

SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

February 19, 2014
9:00 a.m.

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SONOMA COUNTY WASTE MANAGEMENT AGENCY

Meeting of the Board of Directors

February 19, 2014

9:00 a.m.

Estimated Ending Time 11:30 a.m.

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

***** UNANIMOUS VOTE ON ITEMS #5, #8 *****

Agenda

<u>Item</u>	<u>Action</u>
1. Call to Order Regular Meeting	
2. Agenda Approval	
3. Public Comments (items not on the agenda)	
<u>Consent</u> (w/attachments)	Discussion/Action
4.1 Minutes of January 15, 2014	
4.2 Recycle Guide Printing Contract	
4.3 FY 13-14 2nd Quarter Financial Report	
4.4 HHW Contract Draft RFP	
4.5 Storm Drain Label Purchase	
4.6 City/County Payment Program Authorization	
<u>Regular Calendar</u>	
5. Carryout Bag Ordinance Second Reading [Carter, Mikus](Attachments)	Unanimous Vote Contingency

- | | | |
|-----|--|---|
| 6. | Administrative Penalties Ordinance Second Reading
[Carter, Mikus](Attachments) | Discussion/Action
Contingency |
| 7. | Carryout Bags Draft Outreach Program
[Chilcott] (Attachments) | Discussion/Action
Education |
| 8. | Reusable Bags Project Purchase
[Chilcott] (Attachments) | Unanimous Vote
Education |
| 9. | FY 14-15 Draft Work Plan
[Carter](Attachments) | Discussion/Action
All |
| 10. | Evaluation of Delivery Options of Agency Services
[Mikus] (Attachments) | Discussion/Action
Contingency |
| 11. | <u>Attachments/Correspondence:</u>
11.1 Director's Agenda Notes
11.2 Reports by Staff and Others:
11.2.a February 2014, March 2014 and April 2014 Outreach Events | |
| 13. | Boardmember Comments | |
| 14. | Staff Comments | |
| 15. | Next SCWMA meeting: March 19, 2014 | |
| 16. | Adjourn | |

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

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

Public Comments: Pursuant to Rule 6, Rules of Governance of the Sonoma County Waste Management Agency, members of the public desiring to speak on items that are within the jurisdiction of the Agency shall have an opportunity at the beginning and during each regular meeting of the Agency. When recognized by the Chair, each person should give his/her name and address and limit comments to 3 minutes. Public comments will follow the staff report and subsequent Boardmember questions on that Agenda item and before Boardmembers propose a motion to vote on any item.

Disabled Accommodation: If you have a disability that requires the agenda materials to be in an alternative format or requires an interpreter or other person to assist you while attending this meeting, please contact the Sonoma County Waste Management Agency Office at 2300 County Center Drive, Suite B100, Santa Rosa, (707) 565-3579, at least 72 hours prior to the meeting, to ensure arrangements for accommodation by the Agency.

Noticing: This notice is posted 72 hours prior to the meeting at The Board of Supervisors, 575 Administration Drive, Santa Rosa, and at the meeting site the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa. It is also available on the internet at www.recyclenow.org

Date: January 15, 2015

To: SCWMA Board Members

From: Henry J. Mikus, SCWMA Executive Director

Executive Summary Report for the SCWMA Board Meeting of January 15, 2014

Election of 2014 Officers: The Board followed the standard adopted in 2010 to rotate its officers alphabetically by member jurisdiction. Healdsburg/Jim Wood is Chair, Petaluma/Dan St. John is Vice-Chair, and Rohnert Park/John McArthur is Chair Pro-Tem.

Consent: The Consent Agenda approval contained three items: the Minutes of the November 20, 2013 Regular Board Meeting, the Minutes of the December 18, 2013 Special Board Meeting (Strategic Planning Session), and an extension of one year to our E-Waste collection contract with Goodwill Industries. The consent items passed on a unanimous vote, with some members abstaining on approval of minutes for meetings where they were not present.

Item 6: Compost “Zero Discharge” Project: Staff has received a letter from the NCRWQCB indicating they wish for the “first flush” program to collect and divert to treatment the initial 200,000 gallons of rain run-off to be implemented. The Board approved expenditures for this project up to \$180,000 to be drawn from the Organics Reserve Account to include the possibility to buy rather than rent storage tanks if that doing so shows a cost savings over two rain seasons. This was a Unanimous vote item.

Item 7 JPA Agreement Amendment: All Agency members have discussed and voted approval of the 2nd amendment. The amendment is effective on the date the last member signs their approving resolution and the amendment signature page. Once the signed documents are received they are filed with the California Secretary of State. Reminder: not all signed documents have been received.

Item 8: Carryout Bag Ordinance EIR Certification: The EIR was certified by unanimous vote.

Item 9: Carryout Bag Ordinance First Reading and Vote for Approval: by unanimous vote the Board waived the first reading and approved the Carryout Bag Ordinance. The ordinance was modified slightly to include a phrase about the jurisdiction of the ordinance considering members may opt out. The second reading and final approval vote are set for the February Agency Board meeting.

Item 10: Administrative Penalties Ordinance First Reading and Vote for Approval: by unanimous vote the Board waived the first reading and approved the Administrative Penalties Ordinance. The second reading and final approval vote are set for the February Agency Board meeting.

Item 11: Waste Characterization Study: Via unanimous vote the Board approved a contract with SCS Engineers to conduct a Waste Characterization Study, at just under \$113,000.

Item 12: Sonoma Compost Report: As a result of a request by the Board, Sonoma Compost Company presented a report on their work as the compost program contract operator.

Attachments/Correspondence: The annual reports for our Education Programs were distributed as part of this meeting’s agenda packet.



To: Sonoma County Waste Management Agency Board Members

From: Henry Mikus, Executive Director

Subject: February 19, 2014 Board Meeting Agenda Notes

Packet content comment: You will undoubtedly note the different order to the Agenda Packet, some new items, some shortened items, and some other differences. This is what we spoke of at the end of the last Board meeting. *It is a work in progress!* So, comments are invited, and very welcome. We are hopeful this packet make-up will allow you much more efficient access to key information that is necessary for discussions at our meetings. We have added a dedicated table of contents, the Executive Summary from the previous meeting, and a new Summary section of the individual item staff reports. Our first step was to arrange and present information to allow this easier access. Step two will be to find ways to shorten the total volume of material with the hope to make the entire packet more manageable. We appreciate your patience as this evolves.

Consent Calendar

These items include routine financial and administrative items and **staff recommends that they be approved en masse by a single vote.** Any Board member may remove an item from the consent calendar for further discussion or a separate vote by bringing it to the attention of the Chair.

- 4.1 **Minutes of the January 15, 2014 Board meeting:** regular approval.
- 4.2 **Recycle Guide Printing:** Annual expenditure, printing of the English and Spanish "*Recycling Guides*", expected to be less than \$10,000. The recommended vendor is Western Web.
- 4.3 **2nd Quarter Financial Report:** Per JPA requirement, second quarter finance report.
- 4.4 **HHW Contract Draft RFP:** Draft new contract bid documents for HHW, presented because of some minor changes to scope due to the PaintCare program
- 4.5 **Storm Drain Label Purchase:** Approval to purchase Storm Drain labels under the oil grant, less than \$10,000. This has been a recurrent expenditure, with the labels supplied to our member jurisdictions.
- 4.6 **City/County Payment Program Authorization:** Funding request and fund collection authorization.

Regular Calendar

- 5. **Carryout Bag Ordinance Second Reading:** Second reading and final vote for approval. A unanimous vote of the Board is required. The initial vote was unanimous approval at the

January 2014 Board meeting; the first reading was waived.

6. **Administrative Penalties Ordinance Second Reading:** Second reading and final vote for approval. The initial vote was unanimous approval at the January 2014 Board meeting; the first reading was waived.
7. **Carryout Bags Draft Outreach Program:** We had developed a draft plan to do the outreach to support enactment of the Carryout Bag Ordinance; with the final vote for approval on the ordinance scheduled for the February 2014 Board meeting the plan is presented for examination. The program will address both merchants affected by the ordinance, and citizens. Key features for initial efforts include a mass mailing to merchants to be sure they are made aware of the ordinance, and can adjust their stocks of the various bag types.
8. **Reusable Bags Project Purchase:** This is the second phase of a reusable bags distribution program that was to wait until the bags ordinance was to be approved. It was initially discussed in January 2013 when the first phase was approved by the Board. The Carryout Bag Outreach Plan also addresses the use planned for these bags.

Based on the Board's request, cost estimates were sought for domestically produced bags. This pricing was somewhat higher than bags obtained overseas. Staff has prepared several options for purchasing the bags, from all USA-made to all China-made, and including a split purchase with half the bags from each source. Expending the higher amount of funds in order to accommodate local bag production is a policy decision for the Board. Depending on the option selected, this item may require a unanimous vote.

9. **FY 14-15 Draft Work Plan:** Because many of our activities cross cost center lines, we do a work plan describing our anticipated staff and contractor efforts first. This describes our plan for the fiscal year ahead in a practical context. After the Board approves the work plan we put the plan's cost estimates into the appropriate slots for cost centers and line items in the County system to generate a formal budget.
10. **Evaluation of Delivery Options of Agency Services:** At the December 2013 Strategic Plan Meeting the Board asked staff to seek a consulting firm to do several service related evaluation of the Agency's work, related to the discussion of the Agency future beyond 2017. Based on the depth of their work plan and their history of similar projects for other JPA and local governments, staff recommends using R3 Consultants for the work. Their proposal showed the greatest understanding of the Agency's situation, significant experience performing similar studies for other jurisdictions, and they have done work successfully for the Agency several of our member jurisdictions previously.
11. **Attachments/Correspondence:** Other than the Director's notes, there is only one item this month presented under "Reports by Staff and Others":
 - 11.2.a **Outreach Events Calendar:** This is our regular, updated listing of Outreach

Events listing events planned for February, March, and April 2014.

Information for the Board on Non-Agenda Items:

General Industrial Stormwater Discharge Permits: Via a meeting held with County landfill staff recently, we were made aware that changes are likely to occur regarding the landfill property-wide General Industrial Stormwater Discharge Permit. Please note, this concerns non-waste water storm discharges, and does not include the storm contact water from compost that has already been discussed by the Board. For several reasons, including the anticipated landfill Master Operating Agreement between the County and Republic Services, it is expected that both our Household Hazardous Waste facility, and the compost facility, will be needing to formulate and acquire their own separate General Industrial Stormwater Discharge permits. Money to fund these efforts is being included in the proposed upcoming fiscal year Agency budget, which is currently being prepared.

First Flush Program Progress Update: At the January 2014 meeting the Board authorized expenditure of funds to divert, collect, and treat "First-Flush storm contact water from the compost site. The initial staff estimate was made with the expectation to rent tanks to hold this water until it could be hauled away for treatment. The Board asked staff to investigate whether purchasing these tanks might be a better cost-effective alternative. Unfortunately, purchasing tanks was not found to be a viable option when the cost was compared to the Board's standard of one and one-half rainy seasons' rental. Both new and used tanks were investigated. However, further thought disclosed an even lower price option: use of a relatively small but sufficiently sized detention pond to hold accumulated first-flush contact water. To use this pond involves modifying some existing storm water piping, which is in process of design and installation.

Russian River Watershed Association Meeting: Board members may be interested in attending the next meeting of the Board of Directors of the Russian River Watershed Association, which is on Thursday February 20, 2014 at 9:00 AM in the Windsor Town Council Chambers (9291 Old Redwood Highway, Windsor). According to the draft agenda, the Guest Speaker is Heidi Sanborn (California Product Stewardship Council), whose topic is the Alameda drug disposal ordinance and program.

February 11, 2014

To: SCWMA Board Members
From: Henry J. Mikus, SCWMA Executive Director

Summary of Staff Reports for the SCWMA Board Meeting of February 19, 2014

Consent Calendar

4.1. Minutes of January 15, 2014

Meeting minutes are the official written record of Agency meetings. Meeting minutes summarize the major points of the Agency meetings and describe specific actions or direction to staff.

4.2. Recycle Guide Printing Contract

Providing recycling information to all County residents and businesses is listed as an activity in the ColWMP, Section 4.7.2.1. Producing the English version Guide is a mandated JPA activity, while producing the Spanish Guide is a Board directed activity. Employing a competitive RFP process, staff distributed proposals to companies capable of printing 46,000 Guides (33,000 English/13,000 Spanish) on recycled newsprint. The lowest cost proposal was received from Western Web, Samoa, CA, the company contracted to print the 2013 English and Spanish Guides. **Agency staff recommends the Chair sign the Purchase Order for \$8,540.11 with Western Web for printing and packaging of copies of the Sonoma County Recycling Guide 2014 (English and Spanish versions).**

4.3. FY 13-14 2nd Quarter Financial Report

The Joint Powers Agreement requires that staff update the Board on a quarterly basis as to the financial situation of the Agency. The second quarter financial report shows financial mid-way through the fiscal year.

In general, this financial report shows a positive outlook. Tipping fee revenues, which are the vast majority of Agency revenues, are projected to meet or exceed budget estimates, and lower-than-expected contractor and administration costs are expected to result in expenditures below budgeted amounts. The combination of those two factors is expected to result in a net surplus of \$363,783 for FY 2013-14.

4.4. HHW Contract Draft RFP

The Agreement with the current Contractor to operate the Household Hazardous Waste Facility terminates on June 30, 2014. At the January 16, 2013 SCWMA Board meeting, the Board directed SCWMA staff to develop a Request for Proposals (RFP) to seek a contractor from July 1, 2014 through February 2017 (current expiration date off the Joint Powers Authority). Staff has developed a Draft RFP at the Board's request and plans to issue the RFP on February 24th. There is no substantive change to the Scope of Work for this contract, although Staff has included the following requirement in the RFP to reflect the relatively new paint acceptance and disposal program by PaintCare: Contractor shall have an executed transportation and disposal contract with PaintCare for the duration of the Contract. Contractor shall collect, transport and dispose of all PaintCare eligible waste at no charge to the SCWMA. Staff plans to release the RFP and come back to the Board on May 21, 2014 with a selected Proposer. **This item is informational only.**

4.5. Storm Drain Label Purchase

The SCWMA has applied annually for the State's Oil Payment Program (OPP) funding and has received \$150,473 through the current OPP Cycle 3. Stormwater mitigation and oil related education and outreach activities are all eligible expenses under the OPP. An on-going oil related project has been the labeling of storm drain inlets with "Drains to Creek" labels. SCWMA staff has purchased these labels and the accompanying adhesive in the past for all the cities, Town of Windsor, and Unincorporated County. Staff continues to receive numerous requests for storm drain labels and would like to place an order for 3,000 labels and make them available to all jurisdictions in Sonoma County. \$10,726.38 from the current OPP Cycle 3 funding would be needed to purchase the storm drain labels and adhesive. This project is eligible for funding under the OPP program and funds are available in the current 13/14 fiscal year budget. **Staff recommends the Board approve funding the purchase of storm drain labels and grant the Agency Executive Director signing authority for the purchase order in the amount of \$10,726.38.**

4.6. City/County Payment Program Authorization

The City/County Payment Program (CCPP) is a CalRecycle non-competitive grant which is to be used to improve beverage container recycling. It is funded by uncollected deposits from the beverage container deposit program in California (CRV containers). The Agency has pooled all the funds from Sonoma County jurisdictions for the past 14 years and funded the purchase of recycling containers for downtown areas, parks, internal offices, and the Mandatory Commercial Recycling education program. The resolution attached to this item authorizes the Agency to collect the CCPP funds from its members after the checks have been received by Agency members.

Regular Calendar

5. Carryout Bag Ordinance Second Reading

This item is the second reading (adoption) of an ordinance by the Agency to reduce carryout bag waste. The ordinance would prohibit retail establishments (not including restaurants, delis, takeout establishments, or non-profit charitable reuse organizations) from distributing plastic carryout bags at the point of sale, and would require that paper carryout bags have a minimum charge of \$0.10. Reusable bags are required to be made of a material that may be cleaned, is designed for multiple reuse, and not contain heavy metals in toxic amounts. Records of paper bag purchases and sale must be kept for three years. Enforcement would be performed by Agency staff unless a member opts out or otherwise enters into an agreement with the Agency for enforcement purposes.

The ordinance would be effective on March 21, 2014, and enforcement would begin September 1, 2014. Adoption of this ordinance would require a unanimous vote.

6. Administrative Penalties Ordinance Second Reading

This item is the second reading (adoption) of an ordinance by the Agency to establish administrative penalties. This is an enforcement mechanism for other Agency ordinances. Fine amount would be set by Agency resolution. A process to appeal Agency fines would be established. The ordinance also contains a hardship waiver for recipients without the financial means to pay for a fine.

7. Carryout Bags Draft Outreach Program

This item outlines bilingual retailer and public outreach activities needed should the proposed Carryout Bag Ordinance go forward. If needed, staff recommends the Board direct Agency staff to proceed with this project.

8. Reusable Bags Project Purchase

This item presents scenarios and relative approximate costs for purchasing 20,000 bags desired for outreach related to item #7, Carryout Bags Draft Outreach Program. Options include locally-made nylon and nylon/woven polypropylene bags made overseas. As approximate costs among the options vary from \$59,000 to \$19,200, staff desires Board direction on the following:

- 1) First Board decision: The first policy issue for the Board to determine is their desire to purchase higher cost locally-sourced bags versus lower cost overseas-sourced bags. The scenarios presented range from a 100% local source purchase to 100% overseas-sourced purchase, with in-between versions purchasing from both sources equally;
- 2) Second Board decision: If any foreign manufactured bags are desired, a secondary Board decision is to choose between nylon or woven propylene bags.

The 100% local purchase option would require a unanimous vote of the Board. The other scenarios presented are under the unanimous vote threshold. This project and the accompanying expense was not anticipated and, therefore, not budgeted in the Agency's budget for FY 13-14. Thus, the attachment is an Appropriations Transfer from the Contingency Reserve Fund to cover the unanticipated expenditures. If the highest cost option is chosen, a unanimous vote would be required.

9. FY 14-15 Draft Work Plan

The Draft Work Plan is a document used as a primer for the Draft Budget. The work plan outlines staff and contractor resources needed accomplish Agency programs. New programs proposed by Agency staff are highlighted for Board consideration.

Much of the FY 14-15 Work Plan is the continuation of existing programs and mainly the same form from FY 13-14. Proposed programs and projects include the following: staff time to explore issues related to storm water management and permitting for the compost and HHW facilities, the likely application for a CalRecycle grant related to Extended Producer Responsibility (if available), staffing the Mandatory Commercial Recycling program with Agency staff, the implementation of a carryout bag education program, a certification program for construction and demolition (C&D) facilities in Sonoma County, and coordination of C&D programs of Agency members. Staff recommends revisiting Agency reserve and fund balance policy due to uncertainty related to the cost of running the HHW program which will be in the RFP process shortly after this Agency meeting.

10. Evaluation of Delivery Options of Agency Services

The Board asked Agency staff to conduct competitive procurement for a consulting firm to provide an evaluation of Agency services which included examining delivery options for these services. An RFP with supporting documents was issued in January, resulting in receipt of four proposals. Three firms' proposals were in a narrow cost range, approximately \$27,000 to \$29,000, with the fourth firm somewhat higher.

Staff recommends selecting R3 Consultants to do the work, largely because of an excellent work plan and a history of similar projects for other JPA and local governments. In particular the work plan includes interaction with our member jurisdictions to include their desire and ability to perform current Agency programs in evaluating alternate service delivery options. The anticipated project cost would be \$28,710, which, as an unanticipated expense, would require funding from the Contingency Reserve.

11. Attachments/Correspondence

The monthly Outreach Events Calendar is presented, showing events planned for February through April of 2014.



Minutes of January 15, 2014 Meeting

The Sonoma County Waste Management Agency met on January 15, 2014, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California

Present:

City of Cloverdale	Bob Cox
City of Cotati	Diane Thompson
City of Healdsburg	Jim Wood
City of Petaluma	Dan St. John
City of Rohnert Park	John McArthur
City of Santa Rosa	Jennifer Phillips
City of Sebastopol	Sue Kelly
City of Sonoma	Steve Barbose
County of Sonoma	Shirlee Zane
Town of Windsor	Debora Fudge

Staff Present:

Counsel	Janet Coleson
Staff	Patrick Carter
	Karina Chilcott
	Henry Mikus
Clerk	Rebecca Lankford

1. Call to Order

The meeting was called to order at 9:04 a.m.

2. Agenda Approval

Janet Coleson, Agency Counsel, noted the vote requirement for Item 10 had changed from 'Unanimous' to 'Majority'.

Bob Cox, City of Cloverdale, moved to approve the Agenda. Steve Barbose, City of Sonoma, seconded. The motion passed unanimously.

