



## Meeting of the Board of Directors

January 21, 2015

SPECIAL MEETING

CLOSED SESSION PRIOR TO REGULAR MEETING 8:00 a.m.

Regular Meeting at 9:00 a.m.

(or immediately following closed session)

*City of Santa Rosa Council Chambers*

*100 Santa Rosa Avenue*

*Santa Rosa, CA*

Meeting Agenda and Documents

## **SONOMA COUNTY WASTE MANAGEMENT AGENCY**

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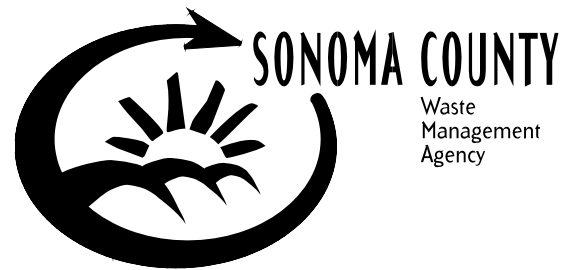
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*Note: This packet is 75 pages total*



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**January 21, 2015**

**SPECIAL MEETING**

**CLOSED SESSION PRIOR TO REGULAR MEETING 8:00 a.m.**

**Regular Meeting at 9:00 a.m. (or immediately following closed session)**

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

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

## **Agenda**

**\*\*\* UNANIMOUS VOTE ON ITEM # 7.2 \*\*\***

- | <u>Item</u>   | <u>Action</u> |
|---|---------------|
| 1. Call to Order Regular Meeting  |               |
| 2. CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION<br>GOVERNMENT CODE SECTION 54956.9(d)(1)<br><br>Renewed Efforts of Neighbors Against Landfill Expansion vs. County of Sonoma,<br>Sonoma Compost Company, Sonoma County Waste Management Agency<br>Case 3:14-cv-03804-THE<br><br>Pursuant to Government Code Section 54957<br>PUBLIC EMPLOYEE PERFORMANCE EVALUATION<br>Title: Agency Counsel |               |
| 3. Adjourn Closed Session   |               |

4. Agenda Approval
5. Public Comments (items not on the agenda)
6. Election of 2015 Officers

**Consent** (w/attachments)

Discussion/Action

- 7.1 Minutes of December 17, 2014 Regular Meeting
- 7.2 Legal Services Budget Appropriation
- 7.3 Compost Zero Discharge Plan Update
- 7.4 GIRE Contract Extension

**Unanimous Vote**

**Regular Calendar**

8. Compost Site Selection Update  
[Mikus](Attachments)

Discussion/Action

**All**

9. Annual Review of the Rules of Governance  
[Mikus](Attachments)

Discussion/Action

**All**

10. Attachments/Correspondence:

- 10.1 Reports by Staff and Others:
  - 10.1.a January and February 2015 Outreach Events
  - 10.1.b Eco Desk (English and Spanish) 2014 Annual Reports
  - 10.1.c Website [www.recyclenow.org](http://www.recyclenow.org) 2014 Annual Report
  - 10.1.d Education 2014 Outreach Summary
  - 10.1.e NCRWQCB Notice regarding adding Republic to the WDR

11. Boardmember Comments

12. Staff Comments

13. Next SCWMA meeting: February 18, 2015

14. Adjourn

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

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

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

subsequent Boardmember questions on that Agenda item and before Boardmembers propose a motion to vote on any item.

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

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



Date: December 17, 2014

To: SCWMA Board Members

From: Henry J. Mikus, SCWMA Executive Director

**Executive Summary Report for the SCWMA Board Meeting of December 17, 2014**

**Consent:** All five items on Consent were approved without discussion.

**Item 4.1:** November 19, 2014 Minutes were accepted by the Board.

**Item 4.2: Zero Discharge Report:** The past 30-day time period provided the first real test of several interim measures completed by the end of October per the Zero Discharge Plan. Multiple storms resulted in accumulation of 6.75 inches of rain. The added capacity of the new large pond, pump and haul efforts, and the reduction in water generation from the smaller work site resulted in no discharge of storm contact water as of 12/08/14. 1,703,050 gallons of water were either used on site or taken off-site for treatment. Also, CH2M Hill has begun their work to review and possibly recirculate the new compost site EIR.

**Item 4.3: Ninth Amendment to Agreement with City of Petaluma:** The Petaluma City Council approved the Ninth Amendment to modify the tip fee surcharge to align with the County's MOA; the Amendment was presented for Board approval.

**Items 4.4 & 4.5: Assignment of MOU with County of Sonoma for E-Waste Management Services and Assignment of MOU with County of Sonoma for Load Checking Services:** Currently Sonoma County and SCWMA have agreements for handling E-Waste and for a Load Checking program. Under the County landfill MOA these activities would be the responsibility of Republic Services. The current agreements with the County were proposed to be assigned to Republic in order to ensure seamless transition. The Board approved taking the required steps to enable assignment of the agreements from the County to Republic.

**There were no Regular Calendar items.**

**Item 7:** The Board met in Closed Session to discuss Litigation; the Board had nothing to report from the discussion. The "performance review" originally scheduled was postponed to allow adequate time for the litigation discussion.



**To:** Sonoma County Waste Management Agency Board Members

**From:** Henry Mikus, Executive Director

**Subject:** January 21, 2015 Board Meeting Agenda Notes

***Also note: There is a "Closed Session" discussion scheduled prior to the regular meeting which is to begin at 8:00 AM.***

## **Election of Officers:**

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

Chair:	Petaluma
Vice Chair:	Rohnert Park
Pro-Tem:	Santa Rosa

## **Consent Calendar**

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

- 7.1 **Minutes of the December 17, 2014 Board Meeting:** regular acceptance.
- 7.2 **Legal Services Budget Appropriation:** A budget appropriation is required to allow payment for legal services. At the time the budget was prepared a year ago, there was no lawsuit on the horizon within the fiscal year. The amount suggested for the appropriation, \$175,000, should cover Special counsel for the Renale lawsuit, Agency Counsel for the same lawsuit, and provide some funds in case there is a lawsuit filed prior to the end of the fiscal year such as about our compost site selection. This is a "Unanimous Vote" item.
- 7.3 **Compost Zero Discharge Plan update:** since the last report a month ago, rain storms have continued with an additional 10 inches of rainfall, bring the season total to 17 inches. The new pond, site area reduction, and pump/haul efforts have meshed well together as an additional 3.6 MG have been sent for treatment, for a season total of 5.3 MG. Water Board staff are quite pleased with our success diverting contact water from discharge. However, there finally was some water discharge. Despite having the pond empty the day before, the concentrated rain the early morning hours of December 11 dumped over 3 inches in a short time frame. By 9 AM the pond was full and discharging water, but

by noon pump/haul efforts had drained the pond sufficiently so discharge ceased. There were two discharges of small amounts within the next few days; the pattern was similar. Overnight rain filled the pond to where discharge started but pump/haul caught up and stopped discharge with a couple hours. The estimate for discharge was 600,000 gallons total for the three occurrences, with about 80% happening Dec. 11. The pond is currently empty, and ready to service the next storm.

- 7.4 **Goodwill Industries Contract Extension:** Goodwill Industries of the Redwood Empire (GIRE) is our contractor for holding our monthly E-Waste community collection events at locations throughout the County. Our contract contains provision for annual extensions. Although the contract is in force through the end of the fiscal year, we work to settle this contract early so that the next year's collection event dates can be included in our annual ***Recycle Guide***, which is published in March.

## Regular Calendar

8. **Compost Site Selection Update:** Per the Board's request, we have contacted the County to ascertain what conditions they will wish to make part of any future agreement for use of part of the Central landfill property if that is the selected site for a new compost facility. The County has indicated the Board of Supervisors will discuss the matter in early February.

CH2M Hill is making excellent progress on their review of our site selection EIR. The initial date for finishing the review was April 2015 but it is very likely the review report will be ready earlier. The review report will provide guidance for either amending the final EIR, or recirculating the EIR.

The future responsible party for compost has been a topic for consideration. Currently the Agency is responsible, but the County-Republic landfill MOA has provisions for Republic to take responsibility. The County can ask Republic to prepare a proposal for taking on compost; there has been Board interest in the topic so it is set for discussion.

There are some refinements to the preliminary design, construction cost estimate, and rate impact analysis that could be done to enhance understanding of the compost facility project, and likely aid Republic if they were to do the proposal mentioned previously. Staff recommends these items be addressed.

9. **Annual Review of the Rules of Governance:** As we have learned with our recent discussions on the lawsuit, there are limits on how "closed session" information can be shared with our member jurisdictions. However, there is a way to expand what information can be shared via a modification to our bylaws, called the "Rules of Governance", with respect to the Brown Act. Agency Counsel has prepared a report, and draft language for the Rules of Governance.
10. **Attachments/Correspondence:** The items this month are the Outreach Events Calendar, annual reports for the Eco Desk, [www.recyclenow.org](http://www.recyclenow.org), and Agency Educational Outreach activities, and a notice from the North Coast Regional Water Quality Control Board regarding the Waste Discharge Requirement (WDR) transfer to Republic Services at the Central Disposal Site.



RESOLUTION NO. 2015 - 001

Dated: January 21, 2015

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY") ELECTING A CHAIR,  
A VICE CHAIR, AND A CHAIR PRO TEMPORE

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

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

MEMBERS:

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

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

SO ORDERED.

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

ATTEST:

DATE: January 21, 2015

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



## Minutes of December 17, 2014 Special Meeting

The Sonoma County Waste Management Agency met on December 17, 2014, at the City of Cotati, 216 East School Street, Cotati, California

### Present:

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

Bob Cox  
Damien O'Bid  
David Mickaelian  
Dan St. John  
Don Schwartz  
John Sawyer  
Sue Kelly  
Carol Giovanatto  
Susan Klassen  
Deb Fudge

### Staff Present:

Counsel  
Staff

Janet Coleson  
Henry Mikus  
Patrick Carter  
Lisa Steinman

Agency Clerk

Sally Evans

### 1. Call to Order Regular Meeting

The meeting was called to order at 9:03 a.m.

### 2. Agenda Approval

Henry Mikus, Executive Director, stated that the public employee performance evaluation for the Executive Director will be pulled from the closed session.

Janet Coleson, Agency Counsel, asked that the Agency Counsel performance evaluation be first on the closed session.

### 3. Public Comments (items not on the agenda)

Sarah Lecus, Sonoma Coast Surfrider Foundation, thanked the Board for passing the plastic bag ordinance. Ms. Lecus proposed that the Board ban Expanded Polystyrene (EPS) in Sonoma County. Ms. Lecus explained similarities between EPS and plastic bags and pointed out that EPS cannot be recycled in Sonoma County. Ms. Lecus added that these light weight plastic ultimately ends up as litter and in the ocean. Ms. Lecus remarked that it's important for the county to create its own ordinances at a local level, and relayed that San Francisco, San Jose, New York City,

Washington D.C. as well as neighboring Mendocino County have banned EPS takeout food containers.

Ms. Lecus highlighted that in 1989, Sonoma County created an ordinance banning EPS from Sonoma County government property. Ms. Lecus asked for enforcement of the existing ordinance, as she is aware some county facilities are not in compliance.

Ms. Lecus asked the Board to consider including the concept of a ban on EPS takeout food containers in the Board's upcoming annual work plan. Ms. Lecus provided supporting signatures for the proposed ban on EPS, and a copy of the 1989 Sonoma County Ordinance banning EPS from county government property.

*Deb Fudge, Town of Windsor, arrived at 9:09 am.*

Martin Mileck, Cold Creek Compost, stated that Cold Creek Compost does not have enough green waste to deal with difficult waste material. Mr. Mileck added that the Agency is exporting green waste and suggested that the Agency and Cold Creek Compost have a discussion regarding having green waste from Healdsburg and surrounding areas hauled to Cold Creek Compost. Mr. Mileck stated this would decrease the Agency material handling cost. Mr. Mileck added that he is aware the Agency has looked at it and obtained a price to have the contractor haul it, but the contractor refuses to haul it.

#### **4. Consent (w/attachments)**

- 4.1 Minutes of November 19, 2014 Regular Meeting
- 4.2 Zero Discharge Report
- 4.3 Ninth Amendment to Agreement with City of Petaluma
- 4.4 Assignment of MOU with County of Sonoma for E-Waste Management Services
- 4.5 Assignment of MOU with County of Sonoma for Load Checking Services

#### **Board Discussion**

**Ms. Sue Kelly, City of Sebastopol motioned to approve the consent calendar. Mr. Bob Cox, City of Cloverdale, seconded the motion.**

#### **Public Comments (items on the consent agenda)**

Mr. Roger Larsen, Happy Acres, stated that the November 19<sup>th</sup>, 2014 minutes should reflect that his question for Henry Mikus, Executive Director, was not addressed.

Mr. Larsen stated that the Zero Discharge Report contains how much water was hauled away from the pond, but it does not provide information regarding how much water went into the pond. Mr. Larsen added that he is trying to determine how much water ended up in the creek.

Vice Chair St. John explained that the public comments section during the Board meeting is for public comments, and recommended that Mr. Larsen contact Agency Staff, outside of the Board meeting, with his questions.

Mr. Larsen commented that the Zero Discharge Report says it's a Zero Discharge, but it actually is not. Mr. Larsen added that there was water discharged, and asked that the creek stop being polluted.

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

**Consent items passed unanimously.**

### **Regular Calendar**

There were no Regular Calendar items.

### **Adjourn to Closed Session**

The Board adjourned to closed session at 9:17 am.

### **Closed Session**

#### **5. Open Closed Session**

CONFERENCE WITH LEGAL COUNSEL - EXISTING LITIGATION  
GOVERNMENT CODE SECTION 54956.9(d)(1)

Renewed Efforts of Neighbors Against Landfill Expansion vs. County of Sonoma, Sonoma Compost Company, Sonoma County Waste Management Agency  
Case 3:14-cv-03804-TEH

Pursuant to Government Code Section 54957  
PUBLIC EMPLOYEE PERFORMANCE EVALUATION  
Title: Agency Counsel

Pursuant to Government Code Section 54957  
PUBLIC EMPLOYEE PERFORMANCE EVALUATION  
Title: Executive Director

Mr. Sawyer left at 11:47 am.

#### **6. Adjourn Closed Session**

**The Board resumed open session at 11:48 am.**

#### **7. Attachments/Correspondence:**

7.1 Reports by Staff and Others:

7.1.a December 2014 and January 2015 Outreach Events

7.1.b Comment letter to CalRecycle on draft composting regulations

#### **8. Boardmember Comments**

Ms. Kelly stated that she will be in attendance at the January Board meeting, but work obligations may prevent her attendance the following months. Ms. Kelly added that Larry McLaughlin will be

in attendance during her absence. Ms. Kelly shared that she has announced her retirement from the City, beginning the 1<sup>st</sup> of July.

David Mickaelian stated that he will not be at the January Board meeting, but will check with Mr. Gary Plass, regarding his attendance. Mr. Mickaelian stated that the City of Healdsburg is in the process of selecting an additional alternate.

Mr. Mikus stated that he does not recall any unanimous vote items for the January meeting, other than attorney fees.

Vice Chair St. John congratulated Agency staff for their work and for keeping the Board informed.

Carol Giovanatto, City of Sonoma, stated that a new councilmember from the City of Sonoma was appointed to the Board. Ms. Giovanatto added that she will remain as the alternate and that she will be meeting with the new Board member prior to the January meeting.

**9. Staff Comments**

Mr. Mikus thanked Ms. Carol Giovanatto, City of Sonoma, for adjusting her schedule to attend today's Board meeting and added that he also wanted to thank John Sawyer, City of Santa Rosa.

Mr. Mikus explained that the success in dealing with the water and rain issues at the Compost Site was due to the assistance from staff at the Laguna and Ellis Creek. Mr. Mikus reported that it has been a team effort, and acknowledged Santa Rosa and Petaluma for their assistance.

Mr. Mikus announced that Sally Evans is the new Agency Clerk, and added that she is bilingual.

Mr. Mikus reported that he will be taking some time off over the holidays, but will be available by phone.

**10. Next SCWMA meeting: January 21, 2015**

**11. Adjourn**

The meeting was adjourned at 11:55 am.

Submitted by  
Sally Evans



Agenda Item #: **7.2**  
Cost Center: **Organics**  
Staff Contact: **Carter**  
Agenda Date: **1/21/2015**

ITEM: **Legal Services Budget Appropriation**

**I. BACKGROUND**

The Agency entered into an agreement with the firm Best Best & Krieger (BBK) on September 17, 2014. Part of the Board discussion during that meeting was to set an initial limit on the amount the firm would be paid by the Agency for its services. The initial contractual monetary limit with BBK was set at \$45,000 at that meeting with a request being made to the BBK representative to develop an estimated budget for the Agency's defense in Case 3:14-cv-03804-TEH.

The appropriation limit was increased by \$75,000 at the November 19, 2014 Agency meeting to cover the estimated costs through December 2014.

The Agency has also received a letter from Lozeau Drury LLP threatening litigation regarding the certification of the Compost Relocation Project Final EIR.

**II. DISCUSSION**

Given the existing and potential future litigation regarding composting operations, staff believes it is necessary to increase the appropriations limits for legal services in the Organics Reserve. As there was no litigation at the time of budget preparation, the funding allocated to legal services is insufficient for the current and potential future litigation, and must be increased in order to pay Agency Counsel and Special Counsel for their services. Staff recommends allocating \$125,000 to cover existing litigation and potential future litigation.

This is an allocation to appropriate money in the budget, and is not a contract amendment with BBK. The appropriation amount is an estimate to cover the work by BBK on the current lawsuit, to cover additional expenses incurred from work beyond the normal budget for Agency Counsel, and to provide funds for the likelihood of additional litigation once the compost site selection Final EIR is certified.

**III. FUNDING IMPACT**

Funding for this agreement is drawn from the Organics Reserve. Even with this additional expense, the Organics reserve is estimated to have a fund balance of approximately \$3.5 million at the end of the current fiscal year.

