

Date: February 19, 2014
To: SCWMA Board Members
From: Henry J. Mikus, SCWMA Executive Director



Executive Summary Report for the SCWMA Board Meeting of February 19, 2014

Item 4: Consent: The Consent Agenda contained six items: the Minutes of the January 15, 2014 Regular Board Meeting, the "Recycle Guide" printing contract for the 2014 editions, the 2nd Quarter financial report, the draft RFP for bidding a new HHW contract, purchase of storm drain labels with oil program grant money, and authorization to act as the regional entity for the CalRecycle grant from the City/County Payment Program. The consent items passed on a unanimous vote, with one member abstaining on approval of minutes for a meeting where they were not present, and another member absent.

Item 5: Carryout Bag Ordinance Second Reading and Final Vote for Approval: by unanimous vote the Board waived the second reading and approved the Carryout Bag Ordinance. Although by law the ordinance is in effect 30 days after approval, the specified implementation date is September 1, 2014.

Item 6: Administrative Penalties Ordinance Second Reading and Final Vote for Approval: by unanimous vote the Board waived the second reading and approved the Administrative Penalties Ordinance.

Item 7: Carryout Bags Draft Outreach Program: Staff presented the Outreach Program plans for educating both the public and affected merchants about the new Carryout Bag Ordinance. For retailers, the plan includes direct mailings, development of bilingual "tool kits", conducting three education "fairs", and includes a component for including Hispanic businesses. For the public, the plan calls for an "I've got A Bag Habit!" campaign which includes distribution of reusable bags through Sonoma County Human Services offices, at events including fairs and Farmers' Markets, plus both English and Spanish paid advertising and social media efforts.

Item 8: Reusable Bags Purchase: The Board approved expenditures sufficient for purchasing 20,000 reusable bags to be used as part of the Carryout Bag Ordinance Outreach Program. Half the purchase, 10,000 bags, will be nylon and locally made using overstock or up-cycled materials. The balance of 10,000 bags will be manufactured overseas using woven polypropylene, similar to the popular bags obtained and distributed last year. The Board weighed the greater expense of the locally produced bags with buying overseas, and settled on an evenly divided purchase to balance the lowest unit cost with supporting our local economy. The split purchase also allows two different types of bags to be distributed, to separately address the different needs for grocery bags, and shopping bags for other types of merchants.

Item 9: FY 14-15 Draft Work Plan: by unanimous vote the Board approved the Draft Work Plan. The Work Plan is a compilation of staff and contractor expenses by tasks and projects, and upon approval is the foundation for the actual budget. The Draft FY 14-15 Agency Budget set for discussion at the March Agency Board meeting.

Item 10: Consultant selection for Evaluating Delivery Options of Agency Services: Via unanimous vote the Board approved a contract with R3 Consulting to perform an evaluation of Agency services, including possible delivery options, at a not to exceed price of \$28,710. This project furthers the Board's desire to determine the path ahead, beyond the end of the Agency's initial 25-year term in 2017.

Item 11: Attachments/Correspondence: The only attachment was the February – April Outreach Calendar.