Vote:

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

AYES -9-

NOES -0-

ABSENT -1-

ABSTAIN -0-

3. Public Comments (items not on the agenda)

Ernie Carpenter, waste consultant, attended a No-Name Garbage Group meeting last week and would like to address a couple of issues addressed there. First, the Agency must move faster and become more focused on the compost program. Second, he does not believe Agency Staff is leading the Board in a direction where the compost program and contract are a priority.

Margaret Kullberg, Site 40 neighbor, stated she owns 90 acres of vineyards and that there are more than 500 acres of vineyards in addition to organic dairies and other agricultural businesses in the vicinity. Ms. Kullberg declared that a compost facility at Site 40 would be in the middle of beautiful farmland; with the green waste and food waste causing odors, pigeons, viruses and other nuisances. Ms. Kullberg also noted her belief that the traffic impact on Highway 116 would be insurmountable with little thought being given to the effects of increasing the traffic. Ms. Kullberg asserted her disbelief that the County would consider making modifications to the site zoning as the Central Site Alternative is consistent with the Sonoma County General Plan.

9: 13 Dan St. John, City of Petaluma, arrived.

Board Members Introductions

Public Comments (Con't)

Robert Bogel stated that the California Department of Conservation has classified Site 40 as prime farmland, with State and Local importance. Mr. Bogel expressed that area residents and agricultural businesses object to the irreversible conversion of the property to a compost facility. Mr. Bogel recounted that the Draft Environmental Impact Report identified six significant and unavoidable health and environmental impacts arising from a potential compost operation at Site 40, while only one significant and unavoidable impact has been identified at the current site. Mr. Bogel believes that the neighbors of Site 40 are looking to the Agency to be the stewards of the County's perishable natural resources and to not seek ways to justify a project that would result in known significant damage to the environment, horticultural operations, and expose residents to carcinogens. Believes the Central Site Alternative needs to be more closely considered.

Mike Frey, Surfrider Foundation, wanted to discuss the Carry-Out Bag Ordinance. Mr. Wood noted this was an Agenda Item and informed Mr. Frey there would be an opportunity to speak on this issue when the item was in front of the Board.

Roger Larson, Happy Acres, expressed his empathy for the neighbors of Site 40, stating he understands the "not in my backyard" mindset, however, he noted that the grapes near the Central Site are no different than those near Site 40 and that there are indeed other issues with the Central Site that cannot be overlooked, such as size.

4. Election of 2014 Officers

The schedule of officers proposed using the approved alphabetical rotation are: Jim Wood, City of Healdsburg as the Chair, Dan St. John, City of Petaluma as the Vice Chair and John McArthur, City of Rohnert Park as the Chair Pro Tempore.

Shirlee Zane, County of Sonoma, inquired as to the position of the County within the rotation.

Mr. Mikus responded that the County of Sonoma would rotate into an officer position utilizing the alphabetization of "Sonoma", as has historically been the case.

Jennifer Phillips, City of Santa Rosa, moved to approve the schedule of officers as presented. Debora Fudge, Town of Windsor, seconded the motion. The motion passed unanimously.

Vote:

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

AYES -10-	NOES -0-	ABSENT -0-	ABSTAIN -0-
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Consent (w/attachments)

5.1 Minutes of November 20, 2013
5.2 Minutes of December 18, 2013
5.3 E-Waste Contact Extension

Ms. Phillips, Mr. St. John abstained from the vote of Item 5.1 the Minutes of November 20, 2013, due to their absences.

Diane Thompson, City of Cotati, abstained from the vote of Item 5.1, the Minutes of November 20, 2013, and item 5.2, Minutes of December 18, 2013, due to her absence.

Mr. Barbose move to approve the Consent Calendar. Ms. Fudge seconded the motion. The motion passed, with the noted abstentions.

5.1 Vote Count:

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

AYES -7- NOES -0- ABSENT -0- ABSTAIN -3-

5.2 Vote Count:

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

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

5.3 Vote Count:

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

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-

Regular Calendar

6. Compost “Zero Discharge” Project Status

Mr. Mikus provided a review of the Agency’s proposed plan for capturing the first flush of a rain event, including the rental of tanks, hauling, treatment and discharge of the storm water. Mr. Mikus noted that Sonoma Compost Company (SCC) is responsible for the first \$50,000 of costs for this project and the Agency is responsible for the remainder. Mr. Mikus asked the Board to approve an expenditure of up to \$90,000 from the Organic Reserve Account, noting the actual cost maybe more or less depending on the amount of rain received during the season.

Board Questions

Steve Barbose, City of Sonoma, inquired if the amount requested was just for the rental of the holding tanks.

Mr. Mikus indicated the amount requested includes the rental of ten 20,000-gallon tanks as well as the hauling, treatment and discharge of the storm water.

Mr. Barbose asked if Agency Staff had explored the option of purchasing the tanks.

Mr. Mikus responded that purchasing the tanks had not considered due to the limited amount of time left at the current composting site.

Mr. Barbose suggested Agency Staff explore the possibility of purchasing the tanks, as they will likely be used multiple years.

Mr. St. John inquired how much time is left at the current site.

Mr. Mikus responded that once a new site is chosen it is estimated the operation will continue for another 2 - 3 years at the current site.

Mr. St. John asked for clarification regarding what was being asked of the Board, a budget amendment or a contract amendment.

Mr. Mikus replied the Board was being asked to approve a budget amendment, as the current contract with Sonoma Compost Company makes them responsible for the initial cost up to \$50,000. The amount requested for approval will cover the reimbursement of expenses as outlined in the contract with Sonoma Compost Company.

Mr. St. John expressed his agreement with Barbose regarding the purchase of the tanks, noting the time remaining at the site.

Mr. Mikus asserted that Agency Staff would look into the possibility of purchasing tanks, noting that an expenditure of funds would still be required and asked the Board to approve the budget amendment indicating a “not to exceed” amount.

Mr. McArthur asked Agency Staff to clarify what is required to be captured during rain events, and how was first flush being defined.

Mr. Mikus responded that the North Coast Regional Water Quality Control Board is requiring the Agency to capture the storm water from a first flush event; first flush is defined as the first 200,000 gallons of storm water occurring as a result of rain events more than one week apart.

Shirlee Zane, County of Sonoma, supported the proposal by the other board members to have Agency Staff inquire about the purchase cost of the tanks.

Mr. St. John asked if the cost presented to the board at this meeting address other recommendations from the NCRWQCB.

Mr. Mikus replied that the cost and the issue currently in front of the Board is strictly in regards to the first flush requirement. The other issues and recommendations presented by NCRWQCB are not currently ready for action.

Public Comments

None

Board Discussion

Mr. St. John moved to approve the expenditure of up to \$90,000 from the Organic Reserve Account, and was seconded by Mr. McArthur.

Mr. Barbose indicated that he would prefer to postpone acting on this item until Agency Staff present information regarding the purchase cost of the tanks.

Ms. Fudge remarked that if the Agency doesn't take action and there is a rain event prior to a decision being made Agency Staff will have no authorization or ability to rent or purchase any tanks. Ms. Fudge stated her belief that some action should be taken at this meeting.

Mr. Mikus explained that Agency Staff needs the authorization to spend the funds required to address the first flush issue, whether that means purchasing the tanks or renting them; he noted Agency Staff would pursue the most cost efficient way of mitigating the issue.

Mr. Barbose inquired what the minimum amount of time for which the tanks would be rented. Mr. Barbose explained that if the Agency takes the minimum amount of rental time multiplied by the estimated rental cost that amount could determine the maximum amount the Board authorizes Agency Staff to spend.

Mr. St. John asked for clarification regarding the process of capturing the first flush; specifically inquiring why the tanks are needed.

Mr. Mikus explained that the process will include the storm water going into the pond, being pumped from the pond into the tanks, then from the tanks it will be pumped into trucks and hauled away for treatment. Mr. Mikus explained that the pond holds over one million gallons, the goal is to separate the first 200,000 gallons from the subsequent storm waters

Sue Kelly, City of Sebastopol, asked how long it would take for the system to be in place.

Mr. Mikus responded that it is anticipated to take about one month.

Ms. Phillips clarified that the hauling and treatment costs will remain the same regardless of whether the tanks are bought or rented; the only cost that would change would be the \$46,000 specific to the tanks.

Mr. Wood noted that there was a motion and second in front of the Board; the motion is to adopt the staff recommendation; he suggested that the motion either needed to be modified or disposed of to allow for the discussion of a new motion.

Mr. Barbose moved to amend the initial motion to include “Give the Executive Director the authority to purchase the tanks if the amount exceeds the estimated rental cost for a two year period”. Mr. St. John seconded the motion.

Mr. Mikus reported that after reviewing documentation the rental cost for the tanks for a period of one year is approximately \$90,000.

The motion passed with a unanimous vote.

Vote:

Cloverdale- Aye	Cotati- Aye	County- Aye	Healdsburg- Aye
Petaluma- Aye	Rohnert Park- Aye	Santa Rosa- Aye	Sebastopol- Aye
AYES -10-	NOES -0-	ABSENT -0-	ABSTAIN -0-

Mr. Wood noted there were board members who had to leave prior to the end of the meeting, asked Mr. Mikus for guidance as several items required unanimous vote.

Mr. Mikus suggested that the board address Agenda Items 8, 9 and 11 in respective order.

Ms. Coleson asked for clarification of the motion pertaining to the budget amendment.

Patrick Carter, Agency Staff, questioned the spending amount being authorized by the Board. Mr. Carter calculated the approved amount as \$272,000 (based on a two year rental estimate).

Mr. Barbose clarified the intentions of his motion by noting the length of a “two year period” was intended to be two 5-month periods, two seasons not two calendar years.

Mr. Carter confirmed the new approved amount of \$178,000.

7. Carryout Bag Ordinance EIR Certification

Ms. Fudge inquired about the unanimous vote requirement as it was her understanding that the Second Amendment to the JPA would eliminate that need.

Mr. Carter stated that the Second Amendment to the JPA does not address the voting requirements, unanimous or other.

Ms. Coleson also clarified that, at the time of the meeting, the Second Amendment of the JPA was not official as the Agency had not received the needed ten signed amendments from each jurisdiction. Ms. Coleson noted that the official date the Second Amendment would go into place is the date the tenth signed Amendment is received.

Mr. Carter reported the Agency is considering adoption of the Final EIR for the Waste Reduction Program for Carryout Bags. Mr. Carter noted the Draft and Final EIR's found no significant environmental impacts would result from this program, with some beneficial impacts. Mr. Carter recounted any impacts identified in the EIR, were all less than significant without mitigation measures. Mr. Carter indicated if the Board certifies the EIR, Agency staff will file a Notice of Determination (NOD) with the County Clerk, which begins a 30 day statute of limitation during which challenges to the certification of the EIR can be made. The Board must act upon the EIR prior to considering the proposed Ordinance. Mr. Carter concluded Agency 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.

Board Questions

None

Mr. Wood opened the public hearing.

Public Comments

Cea Higgins, Sonoma Coast Surfriders, addressed the board stating that she has been coordinating efforts to clean up the Sonoma Coast for over ten years and has seen the detrimental effects of human choices on the marine environment. Ms. Higgins displayed samples of trash that she has found along the coast. Ms. Higgins expressed her belief that the plastic bag ban is past the necessity stage in Sonoma County and wants to see the Agency looking forward into the future. Ms. Higgins inquired about the opt-out options included in the ordinance, Mr. Wood referred her to speak with Agency Staff/Counsel at a different time.

Keary Sorenson, Marine Debris Clean-Up Coordinator for California State Parks, stated that he wanted to ensure it is understood that when plastic bags breakdown the release sulfur; they kill and kill quickly. Mr. Sorenson stated research indicates that there are 48,000 pieces of visible plastic debris per square mile along the California coast.

Board Discussion

Mr. Barbose motioned to open public hearings, receive comments, close public hearing, certify the FEIR, and direct staff to file the Notice of Determination. Ms. Zane seconded the motion.

Vote:

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

AYES -10-

NOES -0-

ABSENT -0-

ABSTAIN -0-

8. Carryout Bag Ordinance First Reading

Ms. Coleson indicated that Susan Klassen, County of Sonoma- Director of Transportation and Public Works, brought attention to the question of how an individual reading the ordinance would know where it is in effect, if a jurisdiction were to opt out of participating. Ms. Coleson suggested it may be beneficial to add language similar to "This Ordinance will be in effect throughout the

jurisdiction of the SCWMA with the exception of any jurisdiction that has officially opted out of this waste reduction program for carry out bags.” at the end of ‘Purpose and Intent’.

Board Questions

Mr. Barbose inquired if the language could be added without postponing the First Reading.

Ms. Coleson responded affirmatively, noting that the First Reading allows changes and amendments to the language of the Ordinance; the Second Reading must be exactly the same as the First.

Public Comments

Sarah Lecas, Sonoma County Surfrider, expressed her support for the ordinance. Ms. Lucas mentioned that as a resident of Santa Rosa she was disappointed that the city had chosen to opt out; however, talk of a city-wide ordinance that could eventually include restaurants and Styrofoam seems promising.

Mr. Sorenson addressed the Board noting the Ordinance will be economically beneficial to Sonoma County by taking money from large plastic bag manufacturers and by promoting local businesses via cloth bags.

Dennis Rosatti, Executive Director of the Sonoma County Conservation Action spoke in favor of the Ordinance noting that any opportunity that can be taken to eliminate a significant source of plastic pollution is a worthy effort.

Board Discussion

Ms. Coleson noted that a new court case had just been settled that may pave the way for the ordinance to one day include restaurants.

Mr. Barbose moved for the Board to introduce and waive the First Reading of the Waste Reduction Program for Carryout Bags Ordinance with the amendments suggested by Agency Counsel, and to approve the ordinance. Ms. Zane seconded the motion. The motion passed unanimously.

Vote:

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

AYES -10-

NOES -0-

ABSENT -0-

ABSTAIN -0-

Board Comments

Ms. Zane noted that the Agency has been working on the Ordinance for a long time; she inquired if it would really not be going into effect until September 1, 2014 and if so why.

Ms. Coleson explained that this was the first reading; the second reading will take place during the February Board Meeting, 30 days after the second reading the Ordinance will be in effect. Ms. Coleson advised that the September 1, 2014 date is stated in the Ordinance and will provide retailers sufficient time to prepare.

Ms. Zane expressed that she would like the ordinance implemented sooner than September 1, 2014 noting that she believes retailers are ready. Ms. Zane asked Ms. Phillips if Santa Rosa would be expediting their ordinance process to minimize the confusion amongst residents.

Ms. Phillips responded that the draft ordinance presented to the City Council is a mirror ordinance to the one being adopted by SCWMA.

Ms. Zane reaffirmed her belief that the Ordinance should be implemented prior to September; suggesting it be implemented in March.

Ms. Coleson explained that the language which was just voted on and approved unanimously states that the effective date at September 1, 2014; retailers will be encouraged to comply with the Ordinance's guidelines before that date, but, enforcement cannot take place prior. Ms. Coleson advised if the Board wishes to change the September 1, 2014 the Ordinance would have to be modified and reintroduced.

Mr. Barbose asked why the date could not be changed as easily as the language was added to the "Purpose and Intent" section.

Ms. Coleson indicated that due to the vote, approval and introduction of the Ordinance adding or modifying existing language would require amending the Ordinance and reintroducing it.

Mr. Wood inquired if two separate dates could be established, one for when the Ordinance goes into effect and then September 1, 2014 when the Ordinance would begin being enforced.

Ms. Coleson replied that the Ordinance would be in effect 30 days after the second reading.

Mr. Carter explained that the six months between the effective date and the date enforcement would start, was not a arbitrary decision, it was established through discussions with other jurisdictions who have implemented similar ordinances. Mr. Carter reported that other jurisdictions have been able to mitigate some enforcement issues through proper education.

Ms. Fudge expressed her desire to have the media and Agency outreach emphasize the Ordinance is officially in effect 30 days after the second reading.

Mr. Wood asked the board members if the implementation timeline was clear and if they were comfortable with it.

Mr. St. John suggested encouraging a soft roll out as soon as possible, with the goal of having issues worked out by September 1, 2014.

9. Waste Characterization Study Agreement

Mr. Carter reported that waste characterization studies are conducted periodically to help determine what is in the trash; this helps to make policy decisions regarding what needs to be targeted for diversion. A Request for Proposal was released on October 31, 2013, proposals were received from Cascadia Consulting Group, Leidos Engineering LLC, and SCS Engineers. After reviewing the proposals, two firms were interviewed based on their understanding of the project, experience and fewest changes to the proposed agreement. It has been determined by Agency Staff that SCS Engineers be the best firm for the project. While \$110,000 has been budgeted for

the study SCS Engineers has proposed a cost of \$112,956, however, there is sufficient funding available without the need for an appropriations transfer. Mr. Carter reported at this time Agency Staff recommends approving the proposed agreement with SCS Engineers.

Board Questions

None

Public Comments

Mr. Carpenter suggested the Agency have SCS Engineers include in the study the amount of waste that is hauled out of the County.

Board Discussion

Mr. Wood inquired if Mr. Carpenter's suggestion is something that could be completed by the consultant.

Mr. Carter responded that it is something that could be explored, noting that in addition to Redwood Landfill having to be willing to disclose their customer list it would also add to the scope of work and presumably the cost.

Ms. Fudge noted there is waste that Petaluma sends to the Redwood Landfill that would not be taken into account in the characterization.

Mr. Mikus asserted that SCS Engineers recognizes that Redwood Landfill receives waste from Petaluma and therefore has included it as a location to study/ sample.

Ms. Phillips motioned to approve the agreement with SCS Engineers as presented, Ms. Kelly seconded the motion. The motion passed unanimously.

Vote:

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

AYES -10-

NOES -0-

ABSENT -0-

ABSTAIN -0-

Direction

Mr. Wood would like Agency Staff to explore the options for having SCS Engineers study the kinds and amount of waste being hauled to out of County refuse sites.

Ms. Thompson left at 10:27

Mr. St. John inquired how the data from the study will be used.

Mr. Carter responded that it is a tool which will aid the Agency in making policy recommendations as well as providing information to help focus education efforts.

10. JPA Agreement Amendment Discussion

Mr. Mikus reported that all governing bodies of the member jurisdictions have been presented with the proposed amendment and have given their Agency representatives the authority to vote

affirmatively. At this time it is a matter of processing and receiving signed amendments from all ten jurisdictions.

Mr. St. John noted that Petaluma has been waiting for the EIR Certification prior to moving forward with processing the Second Amendment.

Board Questions

None

Public Comments

None

Board Discussion

None

11. Administrative Penalties Ordinance First Reading

Mr. Carter reported that the Administrative Penalties Ordinance is a companion ordinance to the Waste Reduction Program for Carryout Bag, and for any subsequent ordinance the Agency may adopt in the future. Mr. Carter asked the Board to vote to introduce and waive the first reading of the Administrative Penalties Ordinance.

Board Questions

Bob Cox, City of Cloverdale, stated that while Cloverdale is in favor of the Ordinance, an issue has risen over the record keeping requirement; the City Council believe that it is another layer of bureaucracy imposed on businesses. Mr. Cox noted that at this time Cloverdale will vote in favor of the administrative penalties, however, they will reserve the right to opt out of the ordinance.

Public Comments

None

Board Discussion

Ms. Kelly moved to introduce and waive the first reading of the Administrative Penalties Ordinance as presented. Mr. McArthur seconded the motion. The motion passed with nine ayes, zero noes, zero abstentions, and one absent.

Vote:

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

AYES -10-	NOES -0-	ABSENT -0-	ABSTAIN -0-
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12. Sonoma Compost Report

Mr. Mikus introduced Pam Davis of Sonoma Compost Company.

Ms. Davis provided a brief history of Sonoma Compost Company (SCC) and the relationship with the Agency. In 1993 SCC partnered with the Agency for the formation of an Organics Program; that year SCC diverted approximately 40,000 tons of material; in 2013 they diverted approximately 100,000 tons while producing nearly 124,000 cubic yards of finished and marketed

product. Ms. Davis noted these numbers indicated the significance of the Organics Program in Sonoma County. Ms. Davis reported that since 2009 SCC has invested more than \$1,000,000 in new equipment as well as additional expenditures for maintaining the 20 acre cement pad on which they operate. Ms. Davis indicated that the operation is currently permitted to process 108,000 tons per year, this means that they are nearing their permitted capacity as well as operational capacity. Ms. Davis expressed her pleasure with the Agency's "It's in our roots" educational focus for 2014, noting the cleanliness of materials brought to the facility requires that they have 5 full time employees to pick through material to remove inappropriate debris.

Board Questions

Ms. Zane asked about the drop in processing fees from mid-2012 as indicated in Ms. Davis' report.