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

Staff recommends increasing the budgetary appropriation limit for legal services in the Organics Reserve by \$175,000. As this item is in excess of \$50,000, this item requires a unanimous vote for approval.

## V. ATTACHMENTS

Resolution

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

RESOLUTION NO.: 2015-

DATED: January 21, 2015

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ADOPTING  
ADJUSTMENTS TO THE FY 2014/15 ANNUAL BUDGET FOR LEGAL SERVICES

WHEREAS, the Agency approved the Sonoma County Waste Management Agency Fiscal Year 2014/15 Budget by unanimous vote on April 16, 2014; and

WHEREAS, the Agency amended the Sonoma County Waste Management Agency Fiscal Year 2014/15 Budget for Legal Services on November 19, 2014 in the amount of \$75,000 to cover the immediate legal services expenditures expected through December 2014; and

WHEREAS, additional costs related to legal services have become known to Agency staff that were not reasonably foreseeable at the time of budget adoption; and

WHEREAS, the Agency Board of Directors wishes to increase allocations in the Organics Reserve Legal Services account to compensate for additional costs in the amount of \$175,000 in Fund 78103, Department 66110300, Account 51211.

NOW, THEREFORE BE IT RESOLVED that the Sonoma County Waste Management Agency Board of Directors hereby approves the adjustment to the FY 2014/15 Sonoma County Waste Management Agency Budget.

MEMBERS:

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

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

SO ORDERED

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



ATTEST:

DATE: January 21, 2015

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



Agenda Item #: **7.3**  
Cost Center: **Organics**  
Staff Contact: **Mikus**  
Agenda Date: **1/21/2015**

ITEM: **Compost Zero Discharge Plan Update**

**I. BACKGROUND**

At the August 20, 2014 meeting the Board decided to continue with implementation work on the Compost Wastewater Zero Discharge Plan that was submitted to the NCRWQCB July 11, 2014, and to not completely shut down the compost facility by beginning total outhaul of compost raw materials.

December has marked the true start of “winter rain season” via a succession of storms that tested the effectiveness of the interim measures undertaken at the compost facility.

**II. DISCUSSION**

Rain: Since the last report to the Board regarding the compliance and effectiveness of the Zero Discharge Plan, multiple, successive rain storms have occurred for an accumulation of 10.10 inches of rain (this covers the period December 8, 2014 through January 12, 2015). Thus the total rainfall for this winter has been 16.75 inches. The biggest rainfall was December 11 and 12 where a total of 5.00 inches of rain fell.

Since December 8, 2014, 3,601,180 gallons of water have been hauled away for treatment. Water was taken to the Laguna WWTP (Santa Rosa), the Ellis Creek Plant (Petaluma), and East Bay MUD (Oakland). The total amount of water hauled this season is 5.3 MG.

The new combined pond functioned well where the added holding capacity acted as a buffer to allow ongoing pump and haul efforts to keep nearly all water from being discharged. Pond capacity, steady work to pump and haul, and reduced water production from the smaller work footprint, resulted in minimal, isolated discharges. It is estimated that approximately 600,000 gallons of water were not captured by the pond; the greatest portion of this occurred between 9 AM and 12 Noon December 11 where more than 3 inches of night/early morning rain fell. The pond had been drained by the day before the storm, but the intense rain caused the pond to reach capacity around 9 AM; continued hauling efforts reduced the pond volume so that by noon discharge had ceased. Similarly, overnight rains caused the pond to discharge small volumes the mornings of December 12 and 16, but trucking reduced the pond volume to where discharge ceased fairly quickly.

New Site: As previously reported to the Board, CH2M Hill was retained to review and possibly recirculate the EIR for selecting a new compost site. CH2M Hill has been working diligently and is on schedule. Their report on the review is now planned to be finished in March 2015; if recirculation is needed that would be finished in July 2015.

Footprint Reduction: Partial outhaul of incoming raw materials has continued at a level that

supports the 18% working footprint reduction. The City of Petaluma has redirected their green materials to the Redwood Landfill's compost facility, and that is expected to continue until such a time that the Agency's compost facility limits its capacity. The total amount of material diverted to alternate processing facilities in October 2014 (not including Petaluma's outhaul) was 5,060 tons. November diverted material was 1,292 tons, and there was no diversion in December.

### **III. FUNDING IMPACT**

Funding for this project is drawn from the Organics Reserve. It is estimated that the cumulative expense of pumping, hauling, and treatment for the 5.3 MG handled thus far is approximately \$400,000, which is still well within the budget for this activity in the current fiscal year.

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

No action required.

### **V. ATTACHMENTS**

January 2015 Monthly Zero Discharge Report to NCRWQCB

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



Date: January 11, 2015

To: North Coast Regional Water Quality Control Board

From: Henry J. Mikus, SCWMA Executive Director

### **Monthly Progress Report for the SCWMA Compost Facility Zero Discharge Plan January 2015**

As delineated in the “Compost Wastewater Zero Discharge Plan” (the Plan) submitted to the North Coast Regional Water Quality Control Board (NCRWQCB) on July 11, 2014, SCWMA will submit monthly progress reports about work accomplished in accordance with the Plan.

#### **Section 2 New Compost Site Selection & Development:**

- CH2M Hill has continued their review of the new compost site EIR. The review is now due to be done by March 2015. If recirculation is determined to be the best course of action, the date for completion would be July 2015.

#### **Section 3 Interim Component: Footprint Reduction Measures:**

- The compost facility has been operating with the 18% working footprint reduction, as detailed in the Plan. This has reduced the amount of compost contact storm water generated by the facility.
- Partial outhaul of incoming raw materials to accommodate the lowered throughput capacity from the footprint reconfiguration was not required during December 2014. However, outhaul of some material had to resume recently, likely because of the run of good weather.

#### **Section 4 Interim Component: Increased Interim Storage – Expand Existing Ponds:**

- Over the most recent 30-day period several rain storms have occurred with a total rain accumulation of 10.1 inches. The biggest rainfall was on December 11 and 12, where 5.00 inches of rain fell on the compost site.
- The new combined pond functioned well where the added holding capacity acted as a buffer to allow ongoing pump and haul efforts to keep nearly all water from being discharged. Pond capacity, steady work to pump and haul, and reduced water production from the smaller work footprint, resulted in minimal, isolated discharges. It is estimated that approximately 600,000 gallons of water were not captured by the pond; the greatest portion of this occurred between 9 AM and 12 Noon December 11 where more than 3 inches of night/early morning rain fell. The pond had been drained by the day before the storm, but the intense rain caused the pond to reach capacity around 9 AM; continued hauling efforts reduced the pond volume so that by noon discharge had ceased. Similarly, overnight rains caused the pond to discharge small volumes the mornings of December 12 and 16, but trucking reduced the pond volume to where discharge ceased later in the morning.

#### **Section 5 Interim Component: Pump and Truck Measures:**

- Since the last report, 3,601,180 gallons of water from the pond were pumped and hauled to treatment plants.
- Three plants have accepted our water: Laguna (Santa Rosa), Ellis Creek (Petaluma), and East Bay MUD (Oakland).

- The total water used or treated this winter rain season is 5,316,230 gallons.

**Section 6 Interim Component: Water Quality Measures:**

- The sedimentation traps, and straw wattles at the low end of the windrows, were in place and functioning during all recent rain events.

**Section 7 Testing and Reporting:**

- Draft recommendations for enhancements to the MRP sampling and testing protocols are done, and are undergoing legal review.



Agenda Item #: **7.4**  
Cost Center: **HHW**  
Staff Contact: **Steinman**  
Agenda Date: **1/21/2015**

ITEM: **GIRE Contract Extension**

**I. BACKGROUND**

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

On March 26, 2012, the Agency issued a Request for Proposals for a two year (including multiple one-year extensions until February 11, 2017) E-waste Collection Events Services Contract. Goodwill Industries of the Redwood Empire (GIRE) was selected as the Contractor. On 1/15/2014, the Agency Board approved the First Amendment to this Agreement which included extending the Agreement for an additional year. This Agreement is set to expire on June 17, 2015.

**II. DISCUSSION**

Agency staff met with GIRE on November 21, 2014 to discuss the possibility of a one-year extension, as allowed for in the Agreement. Agency staff has been very satisfied with GIRE and recommends exercising one of the one-year extensions, extending the Agreement through June 17, 2016. There are no other proposed changes to this Agreement.

Staff is bringing this item to the Board early so that, if the term of the Agreement is extended, a new listing of E-Waste Collection Events can be included in the upcoming 2015 Sonoma County Recycling Guide. All the current events through May 2015 are listed on the back of the 2014 Guide. The next guide will be going to the printer in March. The guide is an excellent resource for advertising the E-Waste events.

**III. FUNDING IMPACT**

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

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

The Agency is paid by the Contractor \$0.06 per pound for E-waste which qualifies for reimbursement under the program.

The cost to the Agency for the necessary public outreach and staff time for logistical requirements to hold the events is included in the Agency's budget. Historically, revenues generated from the E-waste collection events have offset Agency costs.

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

Adopt a Resolution to approve the second Amendment to the Agreement with Goodwill Industries of the Redwood Empire, extending the term of the Agreement until June 17, 2016, without any other changes to the current terms and conditions; and authorize the Chair to execute the Second Amendment to the Agreement on behalf of the Agency.

#### **V. ATTACHMENTS**

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

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

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

This Second Amendment ("Amendment") to the Agreement for Electronic Waste Management Services ("Agreement"), dated as of \_\_\_\_\_, 2015, is by and between the Sonoma County Waste Management Agency ("Agency"), a joint powers authority and Goodwill Industries of the Redwood Empire ("Contractor"). All capitalized terms used herein shall, unless otherwise defined, have the meaning ascribed to those terms in the existing Agreement.

RECITALS

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

WHEREAS, the parties approved the First Amendment to the Agreement which included extending the term of the Agreement until June 17, 2015; and,

WHEREAS, the parties desire to amend the Agreement with a Second Amendment to extend the term of the Agreement until June 17, 2016; and,

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

AGREEMENT

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

3. Term of Agreement. The term of this Agreement shall be from June 17, 2015 to June 17, 2016, with annual extensions upon mutual agreement through February 11, 2017, unless terminated earlier in accordance with the provisions of Article 4 below.

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

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



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

CONTRACTOR: GOODWILL INDUSTRIES OF  
THE REDWOOD EMPIRE.

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

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

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

AGENCY: SONOMA COUNTY WASTE  
MANAGEMENT AGENCY

By: \_\_\_\_\_  
Agency Chair

APPROVED AS TO SUBSTANCE FOR  
AGENCY:

By: \_\_\_\_\_  
Henry J. Mikus, Agency Executive Director

APPROVED AS TO FORM FOR AGENCY:

By: \_\_\_\_\_  
Janet Coleson, Agency Counsel

RESOLUTION NO.:

DATED: January 21, 2015

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

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

WHEREAS, the parties approved the First Amendment to the Agreement which included extending the term of the Agreement until June 17, 2015; and,

WHEREAS, the parties desire to amend the Agreement with a Second Amendment to extend the term of the Agreement until June 17, 2016; and,

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

MEMBERS:

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

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

SO ORDERED

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

ATTEST:

DATE:

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

County of Sonoma



Agenda Item #: **8**  
Cost Center: **All**  
Staff Contact: **Mikus**  
Agenda Date: **1/21/2015**

ITEM: **Compost Site Selection Update**

**I. BACKGROUND**

The current compost facility has long been termed “temporary”; since 2006 the Agency has been involved in the process to identify and select a site for a new facility. In April 2013 a Final EIR was presented to the Board. The Board has since been examining the financial and practical considerations of site selection. Currently two sites are still under consideration: “Site 40” which is agricultural land located on Highway 116 between Petaluma and Sonoma, and the “Central Alternative” which is land not slated for landfill cells on the County’s Central Landfill property. The new site would be sized to process 200,000 tons of material annually compared to the current site capacity of 108,000 tons per year. A new compost facility is not only a key component of current regional solid waste diversion efforts, it will play a big role in plans to increase the regional diversion rate to 90% in the next five years. Waste studies have identified as much as 115,000 tons annually of compostable materials currently in the solid waste stream that could be diverted to the compost facility.

In October 2014 an engineering consulting firm, Tetra Tech BAS, provided a preliminary site design for Central to the Board which was done to a sufficient level of detail to allow preparation of a construction/development cost estimate. The final submittal included a cost estimate. The preliminary design addressed some specific site concerns, particularly dealing with storm water run-off and a regulatory requirement to achieve “Zero Discharge” of compost contact water, and odor concerns mainly from the initial processing of raw materials. For the water issue, the design included a fully roofed working area. With odors, the design showed fully enclosed processing buildings with a “negative air pressure” environment.

Because the roof and enclosed buildings were not discussed in the EIR, biological concerns related to endangered species habitat, and the lengthy time frame for EIR creation, the Agency Board determined that a further review of the EIR was warranted. CH2M Hill was retained to review the EIR and either amend the Final EIR or recirculate the EIR depending on the results of the review.

If the new site were to be located at the proposed location on the landfill property, similar to the situation with the current facility some arrangement, presumably a lease or license agreement, with the County of Sonoma would have to be in place for use of the site.

Separate from compost facility development efforts, the County has been working to implement a landfill Master Operating Agreement (MOA) with Republic Services, Inc. for operations on the landfill property. This MOA is nearing the point where it will be implemented. Section 7 of the MOA contains provisions concerning the possibility for Republic Services to assume responsibility for the compost program. From the effective date of the MOA, a time frame of 18 months is set for making a determination as to Republic’s role with the compost program. Per the MOA, within the 18 months the County can request for Republic to provide pricing and terms for operating the

compost facility.

## II. DISCUSSION

CH2M Hill has been working on the EIR review, with the original completion of their review set for April 2015. However, it is likely the review will be ready for Board discussion by March, and there is even a possibility the report may be available by the February meeting. Staff has not had any early indication of the review's conclusions relative to whether or not recirculation would be the best next step. At this time if recirculation were pursued, the date for finishing that process is July 2015.

The County has been asked via letter to provide our Board with their intentions regarding the use of the proposed new Central site. It is our understanding that the County Board of Supervisors will discuss our request at one of their meetings in early February 2015. Of particular interest are whether or not the county will expect rent/fees for the use of the site, and what other conditions of a site use arrangement the County desires. Knowledge of any site use costs, other expenses, or other conditions are key factors in determining if the Central site is viable.

The Board has expressed interest in learning what proposal on operating compost Republic would submit to the County, together with some desire to ask the County to request this information from Republic once the MOA is effective. Some discussion has occurred with County staff regarding this possibility. One response from the County was that more detailed information beyond the preliminary design done by Tetra Tech BAS last October would be necessary for Republic to develop their cost and operating proposal.

Part of the new site construction cost estimate discussion at the October 2014 Board meeting was a verbal analysis of how the cost of a new facility would impact the ratepayers, particularly those with residential curbside trash, recycling, and organics pickup. Board members have expressed the need to prepare that analysis in a more formal manner via a written report.

One issue with the new site cost estimate was that Gore, the firm that provided a quote for the aerated static pile (ASP) infrastructure components, was not willing to provide any detail on their costs due to proprietary concerns. Without the detail, there were thoughts that the estimate was high due to some overlap in tabulating expenses between our consultant and Gore. Since the report, we have been approached by a Gore competitor about the cost estimate; they have indicated a possible willingness to provide their own quote but with more clarity and detail so any overlap can be resolved.

The Agency end date of 2017, and the effort to garner approval for extending the Agency for at least 25 years via a proposed JPA Agreement Third Amendment, also impact building a new compost facility. In order for finances for a new site to be viable, they need to be amortized for a suitably long period of time; the plan has been 25 years. In order for the Agency to be able to enter into such a long term contract, the Agency has to be in existence for that time frame. The effort to get the draft Third amendment discussed and considered by our member jurisdictions has been slowed by the change over in member jurisdictions' governing bodies from recent elections, and by the recent holidays. Staff recommends the Agency's member jurisdictions schedule the discussion of the Agency's renewal with their Councils and Board as soon as possible to clarify the Agency's future.

### **III. FUNDING IMPACT**

Funding for activities undertaken to select a new compost site have been drawn from the Organics Reserve. The Organics reserve is estimated to have a fund balance of approximately \$3.5 million at the end of the current fiscal year.

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

Staff recommends the Board authorize the following steps:

1. Send a formal written request to the County asking them, once the MOA is in effect, to have Republic prepare and share a proposal for operating the compost program.
2. With the County's consent, review the October 2014 preliminary compost site design with Republic, and Republic be asked what additional information they would need to prepare a compost cost proposal. Staff recommends involving Tetra Tech BAS in this step.
3. Based on the Republic feedback, request Tetra Tech BAS to estimate their costs for developing the additional design information. If the estimate is within the Executive Director's signing authority (\$25,000), the work could proceed immediately. If the estimate is greater, the Tetra Tech work proposal would be brought to the Board for approval at the next Agency meeting.
4. Obtain additional cost detail from ASP suppliers so that any overlap or concerns with the October 2014 construction cost estimate can be resolved, and the cost estimate refined.
5. Present an updated ratepayer impact estimate to the Board as soon as soon as the information is available.

### **V. ATTACHMENTS**

Letter to County regarding Site Use

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



Agenda Item #: 9  
Cost Center: All  
Staff Contact: Mikus  
Agenda Date: 1/21/2015

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

**I. BACKGROUND**

As a joint powers authority, the Agency, acting through its Board, is subject to the Brown Act (California Government Code § 54950, et seq.). This generally requires that Board members keep confidential any information divulged in closed sessions of the Agency Board. However, recognizing that in some instances Agency Board members may wish to seek input from members of the legislative body from the member's jurisdiction, a particular provision in the Brown Act expressly permits limited disclosure of confidential information received in an Agency closed session to certain individuals in a member's jurisdiction. To make use of this provision, the Agency first must formally adopt that provision in its bylaws or, as the case is here, its rules of governance. If approved by the Board, this agenda item amends the rules of governance to include this provision.

**II. DISCUSSION**

As the Board is aware, information disclosed in closed session meetings of the Agency is confidential and generally may not be disclosed to anyone outside of those in attendance at the closed session. Under Government Code § 54956.96, however, a member of the legislative body of the Agency attending a closed session meeting of the Agency, may disclose information received in that closed session that has direct financial or liability implications for the Board member's local agency to two sets of individuals:

- Legal counsel for the member's local agency in order to obtain advice on whether the matter has direct financial or liability implications for that member agency; and/or
- Other members of the legislative body of the member agency (the member's city/town council or Board of Supervisors) who are present in a closed session of that member agency.

In addition, per Government Code § 54956.96(a)(2), any designated alternate member of the Agency Board who is also a member of the legislative body of a local member and who is attending a meeting of the Agency in the place of a local agency member's regularly appointed member may attend closed sessions of the Agency.

Making use of either of the foregoing sections first requires the Agency to adopt such provisions in its bylaws. As the Agency keeps rules of governance rather than bylaws, staff has prepared a proposed modification to the rules of governance to expressly incorporate these provisions. As a matter of procedure, the Board will be asked to vote on a resolution that would amend the rules of governance to include the entirety of Government Code § 54956.96.

### **III. FUNDING IMPACT**

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

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

Staff recommends the Board review and approve the attached Resolution, amending the Board's Rules of Governance to expressly include the provisions of Government Code § 54956.96.

### **V. ATTACHMENTS**

Resolution  
Rules of Governance

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



RESOLUTION NO. 2015 -

Dated: January 21, 2015

RESOLUTION OF THE SONOMA COUNTY WASTE MANAGEMENT AGENCY ("AGENCY")  
AMENDING THE AGENCY RULES OF GOVERNANCE TO INCORPORATE CALIFORNIA  
GOVERNMENT CODE § 54956.96

WHEREAS, Government Code § 54956.96 permits joint powers authorities to adopt a policy or a bylaw provision that authorizes the sharing of confidential information received in agency closed session meetings with either legal counsel of that member local agency for purposes of obtaining advice on whether the matter has direct financial or liability implications for that member local agency, or other members of the legislative body of the local agency present in a closed session of that member local agency.

WHEREAS, Government Code § 54956.96 further allows joint powers authorities to adopt a policy or a bylaw provision to provide that any designated alternate member of the legislative body of the joint powers agency who is also a member of the legislative body of a local agency member and who is attending a properly noticed meeting of the joint powers agency in lieu of a local agency member's regularly appointed member to attend closed sessions of the joint powers agency.

WHEREAS, the Agency is a duly-formed joint powers authority.

WHEREAS, in lieu of bylaws, the Agency maintains Rules of Governance, which are updated from time to time.

WHEREAS, the Agency desires to amend its Rules of Governance to include the provisions permitted by Government Code § 54956.96.

NOW, THEREFORE BE IT RESOLVED that the Agency does hereby amend its Rules of Governance to include the provisions of Government Code § 54956.96, as set forth in the amended Rules of Governance attached to this Resolution as Exhibit A, a true and correct copy of which is attached hereto and incorporated herein.

MEMBERS:

_____ Cloverdale	_____ Cotati	_____ County	_____ Healdsburg	_____ Petaluma
_____ Rohnert Park	_____ Santa Rosa	_____ Sebastopol	_____ Sonoma	_____ Windsor
AYES --	NOES --	ABSENT --	ABSTAIN --	

SO ORDERED.

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

ATTEST:

DATE: January 21, 2015

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Sally Evans

Clerk of the Sonoma County Waste Management

Agency of the State of California in and for the County of Sonoma

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Agenda Item #: **10.1.a**  
 Agenda Date: **1/21/2015**

ITEM: **Outreach Calendar January 2015 – February 2015**

**January 2015 Outreach Events**

<u>Day</u>	<u>Time</u>	<u>Event</u>
6	4 – 8 PM	Community Toxics Collection Event – Sebastopol
6	4 – 7 PM	Dia de Los Reyes Community Event – Roseland Elementary School, Santa Rosa C2
6	1:30 PM	C2 Presentation – Nueva Visa Early Headstart, Santa Rosa
6	12 PM	Business Education – Central Kitchen, Santa Rosa C2
7	-	Kids event – El Verano Elementary School, Sonoma
8	4:30 PM	C2 Presentation – Doyle Park Community Church, Santa Rosa
10	8 AM – 4 PM	E-waste Recycling collection event - Wells Fargo Center for the Arts, Santa Rosa
13	4 – 8 PM	Community Toxics Collection Event - Cloverdale
13	2:30 PM	C2 Presentation – Washington St, Cloverdale
13	5 PM	C2 Presentation - McKinley Elementary School, Petaluma
14	1:30 PM	C2 Presentation – Lincoln Elementary, Santa Rosa
15	4:30 PM	C2 Presentation – Roseland Children’s Center, Santa Rosa
20	4 – 8 PM	Community Toxics Collection Event - Sonoma
20	5 PM	C2 Presentation – Richard Crane Elementary School, Rohnert Park
22	6:15 PM	C2 Presentation - Martinez & Guillory, Windsor
22	5 PM	C2 Presentation – Flowery Elementary School, Sonoma
23	9 – 10AM	Presentation on Biochar: Role in Agriculture at Martinelli Vineyards, Sonoma Compost
27	4 – 8 PM	Community Toxics Collection Event - Oakmont
28	10 – 11 AM	Panel discussion Russian River Water Shed Association – City of Santa Rosa Utilities Field Office, Sonoma Compost
30	10 AM	Kids Event - Strawberry Elementary, Santa Rosa
31	8 AM – 4 PM	E-waste Recycling collection event - Central Facility Parking Lot, 6633 Oakmont Dr, Oakmont

**February 2015 Outreach Events**

<u>Day</u>	<u>Time</u>	<u>Event</u>
3	4 – 8 PM	Community Toxics Collection Event - Healdsburg
5	5 PM	C2 Presentation – RL Stevens Elementary, Santa Rosa C2

7	10 AM – 4PM	Lake Sonoma Steelhead Festival – Milt Brandt Visitors Center at Lake Sonoma
10	4 – 8 PM	Community Toxics Collection Event – Santa Rosa, NE
10	5:30 PM	C2 Presentation – JX Wilson Elementary, Santa Rosa C2
13-16	12 PM- 10 PM, Friday 10 AM- 8 PM, Saturday-Monday	Cloverdale Citrus Fair – Cloverdale Fairgrounds
17	4 – 8 PM	Community Toxics Collection Event - Petaluma
21-22	8 AM – 4 PM	E-waste Recycling collection event - Park & Ride, 501 Asti Rd, Cloverdale
24	4 – 8 PM	Community Toxics Collection Event – Rincon Valley



Agenda Item #: **10.1.b**  
Cost Center: **Education**  
Staff Contact: **Chilcott**  
Agenda Date: **1/21/2015**

ITEM: **Eco-Desk (English and Spanish) 2014 Annual Reports**

**I. BACKGROUND**

Since 1995, the Sonoma County Waste Management Agency has operated an English language telephone service, the Eco-Desk 565-DESK(3375), to answer calls about recycling, hazardous waste and other disposal issues. The Eco-Desk is comprised of a comprehensive phone tree with pre-recorded information. Calls are returned by the next working business day. Email inquiries received from the web site are also recorded on the database. In 2007, a Spanish language option #2 was added to the Eco-Desk where callers can be transferred directly to a Spanish language outreach specialist under contract with the Agency. To compliment the telephone service, English language Eco-Desk resources are updated daily on the Agency's web site at [www.recyclenow.org](http://www.recyclenow.org) via a searchable database. In March 2014, the voice mail box used seasonally for Christmas trees was temporarily repurposed for the Carryout Bags Ordinance.

**II. DISCUSSION**

**General observations 2014** Agency website usage at [www.recyclenow.org](http://www.recyclenow.org) continues to increase every year indicating that the public prefers the internet to find answers to questions (see staff report 14.1.c for website usage details). In addition, Eco-Desk calls have been increasing on the Agency Clerk's direct line, 565-3579 (generally about 2-6 calls per day). Related to the Carryout Bags Ordinance where businesses needed clarification on the ordinance language, Agency staff received many phone calls directly. The majority of these additional calls are not reflected on the Eco-Desk database log. For ordinance questions, Agency staff spent considerable time formulating consistent answers.

In general, the public often asks questions that are unusual and that require follow-up research. Following is a sampling of Q&A:

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

Question	Answer
<b>1/14/15-</b> I'm hired to clean up commercial properties in Santa Rosa. Often there is a stockpile of fluorescent lamps (8' tall).	<b>1/14/15-</b> Agency staff compiled fluorescent lamp disposal costs through the Agency's Business SQG program and through private companies. This flier was provided to the caller.
<b>1/5/15-</b> Are clay objects, such as clay masks and pots, recyclable.	<b>1/6/15-</b> Broken terra-cotta pots can be recycled at locations accepting terra-cotta shingles for recycling (e.g., Stony Point Rock Quarry, etc.). Terra-cotta is not accepted in the blue single-stream recycling cart.

<b>12/17/14-</b> My LED light bulb burnt out.	<b>12/18/14-</b> Agency staff contacted the Department of Toxic Substances Control (DTSC) which regulates hazardous waste management in California “LEDs are made from different chemicals, some of which probably should not wind up in the environment.” The recommended best management practice until DTSC regulations are better defined is to process LEDs through the Household Toxics Facility.
<b>11/25/14-</b> I have a large 27' boat hull and motor. I'm guessing I need to make arrangements prior to arrival at your facility.	<b>11/25/14-</b> Referred message to County Refuse Disposal Site supervisor. The motor must be removed from the boat; all fluids drained and disposed of as hazardous waste. There is a \$10 fee for recycling the motor. The boat is considered garbage and subject the current disposal fee of \$115/ton.
<b>11/23/14-</b> We are a nonprofit with a large quantity of bicycle tires. Are bike tires banned like auto tires from landfill disposal?	<b>11/25/14-</b> Agency staff contacted the Sonoma County Department of Environmental Health tire program. Upon clarification with the CalRecycle tire section, only auto tires are subject to regulation. Agency staff also contacted locations within Sonoma County accepting tires. A number of these locations, including the Central Disposal Site, responded that bicycle tires could be recycled with auto tires. This research will be reflected in the new 2015 Recycling Guide.
<b>10/8/14-</b> Are there restrictions on leaving garbage cans permanently roadside in the unincorporated area of Sebastopol?	<b>10/8/14-</b> Agency staff contacted the County staff person responsible for the garbage franchise agreement . “There is no ordinance in the County that requires residents to bring in their cans.”
<b>9/15/14-</b> Is there a sharps flier that can be provide to Kaiser patients?	<b>10/3/14-</b> Agency staff, with review by the Sonoma County Department of Environmental Health medical waste program, drafted a sharps flier for public distribution.
<b>5/6/14-</b> We operate a nonprofit museum and gift shop. Are we subject to the Carryout Bag Ordinance?	<b>5/6/14-</b> Unless the museum meets the requirements related to reuse and recycling of donated goods, the museum would be subject to the ordinance. The non-profit status alone does not exempt an establishment from the ordinance.

### **Major Eco-Desk changes planned in 2015**

In December 2014, the County of Sonoma upgraded its phone system to an integrated digital voice/web phone system. This infrastructure change, in combination with reduced annual Eco-Desk call volume, precipitated a change to the structure of the Eco-Desk. The goal of the revised interface is to improve the Eco-Desk English language caller experience and maintain the Spanish language option. Major changes are 1) Improved flow of information for hazardous waste disposal for businesses and residents; 2) Collection of messages in 4 voice mail boxes (5 voice mailboxes seasonally with the addition of Christmas trees). The revised Eco-Desk will likely operational by February 2015.

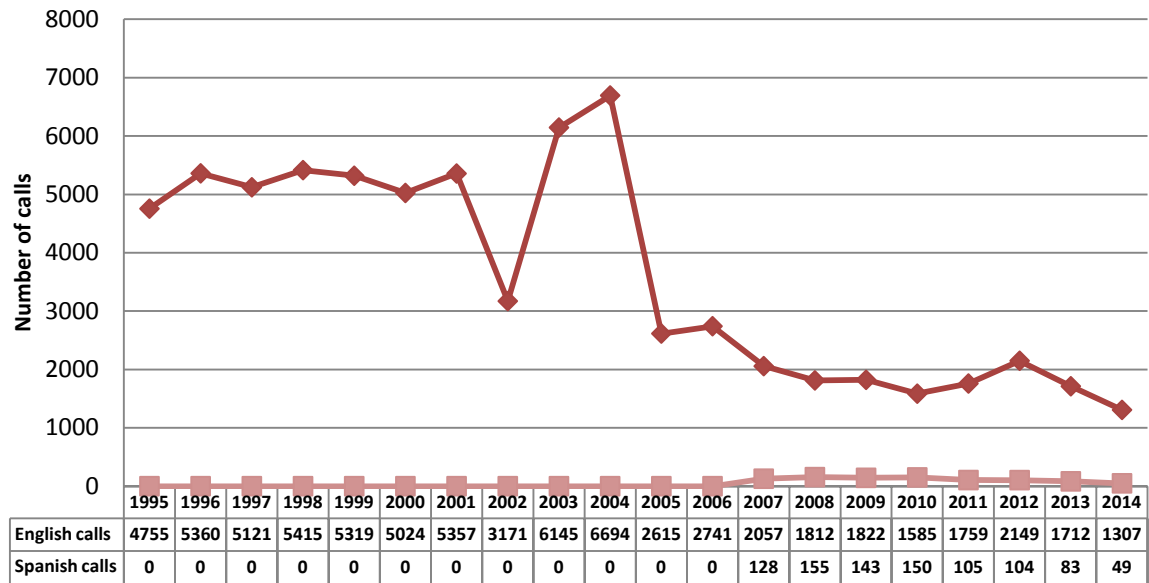


Old Eco-Desk structure (1995-2014)		Revised Eco-Desk structure (2015-onward)	
Voice mail box	Topic	Voice mail box	Topic
565-3375, option #2 Spanish Eco-Desk		565-3375, option #2 Spanish Eco-Desk	
99402	Household Hazardous Waste	VM1	Hazardous Waste
99403	SQG (Business Hazardous Waste)	VM2	Used Motor Oil/filter (Callers will still be able to listen to prerecorded information for motor oil recycling locations by jurisdiction)
99404	Community Toxics Collections	VM3	Recycling Guide mailing request
99406	Electronics	VM4	General message
99407	Paint	VM5 (SEASONAL)	Christmas tree recycling
99408	Plastics		
99409 (added December 2011)	Commercial Recycling Assistance		
99410	Recycling Guide mailing request		
99411	General mailbox		
99412 (added March 2014)	Carryout Bag Ordinance		
99412 (seasonal mailbox)	Christmas tree recycling		
99413	Motor oil recycling locations in Cloverdale, Healdsburg, & Windsor		
99414	Motor oil recycling locations in Cotati & Rohnert Park		
99415	Motor oil recycling locations in Petaluma		
99417	Motor oil recycling locations in Roseland (Santa Rosa)		
99418	Motor oil recycling in Santa Rosa west of Hwy. 101		
99419	Motor oil recycling in Santa Rosa east of Hwy. 101		
99420	Motor oil recycling in Sonoma		
99421	Motor oil recycling in Sebastopol and the unincorporated area		
Web site email			

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

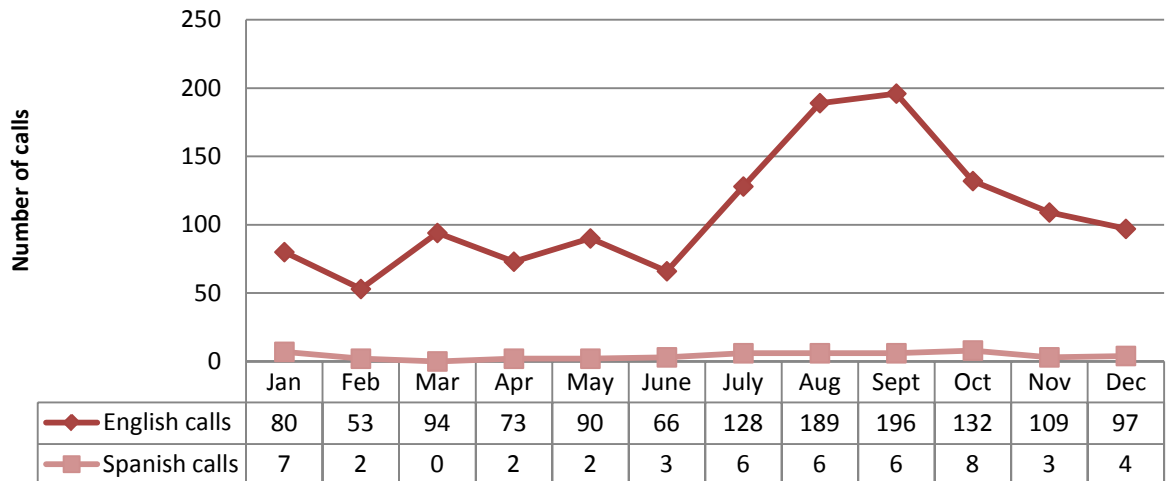
- In 2014, the English Eco-Desk received 1,307 calls/email inquiries, a 27% decrease from 2013 where 1,712 calls/emails. In 2014, the Spanish Eco-Desk received 49 calls, a 52% decrease from 2013. Since 2005 when the English Eco-Desk became a call-back only service, call volume has decreased over time.