Ms. Davis responded that due to a new agreement SCC was able to reevaluate their processing costs and lower the fees accordingly.

Ms. Zane asked what the processing fees were at currently and if they would continue to drop.

Mr. Carter responded that per the contract with SCC fees should follow the Consumer Price Index.

Ms. Davis also noted that through the agreement with the Agency overall processing fee increases have been minimal, primarily following the CPI trend.

Mr. St. John asked what SCC's annual gross revenue is.

Mr. Carter replied that it is approximately \$2.5 million

Mr. St. John stated that the Petaluma City Council would like to increase diversion rates from the City and have cited food waste as a goal. He inquired what SCC is doing in the near term to meet those needs.

Ms. Davis replied that the current permit which the operation holds does not allow for the processing of full food waste, only vegetative scraps; Ms. Davis suggested discussing full food waste hauling options with the city's waste hauler.

Ms. Zane left at 10:50

Mr. St. John asked what SCC has done and what they can do in the future to assist the composting program as it grows.

Ms. Davis replied that SCC has been very active in discussions with the Agency and the County regarding the composting program, site selection and other issues.

Mr. Mikus noted that the reason the Agency currently has the choice between two sites is because of the effort and work SCC, whose consultant provided the information showing the Central site could accommodate the required volumes with the appropriate methods and technology.

Mr. McArthur stated that he would like a tour of the compost site noting it could be beneficial in clearly understanding what is taking place. Mr. McArthur also noted that with 20 years of

experience in waste water treatment he would like to point out that all processing systems, including the frequently discussed, anaerobic digester, create a by-product.

Ms. Davis stated that the desire has always been to receive clean, unadulterated food scraps, however, that is not the reality, so, if we want that material to stay in the County we have to look at new technology whether it be an anaerobic digester or turning the product into a lower grade, non-agricultural, product.

Mr. Mikus explained that previously the Board had authorized the Agency to contract with Sonoma Vermiculture noting that the agreement would provide a relatively quick and efficient way to develop full-food waste processing capabilities. Unfortunately, the company was unable to establish adequate flow commitments and therefore not able to obtain necessary funding for expansion beyond their initial pilot program.

Public Comments

Ms. Kullberg asserted that SCC had been advised by current users of an Aerated Static Pile system that using a certain amount of food waste is viable with the system. Ms. Kullberg recalled her belief that several engineering firms have indicated putting a pond to contain waste water/ storm water is a possibility at the current site.

Ms. Davis responded that the ASP system will work no matter which new proposed site is selected, however, at the current site permanent infrastructure is not an option.

Board Discussion

None

13. Attachments/Correspondence:

- 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
 - 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. Board member Comments

None

15. Staff Comments

Mr. Mikus noted that the final report from Sherry Lund on the December 18, 2013 Strategic Planning Meeting was emailed to Board members on January 14, 2014.

Mr. Mikus indicated that the Agenda/ Agenda Packet format will be reformatted for the February 2014 Board Meeting.

Mr. Carter announced that Peterson Paints in Petaluma has joined the PaintCare network.

Mr. Carter advised that CalRecycle will be reaching out to Board members in the following months to complete their annual report.

16. Adjourn

The meeting was adjourned at 11:10 A.M.

Submitted by
Rebecca Lankford



Agenda Item #: **4.2**
 Cost Center: **Education**
 Staff Contact: **Chilcott**
 Agenda Date: **2/19/2014**

ITEM: **Recycling Guide 2014 Printing Contract**

I. BACKGROUND

Providing recycling information to all County residents and businesses is listed as an activity in the CoIWMP, Section 4.7.2.1. Producing the English version Guide is a mandated JPA activity, while producing the Spanish Guide is a Board directed activity.

In 2013, through a competitive Request for Proposal (RFP) process, Agency contracted with Western Web, Samoa, CA, for printing 30,000 English copies and 16,000 Spanish copies of the Sonoma County Recycling Guide. Historically, a 12-page version of the Guide has also been printed in the YP (formerly AT&T) phone book. Stand-alone guides are distributed at fairs, Chambers of Commerce, etc. See below for a historical summary of:

Table 1: Historical costs for printing the English and Spanish Recycling Guides (2004-2013)

Year	Name of printing company	Number English Guides printed	Number Spanish Guides printed	Total number Guides printed	Total amount	Each
2013	Western Web	30,000	16,000	46,000	\$8,897.24	\$.19
2012	Barlow Printing, Inc., Cotati	32,000	18,000	42,000	\$12,974.01	\$.31
2011	Chromagraphics, Santa Rosa	25,000	10,000 (Note 1)	35,000	\$10,812.52	\$.31
2010	Delta Web Printing, Sacramento	20,000		20,000	\$5,715.40	\$.29
2009	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$8,747.01	\$.44
2008	Healdsburg Printing, Inc., Healdsburg	26,000		20,000	\$8,903.38	\$.45
2007	American Lithographers, Sacramento	24,000		24,000	\$8,600.00	\$.36
2006	Healdsburg Printing, Inc., Healdsburg	22,000		22,000	\$8,135.64	\$.37
2005	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$6,597.76	\$.33
2004	Healdsburg Printing, Inc., Healdsburg	20,000		20,000	\$6,343.18	\$.32
Note 1: The Spanish Guide was first printed in 2011.						

Distribution of Guides coincides with outreach planned around Earth Day.

II. DISCUSSION

Employing a competitive RFP process, staff distributed proposals to the following companies capable of printing on recycled newsprint via web press.

Table 2: Companies receiving RFPs in 2014 (in-county and out-of-county)

Sonoma County companies receiving RFPs	Out-of-County companies receiving RFPs
<ul style="list-style-type: none">• Barlow Printing, Inc., Cotati• Healdsburg Printing, Inc., Healdsburg• North Bay Publishing Solutions, Santa Rosa	<ul style="list-style-type: none">• Delta Web Printing, Sacramento• Paul Baker Printing, Sacramento• Print Partners.com, Novato• Western Web, Samoa CA• Planet Green, Eagle Rock

The RFP process required proposers to fill out a bid sheet detailing costs (image setting and proofs, printing, packaging and delivery). In addition proposers are asked to submit three samples of printed documents similar in quality to previous Recycling Guides and to provide three references. The sample requirement is waived for proposers that have previously worked for the Agency or that have previously submitted samples. Three proposals were received.

Table 3: Proposals received (low to high)

Name of proposer	English Guide Proposal	Number English Guides proposed	Spanish Guide Proposal	Number Spanish Guides printed	Total amount	Proposal complete
Western Web, Samoa	\$5,386.82	30,000	\$3,153.29	16,000	\$8,540.11	Yes
Healdsburg Printing, Inc.	\$7,415.63	30,000	\$3,918.23	16,000	\$11,333.86	Yes
North Bay Publishing Solutions	\$6,955.71	30,000	\$4,657.01	16,000	\$11,612.69	Yes

The lowest cost proposal was submitted by Western Web, Samoa, CA who this year became FSC and Rainforest Alliance Certified. If awarded, the Agency will pay \$8,540.11 or \$.185 each for 46,000 Guides. Agency staff was pleased with Western Web's performance printing the 2013 English and Spanish Guides.

Based on actual distribution, it will be necessary to adjust the ratio of English Guides (quantity 33,000) and Spanish Guides (quantity 13,000) printed in 2014.

III. FUNDING IMPACT

The proposed Purchase Order for printing and packaging of copies of the Recycling Guide 2014 (English and Spanish versions) is within the amount budgeted in the Education Contract Services 799411-6450 for FY 13-14.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Agency staff recommends the Chair sign the attached Purchase Order with Western Web for \$8,540.11 for printing and packaging of copies of the Sonoma County Recycling Guide 2014 (English and Spanish versions).

V. ATTACHMENTS

Scope of Work

Resolution of the Sonoma County Waste Management Agency approving the Purchase Order with Western Web for Printing and Packaging of the Sonoma County Recycling Guide 2014 (English and Spanish versions).

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

SCOPE OF WORK**A. QUANTITY**

A total of 33,000 English Guides are to be printed.

A total of 13,000 Spanish Guides are to be printed.

46,000 Guides total.

B. IMAGE SETTING (English and Spanish versions)

The Agency will supply sixty-four (64) pages (32-page English Guide/32-page Spanish Guide) of camera ready copy sized 9.3125" x 10.8125" (the odd shape results from an initial printing in the YP Yellow Pages Phone book) to the Contractor on **MARCH 14, 2014**. Pages should be proportionally scaled to approximately 8.125" x 10.25" for printing. Artwork will be created using a combination of Illustrator CS5 and InDesign CS5.

C. PRINTING

1. **Stock:** 56 pages (28 pages each Guide) 34# xx% post-consumer recycled (Xpedx Paper Company or equivalent)/ 8 pages front/back cover (4 pages each Guide)
 60# xx% post-consumer (Endurance Offset Paper or equivalent). For consistency of the product, it is important that the paper selected for the cover and for the inside pages have a similar tone.
 Printing: 64 pages (32 pages each Guide) in 4 color process with bleed of color on all pages.
2. The Guides are to be bound (staple or glue) in booklet form and trimmed.
3. The Agency requires a color proof of all pages on **MARCH 20, 2014** for review. Proofs should be an accurate representation of the final product. Delivery charges are to be the responsibility of the Contractor. Give at least 3 days for review by Agency staff.

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

1. All materials must be bundled, with a maximum of 50 guides per bundle clearly labeled "English" or "Spanish."

Delivery

1. Guides should be delivered to the Agency's storage locker on or before **APRIL 10, 2014** between the hours of 10am-5pm at the following address:
 Lock It Up Storage
 3570 Airway Dr.
 Santa Rosa, CA 95403
 Please contact Agency staff to arrange exact delivery time.

DATED: February 19, 2014

**RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY"),
APPROVING THE PURCHASE ORDER WITH WESTERN WEB FOR PRINTING AND PACKAGING OF
THE SONOMA COUNTY RECYCLING GUIDE 2014 (ENGLISH & SPANISH) VERSIONS**

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

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

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

WHEREAS, Western Web submitted a complete and cost-effective printing and packaging proposal; and

WHEREAS, the Agency wishes to contract with Western Web to print and package 33,000 English version Recycling Guides 2014 and 13,000 Spanish version Recycling Guides 2014 at a cost that shall not exceed \$8,540.11.

NOW THEREFORE, BE IT RESOLVED that the Sonoma County Waste Management Agency ("Agency") authorizes the Agency Chairman to sign the purchase order, subject to Agency counsel review and approval, in an amount that shall not exceed \$8,540.11.

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: February 19, 2014

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



Agenda Item #: **4.3**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/19/2014**

ITEM: **FY 13-14 Second Quarter Financial Report**

I. BACKGROUND

In accordance with the requirement in the joint powers agreement the Sonoma County Waste Management Agency (SCWMA) staff make quarterly reports to the Board of Directors of Agency operations and of all receipts to and disbursements from the SCWMA; this report covers the First and Second Quarters of FY 13-14 (July through December, 2013).

II. DISCUSSION

The Second Quarter Financial Report uses information from the County accounting system, Financial Account and Management Information System (FAMIS), for expenditures and revenues. The FY 13-14 Second Quarter Financial Report contains the actual amounts spent or received to date at the end of the quarter, the projected revenues and expenses, the adjusted budget, and the difference between the budget and the projections.

Revenues on the whole are expected to be above budget estimates due in main part to the tonnage of wood and yard wastes trending higher than projected.

The only revenue sub-object projected to be significantly under budget is the State-Other grant funding revenue, the two CalRecycle grants. While funding is received each year, the funding is placed into a reimbursement account, and the Agency does not realize that revenue until it has incurred valid expenditures. The City-County Payment Program is funding the Mandatory Commercial Recycling project, but is also to be used for purchasing beverage recycling containers. The funds allocated for beverage container recycling have been underutilized, causing a decrease in expected revenues.

With regard to expenditures, nearly all sub-objects are expected to be under budget, which is being driven by lower expenditures expected in the Contract Services and Administration Costs sub-objects. Contract Services are projected to be below budget estimates due to the compost, HHW, and waste characterization study project. The compost program is trending slightly lower than budget estimates, HHW about \$79,000 lower due to less need for disposal than anticipated which is due in part to the PaintCare program, and the waste characterization study which will not be completed this fiscal year causing some expenditures to be made in the next fiscal year.

Administration costs will be under budget due to a staff vacancy. Staff plan to fill this vacancy pending the approval of the FY 2014-15 Work Plan.

III. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the FY 13-14 Second Quarter Financial Report.

IV. ATTACHMENTS

Second Quarter Financial Report FY 13-14 Revenue and Expenditure Comparison Summary

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

Second Quarter 13-14 Revenue and Expenditure Summary and Projection

Indices

799114, 799213, 799312, 799411, 799510

799619, 799221, 799320, 799338, 799718

Prepared by: Patrick Carter

E. D.: _____
Henry Mikus, Executive Director

A. Summary of Projections

	FY 13-14 Adopted Budget	Adjustment	FY 13-14 Adjusted Budget	FY 13-14 Projection	Over/(Under) Budget
Total Revenues	5,563,593	0	5,563,593	5,788,514	224,921
Total Expenditures	5,695,818	11,975	5,707,793	5,424,731	(283,062)
Net Cost	132,225	11,975	144,200	(363,783)	(507,983)

B. Summary of Revenues

	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/(Under) Budget
Interest on Pooled Cash	15,925	47,775	63,700	47,175	16,525
State-Other	5,696	224,401	230,097	285,473	(55,376)
Tipping Fee Revenue	2,104,829	2,833,796	4,938,625	4,675,400	263,225
Prior Year Revenue	443	0	443	0	443
Other Sales	0	15,000	15,000	15,000	0
Miscellaneous Revenue	0	0	0	5,000	(5,000)
Donations/Reimbursements	131,084	253,070	384,154	379,050	5,104
OT-Within Enterprise	0	156,495	156,495	156,495	0
Total Revenues	2,257,977	3,530,537	5,788,514	5,563,593	224,921

C. Summary of Expenditures

	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/(Under) Budget
Liability Insurance	10,205	0	10,205	9,689	516
Memberships	4,000	150	4,150	5,650	(1,500)
Miscellaneous Expenses	0	0	0	5,000	(5,000)
Office Expense	8,450	9,150	17,600	16,850	750
Professional Services	53,070	161,545	214,615	237,223	(22,608)
County Services	0	17,501	17,501	17,501	0
Contract Services	1,514,549	2,577,145	4,091,694	4,244,037	(152,343)
Administration Costs	193,660	511,369	705,029	800,483	(95,454)
Engineering Services	7,410	0	7,410	7,500	(90)
Legal Services	24,464	30,733	55,197	62,000	(6,803)
Accounting Services	3,185	6,663	9,848	9,946	(98)
Audit Services	0	21,000	21,000	21,000	0
Advertising	1,455	10,545	12,000	12,000	0
Rents/Lease - Equipment	871	1,519	2,390	2,460	(70)
Rents/Leases	1,550	35,075	36,625	36,625	0
Enforcement Agency	0	35,400	35,400	35,400	0

C. Summary of Expenditures (cont.)

	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/(Under) Budget
Professional Development	0	1,500	1,500	1,500	0
Textbook/Tuition	0	2,400	2,400	2,400	0
County Car Expense	858	1,716	2,574	3,000	(426)
Travel Expense	0	0	0	0	0
Unclaimable County	64	0	64	0	64
Data Processing	7,711	10,599	18,310	18,310	0
Total Supplies and Services	1,831,502	3,434,010	5,265,512	5,548,574	(283,062)
OT-Within Enterprise	0	156,495	156,495	156,495	0
OT-Between Enterprise (ISD)	2,724	0	2,724	2,724	0
Total Other Charges	2,724	156,495	159,219	159,219	0
Total Expenditures	1,834,226	3,590,505	5,424,731	5,707,793	(283,062)

D. Summary of Net Costs

	Actual July-Dec 13	Net Cost Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/(Under) Budget
Net Cost	(423,751)	59,968	(363,783)	144,200	(507,983)

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Wood Waste Detail

799114

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	259	777	1,036	301	735
2901	Tipping Fee Revenue	92,788	113,930	206,718	170,850	35,868
3980	Prior Year Revenue	0	0	0	0	0
4020	Other Sales	0	5,000	5,000	5,000	0
4102	Donations/reimbursements	0	5,000	5,000	5,000	0
Total Revenues		93,047	124,707	217,754	181,151	36,603

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
6103	Liability Insurance	306	0	306	291	15
6521	County Services	0	525	525	525	0
6540	Contract Services	64,959	90,943	155,902	160,148	(4,246)
6573	Administration Costs	4,251	5,951	10,202	6,752	3,450
6629	Accounting Services	306	551	857	955	(98)
6630	Audit Services	0	500	500	500	0
7400	Data Processing	1,337	1,873	3,210	3,210	0
Total Services and Supplies		71,159	100,343	171,502	172,381	(879)
8624	OT-Within Enterprise	0	8,317	8,317	8,317	0
8648	OT-Between Enterprise	454	0	454	454	0
Total Other Charges		454	8,317	8,771	8,771	0
Total Expenditures		71,613	108,660	180,273	181,152	(879)
Net Cost		(21,434)	(16,047)	(37,481)	1	(37,482)

Overview

At this time, all items are expected to be near budget predictions with the exception of tipping fee revenue which is trending higher than budget. This is projected to cause a net surplus of \$37,481.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Yard Waste Detail

799213

Revenues		Actual	Revenue	Total	Adjusted	Over/
Sub-object	Description	July-Dec 13	Estimated Jan 14-June 14	Estimated FY 13-14	Budget FY 13-14	(Under) Budget
1700	Interest on Pooled Cash	2,157	6,471	8,628	4,537	4,091
2901	Tipping Fee Revenue	1,381,064	1,875,720	3,256,784	3,106,300	150,484
3980	Prior Year Revenue	0	0	0	0	0
4020	Other Sales	0	10,000	10,000	10,000	0
4102	Donations/Reimbursement	0	5,000	5,000	5,000	0
Total Revenues		1,383,221	1,897,191	3,280,412	3,125,837	154,575

Expenditures		Actual	Expenditure	Total	Adjusted	Over/
Sub-object	Description	July-Dec 13	Estimated Jan 14-June 14	Estimated FY 13-14	Budget FY 13-14	(Under) Budget
6103	Liability Insurance	6,123	0	6,123	5,814	309
6400	Office Expense	2,322	0	2,322	2,000	322
6521	County Services	0	10,500	10,500	10,500	0
6540	Contract Services	1,138,500	1,500,000	2,638,500	2,693,100	(54,600)
6573	Administration Costs	72,690	137,684	210,374	210,374	0
6610	Legal Services	1,307	3,693	5,000	5,000	0
6629	Accounting Services	1,469	3,119	4,588	4,588	0
6630	Audit Services	0	5,000	5,000	5,000	0
6820	Rents/Leases - Equipment	871	1,519	2,390	2,460	(70)
7062	Enforcement Agency Fee	0	35,000	35,000	35,000	0
7110	Professional Development	0	1,500	1,500	1,500	0
7130	Textbook/Tuition Reimburse	0	600	600	600	0
7301	County Car	858	1,716	2,574	3,000	(426)
7309	Unclaimable County	64	0	64	0	64
7400	Data Processing	2,279	3,191	5,470	5,470	0
Total Services and Supplies		1,226,483	1,703,522	2,930,005	2,984,406	(54,401)
8624	OT-Within Enterprise	0	140,523	140,523	140,523	0
8648	OT-Between Enterprise (ISD)	908	0	908	908	0
Total Other Charges		908	140,523	141,431	141,431	0
Total Expenditures		1,227,391	1,844,045	3,071,436	3,125,837	(54,401)
Net Cost		(155,830)	(53,146)	(208,976)	0	(208,976)

Revenues

Tipping Fee Revenues are projected to be over \$150,000 over budget projections, as actual tonnages are greater than budget projections.

Expenditures

Contract Services is projected below budget estimates at this point, though a proposed agreement amendment may result in additional expenditures.