**Figure 1: Number of Eco-Desk calls (English and Spanish) annually (1995-2014)**



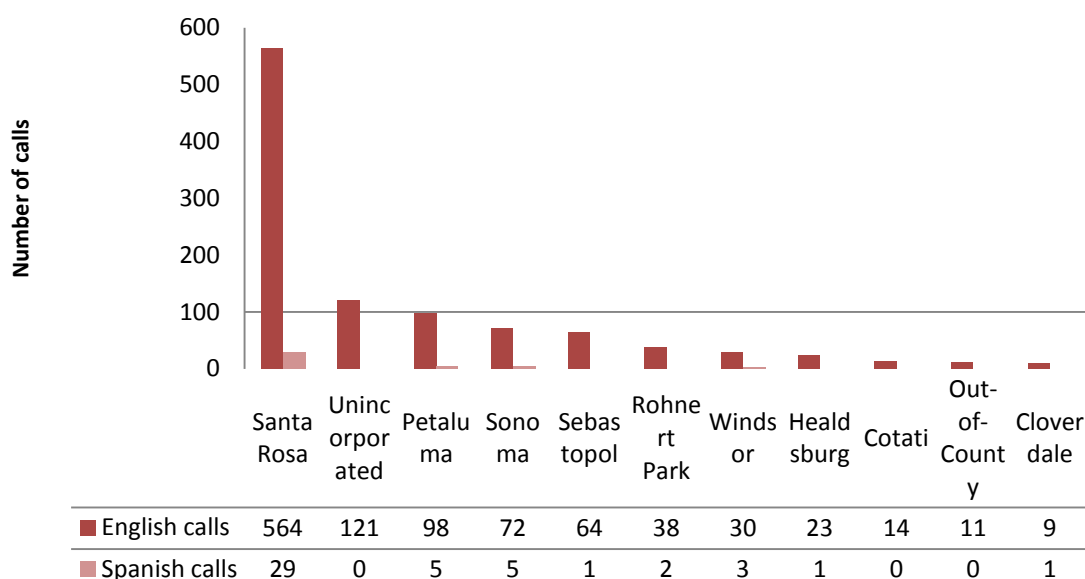
- Call volume peaked in September for the English Eco-Desk as a result of the September 1, 2014 effective date of the new Agency Carryout Bags Ordinance. See Figure 2.

**Figure 2: Number of Eco-Desk (English and Spanish) calls per month 2014**



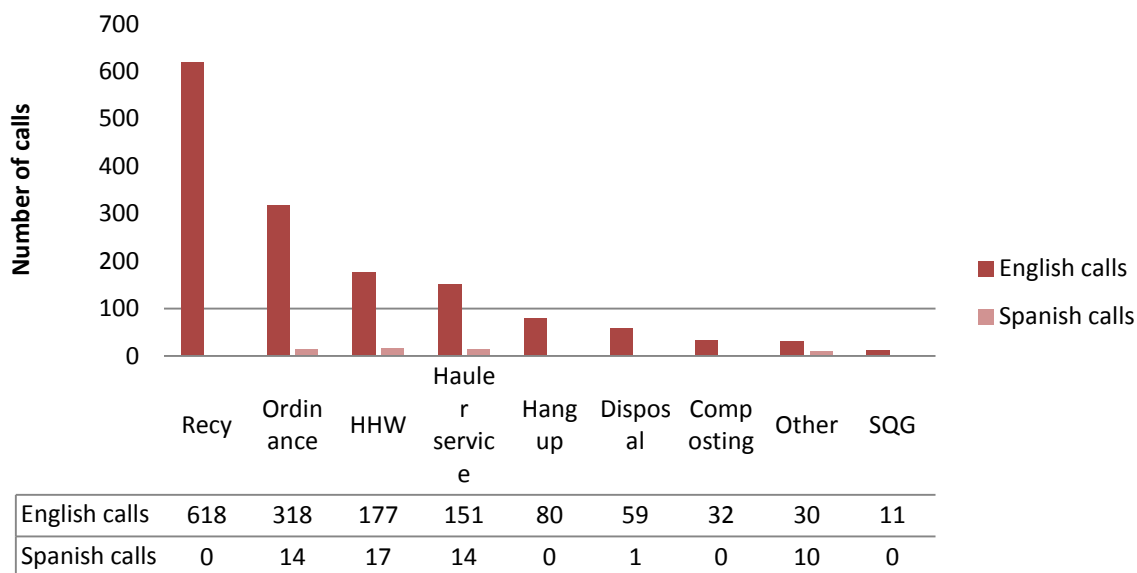
- The majority of calls were received from Santa Rosa and the unincorporated area on the English Eco-Desk. For the Spanish Eco-Desk, the majority of calls were received from Santa Rosa, Sonoma and Petaluma. See Figure 3.

**Figure 3: Eco-Desk (English and Spanish) calls by city 2014**



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

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



- For the English Eco-Desk, the majority of calls were referred from the web site through email inquiries and from the Recycling Guide (phone book and stand-alone versions). For the Spanish Eco-Desk, the majority of calls were referred from media and website referrals.

- The majority of callers to the English Eco-Desk callers were women (63% female/37% male). For the Spanish Eco-Desk the majority of callers were men (51% male/45% female/4% unknown).
- For the English Eco-Desk in 2013, residences generated 80% of calls; 19% of calls were generated by businesses; 1% by schools. For the Spanish Eco-Desk, residences generated 94% of calls; 4% of calls were of unknown origin and 2% of calls were from businesses.

### **III. FUNDING IMPACT**

There are no new funding impacts resulting from this report.

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

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

### **V. ATTACHMENTS**

English Eco-Desk Annual Report 2014  
Spanish Eco-Desk Annual Report 2014

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

# Phone English Eco-Desk Annual Report 2014

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

## Calls total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls/emails	80	53	94	73	90	66	128	189	196	132	109	97	1,307
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	4	3	4	3	4	3	6	9	10	7	4	4	

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	29	30	49	33	40	22	63	72	100	52	43	31	564	54
Unincorporated	15	5	6	2	7	10	11	18	16	15	7	9	121	12
Petaluma	5	3	2	12	7	13	7	20	10	7	9	3	98	9
Sonoma	5	2	5	6	4	3	12	5	10	7	10	3	72	7
Sebastopol	4	2	2	2	1	2	5	11	8	5	11	11	64	6
Rohnert Park	5	0	1	1	5	2	1	6	4	4	1	8	38	4
Windsor	4	2	1	0	2	0	2	5	4	5	5	0	30	3
Healdsburg	3	1	2	1	3	2	3	3	2	3	0	0	23	2
Cotati	0	2	3	1	1	0	1	4	0	0	2	0	14	1
Out-of-county	0	1	3	0	0	1	1	3	1	0	0	1	11	1
Cloverdale	1	0	0	0	0	0	1	1	1	4	0	1	9	1
	71	48	74	58	70	55	107	148	156	102	88	67	1,044	100

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
General Info.(99411)	32	19	42	27	36	26	49	75	83	50	46	38	523	36
Web site generated emails	24	21	28	33	19	19	50	46	43	36	25	23	367	25
Carryout Bags Ordinance (99412)	1	8	17	18	22	16	16	65	36	25	15	4	243	17
Recycling Guide (99410)	2	4	8	3	2	2	3	7	11	6	1	5	54	4
Plastics (99408)	2	2	3	2	2	2	4	8	7	6	10	5	53	4
Commercial Recycling Assistance (99409)	6	1	4	1	4	2	1	10	8	5	6	4	52	4
Electronics (99406)	4	0	2	0	3	2	2	6	8	8	3	7	45	3
Community Toxics Collection (99404)	2	3	1	2	1	0	2	5	7	5	6	7	41	3
Paint (99407)	0	1	1	1	2	2	5	4	4	6	2	1	29	2
Household Hazardous Waste (99402)	1	0	2	0	1	1	2	3	2	2	1	1	16	1
SQG (99403)	0	1	1	0	0	2	0	2	0	1	2	0	9	1
Oil, Seb. & Unin.(99421)	0	0	0	0	0	0	1	0	4	1	0	0	6	0
Oil, S.R.-East (99419)	0	0	0	0	0	0	2	0	1	0	0	0	3	0
Oil, S.R. Roseland(99417)	0	0	0	0	0	0	0	1	1	0	0	1	3	0
Oil, S.R.-West (99418)	0	0	0	0	0	0	0	1	0	0	0	0	1	0
Oil, Clov. & Heald.(99413)	0	0	0	0	0	0	0	1	0	0	0	0	1	0
Oil, Cotati & R.P.(99414)	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Oil, Petaluma (99415)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Oil, Sonoma (99420)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	74	60	109	87	92	74	137	234	216	151	117	96	1,447	100

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

### Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Recycling	34	14	48	34	32	24	61	72	110	56	69	64	618	42
Ordinance	1	8	18	19	28	18	20	85	60	35	18	8	318	22
HHW	9	9	14	10	15	14	25	20	11	23	13	14	177	12
Hauler billing or service question	18	9	10	11	5	9	11	21	14	13	15	15	151	10
Hang up	0	0	0	0	5	0	11	11	20	20	6	7	80	5
Disposal	8	7	5	4	10	4	3	7	4	5	2	0	59	4
Composting	1	3	4	6	2	1	5	3	2	2	2	1	32	2
Other	8	2	4	0	2	2	2	2	2	3	2	1	30	2
SQG	1	1	0	2	0	2	2	1	1	1	0	0	11	1
													1,476	100

### Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Female	43	32	62	45	53	44	77	128	96	66	59	50	755	63
Male	35	19	30	24	28	21	38	46	76	45	35	39	436	37
Unknown	0	0	0	0	0	1	0	0	0	0	0	0	1	0
	78	51	92	69	81	66	115	174	172	111	94	89	1,192	100

### Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	67	41	75	45	59	46	98	129	136	95	75	79	945	80
Business	11	9	14	23	22	19	16	42	32	14	15	8	225	19
Institution	1	0	2	1	0	1	0	0	0	0	2	0	7	1
Unknown	0	0	0	0	0	0	0	0	0	1	0	0	1	0
	79	50	91	69	81	66	114	171	168	110	92	87	1,178	100

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Web site	24	21	28	33	19	19	50	46	43	36	25	23	367	97
Guide/Phone book/YP Yellow Pages Recy Guid	1	0	1	0	0	0	0	2	0	0	1	0	5	1
Doorhanger	0	0	0	0	0	0	1	1	0	0	0	1	3	1
Utility bill insert	0	0	0	0	0	0	0	2	0		0	0	2	1
County/city staff	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Individual	0	0	0	0	0	0	0		0	1	0	0	1	0
Disposal Site	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	25	21	29	33	19	19	51	51	44	37	26	24	379	100

# Phone Spanish Eco-Desk Annual Report 2014

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

## Calls total

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Calls	7	2	0	2	2	3	6	6	6	8	3	4	49
Working days	18	18	23	25	21	24	21	22	20	20	27	27	266
Average per working day	0	0	0	0	0	0	0	0	0	0	0	0	0

## Calls by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Santa Rosa	3	0	1	0	3	1	2	4	6	4	3	2	29	62
Sonoma	1	0	0	1	0	0	2	0	1	0	0	0	5	11
Petaluma	1	1	0	0	0	0	1	0	0	1	0	1	5	11
Windsor	1	0	0	0	0	0	0	0	1	0	1	0	3	6
Rohnert Park	0	1	0	0	0	0	0	0	0	1	0	0	2	4
Cloverdale	0	0	0	0	0	0	1	0	0	0	0	0	1	2
Healdsburg	1	0	0	0	0	0	0	0	0	0	0	0	1	2
Sebastopol	0	0	0	0	0	0	0	1	0	0	0	0	1	2
Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Unincorporated	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Out-of-county	0	0	0	0	1	0	0	1	0	0	0	0	0	0
Cotati													0	0
	7	2	1	1	4	1	6	6	8	6	4	3	47	100

## Subjects (The nature of the question)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
HHW	3	1	0	1	1	0	1	2	3	4	0	1	17	30
Hauler billing or service	0	1	0	0	0	1	3	3	3	1	2	0	14	25
Recycling	3	0	1	0	2	0	4	0	0	0	2	2	14	25
Other	3	0	0	0	1	0	0	1	3	2	0	0	10	18
Disposal	0	0	0	0	0	0	0	0	0	1	0	0	1	2
	9	2	1	1	4	1	8	6	9	8	4	3	56	70

## Gender of caller

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Male	3	2	0	1	1	0	4	5	1	4	3	1	25	51
Female	4	0	1	0	3	1	2	1	7	1	1	1	22	45
Unknown	0	0	0	0	0	0	0	0	0	1	0	1	2	4
	7	2	1	1	4	1	6	6	8	6	4	3	49	100

## Call type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Residential	5	2	1	1	4	1	6	6	7	5	4	3	45	94
Unknown	0	0	0	0	0	0	0	0	1	1	0	0	2	4
Business	1	0	0	0	0	0	0	0	0	0	0	0	1	2
	6	2	1	1	4	1	6	6	8	6	4	3	48	100

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

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Media	4	2	0	0	3	1	0	3	5	3	3	3	27	61
WWW	0	0	0	1	0	0	0	3	1	2	1	0	8	18
Individual	2	0	2	0	0	0	0	0	1	0	0	0	5	11
Sticker	1	0	0	0	1	0	0	0	0	0	0	0	2	5
Magnet	0	0	0	0	0	0	1	0	0	0	0	0	1	2
Letter	0	0	0	0	0	0	0	0	1	0	0	0	1	2
	7	2	2	1	4	1	1	6	8	5	4	3	44	100



Agenda Item #: **10.1.c**  
Cost Center: **Education**  
Staff Contact: **Chilcott**  
Agenda Date: **1/21/2015**

ITEM: **Website [www.recyclenow.org](http://www.recyclenow.org) 2014 Annual Report**

**I. BACKGROUND**

Since 1998, the Sonoma County Waste Management Agency has operated a comprehensive website at [www.recyclenow.org](http://www.recyclenow.org). The website operates in tandem with the Eco-Desk Access database. In August 2010, due to changes in innovation the website was reprogrammed by County of Sonoma Information Systems (ISD) Department staff using cascading style sheets (CSS). The [www.recyclenow.org](http://www.recyclenow.org) website is comprised of 94 pages with topics including Agency, Toxics, Recycling, Business, Multifamily, Schools, Disposal, Compost and Resources. The database resources on the Agency's website search "What would you like to recycle?" are updated on working days and page content changes are made several times per week. Public feedback is received at [recyclenow@sonoma-county.org](mailto:recyclenow@sonoma-county.org) and emails answered are recorded as part of the Eco-Desk database phone log.

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

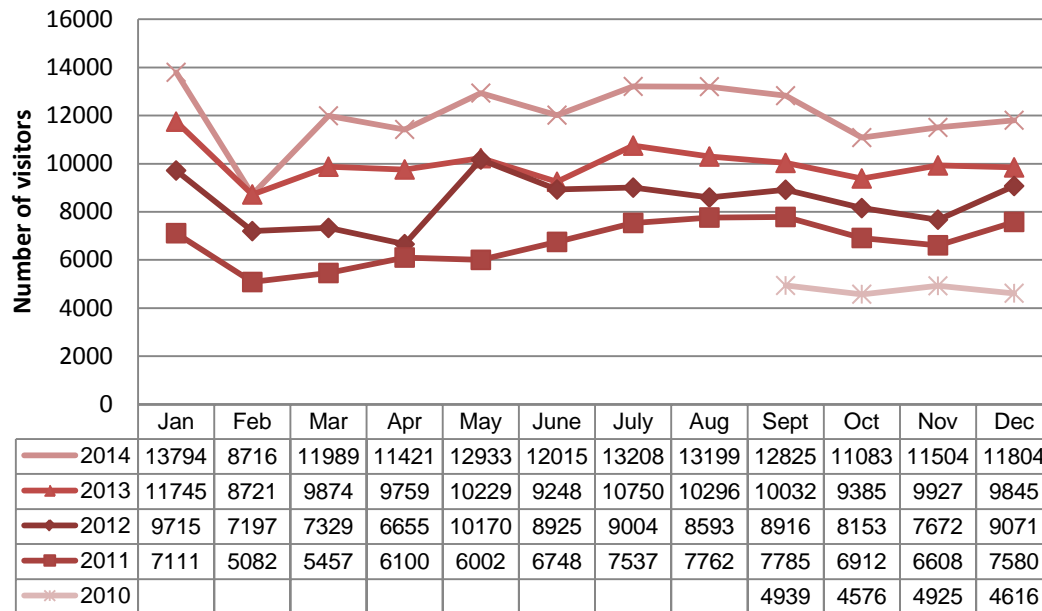
**II. DISCUSSION**

Google Analytics, a free service from Google, provides insights into website traffic and marketing effectiveness. Google Analytics works because there is a javascript embedded in the website that stores user data in the Google database. Note that for 2010 as the revised website was launched, only four months of data is available for that year. Google Analytics continually offers improved and expanded insights.

- **Visitors** tallies the number of visits. The website received a 17% increase in visitors in 2014 compared to 2013. Overall, there were 144,491 visitors in 2014 viewing 348,347 pages. The chart below shows the number of visitors per month from 2010 to 2014.

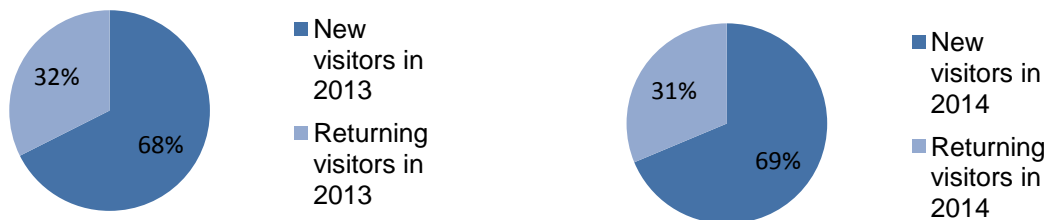


Figure 1: Number of website visitors 2010 to 2014



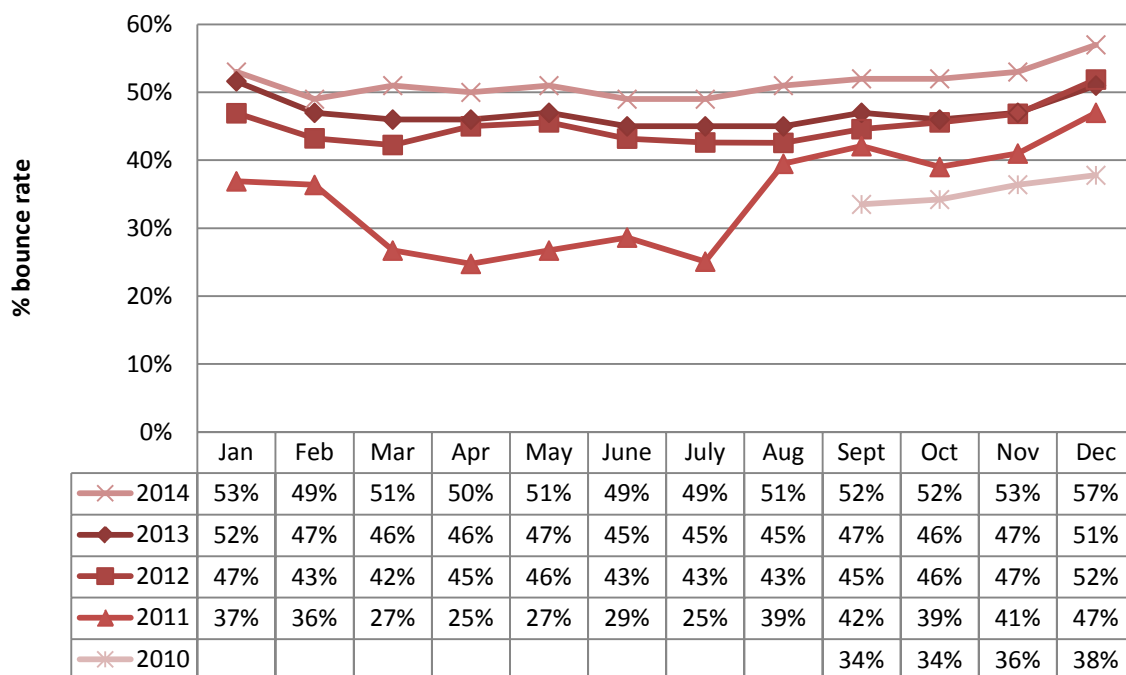
- **New vs. returning visitors** tallies the number of visits. % new visits is the percentage of visits that were first-time visits (from people who had never visited the website before). There was a similar number of return visitors from 2013 to 2014.

Figure 2: New vs. returning visitors in 2013 and 2014



- **Bounce rate** is the percentage of single-page visits (i.e. visits in which the person left the site from the entrance page) where a lower bounce rate is more favorable. The bounce rate was similar in 2013 and 2014.

Figure 3: Bounce rate 2010 to 2014



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

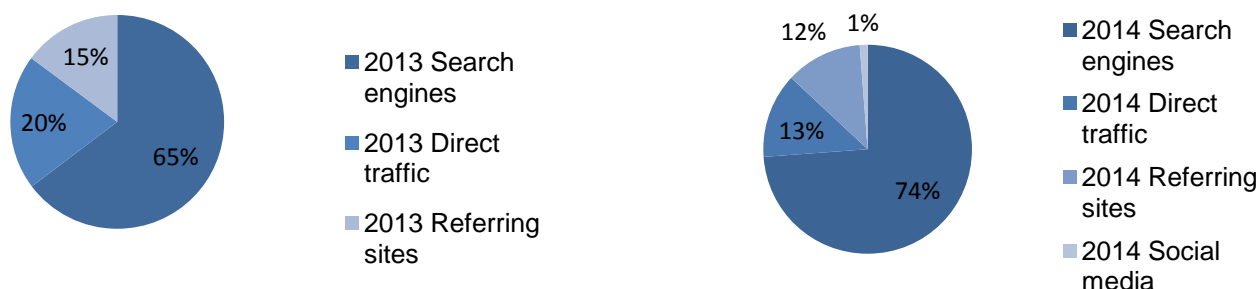
Figure 4: Top content comparing 2013 to 2014

Top content 2013		Top content 2014	
Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>	Home page	<a href="http://www.recyclenow.org/index.asp">http://www.recyclenow.org/index.asp</a>
Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>	Central Disposal Site overview	<a href="http://recyclenow.org/disposal/overview.asp">http://recyclenow.org/disposal/overview.asp</a>
Central Disposal Site overview	<a href="http://www.recyclenow.org/disposal/overview.asp">http://www.recyclenow.org/disposal/overview.asp</a>	Search "What would you like to recycle?"	<a href="http://www.recyclenow.org/recycle_results.asp">http://www.recyclenow.org/recycle_results.asp</a>
Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>	Locate your garbage company	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>
Locate your garbage company	<a href="http://www.recyclenow.org/disposal/garbage.asp">http://www.recyclenow.org/disposal/garbage.asp</a>	Household Toxics Facility	<a href="http://www.recyclenow.org/toxics/house_tox_facility.asp">http://www.recyclenow.org/toxics/house_tox_facility.asp</a>
English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>	English Recycling Guide	<a href="http://www.recyclenow.org/recycling/recycling_guide.asp">http://www.recyclenow.org/recycling/recycling_guide.asp</a>

Disposal site search	<a href="http://www.recyclenow.org/disposal/search_disposal.asp">http://www.recyclenow.org/disposal/search_disposal.asp</a>	Electronics recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">http://www.recyclenow.org/toxics/electronics.asp</a>
Electronics recycling	<a href="http://www.recyclenow.org/toxics/electronics.asp">http://www.recyclenow.org/toxics/electronics.asp</a>	Transfer Stations Fee schedule	<a href="http://www.recyclenow.org/disposal/transfer.asp">http://www.recyclenow.org/disposal/transfer.asp</a>
Transfer Stations Fee schedule	<a href="http://www.recyclenow.org/disposal/transfer.asp">http://www.recyclenow.org/disposal/transfer.asp</a>	Locate drop-off recycling centers	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>
Results from search disposal site	<a href="http://www.recyclenow.org/disposal/search_disposal_results.asp">http://www.recyclenow.org/disposal/search_disposal_results.asp</a>	Central Disposal Site Fee Schedule	<a href="http://recyclenow.org/disposal/fee_central_disposal.asp">http://recyclenow.org/disposal/fee_central_disposal.asp</a>
Locate drop-off recycling centers	<a href="http://www.recyclenow.org/recycling/locate_recycling_center.asp">http://www.recyclenow.org/recycling/locate_recycling_center.asp</a>	Christmas Tree recycling	<a href="http://recyclenow.org/recycling/tree.asp">http://recyclenow.org/recycling/tree.asp</a>

- **Traffic sources** includes search traffic from search engines, referral traffic from other websites, direct traffic where the visitor types in the URL page directly and campaigns. The Agency's website performs well in organic searches on search engines such as Google, Yahoo, Bing, etc. In 2014, website traffic from the Agency's social media Facebook page showed in the tallies.

**Figure 5: Traffic sources comparing 2013 to 2014**



- **Referring sources** included google.com (organic searches), direct traffic, The Ratto group [www.unicycler.com](http://www.unicycler.com) and Yahoo.

**Figure 6: Top referring sources 2014**

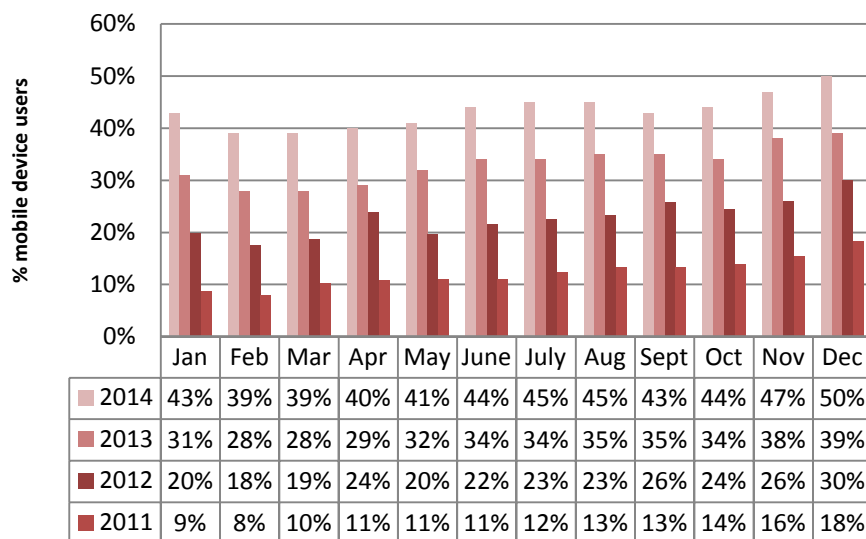
Top referring sources 2014		Visits
Google.com/organic	<a href="http://www.google.com">http://www.google.com</a>	94,850
Direct (none)		18,967
North Bay Corporation's website	<a href="http://www.unicycler.com">http://www.unicycler.com</a>	6,836
Yahoo.com/organic	<a href="http://www.yahoo.com">http://www.yahoo.com</a>	5,722
Bing (organic)	<a href="http://www.bing.com">http://www.bing.com</a>	4,405
County of Sonoma's website	<a href="http://www.sonomacounty.ca.gov/referral">http://www.sonomacounty.ca.gov/referral</a> <a href="http://www.sonoma-county.org">http://www.sonoma-county.org</a>	1,412 1,212
Yelp.com	<a href="http://www.yelp.com">http://www.yelp.com</a>	793
Dev.unicycler.com/referral	<a href="http://www.dev.unicycler.com/referral">http://www.dev.unicycler.com/referral</a>	693
Comcast (organic)		677
www.sonomacountywaste.com	<a href="http://www.">http://www.</a>	657

	http://sonomacountywaste.com/	
links.govdelivery.com / referral		588

- **Website browsers** show the preference of browsers. Overall, the favored browsers in 2014 were respectively Safari (37% of users), Chrome (26% of users), IE (17% of users), Firefox (12% of users) and Android Browser.
- **Mobile device users** keeps increasing. In January 2011, only 9% of visitors used mobile devices, in December 2014 50% of visitors accessed the site using a mobile device.

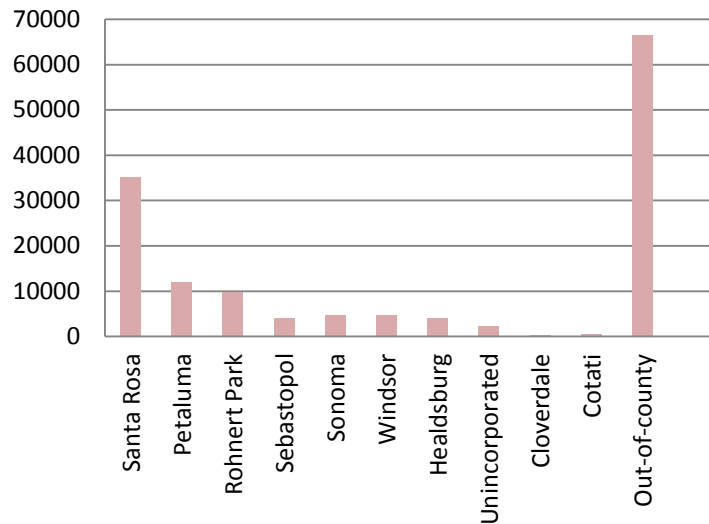
The most commonly used mobile devices are the Apple iPhone, Apple iPad, Samsung SCH-I545 Galaxy S IV, Samsung GT-I9300 Galaxy S III, Samsung SM-G900V Galaxy S5 and Samsung SCH-I337 Galaxy S IV.

**Figure 6: Mobile device users 2011 to 2014**



- **Website users by city** show that while the website was widely accessed from outside of Sonoma County, users in Sonoma County were predominantly from the largest population centers, Santa Rosa and Petaluma. In 2013, 98% of total website users were from the United States. 91% of users in the United States resided in California. Of the out-of-county users, there is evidence that people commuting to San Francisco might access the [www.recyclenow.org](http://www.recyclenow.org) website while at work. In 2014, 35,087 visitors were from Santa Rosa, 17,894 visitors were from San Francisco and 11,944 visitors were from Petaluma.

**Figure 7: Number of website visitors by city 2014**



#### **Future website improvements justification**

The Agency's website programming with cascading style sheets (CSS) does not adequately address mobile device users. When the revised website was launched in 2010, only about 9% of website visitors used mobile devices; in December 2014, 50% of website visitors used mobile devices. Within the County of Sonoma, the preferred platform for building websites has changed from CSS to a new Content Management Systems (CMS) platform. The [recyclenow.org](http://recyclenow.org) legacy website could be upgraded to this new platform.

### **III. FUNDING IMPACT**

There are no new funding impacts resulting from this report.

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

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

### **V. ATTACHMENTS**

Website [www.Recyclenow.org](http://www.Recyclenow.org) Annual Report 2014

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

# Website www.RecycleNow.org Annual Report 2014

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

## Website visitors to www.recyclenow.org

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Visitors	13,794	8,716	11,989	11,421	12,933	12,015	13,208	13,199	12,825	11,083	11,504	11,804	144,491
Visits per day	445	311	387	381	417	401	426	426	414	358	371	381	393
Pageviews	32,486	22,054	29,394	28,529	31,381	29,561	32,923	31,792	30,895	26,563	27,294	25,675	348,547
Pages/visit	2.36	2.53	2.45	2.50	2.43	2.46	2.49	2.41	2.39	2.04	2.37	2.18	2.38
Avg. time per site	1:56	2:07	2:01	2:09	2:05	2:00	2:09	2:07	2:08	2:08	2:01	1:46	

Avg.  
visits/day

Avg.  
page/visit

Avg. time  
per site in  
minutes

## New vs. returning visitors

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
New visitor	9,437	6,036	8,411	7,778	8,936	8,176	8,970	8,889	8,871	7,603	7,973	8,183	99,263
Returning visitor	4,357	2,680	3,578	3,643	3,997	3,839	4,238	4,310	3,954	3,480	3,531	3,621	45,228
% new visits	68.41%	69.25%	70.16%	68.10%	69.09%	68.05%	67.91%	67.35%	69.17%	68.60%	69.31%	69.32%	68.70%
% returning visitors	31.59%	30.75%	29.84%	31.90%	30.91%	31.95%	32.09%	32.65%	30.83%	31.40%	30.69%	30.68%	31.30%

## Bounce rate

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
% bounce rate	53.30%	48.82%	50.81%	50.14%	50.99%	49.46%	49.50%	51.27%	51.86%	52.37%	53.01%	57.58%	51.59%

## Top content

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
/ Home	5550	3,815	4,892	4,576	5,004	4,296	4,915	4,613	4,629	3,859	4,021	3,770	53,940
/disposal/overview.asp	1315	1,201	1,682	1,870	2,280	2,260	2,246	2,148	1,922	1,774	1,969	1,885	22,552
/recycle_results.asp	1663	1,298	1,583	1,501	1,615	1,705	1,810	1,708	1,670	1,338	1,408	1,336	18,635
/disposal/garbage.asp	1577	1,065	1,178	1,276	2,005	1,616	1,870	1,817	1,929	1,294	1,640	1,346	18,613
/toxics/house_tox_fac	1443	1,081	1,513	1,429	1,660	1,813	1,807	1,798	1,582	1,451	1,311	1,020	17,908
/recycling/recycling_g	1497	1,112	1,283	1,391	1,496	1,560	1,721	1,630	1,475	1,318	1,341	1,207	17,031
/toxics/electronics.asp	1,384	955	1,312	1,131	1,146	1,044	1,224	1,242	1,266	1,265	1,209	1,055	14,233
/disposal/transfer.asp	845	648	814	873	1,157	1,027	1,200	1,255	1,132	997	1,096	1,263	12,307
/recycling/locate_recy	963	660	852	857	998	1,162	1,226	1,124	1,118	984	994		10,938
/disposal/fee_central	712	522	778	806	857	973	1,068	1,073	1,056	1,025	1,065	961	10,896
/disposal/search_dispo	1,316	863	1,196	806	921	854	1,191	716	711	551	619	595	10,339
/search.asp	572	417	460	490	668	467	546	582	623	426	607	436	6,294
/toxics/paint.asp	588	423	577	575	496	534	573	505	471	432	418	304	5,896
/toxics/toxics.asp	397	368	540	454	548	492	557	494	570	520	470	403	5,813
/toxics/comm_toxics_	509	366	505	475	559	505	522	471	527	521	393	326	5,679
/recycling/tree.asp	3,245	64	48	83	85	61	52	56	66	46	117	1,638	5,561
/reduce/carryout_bag	97	311	1,108	454	206	155	493	730	886	411	273	223	5,347
/toxics/house_battery	379	290	366	272	279	331	316	352	346	303	323	277	3,834
/toxics/fluorescent.asp	360	286	360	282	295	313	313	307	295	331	326	308	3,776
/business/carryoutbag	-	-	-	182	294	129	203	507	404	139	62	80	2,000
/business/hh_toxics_fac.asp			163	197	207	158	172	189	156	191	181	133	1,747
/business/commercial	118	126	96	100	47	77	79	58	66	55	91	48	961

## Traffic sources overview

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Search engines	10,274	6,327	8,105	8,333	9,426	9,083	9,924	9,636	9,501	8,447	8,771	8,845	106,672
Direct traffic	1,742	1,190	1,842	1,781	1,835	1,420	1,577	1,751	1,618	1,378	1,360	1,472	18,966
Referring sites	1,624	1,076	1,810	1,177	1,537	1,373	1,556	1,624	1,565	1,148	1,252	1,329	17,071
Social media	154	123	232	130	135	139	151	188	141	104	121	158	1,776
Campaigns	-		-										0

## Website browser type

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Safari	5423	3,132	4,251	3,956	4,895	4,512	5,091	5,014	4,669	3,878	4,471	4,650	53,942
Chrome	2976	2,012	2,899	2,842	3,294	3,093	3,439	3,579	3,618	3,401	3,387	3,690	38,230
Internet Explorer	2597	1,742	2,421	2,380	2,159	2,097	2,143	2,163	2,141	1,834	1,708	1,776	25,161
Firefox	1792	1,172	1,513	1,359	1,740	1,511	1,636	1,557	1,616	1,305	1,294	1,167	17,662
Android browser	801	497	671	697	647	65	722	712	582	498	465	360	6,717
Other Amazon Silk/Saf	75	44	106	58	51	47	57	52	160	138	152	145	1085

## Mobile device users versus desktop users versus tablet users

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals
Desktop users	7,894	5,280	7,368	6,887	7,562	6,740	7,316	7,270	7,261	6,216	6,097	5,886	81,777
Mobile device users	4,237	2,544	3,438	3,287	3,946	3,899	4,286	4,415	4,175	3,767	4,116	4,686	46,796
Tablet	1,663	892	1,183	1,247	1,425	1,376	1,606	1,522	1,389	1,100	1,291	1,232	15,918
% of users to the site	42.77%	39.42%	38.54%	39.70%	41.53%	43.90%	44.61%	44.92%	43.38%	43.91%	47.00%	50.14%	

## Website users by city

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals	%
Out-of-county (San	5,363	4,182	5,680	5,419	5,891	5,705	6,098	6,008	5,972	5,466	5,340	5,530	66,654	46
Santa Rosa	3493	2104	2882	2714	3207	2757	3325	3261	3157	2595	2693	2899	35,087	24
Petaluma	1483	602	879	962	994	1099	1092	1107	953	825	935	1013	11,944	8
Rohnert Park	1011	542	863	772	956	774	777	900	881	800	854	760	9,890	7
Sebastopol	502	252	405	352	391	330	388	376	323	275	309	245	4,148	3
Sonoma	489	326	357	407	453	386	419	441	451	321	387	359	4,796	3
Windsor	481	231	311	266	321	350	502	482	477	352	460	549	4,782	3
Healdsburg	440	306	412	382	420	368	321	386	347	240	250	282	4,154	3
Unincorporated	458	127	137	103	234	156	206	169	197	145	191	89	2,212	2
Cloverdale	39	13	17	17	16	29	30	28	30	33	47	44	343	0
Cotati	35	31	46	27	50	61	50	41	37	31	38	34	481	0
Total Sonoma County	8431	4534	6309	6002	7042	6310	7110	7191	6853	5617	6164	6274	77837	
Total	13,794	8,716	11,989	11,421	12,933	12,015	13,208	13,199	12,825	11,083	11,504	11,804	144,491	100

ITEM: **Education Outreach Summary 2014**

**I. BACKGROUND**

**Figure 1: Agency exhibit at 2014 Sonoma-Marín Fair June 18-22, 2014.**



Agency's municipal composting program "Compost. It's in our roots!" The Agency's exhibit theme at one-day outreach events was the Carryout Bags Ordinance.