Overview

There is a projected net surplus of \$208,976.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Household Hazardous Waste Detail

799312

Revenues		Actual	Revenue	Total	Adjusted	Over/
Sub-object	Description	July-Dec 13	Estimated Jan 14-June 14	Estimated FY 13-14	Budget FY 13-14	(Under) Budget
1700	Interest on Pooled Cash	976	2,928	3,904	1,743	2,161
2500	State-Other		150,473	150,473	150,473	0
2901	Tipping Fee Revenue	503,083	703,346	1,206,429	1,174,530	31,899
3980	PY Revenue	443	0	443	0	443
4102	Donations/Reimbursement	120,511	227,097	347,608	341,442	6,166
4624	OT-Within Enterprise	0	0	0	0	0
Total Revenues		625,013	1,083,844	1,708,857	1,668,188	40,669

Expenditures		Actual	Expenditure	Total	Adjusted	Over/
Sub-object	Description	July-Dec 13	Estimated Jan 14-June 14	Estimated FY 13-14	Budget FY 13-14	(Under) Budget
6103	Liability Insurance	3,113	0	3,113	2,955	158
6280	Memberships	4,000	0	4,000	5,500	(1,500)
6400	Office Expense	850	1,150	2,000	2,000	0
6500	Professional Services	23,446	111,545	134,991	134,991	0
6521	County Services	0	5,338	5,338	5,338	0
6540	Contract Services	290,526	871,578	1,162,104	1,240,800	(78,696)
6573	Administration Costs	66,962	146,927	213,889	213,889	0
6610	Legal Services	0	2,000	2,000	5,000	(3,000)
6629	Accounting Services	705	1,496	2,201	2,201	0
6630	Audit Services	0	7,500	7,500	7,500	0
6785	Advertising	1,455	10,545	12,000	12,000	0
6840	Rents/Leases - Buildings	1,550	28,450	30,000	30,000	0
7062	Enforcement Agency Fees	0	400	400	400	0
7130	Textbook/Tuition Reimburse	0	600	600	600	0
7400	Data Processing	1,337	1,873	3,210	3,210	0
Total Services and Supplies		393,944	1,189,402	1,583,346	1,666,384	(83,038)
8624	OT-Within Enterprise	0	1,350	1,350	1,350	0
8648	OT-Between Enterprise (ISD)	454	0	454	454	0
Total Other Charges		454	1,350	1,804	1,804	0
Total Expenditures		394,398	1,190,752	1,585,150	1,668,188	(83,038)
Net Cost		(230,615)	106,908	(123,707)	0	(123,707)

Revenues

All revenues are projected to meet or exceed budget estimates.

Expenditures

Contract Services is projected to be less than budgeted, due to less disposal needed, due in part, to the utilization of PaintCare for latex paint products.

Overview

Though revenues are not expected to meet budget projections, expenditures are also trending lower than budgeted. The current projection is a net surplus of approximately \$136,710.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Education Detail

799411

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	605	1,815	2,420	485	1,935
2500	State-Other	5,696	73,928	79,624	135,000	(55,376)
2901	Tipping Fee Revenue	117,016	120,693	237,709	188,764	48,945
4040	Miscellaneous Revenue	0	0	0	5,000	(5,000)
4102	Donations/Reimbursement	8,921	13,521	22,442	23,294	(852)
4624	OT-Within Enterprise	0	0	0	0	0
Total Revenues		132,238	209,957	342,195	352,543	(10,348)

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
6103	Liability Insurance	612	0	612	581	31
6280	Memberships	0	150	150	150	0
6300	Miscellaneous Expense	0	0	0	5,000	(5,000)
6400	Office Expense	5,278	6,000	11,278	10,850	428
6500	Professional Services	29,624	50,000	79,624	102,232	(22,608)
6521	County Services	0	1,050	1,050	1,050	0
6540	Contract Services	1,390	26,624	28,014	28,014	0
6573	Administration Costs	28,149	84,447	112,596	164,467	(51,871)
6610	Legal Services	9,363	10,637	20,000	20,000	0
6629	Accounting Services	582	1,237	1,819	1,819	0
6630	Audit Services	0	3,000	3,000	3,000	0
6840	Rents/Leases - Buildings/Improve	0	6,625	6,625	6,625	0
7130	Textbook/Tuition Reimburse	0	1,200	1,200	1,200	0
7400	Data Processing	1,421	1,789	3,210	3,210	0
Total Services and Supplies		76,419	192,759	269,178	348,198	(79,020)
8624	OT-Within Enterprise	0	3,891	3,891	3,891	0
8648	OT-Between Enterprise (ISD)	454	0	454	454	0
Total Other Charges		454	3,891	4,345	4,345	0
Total Expenditures		76,873	196,650	273,523	352,543	(79,020)
Net Cost		(55,365)	(13,307)	(68,672)	0	(68,672)

Revenues

State-Other is projected to be lower than estimated due to the underutilization of a grant to fund recycling container purchase.

Tipping Fee Revenue is projected to be \$48,945 over budget estimates due to higher tonnage received than estimated.

Expenditures

Professional Services are projected to be lower than estimates unless additional project requiring the CCP program are utilized.

Administration costs are expected to be lower than budget estimates due to a staff vacancy.

Overview

The education cost center is expected to have a net surplus of \$68,672.

**Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Diversion Detail**

799510

Expenditures

Sub- object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
8624	OT-Within Enterprise	0	0	0	0	0
Total Other Charges		0	0	0	0	0
Total Expenditures		0	0	0	0	0
Net Cost		0	0	0	0	0

Overview

This cost center is currently unused.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Planning Detail

799619

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	39	117	156	20	136
2901	Tipping Fee Revenue	10,878	20,107	30,985	34,956	(3,971)
4102	Donations/Reimbursement	1,652	2,452	4,104	4,314	(210)
Total Revenues		12,569	22,676	35,245	39,290	(4,045)

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
6103	Liability Insurance	51	0	51	48	3
6521	County Services	0	88	88	88	0
6573	Administration Costs	1,582	11,000	12,582	21,693	(9,111)
6610	Legal Services	0	5,000	5,000	10,000	(5,000)
6629	Accounting Services	123	260	383	383	0
6630	Audit Services	0	1,000	1,000	1,000	0
7130	Textbook/Tuition	0	0	0	0	0
7400	Data Processing	1,337	1,873	3,210	3,210	0
Total Services and Supplies		3,093	19,221	22,314	36,422	(14,108)
8624	OT-Within Enterprise	0	2,414	2,414	2,414	0
8648	OT-Between Enterprise (ISD)	454	0	454	454	0
Total Other Charges		454	2,414	2,868	2,868	0
Total Expenditures		3,547	21,635	25,182	39,290	(14,108)
Net Cost		(9,022)	(1,041)	(10,063)	0	(10,063)

Overview

At this time, revenues and expenditures are near projections.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Organics Reserve Detail

799221

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	9,438	28,314	37,752	32,570	5,182
4624	OT-Within Enterprise	0	148,840	148,840	148,840	0
Total Revenues		9,438	177,154	186,592	181,410	5,182

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
6400	Office Expense	0	0	0	0	0
6540	Contract Services	16,086	45,000	61,086	55,000	6,086
6573	Administration Costs	15,120	45,360	60,480	76,544	(16,064)
6590	Engineering Services	7,410	0	7,410	7,500	(90)
6610	Legal Services	5,597	4,403	10,000	10,000	0
6630	Audit Services	0	2,500	2,500	2,500	0
7062	Enforcement Agency Fees	0	0	0	0	0
7302	Travel Expense	0	0	0	0	0
Total Services and Supplies		44,213	97,263	141,476	151,544	(10,068)
Total Expenditures		44,213	97,263	141,476	151,544	(10,068)
Net Cost		34,775	(79,891)	(45,116)	(29,866)	(15,250)

Expenditures

Contract Services is projected to be \$6,086 over budget. This was due to additional work performed by SCS Engineers related to stormwater management at the current and potential future site at the Central Disposal Site.

Administration Costs is projected to be \$16,064 due to a staff vacancy.

Overview

These reserve funds are restricted for use only for the organics program per the joint powers agreement.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
HHW Closure Detail

799320

Revenues

Sub- object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	117	351	468	408	60
4624	OT-Within Enterprise	0	0	0	0	0
TOTAL REVENUES		117	351	468	408	60
TOTAL EXPENDITURES		0	0	0	0	0
NET COST		(117)	(351)	(468)	(408)	(60)

Overview

This reserve has met its reserve goal.

**Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
HHW Facility Reserve Detail**

799338

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	1,766	5,298	7,064	6,141	923
4624	OT-Within Enterprise	0	1,350	1,350	1,350	0
Total Revenues		1,766	6,648	8,414	7,491	923

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
8624	OT-Within Enterprise	0	0	0	0	0
Total Other Charges		0	0	0	0	0

Total Expenditures		0	0	0	0	0
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Net Cost		(1,766)	(6,648)	(8,414)	(7,491)	(923)
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Overview

The reserve goal for this fund was modified at the June 2011 Board meeting to be held at \$600,000 or 33% of the budgeted annual HHW program operational expenses, whichever is greater. The fund balance for this cost center at the end of the second quarter is \$1,029,708.

Sonoma County Waste Management Agency
FY 13-14 Second Quarter Revenue and Expenditure Summary and Projection
Contingency Reserve Detail

799718

Revenues

Sub-object	Description	Actual July-Dec 13	Revenue Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
1700	Interest on Pooled Cash	568	1,704	2,272	970	1,302
4624	OT-Within Enterprise	0	6,305	6,305	6,305	0
Total Revenues		568	8,009	8,577	7,275	1,302

Expenditures

Sub-object	Description	Actual July-Dec 13	Expenditure Estimated Jan 14-June 14	Total Estimated FY 13-14	Adjusted Budget FY 13-14	Over/ (Under) Budget
6400	Office Expense	0	2,000	2,000	2,000	0
6521	County Services	0	0	0	0	0
6540	Contract Services	3,088	43,000	46,088	66,975	(20,887)
6573	Administration Costs	4,906	80,000	84,906	106,764	(21,858)
6610	Legal Services	8,197	5,000	13,197	12,000	1,197
6630	Audit Services	0	1,500	1,500	1,500	0
Total Services and Supplies		16,191	131,500	147,691	189,239	(41,548)
8624	OT-Within Enterprise	0	0	0	0	0
Total Other Charges		0	0	0	0	0
Total Expenditures		16,191	131,500	147,691	189,239	(41,548)
Net Cost		15,623	123,491	139,114	181,964	(42,850)

Expenditures

Contract Services is projected to be below budget due to the likelihood that the Waste Characterization Study will not be completed this fiscal year.

The Administrative Costs sub-object is projected to be below budget due to lower than anticipated staff participation in the carryout bag project and due to staff vacancies.

Overview

Contingency Reserve projects this fiscal year are expected to result in a net cost of \$139,114.



Agenda Item #: **4.4**
Cost Center: **HHW**
Staff Contact: **Steinman**
Agenda Date: **2/19/2014**

ITEM: **HHW Contract Draft RFP**

I. BACKGROUND

At the May 15, 2013 SCWMA Board meeting, the Board approved the Agreement between Sonoma County Waste Management Agency (SCWMA) and Clean Harbors Environmental Services, Inc. (CHES) to operate the Household Hazardous Waste Facility (HHWF) and accompanying mobile collection programs.

Prior to the approval of this Agreement, there had been a three-party Agreement in place since June 11, 2002 between SCWMA, CHES, and the County of Sonoma. A decision was made at the May meeting which resulted in changing the three-party Agreement arrangement to two separate agreements (a license for use of the property between the County of Sonoma and the SCWMA, and an operating contract between the SCWMA and its Contractor).

The Agreement with CHES commenced on July 1, 2013 and terminates on June 30, 2014. There has been one Amendment to this Agreement, approved by the SCWMA Board on September 18, 2013, to include language to accommodate the PaintCare Program.

At the January 16, 2013 SCWMA Board meeting, the Board directed staff to develop a Request for Proposals (RFP) for Operation of the Household Hazardous Waste Programs. The Board recommended the term of the new Agreement continue through February 2017, to coincide with the current expiration date of the Joint Powers Authority.

II. DISCUSSION

SCWMA staff has developed a Draft RFP at the Board's request and plans to issue the RFP on February 24th. There is no substantive change to the Scope of Work for this contract, although Staff has included the following requirement in the RFP to reflect the relatively new paint acceptance and disposal program by PaintCare:

Contractor shall have an executed transportation and disposal contract with PaintCare for the duration of the Contract. Contractor shall collect, transport and dispose of all PaintCare eligible waste at no charge to the SCWMA.

The Scope of Work remains the same as in the current Agreement for Operation of Household Hazardous Waste Programs. SCWMA staff plans to release the RFP and come back to the Board on May 21, 2014 with a selected Proposer.

III. FUNDING IMPACT

Currently Clean Harbors is paid approximately \$438,000 dollars a year as an operating fee and disposal fees are currently about \$656,000 annually. The approximate yearly total the SCWMA pays the Contractor is \$1,094,000 (FY 12/13).

The budgeted amount for this Contractor in FY 13/14 is \$1,157,000. This amount is greater than the approximate yearly total because the budgeted amount includes a contingency to cover an increase in the volume of materials handled.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

This item is informational only. There is no additional Board action recommended.

V. ATTACHMENTS

Outline of Scope of Services

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

OPERATION OF HOUSEHOLD HAZARDOUS WASTE PROGRAMS

OUTLINE OF SCOPE OF SERVICES

Contractor Performance.

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

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

Acceptance of Waste. Contractor shall receive and manage Hazardous Waste generated by Residents and Conditionally Exempt Small Quantity Generators (CESQG) of Sonoma County at the Household Hazardous Waste Facility, through Mobile and Door-to-Door Collection Services, Hazardous Waste Load Check Programs and Emergency Response Wastes.

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

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

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

Waste Management.

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

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

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

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

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

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

Rejection of Wastes at Final Disposal Facilities. Agency shall not be responsible for additional costs incurred as a result (directly or indirectly) of a Treatment, Storage, and Disposal Facility (TSDF) or other authorized facility refusing to take Hazardous Waste from Contractor, or as a result of Contractor not having prior contract arrangements for use of a particular TSDF or other authorized facility.

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

Reuse. Contractor shall make available a reuse area at the Household Hazardous Waste Facility.

Latex Paint Reuse. Contractor shall set aside reusable latex paint for redistribution through the Household Hazardous Waste Facility's reuse program.

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

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

Camping Stove Propane Cylinders. If empty, Contractor shall ensure camping stove propane cylinders are empty and recycle the containers as scrap metal. Unless empty, camping stove propane cylinders are to be placed in the reuse program, regardless of amount of propane remaining in cylinder. Only

cylinders that cannot be distributed through the reuse program or have corrupted containers are to be shipped as hazardous waste.

Operations.

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

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

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

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

Staffing and Subcontractors.

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

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

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

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

Mobile Program.

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

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

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

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

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

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

Door-to-Door Collection Service

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

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

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

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

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

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

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

Operations Plan, Emergency Response Plan and Work Health and Safety Plan.

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

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

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

CESQG

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

CESQG Fees. Contractor may charge \$25 for CESQG collections.

Load Check.

Hazardous Waste Load Check Program. Any materials collected by the Hazardous Waste Load Check Program shall be handled by Contractor at the Household Hazardous Waste Facility. Contractor shall collect Hazardous Wastes from each site, where a Hazardous Waste Load Check Program is being operated, using the Mobile Program or other licensed vehicle at least every ninety (90) days, or more frequently if requested by Agency. This program shall be billed to the Sonoma County Department of Transportation and Public Works (Integrated Waste Division) separately from other billings to the Agency. Contractor shall not be guaranteed any amount of work for the Hazardous Waste Load Check Program.

Plans, Security, Safety and Emergency Response.

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

Emergency Response Plan. Contractor shall provide, for Agency review and approval, a detailed emergency response plan that addresses spills, personnel injuries, fire, and natural disasters.

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

Response Time. Contractor shall respond to emergency service requests and Hazardous Waste spills associated with the Program. The Contractor's initial

responder must be on site within two hours after initial contact from Agency or an emergency response agency and work with Agency officials on site to evaluate the circumstances involved at the scene. The contractor's initial responder shall be responsible for providing an estimated break-down of required staffing, equipment and completion time.

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

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

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

Emergency Contact List. Contractor shall provide Agency with an emergency contact list for all Household Hazardous Waste Facility personnel and appropriate offsite management contacts.

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

Agency Responsibilities. Agency shall perform tasks set forth in the Contract.

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Agenda Item #: **4.5**
Cost Center: **HHW**
Staff Contact: **Steinman**
Agenda Date: **2/19/2014**

ITEM: **Storm Drain Label Purchase**

I. BACKGROUND

The Department of Resources Recycling and Recovery (CalRecycle) has been administering a program to provide opportunities for the recycling of used oil. As part of this program, CalRecycle provides funding through the Used Oil Payment Program (OPP) to assist local governments in developing and maintaining an on-going used oil and used oil filter collection/recycling program for their communities.

The Sonoma County Waste Management Agency (SCWMA) has applied annually for OPP funding and has been awarded funding through each OPP cycle since the inception of the program in 2010. The members of the SCWMA Board have authorized the SCWMA, (in Resolution No. 2010-011), to submit a regional application for the Used Oil Payment Program (OPP) that will remain in effect until rescinded.

The SCWMA was awarded \$150,473 through the current OPP Cycle 3, with \$83,886 being paid to a Contractor to Audit Oil Recycling Centers, Coordinate Oil Recycling Publicity and Programs, and conduct oil related Spanish outreach. The remainder of the OPP funding, \$66,587, is being used by the SCWMA to advertise and maintain Sonoma County's on-going used oil and used oil filter collection/recycling program.

II. DISCUSSION

Stormwater mitigation and oil related education and outreach activities are all eligible expenses under the OPP. An on-going oil related project has been the labeling of storm drain inlets with "Drains to Creek" labels. The SCWMA has purchased these labels and the accompanying adhesive in the past for all the cities, Town of Windsor, and Unincorporated County. To maintain consistency throughout the County, the labels used are from das Manufacturing, Inc.

SCWMA staff continues to receive numerous requests for more storm drain labels. The labeling of the storm drains is a required activity that is included in the annual Storm Water Reports submitted by each jurisdiction to the California Regional Water Quality Control Board (San Francisco Bay Region and/or North Coast Region) as required by the Storm Water Permits. Replacing old storm drain labels with new labels and placing labels on storm drain inlets missing labels is an on-going effort. This is a very effective regional outreach activity.

SCWMA Staff would like to place an order for 3,000 labels and make them available to all jurisdictions in Sonoma County. The following is the breakdown for the order:

Duracast Custom 5" das Curb Marker: 3000 @ 2.98 = \$8,940.00

das Curb Marker Adhesive 5 oz: 250 @ 5.69 = \$1,422.50
UPS: \$363.88
TOTAL \$10,726.38

III. FUNDING IMPACT

\$10,726.38 from the current OPP Cycle 3 funding would be needed to purchase the storm drain labels and adhesive. This project is eligible for funding under the OPP program and funds are available in the current 13/14 fiscal year budget.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board approve funding the purchase of storm drain labels and grant the Agency Executive Director signing authority for the purchase order in the amount of \$10,726.38.

V. ATTACHMENTS

There are no attachments.

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



Agenda Item #: **4.6**
Cost Center: **Education**
Staff Contact: **Carter**
Agenda Date: **2/19/2014**

ITEM: **City/County Payment Program Authorization**

I. BACKGROUND

In January 2000, the California Department of Conservation (DOC) appropriated \$10.5 million annually to be paid to cities and counties to support the recycling of cans and bottles. The program is called the City/County Payment Program (CCPP). Administration of the CCPP was transferred from the DOC to the California Department of Resources Recycling and Recovery (CalRecycle) when that department replaced the functions of the California Integrated Waste Management Board. The Sonoma County Waste Management Agency has administered this program for all Sonoma County jurisdictions since 2000; submitting payment requests, collecting the funds, creating agreements for beverage container collection service, purchasing new collection containers and enclosures, and administering an educational campaign around the State's Mandatory Commercial Recycling program.

II. DISCUSSION

Staff received a notice of funding availability from CalRecycle regarding the CCPP on November 25, 2013. In the past, the Agency has submitted the Funding Request Forms in behalf of the Cities and the unincorporated County, the requests were approved, the checks were mailed directly to the member jurisdictions, and the Agency subsequently invoiced the cities for the funding amount.

In FY 2011-2012, Agency staff initiated a Mandatory Commercial Recycling education project to educate businesses, multifamily establishments, and government agencies about the State's recycling requirement. While there was need to carry out a large initial campaign to make affected establishments aware of the requirement, Agency staff believes ongoing education should be a priority to maintain or improve recycling efforts. Staff believes the pooled use of the grant funds from the CCPP is an appropriate way to fill the identified education gap.

III. FUNDING IMPACT

The aggregate funding amount is \$141,185. These funds would be held in a reimbursement account and would not be realized as revenue until valid expenditures were made.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends approving the attached resolution authorizing Agency staff to submit Funding Request Forms on behalf of all Sonoma County jurisdictions and to collect payment for the City/County Payment Program.

V. ATTACHMENTS

Resolution Authorizing Agency Staff to Submit Funding Request Forms and Collect Payment for the City/ County Payment Program.