This report summarizes outreach conducted in 2014 by Agency staff and its contractors including Sonoma Compost Company, C2 Alternative Services working with Hugo Mata for Spanish Language Outreach, C2 Alternative Services for Used Motor Oil/Filter Recycling Outreach and the University of California Cooperative Extension (UCCE) for Home Composting Education. As defined by the Agency's Work Plan for FY 14-15, adopted by the Board on February 19, 2014, new programs in 2014 included 1) Education related to the Sonoma County Waste Management Agency Carryout Bags Ordinance; and 2) Mandatory Commercial Recycling Program Outreach, Phase 3 outreach. The Agency's exhibit theme at multiple-day outreach events was the

As the Agency does not have a general advertising budget, any paid advertising that takes place is related to a specific revenue-generating or grant program or is a specific contractor task. In 2014, the exception was Agency's Contingency Reserve Funding that was used for advertising related to the Carryout Bags Ordinance.

**Figure 2: Agency-Goodwill ewaste events occur monthly.**





## II. DISCUSSION



A number of tools were used for outreach including in-person/direct outreach, print advertising, radio advertising and on-line advertising.

Low-cost advertising opportunities were prioritized. The following tallies outreach efforts, how it was funded and who performed the task.

### Special multimedia advertising campaigns

- **Carryout Bags Ordinance outreach (English & Spanish)**  
After the Second Reading and Adoption of the Sonoma County Waste Management Agency Ordinance No. 2014-2 establishing a Waste Reduction Program for Carryout Bags, it became necessary to conduct ordinance outreach to residents and affected retailers. The goals of outreach were twofold: 1) Ensure businesses subject to the ordinance are informed and provided resources about compliance prior to September 1, 2014; and 2) Ensure the public is aware of the adopted ordinance and foster the use of reusable shopping bags, especially among low-income groups.
  - **Retailer mailing (English & Spanish)** 9,000 targeted retailer letters & customer education store placards were mailed on April 22, 2014. A similar mailing took place on April 25, 2014 to 300 Hispanic businesses. The mailing also advertised May Bag Fairs.
  - **Bag fairs for retailers** (Cotati on May 13, Santa



Rosa on May 14 and Windsor on May 15)  
Bag Fairs were intended to match businesses with manufacturers/distributors of ordinance-compliant recycled paper and reusable bags. Bilingual Agency staff was present at each event. Overall, 10 bag vendors set up displays of their products and 19 vendors sent sample materials for display on all three days. The Santa Rosa location was the best attended with about 25 business participants. Suppliers for ordinance-compliant paper checkout bags [http://www.recyclenow.org/pdf/Suppliers\\_Recycled\\_Paper\\_Checkout\\_Bags.pdf](http://www.recyclenow.org/pdf/Suppliers_Recycled_Paper_Checkout_Bags.pdf) and reusable checkout bags [http://www.recyclenow.org/pdf/Suppliers\\_Reusable\\_Checkout\\_Bags.pdf](http://www.recyclenow.org/pdf/Suppliers_Reusable_Checkout_Bags.pdf) are maintained

**Figure 3: LTF member June Michaels and Steffen Kuehr, Chief Operating Officer Bijan Protective Equipment, Santa Rosa display Agency locally-made bags at the July 23 project kick-off event.**



Type of bag	Number distributed in 2014
Locally made shopping bag	4,020
Recycled plastic shopping bag	6,800
Donations collected to date	\$1,977.47 + \$5,000 sponsorship = \$6,977.47

*The remaining 9,180 bags will be distributed in 2015.*

on the Agency's website.

- **Reusable bag distribution 20,000 bags**

The Agency contracted for manufacture of 10,000 locally made reusable shopping bags and 10,000 recycled plastic bags manufactured overseas. Board member approval and justification for purchase of the higher cost locally-made bags was contingent on Agency staff recruiting financial sponsors and collecting a donation for bags distributed at Agency events. Overall, \$5,000 in sponsorship funds was collected. Sponsors included the City of Santa Rosa, City of Petaluma, Soiland Environmental Recycling, Whole Foods Market, Alvarado St. Bakery, Sonoma County Economic Development Board, Ratto Group, Industrial Carting, Sonoma Garbage Collectors and June Michaels (individual sponsor). Sponsors were acknowledged with color logos displayed on the Agency's website at [http://recyclenow.org/reduce/carryout\\_bag\\_reduction.asp](http://recyclenow.org/reduce/carryout_bag_reduction.asp) and printed on hang tags attached to 10,000 locally-made bags. In addition, \$1,977.47 in donations has been collected for bags made available at Agency events.

Public distribution of locally-made bags debuted at the Agency's booth at the Sonoma County Fair following a Reusable Bag Roll-Out Event party/press event on July 23, 2014. Bags are allocated for distribution at Sonoma County Human Services Department Offices, at Agency fairs, at Agency Mandatory Commercial Recycling Outreach events and at city/county offices. Distribution of bags is incomplete and will continue into 2015.

- **Web pages** The Agency dedicated web page for residents, [www.recyclenow.org/reduce/carryout\\_bag\\_reduction.asp](http://www.recyclenow.org/reduce/carryout_bag_reduction.asp), was updated giving tips for remembering bags and a calendar of events where Agency bags are distributed. A new web page on the Agency's website was established for businesses [www.recyclenow.org/business/carryoutbags.asp](http://www.recyclenow.org/business/carryoutbags.asp), giving facts about the ordinance and .pdf downloads of bilingual customer education materials and suppliers of ordinance-compliant checkout bags. In addition, Agency staff coordinated with partner cities and other organizations for posting ordinance information on websites.
- **News releases (English & Spanish)** were distributed on February 20, 2014, May 5, 2014 (Bag Fairs) and September 1, 2014. News releases resulted in 19 articles, including three Press Democrat stories.

**Figure 4: Agency bags being sewn at Bijan Protective Equipment, Santa Rosa.**



**Figure 5: Sponsor acknowledgment tag affixed to locally-made bags.**



- **Print, radio, web & social media advertising (English & Spanish)**

The Agency distributed 89,771 utility bill inserts countywide related to this topic. Paid ads, with an estimated 225,900 print/531,190 impressions, were placed in the Press Democrat (print & web), Argus Courier, Family Life Magazine, Sonoma County Gazette, Sonoma Index Tribune and the Cloverdale Reveille. In addition, Agency staff helped place ordinance information on social media and city/county websites. For English radio advertising, 129 catchy “I’ve Got a Bag Habit” 60-second radio ads played on KZST, KTRY and KJZY. For Spanish advertising, 403 60-second radio ads played on El Patron KRRS, Radio Lazer, La Mejor, KBBF and Radio Exitos. To enhance paid advertising, 9 radio interviews were conducted. For the Hispanic media, the local TV station Univision 28, Santa Rosa produced three 8-minute segments for a local program that aired in September.

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

CalRecycle has the authority to implement AB341, California’s Mandatory Commercial Recycling Law. The Agency reports local progress to CalRecycle with regards to outreach and monitoring.

MCR-3 outreach in 2014 targeted businesses that did not previously respond to Agency mailings, lodging/motels with low recycling participation, presentations to school age children, and events at multifamily complexes not previously visited in past MCR outreach efforts.

Work was completed by 1 part-time temporary Agency outreach staff person, in conjunction with 1 Spanish speaking garbage company representative (as needed). In October 2014, a vacant position at the Agency was filled by Rebecca Hoehn who assumed responsibility for the program. Overall, staff visited 86 businesses, 14 lodgings/motels, 30 school sites and 67 multifamily properties.

**Table 1: Tally of Mandatory Commercial Recycling Outreach by jurisdiction, 2014**

<b>Jurisdiction</b>	<b>Number of business visited</b>	<b>Number of lodgings visited</b>	<b>Number of schools/clubs visited</b>	<b>Number of multi-family properties visited</b>
Cloverdale		1	2	1
Cotati	2			
Healdsburg	4	2	1	
Petaluma	17	1	2	12
Rohnert Park	6	2	2	16
Santa Rosa	40	3	17	14
Sebastopol	1		1	
Sonoma	6	1	1	21
Windsor			1	
Unincorporated area	10	4	3	3
<b>Total visits</b>	<b>86</b>	<b>14</b>	<b>30</b>	<b>67</b>

Agency literature and outreach materials distributed in 2014 are outlined below: 1,979 door hanger event notices, 2,454 English Recycling Guides and 455 Spanish Recycling Guides, 2,821 small 8.5”x11” single-stream recycling posters, 206 large single-stream 11”x17” recycling posters,



66 small 8.5"x11" curbside compost posters, 597 "We recycle" apartment fliers, 366 Safe Medicine Disposal fliers, 75 Motor oil & filter Drop-off locations fliers, 739 reusable shopping bags, 1079 28-quart recycling bins for home use and 128 32-gallon blue recycling bins for common areas, 907 promotional pencils and 807 promotional temporary tattoos. The dedicated Agency web page <http://www.recyclenow.org/business/commercial.asp> and public response email address [recycling@sonoma-county.org](mailto:recycling@sonoma-county.org) supported outreach efforts.

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

According to State estimates, approximately 17% of households change their own motor oil. State studies and previous work by the Agency's Used Motor Oil/Filter Recycling Outreach Contractor identified populations including recent immigrants, classic car aficionados, off-road vehicle enthusiasts and motorcyclists as high-level do-it-yourself oil changers. They also estimate that over half of those that change their own motor oil do not recycle their oil filters. Thus, used motor oil education was focused to reach targeted groups with an emphasis on used oil filter recycling.

Used oil and filter education displays, including filter drainer/carry container giveaways for Do-It-Yourselfers that were developed in 2012 continued to be used. In 2014, the amount of outreach at DMV locations increased to 65 days. Outreach was conducted where a staffed display kiosk was set up for 2-4 hours outside DMV locations at the Santa Rosa and Petaluma branches. Pledge cards were used to assure that each recipient was a DIY oil changer and pledged to recycle filters. The Recycling Guide was also provided at all events. Approximately 800 filter containers were distributed in 2014.

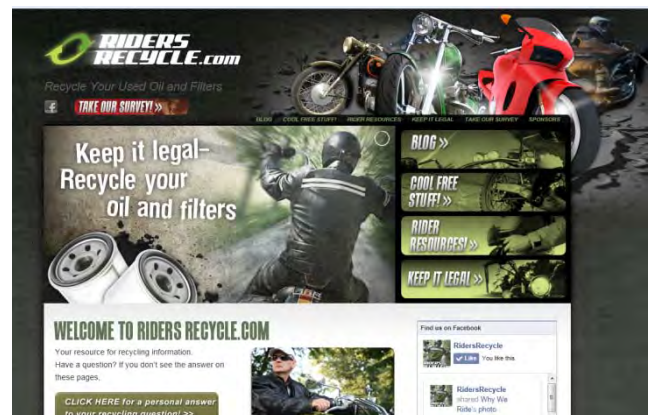
**Figure 6: Refugio Mata, working with the Agency's Used Motor Oil/Filter Recycling Outreach contractor, staffs the Cinco de Mayo Roseland event May 5, 2014.**



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

The RidersRecycle campaign was conducted by the Agency's contractor for Used Motor Oil/Filter Recycling Outreach. Sonoma County is one of ten jurisdictions participating in the project, which includes a website [www.ridersrecycle.com](http://www.ridersrecycle.com) and social media as well as paid advertising. In 2014, the Agency participated in 4 motorcycle related events (including a 3-day event in July at Sonoma Raceway) as well as recorded interaction with Sonoma County riders at Bay Area events.

**Figure 7: RidersRecycle.com website targets motorcycle owners that are do-it-yourself motor oil changers.**



- **Home composting education**

To encourage home composting and reduced pesticide use, UCCE is partially funded by a contract with the Agency. The contractor provides information at community gatherings, workshops, farmers' markets, library series talks, schools and through an information desk 565-5608. In 2014, instructional brochures on home composting, building compost piles and worm boxes were distributed at 42 event days. A popular Facebook page with 1,709 followers and website at [www.SonomaMasterGardeners.org](http://www.SonomaMasterGardeners.org) supports education efforts. It is estimated that 576 school children were reached in school composting presentations.

**In-person/direct outreach**

- **Eco-Desk 565-3375** In 2014, the Eco-Desk had 1,307 calls/email inquiries. An Eco-Desk summary report can be found in Agenda item 14.1b of this packet.
- **Fairs/events (English and Spanish)** The Agency and its contractors participated in 101 English outreach days. 26 events specifically targeted Spanish-speaking people. To support the Agency's annual education theme, the 10'x10' backdrop display was refurbished with bi-lingual "Compost. It's in our roots" message. This exhibit was used at the Cloverdale Citrus Fair, Sonoma-Marin Fair and the Sonoma County Fair. To support the theme, fairgoers had the opportunity to obtain a plastic kitchen transfer pail for a \$6 donation and obtain compost samples.

A "Wheel of Fortune" game engaged fairgoers with trivia related to Agency programs. As a reward for engagement, fairgoers were offered promotional items (recycled mood pencils and jar openers). In 2014, purchase of 5,000 pencils and 2,500 jar openers was funded by the Russian River Water Association (RRWA). Locally-made and recycled plastic reusable shopping bags were first made available at the Sonoma County Fair in July. Quart and gallon size sharps containers, purchased through a CalRecycle grant, were also distributed at outreach events.

**Figure 8: UCCE Home Composting display at the Sonoma County Fair, July 24-August 10, 2014**



**Table 2: Number of promotional items distributed at Agency outreach events in 2014. Donations were requested for the kitchen transfer pails and for the bags**

Type of giveaway distributed	Number distributed
Recycled newspaper mood pencils	12,000 (5,000 were donated by the RRWA)
Recycled tire jar openers	2,500 (Donated by the RRWA)
Kitchen transfer pails	64 Sonoma County Fair 18 Sonoma-Marin Fair 6 Cloverdale Citrus Fair
Compost samples	3,200 Sonoma County Fair 1,200 Sonoma-Marin Fair 240 Cloverdale Citrus Fair
Bags (Locally-made and recycled plastic)	1725 distributed at the Sonoma County Fair 362 distributed at other events
English Guides	3,400
Spanish Guides	1,800
Sharps containers	3,250 quart and 1,555 gallon size

**Figure 9: Carryout Bag Ordinance theme booth at Santa Rosa Earth Day 2014**

At the 16-day Sonoma County Fair, the Agency once again exhibited in the Greentivities Sustainable Showcase. The Showcase, which last year was awarded 1<sup>st</sup> place in three categories by the Western Fairs Association, was an interactive expo similar to the Exploratorium. Agency staff reused stand-alone kiosks--a touch screen computer display featuring three “The Story of Stuff Project” videos <http://storyofstuff.org/> and a rotating exhibit educating visitors municipal composting program .



In order to stretch the outreach budget for Spanish Language Outreach, the Agency once again shared table space with complementary local pollution prevention and conservation programs including Sonoma Compost Company, Safe Medicine Disposal Program and the Sonoma County Water Agency. To better represent these themes, the “Nuestra Tierra” Our Earth umbrella logo debuted in 2014.