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

DATED: February 19, 2014

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY
AUTHORIZING AGENCY STAFF TO SUBMIT FUNDING REQUEST FORMS AND COLLECT PAYMENT FOR THE
CITY/COUNTY PAYMENT PROGRAM

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

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

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

NOW THEREFORE, BE IT RESOLVED the Cities of Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, and Sonoma, the Town of Windsor, and the County of Sonoma authorize the Sonoma County Waste Management Agency to submit funding request forms for the California State Department of Resources Recycling and Recovery 2013-14 City/County Payment Program on their behalf and allow funds to be collected by the Sonoma County Waste Management Agency, once funds are received by their fiscal agents, for the purpose of continuing the implementation of the beverage container recycling and mandatory commercial recycling education programs throughout the jurisdictions of Sonoma County.

MEMBERS:

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Cox, Cloverdale	Thompson, Cotati	Zane, County	Wood, Healdsburg	St. John, Petaluma
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McArthur Rohnert Park	Phillips, Santa Rosa	Kelly, Sebastopol	Barbose, Sonoma	Fudge, Windsor

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

SO ORDERED.



Agenda Item #: 5
Cost Center: Contingency
Staff Contact: Carter/Mikus
Agenda Date: 2/19/2014

ITEM: **Carryout Bag Ordinance Second 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 included 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.

At the January 15, 2014 SCWMA meeting the Board of Directors voted unanimously to certify the Final EIR and introduced (first reading) the Ordinance Establishing a Waste Reduction Program for Carryout Bags.

II. DISCUSSION

The Ordinance Establishing a Waste Reduction Program for Carryout Bags was introduced on January 15, 2014, and since more than 5 days have elapsed since that reading, the Board may consider formal adoption of this ordinance. As such, the Board may adopt 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 be effective on March 21, 2014 (30 days after adoption) but enforcement would not begin until September 1, 2014. The approximate six month period between anticipated adoption and the enforcement 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.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board vote to waive full reading and adopt by Title only AN ORDINANCE OF THE BOARD OF DIRECTORS OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ESTABLISHING A WASTE REDUCTION PROGRAM FOR CARRYOUT BAGS. 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

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. Pursuant to the Joint Powers Agreement, this Ordinance shall be in effect throughout the jurisdiction of the Sonoma County Waste Management Agency, with the exception of any member jurisdiction that has officially opted out of this waste reduction program for 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 15th day of January 2014, and

PASSED AND ADOPTED this 19th day of February 2014, by the following vote:

MEMBERS:

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Cox, Cloverdale	Thompson, Cotati	Zane, County	Wood, Healdsburg	St. John, Petaluma
--	--	--	--	--
McArthur Rohnert Park	Phillips, Santa Rosa	Kelly, Sebastopol	Barbose, Sonoma	Fudge, Windsor

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

SO ORDERED

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

ATTEST:

DATE: February 19, 2014

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



Agenda Item #: 6
Cost Center: Contingency
Staff Contact: Carter/Mikus
Agenda Date: 2/19/2014

ITEM: **Administrative Penalties Ordinance Second 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.

This ordinance was introduced and the first reading was waived at the January 15, 2014 SCWMA meeting. The first vote for adoption was by unanimous approval.

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.

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 waive full reading and adopt by Title only AN ORDINANCE OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY RELATING TO ADMINISTRATIVE PENALTIES.

V. ATTACHMENTS

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 Board of Directors of the Sonoma County Waste Management Agency on the 15th day of January 2014, and

PASSED AND ADOPTED this 19th day of February 2014, by the following vote:

MEMBERS:

-- Cox, Cloverdale	-- Thompson, Cotati	-- Zane, County	-- Wood, Healdsburg	-- St. John, Petaluma
-- McArthur Rohnert Park	-- Phillips, Santa Rosa	-- Kelly, Sebastopol	-- Barbose, Sonoma	-- Fudge, Windsor

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

SO ORDERED

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

ATTEST: DATE: February 19, 2014

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



Agenda Item #: 7
Cost Center: Contingency
Staff Contact: Chilcott
Agenda Date: 2/19/2014

ITEM: **Carryout Bags Draft Outreach Program**

I. BACKGROUND

At the January 15, 2013 Agency Board meeting, the first reading took place of the Proposed SCWMA Ordinance No. 2014-1 Establishing a Waste Reduction Program for Carryout Bags. The Agency Work Plan for FY 13-14, allocates \$22,532 in staff time to implement Carryout Bag Education, a Board Directed project. Historically, public education/outreach activities related to the proposed Ordinance have included nine Carryout Bag Public Forums, four Public Scoping Meetings, and reusable bag distribution.

II. DISCUSSION

Assuming the Agency Board approves going forward with the proposed SCWMA Ordinance No. 2014-1 establishing a Waste Reduction Program for Carryout Bags, it will be necessary to conduct retailer and public education.

Communication goals

- Ensure businesses subject to the Ordinance are informed and provided resources about compliance prior to September 1, 2014.
- Ensure the public is aware of the adopted Ordinance and foster the use of reusable shopping bags, especially among low-income groups.

Retailer education activities: (Dates March-September 2014)

The types of businesses affected by the Ordinance would be all retail establishments, including, but not limited to, grocery, hardware, convenience, and clothing stores. Excluded businesses include restaurants and charitable reuse establishments.

In preparation for this plan, Agency staff reviewed similar bag ban retailer outreach conducted in other communities (San Francisco Department of Environment, San Mateo County, Alameda County Waste Management Authority (ACWMA), City of San Jose, etc.). Agency staff also solicited input on preferred retailer education from representatives from the California Grocers Association and California Retailers Association. Based on the City of San Jose's observations after outreach implementation, the top three retailer questions were 1) about types of bags allowed, 2) about enforcement, and 3) about charging for bags. Outreach to retailers will take place primarily in English with special outreach to Hispanic businesses.

- **Identify industry groups and develop a list of stores affected by the Ordinance (Agency staff activity)** —This task includes identifying partner groups (California Grocers Association, California Retailers Associations, etc) and developing a list of decision-maker store contacts (i.e., names, addresses and email addresses). For efficiency, corporate contacts for chain stores and owners/manager for locally owned stores will be identified. Existing information in the Agency’s Access database developed for the Mandatory Commercial Recycling Outreach project provides a basis for this list. This task is already in progress:

Industry groups	Description
California Grocers Association	The California Grocers Association represents the majority of traditional supermarkets (about 20-30 stores). The Association prefers to educate their members themselves. When available, retailer tool kits, website info, etc. will be shared.
California Retailers Association	The California Retailers Association represents a comprehensive membership of national chain stores, JC Penney, etc., (no smaller mall stores) comprised of about 100 stores and suppliers. As requested by Agency staff, the Association has requested its members provide the Agency store contact information.
Agency’s Mandatory Commercial Recycling Access database	Agency staff has identified about 10,000 businesses listed on the Agency Access database originally developed for the Mandatory Commercial Recycling Outreach project.
Corporate contacts list	A corporate contact list developed by Alameda County Waste Management Authority was provided to Agency staff.
Small stores in malls	Mall managers will be contacted about how to best reach smaller stores.
Interested parties	The Final EIR listed interested parties. In addition, those who contact the Agency through the Eco-Desk or through the recyclenow.org website are being compiled.
Hispanic businesses	In 2013, 151 Hispanic businesses comprised of grocery stores, beauty stores, florists, etc. were visited by the Agency’s Spanish Language Outreach Contactor. Store contacts and mailing addresses are compiled for these stores.

- **Develop an Access database (Agency staff activity)**— Other jurisdictions report that Excel databases set up to record data for bag bans have become so large that the program becomes unstable. Fortunately, Agency staff has the expertise to design a robust Access database to meet the complex data collection needs of this project.
- **Develop a list of bag manufacturers of compliant paper and reusable bags “What Checkout Bags are Compliant” (Agency staff activity)**— These lists, based on a similar lists developed by the San Francisco Department of Environment, would be tailored to meet the definition of “reusable bags” and “recycled paper bags” in the new SCWMA Ordinance. The manufacturer list would provide comprehensive information (company name, contact person, business address, phone/email, website, bag types, minimum order requirements, lead time needed once artwork is approved by client, etc.) These .pdfs will be downloadable from the Agency’s web page and distributed to retailers as requested.
- **Establish a new dedicated Agency web page for retailers (Agency staff activity)**— Establish a new Agency web page on the Agency’s Business section. The new web page would become the central hub for business resources including downloadable materials, posters, cash register tent cards, shopping cart promotional placards, “What Checkout Bags are Compliant”, etc. Retailers could also order printed outreach materials through an online form.

- **Develop & print bilingual retailer tool kits (Agency staff)**— Agency staff will adapt a “red light, yellow light, green light” graphic used by Bay Area jurisdictions with existing Agency graphics. Printed bilingual outreach materials will be mailed to stores as requested and made available for .pdf download. The following is a sampling materials that will be developed:

Store posters – This will announce the start date of the Ordinance and remind shoppers to bring a reusable bag.

Cash register tent cards – Tent cards will thank shoppers who use a reusable bag.

Shopping cart promotional placards – Placards on shopping carts will remind customers to remember to use a reusable shopping bag.

Complete toolkits (posters, register tents & shopping cart placards)

Retailer factsheet

- **Conduct education “fairs” for retailers (Agency staff activity)**— In order educate retailers about what paper and reusable bags are Ordinance compliant, a series of three events will be held. These fairs, spread out geographically in the county, will give retailers the opportunity to meet compliant bag manufacturers and to consult with Agency staff. The following locations are proposed with dates TBD:
 - Cotati (event held in the Community Room or similar)
 - Windsor (event held in the Community Room or similar)
 - Santa Rosa (event held at the Finley Center or similar)
 These events are based on outreach conducted by San Francisco Department of Environment.
- **Conduct direct mailing English & Spanish (Agency staff)**— Once retailer resources (printed materials, fair dates, new web site page), have been established, a mass mailing would be conducted to affected retailers. This letter would be translated into Spanish for a special mailing to Hispanic businesses.
- **Perform Hispanic business outreach (Agency contractor activity)**— For Hispanic Business Outreach, a separate contract would be established with the Agency’s current Spanish Language Outreach Contractor, C2 Alternative Services working with Hugo Mata. Tasks would include direct outreach to Latino businesses subject to the Ordinance including explaining the requirement, delivering signage and other materials, translation as needed and Agency reporting.

Retailer Education Activities

Timeline, who performs the task, and outreach goals

Task #	Timeline goal	Who performs the work	Outreach goal	Budget (Only indicated for contractor or materials) No Agency staff time.
1	Identify industry groups and develop a list of stores affected by the Ordinance			
	March-April 2014	Agency staff		
2	Develop an Access database			
	March-April 2014	Agency staff		
3	Develop a list of bag manufacturers or compliant paper and reusable bags "What Checkout Bags are Compliant"			
	February-March 2014	Agency staff		
4	Establish a new dedicated Agency web page for retailers			
	March-April 2014	Agency staff		
5	Develop & print bilingual retailer tool kits			
	March-May 2014	Agency staff		\$1,500 print materials
6	Conduct direct mailing English & Spanish			
	May 2014	Agency staff	10,000 letters mailed	\$5,600 for print and postage
7	Conduct education fair for retailers			
	May-June 2014	Agency staff		\$1,500 for building rental & misc.
8	Perform Hispanic business outreach			
		Agency contractor	30 businesses	\$1,970 in contractor staff time + \$250 in expenses

Public education activities: (Dates March 2014-June 2015)

In preparation for this plan, Agency staff talked with representatives from the Sonoma County Department of Human Services Economic Assistance Division http://www.sonoma-county.org/human/eco_assistance.htm, thrift stores and reviewed similar bag ban outreach conducted in other communities (San Francisco Department of Environment, San Mateo County, Alameda County Waste Management Authority (ACWMA), City of San Jose, etc.). The City of San Jose, in their post-bag ban outreach summary report, felt that media advertising was worth doing especially the shopping cart advertisements and radio.

Phase 2: “I’ve got a bag habit” campaign activities address city council/stakeholder concerns about bag distribution to low-income groups and expands on activities conducted in Phase 1. Activities include distributing a press release, expanding the Agency’s “Carryout Bag Reduction” web page, conducting English and Spanish paid and social media advertising and purchasing and distributing 20,000 specially designed Agency bags primarily to low-income groups and through expanded outreach activities. Mirroring public outreach deemed effective by other jurisdictions, the Agency’s public education message will surround tips and advice for remembering one’s bag.

- **Distribute a press release and coordinate with partner groups (Agency staff activity)**— Prepare a press release, which would also get translated into Spanish, suitable for print, broadcast and online media. Materials would get distributed to local media groups in addition to partner groups (Garbage company website/newsletter, Russian River Water Association, City websites/newsletters, etc.).
- **Distribute 20,000 special campaign reusable shopping bags (Agency staff activity with the assistance of one or more temporary staff)**—Sonoma County Department of Human Services is uniquely suited to distribute bags to targeted low-income groups as programs operate regionally. Historically, the application process was managed through in-person office visits, but recently some applications moved online. Nonetheless, on 1/23/14 Karen Feis, Director, Employment and Training, Human Services Department reported that “Even though our on-line applications have increased, so have our in-person visits!” Social Service offices are busy with 950-1,200 walk-ins per day per location. Overlap occurs among programs (e.g., CalFresh, Medi-Cal, Family, Youth & Children Program, General Assistance and JobLinks) providing for multiple opportunities to reach this targeted group. In addition, Sonoma County Human Services staff were especially receptive to partnering with the Agency on bag distribution as they view this program as a benefit to their clients.

In addition, the Agency’s regular outreach efforts would be expanded by hiring one or two temporary staff to distribute bags countywide at Farmer’s Markets using a newly designed Agency display. Before receiving a bag, pledges will be collected whenever possible. City staff would be provided with bags to use at their discretion.

Table 2: Detail of Phase 2 bag distribution plan

	Details	# bags allocated per location
Distribute bags at social service offices The Sonoma County Department of Human Services provides assistance to obtain food, shelter, medical and dental care, and other supportive services for low-income families with children, those disabled or unemployed, and children in foster homes. County programs are operated on behalf of the cities as regional programs.		
Sonoma County Job Link & SonomaWORKS http://www.sonomaworks.org/ 2227 Capricorn Way, Suite 100, Santa Rosa	Distribute bags to walk-in clients for about 6 months or 21.25 working days/month (35 bags distributed per day) Post fliers in lobby advertising the availability of bags	4,400
CalFresh (Formerly Food Stamps) & Medi-Cal & CSMP (County Medical Services Program) & Family, Youth & Children Program & General Assistance http://www.sonoma-county.org/human/eco_assistance.htm 2550 Paulin Drive, Santa Rosa	Distribute bags to walk-in clients for about 6 months or 21.25 working days/month (35 bags distributed per day) Post flier in lobby advertising the availability of bags	4,400
Distribute bags at Fairs/public events + comprehensive farmers markets Bag distribution would get greatly enhanced with distribution at farmer's markets, in addition to regularly scheduled Agency English and Spanish events. Multiple day events require larger quantities of bags. Pledges will be collected whenever feasible.		
Farmer's Markets (all cities and the unincorporated area) About 40 events targeted	Distribute 200 bags per event x 30 events Create a "I've got a bag habit" display Hire one or two temporary staff people to staff the display and distribute bags	4,000
One-day events including Earth Day events, Wed. night markets, Hispanic outreach events, etc. (About 30 events targeted) (2014-2015)	Distribute 40 bags per event x 45 events	1000
17-day Sonoma County Fair	Distribute bags to fairgoers (quantities based on distribution at Sonoma County Fair 2013).	2000
5-day Sonoma-Marin Fair	Distribute bags to fairgoers	600
Distribute bags at Mandatory Commercial Recycling Outreach events The third phase of the Mandatory Commercial Recycling project includes business site visits, presentations at multifamily complexes and kids presentations where reusable bags could be provided to participants. Presentations will take place 2014 and 2015 (MCR-4 project pending Agency approval) with a schedule TBD.		
Approximately, 150 outreach events/presentations, site visits	Provide bags to participants at presentations (quantities based on distribution in MCR-2 in 2013).	1600
City/county offices		
10 jurisdictions	Supply city/county staff with bags to use at their discretion (10 jurisdictions x 200 bags/jurisdiction)	2000
TOTAL BAGS DISTRIBUTED		20,000

- **Expand existing Agency's public "Carryout Bag Reduction" web page** http://www.recyclenow.org/reduce/carryout_bag_reduction.asp **(Agency staff activity)**— The existing Agency's web page would be revised with Ordinance information. The website would also list locations where Agency bags were getting distributed, give tips for remembering one's bag, etc.
- **Conduct English paid advertising & social media (Agency staff activity)** —Advertising would be conducted to announce the new Ordinance. Low-cost advertising opportunities will be prioritized and may include utility bill inserts, print, shopping cart advertisements, online, social media and radio advertising. Postings on the Agency's existing Facebook and Twitter pages would support other paid advertising efforts.
- **Conduct Spanish paid advertising (Agency contractor activity)**—For Spanish advertising, a separate contract would be established with the Agency's current Spanish Language Outreach Contractor, C2 Alternative Services working with Hugo Mata. Tasks would include negotiating paid ads on Spanish radio and print media, translation as needed, interviews, media appearances, person-to-person outreach through various event venues and admin/reporting. Time would be pro-rated with other regional related projects whenever feasible.

Public Education Activities

Timeline, who performs the task, and outreach goals:

Task #	Timeline goal	Who performs the work	Outreach goal	Budget (Only indicated for contractor or materials) No Agency staff time.
1	Distribute a press release and coordinate with partner groups			
	March 2014	Agency staff		
2	Distribute 20,000 special campaign reusable shopping bags			
	July 2014-July 2015	Agency staff activity/one or more temporary staff	40 Farmers Markets	Bag costs TBD. Manpower staff estimate (including mileage) \$5,000 Agency bag display \$500
3	Expand existing Agency's public "Carryout Bag Reduction" web page http://www.recyclenow.org/reduce/carryout_bag_reduction.asp			
	March 2014 and as needed	Agency staff		
4	Conduct English paid advertising & social media			
	March 2014-June 2015	Agency staff		\$6,000 print/\$5,000 radio
5	Conduct Spanish paid advertising			
	March 2014-June 2015	Agency contractor		\$3,000 radio and print (contractor pass-through costs) + \$1,600 contractor staff time + \$250 in expenses.

III. FUNDING IMPACT

The SCWMA FY 13-14 Work Plan, adopted by the Agency Board on March 20, 2013, allocates \$22,532 in staff time to implement Carryout Bag Education and \$2,000 in materials with funding coming from the Contingency Cost Center. The draft Work Plan for FY 14-15 allocates \$70,791 in Agency staff time.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board direct Agency staff to proceed with the retailer and public education outreach tasks described in this staff report..

V. ATTACHMENTS

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



Agenda Item #: 8
Cost Center: Contingency
Staff Contact: Chilcott
Agenda Date: 2/19/2014

ITEM: **Reusable Bags Project Purchase**

I. BACKGROUND

As approved at the January 16, 2013 SCWMA Board meeting, reusable bag public education activities took place in 2013 regardless of whether a carryout bag ordinance would be adopted by the Agency. The Agency Work Plan for FY 13-14, allocates \$22,532 in staff time to implement Carryout Bag Education, a Board Directed project. The intent of the first phase was to pilot and prepare for a more comprehensive education campaign should an Agency Ordinance go forward. Inspired by San Francisco's specially designed bag promoting their bag ban manufactured by Western Textiles, a San Francisco company, using scrap fabric from Crate and Barrel for a cost of \$3.20 per bag, Agency staff contacted Goodwill Industries of the Redwood Empire and North Bay Industries about doing a similar sewing project using salvaged fabric and local labor. Unfortunately, neither group expressed interest in the project.

**Figure 1: Bag design for the Agency's recycled Woven Polypropylene bag
Phase 1 Campaign "I've got a bag habit"**



Unable to attract interest in a local bag manufacturing project, Agency staff pursued bags manufactured overseas. Based on price and perceived quality, Agency staff initially narrowed the selection between the lowest price nylon bag vendor, Chico Bag, and the lowest price woven bag vendor Multi Bag. The criteria for a specially imprinted Agency bag follows: 1) useful primarily for grocery store and retail shopping, 2) made from recycled content materials; and, 3) useful as an advertisement for the anticipated new Ordinance. Eventually, staff favored the woven polypropylene bag over the polyester nylon bag because of lower cost. Sheryl Chapman, the illustrator historically contracted for the Guide cover artwork, produced the bag design. Bag specifications were for a bag sized 13" tall x 15.25" wide x 7" gusset, nylon handles, printed with 2-color process with 4 variations and in inside 4" x 3/8" web loop. The vendor claimed the Agency's bag was made from 90% post-consumer recycled PP (Polypropylene) where the woven base came from 100% post-consumer recycled PP. For efficiency and considerable cost savings, one set of plates for the two spot colors was reused for all four bag color combinations.

On January 16, 2013, a Purchase Order Agreement for 8,000 bags for \$12,340 (\$1.46 per bag) with MultiBag was signed by the Agency Chair. Funds came from the Contingency Reserve Fund cost center available as the contract for CEQA documentation related to the carryout bag waste reduction ordinance was under budget. This cost did not include California taxes (estimated at \$992.80) and additional storage and transport of pallets (estimated at \$300-\$400). For the phase 2 campaign, 30,000 bags were initially estimated at a cost of \$1.07 per bag.

Should it become necessary to reorder bags, Boardmember comments at the January 16, 2013 meeting indicated a preference for local or USA-made bags. There was also expressed Board member interest in the polyester fabric bags (Chico-Bag, EnviroSax, etc.). Agency staff was pleased with the performance of the vendor MultiBag and the quality of the bags produced in Phase 1.

II. DISCUSSION

"I've got a bag habit" campaign Phase 2

Basis

About 20,000 bags are needed to educate the public. For justification and details, see Agenda Item #7, Carryout Bag Draft Outreach Plan in this packet.

Bag manufacturing synopsis: not many bag types are manufactured in the US

Agency staff conducted extensive research to locate bags manufactured in the US. Below is a table of bag types, country of manufacture, recycled content (if available) and related costs:

Table 1: Reusable bag types and country of manufacture organized by price high to low

Country of manufacture and relative cost of bag types				
County of manufacture	Vendors	Recycled content	Cost range for 5,000 bags each	Notes
Canvas (cotton)				
USA	<ul style="list-style-type: none"> Promoco, Petaluma, CA Sky High Printing, Santa Rosa, CA Chico-Bag, Chino, CA Enviro-Tote, Inc., NH 	Possible	\$4.47-\$7.90	Chico-Bag manufactures their canvas bag in Chico hiring people with disabilities.
100% Recycled Soda Bottles (Eco Spun)				
USA	<ul style="list-style-type: none"> Promoco, Petaluma, CA Sky High Printing, Santa Rosa, CA Enviro-Tote, Inc., NH 	Yes	\$3.85-\$7.80	
Polyethylene Terephthalate (PET) No recycled content. Recycled Polyethylene Terephthalate (rPET) 100% post-consumer recycled content.				
China	<ul style="list-style-type: none"> Simply + Green Solutions, Inc., Alhambra, CA 	Yes with rPET	\$1.92	Manufacturers say the recycled content is higher than WPP. More expensive than WPP.
Polyester No recycled content.				
China	<ul style="list-style-type: none"> Simply + Green Solutions, Inc., Alhambra, CA Omnigroup (Envirosax), San Diego 	No	\$1.74-\$4.95	
Nonwoven Polypropylene (NWPP) No recycled content.				
China, Vietnam	<ul style="list-style-type: none"> Promoco, Petaluma, CA 	No	\$1.25-\$1.40	
Woven Polypropylene (WPP) Made from post-industrial and postconsumer recycled content.				
China	<ul style="list-style-type: none"> Simply + Green Solutions, Inc., Alhambra, CA 1 Bag at a Time, Venice, CA Multi-Bag, Canada 	Yes	\$1.26-\$1.35	Similar to the Agency bag purchased for the Phase 1 education campaign.

In summary, canvas cotton and Eco-Spun bags are manufactured in the USA but are quite costly at \$3.85-\$7.90 each. PET, rPET, NWPP, WPP and polyester bags are manufactured overseas and are less costly at \$1.26-\$1.92 per bag. According to a Chico-Bag representative, “(nylon) material (for the bags) has to be sourced overseas because there are no polyester fabric mills here in the US.” and “I don’t know of any companies that makes that product (a nylon bag) here.”

Locally manufactured bags: failed attempts and success

In April 2013, learning that linens might be landfilled after a fire at a local party rental business, Agency staff did research on taking possession of the soiled linens with the intent of sewing the

linens into reusable bags. This would have involved arranging local contractors for washing, sewing, silk screening and transporting bags. Initial cost estimates for this project were \$3.62/bag. The project did not go forward as the linens became unavailable as they were sold to another party rental company. Continued conversations about sewing bags locally with North Bay Industries have not gone forward. North Bay Industries staff describes “I have tried to track down some cloth but for small quantities (less than 5,000 yards) prices are exorbitant per bag. I’ll continue to research.”

In January 2014, June Michaels, Local Task Force member contacted the Agency having located a local manufacturer able to sew and silk screen nylon bags entirely using local labor. In response Agency staff created a design based on artwork used in Phase 1 and requested bids.

Proposed nylon bag design

For campaign graphic consistency, the bag design used in Phase I was adapted for a nylon bag.

Figure 2: Draft bag design (exterior and interior) for a proposed nylon bag for Phase 2 Campaign “I’ve got a bag habit”



Quotes received for nylon bags

As a cost comparison, in January 2014 quotes were received from various companies to manufacture nylon bags using identical specifications.

The only quote for nylon bags using local labor was received from Bijan’s Protective Equipment, Inc. (BPE), Santa Rosa. In order to keep the impact on the environment as low as possible, BPE proposes to use nylon fabrics that are already located in the USA (e.g., overstock materials

preferably located in the Bay Area or materials that would otherwise be thrown away that could be up-cycled into reusable bags). Color combinations would thus be based on fabrics available, although attempts would be made to find the preferred colors pictured above. The silk screening location would be in Santa Rosa, with a production facility in Windsor. BPE-USA is women-owned and operated small family business currently employing 20 people, but with a capacity to employ over 100 people. Their primary experience is as a government contractor and supplier of knee and elbow pads to the US Army and US Marine Corps, as well as other Military and Law Enforcement units worldwide. BPE also offers contract cutting and sewing services.

The lowest cost quote for nylon bags was received from Simply + Green Solutions, Inc. <http://www.simplygreensolutions.com/> located in Alhambra, CA. All the bags are CA complaint and prop 65 compliant and are made at high-quality factory which produce bags for Disney, Coca Cola, General Mills etc. Their bags consistently pass the strict standards set by Toxics in Packaging testing for non-toxicity. For durability, their bags pass Green Seal testing with a 22 pound capacity for 15000 lifts and drops dripping wet. They are a certified supplier to the City of Los Angeles <http://dpw.lacounty.gov/epd/aboutthebag/bagtesting.cfm> for products' proven superior durability and non-toxicity.

Table 2: Bag quotes received from four polyester bag vendors organized by price high to low

Vendor	Country of manufacture	Fabric	# of bags	Cost per unit	Set up fee	Delivery	Cost (not including CA sales tax)	Each
Omnigroup (EnviroSax), San Diego, CA	China	100% ripstop polyester	3,000 (minimum order)	\$4.95	\$0	\$0	\$14,850.00	\$4.95
			12,000	\$4.95	\$0	\$0	\$59,400.00	\$4.95
Bijan's Protective Equipment, Inc., Santa Rosa CA	Santa Rosa	Salvaged polyester	1,000	\$3.60	\$0	\$0	\$3,600.00	\$3.60
		Salvaged polyester	5,000	\$3.20	\$0	\$0	\$16,000.00	\$3.20
		Salvaged polyester	20,000	\$2.95	\$0	\$0	\$59,000.00	\$2.95
ChicoBag, Chino CA	China	100% 190Tpolyester	1,000	\$3.75	\$0	\$100	\$3,850	\$3.85
			5,000	\$2.95	\$0	\$270	\$15,020	\$3.00
			20,000	\$2.70	\$0	\$880	\$54,880	\$2.74
		50% 190 T recycled PET	1,000	\$4.25	\$0	\$100	\$4,350	\$4.35
			5,000	\$3.20	\$0	\$270	\$16,270	\$3.25
			20,000	\$2.95	\$0	\$880	\$59,880	\$2.99
Simply + Green Solutions, Inc., Alhambra, CA	China	100% 190Tpolyester	1,000	\$1.85	\$0	\$63.23	\$1,913.23	\$1.91
			5,000	\$1.62	\$0	\$161.23	\$8,261.23	\$1.65
			20,000	\$1.52	\$0	\$476.23	\$30,876.23	\$1.54
		100% ripstop polyester	1,000	\$2.08	\$0	\$63.23	\$2,143.23	\$2.14
			5,000	\$1.84	\$0	\$161.23	\$9,361.23	\$1.87
			20,000	\$1.74	\$0	\$476.23	\$35,276.23	\$1.76

Quotes received for Woven Polypropylene (WPP) bags

In September 2013, quotes were received from various companies for woven polypropylene bags with identical specifications to the Agency bag manufactured by MultiBag for the Phase 1 campaign.

The lowest cost proposals for the woven polypropylene bags were received from Simply + Green Solutions, Inc. <http://www.simplygreensolutions.com/> located in Alhambra, CA and 1 Bag at a Time <http://www.onebagatatime.com> located in Venice, CA. Both companies are listed as certified supplier to the City of Los Angeles <http://dpw.lacounty.gov/epd/aboutthebag/bagtesting.cfm> for their products' proven superior durability and non-toxicity.

Table 3: Bag quotes received from Recycled Woven Polypropylene bag vendors organized by price high to low

Vendor	Country of manufacture	Fabric	# of bags	Cost per unit	Set up fee	Delivery	Cost (not including CA sales tax)	Each
MultiBag	China	Woven polypropylene recycled	5,000	\$1.92	\$0	\$0	\$9,600.00	\$1.92
			8,000	\$1.49	\$0	\$0	\$11,920.00	\$1.49
			25,000	\$1.29	\$0	\$0	\$32,250.00	\$1.29
Promoco, Petaluma, CA	China	Woven polypropylene recycled	5,000	\$1.40	\$1,450	\$0	\$8,450	\$1.69
			8,000	\$1.28	\$1,450	\$0	\$11,690	\$1.46
			25,000	\$1.15	\$1,450	\$0	\$30,200	\$1.21
Simply + Green Solutions, Inc., Alhambra, CA	China	Woven polypropylene recycled	5,000	\$1.26	\$0	\$0	\$6,300.00	\$1.26
			8,000	\$1.19	\$0	\$0	\$9,520.00	\$1.19
			25,000	\$.95	\$0	\$0	\$23,750.00	\$.95
1 Bag at a Time, Venice CA	China	Woven polypropylene recycled	5,000	\$1.35	\$0	\$0	\$6,750.00	\$1.35
			10,000	\$1.22	\$0	\$0	\$12,200.00	\$1.22
			25,000	\$.94	\$0	\$0	\$23,500.00	\$.94

Recruiting sponsors to assist with paying for locally made nylon bags

Assuming 20,000 bags are required and Bijan Protective Equipment, Inc. is desired as the Agency's contractor, it may be necessary to recruit paying sponsors. Below are scenarios with Agency costs and number of sponsors. Potential sponsors have not yet been identified and it is Agency staff's opinion that recruiting sponsors to contribute between \$2,636.36 to \$7,320.00 each may not be possible (see Table 4 below)

Table 4: Potential Agency costs and potential sponsor contributions for locally made nylon bags

# sponsors recruited	# of bag desired	Overall cost	Agency contribution	Cost per sponsor
5	20,000	\$59,000	\$30,000	\$5,800.00
7	20,000	\$59,000	\$30,000	\$4,142.86
9	20,000	\$59,000	\$30,000	\$3,222.22
11	20,000	\$59,000	\$30,000	\$2,636.36
# sponsors recruited	# of bag desired	Overall cost	Agency contribution	Cost per sponsor
5	20,000	\$59,000	\$22,400	\$7,320.00
7	20,000	\$59,000	\$22,400	\$5,228.57
9	20,000	\$59,000	\$22,400	\$4,066.67
11	20,000	\$59,000	\$22,400	\$3,327.27

Estimated production times

Bags made overseas usually require 60-75 days to manufacture from the date the final design is approved. The production time for the locally made nylon bags has not yet been determined. Likely, locally made bags would be manufactured and delivered incrementally. Thus, after design approval, finished bags could be available three-four months later. So, bags ordered in mid-March should be available for distribution in mid-June.

III. FUNDING IMPACT

Assuming that 20,000 bags are desired, the relative cost among locally made nylon bags and nylon and/or woven polypropylene bags made overseas is significant. If locally made nylon bags are desired, Agency staff will attempt to offset costs by finding one or more sponsors. Note that the costs listed below are approximate.

This project and accompanying expense was not anticipated and, therefore, not budgeted in the Sonoma County Waste Management Agency budget for FY 13-14. Thus, it is necessary to appropriate funds from the Contingency Reserve Fund to cover the unanticipated expenditures.

Figure 4: Draft bilingual interior bag label where potential sponsors could be acknowledged.



Scenario 1: 20,000 locally made nylon bags

Type of bag	# of bag desired	Each	Set up fee	Shipping	Cost
Locally made salvaged scrap nylon bags	20,000	\$2.95	\$0	\$0	\$59,000.00
Approximate total cost					\$59,000.00

Scenario 2: 10,000 locally made nylon bags/10,000 China-made nylon bags

Bags would get distributed proportionally (50%-50%) to each targeted distribution group. See Agenda Item #7, Carryout Bag Draft Outreach Plan.

Type of bag	# of bag desired	Each	Set up fee	Shipping	Cost
Locally made salvaged scrap nylon bags	10,000	\$3.08	\$0	\$0	\$30,800
China made nylon bag	10,000	\$1.79	\$0	\$0	\$17,900
Approximate total cost					\$48,700

Scenario 3: 10,000 locally made nylon bags/10,000 China-made recycled Woven Polypropylene bags

Bags would get distributed proportionally (50%-50%) to each targeted group. See Agenda Item #7, Carryout Bag Draft Outreach Plan.

Type of bag	# of bag desired	Each	Set up fee	Shipping	Cost
Locally made salvaged scrap nylon bags	10,000	\$3.08	\$0	\$0	\$30,800
China made recycled Woven Polypropylene bags	10,000	\$1.20	\$0	\$0	\$12,000
Approximate total cost					\$42,800

Scenario 4: 20,000 China-made nylon bags

Type of bag	# of bag desired	Each	Set up fee	Shipping	Cost
China made nylon bag	20,000	\$1.76	\$0	\$0	\$35,200
Approximate total cost					\$35,200

Scenario 5: 20,000 China-made recycled Woven Polypropylene bags

Type of bag	# of bag desired	Each	Set up fee	Shipping	Cost
China made recycled Woven Polypropylene bags	20,000	\$.96	\$0	\$0	\$19,200
Approximate total cost					\$19,200

This costs scenarios above do not include California taxes and additional storage and transport of pallets (estimated at \$400-\$800).

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

- 1) **First Board decision:** The first policy issue for the Board to determine is their desire to purchase higher cost locally-sourced bags versus lower cost overseas-sourced bags. The scenarios presented range from a 100% local source purchase to 100% overseas-sourced purchase, with in-between versions purchasing from both sources equally.
- 2) **Second Board decision:** If any foreign manufactured bags are desired, a secondary Board decision is to choose between nylon or woven propylene bags.

The 100% local purchase option costs enough to require a unanimous vote of the Board. The other scenarios presented are under the unanimous vote threshold. In either case, Agency staff desires Board member direction to further negotiate with one or more bag vendor(s) listed in this report.

Recommended action:

UNANIMOUS VOTE REQUIRED Agency staff recommends the Board approve an appropriations transfer of \$65,000 from the Contingency Cost Center to fund the purchase, storage and distribution of reusable shopping bags as needed for Phase 2 Carryout Bag Outreach program.

Alternative to recommendation:

Agency staff recommends the Board approve an appropriations transfer of the amount necessary to cover the costs of the project the Board selects from the Contingency Cost Center to fund the purchase, storage and distribution of reusable shopping bags as needed for Phase 2 Carryout Bag Outreach program.

V. ATTACHMENTS

Appropriations Transfer

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

SPECIAL DISTRICTS GOVERNED BY
LOCAL BOARDS - BUDGETARY REVISIONS

Resolution No. 2014-

Auditor's Office Use Only

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

DOCUMENT #
BATCH #
BATCH DATE

	TC	INDEX	SUB-OBJECT	PROJECT	SUB-OBJECT TITLE	AMOUNT
TO:	203	799718	6540	Contingency Reserve	Contract Services	\$65,000
FROM:		799718	4624	Retained Earnings	Retained Earnings	\$65,000

WHEREAS, it is desirous to the purchase reusable carryout bags in an effort to reduce carryout bag waste and support legislative actions to reduce carryout bag waste; 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 Contingency 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:

--	--	--	--	--
Cox, Cloverdale	Thompson, Cotati	Zane, County	Wood, Healdsburg	St. John, Petaluma
--	--	--	--	--
McArthur Rohnert Park	Phillips, Santa Rosa	Kelly, Sebastopol	Barbose, Sonoma	Fudge, Windsor

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

Date: February 15, 2014

Attested: Rebecca Lankford

Signature: _____
Secretary/Clerk of the Board

Signature: _____
Jim Wood, Chairperson



Agenda Item #: **9**
Cost Center: **All**
Staff Contact: **Carter**
Agenda Date: **2/19/2014**

ITEM: **FY 14-15 Draft Work Plan**

I. BACKGROUND

Summary: Because costs for Agency projects usually are allocated to multiple budget cost centers, the initial step in the Agency budget process is development of a project-based Work Plan. This document then is used to formulate the actual budget into the county accounting format. This year in a change to past practice a discussion of anticipated revenues is included in the Work Plan analysis.

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

The FY 14-15 Work Plan includes the Organics Program (composting operations, food and home composting education, and Christmas tree recycling projects), the Surcharge cost centers (HHW, Education, and Planning cost centers), a section on General Administration, and a section describing projects where Agency staff time is billed directly to the County. The headings for the Work Plan include contractor cost, staff cost, the goal or justification for the program/project, and a schedule for the program or project, as well as the routine work that is done on a regular basis.

The goal/justification heading identifies whether the program/project is "MANDATED", "CoIWMP" or "BOARD DIRECTED".

The documents that provide a "MANDATE" for SCWMA activities include:

Statute – The most definitive document is the Assembly Bill 939 passed in 1989, which required each city and county to prepare solid waste management planning documents that demonstrate reduction of the amount of solid waste landfilled, long-term ability to ensure the implementation of countywide diversion programs, and provision of adequate disposal capacity for local jurisdictions through the siting of disposal and transformation facilities.

Agreement – The JPA agreement, approved in 1992, contains the provisions which establish the core mission of the SCWMA which are to provide four regional programs (household hazardous waste, wood waste, yard waste and public education). The First amendment to the JPA, made in

1995, added regional planning and reporting duties by making SCWMA the AB 939 Regional Planning Agency.

The document that provides “CoIWMP” Programs for SCWMA activities is the Countywide Integrated Waste Management Plan (CoIWMP), which includes the Source Reduction and Recycling Element (SRRE), Household Hazardous Waste Element (HHWE), Non-Disposal Facility Element (NDFE), and the Siting Element. This planning document identifies programs for implementation that address household hazardous waste, organic waste and public education. The plan is used as a guidance document for SCWMA programs.

There are some programs which are neither “MANDATED” nor programmed in the “CoIWMP” which were started at Board direction, these are identified in the Work Plan as “BOARD DIRECTED.”

II. DISCUSSION

The FY 14-15 Draft Work Plan is organized into restricted funds and the individual surcharge cost centers. Restricted Funds are: Wood Waste and Yard Debris, restricted by the JPA agreement, Section 13, and the Reserves (Organics, HHW Closure, HHW Facility and Contingency) from the Surcharge Cost Centers. Restrictions on the Reserves were established by Board policy in 2002 and continue to be revised at Board discretion, most recently in August 2011. Board policy sets goals for the reserves, defines the appropriate use of funds, and states that these funds are to be used for one-time expenditures and not for on-going operational expenses.

In general, the cost of staff time will be greater in FY 14-15 due to the expected filling of a vacant position; until the pay rate is known staff is conservatively budgeting for a Waste Management Specialist II at a high rate; the actual costs may be lower depending on the negotiated pay. There is also a cost of living increase for all staff that will occur in FY 14-15.

Organics (Wood Waste and Yard Debris)

No significantly different tasks are proposed in this category from the current Fiscal Year. The increase in staff time reflects the expected increase in level of effort expected next FY.

Organics Reserve

The compost relocation process will continue through FY 14-15. Staff expects resolution of site selection and purchase or lease will be resolved and the construction of the new site will begin in FY 14-15, though the actual amounts for construction are unknown at this point and would be subject to a budgetary amendment at such a time that the costs are known.

Another potential project necessary for the existing compost site, which staff has only recently been made aware of, is related to the County’s general Industrial Storm Water permit and is separate from the Zero Discharge discussion that has been ongoing. Additional staff time and capital expenditure may be necessary for this project, but amounts are unknown at this time.