The table below summarizes outreach conducted by Agency staff and its contractors. To support the Carryout Bags Ordinance outreach, reusable shopping bags were distributed at 31 event days:

**Table 3: Outreach conducted by Agency staff and contractors 2014**

	Date	City	Fair	Bags distributed at event
C2 Contractor SPANISH Outreach contracts	Jan 6	Santa Rosa	Día De Reyes /Three Kings Celebration at Roseland Elementary	
Sonoma Compost Company	Feb 6	Forestville	BioChar workshop—SRJC Shone Farm	
UCCE/Master Gardeners	Feb 8	Santa Rosa	Sustainable Gardening Lecture, Rincon Valley Library	
Agency staff	Feb 11	Windsor	Windsor Annual Business Expo	
Agency staff	Feb 13	Santa Rosa	Kids event, Santa Rosa Charter School	
Agency staff	Feb 14	Santa Rosa	Kids event, Boys & Girls Club- JX Wilson Club	
Agency staff	Feb 14-17	Cloverdale	Cloverdale Citrus Fair	
UCCE/Master Gardeners	Feb 14-17	Cloverdale	Cloverdale Citrus Fair	
Sonoma Compost Company	Feb 18	Unincorporated area	Compost production and application in the vineyard, Scheid Vineyards	
Agency staff	Feb 20	Rohnert Park	Science Night at Marguerite Hahn Elementary School	
C2 Contractor SPANISH Outreach contracts	Feb 22	Santa Rosa	Mico-Business Expo Community Action Partnership of Sonoma County	









UCCE/Master Gardeners	Feb 22	Windsor	Healthy Gardens Lecture, Windsor Library
Sonoma Compost Company	Mar 3-7	Out-of-county (UC Davis)	USCC Compost Operations Training Course
Agency staff	Mar 6	Rohnert Park	Kids event, Las Casita Mobile Home Park After School Program
Agency staff	Mar 7	Rohnert Park	Kids event, Rancho Feliz Mobile Home Park After School Program
UCCE/Master Gardeners	Mar 8	Healdsburg	Transforming the Lawn at Healdsburg Library
Agency staff	Mar 11	Rohnert Park	HOA Meeting, Rancho Feliz Mobile Home Park
Agency staff	April 1	Santa Rosa	Staff Meeting presentation, Discovery Office Systems
Agency staff	April 3	Petaluma	Presentation at WorldCentric
UCCE/Master Gardeners	April 5	Cloverdale	Healthy Gardens Lecture at Cloverdale Library
Agency staff	April 5	Rohnert Park	Presentation at Koffee Klatch meeting, Rancho Grande Mobile Home Park
Agency staff	April 8	Sonoma	Presentation at community meeting, Village Green II
Agency staff	April 9	Cloverdale	Community Recycle Resource Fair, Kings Valley Senior Apartments
Agency staff	April 11	Unincorporated area	Mark West Elementary School classroom presentations
Agency staff	April 15	Cloverdale	Education meetings, Kings Valley Senior Apartments
Agency staff	April 18	Santa Rosa	Presentation at A Special Place Preschool
Agency staff	April 18	Unincorporated area	Door-to-Door Tenant Event, Valley of the Moon Apartments
Agency staff	April 19	Santa Rosa	Earth Day Event, Courthouse Square
Agency staff	April 21	Santa Rosa	Presentation at A Special Place Preschool
Agency staff	April 22	Rohnert Park	Presentation at community meeting, Copeland Creek Senior Apartments
Agency staff	April 22	Santa Rosa	Kaiser Earth Day event
Agency staff	April 25	Santa Rosa	Sonoma County Kid's Day
Agency staff	April 26	Santa Rosa	Montgomery Village Earth Day Event
Agency staff	April 26	Rohnert Park, Healdsburg, Petaluma	National Prescription Drug Take-Back Day
Agency staff	April 27	Windsor	Earth Day Celebration
Agency staff	April 27	Santa Rosa	Kawana Elementary Dia del Nino
Agency staff	April 29	Santa Rosa	Recycle Event, Brookdale Lodge at Paulin Creek










Agency staff	April 30	Rohnert Park	Sustainable Enterprises Conference
UCCE/Master Gardeners	May 3	Santa Rosa	Restoring Habitat at Rincon Vallery Library
C2 Contractor SPANISH Outreach contracts	May 3	Windsor	Windsor Cultural Festival and Cinco de Mayo
C2 Contractor SPANISH Outreach contracts	May 5	Santa Rosa	Cinco de Mayo Celebración
C2 Contractor SPANISH Outreach contracts	May 8	Santa Rosa	Santa Rosa Chamber of Commerce Business Showcase
Agency staff	May 9	Unincorporated area	Staff Meeting presentation, Jack London State Park
Agency staff/ C2 Contractor SPANISH Outreach contracts	May 13	Cotati	Bag Fair
Agency staff/ C2 Contractor SPANISH Outreach contracts	May 14	Santa Rosa	Bag Fair
Agency staff/ C2 Contractor SPANISH Outreach contracts	May 15	Windsor	Bag Fair
C2 Contractor SPANISH Outreach contracts	May 28	Santa Rosa	Water Expo during Wednesday Market
Agency staff	June 7	Rohnert Park	Resource Fair, Rancho Feliz
Agency staff	June 18-22	Petaluma	Sonoma Marin Fair
Sonoma Compost Company	June 28	Santa Rosa	Optimizing Your Garden in a Drought Year, Harvest for Hungry
Agency staff	July 21	Sonoma	Sustainable Tourism Business Week event
Agency staff	July 23	Guerneville	Sustainable Tourism Business Week event
Agency staff	July 24	Geyserville	Sustainable Tourism Business Week event
Agency staff	July 25	Santa Rosa	Sustainable Tourism Business Week event
Agency staff	July 24-August 10	Santa Rosa	Sonoma County Fair– Agency booth in Grace Pavilion
UCCE/Master Gardeners	July 24-August 10	Santa Rosa	Sonoma County Fair- Lawn Conservation
C2 Contractor SPANISH Outreach contracts	July 25, 26 & 27	Unincorporated area	Sonoma Raceway NHRA Race Weekend





UCCE/Master Gardeners	July 31	Geyserville	Compost in Vineyards Workshop, Clos du Bois	
Sonoma Compost Company	August 19	Santa Rosa	California Landscape Contractors Association (CLCA): Compost and Mulch: Managing the Drought	
C2 Contractor SPANISH Outreach contracts	August 31	Unincorporated area	Sonoma Raceway AFM Races	
C2 Contractor SPANISH Outreach contracts & Recycle Riders	September 6	Cloverdale	20th Annual Cloverdale Car and Motorcycle Show	
Agency staff	September 7	El Verano	Mercado/Market at El Verano Elementary School	
Sonoma Compost Company	September 10	Santa Rosa	Heirloom Expo, Santa Rosa	
C2 Contractor SPANISH Outreach contracts	September 13	Santa Rosa	Mexican Independence Day Celebration at the Wells Fargo Center	
C2 Contractor SPANISH Outreach contracts	September 14	Sonoma	Mexican Independence Celebration, Sonoma Plaza	
Agency staff	September 17	Santa Rosa	Water Agency Staff Recycle Meeting	
Agency staff	September 18	Santa Rosa	Medtronic's Sustainability Fair 2014	
Agency staff	October 2	Petaluma	Petaluma Business Expo	
Agency staff	October 5	Glen Ellen	Jack London State Historic Park Sustainability Fair	
C2 Contractor SPANISH Outreach contracts	October 5	Windsor	Binational Health Week Event Our Lady of Guadalupe Catholic Church	
C2 Contractor SPANISH Outreach contracts	October 6	Rohnert Park	Community Health and Safety Fair	
Sonoma Compost Company	October 7	Out-of-county (Marin, CA)	Environmental Forum of Marin Master Class Compost Component	

C2 Contractor SPANISH Outreach contracts	October 11	Sonoma	Sonoma Valley Binational Health Fair, Sonoma Valley Community Health Center	
C2 Contractor SPANISH Outreach contracts	October 12	Guerneville	Guerneville Binational Health Fair, Guerneville School	
C2 Contractor SPANISH Outreach contracts	October 15	Santa Rosa	Santa Rosa Binational Health Fair, Lola's Market	
C2 Contractor SPANISH Outreach contracts	October 19	Cloverdale	Health Fair	
C2 Contractor SPANISH Outreach contracts	October 19	Santa Rosa	Santa Rosa Health Fair Resurrection Catholic Church (Community Room)	
C2 Contractor SPANISH Outreach contracts	October 26	El Verano	Halloween Carnival at El Verano School	
Agency staff	October 29	Santa Rosa	Safe Medicine Disposal Symposium	
C2 Contractor SPANISH Outreach contracts	November 1	Santa Rosa	End of the Harvest Fair	
C2 Contractor SPANISH Outreach contracts	November 15	Santa Rosa	Santa Rosa Health Fair organized by Radio Lazer, Kaiser Permanente, CHP and the DMV	
Sonoma Compost Company	November 17	Santa Rosa	Regional Parks Pesticide Applicators Training at Finley Center-- Compost As a Tool In IPM presentation	
C2 Contractor Riders Recycle	December 7	Cloverdale	Cloverdale Lions Club Toy Run	
<b>Total</b>	<b>101 English outreach days/ 26 Spanish outreach days/31 bag distribution days</b>			

- **Day Labor center visits: Partially CalRecycle Used Motor Oil grant funded**  
There were 5 visits to labor centers (3 visits to the Graton Labor Center, plus 2 visits to the Healdsburg Labor Center). Labor center visits were conducted by C2 Alternative Services under the Spanish Language Outreach Contract. Topics discussed included recycling, motor oil recycling, pollution prevention, reusable bags and water conservation.
- **Tours of Central Disposal Site:** 13 tours of Central Disposal Site and the Composting operations occurred in 2014. Tours were conducted by Patrick Carter, Agency staff, and by the Agency's contractor, Sonoma Compost Company.

**Table 4: 2014 Central Disposal Site and Sonoma Compost Company tours**

Date of tour	Group
Feb 1	Permaculture Design Course, Sonoma Compost Site Tour
April 4	Central Disposal Site Tour, SRJC Petaluma Campus
April 8	Central Disposal Site Tour, Mark West Elementary
April 11	Central Disposal Site Tour, SRJC Santa Rosa Campus
April 21	Central Disposal Site Tour, SRJC Petaluma Campus
September 10	Tour of Central Disposal Site, Sonoma State University
September 14	Tomorrow's Leaders Today Tour, Sonoma Compost Site Tour
October 3	Two tours for SRJC Students, Central Disposal Site
October 16	Central Disposal Site Tour, Salmon Creek School, 5 <sup>th</sup> Grade
October 17	Central Disposal Site Tour, Alexander Valley School, 6 <sup>th</sup> Grade
November 12	Vineyards Group, Sonoma Compost Site Tour
November 14	Central Disposal Site Tour, SRJC soils class, , Sonoma Compost Site Tour
<b>Total</b>	<b>13 Central Disposal Site tours</b>

- **Head Start and Early Start Community Action Partnership**

Starting in December 2014, the Agency initiated a unique opportunity to educate mostly Spanish speaking Head Start/Early Head Start Community Action Partnership program families throughout Sonoma County. The Agency's Spanish Language Outreach Contractor will meet individually with 40 family client coordinators and their client families educating them about Agency programs and providing them with outreach materials organized in a reusable locally made shopping bag (Guides, sharps containers, fully-illustrated bilingual posters, Safe Medicine Disposal locations, PaintCare locations, etc.). It is estimated that 640 families will be reached as a result of this effort.

- **Latino business visits: Partially CalRecycle Used Motor Oil grant funded**

Visits to Latino businesses, such as grocery stores, taquerias, bakeries, beauty stores and florists, were conducted in November 2014 by the Agency's Spanish Language Outreach Contractor. Outreach focused on promoting recycling, distributing pocket calendars (very popular in the Latino Community), and Guides. Visits provided a good opportunity to follow up with businesses, when applicable, about Carryout Bag Ordinance compliance. Overall, 58 Hispanic businesses were visited.

**Table 5: 2014 Latino business visits**

City	Businesses visited
Cloverdale	Adan Gonzalez Income Tax & Notary, Panaderia & Pastries El Palomo, Cotija's Market, Los Pino's Market Carniceria, La Michoacana Market, Abbie's Taqueria, El Molcajete Mexican Restaurant
Cotati	Dos Amigos Mexican Restaurant, El Paso Mexican Bakery
Healdsburg	Mario's Jewelry, Viajes Fernandez, Panaderia Costa Chica y Supermercado, Casa Del Mole, Taco Grande Restaurant, Taqueria Guadalajara, Novedades Coneja
Petaluma	Karina's Mexican Bakery, Jose's Beauty Salon, Lolita's Market, Casa del Palmar Market, Don Panchos Mexican Food, Video Tapa Musica
Rohnert Park	La Perla Market, Mi Chatita Market, Juanita's Market, Multi-Servicios Southwest, Zapateria Morelia
Santa Rosa	Colores Ice Cream, Cake & Food, La Guadalupana Mercado, Super Latino Market, La Texanita Mexican Rest, Tarasco Market, Joyeria Maria, Calzado Leon, Boutique Bellos Sueños, Dulceria Las Tapatias, Floreria Romance, Maximo Insurance Services, Joyeria Torres, Camacho Market, Adobo Taqueria, El Pacifico Market

Sonoma	El Brinquito Market Market, La Favorita Meat Market, La Morenita Market #2, Pasteleria La Mixteca, Chapala Market & Deli, Taqueria Sonoma
Sebastopol	El Tarasco Mexican Food, El Coronel Mexican Restaurant
Windsor	Estrella's Market y Taqueria, Castañeda's Marketplace, Socorro's Mexican Restaurant, Martin's Market, Novedades Angeluz, Martin's Taqueria Mexican Food
Unincorporated area	La Rosa Market y Taqueria, Taqueria La Tapatia
<b>Total</b>	<b>58 Hispanic business visits</b>

## Print advertising

- Recycling Guide English and Spanish distribution:**

Under a barter agreement, a 12-page version of the English Guide was printed in the May 2014 YP (formerly AT&T) Yellow Pages phone book with an estimated distribution of 172,470 to 186,670 copies. In addition, 33,000 stand-alone English and 13,000 Spanish Recycling Guides were printed and distributed in 2014. In addition to distribution at events, Guide can be mailed through Eco-Desk requests.

An online interactive page-turning version of the English [http://www.recyclenow.org/recycling/recycling\\_guide.asp](http://www.recyclenow.org/recycling/recycling_guide.asp) and Spanish Guides

[http://www.recyclenow.org/recycling/recycling\\_guide\\_es.asp](http://www.recyclenow.org/recycling/recycling_guide_es.asp) appears on the Agency's website. The Ratto Group links to the Sonoma County Recycling Guide on their home page.

**Figure 10: 12-page Recycling Guide printed in the YP Yellow Pages phone book**



**Table 6: Recycling Guide distribution 2014**

English Recycling Guide 2014		
	# distributed	Distribution location(s)
YP (formerly AT&T) Yellow Pages 12-page Guide phone book version	Estimated 172,470 to 186,670 copies (Source YP.com)	YP (formerly AT&T) Yellow Pages customers and new customers throughout the year.
Stand-alone copies	5,000	Freebie newspaper stands at grocery stores, convenience stores and cafes.
	33,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman's Home Improvement, senior living apartments, congregations, etc.



## Spanish Recycling Guide 2014

	# distributed	Distribution location(s)
Stand-alone copies	2,000	Impulso News “freebie” stands at grocery stores and Hispanic businesses.
	13,000	Libraries, city offices, tribal offices, businesses, multifamily complexes, chamber of commerce, realtors, disposal sites, fire departments, county/city offices, recycling centers, Whole Foods Markets, Friedman’s Home Improvement, senior living apartments, congregations, etc.



- Utility bill inserts Partially CalRecycle Used Motor Oil grant funded:**  
 Utility bill inserts, when available, were used to advertise monthly Agency-Goodwill Industries ewaste recycling events, the Carryout Bags Ordinance and Used Motor oil Recycling opportunities. To share in the cost of printing/inserting fliers, partners (e.g., PaintCare) were recruited. Inclusion of the YP.com logo helped fulfill the Barter Agreement requirements for printing the 12-page Recycling Guide in the YP Yellow Pages phone book.

**Figure 11: Utility bill inserts were used to advertise the Carryout Bags Ordinance and Ewaste events**



**Table 7: Utility bill inserts distributed in 2014**

Month	Area	Number of utility bill inserts distributed	Theme and partner
January 2014	Santa Rosa	41,000	Ewaste/Mandatory Commercial Recycling
April 2014	Healdsburg	5,150	Ewaste/Mandatory Commercial Recycling
May 2014	Santa Rosa	41,000	Ewaste/PaintCare
May 2014	Rohnert Park	10,000	Carryout Bag Ordinance/Curbside Motor Oil Recycling
May 2014	Healdsburg	5,150	Carryout Bag Ordinance/Curbside Motor Oil Recycling
June 2014	Petaluma	3,731	Carryout Bag Ordinance/Ewaste
July 2014	Petaluma Argus Courier	6,120	Carryout Bag Ordinance/Ewaste
July 2014	Press Democrat, Petaluma area	6,120	Carryout Bag Ordinance/Ewaste



July 2014	Friedman Brothers Home Improvement Petaluma store	1,000	Carryout Bag Ordinance/Ewaste
July 2014	Sonoma	4,350	Carryout Bag Ordinance/Curbside Motor Oil Recycling
July 2014	Cotati	2,650	Carryout Bag Ordinance/Ewaste
July 2014	Healdsburg	5,150	Carryout Bag Ordinance/Curbside Motor Oil Recycling
August 2014	Santa Rosa	41,000	Carryout Bag Ordinance/Ewaste
August 2014	Cloverdale	650	Carryout Bag Ordinance/Curbside Motor Oil Recycling
August 2014	Windsor	9,000	Carryout Bag Ordinance/Ewaste
<b>Total</b>		<b>182,071 utility bill inserts distributed</b>	

- **Garbage company newsletters:**  
Most jurisdictions require customer newsletters under their franchise agreement. Fortunately, the Ratto Group includes Agency topics including the Carryout Bags Ordinance, Community Toxics Collection schedule and Business Hazardous Program in their biannual newsletter. About 300,000 newsletters were distributed to garbage company customers in 2014.