Contingency Reserve

With the Joint Powers Authority (JPA) agreement set to expire in 2017, the Board directed staff to include the JPA renewal or revision in FY 13-14. The lack of a long term JPA agreement is beginning to impact some of the operations of SCWMA, such as contract renewals or negotiations.

Staff has met with SCS Engineers regarding the Waste Characterization Study, and the project is expected to be completed by September 2014. A portion of the expenditures for this project will be realized in FY 14-15, so funds must be appropriated in the FY 14-15 Budget.

HHW Facility Reserve

Related to the Industrial Storm Water project described for the compost facility, another project may be required to deal with storm water from the Household Toxics Facility. As with the compost project, additional staff time and capital expenditure may be necessary, but the amounts are unknown at this time.

Surcharge Tipping Fee Cost Centers

The revenues for the cost centers funded by the surcharge on the tipping fee have stabilized and will be kept the same for FY 14-15 as for FY 13-14.

Household Hazardous Waste

The operation of the Household Hazardous Waste Facility continues to be the most expensive program in the surcharge cost centers. Costs are expected to rise as a result of the RFP process that is planned to occur in the current fiscal year. The rationale behind the cost increase is that we are currently in an agreement with Clean Harbors for which labor rates are set at their 2005 amounts. It is expected that a new agreement would contain labor rates higher than the Agency currently pays.

The new program listed is the application for a CalRecycle competitive grant that may include Extended Producer Responsibility projects. Staff time has been included for the project development and grant application for this project.

Education

Most of the new programs listed are similar to the FY 13-14 Work Plan. Differences include increased staff time for the Mandatory Commercial Recycling project, as it is proposed that the to-be-filled Waste Management Specialist position would assume many of the responsibilities previously accomplished by Manpower employees, and that position would be the main point of contact for the carryout bag education project, if that ordinance is adopted.

Planning

Two proposed programs for the Planning cost center are construction and demolition (C&D) facility certification and C&D program coordination. Certifying diversion percentages for C&D facilities would streamline builder and contractor compliance documentation with CalGreen and local permit-related diversion requirements.

The other C&D project would be to reexamine the C&D requirements of Agency members, recommend minimum standards, and help promote consistency throughout Sonoma County on this issue.

General Administration

The activities in General Administration remain the same as last year.

County Projects

The activities in County Projects remain the same as last year.

Budget Considerations

As with FY 13-14, staff examined the expected revenues and program costs for this Work Plan. There is significant cost uncertainty related to the operation of the Household Toxics Facility. The Board has directed staff to put that service out to bid, the scope of work of which was on the consent calendar for this meeting. As the costs associated with that service have the greatest impact on the surcharge-funded cost centers, uncertainty related to that agreement greatly affect budget estimates. If the RFP results in costs significantly higher than current costs, the Agency will be faced with a structural deficit. For the budget discussions at subsequent Agency meetings, staff recommends having a discussion of fund balances, reserves, and the tipping fee surcharge, and confirming or revising the Board's Reserve and Fund Balance policy.

III. FUNDING IMPACT

There is no direct funding impact of the FY 14-15 Work Plan. This document is informational and used for planning purposes and to complement the proposed FY 14-15 Draft Budget.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends adoption of the FY 14-15 Draft Work Plan as a guide for the FY 14-15 Draft Budget.

V. ATTACHMENTS

FY 14-15 Draft Work Plan

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

SCWMA

FY 14-15 Draft Work Plan

Organics (Wood Waste and Yard Debris)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
1.1	Composting Program	Manages contract for composting operation, reconcile and process monthly invoices for payment. Processes revenue sharing and product allocations.	\$2,399,418 (FY 13-14 \$2,364,516)	\$81,144 (FY 13-14 \$53,567)	MANDATED Major diversion program in the Joint Powers Agreement and Section 4.5.2 of the CoIWMP.	Monthly
1.2	Organics Hauling	Agreement with County to reimburse for the transportation of yard debris and wood waste from the transfer stations to the composting facility.	\$468,815 (FY 13-14 \$443,658)	\$1,226 (FY 13-14 \$3,344)	BOARD DIRECTION Agency assumed the responsibility for organic hauling in 2005.	Monthly
1.3	Debris Box Pilot Project	Explore the opportunity for increased diversion in conjunction with construction and demolition debris boxes delivered to the Sonoma and Healdsburg transfer stations. Agency is responsible for organics processing of recovered materials.	\$0	\$1,226 FY 13-14 \$1,282)	BOARD DIRECTION Agency is exploring the increased diversion resulting from participating in the proposed pilot project.	Monthly
1.4	Food Waste Education	Supports residential and commercial pilot food waste collection programs as needed. <ul style="list-style-type: none"> Develops messages, performs graphic design and incorporates information into Agency promotional materials Coordinates with stakeholders (e.g., Sonoma Compost Company, garbage companies, etc.) 	\$0	\$12,364 (FY 13-14 \$8,784)	CoIWMP/Section 4.3.1.2 Provide recycling information to all County residents and businesses	Ongoing
1.5	Christmas Tree Recycling	Provides education to the public about Christmas tree recycling options. <ul style="list-style-type: none"> Coordinates with local non-profit organizations to provide convenient Christmas tree composting Coordinates drop-off sites with haulers Updates information on Agency's website and establish/record seasonal voice message system on 565-3333 and on the Eco-Desk 565-3375.	\$0	\$1,726 (FY 13-14 \$3,030)	CoIWMP/Section 4.7.2.10 Diversion program that adds organic feedstock	November, December, and January, Annually

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Organics (Wood Waste and Yard Debris) (Cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
1.6	Home composting education (UCCE)	In order to reduce the Agency's compost program costs, the Agency has supported an educational program teaching home composting through the Master Gardeners.	\$16,660 (FY 13-14 \$16,660)	\$1,400 (FY 13-14 \$1,798)	ColWMP/Section 4.3.1.2 Reduce organics being landfilled and compost program costs	Ongoing
1.7	Organics Education Tasks	Many of the Agency's educational programs involve organics (Recycling Guide, Eco-Desk, Spanish Language Outreach, and website). This item allocates a portion of those programs' staff time to organics.	\$0	\$2,268 (FY 13-14 \$3,538)	Mandated – JPA Account for expenditures for the wood waste and yard debris cost centers separately	Ongoing
	Total	FY 14-15	\$2,884,893	\$101,354		
	Prior Year	FY 13-14	\$2,824,834	\$75,343		

Reserves (Restricted by Board Policy)						
2.1	Compost Site Relocation Project	Site purchase/lease of new compost facility is expected to occur in FY 14-15, though the amount is too speculative to include in this plan and will be appropriated separately. Funding and staff time will also be used for the waste characterization study.	\$10,000 Legal (FY 13-14 \$10,000)	\$56,267 (FY 13-14 \$76,544)	ColWMP/Section 4.5.3	One Time Use
2.2	Compost Storm Water General Industrial Permit	Funding and staff time may be necessary to improve storm water issues or receive a new permit from the State Water Board related to the compost facility storm water separate from the Zero Discharge discussion with the NCRWQCB. If physical improvements are necessary, staff will appropriate them separately.	\$0	\$7,317	Proposed	One Time Use

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Reserves (Restricted by Board Policy) (cont.)						
2.3	JPA Renewal	Continue the discussion about Agency renewal, attempt to gain unanimous support from membership, present information to Agency member governing Councils and Board, and complete any legislative filing needed to renew, extend, replace, or terminate the Agency.	\$10,000 Legal (FY 13-14 \$10,000)	\$62,793 (FY 13-14 \$63,278)	BOARD DIRECTED (recognizing the expiration date of 2017)	One Time Use
2.4	Waste Characterization Study	Determine what material types are destined for landfill disposal to evaluate the effectiveness of Agency and other countywide diversion programs, and to provide a focus for future waste reduction, reuse, and other diversion programs. This program was initiated in FY 13-14, and will be completed in FY 14-15.	\$40,000 (FY 13-14 \$110,000)	\$5,224 (FY 13-14 \$20,953)	BOARD DIRECTED	One Time Use
2.5	HHW General Industrial Storm Water Permit	Funding and staff time may be necessary to improve storm water issues or receive a new permit from the State Water Board related to the HHW facility storm water. If physical improvements are necessary, staff will appropriate them separately.	\$0	\$10,341	PROPOSED	One Time Use
	Total	FY 14-15	\$60,000	\$141,942		
	Prior Year	FY 13-14	\$132,000	\$183,308		

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Household Hazardous Waste						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.1	HHW Collection Program	Manage contract for collection of hazardous waste from residents and CESQG (businesses) at the Household Toxics Facility (HTF), Community Toxics Collections (CTC), and Toxics Rover. Provide education resources for the program as needed.	\$1,300,000 (FY 13-14 \$1,300,000)	\$100,346 (FY 13-14 \$89,834)	MANDATED - JPA Comply with regulations, contract administration/oversight (Section 5.3 of the CoIWMP)	Ongoing
3.2	E-waste Collection at Disposal Sites– (Subsidized by State)	Covered Electronic Wastes (CEW and UWED's) are accepted at all of the County disposal sites for recycling. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling.	\$0	\$7,258 (FY 13-14 \$7,587)	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the CoIWMP).	Ongoing
3.3	E-waste Transport	Covered Electronic Wastes (CEW and UWED's) are accepted at all of the County disposal sites for recycling. Covered Electronic Wastes are transported by a Licensed Hauler from the County Transfer Stations to the Central Disposal Site. The Agency funds the e-waste transportation operations.	\$65,000 (FY 13-14 \$70,000)	\$605 (FY 13-14 \$2,212)	MANDATED - JPA Required by regulation, contract administration/oversight (Section 5.4.1.8 of the CoIWMP).	Ongoing
3.4	Oil & Filter Recycling (Grant funded)	This program includes a wide variety of efforts from reporting and auditing to collection and education. Funding is provided through the California Department of Resources Recycling and Recovery's (CalRecycle) Oil Payment Program (OPP). Actual projects vary year to year depending on State funding levels.	\$116,273 (Grant Funded- \$119,788 for FY 13-14)	\$16,353 (FY 13-14 \$15,482)	BOARD DIRECTED	Consultant contract expires February 11, 2017

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Household Hazardous Waste (con.t.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.5	Spanish Language Outreach (79% funded from the State's OPP)	Outreaches to Spanish speaking residents about used motor oil and disposal of hazardous waste community based social marketing strategies including call-in radio, Eco-Desk telephone, events, labor center talks, etc.	\$18,886 (Grant Funded- FY 13-14 \$18,886)	\$1,361 (FY 13-14 2,635)	BOARD DIRECTED	Consultant contract expires June 30, 2014
3.6	303 Reporting	The State requires reporting and quantification of HHW collection efforts annually.	\$0	\$6,804 (FY 13-14 \$6,263)	MANDATED Required by regulation.	November 2014
3.7	Product Stewardship (Extended Producer Responsibility) Education and Outreach	<ul style="list-style-type: none"> Participate in statewide and national Extended Producer Responsibility efforts. Develop and incorporate information for local take-back opportunities into Agency promotional materials (e.g., Recycling Guide, fliers and online) Community outreach at events. 	\$10,000 (FY 13-14 \$5,500)	\$9,927 (FY 12-13 \$7,271)	BOARD DIRECTED EPR Implementation Plan (CoIWMP/Section 4.3.3.3)	Ongoing

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Household Hazardous Waste (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
3.8	E-waste Recycling Events	<p>This program accepts electronics that are defined as hazardous waste. This program is subsidized by the State through the Electronics Recycling Act of 2003. State subsidy is based on pounds received for recycling. A contractor conducts electronic recycling events under contract with the Agency.</p> <ul style="list-style-type: none"> • Provide supports for coordination of e-waste event • Perform graphic design and placement of advertising (e.g., utility bill inserts, fliers, radio, newspaper ads, on-line, etc.) • Administer the contract 	\$0	\$15,612 (FY 13-14 \$13,474)	ColWMP/Section 5.4.1.8 Provide recycling information to all County residents	Consultant contract expires June 17, 2014
3.9	Out-of-County Hazardous Waste (Mendocino County)	Sonoma County residents living in the north/west part of the County can dispose of hazardous waste close to their homes. Agency staff produces educational materials to help publicize disposal opportunities. Agency reimburses Mendocino County for disposal.	\$13,800 (FY 13-14 \$13,800)	\$605 (FY 13-14 \$489)	MANDATED - JPA	Spring, Summer, and Fall
3.10	Extended Producer Responsibility Grant	CalRecycle may include Extended Producer Responsibility (EPR) as an allowable activity for future grant funding. This task would only include staff time necessary to develop a proposal and apply for grant funding.	\$0	\$3,082	PROPOSED	Spring
	Total	FY 14-15	\$1,523,959	\$161,953		
	Prior Year	FY 13-14	\$1,527,974	\$145,247		

Approved _____

SCWMA

FY 14-15 Draft Work Plan

Education						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.1	Recycling Guide English/Spanish versions	<p>The annual 32-page Recycling Guide (English and Spanish versions) is a comprehensive resource for recycling, reuse and hazardous waste disposal options in Sonoma County. Research and design all pages.</p> <ul style="list-style-type: none"> • Coordinate consultants as needed for illustrations and cover artwork. • Review of publication among stakeholders (e.g., garbage companies, CalRecycle staff, lists, etc.). • Prepare publication for on-line viewing. • Arrange for graphics and printing of approximately 33,000 English copies and 13,000 Spanish copies. 	<p>\$12,000</p> <p>(FY 13-14 \$12,000)</p>	<p>\$28,839</p> <p>(FY 13-14 \$27,777)</p>	<p>MANDATED -JPA Provide recycling information to all County residents and businesses (Section 4.7.2.1 of the ColWMP)</p> <p>BOARD DIRECTED (Spanish Guide)</p>	<p>December 2014 to April 2015</p>
4.2	Eco-Desk phone number 565-3375 (English and Spanish)	<p>Telephone and email response to questions from the public on recycling, disposal and hazardous waste.</p> <ul style="list-style-type: none"> • Listen to messages daily, logs call into the Access database and returns phone calls/emails within one business day. • Manage the voice tree system. • Research topics to help foster more opportunities (e.g., carpet, formed Styrofoam, plastic bags, etc.) as needed. Information gets recorded in the Access Eco-Desk database. • Prepare annual reports summarizing activity on the English and Spanish Eco-Desk. • Coordinate with Spanish language contractor as needed. 	<p>\$0</p>	<p>\$31,821</p> <p>(FY 13-14 \$24,879)</p>	<p>MANDATED - JPA Provide recycling information by phone to all County residents and businesses (Section 4.7.2.2 of the ColWMP)</p>	<p>Daily</p>

SCWMA

FY 14-15 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.3	Spanish Language Outreach (21% funded from Education)	<p>A contractor provides outreach to Spanish speaking residents about recycling issues employing community based social marketing strategies including call-in radio, Eco-Desk telephone, events, labor center talks, etc.</p> <ul style="list-style-type: none"> • Manage the contract for services • Provide support for educational materials as needed. 	<p>\$5,114</p> <p>(FY 13-14 \$5,114)</p>	<p>\$3,374</p> <p>(FY 13-14 \$2,748)</p>	<p>MANDATED - JPA</p> <p>Provide recycling information in Spanish (Section 4.7.3.4 of the CoIWMP).</p>	<p>Consultant contract expires June 30, 2014, includes extension language</p>
4.4	Grants	Applying for grants as they become available have become a substantial funding source for educational programs.	\$0	<p>\$5,621</p> <p>(FY 13-14 \$8,893)</p>	<p>MANDATED - JPA</p> <p>Leverage limited Agency resources (Section 4.9.3.2 of the CoIWMP)</p>	As available
4.5	Web site www.recyclenow.org	<p>www.recyclenow.org is a comprehensive web site including topics for agency, toxics, reduce, recycling, business, multifamily, schools, disposal, compost, resources. The web site is ADA section 508 compliant and accommodates multiple user types (e.g. mobile device users).</p> <ul style="list-style-type: none"> • Update and expands the content of the pages as needed with County ISD staff. • Post .pdfs, articles, news, etc. to the web site and create new pages as needed. • Convert all web posted documents to ADA compliancy. • Update the Eco-Desk Access database to the web site. • Manage contract for Guide on-line booklet. • Manage administering the domain name registration. • Update resources/links on related web sites • Manage electronic newsletter. • Prepare annual reports on web site activity. 	<p>Service Provided by County Information Systems Department and are included in the budget with all the other ISD charges</p>	<p>\$23,442</p> <p>(FY 13-14 \$19,256)</p>	<p>MANDATED - JPA</p> <p>Communicate recycling information using the web (Section 4.7.2.3 of the CoIWMP)</p>	Ongoing
4.6	Green Building	Staff maintains the Agency's Green Building Products Showcase.	\$0	<p>\$954</p> <p>(FY 13-14 \$866)</p>	<p>MANDATED - JPA</p> <p>Reduce waste and increase recycled product purchasing (Section 4.7.3.5 of the CoIWMP)</p>	Ongoing

SCWMA

FY 14-15 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.7	Outreach Partnerships	The Agency provides staff support to the groups engaged in complementary environmental educations (e.g., Business Environmental Alliance (BEA), Russian River Water Association, Sonoma County Water Agency, GoLocal, etc.),	\$0	\$6,203 (FY 13-14 \$4,916)	BOARD DIRECTED Expand Agency outreach to businesses (BEA), as well as the general public	Ongoing
4.8	Fairs	Each year the Agency picks a new outreach theme that responds to current topics. The outreach theme for 2014 is "Compost. It's in our roots." Coordinates vendor registration and makes up calendar. <ul style="list-style-type: none"> Graphic design and production for table-top and 10'x10' displays and any auxiliary displays (e.g., backdrop, floor, information panels, brochure holders, etc.) Coordinate staffing for events Coordinate fair set up and tear down Order supplies Refurbish display materials Design and procures giveaway promotional items 	\$7,225 (FY 13-14 \$4,050)	\$20,578 (FY 13-14 \$16,191)	MANDATED - JPA (Section 4.7.2.9 of the ColWMP)	Summer and Fall
4.9	Social Community Based On-line Marketing Outreach	Manage no cost on-line marketing options for Agency topic using services such as Twitter and Facebook.	\$0	\$8,146 (FY 13-14 \$7,236)	BOARD DIRECTED	Ongoing
4.10	Beverage Container Recycling (Grant funded)	Administer grant funds from the City County Payment Program to increase beverage container recycling.	\$59,495 (FY 13-14 \$102,232)	\$5,228 (FY 13-14 \$6,510)	BOARD DIRECTED	Ongoing
4.11	Landfill Tours	Provide tours for the public at the Central Disposal Site. This includes an overview of HHW collection, recycling wall, reuse area, garbage tipping floor, active landfill, power plant, and composting area.	\$0	\$2,800 (FY 13-14 \$2,724)	ColWMP/Section 4.7.2.7 DTPW staff provide tours of the Central Disposal Site	Ongoing

SCWMA

FY 14-15 Draft Work Plan

Education (cont.)						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
4.12	Mandatory Commercial Recycling Measure (Grant funded)	Provide support for implementing CalRecycle's Mandatory Commercial Recycling program which will focus on bilingual education, monitoring and reporting. Activities could include: <ul style="list-style-type: none"> • Coordinate business mailings • Conduct business site visits & follow-up • Conduct multifamily outreach • Conduct paid advertising • Maintain/update Access database 	\$0	\$54,739 (FY 13-14 \$20,017)	PROPOSED Under state law, local jurisdictions are responsible for reporting progress on commercial recycling to CalRecycle.	Ongoing
4.13	Adopt-A-Road (Grant funded)	Coordinate with the Department of Transportation and Public Works on launching an Adopt-A-Road litter cleanup program.	\$10,000 (FY 13-14 \$10,000)	\$5,538 (FY 13-14 \$5,680)	BOARD DIRECTED	Ongoing
4.14	Carryout Bags Education	At the request of the Board, staff will: <ul style="list-style-type: none"> • Continue Agency member and community outreach • If adopted, begin implementation of a carryout bag ordinance Implement bilingual public education tasks which could include the following: <ul style="list-style-type: none"> • Prepare press releases and coordinate with partner groups • Distribute special campaign reusable bags to targeted low-income groups, at farmers markets, at Agency events, and at city offices. • Update/maintain dedicated web page • Conduct English & Spanish paid advertising Implement retailer education tasks which could include the following: <ul style="list-style-type: none"> • Identify industry groups & develop a list of stores affected by the Ordinance. • Develop an Access database of stores. • Develop a list of bag manufacturers of compliant paper and reusable bags. 	\$0 (FY 13-14 \$2,000)	\$70,791 (FY 13-14 \$22,532)	PROPOSED (Previously in Reserves Section)	Ongoing

SCWMA

FY 14-15 Draft Work Plan

		<ul style="list-style-type: none"> Establish a new dedicated Agency web page for retailers. Develop and print bilingual retailer tool kits. Conduct direct mailing English & Spanish Conduct education fair for retailers. Perform Hispanic business outreach. 				
	Total	FY 14-15	\$93,834	\$268,074		
	Prior Year	FY 13-14	\$133,396	\$150,963		

Planning						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
5.1	AB 939 Reporting Requirements	Annual Report writing consists of: <ul style="list-style-type: none"> Collect and enter data from: the haulers, transfer stations, Central Landfill, out-of-county landfills, biomass facilities, large venues/events, HHW program Update text description of programs. Submit report to California Department of Resources Recycling and Recovery (CalRecycle) 	\$0	\$6,757 (FY 13-14 \$6,339)	MANDATED – AB 939 Compliance with State regulations (Section 4.7.2.12 of the ColWMP)	2013 Annual Report due August 2014
5.2	C&D Facility Certification	Assist Agency members by certifying diversion percentages of Sonoma County construction and demolition recycling facilities. Using certified facilities would make CalGreen or local permit condition compliance easier for builders or contractors to demonstrate.	\$0	\$8,804	PROPOSED	
5.3	C&D Program Coordination	Reexamine the various C&D recycling program for Agency members and recommend minimum standards for jurisdictions to help promote consistency throughout Sonoma County for this issue.	\$0	\$8,804	PROPOSED	
	Total	FY 14-15	\$0	\$24,365		
	Prior Year	FY 13-14	\$10,000	\$20,569		

SCWMA

FY 14-15 Draft Work Plan

General Administration						
6.1	Agency Meetings	<ul style="list-style-type: none"> Prepare agendas/packets Attend meetings Research and document development Prepare and file minutes, resolutions, agreements 	\$0	\$134,188 (FY 13-14 \$100,752)	MANDATED-JPA	Ongoing
6.2	SCWMA Financial Management	<ul style="list-style-type: none"> Approve invoices/journal vouchers Prepare financial statements to Board Prepare budget and facilitate approvals Respond to audits (internal and external) 	\$0	\$32,707 (FY 13-14 \$102,023)	MANDATED-JPA	Ongoing
6.3	Monitoring legislation	Examines recent and pending legislation relevant to current and projected Agency projects	\$0	\$5,784 (FY 13-14 \$2,266)	BOARD DIRECTED	Ongoing
	Total	FY 14-15	\$0	\$172,679		
	Prior Year	FY 13-14	\$0	\$205,041		

County Projects						
	Program	Program Description	Contractor Cost	Staff	Goal/Justification	Schedule
A	Disposal Site support	Assist as needed with education efforts including signage, fliers, fee schedules, information requests, etc.	\$0	\$1,909 (FY 13-14 \$1,549)	Requests by County staff	As needed
B	AB 939 Local Task Force (LTF)	Provide staff support and administrative functions, as needed, to the AB 939 Local Task Force.	\$0	\$7,171 (FY 13-14 \$7,150)	Agency staff has historically provided this service.	Ongoing
C	Annual Stormwater Reporting	Provide information annually to be included in the County's National Pollution Discharge Elimination System (N.P.D.E.S.) Phase I and Phase II annual reports for small Municipal Separate Storm Sewer Systems (M.S.4's).	\$0	\$2,873 (FY 13-14 \$1,587)	Agency staff has historically provided this service, as Agency efforts contribute to prevention of storm water pollution in Sonoma County.	Ongoing
	Total	FY 14-15	\$0	\$11,953		
	Prior Year	FY 13-14	\$0	\$10,286		
	Grand Total	FY 14-15	\$4,562,686	\$882,320		
	Prior Year	FY 13-14	\$4,628,204	\$790,757		



Agenda Item #: **10**
Cost Center: **All**
Staff Contact: **Mikus**
Agenda Date: **2/19/2014**

ITEM: **Evaluation of Delivery Options of Agency Services**

I. BACKGROUND

The December 18, 2013 Agency Board meeting was a Strategic Planning session, with a focus on discussing the end of the Agency's original 25 year term in 2017, and possibilities for the Agency's continued work beyond that date. At that December 2013 Board meeting, staff were directed by the Board to conduct competitive procurement for a consulting firm to provide an evaluation of Agency services which included examining delivery options for these services.

Following review by the Board's Technical Subcommittee of a draft Scope of Work, a very basic RFP was prepared and issued for consulting firms to prepare and submit proposals, which were due to the Agency for evaluation by February 7, 2014. The RFP, Scope, and Short-Form contract are attached.

Per the Board's direction, consultants were asked, using a listing of current Agency activities, to develop proposals to first determine which activities were "essential to health/safety", or "required by law or regulation", or might "potentially have negative effects if shut down or curtailed". Proposals were also asked to include identifying and evaluating alternate possibilities for providing Agency services using several pertinent factors, and to do a basic verification of cost numbers previously supplied by staff analysis.

Four proposals were received, and SCWMA staff evaluated them for conformance to the scope of work, firm experience and references, cost estimate, proposed tasks and milestones, and duration until completion. Proposers were HDR of Folsom, CA; SCS Engineers from their Santa Rosa, CA office, R3 Consulting of Roseville, CA, and D. Edwards, Inc. from their Healdsburg, CA office. All four proposals were submitted on time, and are deemed complete. R3 provided two alternate proposals: the first met the requirements of the RFP, while the second provided for much more in depth analyses.

II. DISCUSSION

The proposals were very similar in addressing the Scope and for the time duration required for performance. All four proposals identified work plans that accommodated the Scope of Work adequately. Also, durations for the firms to do the work all were in approximately eight to ten week timeframes. Under the expectation the Board will select a consultant for this project, and the successful firm will start their work shortly after the Board meeting, completion dates range from late April to early May. The Board had expressed some hope the work could be ready by the April 16, 2014 meeting; however, with information needed for the Agenda Packet the week prior to the meeting this does not appear practical. The time frames specified by respondents do lend themselves to a presentation to the Board at its May 21, 2014 meeting.

The differences in the proposals were in three areas: relevant experience, depth of analysis presented in the proposers' work plans, and cost. The cost difference between three proposers was less than \$1,500: DEI, \$27,750; R3, \$28,710, and HDR, \$29,114. The SCS cost estimate was \$46,983.

Staff was in concurrence that R3, of the three lower-grouped price proposals, offered a depth of work that was superior. Of particular note was their recent direct work with a majority of our member jurisdictions on solid waste matters, and that they would engage each of our member jurisdictions through "limited interaction with individual member local governments or the franchised haulers" to evaluate the agency's previous assumptions in estimating member costs for providing services, and "the degree to which there is interest in providing some or all of the current JPA provided services." This facet is key in addressing a Scope of Work provision that required recognition "that the needs and abilities of each Agency member will be different."

R3 had performed recent projects that were quite relevant to our required work. R3 had performed a related project for the Agency, analyzing Agency finances and fees. They also have done similar evaluative and planning work for several Northern California government entities, including similar JPAs, such as for Humboldt, Del Norte, and Yuba-Sutter, plus Marin County and the City of Sacramento. While HDR, DEI and SCS had good project experience, staff believes the R3 project resume had the greatest amount of direct relevance to our project.

Mainly because of the quality of both the project work plan, and the listing of relevant projects, Agency staff recommends award of the project to R3 Consulting for a not to exceed price of \$28,710.

III. FUNDING IMPACT

The funding for this project would need to be drawn from the Agency Contingency Reserve, as this project was not anticipated during the formulation and approval of the Agency's operating budget for the current fiscal year. Staff requests that a budget appropriation transfer from the Contingency Reserve.

IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

Staff recommends the Board authorize SCWMA enter into agreement with R3 Consulting to perform the evaluation of Agency services which included examining delivery options for these services for a not to exceed amount of \$28,710, and authorize an appropriation transfer of the same amount from the Contingency Reserve.

V. ATTACHMENTS

RFP document
Scope of Work
Short form contract
Appropriations transfer

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



January 22, 2014

Request for Proposals to provide an Evaluation of Current Activities and Service Delivery Options

Background: The Sonoma County Waste Management Agency (SCWMA, or the Agency) is a Joint Powers Authority (JPA) that serves 10 member local governments. These are the nine incorporated cities within the boundaries of Sonoma County, California, and the County of Sonoma for the unincorporated areas. The cities are Petaluma, Cotati, Rohnert Park, Sebastopol, Sonoma, Santa Rosa, Healdsburg, Cloverdale, and the Town of Windsor. The Agency was formed in February 1992 by its members' adoption of a JPA Agreement. The Agreement has an initial term of 25 years; thus the Agreement is set to expire in February 2017. There are two Amendments to the original JPA Agreement, the first in 1996, and a second that is currently in the final steps of the approval process.

The Agency was established in large part to address on a regional basis 1989 legislation known as CA AB 939 which established minimum solid waste diversion standards for California municipalities. At the start, SCWMA had four core waste diversion focused programs it managed on a regional basis: wood waste, yard waste, household hazardous waste, and education/outreach. Over time the wood and yard waste activities have become managed as one organics diversion program, commonly called "compost". The 1996 First Amendment to the JPA Agreement established SCWMA as a Regional Agency to do mandated solid waste planning and reporting on behalf of its members. The Second Amendment clarifies original Agreement language allowing the Agency to enact regional ordinances, and provides members the ability to choose to not participate in any Agency non-core programs. The Core programs are defined as Organics (Wood plus Yard Waste), Household Hazardous Waste, Education and Outreach, and Reporting and Planning. The original JPA Agreement, plus both Amendments are attached.

The Project: SCWMA is seeking a firm to perform an analysis and evaluation of current activities, and to examine potential service delivery options for these activities in case the SCWMA JPA Agreement is not renewed or extended beyond February 2017.

The SCWMA Board has had numerous discussions regarding the Agency's future, most recently as the focal topic at a Strategic Planning Work Session December 18, 2013. During this meeting the Board directed Agency staff to solicit proposals from qualified consulting firms to perform analysis of the Agency programs and possible alternate service delivery options. A more detailed scope of work is attached. The analysis will be used to make decisions regarding whether or not the Agency should continue beyond its expiration date, if so what form that might take including what functions will be included, and if not how to manage the transition to differing service models.

RFP to provide an Evaluation of Current Activities and Service Delivery Options

The Board wishes the analysis to have determined which of the Agency's activities are essential to health and safety, are required by law or regulation, or could potentially result in negative consequences if halted or curtailed. The Board also wishes for potential service delivery mechanisms other than through the Agency to be listed and evaluated for the Agency's activities. However, the Board did not wish for this effort to "be a brainstorm of new ideas;" rather, an examination of feasibility, effectiveness, expense, and scope for logical alternatives such as performance by a contractor, or by the members individually, or by some other government entity.

For the December 18, 2013 Board Meeting Agency Staff furnished comparative cost figures for performance of services similar to the Agency by other government entities. The Agency desires these figures to be given a basic scrutiny for accuracy and relevance.

List of Attachments:

Original JPA Agreement (includes First Amendment)
Second Amendment
Scope of Work
Draft Short Form Agreement
Staff Report: JPA Formation
Staff Report: JPA Services
Staff Report: JPA Services Listing
Staff Report: JPA Membership functions & Options

Please note the staff reports were presented to the Board December 18, 2014

It is recommended proposers examine the Agency web site at:

www.recyclenow.org

to gain better understanding of Agency activities.

Proposals, Cost and Time: Proposing firms are requested to provide a listing of the tasks and deliverable documents that they propose providing for this project, their best cost estimate for the work, and their time duration needed.

It is the agency's wish to discuss the proposals and select a consultant to perform the work at the Agency Board Meeting of February 19, 2014. In order for this to occur, proposals must be received by Agency staff for evaluation, and for inclusion in the Board Meeting Agenda Packet. Thus Proposals must be received no later than 3 PM Friday February 7, 2014, at the address listed below. A minimum of two bound identical copies of the proposal are required.

Any formal questions must be submitted to the Agency contact listed below by Friday January 31, 2014. If merited, any questions or additional clarifications will be issued on Monday February 3, 2014 as an addendum.

Qualifications: Proposing firms are required to provide a minimum of three municipal references, and a list of similar projects the firm has undertaken.

Point of Contact and submittal of Proposals:

Henry J. Mikus
SCWMA Executive Director
2300 County Center Drive, Suite B100
Santa Rosa, California 95403

Office telephone: 707-565-3788
Cellular telephone: 707-328-8105

Email: henry.mikus@sonoma-county.org

Rights of the Agency: The AGENCY shall have the right to:

1. Enter into negotiations which may lead to an award of an agreement for services described in this RFQ.
2. Reject all proposals and not award an agreement.
3. Reject any proposal.
4. Select a proposal other than the lowest cost/highest payment proposal.
5. If during the course of negotiations with a selected Respondent, the AGENCY determines in its sole discretion that an acceptable Agreement cannot be negotiated, the AGENCY reserves the right to suspend negotiations with that Respondent and begin negotiations with another Respondent. Also, the AGENCY reserves the right to undertake simultaneous negotiations of the final Agreement with more than one Respondent.
6. Waive defects and/or irregularities in any proposal.
7. Request from any Respondent at any time during the evaluation process, clarification of any information contained in the proposal.
8. Request "Best and Final" offers.
9. Conduct interview(s) with any Respondent(s).
10. Negotiate terms and conditions that are different from those described in this RFQ and Agreement.
11. Contact references provided and seek information from any client with which the Respondent has done business.
12. Take other such action that best suits the needs of the AGENCY and/or its citizens.

Respondents are notified that the costs of preparing and submitting submittals and the risks associated therewith shall be borne solely by the Respondent. No compensation will be provided to Respondents for work performed or costs incurred during the preparation, submittal or evaluation of submittals.

January 22, 2014

**Request for Proposals to provide an
Evaluation of Current Activities and Service Delivery Options**

Scope of Work

- A. Using the listing of current Agency activities, establish which are :
 - 1. Essential to health/safety
 - 2. Required by law or regulation
 - 3. Potentially have negative effects if shut down or curtailed
- B. Identify and evaluate alternate possibilities for providing Agency services
 - 1. List alternate possibilities for each of the Agency programs
 - 2. Provide a cost comparison between alternates and current service method
 - 3. Compare effectiveness/efficiency of alternates and current service method
 - 4. Describe potential: reduction or loss of service from alternates, or service enhancement
 - 5. Determine resources required for alternates, including secondary/collateral requirements
 - 6. Recognize that the needs and abilities of each Agency member will be different
- C. Verify cost analysis numbers in previous Agency staff compilations
- D. Provide time line/project duration
- E. Provide a cost estimate for the work

SONOMA COUNTY WASTE MANAGEMENT AGENCY
SHORT FORM CONTRACTING AGREEMENT

I. CONTRACTOR INFORMATION

Contractor:

Address:

Telephone:

Fax:

II. AGENCY INFORMATION

Agency: Sonoma County Waste Management Agency

Address: 2300 County Center Dr., Ste. B 100
Santa Rosa, California
95403

Telephone: (707) 565-3788

Fax: (707) 565-3701

Project:

Completion Date:

Agency reserves the right to extend this Agreement for one (1) year periods provided that extensions are agreeable to both parties (Agency and Contractor)

III. SCOPE OF WORK

The Contractor shall perform the following services:

The Agency, using the services of contractor, will provide the following services in furtherance of this Agreement:

IV. PAYMENT FOR SERVICES

- Agency shall pay Contractor within thirty (30) days of the date Contractor sends an invoice to Agency.

V. INDEPENDENT CONTRACTOR

Contractor is an independent contractor, working under his/her own supervision and direction and is not a representative of Agency.

VI. CONFIDENTIALITY AND OWNERSHIP

The Agency retains the exclusive right of ownership to the work, products, inventions and confidential information produced for the Agency by the Contractor, and the Contractor shall not disclose any information, whether developed by the Contractor or given to the Contractor by the Agency.

VII. TERMINATION

Agency may terminate this Agreement by written notice at any time at Agency's sole discretion.

VIII. 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:

8.1 Workers' Compensation Insurance. Workers' compensation insurance with statutory limits as required by the Labor Code of the State of California.

8.2 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 Sonoma County Waste Management Agency, its officers and employees, 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 Sonoma County Waste Management 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 Sonoma County Waste Management 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 Sonoma County Waste Management Agency.

IX. INDEMNIFICATION:

Contractor agrees to accept 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, including Contractor, to the extent arising out of the negligent acts or omissions or willful misconduct in the performance by Contractor hereunder, whether or not there is concurrent negligence on the part of the Agency, but, to the extent required by law, excluding liability due to the sole or active negligence or due to the willful misconduct of the Agency. If there is a possible obligation to indemnify, Contractor's duty to defend exists regardless of whether it is ultimately determined that there is a duty to indemnify. Agency shall have the right to select its own legal counsel at the expense of Contractor, subject to Contractor's approval, which approval shall not be unreasonably withheld. 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 under workers' compensation acts, disability benefit acts, or other employee benefit acts.

X. CHANGES TO THE AGREEMENT

Changes to this Agreement must be approved by the Agency's Executive Director.

XI. CONTRACTOR'S 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 warrants that all of Contractor's work will be performed 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 of release.

XII. COMPLIANCE WITH LAWS

Contractor shall comply with all applicable federal, state, and local laws, rules and regulations.

XIII. APPLICABLE LAW AND FORUM

This Agreement shall be construed and interpreted according to California law and any action to enforce the terms of this Agreement or for the breach thereof shall be brought and tried in the County of Sonoma.

By:

Chair _____
SONOMA COUNTY WASTE MANAGEMENT AGENCY

Date

CONTRACTOR

Date

Reviewed as to content:

Henry Mikus, SCWMA Executive Director

Reviewed as to form:

Janet Coleson, Agency Counsel

SPECIAL DISTRICTS GOVERNED BY
LOCAL BOARDS - BUDGETARY REVISIONS

Resolution No. 2014-

Auditor's Office Use Only

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

DOCUMENT #
BATCH #
BATCH DATE

	TC	INDEX	SUB-OBJECT	PROJECT	SUB-OBJECT TITLE	AMOUNT
TO:	203	799718	6540	Contingency Reserve	Contract Services	\$28,710
FROM:		799718	4624	Retained Earnings	Retained Earnings	\$28,710

WHEREAS, it is desirous to the Agency to evaluate the effectiveness of Agency programs verify whether the Regional Agency model is effective; and

WHEREAS, entering in an agreement with an independent third party will ensure the objectivity of an evaluation of Agency programs and services; 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 Contingency 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:

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Cox, Cloverdale	Thompson, Cotati	Zane, County	Wood, Healdsburg	St. John, Petaluma
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McArthur Rohnert Park	Phillips, Santa Rosa	Kelly, Sebastopol	Barbose, Sonoma	Fudge, Windsor

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

Date: February 15, 2014

Attested: Rebecca Lankford

Signature: _____
Secretary/Clerk of the Board

Signature: _____
Jim Wood, Chairperson

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
8	10:30 AM - 12:30 PM	Sustainable Gardening Lecture, Rincon Valley Library
11	4 – 7 PM	Windsor Business Expo
11	4 – 8 PM	Community Toxics Collection, Petaluma
13	-	Kids event, Santa Rosa Charter School, Santa Rosa
14	-	Kids event, Boys & Girls Club- JX Wilson Club, Santa Rosa
14-15	9 AM- 1 PM	Community Toxics Collection, Sea Ranch N. Fire Station
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
20	-	Science Night at Marguerite Hahn Elementary School, Rohnert Park
22- 23	8 AM- 4PM	Electronics Waste Collection Event, Park & Ride Cloverdale
22	10:30 AM - 12:30 PM	Healthy Gardens Lecture, Windsor Library
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
6	-	Kids event, Las Casita Mobile Home Park After School Program, Rohnert Park
7	-	Kids event, Rancho Feliz Mobile Home Park After School Program, Rohnert Park
8	10:30 AM - 12:30 PM	Transforming the Lawn at Healdsburg Library
11	4 – 8 PM	Community Toxics Collection, Santa Rosa NW
11	-	HOA Meeting, Rancho Feliz Mobile Home Park , Rohnert Park
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

April 2014 Outreach Events

1	4 – 8 PM	Community Toxics Collection, Cloverdale
8	4 – 8 PM	Community Toxics Collection, Santa Rosa NE
15	4 – 8 PM	Community Toxics Collection, Windsor
22	4 - 8 PM	Community Toxics Collection, Sonoma
25-26	9 AM- 1 PM	Community Toxics Collection, Sea Ranch N. Fire Station
26-27	8 AM – 4 PM	Electronics Waste Collection Event, Goodwill Healdsburg
29	4 – 8 PM	Community Toxics Collection, Larkfield