- **Newspaper and banner advertising:**  
**Partially E-waste revenue funded**

Newspaper and online ads were utilized to advertise the Carryout Bags Ordinance, for e-waste events and for Community Toxics Collection events. In 2014, 260,900 print ads were placed, representing an estimated 652, 410 impressions. In addition, the Windsor roadside E-Banner at the corner of Lakewood Dr. & Old Redwood Hwy. was utilized for advertising events specific to Windsor.

**Table 9: Newspaper and online advertising 2014**

Date of advertisement	Area	Ad summary	Topic of advertising	Impressions estimate
February 2014	Cloverdale	Cloverdale Reveille	E-waste	2,500 newspapers (home delivery and newsstand)/ 6,250 impressions
April 2014	Sonoma County	Family Life Magazine	E-waste (Santa Rosa & Oakmont events)	30,000 magazines/ estimated 108,000 impressions
May 2014	Sonoma County	Family Life Magazine	Carryout Bags Ordinance	30,000 magazines/ estimated 108,000 impressions
August 2014	Windsor	Town of Windsor E-Banner	Carryout Bags Ordinance	1,440 impressions

August 2014	Sonoma County	Press Democrat	Carryout Bags Ordinance	147,400 newspapers (home delivery and newsstand)/ 368,500 impressions
August 2014	Petaluma	Argus Courier	Carryout Bags Ordinance	6,000 newspapers (home delivery and newsstand)/ 15,000 impressions
August 2014	Sonoma	Sonoma Index Tribune	Carryout Bags Ordinance	6,000 newspapers (home delivery and newsstand)/ 15,000 impressions
August 2014 & September 2014	Cloverdale	Cloverdale Reveille	Carryout Bags Ordinance	2,500 newspapers (home delivery and newsstand)/ 6,250 impressions
August 2014 & September 2014	Sonoma County	Web ad for Press Democrat and Sonoma Index Tribune	Carryout Bags Ordinance	17,000 impressions
September 2014	Cloverdale	Cloverdale Reveille	Community Toxics Collection event	2,500 newspapers (home delivery and newsstand)/ 6,250 impressions
September 2014	Sonoma County	Sonoma County Gazette	Carryout Bags Ordinance	34,000 magazines
October 2014	Windsor	Town of Windsor E-Banner (Corner of Lakewood Dr. & Old Redwood Hwy.)	Ewaste event Oct. 18 & 19, Windsor	720 impressions
			<b>Total</b>	<b>260,900 print ads/652, 410 impressions</b>

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

**Table 10: Articles published in 2014**

Date	Publication	
September, 2014	Sonoma County Gazette	"Get A Bag Habit" <a href="http://www.sonomacountygazette.com/cms/pages/sonoma-county-news-article-3037.html">http://www.sonomacountygazette.com/cms/pages/sonoma-county-news-article-3037.html</a> Authored by Agency staff, Karina Chilcott
September, 2014	Russian River Water Association Environmental column	"September in the Russian River Watershed" <a href="http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Sept2014.pdf">http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Sept2014.pdf</a> Authored by Agency staff, Lisa Steinman
December, 2014	Russian River Water Association Environmental column	"Waste Reduction Tips for the Holiday Season" Authored by Agency staff, Lisa Steinman <a href="http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Dec2014.pdf">http://www.rrwatershed.org/sites/default/files/RRWA_EnvCol_Dec2014.pdf</a>
<b>Total</b>		<b>3 articles</b>

## **Radio advertising**

- **English radio advertising & interviews: Partially E-waste revenue funded**

To advertise the Carryout Bags Ordinance, the Agency contracted with Redwood Empire Stereocasters (KZST, KTRY, KJZY and KWVF) to run 129 60-second radio commercials. In addition, 5 radio interviews were conducted with Agency staff Henry Mikus and Patrick Carter.

To advertise the e-waste collection events in communities where utility bill inserts were unavailable, the Agency contracted with Sonoma Media Group (KSRO/KVRV) to run 120 60-second radio commercials and 200 internet ads.

**Table 11: English radio advertising & interviews 2014**

Month	Stations	Program
January 2014	KSRO/KVRV (the River)	Santa Rosa & Oakmont E-waste event promotion
February 2014	KSRO/KVRV (the River)	Cloverdale E-waste event promotion
March 2014	KSRO/KVRV (the River)	Graton E-waste event promotion
April 2014	KSRO/KVRV (the River)	Healdsburg E-waste event promotion
June, July, August 2014	KZST/KTRY/KJZY/KWVF	Carryout Bags Ordinance promotion
July 2014	KZST/KTRY/KJZY/KWVF	Brent Farris Morning Show interview with Henry Mikus.
July 2014	KZST/KTRY/KJZY/KWVF	Nate Campell News Show interview with Patrick Carter
August 2014	KZST/KTRY/KJZY/KWVF	Nate Campell News Show interview with Henry Mikus
August 2014	KSRO	"The Drive with Steve Jaxon" interview with Henry Mikus
August 2014	KRCB	Bruce Robinson interview with Henry Mikus
<b>Total</b>		<b>249 radio ads/ 5 radio interviews</b>

- **Spanish radio advertising & interviews including TV: Partially CalRecycle Used Motor Oil grant funded**

To advertise the Carryout Bags Ordinance, the Agency's Spanish Language Outreach Contractor contracted with El Patron KRRS, Radio Lazer, KBBF and Radio Exitos to run 274 60-second radio commercials. In addition, 4 radio interviews were conducted with Hugo Mata working with C2 Alternative Services. Mr. Mata also conducted 12 radio interviews (15-minute and ½ hour live and recorded interviews), including one ½ hour TV interview at Univision 28.

**Table 12: Spanish radio advertising & interviews 2014**

Date of interview	Radio station	Length/format of interview
Jan. 7, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	30-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Feb. 26, 2014	KBBF 89.1 FM	60-minute live interview. Alma Caribeña/Caribbean Soul.
Mar. 8, 2014	KBBF 89.1 FM	60-minute live interview. Alma Explosiones Musicales/Musical Explosions
Mar. 12, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
Apr. 16, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.



May 14, 2014	KBBF "La Nuestra" 89.1FM	30-minute live interview during Alma Caribena Show.
June 18, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
July 31, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede en la Comunidad" What's Happening in the Community aired on two radio stations.
August, 2014	KBBF "La Nuestra" 89.1FM	30-minute live interview about the Carryout Bags Ordinance.
August, 2014	Radio Lazer 107.1FM and La Mejor 104.1FM	15-minute pre-recorded interview about the Carryout Bags Ordinance that aired on both stations.
August 29, 2014	Radio Exitos	30-minute live interview with Bianca Casillas about the Carryout Bags Ordinance
September 18, 2014	Univision 28	Three 8-minute pre-recorded TV segments
October 15, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Comunidad en Vivo/Live Community" aired on two radio stations.
December 12, 2014	Radio Lazer 107.1FM/ La Mejor 104.1FM	15-minute pre-recorded interview "Que Sucede/What is Going On" aired on two radio stations.
<b>Total</b>		<b>274 radio ads/ 12 radio interviews</b>

### **On-line advertising**

- Facebook and Twitter:**  
 The Agency's Facebook page <http://www.Facebook.com/RecycleNow.org/> and Twitter page @\_RecycleNow are used primarily to promote upcoming ewaste events and Community Toxic Collection events. The #recyclenow hashtag keyword is used to keep track of comments. Currently, there are 251 followers on Twitter and 342 likes on Facebook.

**Figure 13: Agency's Facebook page**



- Web site visitors at www.recyclenow.org:**  
 In 2014, the web site had 144,491 visitors viewing 348,347 pages. Statistical data using Google Analytics can be found in Agenda item 14.1c of this packet.

### **Results & feedback:**

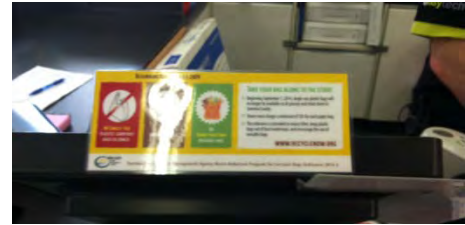
There are number of factors that illustrate the effectiveness of the aforementioned education efforts:

- Collection at Agency E-waste events—**In 2014, the monthly Agency-Goodwill ewaste events attracted 1,573 donors who disposed of 53,806 pounds of CRTs (TVs and monitors) and 39,028 pounds of other ewaste.

- **Carryout Bags Ordinance, effective September 1, 2014—**

Based on observation by Agency staff shopping at grocery and retail stores in Sonoma County, it appears that the Agency met its goal to ensure that businesses subject to the ordinance are informed of the new law. Ordinance information, using Agency artwork, was observed at register checkout counters in a number of stores (REI, Staples, Sur La Table, etc). Even though business outreach was conducted in April 2014, businesses waited until August and September to ask compliance questions. The Eco-Desk answered 85 ordinance related questions in August; 60 in September. In addition to phone calls, businesses received information through the Agency's dedicated ordinance web page <http://www.recyclenow.org/business/carryoutbags.asp> which received 2,000 visitors in 2014. As there were few public complaints about the ordinance through the Eco-Desk and website, it also appears that the public is informed and adapting to the new regulation. The Agency's dedicated ordinance web page at [http://www.recyclenow.org/reduce/carryout\\_bag\\_reduction.asp](http://www.recyclenow.org/reduce/carryout_bag_reduction.asp) received 5,347 visitors in 2014.

**Figure 14: Carryout Bags Ordinance information at Staples, Cleveland Ave. Santa Rosa**



- **Used motor oil/filter recycling education—** Used oil recycled at certified collection centers was almost 8% above last year. Filter recycling was also up significantly at collection centers, at 36% above last year. Curbside recycling numbers were reported by the hauler at levels similar to year before last, after a huge reported increase last year. This discrepancy may be the result of changes in reporting methodology, not actual quantities. As a result, aggregate used motor oil and filter collection was overall almost the same as last year.

The target goal for filter collection in Sonoma County is 50% (One filter for every 2 gallons of used motor oil). The ratio of filters per gallon of oil was 42.5% this year, down a little from last year. Total collections: 105,046 gallons of used motor oil, 44,645 filters.

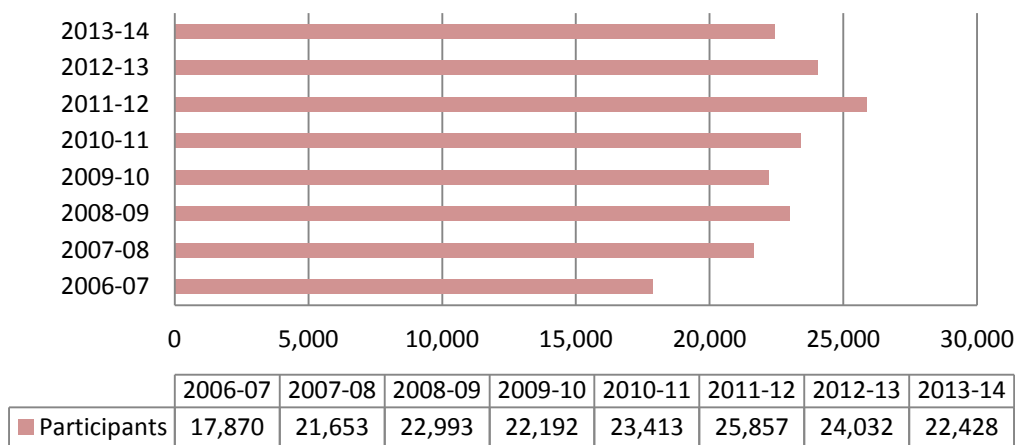
- **Mandatory Commercial Recycling Outreach--**As a result of Mandatory Commercial Recycling Outreach conducted in 2014, it is estimated that 1,173 adults and 1,281 children received recycling information. Those that established recycling programs for the 1<sup>st</sup> time included 5 businesses, 1 lodging facility, and 2 multifamily complexes. In addition, 3 businesses and 1 lodging facility significantly increased the number of recycling bins and/or bin size.

A post-outreach email survey sent to 61 commercial entities, received a good 36% response rate. Through the survey, the public responded that the most effective Agency tools at increasing recycling awareness were the 28-quart small blue recycling bins, the reusable shopping bags, 32-gallon large blue recycling bins, 11" x 17" blue single-stream recycle posters, 8 1/2" x 11" blue single-stream recycle posters and 8 1/2" x 11" green compost posters, respectively. 80% of respondents reported that the volume of recyclables collected increased as a result of outreach. Although, 92.31% reported that there was no change in their garbage bill as a result of outreach.

- **Participation in the Household Toxics Facility**--Over the past two years, the number of participants in the Household Toxics Facility and related programs has declined. The reason for this decrease appears to be increased participation in the PaintCare Program at retail drop-off sites and through the Safe Medicine Disposal Program.

The Safe Medicine Disposal Program with 37 residential retail drop-off locations, disposed of 18,689 pounds of unwanted and expired pharmaceuticals during the 2014 calendar year. The PaintCare Program in 2014 recycled over 2 million pounds of oil-based and latex paint products in California. Note that in addition to 14 retail PaintCare locations in Sonoma County, the Household Toxics Facility serves as a PaintCare drop-off site. In FY 13-14, the HHW Facility collected 234,792 pounds of oil based paint and 456,853 pounds of latex paint. This partnership saves the Agency money as program products delivered to the Household Toxics Facility are recycled through the PaintCare Program with no cost to the Agency for disposal.

**Figure 9: Number of households participating in the Agency's Household Toxics Programs 2006-07 to 2013-14**



### III. FUNDING IMPACT

There are no new funding impacts resulting from this report.

### IV. RECOMMENDED ACTION / ALTERNATIVES TO RECOMMENDATION

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

### V. ATTACHMENTS

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

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## North Coast Regional Water Quality Control Board

January 9, 2015

To: Interested parties

Subject: Notice of Proposed Addition of Republic Services of Sonoma County, Inc. as a Discharger on the Waste Discharge Requirements (WDRs) and Monitoring and Reporting Program (MRP), for Regional Water Board Order No. R1-2013-0003 for the Central Disposal Site, Sonoma County

File: County of Sonoma Central Disposal Site, 1B801490SON and 1B99011RSON

On December 30, 2014, the County of Sonoma and Republic Services of Sonoma County, Inc. submitted a request that the North Coast Regional Water Quality Control Board (Regional Water Board) amend the subject WDRs to name Republic Services of Sonoma County, Inc. as a Discharger, for all purposes under the WDRs except those provisions of the WDRs pertaining to runoff from the composting operations at the Central Disposal Site. The County and Republic asked that this change be conditioned on the Effective Date of the Master Operations Agreement between the County and Republic, estimated to occur on March 12, 2015.

As owner of the property the County is, and must remain, a named Discharger on the WDRs. Therefore, the Regional Water Board proposes to add Republic Services of Sonoma County, Inc. to the WDRs and the MRP as a Discharger, as of the Effective Date of the Master Operations Agreement, and excepting those portions of the Order section of the WDRs at Prohibition A.15 and Provision C.23.m. pertaining to waste discharges to surface and groundwater associated with composting activities.

### Public Hearing for Consideration for Adoption of Amendment of WDRs and MRP

A public meeting for the Board to consider adoption of the proposed amendment to the WDRs and MRP is scheduled for March 12, 2015, at the Regional Water Quality Control Board office located at 5550 Skylane Blvd., Suite A, Santa Rosa, California beginning at 8:30 a.m. or as announced in the Regional Water Board's agenda. At the hearing, the Regional Water Board will consider whether to affirm, reject, or modify the proposed amendment to the WDRs and MRP. Interested parties must submit to the Regional Water Board offices written comments concerning this proposed amendment by 5:00 p.m. on February 9, 2015. This written material will be submitted to the Regional Water Board members and all interested persons along with the full agenda materials.

Submittal of a copy of the draft WDRs and/or MRP, with underline/strikeout requested changes will not be accepted as formal comments and will not be transmitted to the Regional Water Board because that format does not provide sufficient explanation and rationale regarding the nature and scope of the requested changes for Regional Water

Board staff to evaluate. Instead, formal comments should be submitted in a letter format with requested changes and supporting arguments and documentation included.

Except at the discretion of the Regional Water Board Chair, written material received after the above date will not be accepted. If the Chair chooses to accept late written material, that material will not be incorporated into the administrative record if doing so would prejudice the Discharger(s) or the Regional Water Board staff.

### ***Document Review***

The proposed amendment to the WDRs and MRP, related documents, and comments, received by the Regional Water Board will be on file and may be inspected or copied at the Regional Water Board's office, 5550 Skylane Boulevard, Suite A, Santa Rosa, California. Appointments are recommended for document review. Appointments can be made by calling (707) 576-2220.

The proposed amendment to the WDRs and MRP, and related documents will also be available for review on the North Coast Regional Water Board website at [http://www.waterboards.ca.gov/northcoast/board\\_decisions/tentative\\_orders/](http://www.waterboards.ca.gov/northcoast/board_decisions/tentative_orders/).

You are receiving this notice because your name appears on our current list of interested parties for this matter and/or it appears you own or reside on property in the vicinity of the landfill. If you would like to receive future notifications regarding Regional Water Board actions/activities at this facility, please subscribe to our Lyris list for the Sonoma County Central Disposal site by going to this web address: [http://www.waterboards.ca.gov/resources/email\\_subscriptions/reg1\\_subscribe.shtml](http://www.waterboards.ca.gov/resources/email_subscriptions/reg1_subscribe.shtml). Follow the instructions provided on the subscription page, and check the box for Central Disposal Site, Sonoma County. In the future, we will be using this Lyris list as the primary means for notifying interested parties regarding Regional Water Board actions associated with the facility. If you have any questions or comments regarding this matter, please contact me at (707) 576-2350 or, by email, at [Diana.Henrioulle@waterboards.ca.gov](mailto:Diana.Henrioulle@waterboards.ca.gov).

Sincerely,

Original Signed By

Diana Henrioulle, PE  
Senior Water Resource Control Engineer

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